

SCHOOL OF BUSINESS MANAGEMENT

MBA

**Mastering in
Branding
Activities**

The MBA program in DASM was started in the year 2005. The Department of Management Studies has produced talented, capable and dedicated professionals. DASM brings out and nurtures the management and organizing skills of the future managers. **DASM provides the essence of realistic enquiry and in depth analysis of the dynamics of business.** DASM the regular curriculum, there is an importance on guidance and counselling that supports the development of managerial quality. The modern facilities, and really knowledgeable staff members, The 2 year full time MBA degree program is approved by All India Council of Technical Education, New Delhi and Affiliated to the internationally reputed Anna University, Chennai.

**PLACEMENT
guaranteed**

www.dhaanishchennai.in



Mastering in Branding Activities

Dhaanish Ahmed school of Management is a pioneer in management studies in Chennai since 2005. Formed with a commitment to deliver excellence in education at all levels, Dhaanish provides possible leaders to the society with Educational, Moral and Social ethics with strong academic curriculum matching industrial requirements.

Here, at Dhaanish we do not believe in the «Traditional Teaching» learning process. Instead we have introduced the method industrial-ready learning to provide ample opportunity for the students to comprehend the latest industry practice and upgrade their knowledge through industry relevant projects. As an outcome of this, Dhaanish Ahmed School of Management, Chennai has been engaging its MBA students in a special program called «Market-Connect» or M-Connect» under which our student will make a detailed survey about your newly launched product or service initiatives and analyze it to strategize a Dynamic Marketing and Sales plan» to boost the enquiry to sales ratio to the top.



Outbound Training

Outbound Training is a training and facilitation methodology used to enhance the effectiveness and performance of Students of DASM, through use of Experiential Learning Activities and Games and Learning Principles. Students are taken to resorts, hyper market and different places where they learn and experience various training modules imparted to them.



**DHAANISH
CHENNAI**
AUTONOMOUS | NAAC A+

ANNA UNIVERSITY | AICTE Approved

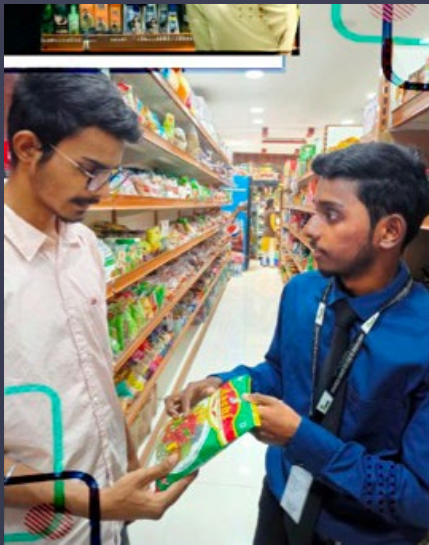
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Product Study

At DASM, learning goes beyond the four walls of the classroom. As part of its commitment to providing holistic and practical education, the institution regularly organizes field visits to diverse environments such as hypermarkets, resorts, and various other professional settings.

These excursions are designed to immerse students in real-world scenarios where they can observe and apply key business concepts in action. From understanding consumer behavior and supply chain operations in hypermarkets to exploring hospitality management and event planning in resort settings, each visit aligns with specific training modules taught during the academic curriculum.

By integrating these hands-on experiences into their learning journey, students develop critical thinking, problem-solving abilities, and industry-relevant skills that prepare them for successful careers in business and management.



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MARKET Connect



Industry Connect is an exclusive programme for students at DASM. Industry Connect Programme helps participants in a group to gain the technical development knowledge used in the commercial world. This programme is organized specifically for students who want to get their first job in areas of management. It is designed to get students job-ready by the end of the programme. This programme gives an opportunity to meet different levels of people from Industry who will share their experiences and be able to make connections with them.



DASM believes in Training and Development as a strategic tool to improve the skills and knowledge of the management graduates.

Training and development programs help students learn and acquire new skills, as well as gain the professional knowledge required to progress their careers. We are associated with our Training partners to help students progress.



INDUSTRY Connect



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