

# DOON BUSINESS SCHOOL GROUP

## PGDM & PGDM Global

### Frequently Asked Questions (FAQs)

**Q1. What is the difference between PGDM and MBA?**

**A1.** PGDM at DBS is an AICTE approved Post Graduate Diploma in Management similar to any other PGDM offered by the IIMs & XLRI etc. All PGDM institutes are autonomous bodies which are given permission to run specialized management programs since these are specialized management autonomous bodies and not Universities. Hence, in place of university degrees, an AICTE approved PGDM is granted. For all corporate jobs, PGDM is generally preferred over MBA, because of the exhaustive and specialized nature of training.

**Q2. Of the two courses PGDM and MBA offered by DBS, which is better?**

**A2.**

1. PGDM is a much more exhaustive course. It has 48 courses spread over 2 years, whereas MBA will have 32 courses.
2. With more courses the student can cover his specialization more comprehensively and in much greater depth and is more likely to get better placements.
3. The courses in PGDM are latest and incorporate current trends in syllabus. In fact, in DBS the PGDM curriculum includes the certification courses from the industry as a part of the curriculum itself. For example:  
NISM certificate course in stocks and shares from National Stock Exchange is part of the course in trimester II  
CII Certificate in International Logistics is a part of trimester IV.
4. PGDM is a trimester program, and each course is completed in 3 months' time, which takes 4 months to complete in MBA. Hence, it is a fast-paced course and covers more bandwidth in 2 years' time than MBA.

Let us give you some key striking differences between PGDM and MBA offered at DBS:

**Revised Curriculum:**

The MBA program has a fixed curriculum and is generally more theoretical in nature. There is a certain rigidity in the revision of curriculum to maintain pace with changes in the industry and economic landscape. Such revisions take place over a period of 3-5 years.

The PGDM Curriculum, on the other hand, is well revised keeping it on par with the new industry requirements and standards allowing the students to maintain a competitive advantage encouraging rampant innovation in teaching pedagogy with a practical based learning approach in comparison to traditional theoretical learning.

PGDM curriculum is craftily designed by industry veterans bringing foresight in the emergence of disruptive technologies like SAP, AI, NISM, Design Thinking, Business Analytics, Digital Marketing into management curriculum.

**Term divisions:**

PGDM is a trimester program, and each course is completed in 3 months' time, which takes 4 months to complete in MBA. Hence, PGDM is a fast-paced course and covers more bandwidth in 2 years' time than MBA. PGDM has 48 courses spread over 2 years, whereas MBA will have 32 courses.

**Teaching Pedagogy:**

The PGDM program offers a lot more than classroom teaching which is very adaptive to case study pedagogy helping students understand the practical application of managerial concepts in real-time classic as well as contemporary business cases that have shaped the industry over the years. The learning takes place outside the classroom as well, in the form of extra-curricular activities, social initiatives, events, competitions, etc., for developing numerous soft skills essential for management professionals.

**Career Goal:**

The ultimate career goal of a management aspirant is the main crux. The kind of outcome a student is expecting from a management qualification is one of the major reasons for deciding which program one shall opt for. A PGDM course helps one in landing into a highly rewarding career. PGDM graduates might have some edge because of the pedagogy of the program and close industry interaction, helping them remain more pragmatic and relevant in the industry for longer. However, an MBA from DBS also has a long running reputation in the industry and may help you achieve certain immediate career goals offering a good return on the investment.

**Q3. What are the various specializations being offered in post graduate courses?  
A3.**

1. MBA from Veer Madho Singh Bhandari Uttarakhand Technical University (*earlier known as VMUTU*) offers dual specialization (Major and Minor) to be selected from Finance, Marketing, HR & IB.
2. PGDM offers one major and one minor specialization from the core subjects and a super specialization from any of the functional areas. For example, the student can choose Major & Minor from Finance, Marketing, HR, IB and super-specialization from: Digital Business, Business Analytics, Energy Management, Knowledge Management, International Logistics Management, Media and Creative Communication, Luxury Brand Management, Political Management, Agri Business, SAP & Communication.

Specializations offered in post graduate courses at Doon Business School:

PGDM students choose their Major/Minor Specialization at the end of the first trimester whereas MBA students choose their Major/Minor specialization at the end of the 2nd semester. With more courses the student can cover his specialization more comprehensively and in much greater depth.

MBA	PGDM
Marketing	Marketing
Human Resource Management	Human Resource Management
Finance	Finance
International Business	International Business
Agri-Business Management	Digital Business
	Business Analytics
	Media & Creative Communication

PGDM students in addition to the Major/Minor specializations get access to choose a super-specialization from the following domains: Digital Business, Business Analytics, Energy Management, Knowledge Management, International Logistics Management, Media and Creative Communication, Luxury Brand Management, Political Management, Agri Business, SAP & Communication.

**Q 4. What is SAP?**

**A 4.** SAP is the most popular ERP package. Today more than 10,000 companies spanning across 80,000 business users and 140 countries use SAP to run their businesses. SAP at DBS starts with the basics of SAP and ASAP methodology.

This is further enhanced with TERP10 and SAP modules like SD, CRM, HCM, FSCM etc which are in line with the specializations chosen by the students. SAP certification conducted by SAP Germany is offered to all students who take SAP courses at the end of the course at very nominal rates.

SAP SE is a German multinational software company that develops enterprise software to manage business

operations and customer relations. The company is the world's leading enterprise resource planning (ERP) software vendor.

Today more than 10,000 companies spanning across 80,000 business users and 140 countries use SAP to run their businesses. SAP at DBS starts with the basics of SAP and Advanced SAP methodology.

This is further enhanced with TERP10 and SAP modules like SD, CRM, HCM, FSCM etc. which are in line with the specializations chosen by the students. SAP certification conducted by SAP Germany is offered to all students who take SAP courses at the end of the course at a very nominal cost.

**Q5. Why is French Language included in the program?**

**A5.** French is one of the most widely spoken languages in the world. Since the business world is a global village in its true sense, learning French increases your place-ability globally. 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 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.

**Q6. What is NISM certification and how does it benefit us?**

**A6.** NISM Certification course has been included to give students a deep understanding of the functioning of the capital markets along with hands-on practical training.

NISM is SEBI's educational arm that focuses on providing financial education to give students a deep understanding of the functioning of the capital markets along with hands-on practical training. NISM certification has been made mandatory by the SEBI for working in any capital market institutions, therefore if students want to work in any of the capital market institutions, passing NISM certification is mandatory. NISM certification has nationwide acceptance, adds value to your resume, helps in meeting regulatory requirements and improves financial literacy of the students.

**Q7. Can I do PhD. after PGDM?**

**A7.** Yes, you can. Most of the Universities in India and abroad allow students to do PhD. after PGDM. However, many students also pursue fellowship programs from IIMs and other top institutions after PGDM.

**Q8. What is the minimum percentile, graduation percentage required to apply for DBS?**

**A8.** Admission in DBS is based on performance in Online PI, percentile in written examination Class XII and Graduations Marks. So, if you perform well in Online PI despite having secured a low percentage in graduation, you still stand a good chance at getting admission in DBS. You may apply irrespective of whatever marks /score you have got.

Minimum Eligibility for the PGDM program is as follows:

A bachelors' degree of minimum 3-Years after 10+2 examination, from a recognized board with a minimum aggregate of 50% (45% for SC/ST/PwD).

The candidates holding CA, CS or CMA degrees are also allowed to apply.

Furthermore, the merit-based admissions in the Postgraduate Management programs are on the basis of cumulative scoring as under:

MAT/CAT /CMAT/ XAT/ATMA/GMAT/UKSEE marks + 10th & 12th class percentage + graduation percentage + Interview marks of the shortlisted candidates.

The basis of percentage weightage is as under:

10th & 12th class percentage + graduation percentage - 30%

MAT/CAT /CMAT/ XAT/ATMA/GMAT marks (Normalized internally) - 40%

Online Interview - 30%.

**Q9. I have not given any written examination so far; can I still apply for DBS?**

**A9.** Yes. Your selection will be based on graduation marks, Online Interview and you will be offered a conditional admission. You can appear in the next MAT/ATMA examinations and subject to your securing a specified percentile your admission will be regularized.

**Q10. Whether DBS provides hostel facilities?**

**A10.** Yes, DBS has multiple hostels on campus and nearby off campus hostels, for both boys and girls.

**Q11. What is a continuous internship program at DBS?**

**A11.** Summer internship is first- time industry interaction for a project in a company for 6-8 weeks. Our continuous internship programme places the student on a real time work profile in a company for 2 days a week for one year. This helps in effective transition from student to Management position.

**Q12. I am appearing in the final year. My results will be declared in July/Aug 2023. Can I apply?**

**A12.** If you have a valid MAT/CAT score & qualify the merit of DBS, you will be required to produce your passing certificate of graduation, with minimum 50% marks latest by 30<sup>th</sup> Oct 2023. For making the merit in such cases, average of 1<sup>st</sup> and 2<sup>nd</sup> year graduation marks will be considered.

Yes, you can apply for the PGDM Program if you are appearing in the final year of your graduation for which the results will be declared in July/Aug 2023.

A valid MAT/CAT /CMAT/ XAT/ATMA/GMAT score will be required to qualify the merit of DBS and you will be required to produce your passing certificate of graduation, with minimum 50% marks latest by 30th Oct 2023. For the calculation of merit in such cases, average of the preceding graduation semesters/years will be taken into consideration.

**Q13. When will the PGDM batch commence?**

**A13.** All geared up to join our diverse community of students.

To know your current batch commencement dates, kindly click the website link.

<https://www.doonbusinessschool.com/admissions/program-commencement-dates.html>

For more details, kindly connect to the admission cell at 7259162060.

**Q14. I am appearing in Feb 2023 MAT; will I be eligible?**

**A14.** Valid MAT/CAT score of last 3 years up to the last date of registration will be considered on percentile basis for preparing the first merit list for counseling and interview. Yes, Feb 2023 MAT score will be eligible.

**Q15. What is the last date of registration?**

**A15.** DBS Group follows a rolling admission policy. If you apply early and cross the threshold of merit in Online PI, entrance exam and graduation marks, you will be offered a seat. Based on total acceptance, the admissions can be closed at any time. Hence, there is always a better chance if you apply early.

The admissions at Doon Business School are subjective to the availability of seats on first cum first basis, hence, the candidates are advised to apply for the admission process at the earliest. If you apply early and cross the threshold of merit in Online PI, entrance exam and graduation marks, you will be offered a seat.

**Q16. Does the Institute arrange for a Bank loan?**

**A16.** Yes, all nationalized banks will provide you an education loan once you have the admission letter from Doon Business School. College provides assistance & required documents needed for the bank loan.

**Q17. What is the Maximum/Average package offered to a DBS Student from Campus placements?**

**A17.** Over 250 plus companies visited the campus in 2022-23. The maximum take home salary has been Rs.20.5 Lac & CTC 24 Lakhs. The average salary on offer was 6.69 Lacs.

Hope the above FAQs would have cleared your doubts about the admission process, however, in case there is any other query regarding admissions,

Please mail at [admissions@doonbusinessschool.com](mailto:admissions@doonbusinessschool.com) or connect to the admission cell at +91 7259162060.