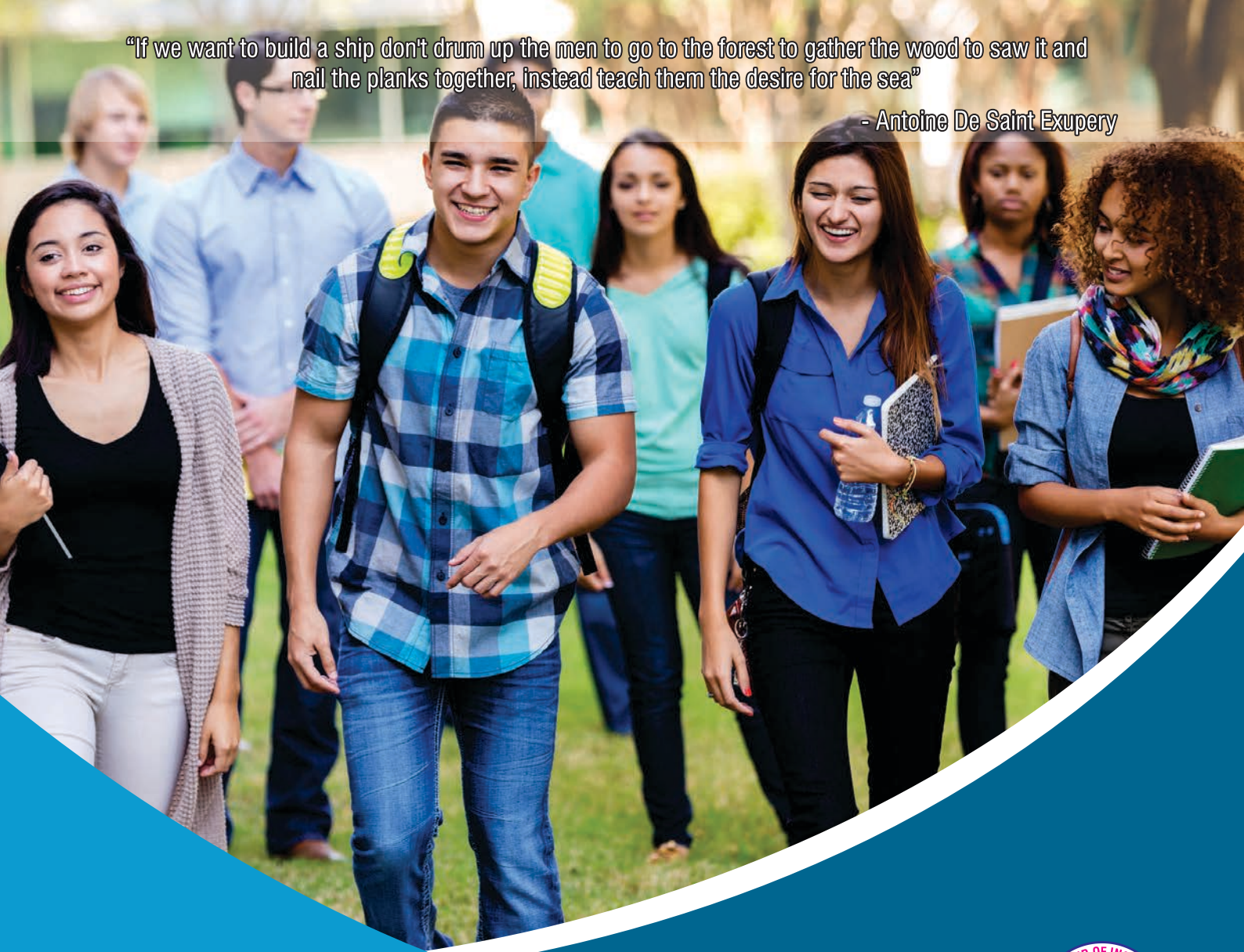


“If we want to build a ship don't drum up the men to go to the forest to gather the wood to saw it and nail the planks together, instead teach them the desire for the sea”

- Antoine De Saint Exupery



DBA DEGREE COLLEGE, BENGALURU

(Affiliated to Bangalore University & Recognised by Govt. of Karnataka)

UNDER GRADUATE COURSES
PROSPECTUS



GEN NEXT GROUP OF INSTITUTIONS

India is the cradle of human civilization. Through the annals of history, India has been the store house of the most valuable and interactive materials of knowledge. As we march through the new millennium to keep abreast of the boom in knowledge, information technology in the global scenario, management of knowledge and its application will play a key role. With increasing globalization, companies and industrial houses across the country require well qualified and trained manpower that can work globally and demonstrate their ability and skills to work successfully in the international environment.

As new market economies emerge, budding managers seek entrepreneurial skills to prepare themselves to take up leadership roles in the world's business arena. Never before has there been a bigger demand for well mentored professionals of Indian origin than what is being witnessed in today's competitive world market.

Genesis : Higher education has become a competitive and internationally tradeable service in many ways with the Indian brain, being tagged as the richest. This became the motivating factor for setting up "**Gen Next Group of Institutions (GNG)**" by a group of distinguished professionals under the aegis of a registered public charitable trust, "Foundation for Education for All" in 2003 and spread its wings across the country in the field of technical, professional and overseas education, software development, corporate training and consultancy with primary objective of "Nursing talents and developing leadership qualities."

Vision : To provide value driven professional education through a unique learning style mentoring, nurturing and empowering while creating a new generation of administrators, executives, entrepreneurs and technocrats, for taking up socially responsible challenges that the world has to offer along with ecological sustainability.

Mission : To nurture holistic development of the individuals by fostering the creativity, innovation and enterprise which facilitates the practical use of knowledge through dissemination and self-discovery.

Group of Professional Institutions : To accomplish its primary mission of providing superior value in educating young minds, the GNG has put in place both human capital & financial resources to build a world class learning environment by setting up of many institutions as stated below that provides pre-university, under graduate, post graduate and research education at an affordable cost.

- **DBA College of Management Studies & Research, Bengaluru**
(Affiliated to University of Mysore, Mysore)
- **DBA School of Advanced Studies, Bengaluru**
(Affiliated to Anna University, Chennai)
- **DBA Corporate Business School, Bengaluru**
(Affiliated to Bharathiar University, Coimbatore)
- **DBA School of Distance Education, Bengaluru**
(Affiliated to Anna University, Chennai)
- **DBA Degree College, Bengaluru**
(Affiliated to Bangalore University, Bengaluru)
- **DBA Pre-University College, Bengaluru**
(Approved by Karnataka Pre University Board, Bengaluru)
- **Foundation for Education for All, Bengaluru**
(Approved Trust by Government of India, New Delhi)
- **DBA Foundation, Bengaluru**
(Approved Trust by Government of Karnataka, Bengaluru)
- **Gen Next Skills Academy, Bengaluru**
(Approved by Ministry of Corporate Affairs, Government of India, New Delhi)
- **Gen Next Global Business School, Bengaluru**
(Association with Global Business Schools-USA, UK, France and Netherlands)

QUALITY DRIVEN GRADUATE PROGRAMS

These are the days of intense global competition – thanks to continuous thrust on innovation, technology development and transcontinental movement of information, goods and services at speeds never imagined a few years ago. The challenges on the industry and corporate leadership, who are required to manage the continuously evolving and unprecedented changes across the world are enormous.

Partnering with many distinguished overseas universities and affiliating with premier domestic universities, "**Gen Next Group of Institutions (GNG)**" offer full range of quality driven programs from pre-university to research level as mentioned below to the students and working executives in the country. The Group is poised to provide new programs in sunrise areas that are relevant to the needs of technocrats, academicians, researchers, business people, entrepreneurs and corporate executives.

- Doctor of Philosophy (Ph.D)
- Master of Technology (M.Tech)
- Master of Business Administration (MBA)
- Executive Master of Business Administration (EMBA)
- Master of Commerce (M.Com)
- Master of Computer Applications (MCA)
- Bachelor of Business Administration (BBA)
- Bachelor of Computer Applications (BCA)
- Bachelor of Commerce (B.Com)
- Bachelor of Arts (B.A - Eco)
- PU Course (Science - PCMB & PCMCs)
- PU Course (Commerce - EBACs)



GNG aims to facilitate its students acquiring technical knowledge, developing business skills, and inculcating positive attitudes and higher human values through innovative thinking, team spirit, and entrepreneurial capability. Aspiration of developing technocrats and business leaders, who will use the force of enterprise, not only for creating wealth but also for improving the quality of life of the people and the prosperity of the nation remains the corner stone of our mission.





BANGALORE UNIVERSITY

Bangalore University is a State University located in Bangalore, the capital city of Karnataka State. The University is one of the oldest in India, dating back to 1886, and it is a part of the Association of Indian Universities, nearing the distinct status of "Potential for Excellence" which is exclusively reserved for the top 10 Universities in India under the guidelines of the University Grants Commission, Government of India.

The University is engaged in research through MoU with foreign and local universities, organizations and institutions. A number of its departments are identified by UGC as Centers of Excellence. The University was accredited by NAAC and received Five Star Status. The University was once again re-accredited under the new grading system with grade-A. The library of the University is located in the JB Campus and City Campus. The JB campus Library has a floor area of about 6500 Sq.mt and has a collection of 3.25 lakh volumes. It subscribes to over 250 national and international journals besides getting additional 50 journals as gift / on exchange basis.

DBA DEGREE COLLEGE

DBA Degree College, a unit of Gen Next Group of Institutions which is affiliated to Bangalore University, not only for providing market driven under graduate courses such as BBA., B.Com, BCA and BA but also encouraging the students to undergo the exchange programs in reputed universities abroad.

Infrastructure Facilities : The modern campus of DBA Degree College is located in the midst of Corporate and Industrial houses in the Garden City of the Country which facilitates its students in acquiring technical expertise, developing business skills, and inculcating positive attitude with higher human values, innovative thinking, team spirit, and entrepreneurial capabilities. The support system available in the campus includes:

Digital and Air Conditioned Library	Video Conference equipped Lecture Hall
State-of-the-art Computer Labs	Modern Business and Science Labs
Sophisticated Teaching Aids	Round the Clock Internet Connectivity Campus
Modern Audio-Visual Labs	Wireless Campus with modern Furniture & Equipment
Open Seminar Hall	Centrally located Hostel with Boarding and Lodging Facilities



Faculty Resources : The corner stone of DBA College is the resourceful faculty drawn from a wealth of rich and varied experience, with advanced degrees, supported by distinguished luminaries of academia and corporate. Interaction with such renowned academicians allows for assimilation of global best practices and exchange of new ideas and experiences, making learning extremely enriching. The teaching methodology at DBA campus combines analysis, real world experience and overseas visits with a strong emphasis on basic concepts and theory. Our primary concern is to bring professionals from academia, corporate world and research organizations under one fold to nurture the talents of our students with leadership, negotiation, communication and teamwork skills.



THREE YEAR UNDER GRADUATE COURSES

DBA College in Bengaluru provides a unique learning style of a professional school, which encourages young Indian minds to be innovative, creative and think independently. Strategic collaborations with top class Universities worldwide have been formed to provide DBA students and working professionals with valuable opportunities for international exposure. DBA Degree College in Bengaluru offers under graduate courses as stated below:

Bachelor of Business Administration (B.B.A.)		Bachelor of Commerce (B.COM)	
Semester I	Semester II	Semester I	Semester II
<ul style="list-style-type: none"> ● Language-1 : Kannada/ Sanskrit/ Urdu/ Tamil/ Telugu/ Additional English/ Marathi / Hindi ● Language : English ● Fundamentals of Accounting ● Business Organization and Environment ● Quantitative Methods for Business - I ● Market Behavior & Cost Analysis ● Management Process 	<ul style="list-style-type: none"> ● Language -1 : Kannada/ Sanskrit/ Urdu/ Tamil/ Telugu/ Additional English/ Marathi/ Hindi ● Language: English ● Financial Accounting ● Quantitative Methods for Business – II ● Organizational Behavior ● Production and Operations Management ● Environmental Studies 	<ul style="list-style-type: none"> ● Language-I : Kannada / Sanskrit / Urdu Tamil / Telugu / Additional English Marathi/ Hindi ● Language-II : English ● Financial Accounting ● Market Behavior and Cost Analysis ● Organizational Management ● Corporate Administration OR Methods and Techniques for Business Decisions 	<ul style="list-style-type: none"> ● Language -1 : Kannada/ Sanskrit/ Urdu Tamil/ Telugu/ Additional English/ Marathi/ Hindi ● Language-II : English ● Advanced Financial accounting ● Marketing and Service Management ● Indian Financial system ● Quantitative Analysis for Business Decisions-I ● Environmental Studies
Semester III	Semester IV	Semester III	Semester IV
<ul style="list-style-type: none"> ● Language-1:Kannada/ Sanskrit/ Urdu/ Tamil/ Telugu/ Additional English/ Marathi/ Hindi ● Soft Skills for Business ● Corporate Accounting ● Human Resource Management ● Services Management ● Corporate Environment ● Computer Fundamentals 	<ul style="list-style-type: none"> ● Language -1 : Kannada/ Sanskrit/ Urdu/ Tamil/ Telugu/ Additional English/ Marathi/ Hindi ● Business Research Methods ● Marketing Management ● Financial Management ● Business Regulations ● Cost Accounting ● Indian Constitution 	<ul style="list-style-type: none"> ● Language-1:Kannada/ Sanskrit/ Urdu/ Tamil/ Telugu/ Additional English/ Marathi/ Hindi ● Corporate Accounting ● Financial Management ● Banking Law and Operations ● Quantitative Analysis for Business Decisions-II ● Computer Fundamentals 	<ul style="list-style-type: none"> ● Language -1:Kannada/ Sanskrit/ Urdu/ Tamil/ Telugu/ Additional English/ Marathi/ Hindi ● Language-II: a)English b) Corporate Communication ● Advance Corporate Accounting ● Cost Accounting ● E-Business and Accounting ● Stock and Commodity Markets ● Indian Constitution
Semester V	Semester VI	Semester V	Semester VI
<ul style="list-style-type: none"> ● Entrepreneurial Management ● Computer Applications in Business ● Banking Regulations & operations ● Corporate Governance ● Management Accounting ● Elective – Paper –I ● Elective – Paper –II 	<ul style="list-style-type: none"> ● International Business ● E-Business ● Income Tax ● Strategic Management ● Elective – Paper-III ● Elective – Paper –IV ● Project Report & Viva-Voce 	<ul style="list-style-type: none"> ● Entrepreneurship Development ● International Business ● Income Tax –I ● Cost Management ● Elective- Paper-I ● Elective –Paper-II 	<ul style="list-style-type: none"> ● Legal Environment of Business / Business Regulations ● Principles and Practice of Auditing ● Income Tax –II ● Management Accounting ● Elective- Paper-III ● Elective –Paper-IV
Bachelor of Computer Applications (B.C.A.)		Bachelor of Arts (B.A.)	
Semester I	Semester II	Semester I	Semester II
<ul style="list-style-type: none"> ● Indian Language ● English ● Computer Fundamentals ● Electronics ● Programming Concepts Using C 	<ul style="list-style-type: none"> ● Indian Language ● English ● Mathematics ● OOPS Using C++ ● Data Base Management Systems 	<ul style="list-style-type: none"> ● Language : Kannada /Sanskrit / Additional /English/Hindi ● Language : English ● History of India-1 ● Micro Economics ● Basic Concept of Political Science /Opt. Kannada - 1 	<ul style="list-style-type: none"> ● Language: Kannada/Sanskrit/ Additional English/Hindi ● Language: English ● History of India – 2 ● Macro Economics ● Important Political Theories Opt .Kannada – 2 ● Indian Constitution
Semester III	Semester IV	Semester III	Semester IV
<ul style="list-style-type: none"> ● Indian Language ● English ● Indian Constitution ● Operating Systems ● Data Structures Using C ● Numerical Analysis & Linear Programming 	<ul style="list-style-type: none"> ● Indian Language ● English ● Environmental Studies ● Data Communications & Networks ● Visual Programming ● UNIX Programming 	<ul style="list-style-type: none"> ● Language: Kannada/ Sanskrit/ Additional English/Hindi ● Language: English ● History of Karnataka Society Economy and Culture ● Development Economics ● Indian Constitution-Institutions Opt Kannada – II ● Environmental Studies 	<ul style="list-style-type: none"> ● Language: Kannada/ Sanskrit/ Additional English/Hindi ● Language: English ● History and Tourism In India ● International Economics ● Indian Constitution Processes IV Opt .Kannada ● Computer Fundamentals
Semester V	Semester IV	Semester V	Semester IV
<ul style="list-style-type: none"> ● Software Engineering ● Computer Architecture ● Banking and Insurance ● JAVA Programming ● Project ● Soft Skills & Personality Development Lab 	<ul style="list-style-type: none"> ● Design & Analysis of Algorithms ● Systems Programming ● Computer Graphics ● Web Programming ● Project 	<ul style="list-style-type: none"> ● History of Modern India ● Elective - History of Modern Europe ● Indian Economy - I ● Elective - Economic Doctrines ● Elective - Political Science ● Kannada Optional - V ● Kannada Optional - VI 	<ul style="list-style-type: none"> ● India after Independence ● Elective – History: Contemporary World ● Indian Economy - II ● Elective - Economic Doctrines ● Elective - Political Science ● Kannada Optional – VI ● Kannada Optional – VII



BEYOND THE CLASS ROOM

A variety of pedagogic and extra curricular activities are available on the campus to foster highly enhanced learning experience. The management believes that the diversity of the community is reflected on the wide variety of student clubs, societies and associations which offers a plethora of choices, apart from the regular academic courses.

DBA students are contiguously encouraged to create, scale and absorb art form through passion and skill in various areas like business language excellence, literature, finance, quizzing, music, elocution, debating, sports and social service.

The DBA management is privileged to nurture young talent. Every student receives personalized care to build all round personalities. Students are motivated to join exclusive societies and clubs for self development and empowerment as stated below :

Student Clubs

- Literary Club & Alumni Club
- Arts & Cultural Club
- Sports & Recreational Club
- Finance Club



Industrial Visits

Live Projects & Internships

Seminars & Guest Speaker Series



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FEE STRUCTURE

The annual course fee for different degree courses offered by DBA Degree College is as stated below :

UNDER GRADUATE COURSE	Annual Course Fee Indian Students	Annual Course Fee International Students
B.B.A	Rs. 55,000/-	\$ 650
B.COM	Rs. 40,000/-	\$ 500
B.C.A	Rs. 55,000/-	\$ 650
B.A	Rs. 20,000/-	\$ 350

Annual Course Fee : The fee can be paid in two installments in the form of DD drawn in favour of 'DBA Degree College' payable at Bengaluru. Students can also avail hostel facility provided by the College by paying charges of Rs. 6000/- per month, interested students need to deposit minimum six months hostel fee during admission.

Merit Scholarship : The candidates with excellent academic record with minimum 75% of marks and socially and economically backward will be provided with 'DBA Merit Scholarship' up to Rs.10, 000 per year per student to meet part of their tuition fee and boarding and lodging expenses in the city.

ADMISSION PROCESS

Eligibility for Admission : Students who have successfully completed P.U.C. / 10+2 / equivalent recognized by Bangalore University in any stream. However students who have completed 3 years Diploma Course approved by Bangalore University shall be eligible for admission to BCA Course. Final selection of the candidates to various degree courses shall be done as per the rules of the Bangalore University.

How to Apply : Prospectus cum application form can be collected from the College Office on payment of Rs. 200/- by Cash/DD favouring 'DBA Degree College' payable at Bengaluru. The duly completed application must be submitted along with following documents:

- **Marks Card (Original + 2 Photocopies)**
- **Transfer Certificate (Original + 2 Photocopies)**
- **Conduct Certificate (Original + 2 Photocopies)**
- **Migration Certificate for other State Students (Original + 2 Photocopies)**
- **SC/ST/BT/OBC Category Certificate (Original + 3 Photocopies)**
- **Income Declaration Form duly signed by the Tahsildar for Students whose parents annual income is below Rs.11,000 (Original + 3 Photocopies)**
- **Three passport size photographs (not later than 6 months)**
- **Those that are appearing for their final examination should send a copy of the marks sheet of their previous examination (Original + 2 photo copies)**
- **Character Certificate issued by the Principal of the last school studied (Original + 2 photo copies)**

“Lives of great men all remind us we can make our lives sublime and departing, leave behind us footprints on the sands of time”

- Henry Wadsworth Long Fellow

“We build budding technocrats, first generation entrepreneurs, transcultural professionals, corporate executives and future leaders through holistic and innovative professional education”

DISCOVER DBA DEGREE COLLEGE ADVANTAGES

- Wi-Fi enabled campus located in the heart of the city.
- Diverse and accomplished faculty drawn from industry and academia.
- Digital and Air-conditioned library access to thousands of books and journals.
- A current and cutting edge curriculum based on real-world issues.
- Best placement support in leading industrial houses across the country.
- International students exchange program with world renowned universities.
- State-of-the-art computer labs.
- Corporate oriented students clubs.
- Video conference lecture halls.
- Gurukul method of quality driven teaching.
- Strong industry-academia interface making learning extremely enriching.

For Admissions, Please Contact

The Principal

DBA DEGREE COLLEGE, BENGALURU

(A Unit of Gen Next Group of Institutions)

551, 2nd Main Road, 9th Cross, Near Mini Forest Public Park, JP Nagar III Phase
Bengaluru-560078, India Ph : 080 - 26580397 / 26580398



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