



DSUOnline



UGC  
Entitled



# MBA | Master of Business Administration

ADMISSIONS OPEN FOR 2025-26

**Experience**  
a modern blend of teaching, research,  
and industry interaction

**2-year programme (4 semesters)**

# Great Legacy



**Late Shri R. Dayananda Sagar**



**Late Dr. Chandramma Dayananda Sagar**

The Founder President of Dayananda Sagar Institutions, Late Shri R. Dayananda Sagar and Late Dr. Chandramma Sagar had a great vision: Education for all sections of society.

They set up the Mahatma Gandhi Vidya Peetha Trust (MGVP); which started as a one-college campus and is today a multi location destination to thousands of young men and women who walk into the Dayananda Sagar campuses in pursuit of a dream and march out as confident citizens, ready to absorb the challenges and opportunities of an exciting new world.

Dayananda Sagar Institutions, played an important part in creating history by enabling easy access to good and quality education for all, winning the hearts of many, far and wide reflecting the legacy of Dayananda Sagar University.

## The Leadership



**Dr. D. Hemachandra Sagar**  
Chancellor and Founder



**Dr. D. Premachandra Sagar**  
Pro Chancellor and Founder

They are thinkers, planners, institution builders. By profession they are medical doctors, enriched with insights gained from hands-on work experience, learning and sharing through interaction. Accomplished and widely travelled, they bring with them worldly wisdom in all that they do.

# About DSU Online

DSU Online provides learners with a blend of traditional teaching-learning experience along with innovative techniques to enhance the process of learning. By integrating ICT, DSU online elevates learning to meet the cutting-edge demands of the rapidly changing industry requirements. It fosters a collaborative learning environment with dedicated faculty to ensure that students achieve their full potential. The platform creates learning opportunities for students and enables them to forge careers in the corporate sector, public and social fields, research and academics.

## Message From the Vice Chancellor



PROFB. S. SATYANARYANA

We are in rapidly changing world where Knowledge life cycles have reduced drastically, and product and process life cycles are getting even shorter. Especially India is rapidly progressing to once again become a global leader, that it had always been for nearly 90% of the last 2000 years. This calls for education to deliver knowledge, skill and integrated experiential learning to enable the learner to cope with the dynamically changing world. Dayananda Sagar University has set a vision to enable the learner to excel in education, research, innovation & entrepreneurship for a Sustainable tomorrow, as per their own aspirations and goals. We are sure the young university and the Founder's efforts to create a truly state of art campus, with a unique, serene and conducive ambience for a multidisciplinary immersive experiential learning, will truly empower not just the learn but the state, the nation and the world at large. So welcome to Dayananda Sagar University and we wish you all a bright future, as you embark on your life journey. We assure you that the university will always be a steadfast partner and mentor to you for life in this age of learners.

## Message From the Registrar



Dr. PUTTAMADAPPA C

We are excited to welcome you to the new and dynamic Centre for Distance and Online Education at Dayananda Sagar University.

We have always spoken about online learning as the next, most crucial step in education at DSU, and what a proud moment it is to be a part of this growing effort to educate through different mediums. By integrating ICT, DSU online elevates learning to meet the cutting-edge demands of the rapidly changing industry requirements.

I am proud to say that DSU online is on par with all the universities on a global scale, with the curriculum designed to enable our students to compete with the best of the best and come out shining. Further, our programmes are designed in such a way that our students not only excel in academics and meet industry standards, but also develop the practical skills required to contribute to society. After all, as Astor says, "Real education should educate us out of self into something far finer; into a selflessness which links us with all humanity."

## Message From the Director



Dr. L SENTHIL KUMAR

Welcome to Dayananda Sagar University, Centre for Distance and Online Education. You have taken the first step towards academic excellence by placing your trust in this institution.

At DSU CDOE, we aim to provide education that is holistic and enables students to be leaders and change-makers of this society. Education ensures that you have a place in the world, one that you carve for yourself. To take it one step further, education enables you to create space for others in the world as well. This, dear students, is what education can offer. DSU Online makes it easy for students to balance other commitments with their education owing to the flexible nature of the programmes offered.

DSU fosters a collaborative learning environment with dedicated faculty to ensure that students achieve their full potential. This platform creates learning opportunities for students and enables them to forge careers in the corporate sector, public and social fields, research and academics.

Throughout the academic journey here, Emphasis is on ethical standards, environmental sustainability and team dynamics further enriches the learning experience, equipping learners to make meaningful contributions to their organizations and society.

I firmly believe that we can achieve anything that we put our minds to. Let us, together, embark on this journey with determination and positivity-no task is impossible with the right attitude

# Why Choose DSU Online?



**Flexible Learning**



**360° Chat Assisted Learning**



**Industry-Relevant Curriculum**



**Mentorship and Peer Collaboration**



**High Demand Electives & Specialization**



**Skill Enhanced Workshops**



**Virtual Events**



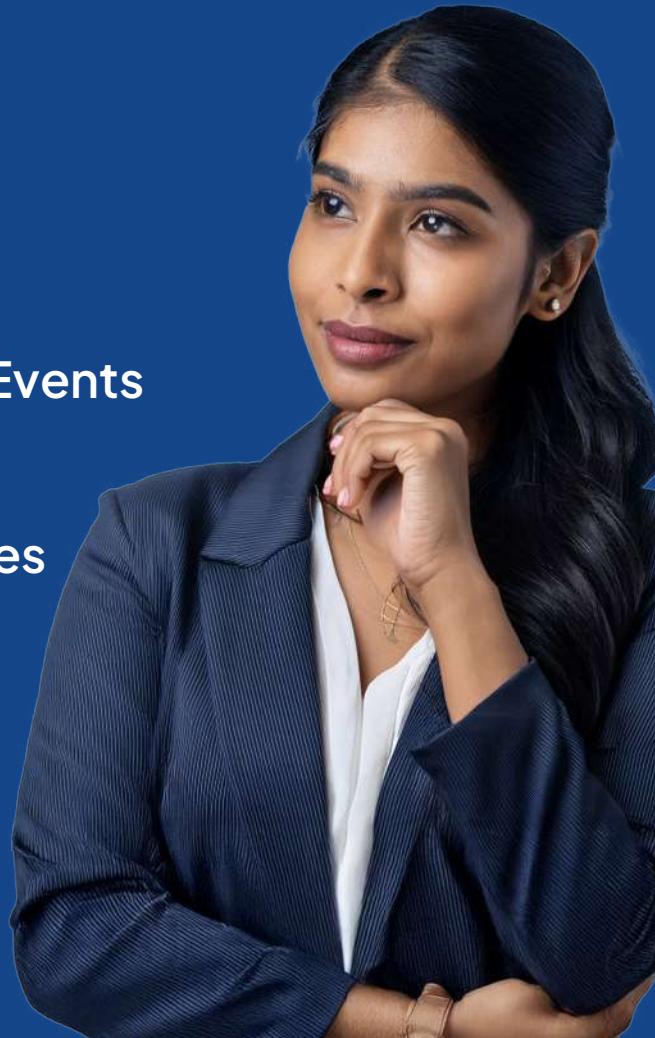
**Campus Visit for Milestone Events**



**Access to Campus Resources**



**Job Placement Assistance**



# Advantages of Studying at DSU Online

DSU Online makes it easy for students to balance other commitments with their education owing to the flexible nature of the programmes offered. DSU Online uses modern ICT tools to deliver a seamless learning experience. This ensures that students can access quality content at a time and place of their choosing. Students are guided to design innovative solutions to challenging societal and industrial issues, all the while keeping in mind the legal, cultural, societal, and environmental factors. The programme's emphasis on ethical standards, environmental sustainability and team dynamics further enriches students' learning experience, equipping them to make meaningful contributions to their organizations and society. Lastly, DSU Online fosters a culture of continuous learning, encouraging students to adapt to the dynamic business landscape.

## How DSU Online Ensures Quality Education in a Digital Format?

DSU Online ensures quality education through a well-designed curriculum that meets UGC standards. The Centre for Internal Quality Assurance (CIQA) reviews the quality of e-learning content, study materials, and conducts periodic assessments to maintain the mandated standards in course delivery, ensuring that the online programmes remain relevant and effective. Additionally, subject matter experts and individuals with industry experience are consulted to keep track of the quality of education offered. DSU Online fosters a culture of continuous learning, encouraging students to adapt to the dynamic business landscape.

# ABOUT MBA PROGRAM

## ► Online MBA

The online MBA programme has been designed, keeping in mind the flexible and self-paced requirements of the learners. Its holistic features make way for every learner's all-round development.

## ► Program USP



# Programme Curriculum

ONLINE MBA		
Course Code	Title of the Course	Credits
MBAOL101	ACCOUNTING FOR MANAGERS	4
MBAOL102	MARKETING MANAGEMENT	3
MBAOL103	HUMAN RESOURCE MANAGEMENT	3
MBAOL104	ORGANISATIONAL BEHAVIOUR	3
MBAOL105	INFORMATION SYSTEMS	3
MBAOL106	STATISTICS FOR MANAGERS	2
MBAOL107	BUSINESS ECONOMICS AND POLICY	3
MBAOL108	BUSINESS COMMUNICATION-1	2
		23

SEMESTER - III		
Course Code	Title of the Course	Credits
MBAOL301	STRATEGIC MANAGEMENT	3
MBAOLXY1	MAJOR ELECTIVE - II	4
MBAOLXY2	MAJOR ELECTIVE - II	4
MBAOLXY3	MAJOR ELECTIVE - III	4
MBAOLXY4	MAJOR ELECTIVE - IV	4
MBAOLYZ1	MINOR ELECTIVE - I	2
MBAOLYZ2	MINOR ELECTIVE - II	2
		27

SEMESTER - II		
Course Code	Title of the Course	Credits
MBAOL201	FINANCIAL MANAGEMENT	4
MBAOL202	OPERATIONS MANAGEMENT	4
MBAOL203	INTERNATIONAL BUSINESS	3
MBAOL204	CORPORATE GOVERNANCE AND BUSINESS LAW	3
MBAOL205	ESSENTIALS OF ENTREPRENEURSHIP	3
MBAOL206	BUSINESS COMMUNICATION - II	2
MBAOL207	BUSINESS RESEARCH METHODS	3
MBAOL208	INTRODUCTION TO BUSINESS ANALYTICS	4
		26

SEMESTER - IV		
Course Code	Title of the Course	Credits
MBAOLXY5	MAJOR ELECTIVE - V	4
MBAOLXZ3	MINOR ELECTIVE - III	4
MBAOL401	INTERNSHIP	6
MBAOL402	PROJECT WORK	12
		26

# Programme Learning System

Our online MBA programme leverages a unique blend of teaching and learning methodologies such as:

## 1. e-Tutorials (Video and Audio Content)

- Live and recorded lectures by experienced faculty members and industry professionals.

## 2. e-Content (Digital Resources)

- Self-paced learning modules accessible 24/7.
- Extensive digital library with e-books, research journals, and curated reading materials.
- Downloadable study notes, infographics, and business templates for reference.
- Real-world case studies and business scenarios aligned with course modules.

## 3. Web Resources (Discussion Forums and Interaction)

- Interactive forums for peer-to-peer learning and collaboration.
- Networking opportunities with industry leaders through virtual events.

## 4. Assessment (Tests and Assignments)

- Regular quizzes, tests, and reflective exercises for concept reinforcement.
- Assignments and projects focused on solving real-world business challenges.
- Automated feedback and progress tracking through the Learning Management System (LMS).
- Continuous Internal Assessment (CIA).
- Semester End Examination (SEE).

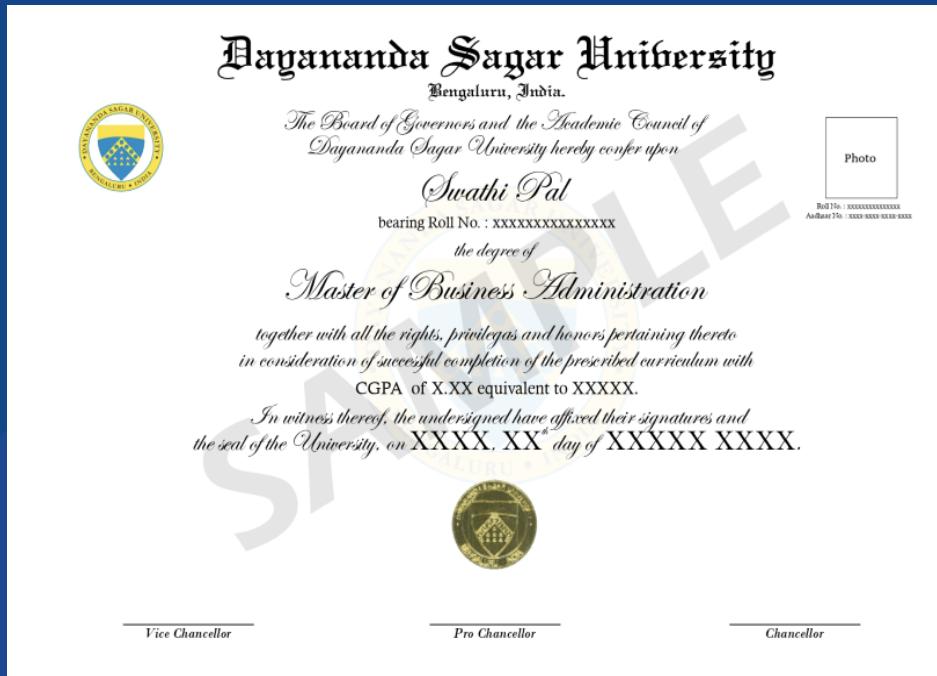
### Admission Eligibility Criteria

A candidate who has passed in a Bachelor's Degree of minimum three years duration recognized by this University or who have passed any other examination recognized by this University as equivalent thereto. The candidate shall have passed the prescribed qualifying examinations with not less than 50% of the marks in the aggregate (45% in case of candidate belonging to SC/ST & OBC category) of all the years of the degree examinations.

# Top Companies

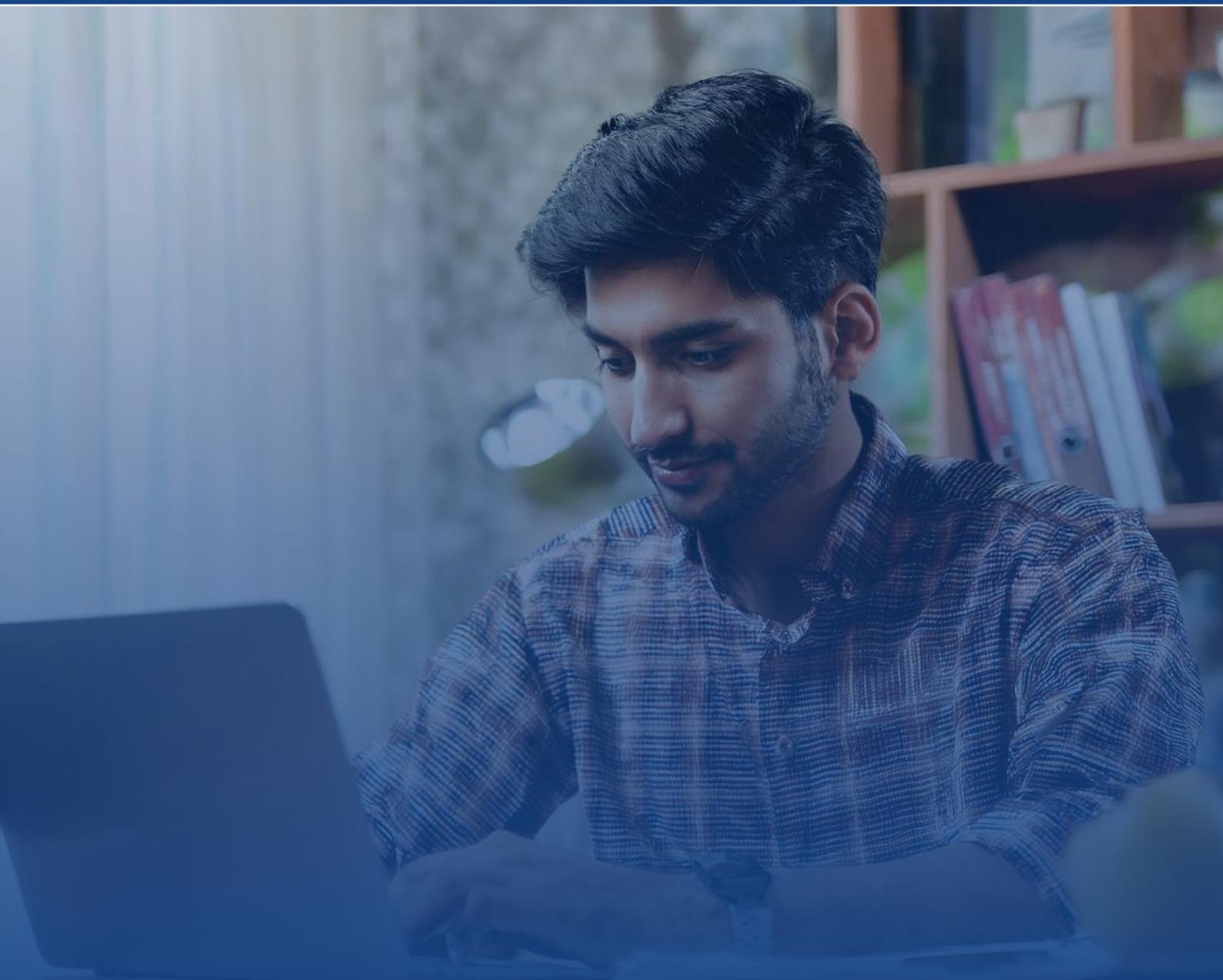
- ◆ Tata Consultancy Services
- ◆ Capgemini
- ◆ Deloitte
- ◆ PwC
- ◆ EY
- ◆ KPMG
- ◆ Infosys
- ◆ Wipro
- ◆ ANZ
- ◆ Aditya Birla Group
- ◆ London Stock Exchange
- ◆ Scaler
- ◆ Prestige Group
- ◆ ICICI Bank
- ◆ Commonwealth Bank of Australia
- ◆ Stonex

## Sample Degree Certificate





# DSUOnline



**DSU :** Kudlu Gate, Srinivasa Nagar, Hal Layout, Singasandra, Hosur Road, Bengaluru, Karnataka - 560 068

Admissions Helpline