



Darshan
UNIVERSITY

DARSHAN INSTITUTE OF
MANAGEMENT



MBA | BBA (E&FB) | BBA (DM) | BBA | B.Com.

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 analytical, interpersonal, and managerial skills, along with industry-relevant knowledge. 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, Darshan Institute of Management focuses on nurturing human values and character building.

Vision



To develop innovative, ethical, and socially responsible business leaders equipped with managerial, analytical, and entrepreneurial skills, capable of making effective and sustainable decisions in dynamic business environments.

Mission



- ★ To provide quality management education through innovative teaching-learning practices, experiential learning, and skill development that enhance employability.
- ★ To foster continuous learning, ethical behavior, entrepreneurship, intrapreneurship, and holistic development of students.
- ★ To build strong collaboration with industries, professional bodies, and academic partners for research, knowledge exchange, and sustainable career growth.

Programs Offered

Scan QR codes for more details

MBA	BBA (E&FB)	BBA (DM)	BBA	B.Com.

Academics @ DIM

- ✓ Exposure to the real business world through industrial visits.
- ✓ Highly qualified, well experienced, industry-linked and dedicated faculties.
- ✓ A strong conceptual 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.
- ✓ Provide professional education and training related to management discipline.

Skill Development Activities

MS – Office	AI & Digital Tools Training	NISM Module Training
Soft Skills	Industry Mentorship	TallyPrime
Industrial Visits	Competitive Exams Preparation	Industry Expert Talk
Problem Solving	Miracle Accounting Software	Group Discussion
Research Projects	Abhivyakti (Presentation Competition)	NPTEL Courses

Key Achievements of the Department

Darshan Institute of Management
has been recognised as one of the
Top 10 Emerging Business Schools
in India as per IIRF Ranking - 2024



MoUs



The Institute of Chartered Accountants of India (ICAI)



Business Standard



Keravit



SYNNOVA

Authorised Training Center



TallyPrime

Certified Faculties: 7
Enrolled students : **800+**



Certified Faculties: 5
Enrolled students : **750+**



Certified Faculties: 2
Enrolled students : **30+**

Clubs



Entrepreneurship Club



Marketing Mavericks Club



Finance Club



Human Resource Club



Bookworm Club



Swami Vivekananda Youth Club

Team of Faculty Members



Dr. Alpesh Gajera

Dean, Darshan Institute of Management
Ph.D., MBA
16+ Years Experience
alpesh.gajera@darshan.ac.in

Dr. Alpesh Gajera has 16 years of teaching and research experience, with 24 research papers published in reputed journals. He earned his Ph.D. in 2016 from Gujarat Technological University, focusing on the financial performance of the Indian banking industry. He has cleared UGC - NET and GSET in Management. He is actively engaged in academic administration and has served as a keynote speaker, session chair, and resource person in various conferences, workshops, and FDPs. He is also serving as an Independent Director at Riddhi Display Equipments Ltd.



Dr. Rhuta Mehta

Associate Professor

- Ph.D., MBA, M.Tech.
- 27+ Years Experience
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- Marketing



Dr. Amar Gandhi

Assistant Professor

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- 24+ Years Experience
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- Marketing



Dr. Navjyot Raval

Associate Professor

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- Finance



Dr. Uma Sharma

Associate Professor

- Ph.D., MBA, MA
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- HRM



Dr. Dipam Raval

Assistant Professor

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- 14+ Years Experience
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- HRM & Marketing



Dr. Dhaval Vyas

Assistant Professor

- Ph.D., MBA, M.Com.
- 9+ Years Experience
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- Finance & Marketing

Team of Faculty Members



Dr. Vatsal Raval
Assistant Professor

- Ph.D., M.Com.
- 4+ Year Experience
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- Finance



Prof. Chintan Sanghvi
Assistant Professor

- Ph.D. (Pursuing), M.Com.
- 18+ Years Experience
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- HRM & Law



Prof. Bindiya Chauhan
Assistant Professor

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- HRM



Prof. Javed Nathani
Assistant Professor

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- Marketing



CA Khushboo Ganatra
Assistant Professor

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- Accounting & Taxation



Prof. Rutu Padhiyar
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Assistant Professor

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- Marketing



Prof. Bhargav Kuriya
Assistant Professor

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- Economics



Prof. Hina Chandarana
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- HRM



Prof. Kinjal Thaker
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- HRM & Law



Prof. Dharmik Vegad
Assistant Professor

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- Finance



Prof. Dhaval Radadiya
Assistant Professor

- MBA
- 7+ Years Experience
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- Finance

Team of Faculty Members



CA. Dhaval Simejiya

Assistant Professor

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- 7+ Years Experience
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- Accounting & Taxation



Prof. Riddhi Adthakkar

Assistant Professor

- Ph.D. (Pursuing), MBA
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Prof. Payal Siddhpura

Assistant Professor

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- Accounting



Prof. Kishan Jani

Assistant Professor

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- Accounting



Prof. Smit Vachhani

Assistant Professor

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Prof. Zenab Trivedi

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Prof. Harsh Dave

Assistant Professor

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- Finance



Prof. Prashant Parmar

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- Marketing



Prof. Dhaval Vala

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- Accounting



Prof. Jaydeep Dabhi

Assistant Professor

- Ph.D. (Pursuing), M.Com.
- 1+ Year Experience
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- Accounting

30+

Highly Qualified
Faculties

10+

Years of Average
Experience

08

Ph.D. Qualified
Faculties

1:25

Staff Student
Ratio

Master of Business Administration (MBA)

The MBA program equips future leaders with a comprehensive understanding of business management through a rigorous 2-year curriculum. Delivered via a **trimester system** consisting of 6 terms, the program emphasizes on the development of 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 Study Based Learning



Internship Programs

Syllabus

Trimester-1

- Financial Accounting & Reporting
- Managerial Economics
- Organizational Behaviour
- Public Speaking
- Office Automation Tools
- Aptitude

Trimester-2

- Human Resource Management
- Management Information System
- Business Statistics
- Business Communications
- Business Case Analysis - I
- Career Orientation - I

Trimester-3

- Marketing Management
- Business Research Methods
- Corporate Finance
- Data Analytics for Managers★
- Business Case Analysis - II
- Career Orientation - II

Trimester-4

- Summer Internship Project
 - ✓ 2 Months of Training
 - ✓ Practical Exposure
 - ✓ Pre-Placement Assistance
 - ✓ Creates a Strong Resume
 - ✓ Develop Industrial Networks

Trimester-5

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

Trimester-6

- Banking & Insurance
- Professional Elective - II
- Specialization Subject - IV
- Specialization Subject - V
- MOOCs

Specializations

- Marketing Management
- Financial Management
- Human Resource Management

Professional Electives

- E-Commerce
- Digital & Social Media Marketing
- Contemporary Marketing Practices
- Direct & Indirect Taxation
- Strategic HRM
- HR Analytics and Digital Transformation
- Personal Financial Planning

★ Additional certificate will be awarded

BBA (Entrepreneurship & Family Business)

The BBA (E&FB) is a 3-year full-time, industry-oriented undergraduate program designed to develop entrepreneurial thinking and strong managerial skills. It prepares students to start and scale new ventures as well as successfully manage and grow family businesses. Integrating core management knowledge with practical exposure through projects and internships, the program builds leadership, innovation, strategic decision-making abilities and empowering students to become confident business creators and next-generation enterprise leaders.

Key Points



Next-Gen
Business
Leadership



Family
Business
Governance



Innovation
& Design
Thinking



Digital
Growth
Strategy



Financial
Planning
for Ventures



Startup
Strategy



Case Study
Based Learning

Syllabus

Semester-1

General Management

- Foundational English
- Business Economics
- Entrepreneurial Mindset & Methods
- Financial Accounting
- Office Automation Tools
- Indian Constitution

Semester-2

Business Fundamentals

- Marketing for Entrepreneurs
- Human Resource Management
- Startup India Learning Program
- Management Information System
- Indian Knowledge System
- Professional Communication - I
- **Company Study Report**

Semester-3

Marketing Domain

- Sales & Distribution Management
- Product & Brand Management
- Business Market Models
- Digital & Social Media Marketing
- Professional Communication - II
- **Marketing Management Study Report**

Semester-4

Account & Finance Domain

- Accounting for Entrepreneurs
- Finance for Entrepreneurs
- Banking for Entrepreneurs
- Elective on Accounting Software
- Environment Studies
- **Account & Finance Study Report**

Semester-5

Human Resource Domain

- Talent Management in Family Business
- Compensation & Payroll Management
- Industrial Relations & Labour Laws
- Leadership & Team Building
- Life Management & Human Values
- **Human Resource Management Study Report**

Semester-6

Taxation & Compliance Domain

- Direct Taxation
- Indirect Taxation
- Corporate Laws
- Import-Export Procedures
- **Taxation & Compliance Study Report**

BBA (Digital Marketing)

The BBA Digital Marketing is a 3-year full-time program that integrates digital marketing expertise with a strong foundation in management education. It covers key areas such as SEO, social media marketing, content creation and design, online advertising, marketing analytics, and e-commerce, along with practical exposure through projects and internships. The program equips students with industry-relevant skills, enhancing their career readiness, analytical thinking, and ability to adapt in the evolving digital business environment.

Key Points



AI Tools
Training



Content Creation
Training



Power BI
Training



IT Tools and
Technology



Social Media
Analytics



Internship
Programs

Syllabus

Semester-1

- Business Economics
- **Marketing Management**
- **Fundamentals of Digital Marketing**
- Forms of Business Organization
- Foundational English
- Indian Constitution
- Induction Program

Semester-2

- Accounting with TallyPrime Software★
- **Fundamentals of Website Design**
- Personal Financial Planning
- **Media Planning & IMC**
- Professional Communication – I
- Indian Knowledge System
- Office Automation Tools

Semester-3

- **E-Commerce**
- **Fundamentals of SQL & Database Management**
- Professional Communication – II
- Environmental Studies
- **Content Development & Marketing**
- **Search Engine Marketing and Optimization**
- **Consumer Behaviour**
- Fundamentals of Direct Tax

Semester-4

- Indirect Taxation
- **Graphic Designing**
- **Social Media Marketing**
- **Customer Relationship Management & Lifecycle Analytics**
- Management Information System
- Life Management & Human Values
- Career Orientation

Semester-5

- **Business and Cyber Law**
- **AI Tools for Digital Marketing**
- Human Resource Management
- **Product and Brand Management**
- **Digital Transformation and Emerging Technologies**
- **Business Intelligence & Analytics**

Semester-6

- Capstone Project/Internship
 - ✓ 4 Months of Training
 - ✓ Practical Exposure
 - ✓ Pre-Placement Assistance
 - ✓ Builds Confidence
 - ✓ Creates a Strong Resume
 - ✓ Develop Industrial Networks

★ Additional certificate will be awarded

Bachelor of Business Administration (BBA)

The Bachelor of Business Administration (BBA) is a 3-year full-time undergraduate industry-oriented program. BBA program typically provide a comprehensive understanding of various aspects of business, including Finance, Marketing, Human Resource, Management Information System and General Management. The program prepares students for managerial roles in corporates by developing leadership, teamwork, and critical thinking abilities.

Key Points



Expert Talks



MS-Office Training



Industrial Visits



Abhivyakti
(Presentation Competition)



Research Projects



Case Study Based Learning



Internship Programs

Syllabus

Semester-1

- Indian Constitution
- Foundational English
- Business Economics
- Principles of Management
- Financial Accounting
- Accounting with Miracle Software*
- Induction Program

Semester-2

- Office Automation Tools
- Indian Knowledge System
- Accounting with TallyPrime Software*
- Quantitative Analysis for Business
- Forms of Business Organization
- Organizational Behaviour
- Professional Communication - I

Semester-3

- Environmental Studies
- Marketing Management
- Personal Financial Planning
- Banking
- E-Commerce
- Database Management System
- Professional Communication - II

Semester-4

- Human Resource Management
- Fundamentals of Direct Tax
- Management Information System
- Professional Elective-I
- Professional Elective-II
- Career Orientation

Semester-5

- Life Management & Human Values
- Indirect Taxation
- Digital & Social Media Marketing
- Use of Artificial Intelligence in Business
- Professional Elective-III
- Professional Elective-IV
- Professional Elective-V

Semester-6

- Capstone Project/Internship
 - ✓ 4 Months of Training
 - ✓ Practical Exposure
 - ✓ Pre-Placement Assistance
 - ✓ Builds Confidence
 - ✓ Creates a Strong Resume
 - ✓ Develop Industrial Networks

* Additional certificate will be awarded

Bachelor of Commerce (B.Com.)

The B.Com. is a 3-year 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



Industrial Visits



Abhivyakti
(Presentation Competition)



Taxation & Auditing



English Proficiency Training



Internship Programs

Syllabus

Semester-1

- Indian Constitution
- Foundational English
- Business Economics
- Principles of Management
- Fundamentals of Accounting
- Accounting with Miracle Software*
- Induction Program

Semester-2

- Office Automation Tools
- Indian Knowledge System
- Accounting with TallyPrime Software*
- Quantitative Analysis for Business
- Forms of Business Organization
- Advanced Accounting
- Professional Communication - I

Semester-3

- Environmental Studies
- Direct Taxation - I
- Personal Financial Planning
- Banking
- Corporate Accounting
- Database Management System
- Professional Communication - II

Semester-4

- Career Orientation
- Human Resource Management
- Direct Taxation - II
- Management Information System
- Cost Accounting
- Business Laws
- Aptitude - I

Semester-5

- Life Management & Human Values
- Indirect Taxation
- Digital & Social Media Marketing
- Management Accounting
- Aptitude-II
- Auditing

Semester-6

- Capstone Project/Internship
 - ✓ 4 Months of Training
 - ✓ Practical Exposure
 - ✓ Pre-Placement Assistance
 - ✓ Builds Confidence
 - ✓ Creates a Strong Resume
 - ✓ Develop Industrial Networks

* Additional certificate will be awarded

Training and Placement Cell

The Training & Placement Cell at Darshan University is well-known for its consistent placement records. We strive to facilitate students in finding jobs that match their skill sets. This Cell also assists students in defining their career goals and achieve their ambitions through various pre-placement activities.

Placement Activities & Workshops

- | | |
|-------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
|  Mock Interview |  Soft Skill Workshop |
|  Mock Group Discussion |  Aptitude Test Workshop |
|  Resume Building Workshop |  Job Readiness Workshop |
|  Communication Skill Workshop |  SWOT Analysis Workshop |
|  Grooming and Etiquette Workshop |  Individual Student Assessment |

Industry Mentors



Mr. Jitendra Tank (25+ Years Experience)

Associate, Vijeta Placements

He is a skilled professional in the areas of learning & development, sales and human resource management. He regularly mentor our students on soft skills, interview skills and boosting self-confidence for campus interview.

Mr. Maulik Tanna (15+ Years Experience)

Founder, SanBharti Digital

He is the founder of SanBharti Digital, a Rajkot-based digital marketing agency, and has 9+ years of academic and 6+ years of industry experience. His company specializes in digital advertising services for domestic and international clients.



Mr. Amrish Purohit (17+ Years Experience)

Cluster Head, Tata Mutual Fund

He has core experience of Mutual Fund industry. He is an expert in team management, developing businesses through consultative engagement and fulfilling targets. He mentors our students about career in mutual fund industry.

Mr. Jayom Dave (17+ Years Experience)

HRBP, Instakart Services Pvt. Ltd. (Flipkart)

His core areas of work are human resource management, bulk hiring, employee engagement and mentoring. He mentors our students on HR practices in manufacturing and E- Commerce industry.

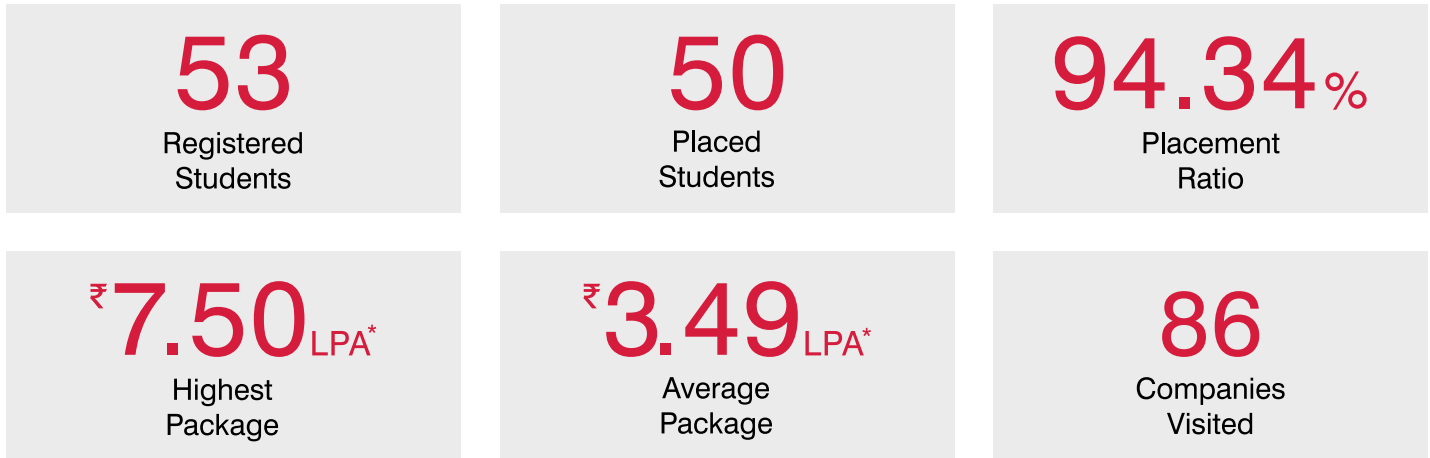


Dr. Yashpalsinh Zala (14+ Years Experience)

Managing Director, Cognikite Consulting Inc.

He has diverse experience of industry and academic, managing employees and teaching management students. He mentors our students to understand the chemistry between industry and academia.

Placement Statistics (2024-26 Batch, Placement is still ongoing)



















































*: Lakh per Annum

















































Top Recruiters



MBA Placements (2024-26 Batch)

 Vanshika Bajpai 24041801009 CTC per Annum ₹7.50 Lakh Placed at  Rajkot	 Dabhi Hemraj 24041801025 CTC per Annum ₹7.50 Lakh Placed at  Gondal	 Buddhadev Nikita 24041801018 CTC per Annum ₹7.50 Lakh Placed at  Gondal	 Solanki Jayraj 24041801066 CTC per Annum ₹7.50 Lakh Placed at  Rajkot	 Majithiya Kush 24041801046 CTC per Annum ₹7.50 Lakh Placed at  Rajkot	 Parmar Sujal 24041801059 CTC per Annum ₹7.50 Lakh Placed at  Morbi
 Makwana Prakash 24041801047 CTC per Annum ₹6.20 Lakh Placed at  To Be Announced	 Padaliya Siddharth 24041801051 CTC per Annum ₹4.75 Lakh Placed at  To Be Announced	 Gajjar Isha 24041801042 CTC per Annum ₹4.75 Lakh Placed at  To Be Announced	 Kharvad Akash 24041801044 CTC per Annum ₹4.75 Lakh Placed at  To Be Announced	 Dama Krishi 24041801027 CTC per Annum ₹4.50 Lakh Placed at  Rajkot	 Amrutiya Dhruvi 24041801006 CTC per Annum ₹4.25 Lakh Placed at  Morbi
 Bhalodiya Manashvi 24041801012 CTC per Annum ₹4.20 Lakh Placed at  Morbi	 Kaila Honey 24041801039 CTC per Annum ₹4.00 Lakh Placed at  Kutch	 Jani Vishwa 24041801032 CTC per Annum ₹3.60 Lakh Placed at  Ahmedabad	 Padiya Ami 24041801052 CTC per Annum ₹3.60 Lakh Placed at  Ahmedabad	 Ganatra Hirva 24041801031 CTC per Annum ₹3.24 Lakh Placed at  Morbi	 Gangani Radhika 24041801030 CTC per Annum ₹3.00 Lakh Placed at  Rajkot
 Maru Mansi 24041801048 CTC per Annum ₹3.00 Lakh Placed at  Rajkot	 Pandya Renish 24041801055 CTC per Annum ₹3.00 Lakh Placed at  Morbi	 Pilojpara Mansi 24041801060 CTC per Annum Confidential Placed at  Rajkot	 Rathod Meet 24041801061 CTC per Annum Confidential Placed at  Rajkot	 Rupala Dharati 24041801062 CTC per Annum ₹3.00 Lakh Placed at  Morbi	 Savsani Savan 24041801063 CTC per Annum ₹3.00 Lakh Placed at  Rajkot

MBA Placements (2024-26 Batch)

 <p>Boda Isha 24041801016</p> <p>CTC per Annum ₹3.00 Lakh</p> <p>Placed at </p> <p>Jamnagar</p>	 <p>Datta Chandani 24041801028</p> <p>CTC per Annum ₹2.76 Lakh</p> <p>Placed at </p> <p>Rajkot</p>	 <p>Baraiya Bhavisha 24041801010</p> <p>CTC per Annum ₹2.40 Lakh</p> <p>Placed at </p> <p>Rajkot</p>	 <p>Bhatti Akash 24041801013</p> <p>CTC per Annum ₹2.40 Lakh</p> <p>Placed at </p> <p>Rajkot</p>	 <p>Bopaliya Kartik 24041801017</p> <p>CTC per Annum ₹2.40 Lakh</p> <p>Placed at </p> <p>Morbi</p>	 <p>Delvadiya Manav 24041801029</p> <p>CTC per Annum ₹2.40 Lakh</p> <p>Placed at </p> <p>Morbi</p>
 <p>Sheth Foram 24041801064</p> <p>CTC per Annum ₹2.40 Lakh</p> <p>Placed at </p> <p>Rajkot</p>	 <p>Vasoya Devanshi 24041801070</p> <p>CTC per Annum ₹2.40 Lakh</p> <p>Placed at </p> <p>Rajkot</p>	 <p>Parmar Nikhil 24041801058</p> <p>CTC per Annum Confidential</p> <p>Placed at </p> <p>Rajkot</p>	 <p>Pandya Neha 24041801054</p> <p>CTC per Annum ₹2.08 Lakh</p> <p>Placed at </p> <p>Morbi</p>	 <p>Pansara Shruti 24041801057</p> <p>CTC per Annum ₹2.04 Lakh</p> <p>Placed at </p> <p>Rajkot</p>	 <p>Chavda Dhruvdeep 24041801022</p> <p>CTC per Annum ₹2.04 Lakh</p> <p>Placed at </p> <p>Rajkot</p>
 <p>Chavada Siya 24041801021</p> <p>CTC per Annum ₹1.92 Lakh</p> <p>Placed at </p> <p>Rajkot</p>	 <p>Kavar Janvi 24041801040</p> <p>CTC per Annum ₹1.80 Lakh</p> <p>Placed at </p> <p>Morbi</p>	 <p>Laniya Rushavi 24041801045</p> <p>CTC per Annum ₹1.80 Lakh</p> <p>Placed at </p> <p>Morbi</p>	 <p>Barasara Densi 24041801011</p> <p>CTC per Annum ₹1.80 Lakh</p> <p>Placed at </p> <p>Morbi</p>	 <p>Chavda Mansi 24041801023</p> <p>CTC per Annum ₹1.80 Lakh</p> <p>Placed at </p> <p>Morbi</p>	 <p>Kasundra Sandhya 24041801037</p> <p>CTC per Annum ₹1.80 Lakh</p> <p>Placed at </p> <p>Morbi</p>
 <p>Gohel Kareena 24041801034</p> <p>CTC per Annum ₹1.80 Lakh</p> <p>Placed at </p> <p>Rajkot</p>	 <p>Jani Jayesh 24041801036</p> <p>CTC per Annum ₹1.80 Lakh</p> <p>Placed at </p> <p>Rajkot</p>	 <p>Vidja Binal 24041801071</p> <p>CTC per Annum ₹1.44 Lakh</p> <p>Placed at </p> <p>Morbi</p>	 <p>Vidja Vishwa 24041801072</p> <p>CTC per Annum ₹1.44 Lakh</p> <p>Placed at </p> <p>Morbi</p>	 <p>Nadiyapara Krupa 24041801050</p> <p>CTC per Annum ₹1.44 Lakh</p> <p>Placed at </p> <p>Rajkot</p>	 <p>Aghara Sunil 24041801004</p> <p>CTC per Annum ₹1.20 Lakh</p> <p>Placed at </p> <p>Morbi</p>

Skill Enhancement Activities (Learning Beyond the Books)



Industry Visit - Amul



Big Bull Event



Industry Expert Session



Best Manager Competition



Industry Visit - Adani Mundra Port



Youth Day Celebration



Abhivyakti Competition



Session by International Speaker



Expert Talk on Wellness



Sankalp SIP Competition



Cultural Day Celebration



PowerBI Workshop

RECESSION **PROOF**



योग: कर्मसु कोशलम्

Darshan
UNIVERSITY

University Campus

- 📍 Rajkot-Morbi Highway, Rajkot - 363650
- ☎ 9727747310
- 🌐 www.darshan.ac.in

Counseling Centre

- 📍 401, Lotus Arcade, 8 - Royal Park, Between KKV Circle & Indira Circle 150 Ft. Ring Road, Rajkot - 360005.
- ☎ 9574043369, 7096979973