DC Business School

Residency Area, Indore - 452001

Mandatory Disclosure   **2024-25**

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	**director@dcbsindia.org**
Website	**www.dcbsindia.org/pgdm**
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	**secretarydcsociety@dalycollege.org**
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	**dr.rinkujoshi83@gmail.com**
Name of the Affiliating University	**NA**

**Details of Board of Governors – DC Society, Indore**
S No.	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	**4- 5 times a year**
	Academic Advisory Body	**Same as above**
	Organizational Chart	
	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 to add to inclusivity and enrichment.**
	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	1. **Module Feedback Form for module content and reflection** 2. **Online Grievance Redressal Mechanism** 3. **360 Degree Appraisal for staff members**
	Grievance Redressal mechanism for faculty, staff, and students	**Yes**
	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 University	**Yes**
	Establishment of Internal Complaint Committee (ICC)	**Yes**

Organizational Chart:

BOG
⇧
Director

Teachings Staff   **Administrative Staff**

	Establishment of Committee for SC/ST	Yes
	Internal Quality Assurance Cell	Yes
6.	Programme	
	Name of Programmes approved by AICTE	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	4 lakh per annum fee (for details refer to brochure)
	Placement Facilities	Internship opportunities
	Campus placement in last three years with minimum salary, maximum salary and average salary	N A (New Institution)
	Foreign Collaboration	NO
	Name of the Affiliating University	Not Applicable (PGDM Programme)
	Address	
	Website	
	Accreditation status of the University in its Home Country	
	Ranking of the University in the Home Country	
	Equivalence of degree	
	Nature of Collaboration	
	Conditions of Collaboration	
	Complete details of payment a student has to make to get the full benefit of Collaboration	

	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 Faculty	**0**
	Permanent Faculty: Student Ratio	**Faculty: Student ratio – 1: 20**
	Number of Faculty employed and left during the last three years	**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
	DOB	08 March
	Unique ID	
	Education Qualifications	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 Graduate Diploma Level	UG & PG

Research guidance (Number of Students) **No. of papers published** **Master (Completed/Ongoing)** **Ph.D. (Completed/Ongoin**	17 projects at Master Level	
Projects Carried out	-	
Patents (Filed & Granted)	-	
Technology Transfer	-	
Research Publications (No.of papers published in National/International Journals/Conferences)	Papers Published 09 Papers Presented in Conferences 07	
No. of Books published with details (Name of the book, Publisher with ISBN, year of publicatio n. etc.)	-	

8.7	Name of Teaching Staff	Mrs. Poojae Sethi
	Designation	Programme Coordinator
	DOB	25 January
	Unique ID	
	Education Qualifications	B.Com., MDBA, MA, MRS PhD Registered
	Work Experience	21 years
	Area of Specialization	Management (Business Studies)
	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)	National 03 International 01 Articles -5 Indian & 2 International
	Projects Carried out	-
	Patents (Filed & Granted)	-
	Technology Transfer	-
	Research Publications (No.of papers published in National/International Journals/Conferences)	
	No. of Books published with details (Name of the book, Publisher with ISBN, year of publicatio n, etc.)	

8.2	Name of Teaching Staff	Dr. Shreshth Chhabra
	Designation	Associate Professor
	DOB	25 Dec
	Unique ID	
	Education Qualifications	PhD, MHRM, MBA
	Work Experience	22 Years - Teaching 2 1 Industry 01 Research 06
	Area of Specialization	HR and General Management
	Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	- Post Graduate Diploma - PG (MBA/ MBA (Executive)) - UG (BBA, B. Com.) - Ph D course work
	Research guidance (Number of Students) No. of papers published Masters (Completed) Ph.D. (Completed)	60 Master level 42 - 2001 - 2015
	Projects Carried out	-
	Patents (Filed & Granted)	-
	Technology Transfer	-
	Research Publications (No. of papers published in National/International Journals/Conferences)	Papers Published-16 Papers Presented in Conferences- 26
	No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	Rethinking Business Post – Covid – Being Future Ready, Publisher - Blue Ink Publishing House, ISBN – 978-93-92473-20-3 Year of Publication – 2023. Anveshak - Demystifying Contemporary Business Scenarios Publisher- Asian Press, ISBN No. - 978-93- 92288-54-8 Year of publication- 2021.

8.4	Name of Teaching Staff	Dr. Ratish Gupta
	Designation	Associate Professor
	DOB	01 June
	Unique ID	
	Education Qualifications	Ph.D, MBA (Finance & Marketing), B.com (Taxation)
	Work Experience	Teaching 10.5 Industry 9.5 Research 10.5
	Area of Specialization	Marketing & Finance
	Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	UG
	Research guidance (Number of Students)	NA
	No. of papers published	- 50 Paper Published
	Master (Completed/Ongoing)	Done 2003
	Ph.D. (Completed/Ongoing)	Done 2019
	Projects Carried out	- NA
	Patents (Filed & Granted)	- NA
	Technology Transfer	- NA
	Research Publications (No.of papers published in National/International Journals/Conferences)	National- 16 International- 22 Conference- 12
	No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	Anveshak - Demystifying Contemporary Business Scenarios 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

8.3	Name of Teaching Staff	Dr. Shruti Maheshwari
	Designation	Associate Professor
	DOB	25 June
	Unique ID	
	Education Qualifications	Ph. D(Management), MBA, MFA, CFA, BBA, UGC NET
	Work Experience	Teaching- 14 years Industry-0
	Area of Specialization	Finance & Accounting
	Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	UG
	Research guidance (Number of Students) **No. of papers published** **Masters (Completed)** **Ph.D. (Completed)**	- -
	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, etc.)	-

8.5		
	Name of Teaching Staff	**Yamini Chhajlany**
	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)
	Area of Specialization	Marketing
	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)**	 Completed Ongoing.
	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 of Teaching Staff	Dr Vibha Sahu
	Designation	Assistant Professor
	DOB	12th Aug 1975
	Unique ID	
	Education Qualifications	PhD, MMS (2 years), B.Sc. (PCM)
	Work Experience	Teaching (7 years full time, 7 years visiting), Teaching and research associate (2 years), Industry (1 year)
	Area of Specialization	Human Resource Management
	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/Ongoin	MRP Projects (10)
	Projects Carried out	- -
	Patents (Filed & Granted)	- -
	Technology Transfer	- -

	Research Publications (No.of papers published in National/International Journals/Conferences)	05 nos.
	No. of Books published with details (Name of the book, Publisher with ISBN, year of publicatio n, etc.)	

	Fee	
	Details of Fee	Fee – Rs. 4 lakh/ annum (for details, please refer to the brochure)
	Time schedule for payment of Fee for the entire Programme	Two installments / year
	No. of Fee waivers granted with amount and name of students	NA
	Number of scholarships offered by the Institution, duration and amount	As per norms
	Criteria for Fee waivers/scholarshi p	As per norms
	Estimated cost of Boarding and Lodging in Hostels	1.25 lac/ annum for non-AC and 1.5 lac/ annum for AC room
	Any other fee please specify	50000/- (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 –		
	Category	Male	Female
	SC	0	0
	ST	0	0
	OBC	1	0
	Gen	14	4
	Minority	1	2
	Total	16	6
Number of applications received during last two years for admission under Management Quota and number admitted	Nil		

11. Admission Procedure –

Pls refer to - https://www.dcbsindia.org/registration-form-new/

- Mention the admission test being followed, name and address of the Test Agency/State Admission Authorities and its URL (website) – As per AICTE

- Number of seats allotted to different Test Qualified candidate separately (CAT/ CMAT/ XAT/MAT/GMAT/ATMA*/ Association conducted test etc.) –

Exam	Number of students
CAT	1
CMAT	8
MAT	8
ATMA	5
GMAT	0
XAT	0

Calendar for admission: As per AICTE Calendar

- **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 –** One week after the admission process completion

  - **Release of admission list -** (main list and waiting list announced on the same day) –

- **Date for acceptance by the candidate –** 15 days

- **Last date for closing of admission –** As per AICTE Calendar

- **Starting of the Academic session –** As per AICTE Calendar

- 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 is informed through DC Business School's website / email / call for the further process.

For selection of the candidate to PGDM, the overall rank is 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 is 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 candidate 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 (2*75.16 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.1708+ 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

- **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/1TB 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 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 based on AICTE Model Curriculum, and syllabus for PGDM as per the Student Handbook
- Academic Calendar of the institute -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 Post Graduate Course given below are the following details -**
- Title of the Course- PGDM
- Curricula and Syllabi – Programme structure given below –

Module Name	No. of Hours	Trimester
Foundation of Management	20	Trimester 1
Economics for Managers	20	
Accounting for Managers	20	
Marketing Management	30	
Organizational Behaviour	20	
IT for Managers 1	20	
Start up and New Venture Management	30	
Management Accounting	20	Trimester 2
Managing Human Resources	20	
Quantitative Analysis	30	
Indian Ethos and Business Ethics	30	
Legal Environment in Business	20	
Business Research - Issues & Analysis	30	
Enterprise Risk Management	20	Trimester 3
Operations & Supply Chain Management	20	
Introduction to Financial Management	30	
CSR and Sustainability	20	
Business Communication	30	
Design Thinking	20	
Comprehensive Viva I	20	

	Module Name	No. of Hours	Trimester
Core	Business Analytics	30	
	Summer Internship Project	30	
Finance Elective	Security Analysis and Portfolio Management	30	
	Banking and Insurance Management	30	
	Financial Markets and Investment Management	30	
	Emerging Trend in Finance	20	
Marketing Elective	Distribution and Vendor Management	30	
	Product and Brand Management	30	
	Consumer Behaviour	20	**Trimester 4**
	Retail Marketing	30	
Human Resource Elective	Human Resource Metrics and Analytics	30	
	Compensation and Benefits Management	30	
	Industrial Relations & Labour Law	30	
	Contemporary issues in HR	20	
Entrepreneurship Elective	Corporate entrepreneurship and Innovation	30	
	Social Entrepreneurship	30	
	Venture Capital and Private Equity	30	
	Indian Models in Entrepreneurship	20	
Core	Business Strategy	30	
Finance Elective	Project Appraisal and Finance	30	
	Behavioural Finance	20	
	Performance Management in Organisations	30	
	Financial Derivatives & Equity Market	30	

Marketing Elective	Digital and Social Media Marketing	30	Trimester 5
	Integrated Marketing Communications	30	
	Services Marketing	20	
	International Marketing	30	
Human Resource Elective	Performance Management Systems	30	
	Organizational Change and Development	30	
	HR Audit	30	
	Social Psychology	20	
Entrepreneurship Elective	Dynamics of Entrepreneurship	20	
	Franchise Management	30	
	Managing Family Business	30	
	Venture Valuation and Accounting	30	
Core	Capstone Project		T3 - February - April
	Comprehensive Viva II		T3 - February - April

- Laboratory facilities exclusive to the Post Graduate Course

- 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 mangers/ 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**

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 –
Duration of Mid –Term Examinations: 30 min. - 1 hour
Duration of End-Term Examinations: 2 Hrs. – 5 Hrs.

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

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) – In process

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

https://www.dcbsindia.org/wp-content/uploads/2024/06/AICTE-Approval-Letter.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 Wadhwani Foundation (NEN) through syllabus integration to create "Atamnirbhar Bharat"