



**New-Age Education**  
in Safe and Scenic Surroundings

**VIEWBOOK** ➤

DOON BUSINESS SCHOOL  
DOON BUSINESS SCHOOL - GLOBAL  
DBS - GROUP

# PRIME NUMBERS

Ranked amongst

**Top 50**

**Management Colleges in India**

(including all IIMs, IITs & Universities)

– Business India 2020

Also ranked

**No.1 in Uttarakhand**

Business World 2020, The Week 2020

Business India 2020

**2<sup>nd</sup>**

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

India Today Nielson Survey

**5<sup>th</sup>**

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

India Today Nielson Survey

**4<sup>th</sup>**

Best Management College  
in India for Industrial Interface

Careerlinks

**6<sup>th</sup>**

Best Business School in  
India for "Top Faculty"

Careerlinks

**5<sup>th</sup>**

Best Institution in  
North India for  
Management Programs

India Today (June 2018)

**32<sup>nd</sup>**

Best Business School in  
'Overall Performance'

by Business Today,  
India Today Nielson Survey

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



## KEY DRIVERS AT DBS

- Highly industry-led interactive education.
- Learning by practicing (Students manage the Campus).
- Problem solving based learning techniques interspersed with live Case Studies.
- Experienced faculty with enriched industry & research experience.
- Specialized training and skill development programmes (optional with regular degrees) preparing students for global assignments through value added certificates like :
  - Course on Social Media, E-business, SEO etc.
  - Six-Sigma Green Belt
  - NISM/ NCFM-Capital Market/ Derivatives/ Risk Management Module.
  - French Language Certificate
  - Tally - ERP-9.0 training
  - Data Analytics and advanced computing.
- Guided Internships in PG and UG.
- Beautiful, Peaceful, and Learning Conducive environment of Dehradun in close proximity to large no. of pollution-free industries.
- Unique super specializations in functional areas in PGDM
- Strong Corporate Connect Cell providing support to students resulting in multiple offers to most.
- Focus on creating world class leaders/managers.
- International exposure through tours to Singapore/ Dubai/Hongkong/Malaysia/Indonesia.

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





Mohit Aggarwal after completing his Bachelors in Engineering, Masters in Business Administration has managed business in Telecom, chemicals, finance, construction and other related sectors.

He has over 25 years of experience as a Management Consultant, Industrialist and of managing educational institutions. He is a passionate educationist who has participated extensively in India and abroad in the field of fostering education reforms and the amalgamation of industry and academics.

# THE ROOTS...

**Mohit Aggarwal, (B.E., MBA)**

**Co-Founder - Doon Business School-Group**

## Dear Students,

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

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

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

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

## THE PROMOTERS & PHILOSOPHY

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

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

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



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



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





## THE ACADEMIC COUNCIL

## DBS SOUNDING BOARD



**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





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

## DEHRADUN

### A Safe Knowledge City

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

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

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







Industrial Visit to HCL, Rudrapur, Nainital

## IDEAL LOCATION

DBS campus is developed in an area of about 15 acres in Selaqui, Dehradun. The location offers a definite advantage of being close to Pharmacity and UPSIDC Industrial area and at the same time is surrounded by greenery. The site is very picturesque with the back drop of Shivalik Mountains and beautiful queen of hills, Mussoorie.

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



Students Meditating





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



Faculty Development Program at Oxford University

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



DBS Students at the UTU Convocation





## DOON BUSINESS SCHOOL DOON BUSINESS SCHOOL - GLOBAL DBS-GROUP

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

### DBS Programs and its Affiliations

PROGRAM	AFFILIATION	AICTE/UGC
<b>DOON BUSINESS SCHOOL GLOBAL</b>		
PGDM	Autonomous	AICTE
<b>DOON BUSINESS SCHOOL</b>		
MBA	Uttarakhand Technical University	AICTE
BBA+MBA (Integrated MBA) 5 Years	Uttarakhand Technical University	AICTE
MBA-IB	HNB Garhwal University	UGC
MA (Mass Communication)	HNB Garhwal University	UGC
BBA	HNB Garhwal University / Sri Dev Suman University	UGC
BCA	HNB Garhwal University / Sri Dev Suman University	UGC
B.Com	HNB Garhwal University / Sri Dev Suman University	UGC
B.Com (Hons.)	Sri Dev Suman University	UGC
BA (Hons.) Mass Communication	HNB Garhwal University / Sri Dev Suman University	UGC
<b>DBS-GROUP (SCHOOL OF AGRICULTURE &amp; ALLIED SCIENCES)</b>		
B.Sc Agriculture	Sri Dev Suman University	UGC
B.Sc Forestry	Sri Dev Suman University	UGC
M.Sc Agriculture	Sri Dev Suman University	UGC



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

# ALLIANCES

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

DBS has been chosen by SAP Germany as its University Alliance Partner. This alliance enables our students to get SAP training. Encouraged by the great demand worldwide for SAP consultants, we groom our students for a lucrative career in Global Consulting rather than an entry level position. DBS students have access to SAP's best business practices and are able to network with some of the top running academic institutions of Europe & Asia.

DBS has entered into an MoU with the Embassy of France for teaching French language. A French national, an expert in the teaching of French, teaches French to the students at the end of which a globally recognized due certification is provided.

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

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



Students at SAP Headquarters

## 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.







MDP on SAP

## 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 and state government in the areas of Information -Technology,

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

### Entrepreneurship Incubation Centre

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



International Conference on E-Commerce



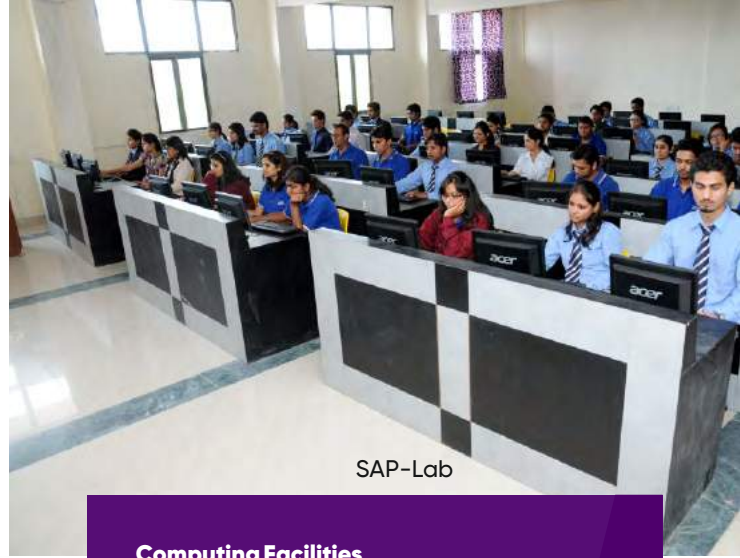
Student receiving the AIMA Award



# INFRASTRUCTURE

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

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



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



Central Library





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 where in inclusion/ exclusion of particular meals is permitted.



### 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.



Girls Mess



## 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



# PLACEMENTS

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

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

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

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

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



Industry Immersion in Singapore

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

**Mr. Rajneesh Kapur**  
CIO – Make My Trip.com



Student Training by CMA-US Trainer



## Career Development Centre

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

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

## International Internships

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



# PARTIAL LIST OF RECRUITERS

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



99acres.com  
Aarti Enterprises  
Accys Management Services P. Ltd.  
Action Shoes  
Add India Advertising  
Allied Pickfords India Pvt. Ltd.  
Anand Rathi  
Aon Hewitt  
Archelons Consulting  
Arzoo Engineering Works  
Axiom Landbase Pvt. Ltd.  
Bandhan Bank  
Bhagla Management Consultants  
Ceasefire Industries Ltd.  
Cadbury (Kraft Foods Inc.)  
Capital Via  
Calvin Klein  
Jaro Education  
Daffodil Green House P. Ltd.  
Decathlon

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

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





**42**

TOTAL NO. OF FULL  
TIME FACULTIES

**36**

PART TIME/ADJUNCT/  
VISITING FACULTIES

**15.11**

TOTAL AVERAGE  
EXPERIENCE

**8.03**

AVERAGE CORPORATE  
EXPERIENCE

**7.08**

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**

Educational Qualification:  
Ph.D Management, MBA Finance,  
B.Sc Electronics  
Designation: Campus Director  
Experience: 27 years



**Dr. Inderjeet Gulati**

Educational Qualification:  
Ph.D (CW), M.Sc (Agri.) Hons.- Agri.  
Chem & Soil Science, B.Sc (Agri) Hons  
Designation: Principal  
Experience: 40 years



**Dr. Nikhil Kulshrestha**

Educational Qualification:  
Ph.D., PGDBM (HR), MA (Sociology)  
Designation : Dean Academics  
Experience : 23 years



**Dr. M.C. Porwal**

Educational Qualification : Ph.D.  
(Remote Sensing of Env. Resources),  
M.Sc (Ecology, Env.), MA (Sociology)  
Designation : Principal  
Experience : 40 years



**Dr. H.S. Grewal**

Educational Qualification : Ph.D  
(Commerce)-HNBGU, LLB (Labour  
Laws), MBA (Marketing), M.Com  
Designation : Professor  
Experience : 25 years



**Dr. Shalini Singh**

Educational Qualification : Ph.D.  
(Financing of SSIs), UGC NET  
Qualified, MBA Finance & Marketing  
Designation : Associate Professor  
Experience : 13 years



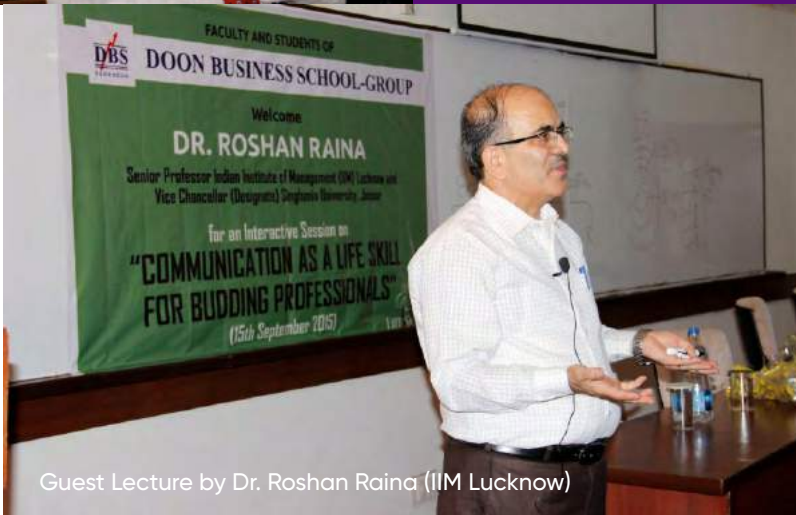


Dr. D.S. Sengar,  
Guest Faculty from IIM Lucknow

## 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.



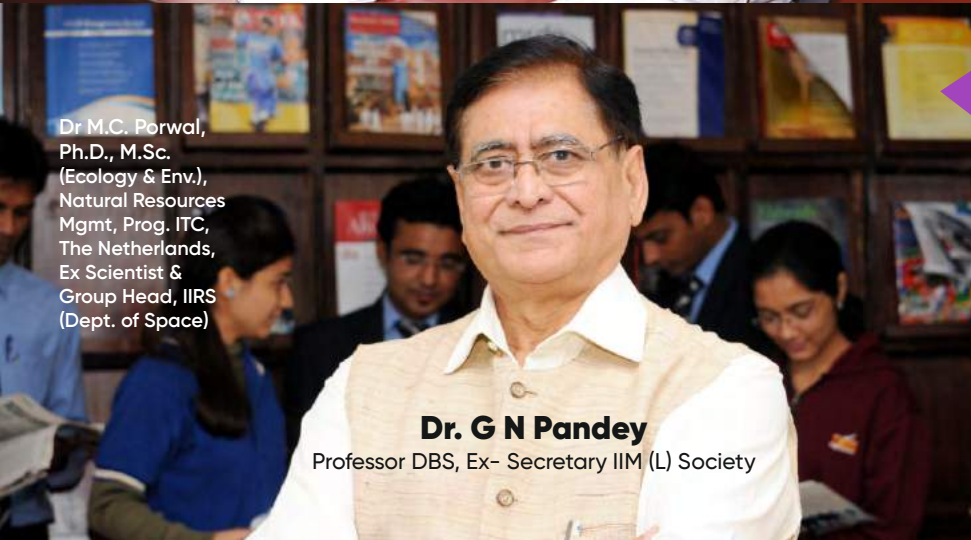
Guest Lecture by Dr. Roshan Raina (IIM Lucknow)



Guest Lecture on Six Sigma Program



French Language Program at DBS



Dr M.C. Porwal,  
Ph.D., M.Sc.  
(Ecology & Env.),  
Natural Resources  
Mgmt, Prog. ITC,  
The Netherlands,  
Ex Scientist &  
Group Head, IIRS  
(Dept. of Space)

**Dr. G N Pandey**

Professor DBS, Ex- Secretary IIM (L) Society

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



# LEARNING BY EMPOWERING

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

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

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



## Students Council, Clubs

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



Anusha Mani, Bollywood Playback Singer



## Manfest

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





Miss India FBB Campus Princess organized at the DBS Campus

### Cultural Club

This is one of the most active clubs of Doon Business School which organises many cultural management events like Promotion Games, management dumb charades, freshers party, dancing competitions, salsa classes, DBS idol etc. through its students committees.

### 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.

### Quiz

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



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

### 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.



DBS Students at Nag Tibba Trek by Bagpackers Clubs



## Sports Club

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



Friendly match organized by Volleyball Club



Tournament organized by Badminton Club



Match organized by 8-Ball Pool Club



Match organized by Football Club



Inter-college Tournament organized by Basketball Club



DBS Football Team lifts the Trophy

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





Students at Chinese Pagoda, Indonesia



Visit to Bombay Stock Exchange



Students at Hongkong



Student at Adventure Tour to Rishikesh



Trek to Tungnath



Students enjoying Cruise at Goa

### Industrial Tour

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

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

### Domestic Tour

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

### Class Tours

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

### Adventure Tour

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



# CONFERENCES & MANAGEMENT DEVELOPMENT PROGRAMMES

## Academics Embrace Industry :

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



Executive Director - JP Morgan US, Mr. Anupam Bansal at DBS



Ms. Suchita Varshney from Ernst & Young, USA during a Guest Lecture



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





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



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



Ms. Seema Prashar conducting training session on Personality Development



National Conference in progress



# 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 working environment.

Students during Singapore Visit



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 Dubai

“ 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 Universal Studio, Singapore



# PGDM **Post Graduate Diploma in Management**

with SAP/Global

**Specialisations in Marketing, Finance, HR, IB, Data Analytics and Agri-business Management**

## 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, Agri-business Management 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 three 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/Malaysia/Hong Kong/Dubai) 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: Marketing, Finance, Human Resources, International Business, Data Analytics and Agri-Business Management.

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.



UNIVERSITY ALLIANCE

## MICRO SPECIALIZATIONS

PGDM offers major/minor specializations in **Marketing, Finance, Human Resources, International Business, Business Analytics and Agri-Business Management.**

*Because*

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

## PGDM with Business Analytics

PGDM at DBS Global offer specialization as major or minor in Business Analytics 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 Business Analytics and AI.

*Because*

***"Agriculture is Core Business"***

## PGDM with Agri Business

The field of Agri Business is amongst the fastest growing fields in the economy and explores the production, marketing and trading of products related to Agriculture. At DBS Global, the curriculum has been designed to cover the Agriculture & Food Policy, Agri Marketing Mgt., Agri Supply Chain, Agri Business Entrepreneurship and Rural Marketing.

The objective of the program is to develop and build-up manpower with practical knowledge and problem solving skills to expand small and medium Agri Business enterprises and improve the productivity of Agri Business value changes in the Agriculture industry.





**PGDM Students  
on corporate  
exposure tour to  
Bombay Stock  
Exchange**

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
- Certification of Digital Marketing
- Recruiter Certificate Program
- Certification on Labour Laws Practices
- Certification on HR Analytics & Metrics
- Language Proficiency - Elementary French
- Luxury Brand Marketing
- Political Marketing

#### 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](mailto:admissions@doonbusinessschool.com), and would be required to appear for personal (face to face/ online) interview.







Students at Louis Vuitton, Singapore



Students enjoy Desert Safari at Dubai



# MBA

Master in 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.

## COURSE DECLARATION

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

## 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](mailto: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

## BASE (Business Aptitude & Skill Enhancement Programme) ++

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 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
- Elementary French Language
- Computerised Accounting – Tally 9.0
- Building E-commerce Platform
- Data Analytics through Advanced Excel
- Data Representation & Data Mining through Tableau & Rapidminer
- HR Analytics
- Certificate Course on Google Adwords
- Security Analyst Module by NISM
- NISM- Mutual Funds, Derivatives
- Recruiters Certificate/Linkedin Certificate
- Social Media Marketing (MKT)

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 BASE (1 additional certificate program per sem.) or BASE 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 BASE 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.







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

Sunita Devaria,  
Guwahati (Assam)



Students at SAP Headquarters, Singapore



# MBA-IB

## MBA in International Business

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 MBA or BBA programme.

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

### INTERNATIONAL IMMERSION

Students of MBA-IB program 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](mailto:admissions@doonbusinessschool.com)), and would be required to appear for personal (face to face/ online) interview.

In addition to the university curriculum MBA-IB students are entitled for taking 4 additional certificate program from new-age skills at marginal/subsidised costs.

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 Airlangga University, Indonesia



Students on Study Tour to Dubai Working on Islamic Banking



# 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 & Work style imbibed at the institute.

### PROGRAMME STRUCTURE

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

### ELIGIBILITY & 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 values 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 Stocks & Shares / Mutual Funds / Derivatives
- Six Sigma – Green Belt
- Elementary French
- Computerised Accounting Tally 7.0
- Certificate on Insurance and Risk Management
- Social Media Marketing/Building E-commerce Platforms
- NISM- Derivatives
- Data Representation through Advanced Excel/Tableau
- R/Python
- AGILE/SCRUM

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 & 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**

\*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.





Branding of Students' products on DBS Campus.



“ Students under going training session on SAP-HANA. DBS is one of the leading management institutes in India which has integrated consultant level SAP trainings on various modules into the curriculum. ”



# BCA

## BCA – Bachelors of Computer Application

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

### 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.

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 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:

- 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, etc.

### 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](mailto: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 > Computer Applications > BCA

# BBA

## BBA – Bachelors of Business Administration

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.

### COURSE CONTENT

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

### ELIGIBILITY & 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.

## Get More with BBA...

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

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

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

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

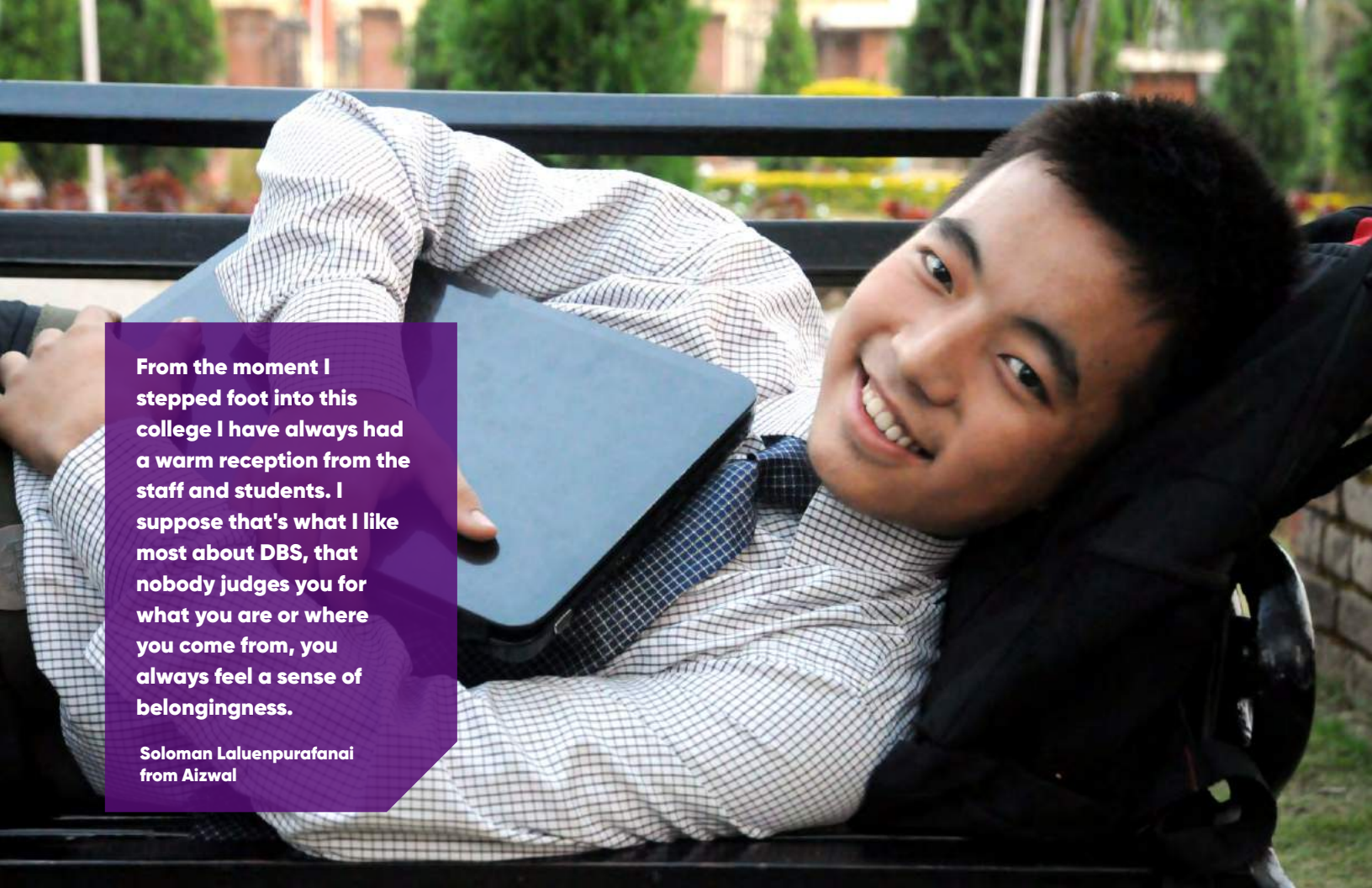


### Job Prospects

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





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

Soloman Laluenpurafanai  
from Aizwal

Campus Interview Drive for Extramarks.



# Congratulations

BBA & B.Com students for getting placed in



“ CTC: 12.4 lpa ”



“ CTC: 6 lpa ”

jaro  
education®

“ CTC: 10 lpa ”



“ CTC: 6 lpa ”



# B.Com.

B.Com is a three year full time 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 & Tableau
- Data Representation 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)
- NISM Stock Trading (with B.Com Hons. Only)
- AGILE & SCRUM (with B.Com Hons. Only)

or any other certificate program introduced from time to time.

## **Jobs Prospects:**

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

## **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](mailto: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 BASE (Business Aptitude & Skill Enhancement) program 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.)







## Workshop on Debating and Public Speaking Skills

27 September 2017

Chief Guest:

Dr. B.P. Kaithal (International Trainer with 30 years  
experience in the Petroleum Industry)

Trainers:

Mr. Rishindra Vikram Singh, UPES Dehradun  
Mr. Mehul Singh, UPES Dehradun

“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.”

presents

Panel Discussion on

SURGICAL STRIKE ON

BLACK  
MONEY

Date : 10 November 2016  
Venue : Amphitheatre, DBS

Is it a game changer for India?





# DOON BUSINESS SCHOOL

## MEDIA CONCLAVE

Tuesday, the 5<sup>th</sup> March 2013

**POLITICAL POLARISATION  
OF MEDIA HOUSES**

**E-NEWS  
TRENDS**

**WHAT'S WRONG WITH  
STING OPERATIONS?**



**OUR SPECIAL PANEL EXPERTS:**

Mr. Ramesh Pokhriyal  
Parliament & Former Chief Minister,  
Uttarakhand

Honourable Mr. Harish Rawat  
Former Chief Minister,  
Uttarakhand

K. Rattu  
Madhya Pradesh

Bupendra Khandari  
Sahara



### INTERNATIONAL PROGRAM "STRATEGIC JOURNEY"



MASTER OF MANAGEMENT  
FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS AIRLANGGA

Maya, November, 21-26 2016



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](mailto:admissions@doonbusinessschool.com)), and would be required to appear for personal (face to face/online) interview.



### Value Added Courses in Mass Communication

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

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

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



### 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



# MA in 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

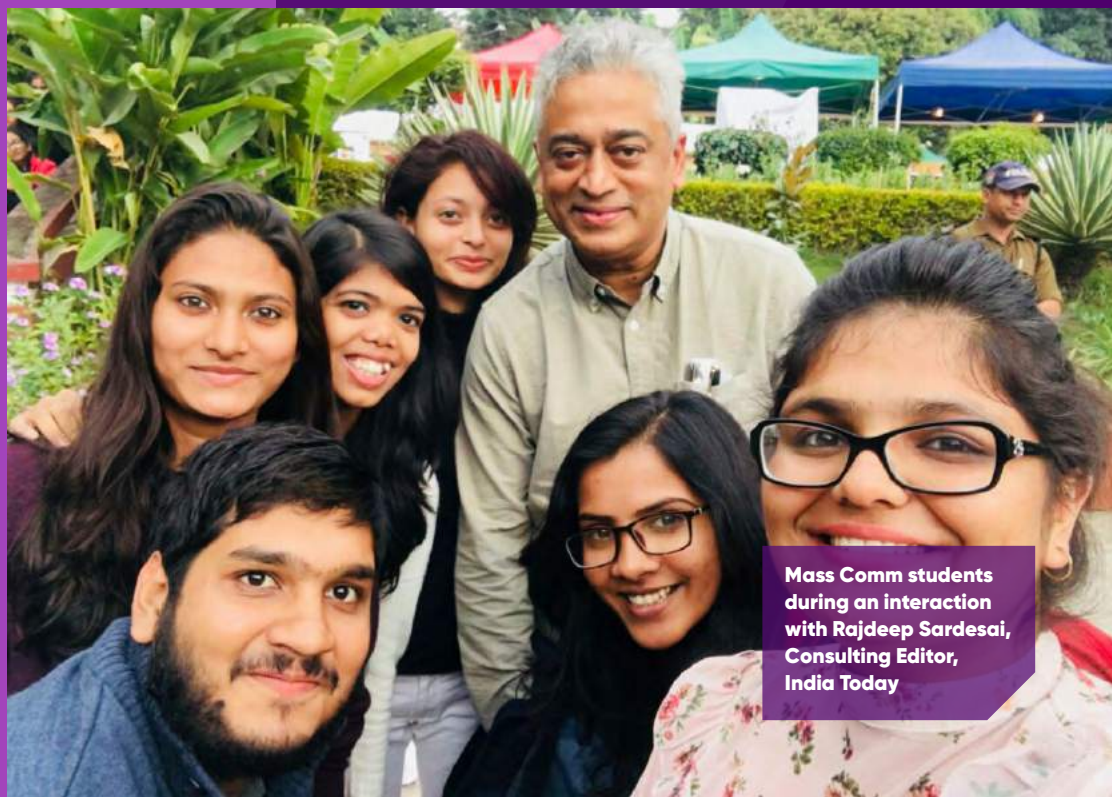
- Radio: Radio Journalism and Production
- Television: Television Journalism and Production
- Advanced Advertising
- Advanced Public Relations/Corporate Communications
- Print Media II

### Fourth Semester

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



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



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





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



Students recording a talk show at campus studio



Sagarika Ghosh, Deputy Editor CNN-IBN with DBS students



SPIC MACAY performance at DBS



Students working on an Ad campaign



# B.Sc.

## Agriculture & 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 and 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.**

## USP

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.







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)





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



Research trials of different agricultural crops in DBS



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



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



# M.Sc.

## Agriculture

**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.

### 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.



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

Agriculture extension work in Kaichiwala by DBS students



### 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.



# INDUSTRY CERTIFICATES

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

## SAP-UA Certification

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

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

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

## Six Sigma

Six sigma seeks to improve the quality of process outputs by identifying and removing the causes of defects (errors) and minimizing variability in manufacturing and business processes. It uses a set of quality management methods, including statistical methods, and creates a special infrastructure of people within the organization ("Champions", "Black Belts", "Green Belts", "Orange Belts", etc.) who are experts in these very complex methods. Each Six Sigma project carried out within an organization follows a defined sequence of steps and has quantified value targets, for example; process cycle time reduction, customer satisfaction, reduction in pollution, cost reduction and/or profit increase.



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

## Insurance Licentiate

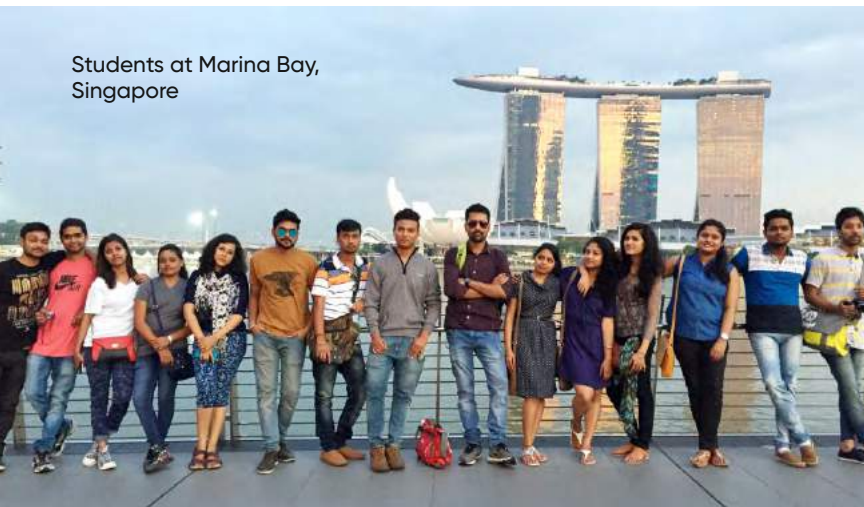
The Insurance Institute of India. Institute qualifications are held in esteem both by the regulator and the industry. In its role as a leading education and training provider I.I.I. is closely associated with all the segments of the insurance industry which includes Insurance regulatory authority of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

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

## NISM/NCFM Certificates

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

Students at Marina Bay, Singapore



Students at Hongkong



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

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

### Data Workshop

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

### French Classes

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

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

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

### Computerised Accounting : Tally\_ERP9.0

Basic understanding and hands on operations on Tally 9.0 ERP about Accounting transactions and book keeping in computerised environment. Computerised accounting Certificate on tally for passing the test by DBS international. Participation for others completing 75% Attendance. Duration of tally certification is 30 hours.



Session on Critical Thinking

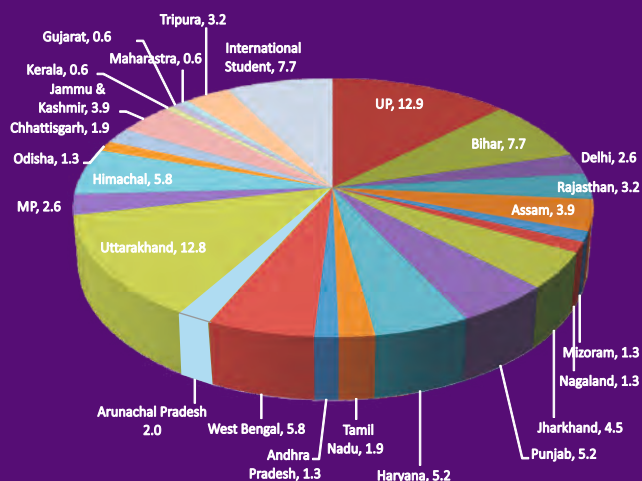


International Conference on E-Commerce



Art of Living Program

### Student Demographics





# GLIMPSES OF STUDENTS ACTIVITIES



## DOON BUSINESS SCHOOL



## DOON BUSINESS SCHOOL MANFEST 2018







Bollywood Night @ DBS



Halloween celebrations in full swing



The annual Alumni Reunion

The DBS student band performing at Manfest





# 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 or 3 installments 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.

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

## Scholarships for Post Graduate Students

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

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

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

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

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

## 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

**Shivam Singh** (MBA)  
at Berger Paints



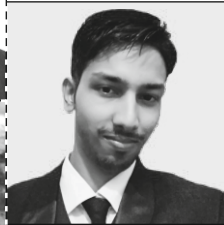
**Chhavi Aggarwal**  
(MBA)  
Grant Thornton



**Shubham Goel**  
(MBA)  
Colgate Palmolive



**Ankit Kochar** (PGDM)  
IndusInd Bank



**Vishakha F. Joseph**  
(PGDM)  
Club Mahindra



**Himani Bhandari**  
(MBA)  
Byju's Learning App



**Swetabh** (PGDM)  
Extramarks



**Vishal Choudhary**  
(MBA)  
HDFC Bank



**Gurmeet Singh**  
(PGDM)  
Jaro Education



**Nabin Kumar Shah**  
(MBA)  
Armada Group,  
Doha, Qatar



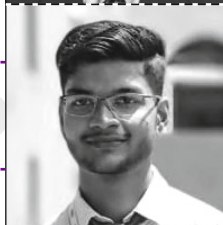
**Gaurav Behera**  
(PGDM)  
HDFC Ltd.



**Silky Saha** (PGDM)  
Ericsson, Sydney, Australia



**Piyush Raj**  
(B.Com)  
UNIQLO, Japan



**Deeparun Dutta**  
(MBA)  
OYO



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

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





## DOON BUSINESS SCHOOL-GROUP

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

Tel : 0135 2699166 | Mob : 7259162060, 7088008322

Email : [admissions@doonbusinessschool.com](mailto:admissions@doonbusinessschool.com)

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[www.doonbusinessschool.com](http://www.doonbusinessschool.com)

