



# DCBM

Excellence Through  
Management Education

## Daly College of Business Management

# DCBM

“The Daly College of Business Management is born with a deep commitment towards excellence. DCBM embodies the group values, creating a powerful and differentiating asset that marks the beginning of an exciting new journey that will transform the future.”



**Address – 01, Residency Area, Indore  
452001**

**Telephone Number- 7415400799**

**Email id - [principal@dcbm.edu.in](mailto:principal@dcbm.edu.in)**

**Name and address of the society**

**Society Name -DC Society, Indore**

**Address – 01, Residency Area, Indore  
452001**

**Mobile Number – 0731 2719000**

**Email id- [principal@dalycollege.org](mailto:principal@dalycollege.org),  
[contact@dalycollege.org](mailto:contact@dalycollege.org)**

# 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 Narsingharh Bhanuniwas Palace- 20, Bhopal Road Narsingharh 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

**Name and address of the Principal**  
**Dr. Sonal Sisodia**  
**01, Residency Area, Indore (MP)452001**  
**Mobile Number – 8349962229**  
**Email id- principal@dcbm.edu.in**



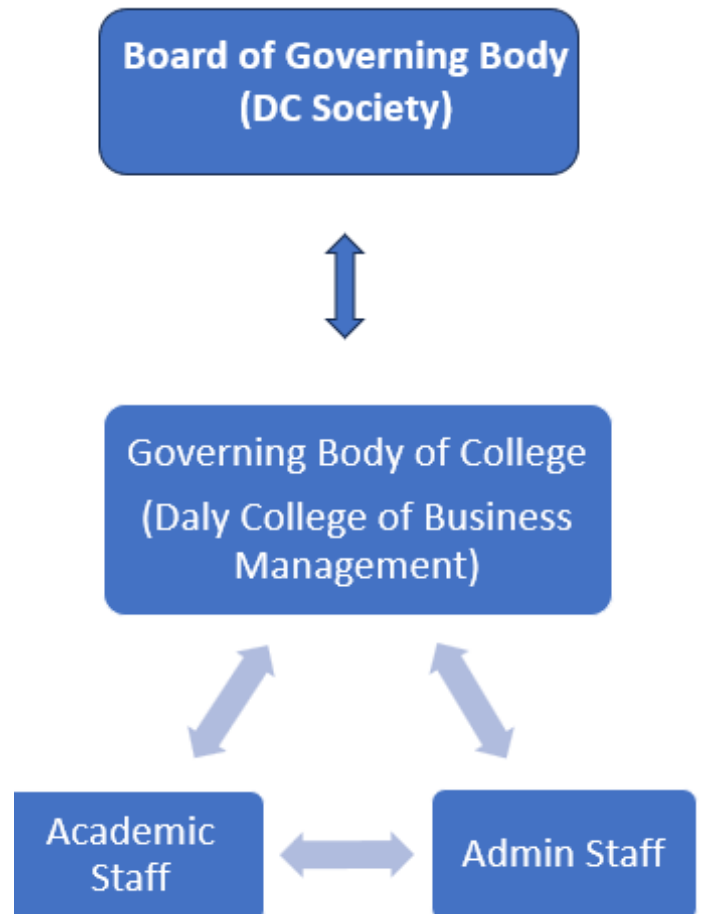
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**Name of the affiliating University**  
**Devi Ahilya Vishwavidyalaya, Indore**  
**(MP) 452001**

## Governance

### • Organizational Chart



## Details of Governance

**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 -Yes**

**Establishment of Internal Complaint Committee (ICC) -YES**

**Establishment of Committee for SC/ST – YES**

**Internal Quality Assurance Cell – YES**

# Programmes

**Name of the program approved by AICTE – BBA**

**Name of the programmes Accredited by NBA – No**

**Status of Accreditation of the courses - NA**

**Total Number of Courses – 01**

**Course Name – Bachelor of Business  
Administration (BBA)**

**Number of seats – 180 (I year – 60 ,II year- 60 and III year -60)**

**Duration – 3 years**

**Cutoff Marks /rank of admission during the last year -70 % in Higher secondary Results**

**Fee – I year - Rs.206000, II year-Rs. 240000, III year- Rs.230000**

**Campus placement in last three years with minimum salary, maximum salary and average salary – we offered undergraduate courses, most of our students pursue postgraduate programs after graduation.**

**Foreign Collaboration – No**

# Faculty

## Course wise list of Faculty Members Bachelor of Business Administration (BBA)

S.No.	Faculty Name
1	Dr. Sonal Sisodia
2	Dr. Niteeka Shrivastava
3	Dr. Ajay Patil
4	Mr. Tapas Upadhyay
5	Mrs. Neha Bhatia
6	Mr. Ashok Kumar Vyas
7	Dr. Kush Singodia
8	Mr. Vikas Shurywanshi

**Permanent Faculty – 08**

**Permanent Faculty: Student Ratio – 1:22.5**

# Profile of Principal

## Dr. Sonal Sisodia

### Area of Interest



Marketing Management, Services Marketing, Entrepreneurship, Consumer Behaviour, International Marketing, Retail Marketing, Marketing Strategy, Communication skills, Business Policy and Strategic Marketing, Personality enhancement sessions.

More than 20 years of experience in mentoring graduate and post graduate students, engaging in quality research, conducting MDPs and handling consultancy assignments that has infused in me, solidity and experience along with innovation and versatility.

- Approved Research Guide in Management for DAVV (State University).
- Member Board of Studies, Pondicherry University (Central University).
- Served as an Academic Counselor at IGNOU – Indore center (1506) for Marketing Management.
- More than ninety Publications/ paper presentations in SCOPUS/ UGC approved/ peer reviewed/refereed International and National Journals.

### Educational Qualifications

- **Ph D:** Awarded Ph D on the topic “Recruitment advertising for service sector: A content analysis of print media advertisements” from Faculty of Management Studies, MDS University, Ajmer, India in March, 2010.
- **UGC NET:** Cleared UGC National Eligibility Test for Lecturer ship in Management (Marketing) in 2000.
- **MBA:** Secured 75% marks (Gold Medalist) in MBA from Faculty of Management Studies MDS University, Ajmer, India in 1998 specializing in Marketing.
- **PGDHRM:** Successfully completed Post Graduate Diploma in Human Resource Management from IGNOU, New Delhi, India in 2002.
- She has been the keynote speaker, Resource person and External Examiner at several FDPs, Training Programmes and Institutions across the country. She also has Best Teacher awards accorded to her on several occasions.



# Profile of Faculty

## 1. Dr. Neetika Shrivastava Sohani



Asst. Prof. Neetika Shrivastava Sohani has had a blend of Academic and Corporate Training experience in past 8 years of her professional career. Her area of Academic interest is Human Resource Management and has taught broad spectrum of subjects from area of OB & HR.

### Educational qualification:

- 5 years integrated MBA (MS) – Gold Medal
- Diploma Training & Development – All India Merit
- Phd in Management

### Area of interest:

In her work assignments with reputed B Schools she was exposed to teaching courses like: HRM, OB, BC, Business Law, Research Methodology, Training & development, Performance Management, HRD, Social Psychology, Organization Development, Effective Negotiations, Compensation Management, etc. She has been closely working with SMEs in and around Indore for HR consultation in the areas like Training & Development, Creation of HR Manuals, Recruitment & Selection Process, Establishing Performance Management Systems, Employee Engagement Activities, Reward & Recognition Plans, etc. She has also had associations with firms like Kirloskar Brothers Limited, MMF Infotech, India Infotech Pvt. Limited, LIC Premium Point, Quest Eduventures, etc for conduction of Behavioral Training as per their requirements.

### Research and publication:

She has published and presented 4 Research Papers and 2 Case Studies in the areas of Emotional Intelligence, Emotional Labor, Turnover Intentions, HRD Culture, Organization Commitment, etc in International and National Conferences. She is pursuing her Ph.D. in Management and her study is on “The effect of Emotional Labour on Employee Work Outcomes in Customer Service Work.”

### Awards and recognition:

Received Certificate of Merit from ISTD, Delhi for scoring All India Highest in Electronic Enabled Training and Development Systems.

Received Gold Medal and Certificate of Merit in MBA(MS) from IIPS, DAVV, for the batch of 2005-2010

Received The CBSE All India Merit Certificate, and Trophy for Highest Marks in Physical Education in Class XII (2005)

## 2. Dr. Ajay Patil



Dr. Ajay Patil is an accomplished academician with over 16 years of experience in the field of management education, specializing in marketing. He is currently an Associate Professor and Head IQAC, Indore. His academic journey is marked by a strong foundation in management and marketing, with a Ph.D. in Management from the Institute of Management Studies (IMS), DAVV, Indore, and MBA focusing on marketing from the same institution.

Dr. Ajay Patil has a robust academic and research portfolio, having guided numerous research projects, published extensively in peer-reviewed journals, and actively participated in national and international conferences. His research interests lie primarily in social marketing, consumer behaviour, business ethics, green management, and sustainable business practices.

Dr. Patil has published several research papers in UGC Care-listed and Scopus-indexed journals. Dr. Patil believes in practical, market-oriented teaching. He encourages students to engage with real-world scenarios through case studies, market analysis, and hands-on projects. His teaching style integrates the latest industry practices, focusing on building students' decision-making and analytical skills. He emphasizes continuous learning beyond textbooks, fostering a dynamic classroom environment. The International Association of Research and Development honored him with The Best Teacher Award 2020. In addition to his academic accomplishments, Dr. Patil has held several key administrative positions and is actively involved in organizing seminars, faculty development programs, and student activities.

## 3. Mr. Tapas Upadhyay



Asst. Prof. Tapas Upadhyay has 8 years of Academic experience in his professional career. His area of Academic interest is Human Resource Management, Marketing Management, International Trade, and has taught broad spectrum of subjects from area of Foreign Trade, Marketing Management, Business Communication, Organisation Behaviour, HRM and Entrepreneurship.

### Educational qualification:

- MBA with dual specialization in HRM and Marketing from DAVV, Indore in 2011
- Graduation in Biotechnology from DAVV, Indore in 2008
- Pursuing Phd in Management from DAVV, Indore

### **Area of interest:**

His area of interest ranges from various management subjects like, HRM, HRD, OD, OB, International Trade, Export Marketing, Foreign Trade Finance, Indian Foreign Trade, Entrepreneurship, Communication Skills and Environmental Conservation.

### **Research and publication:**

1. He has published and presented four Research Papers and two Case Studies in the areas of Occupational Stress, Spiritual Quotient, Service and retail Marketing, Spiritual Ecology, HRD, OD, etc in International and National Conferences. He is pursuing his Ph.D. in Management on the topic “The Impact of Spiritual Quotient on Relieving Occupational Stress”.
2. He had attended UGC-HRD centre sponsored Short Term Courses on “Research Methodology” and “Use of SPSS for Data Interpretation” at DAVV, Indore.
3. Attended seven workshops on different subject related to his domain.

## **4. Mrs. Neha Bhatia**

A passionate result oriented Academician with rich experience and proven knowledge of training and development, classroom management and peer counselling.

### **Educational Qualification:**

- Master’s in Business Administration from DAVV in 2007.



### **Area of Interest:**

Associated with reputed B- Schools teaching varied subjects like: Event Management, Market Research, Business Management, Strategic Management, Marketing Management, HRM etc. She has been closely working with corporates on internships and placement opportunities.

### **Awards and Recognitions:**

- Awarded “Women of Substance”– Professional of year in March 2021, by INMO World of Women Awards 2.0
- Certificate of merit by IIT – Roorkee on successful completion of online course.

## 5. Mr. Ashok Kumar Vyas

Mr. Ashok Kumar Vyas, an assistant professor, has 14 years of academic experience. He has taught a wide range of subjects including data base management system, information technology, digital marketing Business Statistics, Research methodology, data structure and data analysis. His academic interests include computer application-based subjects like as Data structure, Computer based numerical Analysis, project management, total quality management.



### Educational qualification:

- Cleared MPSET, 2023 In Computer Science
- M.Phil. in Computer Science from DAVV, Indore
- Master of Computer Application from RGPV, Bhopal
- Pursuing Ph.D. in Computer Science from DAVV, Indore.

### Additional Certification:

- Has done online International cyber-Conflicts certification course from the state university of New York.
- Has done Student Training Program on LaTeX organized by Devi Ahilya Vishwavidyalaya, Indore with collaboration of Spoken Tutorial Project, IIT Bombay.

### Area of interest:

His area of interest varies from wide range of computer application as well as management subjects like, blockchain technology, embedded learning, PM, RM computer programming languages, data base languages, operating system, information technology digital marketing etc.

## 6. Dr. Kush Singodiya

Dr. Kush Singodiya Assistant Professor has over 9 years of academic experience, specializing in both graduate and postgraduate education. His primary areas of interest include finance and research.



### Educational qualification:

- Ph.D. in Commerce from DAVV, Indore.
- M.B.A. with Dual specialization in Finance and Marketing from DAVV, Indore.
- M.Com. in Accountancy from Hinduja College, Mumbai University.
- Cleared UGC-NET, DEC21-JUNE 2022 (Merged) in Management.
- Cleared UGC-NET, JULY 2018 in Commerce.

### Area of interest:

His areas of interest encompass a wide range of management subjects, including Business Statistics, Financial Management, Working Capital Management, Financial Accounting, Cost Accounting, Management Accounting, Corporate Accounting, Marketing Research, Stock Market Operations, Managerial Economics, and the Business & Economic Environment.

### Research and publication:

He has presented and published more than 15 research papers in national and international conferences. One of his notable contributions includes the publication of a research paper titled " Significance of E-commerce in the emerging Indian Market " in the ABDC Journal. Furthermore, Dr. Kush Singodiya holds one patent registered on the topic " Impact on Human Resource Planning in Company/ Industry. "

## 8. Mr. Vikas Suryawanshi

Asst Prof Vikas Suryawanshi is a young and dynamic professional, having work experience in the banking sector as well as in academics. Accounting and Marketing Management are his areas of interest, and he has good command over Service Marketing, Digital Marketing, Banking and Insurance, Business Law, and Taxation.



### Area of interest:

His area of interest is Fundamentals of Accounting and Marketing Management and he is always keen to teach Service marketing, Digital Marketing, Banking and Insurance, Indian Financial System, Money and Banking, Business Law and Income Tax.

### Qualification:

- Pursuing Doctor of Philosophy on topic, 'Impact of Micro-Finance in Empowering Women'.
- Cleared UGC-NET, JUNE 2021 in Management.
- Cleared UGC-NET, DEC 2019 in Commerce.
- Masters of Business Administration (Marketing) from IMS DAVV, Indore in 2019.

### Additional Certification:

- Has done Digital Marketing Certification Course, and handled Digital Marketing Work of different Organizations.
- Has done SAP Certification in Finance and Controlling module.

# Fee

- **No. of Fee waivers granted with amount and name of students-  
No**
- **Number of scholarships offered by the Institution, duration  
and amount –**

**For Academic Year -2024-2025**

**Rs.100000 for 4 Students (rs.25000 for each student )**

- 1. Sunay Garg, BBA I year**
- 2. Mohammed Sulaim Chara , BBA I year**
- 3. Heeral Chug, BBA I year**
- 4. Tiya Sanmukhani , BBA I year**

# Admission

- **Number of seats sanctioned with the year of approval – 60**
- **Number of Students admitted under various categories each  
year in the last year.**

Session -2024 -25							
Class/ Category	Total No student	Male	Female	GN	OBC	SC	ST
I Year	60	39	21	60	0	0	0
II Year	59	38	21	53	5	1	0
III Year	60	42	18	59	1	0	0

# Admission Procedure

We have granted admission through the MP Higher Education Department.

## Criteria and Weightages for Admission

- Describe each criterion with its respective weightages i.e. Admission Test, marks in qualifying examination etc. -As per the norms of MP higher Education.
- Mention the minimum Level of acceptance, if any – As per the MP higher Education norms. For -General Category – 50 % marks in 12th class result with any stream and OBC/SC/ST Category - 45 % marks in 12th class result with any stream.
- Mention the cut-off Levels of percentage and percentile score of the candidates in the admission test for the last three years –NA

## Information of Infrastructure and Other Resources Available

Spread across three acres of lush greenery, our college offers a serene and vibrant learning environment, providing students with the perfect balance between academics and nature. The well-maintained campus infrastructure is designed to promote holistic learning, innovation, and collaboration, ensuring a world-class educational experience.

The campus boasts fully modern classrooms equipped with the latest audio-visual technology, ergonomic state-of-the-art furniture, and a digitally advanced learning ecosystem that enhances interactive and experiential learning. The library is a treasure trove of knowledge, stocked with a vast collection of books, research papers, journals, and digital resources to support academic growth and research endeavors.

A spacious administrative area ensures smooth and efficient functioning, while the dedicated faculty room provides a comfortable and resourceful space for professors to engage in academic discussions and mentorship. The beautifully landscaped garden offers a peaceful retreat where students can relax, socialize, and find inspiration amidst their busy schedules.

The college canteen serves as a vibrant hub for students to enjoy delicious and hygienic meals, fostering a sense of community and camaraderie. Additionally, the institution takes pride in offering the best parking capacity, ensuring convenience and hassle-free vehicle management for students, faculty, and visitors alike.

With well-equipped seminar halls, dedicated activity zones, and high-speed internet connectivity, the campus is designed to support academic, extracurricular, and co-curricular activities. Our commitment to excellence in education, modern infrastructure, and student-centric amenities makes this college a premier destination for aspiring scholars and future leaders.



# Other Resources Available

## Online examination facility

- **Computer system -30**
- **Internet Bandwidth – 100 Mbps**
- **Barrier Free Built Environment for disabled and elderly person – Yes**
- **Fire and Safety Certificate – Audited by MP fire engineer & consultant**
- **Hostel Facilities – Yes**
- **Number of Library Books -1864 ,Title -305 . Journals -06 (only for BBA)**

## Computing Facilities

- **Internet Bandwidth- 100 Mbps**
- **Number and configuration of System- 30 (i7/i3 Processor, 4/8GB RAM, 500 GB/1TB Hard disk,)**
- **Total number of systems connected by LAN /wifi Network - All**
- **Major software packages available- Inbuilt Microsoft Window 10/11 Microsoft MS Office license, Zoom Paid License version**
- **Special purpose facilities available (Conduct of online Meetings/Webinars/Workshops, etc.) –Yes through MS Teams and Zoom license version**
- **Compliance of the National Academic- Depository (NAD), applicable to PGDM Institutions and University Departments- NA**

## List of facilities available

**Games and Sports Facilities - Yes**

**Extra-Curricular Activities -Yes**

**Soft Skill Development Facilities -Yes**

## Teaching - Learning Process

- **As per the MP higher education Syllabus Board teaching and through the projector power point presentation used**
- **Academic Calendar of the institute -Yes**
- **Academic Time Table with the name of the Faculty members handling the Course -Yes**
- **Continuous and Comprehensive Evaluation system is used for students evaluation**
- **Taking Assignments and internal test regularly.**

# Enrollment and Placement Details of students in the last 3 Years

## Enrollment Details

Session	Enrolled Students in BBA I Year
2022-23	60
2023-24	60
2024-25	60

## Placement Details

- **6 Students** placed with average salary Rs. 120000 per Anum in the last session
- **As we offer undergraduate courses, most of our students pursue postgraduate programs after graduation.**

## List of Research Projects/Consultancy Works

## MoUs With Industries

In this session 2024-2025 DCBM signed the MoUs with Different Organization

- Miles Education Private Limited
- Environmentalist Foundation of India, Chennai, Tamil Nadu
- Hexawealth Financial Technologies Private Limited  
Hyderabad (Telangana)
- Centre For Entrepreneurship Development Madhya Pradesh (Under Department of MSME, Govt. of Madhya Pradesh)
- The Indus Entrepreneurs Madhya Pradesh (TiE MP)