



DEEPSHIKHA COLLEGE

(Under Management of Deepshikha Kala Sansthan)

Master of Business Administration

MBA

Affiliate to Rajasthan Technical University, Kota
Affiliate to University of Technology, Jaipur

Bachelor of Business Administration

BBA

Affiliate to University of Technology, Jaipur

2022-23

Transform yourself with EXPERIENTIAL Learning.



To emerge as a centre of excellence and innovation through leadership in professional education with concern for human values and social development.



To develop and create a unique and world class institution in the area of information technology

To educate men and women for careers of leadership and innovation in the field of management and technology with a special focus on people from rural regions.

To develop the understandings of management & technical knowledge by integrating academics with research and by developing people to serve the needs of society and nation.

To benefit the students by involving them in the service to the industry university non profit organizations, Government process and the engineering and management profession.



DEEPSHIKHA KALA SANSTHAN

About Us

Deepshikha Kala Sansthan is a registered, non-profit organization consisting of several institutes dedicated to imparting quality education in the fields of management, polytechnic, and engineering. Established in 1976, the organization has made distinguishing contributions to society and the economy through its team of dedicated professionals and academicians.

Deepshikha Kala Sansthan takes pride in its qualified and experienced staff, modern infrastructure, and collaborations with local and national bodies that facilitate students in acquiring the highest level of knowledge and business aptitude that would help them face the challenges of the modern world.

The society is providing education with a vision to emerge as a centre of excellence and innovation through leadership in professional education with concern for human values and social development. Today, the society offers a wide range of technical and professional courses in the fields of Management, Engineering, Pharma, IT, Computers and Education.

In the 45 years of its existence, the organization has established a cluster of premier educational institutions in rural and urban areas.

Our Institutes

1. Regional College for Education, Research and Technology
2. Regional Teacher Training College
3. Deepshikha Teacher Training College
4. Regional College of Pharmacy
5. Deepshikha College of Technical Education
6. Deepshikha Industrial Training Institute
7. Regional Institute of Polytechnic Studies, Vatika
8. Regional Institute of Polytechnic Studies, Pratapgarh
9. Regional Institute of Polytechnic Studies, Cnaksu
10. Regional Polytechnic College, Sitapur
11. Regional College Polytechnic, Vatika
12. Deepshikha International Academy, Jaipur
13. University of Technology, Jaipur



About WOX

The World of Experiential Learning is a team of passionate professionals in the field of Training and Education. WOX as a pioneer in education to delivering Experiential Learning to our students

with WOX Learning we are on a mission to help Higher Academic Institutions and Corporate Entities by producing and providing future ready managers through initiating and imparting EXPERIENTIAL LEARNINGS to the budding managers of corporate professionals of versatile industries.

WOX- Learning works with group of professionals with rich experience in the areas of Training, Education and Corporate We are committed to incorporate cumulative experience of our team to transform the students to professionals by imparting EXPERIENTIAL LEARNING with our innovative content and unique methodology in our training programs.



Experiential Learning

Live Projects

On Job Training

Workshops

Corporate Mentorship



DEEPSHIKHA KALA SANSTHAN

Advisory Council

★ **Mr. Prem Surana,**

President, Deepshikha Kala Sansthan

★ **Dr. Anshu Surana,**

Vice President, Deepshikha Kala Sansthan

★ **Dr. Samir Kapoor**

CMD, Medifit Wellness

★ **Prof. Inderpal Singh**

Educationist, Advisor, AACE

★ **Mr. Santosh Kumar**

General Manager, Biostatistics &
Statistical Programming, JSS Research

★ **Mr. Sumit Agarwal**

Managing Director, AACIT

★ **Dr. Jitendra Rathore**

CEO, Scholars ERP

★ **Mr. Punit Modhgil**

Start-up Advisor, Co-Founder, & Director,
Octane Marketing

★ **Mr. Ajit Singh Sodha**

Managing Director, AACE



“
**Knowledge empowers
Be a smart learner**
”

College is the place where you connect, communicate, learn, participate, gain knowledge and get hands-on experience. Our academic system is structured with all those elements which will help students to plan their future and design their dreams, comes true. Now is the start of era where skill and knowledge are the key components of growth as in professional career.

Our college is known for its career oriented academic programs and also for the pedagogy to provide engaging environment to students. College has tie up with national & international institutes/organizations which will support our students in developing skills and getting international level exposure.

WOX Learning providing skill and professional level of management education. Education for higher studies in India is transforming at a very high pace. Universities and various top IITs schools are focusing on student focused skill development education rather than old traditional methods of education which many institutes are still following.

We as professional management institute committed to provide professional training along with skill development programme. This will reduce the gap between college and corporate.

WOX Learning, keeps updating the course modules as per the need of corporate & industry and for career growth, providing the right value system, realistic approach, professional certification providing education with holistic approach.

Value added education system is needed for students so that they become smart managers and also the responsible human being. Learning cannot be confined to class rooms or at corporate training. Qualities can be attained by learning the role of managers or leaders with skill development activities of organizing and be a part of team. Various area clubs help students to develop such skills by interacting with the world.

We focusing on various field of management and prepare individuals as professionals or entrepreneurs by providing state of art learning environment, highly qualified intellectuals with rich experience of academics and corporates. We also ensure that our cultural heritage always remain fresh and sensible, awareness towards our value system, unity and diversity of our country India take firm roots.

Together we will make a difference and we will help you to build your dreams comes true.

Wishing best wishes to all...

Dr. Rustam Bora
Director



HOD's Message



“

'The illiterate of this century will not be those who cannot read or write but those who cannot learn, unlearn and relearn.'

- Alvin Toffler

”

Today organizations and society needs competent, responsible and mult talented young adults who are capable to meet the challenges of highly dynamic business and social environment. The mainstay of our course is to develop such well-rounded smart individuals by exposing them to live projects, real life case scenarios, hand-on training through internships and personality grooming. Additional certifications are offered to enhance the employability skills and versatility of students.

With 25 years of experience in field of management education and innovative ideas of our academic partners WOX Learning, we provide students the best of both worlds. We strongly believe that change is the only constant in this world. Our business program's design and delivery reflects this belief.

We assure that you shall experience a change in yourself during the time you will spend here.

I welcome you to join us in creating a new you: *Brand you*

M . Tanya Malik

Head Academics



Discover WHY

DEEPSHIKHA Kala Sansthan

is Ranked Amongst
Best Management Colleges



APPROACH


- 1 Special Induction Programme
- 2 Psychometric Profiling
- 3 Building skill set for good career
- 4 Focus of Industry Readiness
- 5 Live Projects
- 6 Multiple Internship
- 7 International Exposure
- 8 Regular Industry Interface
- 9 Rural Immersion Programme
- 10 Specialization based certification course
- 11 Merit based foreign internship
- 12 Corporate Mentorship

 **Induction Programme (7 Days)**
Fully Professional Oriented Programme

 **Live Projects (Each Semester)**
To get the insight of corporate culture

 **Business Analytics (Certification Course)**
To match industry required skills

 **Digital Marketing**
A new dimension to reach to our audience / customer

 **Advance EXCEL (Workshop)**
To understand the base of data analysis



CAREER Opportunities

in Management



- ◆ Public sectors
- ◆ Health Care Industry
- ◆ Banking and Financial
- ◆ Agri Business
- ◆ Telecom industry
- ◆ Travel & Tourism
- ◆ Hospitality industry
- ◆ Aviation Industry
- ◆ Fast Moving Consumer Durables
- ◆ Fast Moving Consumer Goods (FMCG)
- ◆ Media and PR Services
- ◆ E Commerce Retail
- ◆ Management Consulting
- ◆ Pharmaceuticals
- ◆ Automobile Industry
- ◆ Entrepreneurship
- ◆ Education Sector
- ◆ Fashion
- ◆ Entertainment
- ◆ Many more...



Bachelor of Business Administration + Career Enhancement Program

BBA + CEP

Course Structure

BBA 1st Year

Course Structure

- Business Management
- Business Communication
- Legal Aspect of Indian Business
- Financial Accounting
- Computer Fundamentals

CEP Certification

- Personality Development
- Industrial Visit
- Basic Excel
- Live Project
- NCO-IP

BBA 2nd Year

Course Structure

- Strategic Management
- Marketing Management
- Human Resource Management
- Business Finance
- Quantitative Techniques
- Management Information System

CEP Certification

- Personality Development
- Industrial Visit
- Advance Excel
- Tally/ERP
- Digital Marketing
- NISM/NCFM, Entrepreneurship Workshops
- Live Project, Summer Internships

BBA 3rd Year

Course Structure

- Organizational Behaviour
- Indian Management Thought and Business Leaders
- International Business
- Cost and Management Accounting
- E-Commerce
- Book Review Presentation and viva voce

CEP Certification

- Mock Interview Sessions
- SIP Dissertation Presentation

Semester - I

- Course Structure**
- Fundamental of Management
 - Organizational Behaviour
 - Business Math and Statistics
 - Managerial Economics
 - Accounting for Management
 - IT for Managers
 - Business Environment
 - Communication for Management
 - Information and Comm Tech Lab
 - Business Communication Lab

- PGPM Certification**
- Basics of Excel
 - Simulation Study
 - Workshop on Building brand "YOU"
 - Sales Management and Sales Negotiation
 - Rural Immersion Programme
 - Case Study Sessions
 - Live Projects

Semester - II

- Course Structure**
- Human Resource Management
 - Cost Accounting for Management
 - Financial Management
 - Marketing Management
 - Operations and Supply Chain Management
 - Research Methods in Management
 - New Enterprise & Innovation Management
 - Operations research
 - Seminar on Contemporary Issues
 - Computer Applications Lab

- PGPM Certification**
- Basics of Excel
 - Simulation Study
 - Workshop on Building brand "YOU"
 - Sales Management and Sales Negotiation
 - Rural Immersion Programme
 - Case Study Sessions
 - Live Projects

Semester - III

- Course Structure**
- Business Policy and Strategic Management
 - Summer Internship Project Report
 - Specialization 1
 - Electives (x3)
 - Specialization 2
 - Electives (x3)

- PGPM Certification**
- Advanced Excel
 - Business Communication
 - Workshop on Analytics
 - NISM/NCFM Module (Finance) II by Certification (Finance)
 - Basics of Recruitment (HRM)
 - Corporate Social Responsibility (HRM)
 - Retail Management (Marketing)
 - Digital Marketing (Marketing)
 - Warehousing Management (Operations)

Semester - IV

- Course Structure**
- Business Ethics and Corporate Governance
 - Project Management
 - Business Laws
 - Project Work
 - Specialization 1
 - Electives (x3)
 - Specialization 2
 - Electives (x3)

- PGPM Certification**
- Export-Import Management
 - Business Communication
 - Intellectual Property Rights
 - Workshop on Taxation (Finance)
 - Wealth Management (Finance)
 - HRIS and HR analytics (HRM)
 - Strategic Management (HRM)
 - Event Management (Marketing)
 - Rural Marketing (Marketing)
 - Shipping & Warehousing Management (Operations)

Benefits of PGPM Program

- ★ The program builds a strong foundation with the theory and application of management principles
- ★ Continues assessments and evaluation of students to track the growth.
- ★ Helps students in their academics and development of their personality
- ★ Course content is updated regularly, as per the industry needs
- ★ Hands-on approach of teaching with more emphasis on practical learning and participation.
- ★ Focus on skill development with enhancement in personality
- ★ Career oriented PGPM Program
- ★ Effective & Enhanced teaching pedagogy with audio-visual aids in classroom
- ★ Program helps to get career opportunity in variety of sectors depending on their skills & interest
- ★ International & national level of exposure to students with corporate networks.
- ★ Qualified faculties having corporate & teaching experience are there for holistic development of students.
- ★ Corporate tie-ups help students to get promising careers.



Clubs & Committees

Deepshikha Kola Sansthan runs many professional and social clubs. While working as a part of these clubs the student managers get a chance to apply classroom learning to the outside world, thereby gaining valuable insights into leadership, management and life skills.



**Placement &
Corporate Relations
Committee**



**Administration / IT
Committee**



**Social Media Marketing
Committee**



Events Committee



**Academics
Committee**



Alumni Committee



Marketing Club



Finance Club



HR Club



International *Exposure*



Today, with the growth of technology and scope we have entered in competitive business environment, no organizations can sustain long in without expansion to global market form its emergence. Meeting global standards & norms is a focus area of concern these days. Developing and maintaining international relationship are key skills that all managers need to work on.

Keeping this in consideration on these requirements we have MoU's signed with International universities institutes and corporate. It is aimed to provide with exposure to an international business environment.

The beneficial purpose is to develop linkages with international groups wherein, both parties will explore opportunities in the general areas of academic training and capacity building, collaborative research, scholarly collaboration institutional strengthening, students and faculty exchange, community university linkage and identification of funding opportunity.



MMP

Mentor - Mentee Programme

Mentor Mentee Programme exclusively unique programme for supporting students to improve their learning and to develop their skills, motivating for learning new skill sets and prepare towards future career.

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With this mentorship programme at the Deepshikha college each students get connected with the faculty members who keeps the track their development and perform training with mentorship and meet the students on day to-day basis to listen to their issues and guide them on their overall personality & skill development



ADMISSION Process

Admission Criteria:

For M+A+PJM: A Bachelor's degree in any discipline with minimum 50% marks from a recognized University. Candidates appearing for their final year exam may also apply. Shortlisting will be based on CAT/MAT/CMAT scores and GD/PI/WAT.

For BBA+CEP: Any XIIth pass student with minimum percentage of 45%

MBA Fee Structure

Application Form Fee	INR 500
Registration Fee	INR 25,000 At the time of admission

TUITION FEES

1st Instalment	INR 87,000	With in 15 days of registration
2nd Instalment	INR 87,000	

BBA Fee Structure

Application Form Fee	INR 500
Registration Fee	INR 15,000 At the time of admission

TUITION FEES

1st Instalment	INR 60,000	With in 15 days of registration
2nd Instalment	INR 60,000	
3rd Instalment	INR 60,000	

Admission Process at Campus:

Qualifying candidates will be informed about the date, time and venue of Admission Procedure (WAT/GD/PI) via telephone and email. In certain cases, options of dates will be available offering greater flexibility.

The Admission Procedure may last until late in the evening. You are requested to make traveling and boarding arrangements on your own.

Anti-Ragging Measures

Ragging in any form is banned at DEEPSHIKHA, Jaipur. It is a punishable offence in accordance with one of the recent guidelines of the Honorable Supreme Court of India. DEEPSHIKHA Jaipur has a 'zero tolerance policy' on ragging. The institute will take disciplinary action / legal proceeding / expulsion from the Institute, as per the directives of the Supreme Court of India, if any student(s) is/are found guilty of ragging inside or outside the premises of the Institute.



Ms. Nisha Thakyal
(Head Admissions)



Ms. Jagrati Verma
(Senior Counsellor)

How to Apply:

Admission Application forms are available at the campus at:

Deepshikha Kala Sansthan, Sector 3, Varun Path, Mansarovar, Jaipur, 302020
Phone : +91-8209070100, +91-209051439
Email: admission.mgmt@deepshikha.org
Website: www.deepshikhaedu.com

Applicants can also apply online or download forms from the mentioned website

Duly filled forms should be submitted at the corporate admissions office. All the relevant documents are to be submitted along with the Application Form. All the forms must be supported by a Demand Draft of INR 550/-

The Demand Draft should be drawn in favour of 'Deepshikha Kala Sansthan' payable at Jaipur, Rajasthan.

The completed form should reach the office before the last date of filling the Application Form.

Loan Facility:

Deepshikha Kala Sansthan provides admission letter and AICTE approved documents towards the processing of bank loans.

Offer of Admission

All selected candidates will get an intimation of their selection through an Admission Letter. Details regarding payment of fees at the time of admission, allotment to hostel and date, time and commencement of the academic session will be mentioned in the admission letter.

Hostel Facility:

Separate Hostel facility for boys and girls will be charged additionally.

Transport Facility:

Transport Facility is available from major locations of the city at an additional cost.

Air-Conditioned Classrooms
Digital Library
Wi-Fi Enabled Campus
Indoor-Outdoor Sports
Well-Equipped Computer Lab.
Large Auditorium (350 Seats)

Students Speak



Col. Gururaj Kulkarni

I enjoyed learning lots of useful Subjects and Skills at UOT Jaipur in the Academic Session 2020 - 22. I am grateful to the very capable, experienced Integral Faculty and the competent Guest Faculty as well, for imparting Pearls of wisdom during the course of my study. I feel confident of a smooth transition to Corporate World, courtesy enhancement of my personality owing to the time spent at Deepshikha Kala Sansthan during my regular MBA.



Aditya Ram

I was looking for the programme which can boost my skills and provide me the way for career growth I am pursuing BBA from Deepshikha Kala Sansthan Jaipur. I found this college the place where I can develop myself with the practical exposure I am getting guidance from highly qualified teachers who are really supportive. I found live projects seminar and industrial visit as a regular feature of the programme. I am really happy to be a part of Deepshikha College.



Sapna Jain

Hello I am Sapna Jain pursuing MBA from Deepshikha Kala Sansthan. I got chance from our college side to get internship and I am happy to join that company and now I am placed in that company. It's a very good opportunity got from our college side.



Prisha Jangid

The one year of my BBA was full of learning and grooming. The teachers and all the faculty members were so helpful throughout the journey. I'm very thankful to this college who gave me a lot of opportunities to improve myself in every way.





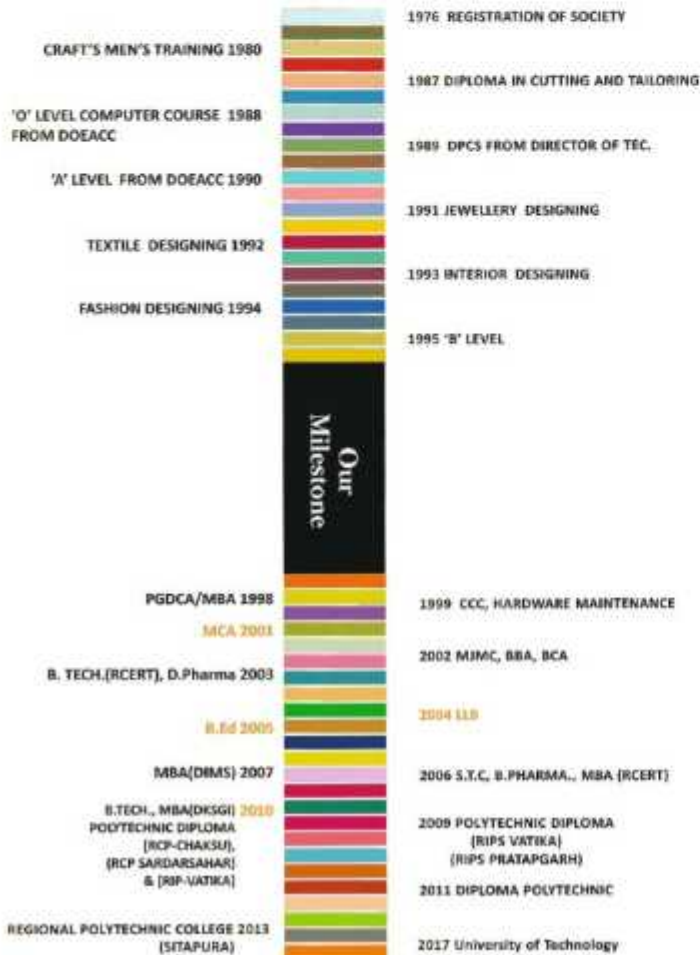
Life at Deepshikha



Our Recruiters



Continues learning is a best with experiential learning, developing curiosity for life long process



Deepshikha Kala Sansthan

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Jaipur - 302020, Rajasthan
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eMail: admission.mgmt@deepshikha.org
Website: www.deepshikhaedu.com