



DELHI TECHNOLOGICAL UNIVERSITY

Established by the Govt. of NCT of Delhi vide Act 6 of 2009
(Formerly Delhi College of Engineering)

UNIVERSITY SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP

Accredited Grade 'A' by NAAC

ISO 9001: 2015 Certified



BACHELOR IN BUSINESS ADMINISTRATION 2024-28

 bba.usme@dtu.ac.in

 <http://www.dtu.ac.in/Web/Departments/eastcampus/about/>



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ADMISSION SCHEDULE

The dates for online registration and subsequent stages of admission process will be intimated on the CMAC website:
<https://www.cmacadmissions.com/>
Please check the site regularly for the information.



Prof. Prateek Sharma
Vice-Chancellor

It gives me immense pleasure to welcome you to Delhi Technological University (formerly Delhi College of Engineering). Built on a sprawling 164 acres lush green campus, the university has established itself as a premier academic institution committed to integrity and quality. Through constant industry engagement and focus on research, the university aims to build 21st century capabilities in its students, making them highly relevant in today's workplace. The focus of the university is to deliver quality programmes, at undergraduate and post-graduate levels, which are periodically evaluated by internal and external audit mechanisms. The university is committed to create the most conducive environment to impart industry-relevant education through able guidance provided by experienced and highly qualified faculty, following outcome-based approach and leveraging 'state-of-the-art' tech-enabled facilities.

The Bachelor of Business Administration (BBA) programme provides a comprehensive education in various aspects of business and management. A BBA degree is typically designed to equip students with a strong foundation in business principles and skills, preparing them for entry-level managerial positions in various industries. The curriculum of a BBA program covers a range of business disciplines, including accounting, finance, marketing, management, economics, operations, and more.

Students learn about fundamental concepts, theories, and practices in these areas to develop a well-rounded understanding of how businesses operate.

The BBA four year programme has been designed in line with New Education Policy which offers minor specialisation, interdisciplinary, value-added, and ability enhancement courses. Our BBA four years program offers multiple entry and exit options along with minor specialisation in data sciences and economics. Also, students are offered an option of discipline specific specialisation in finance, marketing and human resource management. Overall, the program offers a comprehensive and holistic combination business, entrepreneurship, data science, and value-added courses and experience. I look forward to welcoming young and bright minds that are enthusiastic to explore new vistas of knowledge, and capable to carry forward the legacy of excellence of Delhi Technological University.

Wishing all the young aspirants best of luck for their admission to the BBA programme at DTU!

Delhi Technological University (formerly known as Delhi College of Engineering), Estd. by the Government of NCT of Delhi vide Act 6 of 2009 is one of the most well-known engineering institutions in India, with over 80 years of glorious tradition behind it. A non-affiliating, teaching and research University, DTU is poised to create an environment of a synergetic partnership between academia and industry with a focus on world class research, teaching and innovation, having a global impact. DTU has consistently been ranked among the top institutions of the country in reputed surveys. It has the mission of establishing centres of excellence in research in cutting edge areas in engineering, and management, to foster through these and holistically in its education the ecosystem vital for innovation, entrepreneurship and technology transfer and new products, and to be a leader in providing or catalysing environment friendly, sustainable solutions for local and global communities.

The graduate programme offered at DTU includes Master of Technology (M. Tech.) programmes in various disciplines of engineering, and Master of Business Administration (MBA) programmes and Master of Business Administration in Business Analytics (MBA-BA). The undergraduate programme offered in DTU includes Bachelor of Technology (B.Tech.) in various disciplines of engineering, Bachelor of Business Administration (BBA) and BA (Hons) in Economics. The university also offers Doctor of Philosophy (Ph.D.) programmes in a wide range of areas in Engineering, Sciences, Management and Humanities. The programmes at DTU foster a strong emphasis on scientific, technological and managerial education and research. Currently, the university is operating from two campuses. The main campus is located at Shahbad Daultpur, Bawana Road, Delhi and the East Delhi Campus located at Vivek Vihar, Phase II, Delhi.

Vision

To be a world-class university through education, innovation, and research for the service of humanity

Mission

- To establish centres of excellence in emerging areas of science, engineering, technology, management, and allied areas.
- To foster an ecosystem for incubation, product development, transfer of technology, and entrepreneurship.
- To create an environment of collaboration, experimentation, imagination, and creativity.
- To develop human potential with analytical abilities, ethics, and integrity.
- To provide environment-friendly, reasonable, and sustainable solutions for local & global needs.

THE UNIVERSITY SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP (USME)

The USME was established in East Delhi campus (EDC) of DTU in the year 2017, to fulfil its mission of offering a portfolio of programmes in emerging areas of business, such as analytics and venture development, and the creation of an ecosystem for learning, research and practice in management and entrepreneurship. The school aims at becoming a practise school and seeks to provide a platform for research and key social initiatives as well as become a nodal centre for entrepreneurship. Situated in the East of Delhi, the campus offers programs in three disciplines- Management, Economics, and Innovation, Entrepreneurship and Venture Development with faculty having a background of leading institutions such as IIM Kolkata, IIM Lucknow, FMS, Delhi University, IIT Madras, JNU, Delhi School of Economics, etc Recruiters and leaders from corporates like Deloitte, KPMG, Uniqlo, E & Y have visited the Campus and MBA (BA) recruitments have benefited from opportunities across all sectors of analytics, digital, Edtech, finance and many others. Placement and internships are offered through the DTU Central Training and Placement cell handling placements for the entire DTU student community. There is also a dedicated training and placement centre at the East Campus for supporting its specific needs. There is a vibrant student life on Campus, with various events such as the cultural fest, professional/industry talkseries where over 35 visitors came to East Campus last year, business contests, and internships/final placement activities. Final placements are coordinated by the Training and Placement Department of DTU from the main campus, with representatives from USME. USME offers programmes at undergraduate (UG), post graduate (PG) as well as at doctoral level (PhD, in Management, Economics and Entrepreneurship areas). Currently the UG level programmes offered includes Bachelor of Business Administration (BBA), BBA (Innovation, Entrepreneurship & venture development) are Bachelor of Arts (BA(H)) in Economics. At the PG level Master of Business Administration (MBA) programmes, MBA, MBA (Business Analytics), and MBA (Innovation, Entrepreneurship & venture development) are offered. All programmes offered at USME are designed with a professional orientation. The curriculum has been designed by academic experts, senior professionals from industry, and DTU - DCE alumni that includes successful and recognised entrepreneurs. The school focuses on the holistic development of students by imparting knowledge and skills relevant to the present times industry and societal requirements. The academic curriculum is effectively integrated with a variety of enrichment and co-curricular activities such as workshops, industry exposure and lecture conducted by eminent speakers from industry and academia. Students are encouraged to participate in conferences, seminars and competitions, facilitating organization of several co-curricular activities. Students have also successfully organised the internship fair.

THE UNIVERSITY SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP (USME)



The USME Vision:

- To develop and nurture the spirit of management leadership and entrepreneurship with a sense of social conscience for the common good of the society

The USME Mission:

- To impart management education through a portfolio of professionally designed programmes with focus on management, entrepreneurship, family business, public policy, business analytics, financial markets and many more.
- To establish centres of excellence in entrepreneurship development, innovation, incubation and organization development
- To create a new knowledge-based learning ecosystem through relevant and useful research in the context of changing technology and societal needs
- To encourage and foster the spirit of enquiry and develop scientific temper
- To nurture responsible ethical leaders
- To contribute towards enrichment of corporate and professional life by providing consultancy and training

Entrepreneurship Development Centre (EDC):

The aim of the centre is to develop an institutional mechanism to create entrepreneurial culture in science and technology and to foster techno entrepreneurship and knowledge enterprise development for generation of wealth and employment by personals. The centre guides the budding students to pursue entrepreneurship as their career. At the nascent stage, the centre has organised experiential workshop on entrepreneurship under the government's Technical Education Quality Improvement Programme (TEQIP), and has hosted a start-up business plan competition in the annual fest Traction which saw participation from various leading institutions such as IIM Lucknow, IIM Shillong, IIM Rohtak, among others, from various parts of India, with a participation from over a hundred management students. It has worked with the Enactus programs to engage in social ventures that help improve the quality of life for the people in need.

INDUSTRY EXPOSURE, SEMINARS AND WORKSHOPS

" In today's turbulent times, the corporate world is competing in the challenging and dynamic business surroundings. This creates a critical requirement for continuous up-skilling of employees and enhancing corporate capabilities to successfully address the environmental challenges. USME, DTU focuses on continuous academia-industry interaction by organising expert lectures and courses by visiting faculty who have taught or have been associated with premier institutions, organisations including IIM Lucknow, IIM Ahmedabad, MDI, Gurugram, JNU, IMF, World Bank, NITI Aayog, and the leading corporates such as E&Y, KPMG, Kia Motors etc. In the last six months, five workshops have been held for facilitating start-ups and community members interested in new ventures, with topics ranging from Legal & Ethical Aspects for Start-ups, Lean Start-up, Minimum Viable Product/Business, Business Model Canvas, Structuring Financial Products for Venture Capital Investment, etc. with speakers ranging from Start-Up founders/Directors, experts with background in Big Four consulting firms, etc. which have attracted an audience of over five hundred participants, from students, faculty, entrepreneurs to members of larger community.



First Startup Conclave 2020 Chief Guest: Sharad Sagar (CEO Dexterity Global), Dr. Abhinav Mathur (Founder Million Spark Foundation), Priti Nanda Sibal (CEO Mediskool Health), Joe Madiath (Founder Gram Vikas), Nitin Pandey (CEO Parentune), Sandro Stephen (Regional Head, Indian Angel Network)



NATIONAL STARTUP DAY 2023

Chief Guests: Mr. Sanjiv Majumdar (Head IPR & Incubation, National Research Development Council, Govt. of India) and Mr. Raman Talwar (Founder & CEO)

National Service Scheme – USME Initiatives



NSS WINTER DONATION DRIVE: 100 plus winter clothes, and books for children donated at Seelampur, East Delhi.

NSS division at USME, DTU works on the motto "Not me, but YOU" and aims to provide hands-on experience to young students in delivering community service. NSS initiatives at USME, DTU include Project PATHSHALA, which is based on providing free education to every student during the Covid-19 pandemic in collaboration with NGO "E-vidyaloka", where our volunteers provided full-fledged videos for live classes of various subjects broadcasted in Uttarakhand state.

It organised 'OLD AGE HOME VISIT' at Shashi Raj Foundation located in Shahdara, East Delhi and facilitated the donation of the necessities and hygiene items for the elderly. THIS OZONE DAY, members of NSS, USME, DTU conducted a small plantation drive. A road safety week was organized under which various events such as 'Spot the error' quiz competition were held, wherein some pictures were shown and contestants had to identify the traffic rule violations. Meme making competition was also conducted to make memes to spread traffic awareness, and road safety anthem was composed in collaboration with "Shiddat" to spread awareness.



Dheemigati, a road safety initiative by USME, DTU

Student Clubs and Cultural Activities

USME has a vibrant cultural environment and encourages students to develop leadership skills through participation in co-curricular and extra-curricular activities. There are 20+ student-led societies on campus that concern themselves with specific business verticals such as Consulting, Marketing, Finance, and Strategy on one hand, and Art, Music, Dance, and Theatre on the other. USME's newest student society "Prakriti" focuses on sustainability. These clubs regularly organise seminars, competitions, etc. and encourage knowledge sharing in their domains within the campus. Our students have won over twenty awards in inter-college and national-level competitions, such as first position in a Mock Stock event organized by Delhi University, first position in an Acquisition Bidding event organized at Ahmedabad University, finalists in the case and strategy competitions held at IIM Tiruchirappalli and SRCC, winners of the business case analysis competition at IMT Ghaziabad, ranking positions in the MUN, first five ranks in the national top rankers competition, etc. in the past.

USME Cultural Council

The Cultural Council of USME DTU, is a body of students and teacher members which plans and implements various events that keeps the college extremely vibrant and active throughout the year.

The main highlights of the events conducted by the Cultural Council are the INIZIO: USME Freshers, TRACTION : USME Annual Fest, ALUMNI MEET where the council along with all the societies organizes a wonderful compendium of different types of events performed at painting, etc



Student Clubs and Cultural Activities



Commencement of new NCC Cadet at USME, DTU East Campus on the eve of Republic Day Celebrations on Jan 25, 2023

Common Rooms, Sports and Recreation

There is a separate common room for girl students, and it has many facilities along with carrom, chess and TT tables, found in all common rooms. Badminton courts are also there on Campus, along with shared international standard hockey facilities, and access to all the famed DTU Main Campus sports complex facilities for lawn tennis, cricket, gymnastics, basketball, etc. It also sends its own teams to competitions in various sports.

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The four year undergraduate program is proposed on the philosophy and structural elements proposed in the New Education Policy 2020, and the Curriculum and Credit Framework for undergraduate programs published by the UGC in December 2022. It has also kept in mind the structural and curricular elements which had been incorporated by USME, DTU in 2020, meant to enhance the learning of students in the Undergraduate Program in Economics by broadening the curriculum to include aligned complementary disciplines such as analytics and programming, as well as management, where students would aim to build their careers. The elements of learning in areas which inculcate better life skills and perspectives, which were present in the earlier design, such as ability and skill enhancement and value based education, have also been strengthened. The major elements of NEP 2020 such as a structure of certification providing flexibility of learning curriculum, multidisciplinary learning, interdisciplinary courses, providing for deeper learning in dual disciplines such as through a Minor, have been brought into the curriculum. Fostering an integration of the humanities/social sciences with Science, technology and mathematical subject domains (STEM), to draw from the UGC Curricular Framework, would result in "positive learning outcomes, including increased creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more in-depth learning and mastery of curricula across fields". The current framework incorporates this idea to ensure a diversity of curricular components drawn from many of these fields, to nurture the above outcomes, through appropriate multidisciplinary, ability, skill and value add based courses.

The option of multiple entry/exit has also made part of the curricular structure, following the guidelines of the NEP and the UGC framework. The unique focus on being a practice based school, with curricula based on holistic knowledge, skills and application orientation, with a focus on cutting edge areas of practice, has brought in the specific combination of disciplinary elements around economics and data sciences for providing minor around opportunity areas for careers normally associated with management graduates, including a focus on research and quantitative techniques. It is also imbued with a strong focus on the major, the core discipline of management, ensuring that students would be able to build careers in finance, marketing or human resource management and related fields at an advanced level. It is envisaged that with management, the streams of economics and decision sciences/analytics that have proven to be of great value, will be strengthened with the provision of a minor in either area.

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Program Structure: Phases and Modules

The proposed curriculum for the BBA Track leading to Three year BBA degree and Four year BBA (Hons) degree, is as follows:

| | |
|---|---|
| <p style="text-align: center;">FIRST SEMESTER</p> <ul style="list-style-type: none"> • Principles of Management • Business Mathematics • Financial Accounting • Computer & programming fundamental • Business Communication • Entrepreneurship Development • GEC in Data Science or Economics/Indian Economy/Indian Diversity | <p style="text-align: center;">SECOND SEMESTER</p> <ul style="list-style-type: none"> • Business Environment • Business Statistics & Operations Research • Legal aspects of Business • Analysis of Recent Business Development • Environmental Science & Sustainable Development • GEC in Data Science or Economics/Positive Psychology/Human values |
| <p style="text-align: center;">THIRD SEMESTER</p> <ul style="list-style-type: none"> • Organization Behaviour-I • Marketing Management • Management Accounting • Soft Skills and Personality Development • Science and Practice of Happiness • GEC in Data Science or Economics/ Organisational Behaviour-II/ Marketing Management-II/ Cost Accounting | <p style="text-align: center;">FOURTH SEMESTER</p> <ul style="list-style-type: none"> • Human Resource Management-I • Financial Management-I • Research Methodology • Written Analysis of cases • Logical Reasoning • GEC in Data Science or Economics/ Human Resource Management-II/ Financial Management-II/ Consumer Behaviour |
| <p style="text-align: center;">FIFTH SEMESTER</p> <ul style="list-style-type: none"> • Business Policy and Strategic Management • Entrepreneurship Development • E-commerce • Summer Internship Report • Discipline Specific Elective • GEC in Data Science or Economics/ Discipline Specific Elective | <p style="text-align: center;">SIXTH SEMESTER</p> <ul style="list-style-type: none"> • Management Information System • Ethics and Corporate Social Responsibility • Operations & Supply chain Management • Discipline Specific Elective/ MOOCs • GEC in Data Science or Economics/ Discipline Specific Elective |
| <p style="text-align: center;">SEVENTH SEMESTER</p> <ul style="list-style-type: none"> • Project Management • Project work from area of specialization/Field work based project • Discipline Specific Elective • Discipline Specific Elective • GEC in Data Science or Economics/ Discipline Specific Elective | <p style="text-align: center;">EIGHTH SEMESTER</p> <ul style="list-style-type: none"> • Strategy Implementation • Project work from area of specialization/Field work based project • Discipline Specific Elective • Discipline Specific Elective • GEC in Data Science or Economics/ Discipline Specific Elective |

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List of Discipline Specific Elective Courses (DEC)

| Elective subjects | Code |
|---|---------|
| HRM | |
| Management of Industrial Relations-I | BBAH01 |
| Management of Industrial Relations-II | BBAH02 |
| Organizational Development | BBAH03 |
| Strategic HRM | BBAH04 |
| Talent and knowledge management | BBAH05 |
| Cross-cultural & International HRM | BBAH 06 |
| Training and Development | BBAH07 |
| Performance & compensation management | BBAH08 |
| HRD systems and strategies | BBAH09 |
| HR Analytics | BBAH10 |
| Interpersonal processes & counselling skills for managers | BBAH11 |
| Finance | |
| International Finance | BBAF01 |
| Investment Banking & Financial services | BBAF02 |
| Project appraisal | BBAF03 |
| Investment Analysis & Portfolio Management | BBAF04 |
| Strategic Corporate finance | BBAF05 |
| Business Analysis & valuation | BBAF06 |
| Financial Modeling & Derivatives | BBAF07 |
| Financial Statements and Analysis | BBAF08 |
| Financial Markets and Institutions | BBAF09 |
| Time Series Analysis | BBAF10 |
| Marketing | |
| Digital Marketing Analytics | BBAM01 |
| Personal selling & Sales Force Management | BBAM02 |
| Integrated Marketing Communication | BBAM03 |
| Strategic brand management | BBAM04 |
| Retail marketing | BBAM05 |
| Marketing of services | BBAM06 |
| Distribution and supply chain management | BBAM07 |
| International marketing | BBAM08 |
| Customer relationship marketing | BBAM09 |
| Marketing Analytics | BBAM10 |
| Product Management | BBAM11 |

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Discipline Specific Elective Courses (DEC) Minor Specialisation

| Course Title (Data science) | Course Title (Economics) |
|--|------------------------------|
| Introduction to Business Analytics | Principles of Microeconomics |
| Introduction to Programming using Python | Principles of Macroeconomics |
| Database Management Systems | Intermediate Microeconomics |
| Predictive Modelling | Intermediate Macroeconomics |
| Data Warehousing & Data Mining | Introductory Econometrics |
| Machine Learning | Indian Economy |
| Introduction to Big Data Systems | Development Economics |
| Decision Analysis and Techniques | International Economics |

Multiple Entry and Exit Option:

1) Certificate in Business Administration: A student opting for exit after 1 year may be awarded a certificate in Business Administration after fulfilling following conditions:

- Secured 40 credits as per BBA 1st year curriculum
- One vocational course of 4 credits during the summer vacation of the first year

These students are allowed to re-enter the degree program within three years and complete the degree program within the stipulated maximum period of seven years.

2) Diploma in Business Administration: A student opting for exit after 2 year may be awarded a diploma in Business Administration after fulfilling following conditions:

- Secured 80 credits as per BBA 1st and 2nd year curriculum
- One vocational course of 4 credits during the summer vacation of the second year.

These students are allowed to re-enter the degree program within three years and complete the degree program within the stipulated maximum period of seven years.

3) Bachelor of Business Administration (BBA) degree with minor: Students opting to exit after 3 years will be awarded BBA degree with minor in data science/economics after fulfilling following conditions:

- Secured 120 credits as per BBA 1st, 2nd and 3rd year curriculum
- Secured 24 credits in minor stream (data science/economics)

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4) Bachelor of Business Administration (BBA) degree: Students opting to exit after 3 years will be awarded BBA degree after fulfilling following conditions:

- Secured 120 credits as per BBA 1st, 2nd and 3rd year curriculum

5) 4-year Bachelor of Business Administration (BBA) Degree (Honours) with minor: A four-year BBA (Honours) degree with minor in data science/economics will be awarded after fulfilling following conditions:

- Secured 160 credits as per BBA 1st, 2nd, 3rd and 4th year curriculum
- Secured 32 credits in minor stream (data science/economics)

6) 4-year Bachelor of Business Administration (BBA) Degree (Honours): A four-year BBA (Honours) degree will be awarded after fulfilling following conditions:

- Secured 160 credits as per BBA 1st, 2nd, 3rd and 4th year curriculum

Note-

1. If a student takes all GEC courses in Economics stream only, securing 24/32 credits over 3 year/4 year, he will get BBA degree/BBA (honours) degree with a Minor in Economics. If a student takes all GEC courses in Data Science stream only, securing 24/32 credits in 3 year/4 year, he will get BBA degree/BBA (honours) degree with a minor in Data Science.
2. If a student takes a combination of Economics, Data Science, and other GEC courses over the six/eight semesters, securing 24/32 credits in 3 year/4 years, he will be awarded an BBA degree/BBA (honours) degree only, with no mention of the minor stream.
3. Specialisation will be achieved if a student opts for 24/32 credits from one stream of Discipline specific elective courses (Human Resource Management/Marketing/Finance) in three/four years.
4. Students opting for both minor (economics or data science) and specialization in Human Resource Management/Marketing/Finance are required to fulfill above-mentioned credit requirements, i.e., 24/32 credits in 3/4 years separately for minor and specialization stream. They may opt for MOOCs as per given guidelines.
5. Exit and re-entry is allowed only once.
6. At the start of semester 1, the student must specify whether he/she wants degree/honours degree with minor in economics or minor in data science or without any minor stream. He/she also needs to specify whether he/she wants specialization (HRM/marketing/finance) or not.

DTU has a strong innovation and start-up ecosystem in campus with existence of an established incubation Centre (DTU Innovation and Incubation Foundation- DTUIIF and the USME's Innovation and Incubation Centre – IIC). The advanced labs with workspace for incubation, would be leveraged for the program, wherein few incubatees of DTU-IIF will be resident in the USME premises. The two Centres of Innovation and Incubation, and of Entrepreneurship Development, including business services of DTU-IIF, will be provided as resource to these students. Hard and soft resource of incubation unit and department, both, will be used to deliver the program. USME plans to provide workspace for students alongside the incubation cell, for their start-up related activities, capstone project ideas, and business services, contacts and networks for the purpose of venture development of the student. Further, the workshops and activities of the Entrepreneurship Cell at USME, as well as the network of its stakeholders from employees to experts and database of associated parties, would be available as a resource for the students of this Program. Initial seed grant and entry to the DTU IIF can also be sought be applied for, for screening and evaluation, as a student of USME, DTU, especially the IEV programs.

Moreover, graduates from this program also will find lots of opportunities to get placed in start-ups because of their close understanding and working experience in innovation and entrepreneurship throughout their study period. Furthermore, these graduates will be preferred candidates to get the assignment to coordinate and lead pre-incubation centers in academics such as Entrepreneurship Development Cells (EDC), IEDC, New Gen IEDC, Start-up Cell, Innovation Cell etc. with their experience and interest, further job opportunities to get absorbed with incubation units, acceleration unit, angel and VC firms etc. Graduates may also find preferential space to work with CSR/social enterprise arm of corporates, NGOs and social enterprises.



Prof. Amit Mookerjee
Professor and Head, USME
Director, East Delhi Campus

Dr. Amit Mookerjee joined recently as Professor, USME. Prior to this he was Professor, Indian Institute of Management Lucknow (IIM -L), for over fifteen years. He has worked as Dean, IIM Lucknow's Noida Campus; the BPCL Research Chair Professor (2009-10); served on the Board of B-Schools, the IIML Enterprise Incubator Ltd, and others; Head Analytics and Head Research/ later Director, CMCR at the National Council for Applied Economic Research (NCAER – India's premier think tank). He taught for nearly a decade at MDI, Gurgaon and delivered courses at other IIMs like Kolkata, Raipur, etc, and in India specific programs for leading global B Schools. His consulting, research and training services span organisations across diverse sectors in industry (telecom, IT, FMCG, durables, finance and insurance, banking); PSUs and private organisations in core sectors such as energy, cement, fertilisers etc.; development sector (research/projects) for NORAD, GTI (earlier GTZ), Norwegian Government, FICCI; cooperative sector such as NAFED. His interest area is customer experience, CRM Metrics/Analytics, and building customer profitability. He has contributed papers in respected international journals like MIP, JCM, Media Psychology, a text book on Consumer Behaviour, presented papers in more than 20 international conferences overseas and in India. He completed his BA (Economics, Psychology), MBA, and a PhD in Management, from the ML Sukhadia University, Udaipur.



Prof. K.V. Bhanu Murthy
Professor (Adjunct)

Prof. K. V. Bhanu Murthy is a PhD from Delhi School of Economics. He was the former Dean of Faculty of Commerce and Business Delhi University. His areas include banking and finance, international business and corporate responsibility. He has done 2 international and 10 national projects. He has 3 international books, 30 chapters in reputed volumes and over 200 papers in all. SSRN rates him at 99.1 percentile amongst 3,72,000 economists in the world. He has over 25 best paper awards with 6 in international conferences. He has several recognitions including Dewang Mehta award for outstanding contributions to education and Shiksha Ratan Puruskar.



Dr. Nidhi Maheshwari

Associate Professor and Associate Head, Incharge Training and Placement, USME

Dr. Nidhi Maheshwari has been in the research and teaching profession for more than nineteen years. She has completed her PhD and LL.B. degree from Mohan Lal Sukhadiya University, Rajasthan. She also holds an MBA degree from Banasthali Vidyapeeth. During her doctoral studies in the area of Emotional and Spiritual quotient, she had widely published papers in refereed international and national journals. She has authored 30 papers/book chapters/research, research-based teaching cases in HRM. Her management cases are being sold at the European Case Clearing house and Emerald Publishing, one of which is in the 'Most Popular' category and received the Emerald Highly Commended Paper Award. Recently, she was awarded with the "Best research paper" in the IIM- Shillong Sustainability conference (2015). Two PhD scholars have completed doctoral research under her supervision. She has delivered MDPs for senior and middle level corporate managers in the area of soft skill and HRM. She is empanelled as Soft Skill Trainer for Engineers India Limited. She has conducted MDP Programs for IFFCO, Indian Oil Corporation, National Seeds Corporation, ITDC, NHPC, NTPC, KDK Software, Shree Cement, J.K. Cement, Unitech Pvt. Ltd, Indian Aviation Academy, GAIL, Punjab National Bank, IREDA, Power Grid, ONGC, National Institute of Solar Energy, Indian Institute of Public Administration etc

FACULTY AT USME



Ms. Harleen Kaur

Assistant Professor

Ms. Harleen Kaur is an Assistant Professor at USME, DTU. She holds a PGDM from Indian Institute of Management Calcutta (IIM C) and a B.Tech (IT) from Delhi College of Engineering (now DTU). She began her marketing career with Pepsico India and has worked with leading brands - Mountain Dew, Mirinda and Pepsi. She has submitted her doctoral thesis at the Faculty of Management Studies, University of Delhi and was been awarded the Junior Research Fellowship (UGC NET-JRF). Her research interests include brand strategy, consumer psychology and consumer brand relationships.



Mr. Anurag Chaturvedi

Assistant Professor, Coordinator Alumni Affairs, USME

Anurag Chaturvedi is Assistant Professor at USME, DTU. He has close to 3.5 years of industrial experience with leading automobile company Tata Motors in Marketing & Operations and IHS Markit in the financial derivatives segment. He has done his MBA from Delhi School of Management, B. Tech in Electronics and Communication Engineering from NIT Surat and has been awarded the Junior Research Fellowship (NET-JRF). Currently, he is holding the posts of Cultural Committee Coordinator, MBA Coordinator, faculty advisor for Finance and IT Clubs, and member of IT, Infrastructure and Library Committee.



Dr. Naval Garg

Assistant Professor, Program Coordinator BBA (Hons)

Dr. Naval Garg is Assistant Professor (HR) at USME, DTU. His academic credentials are MBA, M.Com, Ph.D., NET (Management & Commerce). He is also a fellow of the Insurance Institute of India. He has more than forty research papers published in various national and international journals. His areas of research and training interest are workplace spirituality, gratitude, business ethics, and human-machine interaction. He also holds more than 6 years of corporate experience.



Dr. Priya Malhotra
Assistant Professor

Priya Malhotra is an Assistant Professor in the area of Finance at USME, DTU. She is an MBA in Finance & Marketing and PhD from the Faculty of Management Studies (FMS), University of Delhi. She has prior teaching experience in the department of Commerce, Shri Ram College of Commerce (SRCC), University of Delhi. She also has a rich industry experience of more than 6 years and has been associated with ICICI Bank Ltd & Barclays Bank in international private banking segment. She has obtained her doctoral degree from Faculty of Management Studies (FMS), Delhi.



Dr. Varsha Sehgal

Assistant Professor, Program Coordinator MBA

Varsha Sehgal is an Assistant Professor at USME, DTU in the area of strategy management. She has close to 6 years of industry experience in multinational firms as Fiserv and Infosys. She has done her M.B.A from IIT Madras and B. Tech from Punjab Technical University Jalandhar, and her PhD from DTU. Her areas of interest include Strategy Management, Information Technology as well as Business Analytics. She is particularly interested in Frugal Innovations and how they can be leveraged to benefit society.



Dr. Kusum Lata
Assistant Professor

Dr. Kusum Lata is Assistant Professor at USME, DTU. She has done her B.Tech in Computer Science and Engineering from Punjab Technical University, Punjab and Master of Engineering in Computer Technology and Applications from Delhi College of Engineering Delhi University. She has completed her Ph.D. in Computer Science and Engineering from Delhi Technological University. She has qualified UGC-NET in Computer Science and Applications. She has more than 15 years of teaching experience. She has published papers in reputed international journals and conferences. Her area of interest includes Data Mining, Machine Learning, Data Analytics, Database Management Systems, Improving Software Quality, Definition and Validation of Software Metrics.



Dr. Deepti Aggrawal

Assistant Professor, Program Coordinator, MBA(Business Analytics)

Dr. Deepti Aggrawal is currently working as an Assistant Professor at USME, DTU. She is UGC-NET qualified in Management and holds a Ph.D. in Operational Research from University of Delhi. She brings in-rich experience of around 7 years in varied fields of Education, Banking, Analytics & Quantitative techniques. She has published several articles in journals of international repute. Her research area includes Innovation Adoption and Technology Diffusion Modeling & Optimization in Marketing, modeling in software reliability engineering and applications of multi-criteria decision making techniques for solving real life problems. She has co-authored one text-book entitled " Market Assessment with OR Applications" published by CRC Press, Taylor & Francis group. She is a life member of Society for Reliability, Engineering, Quality and Operations Management.



Dr. Gaganmeet Kaur Awal

Assistant Professor, Coordinator PhD Program

Dr. Gaganmeet Kaur Awal is Assistant Professor at USME, DTU. She holds a PhD from School of Computer and Systems Sciences, Jawaharlal Nehru University. She has completed M.Tech (CST) from JNU and B. Tech (CSE) from GGSIPU, Delhi. She is UGC-NET qualified and has been awarded the prestigious DST Inspire Fellowship from Ministry of Science and Technology, Govt. of India. She has teaching experience at Shaheed Sukhdev College of Business Studies, University of Delhi and Jaypee Institute of Information Technology, Noida. She has published papers in reputed international journals and conferences. Her research interests include Data Analytics and DBMS, Machine Learning, Collective Intelligence and Web Analytics.



Dr. Aakanksha Kaushik

Assistant Professor

Aakanksha Kaushik is Assistant Professor at USME, DTU. She worked as Assistant Professor in an ad hoc capacity at the University of Delhi. She has completed B.A. (H) Economics from the University of Delhi; M.A (Financial Economics) from Gokhale Institute of Politics and Economics; M.Phil. (Economics) from the Jawaharlal Nehru University. She has written articles for several newspapers and magazines. Her areas of interest include public finance, development economics, and microeconomics.



Mr. Puneet Kumar Arora
Assistant Professor, Program coordinator, MA Economics

Puneet Kumar Arora is Assistant Professor at USME, DTU. He was previously associated with India Infrastructure Publishing, where he tracked the Indian telecom and renewable energy sectors. He holds a bachelor's degree in economics from Hansraj College, University of Delhi and master's degree in economics from Jamia Millia Islamia, New Delhi. He is pursuing Ph.D. in economics and trade policy from Indian Institute of Foreign Trade, New Delhi. His areas of interest include development economics and international trade.



Dr. Virender Kumar
Assistant Professor, Program Coordinator, BA (Hon) Economics

Dr. Virender Kumar is Assistant Professor at University School of Management and Entrepreneurship (USME), Delhi Technological University. He has a Bachelor's degree in Economics from Hansraj College, University of Delhi, and Master's degree in Economics from Delhi School of Economics, University of Delhi. He has received Ph.D (Economics) and M.Phil (Economics) from Delhi School of Economics, University of Delhi. He was previously employed with Shri Ram College of Commerce (SRCC), University of Delhi, and has more than 8 years of teaching experience. His areas of interest include Monetary Economics, International Finance, Macroeconomics, Time Series Analysis, and Panel Data Analysis.



Dr. Ratnam Mishra
Assistant Professor

Dr. Ratnam Mishra is an Assistant Professor at USME, DTU. She has done her masters in Economics from Dr RML Awadh University, Faizabad. She has completed M. Phil and PhD in Economics from Jawaharlal Nehru University (JNU). She has ten years of teaching experience with JRF in Economics. Her research areas includes Economics of Education, International Migration, Entrepreneurship and Skill development and vocational education.



Ms. Pallavi Sethi
Assistant Professor

Pallavi Sethi is Assistant Professor at USME, DTU. She was previously associated with Shaheed Bhagat Singh College, Delhi University as Assistant Professor for more than ten years. She has completed her M.Phil (Accounting), M.Com and B.Com(Hons.) from University of Delhi and is currently pursuing her Ph.D from Delhi Technological University in the area of finance. Her areas of interest include Financial and Management Accounting and Corporate Finance.



Prof. (Dr.) Manoj Kumar Sharma
Professor (Visiting)

Dr. Manoj Kumar Sharma is an alumnus of Delhi College of Engineering and IIT Delhi, having Bachelor and Masters Degree In Engineering with First Class with 28 Distinction, MBA and Ph.D. in Management (Strategic Management and Telecom area) from IIT Delhi. He has experience of 29 years in various capacities as a contributor and learner, in Academics, Industry and Government as Teacher, Manager, Advisor, National Policy Analyst. Currently, he is Full-Time Visiting Professor in areas of Strategic Management, Innovation, Entrepreneurship and New Venture Development at University School of Management and Entrepreneurship, DTU East Delhi Campus of Delhi Technological University (Established by Govt. of NCT of Delhi) and Committee Member for framing 'Startup Policy of Govt. of NCT of Delhi'. Prof. Sharma has served Department of Management Studies (DSM), Indian Institute of Technology Delhi (IIT Delhi) / He is on Expert panel for selection of senior faculty in area of "Strategy" for leading business school of India / His other academic work & related Experience includes Honorary Professorships at IIMs / National Academy for Training for Social Security and Research, Ministry of Labour& Employment, Govt. of India / Department of Personal and Training (Govt. of India).

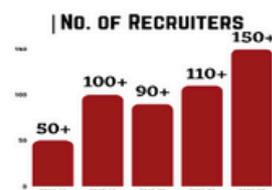
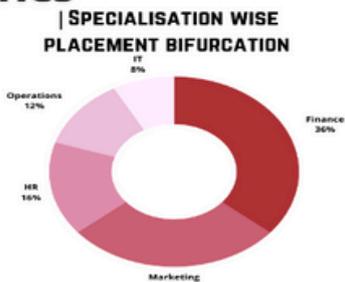
Dr. Sharma has written research papers in peer reviewed Journal (SpringerNature), Book Chapters in (SpringerNature), Chaired, many International conferences in many countries. Dr. Sharma has also served in Government as Advisor (IT & E- Governance) (NOIDA, Govt. of UP / Member of the National Council (NCVT, an apex policy making body), Ministry of Labour& Employment, Govt. of India/ In corporate on board of directors of companies / CEO of DTU Innovation and Incubation Foundation (Section 8 Company) promoted by Delhi Technological University (Established by Govt. of NCT of Delhi)/Officer on Special Duty (OSD) and later Associate Director of DTU East Delhi Campus of Delhi Technological University-DTU (Established by Govt. of NCT of Delhi). He is selected as ' Mentor of change' by NITI Aayog, Government of India. His passion is to interact with brilliant minds who can change the world in all possible positive ways.

Placement Committees become vital for any B-school as they are responsible for interacting with the corporate world outside and the onus of bringing in new companies to the college falls in their shoulders. The students in this process go through a learning experience and understand how to network within the corporate world better. The Central Training and Placement Department, Delhi Technological University is continuously supporting us to make them better and bring the best companies for our placements each year. The Placement Committee plays a vital role in measuring a smooth & efficient placement process, co-ordinates all the efforts and activities directed towards ensuring utmost satisfaction to the needy students for their placement. The placement process is, like all premier institutions, a student-run affair, working under the guidance of the faculty coordinators. The team of training and placement cell act as an interface between the industry and students, and provides counselling, practical assistance and runs programs, to help develop students in various spheres, so that they can achieve their career-related aspirations.

The Placement Teams of both DSM & USME focus on providing its students with multiple opportunities giving corporate exposure. Opportunities like corporate interactions where the industry leaders can directly communicate with the students, industry visits where the students get to know more about how the industries work, multiple internships that can help the students in choosing their desired profile and sector, live business projects that enable the students to get in-depth insights about every sector and live case-study based learning. The Placement Cell of both DSM and USME understand very well that the final placements and summer internships are the most important landmarks of any student's career and hence, the student coordinators and faculty mentors put in their best so as to achieve the targets and provide what is best for the candidates. The major recruiters from our institute are KPMG Global, TCS, ZS Associates, Motherson Sumi Infotech and Designs, Berger Paints to name a few and there are constant efforts to expand this list.

TRAINING AND PLACEMENT

PLACEMENT STATISTICS



OUR PROMINENT RECRUITERS:

| | | | | | | | |
|------------------|---------------|------------------|-------------------------------|--------------|--------------------------|--------------------|-----------------|
| S&P Global | Tech Mahindra | publicis sapient | Birlasoft | DB SCHENKER | motherson | BECHTEL | UNI QLO |
| Dabur | Goodyear | ZS | Reliance | GoMechanic | BRITANNIA | BAIN & COMPANY | Dr.Reddy's |
| NOBROKER | J.P.Morgan | EY | square yards | Berger | GILBARCO VEEDER-ROOT | pwc | Cipla |
| ninjacart | IHS Markit | HYUNDAI | tcs TATA CONSULTANCY SERVICES | FEDERAL BANK | Birla Sun Life Insurance | asianpaints | HDFC BANK |
| AMERICAN EXPRESS | HCL | KPMG | MERCER | cvent | Gartner | JUBILANT FoodWORKS | TATA TATA POWER |
| indiamart | apollo | DE Shaw & Co | Deloitte. | nexdigm | PLANET SPARK | REVRYS | NEWGEN |

| | | | | | |
|--------------------|-----------|-----------------|--------------------|----------------|----------------|
| IndiGo | LAVA | Ogilvy & Mather | rubique | S&P Global | vistara |
| JUBILANT | LIME TRAY | pantakons | SAINT-GOBAIN | TATA | YES FOUNDATION |
| KARVY KEEP GROWING | MERCER | PeopleStrong | Schneider Electric | TIMES INTERNET | zomato |
| KEYENCE | Mu Sigma | RELAXO | Smart Cube | TresVista | ZS |
| KPMG | nielsen | RELIANCE GAMES | smartworks | UC UrbanClap | ZYCUS |

Eligibility Criteria

1. The candidate must have scored at least 50% marks in the 12th board examination from a recognised board and must also have passed English as a subject in the 12th Board Examination.
2. Candidates belonging to the OBC and Defence Personnel categories shall be eligible for a relaxation of 5% in the minimum marks criterion.
3. Candidates belonging to the SC, ST and PwD categories shall be eligible for a relaxation of 10% marks in the minimum marks criterion.

Admission Criterion: A merit list will be prepared on the basis of combined score in Section IA (English) (25% weightage) and Section III (General Test) (75% weightage) of CUET-2024.

Note: The University may invite fresh applications against vacant seats, if any, by following an alternative admission criterion as decided by the University.

ADMISSION PROCEDURE:

All candidates desirous of seeking admission to the BBA four/three year programs at USME, DTU are required to visit website <https://www.cmacadmissions.com/> and fill registration form, pay a non-refundable registration fee.

Documents to be uploaded at the time of registration:

Following is the list of documents required for uploading at the time of filling up of online application form:

- Photo
- Certificates and Marks sheet of the 12th examination.
- Date of Birth Certificate as indicated in High School or equivalent examination.
- CUET percentile for designated tests.
- Reserved category/sub-category certificates, if applicable.

Note: The OBC-NCL candidates can submit old certificate and undertaking at present in the application form. However, the candidates must submit the OBC-NCL or EWS Certificate issued after 31.03.2024 at the time of Personal Interview/Document Verification.

Document Verification and Counselling

The shortlisted candidates will be called for document verification and counselling in physical mode. The venue and date for the same will be announced on <https://www.cmacadmissions.com>. The merit list of the eligible candidates will be announced on <https://www.cmacadmissions.com> website before First round of Counselling.

Note: The candidates, who do not attend the document verification process and counselling will not be considered in the merit list.

Spot round

Spot round may be conducted if seats remain vacant. Details of spot round will be notified on the website: <https://www.cmacadmissions.com/>.

Note: Fresh applications against vacant seats, if any, may be invited by following an alternative admission criterion in spot round of admissions by USME, DTU.

Intake

The annual intake of this program is 180+2 at USME.

The reservations of the seats for SC/ST/OBC/EWS and sub categories Defence/ PWD are as per the norms. One seat over and above the total intake in each campus is reserved for Kashmiri migrants. However, there will be no relaxation in the minimum eligibility criteria for Kashmiri Migrants.

SEAT MATRIX

| Category | No. ofSeats | TotalSeats |
|-------------------------------|-------------|------------|
| GNGND | 56 | 62 |
| GNCWD | 3 | |
| GNPDD | 3 | |
| SCGND | 21 | 23 |
| SCCWD | 1 | |
| SCPDD | 1 | |
| STGND | 10 | 12 |
| STCWD | 1 | |
| STPDD | 1 | |
| OBGND | 37 | 41 |
| OBCWD | 2 | |
| OBPDD | 2 | |
| EWGND | 13 | 15 |
| EWCWD | 1 | |
| EWPDD | 1 | |
| GNGNO | 9 | 11 |
| GNCWO | 1 | |
| GNPDO | 1 | |
| SCGNO | 4 | 4 |
| SCCWO | 0 | |
| SCPDO | 0 | |
| STGNO | 2 | 2 |
| STCWO | 0 | |
| STPDO | 0 | |
| OBGNO | 7 | 7 |
| OBCWO | 0 | |
| OBPDO | 0 | |
| EWGNO | 3 | 3 |
| EWCWO | 0 | |
| EWPDO | 0 | |
| TOTAL | | 180 |
| Kashmiri Migrant* (KM) | 1 | 2 |
| Single Girl Child* | 1 | |
| Total | | 182 |

RESERVATION POLICY

Region, Category and Sub-category Codes

| Category | Code |
|---------------------------------|------|
| General | GN |
| Scheduled Caste | SC |
| Scheduled Tribe | ST |
| Other Backward Classes | OB |
| Economically Weaker Section | EW |
| Sub-Category | Code |
| No Subcategory | GN |
| Differently Abled Persons (PWD) | PD |
| Defence Personnel | CW |
| Kashmiri Migrant | KM |
| Region | Code |
| Delhi | D |
| Outside Delhi | O |

Reservation Policy

- **Delhi Region**

Delhi Region Candidates (85% of seats) - A candidate passing the qualifying examination from a recognized School / College / Institute located within the National Capital Territory (NCT) of Delhi will be considered for Delhi Region only.

- **Outside Delhi**

Outside Delhi Region Candidates (15% of seats) - A candidate passing the qualifying examination from a recognized School / College / Institute located outside the National Capital Territory (NCT) of Delhi will be considered for Outside Delhi Region only.

Note: For a candidate, who has passed the qualifying examination through Patrachar Vidyalaya, Delhi / National Institute of Open School, Delhi (NIOS), the criterion for deciding the region shall be the location of his/her centre of examination. In other words, if the centre of examination is located in the N.C.T. of Delhi, the candidate shall be considered under the Delhi Region and if the centre of examination is located outside N.C.T. of Delhi, he/she shall be considered under the Outside Delhi Region.

(a) Scheduled Caste (SC): 15% of the total seats are reserved for Scheduled Caste candidates.

(b) Scheduled Tribe (ST): 7.5% of the total seats are reserved for Scheduled Tribe candidates.

(c) Other Backward Class (OBC- NCL): 27% of the total seats are reserved for Other Backward Class (Non-Creamy Layer) candidates.

Sub-categories namely 'Defence' and 'Person with Disability' are available under each category (General, SC, ST, OBC-NCL).

(d) Defence Personnel: 5% of the total seats (Horizontal) in each category are reserved for candidates belonging to Defence sub-category in the following priority

Priority I - Widows/Wards of Defence Personnel killed in action.

Priority II- Wards of disabled in action and boarded out from service.

Priority III - Widows/wards of Defence Personnel who died in peace time with death attributable to military service.

Priority IV - Wards of disabled in service and boarded out from service with disability attributed to military service.

Priority V - Wards of serving defence personnel and ex-servicemen who are in receipt of the following Gallantry Awards: 1. Param Vir Chakra 2. Ashok Chakra 3.

Mahavir Chakra 4. Kirti Chakra 5. Vir Chakra 6. Shaurya Chakra 7. Sena/ NauSena/ Vayu Sena Medal 8. Mention-in-Despatches. Presidents Police Medal for Gallantry. 10. Police Medal for Gallantry

Priority VI - Wards of Ex-servicemen.

Priority VII - Wives of

i. Defence personnel disabled in action and boarded out from service

ii. Defence personnel disabled in service and boarded with disability attributable to military service

iii. Ex-servicemen and serving personnel who are in receipt of Gallantry awards.

Priority VIII - Wards of serving personnel.

Priority IX - Wives of serving personnel.

(e) Person with Disability: 5% of the total seats (Horizontally) in each category are reserved for candidates belonging to 'Person with Disability' sub-category.

(f) Kashmiri Migrants (KM) Supernumerary: One seat over and above the total intake in each course, is available under this category. First preference will be given to Kashmiri Migrant candidate:

i. who has passed the qualifying examination from a school/college/institute located within the NCT of Delhi;

ii. whose parents are registered in Delhi up to 11.06.2001 as Kashmiri Migrant; and

iii. who is residing in the N.C.T. of Delhi.

Note: In case of seat remaining vacant, Kashmiri Migrant settled outside Delhi will be considered.

- **Single Girl (SG) Child Supernumerary:** One seat in each course over and above the normal intake is reserved for single girl child candidate (girl having no brother and sister alive) who has passed 10+2 from schools located in NCT of Delhi.

Note:

1. In case of category (a) and (b), the vacant seats are interchangeable.
2. In case, sufficient numbers of eligible candidates from category (c) are not available, the vacancies will be treated as unreserved.
3. In case, sufficient number of eligible candidates from the subcategories mentioned at (e) and (f) are not available, the vacancies will be treated as unreserved in the respective category.
4. Under CW sub-category, the seats will be filled based on the priority i.e. all eligible candidates of priority-I will be allotted seats based on their ranks until the ranks exhaust seats exhaust under CW subcategory. Remaining vacant seats, if any, will be allotted to the priority-II in the similar way, and so on. The reservation under CW subcategory is available only to such candidates who fall under the listed priorities.
5. v. It is the sole responsibility of the candidate to prove his/her eligibility for claiming reservation under any of the reserved categories / subcategories. The candidates claiming reservation under SC / ST / OBC/ KM / SG / EWS categories, CW / PD sub-categories will be required to produce the original certificate of the respective reserved category/ sub-category issued by the competent authority (as mentioned in this information brochure) at the time of document verification. If the reserved category / sub-category certificate is not found to be in order, no benefit of the reserved category/sub-category will be given and provisionally allotted seat to that candidate will stand automatically cancelled. Such candidates may be considered under General category/ sub-category in respective state quota for subsequent rounds of counselling on submission of are quest in this regard.

| S. No. | Particulars | Fee in AY 2024-25 (Rs.) | Fee in AY 2025-26 (Rs.) | Fee in AY 2026-27 (Rs.) |
|--------|---|-------------------------|-------------------------|-------------------------|
| 1. | Tuition Fee | 58,500 | 62,500 | 67,500 |
| 2. | Non Govt. Component | | | |
| 2.1 | Student Welfare Fee (Co-curricular activities, Training & placement, Extra Curricular Activities, Annual Gathering, Students welfare, Institutional Development, outsourcing, conference, seminar, workshop, innovative projects, skill development activities and, Misc. Expenditure on Unspecified Items) | 15,000 | 16,000 | 18,000 |
| 2.2 | Facilities & Services Charges (Research initiatives, training programmes, Awards, automation, facilities, entrepreneurship activities and any misc. expenditure on unspecified items) | 15,000 | 16,000 | 18,000 |
| 2.3 | Economically weaker section fund | 6,000 | 6,000 | 6,000 |
| 2.4 | Examination fee (Examination Infrastructure strengthening, expenditure on examination activities, confidential printing etc.) | 15,000 | 15,000 | 15,000 |
| 2.5 | DTU Medical facilities and premium amount for medical claim of student (per annum) | 700 | 700 | 700 |
| | GRAND TOTAL | 1,10,200 | 1,16,200 | 1,25,200 |

Fees of fourth year will be notified in due course of time.

WITHDRAWAL POLICY

The revised withdrawal policy for admission to the BBA Programme for AY 2024-25 is as follows:

| S. No. | Percentage of refund of aggregate fee* | Point of time when notice of admission is served to the University |
|--------|--|---|
| 1 | 100% | 15 days or more before the formally notified last date of admission |
| 2 | 90% | Less than 15 days before the formally notified last date of admission |
| 3 | 80% | 15 days or less after the formally notified last date of admission |
| 4 | 50% | 30 days or less, but more than 15 days after the formally notified last date of admission |
| 5 | 0% | More than 30 days after the formally notified date of admission |

***Inclusive of Tuition Fees and Non-Govt. Component, Last date of admission will be notified on CMAC website**

Please note that no refund is given to students admitted during spot round.

DOCUMENTS REQUIRED AT THE TIME OF ADMISSION

Following is the list of documents required for verification at the time of Personal Interview and counselling:

1. Print-out of the online application form duly signed by the candidate
2. Degree and Marks sheet of the qualifying examination i.e, 12th class
3. Date of Birth Certificate as indicated in High School or equivalent examination i.e. Class X.
 1. Reserved category / sub-category Certificates, if applicable.
 2. CUET score card

Note: If the candidate fails to produce any required documents, his/her candidature is liable to be cancelled.

CERTIFICATES REQUIRED FOR RESERVED SEATS AT THE TIME OF DOCUMENT VERIFICATION

Candidates applying for any reserved seat (i.e. SC, ST, OBC-NCL, EWS, CW, PD, KM) must produce the original certificates (as applicable) as mentioned below at the time of document verification.

(i) Scheduled Caste (SC)/Scheduled Tribe (ST) /Other Backward Class (OBCNCL)/Economically Weaker Section (EWS): For admission to a seat reserved for Scheduled Caste/Scheduled Tribe/Other Backward Class (NCL)/ Economically Weaker Section (EWS), candidate must produce a certificate, in original, issued from an approved district authority stating the Scheduled Caste/ Scheduled Tribe/ Other Backward Class (NCL)/ Economically Weaker Section (EWS), to which the candidate belongs. A list of approved authorities is given below:

- a. District Magistrate / Additional Magistrate / Deputy Commissioner / Collector / Additional Deputy Commissioner / Deputy Collector / 1st Class Stipendiary Magistrate / City Magistrate (not below the rank of 1st Class Stipendiary Magistrate), Sub-Divisional Magistrate / Taluka Magistrate / Executive Magistrate / Extra Assistant Commissioner.
- b. Revenue Officer not below the rank of Tehsildar.
- c. Sub-Divisional Officer of the area where the candidates and/or his/her family normally resides
- d. Administrator/Secretary to Administration/Development Officer (Laccadive & Minicoy Islands).

Note:

1. The candidate seeking admission under reserved categories has to mandatorily produce the caste/category certificate in his/her name at the time of counselling. The certificate in the name of either of the parents (mother/father) or any other family member is not acceptable and the candidate will not be entitled even for provisional admission.
- 2.2. OBC (NCL) candidates are required to produce a caste certificate issued after 31st March, 2024 from the authorities as mentioned above. However, if the certificate is issued prior to 1st April 2024, it must be accompanied with an additional certificate regarding the present non-creamy layer status of the candidate, issued by the same competent authority. This additional certificate must have reference of his / her already issued original caste certificate.

(ii) Person with Disability sub-category: For admission to seat reserved for Differently Abled Person (PD) sub-category, the candidate must produce the following certificates in original at the time of document verification for PD candidates:

- a. A certificate of physical disability issued by a duly notified Medical Board of a District/Government Hospital set up for examining the physically challenged candidates under the provision of the Person with Disability (equal opportunities, protection of rights and full participation) Act 1995. The certificate should indicate the extent (i.e. percentage) of the physical handicap and should bear the Photograph of the candidate concerned. The certificate should be countersigned by one of the Doctors constituting the Board issuing the certificates.
- b. A certificate duly recommended by Vocational Rehabilitation Centre for the Handicapped, 9-11 Vikas Marg, Karkardooma, Delhi 110092.

(iii) Kashmiri Migrants: The candidates seeking admission under Kashmiri Migrants seats must produce the following documents, in original, at the time of document verification:

- a. Certificate of registration as Kashmiri Migrants issued by the Relief Commissioner, Jammu or Divisional Commissioner, Delhi to establish the status of the applicant as registered migrants.
- b. Degree and Mark-sheet of the qualifying examination.
- c. Secondary School Examination or an examination recognized as equivalent thereto (showing the Date of Birth).
- d. Proof of property in Kashmir of the parent of the candidate.
- e. Proof of current residence such as Ration Card, Photo Identity Card issued by the Election Commissioner, Driving License, etc.

Online Application form can be accessed at
(<https://www.cmacadmissions.com/>)

All candidates are required to fill the online Application Form and make an online payment as prescribed on CMAC website.

Incomplete application, due to any reason, is liable for rejection by the University.

CERTIFICATES AND FORMATS

Certificate for Person with Disability

To be issued by Medical Board from Government Hospital

Name of the candidate: Mr./Ms.* _____

Father's Name: _____

Permanent Address: _____

Percentage loss of earning capacity (in words):

Whether the candidate is otherwise able to carry on the studies and perform the duties of an engineer/architect satisfactorily: _____

Name of the disease-causing handicap: _____

Whether handicap is temporary or permanent: _____

Whether handicap is progressive or non-progressive: _____

The candidate is FIT / UNFIT to pursue further studies. |

(*Strike out whichever is not applicable)

Member
(Orthopaedic Specialist)

Date:

Seal of Office

Member

Principal Medical
Officer

NOTE:

1. The medical board must have one orthopaedic specialist as its member.
2. Candidate having temporary or progressive handicap will not be considered against these seats

Authorities Who Can Issue Caste/Tribe Certificate

SC/ST/OBC/EWS candidates should submit certificate issued by any of the following authorities:

District Magistrate/Additional District Magistrate/Collector/Deputy Commissioner/Additional Deputy Commissioner/Deputy Collector/1st Class Stipendiary Magistrate/City Magistrate/Sub-Divisional Magistrate/Taluka Magistrate/Executive Magistrate/Extra Assistant Commissioner/Chief Presidency Magistrate/Additional Chief Presidency Magistrate/Presidency Magistrate/Revenue Officer not below the rank of Tehsildar/Sub-Divisional Officer of the area where the candidate and/or his/her family normally resides/Administrator/Secretary to Administrator/Development Officer (Lakshadweep Island).

(Certificate issued by any other authority will not be accepted.)

Prescribed Format for OBC Certificate

Form of Certificate to Be Produced By Other Backward Classes

This is to certify that Shri / Smt. / Kum. _____

Son/ Daughter of Shri / Smt _____ of

Village/Town _____ District/Division _____ in the State belongs to the _____ Community which is recognized as a backward class under:

(i) Resolution No. 12011/68/93-BCC(C) dated 10/09/93 published in the Gazette of India Extraordinary Part I Section I No. 186 dated 13/09/93.

(ii) Resolution No. 12011/9/94-BCC dated 19/10/94 published in the Gazette of India Extraordinary Part I Section I No. 163 dated 20/10/94.

(iii) Resolution No. 12011/7/95-BCC dated 24/05/95 published in the Gazette of India Extraordinary Part I Section I No. 88 dated 25/05/95.

(iv) Resolution No. 12011/96/94-BCC dated 9/03/96.

(v) Resolution No. 12011/44/96-BCC dated 6/12/96 published in the Gazette of India Extraordinary Part I Section I No. 210 dated 11/12/96. (vi) Resolution No. 12011/13/97-BCC dated 03/12/97.

(vii) Resolution No. 12011/99/94-BCC dated 11/12/97.

(viii) Resolution No. 12011/68/98-BCC dated 27/10/99.

(ix) Resolution No. 12011/88/98-BCC dated 6/12/99 published in the Gazette of India Extraordinary Part I Section I No. 270 dated 06/12/99.

(x)Resolution No. 12011/36/99-BCC dated 04/04/2000 published in the Gazette of India Extraordinary Part I Section I No. 71 dated04/04/2000.

(xi)Resolution No. 12011/44/99-BCC dated 21/09/2000 published in the Gazette of India Extraordinary Part I Section I No. 210dated21/09/2000.

(xii)Resolution No. 12015/9/2000-BCC dated 06/09/2001.

(xiii)Resolution No. 12011/1/2001-BCC dated 19/06/2003.

(xiv)Resolution No. 12011/4/2002-BCC dated 13/01/2004.

(xv)Resolution No. 12011/9/2004-BCC dated 16/01/2006 published in the Gazette of India Extraordinary Part I Section I No. 210 dated 16/01/2006.

Shri / Smt. / Kum. _____ and / or his family ordinarily reside(s) in the _____ District / Division of

_____ State. This is also to certify that he/she does not belong to the persons/sections (Creamy Layer) mentioned in Column 3 of the Schedule to the Government of India, Department of Personnel & Training O.M. No. 36012/22/93-Estt.(SCT) dated 08/09/93 which is modified vide OM No. 36033/3/2004 Estt.(Res.) dated 09/03/2004.

Dated: _____

District Magistrate / Deputy Commissioner / Competent Authority

Seal

NOTE:

The term 'Ordinarily' used here will have the same meaning as in Section 20 of the Representation of the People Act, 1950.

The Authorities Competent to Issue Caste Certificates are Indicated Below:

District Magistrate / Additional Magistrate / Collector / Deputy Commissioner / Additional Deputy Commissioner / Deputy Collector / Ist Class Stipendiary Magistrate / Sub-Divisional magistrate / Taluka Magistrate / Executive Magistrate / Extra Assistant Commissioner (not below the rank of Ist Class Stipendiary Magistrate).

Chief Presidency Magistrate / Additional Chief Presidency Magistrate/Presidency Magistrate. Revenue Officer not below the rank of Tehsildar' andSub-Divisional Officer of the area where the candidate and / or his family resides.

Declaration/undertaking - for OBC Candidates only

I, _____ Son/daughterofShri.

_____ district _____

Resident ofvillage/town/city _____ State _____ hereby declare that I belong to the _____ community which is recognized as a backward class by the Government of India for the purpose of reservation in services as per orders contained in Department of Personnel and Training Office Memorandum No.36012/22/93- Estt. (SCT), dated 8/9/1993. It is also declared that I do not belong to persons/sections (Creamy Layer) mentioned in Column 3 of the Schedule to the above referred Office Memorandum, dated 8/9/1993, which is modified vide Department of Personnel and Training Office Memorandum No.36033/3/2004 Estt.(Res.) dated 9/3/2004.

Signature of the Candidate

Place: _____

Date: _____

Annexure-I

Government of
(Name & Address of the authority issuing the certificate)

INCOME & ASSEST CERTIFICATE TO BE PRODUCED BY ECONOMICALLY WEAKER SECTIONS

Certificate No. _____

Date: _____

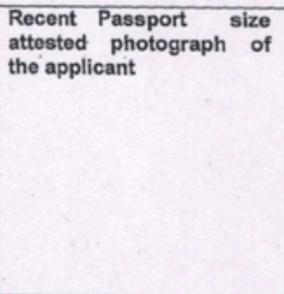
VALID FOR THE YEAR _____

This is to certify that Shri/Smt./Kumari _____ son/daughter/wife of _____ permanent resident of _____, Village/Street _____ Post Office _____ District _____ in the State/Union Territory _____ Pin Code _____ whose photograph is attested below belongs to Economically Weaker Sections, since the gross annual income* of his/her 'family** is below Rs. 8 lakh (Rupees Eight Lakh only) for the financial year _____. His/her family does not own or possess any of the following assets*** :

- I. 5 acres of agricultural land and above;
 - II. Residential flat of 1000 sq. ft. and above;
 - III. Residential plot of 100 sq. yards and above in notified municipalities;
 - IV. Residential plot of 200 sq. yards and above in areas other than the notified municipalities.
2. Shri/Smt./Kumari _____ belongs to the _____ caste which is not recognized as a Scheduled Caste, Scheduled Tribe and Other Backward Classes (Central List)

Signature with seal of Office _____
Name _____
Designation _____

Recent Passport size
attested photograph of
the applicant

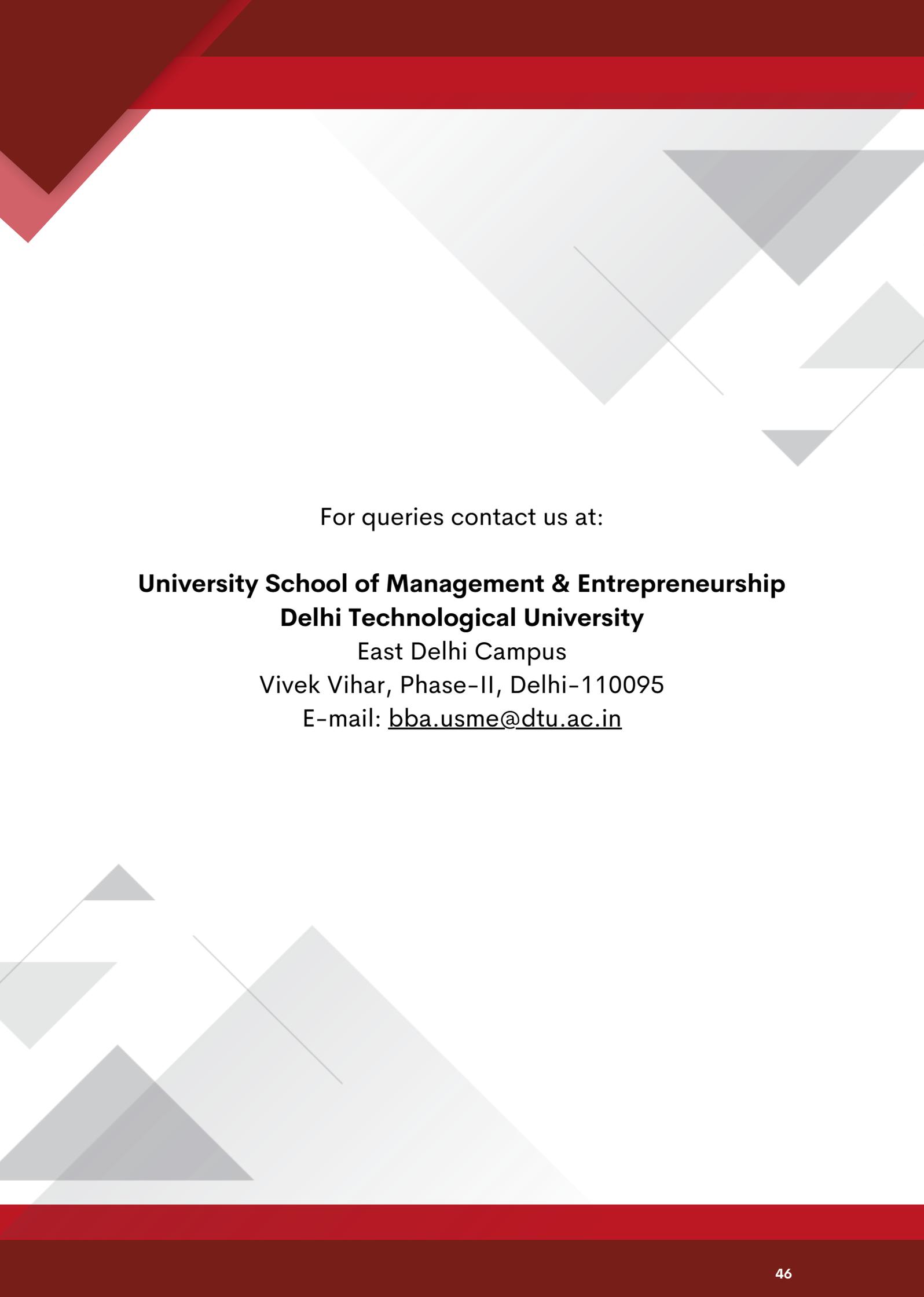


*Note 1: Income covered all sources i.e. salary, agriculture, business, profession, etc.

**Note 2: The term "Family" for this purpose include the person, who seeks benefit of reservation, his/her parents and siblings below the age of 18 years as also his/her spouse and children below the age of 18 years

***Note 3: The property held by a "Family" in different locations or different places/cities have been clubbed while applying the land or property holding test to determine EWS status.

G. Srinivasan



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