



 EDUCATION *for* LIFE

Dayananda Sagar University,  
Innovation Campus, Hosur Road,  
Bengaluru

# Dayananda Sagar University

Dayananda Sagar Institutions was founded by, late Sri Dayananda Sagar who was determined and committed to take knowledge to the people, transforms today's students into responsible citizens and professional leaders of tomorrow. Dayananda Sagar University created by an Act of the Karnataka State in 2014, built on an adorable legacy and inspired by its own milestones, it has consistently the needs of quality higher education in this part of the world. It is a leading university in India and is accredited by the University Grants Commission.

Dayananda Sagar University is a proud member of the Dayananda Sagar Institutions family. Founded by Late Sri Dayananda Sagar in the early sixties (with just four students), DSI has morphed into global education power house, spread over five campuses, catering to the education needs of over 20,000 students. Operating under the aegis of the Mahatma Gandhi Vidya Peetha Trust in Bengaluru, DSI has enabled the transformation of tens of thousands of young Indian and international citizens into professionals in diverse specializations.

Beginning Academic Year 2015–16, Dayananda Sagar University offers courses in Engineering, Computer Applications, Sciences, Arts and Management in the Bachelors, Masters and Ph.D. levels. Supporting the academic activities are the Centres of Excellence in ICT, Health Care, Energy and Life Science, among other fast evolving fields of study.

The university has grand plans for expansion for Executive Education, plans to make education available to all by offering programs at affordable costs on a flexible platform in many areas of learning, to keep pace with changing technology, practices and demographics.

In order for colleges and universities to truly prepare students for the real world, these places of higher learning need to cultivate diverse populations and offer programs relevant to industry. To do this, the program strives to bring in faculty from many different areas to make learning effective as envisioned by our founding father. Our faculty recognize and provide academic and career guidance and encouragement.

We also live our mission in striving to bring higher education to all aspiring denizens in encouraging working professionals to have more meaningful careers and turn entrepreneurs' in time.

# Centre for Executive Education (CEE)

## Our pledge:

*We choose to place student's interest first and we choose to empower students from anywhere and from any background to pursue higher education!*

The Centre for Executive Education is a vertical under the School of Commerce & Management Studies (SCMS), Dayananda Sagar University and engages primarily with the working professional.

## Executive Education

*An Institution that cannot produce its own managers will die – Peter Drucker*

The key differentiator in most cases, for organizations chasing competitive advantage is quality of their managers. Very little else differentiates organizations. The need and importance for executive development arises because of the certainty of this fact and also that greatest efficiency is achieved in most cases, when organizations create an internal managerial pool. In such situations, what an organization is called upon to do is to develop qualified and talented employees by developing skills and competencies, so that the future demand may be effectively catered to.

Society is in a state of flux, being impacted by globalization, technology, demographic trends and shifting centres of power and influence. At the more micro level, executives stare at obsolescence and job loss. Executive Education programs from Dayananda Sagar University, aims to provide working executives higher education at great quality to mitigate these issues.



## **Dean's Message**

**Prof. A. Nagaraj Subbarao**

**Dean – School of Commerce & Management Studies**

As Dayananda Sagar University continues to grow in prestige and excellence as an institution of higher education, there has never been a better time to become a part of our distinctive learning community represented by bright and enthusiastic students guided by academic excellence.

Executive Education at Dayananda Sagar University focuses on building an executive's repertoire of skills and competencies to take on the challenges of an increasingly complex world that are rapidly changing. It is estimated that many jobs as we understand them today may cease to exist in about a decade. While this scenario is frightening, it also presents opportunities for those willing to grasp new learning and fresh skills. I believe that we live in a world of multiple possibilities and, therefore, multiple futures.

Employers are always on the lookout for the most innovative problem-solvers. Our professors are mindful of what students need to know to become leaders possessing a creative and analytical mindset that propels them to the forefront of their chosen fields and provides them with the right tools to solve the most complex problems. We are a dynamic center with an exciting mission. Our goal is to develop and nurture leadership and entrepreneurship excellence in our students through a well-thought-out program curriculum that emphasizes technology, creativity and innovation. Our programs feature an unusually flexible curriculum that allows working professionals to explore a plethora of ten different functional specializations and grow holistically through engaging with outstanding professors and a diverse and highly driven peer group representing the best organizations from around the world.

So many exciting things are happening in businesses in India and worldwide. Located strategically at the Dayananda Sagar University- Innovation Campus, on Hosur Road (Electronic City), the Centre for Executive Education is accessible to the best of industry, be it financial services, retail, manufacturing, and technology. I invite you to engage with us and experience a truly world-class education and chart a future full of possibilities; while the present has problems, the future can be full of hope and optimism. Finally you need to arm yourself with skills that lead you to solve complex problems rather than just the complicated.

# Executive MBA

*Broaden your professional capabilities and sharpen your leadership skills with the Executive Post Graduate Programs from Dayananda Sagar University!*

In the economy of today and tomorrow, the demand for a more educated and skilled workforce will only continue to grow. Jobs that require a postsecondary education are increasing in demand, and those that do not are both shrinking in number and in pay. Thus, the need for an effective, relevant and affordable higher education system grows more important every year. In other words, higher education – whether it's a four-year, two-year, or certificate program – is now a necessity, not a luxury.

## Vision

**The Executive MBA** and associated courses for working professionals, is a program under the Executive Education vertical, Dayananda Sagar University. It is a post graduate program at the core with other peripheral courses. Designed on a flexible platform of delivery that combines the benefits of classroom interaction with the reach of technology, the part-time course affords an opportunity for working professionals to upgrade their skills, acquire employment opportunities and transition careers in a complex world of changing technologies and work practices without leaving their jobs.

It is said that youth in India are largely unemployable. This scenario is seen to be extending to working professionals who will need to learn new competencies to mitigate a looming threat of obsolescence. This part-time program is an initiative in the endeavour to allow access to quality higher education with an international perspective, for a large mass of working professionals. Thus the program also fulfils a social need.

## Values: What is important to us?

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

1. 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)

2. Induct teachers with passion and depth of management knowledge and an ability to mentor students (Knowledge Sustainability)
3. 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)
4. Lifting disadvantaged people by offering new types of support to women in training them to be confident entrepreneurs (Talent Sustainability).
5. Delivering superior financial returns (Financial Sustainability)

## **Objectives**

- To allow working professionals to continue their higher education and for all people to acquire employable skills.
- To facilitate working professionals to brand themselves by acquiring a management post graduate degree from a great university.
- To provide an opportunity for working professionals to upgrade their skills and scale up the corporate ladder.
- To address industry-relevant theories, concepts, best-in-class practices and applications to prepare leaders for the global marketplace.
- To disseminate contemporary management theories and practices.
- To integrate the latest management concepts with current industry needs.
- To create managers with great entrepreneurial skills, self-efficacy, strategic insight and confidence.
- To allow learning to be both synchronous and asynchronous giving students immense control over their learning.
- To make learning a truly adaptive process: allowing a student to learn at his/her own pace and giving them adequate time to complete the course.

## **Key Features**

- The Executive MBA degree will be awarded by Dayananda Sagar University, Bengaluru
- Class sessions conducted on alternate week-ends

- The course is for duration of 17 months with validity of 36 months. Validity can be further extended for a period of twelve months on payment of a re-enrolment fee, thus allowing a great degree of flexibility.
- Allows a student to acquire multiple specializations on a continuous basis.
- An accelerated, interactive and self-paced course for working professionals with great flexibility, allowing for students to attend classes from remote locations.
- Rigorous, contemporary and progressive curriculum.
- Regular updating of open elective courses to reflect the needs of industry.
- A very significant personal interactive component, with industry leaders and subject matter experts.
- Helps participants to understand contemporary theories and apply them at work.
- Applications think critically about complex issues of global business and develop feasible international business plans.
- Enhances career opportunities and marketability of working professionals in the global workplace.
- The program aims to attract a diverse group of working professionals from industries such as large private organizations, MNC's, public sector undertakings, NGO's, SME's, mid-size companies,
- armed forces personnel and family businesses to give a student an robust peer groups.

## Why Executive Education?

Executive MBA students come from all over India and from radically different industries. They are entrepreneurs as well as intrapreneurs within great organizations. We enrol motivated, dedicated and demanding students—as they should be. They authentically want to be better innovators.

These mid-career leaders and managers with an average of six years of work experience aren't just seeking greater knowledge; they want to acquire more critical skills. This is a global phenomenon, and most young people understand the rewards of an enriching education and the dangers of being left behind.

1. **Organizational impact is critical.** Your classroom learning needs to impact your organization positively. The program architecture, course content and curricula must connect with what matters to your company, colleagues, clients and customers. The Executive MBA

program is taught by great professors who are closely associated with the industry.

2. **Introspection and reflection facilitate more significant external influence.** The programs force students to introspect and reevaluate their life and career options. Most of our students have told us that this has been a life-changing experience.
3. **Create a sense of purpose.** The program drives students to innovate, create and develop resilience—all critical traits in the new paradigm.
4. **See something differently.** Learn and understand new concepts, frameworks and models, creating fresh perspectives at work. Try new ideas and innovate at work. That is what helps our students get ahead.
5. **Do something different.** The program drives collaborative work and working with peers. This invariably results in action and an impact on results.
6. **Develop metrics for yourself.** Serious Executive MBA students are always looking for new ways to measure the impact, influence and improvement they perceive from the program. Our brilliant faculty across the program will engage you with what metrics conversation you want to facilitate. What gets measured gets managed. You set yourself up for rewards and recognition.
7. **Build competencies.** What's next for high-impact professional development? To have fruitful and credible careers, you must be adaptable, face adversity and stay curious.





## **Program Design**

The weekend program is so designed to offer an executive a strong flavour of general management, followed by a specialization ending in a capstone project.

With the accelerating pace of competition, cutting-edge companies are defined by innovative strategies. In this Executive Education program, a student will explore how to develop ground breaking strategies and action plans for execution, forecast industry evolution, and analyses strategic trade-offs in order to ultimately build and sustain your company's competitive advantage.

The pedagogy and evaluation strategy for the program is shaped around interactive lectures; Rigorous assignments and a Trimester End Examination.

Through the program an executive will find the following recurring themes with reference to strategy and its implementation after a solid foundation of general management.

All programs, courses, curriculum and pedagogy is vetted by a Board of Studies consisting of academicians and industry leaders.

**Dayananda Sagar University** Bengaluru  
MBA + Executive MBA

**Introduction to Statistics Using Excel**

**Certified Work Shop**

Dayananda Sagar University's "Introduction to Statistics" delves into statistical thinking concepts over eighteen hours that are essential for learning from data and communicating insights. By the end of the certificate course, a participant will be able to perform exploratory data analysis, understand key principles of sampling, and select appropriate tests of significance for multiple contexts. The student will gain the foundational skills that prepare them to pursue more advanced topics in statistical thinking and business analytics using Excel. Topics include an understanding of Advanced Excel, Descriptive Statistics, Sampling, Probability, Sampling Distributions and the Central Limit Theorem, Regression, Common Tests of Significance, Resampling, Multiple Comparisons. The certificate program is particularly recommended for those students and practicing managers who would like to take up business analytics and decision making as a specialized field of study. Eventually decision making is the fundamental role of a manager. It is also applicable for research scholars and those students making a foray into doctoral studies. On successful completion of the course a student will be awarded a certificate from Dayananda Sagar University, Bengaluru.

**Prof. KN Amarnath**  
BTech, MTech  
Professor of Business Analytics

Prof. K.N. Amaranth is an accomplished data analytics professional with impressive career credentials of about three decades. He is a versatile statistician making noteworthy recommendations for strategic decision making. Amarnath consults widely as Senior Research Analyst with deep insight into market trends and business scenarios driving at effective market positioning several product launches.

**Registration fee per participant**  
**₹ 2000**

Registration Link: <https://bit.ly/StatisticsFeb22>  
\*E-Certificate for all registered participants

Zoom Links will be shared only with Registered Participants

**Program Architecture**  
**Executive MBA**  
**General Management Courses | PDCM**

**Trimester I: 4 Months**

Courses	Credit	In-Class Room Hours	Assignments   Readings Hours
Human Resource Management	03	18	24
Managerial Accounting	03	18	24
Marketing Management	03	18	24
Organization Theory	03	18	24

**Trimester II: 4 Months**

Courses	Credit	In-Class Room Hours	Assignments   Readings Hours
Corporate Finance	03	18	24
Managerial Economics	03	18	24
Business Law, Ethics & Social Responsibility	03	18	24
Corporate Entrepreneurship & Innovation	03	18	24

**Trimester III: 4 Months**

<b>Courses</b>	<b>Credit</b>	<b>In-Class Room Hours</b>	<b>Assignments   Readings Hours</b>
Operations Management	03	18	24
Global Business	03	18	24
Strategic Decision Making & Management	03	18	24
Research Methodology	03	18	24

**Trimester IV: 5 Months Specialization Courses**

<b>Courses</b>	<b>Credit</b>	<b>In-Class Room Hours</b>	<b>Assignments Readings Cap Stone Project Hours</b>
Business Analytics'	18	54	108
Financial Management	18	54	108
Global Business	18	54	108
Human Resource Management	18	54	108
Marketing Management	18	54	108
Operations Management	18	54	108
Project Management	18	54	108
Product Management	18	54	108
Entrepreneurship & Innovation	18	54	108
Logistics & Supply Chain Management	18	54	108
Management of IT	18	54	108



## **Program Pedagogy**

Pre-course reading materials which may be in the form of readings, cases, articles etc. will be made available to all participants in advance. Participants are expected to read and comprehend these articles prior to coming to class. The concept of a flipped class room, if rigorously followed drives enormous benefits for both the student and faculty.

The program has each course being taught both synchronously as well as asynchronously. This helps in getting the concepts clarified before actual classroom sessions begin or to conclude the classroom sessions with a wrap-up. The classroom discussions are an integral part of each course. The enriching lectures and discussion is a key to learning concepts.

Cases from various sectors and geographies are discussed and debated to understand the applicability of management concepts to real life examples. Speaker series or visits may be organised during the course. These interactions complement classroom learning and bring in practical perspectives to management theories. The speakers discuss diverse topics. We also host a number of annual conferences and seminars with distinguished business leaders and entrepreneurs as guest speakers.

The learning in interacting and networking with such professionals can be enormous. We encourage our students to make use of these off class room activities.

The class may also be attended remotely though we encourage students to attend class session on campus.

## **Examinations**

All examinations are held on campus and conducted by the university's examination department.

## **Curriculum Design**

The curriculum is an extremely well blended mixture of general management courses, specialization courses and a comprehensive capstone project as a finale.

The case-study is an extremely important part of the curriculum and every course will be embellished with cases from the best B Schools in the world.

## Why Use Case-Studies?



Many students are more inductive than deductive learners, which mean that they learn better from examples than from logical development starting with basic principles.

The use of case studies can therefore be a very effective classroom technique. Most case assignments require students to answer an open-ended question or develop a solution to an open-ended problem with multiple potential solutions. Requirements can range from a one-paragraph answer to a fully developed group action plan, proposal or decision making matrix. Working in a complex environment calls for sound problemsolving capabilities.

A major advantage of teaching with case studies is that the students are actively engaged in figuring out conceptual understanding by abstracting from examples. Students develops skills in:

- Problem Solving
- Analytical tools, quantitative and/or qualitative, depending on the case
- Decision making in complex situations
- Coping with ambiguity

The Fourth Industrial Revolution will require us to re-learn the best practices for learning, education and work. We are not in a constant anymore. Fluctuations at work are going to be rapid and sharp. Education, from traditional full-time colleges to technical training to reskilling, will be as fluid as the roles we are preparing for. Many feel that full-time brick-and-mortar education is a luxury that few can afford. Executives need to continue to have these critical engagements about the various ways to educate the workforce and themselves, including establishing opportunities for vocational training and prioritizing reskilling. And executives should not wait for leaders to help them learn about the new paradigms at work — there are several ways to teach yourself about the technologies that will continue to define the future of work. Staying curious will help young people stay ahead of the learning curve and allow them access to new opportunities in the evolving business world that is witnessing dramatic change. Prioritizing your continuous re-education gives you an edge in today's world and assures your relevance in the world of tomorrow.

#### Additional Features

- Learning is truly adaptive
- Use the facilities excellent library
- Explore the DERBI Foundation and incubate your own start-up
- Network with a diverse set of industry professionals and cultures
- Superb class-room and IT infrastructure
- Flexible fee payments
- Online Assignments
- Examinations that are flexible
- Faculty driven project work
- Access our library an e learning facility brought to you from an international publisher ( Charged Extra )



## **We follow a blended learning model!**

The program is flexible, adaptive and can be accessed at your very own convenience from your choice of location anywhere in the world, making it unique and one of a kind. Each student has a range of different strengths and requirements and a blended learning approach allows our tutors to acknowledge this. When they are given the ability to use tools from both traditional and digital spheres, our tutors are able to present necessary information in a range of different ways designed to suit the varying learning styles of students making it a truly world class learning experience. Blended instruction is reportedly more effective than purely face-to-face or purely online classes. Blended learning methods can also result in high levels of student achievement more effective than face-to-face learning. By using a combination of digital instruction and one-on-one face time, students can work on their own with new concepts. Reading's and course material are suggested by the faculty and the student is encouraged to invest time in perusing a wide plethora of management literature.





## Professors

**F**aculty are drawn from the vast intellectual capital that the university possesses ([www.dsu.edu.in](http://www.dsu.edu.in)) as well as senior industry professionals with great experience.

We believe that our program or for that matter any educational program is driven by the intellectual prowess of the faculty deployed. We assure you that your faculty are carefully sourced and are outstanding.

Centre for Executive Education faculty members serve the dual mission of rigorous disciplinary practice and professional teaching. All of them are industry leaders and practicing professionals in their functional areas and bring a deep understanding of the subject to the class room. The reputation of the Executive MBA Program begins with our accomplished faculty members — each individually committed to developing the next generation of managers and business leaders. Faculty members are uncompromisingly committed to student success, and value the opportunity to serve as both mentors and colleagues. Throughout the program experience, they'll

provide support, insight, and inspiration. Because the student-faculty ratio is 1-to-7, you can expect to work closely with your professors from your earliest days in the program, both in the classroom and in collaborative consultancy endeavours.

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

- Accounting
- Advertising & Branding
- Banking
- Business Analytics
- Business Law
- Conflict Management
- Consumer Behaviour
- Corporate Finance
- Cross Cultural Management
- Economics
- Entrepreneurship & Innovation
- Finance
- Global Business
- Human Resource Management
- Leadership
- Lean Operations
- Strategic Management
- Supply Chain Management
- Management Information Systems
- Management Science and Operations
- Marketing
- Mergers and acquisitions
- Operations Management
- Organizational Behaviour
- Performance Management
- Project Management
- Production Operations
- Research Methodology
- Retail Analytics
- Security Analysis and Artificial Intelligence
- Portfolio Management
- Social Media Marketing
- Soft Skills
- Team Dynamics
- Total Quality Management

**Our faculty have educational credentials from the best institutions across the world – IIT | IIM | MIT | XLRI | IIFT | SDA – Bocconi | Hult B School | UI - Urbana Champaign | NIT | Kansas State University |**



## Join Us

Industry feedback is that the biggest problem with freshly minted MBAs is their lack of managerial and supervisory skills, communication abilities, and leadership competencies. Many MBAs are also poor decision-makers, which is startling. Managers are expected to sound and swift decisions. The Executive MBA program at Dayananda Sagar University is unique in many ways and will transform a student from a worker to a manager.

We are cognizant of the fact that the working professional is pressed for time and have thus crafted a program that is flexible and simple to navigate while learning the nuances of general management leading to a functional specialization.

We invite you to be part of a university of international repute!

The Dayananda Sagar University, Innovation campus is a world class facility located on the Hosur Road, Bangalore and is easily accessible to all parts of the city. The campus is a hub of activity and entrepreneurial spirit! Bangalore is an internationally acclaimed innovation hub and by extension Electronic City which houses just about all the Indian IT majors, starting with INFOSYS, Siemens' and Hewlett Packard are a stone's throw away at Electronic City.

Management schools have always been concerned with developing effective general managers, both current and prospective. General managers are responsible for an organization's overall performance and strategy, which means that they manage across or at the interface of the traditional functions. With this being clear: we at SCMS are aware what knowledge and skills are needed to be an effective general manager.

We are also aware of the following:

- Can such knowledge and skills be learned or only developed where they already exist?
- If some of the requirements can be learned, what are viable teaching methods to assist management students in acquiring them?
- Who is best qualified to teach the skills and knowledge of effective general management?

We invite you to be part of an ecosystem that is the hotbed of innovation, creativity and entrepreneurship!

### **Association for Alumni**

Upon completing the Executive MBA program, a student will become a lifetime member of the Dayananda Sagar University alumni community. You will gain exclusive access to our vast alumni network and an array of resources and support tools that facilitate lifelong learning, growth, and success.

### **Clubs and COPE**

Students may enrol themselves in our clubs and Centres for Proficiency Enhancement that allows them to explore learning away from the class room and in the company of their peers. Peer learning is an important part of our learning process.

### **Special Programs**

We invite world class academicians and industry leaders to speak to our students. Though not mandatory we encourage our students to join these special programs.

## Alumni Testimonial



**Dr. MJ Yanjarappa Executive MBA October 2020 currently employed at AkzoNobel India Ltd, joined Dayananda Sagar University in October 2020 to pursue his Executive MBA program.**

It has been an enriching experience for the last year with exposure to various management concepts, including Organizational Management, Marketing Management, Operations Management, Corporate Finance, Global Business, Entrepreneurship and Strategic Business Management. The course is well designed with an international standard syllabus and highly creative assignments. The staff are very qualified from reputed institutes, experienced and highly professional under the leadership of Captain Professor Nagara Subbarao. Overall, the course is student-centric to build new skill sets. I learned various tools and techniques to resolve critical business issues in the organization with a well-structured statistical approach. The group assignments help to interact with students from different disciplines and organizations with varying views on assignments. The classroom interactions are always an asset where the in-depth discussions about the various concepts help enormously. Considering all these, I strongly feel the Executive MBA program at Dayananda Sagar University continues to play an essential role in building future managers for Industry with well-defined skills and contribute significantly towards the growth of the nation.



**Rukmini Ganapathy Buhler (India) Pvt. Ltd, as a Deputy Manager (S & OP).**

I'm Rukmini Ganapathy, and I work at Buhler (India) Pvt. Ltd. as a Deputy Manager – Head of Order Processing and in charge of S&OP, Project Support for Supply Chain Management. I have diverse experience of more than years in different areas.

After carrying out an extensive search and due diligence, I opted to do an Executive MBA program at Dayananda Sagar University, Bangalore. I chose DSU due to the following reasons:

- The Executive MBA program has experienced and outstanding professors with a superbly crafted program. I find the case studies from top business schools beneficial for learning management concepts.
- Great physical infrastructure
- Fees for the course are affordable.
- The program is very flexible, and I can balance my personal and official life since we have the option to attend class sessions either in class or online.
- I'm sure that this excellent program will make me a better manager and aid my career progression and my organization's strategic goals.

I thank Buhler (India) for sponsoring me in this excellent management program.

# Gallery



*Class in session*



*Class Room exercise*



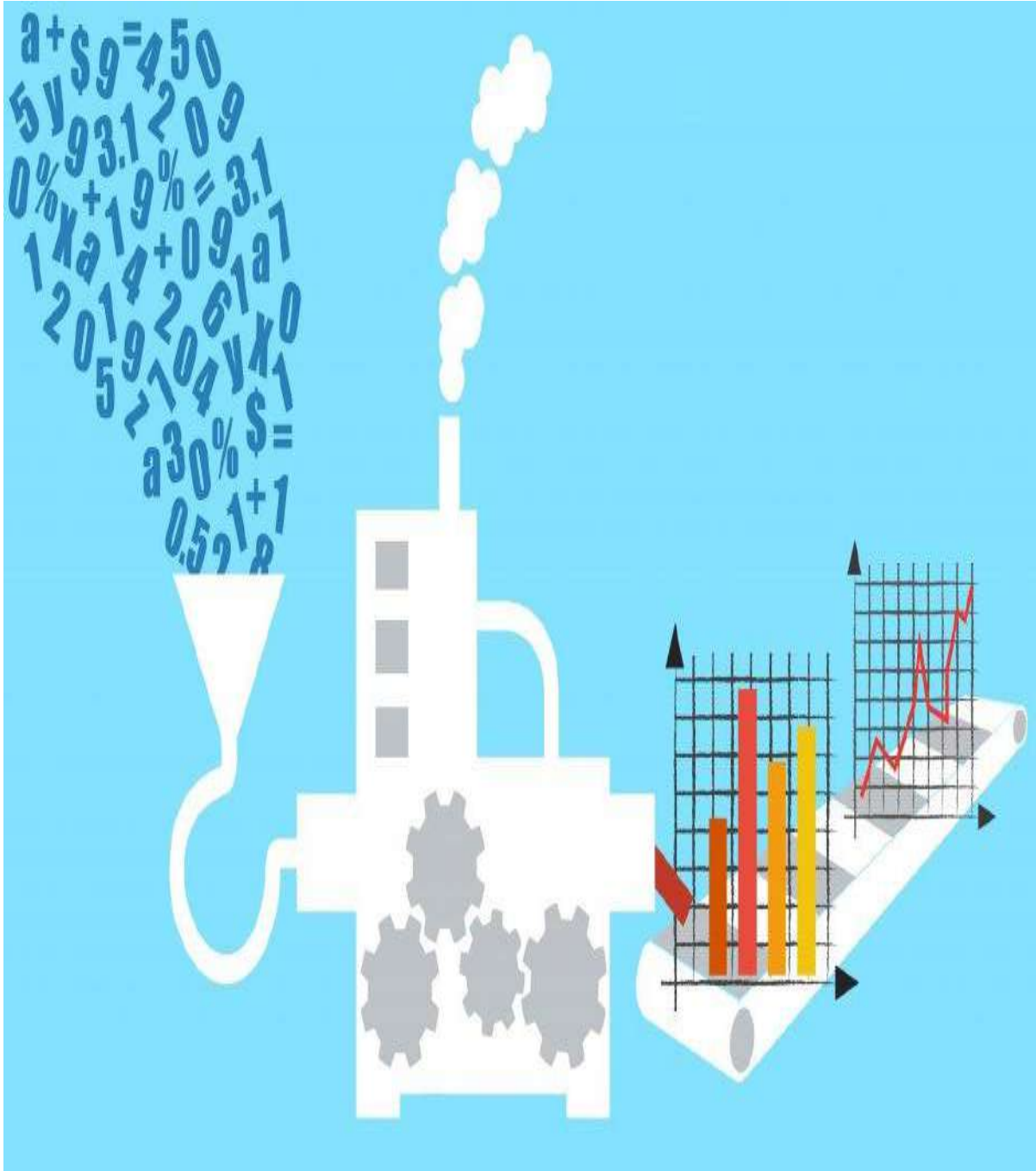
*Faculty*



*Specialization Class*



# Appendix: Data







Dayananda Sagar  
University **Bengaluru**  
MBA and Executive education

Presents

# DECIPHERING THE BUDGET 2022



Prof. Sunil Bhumralkar (CA)  
Former Senior Partner - EY



Dr. Sashi Sivramkrishna  
(PhD Economics - Cornell)  
Professor, Entrepreneur, Director at FAIR



Prof. Capt. Nagaraj Rao  
Professor of Strategy &  
Leadership  
Dean - SCMS (PGP)



Shri. K. Jairaj  
IAS  
Harvard University - USA  
Princeton University - USA

**An immersive discussion with the experts**



Mr. Ashok Rao  
CA  
Former COO - ING Vysya Bank



Prof. Ravishankar Iyer  
Professor of Finance,  
Technology



Mr. Syed Sagheer  
Family Office and Advisory  
relationship for South  
ICICI Pvt Wealth



Moderated by:  
Prof. Anant Pophali  
Director - Corporate Relations  
(Management Schools) &  
Associate Professor



**Dayananda Sagar  
University** Bengaluru

**DSU** *live the dream*



# INSPIRING LEADERS FOR A BETTER TOMORROW

## MBA: 2-Year full-Time Program with Specializations' in

- » Artificial Intelligence
- » Business Analytics
- » Entrepreneurship
- » Finance Management
- » Human Resource Management
- » IT & Systems Management
- » Marketing Management
- » Supply Chain Management

## Executive MBA: 17-Month Week-end Program for Working Professionals with Specializations' in

- » Business Analytics
- » Entrepreneurship & innovation
- » Finance Management
- » Global Business
- » Human Resource Management
- » IT Management
- » Marketing Management
- » Operations Management
- » Product Management
- » Project Management
- » Logistics & Supply Chain
- » Management

### BBA

- » Regular | BFSI
- » Retail Operations  
with Apprenticeship

### B.Com

- » ACCA
- » CMA
- » CA Foundation



## WHY SHOULD YOU CHOOSE OUR SCMS PROGRAMS?

- > Curriculum that reflects the changing times and the onset of a digital age
- > Pedagogy that enhances program flexibility and ease of learning
- > Centre of Proficiency Enhancement (Business Analytics, Supply chain, Business Communication and HR & Leadership) for experiential learning
- > Industry Preparedness Program – A superbly crafted initiative that prepares a student for the larger world beyond the campus and a placement agenda that creates sustainable high-quality jobs
- > Brilliant faculty, both scholarly and practice who have superb credentials and are passionate mentors
- > Outreach programs that promote real-world learning
- > Our students represent greater than 1000 of the best organizations in India and abroad

## Some Companies Represented

1. INFOSYS
2. Nestle
3. Procter & Gamble
4. LTI Ltd
5. INDEGENE PVT LTD
6. Syngene
7. TCS
8. Manipal Hospitals
9. Cargill
10. HAGER GROUP
11. HCL TECHNOLOGIES LTD
12. ACCENTURE
13. CAPGEMINI
14. Tata Elexi
15. L&T
16. Century Link
17. Wells Fargo
18. KIWI INDIA PVT LTD
19. HSBC
20. AMAARA TECHNOLOGIES
21. Buhler India
22. Ernst & Young
23. BOSCH
24. Goldman Sachs
25. PWC
26. DABUR INDIA LTD
27. ZIMMER BIOMET
28. Mindtree
29. PORTEA
30. NTT DATA
31. State Street
32. VOLVO
33. CISCO Systems
34. Pro Turnkey
35. HDFC Bank
36. ICICI Bank
37. Advance Associate
38. Anthem Biosciences
39. WIPRO
40. Hewlett & Packard
41. COMPASS GLOBAL SERVICES
42. Sony Corp
43. GREYNIUM INFORMATION TECH
44. Accion Labs India Pvt Ltd
45. VIGVEN TRAVELS
46. HI TECH SOLUTIONS
47. Apollo Hospitals
48. Axis Bank
49. Vodafone Idea
50. ICICI PRUDENTIAL
51. TECNOTREE
52. LinkedIn
53. SAP LABS
54. ADOBE SYSTEMS INDIA PVT LTD
55. Delloite
56. Kohler
57. OMEGA HEALTH CARE
58. Mercedes Benz
59. NTT DATA
60. DHL Express Pvt. Ltd
61. TEAM LEASE DIGITAL
62. Mahindra Tech
63. STANDARD CHARTED BANK
64. ABB GLOBAL INDUSTRIES AND SERVICES PVT LTD
65. MINDCOM SERVICES
66. Edusports
67. HGS
68. Aditya Birla Group
69. Kempegowda Intl Airport
70. Infineon Technologies India
71. JP MORGAN SERVICES INDIA
72. FANUC INDIA PVT LTD
73. ITC - Infotech
74. Snapdeal
75. Flowserve
76. SIGMA TREE TECHNOLOGIES
77. TEK SYSTEMS
78. CERNER
79. IBM
80. APPDYNAMICS TECHNOLOGIES
81. Schindler
82. Cargill

## ADMISSION & FEES

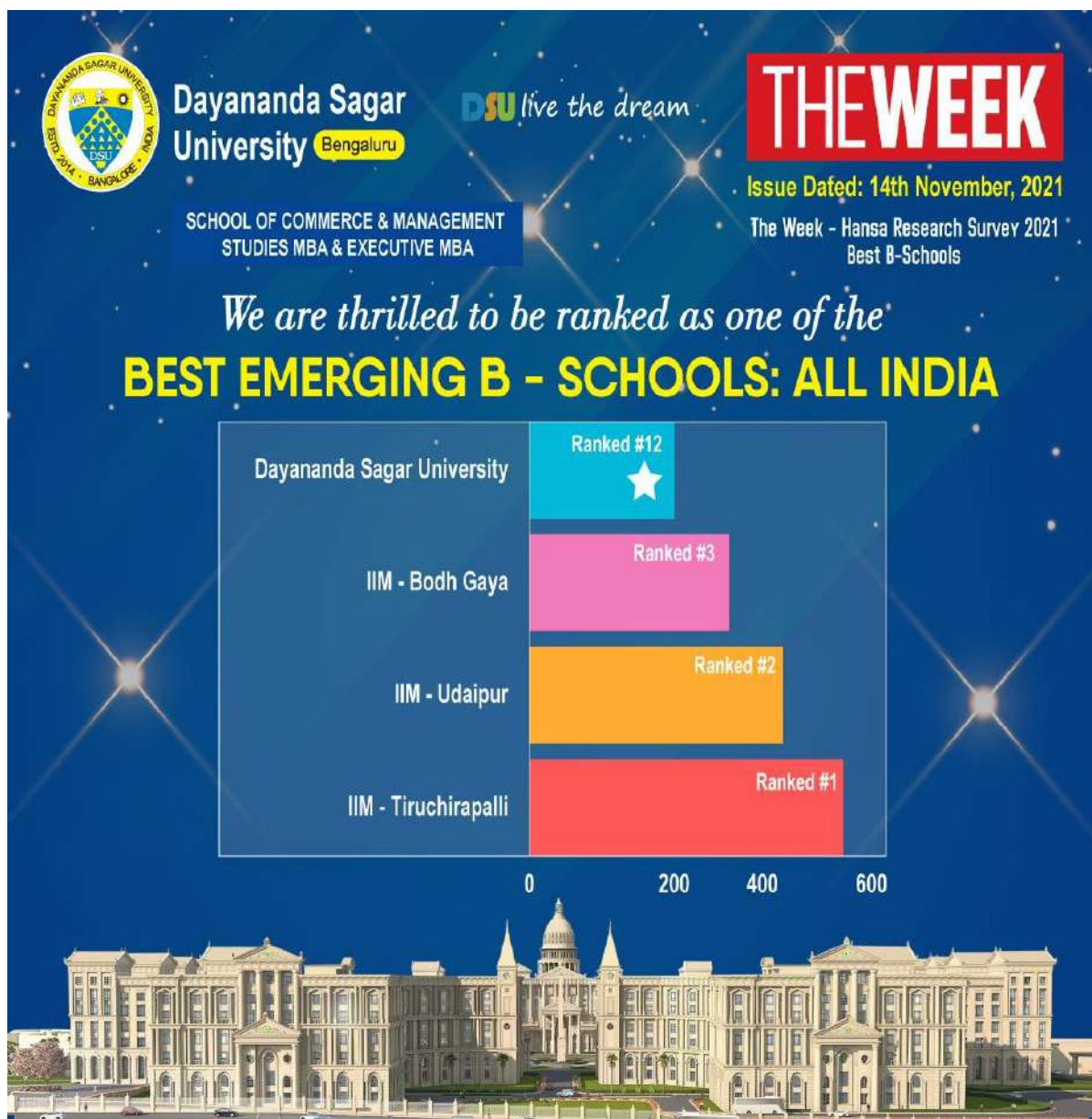
Programs offered at the Centre for Executive Education are meant for working professionals and the applicant must have a degree or diploma as relevant from a university/institution that is on the recognized list of the UGC/AICTE. Admission criteria are as follows:

Eligibility	Executive MBA
3 year & 4-year Degree	Undergraduate Degree with one year of work experience
3-year Diploma	Not Applicable
2-year Diploma	Not Applicable
	<ul style="list-style-type: none"> <li>• Application Form</li> </ul>
	<ul style="list-style-type: none"> <li>• Interview</li> </ul>
	<ul style="list-style-type: none"> <li>• Provisional Offer Letter</li> </ul>
	<ul style="list-style-type: none"> <li>• Scrutiny of documents</li> </ul>
	1. 10th
	2. 12th
	3. Graduation
4. Proof of work	
Process	<ul style="list-style-type: none"> <li>• Invitation to Orientation Program</li> </ul>

## Program Fees

- Executive MBA INR 225000

## Recognition



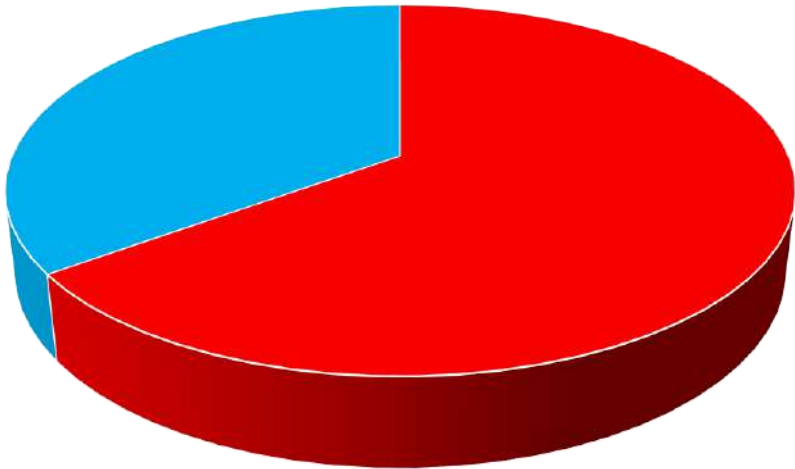
## Student Demographics

Our students represent a truly diverse mix allowing brilliant peer learning.

An MBA degree is not a magic wand that transforms inexperienced and immature undergraduates into great managers. I have never met a recruiter who hires MBAs; they hire people with high potential and the ability to lead. A business degree (MBA) is only part of a total package of education and experience, maturity, international awareness, and the motivation to work in a particular industry. Among our graduates, 45% have a scientific or technical background, and it is precisely the combination of that background with a management education that creates attractive candidates for recruiters. We also have executives with varied educational qualifications and industry experience that drives class discussion, and ideation. It is this diversity that makes the Executive MBA program stand out among its peers. Organizations hire people who the Company's challenges will motivate and stimulate; some will need the skills and knowledge that are honed by business school training and assisted by a great set of faculty. We do not just award a degree, we craft superior managers!

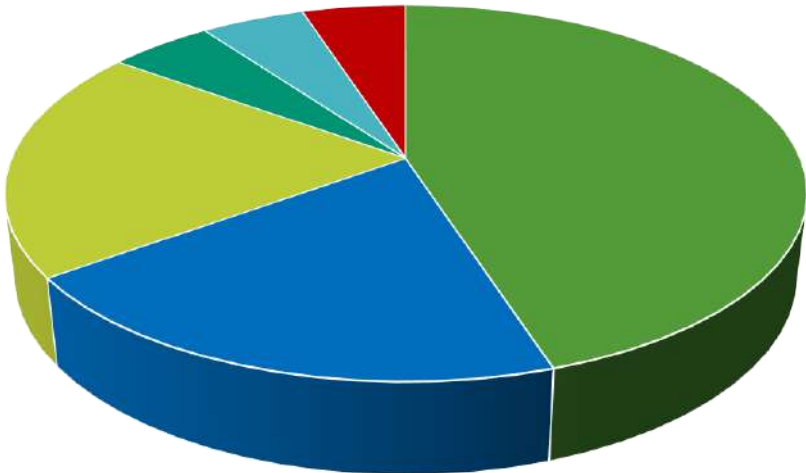


**Gender Distribution Avg. Percentage**



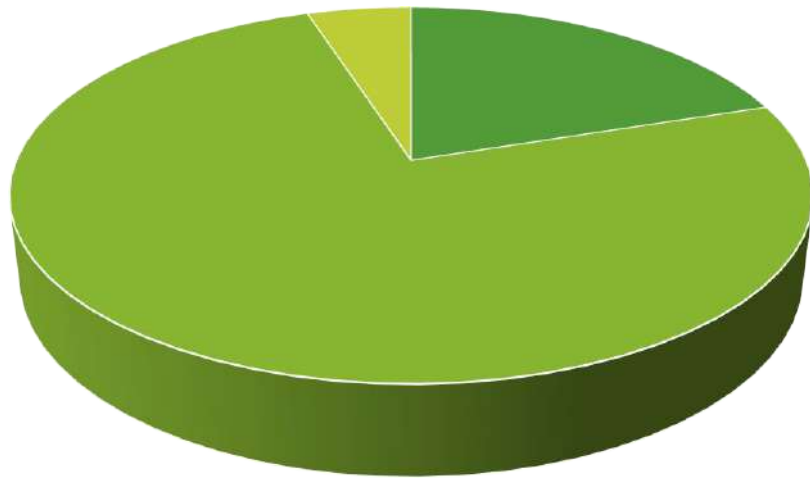
■ Male ■ Female

**Industry Representation**



■ IT ITES ■ Finance ■ Manufacturing ■ Health ■ Retail ■ Others

Employee Level Percentage



■ Senior ■ Mid ■ Fresh



*Case Analysis*

# The Verdict is out!



Dayananda Sagar  
University **Bengaluru**

## Dayananda Sagar University

*Ranked 12th in A+++ Category, ranked 4th in Industry Interface,  
ranked 2nd in Placement, and ranked 6th in South Zone.*

**siliconindia**  
Education WHAT IF NOT IIMs  
**B SCHOOL**  
SURVEY-2021

An annual recognition in 'What If Not IIMs: B-School Survey' not only showcases the colleges & institutes furnishing high-quality & comprehensive Management Studies, but also enlightens the student-parent community to make the right choices driven by the latest trends disrupting the management education segment.

*Emmanuel Christl Das*  
Editor

The recently published 2021 Silicon India B-School Ranking, for non-IIM, A+++ institutions has rated Dayananda Sagar University - SCMS (Post Graduate Programs in Management), as follows:

- All India B: School Ranking: A+++ Category: #12 in India
- All India B: School Ranking: South Zone: #06 in South India
- Top 10 B-Schools in Industry Interface: #04 in India
- Top 10 B-Schools in Placement: #02 in India

## ADMISSIONS

## OPEN

# Complete Scheme – Executive MBA (Dual Specialization)

The Executive MBA program has twelve general management courses and eleven specialization groups (Each with three courses and a Capstone Project). A student may choose to specialize in two specialization cohorts.

Many students pursue specializations in Finance and Business Analytics’.

<b>General Management Courses</b>						
		Trimester End Exam	Assignment 1	Assignment 2	Project Work	Total Marks
	Trimester 1 (16 weeks)					
18EPG101	Human Resource Management	40	30	30	0	100
18EPG102	Accounting for Managers	40	30	30	0	100
18EPG103	Marketing Management	40	30	30	0	100
18EPG104	Organization Theory	40	30	30	0	100
						400
	Trimester II (16 weeks)					
18EPG201	Corporate Finance	40	30	30	0	100
18EPG202	Managerial Economics	40	30	30	0	100
18EPG203	Business Law, Ethics & Social Responsibility	40	30	30	0	100
18EPG204	Corporate Entrepreneurship & Innovation	40	30	30	0	100
						400
	Trimester III (16 weeks)					
18EPG301	Operations Management	40	30	30	0	100
18EPG302	Global Business	40	30	30	0	100
18EPG303	Strategic Decision Making & Management	40	30	30	0	100
18EPG304	Research Methodology	40	30	30	0	100
<b>Specialization Courses</b>						

	Trimester IV (20 weeks)					
	1. Human Resource Management					
18EPG401	Performance Management	40	30	30	0	100
18EPG402	Learning & Development	40	30	30	0	100
18EPG403	Compensation Management	40	30	30	0	100
18EPG400	Capstone Project	0	0	0	100	100
						400
	2. Marketing Management					
18EPG404	Consumer Behaviour & Research	40	30	30	0	100
18EPG405	Advertising and Integrated Marketing Communication	40	30	30	0	100
18EPG406	Social Media Marketing	40	30	30	0	100
18EPG400	Capstone Project	0	0	0	100	100
						400
	3. Global Business					
18EPG407	Global HR	40	30	30	0	100
18EPG408	Global Sales, Marketing & Distribution	40	30	30	0	100
18EPG409	Global Finance	40	30	30	0	100
18EPG400	Capstone Project	0	0	0	100	100
						400
	4. Project Management					
18EPG410	Emerging Areas in Project Management Practices	40	30	30	0	100
18EPG411	Project Planning – Production Planning & Control	40	30	30	0	100
18EPG412	Project Risk Management	40	30	30	0	100
18EPG400	Capstone Project	0	0	0	100	100
						400
	5. Operations Management					
18EPG413	Logistics & Supply Chain Management	40	30	30	0	100
18EPG414	Total Quality Management	40	30	30	0	100
18EPG415	Lean Operations Management	40	30	30	0	100
18EPG400	Capstone Project	0	0	0	100	100
						400
	6. Business Analytics					
18EPG416	Introduction to Analytics	40	30	30	0	100
18EPG417	Prescriptive Analytics	40	30	30	0	100
18EPG418	Predictive analytics	40	30	30	0	100
18EPG400	Capstone Project	0	0	0	100	100
						400

	7. Financial Management					
18EPG419	Security Analysis and Portfolio Management	40	30	30	0	100
18EPG420	Financial Derivatives and Risk Management	40	30	30	0	100
18EPG421	Project Appraisal and Financing	40	30	30	0	100
18EPG400	Capstone Project	0	0	0	100	100
						400
	8. Entrepreneurship & innovation Management					
18EPG422	Introduction to Entrepreneurship	40	30	30	0	100
18EPG423	Opportunity Identification & Generating Ideas	40	30	30	0	100
18EPG424	Positioning as an Entrepreneur – Starting Your own Business: BPD	40	30	30	0	100
18EPG400	Capstone Project	0	0	0	100	100
						400
	9. Information Technology Management					
18EPG425	IT Strategy for Business	40	30	30	0	100
18EPG426	Digital Enterprise	40	30	30	0	100
18EPG427	Product Management	40	30	30	0	100
18EPG400	Capstone Project	0	0	0	100	100
						400
	10. Logistics & Supply Chain Management					
18EPG428	IT in SCM	40	30	30	0	100
18EPG429	Logistics & Materials Management	40	30	30	0	100
18EPG430	Sales & Operational Planning	40	30	30	0	100
18EPG400	Capstone Project	0	0	0	100	100
						400
	11. Product Management					
18EPG431	<b>Product Life Cycle Management</b>	40	30	30	0	100
18EPG432	Product Strategy	40	30	30	0	100
18EPG433	Product Go To Market	40	30	30	0	100
18EPG400	Capstone Project	0	0	0	100	100
						400

# Capstone Project

The Executive MBA program ends with a Capstone Project.

Capstone Projects are hands-on projects that let the student apply what they have learned in Specialization to a practical question or problem related to the specialization topic. Generally, we encourage students to research a problem from their organization.

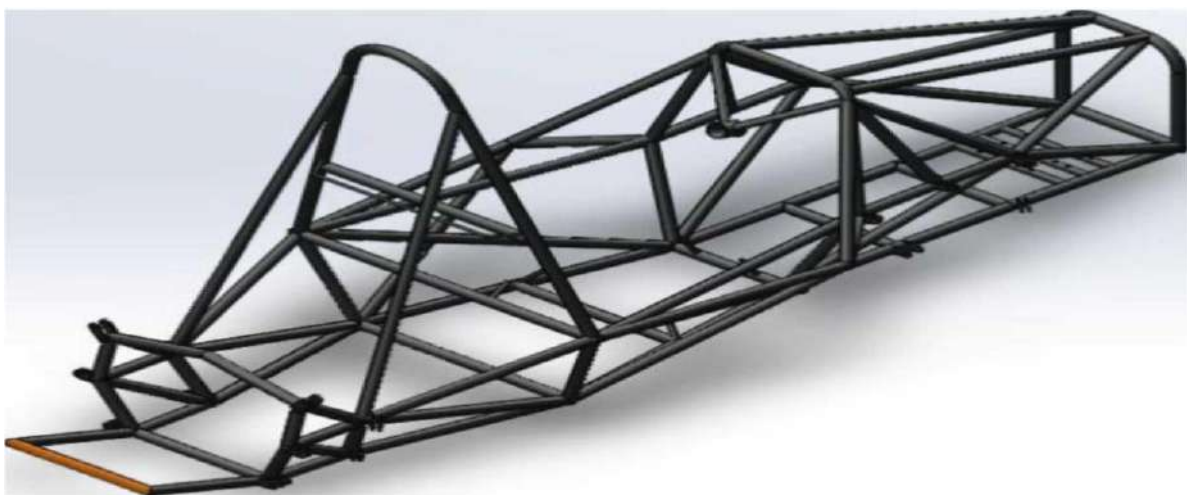
Examples of Capstone Projects include:

- Analyzing a business case study and making strategy recommendations
- Developing an original web or mobile application
- Improving Supply Chain bottlenecks in the manufacturing unit
- Developing a model for employee motivation
- Creating a branding plan for a large furniture manufacturer

A student must complete the Capstone Project to get credit for the Specialization and be eligible for a degree.

Capstone Projects allows the student to experiment with problem-solving and using research tools learned in Trimester III. The project is guided by a faculty and is exceptionally rigorous. The student may choose to publish his project in a top-quality journal after they graduate.

Capstone Projects carries six credits and is probably the most essential course in the program.



## **Sample Cases | Readings**

- 1. Google's Project Oxygen: Do Managers Matter? ( Harvard Business School )**
- 2. Choosing the Right Platform for Your Brand ( Harvard Business Review )**
- 3. The Future Today: Technologies Every Leader Should Know About (Rotman Management )**
- 4. Who Writes the Rules of a Blockchain? ( Harvard Business Review )**
- 5. Who Will Win - and Lose - in the Post-Covid Economy? ( Harvard Business Review )**
- 6. How useful is the Theory of Disruptive Innovation? ( MIT Sloan )**
- 7. Thriving in an Increasingly Digital Ecosystem ( MIT Sloan )**
- 8. Infosys in India: Building a Software Giant in a Corrupt Environment ( Harvard Business School )**
- 9. ITC Limited: India First ( IIM - Bangalore )**
- 10. Haier India: Aiming for Market Leadership ( IESE B School, Spain )**



# The Jade-Krishnamurthy Business Plan Competition

(Conducted by Entrepreneurship Club - Acura)



School of Commerce and Management Studies - PG



15th August, 2021 | 07:00PM - 08:00PM (IST)



<https://dsuedu.in/ACURA-Competition>  
(Register and get the link via email)

**Chief Mentor**



Capt. Nagaraj Rao  
Professor of Strategy & Leadership  
Dean - SCMS (PG Programs)  
Dayananda Sagar University,  
Bengaluru

**Chief Guest**



Ms. Sreerupa Chowdhury  
India Today's Top 42 - 2017  
millennial changemakers'  
Innovator  
Harvard Business School

**Chief Mentor**



Dr. Sandeep Krishnamurthy  
Dean - School of Business at  
University of Washington,  
Bothell

**Chief Mentor**



Ms. Ranjita Raman  
CEO - Jaro Education  
(IIM Ahmedabad)

**Club Mentor**



Prof. Shweta Tewari  
Professor of Marketing  
and HR

## Workshops conducted by

**Powerful Choices**



Prof R. Rashmi  
Powerful Choices  
Coach

**Ideation**



Prof P. Deshpande  
CMD - JI Active P Ltd

**Marketing your ideas**



Prof J. Patri  
Former CMO of  
Central (Future Group)

**Value Proposition**



Prof SK. Manjhi  
BTech (IITK), MBA  
(University of Georgia)  
Big Data Analytics (IIMB)  
CoFounder of AccelerateAI

**Business Model Canvas**



Prof Thiagarajan R  
BITS Pilani, Kansas State  
University  
Founder & CEO Tripeur

**Strategy**



Dr. Sandeep Krishnamurthy  
Dean - School of Business at  
University of Washington,  
Bothell

### Inauguration Schedule

- 06:30 PM - Participants Login/ Registrations
- 07:00 PM - The Dean's Address
- 07:10 PM - Ms. Sreerupa Chowdhury Talk
- 07:25 PM - Dr. Sandeep Krishnamurthy Talk
- 07:35 PM - Ms. Ranjita Raman Talk
- 07:45 PM - Competition Overview
- 07:55 PM - Session Closing

### Competition Highlights

- 5-7 workshops
- Top prizes to be won
- Certificates to all participants and winners

### Exciting Prizes to be won

- I Prize: INR 50,000
- II Prize: INR 25,000
- (Plus 5 other exciting prizes worth INR 10,000)



## About Jaro Education

**“INDIA’S MOST TRUSTED ONLINE HIGHER EDUCATION COMPANY”**

**1000+**  
Corporate Associations

**3,00,000+**  
Careers Transformed

**2009**  
Enhancing Career Since

**2022**  
EdTech Leadership Award

**2022**  
National Best Employer Accolade

**2019**  
Economic Times Award

**2018**  
ABP Education Award

**2017**  
Modi Award

Jaro Education is a leading EdTech company and a pioneer in the executive education space. A bridge that helps the universities and institutes to develop online and technology-based programs all the while catering to the needs of working professionals who can benefit from these, Jaro Education offers varied choices in management and technology programs from reputed universities and institutes, nationally and internationally.

We aim to nurture entrepreneurs & working professionals from entry-level to C-Suite level in every field and industry by offering executive education programs that cater to their requirements. With its strong domain expertise and insight into executive education, Jaro Education has transformed the careers of over 3 lakh professionals in the last 12+ years through its 30+ learning centres across India.

### Jaro Education Program Expert

**Mr. Mrudul Raj: 9742032327**

[www.jaroeducation.com](http://www.jaroeducation.com)

#### Jaro Education Presence

Ahmedabad | Bangalore | Chennai | Delhi-NCR | Hyderabad | Jaipur |  
Kolkata | Mumbai | Nagpur | Pune