

“If we want to build a ship don't drum up the men to go to the forest to gather the wood to saw it and nail the planks together, instead teach them the desire for the sea”

- Antoine De Saint Exupery



## **DBA CORPORATE BUSINESS SCHOOL, BENGALURU**

(Affiliated to Bharathiar University, Coimbatore & Recognised by UGC, New Delhi)

**MBA PROGRAM**  
**Prospectus**

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## DEAR PROSPECT STUDENT,

As new market economies emerge, budding professionals are seeking new skills to prepare them to take up leadership position in the world's business arena. Besides they are expected not only to deliver but also anticipate current and future changes in the rapidly growing free economy. Never before there has been a bigger demand for thoroughly prepared professionals in the country who can hit the ground running in today's competitive market. Professionals with critical skills developed by academic institutions, laced with business ethics, are the key to the success of any business, small or big, domestic or international.

A recent world survey asked the people if they thought there was an opportunity to start a business in their country provided if they had the will and ability to set it up. Asia as a region had the highest fear of being an entrepreneur and India was no different, as almost 40 % of potential entrepreneurs in the country don't want to set up their business because they are worried about failure. At Google, they have a popular saying "**Fail fast and be literate**". Truly speaking if there are no career paths, the only way is to create an entrepreneurship as a career path that would generate the job creators instead of job seekers among the youth. For instance, we have several billion dollar successful technology startups like **Info Edge, Make My Trip, Just Dial, Flip Kart**, etc., which is a true testament of the great potential of Indian entrepreneurs.

George Bernard Shaw rightly said, "**The reasonable man adapts himself to the world; the unreasonable man persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man.**" We must create an India where several unreasonable men and women across the country will gather here under the umbrella of DBA Corporate Business School and build a progressive enterprise pushing the nation to a pinnacle.

In association with world renowned Indian and overseas universities, **DBA Corporate Business School, Bengaluru** to offer MBA Program at affordable cost to students and working professionals to broaden their decision making, negotiation skills, leadership qualities and project management abilities that will make them an even stronger asset to their employer. In the delivery of education services, there is no substitute for excellence. The core values of the DBA are founded upon a commitment to respect, dignity and diversity. Such values are essential for a challenging and vibrant academic community. DBA strongly believes in the dignity and worth of all individuals. It further believes that learning is a lifelong process and that all individuals should have opportunities for lifelong education. Education should help individuals to realize their maximum potential academically, culturally and technically, while also providing for personal enrichment. To prosper in a complex and changing society, individuals must learn to think independently, value logical and tested conclusions, develop problem solving abilities, and function collaboratively.

DBA will, thus, prepare you for celebrating that demand, for you to succeed and reinvent yourself for the future.

**"Success is Self Awareness, Self Reliance, Self Education, Self Motivation Self Development, Self Reflection, Self Confidence and Self Pride"**

**-Swami Vivekananda**

**Dr.S.Mahalingam**

Chairman & Managing Director

**DBA Corporate Business School, Bengaluru**

## GEN NEXT GROUP OF INSTITUTIONS, BENGALURU

### Genesis:

With increasing globalization, the companies and industrial houses across the country require well qualified and trained manpower that work globally and demonstrate their ability and skills to work successfully in the international environment.

Higher education has become a competitive and internationally tradable service in many ways with the Indian brain, being tagged the highest. This became the guiding force for setting up “**Gen Next Group of Institutions (GNG)**” and spread its wings across the country in the field of technical education, professional education, foreign education, software development, skill development, corporate training, education consultancy, etc., with the primary objective of “Nurturing the talents and developing the leadership qualities.” With the courage to aspire and passion to be the pioneers, group of administrators, academicians, NGO workers and corporate philanthropists created new vistas by establishing group of professional institutions under the aegis of a public charitable trust “**Foundation for Education for All**” duly approved by Government of India in 2003, a unique center for industry-academia interface to meet the changing needs of the corporate and industrial houses in the country.

### Vision:

To provide a value driven professional education and a unique learning style that grooms a new generation of management professionals, budding technocrats, science professionals and transcultural executives for India and the World.

### Mission:

To provide innovative and globally recognized programs that contributes to the holistic development of the individuals and society. Being a multi-campus and socially responsible institution, Gen Next Group Institutions facilitates learning through discipline, discovery and dissemination of knowledge.

### Group of Professional Institutions :

It may be multinational corporations or domestic companies; invariably both demand executives not only to deliver but also anticipate current and future changes in the global market. In this competitive environment, it is essential that corporate executives are comfortable working in terms with their counterparts in other countries to solve systemic problems.

As the borders have become blurred in today's global economy, where professionals and executives are called upon to navigate multiple business environments linked by high speed communication technologies. Hence, Gen Next Group Institutions in association with renowned universities in India and abroad provide best pre-university, undergraduate, graduate, post graduate and research education at affordable cost and a unique learning style of the professional school that encourages the young Indian minds to be innovative, creative and think independently. Strategic collaborations with top universities worldwide have been formed to provide students and professionals with valuable opportunities for international exposure. To accomplish its mission of nurturing talent for business and industry in India and beyond, group institutions has put place both human capital and financial resource to build a world class learning environment by setting up various professional schools in the country as stated below:

- **DBA College of Management Studies & Research, Bengaluru**  
(Affiliated to University of Mysore, Mysore)
- **DBA School of Advanced Studies, Bengaluru**  
(Affiliated to Anna University, Chennai)
- **DBA Corporate Business School, Bengaluru**  
(Affiliated to Bharathiar University, Coimbatore)
- **DBA School of Distance Education, Bengaluru**  
(Affiliated to Anna University, Chennai)
- **DBA Degree College, Bengaluru**  
(Affiliated to Bangalore University, Bengaluru)
- **DBA Pre-University College, Bengaluru**  
(Approved by Karnataka Pre University Board, Bengaluru)
- **Foundation for Education for All, Bengaluru**  
(Approved Trust by Government of India, New Delhi)
- **DBA Foundation, Bengaluru**  
(Approved Trust by Government of Karnataka, Bengaluru)
- **Gen Next Skills Academy, Bengaluru**  
(Approved by Ministry of Corporate Affairs, GOI, New Delhi)
- **Gen Next Global Business School, Bengaluru**  
(Association with Global Business Schools-USA, UK & France)



## BHARATHIAR UNIVERSITY, COIMBATORE

Quest for excellence has been the hallmark of seasoned professionals who are proud to be star performers in the market driven economy and whose names shine on the horizon of corporate history. Some quest has been instrumental in making executives achieve the highest incremental. Companies and organizations world over, have been endeavoring to reduce costs and improve quality of products, processes and services. It is in this connection reputed University like Bharathiar University, Coimbatore plays a key role in producing the seasoned professionals.

**The Bharathiar University** is, one of the **premier state owned universities**, established at **Coimbatore** by the **Government of Tamil Nadu** in 1982 who is a **Member of the Association of Indian Universities and Commonwealth Universities**; hence, the degrees awarded are mutually recognized by each other. The University is accredited with 'A' Grade by National Accredited Assessment Council of India and placed among the top ten Universities at the national level. The University is situated at the backdrop of popular Maruthamalai Hills in the Western Ghats range, in a sprawling campus of about 1000 acres of land. As of now the University has 119 affiliated colleges consisting of 81 Arts and Science Colleges, 30 Colleges of Education, 7 Management Institutions and 1 Air Force Administration College. In addition, there are 19 Research Institutes of the State and Central Governments, which are recognized by the University for Research Purpose. And all these institutions cater to the educational needs of more than 1, 50,000 students and research scholars across the country. For details please visit University **website: [www.b-u.ac.in](http://www.b-u.ac.in)**

The MBA Program of Bharathiar University gives the budding executives the platform to imbibe procedural, theoretical and applied aspects of business management. Hence University Business School provides a unique learning style of the professional school that encourages the young Indian minds to be innovative, creative and think independently. Strategic collaborations with top class Universities worldwide have been formed to provide University students and working professionals with valuable opportunities for international exposure. Aspiration of developing technocrats and business leaders, who'll use the force of enterprise, not just for creating wealth but also for improving the quality of life of the people and the prosperity of the nation, is the primary goal of Bharathiar University, Coimbatore.

A rapidly growing free economy , needs well qualified graduate management professionals in various facets of economy where the next generation managers, instead of treating the world as passive taker of business actions, must recognize that the society does not exist for business but business for society and that business actions are as much responsible for whatever we witness around us. The world is an unpredictable place even dangerous at times and the task of the Bharathiar University through its affiliated post graduate business school like **DBA Corporate Business School, Bengaluru** is to make it appear manageable and winnable.



## DBA CORPORATE BUSINESS SCHOOL, BENGALURU

DBA Corporate Business School, Bengaluru is a constituent unit of Gen Next Group of Institutions which provides the students with a rigorous business education designed for the real world. They have access to senior faculty members and industry oriented curriculum that allow them to explore business in the larger context of the global economy which would in turn help them to enter into world economy as successful professionals. For details please visit Gen Next Group website: [www.gennextbschool.com](http://www.gennextbschool.com)

In association with **Premier State Owned Bharathiar University, Coimbatore**, DBA Corporate Business School offers market driven MBA Program at affordable cost to students to broaden their decision making abilities, negotiation skills, leadership qualities and project management abilities that will make them an even stronger asset to their employer in the future under outreach model. It is an ingenious concept developed by Bharathiar University wherein colleges and institutions like DBA Business School with facilities and faculty are identified and approved as outreach academic partner of Bharathiar University to conduct said post graduate program as regular graduate program.

The hi-tech campus of **DBA Corporate Business School** is located in the midst of corporate and industrial houses in the beautiful garden city of the country at Bengaluru which facilitates its students' professionals in acquiring technical knowledge, developing business skills, and inculcating positive attitude and higher human values through innovative thinking, team spirit, and entrepreneurial capabilities. Aspiration of developing technocrats and business leaders, who'll use the force of enterprise, not just for creating wealth but also for improving the quality of life of the people and the prosperity of the nation, is one of the fundamental aims of the DBA. The support system available in the campus includes:

- Digital Library
- State-of-the-Art Computer Labs
- Air-Conditioned Lecture halls
- Modern Audio-Visual Lab
- Open Air Seminar Hall
- Video Conference Interactive Lecture Hall
- Corporate Executive Lecture Halls
- V-SAT Accessed Lecture Halls
- Modern Indoor Games Hall
- Air-Conditioned Library
- Round the Clock Internet Connectivity in the Campus
- Modern Food Court
- Wireless Campus with modern Furniture and Equipment
- Modern Hostel with Boarding and Lodging Facilities



## FACULTY RESOURCES

The corner stone of the **DBA Corporate Business School at Bengaluru** is the resourceful faculty who is a core team of faculty with rich and varied experience, supported by prominent professionals and practitioners from academia and industry. These links are further strengthened through a regular system of colloquium. In fact teaching at the DBA campus with global concepts, Indian and overseas professors provide contemporary perspectives which lead to meaningful world market place opportunities. Interaction with such renowned academicians allows for assimilation of global best practices and exchange of new ideas and experiences, making learning extremely enriching. The panel of rich academic people and corporate professionals available in the campus includes:

**Dr. K.K Pandey**

M. Tech, Ph.D  
Emeritus Professor - IT & Management

**Dr. Mohan Agarwal**

MBA, Ph.D  
Emeritus Professor - Marketing & HR

**Dr. K. Ravichandran**

MBA, Ph.D  
Emeritus Professor - Management Studies

**Dr. Rakesh Belwal**

MBA, Ph.D  
Visiting Professor - Marketing & HR

**Dr. K. Mohan**

MBA, Ph.D  
Corporate Professor - IT & Corporate Strategy

**Dr. S. Mahalingam**

M.A(Eco), MBA, Ph.D  
Emeritus Professor - Strategic Management

**Dr. Neeraj Sharma**

MBA, Ph.D  
Visiting Professor – IT & HR

**Dr. Ramani**

M.Com, MBA, Ph.D  
Visiting Professor – Commerce & Management

**Dr. Govind**

M.Tech, MBA, PhD  
Visiting Professor – IT & Corporate Strateg

**Dr. R. Krishna**

MBA, Ph.D  
Visiting Professor - Marketing & HR

**Mr. P. L. Kannappan**

B.Tech, PGDM-IIIMB  
Corporate Professor - IT & Management

**Mr. Ramesh**

B.E, MBA  
Corporate Professor - HR & Telecom

**Mr. Nitin Agarwal**

CA, MBA(XIM-Bhubaneswar)  
Corporate Professor - Finance

**Mr. Sudeep. A**

BE, MS (Florida Atlantic University - USA)  
Corporate Professor - IT & Corporate Strategy

**Ms. M. Rajyalakshmi**

BE, MS (TUM - Germany)  
Visiting Professor – IT & HR

**Mr. Srinath Srinivas**

BE, MS (University of Cincinnati - USA)  
Corporate Professor - Intl. Business & HR

**Mr. Hari Natrajan**

BE, MBA (Clemson University - USA)  
Corporate Professor - HR & Marketing

**Mr. Amith Agarwal**

B. Tech (IIT-V), MBA (IIM-B)  
Corporate Professor - Marketing & HR

**Ms. M. Divyalakshmi**

BA, MBA (SU- England)  
Visiting Professor – Marketing & Intl. Business

**Mr. Vinayak Bhatt**

BE, M.Tech-IITK  
Corporate Professor- IT & HR



## REGULAR MBA PROGRAM

MBA Program has been designed by the **Bharathiar University, Coimbatore** to stamp the students with a management degree and make others to become academically qualified professionals. The program is an admixture of regular class room teaching and interactive sessions with senior corporate executives which infuse leadership qualities, inculcate skills to manage otherwise unmanageable problems and energizes to lead the institution to reach the desired destination. The knowledge gained will have to be tested by undertaking a project work of very high quality, hence a semester in the second year has been earmarked and more weightage than theory has been given, since MBA is a powerful tool to groom young people as a budding manager. The project report should stand apart in terms of originality, innovation and clarity of presentation and above all one should be an ingenious product exemplifying his/her ingenuity.

In association with Premier State Owned Bharathiar University, Coimbatore, **DBA Corporate Business School, Bengaluru** offers market driven Two Year Master of Business Administration Program at affordable cost to students to broaden their decision making abilities, negotiation skills, leadership qualities and project management abilities that will make them an even stronger asset to their employer in the future under participatory model. It is an ingenious concept developed by Bharathiar University wherein colleges and institutions with facilities and faculty are identified and approved as academic partners of Bharathiar University to conduct various graduate programs as regular programs.

The MBA Programs designed by Bharathiar University are unique in nature coined under the participatory program of the University. There are 14 MBA Programs with a variety of specializations offered by the University in association with DBA Corporate Business School at Bengaluru as stated below. These MBA Programs are job oriented, skill oriented and to broaden the talents of the individual, which will suit any organization or institution in the country.

MBA (General Management)	MBA (Human Resources Management)
MBA (Marketing Management)	MBA (Retail Management)
MBA (Tourism and Hotel Management)	MBA (Information System Management)
MBA (Financial Management)	MBA (Financial Services)
MBA (Hospital Management)	MBA (Entrepreneurship)
MBA (Investment Management)	MBA (Services Management)
MBA (International Business)	MBA (Export Management)

*MBA Program consists of twelve courses offered six each in first two semesters besides specialisation papers and a compulsory project work in other two semesters.*

### FIRST YEAR

#### SEMESTER I

- 1 Principles of Management and Organizational Behaviour
- 2 Managerial Economics
- 3 Accounting and Finance for Managers
- 4 Marketing Management
- 5 Human Resource Management
- 6 Research Methods for Managerial Decisions

#### SEMESTER II

- 1 Productions and Operations Management
- 2 Executive Communication
- 3 Business Environment and Ethics
- 4 Management Information System
- 5 Strategic Management
- 6 International Business

### SECOND YEAR

Project Work and Viva-Voce

Note:

The subject titles and their syllabus in second semester can vary depends upon specialization of MBA Program.

### PROJECT WORK

Every candidate must submit a project report at the end of the second year of admission. Project work is exclusively based on the specialization chosen. The project work may be a real life situation or a problem confronted by the corporate or any specific research postulates. It should be of a higher order in quality.

Candidates must submit a brief synopsis of the project containing following details within one month from the date of commencement of the second year MBA Program.

- Statement of the Problem
- Objectives of the Study and
- Research Methodology



## ADMISSION PROCESS

### Eligibility:

Any graduate or post graduate in arts, science, commerce, business management, allied science, engineering and technology, medical science etc., of **Bharathiar University** or from any other University considered equivalent shall be eligible for admission to MBA Program offered by the **DBA Corporate Business School at Bengaluru**. Further the applicant shall have a minimum of 50 % marks in qualifying examination. A relaxation of 5% marks is available for SC/ST & Cat-I candidates as prescribed by the Bharathiar University.

### Admission Phase:

Admission phase consist of entrance test, group discussion and personal interview. However, the students who have cleared **CAT, XAT, MAT, ATMA, DBA, K-MAT and NAT Test** with good score are called for group discussion and personal interview directly for final selection to MBA Program.

### How to Apply:

Prescribed application form along with the information bulletin of the DBA Corporate Business School can be obtained from its Admission Office by sending a Cash/DD for Rs. 500/- favouring the '**DBA Corporate Business School**' payable at Bengaluru.

The completed application form must contain the following documents:

- A photocopy of School / PUC certificate.
- Photocopies of degree certificate and marks / grade sheets issued by the University.
- Those that are appearing for their final examinations should send a copy of the marks sheet of their previous examination.
- Transfer Certificate.
- Migration Certificate for non-Karnataka students.
- SC/ST/BT/OBC Category Certificate, where applicable.
- Three passport size photographs (not later than 6 months).
- Proof of work experience, if any.

The duly filled in application with all relevant certificates in original and their photocopies should be submitted to the **Principal of the DBA Corporate Business School** or the designated person of the Institution on or before the last date prescribed for admission. The candidate will be provisionally admitted to the opted course as per the norms prescribed by the University.

### Total Program Fee:

The total annual fee for MBA Program is **Rs 1, 50,000 (US \$ 2500)** which can be paid in the form of DD drawn in favour of '**DBA Corporate Business School**' payable at Bengaluru.

Fee once paid will not be refunded back under any circumstance and decision of DBA Business School in this regard will be the final.

### Financial Support:

The candidate with excellent academic record and sufficient work experience in reputed companies will be provided with '**DBA Merit Scholarship**' to meet part of their tuition fee and boarding & lodging expenses.

### Free I-Pad or Laptop:

All the registered candidates to MBA Program can get free I-Pad or Laptop from the **DBA Corporate Business School** after paying their first year tuition fees.

### Bank Loan:

DBA Business School shall facilitate all eligible students to avail educational loan from nationalized commercial banks or private scheduled banks.

### Awarding of Degree:

On successful completion of the two year MBA Program, DBA students will be awarded with **MBA Degree Certificate by Prestigious Bharathiar University, Coimbatore** which is duly approved by **University Grants Commission (UGC), Govt. of India, New Delhi**, recognized by **Association of Indian Universities (AIU), Govt. of India, New Delhi** and accredited by **National Assessment and Accreditation Council of India (NAAC), Govt. of India, New Delhi** with a **Five Star Status**.



## BEYOND THE CLASS ROOM

A variety of pedagogic and extra curricular activities are available on the campus to foster highly enhanced learning experience. The DBA management believes that the diversity of the community is reflected on the wide variety of student clubs, societies and associations which offers a plethora of choices, apart from the regular academic courses.

DBA students are contiguously encouraged to create, scale and absorb art form through passion and skill in various areas like business language excellence, literature, finance, quizzing, music, elocution, debating, sports and social service.

The DBA management is privileged to nurture young talent. Every student receives personalized care to build all round personalities. Students are motivated to join exclusive societies and clubs for self development and empowerment as stated below :

### Student Club / Cell :

- Literary Club & Alumni Club
- Arts & Culture Club
- Foreign Language & International Club
- Finance Club
- Sports & Recreational Club
- Entrepreneurship Cell
- Social Service Cell

### Industrial Visit

### Live Projects & Internship

### Corporate Seminars & Guest Speaker Series

*"We build budding technocrats, first generation entrepreneurs, transcultural professionals, corporate executives and future leaders through holistic and innovative business education"*



## DISCOVER DBA CORPORATE BUSINESS SCHOOL ADVANTAGES

- Wi-Fi enabled campus located in the heart of the city.
- Diverse and accomplished faculty drawn from industry and academia.
- Digital and Air-conditioned library access to thousands of books and journals.
- Best placement support in leading industrial houses across the country.
- International students exchange program with world renowned universities.
- State-of-the-art business and computer labs.
- Corporate oriented students clubs.
- Video conference lecture halls.
- Research oriented innovative pedagogy.
- International business tours.
- Gurukul method of quality driven teaching.
- Strong industry-academia interface making learning extremely enriching.



## CAREER PLACEMENT SERVICES

A very important parameter of success for a business school is its ability to offer corporate interface for its students, which enhances their practical knowledge to face the corporate world. **DBA Corporate Business School, Bengaluru** has built strong partnerships with the corporate world, providing training for staff, collaborating on research & development programs, consultancy assignments and corporate projects. The DBA Business School strives to conduct industry sponsored workshops, seminars and guest lectures' for management students to expose them to the realms of the corporate environment.

DBA's Career Placement Centre is committed to assisting the students at every stage of their career search. The centre manager works directly with students, individually and in groups, to prepare them for the challenges and cross-cultural elements of job searching across the countries. The centre provides resources to help them identify, pursue, and secure positions that meet their career goals. Hence as a DBA student, he/she will benefit from:

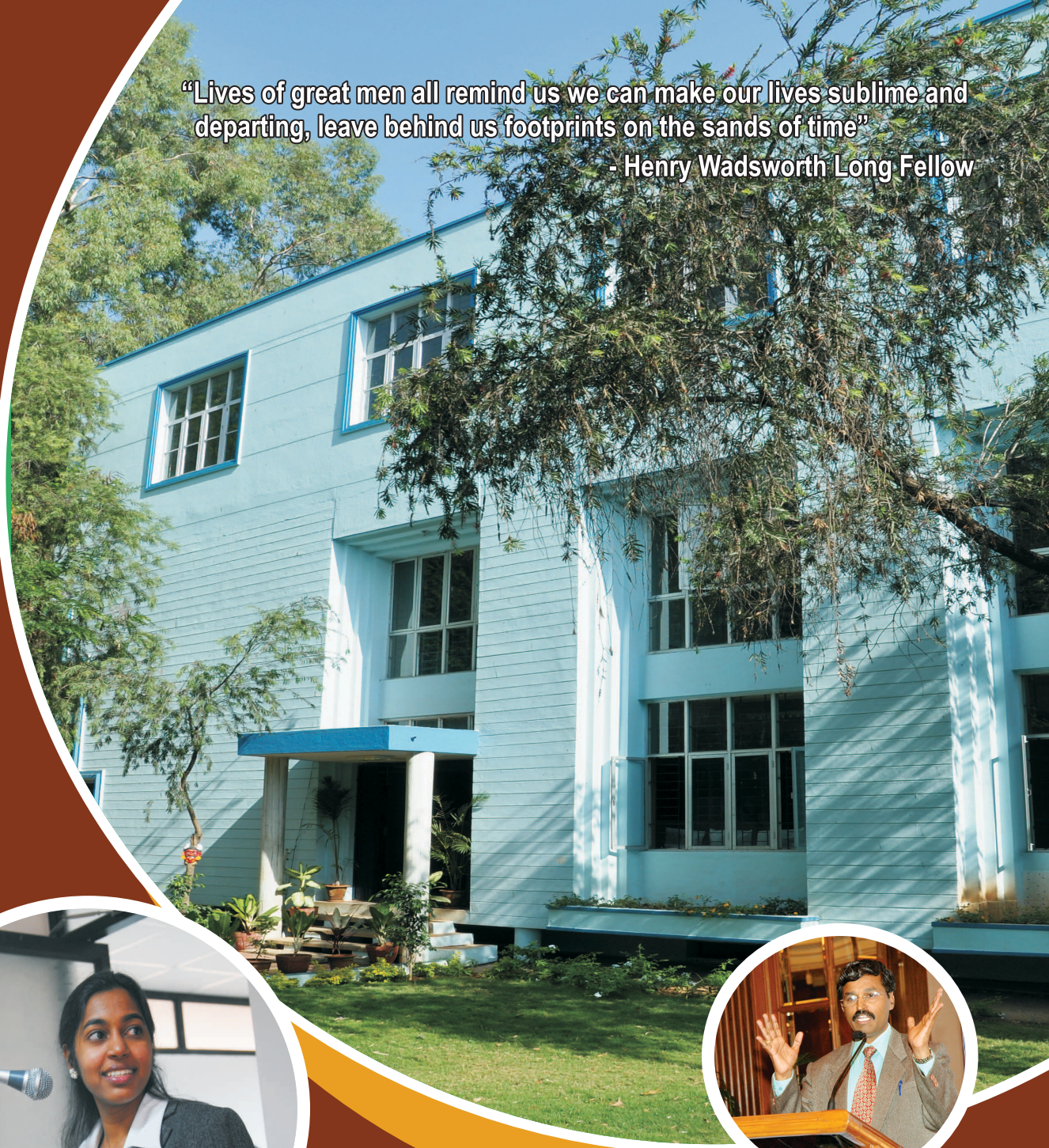
- Personalized career advising and counseling
- Assistance in pursuing jobs and internships
- A regular corporate series brings seasoned executives to campus
- Overseas industrial projects and visits provide international exposure
- Access to student and employer database

The students are also encouraged to participate as well as organise events, workshops and seminars in association with the industrial houses to build their interpersonal and team building skills. Besides consultants and senior executives from the corporate houses are invited to share their valuable and diverse insights and management lessons with the budding managers in the campus at regular intervals. The centre provides specially designed soft skills training courses with a view to improve their employability.

Many of the well known companies across the country conducted placement melas in the campus as stated below to recruit the future managers and leaders from the Gen Next Group of Institutions in this part of the country.



“Lives of great men all remind us we can make our lives sublime and departing, leave behind us footprints on the sands of time”  
- Henry Wadsworth Long Fellow



For Admissions, Please Contact  
The Principal

**DBA CORPORATE BUSINESS SCHOOL, BENGALURU**  
(A Unit of Gen Next Group of Institutions)

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