DAYANANDA SAGAR
UNIVERSITY

7 DECADES LEGACY
IN EDUCATION & HEALTHCARE

A+ GRADE
ACCREDITED BY
NAAC

Inspiring
Leaders
For a **world**
Better

DSU's MBA Program

MBA
(Dual Specialization Offered)

SCHOOL OF COMMERCE & MANAGEMENT STUDIES

Index

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 inter-disciplinary 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

TIMES ENGINEERING
TIMES ALL INDIA ENGINEERING INSTITUTES RANKING SURVEY 2023
NUMBER 1 ONE
- Top Emerging Engineering Institutes
- Emerging Engineering Institutes - Placement
- Emerging Engineering Institutes - Research Capability

IIRF -2025
EDUCATION IMPACT AWARD
Promising Private University for Academic Excellence & Learning

ICARE RATINGS
KSURF
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

ET THE ECONOMIC TIMES 2023
Excellence in Academic Facilities & Learning Resources

IIRF -2024
NATIONAL RANK—9
TOP PRIVATE UNIVERSITIES IN INDIA (OVERALL)
STATE RANK 3   SOUTH ZONE RANK 3

IIRF -2026
EDUCATION IMPACT AWARD
Excellence in Employability & Placement Performance

TIMES BUSINESS AWARDS
BEST EMERGING UNIVERSITY 2021

34th elets WORLD EDUCATION SUMMIT 2025 CHENNAI
01st November 2025

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.

About School of Commerce & Management Studies

The MBA program at Dayananda Sagar University (DSU), Bengaluru, stands out as one of the leading business education offerings in the country. It is driven by its holistic approach to developing future-ready professionals. The program is thoughtfully designed to meet global standards and cater to the needs of a dynamic business environment. Its consistent ranking among the top MBA programs can be attributed to several key factors, each contributing to producing well-rounded, highly competent graduates.

A Carefully Curated Curriculum Aligned with Global Standards

The MBA curriculum at DSU has been meticulously crafted to be on par with some of the best management programs worldwide. The course structure balances core management fundamentals with the latest industry trends, ensuring students receive a comprehensive education. Each subject is selected to offer depth and relevance, covering areas such as strategic management, leadership, operations, marketing, finance, entrepreneurship, and emerging technologies. The curriculum is periodically reviewed and updated to reflect changes in the global business landscape, making DSU graduates highly adaptable and competitive in their careers.

Experiential Learning and Pedagogy

One of the defining aspects of the MBA program at DSU is its emphasis on experiential learning. The pedagogy extends beyond traditional classroom instruction, incorporating real-world projects, internships, case studies, business simulations, and fieldwork. Students are encouraged to participate actively in various clubs and activities that enhance their leadership and teamwork skills. DSU Centers of Excellence also focus on cutting-edge areas such as digital transformation, AI, sustainability, and entrepreneurship, providing students with hands-on experience in these critical domains. This approach ensures students learn by doing, gaining practical insights that complement their theoretical knowledge.

Focus on Current and Emerging Issues

Due to factors such as global warming, digital transformation, and generative AI, the world is facing unprecedented challenges and opportunities. The MBA program at DSU integrates these contemporary issues into the curriculum, helping students understand their impact on business and society. Courses and workshops dedicated to sustainability, environmental stewardship, and technological advancements ensure that students are prepared to tackle these pressing global challenges. By focusing on these critical topics, DSU equips its graduates with the awareness and skills necessary to lead responsibly and innovate in a changing world.

Student Placement and Entrepreneurship Focus

DSU strongly emphasises career readiness, ensuring that each MBA student is well-prepared to enter the workforce or start their own business ventures. The program offers specialised Industry Preparedness Programs (IPPs) and tailored training sessions that address each students unique career goals. Placement support is robust, with strong ties to leading companies across industries, facilitating opportunities for high-paying jobs and fulfilling careers. Additionally, the university fosters an entrepreneurial mindset through dedicated workshops, incubation centres, and mentoring, encouraging students to explore and develop their business ideas.

Powerful Mentorship Program

Mentorship is a cornerstone of the MBA experience at DSU. The universitys structured mentorship program pairs students with experienced faculty members, industry leaders, and alums who guide them on academic, career, and personal development. This one-on-one mentoring approach helps students set realistic goals, identify strengths, and overcome challenges. The mentorsip program ensures that students receive personalised support throughout their MBA journey, empowering them to make informed decisions and maximise their potential.

International Certification Programs

Additional certifications in an increasingly interconnected world enhance a graduates employability and skill set. DSUs MBA program allows students to earn internationally recognised certifications like those from Dataiku, USA and 365DataScience, Europe. These certifications focus on emerging areas such as data science, machine learning, and AI, equipping students with technical skills that are in high demand globally. By integrating these certifications into the program, DSU ensures its graduates stand out in a competitive job market.

Diverse Student Community and Networking Opportunities

Networking is a critical component of any MBA program, and DSU provides ample opportunities for students to build strong professional networks. The MBA cohort comprises students from diverse backgrounds and regions across India, fostering a rich, multicultural learning environment. This diversity encourages exchanging ideas, perspectives, and experiences, preparing students to work in global business environments. DSU organises networking events, industry interactions, and international trips, enabling students to build connections that will serve them well throughout their careers.

ICAT: International Culture Appreciation Tour

The school organises a week-long international trip for merit list students. The trip aims to give students an understanding of a foreign culture.

Dean's Message

The Dayananda Sagar University MBA Program is a brilliant aggregate of carefully curated courses in management science. The new-age MBA focuses on the changing needs of industry and jobs while preparing our students for brilliant careers by offering new age specializations. Courses are taught by faculty members who have outstanding educational credentials and leadership experience, with a pedagogy that compares with the best in the world. Our teaching is holistic and we concentrate on a student's life-skills too, preparing them for life beyond academics. We are not just about business!

At the School of Commerce & Management Studies MBA program, we offer an education that attracts students who value our deep commitment to student learning and preparing our students to build outstanding careers in the national and international markets. Our MBA program moves beyond conventional management as normal by using the power of data to drive problem-solving and smart decision-making. We provide the skills you need to solve complex business issues in a range of environments with a challenging, rigorous education that includes support, coaching, and personalized attention.

Capt. A. Nagaraj Subbarao,Ph.D.
Professor | Dean - SCMS

Vision

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

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.

Values

What is important to us?

The schools approach is Learning with Purpose (LwP). It is based on five pillars of sustainability.

➤ Transforming the portfolio of programs that we offer by creating short-term programs in skilling students in specific areas while strengthening our flagship programs like the MBA and Executive MBA and thus making young people more employable (Human Sustainability)

➤ Induct teachers with passion and depth of management knowledge and an ability to mentor students (Knowledge Sustainability)

➤ Limiting our environmental impact by reducing our carbon footprint by having 30-40 % of classes online where students need not travel to the university and occupy a class (Environmental Sustainability)

➤ Lifting disadvantaged people by offering new types of support to women in training them to be confident entrepreneurs (Talent Sustainability).

➤ Delivering superior financial returns (Financial Sustainability)

Faculty

At SCMS, the faculty represents a unique blend of scholarly achievement and real-world industry experience, making the learning environment dynamic and practical. Each professor brings a wealth of expertise, combining deep academic knowledge with insights from leadership roles across various industries. This distinctive combination of scholarship and practice ensures that students have theoretical foundations and the practical skills needed to excel in their professional careers.

Our faculties come from diverse fields and are thought leaders and subject matter experts in the following areas

» Accounting

» Advertising & Branding

» Banking

» Business Law

» Business Analytics

» Economics

» Entrepreneurship

» Finance

» Global Business

» Human Resource Management

» Information Technology

» Innovation

» Management Science and Operations

» Marketing

» Operations Management

» Organizational Behaviour

» Project Management

» Soft Skills

» Strategy and Entrepreneurship

» Supply Chain Management

School of Commerce and Management Studies – Highlights

Global Perspective: Our management programs integrate a global perspective, exposing students to international business practices and fostering a truly global mindset, giving them a competitive edge in the interconnected world of business.

Industry-Relevant Curriculum: Our programs are designed incollaboration with industry experts to ensure that students acquire skills and knowledge that are directly applicable to the dynamic and evolving needs of today& business environment.

Experiential Learning Opportunities: We prioritize hands-on, experiential learning through internships, case studies, and real-world projects, allowing students to apply theoretical concepts to practical situations, enhancing their problem - solving abilities.

Cutting-edge Technology Integration: Embrace the future with our emphasis on the latest technologies such as AI, data analytics, and blockchain, equipping students with the skills needed to thrive in the digital age of business.

Customizable Specializations: Tailor your education to your career goals with a range of customizable specializations, allowing students to delve deep into areas like marketing, finance, entrepreneurship, or supply chain management.

Industry Networking Opportunities: Our extensive network of alumni and industry partnerships provides students with unparalleled networking opportunities, connecting them with potential mentors, employers, and collaborators.

Leadership Development Programs: We are committed to nurturing not just managers but leaders. Our leadership development programs go beyond traditional management education, focusing on personal growth, emotional intelligence, and ethical leadership.

Small Class Sizes: Experience personalized attention with our small class sizes, fostering a collaborative learning environment and allowing for meaningful interactions between students and faculty.

Continuous Professional Development: Stay ahead in your career with our commitment to continuous professional development. Our programs offer opportunities for ongoing skill enhancement, ensuring our graduates remain relevant in the ever-evolving business landscape.

Diverse and Inclusive Community: Join a diverse and inclusive community that values different perspectives and backgrounds, preparing students for the multicultural nature of the modern workplace.

MBA Program @ DSU

The two-year MBA program comprises of four semesters. Students can choose a range of elective subjects from areas such as Artificial Intelligence (AI), Business Analytics, Supply Chain, Finance, Marketing, Human Resources, Information Technology and Systems & Entrepreneurship. The program will be delivered with value addition by experienced faculty in academia and industry. The school aspires to prepare and nurture talents with leadership for every individual to contribute in their own way significantly to the community.

We're in the midst of a significant transformation regarding the way we produce products thanks to the digitization of manufacturing. This transition is so compelling that it is being called Industry 4.0 to represent the fourth revolution that has occurred in manufacturing. From the first industrial revolution (mechanization through water and steam power) to the mass production and assembly lines using electricity in the second, the fourth industrial revolution will take what was started in the third with the adoption of computers and automation and enhance it with smart and autonomous systems fuelled by data and machine learning. A connected supply chain can adjust and accommodate when new information is presented. If a weather delay ties up a shipment, a connected system can proactively adjust to that reality and modify manufacturing priorities. We are in a new economy and this is reflected in our pedagogy. The MBA program has six pillars, viz. Leadership, Entrepreneurship, Creativity, Problem Solving , Technology & Sustainability.

Leadership	Entrepreneurship	Creativity
Problem Solving	Technology	Sustainability

New-age Specializations

- BUSINESS ANALYTICS
- ARTIFICIAL INTELLIGENCE
- FINANCIAL MANAGEMENT
- HUMAN RESOURCES MANAGEMENT
- SUPPLY CHAIN MANAGEMENT
- MARKETING MANAGEMENT
- ENTREPRENEURSHIP
- IT & SYSTEM MANAGEMENT
- FINTECH

MBA Program (Architecture)

The MBA program at SCMS is a meticulously designed postgraduate degree aimed at cultivating future business leaders who are versatile, innovative, and industry-ready. With a minimum requirement of 102 credits and the flexibility to acquire additional credits, the program offers an intensive andrewarding academic experience. It combines a robust general management framework with the opportunity to pursue dual specialisations, making graduates well-rounded and highly adaptable to various business environments.

Dual Specialisation: A Strategic Advantage

The dual specialisation structure at SCMS ensures that students gain in-depth expertise in two distinct domains while maintaining a solid foundation in general management principles. This approach empowers students to develop a multifaceted skill set that enhances their employability and strategic thinking. The available specialisations reflect the demands of contemporary business and emerging industries, providing students with a competitive edge in the marketplace.

These specialisations include:

Artificial Intelligence (AI)
> Focuses on understanding AI concepts, machine learning, automation, and data-driven decision-making.
> Prepares students to lead AI-driven initiatives and apply AI solutions to business challenges.

Business Analytics
> Equips students with skills in data analysis, statistical modelling, and visualisation tools.
> Enables graduates to leverage data for strategic decision-making and problem-solving.

Entrepreneurship
> Encourages innovative thinking, business planning, and venture creation.
> Provides tools and frameworks for starting and managing successful enterprises.

Finance
> Covers investment analysis, financial markets, risk management, and corporate finance.
> Prepares students for roles in banking, investment firms, and financial consulting.

FINTECH
> Combines financial principles with technological innovation, covering blockchain, digital payments, and financial platforms.
> Equips students to navigate and lead in the rapidly evolving FINTECH industry.

Human Resource Management (HRM)
> Focuses on talent acquisition, organisational development, employee engagement, and HR analytics.
> Prepares students to manage human capital strategically and ethically.

IT & Systems
> Offers insights into IT management, enterprise systems, cybersecurity, and digital transformation.
> Develop skills to lead IT initiatives and manage technology-driven organisations.

Marketing Management
> Covers digital marketing, brand management, consumer behaviour, and marketing analytics.
> Prepares students to design and execute effective marketing strategies in a dynamic environment.

Supply Chain Management
> Focuses on logistics, operations, procurement, and supply chain optimisation.
> Equips students to manage complex supply chains and enhance operational efficiency.

Pass in a Bachelor's degree program of minimum three years duration recognized by UGC. The candidates shall have passed the prescribed qualifying examinations with not less than 50% of marks in aggregate (45% in case of candidates belonging to SC/ST & OBC category) of the three or more years of the degree examinations. For selection each student will need to have a MAT | CAT | GMAT | DSAT score and undergo an interview.

Program Education Objectives

PEO1 – Postgraduate students will demonstrate leadership and problem solving competencies to become professional managers leading to a successful career.

PEO2 – Post graduate students will demonstrate commitment towards sustainable development for the betterment of society while pursuing business objectives through innovation.

PEO3 – Post graduate students will choose to pursue lifelong learning to improvise their decision making skills in generating value-based life through creative use of research and adoption of latest technology.
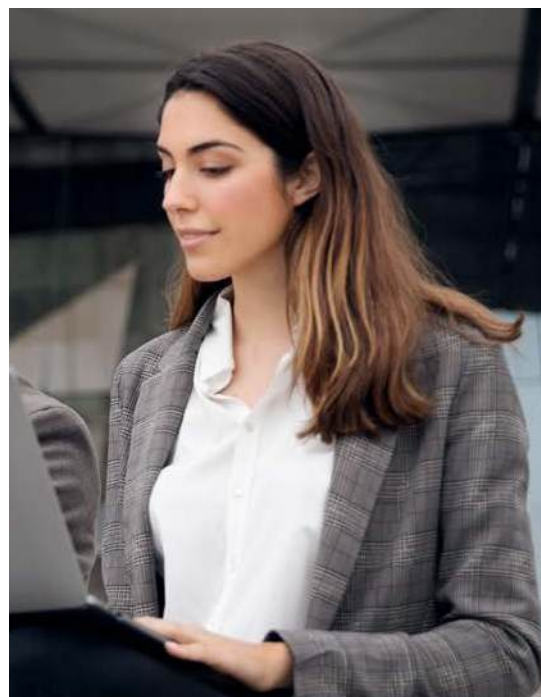
Program Specific Outcomes

PSO1 - Creates a sound knowledge base in understanding the functioning of the local and global business environment in identification of potential business opportunities and exploration of entrepreneurial opportunities.

PSO2 - Inspire students on their journey of professional life through individual development plans by helping them reflect on their Projects and Internship experiences.

PSO3 - Provides a strong analytical foundation in key functional areas such as business analytics, strategy, operations, finance, human resources and application of skills in leadership roles at various levels of the organization and lead teams across organizational boundaries.

PSO4 - Nurtures industry ready professionals with business and management acumen powered with decision making skills for sustainable business and societal development as well as the understanding with the digital world

Program Outcomes

P0.01:Leadership and Management
Develop the students with requisite knowledge, skills and right attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

PO.02: Environment and Sustainability
Evaluate business environment and opportunities and devise solutions and strategies for responding effectively to problems, threats, & opportunities.Understand the changing technological environment.

P0.03: Professional Ethics and TeamWork
Apply ethical principles and commit to professional ethics, responsibilities and effectively manage teams as per the norms of the management practices.

PO.04: Communication
Communicate effectively with various stakeholders within and outside of industry.

P0.05: Entrepreneurship Skills and Project Management
Demonstrate Knowledge and understanding of the business and management principles which inculcate entrepreneurship skills and ability to manage adversity.

Pedagogy

- Class room Instruction
- Case-based discussion
- Role plays
- Film-shows & Reviews

- Management Games
- Field projects
- Company internships
- Guest lectures

- Seminars by industry experts
- Assignments
- Simulations
- Article & Research paper Reviews

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OPEN ELECTIVES

- Cross Cultural Management
- Principles of Supply Chain
- Personal Finance
- Music & Management
- Change Management
- Leadership Styles
- Entrepreneurship
- Introduction to Indian Economy

Additional Credit

Upto 20% credit transfer on completing courses from NPTEL, Ministry of Education

Industry Ready Professional Certifications

Data Science Certifications from 365 Data Science, Bulgaria

AI Applications for Business Success from 365 Data Science, Bulgaria

NLP for AI from 365 Data Science, Bulgaria

Responsible AI from Dataiku, USA

Generative AI Practitioner from Dataiku, USA

Retrieval Augmented Generation from Dataiku, USA

Program USPs

Future-Ready Curriculum

Designed to reflect changing times and the onset of the digital age.

Innovative Pedagogy

Flexible and learner-friendly methods that enhance the overall learning experience.

Centres of Proficiency Enhancement (COPEs)

Specialized experiential learning platforms in Business Analytics, Supply Chain, Business Communication, HR & Leadership, Digital Transformation, & Entrepreneurship.

Distinguished Faculty

A mix of accomplished scholars and seasoned practitioners, passionate about mentoring and shaping future leaders.

Experiential Learning & Industry Exposure

The program includes real-world exposure: internships, field projects, business simulations, case studies, and workshops. It also has Centres of Excellence (COPE) in areas like Digital Transformation, Analytics, Leadership etc.

Corporate Partnerships

Strong industry linkages for internships, live consulting projects, MDPs, and guest lectures.

ICAT (International Culture Appreciation Tour)

A signature program that broadens student perspectives by exposing them to global cultures, economies, and business practices.

Industry Preparedness Program (IPP)

A focused initiative equipping students for careers beyond campus, ensuring sustainable, high-quality placements.

Ethics & Social Responsibility

Student immersion in sustainability projects, rural entrepreneurship, and community impact initiatives.

Vibrant Campus Life

Professional clubs, leadership councils, cultural fests, and sports that foster holistic development.

Entrepreneurial Development Support

Guidance, resources, and skill-building opportunities to help students cultivate entrepreneurial thinking and explore innovative business ideas.

Specializations in Emerging Fields

DSU offers MBA specializations in AI, Analytics, SCM, IT, and FinTech, along with Finance, Marketing, HR, and Entrepreneurship.

Mentorship & Personalised Support

There is a structured mentorship program for students (faculty / industry mentors / alumni) and assessment & guidance (CAST Program etc.) aimed at helping students set goals, strengthen competencies.

Certifications & Value-Added Learning

Students have the opportunity to earncertifications (Design Thinking & Innovation; Persuasion and Negotiation; Digital Marketing etc.), and programs are tied to platforms like Dataiku, 365 DataScience, etc.

Entrepreneurship as a Program Pillar

SCMS, MBA believes that a significant metric for the school is promoting a culture of entrepreneurship.

A core tenet of the management program at SCMS is promoting a culture of entrepreneurship

- To build an ecosystem of entrepreneurship

- To build a pool of talented students who appreciate the importance and need of entrepreneurship and have the necessary tools.

- What does it mean to be an entrepreneur? It's more than being a business owner; it's a perspective and a lifestyle.

- Being an entrepreneur is more than being a business owner; it's a perspective and a lifestyle.

- Make sure you have a solid idea you're passionate about pursuing.

- Look to examples of successful entrepreneurs and testimonials for inspiration.

- The road to entrepreneurship is often treacherous, filled with unexpected detours, roadblocks and dead ends. Many sleepless nights, plans don't work out, funding that doesn't come through and customers that never materialize. Launching a business can be so challenging that it may make you wonder why anyone willingly sets out on such a path.

- Despite those hardships, thousands of people embark on an entrepreneurial journey every year, determined to bring their vision to fruition and fill a need they see in society. The schools entrepreneurship club has launched a very successful Business Plan Competition.

Signing a Memorandum of Understanding (MoU) between a university and a corporate entity is of significant importance as it enables collaboration, knowledge sharing, and the development of mutually beneficial initiatives that bridge academia and industry, fostering innovation, research, and employability. SCMS – DSU signed MoUs with the following Organizations.

» ITPS, Surya Software Systems Private Limited, Arambha Exim Pvt Ltd., Innosential AI –
   provides Internships, Short Projects to students

» AIMA BizLab
   Experiential Learning platform enhancing student's practical skills, decision making skill and industry readiness

» Dataiku
   Data Science and AI platform enables students understand real world data Analytics workflows

» Odoo
   provides hands on exposure to digital systems support end to end business processes

» SAS JMP
   interactive statistical software for data analysis, Visualization and modeling

» Analytical Society of India
   professional body supporting academic excellence and career readiness

Student Development Initiatives

Industrial Visits

Industrial visits provide students with first-hand exposure to real-world business environments. It allows them to witness and understand how theories and concepts taught in the classroom are applied in practical settings. Industrial visits play a vital role in enriching MBA education. They provide practical exposure, industry insights, networking opportunities, and skill development, ultimately preparing students for successful careers in the dynamic business world.

SCMS Case Research Centre

Set up with the objective of developing and disseminating high quality case studies in management, SCMS Case Research Centre is a centre of excellence in SCMS (PG) of Dayananda Sagar University. Case method is an important component of pedagogy at SCMS (PG) that supports the development of critical thinking skills, analytical skills, decision making skills, problem solving skills and creativity in our students. Our faculty members who are experts in specific areas of management with vast experience in the industry develop case studies on contemporary topics. These case studies help the students get exposure to real life situations faced by organizations in different geographies. Students apply concepts, and theory they have learned in solving these problems, and thus learn the application of these concepts. This equips the students to look at problems critically and find creative solutions, in the organizations they work after the completion of their program.

Students Club

Name of the CLUB	Specialization
Study Club	Case Study Analysis
Helios Club	Energy, Environment & Sustainability
Infotix club	IT & Business Analytic
Flix Club	Movie Analysis
Curiosity Club	Strategy, Marketing & Research
Thursday Club	Industry Leaders
Vriddhi-Fintech Club	Finance Club
Yukti club	HR Club
Challenger's Club	Sports Club
ArthaGyana Club	Economic club
Prabhava Club	Social Outreach
Blockchain Club	Block Chain Business Applications

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

Industrial Visits

1 industrial visit per semester is organised to understand the corporate culture, business operations

Short term projects

Students work on live problems that occur in the organization for about 1 week

ICAT – International Culture Appreciation Tour

Students visit an industry, university of foreign country to understand their culture, get exposure to the operations of the industry

Outbound Training

2 days of outbound training to provide students with hands-on exposure to adventure- based and team-oriented activities that enhance both personal and professional competencies.

Simulation

AIMA Business Simulation – learning by running a virtual company All students will undergo AIMA workshop conducted by the Certified AIMA Trainer

Marukatte

Learning outside the classroom enriches the practical exposure to all the students on how to run a business in a real world. Students key takeaways are Advertising & Branding, Cost and price optimization, Market segmentation, Unique Products, TeamManagement, Logistics and Supply chain management

Internships and Research Projects

Two key components of this approach are the three- month organisational study (internship) and the four-month research project.

Three-Month Organisational Study (Internship):
Students must undertake a rigorous three-month internship in reputed organisations across various industries. This internship provides an opportunity to apply classroom knowledge in real-world business scenarios, develop professional skills, and understand industry dynamics. Students gain exposure to organisational processes, corporate culture, and practical challenges, enhancing their readiness for full-time employment.

Four-Month Research Project:
In addition to the internship, students engage in a four-month research project that addresses industry-relevant challenges.
This research project encourages analytical thinking, problem-solving, and the application of academic concepts to practical business issues. By working closely with industry mentors and faculty, students produce research that adds value to organisations and deepens their understanding of business complexities.

Internship Duration	Semester	Average Stipend(INR)
8 to 12 weeks	IVth Semester	25,000

Build partnerships with the industry to deliver current industry practices to our students, which assists their employability at enhanced salaries. SCMS, MBA believes that a significant metric for the school is placing students in good organizations at enhanced salaries and giving them sustainable careers.

➤ To build an ecosystem where the industry actively participates in our program delivery through participation in curriculum development, program delivery and employment creation.

➤ To build a pool of talented students who can work at the cusp of technology and management.

The MBA has been the quintessential managerial education program, supplying more ready and trained managers to corporations than any other graduate program. While MBA curricula are evolving to meet the changing needs of corporations, the school assert that the pace of change must accelerate to keep the MBA degree future-proof and provide our students with sustainable careers in technology-oriented organizations.

SCMS has an engagement with two organizations, Surya Software, Bengaluru and ITPS, Switzerland, which provide specialized training to our students in terms of sharing space in course delivery and practice assignments in terms of internships. Our faculty and senior management from Surya Software and ITPS, Switzerland, conceptualized and delivered the engagement. The school looks at providing a high-quality Value Added Program. The two programs have met with spectacular success, with Surya Software employing 60% of the students they engaged with and ITPS, Switzerland employing 80%. These are ongoing programs.

Global Immersion – ICAT

Industry and Culture Appreciation Tour Provided to our MBA students is a unique opportunity to explore and gain insights into various industries, cross culture, and traditions. This immersive experience broadens their understanding of business practices, fosters cross-cultural awareness, and enhances their global perspective, preparing them for diverse and dynamic professional environments. SCMS, MBA (2021-2023) students on an international culture tour to Malaysia. The one - week program exposes our students to an international culture which promotes diversity, an understanding of globalization and an ability to work with foreigners. The International Culture Appreciation Tour (ICAT) is an important part of our pedagogy and an annual event.

Creating Centres for Proficiency Enhancement (COPE) is a proactive approach to promoting experiential learning and providing students with knowledge beyond the standard curriculum. By offering diverse focus areas, such as entrepreneurship and digital transformation, the school equips students with practical skills and insights that are increasingly valuable in todays dynamic world.

Experiential learning enhances academic knowledge and encourages the development of critical thinking, problem-solving, and real-world application of skills. Its a great initiative to prepare students for the challenges and opportunities they may encounter in their future careers.

Professors prioritize holistic education and provide students with a well- rounded learning experience!

List of COPEs at SCMS

▷ Communication ▷ Business Analytics ▷ Digital Transformation & Technology ▷ Entrepreneurship
▷ HR and Leadership ▷ Supply Chain Manangement ▷ Sustainability

The COPE in HR and Leadership takes students out on military-style boot camps and enables them to experience kinetic leadership and team dynamics. The LEAP (Leadership by Action & Practice) is a brilliant example of how a COPE contributes to student's development. Students are also at the forefront of social outreach programs like campaigning against the abuse of tobacco, drugs and alcohol. Centres for Proficiency Enhancement (COPE) are a proactive approach to promoting experiential learning and providing students with knowledge beyond the standard curriculum. By offering diverse focus areas, such as entrepreneurship and digital transformation, the school equips students with practical skills and insights that are increasingly valuable in today's dynamic world.

Experiential learning enhances academic knowledge and encourages the development of critical thinking, problem-solving, and real-world application of skills. It's a great initiative to prepare students for the challenges and opportunities they may encounter in their future careers.

The COPE on Digital Transformation offers students a world-class business simulation that takes them on a journey of risk-free, simulated learning across various tenets of business.

The COPE on Business Analytics hosts a student chapter of the Analytics Society of India, which allows students to interact with their peers from high-quality institutions like IIM Bangalore and IISC, Bengaluru.

The COPE on Communication is associated with the publishing conglomerate Pearson to offer students a quality e-learning platform to master English communication. The COPE also brings out our semiannual school magazine Prayas.

The COPE on Entrepreneurship promotes student's development of an entrepreneurial mindset. Several of our students have ongoing startups that receive mentorship and advice.

Placement Highlights

DSU (ranked as the 4th best business school by Silicon India) has a centralized Training and Placement Cell that prepares students for the numerous booming career prospects in the corporate world. We guide our aspiring students through our Industry Preparedness Program to help them achieve excellence in the industry, which is reflected in their exceptional placement records.

Placement Support – Industry Preparedness Program
Comprehensive student assessment on aptitude, communication, case analysis etc.. are carried out.
Students are trained:

- Free Resume writing application is offered to all students
- 24 hours of Aptitude Training is offered
- 24 hours of Group Discussion and Personal interview, corporate etiquette skills training sessions are conducted
- 12 hours of Communication, presentation training

Glimpse of our MBA students-2024 Batch ground-breaking placement records

18 LPA
Max Salary

7.49 LPA
Average Salary
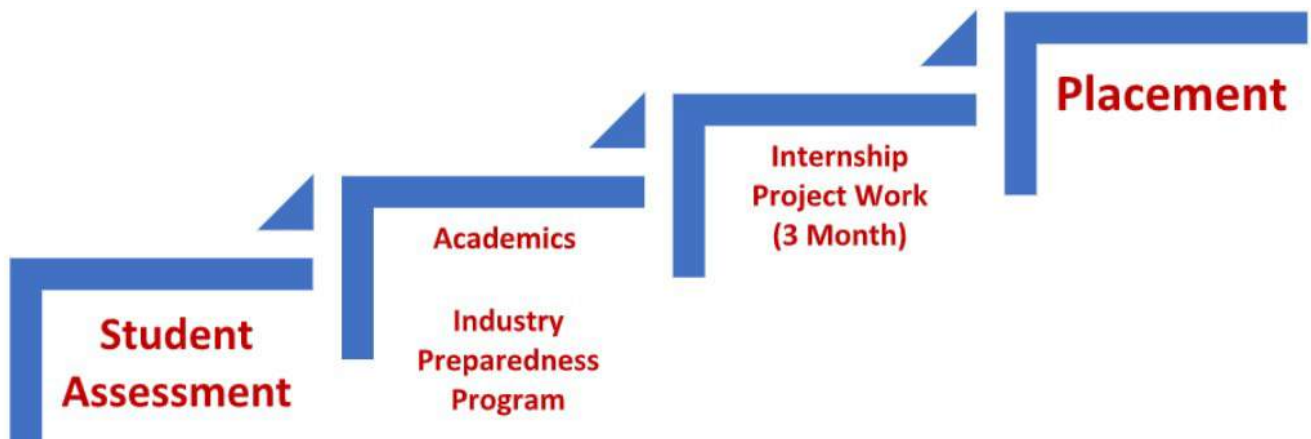
150+
Top companies visited

2
International Placements

96%
Students got Placed

The placement process at Dayananda Sagar University's MBA School is a well-structured and comprehensive system that facilitates students' career development through industry partnerships, career counselling, skill enhancement programs, and internship opportunities. The dedicated placement cell ensures a seamless transition from classroom learning to successful job placements, equipping students with the necessary skills and support to achieve their career aspirations.

Placement

Internship
Project Work
(3 Month)

Academics

Industry
Preparedness
Program

Student
Assessment

Our Recruiters

Tax, Investment Banking, Lending Services

Banking, Financial & Insurance Sector

Ed-Tech

HR & Staffing

E commerce

Sports activities at SCMS-PG, Dayananda Sagar University is an essential part of Campus life. Sports activities boosts students mental health and also helps learn to maintain a balance between their curricular and co-curricular activities. INVICTUS, Sports Club organized sports activities among MBA and UG Students from November 2023- April 2024. Various Sports Activities Conducted during November 2023 to April 2024

- Badminton
- Volley Ball
- Table Tennis
- Chess
- Cricket
- Relay Race
- Carom

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
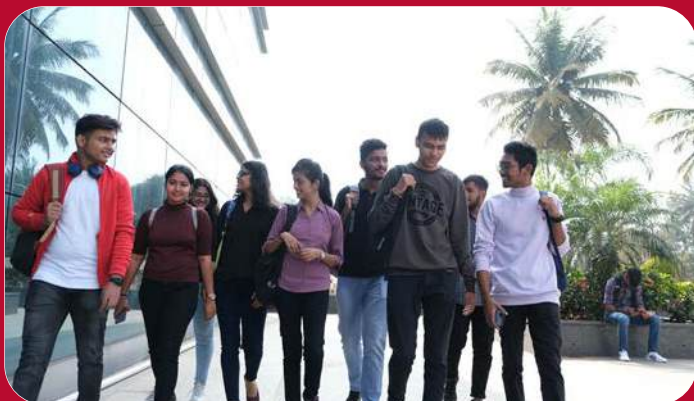
Well-Equipped Lab Facilities

Research Centre

Food Court

Student Parking Facility

Language lab

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

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

🌐 **www.dsu.edu.in**   ✉ **admissions@dsu.edu.in**