



DAYANANDA SAGAR
UNIVERSITY



B.COM

SCHOOL OF COMMERCE & MANAGEMENT STUDIES

Develop Financial Expertise &
Leadership for the Real World

ASSURED
SCHOLARSHIP FOR
MERITORIOUS
STUDENTS

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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



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 Bachelor of Commerce (B.Com) 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 essential for today's evolving business landscape. The program also integrates emerging domains such as Artificial Intelligence, Digital Transformation, Startup Ecosystems and Sustainable Business Practice ensuring that our students develop the skills required to thrive in a dynamic global economy.

Students are exposed to the complex challenges and emerging opportunities in the financial world, including financial analytics, taxation, auditing, banking, capital markets, wealth management and the rapidly growing FinTech ecosystem. This comprehensive preparation empowers our graduates to pursue diverse career pathways or advance into professional qualifications such as CA, CMA and ACCA along with other globally recognized certifications.

At DSU, we foster an environment where innovation, sustainability, strong values and a global perspective converge. Our learning ecosystem is enriched 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, finance, 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.



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 Overview

The Bachelor of Commerce (B.Com) program offers a comprehensive understanding of core business principles, including Accounting, Finance, Economics, and Management. With a well-balanced curriculum, industry-tailored courses, and exposure to the latest technological trends, students are prepared for the evolving business landscape. Partnerships with ACCA and CMA provide globally recognized certifications, enhancing career prospects. The program combines modern teaching methods like case studies, group discussions, and hands-on projects to foster innovation, critical thinking, and ethical decision-making. Our goal is to shape well-rounded professionals capable of thriving in dynamic industries and leading with integrity in the global economy.

Program Vision

To develop globally competent, ethical business leaders who excel in commerce, finance, and management, equipped to drive innovation and sustainable growth in the global economy.

Program Mission

To deliver a comprehensive, industry-oriented curriculum that fosters innovation, ethical decision-making, and entrepreneurial leadership while integrating technological advancements for holistic student development.

Program Eligibility

Students who have completed Two Years of pre-university courses in Karnataka or Passed 10+2 (Recognized National Boards), A Level, IB, American 12th grade or equivalent with a minimum of 50% marks in aggregate (45% in case of candidates belonging to SC/ST & OBC category) are eligible to seek Admission to B. Com.

Program Duration

The duration of the program is 3 years, spread across six semesters to achieve a B. Com (Bachelors of Commerce) Degree.

Program Objectives

- To establish a strong foundation in the key areas of Commerce, Accountancy, and Finance
- To equip students with essential competencies for effective business Management and decision-making.
- To provide the necessary digital and technological skills to adapt to the evolving role of technology in business.
- To design an industry-oriented curriculum that also enhances Student's cognitive abilities.
- To nurture an entrepreneurial mind set by providing the skills, knowledge, and tools for innovation, business creation, and successful venture management.
- To strengthen student's character, personality and sense of responsibility, shaping them into conscientious citizens.

Bachelor of Commerce

B.Com

The B.Com program is designed to equip students with a comprehensive understanding of business principles while fostering skills that are crucial for success in today's dynamic job market. The curriculum offers a strong foundation through core courses in accounting, finance, and economics, along with opportunities to explore open electives that cater to individual interests. In addition, the program includes value-added courses and skill enhancement programs to provide practical knowledge and improve employability. Students also gain hands-on experience through internships and project work, ensuring they are well-prepared for real-world challenges.

The program stands out by offering **new-age specializations** that cater to the demands of a rapidly evolving business landscape, ensuring students are industry-ready and future-focused. Students can choose from the below-mentioned specializations in their 3rd semester.

Financial Technology

This specialization prepares students to innovate at the intersection of finance and technology. It equips them with cutting-edge knowledge in digital banking, blockchain, cryptocurrencies, and evolving financial services. Students gain practical exposure to fintech platforms and regulatory frameworks, preparing them for roles in digital finance, financial consulting, and tech-driven financial innovation.

Supply Chain Management

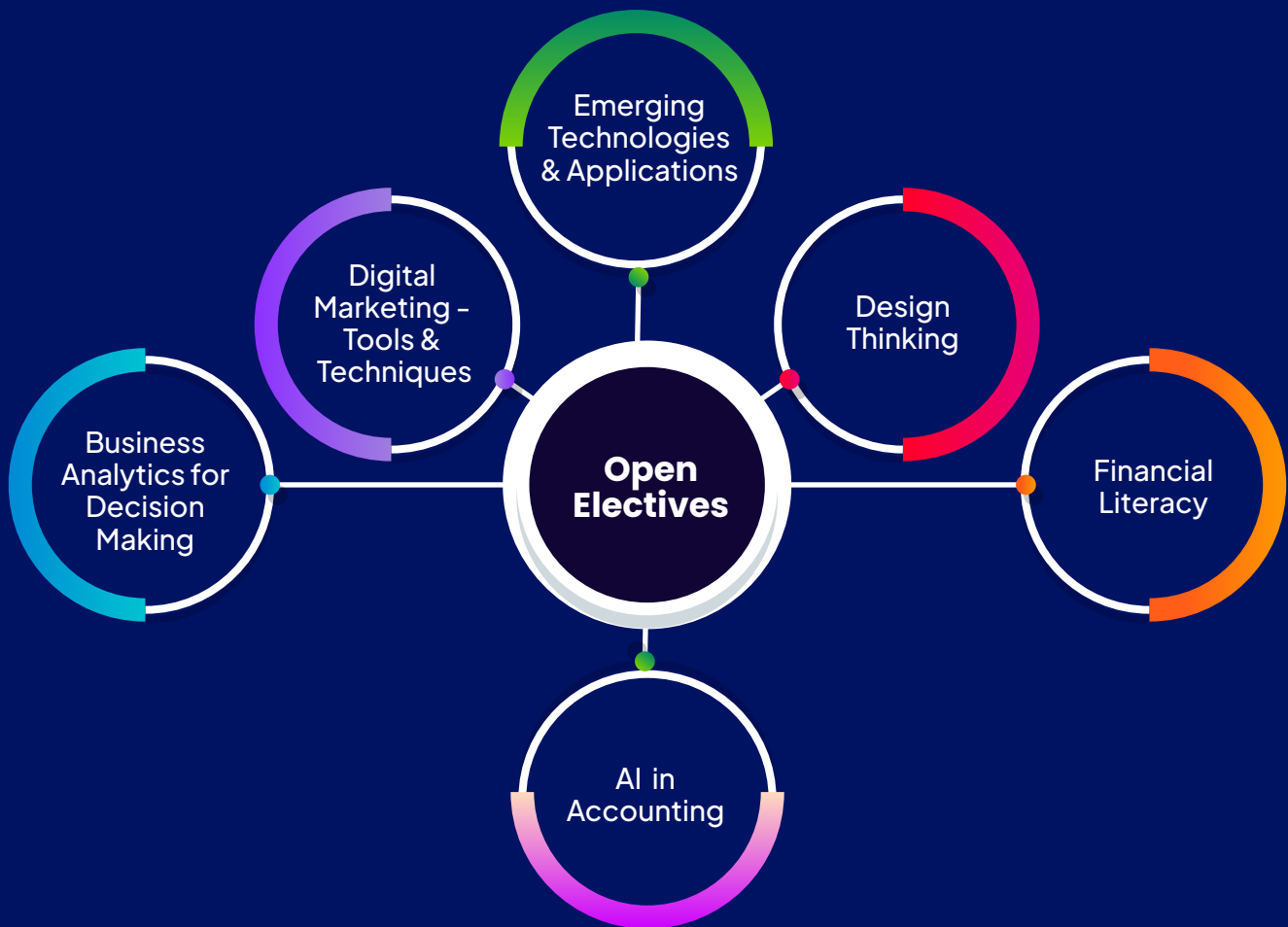
This specialization equips students with the skills to streamline logistics, procurement, inventory control, and operations. It focuses on managing global supply chains effectively in an increasingly interconnected and dynamic business environment. Students learn to implement sustainable practices, integrate technology in supply chain systems, and respond to real-time disruptions and market changes.

Advanced Accountancy

This specialization offers in-depth expertise in financial reporting, taxation, auditing, and strategic cost management. Students are trained to analyze and interpret financial data, ensuring compliance with regulatory standards and ethical practices. The program prepares them for careers in chartered accountancy, corporate finance, and forensic accounting, with a strong foundation in global accounting principles and tools.

Business Analytics

Given the growing demand in the market for data-driven decision-making and analytics skills, this new program will integrate core business and commerce knowledge with advanced data analytics techniques, equipping students with the skills to thrive in a data-centric business environment. The specialisation enables graduates to analyse complex data and make informed business decisions, preparing them to meet the changing needs of employers across sectors.



Program USP



Industry-oriented Curriculum

The curriculum is designed to align with industry demands, providing practical and relevant knowledge.



Expert Faculty

Learn from experienced professionals and academic experts who bring real-world insights to the classroom.



Research and Innovation

The program encourages research and fosters innovation to develop critical thinking and problem-solving skills.



State-of-the-art Infrastructure

Modern facilities and advanced technologies create an ideal learning environment for students.



Internship Opportunities

Gain hands-on experience through internships, bridging the gap between theory and practice.



International Semester Exchange

Experience global education through semester exchange programs with partner universities worldwide.



Global Immersion

Gain international exposure and cultural insights through immersive global learning experiences.



Placement Assistance

Dedicated career support helps students secure job placements with leading companies.



Soft Skills Development

Workshops and activities focus on building essential soft skills like communication and leadership.



Entrepreneurship Development

The program fosters entrepreneurial skills and provides tools for starting and managing a business.



Networking Opportunities

Engage with industry experts and peers to build a professional network for future career growth.



Value Added Programs

Specialized courses designed to enhance students' skills and employability beyond the core curriculum.



Certification Courses

Industry-recognized credentials that validate students' expertise in specific tools or domains.



Project Components

In the B.Com program, students engage in research-oriented projects that foster critical thinking and analytical skills. These projects provide hands-on experience in exploring real-world business challenges, enabling students to develop a strong foundation in research methodologies and apply theoretical knowledge practically. This emphasis on research prepares graduates for advanced studies and equips them to contribute effectively in professional environments.

Enhance Your B.COM Journey with Industry-Ready professional certifications

Microsoft Office Specialist Certification

Financial Literacy & Wealth Management certification

Advanced Excel & Data Visualization Certification

Business Communication & Soft Skills Certification

Financial Modeling & Accounting Basics Certification

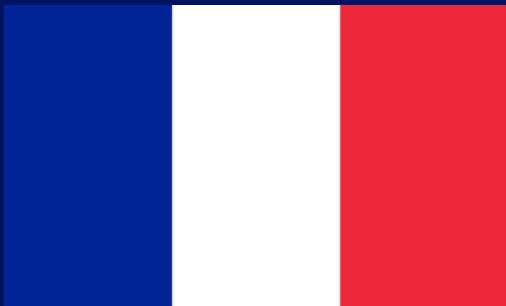
Entrepreneurship & Startup Management Certification

Intellectual Property Rights (IPR) Basics certification

Corporate Etiquette & Personality Development Certification

Foreign Languages

To prepare students for careers in a globally connected business world, DSU offers foreign language learning as part of the B.Com 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

New Age Specializations

Open Electives

Experiential Learning

Formative Assessments

Quiz/Quantitative Aptitude

Skill Oriented Courses

Mandatory Corporate and Social Internships

Research Oriented Projects

Experiential Learning

Industrial Visit

As part of the B.Com program, students participate in industry visits that provide first-hand exposure to corporate practices and operations in some of the leading companies GRB Dairy Foods Pvt. Ltd., TVS Motors, and Bangalore Dairy (BAMUL) which enables students to connect classroom learning with real-world business insights.

In-Plant Training

Three of our 3rd-year B.Com students participated in a three-day in-plant training at TVS Motors, Hosur. This immersive experience provided them with valuable exposure to real-world industrial practices, bridging classroom learning with practical insights and preparing them for future managerial roles.

Internship Opportunities

CORPORATE INTERNSHIP PROGRAM (CIP)

“Corporate Internship – Bridging Classroom to Career”

- **Practical Exposure**
Connecting academic learning with real-world application.
- **Duration**
30 to 45-days internship.
- **Industry Connect**
Students collaborated with leading companies.
- **Skill Development**
Workplace skills, industry insights & professional growth.

A transformative experience preparing students for future careers.

SOCIAL INTERNSHIP PROGRAM (SIP) – NGOs offering internships

“Social Internship – Learning Beyond Classrooms”

- **Duration**
30 to 45-days internship.
- **Community Connect**
Students engaged with NGOs.
- **Experiential Learning**
First-hand exposure to community service & development initiatives.
- **Holistic Growth**
Fostering social responsibility alongside professional competence.

Blending academics with community engagement to shape responsible leaders.

Placement Highlights

Strong Industry Connect

Partnerships with 200+ 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.

Skill-Building Support

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

7.0 LPA

Highest Salary

5.0 LPA

Average Salary



Top Recruiters

pwc

tcs TATA
CONSULTANCY
SERVICES



FedEx



Deloitte.



DXC
TECHNOLOGY

Infosys

KPMG

Capgemini

YES BANK

ICICI Bank

AXIS BANK

Urban Ladder
Let's Create

SSI people
talent. defined.



CSB Bank

niva Bupa
Health Insurance

cleartax

IntelliPaat



SOCIETE GENERALE

% NOBROKER



ANZ

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 students Aaradhya and Vinyas of VI semester have embarked on an 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 Varisty, Aachen |
| Germany | Steinbeis University |
| Germany | RWTH Aachen University |

| | |
|--------------|---|
| Hungary | Széchenyi István University |
| India | Newtson 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 |
| Malayasia | INTI International University |
| Malayasia | 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

Volumes

12318

Book CD'S

170

E-Books

804

National & International
Print Journals

43

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.





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Admissions Helpline Nos: ☎ **080 4646 1800** 📞 **+91 636 688 5507**

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