


MANDATORY DISCLOSURE

1. AICTE File No.	F. No. SWRO- 1-11299251
Date & Period of last approval:	2022 – 23

Name of the Institution :	Dayananda Sagar Business School
Address of the Institution :	Shavige Malleshwara Hills, Kumara Swamy Layout
City & Pin Code	Bangalore -560078
State	Karnataka
Longitude & Latitude	Longitude-77,5,7 Latitude-12,9,8
	
Phone number with STD code	080 – 42161704
FAX number with STD code	080 – 42161704
Office hours at the Institution	9AM to 5 PM
Academic hours at the Institution	9AM to 5 PM
Email	dir-pgdm@dayanandasagar.edu
Website	www.dsbs.edu.in
Nearest Railway Station(dist in Km)	Bangalore – City Station 10 Km
Nearest Airport (dist in Km)	Bangalore International Airport 60Km

3. Type of Institution	Unaided-Private
Category (1) of the Institution	Non-Minority
Category (2) of the Institution	Co-Education

4. Name of the organization running the Institution	Dayananda Sagar Institutions
Type of the organization	Trust
Address of the organization	Shavige Malleshwara Hills Kumaraswamy layout Bangalore , 560078-Karnataka
Registered with	Sub Registrar, Jayanagar, Bangalore
Registration date	15/07/1963
Website of the organization	www.dsbs.edu.in

5. Name of the Affiliating University	Not Applicable
Address	
Website	
Latest affiliation period	

6. Name of Director :	Dr. S SaiGanesh
Exact Designation	Director
Phone number with STD code	(080) 42161704
FAX number with STD code	(080) 26660789
Email	saiganesh-pgdm@dayanandasagar.edu
Highest Degree	MBA, MA, MPhil, DHRD, PhD
Field of specialization	Marketing Management, Advertising & Consumer Behaviour

7. GOVERNING BOARD MEMBERS

Sl. No.	Trust / Society Representative	Academic Background		Industry Experience	Others
		Technical	Non-Technical		
1	Dr. D. Hemachandra Sagar	M.B.B.S , M.D	-----	28 years in Health care Industry	24 years in education
2	Ms. Geetha Hemachandra Sagar	BA	-----	-----	Business
3	Dr. D. Premachandra Sagar	M.B.B.S	-----	28 years in Health care Industry	22 years in education
4	Sri. Galiswamy	B.A	-----	-----	58 years in education

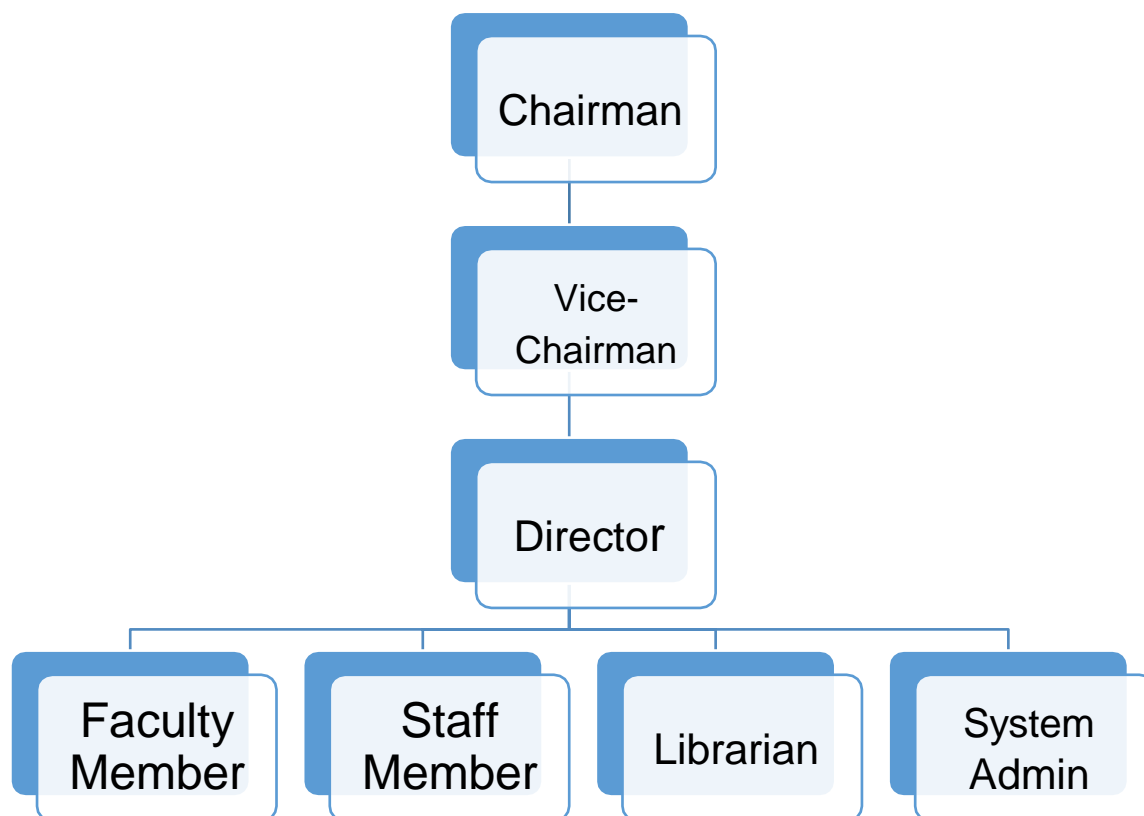
8. Academic Advisory Body

MEMBERS OF ACADEMIC ADVISORY BOARD

- 1.) Dr. S SaiGanesh, Director, DSBS, Bangalore
- 2.) Mr. K. M. Pai, Former CEO Bell Ceramics Ltd, Bangalore
- 3.) Prof. R. Ravi Kumar, Senior Professor IIM, Bangalore
- 4.) Dr. Akbar Ali, Former Managing Director & CEO, (Apotex Pharmachem Pvt. Ltd.), Bangalore

Both the bodies generally meet two times in a year.

9. Organisational Chart



10. Student feedback Mechanism

We operate on a trimester system, continuous feedback is taken by the faculty for corrective action and formal feedback is taken by the Director around midterm to provide inputs of the feedback taken for corrective action. The last and formal feedback will be taken by the

Director based on both qualitative and quantitative parameters and the same would be tabulated and shall be considered for performance appraisal and recognition.

11. Grievance Redressal system for Faculty, Staff and Students

The members of the Faculty and staff members are entitled to make representations to the Director. In turn the same is being put before the Committee by the Director which is as under.

Grievance Redressal Committee for Faculty & Staff


S.No.	Name	Designation
	Dr. S SaiGanesh	Director – DSBS
	Mr GopalaKrishna	Manager – HRD
	Shri Galiswamy	Secretary


For Students


Students make representation to the Director. Director will take necessary action to solve the grievances of the students.


12. Name of the Institution	Dayananda Sagar Business School
Course	PGDM
Level	PG
1st year of Approval by the Council	2007
Year wise Sanctioned Intake	2019-2020 Intake - 60 Students
Year wise Actual Admissions	15
Cut-off rank-General Quota	60%
% of students passed with distinction	30%
% of students passed with first-class	60%
Students placed	100%
Average pay Package / year	4,00,000
Students opted for higher studies	2
Accreditation status of the course	Eligible – Not applied
Professional society memberships	AIMA, NHRD
Departmental Activities	Every week students do paper presentation for the weekly seminar Various clubs including outbound on functional areas Viz. Marketing Club, HR club and Finance Club and activities are conducted every week
Distinguished Alumni	Spandan Mohanty- XSEED, Talent Acquisition Abhishek – DHFL Vivekananda – Deloitte


13. Faculty Details


Name	Dr. S. SaiGanesh	
		
Date of Birth	30-06-1978	
Unique ID	1-452742848	
Department	PGDM	
Education Qualification	MBA, MA, MPhil, DHRD, PhD	
Work Experience		
• Teaching	20	
• Research	14	
• Industry	1	
• Others	-	
Area of Specialization	Marketing	
Courses taught at Post Graduate Diploma Level: Digital Marketing, Strategic Management, Advertising, Service Marketing, Rural Marketing, and Retail Management.		
Research Guidance (No. of students)		
• Master (Completed / Ongoing)	135 Completed / 10 ongoing	
• Ph. D (Completed / Ongoing)	2 Completed	
Research Publications (No. of Papers Published	National – 6, International Journals – 15	
Research Papers presented in Conferences	National – 12, International – 10	
No. of Books Published with details		
Name of the book :	“A Study on audience behaviour towards Television Advertisements”	
Publisher with ISBN:	978-3-659-25278-5, Lambert Academic Publishing Germany	
Year of Publication :	November 2012	

Name	Dr. Parul Tandon
	
Date of Birth	06-04-1978
Unique ID	1-452791599
Department	PGDM
Education Qualification	B.com, PGDM, Ph. D
Work Experience	18 Years
• Teaching	14 Years
• Research	4 Years
• Industry	-
• Others	-
Area of Specialization	Finance , Marketing
Courses taught at Post Graduate Diploma Level: All Finance & Strategic courses	
Research Guidance (No. of students)	
• Master (Completed / Ongoing)	135 Completed / 10 ongoing
• Ph. D (Completed / Ongoing)	1 Completed / 1 ongoing
Research Publications (No. of Papers Published)	National – 7, International Journals – 1
Research Papers presented in Conferences	National – 2, International – 2
No. of Books Published with details	
Name of the book :	Self-learning Manual for KSOU and Edited Book – Chapter
Publisher with ISBN:	978-81-942153-8-7
Year of Publication :	KSOU – 2010, Mayas Publication – 2019

Name	Ms Geetha K Joshi
	
Date of Birth	06-01-1968
Unique ID	1-452792224
Department	PGDM
Education Qualification	M. Sc (Maths), MBA, (Ph.D)
Work Experience	
• Teaching	20 Years
• Research	6 Years
• Industry	-
• Others	Served as adjunct faculty to BITS – PILANI for Ms programs nearly 10 years
Area of Specialization	Mathematics & Operations Management
Courses taught at Post Graduate Diploma Level: Business Mathematics, Statistics, OR, Research Methodology, Six Sigma, all Business Analytic courses.	
Research Guidance (No. of students)	
• Master (Completed / Ongoing)	100 Completed / 10 ongoing
Research Publications (No. of Papers Published)	International Journals – 2
Research Papers presented in Conferences	National – 4

Name	Mrs. Jahnavi K N
	
Date of Birth	13-08-1973
Unique ID	1-453171525
Department	PGDM
Education Qualification	B.A, B.Ed, L.L.B, M.A, MBA, M.Phil (Ph.D) Qualified KSLET.
Work Experience	
• Teaching	13 Years
• Research	
• Industry	4.5 Years
• Others	
Area of Specialization	HRM
Courses taught at Post Graduate Diploma Level: Business Communication, Business Law, and all HRM courses.	
Research Guidance (No. of students)	
• Master (Completed / Ongoing)	80 Completed / 10 ongoing
Research Publications (No. of Papers Published)	National – 2 International Journals – 3
Research Papers presented in Conferences	National – 8, International -7

Name	Mr. Lohith Kumar S
	
Date of Birth	28/05/1984
Unique ID	1-11432169966
Department	PGDM
Education Qualification	MBA, (Ph.D)
Work Experience	
• Teaching	10 Years
• Research	1 Year
• Industry	5 Years
• Others	
Area of Specialization	Marketing and Finance
Courses taught at Post Graduate Diploma Level : Marketing Mgt, Service Marketing Financial Mgt. Project Appraisal & Finance	
Research Guidance (No. of students)	
• Master (Completed / Ongoing)	5 Completed
Research Publications (No. of Papers Published)	National – 1
Research Papers presented in Conferences	National – 21

Name	SHEEMA SHAHEEN
	
Date of Birth	18/04/1986
Unique ID	1-9509248525
Department	PGDM
Education Qualification	.
Work Experience	
• Teaching	
• Research	
• Industry	
• Others	
Area of Specialization	FINANCE
Courses taught at Post Graduate Diploma Level: FINANCE	
Research Guidance (No. of students)	
• Master (Completed / Ongoing)	
Research Publications (No. of Papers Published	National – 1
Research Papers presented in Conferences	National – 2

14 Admission Quota	
Entrance Test / Admission Criteria	MAT / CAT / XAT / CMAT – Under Graduation with 50% aggregate marks in any discipline is mandatory. Relevant experience is given weightage.
Cut off / last candidate admitted	55%
Fee in Rupees	305,820 (For Two Years)
Number of fee waivers offered	Nil
PIO Quota	No

15. Infrastructural Information	
Classroom/Tutorial Room facilities	Photos Enclosed in Annexure
Laboratory details	
Computer Centre facilities	
Library facilities	
Auditorium / Seminar Halls / Amphi	
Cafeteria	
Indoor Sports facilities	
Outdoor Sports facilities	
Gymnasium facilities	
Facilities for disabled	
Any other facilities	

16. Hostel	
Boys Hostel	Photos Enclosed
Girls Hostel	
Medical & Other Facilities	

17. Academic Sessions	
Examination System	Trimester
Period of Declaration of results	One week from the closure of Examination

18. Counselling / Mentoring	Yes Mentoring has been provided at regular intervals, each faculty are assigned four to five students to get guidance / counselling.
Career Counselling	Yes Two sessions of one and half hours each is allotted in a week for career counselling
Medical Facilities	Yes
Student Insurance	Yes

19. Students Activity Body	Yes Club Activities including outbound programs by Marketing Club, Finance Club and HR Club every week
Cultural Activities	Yes Student participated in cultural events conducted by various institutions
Sports Activities	Yes
Magazine Activities	Yes
Industrial Visits / Tour	Every term students are taken for an industrial tour inside India, Every year Students are taken to other country for an industrial visit and they visit an academic institution and an Industry Our students have visited American University in Dubai, Singapore University, etc.
Alumni Activities	Yes

20. Name of the Information Officer for RTI	Shri. Galiswamy
Designation	Secretary - DSI
Phone number with STD code	080 – 42161721
Fax number with STD code	080 – 26660789
Email	secretary@dayanandasagar.edu

ANNEXURES (PHOTOS)





