



School of Commerce & Management Studies

YOUNG MANAGER !

“EMPOWERING TOMORROW’S LEADER, TODAY”

FEBRUARY 2026



Dear Readers,

Welcome to the FEBRUARY 2026 edition of our SCMS monthly newsletter – Young Manager!

Our mission is to keep you informed, engaged, and connected with the dynamic culture at the School of Commerce and Management Studies.

In this issue, we are thrilled to present a comprehensive roundup of important updates, enriching events, and insightful news designed to meet your varied interests and needs. We hope you find our newsletter to be both a valuable resource and a source of inspiration.

Warm regards,

The Editorial Team - Young Manager
SCMS, DSU

WHAT'S INSIDE

- EXPERT TALK ON APPLIED ANALYTICS
- CAMPUS FUND
- YUKTI - HR CLUB “TALENT ARCHITECTS”
- FINANCIAL ANALYTICS PRESENTATION
- INTERNATIONAL FACULTY LECTURE SERIES IN ECONOMICS
- FIVE-DAY WORKSHOP IN THE AGE OF AI
- SESSION ON BLOCKCHAIN FOR FINTECH-BLOCKCHAIN CLUB
- OUTREACH WORKSHOP ON HIGHER EDUCATION
- GOVERNANCE OF AI RELATED TOOLS
- WORKSHOP ON FOUNDATIONS OF ENTREPRENEURIAL THINKING
- FIVE-DAY FDP ON LEADERSHIP AND TEAM BUILDING
- NEWS FROM INDIA
- BUSINESS NEWS
- INTERNATIONAL NEWS
- BOOK REVIEW
- MOVIE REVIEW
- UPCOMING EVENTS

DEAN'S MESSAGE

CAPT. A. NAGARAJ SUBBARAO, PHD

Greetings! Esteemed Readers,

Welcome to the FEBRUARY 2026 issue of "Young Manager," the SCMS newsletter designed exclusively for the vibrant community of business students. As we embark on this exciting journey together, "Young Manager" aims to serve as a beacon of inspiration, knowledge, and opportunity for aspiring young leaders.

**“ONLY THREE THINGS
HAPPEN NATURALLY IN
ORGANIZATIONS: FRICTION,
CONFUSION AND
UNDERPERFORMANCE.
EVERYTHING ELSE REQUIRES
LEADERSHIP.”**

PETER DRUCKER

In each issue, you can expect a curated selection of events, articles, interviews, book reviews, movie reviews, and features tailored to your interests and needs as future managers and entrepreneurs. From insights into industry trends and career advice to highlights of student achievements and campus events, "Young Manager" promises to be your trusted companion on your path to success.

We invite you to engage with us actively, share your stories, ideas, and feedback, and become part of our thriving community of young managers shaping the future of business. Together, let us explore, learn, and grow as we navigate the dynamic landscape of the business world.

Thank you for joining us on this exciting journey. Here's to a future filled with endless possibilities and boundless opportunities!



DSU VISION & MISSION

Vision: To be a centre of excellence in education, research & training, innovation & entrepreneurship and to produce citizens with exceptional leadership qualities to serve national and global needs.

Mission: To achieve our objectives in an environment that enhances creativity, innovation and scholarly pursuits while adhering to our vision.



DSU VALUES

THE PURSUIT OF EXCELLENCE

A COMMITMENT TO STRIVE CONTINUOUSLY TO IMPROVE OURSELVES AND OUR SYSTEMS WITH THE AIM OF BECOMING THE BEST IN OUR FIELD.

FAIRNESS

A COMMITMENT TO OBJECTIVITY AND IMPARTIALITY, TO EARN THE TRUST AND RESPECT OF SOCIETY.

LEADERSHIP

A COMMITMENT TO LEAD RESPONSIVELY AND CREATIVELY IN EDUCATIONAL AND RESEARCH PROCESSES.

INTEGRITY AND TRANSPARENCY

A COMMITMENT TO BE ETHICAL, SINCERE AND TRANSPARENT IN ALL ACTIVITIES AND TO TREAT ALL INDIVIDUALS WITH DIGNITY AND RESPECT.

SCMS VISION & MISSION

Vision: What future we want to create?

To be known as the best B-School for aspiring management leaders in the country with industry focused curriculum and practice.



The School of Commerce & Management Studies has **Seven Centres for Proficiency Enhancement** that support the foundational pillars of the school in driving student interest and learning.

The objectives of the COPE are to drive student experiential learning and managed by faculty with deep subject matter expertise.

Mission: Why we exist?

To create value for students, business and society by providing intellectual leadership, advancing the science and practice of management, and developing confident leaders to be the agents of change in a world driven by data, technology and innovation

CENTRE OF PROFICIENCY ENHANCEMENT

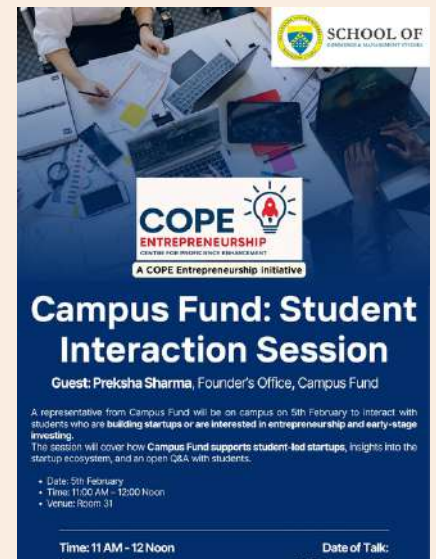
1. BUSINESS ANALYTICS - DR. CHINMOY KUMAR
2. SUPPLY CHAIN - PROF. MURALIDHARA G V
3. COMMUNICATION - CDR. HIMANSHU JOSHI
4. HR | LEADERSHIP - DR. SILKY SHARMA
5. DIGITAL TRANSFORMATION AND TECHNOLOGY - PROF. MOHAN SRINIVASAN
6. ENTREPRENEURSHIP - PROF. JITENDRANATH PATRI
7. SUSTAINABILITY - DR. SOMNATH DEBNATH

APPLIED ANALYTICS EXTERNAL EXPERT SPEAKER CLASS



SCMS-PG held an expert talk on **Applied Analytics** by **Mr. Naveen Bandi BTech, MBA (BITS, Pilani), Vice-President Analytics, JP Morgan-Chase, Ohio, USA** on the **4th of February, 2026**. The topic of the session is how to determine an optimal interest rate for retail markets. The speaker broached how money from various sources in a bank, such as shareholder wealth, deposits, borrowed money, and other sources of financing, is used to lend money for house mortgages, credit cards, and vehicle purchases. Based on the Basel Convention, the bank keeps a certain percentage of the loan money to serve defaults and non-productive loans. In such a scenario, how banks should price the product (Pricing refers to the fixing of the interest rate) at which a loan is given to consumers, so as to cover the default amount and be profitable. They conduct live experiments in the market, determining which interest rate is suitable for the market. The speaker said that interest rate fixing is dynamically changing every week, depending on the consumer economic behavior and market conditions. The interest rates are arrived at by using a mixed-integer optimization program with large databases of information with several hundred constraints. The basic trade-off is whether to maximize market share by reducing interest rates or maximize profits by increasing the interest rates. In such a scenario, how JP Morgan Chase arrives at a pricing decision was the net takeaway of the presentation.

CAMPUS FUND STUDENT INTERACTION SESSION – SCMS-PG



SCMS-PG hosted a student interaction session with **Campus Fund**, led by **Preksha Sharma** (Founder's Office) on **5th February, 2026**, as part of the COPE Entrepreneurship initiative. The session aimed to introduce students to Campus Fund—India's leading VC fund focused on student entrepreneurs—and to highlight opportunities for funding, ecosystem exposure, and becoming student startup scouts.

Preksha shared insights into Campus Fund's journey since its founding by Richa Bajpai six years ago, explaining how the fund evaluates thousands of student startups and selects fewer than 100 for investment. She also spoke about the fund's ongoing **USD 100 million** raise, with early-stage cheque sizes ranging from **₹1 crore** to **₹7 crore**, and the strong advisor network supporting portfolio startups.

The session was highly interactive, attended by 55 students, and concluded with an encouragement to apply for funding and explore the scout program. Six students who are currently working on their ideas have agreed to pitch to the Campus Fund. The talk provided valuable insight into the realities of student entrepreneurship and early-stage investing.

YUKTI - HR CLUB AT SCMS-PG ORGANIZES “TALENT ARCHITECTS” - ROLE PLAY ACTIVITY



The event **Talent Architects**, organized by the **HR Club – “Yukti”** of **School of Commerce & Management Studies (SCMS), Dayananda Sagar University**, in association with the **SCMS MBA Alumni Chapter**, was held on **5th February 2026** at Gallery–3, City Innovation Campus at Kudlu Gate. The event was conducted under the strategic guidance and vision of Dean-SCMS, **Capt. A. Nagaraj Subbarao, PhD**.

The program aimed to provide MBA students with practical exposure to **Talent Acquisition** and **interview processes** through interactive sessions and live demonstrations. The event began with a welcome and opening address by **Dr. S. Sai Ganesh**, setting the tone for industry-oriented learning and highlighting the importance of industry readiness and professional competencies for management students.

Dr Silky Sharma, faculty coordinator for Yukti club shared that the core of the program focused on structured demonstrations of various interview methods including **situational, structured, unstructured, stress, panel, group, and online interviews**. Student-led role plays showcased real-world recruitment practices and effective candidate responses. Each format was introduced through short scripts followed by live or recorded demonstrations. This hands-on approach helped students understand **interviewer expectations** and **questioning styles**. Overall, it provided practical insights into real-time interview scenarios.

YUKTI - HR CLUB AT SCMS-PG ORGANIZES “TALENT ARCHITECTS” - ROLE PLAY ACTIVITY



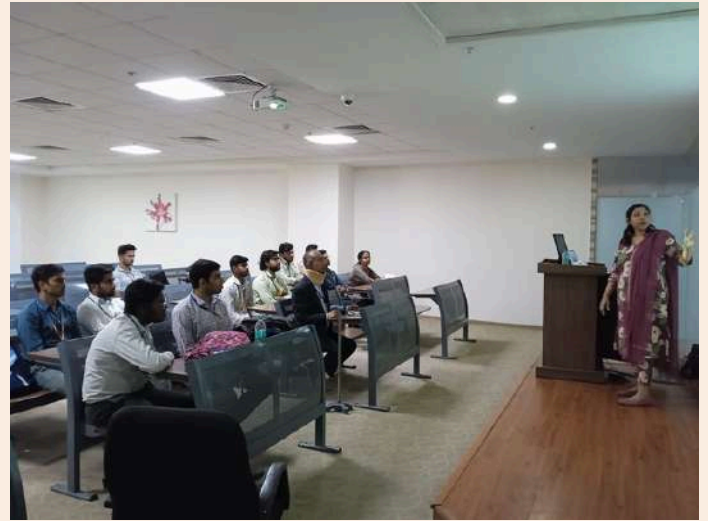
The presence of esteemed alumni of SCMS-PG MBA Program, **Ms. Sneha M (HR Business Partner at Biocon Biologics)** and **Ms. Sumaiya Kauser (Sr. logistics and partner manager at Shobitam Inc.)** enriched the session with valuable industry insights and practical career guidance. Their insights provided a strong industry perspective on **current hiring trends, employer expectations, and essential competencies** for aspiring HR professionals.

Towards the end of this HR Club activity, Professor- SCMS Dr S. Sai Ganesh congratulated the participants for this action-based learning activity driven by MBA students and motivated them to keep participating and organising such sessions in future for enhanced learning.

The event concluded with a Vote of Thanks delivered by Dr. Silky Sharma, who appreciated the efforts of the organizing team, faculty members, alumni speakers, and student participants.

Overall, the event Talent Architects provided practical exposure to MBA students on Talent Acquisition processes and various interview techniques, bridging the gap between academic knowledge and real-world hiring practices through alumni interaction and live demonstrations.

FINANCIAL ANALYTICS PRESENTATION



The School of Commerce and Management Studies (SCMS), Dayananda Sagar University organized an expert talk on **Financial Analytics** by **Ms. Debolina Kar**, **Financial Controller - J.P. Morgan Chase, India**, held on **10th Feb 2026**. With previous experience as **Executive Director - JPMorgan; Senior Vice President-HSBC; Senior Manager-Bank of America** and **Assistant Manager-GENPACT**, she addressed the students on four research areas for **Financial Planning and Forecasting, Branch Analytics, Customer Analytics**, and **Pricing Analytics**. She briefed on the challenges of a dynamic macro-environment in the planning process. She highlighted how predictive analytics are used in the Banking Environment. Further, she explained how banks make money by lending and how the interest rates are determined for end consumers by the bank. She talked about cost-minimization approaches in banking operations and how they are used in branch analytics, and for determining the number of call center people required, depending on the day part. Customer analytics talked about segmenting the customers and how different pricing options are chosen for different groups of customers based on prescriptive analytics. She showed the effect of time series forecasting models and many machine learning tools used in forecasting relevant bank metrics. She talked about how bank operations impact long-term financial planning and the role of the macro-environment in determining every decision of a bank. The net takeout how analytics and AI are used in retail banking to improve decision-making. Predictive models forecast customer behavior, credit risk, and fraud, while prescriptive analytics suggests actions like loan pricing and resource allocation. Machine learning helps segment customers and determine interest rates based on risk and market conditions. AI tools also help minimize costs in branch operations through better staffing, branch planning, ATM management, and automation.

INTERNATIONAL FACULTY LECTURE SERIES IN ECONOMICS



International Faculty Lecture series in Economics

Tuesday 10th February -
Friday 13th February
11:00 AM - 1:00 PM
Gallery 2

SPEAKER - Dr Denis Hyams-Ssekasi
Faculty Lecturer
Institute of Management
University of Greater Manchester

Dr.A.Nagaraj Subbarao
Professor & Dean
SCMS
Dayananda Sagar University

Dr.Shweta Kaur Khalsa
+91-7439471321

Dayananda Sagar University, through its **School of Commerce & Management Studies**, successfully organized an **International Faculty Lecture Series in Economics** from **10th to 13th February**, held between 10:30 AM and 1:00 PM.

The lecture series was delivered by **Dr. Denis Hyams-Ssekasi**, **Faculty Lecturer at the Institute of Management, University of Greater Manchester**. Dr. Hyams-Ssekasi brings extensive international academic and research experience in economics, management education, and applied social sciences, with a strong focus on global and development perspectives.

During the sessions, Dr. Hyams-Ssekasi offered valuable insights into contemporary economic issues, global economic systems, and the application of economic theory to real-world managerial and policy contexts. His lectures encouraged critical thinking and analytical reasoning, enabling students to better understand economic decision-making in an increasingly interconnected global environment. The interactive nature of the sessions fostered meaningful discussions and enhanced student engagement with international economic perspectives.

The lecture series was graced by the presence and academic leadership of **Dr. A. Nagaraj Subbarao, Professor & Dean, SCMS**, whose guidance and support contributed to the success of the event.

Overall, the International Faculty Lecture Series significantly enriched the academic ecosystem at DSU by promoting global exposure, strengthening conceptual clarity in economics, and providing students with an opportunity to learn from an internationally acclaimed academic—reinforcing DSU's commitment to excellence in global education.

FIVE-DAY WORKSHOP IN THE AGE OF AI



The **School of Commerce and Management Studies (SCMS), Dayananda Sagar University** recently concluded a highly successful and timely **Five-Day Workshop** titled "**Research Methodology in the Age of AI.**" Held from **February 11th to 15th, 2026**, the event addressed a critical need of the hour for the academic community, providing researchers with the essential tools to navigate the rapidly evolving landscape of artificial intelligence. Organized under the visionary leadership and guidance of the **Dean, Prof. Capt. A. Nagaraj Subbarao, PhD**, the workshop aimed to bridge the gap between traditional scholarly rigor and modern technological advancements.

The program was in a hybrid mode, attracting a diverse cohort of **218 registered participants** from various regions across India. This wide-reaching engagement was made possible by the dedicated efforts of the event coordinators, **Dr. Abhijit Chakraborty** and **Dr. Abhijit Ranjan Das**, who ensured a smooth integration of both physical and virtual learning environments. The intellectual depth of the sessions was further enhanced by an esteemed expert hailing from prestigious institutions, including **M.S. Ramaiah University of Applied Sciences (Bengaluru)**, the **Symbiosis Artificial Intelligence Institute (Pune)**, and the **Xavier Institute of Management (Bhubaneswar)**, **Institute of Management, University of Greater Manchester, London.**

Throughout the five-day duration, participants engaged in intensive sessions covering AI-in literature reviews and data analysis. The workshop concluded on a high note, empowering a new generation of researchers with the technical proficiency required for the 21st century. This initiative reinforces SCMS's position as a leader in fostering a future-ready and digitally-empowered research ecosystem.

BLOCKCHAIN CLUB EVENT - SESSION ON BLOCKCHAIN FOR FINTECH



The **Blockchain Club** of **School of Commerce & Management Studies, Dayananda Sagar University**, organized a **Session on Blockchain for Fintech** on **13 February 2026** at Kudlu Gate Campus. The session was coordinated by **Prof. Mohan Srinivasan** and featured **Prof. Archie D'Souza** as the resource person.



The program provided students with a **practical overview of fintech and blockchain applications in modern financial ecosystems**. Prof. D'Souza explained how fintech integrates financial services with digital technologies to enable faster payments, improved accessibility, and enhanced customer experience.

The session highlighted **evolving payment mechanisms, the role of blockchain in transparency and security, and the shift from traditional banking toward digital-first financial solutions**. Students were introduced to real-world fintech use cases spanning payments, lending, and personal finance management, emphasizing how technology reshapes financial inclusion and efficiency.

The interactive discussion helped participants connect theoretical concepts with industry practices, strengthening their understanding of blockchain's relevance in today's fintech landscape.


OUTREACH WORKSHOPS ON “AN ORIENTATION ON HIGHER EDUCATION”



 **Kateel Ashok Pai Memorial College**
Shivamogga 

DISHA(Career Guidance & Placement Cell, IQAC)
DEPARTMENT OF BCA and B.Com
(Under the collaboration of Kalpana
Science Club and Avinya Club)

Invites you to One day workshop on
“An Orientation on Higher Education”

Resource Person:
Prof. Mohan Srinivasan
School of Commerce and
Management Studies -PG
Dayananda Sagar University,
Bengaluru. 

Guest of Honour : **Dr. Rajani A Pai**
Director, Manasa
Trust, Shivamogga.

Presided By : **Dr. Sandhya Kaveri K**
Principal, KAPMC,
Shivamogga.

Date: 16-02-2026 *Place:* Bahumukhi Auditorium,
Time: 12 PM KAPMC

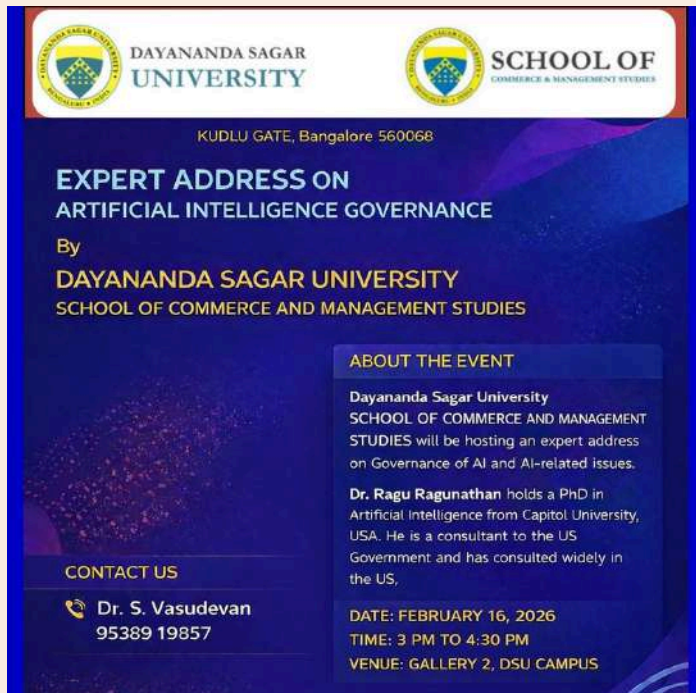
All are Cordially Welcome

As part of its academic outreach initiative, **Prof. Mohan Srinivasan** of the **School of Commerce and Management Studies (PG), Dayananda Sagar University**, conducted two separate workshops titled **“An Orientation on Higher Education”** on **16 February 2026** at Shivamogga. The sessions were coordinated by **Abhishekh Ganesh CMO, Manoj Kumar Jena, Assistant Director- Admissions** and **Mr Rizwan from Marketing team**.

The first workshop was held at **Edurite College of Management Studies** at 10:00 AM, followed by the second session at **Kateel Ashok Pai Memorial College** at 12:00 PM. Both programs aimed to guide undergraduate students on higher education pathways, career planning, and informed academic choices.

Prof. Srinivasan discussed emerging career opportunities, the importance of selecting the right institution, and the role of Artificial Intelligence technology and industry-aligned curricula in enhancing employability. Students were introduced to SCMS MBA career prospects, evolving skill requirements, and the value of holistic development. The interactive sessions generated active participation and helped students gain clarity on postgraduate education options. Overall, the outreach programs successfully motivated students to pursue structured higher education and future-ready careers.

EXTERNAL EXPERT SPEAKER CLASS-GOVERNANCE OF AI RELATED TOOLS



The poster features the logos of Dayananda Sagar University and the School of Commerce & Management Studies at the top. Below the logos, the text reads: 'KUDLU GATE, Bangalore 560068', 'EXPERT ADDRESS ON ARTIFICIAL INTELLIGENCE GOVERNANCE', 'By DAYANANDA SAGAR UNIVERSITY SCHOOL OF COMMERCE AND MANAGEMENT STUDIES'. A section titled 'ABOUT THE EVENT' states: 'Dayananda Sagar University SCHOOL OF COMMERCE AND MANAGEMENT STUDIES will be hosting an expert address on Governance of AI and AI-related issues. Dr. Ragu Raguathan holds a PhD in Artificial Intelligence from Capitol University, USA. He is a consultant to the US Government and has consulted widely in the US.' At the bottom, 'CONTACT US' information is provided: 'Dr. S. Vasudevan 95389 19857'. The event details are: 'DATE: FEBRUARY 16, 2026', 'TIME: 3 PM TO 4:30 PM', and 'VENUE: GALLERY 2, DSU CAMPUS'.



The School of Commerce and Management Studies, Dayananda Sagar University, organized an event on Governance of AI related tools by **Dr Ragu Raguathan, Adjunct Faculty, Capitol University, Washington, USA** on **16th February, 2026**.

The topic of the session is how organizations should prepare themselves to handle governance issues in organizations adopting AI tools. The speaker traced the evolution of artificial intelligence from 1948 to till date. He argued that AI is no different from other innovations like the advent of desktop computers replacing human work. He opined that AI will erase certain types of repetitive, mundane jobs while creating other types of jobs needing different skills. The corporate governance to incorporate policy guidelines similar to how previous computing related issues were dealt in the past. The policy document is an evolution from the previous decades. The governance should have a senior person responsible to oversee and monitor the implementation of AI tools. The policy document needs to be dynamically updated every year. When people use AI tools, the person owns the content and cannot blame the machines and software. Instead of blindly using AI outputs, the user needs to show cognitive interpretation of the outputs of the AI tool. From his consultancy work he shared many documents showing corporate governance in different types of companies like insurance, banking, medical verticals etc. He also said that the AI tools will give different answers in different environments which is equivalent and similar to human cognitive responses differing depending on the situation. He claimed that AI will be subservient to human intervention irrespective of the developments. He broached topics on deep-fake and fraudulent activities and how to install cybersecurity in organizations to overcome negative impacts.

3-DAY WORKSHOP: FOUNDATIONS OF ENTREPRENEURIAL THINKING – A PRACTICE-LED APPROACH



COPE ENTREPRENEURSHIP
A COPE Entrepreneurship Initiative

SCHOOL OF
COMMERCE & MANAGEMENT STUDIES

3-DAY WORKSHOP
FOUNDATIONS OF
ENTREPRENEURIAL THINKING:
A PRACTICE-LED APPROACH

Resource Person:
Prof. Venkatesh Raghavendra
International Adjunct Faculty,
Social Entrepreneurship
Consultant to the Govt of
India & Karnataka

Host:
Capt. A. Nagaraj Subbarao PhD
Dean SCMS & Professor
of Leadership and
Strategy

SCMS-PG
Gallery 2

17-19/Feb/2026
SEC A & B: 11:00 AM - 1:00 PM
SEC C & D: 2:00 PM - 4:00 PM

Topics

Entrepreneurship:
Mindset & Context

Innovation: Thinking,
Systems & Relevance

Social Entrepreneurship:
Purpose, Scale & Impact

Attendance is Mandatory

Organised by: **COPE Entrepreneurship**, School of Commerce & Management Studies (PG)

Dates: **17–19 February 2026**

Resource Person: **Prof. Venkatesh (Venky) Raghavendra**

Host: **Capt. A. Nagaraj Subbarao**, PhD (Dean, SCMS & Professor of Leadership and Strategy)

COPE Entrepreneurship at SCMS–PG successfully conducted a 3-day intensive workshop titled “**Foundations of Entrepreneurial Thinking: A Practice-Led Approach**” from **17–19 February 2026**. Led by **Prof. Venkatesh (Venky) Raghavendra**, international adjunct faculty and social entrepreneur, the workshop engaged MBA students in a structured exploration of entrepreneurship, innovation, and social impact.

The sessions moved beyond conventional startup narratives and reframed entrepreneurship as the ability to create value amidst uncertainty. Students examined opportunity recognition, risk management, and ethical decision-making while gaining insights into India’s evolving entrepreneurial ecosystem. Through real-world case studies—from frugal innovation models to global disruption examples—participants explored why some ideas scale while others fail.

3-DAY WORKSHOP: FOUNDATIONS OF ENTREPRENEURIAL THINKING – A PRACTICE-LED APPROACH



A key highlight was the focus on innovation under constraints and the importance of aligning ideas with stakeholder needs. The final session on social entrepreneurship encouraged students to think beyond profit and consider purpose, sustainability, and measurable impact. Tools such as stakeholder mapping and the Theory of Change introduced students to structured approaches for designing scalable solutions.

The workshop reinforced the importance of cultivating an entrepreneurial mindset in today's rapidly changing environment—one marked by technological disruption, policy shifts, and evolving societal expectations. By combining reflection, discussion, and practical frameworks, the initiative strengthened students' ability to think critically, act responsibly, and identify meaningful opportunities.

This workshop stands as a significant step in SCMS-PG's commitment to nurturing thoughtful, purpose-driven future leaders.

FIVE-DAY FACULTY DEVELOPMENT PROGRAM ON LEADERSHIP AND TEAM BUILDING



The **School of Commerce and Management Studies (SCMS-PG)**, **Dayananda Sagar University (DSU)**, in collaboration with the **MSME Technology Centre**, Bengaluru (A Unit of the Govt. of India, Ministry of Micro, Small and Medium Enterprises), successfully organized a five-day, in-person **Faculty and Management Development Program (FDP)** from **February 24th to 28th, 2026**. Focused on the core themes of **Leadership** and **Team Building**. The event took place in Innovation campus, Kudlu Gate, fostering a high-energy environment for professional growth.

Under the visionary leadership of **Dean-SCMS, Prof. Capt. A. Nagaraj Subbarao, PhD**, and the diligent coordination of **Dr. Abhijit Chakraborty** and **Dr. Abhijit Ranjan Das**, the program saw an overwhelming response with more than **75 registered participants**, including academic faculty, industry professionals, and research scholars.

The sessions were led by distinguished experts who brought a blend of academic depth and industrial experience:

- Prof. Capt. A. Nagaraj Subbarao, PhD (Dean, SCMS-PG)
- Prof. Reshmi R
- Dr. Solai B

Moving beyond traditional lectures, the event featured an interactive and vibrant atmosphere. Participants engaged in a variety of hands-on activities, simulation games, and group dynamics exercises designed to break silos and build trust. This learning-through-doing approach made the sessions both highly educational and immensely fun, allowing attendees to practice conflict resolution and strategic decision-making in real-time.

FIVE-DAY FACULTY DEVELOPMENT PROGRAM ON LEADERSHIP AND TEAM BUILDING



UPDATES FROM OUR NATION



Global AI Impact Summit 2026 Hosted in New Delhi
India hosted a major international tech event bringing together world leaders and CEOs from companies like Google, OpenAI, and Microsoft to discuss the future of AI, ethical usage, and global tech partnerships. The event catalyzed over \$200 billion in AI-related financial pledges from major corporations, significantly reshaping the strategic business landscape.



Nationwide HPV Vaccination Drive Launched

The Indian government rolled out a massive public health campaign to administer the HPV vaccine to girls aged 9–14 to prevent cervical cancer. The campaign targets the administration of the quadrivalent HPV vaccine to approximately 1.15 crore 14-year-old girls annually across all States and Union Territories.



Cabinet Approves Renaming Kerala to 'Keralam'

The Union Cabinet formally approved the Kerala government's proposal to change the state's name to 'Keralam', setting the constitutional wheels in motion under Article 3 to honor the state's linguistic and cultural identity. This move stems from a long-standing demand and a unanimous resolution passed by the state assembly to align the state's official constitutional name.



Major Free Trade and Tax Agreements

The Government of India and the Gulf Cooperation Council (GCC) signed a Joint Statement for a comprehensive Free Trade Agreement. Additionally, India and France made key amendments to their taxation treaty regarding capital gains.

UPDATES FROM CORPORATE WORLD



Budget 2026: 10 key announcements for India Inc

The Union Budget 2026 introduced major policy measures for businesses in India. The government increased infrastructure spending to about ₹12.2 lakh crore, promoted manufacturing sectors such as electronics and biopharma, and simplified tax structures. The budget also aims to strengthen capital markets, improve logistics, and support MSMEs to boost economic growth and competitiveness.



India moment: Why trust, not disruption, will define the century ahead

This article highlights how India's growth in advanced manufacturing, cybersecurity, and AI will depend on trust and stable partnerships rather than disruptive innovation alone. The discussion suggests that building reliable global collaborations and supply-chain resilience will help India emerge as a major economic power in the coming decades.



ET Now GBS 2026: Decade of disruption, century of change — thriving amid uncertainty

At the ET Now Global Business Summit 2026, experts discussed how companies must adapt to global trade volatility, technological disruption, and economic uncertainty. India's strong growth prospects and policy stability are expected to help businesses manage risks and sustain long-term economic expansion.



India's consumer goods makers bet on volume-led growth as inflation eases

Consumer goods companies in India expect stronger demand growth as inflation eases and GST cuts reduce product prices. Instead of relying on price increases, companies are focusing on higher sales volumes and improving consumer affordability. This indicates improving consumer sentiment and recovery in the mass market.

UPDATES FROM AROUND THE WORLD



Trump says China's Xi Jinping to visit US "toward the end of the year"

US President Donald Trump announced that Chinese President Xi Jinping is expected to visit the United States later in 2026. The announcement signals an effort to stabilise relations between the world's two largest economies after recent trade disputes and tariffs.

US-Russia economic partnership proposal involving the dollar and energy cooperation

Russia has proposed a possible economic partnership with the United States that could include returning to the US dollar settlement system and cooperating in oil, gas, and raw-material investments. The proposal is linked to potential negotiations to end the Ukraine war and could significantly reshape global financial and energy markets if implemented.



US Supreme Court ruling on Trump tariffs creates global trade uncertainty

The US Supreme Court struck down some of President Trump's emergency tariffs. However, analysts believe the decision will not immediately stabilize global trade because new tariffs or trade policies may replace them. The ruling has caused uncertainty among global governments and businesses that depend on US trade policies.

US producer inflation is higher than expected due to rising service costs

US producer prices increased more than expected, mainly due to higher service costs. The Producer Price Index (PPI) rose 0.5% month-on-month, showing persistent inflation pressures despite falling energy prices.

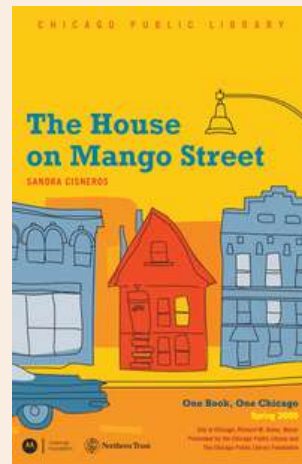




BOOK REVIEW



THE HOUSE ON MANGO STREET



The House on Mango Street is a masterclass in vignette-style storytelling, trading a traditional linear plot for a series of poetic "snapshots" that capture the raw essence of growing up. Sandra Cisneros uses a voice that is deceptively simple and childlike, yet layered with profound observations about poverty, systemic barriers, and the specific struggles of Chicana womanhood. The brevity of the chapters makes the heavy themes of domestic confinement and social isolation feel like a series of sharp, unforgettable stings.

The book's greatest strength lies in its emotional honesty. Through Esperanza's eyes, the neighborhood is neither purely a trap nor a playground; it is a complex landscape of vibrant characters—like the scholarly Alicia or the trapped Sally—who serve as mirrors for Esperanza's own fears and ambitions. Cisneros brilliantly illustrates how a physical space, like a cramped house, can become a psychological boundary, making Esperanza's quest for a "house of her own" feel like a universal battle for autonomy and dignity.

Ultimately, it is a hauntingly beautiful tribute to the power of language. While the ending is bittersweet, it resonates with hope as Esperanza realizes that her ability to tell her story is her ticket to freedom. It isn't just a coming-of-age story; it's a foundational piece of literature that gives a powerful voice to those living in the margins. Whether you're a student or a casual reader, its message about defining your own identity remains timeless and essential.

The central takeaway is that identity is self-defined, not dictated by your surroundings or socio-economic status. Through Esperanza's journey, the book teaches that while you may carry the weight of your past and your neighborhood with you, creative expression and education serve as vital tools for liberation. It emphasizes that true "belonging" comes from the strength to eventually return and empower your community rather than just escaping it.

MOVIE REVIEW

ENGLISH VINGLISH



English Vinglish is widely acclaimed as a simple, heartfelt, and beautifully crafted film that serves as a poignant exploration of self-respect and empowerment. Critics have praised Gauri Shinde's masterful debut for its nuanced storytelling, which avoids over-the-top melodrama to deliver a relatable narrative about an Indian housewife finding her voice. The film effectively highlights the subtle, often unintentional humiliations faced by homemakers who are taken for granted by their families, making its central theme of reclaiming dignity resonate deeply with universal audiences.

The movie tells us :Shashi Godbole is a soft-spoken housewife in Pune who runs a small business making and selling laddoos. Despite her entrepreneurial skills and devotion to her family, she is frequently mocked and belittled by her husband, Satish, and her teenage daughter, Sapna, for her poor English skills. Her life takes a significant turn when she is asked to travel to New York alone to help her sister, Manu, prepare for her niece Radha's wedding.

In New York, an embarrassing encounter at a café, where she is unable to place an order in English, pushes Shashi to seek change. Using the money she earned from her laddoo business, she secretly enrolls in a four-week conversational English course. In her diverse class, she finds a safe space where she is respected by her quirky classmates, including a French chef named Laurent who becomes enamored with her. As she gains proficiency in the language, she begins to regain the self-confidence that her family had slowly eroded.

The film reaches its climax during the wedding, where Shashi's family is shocked to find her speaking English with her new friends. Shashi delivers a touching and eloquent toast in English, emphasizing that a family should be a place of love and respect where no one's weaknesses are mocked. Her husband and daughter realize the depth of their disrespect and apologize. Ultimately, Shashi chooses to remain with her family, having found the self-worth she was looking for—a victory she celebrates by fluently asking for a Hindi newspaper in English during her flight home.

UPCOMING EVENTS


DAYANANDA SAGAR UNIVERSITY

SCHOOL OF COMMERCE & MANAGEMENT STUDIES

Management Development Program

Managed by
 Prof. Golda El Khoury
 Visiting Professor, France

 Prof. Reshmi Ghosh
 Adjunct Professor

 Dr. Pavithra Salanke
 Associate Professor

Hosted by
 Capt. A Nagaraj Subbarao, PhD
 Dean SCMS & Professor of Leadership and Strategy

Moderated by
 Dr. Shweta Kaur Khalsa
 Associate Professor - Entrepreneurship

Own your
SPACE
 From *Fitting In* to *Standing Out*
The Women Leadership Masterclass

Scan here to Register/ Pay




 7-March 2026 (Sat)
 09:30 AM to 4:30 PM
 Dayananda Sagar University
 Kudlu Gate Campus


DAYANANDA SAGAR UNIVERSITY

SCHOOL OF COMMERCE & MANAGEMENT STUDIES

8 - 9 May 2026

School of Commerce and Management Studies presents:

National Case Conference

Dayananda Sagar University, Innovation Centre, Kudlu Gate Campus

Organized by the School of Commerce and Management Studies – Post Graduate Programs, Dayananda Sagar University, Bengaluru, the SCMS National Case Conference 2026 is a 2-Day academic and practitioner-focused event dedicated to advancing excellence in case writing and the case method. The conference offers a vibrant platform for faculty, researchers, industry professionals, and students to present case studies, engage in expert-led masterclasses, and explore publishing opportunities. The event aims to strengthen scholarly collaboration, elevate case research quality, and promote impactful case-based learning.

Aim of the Conference

- Advance excellence in case writing and case-based learning
- Provide a collaborative platform for presenting and refining case studies
- Strengthen academia-industry engagement
- Enhance skills in case development, teaching, and publishing
- Promote high-quality and impactful case research

4 tracks

- Full length case studies
- Short/ compact case studies
- Video/ Picture (Comic Book) case studies
- Student submissions

Opportunity to

- Get published at the Case Centre
- Get published in a Book with ISBN

Faculty Resource



Prof. G V Muralidhara
 Dy Director - SCMS
 Case Research Centre



Host



Capt. A Nagaraj Subbarao, PhD
 Dean SCMS & Professor of
 Leadership and Strategy


ENTER TO WIN PRIZES

For more details contact:
Prof. VV Rajan Deputy Director - Industry Relations
 +91 - 88841 86036 | vvrajan@dsu.edu.in


DAYANANDA SAGAR UNIVERSITY

SCHOOL OF COMMERCE & MANAGEMENT STUDIES
 Dayananda Sagar University


DAYANANDA SAGAR UNIVERSITY
 SCHOOL OF COMMERCE AND MANAGEMENT STUDIES

ANTI DRUG CELL
 &
PRABHAVA CLUB
 Organizing
 A Seminar on
"DRUG & ALCOHOL ADDICTION"




MARCH 13, 2026, FRIDAY
TIME: 11:00 AM - 1:00 PM
VENUE: GALLERY 3, BLOCK A, INNOVATION CAMPUS
<https://zoom.us/j/99988338413>

Speaker



Dr. Jayant Mahadevan
 Assistant Professor, Psychiatry
 Centre of Addiction Medicine
 NIMHANS, Bengaluru, India

Host



Capt. A. Nagaraj Subbarao, PhD
 Chairperson, Anti Drug Committee
 Dean- SCMS

Join us to build a healthier campus!

SCMS RANKINGS

Karnataka State
B-School Ranking: A++



THE WEEK

Top B Schools South
India - 17
14th Emerging B School
in India



All India - 61
All India (Private) - 42
South Zone - 17



IIRF B School (P) Ranking
has rated SCMS at:
Karnataka: 7
South India : 16
All India: 41

7th in Karnataka
16th in South India
41 in India

**THE TIMES
OF INDIA**

SCMS RANKINGS

competition
SUCCESS review

- All India Rank is 22
- 6th in Karnataka

Outlook-Icare India MBA RANKINGS

- Bengaluru: Ranked 4th among private B-schools.
- South India: Positioned among the top 15 private B-schools
- India: Holds 41st rank in the overall private B-school rankings nationally.

YOUNG MANAGER!

THE OFFICIAL NEWSLETTER OF SCMS

FEBRUARY 2026



Editorial Team Members

Tannishtha, Manish Bhat, Chandana PS, Preesha

Mentor - Dr Silky Sharma

Dayananda Sagar University Innovation Campus, Kudlu Gate, Bengaluru

Admissions Helpline: 080 46461800 / 080 49092800

Dean - MBA: 080 4909 2931

<https://www.dsu.edu.in/commerce-management/mba>