



VIEW BOOK

Doon Business School
Doon Business School - Global
DBS School of Agriculture
& Allied Sciences

Prime Numbers



Dr. Anjum Aggarwal - Trustee receiving
'The Most Innovative Business School Award'
at Hotel Taj, Mumbai



2nd

Best Institution in India (After IIM-A)
in 'Future Orientation of
Management Courses'

India Today Nielson Survey

4th

Best Management College in India
for Industrial Interface

Careerlinks

5th

Best Pvt. Management Institution
in India for
'Value for Money Education'

India Today Nielson Survey

6th

Best Business School in India for
"Top Faculty"

Careerlinks

32nd

Best Business School in
'Overall Performance'

by Business Today, India Today Nielson Survey

AAA

By Career 360

- **Ranked among Top 10 B-Schools of North India.**
– All India Management Association (AIMA)
- **Most Innovative Business School of India.**
– UTV Bloomberg
- **Ranked amongst the top 35 B-Schools in India.**
– Business Barons
- **Amongst top 50 Pvt. Management Institutes in India.**
– Business India
- **Amongst Top 15 in Pvt. B-Schools in North India.**
– The Week-Hansa Research Survey
- **Rated 2nd Amongst The Top Emerging B-Schools in India.**
– Business Baron
- **India Excellence Award for Best Upcoming Management Institute in India.**
– The India Excellence Award

KEY DRIVERS AT DBS



Students at Listing Hall Bombay Stock Exchange

- ▶ Highly industry interactive education.
- ▶ Learning by Empowering (Students manage the Campus).
- ▶ Problem Based Learning methodology along with Case Study Approach.
- ▶ Experienced faculty with enriched industry & research experience.
- ▶ Specialized training and skill development programmes (optional with regular degrees) preparing students for global assignments through value added certificates like :
 - SAP-R/3 through SAP University Alliance
 - Course on Social Media, E-business, SEO etc.
 - Six-Sigma Green Belt
 - NISM/ NCFM-Capital Market/ Derivatives/ Risk Management Module.
 - French Language Certificate and Tally - ERP-9.0 training
 - Focus on advanced computing.
- ▶ Guided Internships in PG and UG.
- ▶ Beautiful, Peaceful, Conducive environment of Dehradun with large no. of pollution free industries for exposure.
- ▶ Unique super specializations in functional areas in PGDM
- ▶ Strong placements Cell providing support to students resulting in multiple offers to most.
- ▶ Focus on creating world class leaders / managers.
- ▶ International exposure through tours to Singapore / Dubai.

“ The Combination at DBS-the location, size, safety and especially its focus on providing industry integrated education-is a great advantage for the students. ”





The Roots...

Mohit Aggarwal, (B.E., MBA)
Chairman - Doon Business School-Group.



Mohit Aggarwal receiving Certificate of Excellence in Education by Oxford University (United Kingdom)

Mohit Aggarwal after completing his Bachelors in Engineering, Masters in Business Administration has managed business in Telecom, chemicals, finance, construction and other related sectors. He has over 20 years of experience as a Management Consultant, Industrialist and of managing educational institutions. He is a passionate educationist who has participated extensively in India and abroad in the field of fostering education reforms and the amalgamation of industry and academics.

Dear Students,

Firstly I congratulate you for taking this step forward to enrich your career with a professional qualification.

At DBS Campus you will explore the world of opportunities through our specialized, enriched academic offerings, diverse culture and collaborative learning environment that empowers you to achieve your dreams.

In addition to the university curriculum, every course at DBS is structured as per the current industry requirements, best practices in the world and whole lot of extra-curricular activities which engulfs every one for an overall personality development and brings about an unforgettable college experience.

We wish you all the best in your endeavor to gain professional expertise and shall look forward to welcoming you in our institute.

Mohit Aggarwal

The Promoters & Philosophy

DBS group has been promoted by a family of educationists and industrialists who have been through the grind in fields of both education and industry. By virtue of their vast experience in these sectors, they were able to visualize the gaps and developed a zest for imparting quality management education supported by latest technology.

The DBS group of Institutions are owned and governed by "Eskay Educational Trust" a non profit organisation. The basic MISSION of the trust is to provide education and training to all eligible students and aspirants of learning, in various disciplines, irrespective of their caste, creed, colour or community. The trust is committed to provide the highest quality of infrastructure and education in selective fields of higher technical education through its various Institutions.

The VISION of the trust is to develop Doon Business School- Group of Institutions as one of the leading Management Institutes of the Country and a vibrant hub of higher technical education, known for rearing the future leaders of the Country.



**Mr. S.K. Aggarwal, M.A., Founder Doon Business School
First Trustee - Eskay Education Trust**

The Academic Council



Prof. Bramh Prakash Pethiya

Educational Qualification:

B.Tech. (Hons), PGDM-1976-78 (IIM Ahmedabad), Ph.D.

Brief Profile:

An Esteemed Academician with rich academic administration and research experience having distinction of being associated with renowned organizations at apex positions in Education Domain as well as in Corporate. Extensive overseas exposure to various countries for Academic Assignments and Conferences.

Designation: Campus Director

Key Achievements:

- (i) Served as Member of the Board of Governors in various organisations like IIFM, MoEF, Gol, for Three Terms; Forest Development Corporation of Maharashtra (A Government of Maharashtra undertaking).
- (ii) Resource Faculty for International Programme on "Project Management" at Bangkok, Thailand, Asian Institute of Technology, Bangkok, Thailand including for their centre for Vietnam, Hanoi.
- (iii) Has completed number of Consultancy assignments for various organisations including World Bank Projects.



Dr. G N Pandey

Educational Qualification:

Ph.D Management, MBA (HRM)

Designation: Advisor, HOD HR

Experience: Over 45 years

Formerly Secretary IIM,
Lucknow Society



Dr. M C Porwal

Educational Qualification: Ph.D

(Remote Sensing of Environmental Resources)

M.Sc. (Ecology & Environment),

Master in Geography (Gold Medalist), LL.B.

Designation: Principal

Experience: 39 years



Prof. Mahendra Saxena

Educational Qualification: MBA

(HR and General Management) from RSOU

BE from IIT, Roorkee

Designation: Professor,

President (Strategic Services)

Experience: 35 Years



Prof. Sunil Chaudhary

Educational Qualification: MBA (MIS and HR)

from Wilfrid Laurier University-Canada,

PGDM (Industrial Management) IISC-Bangalore,

B.E (Mechanical Engineering) from NIT-Surat

Designation: Professor, Dean, Placements

Experience: 38 Years

Dehradun

A Safe Knowledge City

DBS campus is situated in the picturesque city of Dehradun, Capital of Uttarakhand State & known as the Knowledge City of India. Uttarakhand is also called Dev Bhoomi meaning "The Land of Gods". Dehradun is 250 kms from the national capital and is well connected by air, rail and road transport.

Adventurous people find excellent excursion opportunities for sports like white water rafting, ice skiing, wind surfing, camping and admirable places to visit like Jim Corbett National Park, Hill Station of Mussoorie etc.

The atmosphere in Dehradun is highly conducive to learning. Excellence in teaching has its roots in Dronacharya's times from whom the city gets its name. Dehradun has vibrant industrial activity that enables our students to keep in constant touch with industry. Some of the prominent units are BHEL, ONGC, Tata Motors, Videocon, NHPC, Samsung, LG, HLL etc. DBSG has SIDCUL Pharma city as its neighbor.

The advantage of being in Dehradun, with lovely weather, polished people, being one of the safest cities in India, makes it the 'Best Destination for Education' in the Country





Students Meditating



Students enjoying in Mussoorie

Ideal Location

DBS campus is developed in an area of about 4 acres in Selaqui, Dehradun. The location offers a definite advantage of being close to Pharmacy and UPSIDC Industrial area and at the same time is surrounded by greenery. The site is very picturesque with the back drop of Shivalik Mountains and beautiful queen of hills, Mussoorie.

Due to vicinity to the industrial base, the students at DBS undertake frequent industrial visits and are exposed to various industries like Pharmaceutical, Packaging, Apparels, White goods, (TV, Fridge), Shoes etc, and get live inputs into management of small and medium size industries.



Students enjoy Trek to Tungnath



DBS Students During Rafting



Honorable CM, Uttarakhand,
Mr. Harish Rawat addressing the students at DBS



Faculty Development Program at Oxford University

“

At DBS you not only get the Full Time Regular Govt University Degree, but you also get the industry benchmarked certifications in the skill sets expected by the corporate.

”



DBS Students at the UTU Convocation



DBS Group

Doon Business School

Doon Business School - Global

DBS School of Agriculture & Allied Sciences

All Institutes have separate buildings and independent educational infrastructure, where many utilities, recreational facilities, hostels, play grounds and certain Infrastructural backbones are shared. All Institutes offer non- competing diverse courses, but compete in the various extracurricular activities conducted between the institutions.

DBS Programs and its Affiliations

Course	Affiliation	AICTE/UGC
Doon Business School - Global		
PGDM + SAP	Autonomous	AICTE
PGDM - Global	Autonomous	AICTE
Doon Business School		
MBA	Uttarakhand Technical University	AICTE
MBA-IB	HNB Garhwal University	UGC
MA (Mass Communication)	HNB Garhwal University	UGC
BBA	HNB Garhwal University	UGC
Masters of Business Administration (Integrated) [BBA + MBA, 5 year integrated MBA]	Uttarakhand Technical University	AICTE
BCA	HNB Garhwal University	UGC
B.Com.	HNB Garhwal University	UGC
BA Hons. (Mass Communication)	HNB Garhwal University	UGC
DBS School of Agriculture and Applied Sciences		
B.Sc. Agriculture	Sri Dev Suman University, Uttarakhand	UGC
B.Sc. Forestry	Sri Dev Suman University, Uttarakhand	UGC



“Moving into future , the world will need people to act as liaison between technological and cultural progress. That's what the DBS programs do. They help strike the balance between the corporations passion for the bottom line with the happiness quotient of the employees and brings out the future leaders for multinational corporations.”

Hon'ble Vice Chancellor, Shri Dev Suman University addresses DBS Students

Alliances

Our Commitment to achieve excellence is reflected in recognition & partnership with global/national leaders like SAP Germany, Kriger Research, USA, Queensland University of Technology Australia, Microsoft, Confederation of Indian Industries (CII), Cambridge University and National Stock Exchange.

DBS has been chosen by SAP Germany as its University Alliance Partner. This alliance enables our students to get SAP training. Encouraged by the great demand worldwide

for SAP consultants, we groom our students for a lucrative career in Global Consulting rather than an entry level position. DBS students have access to SAP's best business practices and are able to network with some of the top running academic institutions of Europe & Asia.

DBS has entered into an MoU with the Embassy of France for teaching French language. A French national, an expert in the teaching of French, teaches French to the

students at the end of which a globally recognized due certification is provided.

We also have strategic alliance with Queensland University of Technology to provide our students back-end support relating to SAP training. Strategic alliance with SAS, world's leading statistical applications and analytical software and Microsoft Academic Alliance shall benefit the students immensely.

More such alliances are being developed to cover a wide spectrum of learning.



University Alliance



NATIONAL STOCK EXCHANGE



Academic Alliance



Confederation of Indian Industry



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

SAP University Alliance Partnership

SAP at DBS is a very enriching experience. Every student in DBS has the option of learning SAP. It is part of the curriculum in PGDM and is also offered as an additional subject in all the other courses. Our faculties teaching SAP are "SAP Certified"

With the Wi-Fi connectivity available in campus, the students at DBS practice and do projects in SAP connecting to our SAP servers.



Students at SAP Headquarters



Research and Consultancy Wing

Management & Industrial Solutions Group (MISG)

DBS has a separate research & consultancy wing where-in the faculty carry out research on live, current projects for their own or for the industry. Research assistance-ship is provided to students on case to case basis. The faculty takes up various consultancy jobs of corporate & Govt. surveys. Research is done by the faculty with the help of students.

MISG is the consultancy division of Doon Business School. On its panel are highly qualified professional management consultants and industry experts with a mission to bring high class consulting capabilities and management education for the benefit of the industry, Government and student. It is our vision to establish MISG as a one stop professional services solution provider to industries and state government in the areas of Information - Technology, Project Management, Social Development &

E-Governance segments. Students are actively involved in the consultancy projects through various field surveys & presentations. MISG research is simplified for the benefit of various corporates.

Entrepreneurship Incubation Centre

The Entrepreneur Development & Incubation Centre of DBS promotes entrepreneurship development among its students and encourages them to become self employed professionals. Identification of entrepreneurial traits starts with individual personality analysis carried out on each student immediately after admission. Prospective entrepreneurs are provided all other support through venture capitalists, bankers interaction facilities to kick start their projects.



International Conference on E-Commerce



Student receiving the AIMA Award

Infrastructure

We have created a state of the art eco friendly and functionally efficient infrastructure to cater to the needs of our students, faculty and support staff. The class rooms, rest rooms, hostel, library etc have been built according to UGC/AICTE standards.

The academic block is designed in brick finish with plush interiors and furnishing. The 100,000 sqft. building has all amenities required for running various courses and has an excellent spacious infrastructure for about 1000 students. The lecture halls are thoughtfully designed in theatrical style to inculcate a sense of discipline and high quality learning, whereas tutorial rooms are furnished in a way to enhance student-teacher interaction.

Computing Facilities

DBS has a wi-fi enabled campus with 3 different IT labs housing more than 300 latest Computers, servers and software facilities. DBS has access to many computerized databases like Capitaline, CMIE (Centre of Monitoring Indian Economy), ICRA etc which are used by its students and faculty for various research work and projects undertaken at DBS. DBS lays a lot of emphasis on its students getting hands-on practice on various softwares and working knowledge of using accounting and office packages so that the students find no gap in their learning on joining various corporates.

Its e-learning is backed by a rich diverse content library linked through a Learning Management System. The content library development is being structured in multiple layers to promote incremental learning by tagging core content with supporting teaching resources like mind maps, presentations, question bank, case studies and Video on demand.

Internal Communication is through an e-messaging system. All assignments and classwork is delivered through the ERP system of the Institute and managed on real time basis.

Library and Learning Resources

Besides an extensive collection of books (over 15000) and periodicals in print format, DBS has access to 25000 + e-books for its students.

Apart from the book bank facility, students get to keep more than 100 e-books for lifelong reference. All case studies and projects, assignments and other presentations are provided through the e-library.

Access to journals of global standards is available through subscription.

Book Bank

The institute has arrangement with the Trust to provide all Books for all subjects on returnable basis in each semester for a fixed fee. This ensures standardization and availability of quality study material. The scheme is optional.

Webinar

In our endeavor to provide the best of the best education, we provide webinar classes for specific lectures. With our education partners in Queensland, Australia and in other parts of the world, we have been successfully

conducting and sharing the experiences of Academia and Industry with our Students with this new technology.

Audio Video Learning Aids

A beginning has been made in the acquisition and stocking of video films on management in a small way. The Institute also subscribes to video magazines and regularly uses these to reinforce its classroom sessions. All classes are supported by Audio-Video devices with public address system.



SAP-Lab



Case study analysis in progress



French Embassy nominee Ms. Berenice Pagnard conducts French Classes at the campus

“ Students from 23 states of India and 5 countries make staying at the campus an enriching experience, enabling learning from each other's culture and cross functional back ground. ”



Open Computer Lab

Hostel Facility

Institute has made arrangements for outstation candidates in separate hostels for boys & girls. Candidates willing to stay in the hostels shall fill in the request at the time of registration & hostel facility will be provided to them. Staying in the hostel is not compulsory.

Mess

The mess at the institute is spacious and equipped with comfortable dining furniture. It provides hygienic and nutritious food to the students. The students decide the weekly menu according to which meals are prepared and served. Mess staff is conscious about the cleanliness and quality of food.

Day Boarding

Institute provides day boarding facility to students who wish to avail the facility wherein, Break-fast, Lunch, Tea are provided in the Institute. The timings for day boarders are 8:30 AM to 7:30 PM. The food is provided on buffet basis where in inclusion/exclusion of particular meals is permitted.

Transport Facility

For the convenience of the non-resident students and staff members, the institute arranges sufficient number of buses at nominal rates. These buses pick the students from most of the locations in Dehradun and adjoining areas to institute & drop them back at fixed time as per the schedule of the college.



Amphitheatre



Boys Hostel Room



Girls Mess



Canteen



Girls Hostel Room



Gym



Hostellers in College Campus



Gym



“ Become an integral part of a community that fosters innovation at every level. Innovative ideas often result from an environment that values multidisciplinary exchange of ideas that tackle real-world problems. ”



Learning by Empowering - Students manage the college



Committee Meeting in the Board Room

Industry Immersion
in Singapore



Career Development Centre

CDC provides counselling and career decision support, emphasizing career development as a lifelong process. The cell organizes special workshops to prepare the students for the selection process. All students are profiled as per their strengths and weaknesses and a specific career guidance plan is prepared for each student that gives insights into professions and industry segment most appropriate to their nature and capabilities. Students are also provided additional training for specific industry sectors.

In addition to corporate visits, industry professionals and other subject experts are regularly called by the career development cell to interact with students and deliver talks on the current developments. The CDC also helps students in locating summer placements. The industry experts and in-house consultants do a mapping of every student and encourage him/her to choose a career suitable for his/her personality.

International Internships

DBS Global offers internships to its students in Singapore (along with stipend), where in their boarding, lodging & travel to work is all taken care of. International internships are optional & the costs are to be borne by the students & are not included in the fees of the college.



Placements

Employability & Placements are the key focus area at DBS. We have adopted a strategy of targeting placements at the middle level of management rather than at the entry level by providing additional skills and training. Extensive coverage of global trade parameters and best practices of industry ensures that students are well equipped to handle competitive pressures of global business.

Placement is an independent activity managed entirely by the career development cell & the students through their nominated committee member, under the overall guidance of an experienced Placement Coordinator.

Moreover, the activities calendar of DBS has incorporated a number of activities which have been designed to promote industry interaction. Relationship building with Corporates through rich knowledge exchange has helped build a trust in our capabilities to nurture talent and impart necessary skills in our students.

CDC has been able to achieve more than 100% offers every year for its students by building strong corporate relationships and student's skill enhancement. Interviews in more than 85 corporates were arranged for the students during last year's placement season.

Over the past few years the total no. of offers made to the students of DBS exceeds the no. of eligible candidates opting for placements from the campus.

'DBS Graduates fare exceptionally well in career outcome, because of its extra emphasis on the industry immersion programme. They not only join the companies by their choice, but grow much faster than their peers in corporate hierarchy'

Mr. Rajneesh Kapur
CIO – Make My Trip.com

Partial List of Recruiters

DBS Graduates fare exceptionally well in career outcome, because of extra emphasis on industry during the course. They not only join the companies by their choice but also grow much faster than their peers in corporate hierarchy.



99acres.com
Aarti Enterprises
Accys Management Services P. Ltd.
Add India Advertising
Allied Pickfords India Pvt. Ltd.
Aon Hewitt
Archelons Consulting
Arzoo Engineering Works
Axiom Landbase Pvt. Ltd.
Bhagla Management Consultants P. Ltd.
Ceasfire Industries Ltd.
Cadbury (Kraft Foods Inc.)
Capital Via
Jaro Education
Daffodil Green House P. Ltd.
Evolutionary Systems

Fin Edge Advisory Pvt. Ltd.
Flipkart
Fortune Hyundai
Forun Courier & Cargo Ltd.
Gati Ltd.
Genpact Ltd.
Group 3 India Services
Havells India Ltd.
HCL Technologies Pvt. Ltd.
HDFC Sales
HDFC Bank
HMS Agro Protein
IBM Global Services
ICFAI Group
IKYA Global Services
Indicon International Pvt. Ltd.

Jeevansathi.com
Justdial.com
NIIT
Innovative Investment Solution
INSOL
IPCA Laboratories
Isomer Healthcare P. Ltd.
ITC Wills Life Style
Infoway Technologies
Interglobe Technologies
Jaro Education
Johnson & Johnson Ltd.
Kapson Retails Ltd.
Quest
Kashipur Sugar Mills Ltd.
Krishi Vigyan Kendra
LG Electronics Pvt. Ltd.
Limelox Technologies
Matrix Technologies
MDN Future School/Udaan International
Metlife Insurance
Muthoot Fincorp
Mydala.com
Narmada Chemicals
Nature Heights
Nestle
NexGen RX Life Sciences Pvt. Ltd.
Om Logistics Ltd.
Ram Enterprise, Singapore
Ramalingam Construction Company Pvt. Ltd.
Reliance Money
Reckitt Benkiser
Rohan Motors
Rudraksha Tradecom P. Ltd.
S.R. Associate & Finance
Satguru Travels
SMC Global
Solomon Group
Team Lease Services Pvt. Ltd.
TATA Teleservices
Techinfinity India P. Ltd.
Unique Party Planners
Water Travel & Event Pvt. Ltd.
Winning Edge Learning Pvt. Ltd.
Wipro Technologies
XADOO
XL Dynamics
Varun Beverages Pvt. Ltd.
Vision Technology and Media Services
Vortex Financial
Yash Papers Ltd.



FACULTY AT DBS

Total No. of Full Time Faculties : 42
Part Time/Adjunct/Visiting Faculties : 36

Faculty

The Institute's faculty is a rich blend of academic achievement and practical experience. The Institute stresses the realistic value of the training given and draws heavily on practicing managers who develop appropriate learning situations that foster conceptual clarity and underscore the applicability of theoretical inputs to real life situations.



Dr. H S Grewal

Educational Qualification: Ph.D(Commerce)-HNBGU,LLB(Labour Laws), MBA(Marketing), M.Com(Commerce)
Designation: Professor
Experience: 21 years



Dr. Sahdeo Singh Solanki

Educational Qualification : D. Phil (International Business) from USA, Ph.D., M.Phil (Economics), M.A.
Designation : Professor
Experience : 31 years including 16.5 years International Experience.



Dr. Ajay Kumar Tyagi

Educational Qualification : Ph.D. in Management, MBA (HR), LL.B., B.Sc.
Designation : Associate Professor
Experience : 17 years including 11 years in industry.



Dr. Vasudha Sharma

Educational Qualification : Ph.D Psychology GMPE (IIM-L), MA(Psychology), EMT & Life Skills Trainer
Designation : Associate Professor
Experience : 13 years



Prof. Pushpa Kataria

Educational Qualification : MBA (HR), M.Phil (Management)
Designation : Associate Professor
Experience : 14 years



Prof. Navjyoti Singh Negi

Educational Qualification : PGDM (Marketing), B.Sc.
Designation : Assistant Professor
Experience : 9 years



Ms. Berenice Pagnard

Educational Qualification : Bachelors in Psychology,
Nominee of French Embassy for French Language Program at DBS
Experience : 4 Years



**Total
Average
Experience**

14.11 Years

**Average
Corporate
Experience**

8.03 Years

**Average
Academic
Experience**

6.08 Years



Dr. D.S. Sengar Guest- Faculty from IIM Lucknow



French Language Program at DBS



Guest Lecture by Dr. Roshan Raina (IIM Lucknow)



Guest Lecture on Six Sigma Program

Publications

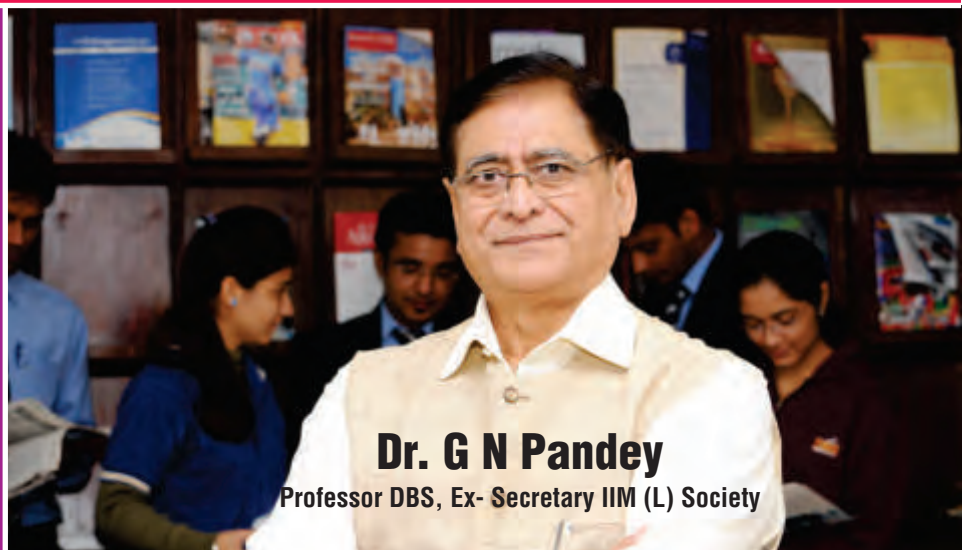
The research committee of DBS brings out a management journal called 'Global Journal of Contemporary Management' publishing National & International research papers on contemporary management issues.

'Magazine Committee' of DBS brings out a weekly in-house e-newspaper & a quarterly magazine called DBS Buzz. The magazine covers the issues pertaining to industry & is circulated amongst the Institutes, Govt. & Trade organizations. The magazine is brought out both in print as well as in an E-journal format. Various papers presented by faculty in different forms are circulated at various levels.

“

Every year, it is exciting to see the progress of students. The concept of teamwork, joint industry projects, 'Learning while Executing' make a remarkable positive change in the attitude of students.

”



Dr. G N Pandey

Professor DBS, Ex- Secretary IIM (L) Society

Learning by Empowering

At DBS the management lays emphasis on passing on the responsibility and authority of administering the institute and activities in the hands of the students.

Thus the students work as board members of various committees, write minutes register, make account statements and manage the campus & build their leadership capabilities.

The students are encouraged to participate in wide ranging extra curricular activities.

Students Council, Clubs

The student's council plans and conducts extra curricular activities of the students in the campus. The council coordinates the selection and participation of students in various activities. College encourages and actively participates in various inter college festivals in colleges of repute.

Manfest

DBS organizes a management festival involving management games and contests at an all India Level, where in the leading management colleges participate in the day long events. Last year, Manfest was organized in the month of November and veterans from industry visited our campus to provide students with their expert knowledge. Various activities in Manfest included Shipwreck, Case Studies, Product Promotion, and Business Plan etc. It witnessed a lot of enthusiasm from students of various colleges.

Cultural Club

This is one of the most active clubs of Doon Business School which organises many cultural management

events like Promotion Games, management dumb charades, freshers party, dancing competitions, salsa classes, DBS idol etc. etc.

Cult Fest - Utsav

There is a cultural festival held annually showcasing talent of students other than the academics followed by a social evening. An inter college spectacular fashion show was also organized.

Bulls and Bears Club

This club will be for those who are interested in stock exchange and for all to gain sufficient knowledge of stock exchange. The club keeps a track on various industries and shall bring out its reports and predictions for circulation. It organises mock stock exchange sessions and simulates commodity trading.

Sports Club

Sports club keeps organizing various sports activities round the year. College organizes serious sports like Volley ball, Badminton, TT, Cricket, Foot ball, Tennis, Snooker etc and fun sports like arm wrestling, slow biking, fun races, tug of war from time to time.

Techies Club

For those who are techno-freaks, a high tech club is formulated where in the latest trends in technology, gizmos, softwares are discussed. Technology inputs shall be invited from different fields. Encouragement is given to students for development of in-house technologies and softwares. A corpus fund shall also be developed to fund and support the budding technocrats. Major headway has already been made in this direction.

Quiz

DBS organizes business quiz competitions to sharpen the business environment recognition and knowledge of the students. DBS Team has established itself as an invincible quiz team by having a clean sweep over all quizzes done in the region in the recent past. Some of them being the Ford Fiesta Inter Collegiate Quiz Competition held at Haridwar, Inter Collegiate quiz held at Amarpali Institute, Haldwani, quiz conducted at the ICM's Annual Management Festival to name a few.



Cultural performance organized by Dance Club.



Biz-Quiz organized annually by Quiz Club witnesses participation of over 70 schools



NSS Club organizes Blood Donation Camp



Dramatics Club celebrates Dussehra at the campus



The Gorkha Band - DBS Students from Nepal



Debating Club organizes regular workshops on Public Speaking



Adventure Club during a recent trek to Tungnath



Great Sports infrastructure including 3 Indoor Badminton Courts, Basketball Court, Snooker, Table Tennis, Tennis, Separate fields for Football & Cricket, etc.



DBS Football Team lifts the Trophy



Students during Mumbai -Goa Tour



During Visit to Bombay Stock Exchange



Industrial Tour

Students are taken on industrial tours frequently to different type of units to give them practical exposure about manufacturing units and industrial practices.

The management of these units expect and appreciate the suggestions offered by the teams visiting these units.

Domestic Tour

Students shall be taken to five days outstation domestic tour (on actual cost sharing + admin expenses basis) where-in they are exposed to big time business centres like those in Mumbai, Pune, Jaipur etc. They will be taken to the stock exchange, commodity exchanges, dry docks, harbour area, mandi areas, large malls, film city, studios, advertising agency, Nariman point, Race Course etc. and other commercial hubs of the country. The exposure of students at that level takes the fear of the corporate world out of their mind and brings aspiration to lead others to these organizations in future.

Class Tours

Class Co-ordinators & Prefects of each class organise contributory tours to near by hill stations like Mussoorie, Kullu Manali, Chandigarh etc. Various faculties along with Tour Committee administer & arrange logistics.

Adventure Tour

Two day trekking and survival tour is organized by the environment club to the near-by Shivalik hills.



Students on Industrial Tour at Singapore



Students at Siloco Beach, Santosa, Singapore



Students Visit at HCL, Rudrapur, Nainital



Students at Taj Hotel, Mumbai



Industry Visit at Videocon

Conferences and Management Development Programmes

Academics Embrace Industry :

Extensive Industry Engagement in terms of regular Guest Lecture Series from Industry Veterans, Management Development Programs, Conferences and Live Projects are an integral part of the educational experience of students at the Institute. They expose students to real-world life experiences from the position of someone who has been there. Students get to see the insight and perspective of the guest speaker's particular field. Working on Live Projects familiarizes the student with company discipline and working environment along with best and proven practices. The institute also lays due emphasis on hosting regular MDPs, In-Company Training Programs, National and International Conferences and Seminars offering great opportunities for researchers, experts, policy makers and students.



Dr. R K Lalwani, VC-ICFAI University, addressing DBS students



Hon'ble CM, Uttarakhand,
Mr. Harish Rawat addressing Students



Guest lecture by Mr. Baljeet Sharma



Dr. S. Farooq (President, Himalaya Drug Company) at an MDP organized at the institute.



Ms. Michelle Jones, Fullbright Scholar addresses students on American Folk Music.



Prof. Sam Hines, University of Montana during a workshop. Prof. Hines is a regular visitor at the institute & his lecture series are a huge hit among the student.



National Conference in progress



Mr. Neeraj Sharma - Head North India, New India Insurance Company addressing DBS students.

International Immersion & Student Exchange

All students of PGDM & others who opt for the international immersion program are taken to Singapore/Dubai/ Malaysia on one week immersion program. There the students are taken to leading educational institutions, large financial corporations, trading hubs, docs area & exposed to the international working environment.

Further students get enough time to understand the culture, system, rules etc of a better developed nation.



Students at Airlangga University, Indonesia



International Exchange Programme

International student exchange programs, allow students to avail the opportunities that they don't get elsewhere. At Doon Business School, Students are sent for foreign exchange programs to broaden their horizons, experience the way learning institutions in other countries work, and develop self-awareness and self-esteem in a manner that cannot be duplicated. These experiences also empower our students by allowing them to confront social challenges outside of their comfort zones and deal with problems head-on.

DBS has entered into collaboration with University of Airlangga, Indonesia and other South East Asian Universities of repute for a two way exchange program, involving both students and faculty.

International student exchange is available to all students in PGDM-Global and to selected students at subsidized costs in other programs.



Students at Dubai



Students at Universal Studio, Singapore

“After my visit to Singapore, my benchmark for success changed. I want to be known not only in India but now also wish to lead the financial world in south-east Asia.”



Students during Singapore Visit



University Alliance

INNOVATIVE CURRICULUM

PGDM curriculum includes the industry relevant and latest topics such as Big Data Analytics, VC funds, Strategic Enterprise Management, Social Media Marketing, ERP, E-Commerce, Outsourcing & International Law. After completing these courses, one develops potential for becoming a successful global business consultant/ manager.

SPECIALIZATION

PGDM offers dual specializations in **Marketing, Finance, Human Resource Management and International Business.**

Further unique super specializations in functional domain are offered :

- International Logistics Management
- Global Project Management
- Social Media Marketing
- Media & Entertainment Management
- Politics Management
- Knowledge Management
- Energy Management
- Management of Luxury Brands
- Retail Management

Additional Certifications: In the PGDM programme as a part of the curriculum each student will have to pass the industry benchmarked exams and shall receive the respective following additional certificates:

- SAP Certification from DBS-SAP (University Alliance).
- NISM -Stock Markets /Mutual Funds.
- Six Sigma –Green Belt.
- Elementary French.
- Social Media Marketing.
- Computerised Accounting Tally ERP-9.0.
- NISM- Risk Management / Derivatives.
- Business English Certificate by Cambridge.
- Advanced Excel, SPSS and Big Data Orientation.
- Art of Living Youth programme.
- Outdoor Leadership and Team Building Camps.

PGDM+SAP

Post Graduate Diploma in Management

COURSE DECLARATION

PGDM is an AICTE approved 2 years, full time programme offered by DBS-GLOBAL, which is highly industry oriented, presenting the global perspective of management in multinational companies.

PGDM is divided into six trimesters. Each trimester is of 12 weeks duration in which each subject is taught in classrooms for 30 sessions each of one hour duration. All the papers in the first, second and third trimesters are compulsory. The student shall choose their Major and Minor Specialization at the end of their 3rd Trimester and shall take up summer training in the field of their Major Specialization. All Papers of Major specialization shall be compulsory, where as the student can choose two papers for their minor specialization in the IVth and Vth Trimester and one in the sixth trimester. Thesis/ Project work shall be done in the VIth semester in the field of super specialisation.

BENEFITS OF PGDM+SAP

SAP is a global leader in enterprise solutions and is deployed by every large corporation in India or abroad. SAP certification with regular PGDM ensures highly paid jobs. SAP modules are integrated in each subject curriculum of PGDM & students get exposed to best practices of corporate in respective streams by learning SAP. Participating students after completion of the course will be awarded SAP University Alliance Certificate.

FOREIGN TOUR

Students of PGDM-Global shall be exposed to international work culture & taken on a 5 days tour to one of the south-east countries Singapore /Malaysia/Hong Kong/Dubai in between IVth & Vth trimesters. Students are expected to keep their passports.

Students of PGDM-Global shall also be entitled for upto one week study programme from one of the top IIMs or any International Management Institute.





PGDM Students on corporate exposure tour in Singapore



Industry Veterans regularly mentor our students



PGDM Students at Bombay Stock Exchange with the great Bull



Students enjoying beach view at Dubai



PGDM Students at Middlesex University, Dubai

“
Today's world is full of multifaceted problems and more complex they are the more cross functional in nature our approach and solution need to be. DBSG's PGDM program are developed with this in mind . Every PGDM student can boast of more than 6 months industry experience by the time they pass out.
 ”

INTERNATIONAL INTERNSHIP

DBS Global offers international internships to its students in Singapore/Dubai, where in their boarding, lodging & travel work along with stipend is all taken care of. International internships are optional & the costs are to be borne by the students & are not included in the fees of the college.

EXAMINATION PATTERN

The end trimester examination will be based on a formal question paper (to be prepared by external experts from the academics as well as from industry) comprising of theoretical questions, practical problems, current trends and case studies. For this purpose a separate examination committee has been formed to carry out exam related activities.

SYLLABUS

It is a pursuit of DBS Global to develop a curriculum which is latest , industry oriented , practical and computer savvy. The process of curriculum development at DBS- Global is dynamic in nature, where in the curriculum development committee continuously monitors the latest developments in the Industry and the possibilities of incorporating the same in the syllabus for PGDM programme. The proposed syllabus for the forth coming session :

Trimester – I

1. Management Concepts with HR - International Workforce
2. Managerial Economics – Global Managers
3. International Business Environment
4. Introduction to SAP – Computer Application in Business
5. Accounting for International Managers
6. Global trade and Policy Framework
7. Business Statistics – Global Perspective

Trimester – II

1. Operations Research for Business Decisions
2. Global Managerial Finance

3. Human Capital Management– Global companies
4. Business Law
5. SAP
6. Marketing Management
7. Problem Based Learning

Trimester – III

1. Productions and Operations Management
2. International Trade Procedures and Documentations
3. International Marketing
4. E-commerce
5. International Marketing Research
6. Foreign Language-I-(French)
7. Live Project

For updated subjects / syllabus
 log on www.doonbusinessschool.com/pgdmsyllabus

Continuous Internships & Industry Projects

After the completion of three trimesters in the first year, the students will undergo Summer Training of six to eight weeks and submit a detailed project report. Students will have to make a presentation to the experts which may include external experts from academics/industry. The Summer Training Project report carries 100 marks in the IVth trimester. In the Vth trimester students will be associated with a company & will be required to work in the company for 2 Days in a week as a regular intern. This helps in good exposure on the day to day working of the companies as well as students learn about the responsibility & expectations of the companies from them. The students will undertake a three months long research project in the last trimester-VI . This is a crucial phase in their program, as it involves an integration of their theoretical knowledge with the practical world of business. A detailed project report will be prepared by the student, which has to be evaluated by the experts and successfully defended in the viva voce. The Final Project carries two credits (or 200marks) & Viva Voce 100 marks .

Eligibility

Graduate degree in any discipline. Students with work experience will be given preference. Final year students awaiting results may also apply.

Admission Process

The admission to PGDM Programme is on the basis of merit of CMAT/CAT/MAT/GMAT. Eligible students will need to get themselves registered with DBS-G, by filling up the prescribed form and paying the registration fee. Date of GD/PI and counseling will be communicated to the registered students.



Students during an industrial visit to ITC Ltd.



Western Dance performance during Manfest.



Dandiya Night



Visit to SEBI



Students enjoy Desert Safari at Dubai



Industrial Visit



International Conference on E-Commerce

MBA

Master's in Business Administration

INTRODUCTION

This two year MBA programme offered by DBS, is approved by AICTE, Govt. of India and affiliated to Uttarakhand Technical University (UTU), Dehradun. This programme provides comprehensive industry exposure coupled with academic knowledge. The students successfully completing this programme will get a recognised MBA degree. MBA Degree shall be conferred at the UTU Convocation. The degree of UTU is well recognized world wide and is equivalent to any Masters level world wide.

Course Declaration

The course is a two year full time regular programme divided into four semesters of six months each. The session shall start from July-August every year out of which there will be a summer training of two months in an organization after appearing in second semester.

Syllabus: For detailed Syllabus. [logon : www.dbs.org.in/syllabus/mba](http://www.dbs.org.in/syllabus/mba)

Subject : Elective

The MBA degree provides option to choose one major field and one minor field of specialization from Marketing, Finance, HRM, International Business, and Information Technology groups. Emphasis is on practical aspects of management education whereby the students are given ample opportunities to interact with industry professionals through seminars, industrial tours and industry oriented projects.

Eligibility

Graduate degree in any discipline with Minimum 50% marks. Students with work experience will get advantage in interviews. Final year students awaiting results may also apply.

Admission Process

The admission to MBA programme will be as per the guidelines issued by the University from time to time. Admission is on the basis of merit of CAT/MAT scores followed by GD&PI. Eligible students will need to get themselves registered with DBS, by filling up the prescribed form and paying the registration fee. Date of GD/PI and counseling will be communicated to the registered students.

BASE (Business Aptitude & Skill Enhancement Programme) ++

In pursuance of DBS-Group philosophy to generate industry ready professionals who are productive from first day of joining the corporates, various values adds have been included in addition to the regular MBA programme of UTU. The students will undergo extra classes on these very niche & industry interactive training sessions.

Some of the inclusion in these programme are as under :

- SAP Certification from DBS-SAP(University Alliance)
- NCFM Certification by NSE on Stocks & Shares / Mutual Funds
- Six Sigma –Green Belt
- Elementary French
- Computerised Accounting Tally 7.0
- Certificate on Insurance and Risk Management
- Domestic Tour to Mumbai and Goa.
- Social Media Marketing
- NISM- Derivatives

The students have the option to choose any one or all of the above training programmes/ certificates. Those opting for all of the above shall be entitled for a concessional package programme as BASE (++)

BASE (++) is optional & shall have to opted for at the time of GD & PI & shall carry additional fees for add-on's over the regular MBA programme as the additional courses are delivered by various certifying agencies and their Trainers. These additional skill and employability enhancement certificate programmes are conducted as the value added programmes in Collaboration with Local industries and consultants and are open to outsiders as-well, under these schemes.

Note : The BASE Programme is neither covered under/ affiliated to the UTU nor falls under the AICTE preview.





“ DBS allowed me to mature both personally and academically and has equipped me with additional skills, important to move faster in corporate hierarchy.

”

Sunita Devaria,
Guwahati (Assam)

Students at SAP Headquarters, Singapore





MBA-IB

MBA in International Business

This is a 2 year full time, 4 semester programme in affiliation to HNB Garhwal University. The focus of this programme is to provide the students with theoretical & practical foundations of international trade and policy framework including trade practice, procedures and documentation of international trade and policy framework. The students learn to develop and implement strategies for managing global operations.

The programme aims at familiarizing the students on contemporary topics of international trade like international supply chain management and logistics, International Human Resource Management, Global Strategic Management, International Financial Sessions Market, Legal Division of International Business, etc. Foreign languages like French are an integral part of the MIB programme taught at DBS.

Objective of MIB

- To enable its students to become effective managers anywhere in a globally competitive environment.
- To equip them with the skills necessary to operate effectively in a multi cultural environment and to edge quickly to changing social, political, legal and economic conditions.
- To vest them with special skills to work in international trade & business.
- To prepare them as entrepreneurial managers for creating and managing enterprises in International Business

Advantage of MIB

The MIB is designed primarily for students who wish to pursue a career in a dynamic global organizational business environment. The objective is to prepare professionals with a range of advanced skills in International Management that go beyond those obtained in a traditional MBA or BBA programme.

Foreign tour & International Internships are regular features at DBS & are optional on actual cost basis for MIB students.

International Immersion

Students of MBA-IB program can undergo optional international immersion programs involving foreign tour to Singapore/ Dubai/ Malaysia/ Hongkong for one week each during the first and second year on payment of additional actual charges. This not only exposes students with the culture and business practices of other countries but also sets a new benchmark of success for each student.

Eligibility and Admission Process

Graduate degree in any discipline with a minimum 45% marks. Students with work experience will be given preference. Final year students awaiting results may also apply. Admission is on the basis of merit of graduation marks and personal interview.





Students at Airlangga University, Indonesia

Students on study tour to Dubai working on Islamic Banking



MBA (Integrated)

(BBA+MBA Integrated, 5 years)

Job Guarantee with MBA (Integrated)



On successful completion of five-years, students shall not only be awarded with the 5-year 'Integrated MBA' degree from UTU, but the institute also guarantees a placement of minimum Rs. 5,00,000 as annual remuneration, subject to the requisite criteria being met by the student.



Terms of the Job Guarantee for MBA (Integrated) Programme

Doon Business School guarantees that all students successfully completing the 5 years integrated program from the school fulfilling the following criteria, shall be placed in companies with minimum of annual package of RS. 5.0 Lacs.

The minimum criteria is :

1. Minimum 70% marks at class 12.
2. Minimum 75% attendance in all semester with Minimum 60% marks.
3. Minimum 60% attendance in all career development activities.
4. The candidate should honestly sit for all job interviews suitable for his job profile.

In case the candidate is unable to find the job of minimum Rs. 5 Lacs per annum, the institute guarantees to place him/her in a suitable job for an equivalent amount or reimburse/ pay the difference of the annual reimbursement received through the job till the student continues in the first job or one year which ever is earlier.

ACADEMIC OVERVIEW

Masters of Business Administration (Integrated) is an AICTE Approved Programme for all eligible class XII pass-outs aspiring for a career in the field of business management. It is an innovatively designed dual degree programme that combines the undergraduate and postgraduate programmes – BBA and MBA.

The programme provides an opportunity to exit at the end of third year. On successful completion of three years, a degree of Bachelors in Business Administration is awarded to a student who wishes to exit at this point. On successful completion of five years, a 'MBA Integrated' degree will be awarded from Uttarakhand Technical University..

The program aims to not only enhance a student's management skills and knowledge but also create leaders who can make a radical impact through their Principles & Work style imbibed at the institute.

PROGRAMME STRUCTURE

The programme, is centered on comprehensive study of organizational management, modern business concepts and pre-requisites of managerial skills. Integrated MBA degree provides students an option to choose one major field and one minor field of specialization from Marketing, Finance, HRM, International Business. The curriculum is interspersed with seminars, industrial tours and industry oriented projects providing ample opportunity to interact with industry professionals

ELIGIBILITY

All students must have passed 10+2 examination with English as one of the subjects with a bare minimum of 50% marks (Minimum Requirement as laid down by the University). However the admission to MBA (Integrated) programme is done on the combined merit of academic achievements and Interview.

BUSINESS APTITUDE AND SKILL ENHANCEMENT PROGRAM:

The “Business Aptitude and Skill Enhancement” constitutes the package of additional value added certification programs conducted through various external/ internal certifying agencies. These certification programs are integrated along with the university curriculum to imbibe the contemporary Business skills pertinent to new technology industries.



BASE INCLUDES

	1 st year	2 nd year	3 rd year	4 th year	5 th year
ODD SEMESTER	Art of Living Youth Program	French	Social Media Marketing	Work Experience and Dissertation	Derivative/Recruitment/ Luxury Brands (per specialization)
	Basic MS-Office	Tally 9.0 ERP	Soft Skills Training		Workshop on Project Management
	Trip to Mussoorie		NISM (Capital Markets)		Six Sigma Green Belt
					Goa Trip (Actual Payment Basis)
EVEN SEMESTER	Advanced Computing	Tour to Nainital	Entrepreneurship Incubation	SAP Consultant Modules on Specialization (45 Hrs)	Team Building Exercise
	Web Design & SEO	SPSS	Manali Tour (Actual Payment Basis)	Foreign Tour (Optional) (On Cost + Basis)	
		R/Hadoop	SAP Navigation	Workshop on Market Research Data Analysis & Interpretation/ Workshop on Project Report Preparation	

P.S. The institute reserves the right to alter, delete, modify one, any or more courses programs, certificates or tours from the curriculum at its own discretion.



B.Sc.

Agriculture / Forestry / Horticulture

USP

The DBS Forestry / Agriculture / Horticulture programmes are designed and delivered with an objective of wholesome development of students. The highlights include:

- **Live Projects & Consultancy :** Students will do class assignments and will also get engaged in different farm demonstrations and research trials.
- **Cutting Edge Courses in Workshop Mode for Hands-on Experience:** In addition to the regular course work, specially designed practical courses like Practical crop production, Nursery raising for horticulture crops, Crop And Seed Identification Laboratory, Soil And Water Sampling And Analysis, Soil Description And Interpretation Laboratory, Organic And Chemical Fertilizer, Manure Identification And Application Laboratory, Introductory Nematology [study of round worms], Disease Of Horticultural Crops And Their Management, Practical Floriculture And Vegetable Crop Production Laboratory, Bio-Safety Rules And Intellectual Property Rights are offered to promote practical implication of various courses which train students for industry.
- **Experiential Learning Activities:** Students are exposed to Commercial farms that create an opportunity for students to engage and tune up their endurance, confidence and management skills and gather necessary know-how.
- **Organic life:** Promoting healthy life by producing and direct marketing of certified organic fruits and vegetables from orchard and farms.
- **Innovative Pedagogy:** Emphasis on case studies and inter-personal based teaching to develop skills in analytical thinking and reflective judgment by reading and discussing complex, real-life scenarios.
- **Faculty:** Highly experienced faculty mostly engaged in consultancy, research and publication to add immense value to the academic life. Sharing life-based experience and suggesting personality development steps from time to time.
- **Placement:** Well renowned firms, industries, services and agricultural sector based tie-ups including banking and corporate world will be invited for campus placements.

B.Sc. Agriculture/ Forestry / Horticulture are 4 year full time undergraduate programs to get the students acquainted with various facets of agriculture, forestry, horticulture and its related specializations. The syllabus is very exhaustive and approved by ICAR and is in tune with the industrial as well as Govt. job's requirements.

AGRICULTURE graduates have job prospects in Agro - Industry Sectors like food processing, grain and seed processing, dairy processing, feed manufacturing and service sectors like agricultural consultants, agricultural statisticians, agriculture officers in banks and foreign agricultural services, etc. There are several Government agencies at centre, state and district levels, which appoint agriculture graduates.

FORESTRY Graduates have ample opportunities like, Forest Range Officers, Zoo curators, Wild life research, Forest conservation, Research in reputed institutes like ICFRE (Indian council of Forestry Research & Education), M.Sc. & Ph.D., if interested in academics, preparing for Indian Forest Service examinations and entrepreneurship development in forest based fields etc.

HORTICULTURE graduates shall have scope of their employment in the horticulture departments, as agronomist & landscaping professionals, managers of existing orchards, field officers in banks and also entrepreneurship development etc. They can also pursue M.Sc. and Ph.D. for exploring opportunities as educationist and also at senior positions in Government departments.

Eligibility and selection Process

Must have passed 10+2 (Science stream) with 50% aggregate (Science stream). Admission is done on the basis of merit of 10+2 marks.



Students doing research in the Sal forests of Dehradun

Student during field work in Agriculture





Estimation of the Girth at DBH as a part of Forest Mensuration Study



Forest visit to study the diversity of vegetation in Uttarakhand



Visit to Navdanya to study traditional biodiversity conservation techniques & role of local farmers in same



Research trials of different agricultural crops in DBS



Agriculture extension work in Kaichiwala by DBS students



Use of remote sensing in estimating the vegetation type (Timli Forest Range)



Entomology study in Timli Forest Range



Preparation of Bed for Practical Crop Production at DBS



Study of different Rocks & Sediments at Wadia Institute of Himalayan Geology



Forestry students during field work

Student at Indonesia for student exchange programme



DBS Student giving Interview to Indonesian News Channel



Mass Communication

Value Added Courses in Mass Communication

The following value added certification courses are offered in addition to the regular university syllabus by DBS International through various certifying/training agencies .

- Radio Jockey Training
- Television Anchoring Training
- Dance Classes
- Theater & Acting Classes
- Website Development
- SEO & Social Media Marketing
- CoreIDRAW

Optional Mumbai Tour. The students can opt for either one, any or all the certificates/trainings at an additional cost.

BA (Hons) Journalism & Mass Communication

This is a 3 year full time under graduate programme, spread over six semesters, offered by Doon Business School affiliated to HNB Garhwal University, Srinagar, Garhwal (Uttarakhand) - A Central University. The BA (Hons) Journalism degree is conferred at the convocation held by HNB Garhwal University.

Course Content

BA (Media & Mass Communication) is an under graduate programme centered around the comprehensive study of media management and mass communication practices. It is three years full time semester based and credit based programme.

Eligibility

Must have passed 10+2.

Selection Process

Admission is done on the basis of merit of 10+2 marks.

Syllabus for BJMC

First Year

Writing for Mass Media, Computer Application in Media, Reporting and Editing –I, Introduction to Mass Communication, PR & Corporate Communication, Indian Constitution & Media Laws

Second Year

Intro to Audio-Visual Media, Photo Journalism, Advertising, Reporting & Editing – II, Special Article Writing & Current Affairs, Economical Development & Planning in India

Third Year

Design and Graphics, Sports Journalism, Broadcast Journalism, Journalism Viva, Development Communication, Indian Govt. Pol & International Relations



MAMC (Master's in Mass Communication)

M.A. in Mass Communication is a full time 2 years (4 semesters) course affiliated to HNB Garhwal- a Central University. Students enjoy the flexibility of credit based system and have the liberty to choose courses across different streams and can pursue their passion. The courses are well aligned with the demands of the media industry. At DBS, the student of MAMC learns the various techniques of news writing, scripting, camera handling, lighting and linear and non linear editing through practical assignments. In addition

Eligibility

Min. 50% marks in Graduation.

Selection Process

Admission is done on the basis of merit.

Syllabus for MAMC

First Semester

- Principles of Mass Communications
- Development of Media
- Print Media
- Electronic Media
- Advertising and Public Relations/Corporate Communications

Second Semester

- Development Communication
- Communication Research
- Media Law and Ethics
- International Communication
- Media Management

Third Semester

- Radio: Radio Journalism and Production
- Television: Television Journalism and Production
- Advanced Advertising
- Advanced Public Relations/Corporate Communications
- Print Media II

Fourth Semester

- New Media Technology
- Inter-Cultural Communication
- Specialization
- Dissertation
- Electronic Media Practical and Attachment



“The Tie-up with Zee TV has been very rewarding. The students get hands-on experience on live production, telecast and subsequent placements not only in Zee, but the experience empowers students to start their own production house as well.”



Mass Comm students during an interaction with Rajdeep Sardesai, Consulting Editor, India Today



Students recording a talk show at campus studio



SPIC MACAY performance at DBS



Film and Theater personality Ms. Himani Shivpuri conducting a workshop at the Campus



Sagarika Ghosh, Deputy Editor CNN-IBN with DBS students



Students working on an Ad campaign

BBA

BBA - Bachelors of Business Administration

3 years full time under graduate programme, affiliated to HNB Garhwal University, Srinagar, Garhwal (Uttarakhand)- A Central University. The BBA degree is conferred at the convocation held by HNB Garhwal University.

Course Content

Divided into six semesters, BBA is an under graduate programme centered around the comprehensive study of organizational management, modern business concepts and pre-requisites of the managerial skills.

Eligibility

Must have passed 10+2 with English as a subject.

Selection Process

Admission is done on the basis of merit of 10+2 marks and Interview.

Get More with BBA...

The following value added certification courses are offered in addition to the regular University syllabus by DBS-International through various certifying/training agencies .

- **SAP–Orientation Program**
- **French Language Certification Programs/ Business English**
- **Social Media Management**
- **Advanced Computing**
- **Web Designing, SEO & E-Commerce**
- **NISM on Stocks & Shares**
- **Computerised Accounting-Tally**
- **Bank PO/MBA Entrance**
- **Art of Living Youth programme**

All the certificates are mandatory for BBA programme.

BCA

BCA - Bachelors of Computer Application

This is a 3 years full time under graduate programme offered by Doon Business School affiliated to HNB Garhwal University, Srinagar, Garhwal (Uttarakhand)- A Central University.

The BCA degree is conferred at the convocation held by HNB Garhwal University

Course Content

Divided into six semesters leading to graduation in computer application. The programme aims at creating awareness about the practical aspects of information technology and generating IT skills.

Eligibility

Must have passed 10+2 with English & Maths as subject.

Selection Process

Admission is done on the basis of merit of 10+2 marks.

Subjects

Semester 1:

Programming in C, Fundamentals of Computers, Mathematical foundation of Computer Science, Business Communication, PC packages like Office & operating system

Semester 2:

Data structure & file organization, Programming in C++, System analysis & design, Digital Electronics.

Semester 3:

Computer based numerical techniques, Database Management system, Theory of computation, Organization structure & personnel management.

Semester 4:

Operating system organization & UNIX, Visual Basic Programming, Software Engineering, Data communication & computer network.

Semester 5:

Computer graphics, Web programming using Java, Management information system, .Net technology

Semester 6:

Net framework, Network security, Two practical in each semester and project and seminar in final semester.

The following value added certification courses are offered in addition to the regular University syllabus by DBS International through various certifying/training agencies .

Data base technology using oracle and SQL Server, .Net Framework, Website development & Implementation, Networking/CCNA, Java Technologies, Red Hat Linux. The students can opt for either one, any or all the certificates/trainings at an additional cost.



“From the moment I stepped foot into this college I have always had a warm reception from the staff and students. I suppose that's what I like most about DBS, that nobody judges you for what you are or where you come from, you always feel a sense of belongingness. ”

Soloman Lalenpurafanai
from Aizwal



B.Com

WITH COMPUTERIZED ACCOUNTING



B.Com ++ with CA Foundation

The course content taught in the first two years of B.Com. is aligned primarily with CA-CPT and IPCC exams and hence, the University Course automatically becomes a subset of the course being taught. Students are well equipped to handle professional courses like ICWA and CS.

The following certification courses are offered in addition to the regular university syllabus:

Ist Year

- CA-CPT (Foundation)
- Computerised Accounting-Tally
- Advanced Excel

IInd Year

- French Language Certification Programs / Business English
- NISM on stock and shares / mutual funds
- Banking Training

IIIrd Year

- Website Development, SEO & E-commerce
- Entrepreneurship incubation programme
- Bank PO/MBA Entrance Preparation

B.Com with Computerised Accounting

B.Com is a three year (six semester) credit based graduate program. The program is affiliated to HNB Garhwal, Central University. Graduation degree is provided by the University.

DBS Students in the B.Com degree program gain the knowledge and skills necessary to have a broad understanding of business competencies and apply the skills and values in different situations. Students enjoy the flexibility of credit based system and have the liberty to choose courses across different streams to pursue a program tailor-made to their preference.

Students are exposed to all basic concepts of commerce from Accounting, Economics, Banking, Taxation and Auditing & many more. Needless to mention, the focus at DBS continues to be on practical learning which enables students to relate to the challenges in the real world and apply all skills learnt at DBS.

Eligibility and Admission Process

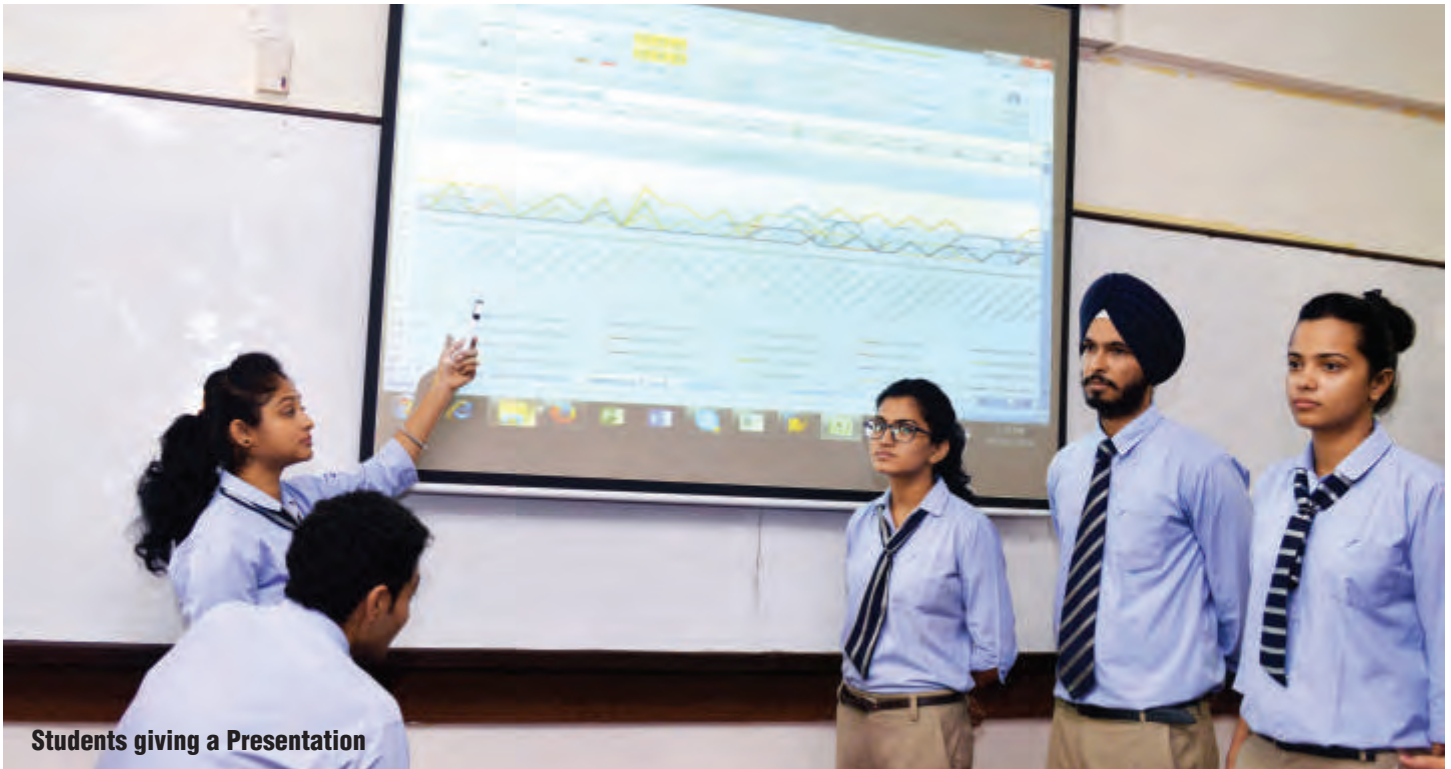
All students must have passed 10+2 examination with English as one of the subjects with a bare minimum of 50% marks. Admission is given on the merit of Class XII marks & interview.

Early Admission

Students awaiting class XII results can also appear in the interview and may be offered a seat subject to getting a specified percentage.



Students enjoy a cultural evening



Students giving a Presentation



Teams competing at Biz Quiz- a Commerce based Business Quiz



MANFEST- The Management Fest

Industry Certificates

In view of the group philosophy to bring out world class professionals in the field of business, Various institutions under the group integrate specialised certificate programs in addition to the university curriculum. These certificates are also facilitated for the professionals, industries and faculties of the other institutions as MDPs, FDP programs. Some of the regular programs so conducted are:

SAP-UA Certification

SAP is the world's largest business software company and the third-highest revenue independent software provider.

These courses have been developed to provide all the necessary theoretical and methodological knowledge about SAP systems and to provide practical exposure to the students in actual working with a real SAP system & environment. This way, the students gather important skills for the job market and thus, increase their career opportunities.

DBS-Group offers courses in the field of Enterprise Resource Planning (ERP) with SAP R3- ECC Software. All courses are available for students, industry and professionals. SAP R3- ECC is offered in collaboration with SAP University Alliances. Students, after completing 60 hours of training, get a certificate from SAP University Alliance India Pvt. Ltd.

Six Sigma

Six sigma seeks to improve the quality of process outputs by identifying and removing the causes of defects (errors) and minimizing variability in manufacturing and business processes. It uses a set of quality management methods, including statistical methods, and creates a special infrastructure of people within the organization ("Champions", "Black Belts",



"Green Belts", "Orange Belts", etc.) who are experts in these very complex methods. Each Six Sigma project carried out within an organization follows a defined sequence of steps and has quantified value targets, for example; process cycle time reduction, customer satisfaction, reduction in pollution, cost reduction and/or profit increase.

DBS International offers Green Belt in quality certification from Six Sigma after successful completion of the course to students who finish the project of six sigma evaluation of one company after passing the designated Test.



In its role as a leading education and training provider I.I.I. is closely associated with all the segments of the insurance industry which includes Insurance regulatory authority of India, public and private sector insurance companies. These are recognised by the Government of India, the Insurance Regulatory and Development Authority (IRDA) and insurers in India and abroad.

After the 30 hrs intervention students with 75% attendance are allowed to sit for the online test and those who qualify get the insurance licenciate.

NISM/NCFM Certificates

- **Stocks & Shares** • **Mutual Funds**
- **Risk Management** • **Derivatives**

This is a basic level programme for those who wish to either begin a career in the financial markets in India or simply learn the fundamentals of capital markets. The courses are structured to help understand the basic concepts relating to different avenues of investment, the primary and the secondary market & Risk Management, the derivatives market, mutual funds and financial statement analysis.

The Training is conducted by Reliance Leap /IDBI INTEQ / PIFM/ in house faculty. After about 30 hrs of intervention the qualifying candidates write the online test of National Stock Exchange and get the equivalent certificate of the respective module from NSE.



Art of Living Program

Data Workshop

30 hrs data workshop gives an overall perspective and orientation on advanced EXCEL, SPSS and BIG data management. The workshop equips the managers with the most powerful tools to handle any kind of data with its analysis and presentation tools.

French Classes

French being the second most popular language for international community, is being patronized as the foreign language for teaching in DBS group.

The French Language program at Doon Business School, is designed keeping in mind the latest expectations of the industry, and allows students to have a professional edge in today's competitive environment. DBS has entered into an MoU with the Embassy of France for teaching French language. A French national, an expert in the teaching of French, teaches French to the students at the end of which a globally recognized due certification is provided.

Elementary French as per the syllabus of Alliance Francis is taught in a 30 hr intervention.

Computerised Accounting : Tally_ERP9.0

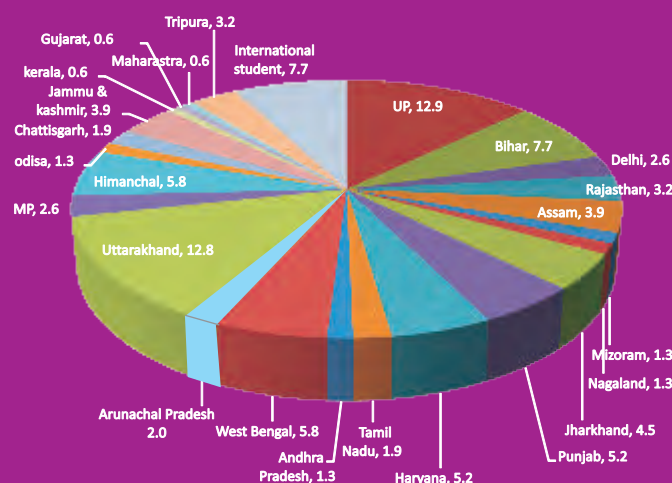
Basic understanding and hands on operations on Tally 9.0 ERP about Accounting transactions and book keeping in computerised environment.

No. of Hrs. – 30 hrs.

Test: Computerised test conducted by teaching faculty.

Certification: Computerised accounting Certificate on tally for passing the test by DBS international. Participation for others completing 75% Attendance.

Student Demographics



Glimpses of Students Activities



Students walk the ramp during Freshers Party



The inaugural ceremony of Utsav - The Cultural Fest



The annual Alumni Reunion



Students strike a pose during a trek



Student performing a gravity defying stunt



Prom Night



The student band performing at Manfest

Glimpses of Students Activities



Halloween celebrations in full swing



Students pose during an evening event



Rupali Jagga - Sa Re Ga Ma Pa Finalist, leaves the audience spellbound during a live performance at the campus



Fashion Show is among the most sought after events

Rules & Regulations

1. All admissions are provisional, till confirmed by the respective university and full payment of fees.
2. Candidates not reporting for admission at the stipulated time and date shall forfeit their chance and the offer of admission shall be given to the candidates next in order of merit. No correspondence in this regard shall be entertained.
3. The registration charge and the admission fees is non refundable under any circumstance.
4. Admission to various courses shall be made as per the rules and regulations as formulated from time to time by the Institute/Uttarakhand Technical University/ HNB Garhwal University as applicable.
6. All disputes pertaining to institutes, admissions or any matter under this prospectus are subject to the exclusive jurisdiction of competent courts in Dehradun only.

Dress Code

In DBS Group of institutions wearing of the prescribed uniform shall be compulsory only on the prescribed days, social functions, presentations, ceremonies, days of visiting faculties, industry tour or any other day as declared by the management from time to time. To maintain the uniformity in all students, uniform shall be taken from the approved vendors only.

Fees structure:

The Fees of all Courses is paid annually in advance. However in extra Ordinary circumstances, after taking due approvals, the fees can be paid in 2 or 3 installments at a nominal differential fee structure. For detailed fees structure of various courses please visit www.doonbusinessschool.com/feesstructure.

Scholarship @ DBS

To provide financial support to various deservings candidates DBS offers various scholarships to its students.

Scholarships for under graduate students

1. All SC/ST of Uttarakhand and UP domicile with less than ₹ 2 lacs income are entitled for scholarships (upto 100%) in tuition fees from government under Central Govt Scheme and 30% on other charges from college.
2. Teaching assistance scholarship upto ₹ 24000 per annum for selected candidates.

12 th %age	88	90	92	94	95	96	97	98	99
Scholarship (as %age of tuition fee)	20	30	40	50	60	70	80	90	100

Scholarships for Post Graduate Students

1. All the females and the candidates of Uttarakhand will get 10% scholarship in PGDM on tuition fees. Additionally, scholarships are provided to deserving candidates on the basis of scores in various qualifying exams (specified as under) :

For Applicants with a valid score in MAT

MAT Percentile	93 & above (with min. 70% in graduation)	95 & above (with min. 65% in graduation)
Scholarship on tuition fee (%)	50%	50%

For Applicants with a valid score in CAT/XAT

CAT/XAT Percentile (More than)	80	85	90	95	96.5	98	99
Scholarship (as %age of Tuition Fee)	40	50	60	70	80	90	100

Note :

15% seats in all programs have been reserved for students applying for scholarships. All scholarships are on first come first served basis. No applications for scholarships shall be entertained beyond 30th June. Candidates should preferably send scholarship applications along with their admission registration forms.

Success @ DBS DEHRADUN

Shivam Singh (MBA 2015-17)
Sales Officer Trainee
at Berger Paints



Parijat Chakraborty
(MBA 2013-15)
Operations Analyst at
American Express



Shubham Goel
(MBA 2015-17)
Customer Development
Officer at Colgate Palmolive



Ankit Kochar (PGDM 2015-17)
Relationship Manager at
IndusInd Bank



Vishakha F. Joseph
(PGDM 2015-17)
Holiday Consultant at
Club Mahindra



Oshin Bara
(PGDM 2015-17)
Management Trainee at
Mancer Consulting Services



Devanshu Gupta
(PGDM 2014-16)
SIAM International Ltd.,
Bangkok



Ankit Ghiria
(PGDM 2014-16)
Business Development Manager
at Alankit R



Gurmeet Singh (PGDM 2015-17)
Career Development Executive
at Jaro Education



Nabin Kumar Shah
(MBA 2014-16)
Armada Group,
Doha, Qatar



Archika N. Gupta
(MBA 2011-13)
Owner and Founder
of ANG Global



Silky Saha (PGDM 2010-12)
Manager at Ericsson, Sydney, Australia



Meenakshi Srivastava
(PGDM 2015-17)
Executive Trainee at
Interocean Shipping Company



Prabhjyot Singh
(PGDM 2015-17)
Management Trainee
at Lloyds



"DBS has provided me with the armour to withstand any given situation. The domain knowledge and the industry exposure ensure that I am on the top of my game." - Vishakha Freeda Joseph

*DBS provides the students with the necessary eco-system to nurture themselves to become professional managers and leaders.
- Pankaj Jha (Promoted to Area Sales Manager from Management Trainee within two months).*



Build Everlasting Bonds at Doon Business School

DOON BUSINESS SCHOOL

MI-122, Behind Pharma City, Selaqui, Dehradun (Uttarakhand) INDIA - 248011

0135-2699166 | Toll Free : 7088008322, 7088008324

Email : admissions@dbs.org.in | www.doonbusinessschool.com