



**Darshan**  
UNIVERSITY

DARSHAN INSTITUTE OF  
**MANAGEMENT**



**BBA (Hons.) DM | BBA | B.Com. (Hons.) | B.Com. | MBA**

A **Commerce & Management** programs that focuses on  
preparing leaders proficient in **Management Fundamentals**

# Darshan Institute of Management

Management in the true sense is learned through application and experience. We at the Darshan Institute of Management believe in the merit of contemporary management education and imbibe it in our teaching-learning andragogy. We equip and empower our students through relevant knowledge, analytical, interpersonal, managerial, and communication skills. The Darshan Institute of Management focuses on developing practical skills among students through industrial visits, workshops, trainings, guest sessions, and live projects. Apart from imparting program-specific skills, the Darshan Institute of Management focuses on nurturing human values and character building.

## Vision



To develop business leaders equipped with management and analytical skills, capable of making superior business decisions.

## Mission



- ★ To transform management education with innovation in teaching and learning practices.
- ★ To provide an environment that supports continuous learning & promotes entrepreneurial and intrapreneurship potential among students.
- ★ To collaborate with industries that create sustainable opportunities for students.

## Programs Offered

Scan QR codes for more details

### BBA (Hons.) DM



### BBA



### B.Com. (Hons.)



### B.Com.



### MBA



## Academics @ DIM (Your Academic Journey Begins Here)

- ✓ Exposure to the real business world through industrial visits.
- ✓ Highly qualified, well experienced, industry-linked and dedicated faculties.
- ✓ A strong theoretical foundation for crystal clear fundamentals.
- ✓ Inter-disciplinary, management and soft skill courses for holistic learning.
- ✓ Extensive student–corporate interaction through internships and projects.
- ✓ A strong emphasis on applying knowledge to real-world business problems.
- ✓ In depth knowledge of commerce and management related subjects.
- ✓ Provide professional education and training related to management discipline.

## Skill Development Activities



MS – Office



Expert Talks



Industrial Visits



Research Projects



Case Studies



International Exposure



Competitive Exams Preparation



Soft Skill Development



Miracle Accounting Software



Abhivyakti (Presentation Competition)



NISM Module Training



TallyPrime



Industry Mentorship



Group Discussion



Mock Interview

## Team of Faculty Members



### Dr. Alpesh Gajera

Dean, Darshan Institute of Management

Ph.D., MBA, BBA

14+ Years Experience

alpesh.gajera@darshan.ac.in

Dr. Alpesh Gajera has 14 years of teaching and research experience. He has completed his Ph.D. in 2016 from Gujarat Technological University. He has published 22 research papers in various reputed international journals and also worked as keynote speaker, session chair & resource person in various conferences, workshops and FDP. He has vast expertise in handling various academic and administrative activities.



### Dr. Rhuta Mehta

Associate Professor

Ph.D., MBA

25+ Years Experience

rhuta.mehta@darshan.ac.in

Marketing



### Dr. Navjyot Raval

Associate Professor

Ph.D., MBA, M.Com.

13+ Years Experience

navjyot.raval@darshan.ac.in

Finance



### Dr. Dhaval Vyas

Assistant Professor

Ph.D., MBA, M.Com.

7+ Years Experience

dhaval.vyas@darshan.ac.in

Finance & Marketing



### Dr. Ram Bharada

Assistant Professor

Ph.D., M.Com.

6+ Years Experience

ram.bharada@darshan.ac.in

Accounting & Taxation



### Dr. Viral Chavda

Assistant Professor

Ph.D., M.Com.

6+ Years Experience

viral.chavda@darshan.ac.in

Accounting & Taxation



### Prof. Bhavin Joshi

Assistant Professor

Ph.D. (Pursuing), PGDBM

15+ Years Experience

bhavin.joshi@darshan.ac.in

HRM



### Prof. Bindiya Chauhan

Assistant Professor

MBA

14+ Years Experience

bindiya.chauhan@darshan.ac.in

HRM



### Prof. Viral Raval

Assistant Professor

Ph.D. (Pursuing), M.Phil., MBA

13+ Years Experience

viral.raval@darshan.ac.in

HRM



**Prof. Javed Nathani**

Assistant Professor

- Ph.D. (Pursuing), MBA
- 12+ Years Experience
- javed.nathani@darshan.ac.in
- Marketing, Banking & Insurance

**Prof. Dipam Raval**

Assistant Professor

- Ph.D. (Pursuing), MBA, M.Com.
- 12+ Years Experience
- dipam.raval@darshan.ac.in
- HRM & Marketing

**Prof. Rutu Padhiyar**

Assistant Professor

- Ph.D. (Pursuing), MBA, M.Com.
- 11+ Years Experience
- rutu.padhiyar@darshan.ac.in
- Finance & Marketing

**Prof. Kaushal Purohit**

Assistant Professor

- MBA
- 11+ Years Experience
- kaushal.purohit@darshan.ac.in
- Finance & Marketing

**Prof. Prashant Kachhela**

Assistant Professor

- Ph.D. (Pursuing), PGDM
- 10+ Years Experience
- prashant.kachhela@darshan.ac.in
- Marketing and Finance

**Prof. Krishna Thakkar**

Assistant Professor

- PGDM
- 9+ Years Experience
- krishna.thakkar@darshan.ac.in
- Marketing

**Prof. Bhargav Kuriya**

Assistant Professor

- M.Phil., M.Com.
- 9+ Years Experience
- bhargav.kuriya@darshan.ac.in
- Commerce

**Prof. Hina Chandarana**

Assistant Professor

- MBA
- 8+ Years Experience
- hina.chandarana@darshan.ac.in
- HRM

**Prof. Kinjal Thaker**

Assistant Professor

- Ph.D. (Pursuing), MBA, LLB
- 6+ Years Experience
- kinjal.thaker@darshan.ac.in
- HRM

**Prof. Dharmik Vegad**

Assistant Professor

- MBA
- 5+ Years Experience
- dharmik.vegad@darshan.ac.in
- Finance

**Prof. Dhaval Radadiya**

Assistant Professor

- MBA
- 5+ Years Experience
- dhaval.radadiya@darshan.ac.in
- Finance

**CA. Dhaval Simejiya**

Assistant Professor

- Ph.D. (Pursuing), CA
- 5+ Years Experience
- dhaval.simejiya@darshan.ac.in
- Accounting & Taxation



**Prof. Riddhi Adthakar**

Assistant Professor

- Ph.D. (Pursuing), MBA
- 3+ Years Experience
- riddhi.adthakar@darshan.ac.in
- Finance

**Prof. Payal Siddhpura**

Assistant Professor

- Ph.D. (Pursuing), M.Com.
- 1+ Year Experience
- payal.siddhpura@darshan.ac.in
- Accounting

**Prof. Kishan Jani**

Assistant Professor

- Ph.D. (Pursuing), M. Com.
- 1+ Year Experience
- kishan.jani@darshan.ac.in
- Accounting

**Prof. Smit Vachhani**

Assistant Professor

- MBA
- 1+ Year Experience
- smit.vachhani@darshan.ac.in
- Marketing

**Prof. Dhruvi Sanandiya**

Assistant Professor

- MBA
- 1+ Year Experience
- dhruvi.sanandiya@darshan.ac.in
- Finance

**Prof. Zenab Trivedi**

Assistant Professor

- MBA
- 1+ Year Experience
- zenab.trivedi@darshan.ac.in
- Marketing

## Key Highlights of the Department

### Accounting & Tax Consultancy Cell

- ✓ Book Keeping Services
- ✓ Accounting Services
- ✓ GST Consultancy and Return Filling
- ✓ Finance Consultancy
- ✓ Tax Consultancy and Return Filling

Darshan Institute of Management  
is one of the

**Top 10 Emerging Business Schools**  
in India as per IIRF Ranking - 2024



### Authorised Training Center of



### Memorandum of Understanding with



The Institute of Chartered  
Accountants of India (ICAI)



National Institute of  
Securities Markets

The BBA (Honors) in Digital Marketing (DM) is a specialized 4-years undergraduate program designed to equip students with a comprehensive understanding of business administration coupled with a strong focus on digital and social media marketing strategies.

## Key Points



AI  
Tools



Content Creation  
Training



SPSS and  
Power BI



Tools and  
Technology



Analytics  
Training



Internship  
Programs

## Syllabus

### Semester-1

- Business Economics
- Financial Accounting
- Business Organization & Management
- Quantitative Analysis for Business
- English
- Indian Constitution
- Induction Program

### Semester-2

- Management Information Systems
- Marketing Management
- Organizational Behaviour & HRM
- **Fundamentals of Website Design**
- Professional Communication - I
- Computer Essentials
- Environmental Studies

### Semester-3

- Business Environment
- **E-Commerce**
- Financial Management
- **Fundamentals of Digital Marketing**
- **Fundamentals of SQL and Database Management**
- Professional Communication - II
- Indian Knowledge System

### Semester-4

- Cost & Management Accounting
- **Service Marketing**
- Entrepreneurship
- **Content Development & Marketing**
- **Search Engine Marketing and Optimization★**
- General Elective - I
- Career Orientation - I

### Semester-5

- **Advertising Management**
- **Marketing Research**
- Taxation
- **Social Media Marketing**
- **Introduction to Python Language★**
- General Elective - II
- Life Management & Human Values
- Career Orientation - II

### Semester-6

- Business Ethics and Corporate Governance
- **Consumer Behaviour**
- **Business and Cyber Laws**
- Strategic Management
- **Business Analytics**
- **Digital Transformation and Emerging Technologies**

### Semester-7

- International Marketing
- **Product and Brand Management**
- **Customer Relationship Management**
- **AI Tools for Digital Marketing★**
- **Data Visualisation**
- Research Project

### Semester-8

- Internship Project
  - ✓ Practical Exposure
  - ✓ Placements Assistance
  - ✓ Builds Confidence
  - ✓ Creates a Strong Resume
  - ✓ Develops Industrial Network

# Bachelor of Business Administration (BBA)

As per NEP-2020

The Bachelor of Business Administration (BBA) is a 3-years undergraduate industry-oriented program. BBA program typically provide a comprehensive understanding of various aspects of business, including Management, Finance, Marketing, Human Resource Management, and much more.

## Key Points



Expert  
Talks



MS-Office  
Training



Industrial  
Visits



Abhivyakti  
(Presentation  
Competition)



Research  
Projects



Case  
Studies



Internship  
Programs

## Syllabus

### Semester-1

- Business Economics
- Financial Accounting
- Business Organization & Management
- Business Mathematics
- English
- Indian Constitution
- Induction Program

### Semester-2

- Business Laws
- Marketing Management
- Organizational Behaviour
- Business Statistics
- Professional Communication - I
- Computer Essentials
- Environmental Studies

### Semester-3

- Business Environment
- E- Commerce
- Entrepreneurship
- Financial Management
- Human Resource Management
- Professional Communication - II
- Accounting with Miracle Software★
- Indian Knowledge System

### Semester-4

- Cost & Management Accounting
- Supply Chain Management
- Taxation
- Discipline Specific Elective - I
- General Elective - I
- Accounting with TallyPrime Software★
- Career Orientation - I

### Semester-5

- Banking & Insurance
- Operations Management
- Research Methodology
- Strategic Management
- Discipline Specific Elective - II
- General Elective - II
- Life Management & Human Values
- Career Orientation - II

### Semester-6

- Capstone Project / Internship

### General Elective

- Comp. Programming
- Elect. Fundamentals
- Mech. Fundamentals
- Human Psychology
- Reasoning & Aptitude
- Financial Planning

### Specializations

- Marketing Management
- Financial Management
- International Business
- Human Resource Management

★ Additional certificate will be awarded



# B.Com. (Honors) (With CA Preparation)

As per NEP-2020

The Bachelor of Commerce (Honors) is a 4-years program that offers a comprehensive and specialized education in Chartered Accountants (CA). It provides an opportunity for students to delve deeper into areas such as Accounting, Finance, and Taxation.

***This program is ideal for the students who want to become Chartered Accountant.***

## Key Points



Syllabus is aligned with the CA curriculum



Complete guidance for CA Articleship by the University.



Complete guidance by CA experienced faculties till the final examination.

## Syllabus

### Semester-1

#### CA Foundation

- Principles and Practice of Accounting
- Business Laws
- Quantitative Aptitude
- Business Economics
- English
- Induction Program

### Semester-2

#### CA Intermediate

- Advanced Accounting
- Corporate & Other Laws
- Professional Communication - I
- Computer Essentials
- Indian Constitution
- Accounting with Miracle Software★

### Semester-3

#### CA Intermediate

- Income Tax Laws
- Basics of Goods & Service Tax
- Cost & Management Accounting
- Professional Communication - II
- Indian Knowledge System

### Semester-4

#### CA Intermediate

- Auditing and Ethics
- Financial Management
- Strategic Management
- Accounting with TallyPrime Software★

### Semester-5

#### CA Final

- Financial Reporting - I
- Advanced Financial Management - I
- Advanced Auditing, Assurance & Professional Ethics - I
- Life Management & Human Values
- Strategic Cost & Performance Management
- Corporate & Economic Laws

### Semester-6

#### CA Final

- Financial Reporting - II
- Advanced Financial Management - II
- Advanced Auditing, Assurance & Professional Ethics - II
- Entrepreneurship & Start-up Eco System
- The Constitution of India & Art of Advocacy
- Professional Elective - I

### Semester-7

#### CA Final

- Direct Tax Laws & International Taxation - I
- Goods & Service Tax - I
- Integrated Business Solutions - I
- Articleship/Internship - I
- Career Orientation - I

### Semester-8

#### CA Final

- Direct Tax Laws & International Taxation - II
- Goods & Service Tax - II
- Integrated Business Solutions - II
- Articleship/Internship - II
- Career Orientation - II

★ Additional certificate will be awarded

# Bachelor of Commerce (B.Com.)

As per NEP-2020

The B.Com. is a 3-years full-time undergraduate program in commerce, designed to prepare students with in-depth knowledge and skills in financial accounting, cost accounting, corporate accounting, and taxation. The primary goal of this commerce program is to produce graduates equipped with the knowledge and skills required to meet the challenges of modern-day businesses.

## Key Points



Accounting Software  
Training



Analytical  
Skills



Industrial  
Visits



Abhivyakti  
(Presentation  
Competition)



English Proficiency  
Training

## Syllabus

### Semester-1

- Business Economics
- Business Organization & Management
- Principles and Practice of Accounting
- Business Mathematics
- English
- Indian Constitution
- Induction Program

### Semester-2

- Marketing Management
- Advanced Accounting
- Business Laws - I
- Business Statistics
- Professional Communication - I
- Computer Essentials
- Environmental Studies

### Semester-3

- E- Commerce
- Entrepreneurship
- Financial Management
- Business Laws - II
- Taxation - I
- Professional Communication - II
- Accounting with Miracle Software★
- Indian Knowledge System

### Semester-4

- Cost & Management Accounting
- Business Laws - III
- Capital Markets
- Taxation - II
- General Elective - I
- Accounting with TallyPrime Software★
- Career Orientation - I

### Semester-5

- Banking & Insurance
- Research Methodology
- Strategic Management
- Auditing
- Corporate Accounting
- General Elective - II
- Life Management & Human Values
- Career Orientation - II

### Semester-6

- Capstone Project / Internship

### General Elective

- Comp. Programming
- Elect. Fundamentals
- Mech. Fundamentals
- Human Psychology
- Reasoning & Aptitude
- Financial Planning

★ Additional certificate will be awarded

# Master of Business Administration (MBA)

The MBA program equips future leaders with a comprehensive understanding of business management through a rigorous 2-years curriculum. Delivered via a trimester system consisting of 6 terms, the program emphasizes developing critical thinking and an inquisitive mindset. Students engage with professional electives, gaining specialized insights into various aspects of the contemporary global scenario.

## Key Points



Expert Talks



Sankalp  
(SIP Competition)



Industrial Visits



English Proficiency Training



Case Studies



Internship Programs

## Syllabus

### Trimester-1

- Financial Accounting and Reporting
- Managerial Economics
- Organizational Behaviour
- Business Case Analysis - I
- Business English Skills
- Office Automation Tools

### Trimester-2

- Cost and Management Accounting
- Human Resource Management
- Management Information Systems
- Marketing Management
- Business Case Analysis - II
- Communication for Managers
- Career Orientation - I

### Trimester-3

- Business Laws
- Business Research Methods
- Corporate Finance
- Operations Management
- Data Analytics for Managers★
- Career Orientation - II

### Trimester-4

- Summer Internship Project
  - ✓ 2 months of training
  - ✓ Practical Exposure
  - ✓ Pre-Placement Assistance
  - ✓ Builds Confidence
  - ✓ Creates a strong resume
  - ✓ Develops Industrial network

### Trimester-5

- Strategic Management
- Specialization - I
- Specialization - II
- Specialization - III
- Professional Elective - I
- Professional Elective - II
- Career Orientation - III

### Trimester-6

- Business Ethics and Corporate Governance
- Specialization - IV
- Specialization - V
- Professional Elective - III

### Specializations

- Marketing Management
- Financial Management
- Information Technology
- Entrepreneurship & Family Business
- Production & Operation Management
- International Business
- Business Analytics
- Human Resource Management

★ Additional certificate will be awarded



## Our Placements



### Jignesh Yadav

MBA (Batch: 2021-23)

**Company Name:**

Home First Finance Company

**Job Role:**

Relationship Manager



### Nehal Makwana

MBA (Batch: 2021-23)

**Company Name:**

Kotak Securities (Erigo India)

**Job Role:**

Operation Executive



### Ayushi Kansara

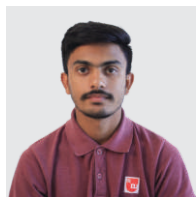
MBA (Batch: 2021-23)

**Company Name:**

Axis Bank

**Job Role:**

Senior Relationship Manager



### Aniruddhsinh Parmar

MBA (Batch: 2021-23)

**Company Name:**

Bandhan Bank

**Job Role:**

Loan Sanction Officer



### Dhruvi Sanandiya

MBA (Batch: 2021-23)

**Company Name:**

Darshan University

**Job Role:**

Assistant Professor



### Kuldeep Trivedi

MBA (Batch: 2022-24)

**Company Name:**

My Pay Store Pvt. Ltd

**Job Role:**

Marketing Executive



### Bhoomi Sinojiya

MBA (Batch: 2022-24)

**Company Name:**

Emipro

**Job Role:**

Business Development Executive



### Bhavin Bhalgamdiya

MBA (Batch: 2022-23)

**Company Name:**

KICH Architectural Products Pvt Ltd

**Job Role:**

Executive - Lead Generation



### Dharmishtha Dabhi

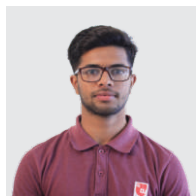
MBA (Batch: 2021-23)

**Company Name:**

HDFC Bank

**Job Role:**

Sales Officer



### Umang Meva

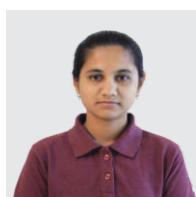
MBA (Batch: 2021-23)

**Company Name:**

Bhavani Industries India LLP

**Job Role:**

HR Executive



### Jimisha Seth

MBA (Batch: 2021-23)

**Company Name:**

Jai Ganesh Toyota

**Job Role:**

HR Executive



### Kiran Vaghela

MBA (Batch: 2021-23)

**Company Name:**

Essence Buildware Pvt. Ltd.

**Job Role:**

Business Development Executive



### Sneha Chottala

MBA (Batch: 2021-23)

**Company Name:**

Gangotri International School

**Job Role:**

Teacher



### Jaydeep Bagda

MBA (Batch: 2022-24)

**Company Name:**

Home First Finance Company

**Job Role:**

Relationship Manager



### Yash Joshi

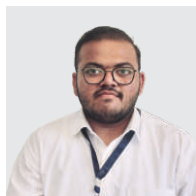
MBA (Batch: 2022-24)

**Company Name:**

Home First Finance Company

**Job Role:**

Relationship Manager



### Yash Chauhan

BBA (Batch: 2021-24)

**Company Name:**

Marwadi University

**Job Role:**

Executive

*and many more...*

## Skill Enhancement Activities (Learning Beyond the Books)



Amul Factory Visit



Big Bull Event



Expert Session



Best Manager Competition



Adani Mundra Port Visit



Youth Day Celebration



Abhivyaakti Competition



Session by International Speakers



Seminar on Wellness



Sankalp SIP Competition



Days Celebration



Adventure Camp



**Darshan**  
UNIVERSITY

योग: कर्मसु कौशलम्

### University Campus

- 📍 Rajkot-Morbi Highway, Rajkot – 363650
- ☎ 9727747310 / 11
- 🌐 [www.darshan.ac.in](http://www.darshan.ac.in)

### Counseling Centre

- 📍 401, Lotus Arcade, 8 - Royal Park, Between KKV Circle & Indira Circle
- 150 Ft. Ring Road, Rajkot - 360005.
- ☎ 7096979973, 9638595263