



Dr. Subhash
University

Educating Since 1976

School of Commerce & Management



B. Com. | BBA | MBA

A **Commerce & Management** programs that focuses on
preparing leaders equipped with **Management Fundamentals**

Dr.Subhash School of Commerce & Management

The School of Commerce & Management has been a premier institute of education in Business Studies and began its academic operations from July, 2022 with the launch of B.com. BBA and MBA and Ph.d. as a pilot programme of the Dr. Subhash University. The School of Commerce & Management is one of the leading institutes in Saurashtra region and conveys quality flexible education at the access way of the learners. The School today offers 2 programmes in Management and 1 programmes in Commerce. The School follows a face to face interaction approach with academicians at university campus with present scenario of rapid changing requirements of corporate business world. The School has plans to develop programmes in various emerging areas to address the country's need of trained and qualified workforce.

Vision



"To be a school of academic excellence nurturing quality management education"

Mission



"To transform students into dynamic and professional managers to meet the challenges of the corporate world through value based quality education"

Programmes Offered By SCM

After 12th - B.Com., BBA

After graduation - MBA – Finance, Marketing, Human Resource & International Business

After post graduation Phd (Commerce & Management) - Full time mode and Part time mode

Academics @ DSU (Your Academic Journey Begins Here)

- ✓ Exposure to the real business world through industrial visits.
- ✓ Highly qualified, well experienced, industry-linked and dedicated faculties.
- ✓ A strong theoretical foundation for crystal clear fundamentals.
- ✓ Inter-disciplinary, management and soft skill courses for holistic learning.
- ✓ Extensive student–corporate interaction through internships and projects.
- ✓ A strong emphasis on applying knowledge to real-world business problems.

Skill Development Activities

Personal Interview	Case Pedagogy	One Pair One Business
Project management	Career Seminars & Discussions	Expert Lectures
Employment Enhancement Prog.	Career Fields Trips	Competitive Exams Practice
Skill Development program in new technologies	Industrial Visit	Personality Grooming
	Soft skills	Debates

Bachelor of Commerce (B. Com.)

Bachelor of Commerce (B.Com.) is a three-year undergraduate course that attracts a large number of students each year from all around the World. Bachelor of Commerce is one of the most popular commerce courses. A Bachelor of Commerce degree is structured to teach proficiency in business principles and organizational behaviour by focusing on core subjects such as accounting, finance, management and economics.

Syllabus

Semester-1

- English (linguistics)
- Management Concept and Thoughts
- Basics of Economics
- Growth and Structure of Industry
- Basics of Computer
- Legal Aspects of Company
- Financial Accounting

Semester-2

- Fundamentals of Communication
- Business Management
- Business Economics
- Financial Accounting II
- Corporate Law
- Mathematics for Business
- Industry Based Project Report

Semester-3

- Business Communication – I
- Micro Economics
- Corporate Accounting – I
- Financial Management – I
- Business Statistics – I
- Cost Accounting – I
- Human Resource Management

Semester-4

- Business Communication – II
- Macro Economics
- Corporate Accounting – II
- Financial Management – II
- Business Statistics – II
- Cost Accounting – II
- Industrial Training Based Project Report

Semester-5

- Management Accounting – I
- Marketing Management
- Commercial Law – I
- Auditing Practices
- Income Tax and Practices – I
- Business Ethics and Corporate Governance
- Research Methodology

Semester-6

- Management Accounting – II
- International Trade and Services
- Commercial Law – II
- Financial Market and Services
- Income Tax and Practices – II
- Production and Operation Management
- Industrial Training Based Project Report

Specializations

- Accounting
- Banking & Finance
- Marketing Management

Bachelor of Business Administration (BBA)

The BBA program is offered by School of Commerce & Management; Dr. Subhash University is primarily focused on Development of entrepreneurship Skill. The scheme of BBA program is designed in a manner that it gives extensive acquaintance to the practical approach of business administration. We have developed our BBA program to lead students towards intense indulgent of business administration in the context of local, national and global context. This program prepares students to lead, build and manage organization that create worth for stakeholders in a changing and global economy. By encouraging autonomous thinking, self-assessment and learning the program provides students with the means for success in their career track.

Syllabus

Semester-1

- Fundamental of English
- Principles of Management
- Principles of Economics
- Business Mathematics
- Fundamental of IT
- Forms of Business Organization
- Fundamental of Accountancy

Semester-2

- Effective Communication
- Modern Management concepts
- Macro Economics
- Fundamental of Business Accountancy
- E – Commerce Practices
- Entrepreneurship Development program
- Industry based project Report

Semester-3

- Business Communication
- Corporate Account
- Financial Management - I
- Marketing Management - I
- Human Resource Management - I
- Statistics for Business Decision - I
- Managerial Economics

Semester-4

- Business Ethics And Corporate Governance
- Advance Corporate Account
- Financial Management – II
- Marketing Management – II
- Human Resource Management – II
- Statistics For Business Decision – II
- Industrial Training Based Project Report

Semester-5

- Business Environment Policy
- Cost Accounting
- Business Regulatory Framework
- Production & Operation Management
- Corporate Tax & Practices - I
- Select any two from the following group
- Finance Group
 - Indian Financial Services
- Marketing Group
 - Modern Marketing Management
- Human Resource Group
 - Performance Management

Semester-6

- Research Methodology
- Management Accounting
- Corporate Tax & Practices- II
- Skill Enhancement & Employability Orientation
- Select Any Two From The Following Group
- Finance Group
 - Indian Financial Market
- Marketing Group
 - Emerging Marketing Trends
- Human Resource Group
 - Industrial Relations and Labour Law
- Industrial Training Based Project Report

Specializations

- Marketing Management
- Financial management
- Human Resource Management

Master of Business Administration (MBA)

Are you looking to advance your career in the competitive business world ? Look no further than Dr .Subhash University's MBA program.

Our MBA program is thoughtfully designed to equip you with the knowledge, skills, and experiences you need to thrive in the business world. Our curriculum is challenging yet rewarding, providing you with a comprehensive Understanding of the latest business practices and trends. We offer hands-on learning opportunities, exposure to real-world Business scenarios by visiting national and local industries. You have chance to apply what you have learned in practical settings and gain valuable experience that will help you stand out in job market.

Program Structure:

Our program is divided into **four semesters** and is designed to be completed in **2 years**. Each semester includes a mix of core courses and electives, giving you the flexibility to tailor your education to your career goals. The program concludes with a capstone project, which allows you to apply your learning to a real-world business scenario.

Syllabus

Semester-1

- Managerial Communication
- Organizational Behavior
- Managerial Economics
- Financial & Management Accounting
- Management Information System
- Business Law
- Business Mathematics

Semester-2

- Cost & Management Accounting
- Marketing Management
- Human Resource Management
- Financial Management
- Production & Operation Management
- Research Methodology
- Business Analytics

Semester-3

- Strategic Management
- Management Control System
- 1 Elective Subject
- Specialization (Any 3 Subjects)
- Summer Training
- Project

Semester-4

- Business Ethics & Corporate Governance
- 1 Elective subject
- Specialization (Any 2 Subjects)
- Comprehension Project

Specializations

- Marketing Management
- Financial Management
- Human Resource Management
- International Business

Additional certificate will be awarded

Skill Enhancement (Learning Beyond the Books)



Photos of Industrial Visit



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Photos of Industrial Visit



Skill Enhancement Activities



Appreciation for Achievement



Enjoyment in Tour



Elocution Competition



Women's Day Celebrate



Sports Activities



Expert Talk



MOU with reputed organizations



MOU with reputed organizations



Dr. Subhash
University

85111 88222

[/Dr.SubhashUni](#)

dsuni.ac.in

[Dr. Subhash Road, Junagadh](#)