



DAYANANDA SAGAR
UNIVERSITY



BBA Bachelor of Business Administration (Dual Specialization)

SCHOOL OF COMMERCE & MANAGEMENT STUDIES

Your Pathway to Global Excellence
in Business & Leadership



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DSU

& its Rich Legacy of Excellence & Innovation

About DSU

Dayananda Sagar Institutions, founded in the 60s by the visionary Late Sri R. Dayananda Sagar (Barrister-at-Law), is committed to taking knowledge to the people and transforming today's students into responsible citizens and professional leaders of tomorrow.

Dayananda Sagar University (DSU), established through an Act of the Karnataka State in 2014, stands on a distinguished legacy shaped by decades of academic excellence. Inspired by its remarkable milestones, DSU continues to evolve as a premier institution committed to delivering high-quality, industry-relevant higher education. The University remains dedicated to meeting the growing global demand for skilled, future-ready professionals.

Dayananda Sagar University (DSU) stands as a dynamic hub for transformative education, innovation, and interdisciplinary research. With distinguished Schools across Medical Sciences, Engineering, Commerce & Management, Law, Basic & Applied Sciences, Arts, Design & Humanities, Health Sciences, and Pharmaceutical Sciences, the University fosters a rich and diverse academic ecosystem. Embracing AI-enabled learning technologies, digital pedagogy, advanced simulations, and sustainability-driven approaches, DSU equips students with the enduring skills, global perspectives, and leadership competencies essential for the future of work, and before institutional builders.



University Accreditation and Rankings



Teaching Excellence
★★★★★
Research Excellence
★★★★★

Emerging engineering institute
Emerging engineering Institute Placement 2022
Emerging Engineering Institute Research Capabilities

DSU has Rank No. 1
By TIMES OF INDIA
2022

THE ECONOMIC TIMES
2023
Excellence in Academic Facilities & Learning Resources



IIRF
EDUCATION IMPACT AWARD
Excellence in Employability & Placement Performance

TIMES
BUSINESS AWARDS
BEST EMERGING UNIVERSITY 2021

34th edition
WORLD
EDUCATION
SUMMIT
CHENNAI
01- November 2023

OUTSTANDING
UNIVERSITY WITH
BEST PLACEMENTS

Great Legacy



Late Shri R. Dayananda Sagar



Late Dr. Chandramma Dayananda Sagar

The Founder President of Dayananda Sagar Institutions, Late Shri R. Dayananda Sagar and Late Dr. Chandramma Sagar had a great vision: Education for all sections of society.

They set up the Mahatma Gandhi Vidya Peetha Trust (MGVP); which started as a one-college campus and is today a multi location destination to thousands of young men and women who walk into the Dayananda Sagar campuses in pursuit of a dream and march out as confident citizens, ready to absorb the challenges and opportunities of an exciting new world.

Dayananda Sagar Institutions, played an important part in creating history by enabling easy access to good and quality education for all, winning the hearts of many, far and wide reflecting the legacy of Dayananda Sagar Institutions.

The Leadership



Dr. D. Hemachandra Sagar
Chancellor and Founder



Dr. D. Premachandra Sagar
Pro Chancellor and Founder

They are thinkers, planners and institution builders. By profession they are medical doctors, enriched with insights gained from hands-on work experience, learning and sharing through interaction. Accomplished and widely travelled, they bring with them worldly wisdom in all that they do.

Message from the Dean

The School of Commerce & Management Studies (SCMS), Dayananda Sagar University is dedicated to nurturing young minds into competent professionals and future leaders prepared to face the rapidly changing global business world.

Our flagship Next-Gen Bachelor of Business Administration (BBA) program features an industry aligned, future-ready curriculum that blends academic rigor with immersive learning experiences. Through internships, case studies, live projects and strong industry partnerships, students gain practical exposure for changing business landscape. The program also integrates emerging domains such as Artificial Intelligence, Digital Transformation, Startup Ecosystems, and Sustainable Business Practices, ensuring that our students develop the skill required to thrive in a dynamic global economy and in entrepreneurial ventures.

At DSU, we foster an environment where innovation, sustainability, strong values and a global perspective converge. Our learning ecosystem is strengthened by opportunities for global learning and international exposure, enabling students to engage with diverse cultures, global business practices, and cross border academic experiences. Our state of the art infrastructure, dedicated faculty and vibrant learning culture empower students to realize their full potential.

We take pride in preparing graduates who are employable, entrepreneurial, socially conscious and ready to make meaningful contributions to business, technology and society. We warmly invite you to join us and be part of this transformative journey at SCMS, Dayananda Sagar University.



Dr. Truptha Shankar
Professor & Dean



About School of Commerce & Management Studies

The School of Commerce & Management Studies (SCMS) at Dayananda Sagar University offers a dynamic learning ecosystem that blends world-class infrastructure with a distinguished faculty team. The school is committed to nurturing managerial competence and leadership excellence through innovative teaching methodologies and practical exposure.

Learning at SCMS extends far beyond traditional classrooms, blending case studies, role plays, simulations, management games, live projects, and industry internships into a dynamic learning experience. Students gain enriched exposure through expert guest lectures, workshops, and seminars delivered by leading industry professionals. This diverse and experiential pedagogy develops both strong foundational knowledge and advanced managerial insights in commerce and management. Graduates of SCMS emerge as confident, adaptive, and socially responsible leaders equipped to drive innovation, foster growth, and lead transformation in today's fast-evolving business landscape.



Program Overview

The Next-Gen BBA at Dayananda Sagar University is designed to shape future-ready business leaders by fostering innovation, ethics, and global perspectives. The program offers a strong foundation in core business disciplines while equipping students with the agility to thrive in a rapidly changing world.

With an industry-aligned curriculum, the Next-Gen BBA emphasizes experiential learning through internships, live projects, case studies, and continuous industry engagement ensuring students gain meaningful, hands-on exposure to real business challenges. A diverse portfolio of specializations in emerging domains empowers students to specialize and develop deep expertise in their chosen areas of interest. By blending academic rigor with practical application, the program enhances students' confidence, credibility, and employability, while preparing them to launch, manage, and lead businesses effectively in an increasingly global and competitive environment.

School Vision

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

School Mission

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.

Program Objectives

- To instill in the students, the knowledge and capability of understanding the business world and its complexities.
- To develop the ability and competence to have a problem-solving approach towards the issues which accompany the dynamism attached to the business world.
- To inculcate attitudes and character that will help students evolve into sensitive and technically sound future business leaders rather than managers and aims at enhancing employability options of the students.
- To promote research culture through internships, research-oriented projects, live projects and enable the students to be devoted to data-driven decision making in related fields.
- To instill learning among students for upskilling and reskilling even in later part of life.

Program Eligibility

Applicants must have passed 10+2 / PUC / CBSE / ICSE / A-Level / IB / American 12th Grade or equivalent, with a minimum of 50% aggregate marks (45% for SC/ST & OBC candidates). Students from a science background are provided with special support programs to help them transition smoothly into the BBA program, ensuring inclusivity across disciplines.

Program Duration 3 years spread across 6 semesters

Specializations

Bachelor of Business Administration

Aims for global leadership by imparting a dynamic curriculum, fostering effective managers, and ensuring graduates excel professionally and possess essential managerial skills.

Dual Specialisation Offered (Options to pursue two different specialisations from Semester III).

Finance

Financial Markets, Portfolio Management, Derivatives & International Finance.

Marketing

Consumer Behaviour, Retail & Services Marketing & Marketing Analytics.

Human Resource Management

Training & Development, HR Analytics, Organisational Change, Performance & Compensation Management.

Business Analytics

Data Visualization Tools, Predictive Analytics (Machine Learning) & Data-Driven Decision Making.

Data Science & Artificial Intelligence (AI)

Machine Learning for Business, AI-driven Decision Making, Big Data Applications, NLP, Chatbots & Ethical AI.

International Business

Global Business Environment, International Trade Policy, Cross-Cultural Marketing, Mergers & Acquisitions.

Supply Chain Management

Logistics, Global Supply Chains, Supply Chain Analytics & Distribution Management.

Entrepreneurship

Start-up Management, Family Business & SME, Entrepreneurial Finance & Social Entrepreneurship.

Banking, Financial Services & Insurance (BFSI)

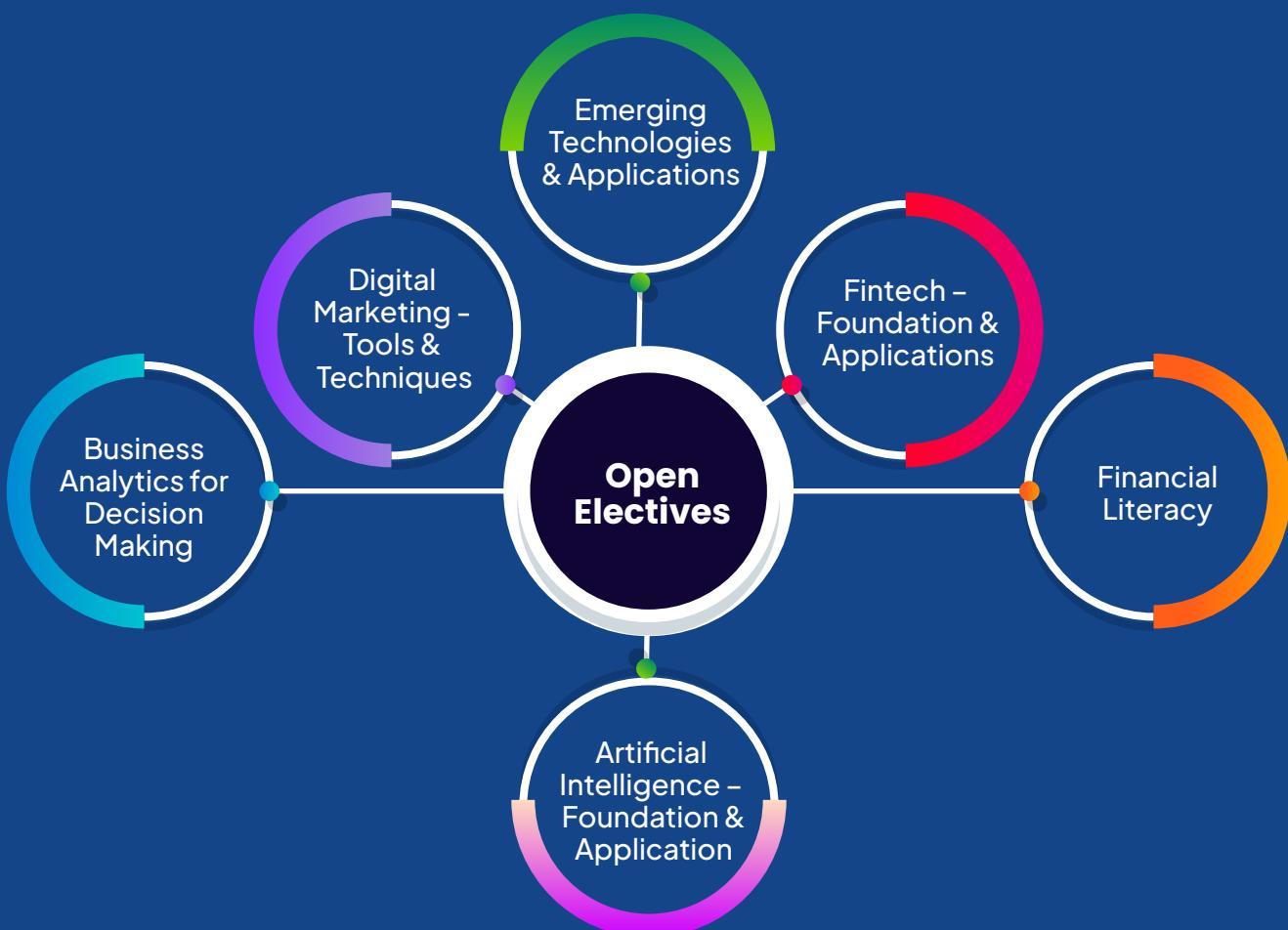
Indian Financial System, Risk Management & Insurance, Banking Operations & Accounting for BFSI.

Digital Marketing

Social Media Marketing, SEO, Content Marketing & Fundamentals of Digital Marketing.

Retail Operations

Retail Management, Merchandise Management, In-store Cashiering & Customer Relationship Management.



Program USP



Industry Ready Curriculum

A cutting-edge curriculum designed in line with current industry trends, equipping students with practical skills, contemporary business knowledge, and real-world readiness from day one.



Internship Opportunities

Providing students with opportunities for domestic and international internships by enhancing their employability skills.



Global Exposure & International Immersion

Gain global exposure through internships, student exchanges, and semester-long immersions with top international universities, helping you experience diverse cultures, learn global business practices, and build skills to succeed in a worldwide business environment.



Expert Mentors & Industry Practitioners

Learn from expert faculty blending academic excellence with real industry experience. Professors and industry professionals deliver practical insights, strong mentorship, and modern business perspectives that enrich your learning and build career-ready competence.



State of the Art Infrastructure Facilities

Access to modern facilities, well-equipped classrooms, computer labs, digital library & other resources that contribute to a positive learning environment.



Research, Innovation & Entrepreneurship Ecosystem

The program nurtures research, creativity, and innovation, enabling students to develop solutions. Partnerships with DERBI, CIL, and ATAL provide incubation, mentorship, funding, and resources to transform ideas into successful startups.



Networking Opportunities

Provide platforms for students to connect with industry professionals through seminars, workshops, and networking events, fostering valuable connections for future career development.



Placement Assistance

With over 1,000 companies participating in campus placements, the program ensures diverse career opportunities. A dedicated training and placement cell provides strong guidance, helping students secure successful roles after graduation.



Soft Skills Development

The program strengthens communication, teamwork, and leadership through CIL and the English Language Lab, ensuring students build confidence, fluency, and professional excellence for real-world business environments.



Finishing School & Corporate Readiness

The program's Finishing School sharpens communication, etiquette, presentations, interviews, and critical thinking, enabling analytical problem solving, informed decision making, and strong readiness for higher studies, competitive placements, and smooth corporate transition ahead.



Dual Specialization Model

The Dual Specialization model allows students to choose two domains from Semester III onward, enabling combinations like Finance–Marketing or Business Analytics–HR. This structure builds complementary strengths and equips graduates with distinctive skill sets.



Strong Integration of ESG and Sustainability

The program integrates ESG and Sustainability through a core course on ESG and Green Finance, complemented by the Social Immersion Project and Social Entrepreneurship elective, preparing students for responsible, future-focused business leadership.



Mandatory Social Immersion and Ethical Grounding

The Social Immersion Project (Semester III) is a credited, compulsory component. This ensures that students gain real-world perspective on social challenges, fostering empathy and a sense of corporate citizenship, which is a cornerstone of the program & mission.



Integrating Indian Wisdom with Modern Management

The program includes a core course on the Indian Knowledge System (Semester IV). This provides students with a unique philosophical and ethical foundation rooted in Indian culture, alongside modern management theories, creating well-rounded leaders with a distinct perspective.



Multi-Lingual Proficiency for a Diverse Business Environment

The program requires students to study an additional language for two semesters offering a choice between French and German. This skill is invaluable for working in multinational corporations..



Flexibility through Open Electives for Inter-Disciplinary Learning

In Semester V, students select an Open Elective from emerging domains such as AI, Fintech, Financial Literacy, enabling interdisciplinary learning and developing versatile, T-shaped competencies beyond their primary specialization.



Comprehensive Constitutional and Legal Foundation

The inclusion of Constitutional Values (Semester I) and Legal Aspects of Business (Semester II) as core subjects ensures that graduates are skilled managers legally aware and ethically responsible professionals.

Enhance Your BBA Journey with industry-ready professional certifications

Microsoft Office Specialist Certification

Digital Marketing & Analytics Certification

Advanced Excel & Data Visualization Certification

Business Communication & Soft Skills Certification

Financial Modeling & Accounting Basics Certification

Entrepreneurship & Startup Management Certification

Project Management & Leadership Certification

Corporate Etiquette & Personality Development Certification

Internship

Social Immersion Project (Semester III)

- A Credited Internship where students engage with societal issues, NGOs, or community-based organizations.
- Helps in building social responsibility, empathy, and real-world problem-solving skills.

Corporate Internship (Semester V)

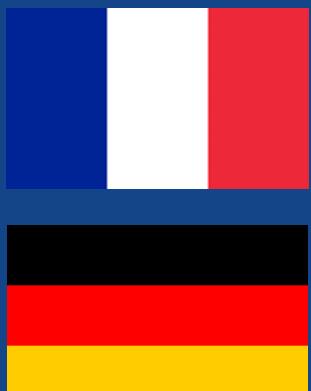
- A Credited Internship project designed to give practical exposure to corporate functioning.
- Students apply classroom knowledge in real-world business situations and also enhance Employability skills

Research Project & Dissertation (Semester VI)

- A 3-credit capstone project where students undertake structured research on a project.
- Builds strong analytical and decision-making skills through hands-on research, preparing students for higher studies and industry roles.

Foreign Languages

To prepare students for careers in a globally connected business world, DSU offers foreign language learning as part of the BBA curriculum and students can choose from French & German during the first year of the program.



French

The language of diplomacy and global business widely spoken across Europe, Africa, & parts of Asia.

German

The language of innovation, engineering, & trade highly valued in European & international business contexts.

Salient Features of Curriculum

Dual Specialisation

Develop expertise in two specializations, opening diverse career pathways and enhancing employability.

Industry-Ready Curriculum

Courses in AI, FinTech, Sustainability, Digital Marketing & Analytics.

Global Outlook

Learn French & German and explore international business practices.

Immersion Learning

Live Projects, Social Immersion, Corporate Internships & Research Dissertation.

Tech & Analytics

Hands-on training in Analytical tools, Data Visualization and Predictive Analytics

Well-Rounded Excellence

Integrated learning in Soft Skills, Wellness, Constitutional Values, and Indian Knowledge Systems to nurture well-rounded, confident, and socially responsible professionals.

Market Insight & Demand Trends for BBA Graduates

There is rising demand worldwide for business graduates who combine traditional management education with practical, realworld readiness. Employers are increasingly prioritizing candidates with “dayone readiness,” meaning practical exposure, soft skills, and adaptability over academic credentials alone.

[Reference Link](#) 

Employers value BBA graduates for their blend of soft skills (communication, teamwork, leadership), analytical thinking, business acumen, and readiness to adapt to changing business environments.

[Reference Link](#) 

Next-Gen Career Opportunities

Finance & FinTech

Investment Banking, Wealth Management, Risk Analytics & Digital Payments.

Marketing & Digital Business

Brand Management, Digital Marketing, Social Media Strategy & E-commerce.

Consulting & Analytics

Business Consulting, Market Research, Data & Business Analytics & ESG Advisory.

Human Resources

HR Analytics, Talent Acquisition, Learning & Development & Employer Branding.

Tech-Driven Roles

Product Management, Cyber Risk Advisory, IT Business Development & Supply Chain Analytics.

Entrepreneurship & Startups

Startup Founder, Innovation Specialist & Business Development Manager.

Global Opportunities

International Business, Sustainability Management, Healthcare & Pharma Management, Event & Sports Management.

Experiential Learning

Industrial Visit

As part of the BBA program, students undertake structured industry visits that offer first-hand exposure to corporate operations, business processes, and workplace best practices. These visits help students connect classroom learning with real-world applications.

Industry-Linked Practical Training

Students of our BBA program have the opportunity to participate in short-term industry immersion and in-plant training programs offered by various reputed organisations. These experiential learning opportunities provide practical exposure to industrial workflows, operational systems, and professional workplace environments. Such initiatives help students bridge the gap between classroom knowledge and real-world business practices.

Internship Opportunities

DSU SCMS integrates two structured internships into the BBA program to ensure students gain both social awareness and corporate exposure.

Social Immersion Internship (Semester III) **Duration: 4 – 6 weeks (1 month to 1.5 months)**

Students work with NGOs, community organizations, and social enterprises, engaging in projects that create social impact.

Focus: Building social responsibility, empathy, teamwork, and problem-solving skills.

Corporate Internship (Semester V) **Duration: 6–8 weeks (1 month to 1.5 months)**

Students intern with leading corporates, start-ups, and business organizations across finance, marketing, HR, operations, analytics, and retail.

Focus: Gaining practical exposure to business operations, industry practices, and managerial roles.

Placement Highlights

Strong Industry Connect

Partnerships with 1000+ reputed companies across Finance, Banking, Consulting, IT, FMCG, Healthcare, Automobile, Pharma, Hospitality, and E-commerce.

Top Recruiters

PWC, Deloitte, E&Y, KPMG, Commonwealth Bank of Australia, Federal Bank, ICICI, Societe Generale, Amazon, Accenture, State Street, Cultfit, London Stock Exchange, and more.

Excellent Placement Record

Consistently achieving 90% placements year-on-year.

Diverse Roles & Domains

Opportunities in Core Finance, Investment Banking, Auditing, Insurance, Consulting, Supply Chain, E-commerce, HR, Cyber Risk Advisory, and Hospitality.

Internships with PPOs

Paid internships leading to full-time employment with top firms like DXC Technology, Cyraacs, Ricago, and Fincity etc.

Skill-Building Support

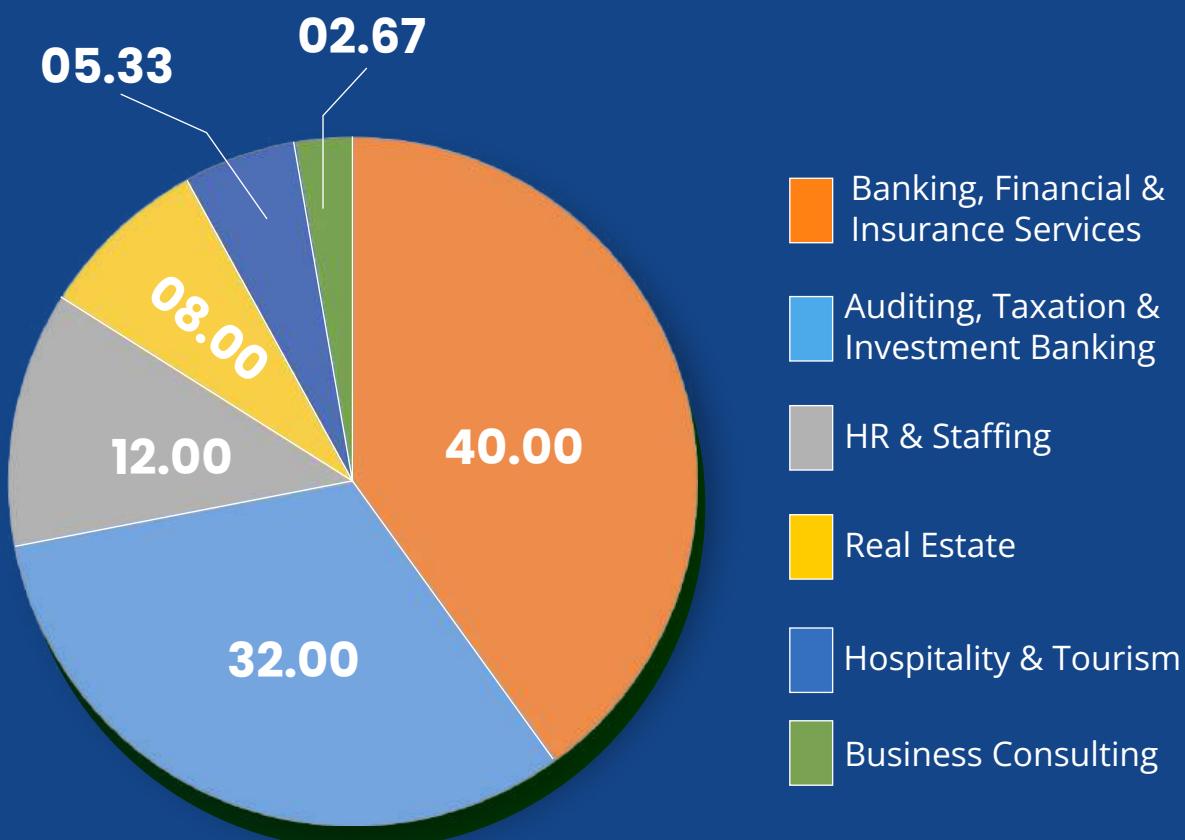
Structured soft skills, aptitude training, and employability enhancement programs for students.



Where Can a BBA Program Take You?

Explore the Leading Industries Seeking Your Expertise!

Industry Breakup



Placements Highlights-

5.01 LPA

Average Salary

8.05 LPA

Highest Salary



Top Recruiters



DSU Global Partnerships

Dayananda Sagar University has built a strong global presence with partnerships across 100+ universities in 20+ countries. These collaborations enable student and faculty exchange, joint research, dual degree programs, and immersive cross-cultural learning opportunities.

Our network spans leading institutions in the USA, UK, Australia, Germany, France, Spain, Czechia, and many more. These partnerships have already opened doors for our students and scholars to engage internationally, gain global perspectives, and contribute to innovation on a worldwide scale.

At the same time, DSU continues to expand its global alliances, forging new relationships with universities and research centers across the world — ensuring our learners remain connected to the best opportunities wherever they may be.



Semester Exchange Program- University of Staffordshire UK

SCMS BBA students Aaradhy and Vinyas of VI semester have embarked on a enriching semester exchange program at the University of Standfordshire, United Kingdom.



The guest lecture on The Digital Economy and Economic Development in India by Professor Tony Cavoli , Adelaide University, Australia.

Discover World-Class Learning Opportunities

Australia	James Cook University
Bangladesh	Daffodil University
Bangladesh	University of Liberal Arts ULAB
Croatia	Algebra University
Czechia	Mendel University in Brno
England	The University of Huddersfield
France	DSTI - School of Engineering
France	MBway Management and business school
France	Uni La Salle Polytechnic Institute
Germany	Hochschule Fuer Angewandte Wissenschaften Neu-Ulm (HNU)
Germany	Ernst Abbe University of Applied Sciences Jena
Germany	Hof University of Applied Sciences, Hof
Germany	Mediatos GmbH, Nuremberg Germany
Germany	Hochschule Kempten University of Applied Sciences
Germany	German Varsity, Aachen
Germany	Steinbeis University
Germany	RWTH Aachen University
Hungary	Széchenyi István University
India	Newton School
Indonesia	Hasanuddin University
Italy	University of Messina
Italy	The University of Brescia
Kazakhstan	The Karaganda Medical University
Kazakhstan	Atyrau University
Latvia	Baltic International Academy
Lithuania	Marijampole University of Applied Sciences
Malaysia	INTI International University

Malaysia	Relaince College
Malaysia	University of Cyberjaya
Malaysia	Multimedia University (MMU)
Malaysia	Limkokwing University of Creative Technology (LUCT)
Malaysia	University of Cyberjaya
New Jersey	New Jersey Institute of Technology
New Zealand	Nelson Marlborough Institute of Technology (NMIT)
New Zealand	Whitireia and WelTec
Philippines	Visayas State University
Russia	Volgograd State Medical University
Russia	St. Petersburg University
Russia	MIET
Russia	Southern Federal University
Russia	Samara National Research University
Rwanda	University of Lay Adventists of Kigali (UNILAK)
Singapore	TUM Asia Pte Ltd
South Africa	Mangosuthu University of Technology MUT
South Korea	Sangji University, Wonju
Sri Lanka	Amazon College International
Taiwan	Ming Chi University of Technology
Uganda	King Ceasor University
UK	The University Of Wolverhampton
UK	The University of Liverpool
UK	The University of Worcester
UK	Staffordshire University
Ukraine	Nizhyn Mykola Gogol University
Ukraine	Bukovinian State Medical University

Ukraine	Hryhori Skovoroda University in Pereiaslav
Ukraine	Dmytro Motornyi Tavria State Agrotechnological University
Ukraine	Dniprovsky State Technical University
Ukraine	Odessa National Economic University
Ukraine	Odessa National Economic University
USA	Illinois Tech
USA	University of Evansville
USA	Worcester Polytechnic Institute
USA	Western Connecticut State University
USA	New York University
USA	Vermont Law School
USA	Southern Connecticut State University
USA	University of South Carolina Aiken
USA	The University of Wisconsin–Madison
USA	Northeastern University
USA	LeTourneau University
Uzbekistan	Tashkent State Medical University



Expert Sessions by International Universities

Global Business Insights Session by Mr. Laurent Chebassier



A guest talk at Dayananda Sagar University, organized by International Affairs and the School of Commerce and Management Studies. We hosted Mr. Laurent Chebassier, Director for International Partnerships at Aivancity School for Technology, Business, and Society in Paris.

Knowledge Exchange Session with Dr. Steve McKenna



SCMS organized a Special Lecture Program on "Thinking Innovatively & Leading Innovation", featuring the esteemed Dr. Steve McKenna, University of Warwick. The event aimed to provide participants with valuable insights into the importance of innovation and creativity in leadership.

International Academic Delegation Visit



A distinguished delegation from Staffordshire University, UK comprising Dr. Amanda Payne, Dr. Chris Howard, and Mr. Jonathan Disley visited Dayananda Sagar University and delivered a series of enriching lectures for the final-year SCMS students, offering valuable global academic perspectives and insights.

Malaysia Global Immersion Program



Club Activities

Adventure Club

Glance - Current Affairs Club

Finance Club - Capital Crew

E-Cell Club

Social Media Club

Sports Club

Cultural club

ADVENTURE CLUB



GLANCE CLUB



ENTREPRENEURSHIP CLUB (E - Cell)



SOCIAL MEDIA CLUB



NSS Activity



LANGUAGE LAB INAUGURATION



INDUSTRIAL VISITS



Library



About Library

The Library, established alongside DSI and expanded with Dayananda Sagar Institutions (1969), Dayananda Sagar College of Engineering (1979), and Dayananda Sagar University (2014), was envisioned by the founder, Late Sri R. Dayananda Sagar, as a world-class knowledge hub. Built systematically, it accommodates 560 users and houses an extensive collection of books, CDs, DVDs, periodicals, and digital resources. Serving undergraduates, postgraduates, research scholars, and faculty, the Library reflects the University's academic excellence and is managed by a team of skilled and dedicated professionals.

Titles	4568	E-Books	804
Volumes	12318	National & International Print Journals	43
Book CD'S	170	Educational Videos's	132

Campus Features



State-of-the-Art Classrooms



Wifi Enabled Campus



Seminar Halls



Sport Facilities



Centre for Foreign Language



Training Centre



Top Class Library Facility



Hostel Facilities



Well-Equipped Lab Facilities



Research Centre



Food Court



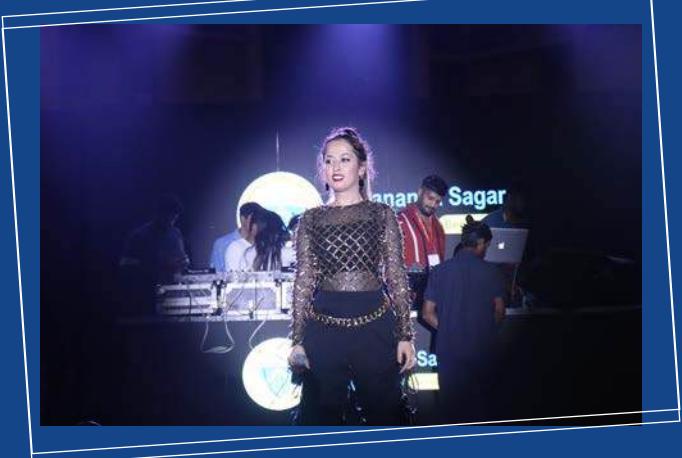
Student Parking Facility



Language lab

Campus life

Holistic development on campus is nurtured through a multifaceted approach, fostering not just academic excellence but also personal growth and well-being. From rigorous academic programs to diverse extracurricular activities, students are encouraged to explore their talents, develop critical thinking skills, and engage in community service. The campus environment provides a platform for cultural exchange, teamwork, and leadership development. Through mentorship programs and counseling services, students receive support for their emotional and mental well-being. Thus, the campus becomes a crucible for holistic development, shaping individuals into well-rounded, socially responsible, and resilient contributors to society.





DSU City Innovation Campus: Kudlu Gate, Srinivasa Nagar, Hal Layout, Singasandra, Hosur Road, Bengaluru, Karnataka - 560 068

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