

DSMS
COLLEGE

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GATEWAY TO SUCCESS

PROSPECTUS



ABOUT DSMS

DSMS is one of the best management college in India and the topmost management college in Durgapur. With the reputation of being one of the leading institutes in India, DSMS started its journey way back in 1990. Its journey began with a humble and honest approach to rightfully impart skilled training in the field of hotel management.

DSMS is one of the premier institutes in Eastern India. Promoted by eminent educationists. It has earned its reputation through its outstandingly successful undergraduate programmes and its gargantuan alumni working successfully globally. DSMS is not merely an institute which steers the path to a prospective career, but also a place to nurture young talents and their potentials. DSMS creates personal to personnel and ultimately to professional. It helps in providing a journey of understanding, discovering and assimilating knowledge, and a journey those arms with extra edge to stay ahead in the professional arena. Proper learning environment, Practical Labs, Library, Extracurricular activities, good infrastructure, erudite faculty are the important components of career building. DSMS has been blessed in these regards. DSMS places its students on a well-equipped launching platform, from where they don't need to look back. Innovative teaching techniques, rich resources, proven instructional strategies and engaging programs to promote student learning are its key to success. DSMS ensures that its students develop strong self-esteem and develop a healthy and respectful tolerance for others. DSMS warmly welcomes all prospective candidates to join the courses for a successful and rewarding career path.

OUR VISION

DSMS is one of the premier teaching Institution in the field of management sciences. It adheres to Swami Vivekananda's assertion: **Education is the manifestation of the perfection already in man**. In its over thirty years of dominating presence as a leading player in the Educational sector; DSMS has strictly followed the ethics and values of present day society. To pursue its Vision DSMS believes in the philosophy of Together Towards Tomorrow.

- To impart quality education and innovation, to develop entrepreneurial & managerial competencies so that they can stride into the corporate world with confidence and can cater to the need of the society.
- To provide safe, secure, inclusive and accessible environment for learning by integrating technology and evaluation effectiveness for the sole purpose of student-success and excellence.

OUR MISSION

DSMS aims to achieve and endorse excellence in every aspect. Its motto is: **SA VIDYA YA VIMUKTAYE – Knowledge is one that liberates**. The purpose, the aim and drive of DSMS is to equip the students with the most excellent technological proficiency, so that they can function with clarity and efficiency in the modern world. DSMS strives to fulfil its Mission by:

- Imparting quality education and produce citizens who will contribute meaningfully to the growth and development of the country and excel in various disciplines of knowledge.
- Provide experiential & activity based learning with a focus on achieving excellence.
- Create environmental and social awareness through various socio-educational activities.

AFFILIATION

DSMS is affiliated to Kazi Nazrul University.Kazi Nazrul University (KNU), a nascent university in the district of Paschim Bardhaman of West Bengal, runs on its campus and also in its affiliated colleges, Diploma, Under Graduate, Post Graduate, M Phil and Ph.D. courses in the Faculty of Arts and fine Arts, Faculty of Science & Technology, Faculty of Law and Faculty of Commerce & Management. Within eight years of its existence, KNU has set a mark in academia by way of imparting knowledge, developing skills, promoting entrepreneurship among students. Various initiatives have already been taken to internationalize the University for connecting it globally with institutions of repute. The University has created Nazrul Centre for Social & Cultural Studies for the first time, keeping in mind the spirit and ideologies of Kazi Nazrul Islam. The University nurtures & disseminates the philosophy of inclusiveness and social justice preached by the greatest poet through literature, arts, cultural innovation and critical social inquiry.

FROM THE CHAIRMAN'S DESK



DSMS is a "**student-centric**" educational institution where every care is taken to groom the students "**multi dimensionally**". It is a place where our students will be given all the opportunities to unlock their potentials with utmost care and guidance. We provide an appealing and stimulating curriculum that is flexible and tailored to the needs of each and every student as we strive for high educational outcomes and personal bests for all of our students. We also ensure that our students possess high level of skills and competencies in their near future. DSMS indulges its students with activities, be academics or extra- curriculum. We want each of our students to be enriched with values of respect, cooperation, persistence and striving for excellence in all aspect of their lives. Thus we work with a dream, a dream of seeing our students as successful professionals and good citizens of the country.

With best wishes,

Anupam Mukherjee

FROM THE PRINCIPAL'S DESK



Welcome to DSMS College, Durgapur. DSMS has been established with an aim to educate the youth –the future stakeholders, by offering a comprehensive education. DSMS has always prioritized student's needs, inculcated human ethics and values among its students. It has developed a student-friendly environment where students learn with sheer enjoyment. Student-centric teaching-learning methods make the learning process effective; students participate in discussions with resource persons and also with fellow students, ignite their thoughts and feelings. A favourable infrastructure with facilities like library, labs, kitchen, and hostel makes it a proper place of learning. DSMS believes that every student is unique and special, thus their skills and potentials are nurtured with utmost care and diligence. We try to assist our students to become lifelong learners, as well as help them to be self-directed, realistic and responsible so that they not only learn to overcome their personal problems but also can serve the society as a social being. Afterall to become a successful professional, one should be a good human being first. I welcome you again to share our dream and see yourself taking off your career with a brilliant start that would be worthy enough for others.

With best wishes,

Siuli Mukherjee

DSMS COLLEGE

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- BACHELOR IN HOTEL MANAGEMENT
- BBA IN HOSPITAL MANAGEMENT
- BACHELOR IN TOURISM & TRAVEL MANAGEMENT
- BACHELOR IN BUSINESS ADMINISTRATION
- BACHELOR IN COMPUTER APPLICATION



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BBA IN HOSPITAL MANAGEMENT



DSMS College Durgapur, offers BBA in Hospital Management programme where the curriculum is designed to give students a clear view of issues related to the Non-Medical areas of the Hospitals. The Hospital management courses is one of the most popular course today. It grants a person the ability to regulate, systemise, organise and control medical services. It allows a student to become a hospital administrator or a hospital manager. The professionals of this sector are also responsible for managing the non-medical areas of the hospitals. A student learns to lead, innovate, and drive healthcare & forward with expertise and leadership abilities. During the course work, a student learns to oversee the working of a hospital, supervise all the non-medical aspects, and ensure healthcare regulations. The students learns public relations, health insurance, account handling, system management and identify the new trends in healthcare to bring them into operational activities. The best fact about this course is that student from any stream can pursue the course. DSMS is one of the top institutes in Durgapur, West Bengal for its plethora of excellent undergraduate and postgraduate programmes in Hospitality sectors.

Duration **3 years (6 semesters) – Full time**

Affiliation **Kazi Nazrul University, Asansol, W.B.**

Eligibility **Passed 10 + 2 with English as one of the main subject.**

Major Subjects

- Principles of Management
- Marketing Management
- Managerial Communication
- Organizational Behavior
- Healthcare Economics
- Health Management
- Fundamental of Healthcare Administration
- Hospital Planning
- Hospital Administration
- Strategic Management
- Finance Management
- English Language & Communication
- Environment Studies

GATEWAY TO SUCCESS

BACHELOR IN HOTEL MANAGEMENT (BHM)

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DSMS is one of the best Hotel Management College in West Bengal. It has a life time **corporate membership** with World Chef Choice Federation (WCCF). DSMS took place in the Headline of **CHEF CHOICE CULINARY NEWS** for one of the leading emerging sector in Hotels & Academic. The Hotel Management programme is the most coveted course. Hospitality sector is one of the most glamorous industries. It aims at developing students' knowledge and skills in the operational areas of Food Production, Food and Beverage Service, Front office operations and Housekeeping, Sales and Marketing, Financial Management, Human Resource Management, Hotel and Catering Laws, Property Management, and Entrepreneurship Development. Hotel management comes with a wide array of responsibilities. The students of Hotel management can be placed globally, covering a wider aspect i.e. from sea to sky, from airlines to any hospitality sector. The course teaches the students to adapt to new challenges and hone the skills in planning, execution, finance, and services. Apart from all these, hotel management nurtures teamwork, communication, and leadership skills and assists to develop a knack for attention to detail, so that they can easily survive in the realm of hospitality service. DSMS stands one of the leading institutions offering the course of Hotel Management.

Duration **4 years (8 semesters) – Full time**

Affiliation **Kazi Nazrul University, Asansol, W.B.**

Eligibility **Passed 10 + 2 or equivalent examination from a recognized board/council in any stream with English.**

Major Subjects

- Food Production
- Food and Beverage Service
- Accommodation and Front Office
- Personality Skills and Etiquette for Hospitality- Learning from Industry
- Hotel Accountancy
- English Language & Communication
- Environment Studies



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BACHELOR IN TOURISM & TRAVEL MANAGEMENT (BTTM)

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DSMS is one of the leading Institutes in Durgapur excelling in the field of education. It is among the leading institutes in West Bengal imparting the course in Travel & Tourism. The Institute is rendering their service for 30 year & became a symbol of world class education in Management studies in India. The BTTM programme offered by DSMS creates various professional opportunities. The tourism and travel sector comprises different industries and sub-industries. It includes hospitality based services. All these industries offer considerable employment opportunities all year round for students. As a tourism and travel graduate; student will obtain knowledge about structures, products, and operations. They learn about airlines, tour operations, hotels and tourist boards. Through a combination of academic and vocational study as well as study tours, students get to know about the relationship between the providers of tourism services and consumers and also get information concerning the issues relating to social responsibility and sustainability within the tourism sector.

Duration **4 years (8 semesters) – Full time**

Affiliation **Kazi Nazrul University, Asansol, W.B.**

Eligibility **Passed 10 + 2 or equivalent examination from a recognized board/council in any stream with English.**

Major Subjects

- Travel & Tourism Management
- Geography of Tourism
- Tourism Resources: Natural, Cultural, Religious, The Regional Cuisines
- Environment Studies
- Travel Agency & Tour Operations
- Tourism Organisations & Associations
- English Language & Communication
- Environment Studies



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BACHELOR IN BUSINESS ADMINISTRATION (BBA)

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A Bachelor of Business Administration (BBA) is counted among the most popular choices of undergraduate courses in India. For management aspirants, BBA is one of the best programmes in management, offered by DSMS College, Durgapur. The BBA programme at DSMS is designed to train students as per the industry requirements. A BBA programme would definitely help in acquiring professional skills at an early stage. Just after 12th, it introduces the students closer to the world of management and teaches them to grasp the knowledge of making business decisions like a true leader. Owing to the nature of a BBA degree, most students make their way directly to the HR, Finance, Marketing and strategic teams. This helps to gain good exposure to market trends and strategic decision making that will build stronger business acumen, with the ability to make splendid decisions. The course offered by DSMS aims at developing students' intellectual ability, executive personality and managerial skills through an appropriate blending of business and general education. This programme trains students in the fundamentals of management sciences. It provides an overall exposure to the managerial world thus creating perfect professionals out of them.

Duration **3 years (6 semesters) – Full time**

Affiliation **Kazi Nazrul University, Asansol, W.B.**

Eligibility **Passed 10 + 2 with English as one of the main subject.**

Major Subjects

- Quantitative Aptitudes
- International Business
- Business Law
- Sales and Distribution Management
- Industrial Relations
- Taxation
- Cost and Management Accounting
- Marketing of Services
- Human Resource Development
- Database Management System
- English Language & Communication
- Environment Studies



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BACHELOR IN COMPUTER APPLICATION (BCA)

Today's world demands techno savvy professionals. The BCA programme aims at developing student's ability to adapt technological changes and innovations in the discipline of computer sciences. It shapes the students career in the IT management and all other technological arenas. Correspondence frameworks and data innovation are the key segments of any industry of IT sector. Because of the development of data innovation industries, there is the colossal demand of BCA graduates in India as well as in abroad. The programme delivers hi-tech knowledge of different computer languages like PYTHON, JAVA, PHP, etc. with the basic conceptual knowledge of Computer Application. The BCA Course trains students to analyze, design, implement and evaluate computerized solutions to real life problems. Apart from the course curriculum, DSMS provide: a complete six Project work (One Project work per semester), 3 Projects from Industry with certification and 3Internal Projects guided by our faculty members, all the students must have to join NPTEL courses (Run by IITs), students are sent for internship (online/offline) to cope with the industry environment, Webinar/Workshops, assist them for Interviews by conducting Mock interviews and Reasoning/Aptitude classes on regular basis. It also enables the students in creating Web Portals, Web Designing & other allied, out of the syllabus courses etc. BCA from DSMS ensure a pathway towards being a techno-professional. DSMS, as one of the best colleges in Durgapur for BCA tries to maintain its reputation by disseminating knowledge to the students with utmost care & diligence.

Duration **3 years (6 semesters) – Full time**

Affiliation **Kazi Nazrul University, Asansol, W.B.**

Eligibility **Passed 10 + 2 with English and Mathematics / Statistics/ Computer Science.**

Major Subjects

- Computer Fundamentals
- Programming in PYTHON, JAVA,C, C + +
- Mathematics
- Digital Logic
- Data Structure
- Accounting & Costing
- SQL/PLSQL, VB Lab
- Introduction to Cyber Security
- English Language & Communication
- Environment Studies



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INTERNSHIP, TRAINING, PROJECT & PLACEMENTS

DSMS is reputed for its all round curriculum. It inculcates in its students the urge for the participation and organisation of all kinds of activities. The students are engaged in reputed organizations where they not only get hands on practical training but also develop a sense of professionalism. They learn professional ethics, code of conduct, and knowledge about work culture and become self dependant and self reliant. Some of the renowned organizations include:-

For Hotel Management & Travel & Tourism

- Hyatt Regency, Gurgaon
- The Fern Ahemdabad
- The Park Bangalore
- Counrtyard by Marriott, Bhopal
- Le Meridian, Gurgaon
- Holiday inn, Bangaluru
- The Peerless Inn, Kolkata
- Hyatt Regency Pune
- The Lalit Mumbai
- Taj Hotel Kolkata

For BBA

- Tractors India Pvt Ltd. (TIL)
- HUNDRED PLUS
- PANTALOONS
- TCS
- WIPRO
- Business Economics
- AIRTEL

For BCA

- Globsyn
- CMC
- INFOTEC
- Swadesh Softwares Pvt. Ltd.
- Sakshi Dealcom Private Limited

- Global IDs
- Next Step Talents Private Limited
- Emmettech Technologies Pvt. Ltd.
- Xomox Technology Pvt.Ltd.

For Hospital Management

- Assembly of God church Hospital – Kolkata
- Ruby hall – Pune
- Sterling – Ahmedabad
- SKS – Salem
- Mission Hospital – Durgapur
- IQ City Hospital – Durgapur
- Fortis Network Hospital
- Max Health Care

BEYOND CLASSROOM

SOCIAL ACTIVITIES:

As a part of society,DSMS believes in 'Service beyond self'. It encourages its students to perform social, cultural and environmental responsibilities toward the community. A glimpse of its philanthropic works is as follows:-

i. Felicitation of Solo Cyclist Mahesh Kumar who was received and felicitated at DSMS college campus along with Rotary Club of Durgapur Smart City.

ii. Career counselling session for the young minds has been organised by DSMS College.

iii. Programme ANUDAN conducted by DSMS where clothes were distributed to the underprivileged children of Karam Danga,Tribal Village,Gopalpur.

iv. Rotaract college of DSMS,Durgapur hosted an awareness campaign on oral health and cancer. The event was successful in the presence of doctors where proper diagnosis of the oral health of the students and staff was done.

v. Events like Tree Plantation; Plastic Bag free day, World population day, World food safety day, Blood donation camp etc is celebrated as a part of CSR activities.





CULTURAL ACTIVITIES:-

Today's education system is not just confined to academics, but also focuses on imparting skills to students like personality development, confidence building, communication skills, spoken English etiquettes, etc. Cultural activities come into play in instilling these skills in the students. Encouraging students to participate in cultural activities is the most effective way to inculcate personality-related skills. Activities organised by DSMS College are:-







i. T-Shirt painting was organised by DSMS, where more than 50 members from different age group participated.

ii. DSMS Creative Cooking Competition in association with The Peerless Inn, Durgapur took place on 19th March 2021.

iii. Cos Play Hosted by DSMS College a bon-fire evening amidst the chilly winter of December where students were encouraged to play parts according to their will.

iv. The Christmas spirit comes alive at DSMS by celebrating the annual cake mixing ceremony & Cocktail Workshop

v. College ke Tashan Baaz organised by Red FM 93.5 was held in Dsms College campus.

vi. Events like Saraswati Puja,Pre –Durgapuja celebration, Bengali New Year Celebration etc is celebrated with great Zest & Zeal with all its staff members & students.

YOGA & MEDITATION:-

Apart from CSR activities and Events, DSMS propagates and preaches the importance of Yoga & Meditation by conducting Yoga classes for both its Staff & Students. Compulsory One hour Yoga training to the students before starting their classes and at the end of the Working Hour for the employees is conducted every day to keep them fit & healthy.

FACILITIES:-

- **CLASS ROOMS**: - Well equipped & up to date classrooms make learning interesting for students.

- **LABS**: -

  Computer Lab

  The College has high-tech computer graphics studios with more advanced computers with LAN and internet services through wireless.



- **Lab for Hotel Management,**

  It also has a well equipped Kitchen, Bakery, Food production unit, Dining Hall, Front Office Desk etc for providing hands-on training to the students of Hotel Management.



- **LIBRARY**: - The DSMS has a well stock library which aims at providing access to its printed resources such as books and journals for the use of its students & staffs.

- **HOSTEL**: - DSMS has a good range of comfortable, spacious, well – ventilated, secure and reasonably priced accommodation.

- **CANTEEN**: -The canteen is situated within the Hostel & college Campus providing good quality food to the Students & Staffs.Eating together provide the opportunity to the students to build positive relationships with their peers, teachers, staff and with the community at large.



- **CLUBS** : Rotaract, Nature Club, Sports Club, Book Reading and Movie Watching. Extracurricular activities, Zumba dancing, Yoga, Spoken English, Professional grooming, Speaking before the camera, Gardening, Baking, and Cooking are also its integral part.



ALUMNI SPEAK:-

The pride of DSMS is its immensely successful alumni. The name and fame of DSMS has spread its wings because of its alumni who are working all over the world as perfect professionals.

DSMS COLLEGE



ALUMNI SPEAKS

Hello every one,
"It's an honor for me to talk about DSMS. DSMS made me what I am today. It also gave me a chance to build up my carrier in hotel industry and I feel lucky to work with top hotel brand like Oberoi. Thank you very much to the DSMS family."

ANANDA SANKAR CHATTERJEE
Owner of Twilight baker
2010 Pass out (Hotel Management)

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ALUMNI SPEAKS

Hi,
"It was a wonderful journey with DSMS . DSMS has taught me the professionalism, and has helped me to reach my goal . A big thank you to the management, teaching and non- teaching staff of DSMS for giving me an outstanding support throughout my journey."

RUPA CHOUDHURI
General Manager Export (Public Ltd. Co.)
2011 Pass out (Hospital Management)

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ALUMNI SPEAKS

"DSMS has given me the platform to get the success in my professional life by providing facilities, career opportunities. Hostel life is fun. Its a great feeling to be a part of DSMS."

SAYAN CHATTERJEE
Assistant System Engineer, TCS
2018 DSMS passout in BCA

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ALUMNI SPEAKS

If there is one college I would like to go to again, that would only be DSMS. The professors were amazing and their way of teaching was really unique and funny, which made education really fun.
It was an amazing experience when it comes to academics, from an average student to becoming one of the top-performing students! It was quite a journey for me. The materials provided were really detailed and also the library was just awesome!
I got the opportunity to enter into professional life only because of my college. I got placed in an MNC hospital & there were multiple opportunities and many of my friends got placed with decent pay which a teenager wouldn't expect at an age of 21.

KRISHNENDU ROY
Cluster Head
Care Health Insurance
(formerly known Religare Health Insurance)
Passed out 2016 (BACHELOR IN HOSPITAL MANAGEMENT)

DSMS COLLEGE

ALUMNI SPEAKS



It has helped me to think **BIG** in my life..

VIVEK KUMAR
Managing Director
Dhanvantari Medicine & Equipments Pvt Ltd
Passed out 2004
(Diploma in Hotel Management)

DSMS COLLEGE

ALUMNI SPEAKS



" I got into DSMS, Durgapur to study Bachelor in Hospital Management in the year of 2008. This college does allow to attend campus recruitment from second year of our degree and then on job training will be continued. I had the best days of my life in DSMS. The faculties and staff are just like family. I am placed in Peerless Hospital in Public relation office. From last 10 years and I still carry the same pride of being DSMS alumni."

MS. DEVI MUKHERJEE
SENIOR EXECUTIVE (PRO)
PEERLESS HOSPITAL, KOLKATA



★★★★☆

DSMS Experience: 4/5

DSMS COLLEGE

"It was a great privilege and experience to study in DSMS which helped to manage and shape my carrier and be here in this position today that I could have never dreamt off ... Thank you DSMS for everything."

KANTESH CHOWDHURY
Head Chef, Taza Indian Restaurant, Dundee, Scotland
2001 DSMS passout, Bachelors in Hotel Management

Celebrating 30 YEARS of Success



★★★★½

DSMS Experience: 4.5/5

DSMS COLLEGE

"It was a great learning experience for me. I got the platform where I can explore myself and grow as a human being. I got great support and mentorship from my teachers. It was really an awesome 3 years that I spent at DSMS."

VIDYA SAGAR TIWARI
Manager, Sales & Business Development,
Hidden Brains Infotech Pvt. Ltd.
2009 DSMS College passout, BBA (Honours)

Celebrating 30 YEARS of Success

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Events @DSMS







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Right to Write

Let's script our Nation's future with Knowledge & Innovation

HAPPY REPUBLIC DAY













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