

STUDENT HANDBOOK 2022-23

Doon Business School

Table of Contents

Objectives of the Handbook	1
Campus Director's Welcome	2
Vision and Mission	4
Introduction	6
Academic and Learning Environment	6
Location	7
Campus Infrastructure	7
Learning Facilities	8
Learning Resources Centre/Library (LRC)	8
Computing Facilities	9
Centres of Excellence	9
Centre for Business Analytics (CBA)	9
Centre for Research (CFR)	10
Centre for Entrepreneurship (CFE)	10
Career Development Centre (CDC)	11
Student Life Cycle	12
Student Development Initiatives	12
Student Clubs	13
Students Mentoring and Counselling Services	13
Self-Learning Opportunities	14
Industry Internship Programme	14
Placements	15
Programmes of Study	17
Business & Commerce Stream	17
Agriculture & Allied Sciences Stream	17
Mass Communication Stream	17
Reservation of Seats	17
Scholarships	18
Fee Payment Schedule	19
Withdrawal of Admission	19
Change of College/Issue of No Objection Certificate	19

Assessment System	20
Continuous Evaluation System	20
Rules & Regulations	23
Campus Entry and Timings	23
Registration Requirements	23
General Discipline Rules	23
Disclaimer	26

Objective of the Handbook

This handbook is designed with an objective to provide students with complete information on general regulations and norms which they are required to follow during the tenure of their stay at the DBS-Group of Institutions. It also serves as guide for the students' academic behaviour, during their period of stay at the DBS-Group of Institutions. The handbook also provides a structured mechanism of welfare through which the students help their needy fellow colleagues, and simultaneously evolve and participate in various programs and activities for improving upon the quality of campus life in general.

It guides the students through every step of their student journey, from registration through to graduation and beyond. It explains institution's relationship with the students and with the member institutions, and summarises where to go for advice and information at every stage. It is a key document that you will refer to again and again.

We make every effort to ensure that the information here is correct; however, each programme is different and changes are made from time to time. For information that is specific to your programme of study, please refer to the Programme Coordinator, Programme Specification and Programme Specific Regulations.

The Programme Coordinators provide academic guidance to help you progress through your studies, including how your programme is structured, the support the student will receive from member institution and advice on assessment. It is the responsibility of students to read this handbook, official announcements, official bulletin boards, the calendar, and be informed about programs of study, credits, requirements, policies, student life, and information relating to life at the Institute. The information is subject to change or modification and therefore students should check the notice board regularly and also stay in touch with Program/ Class Coordinators, faculty, staff, and fellow students in order to receive the most up-to-date information possible.

Campus Director's Welcome

I am delighted to welcome you into our international community of Doon Business School Group's students, where you join thousands of others in working towards one of our renowned awards. As a family of world-class institutions, the Doon Business School Group (DBS-Group) has a reputation for academic distinction in teaching and research, recognized nationally as a leader in Higher Education.

DBS-Group, promoted by Eskay Educational Trust in 2007, has been achieving significant milestones consistently. The long term and realistic goals of the institute contributes to a democratized and holistic management education that grooms the students to undertake the management career in the corporate world effectively. The Group fosters and develops the students as future leaders who are competent enough to tackle the fast-changing corporate environment. The programmes, apart from imparting quality management education, also inculcates professional ethics, social responsibility and wellness which are important for a sound mind and wisdom, which in turn propels the students to take logical as well as wise decisions.

DBS-Group believes in hiring and nurturing academically and professionally qualified faculty from the national and international institutions, with rich and proven corporate experience. The faculty of DBS-Group are the pillars of Knowledge and Commitment. We invite the practicing Leaders and Managers from the various streams as Adjunct and Visiting Faculty to embellish the experiential aspect of management learning. The curriculum architecture, mapping, and the course selection and session planning are being undertaken keeping in view the changing industry needs, the best practices in the Global Management education institutes and processed and approved through well constituted Board of Studies. The academic governance is very transparent and provides for total autonomy and innovation in making the learning more meaningful and useful. The industry and academic interface are very close and continuous in the overall activities. We constantly endeavor to not only to teach management education by aligning different andragogy and continuous assessment techniques but also to assure the effective learning by the students.

DBS has been ranked constantly as one of top business schools within the rank of top 50 at the national level across different Ranking agencies at the national level. DBSG is number one private institute in Uttarakhand as per the recent surveys. We work towards achieving total quality and are in this process of getting accredited through the global level agencies like AACSB, etc. We have collaborative agreements with the various Global Management institutes to provide for global exposure to our students.

We welcome you to the DBS-Group campus and advise you to fully utilize all the Learning Facility available in the institute including the Learning Management System to have an enriching experience and graduate as Managers and Leaders to serve the society. The faculty will be available all the time to help you to learn and facilitate you to achieve your dream. This is a golden time for you to learn and you utilize your time and concentrate in successfully completing your management education as it is going to be of full rigor and demanding.

This Handbook will enable you to know the policies, rules, procedures, the code of conduct required, students' duties, responsibility etc., in detail. I am sure you will find the information in this guide useful throughout your studies. You are requested to read carefully, understand, and comply with the system. We take this opportunity to wish you all the best in achieving your endeavor and would like to see you a successful Leader in different walks of Life.

I wish you every success in your studies.

Dr Nitin Balwani

Campus Director

Doon Business School – Group

Vision and Mission

Eskay Educational Trust came into existence in the year 2007 with the aim of providing world class higher & technical education to the people of this Country, which can be utilized in the process of growth of the State and the nation.

Contributing towards the industrial, economic, and social growth of the society for over a decade, Eskay Educational Trust has helped realize the dreams and aspirations of thousands of students. Being the brainchild of its visionary founder - Prof. Mohit Aggarwal managed to craft a niche position for being a one-of-its-kind undertaking that focused on value-based education.

Eskay Educational Trust

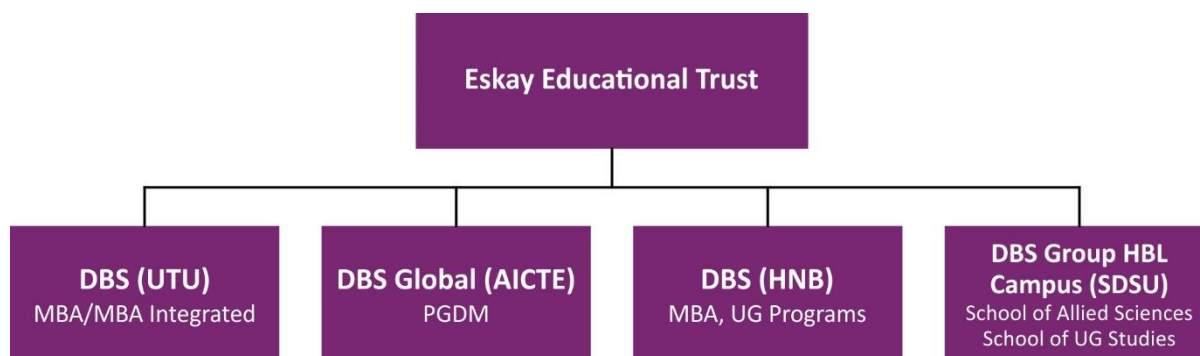
Vision

To be a catalyst for attaining global standards for Indian society, through development of inclusive educational institutions.

Mission

To create ethical and purposeful educational institutions that focus on developing futuristic leaders.

Eskay Educational Trust was set up for development of inclusive educational Institutions. In the short span of its existence, it has set up four institutions, each one of which with outstanding global reputations.



Member institutions are responsible for the academic direction of the programmes, including developing and maintaining the syllabi, preparing learning resources and marking the assessments.

Our programmes are governed by several committees and sub-committees which monitor, develop and initiate improvements to the programmes and to the working of the member institution. They are ultimately accountable to the Board of the Trust.

Doon Business School Group is focused on developing global business leaders.

Doon Business School

Vision

To be a Nationally Recognised Management Institution focused on developing business leaders.

Mission

To create a transformative educational experience focused on deep disciplinary knowledge, problem-solving, ethical leadership, interpersonal skills, and personal health & well-being.

Doon Business School - Global

Vision

To be a Nationally Recognised Management Institution focused on developing global business leaders.

Mission

To create a transformative educational experience focused on global disciplinary knowledge, problem-solving, ethical leadership, interpersonal skills, and personal health & well-being.

Doon Business School (HNB) – Including UG, BBA and Mass Comm Programs

Vision

To be a Nationally Recognised Management Institution focused on developing business leaders and media professionals.

Mission

To create a transformative educational experience focused on deep disciplinary knowledge, problem-solving, ethical leadership, mass communication skills, interpersonal skills, and personal health & well-being.

DBS Group HBL Campus (SDSU)

Vision

To be a Nationally Recognised Management and Allied Sciences Institution focused on developing management/scientific leaders.

Mission

To create a transformative educational experience focused on deep disciplinary knowledge, scientific problem-solving, ethical leadership, interpersonal skills, and personal health & well-being.

Introduction

One of the premier management institutes in Northern India, Doon Business School brings you an educational experience par excellence. Our primary objective is to impart education that not just creates erudite employees or managers but creates leaders who are going to leave a lasting imprint on the business as well as social sector.

We offer our students a blend of managerial as well as technology skills so that they can combine the knowledge they have gained at our business school and leverage contemporaneous technologies to gain a formidable competitive edge. Enterprise level technology tools are the backbones of medium-size and larger businesses and hence they are an integral part of our overall curriculum.

We are constantly upgrading our course material to meet the rapidly changing global business landscape so that when our students go out and work in the real environments they are already equipped with the required intellectual and technological skills needed for the job. All our students have a deep understanding of the dynamics of national as well as international economics.

Academic and Learning Environment

The academic environment at DBS is fairly demanding and quite different from what exists in most other Institutions. The institute is committed to delivering holistic education to students in various fields related to Management, Media & Communication, Agriculture, Forestry etc.

DBS operates in a manner that upholds academic quality, professional ethics and best practices. The institute also aims to develop and offer new age programmes to meet the demands and needs of the Industry.

In particular, the academic and learning environment at DBS inculcates a number of qualities and skills in the students. Some of these are as follows:

- i. **Applied and Theoretical Competence:** Development of capability to apply theoretical knowledge in solving a wide variety of practical problems. The curriculum is structured in a manner that basic implementation skills and design skills are interwoven together.
- ii. **Professional Communication:** Appreciation of verbal, written and graphical communication in all the fields and developing skills to communicate with different persons at various levels employing managerial and IT skills wherever required.
- iii. **Self-Learning:** Development of curriculum which encourages self-learning and makes a bold attempt to move away from teacher-centred learning to student-specific learning. The students are encouraged to learn to develop flexibility in managing a career path that changes over time and is supported by life-long learning, critical thinking, team work and leadership.
- iv. **Global Practices:** Inculcating awareness about customary practices in different countries and the influence of diverse cultures: DBS provides to its students' sufficient exposure to various work cultures to be successful in the international arena.

- v. **Integrity & Maturity:** Observance of professional integrity and maturity are the core values of DBS. Students are trained to make ethical decisions.
- vi. **Quality Consciousness:** Striving towards continuous improvement imbibing the zero-defect concept and doing quality work.
- vii. **Group Dynamics:** Stresses inter-disciplinary teamwork to crack complex technological problems. Students learn group dynamics and the art of working in teams that distinguishes them as a class among the masses.

Location

DBS campus is situated in the picturesque city of Dehradun, the Capital of Uttarakhand State & known as the Knowledge City of India. Uttarakhand is also called Dev Bhoomi meaning “The Land of Gods”. Dehradun is 250 kms from the national capital and is very well connected by air, rail and road transport. The breath-taking beauty of the city and its serene climate fosters an environment that is conducive for academic learning.

Campus Infrastructure

Doon Business School Group, keeping in tune with environmental management and go green philosophy boasts of a beautiful building surrounded by lush green trees, fresh air and abundant natural lighting. It offers an ideal environment for undisturbed and serious academic pursuits.

The physical and intellectual elements need to be cohesively bound to make learning holistic and rewarding. This can happen only when knowledge and foresight are brought together with a vision. Doon Business School’s Campus has been conceived and developed to meet the needs of healthy and effective learning. Architectural features apart, it combines the advantages of an enviable neighbourhood that would witness intense industry interaction – the key for successful grooming of young managers.

Doon Business School is located on a spacious plot in the Selaqui district of Dehradun. Its immediate neighbourhood is dotted by enviable and inspiring global names in business. This rich hinterland provides all the necessary success factors for the growth of a good Business School.

The brick and mortar infrastructure consists of a state of art campus facility, engineered by design and optimized by space. The computer labs and the other facilities along with the snack bar and student lounges are indeed an enviable one. The classrooms / lecture halls are of varying seating capacities. The Conference Halls have been exclusively designed for Executive Development Programmes. The Placement Office is constantly throbbing with exciting activities. The Hostel Blocks are unique in terms of its facilities and ambience. A state of the art auditorium with a seating capacity of 250 is available for conducting conferences/ seminars and other important events.

A combination of all these promotes unhindered learning in an ambience that replicates high-profile corporate design. Adequate transport facilities are in place for commuting faculty and students from the Campus to city/corporate/industry locations. The Campus will strategically exploit the location advantage in terms of technical facilities and industry/Institute interactions. Doon Business School's students will thus have an edge which is sure to develop in them the right attitude and skills from day one.

Learning Facilities

Instructional Methodology

Based on the course outline provided in the syllabi, respective faculty develops teaching plan for each course at the beginning of each semester. The course plan will include:

- Title, Course Code, Objectives, Learning Outcomes,
- Course Outline: Detailed session plan coverage for various topics including the case studies likely to be taken up during each of these sessions.
- Evaluation scheme including weightages assigned to each component of evaluation system.
- Text and Reference Books

The instructional system followed in the Institute is a blend of the following methodologies:

Lectures	Paper Presentation	Industrial Tours
Group Discussions	Seminars	Field Visits
Case Analysis	Quizzes	Video Lectures
Simulation Games	Surprise tests	Experts' Lectures
Role Plays	Projects	Internships

Learning Resources Centre/Library (LRC)

The Institute has well-equipped Learning Resources Centres, with a conducive environment for reading. We have a seating capacity for 250 users across 3 libraries. Books are arranged according to DDC classification and a separate section is allocated for reference and textbooks. The Libraries consists of 25000 Books, Journals/Periodicals (National 20, International 01), NDL Membership Subscriptions for E-Books, J-Gate plus Subscription for E-Journals, 08 News Papers, _____ Back Volumes of Journals and Project Reports since 2008.

LRC has acquired ERP Library integrated software. Library online Public Access Catalogue (OPAC) is available on Institute LAN & Web. Full text E documents are available in our Digital library.

LRC has subscribed to and has access to 8500 E-Journals through Open-J-Gate (50 percent of the Journals are Peer Reviewed).

LRC offers facilities like Lending of books, Reference Services, Current contents Services, Newspaper Clippings and Reprint Service to its members.

Our mission is to work towards meeting the information needs of our members by providing quality information services available worldwide, by effective utilization of current and emerging information technologies.

Computing Facilities

Doon Business School Group has always believed that Information Technology forms an integral part of Management. Every student in the DBSG Campus is facilitated to connect to the digital nervous system of the DBSG knowledge base through a Wi-Fi network across the institutional and residential campus. DBSG's intranet captures all that is learnt in the institution and disseminates the same to all its stakeholders, on demand.

The labs at Doon Business School Group are equipped to handle intensive computing applications and are equipped with the latest hardware for both client and server computing. The laboratories have been so designed that students can work in a secure, safe and sophisticated system unhindered by erratic power supplies and connectivity. This in turn gives them the opportunity to work 24x7.

Presently the Laboratories has over 250 plus systems connected to four different servers behind software and hardware based firewalls. Access to the internet is provided through round the clock dedicated Lease line connectivity of 100 Mbps bandwidth. The software system is run on Windows 10 & 8.1 on the desktops and the server sites are run on ERP Server, Tally Server, Internet Server Linux based, Windows 2016 server, and Windows Academic Campus Licences. The laboratory also has networked based laser printing for outputs. All the systems are multi-media ready and run application like, Microsoft Office, SPSS, SAS, SAP, Visual Basic, Oracle and tools for data modelling and simulation.

Centres of Excellence

The Centres of Excellence have been established in Doon Business School Group for specifically emphasizing on some of the learning goals that DBSG regards as important for building great leaders of tomorrow. Each centre is steered by a Chairperson who is typically assigned from the faculty. The students are encouraged to reach out to the designate faculty and leverage the facilities and activities in these centres to enhance their learning experiences.

Centre for Business Analytics (CBA)

Business Analytics is fast becoming an essential tool for generating business efficiency and growing competitive edge. Doon Business School Global is highly focused on this domain to help students enhance their skills in areas of managerial decision making and strategy. This program focuses on the major areas of business transformation where software plays a critical role.

The Programme brings together the latest software content, real-world industry experiences, hands on lab course, best practices and case studies all into a single unique education programme. In today's competitive business environment students need to be equipped with skills that will make them continuously employable.

Doon Business School Global is focused on developing faculty expertise in this area and aim to develop managerial talent required by the industry that appreciates and understands real-life business issues and can utilise technology for business and social benefit. For DBSG students and faculty members, the Programme will not only provide training on high end, enterprise class software but also emphasise how business transforms with the use of the right set of software and industry best practices. All students and faculty members who successfully complete the track and specialisation courses stand to gain expertise in the area. The programme will cover following modules:

- Descriptive Analytics
- Predictive Analytics
- Services Science

Centre for Research (CFR)

The vision of CFR, as a centre of excellence, is to enable and support the Doon Business School Group to –

- Carry out academic and applied management research.
- Foster a culture of in-house research amongst the faculty and students and thus support the academic curriculum with case studies, empirical data and refreshing perspectives.
- Create a platform for exchange of ideas between academia-academia and academia-industry.
- Share & disseminate specific findings, research outcomes, information and knowledge both with the academic fraternity and corporate practitioners.

Centre for Entrepreneurship (CFE)

Centre for Entrepreneurship (CFE) encourages, incubates and facilitates the spirit of global enterprise amongst aspiring graduates of Doon Business School Group and potential entrepreneurs. Its mission is to enhance the business-risk appetite of the student community by imparting knowledge on tools and techniques that will enable them to calculate the impact of such risks and build mitigation strategies for the purpose of wealth creation for all stakeholders.

CFE incorporates Adventurer (a student's e-cell), Incubation and Research Centre, with a focus to hone the students into entrepreneurial managers. Viable Student Business Plans are nurtured, incubated and mentored by a support system to develop globally successful enterprises. Our mentors in this Centre include VCs, entrepreneurs and academicians.

Career Development Centre (CDC)

The purpose of Career Development Centre (CDC) is to empower each and every one at DBSG to excel in their lives and fulfil their career and professional objectives through the “Experiential Learning:” and “Personality Enhancement Program-PEP”

CDC compliments well with the Business Skills that the DBSG courses’ curriculum offers. CDC encourages all round holistic development of every individual and hence enhances his/her core competencies. CDC introduces relevant programs and create opportunities for all the students to extend their experiences, develop new skills and create new interests. CDC focuses on every individual’s Communication Skills, Work-Place Skills and Life Skills. In the process, it bridges the gap between the current situation and what is required for each and every one at DBSG to fulfil on his or her personal and professional objectives.

We use various pedagogy from instructor led training, e-learning, outbound learning, project based learning to experiential learning. The process of analysis-design-delivery-evaluation is well thought out keeping in mind our purpose and our vision.

The vision of the Career Development Centre (CDC) is “People are successful in their academics; productive and effective in their profession/career. They take on new and exciting initiatives, challenges, for fulfilling their professional vision.”

Student Life Cycle

These are the golden years of one's life and Doon Business School Group works hard to make the experience of our students during their tenure of the program to be enjoyable and fruitful. In order to effectively monitor the learning environment right from the day of admission till the time our student graduates from our institution we have dedicated a Dean's office to look after the student affairs. This office holds the responsibility of ensuring that all students are provided with a fair opportunity of learning co-curricular and extra-curricular activities. This office also assists students by counselling and tutoring to maintain the expected pace of learning in the institution.

Student Development Initiatives

The life at Doon Business School Group Campus is a fine balance of fun and study. The vibrant campus life affects the after class and quality of living experience significantly. Our advice to all 'incoming students' is, learn the fine art of being settled, managing the academic curriculum and then plunge into extra/co-curricular activities.

The environment and culture of Doon Business School Group is geared to handle students with:

- Dramatically different beliefs and philosophies.
- Widely divergent expectations.
- A high focus on academics, conservative and middle of the road approach to cultural activities.
- Different personalities and orientations and
- Adventurous spirit.

Under the overall guidance, supervision and mentorship of the Faculty Mentors, the extra/ co-curricular activities are designed, structured, aligned to and integrated with the academic framework. The level of independence associated with the conduct of the extra/co-curricular activities is quite amazing. However, at times, the whole excitement of being independent may be damped by an overwhelming sense of ownership and responsibility (let us gently remind ourselves that students are under training).

Each of the Programs and activities have a specific timeline, learning objectives, desirable and measurable outcomes, ensures high student participation and requires oodles of creative energy round the year. The events are successful, students are happy and the learning is quite diverse: expect the unexpected, learn about the stages of cultural adjustment, managerial skills, language proficiency and the like.

Students at Doon Business School Group enjoy themselves, are helped to adjust socially and this collectively influences their overall academic performance positively. There are plenty of stress busters and culture shock relievers on Campus to get away from the mundane academic routine. Hobby Societies, volunteer services, gymnasium, and sports are some of them.

Student Clubs

Learning experience in a business school can and should never be restricted to academic classroom learning but rather focus on all round development of students.

Every year students join DBSG from all parts of the country and abroad, hence, bringing in values and interests from several different cultures. Enrolling for a club of their choice and organizing interesting activities throughout the year provides them an opportunity to know their peers better, learn to work in a team, under time and budget constraints.

In myriad ways, it provides them a flavour of executing/organizing events and eventually, learn management lessons while having fun. More than 20 active clubs across diverse areas of sports, cultural and communications, apart from functional area clubs (like Finance, HR, Marketing, Mass Communication, etc.) help students learn new skills by organizing activities themselves under the guidance of faculty mentors. Active participation keeps the campus buzzing with activities throughout the year. These clubs promote social responsibility, sustainability, personality development and research.

These clubs take the responsibility of developing their own activities calendar for the entire year and acting upon the same. The clubs are also vested with the responsibility of preparing the budget plan based on these activities and presenting it to the management. These clubs are responsible for organizing management fests, cultural events, quizzes, corporate conclaves, photography club, sports meet, social service etc., for enhancing the business and corporate acumen among the student fraternity.

Students Mentoring and Counselling Services

Mentoring and counselling have become a necessity in today's competitive world. Competitive pressures create performance anxiety, inability to cope with the workload, emotional imbalances and at times, behavioural problems too. In recognition of this, an Institutionalized support system has been created that is well networked to recognize signs necessitating 'mentoring' The fulcrum of the mentoring Programme is the faculty member who brings his/her rich and vast knowledge and an unflinching commitment to the process. Every student who is a victim of stress and is unable to cope with the rigour is encouraged to reach out to the Student Affairs Committee for counselling and mentoring services. The Committee on being approached will connect with the Dean and identify an appropriate mentor from the faculty. Some of the areas where mentoring has greatly benefited the students include:

- Building on individual strengths and overcoming weaknesses
- Character Building
- Personality Development
- Choice of functional specialization & Career planning
- Value conflicts

- Resolving academic, personal and social issues

Self-Learning Opportunities

In keeping with the overall aims and objectives of the various Programs (i.e.) facilitating the integration of management theory with prevalent competitive business practices as well as to promote the development of leadership and entrepreneurial abilities of the students, we, at Doon Business School Group, have developed functional clubs to provide opportunities to our students for learning by doing. The student is encouraged to connect with the designate faculty mentor of such clubs and enrol into activities, projects and competitions undertaken by them.

Global Immersion Program

Globalisation and its impact on businesses worldwide is a key learning ingredient of DBSG students. To foster this dimension of learning amongst our students, Doon Business School Group has entered into academic partnerships with several overseas institutions. These partnerships result in foreign students visiting our campus and our students going to these partner institutions to gain valuable global exposure on the diversity in culture, business regulations, market behaviour and complexities of managing a business in a global environment.

Under the international exchange program our students have visited Singapore, Malaysia, Dubai, etc. Such immersion programs are led by faculty and the students benefit from university lectures, company visits and presentations. The opportunities for such exchanges and immersion trips are circulated to students periodically and they are free to apply for these programs.

Industry Internship Programme

Industry Internship Programme (IIP) is a conscious effort to integrate management education with the corporate world. This is an integral part of the Doon Business School Group's academic curriculum and every student pursuing a full-time program is expected to complete this program successfully to become eligible for the diploma/ degree. Credits obtained by the student at the IIP is an integral part of his total credit towards his diploma/ degree. The IIP programme is coordinated by Career Development Centre (CDC).

Industry Internship Programme method of training is the vehicle through which one can meaningfully innovate in methods and techniques of student education and evaluation to bring them closer to real life situation. Good strategies need great execution. Therefore, traditional pedagogy alone may not suffice to give the best results. In fact, from the DBSG survey findings, it is revealed that, there is poor fit between the B-School curriculum and the need of the corporate and also there is poor fit between the aspirations of the student who roll out from the B-School and the expectations of the corporate

who recruits them. Therefore, an apprenticeship in a real-life situation helps the graduates to achieve hands on training on execution and delivery of expected results. The constant interaction with the Professional experts from the organization and the in-house faculty leads to a healthy synthesis of practical experience and the theoretical inputs. A constant up-gradation and updating of curriculum by the faculty to match the real needs becomes a proactive process. The faculty benefits through interaction with the corporate world and can design more effective EDP and MDP Programmes.

The method ensures a continuous evaluation of the student interns thorough a comprehensive grade sheet of many of the latent talents like professional judgment, data handling and analysis, decision making abilities, initiative, leadership and team building approaches etc. that may not be entirely visible during the classroom simulations. The industry gets the benefit of direct access to expertise that can be monitored and evaluated over the internship period. There is also value addition as projects relevant to the industry would be carried out with the help of trained graduates without additional cost to the company. The industry has the opportunity to evaluate and recruit the intern at the end of the period.

Hence, Doon Business School Group as a market driver has taken up this innovative venture to achieve WIN-WIN position with the corporate. Thus, the Institute came up with the proposition to facilitate the student-industry interface. The program requires that the students undergo the rigors of the professional world in the form as well as in substance, providing an opportunity to apply classroom knowledge to live situations.

Placements

Doon Business School Group's Career Development Centre (CDC) plays an integral part and a vital role in moulding the future of students and provides the industry with committed, competent and globally competitive managerial talent. The cell undertakes various academic and non-academic initiatives to equip students to meet the growing demands of the industry.

Students are given support in finding a placement. The Career Development Centre (CDC) creates opportunities to place students in areas that are meaningful, where they can achieve all relevant learning outcomes and receive the support necessary to develop as experienced management professionals. Placement opportunities are allocated in accordance with individual student need and best reflect the stage of learning each individual student is at. Practical issues such as where individual students live and student mobility are also taken into account. The institute has provided complete infrastructure for effective functioning of the centre. The centre is manned by experienced professionals from the industries and is managed by a Chairperson Placements. The Student Council elects a Placement Coordinator along with student volunteers who work with the CDC for sourcing good opportunities for the graduating students. The CDC organizes events for Alumni and industry interactions to maintain relationships and solicit placement opportunities for the students

Training activities are organized throughout the year in an effort towards preparing the prospective students for the campus selection programmes through its active CDC department.

At DBSG each student is mentored individually and his grooming is monitored closely, be it in academics, personality development or in terms of enhancing the employability quotient. The adoption & integration of advanced learning pedagogies which make the students score high on the employability scorecard, has not only resulted in most of our students getting multiple job offers but has also remarkably improved the quality of jobs and salary package, with a high percentage of students being offered analyst, consulting and functional leadership positions.

At DBSG each student gets the opportunity to appear for more than 200 companies each year and each student is able to get the optimum placement deserved. In 2020-21 the maximum CTC to the PGDM students has been Rs 18.5 Lakhs, with a median CTC of Rs 6.69 lakhs. PGDM+SAP and PGDM Global students are offered Mid-level Manager/ Functional Expert/ Consultant level profiles. MBA-IB students are offered good positions in Export Houses & International Logistics Firms. MBA & MBA BASE students are offered Entry Level Managerial/ Domain Trained positions. For B.Sc. Agriculture and Forestry students, placements are available in well renowned firms, industries, services and agricultural sector-based tie-ups including banking and corporate world. Students explore a wide range of career opportunities ranging from Banking Sector jobs to Agro-industries, research in reputed institutes like ICFRE, to other sought after profiles like Agriculture Development Officers (ADOs) and Agriculture Extension Officers (AEOs). Opportunities after MA Mass Communication/ BA Mass Communication are available in electronic and print media as well as advertising space.

Programmes of Study

The Institute offers various programs through its constituent Schools

- Doon Business School – Global
- Doon Business School
- Doon Business School (HNB)
- Doon Business School - Group

In the Academic Year 2021-22, the following programs will be offered by DBS Group of Institutions:

Business & Commerce Stream

S.No.	Program	Duration	Semester/ Trimester
1	PGDM	2 years full time	6 Trimester
4	MBA	2 years full time	4 Semester
5	MBA-IB	2 years full time	4 Semester
6	BBA	3 years full time	6 Semester
7	Integrated MBA	5 years full time	10 Semester
8	B. Com	3 years full time	6 Semester
9	B.Com (Hons)	3 years full time	6 Semester

Agriculture & Allied Sciences and IT Stream

S.No.	Program	Duration	Semester/ Trimester
1	B.Sc Agriculture	4 years full time	8 Semester
2	M.Sc Agriculture	2 years full time	4 Semester
3	B.Sc Forestry	4 years full time	8 Semester
4	BCA	3 years full time	6 Semester

Mass Communication Stream

S.No.	Program	Duration	Semester/ Trimester
1	BA (Hons.) Mass Comm	3 years full time	6 Semester
2	MA Mass Comm	2 years full time	4 Semester

Reservation of Seats

Seats are reserved in accordance with the Government Norms for SC, ST and other reserved categories.

Scholarships

Scholarships are available for meritorious students. Please refer to the following links for the Scholarships available to UG and PG students respectively.

- <https://www.doonbusinessschool.com/admission-news/522-scholarships-for-under-graduate-students.html>
- <https://www.doonbusinessschool.com/admission-news/523-scholarships-for-post-graduate-students.html>

In addition to the above, means scholarships are also provided to students from Economically Weaker backgrounds (based on the discretion of the trustees and institute management).

Merit Scholarship for Post Graduate Students

This scheme is applicable for all applicants of PGDM/MBA program at Doon Business School who have a valid qualifying exam score and have secured a pre-specified minimum percentage in graduation.

All such students will be eligible for scholarship in tuition fees for the entire program as per the following scheme:

For Applicants with a valid Score in MAT/CMAT (with a minimum of 60% in graduation)

MAT/CMAT Percentile	93	95	96	97	98 and above
Scholarship (as %age of Tuition Fee)	20	30	40	50	60

For Applicants with a valid score in CAT/XAT (with min. 60% in graduation)

CAT/XAT Percentile	75	80	85	90	95	96	97	98	99
Scholarship (as %age of Tuition Fee)	20	30	40	50	60	70	80	85	90

Merit Scholarship for Undergraduate Students

Scholarships are applicable for all Full time undergraduate admitted students of the Doon Business School Group, in accordance with the following scheme.

12 % age	88	90	92	94	95	96	97	98	99
Scholarship (as percentage of tuition fee)	20	30	40	50	60	70	80	90	100

Notes

- The Interviews are scholarship blind.
- The Scholarships are open for the first 15 percent seats in each program on first come first served basis.
- No application for scholarships shall be entertained beyond 30th June.
- Candidates should preferably send their scholarship applications along-with their admission registration forms.
- The Procedure for applying for the scholarship is available with the Registrar's office.

Fee Payment Schedule

For all programs (other than PGDM): Payments to be made before the 15th of July and 15th of December for the Odd and Even semesters, respectively.

For PGDM Programs: All payments to be made before the commencement of the respective trimesters (or as notified)

Withdrawal of Admission

DBS Group of Institutions follow the guidelines of AICTE & UGC refund policy regarding withdrawal of admission as prescribed from time to time. The refund cheque will be issued in the name of the student only. The Academic Session is deemed to commence from the date of registration in the campus.

Change of College/Issue of No Objection Certificate

- i. No change of college is permissible, before completion of the course in which a student has been admitted.
- ii. However, in rarest of rare cases, due to unavoidable circumstances, if it is done, the student will have to comply with the following:
 - a. Full course fee for the remaining period of the course (2 Years / 3 Years / 4 Years/ 5 years) as applicable per the course will have to be paid prior to getting the transfer / No Objection Certificate.
 - b. In the rare case where DBSG accepts a Lateral Transfer against the student who has left, DBS Management may refund the fee (partial). The refund amount decided by Management will be final and cannot be contested by the student.

Assessment System

Continuous Evaluation System

It is important for you to understand the evaluation system of DBSG in order to qualify for Placement & Graduation. The overall performance of a student is indicated by two indices viz. Term Grade Point Average (TGPA) and Cumulative Grade Point Average (CGPA), in case of PGDM and absolute marks/percentage in case of University courses. The equivalence of PGDM Grades is done on a 10 point scale viz., 'A+' to 'F' where 'A+' denotes academic excellence, 'C' marginal performance and 'F', Unsatisfactory/fail. The assessment tools are embedded in the academic structure itself and allow academic progress to be assessed on a continuous basis. The evaluation system is holistic and its component include:

• Class Participation	• Case Study
• Tests & Quizzes	• Mid Term Examinations
• Group & Individual Projects	• Seminars & Presentations
• Industry Internship Program	• End Term Examinations
• Assignments and term papers	

The PGDM Grades and the corresponding Grade Points are given in the following table.

GRADE	POINT
A+	10
A	9
B+	8
B	7
C+	6
C	5
D	4
F	0

Important Definitions:

- i. The courses at DBSG may have 2 or 3 or 4 credits as the need maybe.
- ii. One credit means 10 hours of classroom teaching and 20 hours of directed and independent student learning in the form of assignments, projects, case studies, etc.
- iii. Each course outline will determine the minimum number of marks required to be eligible for grading in the course out line by the respective faculty otherwise cut off marks will 20 % of total marks allotted.
- iv. Grading is relative and not absolute.

Evaluation

- i. The evaluation policy is common across functional streams in a course and does not allow for changes.
- ii. The composition of the entire evaluation process in a term, irrespective of whether the subject is a core or an elective, will be based on the pattern suggested by the University, in case of University programme and decided by the management in case of the PGDM programme. Please refer to programme specific details shared by the Coordinators.

Midterm Examinations

- i. Mid Term Exams will be conducted for courses only during the week specified in the calendar.
- ii. Mid Term Exam for a course will be a written exam with a common question paper across sections irrespective of faculty teaching the subject.
- iii. Mid Term Exams will be conducted after the completion of at least 15 sessions.
- iv. The Examination Office will facilitate supervision in case of a faculty handling two sections.
- v. The duration of Mid-Term Examinations will be maximum 2 Hours.

End Term Examinations

- i. End Term Exams will be conducted across sections in the week specified in the Academic Calendar.
- ii. End Term exam for a course will be a written examination with a common question paper across sections irrespective of faculty handling the subject.
- iii. End of term question paper will be tested on the whole portion as mentioned in the course outline.
- iv. The duration of the end term examination will be 3 hours.
- v. Faculty members shall be detailed for invigilation duty and for vigilance squad duty during term end examinations.

Continuous Assessment

- i. The internal assessment will have at least two components (Quiz, Project, Assignment, etc.), first component has to be conducted after completion of one month of the term, and marks should be submitted to the exam department after announcing the marks to the students.
- ii. The broad norms will have to form a part of the course outline.
- iii. The norms have to be discussed by the Departments in the presence of Department faculty and then approved.
- iv. The broad norms of internal assessment pattern should be circulated to the entire faculty within the department to ensure common practices.

Evaluation Policy

- i. Evaluation is continuous.
- ii. Evaluation is based on relative grading (PGDM)/ absolute marks (University Courses).
- iii. Consolidated results would be declared by the Examination Office.

Grading Policy (PGDM only)

- i. The system of relative grading is followed for the evaluation
- ii. Relative grading will be done for every course in every term and for individual sections.
- iii. The minimum CGPA on a scale of 0 to 10 should be 6.00 at the end of each term.
- iv. F grade implies that the student has to repeat the course and clear whenever it is offered. No one would including the Director would have any discretionary powers to change this once a faculty grants an F grade.

Promotion to the Next Term

- i. A student who has accumulated grade D or F in four or more subjects of the present term shall not be eligible for promotion to the next term.
- ii. Students who have cleared all courses offered in the term previous to the present term will be eligible to be promoted to the next term. Thus no F grade obtained in courses offered in the previous to the present term will be allowed to be carried forward to the next term.
- iii. Students who are unable to maintain a CGPA > 6.00 in two consecutive terms shall not be promoted to the next term.

For detailed Examination Rules please refer to Examination Rules section in Rules & Regulations.

Rules & Regulations

Campus Entry and Timings

Students are required to be present in Campus from 0840 Hrs to 1640 Hrs from Monday to Friday/ Saturday as per their schedule.

No student will be permitted to leave the campus between 0840 Hrs to 1640 Hrs without the permission of the Director.

No students will be permitted to enter the campus after 0850 Hrs.

All students are to be in possession of their Identity cards at all times. No students will be permitted to enter the campus without displaying their ID cards.

Buses will operate between the Campus and Hostel/ city at the designated schedule.

Registration Requirements

A Student should register himself in each semester/Trimester on stipulated date of opening of the session. If the student fails to register within first 2 weeks his /her name will be struck off from rolls. Readmission may be permitted by the director only after payment of late fee and re-admission fee.

All Pre-final year students who have to choose optional papers / specialization courses should make their subject area choice known to the respective class coordinators, after consultation with their mentors, before they leave for the Summer Vacation / Internships.

If a student needs to change any optional paper, the same has to be intimated to the class coordinator in writing within first 3 weeks of date of opening of the final year/Semester/Trimester. Any change made within the first two weeks will not entitle student for the compensatory attendance in the subject which he has joined later. Changes will not be permitted after 3 weeks of the semester/ trimester commencement.

General Discipline Rules

DBSG Dress Code- Boys & Girls

Weekdays	Dress code
Monday	Formal Uniform (Sky Blue Shirt & Khaki Trousers in Summers and Sky-Blue Shirt & Navy Blue Trousers in Winters)
Tuesday	Formal Uniform (Sky Blue Shirt & Khaki Trousers in Summers and Sky-Blue Shirt & Navy Blue Trousers in Winters)
Wednesday	College T-Shirt & Blue Jeans (No Slippers or Sandals without Back Straps)
Thursday	College T-Shirt & Blue Jeans (No Slippers or Sandals without Back Straps)
Friday	Casuals (No Slippers or Sandals without Back Straps)
Saturday	Corporate Attire/Formal Shirt, Trousers & Tie for Boys and Indian/Western Formals/Saree/Salwar Kameez or Trousers /Skirt Blouse & Scarf for Girls.

The students should maintain a dress code as mentioned below:

I. Uniform Rules:

- a. Students are required to be in proper uniform on all prescribed uniform days. Any student found without uniform inside the Institute may be returned back, However, the Discipline committee (refer page no for details), may permit such student to attend the classes, on payment of a penalty of Rs 50/- first time and Rs 100/- (if repeated) for that one day, to be paid to the 'Students' Welfare Committee'
- b. Each day Administrative staff along with two faculties and two students from Discipline committee will monitor the adherence to the Dress Code at the entrance points of the college. Director Campus will assign the weekly duty of faculty on rotation basis. Violation of dress code each day will result in issuance of a contribution slip of Rs 50/- to be paid to the student Welfare committee.

II. Use of Mobile Phone:

- a. Usage of mobile phones are allowed only in the canteen, outdoor and playing areas inside the college campus.
- b. Usage of mobile phones inside the college buildings of the campus (unless specifically permitted by the concerned authority for a limited period only) are strictly prohibited.
- c. Any student found using the mobile phone without specific permission in the prohibited areas may be confiscated and their mobile phones will be kept in the institute's custody for overnight in switched off mode after getting it sealed by the student. Also, under adverse circumstances, the custody may be extended further and other strict measures will be taken.

III. Objectionable Eatables/ Consumables:

Any student found possessing/eating/consuming any objectionable eatables (khaini, tobacco, supari, chewing gum, cigarettes, etc) will be fined Rs. 200/-by the Discipline Committee and strict disciplinary action will be taken against him/her. Consumption of liquor is strictly banned in the campus and hostels. If any student is found consuming liquor or found in drunken state in the college campus a minimum fine of Rs. 2000/- will be imposed by the Discipline Committee with a warning. Any repetition of the same may lead to expulsion if so, decided by the Disciplinary Committee. All of these fines / Penalties will be paid to the Student Welfare Committee.

IV. Use of Facilities:

Students are required to maintain discipline and proper decorum while using the Institute facilities like, college bus, internet, library, lab, canteen, college ground, drinking water etc. Any damage to college property will be recovered from the students involved in such act on cost of replacement plus fine basis. In case it is not possible to identify the individual, the cost of repair plus fine will be recovered from the entire group/class/college. The decision of the Disciplinary Committee will be final and binding on the student.

V. Objectionable Behavior:

We strictly adhere to the policy of Zero-Tolerance (under all & any circumstances) where students misbehave with the faculty and staff of Doon Business Group of Institutions. Any activity where student is found misbehaving or indulging in unwarranted activities in the class or inside the college campus or inside the hostel will be noted seriously and the student will be penalized as per rules of the Institute. Misbehaving or indulging in unwarranted activities may result in expulsion from the institute. Re-admission only with the admission fee will be allowed post the recommendation of Campus Director. Under no circumstance will the Re-admission fee of Rs 5000/- be waived off. The student will have the right to Report / Appeal to the Student Grievance Cell. In case the student is expelled from the institution, the institution has the right to recover the fees for a period equivalent to the remaining duration of completion of course since this seat has been blocked for the expelled student. On a daily basis, no student will be allowed to leave the campus before the designated lunch hour without the prior written permission of the Class coordinator or any designated authority. Security guards will allow the student to go out on production of gate pass only.

VI. Assignments:

Students are required to submit their assignments/ project reports well in time as announced by the respective course professors. Any disobedience of notices/circulars will bear penalty which may have its reflections in their internal assessment. Assignments submitted by the students after the due date will result in deduction in 5% of marks per day. (As an example, if the student submits his assignment two days after the due date and scores 75 marks out of 100, then his assignment score will be 65 (75 minus 10 based on 5% reduction of 2 days). In case of non-submission, the student will be given zero marks on his assignment.

VII. Internal Examinations:

If a student remains absent from internal exam/s without prior permission or is debarred for any reason a fine of Rs.500/- will be imposed per internal exam paper/ subject to a maximum of Rs 2500/-. The fine / Penalty collected will not go to 'student welfare committee' but will be used against the cost for re-conducting the internal exams.

NOTES

1. All fines are required to be paid in cash within 3 days of offence. Non-payment of fine will attract deduction of double the amount from the security deposit with the Institute.
2. Depending upon the severity /gravity of offence, the management reserves the right to take further appropriate disciplinary action.
3. The above rules are only to bring about habits of discipline in students. The above fines so collected will go to Students Welfare Committee unless mentioned otherwise & will be exclusively utilized for the student's welfare activities/scholarships etc. as Governed by Student Welfare Committee. The Student Welfare Committee will consist of representatives of the students. The Student Welfare Committee will have a proper constitution.

Disclaimer

While every effort has been made to provide accurate and current information; however, the institution reserves the right to change any of the Rules and Regulations of the Institute at any point of time, including those relating to fees, to withdraw curricula and specific courses, disciplinary rules, alter course content, change the calendar, etc. All such changes are effective at such times as the Institute Authority determines and may apply not only to prospective students but also to those who are already enrolled in the Institute.

The information contained in the Handbook is subject to change at any time, without notice. It is intended to serve only as a general source of information about the Institute and its policies and is in no way document to state contractual terms.

Note: The information provided in this document may have typographical errors or may have been superseded, hence, policy prevalent as on date would be final.