



Dayananda Sagar College of Arts, Science & Commerce

MBA-BU Department

**Shavige Malleshwara Hills, Kumaraswamy layout
Bangalore - 560 111**

C I R C U L A R

Date: 18-03-2023

All the HR students of the batch 2021-2023 of MBA-BU are required to attend the 30 hours certification course on "Professional Effectiveness" from 21.03.2023 to 20.04.2023 on the scheduled dates. The time table for the certification course is attached along with the circular. All the participating students kindly make a note of the dates and attend the certification course accordingly. No absenteeism will be permitted on the said dates.

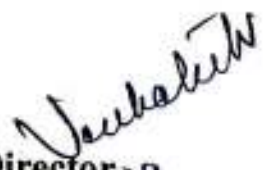
All the participating students will be receiving an e-certificate for the same. Please note that there is no fees for attending this certification course. Hence all the HR students are expected to make the best use of this opportunity.

V. K. S. S. S.
Director/Principal
DIRECTOR
Dayananda Sagar College
of Arts, Science & Commerce
Shavige Malleshwara Hills
Kumaraswamy Layout
Bangalore - 560 111

Dayananda Sagar College of Arts, Science & Commerce
Department of MBA – BU
Professional Effectiveness Certification Course
HR specialization students (Batch- 2021-2023)
Time Table

Date	Day	Hours
21/03/2023	Tuesday	2.00 PM – 4.00 PM
22/03/2023	Wednesday	3.00 PM – 5.00 PM
23/03/2023	Thursday	3.00 PM – 5.00 PM
28/03/2023	Tuesday	2.00 PM – 4.00 PM
29/03/2023	Wednesday	3.00 PM – 5.00 PM
30/03/2023	Thursday	3.00 PM – 5.00 PM
4/04/2023	Tuesday	2.00 PM – 4.00 PM
5/04/2023	Wednesday	3.00 PM – 5.00 PM
6/04/2023	Thursday	3.00 PM – 5.00 PM
11/04/2023	Tuesday	2.00 PM – 4.00 PM
12/04/2023	Wednesday	3.00 PM – 5.00 PM
13/04/2023	Thursday	3.00 PM – 5.00 PM
18/04/2023	Tuesday	2.00 PM – 4.00 PM
19/04/2023	Wednesday	3.00 PM – 5.00 PM
20/04/2023	Thursday	3.00 PM – 5.00 PM


Faculty Co-Ordinator
(Dr. Ameer Asra Ahmed)


DIRECTOR
Dayananda Sagar College
of Arts, Science & Commerce
Shavige Indira Nagar Hills
Kumaraswamy Layout
BANGALORE - 560 071



Dayananda Sagar College of Arts, Science & Commerce
MBA-BU Department

Shavige Malleshwara Hills, Kumaraswamy layout

Bangalore – 560 111

PROFESSIONAL CERTIFICATION COURSE – Topics Covered

Resource Person: Dr. Ameer Asra Ahmed, Associate Professor, MBA BU, DSCASC

Course Date: 21st March 2023 to 20th April 2023

Learning Objectives:

- To understand intelligence and develop emotional competence.
- To develop understanding and competence for managerial effectiveness.
- To provide a broad physical, social and psychological understanding of stress management.

Learning Outcomes:

- The students will be able to understand the significance of work-life balance.
- The students will develop a sense of personal and organizational values needed for managerial effectiveness.

Module 1: Emotional Intelligence

10 Hours

Affect, mood and emotion and their significance, Functions of emotions, primary & secondary emotions, emotional intelligence and its 5 dimensions, Emotional labour, Robert Plutchik's wheel of emotions.

Module 2: The concept of Managerial Effectiveness

5HoursHours

Definition – The person, process, product approaches – Bridging the Gap – Measuring Managerial Effectiveness – Current Industrial and Government practices in the Management of Managerial Effectiveness- the Effective Manager as an Optimizer.

Module 3: Stress Management

5HoursHours

Meaning – Symptoms – Works Related Stress – Individual Stress – Reducing Stress – Burnout, Time Management – Techniques – Importance of planning the day- Organizing the Work Area – Prioritizing – Beginning at the start – Techniques for conquering procrastination – Sensible delegation – Taking the right breaks – Learning to say 'No'.

Module 4: Work-life Balance

5HoursHours

Meaning, Evolution of Work-life balance, Measuring Work-life balance, Factors contributing to Work-life imbalance – changes in organizational structures & culture, employer control strategies, changing patterns of women's employment, gender roles, role of employer policies in improving the work-life balance of employees.

Module 5: Values

5Hours

Meaning, Why learn values?, Workplace values, Types of values, Personal Values Vs Organizational values, values across cultures - Hofstede's Model.

DAYANANDASAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE
 ShivageMallechwara Hills, Kumaraswamy Layout, Bangalore-560082
 Internal Quality Assurance Cell (IQAC)
 Department of Management Studies
PROFESSIONAL EFFECTIVENESS CERTIFICATION PROGRAM

Department: MBA (BU)

Date: 22.04.2023

Sl. No.	Particulars	Event related Details			
1.	Event*	CERTIFICATION PROGRAM			
2.	Title of the Event	CERTIFICATION ON PROFESSIONAL EFFECTIVENESS			
3.	Date	21.03.2023 TO 20.04.2023			
4.	Time	Tuesday: 2 pm to 4 pm Wednesday: 3 pm to 5 pm Thursday: 3 pm to 5 pm			
5.	Venue	Room No.510 , 5 th Floor			
6.	Resource Person 1 Details ** (Profile to be enclosed)	Dr. Ameer Asra Ahmed			
7.	Topics Covered	<ul style="list-style-type: none"> To understand intelligence and develop emotional competence. To develop understanding and competence for managerial effectiveness. To provide a broad physical, social and psychological understanding of stress management. 			
8.	Resource Person 2 Details** (Profile to be enclosed)	NA			
9.	Topics Covered	NA			
10.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal: Nil		External: Nil	
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal	14	External: Nil	
12.	Faculty Coordinator/s	Dr. Ameer Asra Ahmed			
13.	Student Coordinator/s	Ms. Sanjana S (P03CJ21M0028) – Sec D			
14.	Total Expenditure (Details to be enclosed)	NA			
15.	Sponsors and Amount (if any)	NA			
16.	Agenda of the Event (Enclose a copy)	NA			
17.	Report uploaded on college website? If yes, give details:				

Sl. No.	Particulars	Event related Details
18.	Report sent to media? If yes, give details:	NIL
19.	Report uploaded in Social Media? If yes, give details:	-
20.	Certificates Printed? (Enclose a copy***)	-
21.	Feedback Collected? (Enclose a copy***)	-
22.	Summary of the Event (Minimum 100 words)	Professional skills and managerial effectiveness is highly important to MBA graduates. Professionals need to utilize their talents, strengths, energy, and time to manage their businesses well on daily basis. On their road to success, they encounter challenges not only to meet their business objectives but also to maintain their work-life balance. Though everyone aspires to reach their potential yet many often also struggle for a lack of skills, motivation, and confidence. Yet many others have goals and priorities in life which are different from others which further impacts their efficacy at work. This certification course enables the students to deal with concepts such as Emotional Intelligence, stress management, Current Industrial and Government practices in the Management field, work-life balance and Values. The course was scheduled for 30 hours three days a week. It commenced on 21 st March 2023 and concluded on 20 th April 2023.
23.	Photographs of the Event (At least 10 relevant, clear, and appropriate photos with title and explanation. The jpg files need to be attached)	Photographs attached

Notes:

* Seminar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest, etc.

** Name / Organization / Designation / Area of Expertise

*** Format Copy need to be attached and hard copy need to be filed

PS: Whichever column is not applicable, write as NA.


Event Coordinator


HOD/Director
Sriyananda Rajar College
Arts, Science & Commerce
K. J. Somaiya Institute of
Social Science - 560 076


4/10/23
IQAC Co-ordinator


Principal

DAYANANDASAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

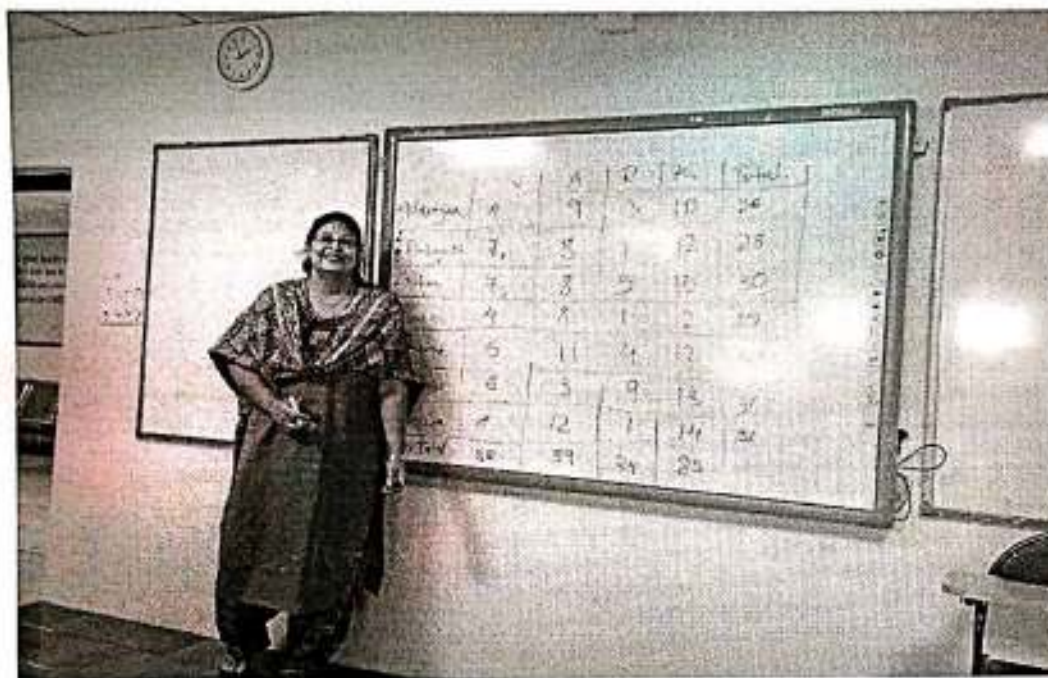
ShivageMalleshwara Hills, Kumaraswamy Layout, Bangalore-560082

Internal Quality Assurance Cell (IQAC)

Department of Management Studies

PROFESSIONAL EFFECTIVENESS CERTIFICATION PROGRAM

EVENT PHOTOGRAPHS



Pic 1: Resource person explaining the VARK model to the HR students



Pic 2: Students participating in an exercise during the course



Pic 3: Resource person and students interacting during public speaking session



Pic 4: Resource person addressing students doubts during public speaking session

Dayananda Sagar College of Arts, Science & Commerce
Department of MBA – BU
Professional Effectiveness Certification Course
Attendance Sheet

SL No	USN	Name of the Student	11-03-2023	22-03-2023	23-03-2023	28-03-2023	29-03-2023	30-03-2023	04-04-2023	05-04-2023	06-04-2023	11-04-2023	12-04-2023	13-04-2023	18-04-2023	19-04-2023	20-04-2023	Sign
1	P03CJ21M0022	Sheetal C	P	P	AB	P	P	P	AB	P	P	P	P	P	P	P	P	Sheetal
2	P03CJ21M0027	Vandana CL	P	P	P	P	P	P	P	P	P	P	AB	P	P	P	P	Vandana
3	P03CJ21M0028	Sanjana S	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	Sanjana
4	P03CJ21M0075	Suswata G Dastidar	P	P	P	P	P	P	P	P	P	P	P	P	AB	P	P	Suswata
5	P03CJ21M0096	Nidhi Shree M	P	P	P	P	P	AB	P	P	P	P	P	P	P	P	P	Nidhi
6	P03CJ21M0103	Vigneshkumar A	P	P	AB	P	P	P	P	P	P	P	P	P	P	P	P	Vignesh
7	P03CJ21M0114	Aparajita	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Aparajita
8	P03CJ21M0115	Tarun Sai M	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Tarun
9	P03CJ21M0117	Sumukha S	P	P	P	AB	P	P	P	P	P	AB	P	P	P	P	P	Sumukha
10	P03CJ21M0157	Sharat Ganesh Shetty	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Sharat
11	P03CJ21M0164	Pradnya Uday Shenvi	P	P	P	P	P	AB	P	P	P	P	P	P	P	P	P	Pradnya
12	P03CJ21M0165	Yashashree shetty	P	P	P	P	P	P	P	P	AB	AB	P	P	P	P	P	Yashashree
13	P03CJ21M0171	Subhashith R Shivapur	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Subhashith
14	P03CJ21M0121	Harshitha B	P	P	P	P	AB	P	P	P	P	P	P	P	P	P	P	Harshitha
Faculty Co-ordinator Signature																		

Director
Dayananda Sagar College
Department of Science & Commerce
 11th Cross, 11th Main Road, 11th Mile, 11th Stage, 11th Block, 11th Phase, 11th Sector, 11th Zone, 11th Area, 11th Region, 11th Country, 11th World.

Dayananda Sagar College of Arts, Science and Commerce
Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560111



**CERTIFICATE
OF COURSE COMPLETION
IS PRESENTED TO**

Aparajita

for successfully completing the
Course on Professional Effectiveness
from 21st March to 20th April 2023


Dr. Ameer Asra Ahmed
Resource Person


Dr. BR Venkatesh
Director (MBA, BBA)
Dayananda Sagar College of Arts, Science & Commerce
Malleshwara Hills, Bangalore - 560111

Dayananda Sagar College of Arts, Science and Commerce
Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560111




**CERTIFICATE
OF COURSE COMPLETION
IS PRESENTED TO**

Harshitha B

for successfully completing the
Course on Professional Effectiveness
from 21st March to 20th April 2023


Dr. Ameer Asra Ahmed
Resource Person


Dr. BR Venkatesh
Director (MBA-BUSINESS)

Dayananda Sagar Institutions
Shavige Malleshwara Hills
Kumaraswamy Layout
Bangalore - 560111

Dayananda Sagar College of Arts, Science and Commerce
Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560111




**CERTIFICATE
OF COURSE COMPLETION
IS PRESENTED TO**

Nidhi Shree M

for successfully completing the
Course on Professional Effectiveness
from 21st March to 20th April 2023


Dr. Ameer Asra Ahmed
Resource Person


Dr. BR Venkatesh
Director (MBA-BU)

DAYANANDA SAGAR COLLEGE
of Arts, Science and Commerce

Dayananda Sagar College of Arts, Science and Commerce
Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560111



**CERTIFICATE
OF COURSE COMPLETION
IS PRESENTED TO**

Pradnya Uday Shenvi

for successfully completing the

Course on Professional Effectiveness

from 21st March to 20th April 2023

Dr. Ameer Asra Ahmed
Resource Person

Dr. BR Venkatesh
Director (MBA-BU)

Dayananda Sagar College
Arts, Science & Commerce
Malleshwara Hills

Dayananda Sagar College of Arts, Science and Commerce
Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560111



**CERTIFICATE
OF COURSE COMPLETION
IS PRESENTED TO**

Sanjana S

for successfully completing the
Course on Professional Effectiveness
from 21st March to 20th April 2023


Dr. Ameer Asra Ahmed
Resource Person


Dr. BR Venkatesh
Director (MBA-BU)
DIRECTOR
Dayananda Sagar College
of Arts, Science and Commerce

Dayananda Sagar College of Arts, Science and Commerce
Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560111



**CERTIFICATE
OF COURSE COMPLETION
IS PRESENTED TO**

Sharat Ganesh Shetty

for successfully completing the
Course on Professional Effectiveness
from 21st March to 20th April 2023


Dr. Ameer Asra Ahmed
Resource Person


Dr. BR Venkatesh
Director (MBA-BU)
DIRECTOR
Dayananda Sagar College

Dayananda Sagar College of Arts, Science and Commerce
Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560111




**CERTIFICATE
OF COURSE COMPLETION
IS PRESENTED TO**

Sheetal C

for successfully completing the
Course on Professional Effectiveness
from 21st March to 20th April 2023


Dr. Ameer Asra Ahmed
Resource Person


Dr. BR Venkatesh
Director (MBA-BU)

DIRECTOR

Dayananda Sagar College

Dayananda Sagar College of Arts, Science and Commerce
Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560111



**CERTIFICATE
OF COURSE COMPLETION
IS PRESENTED TO**

Subhashith R Shivapur

for successfully completing the

Course on Professional Effectiveness

from 21st March to 20th April 2023

Dr. Ameer Asra Ahmed
Resource Person

Dr. BR Venkatesh
Director (MBA-BU)

Dayananda Sagar College
of Arts, Science & Commerce
Shavige Malleshwara Hills
Kumaraswamy Layout
BANGALORE - 560 071

Dayananda Sagar College of Arts, Science and Commerce
Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560111



**CERTIFICATE
OF COURSE COMPLETION
IS PRESENTED TO**

Sumukha S

for successfully completing the
Course on Professional Effectiveness
from 21st March to 20th April 2023


Dr. Ameer Asra Ahmed
Resource Person


Dr. BR Venkatesh
Director (MBA-BU)
Dayananda Sagar Institutions
Arts, Science & Commerce
Shavige Malleshwara Hills
Kumaraswamy Layout
BANGALORE - 560 111.