



**DAYANANDA SAGAR  
BUSINESS SCHOOL**

*Realising the Dream*



सत्यमेव जयते  
Ministry of Education  
Government of India

INSTITUTION'S  
INNOVATION  
COUNCIL  
(Ministry of HRD Initiative)

# POST GRADUATE DIPLOMA IN MANAGEMENT

(AICTE Approved, Ministry of Education, Government of India, New Delhi)

## PROSPECTUS - 2023-25



### Associations / Partnerships:



United Nations  
Global Compact

**PRME**  
Principles for Responsible  
Management Education

**calibr**



**SMI**  
STOCK MARKET  
INSTITUTE



HENRY HARVIN  
EDUCATION



your advantage  
**BANKEDGE**  
academy for banking and finance

**GITS**  
Techno-Global Business School

**LetsTagOn**

# The pride of DSI is its leadership team.

The Pride of DSI is its leadership team, who follow the footsteps of founder Late Shri R. Dayananda Sagar.



**Dr. D. Hemachandra Sagar**  
Chairman:- Dayananda Sagar Institutions

**Dr. Hemachandra Sagar**, a Doctor by profession, and a passionate educationist, is the Chairman of The Dayananda Sagar Institutions (DSI), of which DSBS is a part. Sagar Hospitals and Sagar Group of Companies. With his vast experience he has successfully given a new dimension of service to humanity through Dayananda Sagar Group.



**Dr. D Premachandra Sagar**  
Vice Chairman:-  
Dayananda Sagar Institutions

Dr. D. Premachandra Sagar, a doctor by profession, and a great institution builder has played a key role in identifying opportunities in the education and healthcare sector. He is instrumental in spearheading the launching of Sagar Hospitals, Clinics and Pharmacies.

With the dynamic leadership of the present management, Dayananda Sagar Business School (DSBS) is one of the Flagship program in Management Education.



**Dr. B.S. Patil**  
Director (IIM-A Alumni)

## Director's Message

Dayananda Sagar Institutions is a 60 years old top brand educational conglomerate offering varieties of programs. Dayananda Sagar Business School (DSBS) is relatively young with an innovative approach to grow rapidly into a top research-based B-School in the country. This rapid expansion accompanies an equally sharp rise in excellence in our academic activities. The Institute has recently entered into many partnerships with the best of the institutions/organizations and Industries both nationally and internationally to bring excellence to our academic endeavours. As a PGDM candidate, you are our number one priority and we are committed to providing the opportunities and resources you need to succeed and achieve excellence in your studies and career. During your stay with DSBS you will undergo an array of Professional Enrichment Programs, invited lectures, Conferences, Seminars, Global Immersion, Internships and research publications make your PGDM highly acceptable in the corporate world, peer groups and academic circles across the globe. We are committed to helping you realize your academic and professional dreams.

We sincerely welcome you to the PGDM program to realize your dreams and successful beginning!

## Grooming Business Leaders - PGDM Introduction

The Post Graduate Diploma in Management (PGDM) offered at Dayananda Sagar Business School is a 2-years Full-Time program, approved by All India Council for Technical Education, Ministry of Education Govt of India. PGDM is an Autonomous Program with Dual Specialization, which incorporates an Industry-Oriented Curriculum that intends to prepare a student for multiple career opportunities across functional areas. The program prepares students with strong conceptual application-based skills to develop them as responsible global business leaders with humanistic approach.



### PGDM Program Architecture



### Vision

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

### 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 Trump Card

DSBS as an institution envisages an all-round and balanced education based on strong intellectual, moral and social formation. Our PGDM program is focused on overall personality development and prepare students as an individual to be able to stand firm in the VUCA (Volatile, Uncertain, Complex and Ambiguous) World. At DSBS, we provide multifaceted platforms for our students to discover and nurture a holistic personality and to become responsible Leaders of tomorrow.



## Salient Features of the Program

- National and Global Exposure throughout the program.
- One course in each term is delivered by International Faculty from top B-Schools.
- Industry oriented curriculum designed and delivered by Industry professionals.
- In each term 20% of the course is delivered by Industry Professionals.
- Global Immersion Program(GIP): International Mini Internship from European countries with two International Certification.
- Two Credits will be transferred from International Internship & Certification.
- Two Skill based Certificate Courses designed & delivered by industry leaders in each term.
- Monthly CEO Interactions with Students.
- Learn from Industry Leaders in each specialization.
- Weekly Industry Expert Lectures.
- Industrial Tours / Visits.
- Track record of 100% placement with multiple offers (Highest-24LPA, Avg- 9.5 LPA).

## DUAL SPECIALIZATION:

MARKETING MANAGEMENT  
FINANCIAL MANAGEMENT  
OPERATIONS & SUPPLY CHAIN MANAGEMENT  
RETAIL MANAGEMENT  
TOURISM & HOSPITALITY MANAGEMENT

HUMAN RESOURCE MANAGEMENT  
INTERNATIONAL BUSINESS  
BUSINESS ANALYTICS  
ENTREPRENEURSHIP  
HEALTHCARE MANAGEMENT

## DSBS/ Global Faculty

1. **Dr. B.S. Patil** - Director & Professor (IIM-A Alumni)
2. **Dr Ravi Sehgal** - Professor (IIT-Delhi Alumni)
3. **Prof. Satish Kumar** - Professor (XLRI Alumni)
4. **Dr. Prashanth H. Southekal** - PhD (ESC Lille-France), MBA (Kellogg School of Management), ICD.D (Canada)
5. **Dr. Ernst von Kimakowitz** - Co-Founder, Humanistic Management Network Director-Humanistic Management Center, Research Fellow, University of Lucerne Institute of Social Ethics (ISE). Switzerland
6. **Dr. Diane Bell** - Head Assistive and Accessible Technology (AAT) & EdTech Global Disability Innovation Hub, South Africa, Associate Professor at UCL London.
7. **Dr. Anisus K. Verghese** - Director Communications, Leading Travel Technology Company, Poland.
8. **Dr.Dewanand Mahadew** - Professor, University of Business and International Studies, Geneva, Switzerland and M.D. New Economy Strategies, Netherlands.
9. **Dr. Rachid OUMIL** - Vice Director & Full Professor chez ENCG-Agadir Research Associate Professor at ACSIC chez UIB-Spain
10. **Dr. Erdogan Ekiz** - Professor-TEAM University Tashkent.
11. **Prof. Shamila Sulayman** - Professor Cape Peninsula University of Technology, City of Cape Town, Western Cape South Africa
12. **Prof. Gary Cokins** - Founder and CEO: Analytics-Based Performance Management LLC: North Carolina, USA
13. **Prof. Kevin Moore** - Director Global Business Development CISI, London
14. **Dr. S. Sai Ganesh** - Registrar & Professor of Marketing
15. **Dr. Sumit Saha** - Associate Professor
16. **Dr. Parul Tandan** - Associate Professor & Program Manager
17. **Dr. Geetha K Joshi** - Assistant Professor
18. **Prof. M.R. Suji Raga Priya** - Assistant Professor & Program Coordinator
19. **Prof. K.N. Jahnavi** - Assistant Professor

20. **Prof. Amit H.J.** - Consulting Director, Vodafone, London.

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

## Professors of Practice

1. **Dr. Pallabh Bhandopadhyay** - Managing Director, HR Plus Former Director- HR, Citrix Systems Bengaluru.
2. **Prof. Kalpana Srilalitha** - Co-Founder & Director Datakue Services Private Ltd. Bengaluru.
3. **Prof. Krishnan Venkiteswara** - Ex-DGM-HR ,Aditya Birla, Ex-Head HR, Control Print, Bengaluru
4. **Dr. Manoranjan Sharma** - Chief Economist, Canara Bank.
5. **Prof. Chetana Koulagi** - BE, MS, IIM-B (Alumni), Founder LetsTagon, Bengaluru
6. **Dr. Basanna Patagundi** - Chief Learning Officer, Swiss Learning Exchange, Bengaluru
7. **Prof. Vinesh Singh** - Past Chairman CIMA (U. K), Ex. Sr.Vice President Reliance Retail, Bengaluru.
8. **Prof R. Ramakrishnan** - Chairman's Associate & Former Managing Director, GMR Infrastructure Ltd., Bengaluru.
9. **Prof. Rajesh Toranagatti** - Sr. Director-HR, Enphase Energy Ex Cypress Semiconductors, Bengaluru
10. **Prof. Kiran Mandrawadkar** - Director- Digital Marketing. ethinos, Bengaluru.
11. **Prof. Lokesh V** - CEO & Managing Director, Innomantra, Bengaluru.
12. **Dr. Rajashekhar Karjagi** - Data Scientist, Accenture, Bengaluru.
13. **Dr. Shradha Malhotra Banga** - President - Now Foundation Noida, Uttar Pradesh.
14. **Dr. Amit Vyas** - General Manager, ONGC, Bengaluru.
15. **Dr. Mallikarjuna** - Sri Krishna Yoga, Wellness & Lifestyle Management, Bengaluru
16. **Prof. Sujitesh Das** - Creator & CEO Z2A, Bengaluru
17. **Prof. Devendra T** - Managing Director, M/S. Sunzone Solar Systems, Bengaluru.
18. **Dr. Ramani Balu** - Founder and Chairperson at Lumiere India Bengaluru

# Admission and Scholarships

## Admission Process

### Step 1:- Register and Fill in Application online ( [www.dsbs.edu.in](http://www.dsbs.edu.in))

- ➔ Fill in Application Form & Upload Documents and Marks Cards
- ➔ Pay Rs 1,000 application fee online

### Step 2:- Evaluation and Selection

- ➔ GDPI or Admission Interview -zoom/google meet /in person
- ➔ Interview result with offer letter, If Selected

### Step 3:- Admission to PGDM

- ➔ Payment of First installment fees to confirm admission
- ➔ Welcome to DSBS

## Eligibility

- Any 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 like GMAT/CAT/XAT/MAT/CMAT/ NMAT/ATMA or DSBS entrance test.

## Selection Process

Evaluation of the candidate is made based on the following parameters:

- Evaluation of Past Academic Record
- National Level Entrance Exam Scores
- Group Discussion
- Personal Interview

## Scholarships

**DSBS** offers need-based and merit-based scholarships to knit together a diverse and talented student community. It also provides scholarships to girls who have demonstrated exemplary skills. Following are the scholarship schemes:

### Case 1: For General Merit Students

The student should have 85% throughout in 10th, 12th & Bachelor's Degree, with a valid score in CAT/MAT/XAT/NMAT/ATMA/CMAT/SNAP Entrance Exam. (>500 Marks in MAT or > 75%tile in other exams.)

### Case 2: For ST/SC/OBC/BPL Card Holders

The student should have 75% throughout in 10th, 12th & Bachelor's Degree, with a valid score in CAT/MAT/XAT/NMAT/ATMA/CMAT/SNAP Entrance Exam. (>500 Marks in MAT or > 75%tile in other exams.)

## Refund/Cancellation Policy for 2023-25 Admissions

Refund of the Provisional fee paid Amount will be as per Updated AICTE Norms only.

### Key Dates for Fee Refund

SI No	Component related to Fee Refund	Key Dates as per AICTE Norms
1	Last date for Application Submission for cancellation of PGDM 2023-25 batch admission with full fee refund (subject to deduction of processing fees Rs.1000/- only)	Inauguration date of the batch (After the batch starts no refund is entertained)
2	Fee Refund from the Institute	30 Days from the date of Submission of the completed Application form for cancellation subject to clearance from the Director
3	Application fees paid	Not refundable.

## Awards & Ranking

	<b>R-World Ranking</b> Achieved Gold Band Grade-A Ranking - Institute of Academic Excellence by R World Institutional Ranking for Outcome Based Education for Industry Oriented Curriculum.
	<b>The Week</b> 8th Best B-School in Bangalore 22nd Best B-School in South India 78th best B-School in India
	<b>Business Today</b> 80th Best B-School for Future Oriented Learning 85th Best B-School for great Learning Experience 86th Top B-School in India
	<b>Fortune</b> 14th Best B-School in Bangalore 49th Best B-School in South India 113th best B-School in India

## Top Recruiters

100% Placements

Highest Package 24 Lakhs

Average Package 9.5 Lakhs







#### **CONTACT US:**

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Email : [admissions@dsbs.edu.in](mailto:admissions@dsbs.edu.in)

Website : [www.dsbs.edu.in](http://www.dsbs.edu.in)

#### **Address:**

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