
DAYANANDA SAGAR UNIVERSITY
SHAVIGE MALLESHWARA HILLS, KUMARASWAMY LAYOUT
BENGALURU -560 111, KARNATAKA.

SCHOOL OF COMMERCE & MANAGEMENT STUDIES



SCHEME & SYLLABUS FOR
EXECUTIVE MASTER OF BUSINESS ADMINISTRATION
(EMBA)

(With effect from Feb, 2024)

Program Architecture

Executive MBA (16-17 months - 54 Credits)

Course Code	Course/Subject Name	Teaching Scheme- Hours			Evaluation/Grading/Examination			Project Work	Total
		Class Lecture	Out of Class Work	Credits (54)	Theory Marks/ Examination **	Assignment 1	Assignment 2		
Trimester I (16 weeks)									
24EPG101	Human Resource Management	18	108	3	40	30	30	0	100
24EPG102	Accounting for Managers	18	108	3	40	30	30	0	100
24EPG103	Marketing Management	18	108	3	40	30	30	0	100
24EPG104	Organization Theory	18	108	3	40	30	30	0	100
				12					400
Trimester II (16 weeks)									
24EPG201	Corporate Finance	18	108	3	40	30	30	0	100
24EPG202	Managerial Economics	18	108	3	40	30	30	0	100
24EPG203	Business Law, Ethics and Social Responsibility	18	108	3	40	30	30	0	100
24EPG204	Corporate Entrepreneurship & Inn	18	108	3	40	30	30	0	100
				12					400

Trimester III (16 weeks)									
24EPG301	Operations Management	18	108	3	40	30	30	0	100
24EPG302	Global Business	18	108	3	40	30	30	0	100
24EPG303	Strategic Decision Making & Management	18	108	3	40	30	30	0	100
24EPG304	Research Methodology	18	108	3	40	30	30	0	100
				12					400

Course Code	Course/Subject Name	Teaching Scheme- Hours			Evaluation/Grading/Examination				Total
		Class Lecture	Out of Class Work	Credits (54)	Theory Marks/ Examination**	Assignment 1	Assignment 2	Project Work	
Trimester IV (16 weeks)									
1. Human Resource Management									
24EPG401	Performance Management	18	156	4	40	30	30	0	100
24EPG402	Learning & Development	18	156	4	40	30	30	0	100
24EPG403	Compensation Management	18	156	4	40	30	30	0	100
24EPG400	Capstone Project			6	0	0	0	100	100
				18					400
2. Marketing Management									
24EPG404	Consumer Behavior & Market Res	18	156	4	40	30	30	0	100
24EPG405	Advertising and Integrated Marke	18	156	4	40	30	30	0	100
24EPG406	Social Media Marketing	18	156	4	40	30	30	0	100
24EPG400	Capstone Project			6	0	0	0	100	100
				18					400
3. Global Business									
24EPG407	International Human Resource Management	18	156	4	40	30	30	0	100
24EPG408	Global Sales & Marketing	18	156	4	40	30	30	0	100
24EPG409	Global Finance	18	156	4	40	30	30	0	100
24EPG400	Capstone Project			6	0	0	0	100	100
				18					400
4. Project Management									

24EPG410	Emerging Areas in Project Management Practices	18	156	4	40	30	30	0	100
24EPG411	Project Planning & Control	18	156	4	40	30	30	0	100
24EPG412	Project Risk Management	18	156	4	40	30	30	0	100
24EPG400	Capstone Project			6	0	0	0	100	100
				18					400
5. Operations Management									
24EPG413	Logistics and Supply Chain Management	18	156	4	40	30	30	0	100
24EPG414	Total Quality Management	18	156	4	40	30	30	0	100
24EPG415	Lean Management	18	156	4	40	30	30	0	100
24EPG400	Capstone Project			6	0	0	0	100	100
				18					400
6. Business Analytics									
24EPG416	Introduction to Analytics	18	156	4	40	30	30	0	100
24EPG417	Prescriptive Analytics	18	156	4	40	30	30	0	100
24EPG418	Predictive analytics	18	156	4	40	30	30	0	100
24EPG400	Capstone Project			6	0	0	0	100	100
				18					400
Course Code	Course/Subject Name	Teaching Scheme- Hours			Evaluation/Grading/Examination				
		Class Lecture	Out of Class Work	Credits (54)	Theory Marks/ Examination **	Assignment 1	Assignment 2	Project Work	Total
7. Financial Management									
24EPG419	Security Analysis & Portfolio Management	18	156	4	40	30	30	0	100
24EPG420	Financial Derivatives & Risk Management	18	156	4	40	30	30	0	100
24EPG421	Project Appraisal & Financing	18	156	4	40	30	30	0	100
24EPG400	Capstone Project			6	0	0	0	100	100
				18					400
8. Entrepreneurship & Innovation Management									

24EPG422	Introduction to Entrepreneurship	18	156	4	40	30	30	0	100
24EPG423	Opportunity identification & Generating Ideas	18	156	4	40	30	30	0	100
24EPG424	Business Plan Development	18	156	4	40	30	30	0	100
24EPG400	Capstone Project			6	0	0	0	100	100
				18					400
9. Information Technology Management									
24EPG425	Digital Strategy and Digital Transformation	18	156	4	40	30	30	0	100
24EPG426	Digital Enterprise	18	156	4	40	30	30	0	100
24EPG427	Software Product Management	18	156	4	40	30	30	0	100
24EPG400	Capstone Project			6	0	0	0	100	100
				18					400
10. Logistics & Supply Chain Management									
24EPG428	Application of IT in Supply Chain Management	18	156	4	40	30	30	0	100
24EPG429	Logistics & Materials Management	18	156	4	40	30	30	0	100
24EPG430	International Supply Chain Operations Planning	18	156	4	40	30	30	0	100
24EPG400	Capstone Project			6	0	0	0	100	100
				18					400
11. Product Management									
24EPG431	Product Life Cycle Management	18	156	4	40	30	30	0	100
24EPG432	Product Strategy	18	156	4	40	30	30	0	100
24EPG433	Product Go To Market	18	156	4	40	30	30	0	100
24EPG400	Capstone Project			6	0	0	0	100	100
				18					400

** Theoretical Examination are conducted for 100 marks and then scaled down to 40 marks.