



DAYANANDA SAGAR  
UNIVERSITY



DECADES LEGACY  
IN EDUCATION & HEALTHCARE



Inspiring  
**Leaders**  
For a Better **World**  
DSU's MBA Program

**MBA**

(Dual Specializations Offered)

SCHOOL OF COMMERCE & MANAGEMENT STUDIES



## Dayananda Sagar University

Dayananda Sagar University (DSU) a NAAC A+ accredited and a top ranked Private University in Karnataka (K-Surf) with more than 70 Years of Legacy in Education, was created during 2014 to address the new paradigms of higher education that have raised during the recent years. The University fosters innovation, creativity and scholarly pursuits among its students and faculty members. The graduates of the University have the domain and unique leadership qualities to solve problems at local, national and global levels and are trained to be lifelong learners.

## 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 student's 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 university's structured mentorship program pairs students with experienced faculty members, industry leaders, and alumni 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 mentorship 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 graduate's employability and skill set. DSU's 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



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 in preparing our students for brilliant careers by offering new age specializations. Courses are taught by faculties who have outstanding educational credentials and leadership experience, with a pedagogy which compares with the best in the world. Our teaching is holistic and we concentrate on a student's life-skills too, preparing them for a life after school. We are not just about business!

At the School of Commerce & Management, MBA program, we offer an education that attracts students who value our deep commitment towards student learning and preparing our students to make outstanding careers in the national and international markets. Our MBA program moves beyond management as normal by using the power of data to drive problem solving and making smart decisions. 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

### Unique USPs of School

**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 in collaboration with industry experts to ensure that students acquire skills and knowledge that are directly applicable to the dynamic and evolving needs of today's 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.

## THE 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 five pillars, viz. Leadership, Entrepreneurship, Creativity, Problem Solving and Technology.

Leadership

entrepreneurship

Creativity

Problem Solving

Technology

### New-age Specializations



# The 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 and rewarding 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.

## Eligibility

Pass in a bachelor's degree program of minimum three years duration recognized by Dayananda Sagar University. 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 improve their decision making skills in generating value-based life through creative use of research and adoption of latest technology.

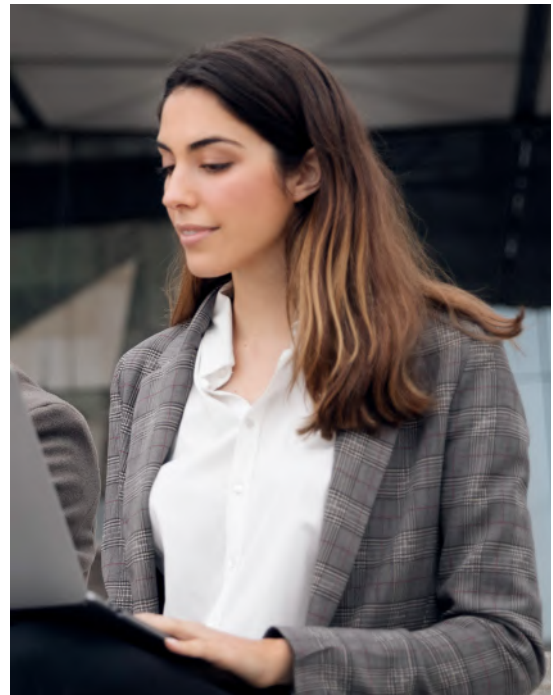
### Program Specific Outcomes

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



 <b>IIRF -2025</b> EDUCATION IMPACT AWARD Promising Private University for Academic Excellence & Learning	 <b>ICARE RATINGS</b> <b>KSURF</b> KSEAC-GOVERNMENT MANDATE *** QUOTE FOR EXCELLENCE *** Teaching Excellence ★★★★★ Research Excellence ★★★★★	<b>THEWEEK</b> BEST EMERGING B-SCHOOLS : ALL INDIA Dayananda Sagar University-2021	
<b>TIMES</b> <b>BUSINESS AWARDS</b> BEST EMERGING UNIVERSITY 2021	<b>CAREERS360</b> AAA Ranking 2021	<b>ET THE ECONOMIC TIMES</b> 2023 Excellence in Academic Facilities & Learning Resources	 <b>IIRF-2024</b> NATIONAL RANK- 9 TOP PRIVATE UNIVERSITIES IN INDIA (OVERALL) STATE RANK <b>3</b> SOUTH ZONE RANK <b>3</b>

## Program Outcomes



### PO.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.



### PO.03: Professional Ethics and Team Work

Apply ethical principles and commit to professional ethics, responsibilities and effectively manage teams as per the norms of the management practices



### PO.04: Communicate effectively

with various stakeholders within and outside of industry



### PO.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

## The MBA Program at Dayananda Sagar University, Bengaluru: A Benchmark for Excellence (USP)

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## International Collaborations

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.

- » TePūkenga (Whitireia & Weltech) – New Zealand Institute of Skills & Technology, New Zealand
- » ITPS AG Switzerland
- » AIMA BizLab, New Delhi
- » SAS – JMP Academic Suite & E-Learning Software
- » Surya Software Systems Private Limited, Bengaluru
- » Arambha Exim Pvt Ltd, Bengaluru
- » Innosential AI
- » Analytics Society of India, Bengaluru
- » Odoo, Belgium
- » Dataiku, USA



## Student Development Initiatives

### Industrial Visits

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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
Acura	Entrepreneurship Club
Case Study Club	Case Study
Helios	Energy, Environment & Sustainability
Infotix	Business Analyst Club
Movie Club	Movie Analysis
Curiosity	Strategy, Marketing &
Thursday Club	Research
Vridhhi - Fintech	Industry leaders
Club	Finance club
Yukti	HR Club
Challenger	Sports Club
Club for Business Research & Analysis (COBRA)	Research Club
Arthagyana	Economics Club
Prabhāva	Social Outreach



## Experiential Learning: Internships and Research Projects

The MBA program at SCMS emphasises experiential learning through practical, hands-on experiences that bridge the gap between theory and real-world application. 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.

## 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.

## Industry Collaboration

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 asserts 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 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.

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

The list of centres

- ✦ Communication   ✦ Business Analytics   ✦ Digital Transformation   ✦ Entrepreneurship
- ✦ HR and Leadership   ✦ Supply Chain Management

The COPE on HR and Leadership takes students out on military-style boot camps and gets them to experience kinetic leadership and team dynamics. The LEAP ( Leadership by Action & Practice ) is a brilliant example of how a COPE contributes to students & development. Students are also at the forefront of social outreach programs like campaigning against the abuse of tobacco, drugs and alcohol.

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The COPE on Digital Transformation offers students a world-class business simulation that takes them on a journey of risk-free simulated learning of various tents 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 publishing conglomerate Pearson to offer students a quality e-learning platform to master English communication. The COPE also brings out our biannual school magazine Prayas.

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



A seventeen-month post-graduate program in management spread across 4 trimesters. The program is well-grounded on a general management perspective with the first three trimesters being populated with core and foundation courses. Trimester 4 has specialization courses where the student will specialize in one of the eight functional areas on offer. Trimester 4, ends with a capstone project, which will capture learning from the entire program where a student is expected to engage with a live industry project under the guidance of an advisor.

### Program Education Objectives

Dayananda Sagar University's Executive MBA program is a degree program suitable for working professional from a wide variety of backgrounds. Hands-on learning experiences combined with practical classroom instruction provide students with the essential business skills needed to effectively manage and lead organizations.

Upon completion of the Executive MBA program, students will be able to:

- Able to apply best practices to identify and solve managerial issues
- Integrate concepts, theories and practice to perform strategic analysis
- Demonstrate effective written forms of communication and oral business presentations
- Implement leadership skills to work effectively within diverse teams
- Identify and analyse ethical responsibilities of businesses
- Apply decision-making techniques, both quantitative and qualitative analysis, to management issues
- Develop an attitude based on managerial, ethical, professional, international and entrepreneurial outlook

### Program Specialization's

The Executive MBA program provides the most diverse specialization with an opportunity to apply for a dual specialization.



## Placement Highlights

DSU, (ranked as the 4th best business school by Silicon India) has a centralized training and placement cell to prepare you for the numerous booming career prospects in the corporate world. We guide our aspiring students through our industry preparedness program to achieve the best in the industry, which is reflected in their exceptional placement records.

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

150+

Top companies  
visited

14  
LPA

Max Salary

7  
LPA

Average Salary

2

International  
Placements

96%

Students  
got Placed

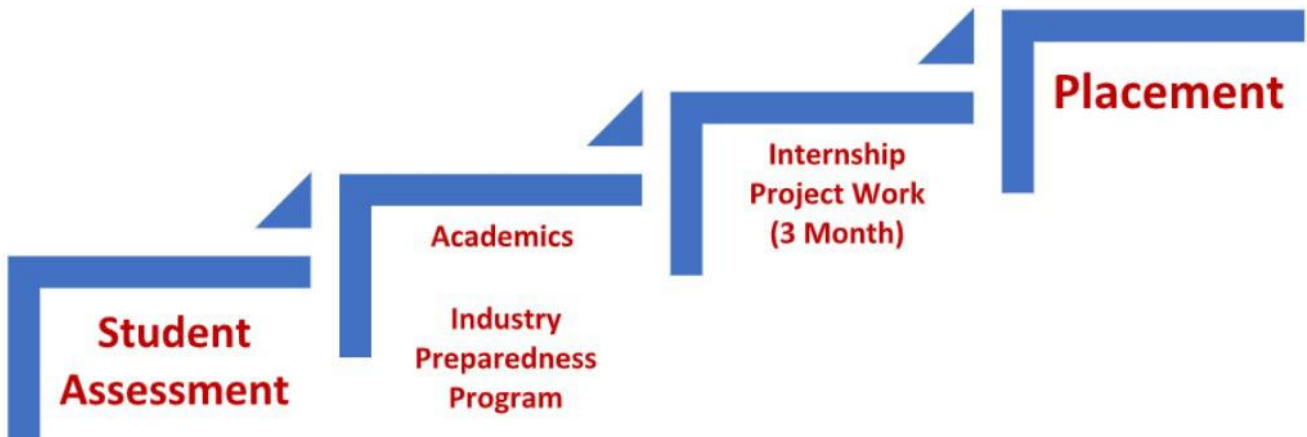
Some of the Top Hiring Companies visited for our MBA Graduates



With a strong focus on industry-relevant skills and practical experience, DSU's MBA program ensures that you are fully prepared to meet the demands of today's competitive job market.

## Placement Process at SCMS - DSU

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.



## Our Recruiters



## Sports

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





**RAKHI KESARWANI**

As a proud alumni of DSU, I can confidently attest to the invaluable lessons I learned. The nurturing environment and emphasis on holistic growth filled me with values of integrity, resilience and empathy. Beyond academic achievements, the institution fostered shaping me into a well-rounded individual. I owe much of my success to the enduring values imparted by my alma mater, DSU.



**HEENA SHEIKH**

Attending DSU was life-changing. Exceptional education, supportive community, and vast opportunities. Forever grateful for the skills, connections, and memories that continue to shape my personal and professional journey.



**RASHMI SOMASHEKAR**

Grateful to my alma mater, Dayananda sagar university for the solid foundation laid in shaping my journey towards realizing my dream of working in a Big4 firm.



**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](http://www.dsu.edu.in)

 [admissions@dsu.edu.in](mailto:admissions@dsu.edu.in)