



BE DIFFERENT
BE AHEAD



DALY COLLEGE OF BUSINESS MANAGEMENT

Approved by the Higher Education Department of MP,
Affiliated to DAVV, Indore, the only NAAC A+ University of Central India

PROSPECTUS



Welcome to the Effervescent World of DCBM



Dr. Sonal Sisodia
PRINCIPAL

Dear Readers,

I welcome you to the vibrant, vivid and effervescent realm of DCBM; where your hopes, expectations and dreams shall culminate into enriching accomplishments at myriad fronts. There is so much to learn here, so much to see, it's exciting! Studying at DCBM shall truly become a remarkable and enriching experience for you all. The fantastic college opportunities that are waiting for you aim at giving each student here an equal opportunity to excel in life, irrespective of their background; to renew the spirit of inquisitiveness in them, and to introduce them into a new life, that is both blessed and inspiring.

You echo a lot of our enthusiasm! At DCBM, surprise yourself with your ability to be creative. Embrace the newness, inflame your intellect, inculcate the proud feeling and we will ensure a blissful living, innovative thinking and versatility for you that would remain etched in your memories forever.

May God bless us abundantly in all our endeavours,

MESSAGE FROM THE ADMINISTRATOR



Mayurdhwaj Singh
ADMINISTRATOR

I am very much delighted to write this message to you dear friends! We all know that preparing the new generation for knowledge -society is crucial for any educational institution. We must give our students the skills with which they find a way through the sea of knowledge that we have created and continue with life long learning. To fulfill this mission, we are determined and committed in creating the capacities required among the students, the capacity for creativity and innovation, the capacity to use high technology, the capacity for entrepreneurial leadership and the capacity for moral education.

The value based quality education that you will get here will stay with you as an asset that would guard your education and character. We all know that mere learning and gathering of information is not enough to succeed in life, it is the humility in one's achievements, that makes one a great person. DCBM will cultivate in you those values that will make you stand out in the crowd and impart the wisdom of being and becoming not only a successful person, but also a great human being.

With best wishes,



Why
DCBM?

Following the rich legacy, Culture and Tradition of Daly College, Daly College of Business Management (DCBM) is fast emerging as the pioneer institution in offering transformative educational experience!



An all encompassing COURSE CURRICULUM

SEMESTER I

Managerial Skill
Fundamentals of Management
Economics 1
Basic Accounting
Hindi
Information Technology

SEMESTER II

Business Communication
Human Resource Management
Economics II
Financial Management
English
Management Information System

SEMESTER III

Marketing Management
Organizational Behaviour
Business Environment
Business Costing
Operations Management
Business Statistics

SEMESTER IV

Business Statistics
Supply Chain Management
International Business
Indian Legal System for Business
Management Accounting
Operations Research

SEMESTER V

Customer Relationship Management
Research Methodology
Indian Financial System
Project Management
Advertising & Brand Management
Banking & Insurance
Human Resource Development
Sales & Distribution Management
Working Capital Management
Industrial Relations

SEMESTER VI

Total Quality Management
Retail Management
Indian Ethos in Management
Marketing of Services
Consumer Behaviour
Merchant Banking & Financial Services
International Finance
Performance Management
Leadership Skills & Change
Management

DEVI AHILYA VISHWA VIDHYALAYA (DAVV)

Established in 1964 by an act of Legislature of Madhya Pradesh, Devi Ahilya Vishwa Vidhyalaya (DAVV) formerly known as University of Indore is a Premier University in Central India, completing its 51st year of establishment, education commitment & service. It is the only State University of Madhya Pradesh which has been recently accredited with 'A+' grade by NAAC.

The University serves around 180000 students every year through well qualified human resources, with diversified course structure, inter-disciplinary research & value based education.



BE FUTURE PROOF

The globally recognized US CMA / CDMP- Certification is a great asset to your CV and it will sure help to increase your career opportunities. These courses at Daly College of Business Management in association with Miles Education have been incorporated to provide all the necessary theoretical and methodological knowledge about the strategic areas of Marketing and Finance, as well as a big amount of practical experience.

BBA

STRATEGIC FINANCE

- ▶ Integrated with US CMA (Certified Management Accountant)
- ▶ Offered by IMA (Institute of Management Accountants), US
- ▶ +2 EXAM PARTS:
 1. Financial Planning, Performance and Analytics
 2. Strategic Financial Management

BBA

STRATEGIC MARKETING

- ▶ Integrated with CDMP (Certified Digital Marketing)
- ▶ Offered by DMI (Digital Marketing Institute)
- ▶ 1 EXAM with 10 module with coverage of core concepts from across the entire marketing profession

Additional features applicable for both specializations:

DELIVERED USING HARVARD B-SCHOOL CASE STUDIES & SIMULATIONS



Lush Green Campus

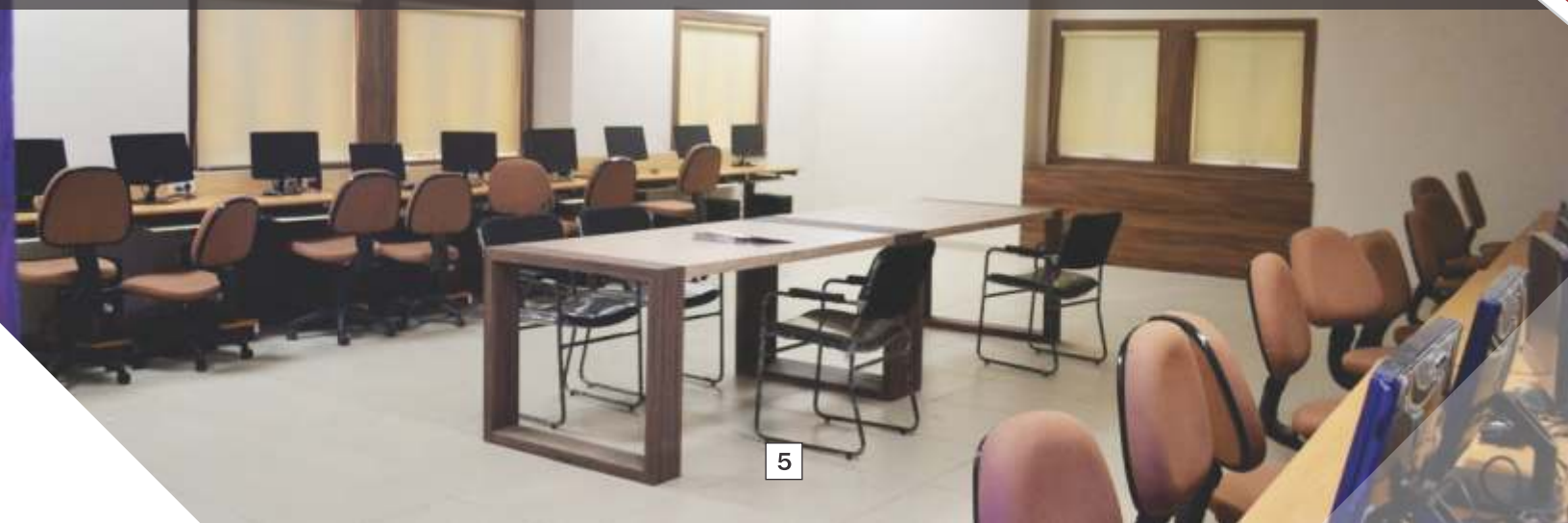
STATE OF THE ART INFRASTRUCTURE





Lush Green Campus

STATE OF THE ART INFRASTRUCTURE





AAGNEY

The Management Fest



CONFLUENCE



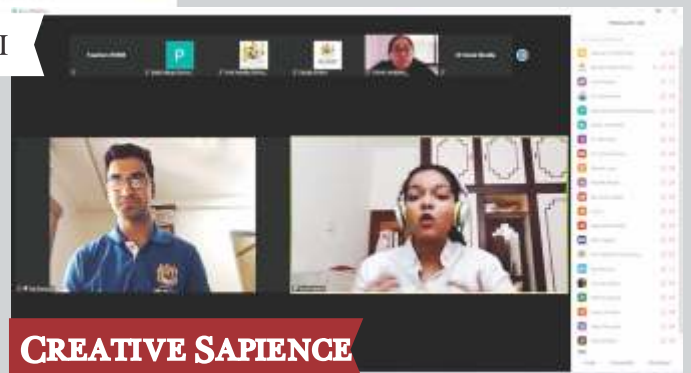
WOMEN'S DAY CELEBRATION



CEREBRAL DISCOURSE



ABHIVYAKTI



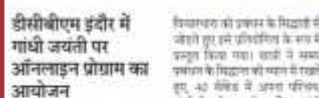
CREATIVE SAPIENCE



SAVOIR FAIRE



INTRA COLLEGE CRICKET TOURNAMENT

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QUINTESENTIAL GANDHI





OUTBOUND LEADERSHIP ENDEAVORS

Where learning meets fun!!!





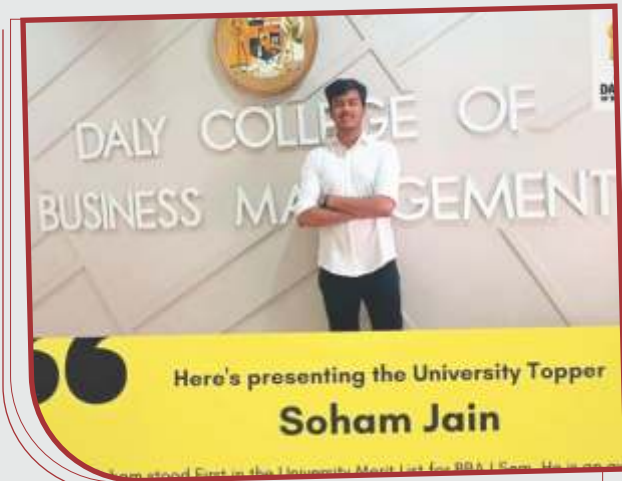
GLOBAL INTERNSHIPS AND TOURS: *The cross cultural educating adventures*



CEREBRAL & INTRAMURAL ACHIEVEMENTS

Our shining stars win laurels and hearts too!

UNIVERSITY TOPPERS



INTER COLLEGE CHAMPIONS



GLOBAL RECOGNITIONS

CEREBRAL & INTRAMURAL ACHIEVEMENTS

Our shining stars win laurels and hearts too!

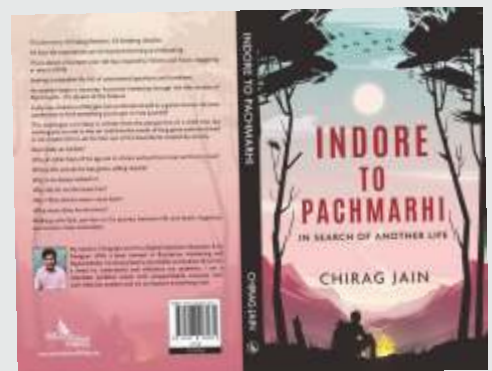


IMA QFL WINNERS



GO-GETTERS

SPORTS STARS



DAZZLERS

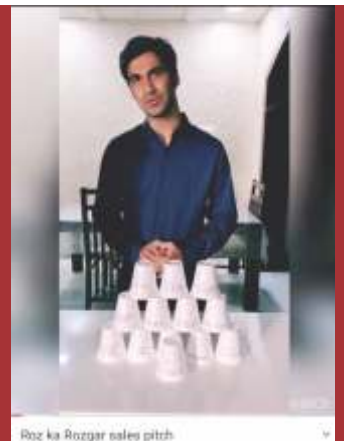




INDUSTRY VISITS

NATIONAL ENTREPRENEURSHIP NETWORK

Nurturing budding Entrepreneurs

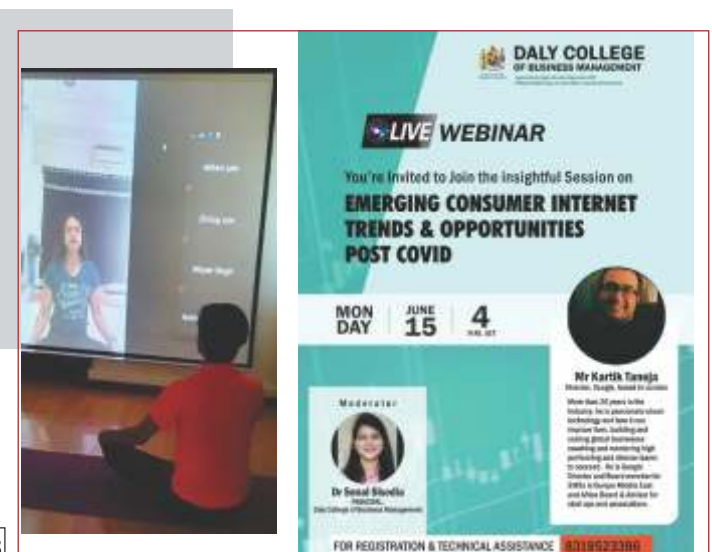
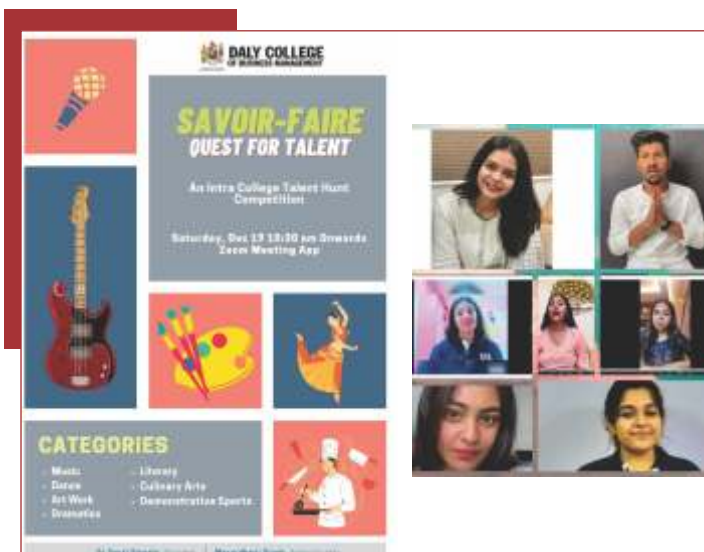
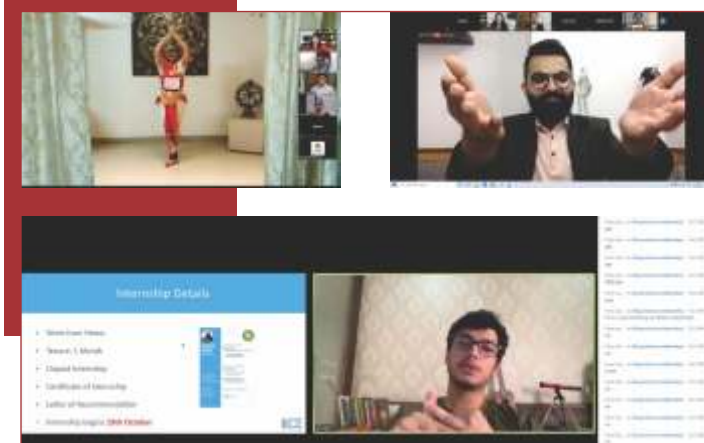


Roz ka Rozgar sales pitch



MICROSOFT CERTIFICATIONS

Value added Knowledge tools to become future ready



COMMUNIQUE DE PRESSE



INSPIRATIONAL LUMINARIES



INSPIRATIONAL LUMINARIES





Excellence Through
Management Education

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BBA

BACHELORS OF BUSINESS ADMINISTRATION

BBA Strategic Finance (CMA)

BBA Strategic Marketing (CDMP)

For More Information & Enrollment, Contact:

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