



DC BUSINESS SCHOOL

An unparalleled platform

**FOR GLOBAL
BUSINESS LEADERS**





DC BUSINESS SCHOOL

offers a two-years' full-time Post Graduate Diploma in Management (PGDM) program. The course is research based & conceptually driven with contemporary teaching pedagogy as per international standards.

DC Business School is a premier institution under the aegis of Daly College Society, located in Indore, 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.

PGDM

Approved by AICTE

**Post Graduate Diploma
in Management**



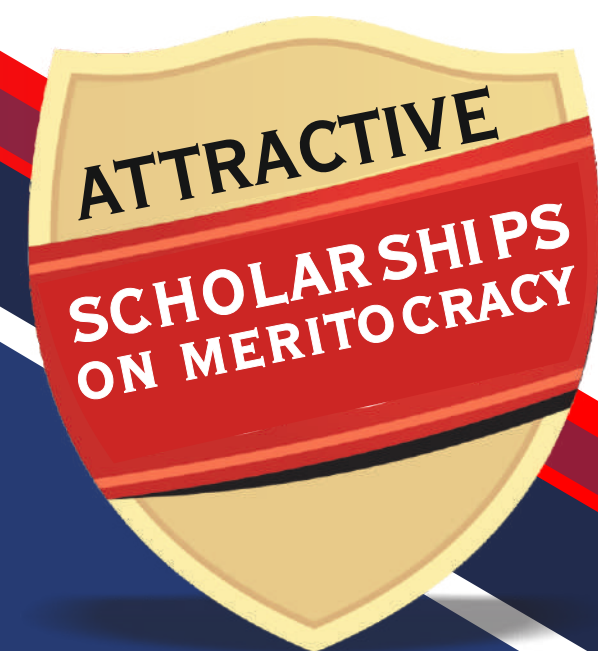
DCBS EDGE

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, edX, NISM, Excel & Advanced Excel.

- Integrated modules with National Entrepreneurship Network (NEN) & IRM
- 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 DCBS. 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. The mission of this initiative is to enhance the academic experience through hands-on learning, professional skills development, leadership opportunities, and creating connections and community among current students, alumni and corporate partners. This program provides an outstanding opportunity for students to interact and network with the industry leaders and change makers they hope to become.

Our mentors represent all functional areas of business and a variety of industries, ranging from executives, to small business entrepreneurs and directors of non-profit organizations. Mentors serve as role models, coaches and advisors to our students, providing professional development training and exposure to their impressive networks.



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.



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
<u>Finance Elective</u>
Security Analysis and Portfolio Management
Banking and Insurance Management
Financial Markets and Investment Management
Emerging Trends in Finance
<u>Marketing Elective</u>
Sales and Distribution Management
Integrated Marketing Communications
Consumer Behaviour
Retail Marketing
<u>Human Resource Elective</u>
Human Resource Metrics and Analytics
Compensation and Benefits Management
Industrial Relations & Labour Law
Social Psychology
<u>Entrepreneurship Elective</u>
Corporate Entrepreneurship and Innovation
Social Entrepreneurship
Venture Capital and Private Equity
Indian Models in Entrepreneurship

Trimester 5 Core

Business Strategy
<u>Finance Elective</u>
Project Appraisal and Finance
Behavioural Finance
Performance Management in Organisations
Financial Derivatives & Equity Market
<u>Marketing Elective</u>
Digital and Social Media Marketing
International Marketing
Product & Brand Management
Service Marketing
<u>Human Resource Elective</u>
Performance Management Systems
Organizational Change and Development
Team Dynamics at Work
Contemporary issues in HR
<u>Entrepreneurship Elective</u>
Dynamics of Entrepreneurship
Franchise Management
Leadership
Venture Valuation & Accounting

Trimester 6

Capstone Project
Comprehensive Viva II
Entrepreneurship Lab

Industrial Visits

Industrial visit is an important part of management education. The students visit companies and get insight on the internal working environment of the company. It sensitizes students to the practical challenges that organizations face in the business world. Industrial visits also give greater clarity about various management concepts for students as they can practically see how these concepts are put into action. At DCBS the industrial visits are planned such that the students are able to draw linkage between the theory and practical aspects of the concepts being discussed.



DISTINGUISHED ALUMNI



Deepak Patel

Class Of 2003
Director, Patel Motors



- Masters of International Business from Monash University, Melbourne.
- Started his own Samsung Mobile Distribution business which was an addition to the family run
- Automobile business of MARUTI and VOLVO-EICHER
- True believer of Systems and processes.
- His motive – “Do it the right away, result would follow



Digraj Singh Shahpura

Class Of 2011
Director, Hotel Shahpura Bagh



- Hotelier and designer with Shahpura chain of hotels
- Awarded best luxury heritage hotel category @ World Luxury hotel awards 2018
- Ranked within top 100 most influential Indians 2019



Vivek Chugh

Class Of 2009
Director, M.Chugh Group



- Transformed his family business into a major organised real estate player of Central India in all segments
- The group has delivered more than 3 million sq ft from 2009 – 2018
- Won several nationwide awards from NDTV Profit, Dainik Bhaskar, ET NOW, etc



Simran Bhatia *Swish Boss*

Class Of 2017
Founder, The Swish Boss

- Co owner and face of “Swiss Browse” a fashion and lifestyle blog.
- Has always been an ardent lover of fashion and styling and turned into a successful fashion blogger.
- With more than 75000 followers on instagram.
- Swiss Browse has over 15000 satisfied customers and a huge female following.



Mohit Raghuwanshi

Class Of 2009
Director, Oylmpus High



- A focused and enthusiastic entrepreneur with a vision to make education accessible and affordable for children.
- Recruiting best talent from all over India and providing them residential facilities with good remuneration.
- Impacting lives of 150 staff members and over 1500 children
- Commendable passion and out of the box intellectual thinking

COLLABORATIONS & TIE-UPS



IRM India Affiliate (Institute of Risk Management UK)

DC Business School has collaborated with IRM India Affiliate and integrated curriculum of Level 1 certification in PGDM syllabus. The Institute of Risk Management (headquartered in the UK), established in 1986, is the world's leading professional certifying body for Enterprise Risk Management (ERM) qualifications, training, and examinations. IRM has been driving excellence for over 35 years across 143 countries.



NEN – Wadhvani Group

NEN's main objectives are entrepreneurship development, to build and enhance the entrepreneurship ecosystem and for skilling through various modes of workshops and trainings with world class curricula, content and methodology in form of “Ignite” programme by Wadhvani Operation Foundation (WOF).

DC Business School has integrated the “Ignite” programme in its PGDM curriculum. Entrepreneurship is also one of the specialisations offered to the students. This will not only help to foster innovation and entrepreneurship in the students but also “igniting” them for startups or better management of family business.



edX

edX is a leading E-learning platform across the world that offers 3000+ courses from 160+ top ranking institutions & professional bodies of the world such as Oxford, Harvard, MIT, Columbia, Wharton, IIT Bombay, IIM Bangalore, AWS, Google, & now with DC Business School.



MCX

The Multi Commodity Exchange of India Limited (MCX), India's first listed exchange, is a state-of-the-art, commodity derivatives exchange that facilitates online trading of commodity derivatives transactions, thereby providing a platform for price discovery and risk management. The Exchange, which started operations in November 2003, operates under the regulatory framework of Securities and Exchange Board of India (SEBI).



Confederation of Indian Industry

CII

DCBS has an institutional membership with CII for more than ten years now. Confederation of Indian Industry (CII) is a non-profit, not-for-profit, industry-led, industry-managed organisation that plays an active role in India's development process.



CII-IWN

Confederation of Indian Industry (CII) launched the Indian Women Network (IWN) – with the vision of becoming the largest network for career women. DC Business School is a member of CII-IWN that benefits all women students and faculties of the institute.



FICCI FLO

DC Business School has an academic tie-up with FICCI FLO Indore Chapter. FICCI FLO is a women's wing for FICCI (Federation of Indian chambers of commerce), working towards empowering women in both urban and rural areas.



Indore Management Association

IMA

Being an active member of IMA and hosting Quest for Leaders and Young Managers Competition for management students and corporate. It has also founded the Student Chapter of IMA under which various activities like guest lectures, workshops and industry visits are carried out in association with industries.

Past Recruitments at





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

Application Process

- Step - 1- Apply online through <https://www.dcbsindia.org/>

OR

Download the application form:

<https://www.dcbsindia.org/wpcontent/uploads/2024/01/Registration-Form-2024-25.pdf>

- Step – 2 – Pay the registration amount of Rs. 1000/-
- Step – 3 – Submit the completely filled form along with the proof of payment / transaction, 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 as follows :
 - 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, Academic & Co- curricular activities : 15%.
- The selection of students will be strictly based on merit.



DCBS
Redefining
Management Education



DC BUSINESS SCHOOL

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PGDM URL

www.dcbssindia.org

