



**VIEWBOOK**

# BUSINESS SCHOOL THAT SHAPE THE FUTURE LEADERS **BE READY**



## **Dear Students,**

Firstly I congratulate you for taking this step towards enriching your career with a professional qualification. At the DBS Campus you will explore a world of opportunities through our specialized, enriched academic offerings, diverse culture and collaborative learning environment that empowers you to achieve your dreams.

Tomorrow's careers require tomorrow's skillsets, pure knowledge would not work! Knowledge is always evolving, and no institution can provide tomorrow's knowledge today. It becomes imperative that the institution focuses on key skills of critical thinking, creativity, and people management so that student absorbs evolving knowledge paradigms and creatively steers the organization to optimally benefit from these paradigms.

At Doon Business School (DBS), we offer an experience that prepares students with creative and analytic skills-focused education. DBS helps students move beyond management as usual by harnessing the power of data analytics to drive smart and relevant decisions. We develop the skills that the students need to solve complex business issues in a range of environments with a challenging, rigorous education that includes support, mentoring, and personalized attention.

Our robust management programs are tailor-made to give aspiring managers the resources to kickstart their dream careers. In addition to the university curriculum (wherever applicable), every programme at DBS is structured with value additions as per the current and future industry requirements, best practices in the world. Holistic learning is targeted complemented with a lot of extra-curricular activities and social/sports clubs leading to an unparalleled learning experience, grooming industry-ready managers & leaders.

Our regular interactions with top companies point to the fact that these companies are increasingly focusing on a deepened understanding of practical economics with a heavy quantitative focus. These industry-leading forward thinkers hire professionals with a deeper understanding of analytic tools in order to better understand patterns in consumption and the movements of goods, and what motivates and drives those patterns.

It is our understanding that today's competitive business world demands a different kind of business school preparation, and we are striving towards preparing our students for the same. As we continue to raise the bar to develop talent that is both productive & efficient, our alumni's rapid growth in their careers continues to make us proud, year after year.

We welcome you to join this initiative that will help you to achieve new milestones, for yourself and the organization that you would work with.

With all of my best wishes.

**Dr. Nitin Balwani**  
**Campus Director,**  
**Professor (Finance), Director (PGDM)**  
**B.Sc (Electronics), MBA (Finance), Ph.D. (Management)**

# Sounding Board



**Mr. Mohit Aggarwal**

Co-founder,  
BE, MBA



**Dr. Anjum Aggarwal**

BDS (Medalist)  
Consultant LBSNAA,  
Mussoorie



**Mr. Anupam Bansal**

Executive Director  
JP Morgan Chase, US  
MBA, NYU Stern School of  
Business



**Dr. G.N. Pandey**

Ph.D. Management,  
MBA (HRM)  
Over 45 years of experience,  
Formerly Secretary IIM,  
Lucknow Society



**Mr. Satschin Bansal**

Professor, ZHAW School of  
Management & Law,  
Switzerland  
Senior Director, Zimmer  
Biomet Master of  
International Management,  
University of St. Gallen



**Mr. Abhishek Mittal**

Head of Data & Operational  
Excellence at Wolters Kluwer  
GRC - New York  
Masters of Management,  
IIT Bombay - Shailesh J. Mehta  
School of Management

**DBS** DOON  
BUSINESS  
SCHOOL  
DEHRADUN GROUP



# Welcome to Doon Business School

Doon Business School, Dehradun has been creating and sharing knowledge since 2007. The School's commitment to research and management education has enabled it, over the years, to contribute significantly to the development of many industries, both in Uttarakhand and India. The school's mission is to help individuals, companies, and institutions grow by promoting managerial culture, knowledge, and innovation.

Management programs, applied research and knowledge developing centers all contribute to this – aimed at students from all over the country.

DBS is equipped with state-of-the-art educational and training facilities, supervised and coordinated by highly trained professionals. Many of our faculty members have had international business and teaching experience working in prestigious institutions such as Harvard Business School, IIM, FMS, XLRI, MIT Sloan and many more.

Our teaching faculty uses highly evolved methods to communicate with their students including role-plays, simulation exercises, case studies analysis and real-life project management and reporting. The basic idea of the entire endeavour is to impart knowledge and share experience that can help our students evolve into leaders in their respective fields.

Whether they work for an organisation or decide to become entrepreneurs, the education our students get at Doon Business School will always stand them in good stead. Located in the verdant and beautiful Dehradun (the capital of Uttarakhand), near the industrial area of Selaqui to be precise, Doon Business School provides an ideal environment for pursuing scholarly goals and achieving excellence in the foothills of the ancient Himalayas. Being at an idyllic location we attract students from different parts of the country. DBS is one of the best multicultural environments to study in.

Doon Business School, Dehradun is the top School for Management in Uttarakhand. These results reflect Doon Business School's commitment towards dissemination of knowledge.

# Prime Numbers

Top  
**60**

Best B-School in India  
The Week 2021

**#4**

Best Institution in India  
for Placements  
Careerlinks

**#2**

Best Institution in India  
for Future Orientation  
India Today

**#5**

Best Institution in North India  
for Management Programs  
India Today

**#5**

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
















**#6**

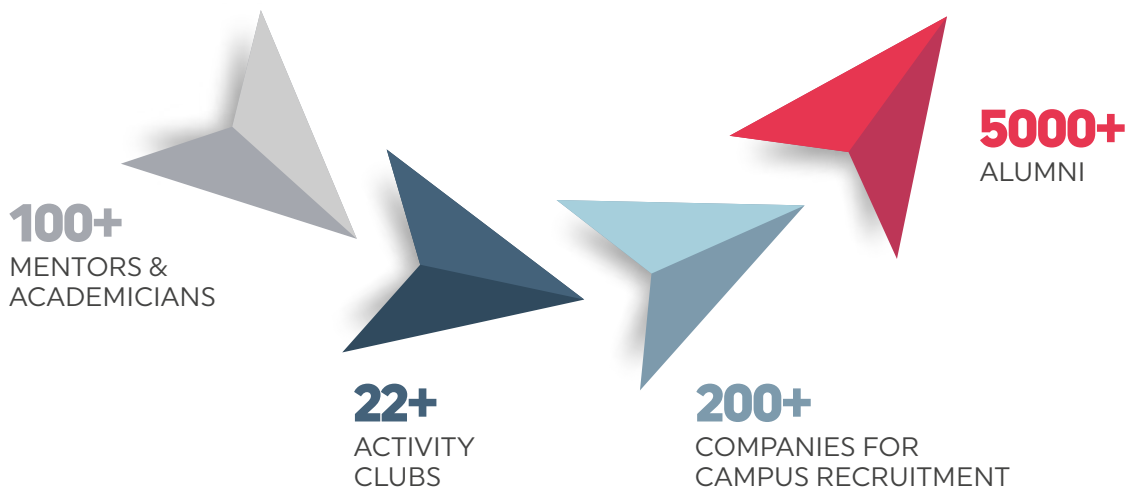
Best Business School in  
India for 'Top Faculty'  
Careerlinks

A large, white, abstract sculpture of two figures stands in a lush garden. The figures are intertwined, with one figure's arm raised and curved over the other's head. The sculpture is set against a backdrop of dense green foliage, including tall trees and palm plants. A brick building is visible in the background. The text "MORE THAN EDUCATION, IT'S A COMPLETE GROWTH PARADIGM" is overlaid on the bottom left of the image. The text is in a bold, sans-serif font, with "MORE THAN EDUCATION," in white and "IT'S A COMPLETE GROWTH PARADIGM" in yellow. A dashed white line curves along the right side of the text.

**MORE  
THAN EDUCATION,  
IT'S A COMPLETE  
GROWTH PARADIGM**

# DBS Advantages

-  **International exposures** through tours to Singapore/Dubai/ Hongkong/Indonesia.
-  The presence of a **large no. of non-polluting industries** make **live experiential learning** possible.
-  **22+ clubs** covering academics, social, sports and extra-curricular.
-  Learning by **Empowering**, the entire campus is managed through student committees.
-  **Outcome Based Learning** methodology along with live projects and case studies.
-  **Experienced faculty** from IIMs, FMS, XLRI etc. and many visiting international faculties with corporate experience.
-  **International Certifications** to complement regular full time degree/diploma programmes.
-  **SAP- Germany Certification** though University Alliance Partnership.
-  **Artificial Intelligence, Machine Learning**, NSE/NISM Certification, Alliance' Francis-Elementary French, few of the contemporary courses.
-  Dehradun offers a **fantastic living experience** - It is a vibrant cosmopolitan with **buzzing student life**. Weekend getaways include **trekking in the Himalaya's** and adventure sports.
-  **Multiple Internships/opportunities** in PG and UG programmes.
-  **International Collaborations** for Faculty Exchange , Student Exchange, apart from online learnings.
-  **100% placements** since inception, international internships and placements.
-  Focused on creating **world class leaders** managing complexities in the world.
-  Collaboration with Coursera brings the **best professors & courses from world's top 200 universities** available to the students of DBS Group.



**The advantage of  
being in Dehradun, with  
lovely weather, polished people,  
being one of the safest cities  
in India, makes it the**

**Excellent Education Destination**

**in the Country**





# Dehradun

## A Safe and Vibrant 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 neighbour.

## Ideal Location

DBS campus is spread over an area of about 15 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.



Forest Research Institute (FRI)



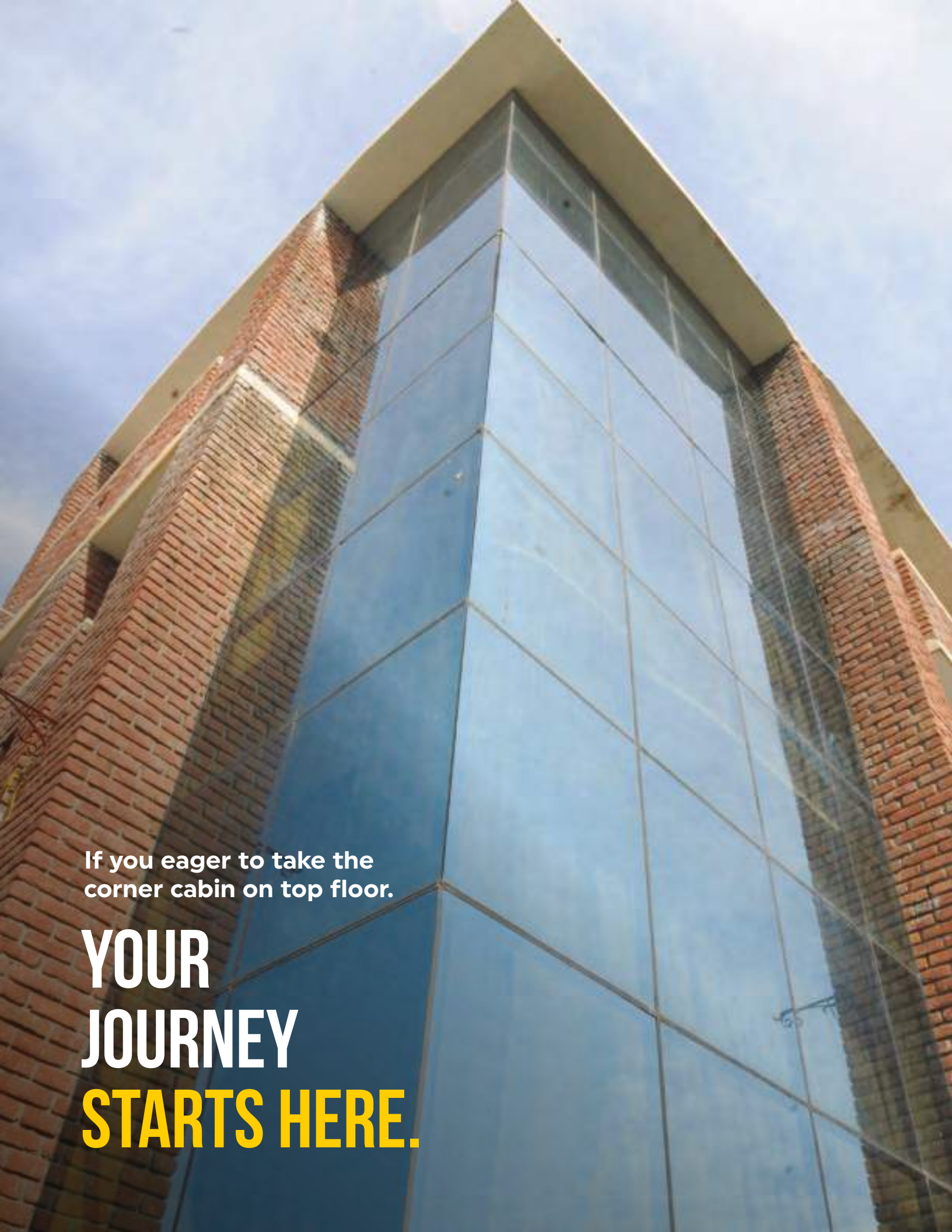
Pacific Mall



Snow Trek at Kedarkantha



The Terrace Restaurant, Dehradun



If you eager to take the  
corner cabin on top floor.

**YOUR  
JOURNEY  
STARTS HERE.**

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

## DBS Programmes

### Post Graduate Diploma in Management (PGDM)

Approved by AICTE

Specialisations:

Digital Business | Global Business

Media & Creative Communication | Marketing

Finance | Human Resources



### Master of Business Administration (MBA)

Affiliated to Uttarakhand Technical University

Specialisations:

Data Analytics | Marketing | HR | Finance

International Business | Agri Business



### Master of International Business (MIB)

Aff. to HNB Garhwal University

### BBA+MBA (Integrated MBA) 5 Years

Aff. to Uttarakhand Technical University

### Bachelor of Business Administration (BBA)

Aff. to HNB Garhwal University/Sri Dev Suman University



### Bachelor of Commerce (B.Com)

Affiliated to HNB Garhwal University

### Bachelor of Commerce (B.Com Hons.)

Aff. to Sri Dev Suman University



### Bachelor of Computer Applications (BCA)

Aff. to HNB Garhwal University/Sri Dev Suman University

### BA Hons. Journalism & Mass Communication (BJMC)

Aff. to HNB Garhwal University/Sri Dev Suman University

### MA Mass Communication (MAMC)

Aff. to HNB Garhwal University



### B.Sc Agriculture, B.Sc Forestry, M.Sc Agronomy

Aff. to Sri Dev Suman University

Note: HNB Garhwal (Central Govt.) University is accredited by NAAC.

# Join your Lifelong Growth Partner

The picturesque site and blossoming green environment makes the campus free from pollution. The campus is spread over 15 acres of lush green land with a variety of fountains, extensive flower beds, and tree shaded streets.

Doon Business School



Doon Business School Global



DBS-Group (HBL Campus)



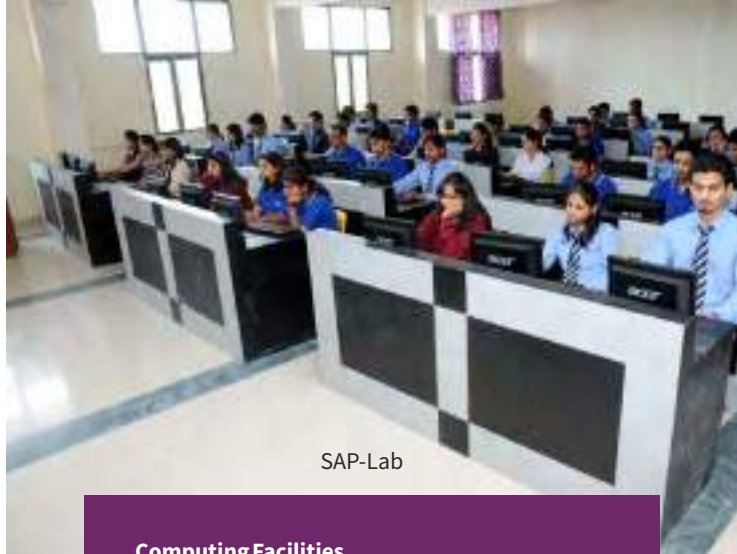
Academic Towers



# Resources

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.



SAP-Lab

## 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.



Open Computer Lab

## 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

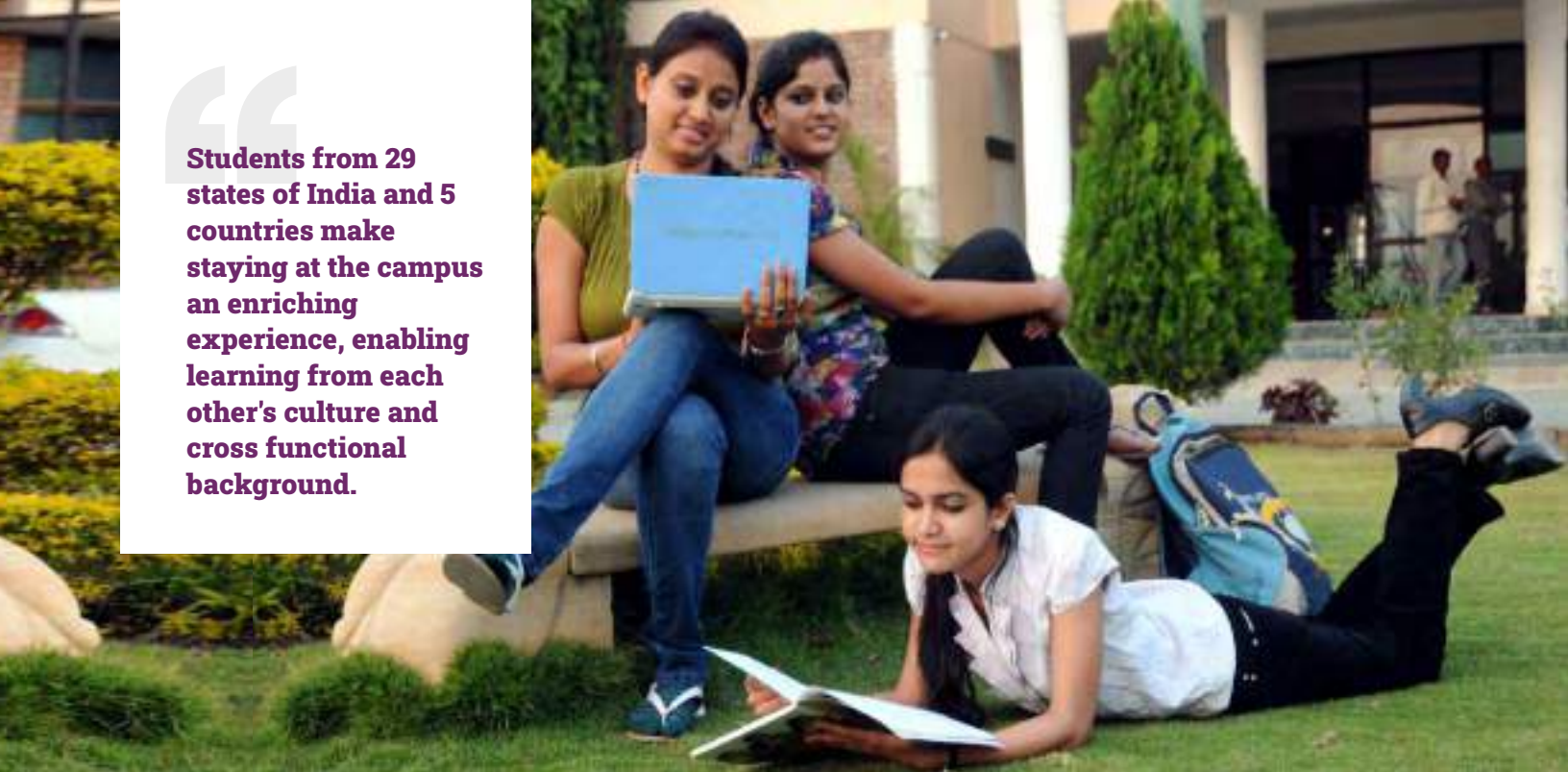
In our endeavor to provide the best of the best education, we provide webinar classes for specific lectures. With our education partners in Queensland, Australia and in other parts of the world, we have been successfully conducting and sharing the experiences of Academia and Industry with our Students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

“

**Students from 29 states of India and 5 countries make staying at the campus an enriching experience, enabling learning from each other's culture and cross functional background.**





Girls Hostel Room



Canteen

### 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.

### 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 wherein inclusion/ exclusion of particular meals is permitted.



Girls Mess

### 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.



## 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

**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.**



Auditorium



Students at Bombay Stock Exchange (BSE)



Management Development Program on SAP

# Alliances

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

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 Victoria University 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.

# Research and Consultancy Wing

## Management & Industrial Solutions Group (MISG)

DBS has a separate research & consultancy wing where-in the faculty carries 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

# 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.



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.



Student Training by CMA-US Trainer

## Career Development

Making students placement ready is a 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 assistance is an independent activity managed entirely by the career development cell & the students through their nominated committee member, under the overall guidance of experienced Placement Coordinators.

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 175 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.

### 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 internships. The industry experts and in-house consultants do a skill mapping of every student and encourage him/her to choose a career suitable for his/her personality's skills.

### International Internships

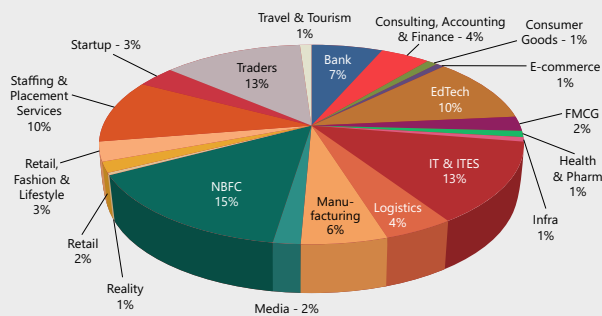
DBS Global offers internships to its students in Singapore (along with stipend), where in their boarding, lodging & travel to work is all taken care of. International internships are optional & the costs are to be borne by the students & are not included in the fees of the college.

# Recruiters

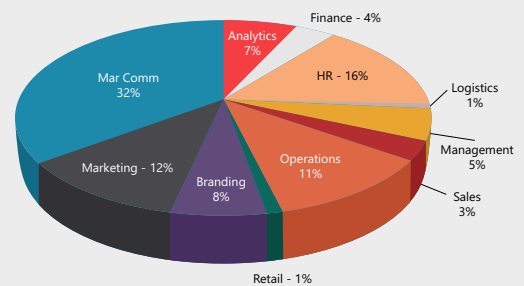
DBS Graduates fare exceptionally well in career, because of strong emphasis on industry interaction & simulation during the course. They not only join the companies of their choice but also grow much faster than their peers in corporate hierarchy.



**Industry Wise Details**



**Function Wise Details**





Faculty - Doon Business School



Faculty - DBS-Group

# Faculty at DBS

78

TOTAL NO. OF FULL  
TIME FACULTIES

42

PART TIME/ADJUNCT/  
VISITING FACULTIES

15.11

TOTAL AVERAGE  
EXPERIENCE

9.03

AVERAGE CORPORATE  
EXPERIENCE

8.08

AVERAGE ACADEMIC  
EXPERIENCE

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. Nitin Balwani

Campus Director &  
Professor (Finance)  
Ph.D, MBA,  
B.Sc (Electronics)



## Dr. H.S. Grewal

Professor & Director  
Management  
Ph.D, MBA, LL.B.



## Dr. Inderjeet Gulati

Principal & HOD  
(Agriculture)  
Ph.D. (CW)  
M.Sc (Agriculture)



## Dr. Nikhil Kulshrestha

Professor (HR & OB)  
Dean - Academic  
Administration  
Ph.D, PGDBM (HR),  
MA (Sociology)



## Dr. Mahesh C. Porwal

Professor & HOD  
(Forestry)  
Ph.D. (Remote Sensing),  
M.Sc (Ecology &  
Environment)



## Dr. Rupak Gupta

Professor (Statistics) &  
Registrar  
Ph.D (Statistics),  
M.Phil (Statistics),  
M.Sc (Statistics)



## Dr. Navjyoti S. Negi

Associate Professor &  
Assistant Dean Academic  
Administration  
Ph.D, PGDM (Marketing),  
B.Sc



## Prof. Lalit Chaudhary

Assistant Professor & HOD  
Mass Communication  
Pursuing Ph.D (Mass Comm)  
MA Mass Comm, MBA



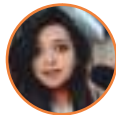
# Connect with the people who are changing the world

DBS collaborated with **extraordinary entrepreneurs, renowned professionals**, distinguished thought leaders, either through leadership series or workshop that benefit students or by offering opportunities for students to meet with, ask questions of and learn from them. Here are some notable names who have visited DBS and shared their knowledge.

World Leaders

You

Influencers



**RJ Devangana**  
Miss India Brain Beauty 2021  
Radio Jockey at Red FM,  
Actor - Emcee and  
Voice Over Artist



**Ms Sarika Panchhi**  
Co-founder (Word of  
Mouth Media & JiViSa)



**Dr Amit Nagpal**  
Storytelling &  
Personal Branding Coach,  
President, Bloggers Alliance.



**Dr. R.L. Raina**  
Vice-Chancellor  
JK LakshmiPat University,  
Jaipur



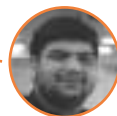
**Mr Shankar Sahay**  
Corporate Trainer,  
Script Writer, Author,  
Simulation Trainer, Speaker,  
Moderator



**Dr Himanshu Rai**  
Director,  
IIM Indore



**Mr. Vishal Sood**  
Executive Director at MMU Group  
TedX Speaker, Career Counselor and Motivational Speaker



**Mr. Neeraj Vats**  
News Editor, EditorJi,  
Former Output Editor, NDTV



**Ms. Kirti Gosain**  
News Anchor, NDTV





**Mr Vijayvikram R Nayak**  
Corporate Trainer, Ex. Reliance,  
Ex. Tata Tele, Ex. Coca-Cola



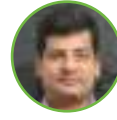
**Mr Jayant Dangwal**  
Chief Manager (E-Commerce),  
Polycab India Ltd.



**Shri Vivek Mathur**  
Formerly General Manager,  
State Trading Corporation of India,  
a Govt. of India Enterprise  
Alumnus of Indian Institute of  
Foreign Trade & IMT Ghaziabad



**Mr. Nikhil Loharuka**  
Assistant Director, Valuations  
Ernst & Young



**Mr. Sunil Raina**  
Founder, Kaabil Kids  
(INSEAD Alumni)



**Mr Ranjith Sivasankaran**  
Director Talent Acquisition,  
Adobe, San Francisco



**Mr. Vineet Gupta**  
Group Treasurer with Al Dahra Holding,  
United Arab Emirates



**Mr Dipen Limbu**  
Bancassurance Coordinator  
& MIS Analyst  
Al Futtaim Group, Dubai, UAE  
MBA, London School of  
Business & Finance



**Mr. Yanuar Kurniawan**  
VP - Organization Culture & Talent Development,  
Lazada Indonesia & Logistics



**Dr. Mohan Thite**  
Associate Professor, Griffith University, Australia  
Swinburne University of Technology Alumni,  
Australia

**Industry Leaders**



**Mr. Prateek Biswas**  
City Head (Kolkata),  
BigBasket Daily  
BE (NIT Bhopal) &  
PGDM (IIM - Lucknow)



**Mr. Manav Mukul Agarwal**  
Co-founder - Pannal & Iksana  
Getaways  
MBA (Glion Institute of  
Higher Studies, Switzerland)



**CS Naman Jain**  
Equity Research Analyst,  
Kalkine Media, Australia



**Mr. Vikramjeet Singh**  
General Manager, Sales & Marketing  
Vodafone Idea Limited



**Mr. Ajit Grover**  
National Campaign Consultant - B2C, BYJUs,  
Ex. National Business Operation Head,  
GroupM Media India Pvt. Ltd., Ex GM, Radio City,  
Ex GM, Wizcraft International



**CA Mohit Sachdeva**  
Head - Internal Audit Dept.  
Sony  
Ex-PwC, EY & GT



**Suntec**  
SINGAPORE  
Convention & Exhibition Centre

The Preferred Place to Meet



Students during Singapore Visit



Students at Dubai

# International Immersion & Student Exchange

DBS is also providing an option for studying in any two different countries namely UAE/Singapore/Hongkong/ Indonesia and other countries. While the initial trimesters are completed at Doon Business School, Dehradun as a part of the program students spent one month or 5 days in any two countries at different trimester during their program.

This is unique programme designed to create global leaders. The world has changed and evolved rapidly due to globalization. The programme have been crafted to develop the skills and confidence required to navigate this new environment. There the students are taken to leading educational institutions, large financial corporations, trading hubs, docs area & exposed to the international workingenvironment.

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.



International Exchange Programme



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.**

**Subhashree Mukherjee**  
PGDM Global



Students at Airlangga University, Indonesia



**DBS**  
**ACHIEVERS**

# PGDM

Post Graduate Diploma in Management

**Global Business | Digital Business  
Media & Creative Communication  
Marketing | HR | Finance**



## OVERVIEW

Our PGDM Business programmes are designed with an objective of empowering the students with technology based new-age skills and global management perspectives, to enable them to perform exceptionally well in multinational organisations. Our PGDM programmes have achieved new milestones every year since they were conceptualised.

## INNOVATION AT ITS CORE

PGDM Business programmes not only instill innovative multidimensional thinking in the students; they also incorporate design thinking in the program design and delivery. Industry relevant, contemporary and emerging management thinking is embedded throughout the programme structure. Big Data Analytics, Social Media Marketing, International Law, Start-up Management, SAP-ERP, Strategic Digital Marketing, Financial Modelling, Wealth Management, Financial Analytics, and Inter-cultural Management are few of the contemporary topics that are covered in the programme. These are supplemented by Experiential Learning, linking theory with international practices, and helps in developing hidden potential of the students to transform them into a successful global business consultant/manager.

## PGDM/PGDM - GLOBAL BUSINESS

While the course work is common between the two PGDM programmes, students of PGDM-Global Business are exclusively exposed to international work culture & practices, when they travel to foreign tour to one of the south-east Asian countries (Singapore/HongKong/Dubai/Malaysia) as a part of their curriculum. Students of PGDM-Global Business are also exclusively exposed to study programme of one of the IIMs or an equivalent International Management Institute.

## PROGRAMME SPECIFICATIONS

Both the PGDM and PGDM - Global Business programmes are of 2-year full time duration and are fully approved by AICTE, Government of India. Each programme is divided

into six trimesters of 12 weeks duration each. Students choose their Major and Minor Specialization at the end of first Trimester and take up summer project in the field of their Major Specialization after fourth trimester. Specialisations (both major and minor) are offered in the following areas: Global Business, Digital Business, Media & Advertising, Marketing, HR and Finance.

SAP is a global leader in enterprise solutions and its' ERP solution is deployed by most large corporations in India and abroad. SAP modules are integrated in the curriculum of PGDM & students are exposed to corporate best practices in their respective streams. Participating students, after successful completion of the programme, are awarded SAP University Alliance Certificate, which opens the doors for highly remunerative consultant positions.

*Because*  
**"Data is the new OIL"**

## PGDM with Digital Business

PGDM at DBS Global offer specialization as major or minor in Digital Business and AI by incorporating full stack courses through in-class, blended and online courses from the best in the industry and academic on Advanced Excel, Tableau, R, Python, SPSS, Machine Learning, Deep Learning, Block Chain Technologies.

Students with no prior exposure of coding can also take up the above courses and build careers in Digital Business and AI.



PGDM Students on corporate exposure tour to Bombay Stock Exchange



PGDM Students on corporate exposure tour to HongKong

In addition to the above students are exposed and certified through blended learning mode of online lectures of faculties of international universities/ industries curated by in-class tutorial and workshops. Some of the courses being offered are:

- High Performance Collaboration: Leadership, Teamwork & Negotiation, **Northwestern University**
- The Art of Negotiation, **University of California**
- Marketing Analytics, **University of Virginia**
- AI for Everyone, **deeplearning.ai**
- Brand and Product Management, **IE Business School**
- Learning How to Learn, **University of California**
- High-Impact Business Writing, **University of California**
- Introduction to Blockchain Technologies, **INSEAD**
- Scaling Operations: Linking Strategy, **Northwestern University**
- Corporate Finance: Measuring and Promoting Value Creation, **University of Illinois at Urbana-Champaign**
- Strategic Career Self-Management, **The State University of New York**
- Blockchain and Business: Applications and Implications, **INSEAD**
- Strategic Management of Innovation, **HEC Paris**
- Competitive Strategy, **Ludwig-Maximilians-Universität, München**
- Management Skills for International Business, **University of London**
- Digital Media and Marketing Strategy, **University of Illinois at Urbana-Champaign**
- FinTech Foundations and Overview, **The Hongkong University of Science and Technology**
- Organizational Design and Management, **HEC Paris**
- Leading Organizations, **HEC Paris**
- Foundations of Strategic Business Analytic, **ESSEC Business School**
- Design Thinking, **University of Virginia**

Students will have the option to choose upto 4 certificates through above program or similar program offered in future.

Moreover 2-4 courses can be done on fully online mode – choosing from World’s best professors on top of the line new-age courses, which shall instil the way forward to self-learning and self-upgradation for lifelong learning and excellence.

For detailed offering please visit

[www.doonbusinessschool.com](http://www.doonbusinessschool.com) > Programs > Management Courses > PGDM

\*The bouquet of courses being delivered on Online/Blended Learning is dynamic in nature and can be changed frequently keeping the industry requirements, availability of resources, professors/content from the International universities/service providers.

To help students enhance their knowledge in the highly specialised fields, the following certifications are embedded in the PGDM programme.

### REGULAR COURSES

- SAP Certification from DBS-SAP (University Alliance).
- Data Analytics using R/ Python
- NISM Certifications on Mutual Funds/ Security Analyst/ Derivatives
- Digital Marketing
- Recruiter Certificate Program
- Certification on Labour Laws Practices
- Certification on HR Analytics & Metrics
- Language Proficiency - Elementary French
- Luxury Brand Marketing
- Wealth Management Certification

### SUMMER INTERNSHIP & DISSERTATION PROJECT

After the completion of four trimesters, the students will undergo Summer Training of six to eight weeks in an organisation. Students will have to make a presentation on their learning to the internal/ external experts.

The students will undertake a trimester-long Dissertation project in the last trimester, i.e. 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 dissertation project is expected to cover implementation of theoretical knowledge in the business practices and should showcase the effectiveness in collecting, manipulating and interrogating information, its application, the production of reports and its effective communication; showcasing skills that are regularly used in the corporate world.

### PROGRAMME ELIGIBILITY & ADMISSION PROCESS

Graduate degree in any discipline. Students with work experience will be given suitable preference. Final year students awaiting results may also apply, subject to minimum 50% marks in graduation.

The short-listing to the admission process of PGDM Programme is on the basis of merit of CAT/XAT/MAT/CMAT/GMAT entrance examination scores. Short-listed eligible students will need to get themselves registered with DBS Group by filling the registration form online at [admissions.doonbusinessschool.com](http://admissions.doonbusinessschool.com), and would be required to appear for personal (face to face/ online) interview.

DOON BUSINESS SCHOOL GLOBAL





# MBA

## Master of Business Administration

### INTRODUCTION

This two year MBA programme offered by Doon Business School, 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.

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.

### 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 Agri Business. 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 & ADMISSION PROCESS

Graduate degree in any discipline with minimum 50% marks (minimum requirement as laid down by the University). Students with work experience will get advantage in interviews. Final year students awaiting results may also apply.

The admission to MBA programme will be as per the guidelines issued by the University/AICTE from time to time. Admission is on the basis of merit of CAT/XAT/MAT/CMAT/GMAT scores. Eligible students will need to fill the registration form online at [admissions.doonbusinessschool.com](http://admissions.doonbusinessschool.com), and would be required to appear for personal (face to face/ online) interview.

For detailed offering please visit [www.doonbusinessschool.com](http://www.doonbusinessschool.com) > Programs > Management Courses > MBA

## ACE

In pursuance of DBS-Group's philosophy to generate industry ready professionals with the new-age skills, various value adds have been included in addition to the regular MBA programme of UTU. The students can undertake upto 8 value additions initiatives/certificate of the bouquet of certificates being delivered as In-class, Blended (Partial Online with curated tutorials) and Online programmes assessed by institution as under:

### In-class programmes

- NISM Certification on Mutual Funds/Derivatives
- Elementary French Language
- Building E-commerce Platform
- Data Analytics through Advanced Excel
- Data Representation & Data Mining through Tableau & Rapidminer
- HR Analytics
- Wealth Management Certification
- Data Analytics using R/Python
- Digital Marketing
- Recruiters Certificate/Linkedin Certificate
- Social Media Marketing

In addition to the above the students also have the option of enrolling in specialised training like, SAP Navigation Module, SAP Consultant Module (FICO/HCM/SCM/SDM/MM) on subsidised payment basis. Students are also exposed and certified through blended learning mode of online lectures of faculties of international universities/industries curated by in-class tutorial and workshops.

For details of the blended/online programs visit: [www.doonbusinessschool.com](http://www.doonbusinessschool.com) > Admissions > Fees > Comparison Chart

The students have the option either to enroll in ACE (1 additional certificate program per sem.) or ACE STAR (2 additional certificate program per sem.) to enhance the employability by covering the latest skill-sets required for corporate placements. This needs to be opted at the time of interview & carries additional fees over the regular MBA programme as the additional courses are delivered by various certifying agencies and their Trainers.

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

\*The bouquet of courses being delivered on Online/Blended Learning is dynamic in nature and can be changed frequently keeping the industry requirements, availability of resources, professors/content from the International universities/service providers.

Students at Airlangga University, Indonesia



Students on Study Tour to Dubai Working on Islamic Banking



# MBA-IB

## MBA in International Business

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, exports & imports industry.

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 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 shall undergo international immersion programs involving foreign tour to Singapore/Dubai/Hongkong/Malaysia for one week each during the first and second year on payment of additional 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 (minimum requirement as laid down by the University). Final year students awaiting results may also apply. Short-listed eligible students will need to get themselves registered with DBS Group (by filling the registration form online at [admissions.doonbusinessschool.com](http://admissions.doonbusinessschool.com)), and would be required to appear for personal (face to face/ online) interview.

For detailed offering please visit [www.doonbusinessschool.com](http://www.doonbusinessschool.com) > Programs > Management Courses > MBA-IB

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.



Students at Chinese Pagoda, Indonesia



# MBA (Integrated)

**BBA+MBA Integrated, 5 Years**

## 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.

There is no exit route in the MBA (Integrated) programme. 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 & Workstyle 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 & ADMISSION PROCESS

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). Short-listed eligible students will need to get themselves registered with DBS Group (by filling the registration form online at [admissions@doonbusinessschool.com](mailto:admissions@doonbusinessschool.com)), and would be required to appear for personal (face to face/ online) 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.

For detailed offering please visit  
[www.doonbusinessschool.com](http://www.doonbusinessschool.com) > Programs >  
Management Courses > BBA+MBA (5 Year Integrated)

In pursuance of DBS-Group’s philosophy to generate industry ready professionals with the new-age skills, various value adds have been included in addition to the regular Integrated MBA programme of UTU. The students can undertake upto 8 value additions initiatives/certificate of the bouquet of certificates being delivered as In-class, Blended (Partial Online with curated tutorials) and Online programmes assessed by institution as under:

### In-class programmes

- SAP Certification from DBS-SAP (University Alliance)
- NISM Certification by NSE on Mutual Funds / Derivatives
- Six Sigma – Green Belt
- Elementary French
- Computerised Accounting Tally
- Social Media Marketing/Building E-commerce Platforms
- Data Representation through Advanced Excel/Tableau
- R/Python
- Digital Marketing

In addition to the above students are exposed and certified through blended learning mode of online lectures of faculties of international universities/industries curated by in-class tutorial and workshops. Some of the courses being offered are:

- High Performance Collaboration: Leadership, Teamwork & Negotiation, Northwestern University
- The Art of Negotiation, University of California
- AI for Everyone, deeplearning.ai
- Brand and Product Management, IE Business School
- Learning How to Learn, University of California
- High-Impact Business Writing, University of California
- Introduction to Blockchain Technologies, INSEAD
- Corporate Finance: Measuring and Promoting Value Creation, University of Illinois at Urbana-Champaign
- Strategic Career Self-Management, The State University of New York
- Blockchain & Business: Applications and Implications, INSEAD
- Strategic Management of Innovation, HEC Paris
- Digital Media and Marketing Strategy, University of Illinois at Urbana-Champaign
- FinTech Foundations and Overview, The Hongkong University of Science and Technology
- Organizational Design and Management, HEC Paris
- Leading Organizations, HEC Paris
- Foundations of Strategic Business Analytic, ESSEC Business School
- Design Thinking, University of Virginia

\*The bouquet of courses being delivered on Online/Blended Learning is dynamic in nature and can be changed frequently keeping the industry requirements, availability of resources, professors/content from the International universities/service providers.



# BBA

## Bachelor of Business Administration

BBA is a 3 years full time under graduate programme. Through this program Doon Business School offers a unique combination of a Govt. University Degree and high technology, new age skill development certificate programs.

One of the most sought after programs at the institute, BBA attracts the brightest minds from across the country. The USP of the program remains the strong emphasis on in-depth knowledge, experiential learning and the focus on the intricate aspects of running a business.

The benefits of choosing BBA at DBS most notably are; professional degree enhanced with industry delivered certifications, unparalleled career opportunities, and networking opportunities through a strong alumni base of well placed DBSites.

### 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.

## Get More with BBA...

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

- SAP–Orientation Program
- French Language Certification Programs
- Data Analytics using Advanced Excel
- Social Media Management
- Advanced Computing
- Web Designing, SEO & E-Commerce
- NISM on Stocks & Shares/Mutual Funds
- Computerised Accounting-Tally
- Bank PO/MBA Entrance Preparation
- Digital Marketing

Students can choose upto 6 certificates. This list of certificates may be changed incorporating the latest trends.

### ELIGIBILITY & ADMISSION PROCESS

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). Short-listed eligible students will need to get themselves registered with DBS Group (by filling the registration form online at [admissions.doonbusinessschool.com](http://admissions.doonbusinessschool.com)), and would be required to appear for personal (face to face/online) interview.

### Job Prospects

A range of pathways existing for the BBA graduates includes:

- Consulting
- Marketing Management
- Human Resources
- Entrepreneurship
- Business Analyst
- E-Commerce
- Big Data Analysts
- Logistics
- Digital Marketing
- Stock Market

For detailed offering please visit

[www.doonbusinessschool.com](http://www.doonbusinessschool.com) > Programs > Management Courses > BBA







# BCA

## Bachelor of Computer Applications

This is a 3 years full time under graduate programme offered by Doon Business School.

BCA students are currently working on some extremely exciting projects that allows them to have a hands-on experience on cutting edge technologies. Some of the mention worthy projects include Artificial Intelligence, Android Analytics, Machine Learning, and platforms such as CISCO Packet Tracer, Python, Tableau, Google Collab, Cloud Computing and Digital Forensics.

The next spurt of economic growth in the country will be technology driven and DBS is grooming its BCA students to lead from the top.

### 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.

The program will help interested students in setting up a sound academic base for an advanced career in computer applications.

In pursuance of DBS-Group's philosophy to generate industry ready professionals with the new-age skills, various values adds have been included in addition to the regular BCA programme. The students can undertake upto 6 value additions initiatives/certificate of the bouquet of certificates being delivered as In-class, Blended (Partial Online with curated tutorials) and Online programmes assessed by institution as under:

- Basic/Advanced Excel
- Digital Marketing
- Social Media Marketing
- SAP
- Big Data Analytics
- Machine Learning
- Artificial Intelligence
- Internet of Things (IOT)
- Java Technologies
- Website Development & Implementation
- .NET Framework Networking
- E-Commerce
- Python/R
- Tableau
- Rapidminer
- AGILE/SCRUM
- Red Hat Linux

Students can pursue careers such as Data Scientist, Business Analyst, Data Modeller, Big Data Coder, AI Experts, Project Managers, System Analyst, Web Developer, etc.

Recruiting companies include both big established companies as well as new-age technology startups.

### ELIGIBILITY & ADMISSION PROCESS

All students must have passed 10+2 examination with English and Maths as one of the subjects with a bare minimum of 50% marks (minimum requirement as laid down by the University). Short-listed eligible students will need to get themselves registered with DBS Group (by filling the registration form online at [admissions.doonbusinessschool.com](https://admissions.doonbusinessschool.com)), and would be required to appear for personal (face to face/online) interview.

For detailed offering please visit [www.doonbusinessschool.com](https://www.doonbusinessschool.com) > Programs > Computer Applications > BCA

## Scope for Tech Grads in the next 5 years



**\$1 trillion**  
opportunity for India  
by 2025



**\$1.3 million**  
upcoming jobs



**20x demand**  
for digital skills  
by 2024

**BCA @ DBS gives you  
the headstart!**



# B.Com

## Bachelor of Commerce

B.Com is a three year full time under-graduate program designed to produce erudite finance experts, with a wide exposure to the financial sector.

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.

### **B.Com/B.Com. (Hons.) program includes training for upto 6 additional new age value added certification programs :**

- Building E-Commerce Platform
- Data Visualization through Advanced Excel
- Data Analytics Tools
- NISM Mutual Fund
- SAP Navigation
- French Language (with B.Com Hons. Only)
- Digital Marketing
- NISM Stock Market Operation (with B.Com Hons. Only)

or any other certificate program introduced from time to time.

### **Jobs Prospects:**

- Business Analyst
- Accounts/HR/Marketing Manager
- Investment Banker
- International Business Consultant
- Management Consultant
- International Certified Accountants
- Chartered Accountants
- Insurance Manager
- Economist
- Entrepreneur
- Project Manager

### **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 (minimum requirement as laid down by the University). Short-listed eligible students will need to get themselves registered with DBS Group (by filling the registration form online at [admissions.doonbusinessschool.com](http://admissions.doonbusinessschool.com)), and would be required to appear for personal (face to face/online) interview.

# B.Com. (Hons.)

Your global business journey starts here. Our Bachelor of Commerce offers a wide variety of options (specialization), interactive learning experiences and a strong commercial grounding in business. Take advantage of our value added programs which increase your industry placement opportunities, and tailor your degree to launch your career in virtually any field, anywhere in the world.

The three-year, full-time program equips students with a solid grounding in areas such as Accounting, Business Statistics, Project Planning ,GST, Business Ethics & Corporate Governance, as well as leadership skills and a global mindset. Our Bachelor of Commerce (Hons.) combines theory and practice to teach you how businesses operate. You will also develop your problem-solving skills to apply your knowledge effectively in the business world.

You can get opportunities to work in both government and private sector organization at the entry to mid-level positions depending upon your skills.

For detailed offering please visit

**B.Com:** [www.doonbusinessschool.com](http://www.doonbusinessschool.com) >

Programs > Commerce > B.Com

**B.Com (Hons.):** [www.doonbusinessschool.com](http://www.doonbusinessschool.com) >

Programs > Commerce > B.Com (Hons.)

“**Accountants with the right skills can do a lot more. It's just a matter of being a bit bolder, open-minded and having the right qualification.**”

Tuesday, the 5<sup>th</sup> March 2019

POLITICAL POLARISATION  
OF MEDIA HOUSES

E-NEWS  
TRENDS

WHAT'S WRONG WITH  
STING OPERATIONS?

OUR SPECIAL PANEL EXPERTS:

Mr. Ramesh Pokhriyal  
Parliament & Former  
Chancellor

Honourable Mr. Harish Rawat  
Former Chief Minister,  
Uttarakhand

Dr. Bala  
Sahasrabudhe

Dr. Pooja Kumar  
Khatwani



Student at Indonesia for student exchange programme

# Mass Communication

## BA (Hons.) Journalism & Mass Communication

This is a 3 year full time under graduate programme, spread over six semesters, offered by Doon Business School. The university curriculum is further enriched through the incorporation of new age value added programs keeping the current trends of the media and entertainment industry in mind.

### 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 & ADMISSION PROCESS

Must have passed 10+2. Admissions on the basis of merit. Short-listed eligible students will need to get themselves registered with DBS Group (by filling the registration form online at [admissions.doonbusinessschool.com](http://admissions.doonbusinessschool.com)), and would be required to appear for personal (face to face/online) interview.

### 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

For detailed offering please visit [www.doonbusinessschool.com](http://www.doonbusinessschool.com) > Programs > Mass Communication > BA (Hons.) Journalism & 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 through various certifying/training agencies.

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

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





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



Students working on an Ad campaign

## MA Mass Communication

M.A. in Mass Communication is a full time 2 years (4 semesters) course. 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.

### 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

For detailed offering please visit  
[www.doonbusinessschool.com](http://www.doonbusinessschool.com) > Programs >  
Mass Communication > MA Mass Communication



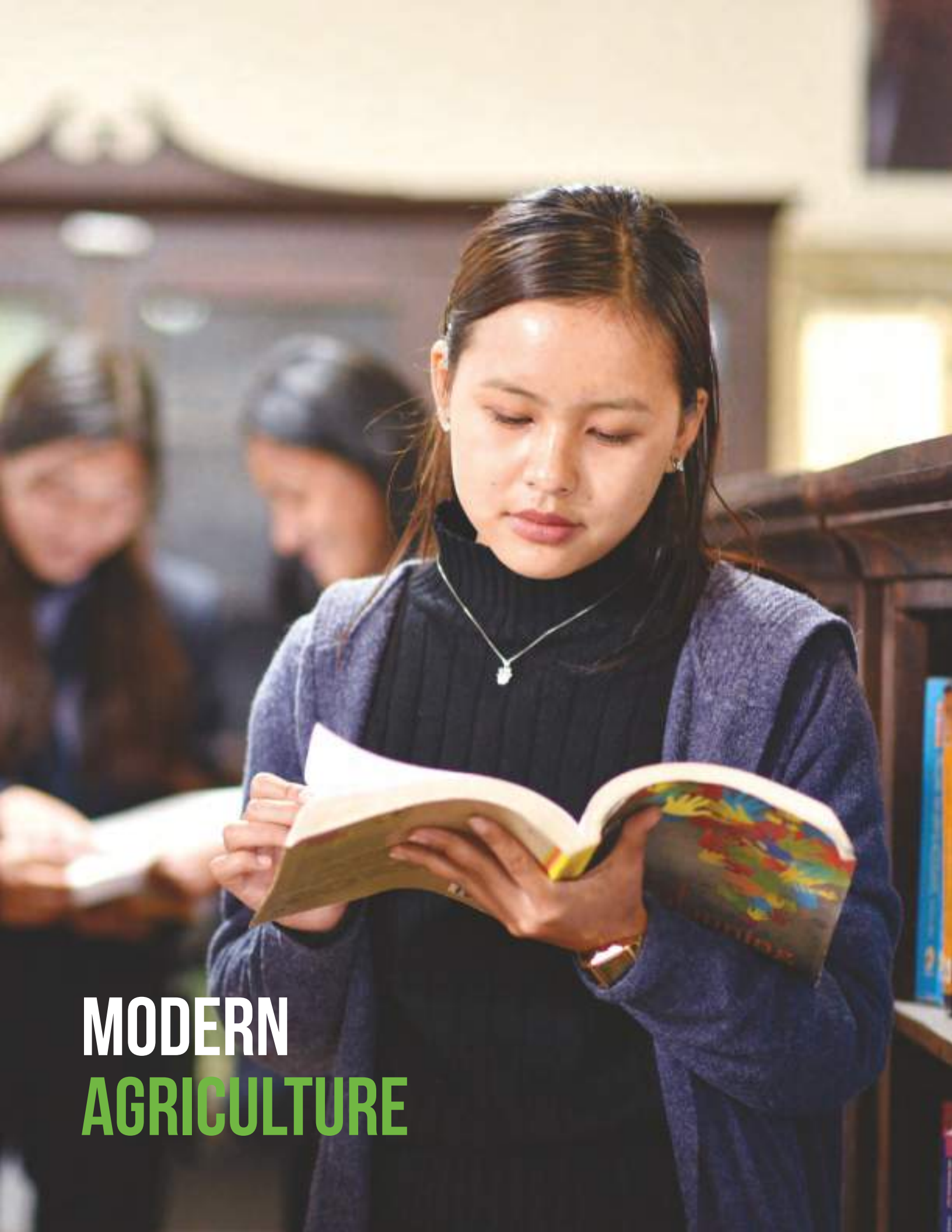
Mass Comm students during an interaction with Rajdeep Sardesai, Consulting Editor, India Today



**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.**



SPIC MACAY performance at DBS



**MODERN**  
**AGRICULTURE**



# B.Sc.

## Agriculture and Forestry

B.Sc. Agriculture/Forestry are 4 year full time undergraduate programs to get the students acquainted with various facets of agriculture, forestry 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 & entrepreneurship development in forest based fields etc.

### ELIGIBILITY AND ADMISSION 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.

### Merit based scholarships available.

For detailed offering please visit [www.doonbusinessschool.com](http://www.doonbusinessschool.com) > Programs > Agriculture & Allied Sciences > B.Sc Agriculture / B.Sc Forestry

## Smart Agriculture

Learn modules on using IoT & Automated Optimised Agriculture, Vertical Gardening, Hydroponics, etc.

## Salient Features

The DBS Forestry/Agriculture 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 tone 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.



# M.Sc.

## Agronomy

**By 2050, India's population will reach 1.7 billion people, creating the most populated country in the world. Food demand will increase by 70%, and is already lagging domestic food production.**

*(Source: Future of Food 2050)*

Productivity in agricultural sector is rapidly changing with the emerging use of innovative technologies. The shift necessitates the education and development of specialists, ready to transform agricultural practices using technologies that are more efficient, productive, and profitable and to provide quality food to the world's growing population. M.Sc. Agriculture program at DBS-Group (School of Agriculture & Allied Sciences) integrates agronomic aspects with plant sciences. It plays a key role in increasing agricultural productivity and improving food security.

Harnessing agriculture requires the access to practical innovations that can address the economic utilization of natural resources for agricultural productivity. This 2-year program has been specifically designed to produce graduates with an understanding of the innovations in crop management to ensure adequate production.

The program aims at providing an in-depth theoretical and practical understanding of the subject matter and also imparts research skills in agronomy. Upon completion of the program, the students will be in a position to apply the knowledge and skills acquired to enhance agricultural production through self-employment, research, formal teaching, extension and management, and advanced training in both government and private sectors.

Competitive exams such as UPSC, FCI, and other Government jobs abound after M.Sc Agriculture. Public & private companies also offer jobs to agriculture graduates from the campus. Research and teaching opportunities also await agriculture students.

### ELIGIBILITY AND ADMISSION PROCESS

B.Sc Agriculture degree from any recognized university with a minimum of 55% marks. Admission is done on the basis of merit of graduation marks and internal assessment.

For detailed offering please visit [www.doonbusinessschool.com](http://www.doonbusinessschool.com) > Programs > Agriculture & Allied Sciences > M.Sc Agriculture



Drip Irrigation inside Poly House

### Job Prospects:

This 2-year program promises innumerable job prospects as the demand for food crops and agriculture yield will never decline, as long as life exists. Agronomists find employment across varied sectors, including:

- Research
- Production
- Consulting
- Management
- Business
- Education
- Government
- Development
- International Assistance, etc.



Student doing lab testing



Our Student with Silage Machine (used to convert paddy straw or any plant straw to fodder for cattle)



Our Student with Dr. Subrata Nandi, Senior Scientist, Department of Forestry, Indian Institute of Remote Sensing, ISRO after talk on Remote Sensing Application in Forestry



Weather Station at DBS Research Centre



Students at Centre for Aromatic Plants



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



Research trials of different agricultural crops in DBS



Agriculture extension work in Kaichiwala by DBS students



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



# WOMEN'S ENTREPRENEURSHIP CONCLAVE

# Seminars & Conclave

At DBS we have an environment that generates high-quality research which is both contemporary and rigorous. Conferences, seminars and workshops are a regular feature at the campus providing a forum for presenting research work and discussing important issues of global interest. These events bring together academics, corporates and policy-makers and are an opportunity to network and learn.

- Banking Conclave 2021
- Women Entrepreneurship Conclave - Opportunities & Challenges
- HR Conclave - Workplaces for Tomorrow
- Media Conclave - Political Polarisation of Media Houses, E-news Trends, What's wrong with Sting Operations
- Agriculture Conclave - Role of input agencies in Doubling Farmers' Income

# 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.

## Books published:

- **Alluring Wings:** The first book of the series. It has been authored by Ms. Sharddha Bung, student of DBS along with Siddhartha Raj Mohan, SGI.
- **Fluttering Hues:** This second book by Manas Shukla, Sonam Yangchen Bhutia, Sharddha Bung and Siddharth Raj Mohan, provides a colourful insight into the butterfly diversity of the Mussoorie wildlife sanctuary.



Banking Conclave



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

Connect with  
the people who  
are changing  
the world.



National Conference in progress



Deepali Sathe, Bollywood Playback Singer performance at DBS



Branding of Students' products on DBS Campus



# 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.

## **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 through its students committees.

## **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.

## **Bagpackers Club**

The purpose of the club together the like minded students and faculty members of Doon Business School. The club aims to provide opportunities to explore various cultures and picturesque of Himalayas. In today's world of chaos and constant stimulation, it's hard to quite the mind and think getting into nature offers a way to find some silence and clarity and it's an important tool to counter our standards of survival in society.

## **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. 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.



Miss India FBB Campus Princess organized at the DBS Campus



Rupali Jagga, Sa Re Ga Ma Pa Finalist performing at DBS

**Bringing  
real- world  
experiences  
into the  
classroom**



DBS students at TungNath Trek by Bagpackers' Club

# EXCEL BEYOND ACADEMICS

22+ Active Clubs



Inter-college Tournament organized by Basketball Club



Match organized by 8-Ball Pool Club



Match organized by Football Club



Tournament organized by Badminton Club

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



Student at Adventure Tour to Rishikesh



# Glimpses of DBS Activities





# Rules & Regulations

- All admissions are provisional, till confirmed by the respective university and full payment of fees.
- 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.
- The registration charge and the admission fees is non refundable under any circumstance.
- 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.
- 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 installments for semester programs or 3 installments for trimester programs at a nominal differential fee structure. For detailed fees structure of various courses please visit [www.doonbusinessschool.com/feesstructure](http://www.doonbusinessschool.com/feesstructure).

## Scholarship @ DBS

To provide financial support to various deserving 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 Rs.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. On campus job facility for teaching assistance and student support services.

<b>12<sup>th</sup> %age</b>	<b>85</b>	<b>88</b>	<b>90</b>	<b>92</b>	<b>94</b>	<b>95</b>	<b>96</b>	<b>97</b>	<b>98</b>	<b>99</b>
<b>Scholarship* (as %age of tuition fee)</b>	<b>10</b>	<b>20</b>	<b>30</b>	<b>40</b>	<b>50</b>	<b>60</b>	<b>70</b>	<b>80</b>	<b>90</b>	<b>100</b>

### 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) :

#### 2. For Applicants with a valid score in MAT/CMAT

<b>MAT/CMAT Percentile</b>	<b>90 - 93</b>	<b>95</b>	<b>97</b>	<b>98</b>
<b>Scholarship* (as %age of Tuition Fee)</b>	<b>20</b>	<b>30</b>	<b>40</b>	<b>50</b>

#### 3. For Applicants with a valid score in CAT/XAT

<b>CAT/XAT Percentile (More than)</b>	<b>75</b>	<b>80</b>	<b>85</b>	<b>90</b>	<b>95</b>	<b>96</b>	<b>97</b>	<b>98</b>	<b>99</b>
<b>Scholarship* (as %age of Tuition Fee)</b>	<b>20</b>	<b>30</b>	<b>40</b>	<b>50</b>	<b>60</b>	<b>70</b>	<b>80</b>	<b>85</b>	<b>90</b>

#### Note:

All the above scholarships in PGDM/MBA are subject to a min. of 60% marks in graduation. 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 30<sup>th</sup> June. Candidates should preferably send scholarship applications along with their admission registration forms.

**\*Please visit the website for latest updated scholarships. It may vary, subject to limited seats.**

# Success @ DBS DEHRADUN

**Mannat Samnotra**  
at Berger Paints



**Saransh Singh**  
at Byju's



**Shubham Goel**  
Customer Development  
Officer at Colgate Palmolive



**Kawaljeet Singh**  
at ICICI Bank



**Namrata Gupta**  
at Hindustan Times



**Sangram Singh**  
at Indigo Paints



**Devanshu Gupta**  
SIAM International Ltd.,  
Bangkok



**Prince Sharma**  
at Deloitte



**Sandipan Saha**  
at Extramarks Education



**Nabin Kumar Shah**  
Armada Group,  
Doha, Qatar



**Nivedita Phogat**  
at Ernst & Young



**Silky Saha**  
Manager at Ericsson, Sydney, Australia



**Avilash Mukherjee**  
at  
Jindal Stainless Steel



**Ayush Chauhan**  
at UNIQLO

