

# MAKE YOUR FUTURE HAPPEN



PROSPECTUS





# Creating leaders for decades



DSMS believes that the leaders of tomorrow must be equipped with skills to initiate, organize, and manage individuals and teams.

The global economy has become a reality, knowledge has become the new capital and executives have to be empowered with new competencies. You must chart the course to where you want your future to take you.

## UNDERGRADUATE COURSES

<b>BBA (Hons.)</b>	<b>Business Administration</b>
<b>BBA (T&amp;H) (Hons.)</b>	<b>Tourism &amp; Hospitality</b>
<b>BCA (Hons.)</b>	<b>Computer Applications</b>

## POSTGRADUATE COURSE

<b>MHA</b>	<b>Hospital Administration</b>
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# BBA (Hons.) BUSINESS ADMINISTRATION

<b>Duration</b>	3 year full-time course spanning six semesters
<b>Affiliation</b>	Kazi Nazrul University, Asansol, W.B.
<b>Eligibility</b>	Passed 10+2 with English as one of the main subject

## Career Opportunities

The DSMS BBA programme prepares students to become an entrepreneur and for executive careers in business and other organizations for positions including administrative jobs, office management, administrative assistant, financial administration, HR, entry-level sales or marketing positions, etc. They can also pursue higher education.

## SYLLABUS

### SEMESTER I

- Principles of Management
- Business Economics
- Business Statistics
- Environment Studies

### SEMESTER II

- Business Communication
- Accounting for Managers
- Organisational Behaviour
- MIL/English

### SEMESTER III

- Financial Management
- Marketing Management
- Computer Fundamentals
- Business Mathematics
- Retail Marketing
- Computer Applications
- Communicative English

### SEMESTER IV

- Human Resource Management
- Production and Material Management
- Business Environment
- Operation Research
- Financial Market
- Quantitative Aptitudes
- Basics of Business Research

### SEMESTER V

- International Business
- Business Law

#### Special Papers (Any Two)

- Sales and Distribution Management
- Industrial Relations
- Systems Analysis and Design
- Taxation
- Supply Chain Management

### SEMESTER VI

- Project work
- Grand Viva

#### Special Papers (Any Two)

- Entrepreneurship Development
- Cost and Management Accounting
- Marketing of Services
- Human Resource Development
- Database Management System

Note: The syllabus and pattern of examinations are subject to change at the discretion of the University.

# BBA (T&H) (Hons.) TOURISM & HOSPITALITY

<b>Duration</b>	3 year full-time course spanning six semesters
<b>Affiliation</b>	Kazi Nazrul University, Asansol, W.B.
<b>Eligibility</b>	Passed 10+2 with English as one of the main subject

## Career Opportunities

Tourism & Travel has changed from a luxury to a necessity. The DSMS BBA (T&H) Course grooms you to become an entrepreneur and to fill positions in tourism organizations, travel agencies, hotels, resorts, convention centers, air lines, cruise lines etc. in local, regional, national and even international areas. They can also pursue higher education.

## SYLLABUS

### SEMESTER I

- Fundamentals of Travel and Tourism
- Front office Management
- Principles and Practices of Management
- Environmental Studies

### SEMESTER II

- Travel Agency Operations Management
- Accommodation Operation and Management
- Communication and Skill Development
- English/ MIL

### SEMESTER III

- Geography of Tourism
- Airlines and Air Ticketing
- Food and Beverage Management-I
- Cultural Heritage of India
- Tourism Resources of India
- Business English Communication
- Entrepreneurship Development

### SEMESTER IV

- Computer Application in Tourism
- Destination Marketing
- Food and Beverage Management-II
- Human Resource Management in Travel and Hospitality Industry
- Adventure Tourism

- Foreign Language
- Accounts and Finance in Tourism

### SEMESTER V

- Tour Package operation & Management I
- Practical Tourism (Field Study Trip and Report)

### Special Papers (Any Two)

- Sustainable and Eco-Tourism
- Resort Management
- Facility & Event Management
- Service Marketing
- Business Informatics in Tourism

### SEMESTER VI

- Tour Package operation & Management II
- Industrial Training/ On the job Training

### Special Papers (Any Two)

- Sustainable & Eco-Tourism
- Resort Management
- Event Management
- Service Marketing
- Business Informatics in Tourism

# BCA (Hons.) COMPUTER APPLICATIONS

<b>Duration</b>	3 year full-time course spanning six semesters
<b>Affiliation</b>	Kazi Nazrul University, Asansol, W.B.
<b>Eligibility</b>	Passed 10+2 with English and Mathematics / Statistics/ Computer Sc.

## Career Opportunities

BCA graduates can start their career in Software Companies and E-governance position in local and national governments. Job opportunities can be found in both large and small software development organizations as well as hardware companies. They can also pursue higher education.

## SYLLABUS

### SEMESTER I

- Computer Fundamentals
- Programming in C
- Mathematics I
- Environmental Studies

#### Practical

- PC Software Lab
- Programming Lab in C

### SEMESTER II

- Digital Logic
- Data Structure
- Accounting & Costing
- English

#### Practical

- Data Structure Lab
- Digital Lab

### SEMESTER III

- Object oriented programming with C++
- Operating System
- Mathematics II
- Reasoning & Aptitude
- Elective I

#### Practical

- C++Lab
- Unix and Shell programming Lab

### SEMESTER IV

- Data Base Management System
- Computer Networks
- Information System Analysis & Design
- Communicative English
- Elective II

#### Practical

- SQL/PLSQL Lab
- VB Lab

### SEMESTER V

- Software Engineering
- Web Technology
- Mathematics III
- Core Java
- Elective III

#### Practical

- Web Technology Lab
- Java Lab

### SEMESTER VI

- Computer Graphics
- Internet and E-commerce
- Elective IV

#### Practical

- Computer Graphics Lab
- Internet and E-commerce Lab
- Project Work and Viva

### Electives For Semesters III, IV, V, VI

- Business System & Application
- Multimedia System Design
- Computer Organization and Architecture
- Microprocessor and its Applications
- C# .NET
- Intelligent Systems
- Introduction to Cyber Security
- Software Project Mgmt & Quality Assurance
- Theory of Computation
- Cloud Computing

## FEATURES & FACILITIES

The DSMS Campus offers a quiet, green zone for the students with features and facilities that complement the needs of the students.

**Classrooms:** The spacious, well ventilated classrooms at DSMS are equipped with modern audio-visual multimedia devices.

**IT Labs:** There are several very well equipped computer labs with Internet access through wireless broadband.

**Library:** A well stocked, constantly upgraded library with all kinds of reference books.

**Activities:** DSMS students participate in programmes and events based on music, drama and other cultural activities.

**Personality Development:** DSMS provides a platform for development of personality by games, debates and other events.

**Hostels:** DSMS has separate hostels, SAMPRITI - for boys and SAMPURNA - for girls. Both hostels have facilities for indoor and outdoor games, multi-gym, photo-copying and other essentials.



**4F**  
PHILOSOPHY

**Focus:** To inculcate the level of learning and awareness in our students that will make them highly employable.

**Faculty:** Highly qualified faculty members having the level of experience to impart the right skill-sets.

**Flexibility:** Our programmes are designed to suit individual needs and fit in with the student's background.

**Future:** Constantly updated with trends and emerging ideas to anticipate the needs of organizations.

# MHA HOSPITAL ADMINISTRATION

<b>Duration</b>	2 year full-time course spanning four semesters
<b>Affiliation</b>	West Bengal University of Health Sciences (WBUHS)
<b>Eligibility</b>	Graduate from any stream.
<b>Selection</b>	Written test, followed by a GD & PI

## Career Opportunities

Modern trends and innovations in Hospital Management have expanded the demand for healthcare services. The Govt. of India and State Governments have started to seek access to products and services to meet the rising demand. PPP ventures have contributed substantially towards the need for healthcare professionals.

## SYLLABUS

### SEMESTER I

- Hospital Organization and Management Theory
- Hospital Financial Management
- Hospital Accounting System
- Bio Statistics
- Legal & Medical Issues in Hospital
- Human Resource Management (HRM)
- Computer & IT for Hospitals

### SEMESTER II

- Health Economics
- Principles of Marketing
- Operations Research and Research Methodology in Hospitals
- Strategic Management in Healthcare
- Inventory Control and Purchase Management (ICPM) in Healthcare
- Management of Hospital Services
- Know your Hospital

### SEMESTER III

- Patient Care Management
- Total Quality Management
- Management of Healthcare Services
- Hospital Planning
- Biomedical Instrumentation
- Hospital Information Systems

### SEMESTER IV

- Biomedical Waste Management and Hazards in Hospital
- Entrepreneurship and Consultancy Management
- Health Insurance and Medical Tourism
- Special Paper
- Dissertation
- Internship
- Grand Viva

### Special Papers (Any One)

- 1 Marketing of Hospital Services
- 2 Medical Records Management
- 3 Hospitality Management
- 4 Drug Management
- 5 Healthcare Quality Management
- 6 Nutrition and Dietetics





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