



**Desh Bhagat
University**
Research.
Innovation.
Entrepreneurship.

**ADMISSION
OPEN** 2024-25



Department of
**BUSINESS
MANAGEMENT
& COMMERCE**



ABOUT US

The intensive study programs at the university Department of Business Management and Commerce are modeled to turn individuals into cross functional leaders and strategists that can skillfully handle challenges affecting businesses transversely in a dynamic and an interconnected world. Learn how to apply accounting, finance, human resources, management and marketing knowledge to your budding start-ups. Our distinguished teaching methodology helps students obtain a profound perspective on critical Management and leadership while maintaining a professional business momentum. Students absorb a lot of knowledge while working in group projects, business simulations, recent case studies and entrepreneurship development projects. Students can choose from a wide section of programs each focusing of specific industry needs and business application, like BBA, B.Com, MBA and M.Com, PhD in Management and Commerce. We transform students into future management leaders equipped with required analytical and managerial skills having astute business acumen. From interpersonal skills to strategic problem solving and operational principles, these programs gives students the tools they will need to succeed in a wide variety of fast-paced business environments. We are committed to providing experiential learning opportunities throughout the curriculum to every student. Our experienced faculty works vigorously to make every program more creative, comprehensive and aligned with future job market and business world. State of Art infrastructure of university provides an environment conducive for learning and exploring new horizons. Facilities like Smart Classes, Hostels, Library, MJK Market Center, Cafeterias, Recreational & Sports Amenities and Student Centric teaching, Industry Collaborations, Learned Doctorate Faculties are some of our key strengths.



HIGHLIGHTS

NEP 2020 Enabled Programs.

Future Job Market and Business World Oriented Teaching Methodology.

International Perspective through Contemporary and Compatible Global Curriculum.

IEDC Incubation Centre for Entrepreneurship Training and Development.

360 Degree Personality Development with Co-curricular, Extra-Curricular, sports, Business Plans and other activities.

Personal Mentoring by highly qualified, competent and experienced Mentors.

Flexible Academic Approach with Choice Based Credit System.

Industry Exposure and Project Work.

Business Planning Guidance, Family Business Advancement, Placement Assurance & Career Guidance.

Business Management & Commerce (BMC) as a Career Choice

The versatile field of commerce and business management provides ample opportunities in accountancy, economics, operational research, consultancy, retail, human resource management, investment banking, insurance, financial management, risk analysis, health services, supply chain, logistics, building the start-ups and create value for the economy and so on. The employment sectors include automotive and private transport, hospital, retail, consultancy, academic institutions, tours and travel, medical tourism, banks, pharmaceuticals, FMCG, MNC's, government offices and non-government organizations.

What you will learn at BMC

- Team Work
- Analytical Skills
- Business Analysis
- Presenting Ideas
- Projection
- Feasibility Analysis
- Building Start-ups

VISION & MISSION



Vision



To be globally recognized as a Centre of Excellence in the field of Business Studies, Commerce, Accountancy and Economics through value based Education, Research & Innovation. To provide best possible human resources to society in the field of Management and Commerce.

Mission



- To inspire and empower students to become innovative entrepreneurs and worthy management professionals.
- To turn individuals into cross functional leaders and strategists that can skillfully handle challenges affecting businesses transversely in a dynamic and an interconnected world.
- Develop linkages with world class educational institutions and R&D organizations for excellence in teaching, research and consultancy services.

STRENGTHS

The department has faculty members who are trained from top institutes and universities.

Outcome based Teaching Methodology adopted in teaching – learning process.

International Perspective through contemporary and compatible Global Curriculum.

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INNOVATIVE PROJECTS FOR STUDENTS

- 1 Live Projects for Students with the aim “Earn while Learn”
- 2 Budget Pe Charcha : An Event to Discuss and Debate On Salient Features Of Union Budget
- 3 Marketing Stage and Entrepreneurial Buzz : Students Involvement in Marketing and Sales Strategies, Customer Handling, Provide Practical Exposure to students in Collaboration with MJK Centre (Mata Jarnail Kaur City Centre) Atam Nirbhar Campus
- 4 Live Stock Trading Session and Workshop on Application of Initial Public offer (IPO)
- 5 Students as event coordinators in various activities under Mission Excellence Club of School of Business Management and Commerce. Such as Green Desk and Clean Desk, Comenizo : Management Fest, etc.



PROGRAMMES OFFERED

Ph.D. Management / Ph.D. Commerce / Ph.D. Disaster Management

MBA Hospital Administration/MBA/ MBA with Specialization

- Finance
- Marketing
- Human Resource Management
- International Business,
- Information Technology
- Production & Operation Management
- Agribusiness Management
- Business Analytics
- Logistics and Supply Chain Management
- Data Analytics and Business Intelligence
- Finance and Financial Technology(FinTech)
- Entrepreneurship and Innovation
- Digital Marketing

BBA/BBA-Hons. With Research Option (with Electives in)

- Digital Marketing
- Business Analytics

M.Com With Electives in

- Accounting & Finance
- Banking & Insurance
- Marketing

B. Com/ B.Com-Hons. With Research Option (with Electives in)

- Accounting & Finance
- Banking & Insurance
- Business Analytics

EXPERIENTIAL LEARNING ACTIVITIES



Session on बजट पे चर्चा



Group Discussion



Group Discussion on “Effect of Covid-19 on Indian Economy”



Management Game : Team Building and Leadership



Learning Customer Relationship Management



Marketing Skills enhance Activity : Marketing insight, Customer handling, Store Management and public speaking



Celebrated Independence Day under the “Meri Mati Mera Desh” Campaign



Workshop on Impact of Artificial Intelligence (AI) on Business

INDUSTRIAL VISITS



National Institute for Training in Search, Rescue and Disaster Response (NITSRDR), MHA, Govt. of India, Panchkula, Haryana.



Shri Ram Panels Pvt. Ltd., Amloh road, Khanna



Hero Cycle Ltd, Ludhiana

MoUs Signed



Organization with which MOU is Signed	Purpose of the MOU	Outcomes of the MOU
Uniglobe College, New Baneswar, Kathmandu, Nepal	To facilitate student and faculty exchange	Paper presented by Faculty in Uniglobe International Management Conference
The Association Chambers of Commerce and Industry of India, New Delhi	To organize the workshops on IPR, IPR Awareness Program	Workshops and Awareness Programmes on IPR are conducted every year.
Dhurakij Pundit University, Bangkok, Thailand	<ul style="list-style-type: none"> • Exchange of Students and Faculty • Joint Research activities and Publications • Organize and participate in Seminars, workshops 	Career Counseling session for Students
Skill Development Programme Wadhvani Operating Foundation	Fully flexible short-term programs that prepare the students for family-sustaining career pathways	Students are prepared to face the upcoming challenges at work place
Karatina University, Karatina Kenya	<ul style="list-style-type: none"> • To organize joint international events, conferences, workshops • Organize Joint workshops (offline/online) on project and research paper writing 	Conducted webinar on opportunities in Higher Education

UpSkill your self in Business Management

Courses offered

PARTNERSHIP

to upskill students in emerging technology with top notch industries and world class universities



IBM project management	
Excel to MySQL: Analytic technique for Business	
Digital transformation	
The Art of sales: Mastering the selling process	
Business Model Innovation	
Human Resource Analytics	
Hiring practices	
Business Analytics with excel: elementary to Advanced	
Supply chain management	
Supply chain planning	
Supply chain finance and block chain technology	
Google digital marketing & E commerce	
Fundamentals of digital marketing & e Commerce	
How to start your own business	
Financial Engineering and risk management	
Risk management	
Managing project risks and changes	
Introduction to cyber security & Risk Management	
Business Foundations	
Corporate strategy	
AI Business and the Future of work	

and many more...

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**WE STAND WITH YOUR
PRESENT AND FUTURE**

DBEST

DESH BHAGAT UNIVERSITY ENTRANCE & SCHOLARSHIP TEST

shakti **UPTO 100%
SCHOLARSHIP**

STATE, NATIONAL,
COUNCIL & DBU
SCHOLARSHIPS
AVAILABLE

Multi Entry & Exit
NEP-2020

**EDUCATION
LOAN FACILITY**
ALSO AVAILABLE



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