



School of Commerce & Management Studies

YOUNG MANAGER !

“EMPOWERING TOMORROW’S LEADER, TODAY”

DECEMBER 2025



Dear Readers,

Welcome to the DECEMBER 2025 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

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DEAN'S MESSAGE

CAPT. A. NAGARAJ SUBBARAO, PHD

Greetings! Esteemed Readers,

Welcome to the DECEMBER 2025 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

GENERATIVE AI IN HR - WORKSHOP FOR A SUBSIDIARY OF A GERMAN MNC



SCMS-PG concluded an engaging training and workshop on **Generative AI**, delivered for a subsidiary of a **German MNC** at Bengaluru on **1st December 2025**, with following objectives.

Program Objectives

- Understand what AI is (and what it's not)
- Learn basics of GenAI, LLMs, ML, FM, DL
- Discover Human Resource use cases across industries
- Practice basic prompting with Gen AI Tools
- Explore HR use case implementation using Gen AI Tools/ Applications
- Reflect on AI's ethical and career implications in the field of Human Resources

Prof. Amit K. Sinha, SCMS faculty was the subject matter expert and received appreciation for steering the sessions with clarity, depth, and hands-on insight. Guidance and leadership by **Dean-SCMS, Prof. Capt. Nagaraj Subbarao, PhD** made this initiative possible and impactful.

A rewarding day of learning, experimenting, and exploring how GenAI can reshape the future of HR and workplace productivity.

LAUNCH CEREMONY OF SCMS MAGAZINE 8E



The 8th edition of SCMS' biannual magazine, **PRAYAS**, was formally unveiled by the **Hon'ble Vice Chancellor, Prof B. S. Satyanaryana, PhD**, on **4th December 2025** at 10:30 AM—a date that holds special significance as it coincides with Indian Navy Day. The occasion was made even more meaningful given that the editor, **Captain Himanshu Joshi**, is a distinguished Naval veteran.

During the launch, Captain Joshi shared the inspiring journey of PRAYAS, which began four years ago as a modest 44-page journal. Since then, the magazine has evolved significantly, consistently raising the bar in both content and quality. For the last five editions, PRAYAS has been curated as a 144-page literary compilation, featuring a diverse range of subjects tailored to engage and inform today's corporate leaders. A unique strength of the magazine lies in its crisp, reader-friendly articles, each thoughtfully crafted within 450–550 words to sustain engagement and encourage reflection.

PRAYAS stands as a truly student-driven initiative, with an enthusiastic team of students leading the production. The content is contributed by a rich mix of students, faculty members, and industry experts, ensuring multiple perspectives. Adding a distinctive depth to the magazine is a history feature authored by the **Dean, Prof Capt. A Nagaraj Subbarao, PhD**, an avid student of history himself.

MDP SUMMARY: IDEA TO INFLUENCE – A BRAND NARRATIVE MASTERCLASS



Dayananda Sagar University successfully conducted a one-day **Management Development Program (MDP)** titled "**Idea to Influence – A Brand Narrative Masterclass**" on **13th December, 2025**, designed to help participants understand how powerful ideas and compelling narratives drive marketing excellence, brand recall, and long-term influence.

The MDP brought together a diverse group of participants including marketing professionals, brand managers, entrepreneurs, senior leaders, faculty members, students, and alumni. The program focused on the critical role of ideas, storytelling, and personal branding in shaping successful brands and professional identities in today's competitive environment.

Session Highlights

- Mr. Nishant Poddar – CMO & Head Retail Experience, WROGN :** Mr. Poddar opened the masterclass by placing the idea at the center of marketing excellence. He shared insights on how strong consumer understanding, simplicity of thought, and strategic clarity help brands cut through clutter. Drawing from his experience with brands such as WROGN and others, he explained how ideas translate into consistent brand experiences across campaigns, retail, and digital platforms.

MDP SUMMARY: IDEA TO INFLUENCE – A BRAND NARRATIVE MASTERCLASS



- **Ms. Rubina Patel – RJ, Red FM** : Ms. Rubina Patel took participants into the world of storytelling through radio, highlighting how voice, emotion, tone, and imagination create powerful connections with audiences. She demonstrated how storytelling does not rely on visuals alone and how radio, as an intimate medium, builds deep emotional engagement. Her session emphasized the importance of authenticity and human connection in communication.
- **Prof. Jitendranath Patri** : Prof. Patri concluded the program by shifting the focus from brands to individuals with his session on “The Brand Called You.” He guided participants on building a strong personal brand by aligning values, expertise, storytelling, and digital presence. The session helped participants reflect on how ideas and narratives can be applied not only to organizations but also to their own professional identities.

Overall Outcome

The MDP provided participants with practical insights, real-world examples, and fresh perspectives on how ideas influence perception, storytelling drives connection, and personal branding builds long-term credibility. The program reinforced DSU's commitment to industry-focused learning and experiential education aligned with contemporary marketing and leadership needs.

DAYANANDA SAGAR UNIVERSITY PARTICIPATED IN THE INTERNATIONAL EDUCATION FAIR AT EDIFY SCHOOL



On December 13, 2025, Dayananda Sagar University participated in the **International Education Fair at Edify School**, Bengaluru. The event saw active student engagement across streams like Engineering, Journalism, Biotechnology, Medicine, Law, and Liberal Arts. Our faculty teams interacted with students, addressing career pathways and academic opportunities, making it a meaningful outreach initiative for future aspirants.



**A INDUSTRY EXPERT SESSION ORGANISED BY PROF.
RAVISHANKAR IYER**



The School of Commerce and Management Studies (SCMS-PG) at Dayananda Sagar University successfully organized an insightful industry expert session on **Financial Derivatives: Products, Trade Life Cycle, and Risk Management** for MBA Finance specialization students on **December 15, 2025**.

The session was facilitated by Prof. Navita Vijay, with **Prof. Ravi Shankar Iyer** serving as the esteemed resource person. A seasoned professor and Chartered Financial Analyst with degrees from IIT Bombay and the University of Kentucky, USA. Prof. Iyer shared his deep expertise, covering essential topics like derivative products, the complete trade life cycle, and robust risk management strategies.

Students actively engaged through interactive discussions, gaining practical insights to bridge theoretical knowledge with real-world applications in fintech and finance. This event underscores the school's commitment to industry-academia collaboration and experiential learning.

INTERNATIONAL GUEST LECTURE ON LEADERSHIP BY DR. YASSIM MAZIA (UNIVERSITY OF WESTMINSTER)



Dayananda Sagar University, School of Commerce & Management studies, was honoured to host an international guest lecture on leadership delivered by **Dr. Yassim Mazia, Associate Head at Westminster Business School, University of Westminster, UK** on **15th December 2025**. Dr. Mazia brings nearly two decades of experience in higher education leadership, strategy, and inclusive pedagogy, having significantly contributed to academic innovation, curriculum development, and global skill enhancement for students.

In her lecture, Dr. Mazia shared profound insights into effective leadership in dynamic and multicultural environments, emphasizing strategic decision-making, ethical leadership, and adaptive thinking—skills essential for future leaders navigating complex global challenges. Her interactive session stimulated thoughtful dialogue, provided students with exposure to international best practices, and inspired them to cultivate leadership competencies relevant to today's professional world.

The event significantly enriched the academic experience at DSU by fostering global perspectives, strengthening cross-cultural understanding, and empowering learners with the tools to lead with confidence and purpose.

E-SPARK BUSINESS IDEA COMPETITION 2025



The E-SPARK Business Idea Competition 2025, organised by the School of Commerce & Management Studies – PG, was successfully conducted on **17th December 2025** at the Kudlu Gate campus. The event brought together 22 student teams from 17 management institutes, making it one of the largest inter-collegiate business idea competitions hosted by SCMS.

A glimpse at some of the participating Institutes

- Symbiosis Institute of Business Management
- ISBR Business School
- Welingkar Institute of Management Development & Research, Bengaluru
- Presidency College – MBA
- Dayananda Sagar Business School (Kumaraswamy Layout)
- Koshy's Institute of Management Studies
- Don Bosco Institute of Management
- Guru Nanak Institute of Management, Chennai
- NIT Surathkal – MBA
- Vignan Foundation, Guntur
- School of Commerce & Management Studies – PG & Executive MBA (DSU)
- DSU – School of Engineering
- Acharya Bangalore B-School

E-SPARK BUSINESS IDEA COMPETITION 2025



The competition witnessed a diverse range of business ideas across sectors such as technology, sustainability, consumer services, health, and education. Each team presented its concept, followed by an interactive Q&A session with the panel of eminent judges. The pitches were evaluated on predefined criteria, including problem clarity, market understanding, business model, feasibility, and depth of analysis. The event ran smoothly thanks to the student volunteer team's efficient coordination, which handled registrations, timekeeping, presenter transitions, technical support, and overall logistics throughout the day.

The E-SPARK Business Idea Competition reinforced SCMS's commitment to promoting entrepreneurship as a core pillar of management education.

INDUSTRY-ACADEMIA INTERACTION



Marketing Strategy Presentation at StoveKraft Limited - By
MBA Marketing Students



Location: StoveKraft Corporate Office, Bengaluru

The students from MBA marketing specialization presented a marketing strategy for Pigeon appliances and they were given certificate of appreciation from the MD and Founder, Mr. Rajendra Gandhi

Conducted by: Prof. Sayantani Ghosh

Date: 17-December, 2025 | Time: 02:30PM to 03:30PM

MBA Semester III students had an insightful and engaging interaction with the leadership team at **Stovekraft Industries** on **17 December, 2025**.

The meeting was graced by **Mr. Rajendra Gandhi (MD & CEO)**, **Mr. Amitabh Bhatia (Head of Marketing)**, **Mr. Vinu (Category Head – Appliances)**, and **Mr. Sanjay (Brand Manager)**.

Representing SCMS were **Prof. Sayantani Ghosh**, **Prof. Rajan**, along with MBA students **Sandhya, Puja, Sharieff, Suhas, and Navodaya**.

The students presented their **brand strategy ideas** with clarity and confidence, earning appreciation from the Stovekraft leadership team. The industry panel highlighted how the students' approach stood out, especially in contrast to conventional advertising, and appreciated the originality, simplicity, and presentation flow.

Mr. Rajendra Gandhi emphasized the value of such experiential learning engagements, noting how they significantly enhance student learning while creating meaningful industry impact. The session was a strong reflection of effective collaboration between academia and industry.

A proud moment for both faculty and students as classroom learning translated into real-world relevance.

EAGLES UNBOUND: EXPERIENTIAL OUTBOUND LEARNING PROGRAM



The School of Commerce and Management Studies (SCMS), under the guidance of **Dean Capt. A. Nagaraj Subbarao**, organized a two-day experiential learning retreat titled "**Eagles Unbound: Experiential Outbound Learning Program**" on **18th and 19th December 2025**. Faculty members Dr. Abhijit Ranjan Das, Prof. Debopriya Kar, Prof. Sayantani Ghosh and Mr. Sreenivas Murthy accompanied the enthusiastic group of students throughout the program.

The outbound program aimed to integrate management learning with adventure-based experiences. Activities such as wall climbing, zip lining, rope walking and others fostered courage, resilience, and risk management, essential traits for future leaders. The Kargil puzzle encouraged strategic thinking and problem-solving under pressure, while team-building exercises emphasized collaboration, communication, and collective goal achievement. Each activity was designed to translate theoretical management lessons into real-world applications. Students learned the value of trust, leadership under uncertainty, and adaptability in dynamic environments, reflecting principles from organizational behavior and leadership studies. Beyond physical challenges, the program cultivated emotional intelligence and a growth mindset among participants.

The two-day outbound experience reaffirmed SCMS's commitment to holistic management education, combining classroom knowledge with experiential learning to nurture well-rounded, industry-ready professionals.

NET-ZERO EVENT



The SCMS team participated in a one-day conclave hosted by Dayananda Sagar University (DSU) on **29th December, 2025** as a curtain raiser to the **International Conference 2026** on “**NET ZERO**,” organized in association with the **Green TERRE Foundation**. Anchored around the theme “**AI Adoption in Higher Education: Key for Building a Net-Zero Future Enabled Viksit Bharat 2047**,” the conclave provided a comprehensive platform for dialogue on the urgent global challenges of climate change, biodiversity loss, and air pollution. Eminent speakers from academia, government, industry, and civil society emphasized how responsible and ethical adoption of artificial intelligence can accelerate decarbonization, resource efficiency, and sustainable development. The discussions showcased DSU’s roadmap towards becoming a Net Zero campus by 2030, including renewable energy generation, sustainable AI infrastructure, and the concept of universities as “living labs” for climate solutions.

The conclave also underscored the importance of human values, critical thinking, and collective intent in achieving sustainability goals. Sessions highlighted the need to move beyond “bigger is better” technological models towards smarter, energy-efficient systems, while stressing that technology must be guided by ethics and social responsibility. Engaging panel discussions and youth-led initiatives demonstrated how awareness and action can begin at the grassroots level, inspiring communities to adopt sustainable practices in daily life. Overall, the event left participants with a strong sense of urgency and optimism, reinforcing the role of higher education institutions as catalysts for innovation, leadership, and meaningful change towards a Net Zero future.

NET-ZERO EVENT



UPDATES FROM OUR NATION



India to host second WHO Global Summit on Traditional Medicine

India was set to host the second World Health Organization Global Summit on Traditional Medicine, bringing global experts and policymakers together to discuss integration of traditional medicine into health systems and strengthen scientific research and cooperation.



Year-End Roundup: Major 2025 Events in India

A major year-ender story summarizing the most significant events in India in 2025 — from terror attacks and crowd tragedies to civil aviation incidents and major political developments — providing a broad retrospective as the year concluded.



Swiggy, Zomato, Amazon Gig Workers' Strike

Gig-economy workers across major delivery platforms announced a nationwide strike on New Year's Eve to protest low pay and unfair delivery targets — highlighting growing labour and platform worker rights



Comprehensive Economic Reforms Review of 2025

A policy/analysis piece highlighting the sweeping economic reforms India implemented during 2025 — covering GST revision, labour laws, tax structure changes, labour flexibility, and rural jobs — capturing the government's reform agenda and impact as the year closed.

UPDATES FROM CORPORATE WORLD



India Inc plans future-ready workforce tech push

As India approaches 2026, companies such as Zensar Technologies, Godrej Consumer Products, and Tata Motors are proactively enhancing their workforce through training initiatives. By prioritizing skills in data, artificial intelligence, and analytics, these businesses aim to prepare their employees for the inevitable technological transformations.



ET Awards for Corporate Excellence 2025

The Economic Times Awards for Corporate Excellence 2025 celebrated outstanding achievements. Sajjan Jindal received the Business Leader of the Year award. Bharti Airtel was named Company of the Year. N Chandrababu Naidu earned Business Reformer of the Year. KP Singh and Cyrus Poonawalla were honored with Lifetime Achievement awards. Neal Mohan was selected as Global Indian of the Year.



ET Awards for Corporate Excellence — Future of India Inc

A distinguished jury of India's top business leaders met at The Malabar to select winners for the ET Awards for Corporate Excellence. The panel, featuring prominent figures like Sunil Bharti Mittal, Uday Kotak, and Roshni Nadar Malhotra, focused on future trajectories and impactful achievements. Discussions covered entrepreneurial spirit and business acumen.



ET CEO Roundtable 2025 — Strategy Amid Uncertainty

India's top business leaders will convene at the Economic Times CEO Roundtable to discuss "Crafting the India Way in an Uncertain World." They will explore strategies for strengthening self-reliance and navigating global challenges like trade tensions and geopolitical conflicts. The aim is to chart a resilient, future-ready economic path for the nation.

UPDATES FROM AROUND THE WORLD



Trump, pressing ahead on Ukraine-Russia talks, confronts difficult realities

Russian opposition to European troops in Ukraine and security guarantees for Kyiv complicates peace talks. Presidents Trump and Zelenskyy met to discuss a plan to end the war. Russia's stance indicates significant hurdles remain. The United States faces domestic political challenges in committing to Ukraine's defense. Progress is slow, with no deadlines set.

Trump overturned decades of US trade policy in 2025.

President Donald Trump's trade policies have significantly altered U.S. commerce. Tariffs imposed on imports have raised substantial revenue for the U.S. Treasury. While the trade deficit has narrowed, consumers and businesses have faced increased costs. The stock market experienced notable volatility alongside these trade actions. This has reshaped global trade dynamics.



US applications for jobless benefits fell below 200,000 last week with layoffs historically low

Jobless claims dipped last week as layoffs remained low, despite a softening labor market. While applications fell to 199,000, analysts expected more. Recent job gains were modest, with the unemployment rate climbing. This data suggests hiring momentum has slowed, prompting the Fed to trim interest rates amid concerns about job market weakness.



Trump remakes America as leader of the brand

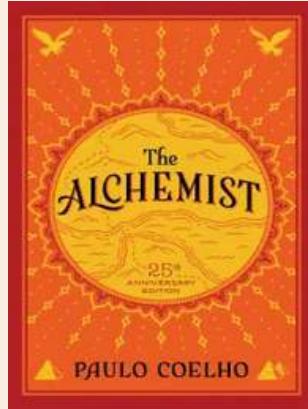
Trump's extensive self-branding, from naming federal buildings to commemorative coins, echoes historical figures like Alexander the Great and Stalin. This unprecedented presidential self-aggrandizement, unlike post-office memorials, aligns with totalitarian leaders who imposed their names while in power. The article questions the lasting impact of such self-promotion, contrasting it with genuine achievement.



BOOK REVIEW



THE ALCHEMIST



The Alchemist is an internationally bestselling novel by Brazilian author *Paulo Coelho* that has become a modern classic and an inspirational fable about following your dreams. It is known for its simple, allegorical storytelling and universal themes of destiny, self-discovery, and the interconnectedness of all things.

The novel tells the mystical story of Santiago, an Andalusian shepherd boy who is content with his simple life but begins having recurring dreams about a great treasure buried at the Egyptian pyramids. Encouraged by an old king named Melchizedek, Santiago sells his flock and embarks on a journey to North Africa to find this treasure, a journey he comes to understand as the pursuit of his "Personal Legend".

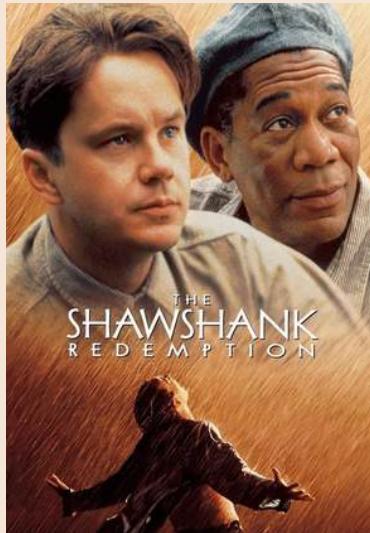
Along the way, he faces numerous challenges and meets several mentors, including a crystal merchant, an Englishman obsessed with alchemy, the beautiful Fatima (with whom he falls in love at an oasis), and the Alchemist himself. The Alchemist guides Santiago through the final stages, teaching him the wisdom of listening to his heart, reading omens, and communicating with the natural world (the "Soul of the World").

Ultimately, after reaching the pyramids and being robbed, Santiago realizes that the treasure was located back in the ruined church in Spain where his journey began. This twist emphasizes that the true treasure was the journey itself, the wisdom gained, and the personal transformation he experienced along the way.

The key learning from the book is that :

The Universe Conspires to Help, Overcome the Fear of Failure ,Listen to Your Heart, Live in the Present, Everything is Interconnected, True Love Empowers.

THE SHAWSHANK REDEMPTION



Released in 1994, *The Shawshank Redemption* is an American drama film written and directed by Frank Darabont, based on the 1982 Stephen King novella *Rita Hayworth and Shawshank Redemption*. Despite being a box-office disappointment upon its initial release, it has since become one of the most beloved films in cinematic history and currently holds the #1 spot on IMDb's Top 250 list.

In 1947, banker Andy Dufresne is sentenced to two consecutive life terms at Shawshank State Penitentiary for the murder of his wife and her lover, despite his claims of innocence. Entering a brutal environment governed by the sadistic Warden Norton and Captain Byron Hadley, Andy initially remains isolated. However, he eventually forms a deep bond with Ellis "Red" Redding, a prisoner known for smuggling contraband. Over the years, Andy earns the respect of both inmates and guards by using his financial expertise to help the staff with taxes and legal matters, eventually becoming the Warden's personal accountant for a massive money-laundering scheme.

Over two decades, Andy transforms the prison by expanding the library and helping inmates earn high school diplomas, all while nurturing a quiet, persistent hope that Red finds "dangerous." His resilience is tested when a young inmate provides proof of Andy's innocence, only to be murdered by the Warden to ensure Andy remains in prison to manage his illegal finances. This betrayal marks a turning point, as Andy realizes the system will never grant him justice through legal means, leading him to plan a secret and desperate alternative.

The story concludes with a stunning revelation: for 19 years, Andy had been using a small rock hammer to tunnel through the prison wall, hidden behind a series of posters. He escapes through a sewage pipe during a thunderstorm, taking evidence of the Warden's corruption with him. After the Warden commits suicide to avoid arrest, Red is finally paroled. Fearing he cannot adapt to the outside world, Red remembers a promise made to Andy and travels to a hay field in Maine, where he finds a letter guiding him to a beach in Zihuatanejo, Mexico. The film ends with the two friends reuniting in freedom.

UPCOMING EVENTS



A promotional page for a 'Mastering Case Writing' program. At the top, the logos of Dayananda Sagar University and the School of Commerce & Management Studies are shown. The main title 'Mastering Case Writing' is in a large, white, rounded rectangle. To the right, a dark blue box contains the text 'Management Development Program' and 'Faculty Resource'. Below this is a circular portrait of Prof. G V Muralidhara, described as the Dy Director - SCMS Case Research Centre. A list of three bullet points is provided: 'Learn to write publishable cases', 'Build your academic profile', and 'Train with a top case author'. The date '31-January 2026 (Sat)' and time '09:30 AM to 4:30 PM' are listed. A note states 'Participants will get an e-certificate'. A dark blue box at the bottom left contains 'MDP Fees' and a list of three items: 'DSU and DSI Faculty: INR 500', 'DSU Alumni/ Other colleges: INR 800', and 'Industry: INR 1500'. To the right, a dark blue box contains 'Host' and a circular portrait of Prof. Capt. Nagaraj S, PhD, described as a Professor & Dean - SCMS Leadership & Strategy Expert. A 'LEARN MORE' button is at the bottom right, along with the phone number '88841 86036' and email 'vvrajan@dsu.edu.in'. A small note at the bottom right states 'Participants will get a chance to present their case studies in our upcoming Case Conference during May 2026'. A hand is shown typing on a laptop keyboard in the bottom left corner.

SCMS RANKINGS

Karnataka State
B-School Ranking: A++

CAREERS 360
The Education Hub

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



- All India Rank 22
- 6th in Karntaka



- 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

DECEMBER 2025



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.dsuet.edu.in/commerce-management/mba>