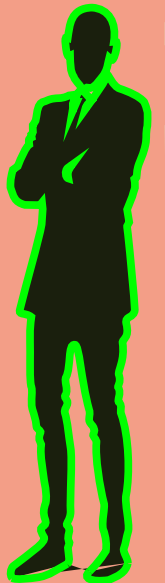




Post Graduate Diploma in Management (PGDM) (Industry Oriented Post Graduate Program)

Admissions Open - 2024-26 Batch





Philosophy

1

**Value Based
Education**

2

**Industry
Partnership**

3

**Global
Exposure**

4

**Industry
Orientation**



Dr. D. Hemachandra Sagar
-Chairman



Dr. D. Premachandra Sagar
- Vice Chairman



Dr. B.S.Patil, (IIM-A Alumnus)
- Director



Leadership

Our Vision & Mission

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



Vision

Mission



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



PGDM – In Brief

**Two- year fulltime
Post Graduate Program**

Industry Oriented Curriculum

**Core Courses &
Electives**

**Trimester System &
Dual Specialization**

Internship & Live Projects

Skill Based Certification

Program Educational Objectives





Program Outcomes



PE01 Problem Solving Skills for Professional Enrichment



PE02 Nurturing Creativity & Critical Thinking



PE03 Values-Based Responsible Leadership



PE04 Creative Writing & Knowledge Dissemination



PE05 Innovation & Entrepreneurship Development

Salient Features of PGDM

**One Course In Each Term Is
Delivered By International Faculty**

Industry Oriented Curriculum

**In Each Term 20% of Course is
delivered By Industry Professionals**

Learn from Industry Leaders

Monthly CEO Interactions with Students

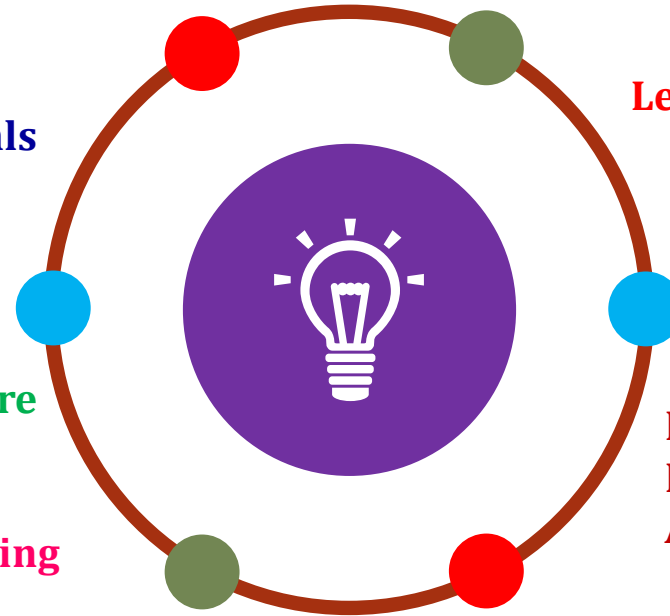
Global Immersion Program (GIP)

**National And Global Exposure
Throughout The Program**

**International Mini Projects from
European Countries (France,
Austria, Italy)**

Alumni & Corporate Mentoring

**Two skills based Certificate Courses Designed & Delivered By
Industry Leaders in each Term**



Track Record of 100% Placement with multiple offers (Highest - 24 LPA, Avg. - 9.5 LPA)

Program Structure

I TRIMESTER								
Course Code	Title of the Course	Course Category	Teaching Hours		Duration of Exam in Hrs	Marks		Total Marks
			Credits Allotted	Total Teaching Hours		CCE	TEE	
23PG101	Managerial Economics	Core	3	30	3	50	50	100
23PG102	Foundations of Management & Organizational Behaviour	Core	3	30	3	50	50	100
23PG103	Legal Aspects of Business	Core	3	30	3	50	50	100
23PG104	Financial Accounting and Decision Making	Core	3	30	3	50	50	100
23PG105	Current Corporate Affairs	Core	2	20	3	50	50	100
23PG106	Quantitative Techniques for Managers	Core	3	30	3	50	50	100
23PG107	Business Communication (Workshop Mode)	Core	2	20	3	100	-	100
VALUE ADDED SKILL BASED CERTIFICATION								
23PG108	Digital & Social Media Marketing (Practical/Hands-on)	Certificate	-	10	-	50	-	50
23PG109	Advanced MS Excel (Practical/Hands-on)	Certificate	-	10	-	50	-	50
TOTAL			19	210		450	350	800



Program Structure

II TRIMESTER								
Courses Code	Title of the Course	Course Category	Teaching Hours			Marks		Marks Total
			Credits Allotted	Total Teaching Hours	Duration of Exam (in Hrs)	CCE	TEE	
23PG201	International Business	Core	3	30	3	50	50	100
23PG202	Marketing Management	Core	3	30	3	50	50	100
23PG203	Innovation and Design Thinking (Workshop Mode)	Core	2	20	-	100	-	100
23PG204	Corporate Governance, Ethics & Business Sustainability (Workshop /Teaching Mode)	Core	2	20	-	100	-	100
23PG205	Leadership & Happiness	Core	2	20	3	50	50	100
23PG206	Corporate Finance	Core	3	30	3	50	50	100
23PG207	Business Research Methods	Core	2	20	3	50	50	100
VALUE ADDED SKILL BASED CERTIFICATION								
23PG208	Life Skill Management (Practical/Hands-on)	Certificate	-	10	-	50	-	50
23PG209	SPSS & Data Analysis (Practical/Hands-on)	Certificate	-	10	-	50	-	50
TOTAL			17	190		500	300	800

Program Structure

III Trimester

Course Code	Title of the Course	Course Category	Teaching Hours		Duration of Exam (in Hrs)	Marks		Total Marks
			Credits Allotted	Total Teaching Hours		CCE	TEE	
23PG301	Social & Grass Root Management (Experiential Learning)	Core	2	20	-	100	-	100
23PG302	Bharatiya Management	Core	2	20	3	50	50	100
23PG303	Human Capital Management	Core	3	30	3	50	50	100
23PG304	Operations & Supply Chain Management	Core	2	20	3	50	50	100
23PG305	Technology management	Core	3	30	3	50	50	100
23PG306	Management Accounting	Core	3	30	3	50	50	100
23PG307	Start -Up Management (Workshop Mode)	Core	3	30	3	50	50	100
VALUE ADDED SKILL BASED CERTIFICATION								
23PG308	Artificial Intelligence & Machine Learning (Practical/Hands-on)	Certificate	-	10	-	50	-	50
23PG309	Python & R (Practical/Hands-on)	Certificate	-	10	-	50	-	50
		TOTAL	18	200		450	350	800
INTERNSHIP								
23PG310	Summer Internship	Core	3	12 Weeks	-	Project	VIVA	-
						70	30	100
		TOTAL	21			520	380	900



Program Structure

Trimester-IV , V & VI

Trimester	Courses	No of courses	No of Credits per Course	Total No of Credits
IV	Core Course/ Strategic Management	01	03	21
	Specialization-I	04	03	
	Specialization-II	02	03	
V	Core Course/ Business Analytics	01	03	23
	Specialization-I	04	03	
	Specialization-II	02	03	
	Certificate Course	01	02	
	TOTAL	15	44	44
VI	Dissertation Project Work	01	04	04
	Research Paper / Conference Publication	02	02	02
	TOTAL	18		50



Dual Specialization

Specializations Offered

- **Business Analytics**
- **Marketing**
- **Finance**
- **HRM**
- **International Business**
- **Operations & Supply Chain Management**
- **Retail Management**
- **Healthcare Management**
- **Entrepreneurship**
- **Tourism & Hospitality Management**

Specialization & Electives (Term IV)

SPECIALIZATION	COURSES OFFERED	COURSE CODE
MARKETING MANAGEMENT	Consumer Analysis	23PGMM401
	Product & Brand Management	23PGMM402
	Sales & Distribution Management	23PGMM403
	Integrated Marketing Communications	23PGMM404
FINANCIAL MANAGEMENT	Advanced Finance Management	23PGFM401
	Project Appraisal & Finance	23PGFM402
	Security Analysis and Portfolio Management	23PGFM403
	Banking Laws & Practices	23PGFM404
HUMAN RESOURCE MANAGEMENT	Recruitment Selection & Retention Management	23PGHR401
	Employee Training & Development	23PGHR402
	Performance Management	23PGHR403
	Compensation Management	23PGHR404
OPERATIONS & SUPPLY CHAIN MANAGEMENT	Management of Manufacturing Systems	23PGOS401
	Operations Research Applications	23PGOS402
	Operations Strategy	23PGOS403
	Sales and Operation Planning	23PGOS404
INTERNATIONAL BUSINESS	International Marketing	23PGIB401
	Global HRM	23PGIB402
	Global Business Environment	23PGIB403
	International Economics	23PGIB404

SPECIALIZATION	COURSES OFFERED	COURSE CODE
BUSINESS ANALYTICS	R for Business Analytics	23PGBA401
	Marketing Analytics	23PGBA402
	Learning Python	23PGBA403
	Multivariate Analysis using SPSS	23PGBA404
RETAIL MANAGEMENT	Supply Chain & Logistics Management for Malls and Retails	23PGRM401
	Sales & Salesmanship	23PGRM402
	Stores & Outlet Management	23PGRM403
	Promotion & Relationship Management	23PGRM404
HEALTH CARE MANAGEMENT	Health Systems Management	23PGHM401
	Quality Management in Healthcare	23PGHM402
	Epidemiology	23PGHM403
	Project on HCM	23PGHM404
ENTREPRENEURSHIP	New Enterprise Creation	23PGEM401
	Start up Resource Management	23PGEM402
	Start up Ecosystem	23PGEM403
	Government Business & Interface	23PGEM404
TOURISM & HOSPITALITY MANAGEMENT	Tourism Entrepreneurship & Eco System	23PGTH401
	Travel Agency Management	23PGTH402
	Tourism Products & Destination of India	23PGTH403
	Tourism Marketing	23PGTH404

Specialization & Electives (Term V)

SPECIALIZATION	COURSES OFFERED	COURSE CODE
MARKETING MANAGEMENT	Digital & Social Media Marketing	23PGMM501
	Retail Management	23PGMM502
	Services Marketing	23PGMM503
	Marketing Analysis Mini Project	23PGMM504
FINANCIAL MANAGEMENT	Mergers, Acquisitions & Corporate restructuring	23PGFM501
	Direct & Indirect Taxation	23PGFM502
	International Finance & Derivatives Management	23PGFM503
	Financial Market Analysis -Mini Project	23PGFM504
HUMAN RESOURCE MANAGEMENT	Labour Codes and Industrial Relations	23PGHR501
	Organizational Change Management	23PGHR502
	Cross Culture and Diversity Management	23PGHR503
	Employee Engagement	23PGHR504
OPERATIONS & SUPPLY CHAIN MANAGEMENT	Sourcing Management	23PGOS501
	Behavioural Operations Management	23PGOS502
	Supply Chain Analytics	23PGOS503
	Pricing & Revenue Management	23PGOS504
INTERNATIONAL BUSINESS	International Business Negotiation	23PGIB501
	Sustainable Global Business	23PGIB502
	Export & Import Management	23PGIB503
	India's Foreign Trade	23PGIB504

SPECIALIZATION	COURSES OFFERED	COURSE CODE
BUSINESS ANALYTICS	Machine Learning	23PGBA501
	Power BI	23PGBA502
	Six Sigma & Quality Control	23PGBA503
	Data analysis using R & Rcmdr	23PGBA504
RETAIL MANAGEMENT	Retail Inventory Management	23PGRM501
	Trade Fair & Execution	23PGRM502
	Service & Retail Marketing	23PGRM503
	e-tailing	23PGRM504
HEALTH CARE MANAGEMENT	Medical Ethics & Laws in HealthCare	23PGHM501
	HealthCare Analytics	23PGHM502
	Hospital Operations	23PGHM503
	Health Care Economics & Finance	23PGHM504
ENTREPRENEURSHIP	Family Business Management	23PGEM501
	Angel & Venture Capital Management	23PGEM502
	Preparation of Business Plan-A project	23PGEM503
	Financing of Small Business	23PGEM504
TOURISM & HOSPITALITY MANAGEMENT	Managing Tour Package Operations	23PGTH501
	International Tourism & Hospitality Management	23PGTH502
	Travel & Tour Operations	23PGTH503
	Cultural & Heritage Tourism	23PGTH504

Dissertation (Term VI)

VI TRIMESTER		
	DISSERTATION	
1	TRIMESTER	VI TRIMESTER
	Course	Dissertation
	Credits for the Course	4 Credits
	Total No of Weeks	12 Weeks
	Duration in Months	3 Months

Program Architecture (Delivery)



Teaching Pedagogy (Classroom Experience)

Lectures

200+ Case-Studies

**Movie / Movie
Clip Reviews**

**Interactions
with CEOs/
Industry
Leaders**

**Weekend
Assignments**

**Outbound
Training &
Industrial Visits**

Role Plays

**Business
Storytelling**

**Mini-Projects
(International)**

Global Immersion

**Industrial Visits
(India & Abroad)**

Pod-Cases

**Problem-solving &
decision-making
through
Discussions**

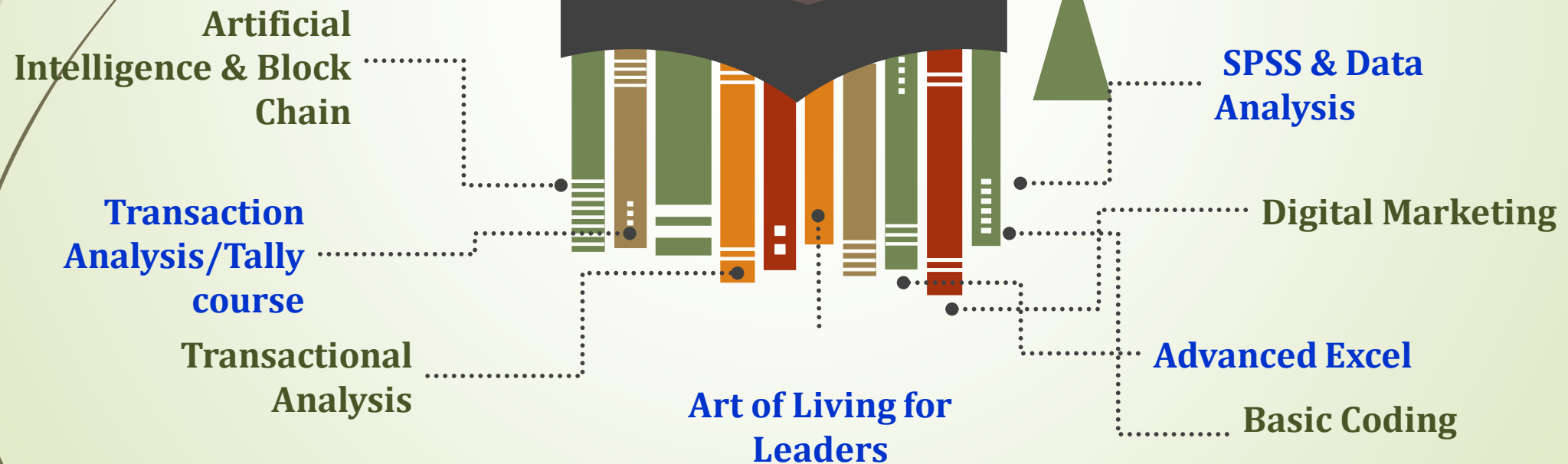
**Management
Games/
Simulations**

Article Reviews

**Business Quiz/
Competitions**



Skill Based Certificate Courses



DSBS – PGDM USPs



World-Class Global Faculty



Global Immersion Program



Learn from Leaders



Grassroots Immersion Program (GRIP)



Alumni Network



Social Learning



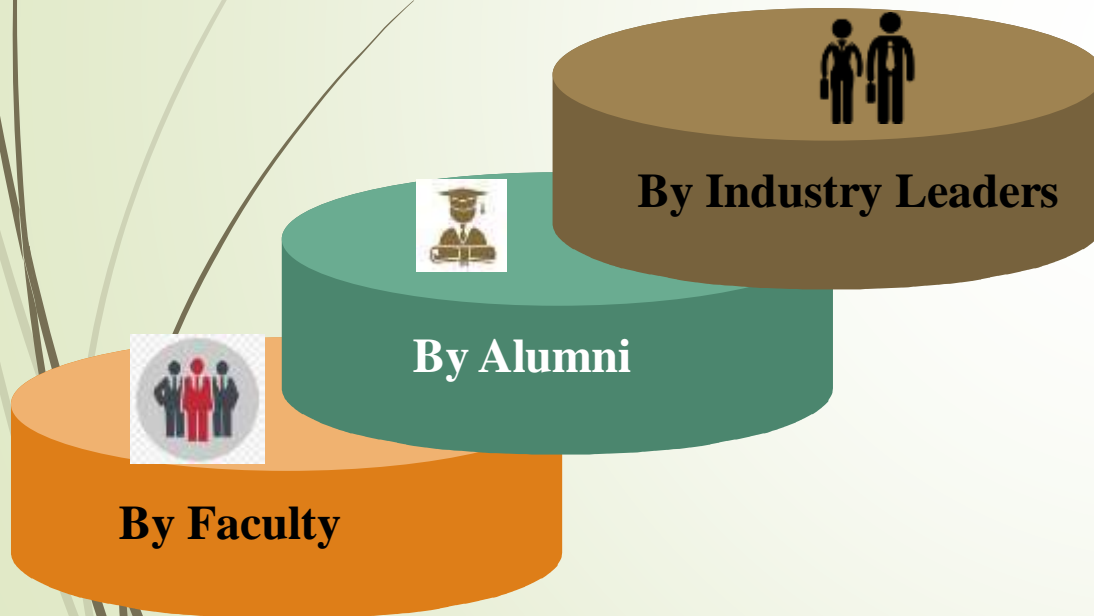
Industrial Visits



Student Research

Mentorship @ DSBS

Students are Mentored at Three Levels



Objectives of Mentoring

- Identify the gap between the aspirations and the reality of the mentees
- Guide them to bridge the gap
- Align career path with choice of specialization
- Assist in identifying weakness and strengths of the student vis-à-vis the career choice
- Finalize the career path

Faculty



Dr. B.S. Patil
(IIM-A Alumnus)
Professor & Director



Dr. Ravi Segal, Professor
(IIT Delhi Alumnus),
Former MD-GE Energy



Dr. Satish Kumar,
Professor
(XLRI Jemshedpur-
Alumnus)



Dr. Padma Srinivasan
Professor, Finance



Dr. Sumit Saha
Associate Professor,
Marketing &
Registrar



Dr. Parul Tandon,
Associate Professor
Finance



Prof. Kevin Moore,
Director, Global Business
Development, CISI,
London



Dr. Ernst von Kimakowitz
President, Humanistic
Management Network,
Switzerland



Dr. Prashanth H. Southeikal
Professor,
Business Analytics
PhD (ESC Lille-France)
MBA (Kellogg School of
Management)



Dr. Geetha K Joshi
Assistant Professor,
Business Analytics



**Prof. Suji Raga
Priya**
Asst. Professor,
HR



**Dr. Sekappa N
Makkalageri**
Associate Professor
Marketing & HR



Faculty



Dr. Anisus K. Verghese
Director – Communications,
Travel Technology Company,
Karkow, Poland



Prof. Robinah .K. Nanyunja.
First Vice President AGF, Uganda,
Visiting Professor -University of Oxford
London



Dr. Diane Bell
Head - AAT & EdTech South Africa
Associate Professor at UCL, London



Prof. Gary Cokins
Founder and CEO:
Analytics-Based Performance



Dr. Dewanand Mahadew
Professor, University of Business &
International Studies, Switzerland



Dr. Rachid OUMLIL
Vice Director & Full Professor chez
Associate Professor at ACSIC chez
UIB –Spain



Dr. Erdogan Ekiz
Professor, TEAM University,
Tashkent



Prof. Shamila Sulayman
Professor Cape Peninsula University
Cape Town, South Africa

Professors of Practice (Industry)



**Dr. Pallab
Bhandopadhyay** Managing
Director, HR PLUS, Bengaluru



Prof. Uma Arya
Practicing Lawyer,
High Court & Supreme Court



Prof. Kalpana Srilalitha
Co-Founder & Director
Datakue Services, Bengaluru



Prof. Shradha Malhotra Banga
President, Now foundation,
Noida, UP



**Dr. Mallikarjuna
Sri Krishnam** Yoga, Wellness
& Lifestyle Management,
Bengaluru



Dr. Manoranjan Sharma
Chief Economist Infomerics
Valuation & Rating, Delhi, Former
General Manager, Canara Bank.



Dr. Amit Vyas
General Manager,
ONGC, Bengaluru



Prof. Devendra .T
Managing Director,
Sunzone Solar Systems,
Bengaluru

Professors of Practice (Industry)



Prof. Kiran Mandrawadkar
Director – Digital Marketing,
Ethinos, Bengaluru.



Prof. Vinesh Singh
Former Chairman CIMA (UK),
Ex. Sr. Vice President, Reliance
Retail, Bengaluru.



Prof. Krishnan Venkiteswaran
Ex-DGM-HR, Aditya Birla
Ex-Head HR, Control Print,
Bengaluru



Prof. R. Ramakrishnan
Chairman's Associate & Former
Managing Director, GMR,
Infrastructure, Bengaluru



Prof. Lokesh .V.
CEO & Managing Director,
Innomantra, Bengaluru



Prof. Anandh Halagatti
Sr. Manager, Yagna Organics,
Bengaluru.



Dr. Basanna Patagundi
Chief Learning Officer,
Swiss Learning Exchange,
Bengaluru.



Prof. Sujitesh Das
Creator & CEO,
Z2A, Bengaluru



Prof. Rajesh Toranagatti,
Sr. Director HR - Enphase Energy,
Ex. Cypress Semiconductors, Bengaluru



Dr. Rajashekhar Karjagi
Data Scientist, Accenture,
Bengaluru

Partnerships & Associations



**United Nations
Global Compact**

PRME
Principles for Responsible
Management Education



calibr

SMI
STOCK MARKET
INSTITUTE



GITS
Learn Apply Succeed



your advantage
BANKEDGE
academy for banking and finance



AlmaConnect



LetsTagOn
Connect. Collaborate. Contribute.

Industry Advisory Board

Industry Advisory Board

Name	Affiliation
Prof. Rajesh Toranagatti	Sr. Director HR - Enphase Energy & Ex. Cypress Semiconductors, Bengaluru
Prof. Kiran Mandrawadkar	Director-Digital Marketing, Ethinos, Bangalore
Prof.R.Ramakrishnan	Chairman's Associate & Former Managing Director, GMR, Infrastructure, Bengaluru
Prof. Krishnan Venkiteswaran	Ex-DGM-HR, Aditya Birla, Ex-Head HR, Control Print, Bengaluru
Dr. Amit Vyas	General Manager, ONGC, Bengaluru
Dr. Rajashekhar Karjagi	Data Scientist, Accenture, Bengaluru.
Dr. Basanna Patagundi	Chief Learning Officer, Swiss Learning Exchange, Bengaluru.
Prof. Vinesh Singh	Past Chairman CIMA (U.K), Sr. Vice President, Reliance Retail, Bengaluru

Cutting Edge at DSBS

(Student Centric Approach)



Teaching, Evaluation & Feedback

Curriculum, Pedagogy, Student Engagement, Student Proficiency.

Mentoring & Training

Skill development (Comprehension, listening & Conversational skills), Placements, Participation in events, personality shaping.
Behavioral & Academic Focus



Research & Publications

Faculty/Student publish research papers in reputed Journals.

Seminars & Conferences

Organizing & encouraging Faculty members and students to participate in events, FDPs, SDPs, Webinars, seminars & contests.



Internship & Dissertation Guidance

Industry exposure, Skill development, 100% Placements



Student Professional Clubs

Media Club

Sports Club

**Operation & CSR
Club**

Marketing Club

Research Club

**Entrepreneurship
Club**

HR Club

Finance Club

Cultural Club



**Student
Diversity
(25 states)**

Global Immersion Program



Sports Facilities within Campus

- **Excellent Environment to encourage individual & Team Sports**
- **Gym Facility inside the campus**



Events at DSBS

All events are led by students with a faculty

- Alumni Meet
- Inter-College fests/competitions
- Industrial visit
- Foreign Study Tour
- Economic Times – Business Quiz
- Case Study Competition
- National/International Conference
- Convocation
- Ethnic Day.....and many more





Facilities @DSBS Campus

- Lush Green & High Tech Campus
- Department & Central Library
- World Class Auditorium
- Hostel (Men & Women)
- Sports & Gym
- Plastic free Campus
- Hospital & Insurance



Distinguished Alumni



Sunakshi Gandotra - Human Resources Lead at Rusta



Venkat Myneni - Team Lead Data Science HDFC Bank



Mudassir Ahmed - Senior Consultant Northern Trust

Spandan Mohanty - Talent Acquisition Leader - Sales, APJ at Zscaler



Patralika Routh, Talent Acquisition Consultant - Capgemini



Chitra Gowda - Talent Acquisition Specialist at Google



Alumni Speak

Dayananda Sagar Business School is one of the best colleges with vibrant campus. The college life at DSBS taught me how to grab the opportunity to grow and provided me with a great exposure to upcoming challenges. The faculty members here are knowledgeable and are great mentors, insights from them really helped me with a growing mindset. I made great memories here which I will cherish for life time. Overall studying here was a tremendous experience and I am immensely grateful for that.



Nirosha N.

I, Rakshith H would like to express my humble gratitude to Dayananda Sagar Business School for helping me at each and every moments of my Professional carrier; be it learning professionalism, developing work ethics, inculcating soft skills & forming some real beautiful bonds for a lifetime. This institution provided me the best possible platform and campus to excel in my professional interest with the maximum facility. I enjoyed my experience with Dayananda Sagar Institution on a whole to the fullest.



Rakshith

The Faculty members are very helpful and supportive. The teaching method of al the lectures is amazing. The lecturers always try to relate the subject to the practical field. I got a job in the HR field as soon as I finish the course.



Aishwarys N

Industry Experts Speak

I appreciate the curriculum of Dayananda Sagar Business School, which has been made based on the inputs received from Industry Professionals, so that the students after completing the course would meet up the challenges of Industry which is continuously changing and I also believe that the futuristic vision and support from Industry for this PGDM course of Dayananda Sagar Business School is going to stand up to the future challenges across the industries.



Dr. Pallab Bhandopadhyay
Managing Director, HR PLUS,
Bengaluru



Dr. Chidambara Ganapaiah,
Sr Director, Oracle Consulting
(Europe, Middle East
& Africa) Bengaluru

The Curriculum of Dayananda Sagar Business School, PGDM Program has been prepared by the Industrial Experts, along with the help of Global Faculty, it empowers the students to become great managers, I strongly recommend all the upcoming managers to take up PGDM course at DSBS, Bangalore.

Students Speak

The Journey at DSBS is exceptionally good. The institution provides wide exposure to the industry through industrial visits, Monthly CEO Talks, and guest speakers. The faculty is extremely helpful and provides guidance on academic and skill development.



Dikshita

Faculty members at DSBS are student-friendly and easily approachable. Sessions are interactive and interesting. A lot of case studies, discussions, role-plays, and Business stories are used to make the sessions interesting. DSBS provides great exposure.



Yashaswini



Meghana

Courses at DSBS has a positive impact on my professional development. The curriculum and the innovative methods used in the classroom are interesting and challenging.



TOYOTA



**Our
Recruiting
Partners**



For Admissions Enquiry

Contact Us

Dayananda Sagar Business School
Building No. 15 (Near Football Ground)
Shavige Malleshwara Hills,
Kumarswamy Layout,
Bangalore - 560 111

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Phone: +91 80 42161704
Mobile: +91-9611515262
Website: www.dsbs.edu.in

Follow us on



website: www.dsbs.edu.in