



DBS GLOBAL
UNIVERSITY

Enjoy Everyday While Ensuring
Great Careers

BBA BBA+MBA



BBA program at DBS Global University is a comprehensive suite of undergraduate business programs designed to groom future leaders.

Covering diverse domains such as Entrepreneurship, Fintech, E-Commerce, and Business Analytics, the program integrates cutting-edge curriculum, practical industry exposure, and a global perspective. Students engage in experiential learning, industry projects, and internships, fostering a holistic skill set. With a focus on innovation, ethical leadership, and real-world application, the programs prepare students to thrive in dynamic business environments and contribute meaningfully to the global marketplace.

Our BBA programs are crafted to provide a solid foundation in business principles, strategic thinking, and practical skills. The curriculum is structured to keep pace with the latest industry trends, emphasizing experiential learning, internships, and real-world applications. This approach fosters a holistic skill set, enabling students to navigate and thrive in the ever-evolving business landscape.

Our programs focus on innovation, ethical leadership, and real-world application. Students engage in experiential learning, industry projects, and internships, fostering a well-rounded understanding of the corporate landscape. The emphasis on nurturing entrepreneurial spirit, ethical decision-making, and global perspectives prepares graduates for success in the global marketplace.





BBA

The program is an innovative and dynamic undergraduate offering designed to cultivate business leaders. This comprehensive program aims to provide a solid foundation in business principles, strategic thinking, and practical skills. The curriculum incorporates the latest industry trends, emphasizing experiential learning, internships, and real-world applications. The program offers a diverse range of business disciplines, fostering a well-rounded understanding of the corporate landscape. The program aims to nurture entrepreneurial spirit, ethical decision-making, and global perspectives, preparing graduates for success in the ever-evolving business world.

Specializations Offered



FinTech



Capital Markets



Digital Marketing



Entrepreneurship



Business Analytics



International Business



Marketing, Finance, HR



Banking & Financial Services



E- Commerce & Supply Chain



BBA -Ecommerce and Supply Chain

Embark on a journey of digital prowess with DBS Global University's BBA in E-Commerce and Supply Chain. This program is the gateway to mastering the intricacies of the dynamic digital business landscape, seamlessly connecting the virtual and physical realms. Gain not just skills but a profound understanding of the interplay between online and offline operations, positioning yourself for success in an industry that perpetually transforms. The curriculum ensures to navigate the evolving tides of e-commerce and supply chain dynamics and also helps to be adept and innovative in a world where change is the only constant.

BBA Financial Technology (FinTech)

BBA Financial Technology (FinTech) is a specialised programme that is aimed at developing professionals for the BFSI industry, comprising one or more complementary financial services that are delivered as an end-to-end process using technology applications. FinTech is fast gathering steam and is a game changer for efficiencies of scale and scope for BFSI companies. This programme provides highly specialised inputs in Financial Technology, Blockchain and cryptocurrency, Forensic Accounting and Fraud Management. The Program also provides a sound understanding of Financial issues such as Financial Safeguard, Smart Contracts and Electronic Payments systems.

BBA in Digital marketing

BBA in Digital marketing imparts knowledge about strategies to attract customers through various digital channels. It provides a comprehensive view of planning and executing digital marketing campaigns which promote products and services on popular search engines and other social media channels. The program aims to provide an excellent grounding in digital aspects of marketing, such as technology platforms, SEO/SEM, Social and Web Analytics, Digital Advertisement Landscape and communicating with the customer using new media techniques. It is designed to deliver a practical understanding of online marketing and to provide insights into human and organisation dynamics.

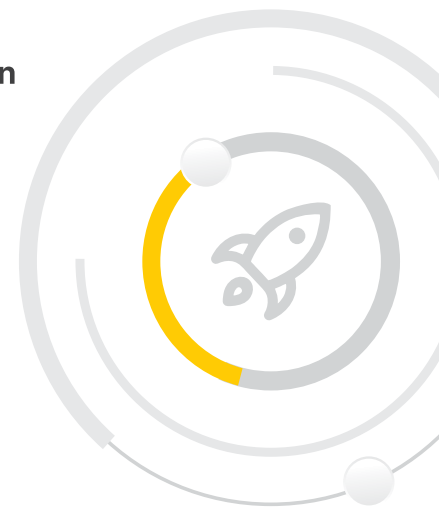
BBA in Entrepreneurship

Embark on a transformative journey into innovation and creativity with DBS Global University's BBA in Entrepreneurship. This dynamic program provides a launchpad into the vibrant world of startups and business ventures. Learn to cultivate entrepreneurial spirit, nurturing ground-breaking ideas into viable business models. From ideation to execution, master the art of strategic planning, resource allocation, and risk management. Imbibe a curriculum designed to ignite innovation, fostering resilience, adaptability, and out-of-the-box thinking. Whether aspiring to launch your venture or drive innovation within established organizations, this program provides the mindset and skills to thrive in an ever-evolving business landscape

BBA Business Analytics

BBA Business Analytics is a specialised programme that is aimed to develop business analytics professionals for a variety of industries. Business Analytics is a combination of Data Analytics and Business Intelligence. It is the science of analysing data to find out patterns that will be helpful in developing strategies. This programme helps to attain the knowledge required to drive key business decisions. It will also help in developing the necessary skills to carry out analytical procedures and support an organisation by figuring out ways to improve and optimise existing business processes with ease. It provides comprehensive knowledge about many topics such as advanced statistics, application of business analytics, data mining, data visualisation etc.

- Cutting-Edge Expertise
- Practical Application
- Tech-Savvy Skills
- Global Perspective
- Holistic Learning



Industrial Exposure

- Industrial Visit
- Guest Lecture
- 02 Internship
- 04 Projects
- Capstone Project



Workshop on Personality Development



Industrial visit at Hero Plant



Industrial visit at Patanjali Ayurved Ltd



Guest Lecture

BBA + MBA

BBA+MBA (Integrated MBA) program at Doon Business School offers a range of benefits that make it an attractive option for students. The integrated program is time-efficient, allowing students to complete both degrees in five years, which is typically the same duration as pursuing the degrees separately but with the added benefit of a seamless transition between undergraduate and graduate studies. The comprehensive curriculum provides a strong foundation in business and management, along with the opportunity to specialize in areas such as Marketing, Finance, HRM, and International Business.

Students also benefit from industry exposure through seminars, industrial tours, and projects, enhancing their job-oriented skills. Additionally, Doon Business School offers international exposure through partnerships with universities in countries like Dubai, Malaysia, Singapore, Thailand, Hongkong. The educational environment is diverse and enriching, with modern facilities that support a well-rounded educational experience. Overall, the BBA+MBA program at Doon Business School provides a holistic approach to business education, preparing students for successful careers in management.

Benefits of BBA+MBA

Feature	BBA (3-Year/4-Year with Honours)	Integrated MBA (5-Year Program)
Program Duration	3 years (General), 4 years (Honours)	5 years
Curriculum Structure	Basic-level subjects with limited depth	Seamless progression from basic to advanced-level subjects
Subject Repetition	Subjects often repeated in MBA with advanced content	No subject repetition; unique syllabus throughout
Specializations Offered	10 in total (4 Specializations + 6 Super Specializations)	All specializations of BBA and MBA available, option for double major
Internships	2 Internships (2 months each): • 1 Industrial Internship • 1 Social Internship	4 Internships: • 2 Social Internships (2 months each) • 1 Industrial Internship (6 months – 7th Sem) • 1 OJT (6 months – 10th Sem)
Cost & Fees	Separate BBA and MBA fees, MBA cost is 4x higher than BBA	One-time integrated fee [same as BBA (Five Years)], highly cost-effective
Industry Certifications	Limited or optional value-added certifications	High weightage on value-added certifications: • SAS, SAP, Alteryx, NISM, others
Career Continuity	Requires fresh admission into MBA after BBA	Smooth transition without admission process, continuity in learning
Academic Load	Focused on foundational business subjects	Balanced academic load spread over 5 years with strategic skill development
Program Design Philosophy	Segregated degree phases (UG + PG)	Integrated and future-ready design aimed at professional excellence



AVERAGE SALARY
OF THIS GROUP IN
28%
HIGHER THAN
MBA STUDENT (02 YEAR)

**INTERNATIONAL
PATHWAYS**

6 OUT
10 JOBS
AT DBS IS FROM
BBA+MBA

40
PROJECTS

International Immersion & Pathways at Affordable Fees

Summer/Winter Programmes, Semester Exchanges, and One Year Abroad Opportunities at top UK Universities [with 2+2, 3+1 for Bachelor's and 3+2 for Master's Programmes] leading to work permits & residency

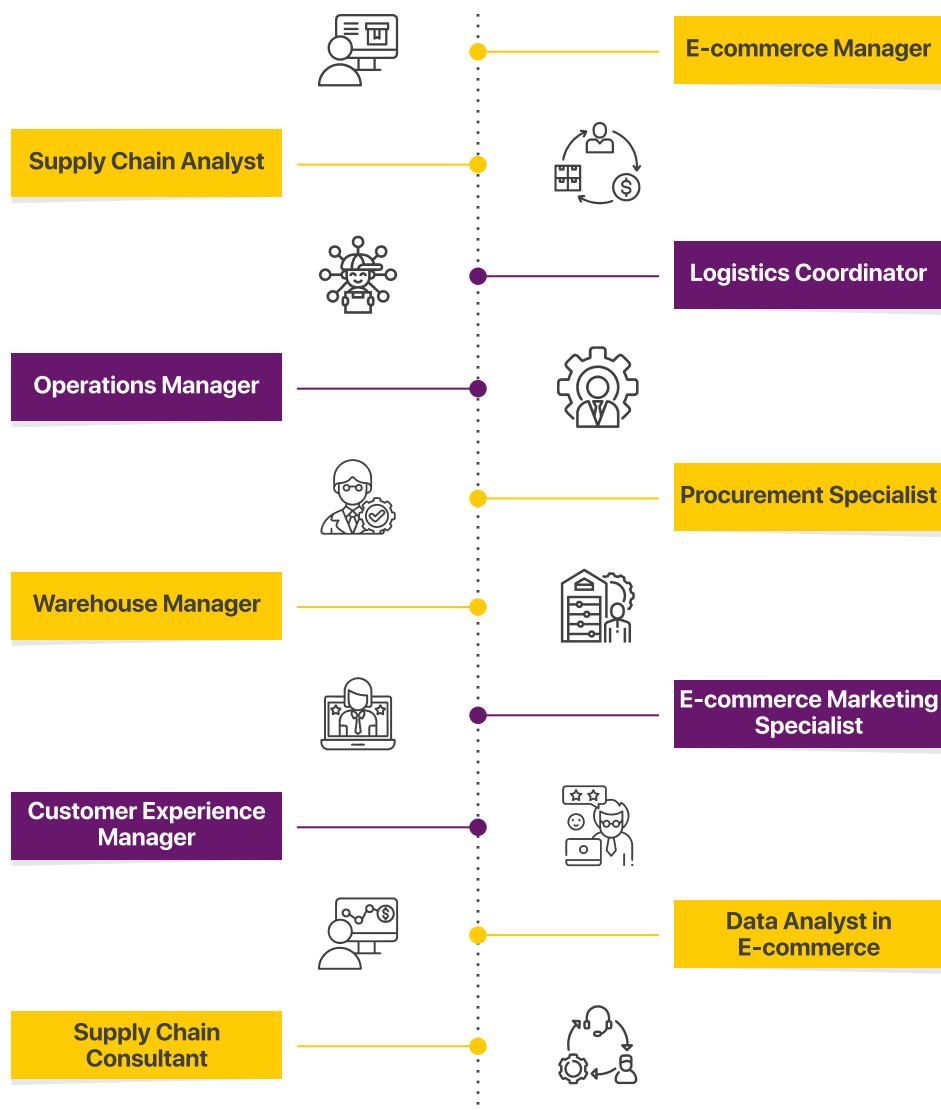
30+ University

20+ Country

BBA+MBA Industrial Exposure

- Industrial Visit
- Guest Lecture
- Social Internship (01 Month)
- 02 Internship (Six Month each)
- Capstone project
- Industry preferred students
- Focus higher end jobs in Consulting, Investment Banking, Digital Transformation, Analytics etc.
- **Success rate of BBA+MBA is 160% higher to convert internship into placements**

Career Opportunities



Scholarship

This Scholarship scheme is applicable to student across all programs offered at DBS Global University as under:

Under Graduate Students

12th% age (any Central Board)	80-84.99	85-89.99	90-92.5	92.6-94.99	95	96	97	98	99
CUET Percentile	88-89.99	90-91.99	92.93.99	94-94.99	95.95.99	96-96.99	97-97.99	98-98.99	99-100
JEE Percentile	75-79.99	80-84.99	85-89.99	90-94.99	95-95.99	96-96.99	97-97.99	98-98.99	99-100
Scholarship (in % of tuition fee)	10	20	30	40	50	60	70	80	90

Note : Best 4 Core Subjects only (SupW, Physical Education and Non Academic Subjects will not be considered)

Special Scholarships for

Uttarakhand Domicile - 25%

Ward of Single Mother - 10%

Sports Quota - 5-10%

Ward of Defence Personnel - 10%

Ward of Full Time Teachers - 10%

For detailed information visit website.

UNIVERSITY TOPPER 2024



Navjoti Kumari
(UTU Gold Medalist)

START-UP STORIES



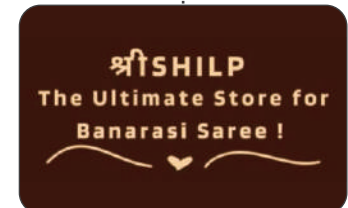
Abhishek Charan
(2020-25) Batch
Start-up: Chalrai Solar
The startup is generating solar energy for supply government grid stations in rural areas of Bikaner, Rajasthan.



Angshuman Saikia
(2023-28) Batch
Founder- STICHLUX
A luxury clothing brand registering its presence in online market.



Arsh Agarwal
(2022-27) Batch
started his brand श्री
Shilp engaged in the business of providing Banarsi Sarees to untouched markets.



Shaping Talent Securing Futures

PLACEMENTS



Anmol Shrivastava



Ravi Shankar



Sarvesh Chaudhary



Aayan Kumar



Sanchaita Ghosh



Nimisha Matthew



INTERNSHIPS



Akampreet



Pranjali Mehta



Shruti Kanth



Harsh Suri



Muskaan



Are you the
Next !

Snow Trek to Kedarkantha by Backpackers' Club



Manfest 2024



DGU Rock Band



Inter-College Football Tournament
Organised by Football Club



Students during Singapore Visit



www.dgu.ac

Computer Science & Engineering | Management | Commerce | Law
Liberal Studies | Film & Media | Agri | Forestry | Pharmacy | Para Medical | Hospitality



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