



## DC Business School

Residency Area, Indore - 452001

Mandatory Disclosure

2023-24

Permanent (Institute Id)	1-43379221608
Name of the Institute	DC BUSINESS SCHOOL
Address of the Institute	Daly College Campus, Residency Area
City & Pin Code	Indore 452001
State/UT	Madhya Pradesh
Phone Number with STD Code	7312701971
Mobile number	98936-19520
Email	<a href="mailto:director@dcbsindia.org">director@dcbsindia.org</a>
Website	<a href="http://www.dcbsindia.org/pgdm">www.dcbsindia.org/pgdm</a>
Name of the Society running the Institute	DC Society
Type of the Organization	Private-Self Financing
Address of the Organization	Residency Area, Indore M.P.
Mobile number	7312701971
Phone Number with STD Code	7312701971
Email	<a href="mailto:secretarydcsociety@dalycollege.org">secretarydcsociety@dalycollege.org</a>
Name of the Director	Dr. Rinku Joshi
Exact Designation	Director
Address	1 Residency Area, Indore
Phone Number with STD Code	0731-2702882
Mobile number	98936-19520
Email	<a href="mailto:dr.rinkujoshi83@gmail.com">dr.rinkujoshi83@gmail.com</a>
Name of the Affiliating University	NA


Details of Board of Governors – DC Society, Indore

Sno.	Name	Designation	Occupation
1.	HH Maharaja Vikram Sinh Puar of Dewas Sr. Shri Anand Bhawan Palace A-B Road Dewas 455001 (MP)	President	Business
2.	Maharaj Rajyavardhan Singh Narsinghgarh Bhanuniwas Palace 20, Bhopal Road Narsinghgarh Distt. Rajgarh (MP)	Vice - President	Public Service
3.	HH Maharaja Narendra Singh Jhabua "Ajit" Niwas", Jhabua Farms Khandwa Road, Opp. Bilaoli Tank, Indore	Member	Business
4.	H H Raja Priyavrat Singh Khilchipur Khilchipur House 180, Saket, Indore	Member	Public Service
5.	Shri Harpal Singh Bhatia 9/A, Prem Nagar, Indore	Member	Business
6.	Shri Dheeraj Lulla 297 AG, Vijay Nagar Behind St. Arnold School Scheme No. 74-C, Indore	Member	Business
7.	Shri Sandeep Parekh 4, Sanghi Colony Shreyas Deep Building, Ground Floor A-B Road, Indore	Member	Business
8.	Shri Sumit Chandhok 20-21 Manishpuri Indore	Member	Business


9.	Shri Sanjay Pahwa 57, Race Course Road, Indore	Member	Business
10.	Dr. Gunmeet Bindra Daly College Indore 452 001	Secretary	Service
Frequency of meeting	5 to 6 times a year		
Academic Advisory Body	Same as above		
Organizational Chart	<p style="text-align: center;">BOG ↓ Director</p> <p style="text-align: center;">Teachings Staff                      Administrative Staff</p>		
Nature and Extent of involvement of Faculty and students in academic affairs/improvements	Various committee have been formed which include faculty and students and their inputs are taken from time to time and shared with university too.		
Mechanism/ Norms and Procedure for democratic/ good Governance	Norms and procedures as laid by AICTE and DC Society from time to time		
Student feedback Mechanism on institutional Governance/faculty performance	<ol style="list-style-type: none"> <li>1. Module Feedback Form for module content and reflection</li> <li>2. Online Grievance Redressal Mechanism</li> <li>3. 360 Degree Appraisal for staff members</li> </ol>		
Grievance Redressal mechanism for faculty, staff, and students	Yes, Personal tutoring		
Establishment of Anti Ragging Committee	Yes		
Establishment of Online Grievance Redressal Mechanism	Yes		
Establishment of Grievance Redressal Committee in the Institution and Appointment of OMBUDSMAN by the	Yes		
Establishment of Internal Complaint Committee (ICC)	Yes		

	Establishment of Committee for SC/ST	Yes
	Internal Quality Assurance Cell	Yes
6.	Programme	
	Name of Programmes	Management
	Name of Programmes Accredited by NBA	Not eligible
	Course Name	Post Graduate Diploma in Management (PGDM)
	Number of seats	60
	Duration	2 years
	Cut off marks/rank of admission during the last three years	N A (New Institution)
	Fee	7.5 Lakh
	Placement Facilities	Mentorship and industry visits in close association with industries; both online and offline Internship opportunities at local, regional and national platforms; Grooming and training sessions leading to confident performance in recruitment
	Campus placement in last three years with minimum salary, maximum salary and average salary	First batch to pass out in 2025
	Foreign Collaboration	NO
	Name of the Affiliating University	Not Applicable <b>PGDM Programme approved by AICTE, India</b>
	Address	1, Residency Area Indore – 452001 Madhya Pradesh
	Website	<a href="http://www.dcbsindia.org">www.dcbsindia.org</a>
	Accreditation status of the University in its Home Country	NA
	Ranking of the University in the Home Country	NA
	Equivalence of degree	NA
	Nature of Collaboration	NA
	Conditions of Collaboration	NA


	Complete details of payment a student has to make to get the full benefit of Collaboration	NA
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	Programme Focus	PGDM
	Number of seats	60
	Admission Procedure	As per AICTE norms
	Whether the Collaboration Programme is approved by AICTE	Not Applicable
7.	Faculty	
	Course wise list Faculty members	
	Permanent Faculty	7
	Adjunct/ Visiting Faculty	As on requirement basis
	Permanent Faculty: Student Ratio	Faculty: Student ratio – 1: 20
	Number of Faculty employed and left during the last three	No of faculties employed and left during last 3 years- 3
8.	Profile of Director & Teaching staff	
8.1	Name of Director	 Dr. Rinku Joshi
	Designation	Director & Associate Professor
	DOB	08 March
	Unique ID	1- 218 609 291 4
	Education	MBA, Ph.D., M. Phil, B.A., M.A.
	Work Experience	19 years
	Area of Specialization	HR and General Management
	Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post	UG & PG

Research guidance (Number of Students)	
No. of papers published	
Master (Completed/Ongoing)	17 projects at Master Level
Ph.D.	
Projects Carried out	-
Patents (Filed & Granted)	-
Technology Transfer	-
Research Publications (No. of papers published in National/International)	-2 Papers Published - 11 Papers Presented in Conferences - 08
No. of Books published with details (Name of the book, Publisher with ISBN, year of publicatio	-

8.2	Name of Teaching Staff	 Dr. Shreshth Chhabra
	Designation	Associate Professor
	DOB	25/12
	Unique ID	1-9365522994
	Education Qualifications	PhD, MHRM, MBA
	Work Experience	23 years
	Area of Specialization	HR and General Management
	Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma	UG & PG
	Research guidance (Number of Students)	
	No. of papers published	23
	Master (Completed/Ongoing)	Completed
	Ph.D. (Completed/Ongoing)	Completed
	Projects Carried out	NA
	Patents (Filed & Granted)	-
	Technology Transfer	NA
	Research Publications (No. of papers published in National/International Journals/Conferences)	46
	No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	2 Rethinking Business Post – Covid – Being Future Ready, published by Blue Ink Publishing House, Karnataka.  Anveshak – Demystifying Contemporary Business Scenarios, published by Asian press, Kolkata. ISBN – 978-93-92288-54-8



8.3	Name of Teaching Staff	Dr. Shruti Maheshwari 
	Designation	Associate Professor
	DOB	25 June
	Unique ID	1- 430 845 381 (BS21)
	Education Qualifications	Ph. D(Management), MBA, MFA, CFA, BBA, UGC NET
	Work Experience	Teaching- 11years Industry-0
	Area of Specialization	Finance & Accounting
	Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	UG & PG

	Research guidance (Number of Students)  No. of papers published  Master (Completed/Ongoing)  Ph.D. (Completed/Ongoing)	-
	Projects Carried out	-
	Patents (Filed & Granted)	-
	Technology Transfer	-
	Research Publications (No. of papers published in National/International Journals/Conferences)	National- 16 International publication-5 Conference-8
	No. of Books published with details (Name of the book, Publisher with ISBN, year of publication)	-
8.4	Name of Teaching Staff	Dr. Ratish Gupta 
	Designation	Associate Professor
	DOB	01 June
	Unique ID	1- 218 290 526 3
	Education Qualifications	Chartered Marketer, Ph.D., EPGCMM IIMK, MBA (Finance & Marketing), B.com (Taxation)
	Work Experience	Teaching 11 Industry 9.5 Research 20.5
	Area of Specialization	Marketing & Finance
	Courses taught at Diploma/ Post Diploma, Under Graduate/ Post Graduate/ Post Graduate Diploma	UG & PG

Research guidance (Number of Students)	NA
No. of papers published	51 Paper Published
Master (Completed/Ongoing)	Done 2003
Ph.D.	Done 2019
Projects Carried out	NA
Patents (Filed & Granted)	NA
Technology Transfer	NA
Research Publications (No. of papers published in National/International)	National- 16 International- 22 Conference- 09
No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	<i>Anveshak - Demystifying Contemporary Business Scenarios</i> A book with a rich collection of Research papers, case studies and articles- An Initiative of Daly College Business School, Indore Publisher- Asian Press, ISBN No. - 978-93- 92288-54-8 Year of publication- 2021

8.5		Yamini Chhajlany
Name		
Designation		Asst. Professor
DOB		04/12/1983
Unique ID		
Education Qualifications		M.B.A.
Work Experience		HSBC Bank U.K. (June 2004 to July2005) HSBC Bank, Dubai (August 2005 – May 2006) HSBC Bank, Indore, India (May 2006 – March 2012) Renaissance and Indira Group of Institutes ( 2012- 2018) Daly College Business school 2018 – On going.
Area of Specialization		Marketing

Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma	UG & PG
Research guidance (Number of Students) No. of papers published	Completed
Projects Carried out	-
Patents (Filed & Granted)	-
Technology Transfer	-
Research Publications (No. of papers published in National/International Journals/Conferences)	3
No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	-

8.6	Name	<b>Dr Vibha Sahu</b>
	Designation	Assistant Professor
	DOB	12 <sup>th</sup> Aug 1975
	Unique ID	Bs29
	Education	PhD, MMS (2 years), B.Sc. (PCM)
	Work Experience	<b>Teaching (7 years full time, 7 years visiting), Teaching and research associate (2 years), Industry (1 year)</b>
	Area of Specialization	Human Resource Management
	Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post	UG & PG
	Research guidance (Number of Students)	
	No. of papers published	MRP Projects (10)
	Master (Completed/Ongoing)	
	Ph.D.	
	Projects Carried out	-
	Patents (Filed & Granted)	-
	Technology Transfer	-
	Research Publications (No.of papers published in National/Internationa	05 nos.
	No. of Books published with details (Name of the book, Publisher with ISBN, year of publicatio	



	Fee	
	Details of Fee	Tuition Fee – Rs. 4.00 lakh/ annum (for details, please refer to the brochure)
	Time schedule for payment of Fee for the entire	Two installments / year
	No. of Fee waivers granted with amount and name of students	None applied
	Number of scholarships offered by the Institution, duration and amount	As per norms
	Criteria for Fee waivers/scholarship	As per norms
	Estimated cost of Boarding and Lodging in Hostels	1.25 lac/ annum

	Any other fee please specify	75000/-(One-time)
10.	Admission	
	Number of seats sanctioned with the year of approval	60
	Number of Students admitted under various categories each year in the last three years	New Institution from A/Y 2023-24
	Number of applications received during last two years for admission under Management Quota	Nil

## 11. Admission Procedure – Update it through Website

- ☐ Mention the admission test being followed, name and address of the Test Agency/State Admission Authorities and its URL (website) -
- ☐ Number of seats allotted to different Test Qualified candidate separately (CAT/CMAT/XAT/MAT/GMAT/ATMA\*/ Association conducted test etc.) -

Calendar for admission:

- Last date of the request for applications – As per AICTE Calendar
- Last date of submission of applications – As per AICTE Calendar
- Dates for announcing final results – As per AICTE Calendar
- Release of admission list (main list and waiting list shall be announced on the same day) –
  - Date for acceptance by the candidate (time given shall in no case be less than 15 days)
  - Last date for closing of admission –
  - Starting of the Academic session –
  - The waiting list shall be activated only on the expiry of the date of the main list
  - The policy of refund of the Fee, in case of withdrawal, shall be clearly notified- as per norms

(This is a tentative calendar, for exact dates please refer to the admission tab on our website. This is updated each year)

## 12. Criteria and Weightages for Admission

- 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): 15%

Group Discussion/Interview: 35%

Participation in Sports, Extra-Curricular activities, Academic diversity, and Gender diversity: 15%

The selection of students will be strictly based on merit.

## 13. Results of Admission Under Management seats/Vacant seats- NA

- Composition of selection team for admission under Management Quota with the brief profile of members (This information be made available in the public domain after the admission process is over)



- Score of the individual candidate admitted arranged in order or merit
- List of candidates who have been offered admission
- Waiting list of the candidate in order of merit to be operative from the last date of joining of the first list candidate
- List of the candidate who joined within the date, vacancy position in each category before operation of waiting list

#### 15. Information of Infrastructure and Other Resources Available

Number of Class Rooms and size of each- 2 (2\*70.11 Sqm)

Number of Tutorial rooms and size of each- 1(1\*36 Sq m)

☐ Number of Laboratories and size of each- NA

☐ Number of Drawing Halls with capacity of each - NA

☐ Number of Computer Centres with the capacity of each – 1 (1\*150.38 Sq m)

☐ Central Examination Facility, Number of rooms and capacity of each- 1exam control room

(1\*36 sq m)

☐ Online examination facility (Number of Nodes, Internet bandwidth, etc.)- Yes

☐ Barrier Free Built Environment for disabled and elderly persons - Yes

☐ Occupancy Certificate -Yes

☐ Fire and Safety Certificate -Yes

☐ Hostel Facilities – Yes only for girls

☐ Library

- Number of Library books/ Titles/ Journals available (Programme-wise)

Physical – vol.1404+ and e-books (management) through DENET

- List of online National/ International Journals subscribed

7 journals in print and other e-journals

- E-Library facilities – Yes, Through Delnet+NDLI

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☐ Laboratory and Workshop -NA

- List of Major Equipment/Facilities in each Laboratory/Workshop

- List of Experimental Setup in each Laboratory/Workshop

☐ Computing Facilities –

- Internet Bandwidth- 100 Mbps (1:1)

- Number and configuration of System- 40 (i7/i3 Processor, 4/8GB RAM, 500 GB/1 TB Hard disk,)

- Total number of systems connected by LAN- 40

- Total number of systems connected by WAN- NA

- Major software packages available- Microsoft license, EWL

- Special purpose facilities available (Conduct of online Meetings/Webinars/Workshops, etc.) –

Yes through MS Teams and Google platforms

- Facilities for conduct of classes/courses in online mode (Theory & Practical) – Yes, through

Ms Teams and Google platforms.

- Innovation Cell- Yes

- Social Media Cell – Yes
- Compliance of the National Academic- Depository (NAD), applicable to PGCM/ PGDM Institutions and University Departments – Yes

#### List of facilities available

- Games and Sports Facilities - Yes
- Extra-Curricular Activities -Yes
- Soft Skill Development Facilities -Yes

#### Teaching - Learning Process

- Curricula and syllabus for each of the Programmes as approved by the University – Yes, Student Handbook
- Academic Calendar of the University -Yes
- Academic Time Table with the name of the faculty members handling the Course -Yes
- Teaching Load of each Faculty – As per norms
- Internal Continuous Evaluation System and place – Yes
- Student's assessment of Faculty, System in place – Yes

☐ For each Post Graduate Courses give the following:

- Title of the Course PGDM
- Curricula and Syllabi
- Laboratory facilities exclusive to the Post Graduate Course

☐ Special Purpose

- Software, all design tools in case- NA
- Academic Calendar and framework- Yes

#### Academic Program

Post Graduate Diploma in Management (with Dual specialization in Marketing, Finance, Human Resource and Entrepreneurship)

#### Academic Objectives

To become one amongst the premier management institutes in India by the year 2030

To be globally recognized as a Centre of Excellence in contemporary business environment with focus on nurturing and developing ethos, values and practices of Indian Management system blended with the agility of the Western Management practices

To provide industry ready and socially sensitive holistic managers/ entrepreneurs par excellence who would be able to add value to themselves, place or work as well as to the country under all conditions

To establish a Center of Research that would focus on emerging areas in corporate and socially relevant areas

#### PROGRAM STRUCTURE & CREDITS

The Programme structure and credits for PGDM have been finalized as per the guidelines of the Model Curriculum by AICTE. It is based on the stakeholders' needs and general structure of the programme.

Minimum number of class room contact teaching credits for PGDM program are as under –

PGDM Programme	Credit Distribution
Core subjects	54
Electives	44
Internship / Field work	9
Total	107

Core/ Elective	Code	Syllabus	Trimester
Core	C101	Foundation of Management	T1
	C102	Managerial Economics	
	C 103	Indian Business Environment	
	C104	Accounting for Managers	
	C105	Marketing Management	
	C106	Organizational Behavior	
	C107	Business Communication	

Core	C201	Start up and New Venture Management	T2
	C202	Management Accounting	
	C203	Managing Human Resources	
	C204	Business Statistics	
	C205	Indian Ethos and Business Ethics	
	C206	Computer Application in Business	

Core	C301	Corporate Social Responsibility & Sustainability	T3
	C302	Enterprise Risk Management	
	C303	Operations & Supply Chain Management	
	C304	Introduction to Financial	

		Management
	C305	Business Research - Issues & Analysis
	C306	Legal Environment in Business
	C307	Comprehensive Viva I

Core	C401	Business Analytics	T4
	C402	Summer Internship Project	
Finance Elective	FE401	Security Analysis and Portfolio Management	
	FE402	Banking and Insurance Management	
	FE403	Financial Markets and Investment Management	
	FE404	Emerging Trends in Finance	
Marketing Elective	ME401	Sales and Distribution Management	
	ME402	Integrated Marketing Communications	
	ME403	Consumer Behaviour	
	ME404	Retail Marketing	
Human Resource Elective	HRE401	Human Resource Metrics and Analytics	
	HRE402	Compensation and Benefits Management	
	HRE403	Industrial Relations & Labour Law	
	HRE404	Social Psychology	

Entrepreneurship Elective	EE401	Corporate entrepreneurship and Innovation	T5
	EE402	Social Entrepreneurship	
	EE403	Venture Capital and Private Equity	
	EE404	Indian Models in Entrepreneurship	
Core	C501	Business Strategy	
Finance Elective	FE501	Project Appraisal and Finance	
	FE502	Behavioural Finance	
	FE503	Performance Management in Organisations	
	FE504	Financial Derivatives & Equity Market	
Marketing Elective	ME501	Digital and Social Media Marketing	
	ME502	Product and Brand Management	
	ME503	Services Marketing	
	ME504	International Marketing	
Human Resource Elective	HRE501	Performance Management Systems	
	HRE502	Organizational Change and Development	
	HRE503	Team Dynamics at Work	
	HRE504	Contemporary issues in HR	
Entrepreneurship Elective	EE501	Dynamics of Entrepreneurship	
	EE502	Franchise Management	
	EE503	Leadership	
	EE504	Venture	

		Valuation and Accounting	
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Core	C601	Capstone Project	T6
	C602	Comprehensive Viva II	
		Entrepreneurship Lab	

Evaluation Criteria for 100 Marks:

Class participation	(Essential for each module)	10
Mid –Term		30
End term examination		60

The suggestive different types of assessment can be –

Quiz/ MCQ test / Project work with Viva/ Report with Viva./ Report with Presentation/ Pen-paper Exam/ Blog/ Pod cast/ Poster, or any other.

Every subject will have essential and appropriate evaluation components as per the content and nature of the subject as demarcated above.

Duration of examination –

Minimum duration of Mid –Term Examinations: 1 Hr  
 Minimum duration of End-Term Examinations: 2 Hrs

Student needs to have overall 40% marks to pass a subject.

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#### 17. List of Research Projects/ Consultancy Works

- Number of Projects carried out, funding agency, Grant received -NA
- Publications (if any) out of research in last three years out of masters projects-NA
- Industry Linkage – Through MoUs and Industry-Interface Cell
- MoUs with Industries (minimum3) –

#### 18. LoA and subsequent EoA till the current Academic Year- Available on the website-

<https://www.dcbsindia.org/wp-content/uploads/2022/02/AICTE-08-22.pdf>

#### 19. Best Practices adopted, if any

- Webinars and activities are planned throughout the year on topics relating to individual modules and sensitizing students towards society and sustainable development.
- DCBS Rotaract Club has been formed and carries out social welfare activities. Faculties are also motivated to participate in training programmes like Universal Human Values, activities of DCBS Rotaract Club and research on various issues to add to the existing pool

of knowledge and to share insights with the students and community.

- Overall Development of students is the key focus. To attain this, Webinars and activities are planned throughout the year on topics relating to individual modules and sensitizing students towards society and sustainable development. DCBS Rotaract Club has been formed and carries out social welfare activities. Faculties are also motivated to participate in training programmes like Universal Human Values, activities of DCBS Rotaract Club and research on various issues to add to the existing pool of knowledge and to share insights with the students and community. As an institution, DCBS has started recognizing individuals who have been contributing through various faculties to make this world a better place (Ref – Rotaract Field Activities, Aparajita, UHV and Faculty Research Work).
- Collaboration with Institute of Risk Management, UK to skill the students on risk management. Association with Wadhvani Foundation (NEN) through syllabus integration to create “Atamnirbhar Bharat”