

Since its inception in year 2010, Considering the changing requirement of the corporate world, the School of Management conducted a variety of innovative management programmes during these years. At the beginning, it conducted, a two year full time post graduate degree programme - Master of Business Management (2 Years), and then Integrated Master of Business Administration (5 Years). To facilitate imparting management education for desiring candidates with 10 +2 who can be trained to get industrial jobs. With continuous rigor for Scientific and Social Research and innovation, the School of Management in Year 2013-14 has initiated Ph.D Programme in Management in various interdisciplinary domain of Finance, Human Resource Management, Marketing, Supply Chain Management and Information System Management .

### **Brains behind the Course Design**

Prior to the commencement of this programme, a Brainstorming session of experts from different organization was held to discuss the nature, focus and orientation of this programme as well as the curriculum and course structure. The eminent experts present during the meeting were eminent Researchers and Professors from Indian Institute of Management (IIM) and Indian Institute of Technology (IITs), through much debate, discussion and analysis, a comprehensive and contemporary course was designed.

### **The Need for a Professional Degree Programme :**

The mandate of Doon University demands that the University provides quality education options to the school leaving students. The state particularly the city of Dehradun hosts a number of reputed schools drawing students from India and abroad. In the absence of good institutions of higher education, these students have no option but to go out after their schooling. Doon University is an attempt to fill this huge gap by providing a number of interdisciplinary and advanced courses in the field of economics in integrated mode.

### Pedagogy

The School employs a wide range of teaching methods to create a demanding and varied learning environment including:

- Structured Lectures
- Seminars
- Case Studies

- Hands - on Training Project Assignments
- Role Playing Business Games
- Company Visits
- Guest Lectures
- Panel Discussions

### A Beginning in this Direction

The School of Management has taken initiative in visualizing the quality education to cater the 21st century's industrial needs by introducing IMBA 5-Year programme under Self Financing Scheme from the academic Session 2013-14. The School has its separate well-maintained computer lab. With Internet facility. Case-Discussion, Management Games, Role-playing exercises, organization development interventions are the regular inputs given to the students along with theoretical aspects to shape them into better managers of tomorrow. The School has a highly qualified and well-experienced faculty in the major functional areas of management. The Library strives to cater to the information needs of the faculty, research scholars, PG students and other members of the institute. It is the heart of the institute and acts as a centre for the collection of literature predominantly related to all functional areas of management and its allied subjects. SoM (School of Management) offers cutting edge programmes to provide competitive employability advantage and competencies to aspiring budding managers. It is dedicated to evolve a new generation of managers, entrepreneurs and business leaders to overcome the challenges thrown by highly competitive economic world and succeed with flying colors. The students and the faculty of the school have access to a huge collection of books and nearly 30 national and international journals pertaining to Management discipline in the library. The School is equipped with Computer Classroom Laboratory and the latest statistical softwares like SPSS. Virtual Classroom facility is planned to be accessible to students to interact with eminent experts and management professionals.

**Course Offered:**

- Full time MBA (2 years)
- Integrated MBA (5 years,BBA/MBA)
- Executive Master of Business Administration (2 Years) <sup>new</sup>
- Ph.D in Management

<sup>new</sup> [Notice for MBA applicants,Group discussion and Personel Interview \(GDPI\)](#)

**Proposed Date of Commencement of Session: Mid July 2019**

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