

“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 COLLEGE OF MANAGEMENT STUDIES & RESEARCH, BENGALURU

(Affiliated to University of Mysore, Mysore & Recognised by UGC, New Delhi)

POST GRADUATE PROGRAMS
(MBA, M.COM, MCA)

PROSPECTUS

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Gen Next Group of Institutions, Bengaluru, India





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 help to generate job creators instead of job seekers among the youth. For instance, we have several billion dollar successful technology startups like InfoEdge, 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 College and build a progressive enterprise pushing the nation to a pinnacle.

In association with world renowned Indian and overseas universities, **DBA College of Management Studies & Research, Bengaluru** to offer various post graduate and research programs 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 College of Management Studies & Research, 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)



UNIVERSITY OF MYSORE, MYSORE

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 Universities like University of Mysore, Mysore play a key role in producing seasoned professionals.

The University of Mysore is among the foremost institutions of its kind, and is an **enduring symbol in the sphere of higher education in India**. It was founded by the then Maharaja of Mysore, His Highness Sri Krishnaraja Wodeyar IV and his Dewan, the renowned engineer - statesman, Sir M.Visvesvaraya, on July 27, 1916. The Maharaja of Mysore became its first Chancellor. A Bill to establish and incorporate the University was introduced in Mysore Legislative Council in 1916. The University of Mysore became the first University outside the domain of the English administration in India, the sixth University in India as a whole, and the first ever University in Karnataka. During the institution of the University in 1916, four faculties were constituted viz., Arts, Science, Engineering and Technology, and Medicine.

The main campus of the University, created in 1960, lies in a picturesque area of 739 acres at the western end of the Kukkarahalli Lake. The University headquarters, the Crawford Hall, is located right across the lake on the eastern end. This inspiring locale of the campus was aptly named Manasagangotri (Fountainhead of the Ganges of the Mind) by the poet-laureate, Dr. K.V.Puttappa. The Mysore University Library offers a collection of over 8 lakh books, 2,400 journal titles and 1 lakh volumes of journals. The main campus features an amphitheatre, an auditorium, a swimming pool, and hostels for women and men with modern amenities and comforts. The

University has established a rapport with many well-known and prestigious universities and institutions abroad for academic, technical and cultural exchange. For details please visit University of Mysore website : www.uni-mysore.ac.in. The postgraduate programmes of the University are distributed over three campuses in addition to the main campus at Manasagangotri, Mysore. These three campuses are located in Tubinakere near Mandya, Hemagangotri near Hassan and at Chamarajanagara.

The University of Mysore has established University Satellite Centre at Chamarajanagar offering MBA, MSW and MCJ courses from the academic year 2010-11 for the benefit of graduates in backward region. In the last eight decades, the University has served the cause of higher education with distinction. Apart from 185 affiliated colleges with about 55,000 students, currently the university has 41 postgraduate departments at three postgraduate centers, offering nearly 71 postgraduate courses. The distinct strength of the University lies in providing high quality teaching and research with a strong focus on pure and applied sciences, humanities, social sciences, languages, law, education, physical education and fine arts. Most of the postgraduate departments are of international repute and known for excellence in research. The Government of India has allocated a sum of Rs. 100 crore to the University treating the University of Mysore as an Institution of Excellence in the country during 2008.

It is one of the Prestigious Public Universities established in the country, it is the very **first University in the Princely State of Mysore** and it is the **first University in India** to be assessed and **accredited with FIVE STAR status in 2000**, re-accredited at A+ level in 2006 and re-accredited again in 2012 with a CGPA of 3.47 at A grade by the National Assessment and Accreditation Council (NAAC). Mysore city, where the University is located, is the cultural center of Karnataka State.



DBA COLLEGE OF MANAGEMENT STUDIES & RESEARCH, BENGALURU

DBA College of Management Studies & Research, 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.

In association with Premier State Owned University of Mysore, Mysore, **DBA College of Management Studies & Research** offers market driven programs like MBA, M.Com and MCA 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 University of Mysore wherein colleges and institutions like DBA College of Management Studies and Research with facilities and faculty are identified and approved as outreach academic partner of University of Mysore to conduct said post graduate programs as regular graduate program. The post graduate programs give the budding executives the platform to imbibe procedural, theoretical and applied aspects of business management.

The hi-tech campus of DBA College 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 College 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 DBA College 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 Strategy

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 - HRM & 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-IIT K
Corporate Professor- IT & HR



STRUCTURE OF POST GRADUATE PROGRAMS

MBA (2 Years- 4 Semesters)

Semester I

Management Concept & Theories
Organisational Behavior
Business Environment
Managerial Communication
Managerial Accounting
Managerial Economics
Statistics for Management

Semester II

Marketing Management
Human Resource Management
Corporate Finance
Business Research Methods
Operational Research
Operational Management
Management of Information Systems

Semester III

Choice Courses
Business Legislations
Strategic Management
Elective -I
Elective -II
Elective -III
Project Work

Semester IV

Entrepreneurship & Project Management
Elective -IV
Elective -V
Elective -VI
Elective -VII
Project Work

Elective Areas

Marketing Management
Financial Management
Human Resource Management
International Business
Information Systems

MCA (3 Years- 6 Semesters)

Semester I

Introduction to IT
Programming in C
Accounting & Financial Management
Computer Mathematical Foundation
System Analysis & Design
Software Lab -I
Software Lab -II

Semester II

Management of Information Systems
Object Oriented Programming using C++
Data Communication & Networks
Principles of Management
Introduction to Micro Processor
Software Lab -III
Software Lab -IV

Semester III

Computer System Architecture
Data Structure
Computer Based Optimisation Methods
Workshop on Visual Basic
RDBMS -I
Software Lab -V
Software Lab -VI

Semester IV

RDBMS -II
Systems Software
Operating System
Software Engineering
Elective -I
Software Lab -VII

Semester V

Computer Graphics –MCA Project
Internet Programming & Java
Elective -II
Elective -III
Software Lab –VIII
Comprehensive Viva Voce

Semester VI

Project Work

M.COM (2 Years- 4 Semesters)

Semester I

Accounting Theory
Corporate Governance
Financial Management
Marketing Management
Business Research Methods

Semester IV

Computer Applications in Commerce
Strategic Management
Foreign Exchange Management
International Financial Management
Project Work

Semester II

Capital Market Instruments
Human Resource Management
Organisational Behavior
International Accounting
Operational Research

Elective Areas

Agri-Risk Management
Business Taxation
Financial Accounting
Financial Management
Human Resource Management
Management Accounting

Semester III

Business Policy & Environment
Statistics for Business Decisions
Management of Non-Profit Organisations
Portfolio Management
International Business

ADMISSION PROCESS

Eligibility:

Any graduate or post graduate in arts, science, commerce, business management, allied science, engineering and technology, medical science etc., of University of Mysore or from any other University considered equivalent shall be eligible for admission to the post graduate programs such as **MBA, M.Com** and **MCA** offered by the **DBA College 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 University of Mysore.

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 the post graduate programs.

How to Apply:

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

The completed and duly filled 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.

Total Program Fee:

The fee for post graduate programs as stated below can be paid annually in the form of DD drawn in favour of '**DBA College of Management Studies & Research**' payable at Bengaluru.

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

MBA	Rs. 2,25,000 per Annum / US \$ 4000
M.Com	Rs. 80,000 per Annum / US \$ 1300
MCA	Rs.1,00,000 per Annum / US \$ 1700

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 College after paying their first year tuition fees.

Bank Loan:

DBA College 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 post graduate programs, DBA students will be awarded with **MBA /M.Com/MCA** Certificate by **Prestigious University of Mysore**, Mysore 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:

- o Literary Club & Alumni Club
- o Arts & Culture Club
- o Foreign Language & International Club
- o Finance Club
- o Sports & Recreational Club
- o Entrepreneurship Cell
- o 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 COLLEGE 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 College of Management Studies & Research, 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 College 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:

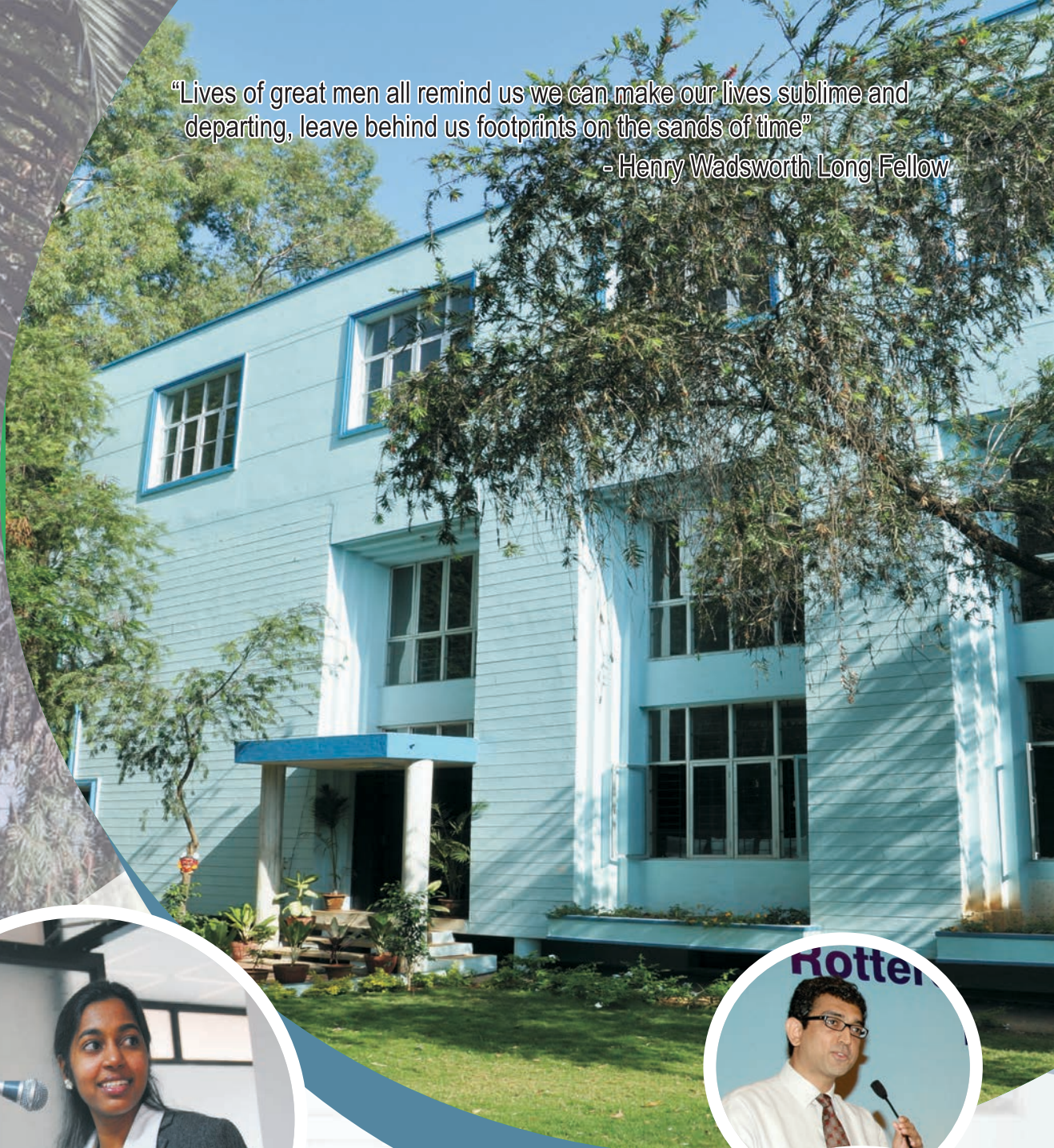
- Personalized career advising and counseling
- Assistance in pursuing jobs and internships
- A regular corporate series brings seasoned executives to campus
- Overseas industrial projects and visits provide international exposure
- Access to the employer database

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 COLLEGE OF MANAGEMENT STUDIES & RESEARCH, BENGALURU
(A Unit of Gen Next Group of Institutions)

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