

## ADMISSION ELIGIBILITY

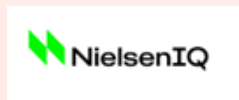
- Full time undergraduate students in any discipline- freshers as well as candidates with work experience.
- The candidate must have a minimum of 3 years Bachelor's Degree from any stream.
- Scores of exams like CAT / XMAT / CMAT / MAT / GMAT / ATMA

## PAST RECRUITMENT OF DALY COLLEGE BUSINESS SCHOOL



**Deloitte.**

**IMPETUS**



## APPLICATION PROCESS

- Step – 1 – Download the application form.  
<https://www.dcbsindia.org/PGDM/wp-content/uploads/2023/06/Registration-Form-2023-24.pdf>
- Step – 2 – Pay the registration amount of Rs. 5000/-.
- Step – 3 – Submit the completely filled form along with the proof of payment / transaction and copy of graduation marksheet & score card of CAT / XAT/ CMAT/ MAT/ GMAT/ ATMA.
- After registration, the student will be informed through DC Business School's website / email / call for the further process.
- For selection of the candidate to PGDM, the overall rank will be computed using the following components and their respective weights:
  - >Score in the Common Admission Test: 35%.
  - >Academic Performance (X Std., XII Std., Undergraduate Degree / Postgraduate Degree):20%.
  - >Group Discussion / Interview: 30%.
  - >Participation in Sports, Extra-Curricular activities, Academic diversity, and Gender diversity: 15%.
- The selection of students will be strictly based on merit.



## DC BUSINESS SCHOOL



Residency Area,  
Indore - 452001



0731-2719003

[www.dcbsindia.org](http://www.dcbsindia.org)



PGDM URL



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**AN UNPARALLEL  
PLATFORM  
FOR GLOBAL  
BUSINESS  
LEADERS**

Approved by AICTE

**PGDM** *Launching*

Post Graduate Diploma in Management

We are proud to carry forward the rich tradition as we launch our new College, **DC BUSINESS SCHOOL**, offering a two-years full-time Post Graduate Diploma in Management (PGDM) program. This is uniquely designed research based, conceptually driven, contemporary and progressive business course as per international pedagogy.



We are delighted to introduce ourselves as a premier institution under the aegis of Daly College Society, located in the cleanest city of India. With a legacy dating back to 1870, Daly College has been renowned for its princely heritage and commitment to academic excellence.

■ LEADERSHIP TRAINING ■ INDUSTRY-BASED CURRICULUM ■ CRITICAL THINKING ENHANCEMENT





DCBS EDGE

- Integrated module with National Entrepreneurship Network (NEN).
- Professional Skills and competency for thought leadership.
- National and International tours across different industry sectors.
- Certification courses to enhance employability
- Faculty with international exposure of British pedagogy.
- Daly College has a legacy of 150 yrs as the leading National Educational Institute.
- 25 years of Management education Experience and a successful Alumni pool of 1000+.
- Girls' Hostel Facility on campus.
- Collaboration with various professional bodies nationally & internationally.



POST GRADUATE DIPLOMA in Management

(with Dual specialization in Marketing, Finance, Human Resource and Entrepreneurship)

MENTORSHIP

Mentorship programme is the unique initiative of DC Business School. This programme provides a platform for the student mentees who volunteer to connect to the industry mentors regularly for lessons in real life business learning.

INTERNSHIP

Internship is an important platform for management students to learn new skills, apply their academic knowledge in practical situations and for career exploration and development. We encourage and facilitate our students to pursue internships.



National Entrepreneurship Network

DC Business School offers an opportunity for students to learn and obtain a certificate from the prestigious Wadhvani Foundation, which has an unmatched world class curriculum. NEN will enhance the Start - up foundation module learning outcomes, taught in the second trimester. The contextualised case studies and activities will groom the student for a better tomorrow. The fundamental objectives are entrepreneurship development & to build and enhance the entrepreneurship ecosystem through workshops and training.

DC Business School envisions students' overall development beyond academics and plans to equip them with various industry-demanded certification courses. A few of them are on Risk Management, Soft Skills, Entrepreneurship, NISM, Excel & Advanced Excel, and LinkedIn.

PROGRAM STRUCTURE & CREDITS

FIRST YEAR CORE COURSES

Trimester 1

Foundation of Management
Managerial Economics
Indian Business Environment
Accounting for Managers
Marketing Management
Organizational Behaviour
Business Communication

Trimester 2

Start up & New Venture Management
Management Accounting
Managing Human Resources
Business Statistics
Indian Ethos & Business Ethics
Computer Application in Business

Trimester 3

Corporate Social Responsibility & Sustainability
Enterprise Risk Management
Operations & Supply Chain Management
Introduction to Financial Management
Business Research - Issues & Analysis
Legal Environment in Business
Comprehensive Viva I

SECOND YEAR COURSES

Trimester 4

Core

Business Analytics
Summer Internship Project
<b>Finance Elective</b>
Security Analysis and Portfolio Management
Banking and Insurance Management
Financial Markets and Investment Management
Emerging Trends in Finance

Marketing Elective

Sales and Distribution Management
Integrated Marketing Communications
Consumer Behaviour
Retail Marketing

Human Resource Elective

Human Resource Metrics and Analytics
Compensation and Benefits Management
Industrial Relations & Labour Law
Social Psychology

Entrepreneurship Elective

Corporate Entrepreneurship and Innovation
Social Entrepreneurship
Venture Capital and Private Equity
Indian Models in Entrepreneurship

Trimester 6

Capstone Project
Comprehensive Viva II
Entrepreneurship Lab

Trimester 5

Core

Business Strategy
<b>Finance Elective</b>
Project Appraisal and Finance
Behavioural Finance
Performance Management in Organisations
Financial Derivatives & Equity Market

Marketing Elective

Digital and Social Media Marketing
International Marketing
Product & Brand Management
Service Marketing

Human Resource Elective

Performance Management Systems
Organizational Change and Development
Team Dynamics at Work
Contemporary issues in HR

Entrepreneurship Elective

Dynamics of Entrepreneurship
Franchise Management
Leadership
Venture Valuation & Accounting

