



BDSU

BABU DINESH SINGH UNIVERSITY

Established Under Govt. of Jharkhand Act-06, 2023 & Section 2 (f) of the UGC Act, 1956,
Member of AIU, Delhi (Run & Managed by Vananchal Educational & Welfare Trust)

Garhwa, Jharkhand



FACULTY OF MANAGEMENT STUDIES & RESEARCH



**LEARN.
LEAD.
SUCCEED.**

Shaping Future Business Leaders
with Knowledge, Skills & Values.

COURSES OFFERED

BBA

Bachelor of
Business
Administration

MBA

Master of
Business
Administration

APPROVED BY AICTE



INDUSTRY ORIENTED CURRICULUM

Designed to meet
industry needs and
future trends.



EXPERIENCED FACULTY

Learn from highly
qualified and
experienced faculty.



PRACTICAL LEARNING

Case studies, projects,
internships and live
industry exposure.



PLACEMENT SUPPORT

Dedicated placement
cell with strong industry
connections.

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check the
approvals
by AICTE



www.bdsu.ac.in



NH-75, Garhwa, Jharkhand - 822114



06563-222114

Babu Dinesh Singh University (BDSU)

FACULTY OF MANAGEMENT STUDIES & RESEARCH

Prospectus 2026-27 — Academic Programs : BBA & MBA

ABOUT THE UNIVERSITY

Babu Dinesh Singh University (BDSU), Garhwa, Jharkhand, was established under the Government of Jharkhand Act No. 06 of 2023 and is officially recognized under Section 2(f) of the UGC Act, 1956. The University is an esteemed member of the Association of Indian Universities (AIU), New Delhi.

Situated on National Highway 75 (NH-75) within a vibrant, lush green environment spanning over 110 acres, the University stands as a premier hub of higher learning. BDSU delivers professional, research-driven, skill-based, and knowledge-intensive programs designed to cultivate technical competency and foster student aspirations.

110+ ACRES CAMPUS	250+ EXPERT FACULTY	50+ TOTAL COURSES	100+ BED HOSPITAL
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BABU DINESH SINGH UNIVERSITY
GARHWA, JHARKHAND

FACILITIES

**INFRASTRUCTURE THAT INSPIRES
LEARNING AND GROWTH**

BDSU provides world-class infrastructure that nurtures academic excellence, innovation, and holistic development.



ATM
On-campus SBI ATM for 24x7 banking convenience.



CANTEEN
Hygienic and spacious canteen offering a variety of nutritious food.



CCTV SURVEILLANCE
Advanced CCTV surveillance ensures a safe and secure campus environment.



SECURITY
Trained security personnel ensure discipline and round-the-clock safety.



CAMPUS ENTRY
Secure and well-monitored entry points for a safe campus.



ACADEMIC BLOCK
Modern classrooms and state-of-the-art facilities designed to foster interactive learning and academic excellence.



LIBRARY
A rich collection of books, journals and digital resources to support research and academic growth.

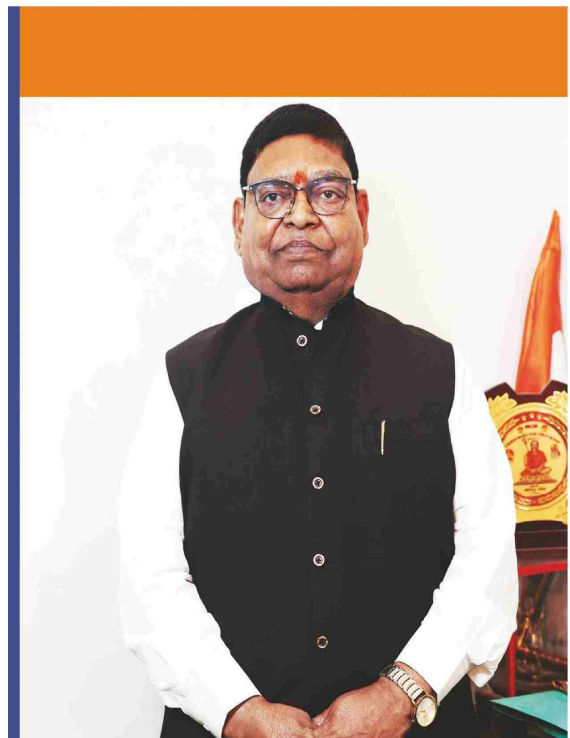


AUDITORIUM
A state-of-the-art auditorium for seminars, conferences, cultural events and academic gatherings.

EMPOWERING MINDS. BUILDING FUTURES.

MESSAGE FROM THE CHANCELLOR'S DESK WORDS OF WISDOM

It is my proud privilege to welcome you to the Faculty of Management Studies & Research at Babu Dinesh Singh University. The University has made remarkable progress in academics, research, placements, and professional development. Our focus is to provide quality management education that combines academic excellence with practical industry exposure and leadership development.



At BDSU, we believe management education is not only about classroom learning but also about building leadership qualities, decision-making ability, professionalism, and entrepreneurial skills. We strive to create an environment that encourages innovation, critical thinking, teamwork, and holistic growth among students.

The Faculty is committed to providing modern infrastructure, experienced faculty, industry-oriented learning, internships, corporate interaction, and skill development opportunities to prepare students for global business challenges with confidence and competence.

Our vision is to make BDSU a centre of excellence in management education where students can achieve their career goals and emerge as successful professionals and responsible leaders.

“Come, Learn, Lead, and Succeed with the Best.”

— **Sri. Dinesh Prasad Singh**
Chancellor



MESSAGE FROM THE MANAGING TRUSTEE'S DESK

Knowledge is Power, and the Faculty of Management Studies & Research at Babu Dinesh Singh University is committed to excellence in management education, innovation, and professional development. Our dedicated and experienced faculty members actively contribute to academic growth, research, and industry-oriented learning, ensuring that students are prepared for the evolving corporate world and digital business environment.

At BDSU, we believe in guiding students to achieve their dreams through quality education, strong values, and practical exposure. We encourage students to develop leadership qualities, professionalism, confidence, and a sense of responsibility towards society.

With a clear vision, modern learning practices, and continuous innovation, we aim to create future managers, entrepreneurs, and business leaders who can successfully face global challenges with determination and integrity.

“We want BDSU to be the first choice of every aspiring student who dreams of becoming a successful leader and creating a positive impact on society.”

— **Mr. Pawan Kumar**
Managing Trustee – VEWT / Pro-Chancellor



MESSAGE FROM THE VICE-CHANCELLOR'S DESK

It is a privilege and honour to be a part of the mission of making the Faculty of Management Studies & Research at Babu Dinesh Singh University a centre of academic excellence, innovation, and professional growth. Our aim is to create a dynamic learning environment that prepares students to meet modern business and corporate challenges with confidence, leadership, and integrity.

At BDSU, we believe in transforming the lives of students through quality management education, industry interaction, research, entrepreneurship, and holistic development. We are committed to nurturing talent, encouraging innovation, and developing future-ready managers and business leaders. The collective efforts of faculty, students, parents, and the university community help create a motivating and inspiring academic atmosphere.

We continuously strive to strengthen management education, promote professional excellence, and contribute meaningfully to society through responsible leadership and ethical values.

I extend my best wishes to all students, faculty members, and staff for continued success, growth, and excellence in every endeavour.

— **Prof. (Dr.) M. K. Singh**
Vice-Chancellor



The Faculty of Management Studies & Research is dedicated to providing quality education that combines strong academic foundations with practical managerial skills and an entrepreneurial mindset. Through industry-oriented learning, seminars, workshops, case studies, and research-driven activities, we prepare students to become confident professionals, ethical leaders, and innovative entrepreneurs ready to excel in the global business environment.

— **Dr. Pankaj Kumar**

Dean, Faculty of Management Studies and Research



I warmly welcome you to the Faculty of Management Studies & Research. Our department is dedicated to developing future business professionals through quality education, practical learning, leadership development, and industry exposure. We aim to nurture innovation, ethical values, and entrepreneurial skills to prepare students for successful careers and meaningful contributions to society.

— **Mr. Kumar Rakesh**

HOD (I/c), Faculty of Management Studies and Research

FACULTY OF MANAGEMENT STUDIES & RESEARCH

Vision

To become a centre of excellence in management education by nurturing competent, ethical and socially responsible business leaders with global perspectives.

Mission

- Deliver industry-oriented management education aligned with global corporate structures.
- Promote innovation, practical entrepreneurship, and rigorous business research.
- Develop dynamic leadership, precise communication, and incisive analytical skills.
- Foster deep-rooted ethical values and sustainable social responsibility.
- Strengthen strategic industry-academia collaboration for professional exposure.

Why Choose **Management Studies and Research**?

- **Outcome-Based Curriculum:** Aligned continuously with the expectations of modern corporate enterprises.
- **Experienced Faculty:** Guided by research-oriented faculty members and dedicated academic scholars.
- **Smart Learning Environment:** Equipped with modern smart classrooms, high-speed Wi-Fi, and digital tools.
- **Learning by Doing:** Structured on strategic competitiveness, creativity, and active case simulations.
- **Incubation & Startup Guidance:** Practical mentoring support to transform innovative ideas into viable startups.



ACADEMIC PROGRAMMES & CURRICULUM

I. Bachelor of Business Administration (BBA)

Duration: 3 Years (6 Semesters)

Intake: 120 Seats

Eligibility: 10+2 or equivalent examination in any discipline from a recognized board with minimum qualifying marks as prescribed by the University.

Overview: This program establishes an intensive foundation in business operations, economics, corporate accounting, marketing frameworks, financial strategies, human resource allocation, and core entrepreneurship.

SEMESTER	COURSE MODULES / SUBJECTS
Semester I	<ul style="list-style-type: none"> ➤ Business Organization & Environment ➤ Principles and Practices of Management ➤ Basic Accounting ➤ Basic Business Mathematics ➤ Information Technology for Business ➤ Business Communication
Semester II	<ul style="list-style-type: none"> ➤ Organisational Behaviour ➤ Business Research Methods ➤ Business Economics ➤ Indian Economy ➤ Business Laws and Intellectual Property Rights ➤ Leadership & Team Building
Semester III	<ul style="list-style-type: none"> ➤ Financial Management ➤ Marketing Management ➤ Human Resource Management ➤ Business Statistics ➤ Production, Operations and Supply Chain Management ➤ Survey / Corporate Project
Semester IV	<ul style="list-style-type: none"> ➤ Cost and Management Accounting ➤ Applied Business Statistics ➤ Ecology, Environment and Sustainable Development ➤ Introduction to Data Analytics ➤ Digital Marketing and E-Business ➤ Soft Skills Workshop
Semester V	<ul style="list-style-type: none"> ➤ Operations Research ➤ Entrepreneurship ➤ Consumer Behaviour / Human Resource Development / Banking & Financial Services ➤ Integrated Marketing Communication / Industrial Relations / Behavioural Finance ➤ Sales and Distribution Management / Performance Management / Financial Decision-making ➤ Digital Social Media Marketing

Semester VI	<ul style="list-style-type: none"> ➤ Ethics, Human Values and Life Skills ➤ Strategic Management ➤ Industrial Marketing / Organisational Development / Risk Management & Insurance Business ➤ Services Marketing / Labour Legislations / Financial Technologies ➤ International Marketing / International HRM / International Finance ➤ Dissertation & Viva Voce
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II. Master of Business Administration (MBA)

Duration: 2 Years (4 Semesters)

Intake: 120 Seats

Eligibility: Bachelor's degree in any discipline from a recognized university with minimum qualifying marks. Selection may involve an entrance test, group discussion, and personal interview.

Available Specializations:

Marketing Management

Financial Management

Human Resource Management

Information Systems (Internet Based) Management

SEMESTER	COURSE MODULES / SUBJECTS
Semester I	<ul style="list-style-type: none"> ➤ Management Concepts, Principles and Applications ➤ Business Organisation and Environmental Framework ➤ Business Research Methods and Applications ➤ Managerial Economics ➤ Organisational Behaviour ➤ Business Communication Essentials ➤ Information Technology Tools for Business
Semester II	<ul style="list-style-type: none"> ➤ Accounting for Management ➤ Statistics for Management ➤ Human Resource Management ➤ Financial Management ➤ Marketing Management ➤ Production & Operation Management ➤ Business Laws ➤ Survey Based Project (SBP)

Semester III	<ul style="list-style-type: none"> ➤ Operations Research ➤ Consumer Behavior ➤ Strategic Management ➤ Indian Knowledge System / Business Leadership ➤ Intellectual Property Rights / Managing Family Business ➤ Entrepreneurship Management & Practices ➤ Specialization Subjects: HR Area / Finance Area / Marketing Area / Internet Based Area ➤ Corporate Internship Project (CIP)
Semester IV	<ul style="list-style-type: none"> ➤ Management by Human Values (MHV) ➤ Marketing Research ➤ Data Science & Business Analytics ➤ Project Management / Operations Management ➤ Dissertation on Specialization Area ➤ Specialization Subjects: HR Area / Finance Area / Marketing Area / Internet Based Area ➤ Comprehensive Viva-Voce

PEDAGOGY AND ASSESSMENT SYSTEM

To ensure our graduates are thoroughly prepared for competitive corporate mandates, Management Studies and Research incorporates an experiential teaching framework:

- Interactive classroom discussions combined with comprehensive multimedia-driven case studies.
- Rigorous business simulations, group assignments, and periodic presentation sessions.
- Live corporate projects, field assignments, and mandatory professional internships.
- Expert panel lectures, leadership workshops, and regular on-site industrial visits.

Evaluation Metrics: Student performance is benchmarked continuously using internal quizzes, research assignments, standard presentations, active class participation, mid-semester evaluations, and final end-semester examinations.

TRAINING, PLACEMENT, & CORPORATE ALLIANCES

The dedicated Training & Placement Cell functions inclose alignment with industry bodies to prepare students dynamically through custom training programs:

TRAINING TRACK	CORE CAPABILITIES DEVELOPED
Aptitude Skills	Quantitative methods verbal clarity, logical evaluation, and structured reasoning.
Soft Skills & Personality	Public speaking, body language principles, emotional quotient, and professional relations.
Technical Expertise	Domain-specific tools, advanced business IT applications, and expert corporate counseling.
Grooming & Interviews	Extensive mock interviews, group discussions(GD), portfolio formatting, and stress management.

Prominent Recruiter Network :



TRAINING & PLACEMENT PARTNERS

LIST OF OUR TRAINING & PLACEMENT PARTNERS

- Ranbaxy
- Sharda Hospital
- Birla Corporation
- Himalaya
- Max Healthcare
- Fortis Hospitals

- Cipla
- Zydus Lifesciences
- Mankind Pharma
- MTC
- Kia Motors
- Shivam Locks

- Religare
- DD News
- Sakata INX Corp.
- Dixon
- IndusInd Bank
- FedEx

- Wipro
- Tata Consultancy Services
- HDFC Bank
- IDBI Bank
- Kotak Mahindra Bank
- Hilton

- Parle Agro
- Hindustan Unilever Limited
- DHL
- LTIMindtree
- Eicher
- Mahindra

- Bandhan Bank
- Reliance Industries Limited
- Star Union Dai-ichi Life Insurance
- Sonata Finance Pvt. Ltd.
- HDFC Bank
- Bajaj Alliance

- L&T Construction
- TUV NORD

CAMPUS INFRASTRUCTURE & FACILITIES

- **Smart Auditoriums & Classrooms:** Completely air-conditioned auditoriums, technology-enabled lecture wings facilitating immersive academic delivery.
- **Centralized Resource Library:** Thoroughly stocked with physical textbooks, peer-reviewed journals, trade magazines, and digital management databases.
- **Computing Labs:** Modern computing facilities fitted with specialized statistical, data science, and analytics software backed by high-speed campus Wi-Fi.
- **Residential Accommodations:** Secure, fully furnished, separate hostel wings for male and female scholars with functional dining mess facilities.
- **Safety Frameworks:** Monitored continuously by a dedicated on-site campus safety force and over 100+ strategically deployed CCTV networks.
- **Sports & Healthcare Arenas:** Extensive courts for outdoor/indoorsports, a dedicated on-site student health infirmary, and immediate backup from the university's 100-bed hospital.
- **Transport & Banking:** Fully accessible State Bank of India(SBI)ATM inside the campus and an institutional fleet of comfortable buses operating through Garhwa.

COURSE, HOSTEL & FOOD FEES STRUCTURE

BBA Course Fee Structure

Semester	Application	Admission	Development	Library	Tuition Fee	T&P	Total
1st	₹ 1,000	₹ 5,000	₹ 2,500	₹ 750	₹ 19,500	—	₹ 28,750
2nd	—	—	₹ 2,500	₹ 750	₹ 19,500	—	₹ 22,750
3rd	—	—	₹ 2,500	₹ 750	₹ 19,500	—	₹ 22,750
4th	—	—	₹ 2,500	₹ 750	₹ 19,500	—	₹ 22,750
5th	—	—	₹ 2,500	₹ 750	₹ 19,500	₹ 3,000	₹ 25,750
6th	—	—	₹ 2,500	₹ 750	₹ 19,500	—	₹ 22,750

Total Payable Fee ₹1,45,500

Hostel & Food Charges

- Hostel Fee: ₹22,000 per annum + ₹7,500 at the time of admission
- Food Charge (Mess): ₹3,200 per month

MBA Course Fee Structure

Semester	Application	Admission	Development	Library	Tuition Fee	T&P	Total
1st	₹ 1,000	₹ 5,000	₹ 2,500	₹ 750	₹ 37,500	—	₹ 46,750
2nd	—	—	₹ 2,500	₹ 750	₹ 37,500	—	₹ 40,750
3rd	—	—	₹ 2,500	₹ 750	₹ 37,500	₹ 5,000	₹ 45,750
4th	—	—	₹ 2,500	₹ 750	₹ 37,500	—	₹ 40,750

Total Payable Fee ₹1,74,000

Hostel & Food Charges

- Hostel Fee: ₹22,000 per annum + ₹7,500 at the time of admission
- Food Charge (Mess): ₹3,200 per month

SCHOLARSHIP PROGRAMS

- ✚ State Scholarship: Jharkhand E-Kalyan Scholarship for SC/ST/OBC students.
- ✚ National Scholarship: AICTE Scholarship as per official norms.

PROCEDURE OF ADMISSION

- Participate in the CAT, MAT, CMAT, and GMAT examinations,
- Written Test/ GDPI (group discussion & personal interview) / based on merits.
- Direct admission upto 65% marks in previous examinations.

Mandatory Documents to be Produced:

10th & 12th Marksheets & Certificate

Graduation Degree (For MBA)

Character Certificate of last passed examination

Aadhaar Card Photocopy

Migration / CLC / Transfer Certificate of last passed examination

Category Certificate (If Applicable)

Passport Size Photographs

BDSU EVENTS

**Celebrating Talent,
Culture, Learning
and Togetherness**

At BDSU, we believe in nurturing minds beyond classrooms. Our vibrant events and activities bring together creativity, leadership, sportsmanship and cultural diversity.



STUDENT ACHIEVEMENTS



EXCELLENCE IN ACTION



CONTACT & COMMUNICATION DETAILS -

Faculty of Management Studies & Research

Babu Dinesh Singh University (BDSU)

National Highway 75 (NH-75), Farathiya, Garhwa,
Jharkhand-822114

Official Web Portal : www.bdsu.ac.in

Admission Cell : 9661462506, 8789435970, 6206297213



A GREAT MESSAGE FROM **BABU DINESH SINGH UNIVERSITY**

TO OUR VALUED STAKEHOLDERS

At Babu Dinesh Singh University, our **students** and their **parents** are at the heart of everything we do. We are committed to providing a safe, inclusive, and future-ready learning environment that nurtures dreams and builds bright futures. Together, let's empower our youth to achieve excellence and make the world a **better place**.

STAY CONNECTED. STAY INFORMED. STAY INSPIRED.



Follow us on our official online platforms for the latest updates, events, and important information.