

Dayananda Sagar Business School

(AICTE Approved, Department of Higher Education,
Ministry of Education (MoE) Govt. of India.

WHERE KNOWLEDGE
CONVERTS TO
INNOVATION

POST GRADUATE DIPLOMA IN **MANAGEMENT**

Industry Oriented PG Program



शिक्षा मंत्रालय
MINISTRY OF
EDUCATION

Message From The Chairman

Over the course of the next decade, let us renew our beloved Dayananda Sagar Business School. Let us ensure that its faculty, its staff, its programmes and its students together constitute a university worth of our student's love and let us insure that the intellectual breadth and depth of our institution is brought to bear on the fundamental challenges of our time.

DSBS has started its journey by climbing the right step at the right time to reach the right destination to achieve excellence in the global management front.

Dr. D Hemachandra Sagar
Chancellor and Founder



Dr. D. Hemachandra Sagar
Chancellor and Founder

The Leadership



Dr. D. Premachandra Sagar
Pro Chancellor and Founder

Message From The Vice-chairman

Management education today is not merely acquiring post graduate degrees or diplomas. As organisations tune themselves to the future, they depend upon managers who have a firm grip of the functional realities and possess problem anticipating and solving skills. The right management education institute hones this in the student to a point of fruition. DSBS looks at this demand shift astutely. Here there is a paradigm shift from modernity to cybernetics. The courses in DSBS provide the students an intellectual understanding of the new paradigm and condition them to work in multi-cultural scenarios.

Having gained such a high rating and acceptance within a short span of time, DSBS has inducted most distinguished faculty who have graduated and worked in premier management institutes in India and abroad.

Dr. D. Premachandra Sagar
Pro Chancellor and Founder

Message From The Director

DSBS is not only about giving individuals a chance to raise their expectations, it gives people a chance to be a part of the future by investing in, developing and securing the prosperity of the region for a new generation. The intellectual capital profile is of international standing with research incisive mind-think, contributing to the development of learning and teaching, where the quality and relevance of the programmes at the DSBS is guaranteed, which is reflected in the brand equity DSBS has achieved in the market place.

Ultimately though, the success of DSBS is reflected in the students who graduate every year, each with their own stories of achievement and triumph, this is why this school is one of the great success stories of why, with my own strong connection to the city and the corporate world, I am immensely proud to be its Director.

The DSBS is happy to facilitate the execution of this program by extending its world class infrastructure and by providing faculty who have a distinctive track record in academic and corporate world. Besides, the institute is providing infrastructure facility with state-of-the art computer lab and library facilities with round the clock Internet connectivity. Come, be a part of this unique success experience.



Dr.S.SaiGanesh
Director, DSBS PGDM (AICTE)

A Mission of Distinction

DSBS is a rigorous and dynamic intellectual community that plays an important role in the interdisciplinary life of a uniquely broad and renowned research - Business School. In this context, the Business School's mission is to:

- Provide students with a broad and exceptional education that prepares them to excel in their professions and to become creative leaders and mentors in an increasingly complex world;
- Lead responsively and creatively in the discovery of new knowledge and transforming inventions and technologies;
- Create a better future for all students through the application of innovative ideas and resources and solve important and complex global problems.

Mission & Vision



Our Vision

To be the institution of preferred choice, by ushering in the convergence of knowledge, skills and values in education."



Mission

To inculcate sense of belongingness, discipline and a true performance culture in our students by translating seemingly difficult objectives into achievable targets."

Enabling Goals

In order to achieve its mission and bring its vision to life, the DSBS has established the following goals

GOAL 01

To be considered the best Management school in Post Graduate Studies

GOAL 03

To train and create future leaders who are the most sought-after management graduates in the world;

GOAL 02

To recruit, retain, and enable a Diverse community of exceptional faculty, students and staff;

GOAL 04

To establish and maintain facilities and infrastructure those are second to none in supporting the achievement of the institute's vision,

Why DSBS Business School?

- The B-School PGDM programme is approved by AICTE MHRD, NEW DELHI,
- STATE OF ART INFRASTRUCTURE matching with the best in the academic arena;
- Modern technology learning aids such as Digital classrooms, LCD projectors, computer based training tools;
- Elite faculty drawn from premier B-schools such as IIM's, XLRI and Industry as both core as well as adjunct faculty;
- High profile corporate executives as corporate mentors.
- Fully equipped internet 24 hrs Wi-Fi connectivity;
- World class auditoria and open air amphitheater;
- Best IT Infrastructure to conduct Online Classes
- Effective connect with industry and corporates paving the way for excellent placements;
- Sports, recreational, personality developmental programmes on an ongoing basis.
In campus hostels of International standards separately for men and women.



The Introduction

The PGDM programme approved by AICTE under the banner of DSBS came in to existence in the year 2007. It was conceived with an objective to meet the growing needs of management graduates in the corporate sector of Indian economy. As the programme offered is autonomous, it is aimed to be a flagship and vibrant programme of the institution. Just as the physical environment of the campus has been improved and enriched by the development programme over recent years, the PGDM department's track record in making higher education accessible to those who have never previously been given the opportunity to study, has also enriched the lives of whole generations of students.

In the Heart of Bengaluru

India's Silicon Valley

World's fastest growing Business hub

The Air Conditioned City for its amazing weather

The IT Capital of India Garden City of India

Headquarters to large MNC's

POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

(AICTE Approved, Department of Higher Education,
Ministry of Education (MoE) Govt. of India.)

Program Overview

The PGDM programme approved by AICTE (Ministry of Education) under the banner of DSBS came in to existence in the year 2007. DSBS offers a two-year full time PGDM program distributed over Six Terms. As the programme offered is Autonomous with Dual Specialization, it is aimed to be a flagship and vibrant programme of the institution. Dayananda Sagar Institutions are known for its reputation and strong on-campus recruitments because of our intensive focus on preparing “industry-ready” graduates.

Market Growth Potential & Opportunity

After pursuing PGDM in India Job Opportunities are plenty. Healthcare and Retail sectors are booming and career opportunities. Our new specializations, approach of individualized attention, peer learning and better in-class experience prepare the students industry relevant. DSBS students got opportunities in Sales & Marketing, Investment banking, talent acquisition, payroll management, Customer service, etc.

Program Objectives

Post Graduate Diploma in Management at DSBS is a Practice Oriented Program that attempts to prepare proactive and market ready global leaders who create, manage and lead effective change across diverse organizations. The objectives of the Program are

- To impart management education to aspirants and budding managers and make them aware of management concepts and practices
- To train the students in getting expertise in the domains of their choice of Specializations offered
- To improve the necessary industry skills of the students to meet the corporate requirements.
- To help students become creative thinkers and successful business leaders, who can achieve results which have the potential to transform organization
- To develop a global mindset so that the future managers can address the challenges of global competition.



Program Highlights

Practice-oriented Management program, where students learn theoretical concepts driven by experiential learning. The program has a strong industry base with distinctive specializations in Business Analytics, Marketing Management, Finance, Human Resources, International Business, Operations and Supply Chain Management, with an option of dual specializations such as Entrepreneurship, Health Care and Retail. The ethos of the program is to create job-ready management executives, to take functional leadership roles in the industry.

Salient Features of the Program

Faculty drawn from the top institutions and the corporate world

Pedagogy which is driven by **Experiential Learning** and **Industry-Based Internships**.

The first-year has rigorous Conceptual Learning while the second year is driven by Learning by Practice. Students are mentored by industry leaders.

Students will be given exposure to **Cross-Cultural Management by touring a Foreign Country (ICAT)**. Learning is concentrated on:

- 3 Audit courses for each new Specialization
- Certificate Courses
- Mini-Projects,
- Weekend Assignments,
- Case-study based problem-solving and decision-making exercises.
- Simulations

Value-Added Takeaways

- Bespoke Curriculum to transform participants to “T-Shaped” Professionals in the Industry.
- Integrate the participants mind to bridge the gap between what they do know and what they ought to know by integration of theory with practice.
- Sensitize mind think about the recent advances in technological and managerial aspects.
- Elite icons / thought leaders drawn from academia viz. IIMs and senior corporate practitioners as Adjunct / Visiting faculty to add value for mindshare and mutual gain.
- Hands 'on training through industry tie ups as part of corporate immersion programs



Eligibility Criteria

- Graduate from recognized University with a minimum aggregate of 50% marks (45% in case of SC/ST) in the qualifying examination.
- A high score in the aptitude test CAT, XAT, CMAT, ATMA, MAT, GMAT or state level entrance examination, if any conducted by the respective State Government.

Major Specializations



Minor Specialization



Course Structure & Credits

TYPE OF COURSE	NO OF COURSES	CREDITS PER COURSE	HOURS PER CREDIT	TOTAL CREDITS	TOTAL CONTACT HOURS
Core Courses	18 Courses	3 credits	10 hours	54	540
Electives	14 Courses	3 credits	10 hours	42	420
Internship & Dissertation (Project)	2 Projects	3 credits		6	
Total	34			102	

For detailed program structure and semester wise breakup visit www.dsbs.edu.in

Internships

In between the first and second year, the student is required to take up a summer project assignment with a company. This is compulsory. The duration for Internship would be of approximately four weeks. Apart from that Students will assigned Internship projects in the second year to inculcate Practice based learning.

Dissertation / Project

The student is required to take-up dissertation project assignment in one of the functional areas of his/her specialization. The duration for dissertation would be of three months. Most of the students get placed and they take up the dissertation assignment at their companies.



FACULTY



Dr. S. Sai Ganesh

- 20 + years of experience
- 40+ papers published & presented in Journals and conferences.
- He is on the editorial board of some leading International Journals published from India, Nigeria and the USA.
- Evaluated more than 30 PhD thesis and Doctoral committee External examiner for various universities
- His areas of Interests are Consumer Behavior, Advertising, Brand Management & Digital Marketing.

- 18 years of experience
- Published papers in Journals and Conferences
- She has been awarded a Doctorate Degree in the year 2009 from Dr B.R Ambedkar University, Agra and has.
- Areas of Expertise include Financial Management, Banking and Financial Services, Security analysis and Portfolio Management.



Dr. Parul Tandan



Ms. K. N. Jahnvi

- 15 years of Experience in industry and Academics
- Areas of expertise include HRM, Business Law and Business Communication.
- Presented 15 research papers in National and International conferences

- M.Sc in Mathematics and MBA in operations research
- 25+ years of experience
- Taught various courses at Birla Institute of Technology, Manipal University & trained corporates from Wipro, Intel, SAP labs and Tech Mahindra
- Her expertise is in the areas of statistics, mathematics, research methodology, operations research.
- Published papers in International Journals



Ms. Geetha K. Joshi



Prof. Venkata Varadarajan

- 23+ years in the communications domain ranging from Media planning, buying, Advertising Management, Marketing, Content creation.
- He is the Co-Founder and CMO at Urban IQ an advisory start-up.
- Published & presented Papers
- Area of Expertise Advertising & Digital Marketing

- B. Tech from IIT Madras & MBA from IIFT, New Delhi.
- 26 years of Industry experience in India and overseas
- Areas of Expertise Sales, Marketing, Supply Chain, Organization Transformation, Change Management and ERP implementation.
- He spent the major part of his professional life at Royal Dutch Shell.



Prof. Ramesh Murthy



- Practicing-Chartered Accountant and Management Consultant.
- Advises companies on fiscal and financial issues as well as project risk management.
- Areas of Expertise include Accounting, Corporate finance and Project Risk Management.

Prof. A. G. Krishnan

- Graduated in Human Resources from XLRI, Jamshedpur,
- Had a successful career with reputed companies such as Eicher, PepsiCo and Bacardi before joining Pernod Ricard India in 1999 as Head of Human Resources and Administration.
- He retired from the company on superannuation in 2016 as Executive Vice President.



Prof. Gopi Nambiar



- Ph.D. in Commerce & M.B.A in Financial Management & UGC NET
- 18 + years of experience in academics
- Areas of expertise in Accounting and Finance
- Published papers in peer reviewed journals, Scopus and 3 textbooks
- Invited as a session chair for various international conferences and acted as resource person for FDP programs and webinars.

Dr Chandrakala G,

- 18+ years of experience in Teaching, including 12 years from abroad like Botswana and Ethiopia in the field of Accounting and Finance.
- 18 Seminars, Study Tours Six different Country, 6 Workshops, Conferences as well as
- 25+ Articles & Research Papers published (Scopus and UGC Care list).
- Recognized with best lecturer award in 2016 at Botho University, Botswana.



Dr. S. RAJA NARAYANAN

PROFESSORS OF PRACTICE



- Industry veteran with over two decades of experience
- Served as a senior executive in some of India's leading companies (e.g., Tatas, HDFC)
- He is a Mechanical Engineer and MBA with specializations in Entrepreneurship and Sales Management .

Prof. Sanjay Krishnamurthy



- An alumnus of IIT Bombay and the University of Kentucky, USA, Served as Engineer and a Chartered Financial Analyst, USA and a SEBI RIA
- His experience has been extensively in the Financial Markets, Technology, and Management Consulting.
- Has significant international experience in Investment Banks, Management Consulting firms and Technology Services organizations for over 30+ years.

Prof. Ravishankar Iyer



Prof Srinivas Iyengar

- He is in Information Technology and Finance space for over 25 years managing businesses across Europe, USA and India.
- Has been recognized as one of 'Top 50 Global Thought Leaders and Influencers on HealthTech by a leading global platform.
- With 20+ years of experience in "Healthcare and Technology" catering to global market.
- An active contributor and speaker at various business schools and NASSCOM events
- Sriniv has been mentoring startups in emerging deep tech, data analytics and health care space.



Prof Solai Bhaskaran

- Ph.D from IIT Delhi and LLB graduate. He is a practicing lawyer
- Two decades of corporate experience in the capacity COO/Director in operations etc.
- He guiding PhD scholars and travelled globally for various consultancy assignments.



Prof. H.N. Shankart

- Former CEO of DDE:ORG Systems, Denmark and has over four decades of experience in the manufacturing, IT and ITES industries.
- Expert in Business Analytics



Prof Jitendranath Patri

- Former CMO of Central (Future Group) and Principal Consultant – Xeno.
- An alumnus of IIM- B, Bengaluru.



Prof.Ramesh N

- Prof.Ramesh N is a professor of practice in sales and marketing.
- Prof.Ramesh is from the space and satellite technology industry and teaches sales and marketing at Dayananda Sagar Business School.
- He is well travelled and also teaches Global Business.

Top Recruiters



Deutsche Bank



International Study Tour of DSBS Students



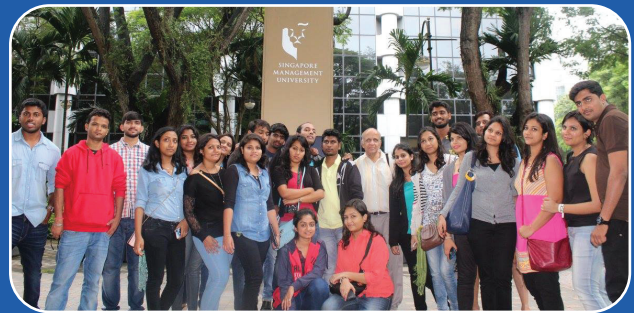
Singapore Institute of Management



Universal Studios, Singapore



Olympia College, Malaysia



Singapore Management University



American University in Dubai



American University in Dubai

Vibrant Campus Life



The areal view of the campus



Outdoor sports facilities



Best in class placements for a fabulous career takeoff



Diverse culture at campus to grow as best managers

Unique Success Experience



Make your Entrepreneurial
Ambitions into action to
be **FUTURE LEADERS!**





WHERE **KNOWLEDGE** LEADS TO **INNOVATION**



Dayananda Sagar Business School

For all admission details contact

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