



Online University Programs
MBA in Entrepreneurship, Business
Management & Strategy
Program Prospectus

ASSAM DON BOSCO
UNIVERSITY

Our Vision



“ To mould intellectually competent, morally upright, socially committed and spiritually inspired persons at the service of India and the world of today and tomorrow, by imparting holistic and personalized education.”

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Don Bosco University Global

Don Bosco University Global (DBU-G) is a state of the art online e-education platform by the Assam Don Bosco University. Envisioned to provide quality university degree programs on an online platform to students and working professionals across the world, DBUG uses the latest in Information and Communication Technology (ICT) and the power of the Internet to reach out to students around the world.

The Don Bosco ethos of ensuring that every student gets equal access to quality education, regardless of his or her background, also holds true at DBU Global.

Working in close collaboration with University18, India's first and largest e-education platform, DBU Global delivers programs to an audience across the nation and abroad. Using a state-of-the-art virtual Classroom platform, DBU Global students attend classes over the internet, interacting with professors teaching at some of the finest institutions of the nation, and fellow students placed across the globe.

The teaching-learning methodology is comprehensively supported by the DBU Learning Management System (LMS) which emphasizes peer-to-peer collaboration on projects and case discussions amongst students and faculty. Individual assignments and presentations are part of the teaching methodology.

The LMS also includes the main course content in e-learning format, program-specific notices, online submission of assignments, reminder services, online assessments and student records.

Every program has formal examinations associated with it, whose scores are a part of the student's transcript. While internal evaluations are conducted online through the LMS, the End Term Exams are conducted online at examination centers throughout the country. Performance in assignments, case-studies, projects, presentations, tests and participation are other instruments of evaluation.

Don Bosco Society



Don Bosco Society

Don Bosco Society, also known as **“The Salesians of Don Bosco”**, is a religious order of the Catholic Church. The society has over 32,000 members working in 131 countries. Through a global network of educational and social service organizations which include 15 universities, 58 institutions of higher education and thousands of schools and social development centres, it cares for the less privileged and marginalized sections of society. It currently caters to over fifteen million young people the world over. Because of its reach and expertise in the field of education, the Society enjoys consultancy status at the United Nations.

Don Bosco Society in India

In India, the Salesians of Don Bosco began their operations way back in 1906. From a small beginning with a trade school and hostel for poor children at Thanjavoor, Tamil Nadu, the Society today has over 5000 members (Fathers, Sisters and Brothers). Its services are offered through 31 colleges, which include 2 engineering colleges, over 100 technical schools and a large network of high schools and score of non-formal technical and agricultural training centres, spread across the country, covering the entire spectrum of Social development. The Society also runs literacy centres, shelter for street children and rehabilitation and relief operations.

The government of India has recognized the Salesians of Don Bosco as the largest non-governmental provider of technical education in the country.

Assam Don Bosco University

The Don Bosco Educational Society, leveraging its century-old expertise in education in India and abroad, decided to enter the field of higher education in an emphatic manner, particularly in the University system, by setting up the Assam Don Bosco University at Guwahati - the first such project of the Society in India.

Established on 29th March 2008, Assam Don Bosco University aims to mould intellectually competent, morally upright socially committed and spiritually inspired persons at the service of India and the world of today and tomorrow, by imparting holistic and personalized education.

To achieve this vision, the University strives to ensure excellence in teaching and formation, quality placements for each and every student and continuous and on-going evaluation of every process in the system. A vibrant campus ministry programme, the provision of a basket of 'finishing school' skills and a proactive alumni association augments the quality inherent in the style of functioning of the University.

Recognition & Accreditation

Sponsored by the international Don Bosco Society

Established by 'The Assam Don Bosco University Act' of the Government of Assam (No IX of 2009)

Recognized by the University Grants Commission under Section 2f of the Ugc Act, 1956

Empowered to award degrees under Section 22 of the UGC Act, 1956

University Coat of Arms

The spirit of the university has been encapsulated in its emblem, which has five distinct elements:

1. 'The Cross' signifying its underlying Christian inspiration;
2. 'The Profile of St. John Bosco' to denote its distinctive educational philosophy;
3. 'The rays of the Rising Sun' standing for its dynamism and commitment to society;
4. 'The Book' emphasizing excellence in study and research; and,
5. The motto, 'Carpe Diem' which translates as 'Seize the Day', challenging every Bosconian to grasp the opportunities presented by each new day and attain 'life in its fullness.'



MBA in Entrepreneurship, Business Management and Strategy

Introduction

In this program, students evaluate the theories and practices related to the start-up development and management of a new business, product, or service. Students explore entrepreneurial attributes while discovering the practical knowledge, strategy, and skills needed to create and implement a viable business plan. Students learn how to create a plan that attracts financial and leadership support by internal and external stakeholders needed to achieve success.

The program will help the students to develop the skills required to evaluate business opportunities, create new ventures, and foster innovation. Additionally, it will hone their problem-solving and decision-making skills and explore the differences between managing start-ups and large organizations, analyze organizational development theories and change models currently being employed in organizations.

Eligibility

Candidates who have passed any Bachelors degree of a recognized University with 50 % marks in the aggregate.

OR

A Graduate who has at least 3 years Full Time experience in a Managerial / Supervisory / Professional Role, after their graduation (Three years Full-Time experience shall be determined as on 1st August of the year of admission).

Program Duration

The course is made up of 4 semesters which may be completed within a minimum duration of 2 years and a maximum duration of 4 years.

Evaluation and Examination

Internal Assessments

Each course in the program shall have an Internal Assessment score based on assignments submitted during the course (two per course), class participation, discussion, and internal tests.

The minimum percentage required in Internal Assessment is 40% per course. Any student securing less than 40% in a particular course will not be considered eligible to write the End Term Examination for that course and shall have to reappear for the assignments in the following semester.

External Examinations

After having completed a Semester with the required Internal Assessment marks, students shall be eligible to appear for the Online End Term Examination. These End Term Examinations shall be conducted at authorized test venues around the country and abroad, thrice a year for both regular and re appearing candidates.

Conducted over an online Computer Based Testing (CBT) system, the End Term Examination shall consist of Multiple Choice Questions and other Objective Questions.

Minimum percentage required to clear an examination is 40%.

	Internal Assessment*	End Term Examination **
Weightage (%)	30	70

Program Structure

The program is structured over 24 courses of study spread over four semesters. At the end of the final semester each candidate shall have to submit a Capstone Project Study Report on a pre-approved topic. The project shall draw upon and exhibit the candidate's newly acquired knowledge and understanding of the subjects covered in this program.

SEMESTER - I		
Course Code	Course Title	Credits
MDBEPM1001	Principles of Management	5
MDBEME1002	Managerial Economics	5
MDBEMA1003	Management Accounting	5
MDBEFM1004	Financial Management	5
MDBEMM1005	Marketing Management	5
MDBEHA1006	Human Resource Management	5
Total Semester Credits		30

SEMESTER - II		
Course Code	Course Title	Credits
MDBEBS2007	Organizational Behaviour	5
MDBEPO2008	Operations Management	5
MDBEEI2009	Entrepreneurship & Innovation	5
MDBESM2010	Strategic Management	5
MDBETE2011	Leadership & Team Effectiveness	5
MDBELA2012	Legal Aspects of Business	5
Total Semester Credits		30

SEMESTER - III

Course Code	Course Title	Credits
MDBEIB3013	International Business	5
MDBEEF3014	Entrepreneurship Finance	5
MDBEBS3015	Business Planning & Strategy in New Ventures	5
MDBESB3016	SME Marketing & Brand Management	5
MDBETS3017	Technology Strategy for Entrepreneurs	5
MDBEDM3018	Entrepreneurship & Small Business Managerial Decision Making	5
Total Semester Credits		30

SEMESTER - IV

Course Code	Course Title	Credits
MDBESM4019	Service Management	5
MDBEEG4020	Entrepreneurial Growth- Partnering & Franchising	5
MDBEMP4021	Managing People in a Small Business Environment	5
MDBEES4022	Exit Strategies	5
MDBEEC4023	Execution	5
MDBESE4024	SME Business Environment	5
MDBEPR4025	Project Report	6
MDBETV4026	Project Viva Voce	2
Total Semester Credits		38

❖ Total Program Credits (Including Project Report): 128

Fee Structure

Program fees consists of Academic Fees, Registration Fees, Application Processing Fees and End Term Examination Fees. All fees except the End Term Examination Fees are collected at the time of enrollment. For the convenience of the students, Academic Fees can be paid in Installments as given below.

Fees can be paid online via Internet Banking, Credit/Debit Cards, and ECS or via a Demand Draft payable to "Assam Don Bosco University", at Guwahati.

Fee Structure	Indian Students	Overseas Indian Students	NRI (holding Foreign passport) / Foreign Students	Students from SAARC Nations
Total Academic Fees	₹60000/-	\$2069	\$2069	\$1725
Registration Fees	₹500/-	\$10	\$10	\$10
Application Processing Fees	₹800/-	\$16	\$16	\$16
Online Examination Fee (Payable at the time of declaration of examination dates)	₹2000/- per Semester	\$200 per Semester (if appearing at any overseas examination center)	\$200 per Semester (if appearing at any overseas examination center)	\$200 per Semester (if appearing at any overseas examination center)

Fee Schedule for those opting for an Installment Plan (for Indian Students only)	Year – I (on enrollment date)	Year – II (January 2012)
Academic Fees	₹30000/- - ₹18000/- (Installment – I) - ₹12000/- (Installment – II)	₹30000/- - ₹18000/- (Installment – III) - ₹12000/- (Installment – IV)
Registration Fees	₹500/- (to be paid with 1 st Installment)	₹0
Application Processing Fees	₹800/- (to be paid with 1 st Installment)	₹0
Total	₹31300/-	₹30000/-

Don Bosco University Student Financial Assistance Plan			
Plan Type	First Payment	Recurring Payments	Duration of Recurring Payments
Monthly	₹16300/-	₹2500/- per Month	18 Months
<i>To be eligible for the Student Financial Assistance Plan, Candidates shall have to submit a Bank Statement for the past three months for their salary account or a document verifying their Salary Account details from their employer, and a signed ECS Mandate form for the use of the bank.</i>			

Fee Schedule for those opting for an Installment Plan (for NRI / Foreign Students only)	Year – I (on enrollment date)			Year – II (January 2012)		
	Overseas Indian Students	NRI (holding Foreign passport) / Foreign Students	Students from SAARC Nations	Overseas Indian Students	NRI (holding Foreign passport) / Foreign Students	Students from SAARC Nations
Academic Fees	\$1035	\$1035	\$863	\$1034	\$1034	\$862
Registration Fees	\$10	\$10	\$10	\$0	\$0	\$0
Application Processing Fees	\$16	\$16	\$16	\$0	\$0	\$0
Total	\$1061	\$1061	\$889	\$1034	\$1034	\$862

Student may also choose to pay their fee as per our Installment Plan, paying their Annual fee in two equal installments each year. This facility comes at no extra cost.*

* Terms & Conditions Apply

- Apart from the above a late/penal fee may be applicable in certain cases as well as a course material delivery charge (at actuals) for those living outside India.

Rules of the University

- This prospectus provides all necessary information that you need as a candidate of any of the Programs offered by the University. You are therefore advised to retain this prospectus till you complete your Program.
- Candidates shall abide by the Rules & Regulations in force as well as those that may be issued by the University from time to time.
- Admission made to any program is provisional till the time the University finally approves it.
- A false declaration or misrepresentation of qualification or eligibility by the candidate shall nullify his/her admission to the University and attract appropriate penal action, including forfeiture of fees. Please note, original certificates of the candidates will be verified by DBU Global representatives at any time during the program or before awarding a Degree.
- Wherever professional experience is an eligibility norm, the University reserves the right to accept or reject at its discretion such certificates submitted by the applicants.
- Degrees are awarded as per the rules and regulations prescribed by the University.
- Any change of address should be intimated to the administration cell at DBU Global. Kindly note that any unnotified change of address in the middle of the academic year may cause serious delay or loss in the postal transit.
- Fees once paid is refundable only as per the Withdrawal and Refunds Policy of the Program.
- The legal liability of the University shall not go beyond and shall remain restricted only to the extent of the fees paid by the candidate and shall also be governed by terms and conditions as available and updated regularly on www.dbuglobal.com.

Officers of University

Fr. Joseph Almedia | Chancellor

Fr. Stephen Mavelly | Vice-Chancellor

Fr. Joseph Nellanatt | Pro Vice-Chancellor

nellanatt@dbuglobal.com

Dr. Basil Koikara | Registrar

bkoikara@dbuglobal.com

Important Contacts at DBU Global

Officers	Department	Email-ID
1. Shakti Raina	Academic Department	shakti.raina@dbuglobal.com
2. Mumtaz Begum	Admission Cell	mumtaz.begum@dbuglobal.com
3. Nidhi Mahajan	Student Relations Manager	nidhi.mahajan@dbuglobal.com
4. Deepak Prusty	Finance Department	deepak.prusty@dbuglobal.com
For any queries call us at 1800-10260-18		

Should you wish to escalate an issue that is not being dealt with by the respective departments, you may contact director@dbuglobal.com.

For further details, log on to www.dbuglobal.com
or call us at 1800-10260-18 (toll free) or 0124-4767000

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