



**DEV BHOOMI**  
—UTTARAKHAND—  
**UNIVERSITY**

**21** years  
of Academic  
Excellence



School of

# MANAGEMENT & COMMERCE

**ADMISSIONS  
OPEN 2026-27**

Apply Now !  
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# STUDY AT

**RANKED**

**1<sup>ST</sup>**

In Uttarakhand  
(Professional Education by Education)  
World Rankings 2025-26

Awarded as

**THE BEST  
EMERGING UNIVERSITY**

by Asian Education Conclave

**7<sup>TH</sup>**  
**RANKED**

In North India by THE  
WEEK

**8<sup>TH</sup>**  
**RANKED**

Outstanding Achievement in Pro-  
fessional Education by Education  
World Rankings 2025-26

**25<sup>TH</sup>**  
**RANKED**

Top Universities in North India  
by Times Rankings 2025

**31<sup>ST</sup>**  
**RANKED**

Placement Category (All-India)  
by Times Rankings 2025

**66<sup>TH</sup>**  
**RANKED**

Top Engineering Institutions in  
India by 2025 Times Rankings

We are here committed to providing a world-class education to a diverse and talented body of students. Here students are given exposure to new ideas, international perspectives, and innovative teaching in an encouraging and open academic environment. Most of our students have been placed in top MNCs and many of them are handling key positions. Our passed-out students will be armed with the skills they need to succeed in a diverse set of fields, both in India and abroad.

**120+**  
Programmes

**44 LPA**  
Highest CTC

**850+**  
Recruiters'  
Network

**15.5K+**  
Placement  
Offers

**22K+**  
Alumni

**80%**  
Average  
Placement



## Undergraduate Programmes

### Bachelor of Business Administration (BBA) / with Research

| HR/Marketing/Finance/International Business

### BBA & BBA with Research

| Digital Marketing | Fintech & Digital Banking (Industry Integrated)

| Business Analytics (Industry Integrated)

| Aviation & Airport Management | AI & Data Science

### Bachelor of Commerce -B.Com (Hons.)

| Commerce

Eligibility : The candidate must have passed 10+2 or equivalent qualification in any stream from a recognized educational board with a minimum aggregate score of 45% marks.



## Postgraduate Programmes

### Master of Business Administration (MBA)

| HR/Marketing/Finance/International Business  
/Logistics & Supply Chain Management

| MBA in Business Analytics (Industry Integrated)

| MBA in Digital Marketing (Industry Integrated)

| MBA in AI & Data Science

| MBA in Agribusiness

Eligibility : Passed Bachelor Degree of minimum 3 years duration in any discipline. Obtained at least 50% marks (45% in case of candidates belonging to reserved category) in the qualifying Examination.

# Be Part of India's Growth Story

The School of Management & Commerce at Dev Bhoomi Uttarakhand University is committed to nurturing future-ready professionals by offering a comprehensive range of career pathways for BBA and MBA students. Our industry-oriented curriculum, experiential learning approach, and strong academic–industry interface ensure that graduates are well-equipped to excel across diverse sectors of the global economy.

Our programs empower students to pursue successful careers in the following domains:

## Corporate and Industry Careers

Graduates of BBA and MBA programs are placed in reputed organizations across multiple industries, including FMCG, IT, Banking, Consulting, Healthcare, Retail, Manufacturing, and E-commerce, in roles such as:

### Marketing and Sales Management

Developing marketing strategies, managing brands, digital marketing, customer relationship management, and market research.

### Finance, Banking, and Investment Services

Roles in financial analysis, corporate finance, investment banking, wealth management, insurance, fintech, and risk management.

### Human Resource Management

Talent acquisition, learning and development, performance management, employee engagement, and organizational development.

### Business Development and Strategy

Identifying new markets, forming strategic alliances, managing client relationships, and driving organizational growth.

### Operations and Supply Chain Management

Process optimization, logistics management, procurement, quality control, and production planning.

### Data Analytics, Business Intelligence, and Consulting

Applying data-driven insights, business analytics, and consulting frameworks to solve complex business challenges.



## Emerging and Specialized Career Paths

In addition to traditional roles, graduates can explore emerging and specialized management careers such as:

Digital Marketing and E-Commerce Management

International Business and Global Trade

Project Management and Operations Leadership

Financial Technology (FinTech) and Business Analytics

Healthcare and Hospital Management

Retail and Supply Chain Analytics

Sustainability and Corporate Social Responsibility

## Higher Education and Professional Growth

Students are also encouraged to pursue:

Doctoral and research programs

Professional certifications (CFA, PMP, SHRM, Six Sigma, Digital Marketing, etc.)

Careers in academics, training, and corporate learning & development

## Placement Highlights

OVER **90%**

Eligible students placed annually

**44 LPA**

Highest CTC

**6 LPA**

Average CTC offered

**100%**

Internship Assistance across all programmes

# Successful Career Paths, Student Placements and Achievements

## 44 LPA



MOHD. SHAHJAN - BBA 2026 | MOHD. AYAN - BBA 2026

## 27 LPA



BHARTI RATHI - MBA 2023

## 14 LPA



KHUSHI ARORA - MBA 2024 | AKASH TIWARI - MBA 2024

## 12 LPA



ISHRAJ  
BBA 2026

SAHIL SINGH  
MBA 2026

KRATIKA PANDEY  
BBA 2026

DEVESH DANGWAL  
MBA 2026

RITESH SINGH  
MBA 2026

ANUP SINGH  
MBA 2026

HEITHOIBA  
MBA 2026

## 8 LPA



MAHIMA SINGH  
MBA 2026

NAVED AHMED  
MBA 2026

ROHIT CHANDRA  
MBA 2026

VANSHIKA VERMA  
MBA 2026

ANURAG ADITYA  
BBA 2026

Industry collaboration with



# Top Recruiters



## Industry Experts teach as Professors of Practice



**Prof. Santosh Rangeekar**  
Ex- Head of the Department  
Indian Institute of Technology  
Roorkee, India



**Mr. Hardik Singh Saun**  
Assistant Manager  
KPMG



**Mr. Sanjeev Bajaj**  
General Manager  
National Institute of  
Securities Markets



**Dr. Rachit Agarwal**  
Entrepreneur Founder  
and CEO UR  
services & Advisable  
Digital ,SEBI smart, NISM



**Dr. Juhi Garg**  
Founder & CEO - DivIn  
Pro Assistant Professor  
UPES



**Lieutenant General Nagendra Singh**  
AVSM, YSM, Sm  
Commandant  
Indian Military



**Mr. Pankaj Gupta**  
President, Industries  
Association of  
Uttarakhand (IAU)



**CA Aashish Goyal**  
Founder & Chief Financial  
Advisor BTK  
Fintech Pvt. Ltd.

# From theory to thriving in the Real Business World

Management Bazar

Financial Workshops

Industrial Tours

Training Programs

Experts Talk

**DEV BHOOMI** -UTTARAKHAND- UNIVERSITY  
SCHOOL OF MANAGEMENT & COMMERCE

**AWARENESS PROGRAM ON SOCIAL INTERNSHIP OPPORTUNITIES** Under NEP 2020 by VALL India

27<sup>th</sup> FEBRUARY 2026 | 11:00 AM onwards  
Seminar Hall - SOMC

**Mr. Kumar Saurav**  
Lead Design and Operations  
Vall India

**DEV BHOOMI** -UTTARAKHAND- UNIVERSITY  
SCHOOL OF MANAGEMENT & COMMERCE | 21 years of Academic Excellence

**COMPETITION ON MANAGEMENT MAZE**

11<sup>th</sup> to 12<sup>th</sup> FEBRUARY 2026 | 10:30 AM onwards  
Seminar Hall - First Floor (Main Building)

**DEV BHOOMI** -UTTARAKHAND- UNIVERSITY  
SCHOOL OF MANAGEMENT & COMMERCE | 21 years of Academic Excellence

**WORKSHOP ON CRITICAL MINDS CREATIVE SOLUTIONS**  
A Design Thinking Experience

30<sup>th</sup> JANUARY 2026 | 11:30 AM - 02:30 PM  
Seminar Hall - First Floor (Main Building)

**Prof. Dr. J. Kanishka Jha**  
Associate Dean (Professor), DBU  
Chief Executive Officer of VALL India

**DEV BHOOMI** -UTTARAKHAND- UNIVERSITY  
SCHOOL OF MANAGEMENT & COMMERCE | 21 years of Academic Excellence

**MANAGEMENT BAZAAR**

15<sup>th</sup> OCTOBER 2025  
LIVE AT 10:00 AM - 04:00 PM

Event Coordinator: Ms. Swati Uniyal  
9809788908

**LIMITED TIME - UNLIMITED OFFERS**  
FOOD | ACCESSORIES | CLOTHES | SERVICES | DECORATION | GAMES

**DEV BHOOMI** -UTTARAKHAND- UNIVERSITY  
SCHOOL OF MANAGEMENT & COMMERCE | 21 years of Academic Excellence

**A Mentoring Session ON TURNING IDEAS INTO VALIDATED STARTUPS**

Organised by SOMC  
29<sup>th</sup> Aug | 11:00 AM  
Seminar Hall - SOMC

**Dr. Juhi Garg**  
Founder & CEO - Dile Pro  
Assistant Professor UPES

**DEV BHOOMI** -UTTARAKHAND- UNIVERSITY  
SCHOOL OF MANAGEMENT AND COMMERCE, DBU

**FROM IDEAS TO ACTION**  
The Student's Innovative Startup Challenge

27 February 2025 | 11:00 AM onwards  
Venue: Seminar Hall, SoMC, DBU  
Event Coordinator: Dr. Anurag Kushwaha 7906978908

Organizing Team Members: Mr. Sushant Saxena | Ms. Swati Uniyal



# Bringing Corporate to the Classroom@DBUU



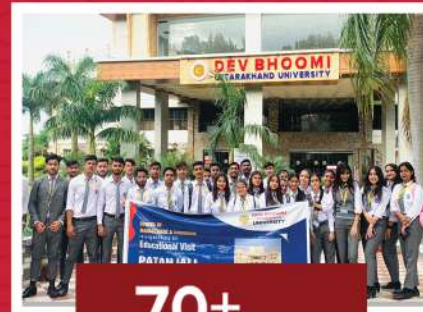
**120+**

Guest lectures by Industry experts



**110+**

Hands on workshops



**70+**

Educational visits



**55+**

Technical workshops on latest technologies



**50+**

Industry visits



**45+**

Social responsibility programs



**40+**

Industry collaborations



**40+**

Cultural events



**20+**

Start-up workshops



**20+**

Sports events



**04+**

Management events



**04+**

Annual events

# Annual Technical fest Navadhara



Navadhara is an annual technical fest organized by Dev Bhoomi Uttarakhand University, aimed at providing a platform for students to learn from prominent experts, showcase their technical skills, foster innovation, and promote collaboration among budding technologists. The event aims to bring together students from various schools, colleges and universities to participate in a series of competitions, workshops, and exhibitions centered around emerging technologies and engineering disciplines.



First Prize : Rs 1,50,000



Second Prize : Rs 1,00,000

Third Prize : Rs 50,000

## Students Technical Skills & Innovation



# Annual Cultural fest PINAK

**DEV NEGI**  
PINAK 2025

**SONU NIGAM**  
PINAK 2023

**JAVED ALI**  
PINAK 2022

**PRIYANAKA  
MEHAR**  
PINAK 2022

**SHANKAR  
MAHADEVAN**  
PINAK 2025

**STEBIN BEN    BISMIL**  
PINAK 2026

**SHREYA  
GHOSHAL**  
PINAK 2024



# Shaping Your Future with DBUU's **120+** PROGRAMMES

## ENGINEERING

- **B. Tech**
  - Computer Science & Engg.
  - AI & Machine Learning
  - Cyber Security & Forensics
  - Data Science\*
  - AI and Data Science\*
  - Civil I Mechanical I Aerospace
  - Electronics & Communication
  - Electrical Engineering
  - Electric Vehicle Technology\*
- **M. Tech**
  - Computer Science & Engg.
  - Structural I Geotechnical Engg.
  - Transportation Engg.
  - Digital Communication
  - Energy Tech. I Thermal I Production
  - Smart Grid

## COMPUTER APPLICATION

- **BCA / BCA with research**
  - Core
  - Cyber Security
  - Data Science\*
  - Full Stack Development\*
  - AI & Data Science\*
- **B.Sc IT (Information Technology)**
- **B.Sc CS (AI & Data Science) \***
- **MCA**
  - Core
  - AI & Data Science\*

## AGRICULTURE

- **B.Sc (Hons)**
  - Agriculture
  - Forestry
  - Natural Farming
  - Community Science
- **M.Sc**
  - Agronomy I Plant Pathology
  - Genetics & Plant Breeding
  - Horticulture (Vegetable Science)

## PHARMACY

- **D.Pharm**
- **B.Pharm**
- **Pharm.D**
- **M.Pharm**
  - Pharmaceutics
  - Pharmacology
- **M.Sc (Pharmaceutical Chemistry)**

## AYURVEDA & HOSPITAL

- **BAMS**

## ANIMATION, DESIGN & PLANNING

- **B. Design**
  - Graphic Design I Interior Design
  - Digital Product Design / UI & UX \*
  - Game Design & Animation\*
- **B.Sc Animation, VFX & Gaming**
- **M.Sc Animation & Multimedia**
- **M. Plan**
- **M. Design**
  - Interior Design
  - Digital Product Design / UI & UX \*

## DEV BHOO MI SCHOOL OF ARCHITECTURE

- **Diploma in Architecture**
- **B. Arch**

## JOURNALISM & LIBERAL ARTS

- **BA (Hons) / with research**
  - Journalism & Mass Comm. I English I Psychology
- **Bachelor of Fine Arts (BFA) | MFA**
- **Fashion Design**
  - Diploma | B. Design | B.Sc
- **MA**
  - Journalism & Mass Com. I English I Fashion Design & Merchandising

## HOTEL MANAGEMENT & TOURISM

- **Diploma**
  - Food Production
  - Bakery & Confectionery
  - Food & Beverage Service
- **BHM I MHM**
- **BBA**
  - Tourism & Event Management
- **B.Sc**
  - Hospitality & Hotel Management

## NURSING

- **GNM**
- **B.Sc Nursing**

## LAW

- **Three Years Degree Program**
  - LLB
- **Five Years Integrated Degree Program**
  - B.A. LLB (Hons.)
  - B.B.A. LLB (Hons.)
  - B.Com. LLB (Hons.)

## POLYTECHNIC (UBTER)

- **Diploma**
  - CSE I EE I CE
  - ME (Automobile / Production)

## MANAGEMENT & COMMERCE

- **BBA / BBA with research**
  - HR/IB/Marketing/Finance
  - Business Analytics\*
  - Digital Marketing\*
  - Fintech & Digital Banking\*
  - Aviation & Airport Management
  - AI and Data Science\*
- **B.Com / B.Com (Hons)**
- **MBA**
  - Core
    - HR / Marketing / Finance / International Business / Logistics & Supply Chain Management
  - Business Analytics\*
  - Digital Marketing\*
  - Agribusiness
  - AI and Data Science\*

## ALLIED SCIENCES

- **B.Sc (Hons) / with research**
  - Forensic Science
  - Food Technology
  - Biotechnology | Microbiology
  - Chemistry | Zoology
- **B. Tech - Biotechnology**
- **M.Sc**
  - Food Technology
  - Biotechnology
  - Microbiology
  - Forensic Science
  - Industrial Chemistry

## PARAMEDICAL SCIENCE

- **B.PT**
- **B.MRIT**
- **B.MLS**
- **B.AOTT**
- **B.Optom**
- **B.Sc**
  - Medical Microbiology
- **BHA**
- **MHA**
- **Master of Public Health (MPH)**

\* Industry Integrated



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Bijnor, Uttar Pradesh : +91-9897620060  
Jammu & Kashmir : +91-7006856004, +91-7251011101  
Himachal Pardesh : +91-9368408965  
South : +91-9010648377, +91-9390087742, +91-8465854944

 VIRTUAL TOUR



## CONNECT WITH US!



Dev Bhoomi Campus, Chakrata Road Navgaon  
Manduwala, Dehradun - 248007, Uttarakhand, INDIA