DELHI TECHNOLOGICAL UNIVERSITY

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

Accredited with 'A' Grade (CGPA 3.22 out of 4) by NAAC

ISO 9001 : 2015 Certified

Master of Business Administration (MBA)
(2023-25 Batch)

ADMISSION BROCHURE

www.dtu.ac.in
www.cmacadmissions.com

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दिल्ली प्रौद्योगिकी विश्वविद्यालय
DELHI TECHNOLOGICAL UNIVERSITY
Established by Govt. of Delhi vide Act 6 of 2009
(Formerly Delhi College of Engineering)

Prof. Jai Prakash Saini
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. We are dedicated towards developing elite leaders who positively impact society. We define the vision beyond tomorrow and inspire dreams, curiosity, and action.

We aim to incorporate a holistic approach to management education through our MBA program. We strive to provide this understanding by exposing our students to the latest course curriculum as well as a variety of activities that makes them stay abreast with developments happening around them. Rapid globalization and digitalization have posed several challenges to business schools across the globe, the challenge and the opportunity to educate, train and prepare the upcoming generation for the time to come, which intend to be data driven and technologically advanced. In this scenario, a deeper understanding of various domains of business management becomes imperative to sustain and thrive in the market. The course is designed to deliver contemporary skills and capabilities in students, enabling them to build functional and technical expertise needed for solving complex business problems.

My best wishes to all prospective aspirants seeking admission to DTU. Together, let's build a great future for our country and ourselves.

(Prof. J.P. Saini)

IMPORTANT DATES:

START DATE FOR ONLINE REGISTRATION

17/03/2023 (FRIDAY)

LAST DATE OF FILLING ONLINE APPLICATION FORM

17/04/2023 (MONDAY)

IMPORTANT NOTE/DISCLAIMER:

- The contents of the brochure are on the basis of the policies available as on this date of release of Admission Brochure for Academic Session 2023-24. Additional information shall be uploaded on the University website: www.dtu.ac.in / www.cmacadmissions.com and all the candidates desirous of seeking admission are hereby advised to regularly visit the University website for additional information.

- In view of any challenges that may transpire, and if necessitated, change may be made in the procedure for personal appearance of applicants for PI, as well as for verification of documents/certificates, which shall be notified in due course by the University on its website: ww.dtu.ac.in / www.cmacadmissions.com Applicants are advised to monitor the same and act as directed.

- The University reserves the right to revise, update or remove any part of this brochure without giving any prior notice. Any change made shall be updated on the University website.

Note: Candidates are advised to visit www.dtu.ac.in / www.cmacadmissions.com website for detailed scheduled.

About Delhi Technological University

Delhi Technological University (formerly known as Delhi College of Engineering) is one of the most premier engineering institutions in India, with over 82 years of glorious tradition of excellence in Engineering & Technology Education, Research and Innovations. A non-affiliating, teaching and research university, DTU has been working actively over the years to create an environment of a synergetic partnership between academia and industry. It aspires to imbibe a culture of scientific research in its management and technology disciplines,and develop scientific temper by providing a seamless environment for integration of science, engineering, and management. The university also endeavors to provide the thrill of a corporate R&D environment with a planned focus on industry-relevant projects. DTU has consistently been ranked among the top institutions of the country in reputed surveys.

It offers courses towards Bachelor of Technology (B.Tech.), Master of Technology (M.Tech.),Doctor of Philosophy (Ph.D.), Master of Business Administration (MBA), and Bachelor of Business Administration (BBA), BA and MA Economics, M. Design and others with a strong emphasis on scientific,technological, managerial education and research.

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 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.

Core Values

- Integrity
- Compassion
- Commitment
- Creativity
- Collaboration
- Inclusion

About Master of Business Administration
(MBA) Programme

The Master of Business Administration (MBA) programme is designed to help students become better leaders and managers of enterprises in the twenty-first century. The program's main goal is to impart comprehensive business knowledge, effective communication skills, strategic problem-solving abilities, networking abilities, time and resource management abilities, analytical abilities, and leadership capabilities. Students will be able to develop decision-making skills and enhance their capacity for creative problem-solving because of the course's strong business practice focus.The curriculum imparts knowledge and skills in a way that encourages students to work hard to leave a lasting beneficial impression on the world.

The MBA programme covers a variety of business disciplines, including accounting, finance, marketing, human resources, operations, and decision science. This programme offers specialisations in Marketing Management, Financial Management, Human Resource Management, Business Analytics, Operations and Supply Chain Management, International Business, and Entrepreneurship.

The MBA programme is offered at Delhi School of Management (DSM) and University School of Management and Entrepreneurship (USME). The university also offers the Master of Business Administration (Executive), MBA (Business Analytics), MBA (Family Business & Entrepreneurship), MBA (Entrepreneurship, Innovation, and Venture Development), Bachelor of Business Administration (BBA), M.A. and B.A. (Hons.) in Economics, and Ph.D. programme in Management, Economics and Innovation, Entrepreneurship and venture development, in addition to the MBA. Each program's admissions brochure is released independently.

- The MBA programme is a two-year full time professional programme spread over four semesters, which combines grueling academic schedules with proactive efforts to develop new perspectives and a higher level of knowledge and understanding.
- The programme focuses on inculcating effective managerial and leadership skills.
- The first year of the program offers core courses to build a strong foundation in management and its functional domains, and the right attitude, knowledge and skills which are essential for a leader in the long run.
- The elective courses offered in the second year give students an opportunity to delve deeper into their respective areas of specializations and thus, cater to the role and sector-specific career objectives.

Delhi School of Management

(DSM)

Delhi School of Management (DSM) was established in 2009. With a vision of inculcating a penchant for innovation, research, and experimentation, DSM aims at extending the seven-decade long legacy of DCE by incubating and developing techno-managers, who are adept at identifying pertinent and critical business problems, and applying their technical skills and competencies in solving those problems. Delhi School of Management (DSM) is widely acknowledged for academic excellence in management education. The flagship programme of the school is two-year full-time regular MBA programme that focuses on enhancing the capabilities of the students to lead and manage 21st century businesses. DSM also offers a two-year weekend MBA (Executive) programme, and Doctoral Programme (Ph.D.) in Management. The school also extends support to various engineering departments of DTU for imparting management education to the budding engineers. DSM envisions at developing a knowledge society by providing equitable access to the masses and broadening the span of their participation in the areas of higher education.

DSM has been given National Board of Accreditation(NBA) accreditation for its MBA Programme. The department is supported by the state-of-the-art infrastructure including hostels, guest houses for visiting experts, a serene ambience to pursue learning, smart classrooms, computing labs, databases, and a well-stocked library.

DSM focuses on the comprehensive development of students by offering them subject knowledge, skills, and practical expertise of 'Management' discipline, by urging them to understand, analyze, and solve the pertinent issues faced by businesses, government, and society from a holistic and pragmatic lens. It intends to impart and sustain in students the spirit of entrepreneurship, coupled with innovation and creativity. The courses offered intend to produce socially responsible, technologically adept, and ethically driven innovative managers and future leaders. Careful selection of students having a reliable scholastic record and aptitude for management, from all over the country, ensures that the classrooms are enriched with diverse perspectives, and that each student gets a challenging, competitive, and cosmopolitan learning environment.

The curriculum is designed to meet the needs of the present-day technology-intensive business functions. The students are equipped with management knowledge to deal with the complex, global, and dynamic business environment. To ensure practical hands-on experience, internship and field projects are an integral part of the curriculum. DSM also gives ample exposure to students through case-study based pedagogy, course projects, and industry internships. In order to provide students with the required exposure, DSM brings them in close contact with the industry executives, eminent academicians, and successful alumni through conducting a series of lectures and interactive sessions. DSM also sponsors students to conferences and seminars, and facilitates their participation in paper/case-study competitions.

Students are also encouraged to form student committees/forums that undertake different impact-driven activities. The various student societies of DSM provide a vibrant environment for the students through organizing events such as Marketing Quiz, Finance Quiz, Debate, Sports Quiz, Cricket Premier League, Football Premier League, and Basketball Premier League.

Vision

To be among the leading world class management education and research institutions for meeting the contemporary and emerging challenges of business and society.

Mission

- To develop socially responsible and ethically driven innovative managers and future leaders.

- To evolve a system of quality education and research in management through sustained institutionalized efforts of students and faculty.

- To equip the students with contemporary and emerging developments in the field of management.

Beyond Academics at DSM

DSM, DTU has ensured a holistic learning system for its students, and student-led clubs and committees are a part of this conclave, which is an extension of their career and creative interests. These clubs foster learning on a continuous basis by allowing them to execute what they've learned in the classroom to real-world situations. Such group activity arrangements have enabled students to develop leadership skills while also improving networking skills and industrial connections.

DSM is a home to various student-run committees and clubs that host challenging and exciting events throughout the year. This motivates one to engage in a variety of industry-sponsored competitions and live projects, which aid in exploring new opportunities and developing professional skills. By participating in the activities of the committees, students get opportunities for leadership, initiative, team work, and liaison. DSM has one club for each of its primary disciplines, ranging from marketing to finance to information technology and various recreational groups such as sports and photography inter alia.

The zeal and exuberance with which all festivals are celebrated on campus is one of their distinctive features. The student experience is not complete without these celebrations. The goal of student life and campus activities is to foster a dynamic and creative learning environment. A distinguishing feature is a management student's ability to draw on the structure of a well-established, reputed university such as DTU. Additionally, it offers a distinctive forum for interaction and collaboration between experts from various disciplines and students.

Student's Body and Committees

1.	The Corporate Relations and placement Committee
2.	Public Relations Committee
3.	Alumni Relations Committee
4.	Sanskriti- the Cultural Committee
5.	M-cube (Marketing Club)
6.	Finesco (Finance Club)
7.	Netritva(Human Resource Club)
8.	Itech (IT Club)
9.	Arth (Operations Club)
10.	E-Cell (Entrepreneurship Club)
11.	Sporticus (Sports Club)
12.	DSM Chronicle (College Business Magazine)
13.	Alfaaz (Literary and Debating Club)
14.	Z-Axis (Art and Photography Club)
15.	Industrial and Academic research Committee
16.	Sanrakshan (Social Club)

The accent of student life and activities on the campus is to provide an energizing and creative learning environment. The campus life at DSM is filled with motivation, learning spirit, and zeal that makes the overall learning process highly enriching.
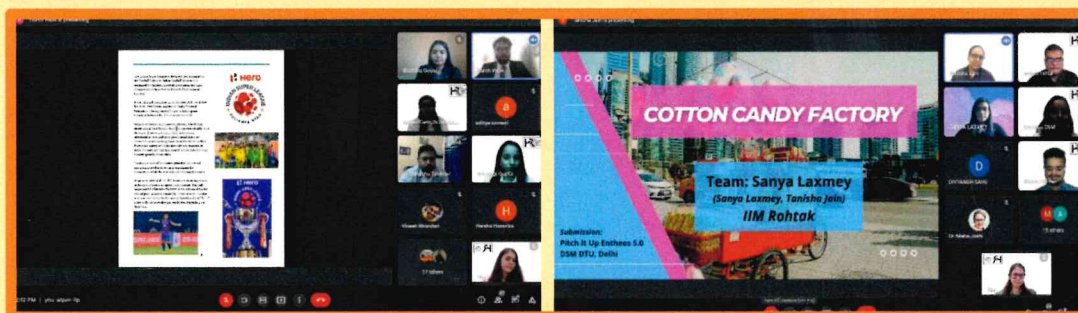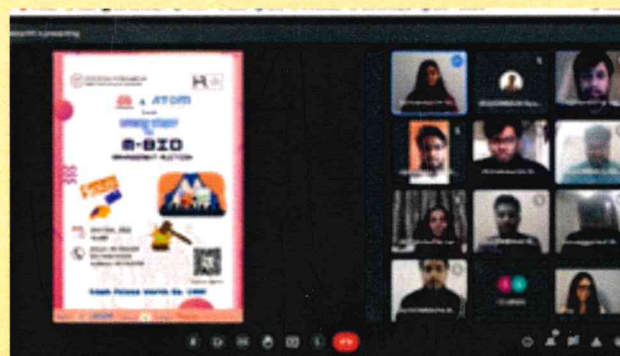
EVENTS@DSM

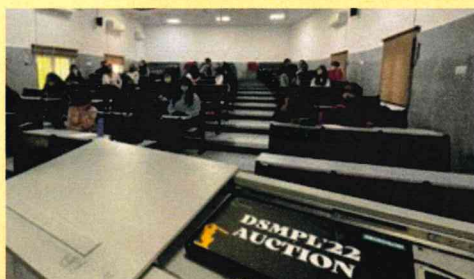Ahaan'22– Diwali Mela organised by Sanskriti- Cultural of DSM

Teacher's day Celebration 2022

Entheos 5.0-Annual flagship case study event organized by the Public Relations Committee of DSM

Umang Utsav organized by the Public Relations Committee of DSM

DSM Premier League organized by Sporticus- The Sports club of DSM

Orientation'22

Delhi School of Management, Delhi Technological University, Delhi, organized an orientation programme for the newly admitted MBA students. The major objective of the programme was to make the students aware of the academic aspects of the course, the rules and regulations of the institute and ensuring participation in monitoring the performance and progress of students, also familiarize them with the functionaries of the industry, guest speakers and introduction of all the clubs and societies.

Farewell'22

Farewell Event for the Batch of 2020-22 was held on 11th May 2022 to relive those memories and bonds developed during the course of 2 years revolving around presentations, group projects, exams, conclaves, committee work, fun, and festival celebrations. The venue was decorated at its best, further enriching the aura. As a token of love and appreciation, a mango tree plantation was conducted by the outgoing batch on the grounds of DSM.
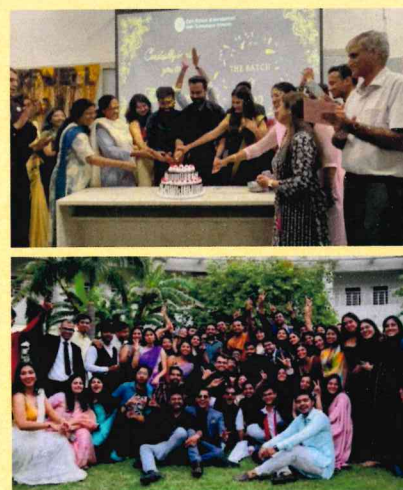
Open House Event'22

Delhi Technological University organized an 'Open House' session on October 11, 2022 for school students to learn much more about all of DTU' programmes.

NSS Collaboration

The strength of every community lies in the wholehearted and relentless efforts of its members to build a better and inclusive world. Under the aegis of NSS DTU, Sanrakshan, social club of DSM aims to bring about a change in society by organizing various events and campaigns pertaining to all aspects of social service.

Aagaaz'22 was a plantation drive organized by Sanrakshan

"Project: LET'S SAVE ARAVALI" was a workshop organized by NSS DTU and in collaboration with Save Aravali Trust
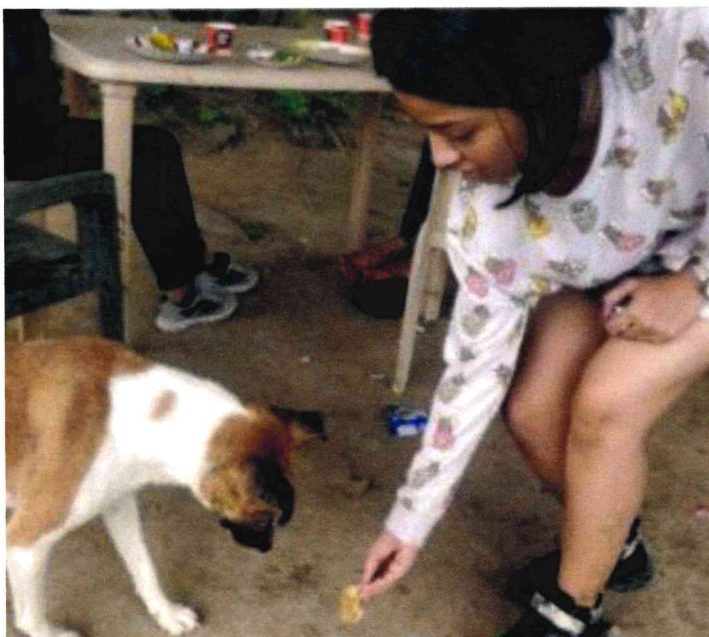
Feed a stray- a feed drive for stray animals Such as dogs, pigeons, cats etc.

E-waste drive organised by DSM, DTU in collaboration with NSS DTU and "Karo Sambhav".

Industry Connect

Looking at the rapidly changing dynamics of the corporate world and with a view to empowering our students with the current and updated scenario, the corporate big wigs are invited on a regular basis for interaction with the students. Department has constantly strived to create avenues to bring Academic and Industry together through various means such as **guest lecture, live projects, conclave and panel discussions, etc.** Corporate personnel from different sectors like banking, investment, training and consultancy, marketing, sales, IT, etc., visit the campus and interact with the students. It helps the students to co-relate the theoretical aspects taught in the classroom with real happening in day-to-day business, thus accelerating their core competencies. There were speakers from illustrious organizations like Bain & Company, Genpact, Airbus, IHS Market, and Genesis, to name a few.

PR Awareness Program by Dr. Usha Rao, Ministry of Commerce
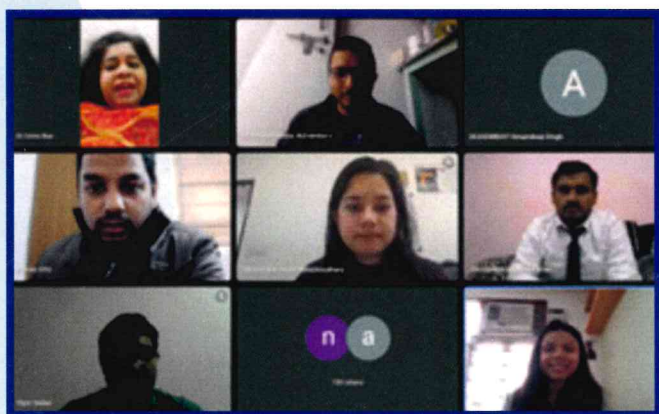
HR Conclave organized by The HR Club of DSM- Netritva

Finzeal: financial career workshop organized by Finance Club of DSM: Guest Speaker- Mr Nikunj Jain

Guest lecture by Mr. Abhas Deodhiya on Digital Transformations, Data & Analytics

Alumni Talk Series

The strong alumni network of DSM has helped to regularly organize Alumni Talk Series, where alumnus are invited to discuss their experiences and aid students in getting ready for the corporate world. Through these sessions, students get a chance to work upon our shortcomings and gain more insightful knowledge. These sessions impart practical knowledge to the students and relate the curriculum to the real corporate scenario. Not only this, the students get a picture of corporate life and become corporate ready.
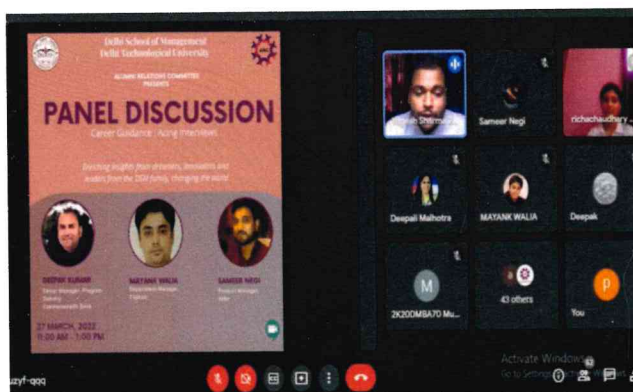
Panel Discussion on "Career Guidance: Acing Interviews "

Panel Discussion on "Career Guidance: Preparation for the Future"

Session on "Cybersecurity" by Mr. Kapil Sharma (Ensign Info Security, Singapore)

Session on "Product Management" by Mr. Harsh Agarwal (Coherent)

Session on "How Business Works" by Mr. Ankit Shukla (Trend Micro)

Entrepreneurship Focused Programs

Having an entrepreneurial mindset is key for success in business, and today, entrepreneurs are more important than ever before in advancing the social and financial make-up of nations across the globe. Under the aegis of DTU-IIC, DSM organizes various sessions, workshops, and seminars to foster entrepreneurial spirit in the young minds so that it leads to generation of wealth and employment opportunities.

Intra University Business Plan Competition organized by E-Cell

Workshop on "Achieving problem-solution fit and product-market fit" by Mr. Rahul Pandey, (CEO, Pulp Drive)

Guest lecture on "Planning for Startups: Ethica Legal steps" by CS Vivek Sharma

Guest lecture on "Journey from inspirationton to startup" by Mr Tanishk Nigam (Founder of Black Fox Millenium)

Faculty Development Program, July 2022

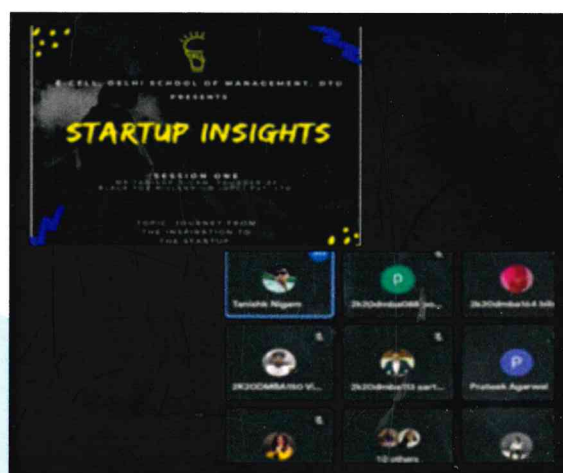It has been long believed that the most important resource that any institution has is its faculty members who teach knowledge and skills to students. In view of this, DSM organizes various faculty development programmes (FDPs) and conferences for its faculty members and research scholars to upgrade their skills to meet the current expectations of industry.

The faculty development program (FDP) on "Research Methodology" was organized by Delhi school of Management, from 18 to 23 July, 2022 at the DTU. This FDP was on research methodology which successfully inculcated and enhanced the abilities of the participants to carry out independent research, write successful research projects, and finally enable them for the technical communication considering national/international journals/conferences. The 5-day program covered "Introduction to Research Methodology, Introduction to Survey Methods and Data Types, Introduction to Modelling Techniques and Modelling Techniques in Marketing/ HR, Modelling Techniques in Finance and Modelling Techniques in Supply Chain Management, MCDM and Modelling Techniques in IT, Predictive Modelling and Valedictory Session".
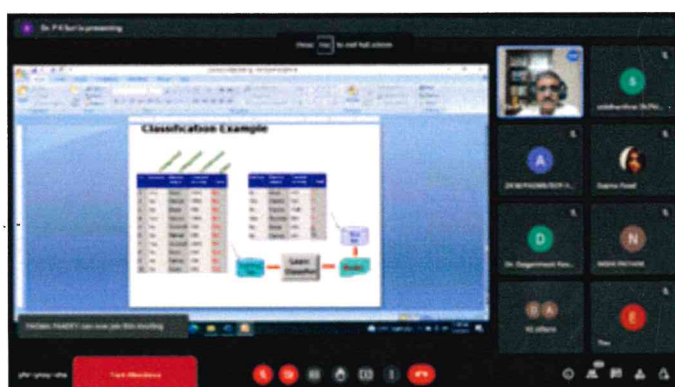
International Conference on Business and Management, January 2023

2nd International Conference on Business and Management - ICBM 2023, was held on 19th and 20th January at DTU with " Digitalisation and Sustainable Development Goals" as the theme of the conference. This conference, the second of its kind, was organized to bring all the delegates from Academic, Non Academic institutions, research scholars, students and other participants together to discuss how to foster sustainable development in all relevant fields. The conference had received an overwhelming response with a total author participation nearing 150 educators and researchers who had submitted over 110 research papers, from diverse places across the nation.

Dr. Archana Singh
Head and Associate Professor

She obtained her Ph.D. from University School of Management Studies, GGSIPU, Delhi. She has 2.5 years of industry experience in NBFC and more than 18+ years of experience in teaching and research. Her major areas of academic interests include Accounting, Corporate Finance, Investment management and Risk management. She has supervised 8 PhDs and has extensively published in National / International Journals of repute.

Dr. Girish Chandra Maheshwari
Professor

Prior to his current engagement, he has been Dean and Professor of Management of Faculty of Management Studies, The M.S. University of Baroda and Assistant Professor at IIT-D. He has been the author of several books on Management and Accounting of which five are published by NCERT. He has also published research papers in national and international journals. His teaching and research interest include Accounting, Finance, Mergers and Acquisitions.

Dr. Pradeep Kumar Suri
Professor

He has obtained his PhD from Department of Management Studies, IIT Delhi. He is M. Tech in Computer Applications from IIT Delhi and M. Sc. (Mathematical Statistics) from University of Delhi. He joined Indian Statistical Service in 1986. Before joining DTU, he has served in responsible positions in the Central Government. His areas of interest for research, teaching and consultancy include E-governance, IT strategy and management, Decision Sciences, ICT in agriculture, etc.
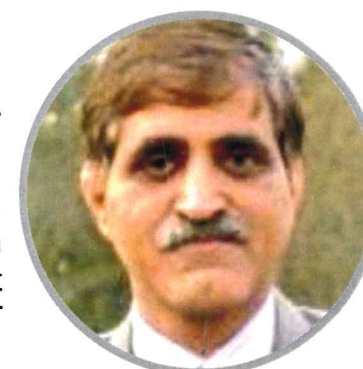
Dr. Rajan Yadav
Professor

He graduated from Delhi University and obtained his Master's Degree in Business Management from MD University and was awarded Ph.D. in Organized Retail. He has more than 20 years of post-graduate teaching experience. His teaching and research interest include marketing management, sales and distribution management, online social networks and student community-related social marketing issues. He has extensively published for Emerald, Springer, Inderscience and Sage publication.

Dr. Saurabh Agrawal
Associate Professor

He has vast experience of academics, research and the industry both in India and in the USA. He has completed his PhD in reverse supply chain from DTU. His research focus is in the areas of supply chain management, reverse logistics, sustainability and e-waste management. He has completed his undergraduate degree from Indian Institute of Technology, Roorkee, India. He has received his Master's Degree in Business Administration from Oregon State University, USA, and Master's Degree in Industrial Engineering from Indian Institute of Technology, Delhi, India. He has published research papers in international journals of repute including Resources, Conservation and Recycling, Journal of Cleaner Production, Competitiveness Review, and Journal of Industrial Engineering International.

Dr. Shikha N Khera
Assistant Professor

Dr. Khera has obtained her Ph.D. from Guru Gobind Singh Indraprastha University and Masters form H N B Garhwal University, Srinagar, Garhwal and Bachelor from Sri Venkateswara College, University of Delhi. With twenty two years of experience her areas of Interest include Human Resource Management, Organizational Behaviour and Cross Cultural HRM. She has extensively published in National/ International Journals of repute.

Dr. Vikas Gupta
Assistant Professor

He has obtained his Doctoral degree in the area of Knowledge Management from Guru Gobind Singh Indraprastha university. He is a Gold medallist with a Master's degree. Having more than 17 years of teaching and industry experience, his interests include Knowledge Management, Innovation Management, Legal Studies, Business Process Re-engineering and Corporate Social Responsibility.He has many research papers and articles to his credit which are published in International and Indian journals. He has been awarded the Best Faculty Award in the area of management. He has also been associated with many consultancy projects.

Dr. Meha Joshi
Assistant Professor

She obtained her doctorate in the area of Occupational Safety and Health management in small and medium enterprises of manufacturing concerns. She has to her credit research paper published in journals of national and international repute and has presented papers in various International and national Conferences. She has authored a book entitled" Occupational safety and Health: A barometer for Employee Satisfaction".

Dr. Sonal Thukral
Assistant Professor

She obtained her PhD from University of Delhi in the area of Finance and International Business, and Masters in Commerce from Shri Ram College of Commerce. She has more than twelve years of teaching experience. She has published in many international journals. She is the recipient of many best paper awards at national and international conferences. Her academic interests include Corporate Finance, Multinational Business Finance and International Business.

Dr. Deepali Malhotra
Assistant Professor

She obtained her PhD from University of Delhi in the area of Behavioral Finance, M. Phil degree in the area of CSR and Masters in Commerce from the Department of Commerce, Delhi School of Economics, University of Delhi. She has ten years of experience in teaching and research. Her areas of interest include Behavioural Finance, Security Analysis, Strategic Management, and Entrepreneurship.

Dr. Deep Shree
Assistant Professor

She has completed her Ph.D. from Indian Institute of Technology (IIT) Delhi, M.B.A. from Motilal Nehru Institute of Research and Business Administration (MONIRBA), University of Allahabad and B.A.(Hons.) Degree in Economics from Banaras Hindu University. Her research interests are Public Sector Marketing, Not for Profit Marketing, Brand Management and Qualitative Research in Management. She has published research papers in leading national and international journals.

Mr. Yashdeep Singh
Assistant Professor

He is an alumnus of Department of Management Studies, IIT-Delhi, has completed his Bachelor of Engineering from Netaji Subhas Institute of Technology, University of Delhi. In a span of more than four years, he has worked with Bharat Heavy Electricals Ltd., Wipro Ltd. and Ministry of Commerce and industry, Government of India. He has worked in the areas of performance testing of thermal power stations, as a business analyst and in the area of Intellectual Property Rights.

Mr. Mohit Beniwal
Assistant Professor

Mr. Mohit Beniwal has done Bachelors of Engineering from Netaji Subhas University of Technology (NSUT), formerly Netaji Subhas Institute of Technology (NSIT, Delhi University). He did his MBA and Masters in Information Systems from College of Business, Iowa State University, Ames, Iowa, USA. He has vast work experience from companies like HCL Technologies, NIIT Technologies, Accenture USA and YesMail, San Francisco, USA. He is also pursuing Ph.D. in Finance from DSM, DTU. His interest areas are Fundamental Analysis of companies, Equity Research, Technical analysis, Machine Learning, Artificial Intelligence for Financial Engineering, Predicting and Forecasting Financial Markets using programming languages such as Python and R.

Mr. Chandan Sharma
Assistant Professor

He completed his PGDM from Indian Institute of Management, Indore in 2008 and Bachelor of Engineering from Delhi College of Engineering, University of Delhi in Mechanical Engineering in 2006. Prior to joining DTU, he has worked in the Financial Services Industry for almost 10 years. He has rich industry experience in both Indian equity and debt markets.

Mr. Dhiraj Kumar Pal
Assistant Professor

He has completed his PGDM from Indian Institute of Management, Bangalore and Bachelor of Engineering from Delhi College of Engineering, University of Delhi in Mechanical Engineering. Prior to joining DTU, he has worked in healthcare & energy sectors. He has also worked with few successful start-ups.

Dr. Abhinav Chaudhary
Assistant Professor (Contractual)

He has obtained his MBA in Marketing Management and Information Technology Management from Gautam Buddh Technical University, Lucknow. His Bachelor of Engineering is from Dr. Bhim Rao Ambedkar University, Agra. He has qualified UGC NET and has completed his Ph.D. He has more than 12 years of teaching and industry experience, and his academic and research interests include International Marketing Management, Operations & Supply Chain Management and Information Technology Management.

University School of Management and Entrepreneurship (USME)

The USME was established in East Delhi Campus (EDC) of DTU in the year 2017, to fulfill its mission of offering a portfolio of the highest quality of programs aimed in emerging areas such as analytics and venture development, and the creation of an ecosystem for learning, research, and practice in management and entrepreneurship. Its center of excellence in Entrepreneurship Development ia aimed at helping USME become a nodal center for entrepreneurship and help in enabling all students at the Campus evolve by experiential participation in its new ventures to become a multidisciplinary practice-oriented business managers.

Its mission is to provide cutting edge programs in emerging areas of business, for instance the most recent launch of the Executive MBA program in Data Sciences and Analytics, in USME, was designed by faculty with industry experience, and has a Program Committee drawn from the DTU Computer Science, IT and SE departments along with USME, and will help build a strong community connect with practitioners in the analytics industry specifically.

The USME comprises faculty in three disciplines of Management, Economics and Innovation, Entrepreneurship, and Venture Development, with faculty having a background of leading premier institutions such as the IIMs (Calcutta, Lucknow), the IITs (Delhi, Madras, Kharagpur), the FMS, Delhi University, JNU, New Delhi; Delhi School of Economics (DSE) etc. Most faculty also have critical work experience in industry and government, and the community also has five senior Visiting Faculty who are drawn from industry, with experience in leading firms to help bring a practise focus and enhance industry connect.

As a part of the facilities at East Campus there is a Training and Placement Centre that works in close collaboration with the DTU Training and Placement Department and also takes up a lot of initiatives at the East Delhi Campus based on the needs of the large group of corporates who engage with the over thirteen hundred management and Economics student in the East Campus.

There is a network of student entrepreneurs from the MBA Entrepreneurship streams, and ventures (including the DTU-IIF incubates), mentors and professionals, in-house and visiting faculty from premier institutions and industry, and a vibrant student community. Over 15 incubatees selected at the DTU Incubator, the Innovation and Incubation Foundation (IIF) have been drawn from the East Campus as of date, and many more start-ups have graduated from the premises with high turnovers and profitability.

USME offers degree programs at the UG, PG, and doctoral levels, and also conducts intense workshops on Entrepreneurship, Business Strategy, IT applications and programming such as R for Machine Learning, holds the annual Start-up Conclave, hosts the series of workshops under the University Innovation Council program, and offers career development in various fields like analytics. It actively engages DTU/DCE as well as USME alumni in its activities, such as the MBA Orientation Program, the Career Development programs, amongst many such industry driven interactions, to provide a lot of co-curricular learning.

The cultural fest "Traction", including business contests and many other celebrations of youthful artistic expression in the form of music, dance Nukkad natak, including twenty three clubs in different professional, arts and other interest areas, all contribute to a rich extra-curricular life on Campus.

These activities have drawn students, contestants and participants from across India, including from the IIMs and other premier colleges in Delhi University in the past, and students also participate in many national level festivals and competitions, such as the IIT Mumbai Music fest, etc.

The second USME Corporate Engagement Week, internship fair resulted in over three hundred fifty internship offers to undergraduate and graduate students of USME, with over seventy companies participating in the multi-University event collaborating with NSUT, IGDTUW and Ambedkar University. This will be extended fully to the PG level internships in this coming session. The placement of MBA and UG program candidates is also carried out through the Central DTU Training and Placement Cell, where last year, nearly a hundred companies presented final placement

It has added modern classroom infrastructure and discussion spaces, a state-of-the-art library and information center, seminar rooms, and a 200-capacity state-of-the-art Manthan Hall and a digital studio cum classroom for broadcast of hybrid classes.

USME offers the Master of Business Administration (MBA) program, the MBA (Business Analytics), MBA (Family Business & Entrepreneurship), an MBA (Innovation, Entrepreneurship & venture development) programs. At the UG level, Bachelor of Business Administration (BBA), Bachelor of Arts (BA(H)) in Economics are offered. The Ph.D. programmes across Management, Economics, and Entrepreneurship/Venture Development disciplines have around forty research scholars at present. There are over one thousand three hundred students on the USME Campus at present.

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.

USME MISSION

- To impart management education through portfolio of professionally designed programmes with focus on entrepreneurship and family business, public policy, business analytics, finance market and many more.
- To establish centre of excellence in entrepreneurship development, innovation incubation and organization development.
- To create a new knowledge based 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.

Centres of Excellence

The campus has the following centres of excellence

Innovation and Incubation Centre (IIC): The aim of the centre is to provide startup grants for students and faculty members in the areas of management, innovation, along with entrepreneurship. It provides management and innovation driven business ventures that will lead to technical renaissance. This is in association with the DTU Innovation and Incubation Foundation, headed by CEO: Dr. Girish K Sharma, which has incubation infrastructure at the East Campus under the IIC based at East Campus.

ENTREPRENEURSHIP DEVELOPMENT CENTRE (EDC)

The aim of the centre is to develop an institutional mechanism to create an entrepreneurial culture in the DTU community,and society in general. The centrementors the budding start-up founders to pursue entrepreneurship as their career. At the nascent stage, the centre has organisedan 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 participation from over a hundred management students. It has worked with the 'Enactus' programmes to engage in social ventures that help improve the quality of life for the people in need.

There is an august group of entrepreneur-mentors such as Mr. Aval Sethi (Ex. COO Bechtel and Director of EFS international), Mr. Sudhir Kant (CEO of AUD IIF), Mr. Manu Pranav (Director of Stellar Dynamics), Ms. Divya Rajput, Founder & CEO of Keshiha services,Ms. Yasmin Rizwan, Founder and Finance expert, amongst others, who are directly involved in the student start-up mentoring.

Centre for Organizational Development (COD)

The aim of this centre is to provide research, education, consultancy and extension services which will enable organizations to transform its human resources effectively for consistent improvement and enable efficient change management.

Team-Faculty:
Priya Malhotra / Pallavi Kalra
Coordinator: Puneet Kumar Arora

Student's ventures of USME

Some of the ventures of the MBA-IEV students include- **"Innovative Scripts Private Limited"** is a DPIIT recognized start-up developing Block chain-based Enterprise Software Solutions; incubated at MBA-IEV program of USME, DTU. It recently was selected as one of the best 75 startups in India by the Ministry of Education in 2022, and was awarded Rs. 10 Lakhs funding."

Innovative Scripts Private Limited

Inauguration of REFOVEO at DTU Main Campus.

"Refoveo" is all about serving clean, fresh and healthy food and beverages; The venture is established at DTU main campus and serving fresh juice and vegetable salad to the students of DTU.

Currikalam Technologies Private Limited

"Currikalam Technologies Private Limited" strives to make a one-stop shop for all the lab based and experiential educational needs. Its vision is to make school education relevant to today's times and industrial needs. The packages provided by Currikalam include IoT lab experiment equipment for schools, Smart classes, modern labs, certified teacher training programs, school websites, student portal, etc.

"Madhouse to Mudhouse" is a private limited firm that provides consulting services to individuals, private and government institutions operating in the hinterlands of rural India, in fields such as agriproducts, tourism etc.

"Ishan-M" is a start-up which brings to you a complete solution of all the digital marketing needs at one place, and already has over six leading business houses as clients.

"The Herbalist" is an indigenous thermal energy optimization company, actively engaged with the clients in herbal produce process industries.

"Lets Go Electric" is MBAIEV incubated start up dedicatedly focused in enabling Ecosystem for EV charging Infrastructure & Building sustainable Green Environment. By offering services such as battery as a swapping model for 2- and 3-watt EV charging for 4 Watt and on a Pay per Use Model. The vibrant centre for Entrepreneurship Development which is mentoring and housing these students, and is accessible to all students at the USME Campus equally.

"Nikiez clothing" – Indian wear Online Shopping. It offers exclusive Indian wear that features the latest trends and collection. It launches products on its online shopping portal every month and offers Lehengas, Sharara Suits, Garara Suits, dresses.

"Professional Range A₊ Enhancing your natural beauty" is an export house related to provide 'One destination for Beauty & Salon Industry' with Essential Oils & Nano-Technology as the base. The long term objective is to create an export house where skin care products would be distributed business to business.

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.

MBA Orientation Program- 2022

The Orientation Program of the MBA and MBA-BA 2022-24 batch of newly admitted students was held on 1st August and 2nd August 2022. The event provided newly admitted students the opportunity to start their professional journey by getting guidance and leadership coaching from some of the successful DTU and USME alumni.

Mr. Vineet Choudhary (CMD TTGA Pvt. Ltd), Mr. Pulkit Baldev (Co-Founder Metalbook), Mr. Ankur Arora (Director Data Science, AI Garage, Mastercard), Mr. Arun Gupta (Head R&D-Siemens Energy), Mr. Akash Kansal (VP Products, 99 acres), Mr. Mahim Mongia (Global Lead Talent Management- Birlasoft), and USME alumni: Mr. Anshuman Singh (EY-Audit Senior), Mr. Anirudh Katyal (Associate-PwC).

1ˢᵗ Annual Conclave on Family Business & Entrepreneurship New Business Opportunities and Digital Transformation

USME has successfully conducted the 1st Annual Conclave on Family Business and Entrepreneurship. This event turned out to be an immense success with great learnings and opportunities. "The **Chief Guests** of event were **Mr. Madhav Singhania (MD & CEO, JK Cement and Chairman, Confederation of Indian Industry (CII) Delhi) & Mr. Ranjeet Singh, IAS(Special Commissioner of Industry, Govt Of NCT of Delhi)**. We take immense pride towards our **penelists - Mr. Vidya Sagar, Mr. Mukesh Mohan Gupta, Mr. Vineet Chaudhri, Mr. Sanjay Gaur, Mr. Jayant Mehrotra & Mr. Vaibhav Chhabra,** as well for an insightful discussion. We look forward to having more of such events in the future.

Start Up Conclave and National Startup Day

First Startup Conclave

Chief Guest : Sharad Sagar (CEO Dexterity Global), Dr. Abhinav Mathur (Founder Million Spark Foundation), Priti Nanada 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 thenecessities 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.

NSS-USME Tree plantation drive, at Satyam

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 various levels. In the fest, USME, DTU has received participation from students of leading colleges from various universities and IIMs, to compete and win cash prizes, certificates, trophies and awards for varied events ranging from business case and start-up competitions, literary, IT, dance, music, dramatics to artistic events like rangoli, tattoo art, painting, etc.

INZIO 2022

ALUMNI MEET 2022

Teacher's Day

FareWell

Independence Day
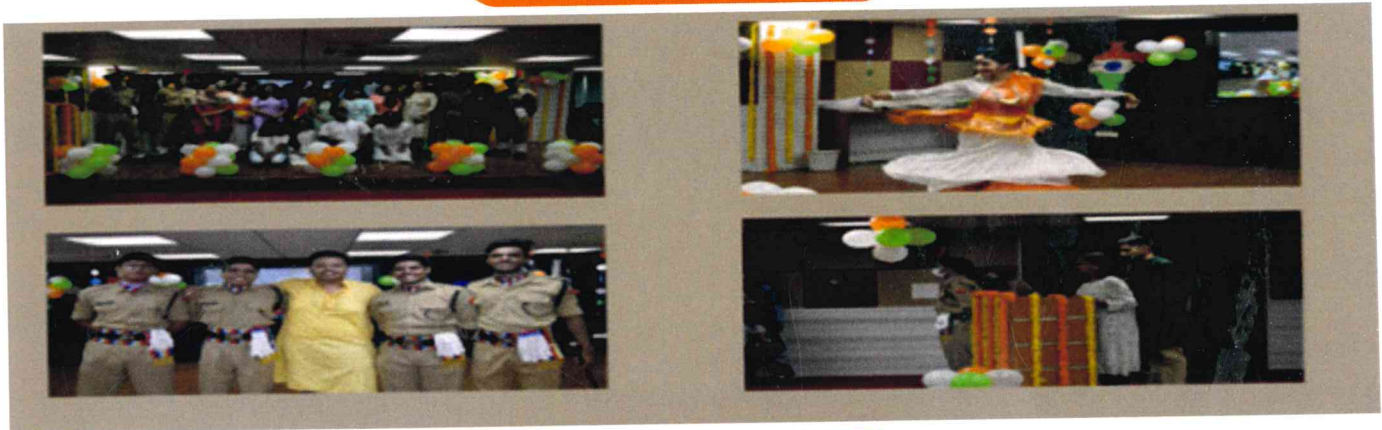
SAANJ 2022
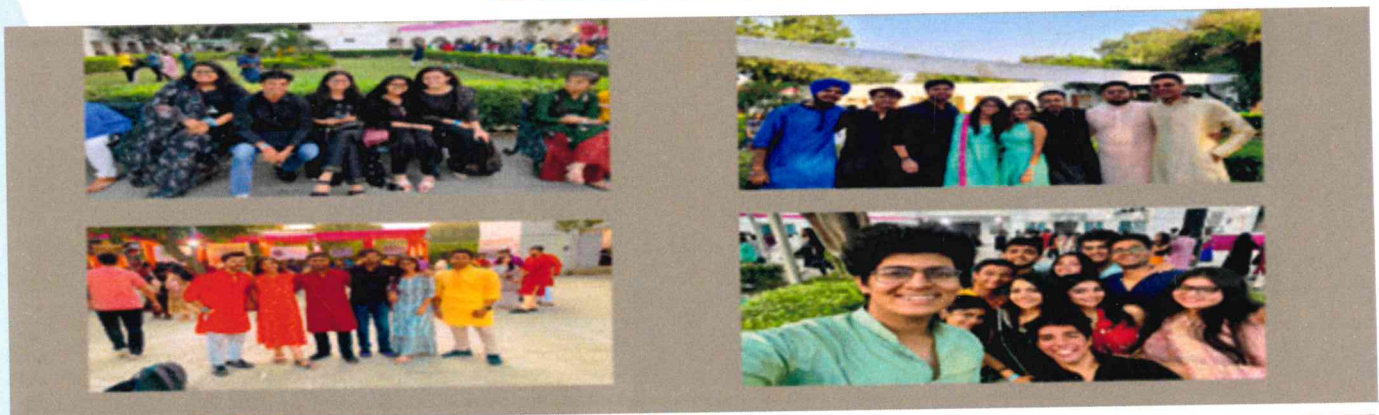
Commencement of new NCC Cadet at USME, DTU East Campus on the eve of Republic Day Celebrations on Jan 25, 2023

Common Rooms, Sports and Recreation

There is a separate common rom 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.

Societies

Liberal Arts

Aesthetic - Art and Design Alfaaz - Literary Society
Disguise - Fashion and Personality Enhancemant Society
Furious - Dance Society
Shiddat - Music Society
Cultural Council
Pradharshini - Dramatics Society
60FPS - Filming and Photography Society
Zenith - Sports Society
Vimarsh

Professional

Anusanshaan - Research and Analytics Society
TNP - Corporate relations and Placement Committee
Crescita - Human Resource Society
Deltech - MUN, Debating & Quiz Society
EcoTech - Economics Society
Enactus: Global Outreach
GAEE - Global Association of Economics Education
NSS - National Service Scheme
Rotract Club
Vipanan - Marketing Society
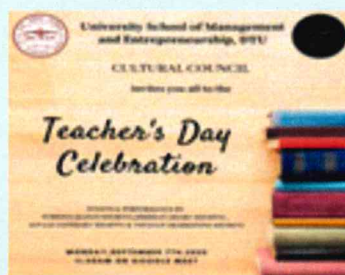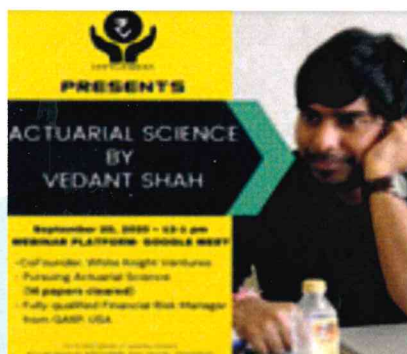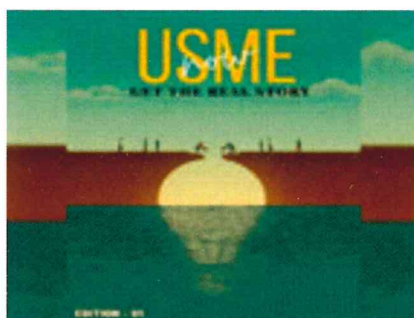
DISCIPLINE: MANAGEMENT

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

Dr. Amit Mookerjee joined USME in Feb, 2021. Prior to this he was Professor, Indian Institute of Management Lucknow (IIM-L), for over fifteen years, and served 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; was Head Analytics and 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, Rohtak, etc, and 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; development sector research/projects for NORAD, GTI (earlier GTZ), Norwegian Government, FICCI; cooperative sector such as NAFED. His interest area is customer experience, building customer profitability and entrepreneurship and venture development. 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.

Dr. Sanjay Bhattacharya
Professor

Dr. Sanjay Bhattacharya is Professor, Management, USME. He is an instructor, practitioner, researcher and trainer specializing in Strategy, Project Management and Competitiveness. He is a PhD from the Department of Management Studies at IIT Delhi. He has been actively involved in teaching Strategy, Technology Innovation, Construction and Project Management subjects to Graduate and Post-Graduate students in the areas related to Business Management, Infrastructure and Built Environment. He has taught at Guru Gobind Singh Indraprastha University, RICS School of Built Environment and Jaipuria Institute of Management. He holds a Master Degree in Construction Management as well as Bachelors in Architecture both from reputed IITs..

He has also published research papers in several reputable international journals, and his current research interests pertain to applications of 4IR Technologies, Digital Transformation, Design Thinking, Competitiveness, Sustainability, Growth Strategies and Technology innovation. Professionally, he has a rich Industry experience of over two decades, involving projects design and execution in India and Middle East countries. He has been a member of Professional/ Industry bodies like CoAI, PMI, RICS and IGBC.

Prof. (Dr.) Manoj Kumar Sharma
Professor

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 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 various peer reviewed Journals of repute. 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.

Dr. Rakesh Shankar Jha
Professor

Dr. Rakesh Jha is a Professor, Management, USME. He has 36 year Corporate work experience in Marketing, Management of Distribution Channels, Business Development. Key Account Management, Post Supply Service, Training and Sales. Prior to this he was a visiting Faculty at Delhi Technological University – DSM, NSUT, IP University and All India Management Association (AIMA). He has many research papers to his credit. His research area includes Management of Distribution Channels

Dr. Nidhi Maheshwari
Associate Professor

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.

Mr. S M Rounaque Mustafa
Associate Professor

Mr. Mustafa is a former CEO, IIM Lucknow Enterprise Incubation Center. He is a passionate startup coach, incubation and early stage venture funding professional with 20+ years experience of promoting startups and venture funding in India and neighboring countries.

He had setup IIM Lucknow Incubation Center as founder CEO with the support of DST Govt of India and other 4 TBIs in India during his employment at other universities and colleges. He incubated 300+ startups and trained 10,000+ aspiring entrepreneurs / startups through workshops and training programs. He has managed SEED corpus of more than 200+ crores so far and helped startups to raise SEED to Series 'A' fund through Angels, VCs & CVCs. He has worked on the PPP program of many national and global organizations engaged in the promotion of SMEs and startups such as UNDP, InfoDev, NSTEDB-DST, Lockheed Martin, Indo US S&T Forum, DC-MSME, BIRAC, DeiTY, TePP, DSIR, AIC-NITI Aayog etc.

He is currently working on Open innovation & Corporate Venturing programs to transform the startup ecosystem in India and also advised to many Indian PSUs and corporates for launching its corporate venturing program & corporate venture capital fund for promoting innovations & startups such as HPCL, ONGC, GAIL, NFL, BHEL etc. He has graduation in English, Post Graduate Diploma in Computer Application , Master in Business Administration from India and a Certificate course on Entrepreneurship Curriculam Developmentfrom University of California, Berkeley, USA. His area of interest includes Entrepreneur development, Open innovation, Corporate venturing, Technology commercialisation, Business modelling, Growth Hacking strategy for startups in new emerging economy, Startup Investment transaction, Entrepreneurial leadership development and Managing stakeholder & Board affairs etc.

Dr. Anshul Ujlayan
Associate Professor

Dr Anshul Ujlayan is a visiting faculty at USME, DTU and responsible for teaching advanced analytics, machine learning and AI. He holds a B.S. and M.Sc in Applied Statistics and Ph.D in Management [Operations]. He has worked at numerous fortune 500 companies and served in key roles as Analytics head, Sr. Data Scientist/Engineer/Architect reporting directly to the CTO/CSO.

He holds multiple certifications on AWS Architecture, NLP/NLG platforms, and Advanced Scientific Programming from IIT Bombay. Throughout his entire career he focused on developing and deploying cutting-edge AI solutions across multiple domains/verticals, like life sciences and Government Initiatives.

He has been responsible for artificial intelligence / machine learning technology and application analysis to develop new ideas and apply AI/ML to specific product challenges across operations teams. Implemented the Graph Analytics Based Solution to solve different businesses in various Domains. Delivered Various Technology lectures and conducted AI & ML workshops in Tier-1 and Tier-2 Institutes.

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 is currently pursuing doctoral studies from the Faculty of Management Studies, University of Delhi and has 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

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

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.

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.

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 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 recently completed her PhD from Faculty of Management Studies (FMS), Delhi.

Ms. Varsha Sehgal
Assistant Professor

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. 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

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

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.

DISCIPLINE: ECONOMICS

Prof. Khan Masood Ahmad
Professor Emeritus

Prof Khan Masood Ahmad is a PhD from the Delhi School of Economics. He was formerly the Vice Chancellor of Khwaja Moinuddin Chishti Urdi, Arabi-Farsi University (U.P. State Government University), Lucknow, Uttar Pradesh, India from June 2014 to June 2017. He has been a Professor of Economics for the last 20 years at Jamia Millia Islamia University, New Delhi, Head of the Department of Economics and Dean, Faculty of Social Sciences. His areas of specialization are international finance and banking, applied econometrics and macroeconomics.
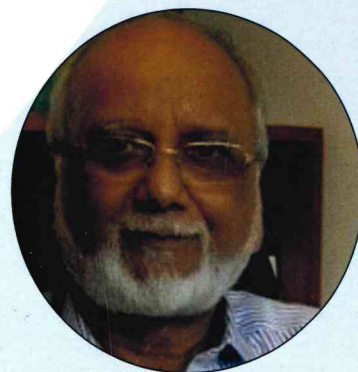
Prof. K.V. Bhanu Murthy
Professor (Adjunct)

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.

Ms. 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

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

Mr. Virender Kumar
Assistant Professor

Virender Kumar is an Assistant Professor at USME, DTU. Previously, he was working as an Assistant Professor in Shri Ram College of Commerce, University of Delhi. He has completed M.A. (Economics) and M.Phil. (Economics) from Delhi School of Economics, and is pursuing PhD in Economics from Delhi School of Economics, University of Delhi. His research areas include International Capital Flows, Time Series Econometrics and Monetary Policy.

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.
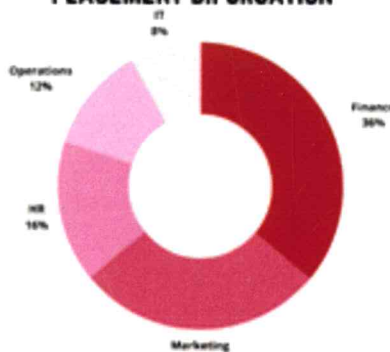
Placement Committees become vital for any B-school as they are responsible for interacting with the corporate world outside and the onus of bringing in new companies to the college falls in their shoulders. The students in this process go through a learning experience and understand how to network within 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 counseling, 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.

PLACEMENT STATISTICS

₹ 62.5 LPA
Highest (International)

₹ 19.0 LPA
Highest (Domestic)

₹ 8.9 LPA
Average Package

| SPECIALISATION WISE PLACEMENT BIFURCATION

IT 8%
Operations 12%
Finance 36%
HR 16%
Marketing 28%

| NEW RECRUITERS

50+

| SUMMER INTERNSHIP

Highest ₹80,000

Average ₹16,500

| INCREASE IN AVERAGE CTC

2022 — 8.9 LPA

2020 — 7.5 LPA

19%

| NO. OF RECRUITERS

150+
110+
100+
90+
50+
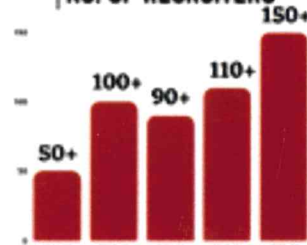
OUR PROMINENT RECRUITERS

S&P Global	Tech Mahindra	publicis sapient	Birlasoft	DB SCHENKER	motherson	BECHTEL	UNIQLO
Dabur	Godrej	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	D E Shaw & Co	Deloitte.	nexdigm	PLANET SPARK	JK TYRE	NEWGEN

ACCOLITE	AXIS BANK	CORBUS	exponential	G	HDFC BANK
amazon	BYJU'S The Learning App	DB SCHENKER	EY	GreyOrange	HILTI
ANZ	ByteDance	dunnhumby	FEDERAL BANK	gsk	IHS Markit
ApolloMunich HEALTH INSURANCE	Canara HSBC OBC Life Insurance	edCil	Gartner	HAVELLS	Indiabulls
asianpaints	Career Launcher	ERICSSON	Godrej	HCL HCL TECHNOLOGIES	indiamart
IndiGo	LAVA	Ogilvy & Mather	rubique	S&P Global	vistara
JUBILANT	LIME TRAY	pantaloons	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

COURSE CURRICULUM OF MBA

MBA Program is a two-year full time professional program spread over four semesters, which combines rigorous academic schedules with proactive efforts to develop new perspectives and a higher level of knowledge and understanding.

The Program focuses on inculcating effective managerial and leadership skills. The first year of the program offers core courses to develop the right attitude, knowledge and skills which are essential for a leader in the long term. The elective courses offered in the second year give students an opportunity to delve deeper in their respective areas of specialization and thus cater to the role and sector specific career objectives.

ADMISSION PROCESS, CMAC-2023

Delhi School of Management (DSM) and University School of Management and Entrepreneurship (USME), DTU follows an online process of registration of application for the MBA programme. Centralized Counselling for admission to MBA programme for pioneering universities of Govt. of NCT of Delhi, namely Delhi Technological University (DTU), Netaji Subhas University of Technology (NSUT) and Indira Gandhi Delhi Technical University for Women (IGDTUW) will be conducted through Common Management Admission Committee CMAC, 2023.

Prospective candidates are required to fill a single online application form on the website: ww.dtu.ac.in / www.cmacadmissions.com to participate in the centralized admission under CMAC-2023.

INTAKE

The annual intake of students in this program is 150 at DSM and 120 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.

Category	Code
General	GN
Other Backward Classes	OB
Scheduled Caste	SC
Scheduled Tribe	ST
Economically Weaker Section	EW

Sub Category	Code
No Subcategory	GN
Differently Abled Persons	PD
Defence Personnel	CW

SEAT MATRIX

DSM (150 seats)		
Category Code	Seats	Total
GNGN	55	
GNPD	3	61
GNCW	3	
EWGN	13	
EWPD	1	15
EWCW	1	
OBGN	36	
OBPD	2	40
OBCW	2	
SCGN	21	
SCPD	1	23
SCCW	1	
STGN	9	
STPD	1	11
STCW	1	
Total	150	150

USME (120 seats)		
Category	Seats	Total
GNGN	43	
GNPD	3	49
GNCW	3	
EWGN	10	
EWPD	1	12
EWCW	1	
OBGN	28	
OBPD	2	32
OBCW	2	
SCGN	16	
SCPD	1	18
SCCW	1	
STGN	7	
STPD	1	9
STCW	1	
Total	120	120

RESERVATION POLICY

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.

d) **Economically Weaker Section (EWS)**: 10% of the total seats are reserved for EWS category as per the office order DHE.1 (119)/Estt./2018- 19/2549-76 dated 17/06/2019

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

e) **Defence (CW)**: 5% of the total seats (Horizontal) in each main category are reserved for candidates belonging to Defence sub-category in the following order of 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 while in service with death attributable to military service.

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

Priority V - Wards of Ex-Servicemen and serving personnel/para military/ police personnel 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/Nau Sena/ Vayu Sena Medal 8. Mention-in-Despatches 9. President's Police Medal for Gallantry 10. Police Medal for Gallantry.

Priority VI – Wards of Ex-servicemen.

Priority VII – Wives of:

1. Defence personnel disabled in action and boarded out from service
2. Defence personnel disabled in service and boarded out with disability attributable to military service
3. Ex-servicemen and serving personnel who are in receipt of Gallantry awards.

Priority VIII – Wards of serving personnel.

Priority IX - Wives of serving personnel

f) Person with Disability: 5% of the total seats (Horizontally) in each category are reserved for candidates belonging to 'Person with Disability' sub-category in accordance with the provisions of The Rights of Persons with Disabilities Act 2016' (PwD Act)

g) Kashmiri Migrants (Supernumerary): 01 (One) seat, over and above the total intake in each campus of DTU is available under this category.

Note:

i. In case of category (a) and (b), the vacant seats are interchangeable.

ii. In case, sufficient numbers of eligible candidates from category (c) are not available, the vacancies will be treated as unreserved.

iii. Seats under sub-category (f) are interchangeable within the sub category if sufficient number of candidates is not available in a particular group.

iv. In case, sufficient number of eligible candidates from the sub categories mentioned at (e) and (f) are not available, the vacancies will be reverted to unreserved in the respective category.

v. 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 or seats exhaust under CW sub category. Remaining vacant seats, if any, will be allotted to the priority-II in the similar way, and so on.

vi. The reservation under CW sub category is available only to such candidates who fall under the listed priorities.

vii. It is the sole responsibility of the candidate to prove his/her eligibility for claiming reservation under any of the reserved categories/sub categories. The candidates claiming reservation under SC/ST/OBC/EWS/KM categories, CW/PwD sub-categories will be required to upload scanned copy of the respective certificates and produce the original certificate of the respective reserved category/sub-category issued by the competent authority (as mentioned in this information brochure) in the respective institutes at the time of physical verification of the documents. If the reserved category/ sub-category certificate is not found in order, no benefit of the reserved category/ sub-category will be given and the candidate shall be considered for allotment in GENERAL category in subsequent rounds on submission of written request by the candidate to CMAC in person or email in this regard, as per the eligibility of the candidate and availability of seats.

If such candidate is able to produce his/her category certificate before the commencement of further round, he/she shall be considered for the category in that round and will be allotted a fresh seat as per the vacancy available and his/her merit.

viii. After exhausting the complete list of candidates (category-wise) as per prescribed norms, any unfilled seats pertaining to any category may be filled by increasing general category seats, in equal number, during SPOT round of counseling.

ELIGIBILITY AND ADMISSION PROCEDURE

1.Minimum Eligibility Criteria

a) A candidate who has passed any Bachelor Degree examination with minimum 60% marks in aggregate or equivalent CGPA from a recognised university/institution and valid CAT-2022 /MAT-2022 /MAT-2023 score. However, a relaxation of 10% in marks to SC/ST/PWD candidates shall be given in minimum eligibility criteria.

b) The student should hold a degree from any of the universities incorporated by an act of the central or state legislature in India, or other educational institutions established by an Act of Parliament or declared to be deemed as a university under section 3 of UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of Education, Government of India.

c) Those who are appearing in final semester examination may also apply, provided that they submit:

(i) The proof of eligibility by a specific date declared by the University, and

(ii) Valid CAT/MAT score at the time of application, otherwise the admission of the candidate to the university will be cancelled.

In case the conversion formula for CGPA is not provided by the concerned Institute/ University, equivalent percentage shall be computed as per following formula:
CGPA × 10 = Percentage of Marks

Note: At any stage of the program, if it is found that the candidate does not fulfil the eligibility criteria, his/her admission shall be cancelled and fee shall not be refunded.

2.Selection Procedure

a) The applications received will be shortlisted based on performance in CAT- 2022/MAT-2022/MAT-2023.
b) The shortlisted candidates will be required to appear for Personal Interview.
c) The merit list will first consider the candidates with valid CAT 2022 percentile and after the CAT 2022 candidates are exhausted, the candidates with MAT 2022/ 2023 percentiles will be considered in the merit list. In case any candidate has appeared in both MAT 2022 and MAT 2023, best of two will be taken in consideration.

CAT percentile (rounded upto two decimal places) of 2022 will be considered whereas the best percentile of MAT 2022/MAT 2023 will be considered.

Priority 1 along with weightage to different components would be:

S.No.		Weightage
1.1	CAT* 2022 percentile	50%
1.2	Class 10th Aggregate percentage	10%
1.3	Class 12th Aggregate percentage	10%
1.4	Personal Interview	20%
1.5	Work Experience (after graduation)**	10%

Priority 2 along with weightage to different components would be:

S.No.		Weightage
2.1	MAT* 2022/2023 percentile (Higher in case of both)	50%
2.2	Class 10th Aggregate Percentage	10%
2.3	Class 12th Aggregate Percentage	10%
2.4	Personal Interview	20%
2.5	Work Experience **(after graduation)	10%

*The cut off for CAT 2022 and MAT- 2022/2023 will be decided by the CMAC committee.

** Criteria of Work Experience Marks (Out of 10)

Work Experience (In Months):	Marks
30 to 42 Months:	10
24 to 29 Months or 43 to 48 Months	08
18 to 23 Months or 49 to 54 Months	06
12 to 17 Months or 55 to 60 Months	04
Less than 12 Months & More than 60 Months	Nil

Internship or Articleship would not be counted as part of work experience.

a) Allotment of University will be done on the basis of **'rank of the candidate'** in the merit list and **'preference of the University'** applied by the candidate.

b) In case of tie in the final merit list, the following criteria shall be used:

   I) The candidate with higher entrance test percentile shall be ranked higher (CAT/MAT as applicable).

   ii) In case of tie in CAT/MAT percentile, the candidate shall be ranked according to the date of birth i.e., the person older in age will be ranked higher.

   iii) In case of tie in age criterion, random number will be used to break the tie.

ADMISSION COUNSELLING PROCEDURE

1 Registration Process

All candidates desirous of seeking admission to the MBA programs at DTU, IGDTUW and NSUT are required to visit website www.dtu.ac.in / www.cmacadmissions.com in and fill registration form, pay a non-refundable registration fee and fill the choices for allotment of seat. The details of registration fee are given below:

CATEGORY	Amount
General/ OBC / EWS/ SC/ST/PWD/KM	₹ 1,500/ -Plus the applicable Transaction Fee.

The detailed instructions regarding how to fill the application form will be made available on website: www.dtu.ac.in/ www.cmacadmissions.com

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:

a.) Degree and mark sheets of the qualifying examination or undertaking along with mark sheets till the previous semester

b) Certificates and Marks sheets of the 10th and 12th examination.

c) Scanned copy of CAT-2022/MAT-2022/ MAT-2023. Student must possess CAT/MAT Login ID and Password for online verification.

d) Date of Birth Certificate as indicated in High School or equivalent examination.

e) Reserved category/sub-category certificates, if applicable.

f) Experience certificate(s)

g) Recent passport size photograph

h) Undertaking (if Required)

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 31.03.2023 at the time of Personal Interview/Document Verification.

2 Admission Process

a) The shortlisted candidates will be called for Personal Interview and Document verification in physical mode. The venue and date for the same will be announced on ww.dtu.ac.in / www.cmacadmissions.com The merit list of the eligible candidates will be announced on CMAC website before First round of Counselling.

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

b) Admission shall be made on the basis of combined merit list prepared on the basis of CAT-2022/ MAT-2022/ MAT-2023 percentile, marks in class 10th, class 12th, performance in Personal Interview, and work experience.

c) Provisional Allotment of seat will be done on the basis of rank of the candidate in the merit list and preference of the University applied by the candidate.

2.1 Payment of seat acceptance fee

A candidate, who is allotted a seat in any round of counselling is required to pay the part admission fee of Rs. 1,00,000/- (Rs. One Lakh only) as per the payment mode instructed in the guidlines of counselling.

All the candidates who get an allotment will have to pay part admission fee (Rs.1,00,000 – Rupees One Lakh through demand draft) as per the admission schedule, failing which his/her allotted seat will stand automatically cancelled and the candidate will not be considered for subsequent rounds of seat allotment. However, such candidates are eligible for spot round of counselling. Balance fees need to be paid by the candidate in the respective University at the time of academic registration.

Note : If the candidate is allotted a seat in a round and he/she does not pay the required academic fee as per counseling schedule, his/her allotted seat shall be cancelled and he/she will not be considered for any seat allotment in subsequent rounds (except spot round).

2.2 Upgradation

After each round of counselling, the candidates who wish to change the University allotted to him/her will be given choice to upgrade to the University of his/her preference subject to the rank of candidate and availability of the seat.

3 Spot round

Details of spot round will be notified on the university website www.dtu.ac.in/ www.cmacadmissions.com

Note-Fresh applications against vacant seats, if any, may be invited and may follow an alternate admission criterion in spot round of admissions by CMAC.

* Any change in the counselling schedule due to unforeseen circumstances shall be announced on the university website. Candidates are advised to visit the website regularly.

** Special spot round may be conducted by the university after the spot round depending upon the availability of vacant seats

4 Reporting at final allotted university

All provisionally admitted candidates are required to visit the website of allotted university for physical verification of original documents/commencement of classes and payment of balance fee (if any). Admitted candidates need to pay the balance fee at the final allotted University AS PER FEE PAYMENT SCHEDULE available on respective university website, failing which, the admission of the candidate automatically stands cancelled *ipso facto*.

WITHDRAWAL POLICY

S. NO	Percentage of Refund of aggregate fee(Exclusive of Caution Money/ Security Deposit)	Point of Time when application for withdrawal of admission is received
1	100%	15 days before the formally notified last date of admission**.
2	80%	Not more than 15 days after the formally notified last date of admission.
3	50%	More than 15 days but less than 30 days after the formally notified last date of admission.
4	Nil	More than 30 days after the formally notified last date of admission.

** Last date of of Admission is 30th June 2023 **

***All fee refunds of the candidates, who have withdrawn their seat till the date of spot round, will be made by CMAC, Delhi 2023 as per the withdrawal policy of the respective University from where withdrawal is taken. Any withdrawal after the declared spot round will not be eligible for any refund as per the DTU refund policy.

Note: No refund will be done for those who will take admission in spot round.

Fee Structure

S. no.	Master of Business Administration (Full Time) Particulars	Fee for the first year	Fee for the second year
1	Tuition Fee	1,40,000	1,47,300
2	Non Government Component		
2.1	Student welfare Fee (Co- Curricular activities, extra- curricular activities, Annual gathering, Students welfare, Institutional development, Outsourcing, Conference, Seminar, Workshop, Innovative projects, Skill development activities and miscellaneous expenditure on unspecified items)	20,000	20,000
2.2	Facilities & services charges (Research initiatives, training programmes, Awards, automation facilities, entrepreneurship activities and any misc. expenditure on unspecified items)	30,000	36,000
2.3	Economically weaker section fund	7,000	10,000
2.4	Examination fee (Examination infrastructure strengthening, expenditure on examination activities, confidential printing etc.)	15,000	15,000
2.5	Premium amount for mediclaim of student (per-annum)	700	700
	Total	2,12,700	2,29,000

* Revised fee structure will be uploaded on DTU website

Certificates required for claiming Reserved Seats

Candidates applying for any reserved seat (i.e. EWS, SC, ST, OBC-NCL, CW, PD,KM) must upload the scanned copy of the certificates (as applicable) as mentioned below at the time filling up of the ONLINE application form.

i. Scheduled Caste (SC)/Scheduled Tribe (ST)/Other Backward Class (OBC-NCL):
For admission to a seat reserved for Scheduled Caste/ Scheduled Tribe/ Other Backward Class (NCL), candidate must produce a certificate, in original, issued from an approved district authority stating the Scheduled Caste/ Scheduled Tribe/Other Backward Class (NCL), 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 upload the caste/ category certificate in his/her name at the time of filling up of the ONLINE form. 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. OBC (NCL) candidates are required to produce a caste certificate issued after March 31, 2023 from the authorities as mentioned above. However, if the certificate is issued prior to March 31, 2023, 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. At the time of PI and verification of documents, the candidate must provide an updated certificate issued after 31st March 2023.

ii. Person with Disability sub-category: For admission to seat reserved for person with disabilities (PwD) sub-category, the candidate must upload of filling up the Online form:
a. Certificate of physical disability issued by the Competent Authority as per the provisions of the Persons with Disabilities Act 2016 in the prescribed format as given under the Act.
b. The candidate with benchmark disabilities shall produce the medical certificate issued by the Govt. Hospitals duly notified by the Govt. of NCT of Delhi/ other State government and further duly verified by the Chief Medical Officer of the concerned Government Hospital.
c. 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 upload the following documents at the time of filling up of the online application:
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.

IV Economically Weaker Section

Criteria for Income and Assets The benefit of reservation under EWS can be availed by persons who are not covered under the scheme of reservation for SCs, STs and OBCs upon production of an Income and Asset Certificate issued by a Competent Authority based upon the following criteria:

Candidates whose family has gross annual income below Rs 8.0 lakh (Rupees eight lakh only) are to be identified as EWSs for benefit of reservation. Income shall also include income from all sources i.e. salary, agriculture, business, profession, etc. for the financial year prior to the year of application. "31st March 2023"

Also persons whose family owns or possesses any of the following assets shall be excluded from being identified as EWS, irrespective of the family income:- 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. The property held by a "Family" in different locations or different places/cities would be clubbed while applying the land or property holding test to determine EWS status. The term "Family" for this purpose will 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. The benefit of reservation under EWS can be availed upon production of an Income and Asset Certificate issued by a Competent Authority after March 31, 2023. The Income and Asset Certificate issued 'by any one of the following authorities in the prescribed format as given in Annexure-3 shall only be accepted as proof of candidate's claim as 'belonging to EWS. A list of approved authorities is given below:

I. District Magistrate/Additional District Magistrate/ Collector/ Deputy Commissioner/Additional' Deputy Commissioner/ 1st Class Stipendary Magistrate/ Sub Divisional Magistrate/ Taluka Magistrate/ Executive Magistrate/ Extra Assistant Commissioner
II. Chief Presidency Magistrate/Additional Chief Presidency Magistrate/ Presidency Magistrate
III. Revenue Officer not below the rank of Tehsildar and
IV. Sub-Divisional Officer or the area where the candidate and/or his family normally resides.

Defence sub-category (CW)

For admission to a seat reserved for Defence sub-category, candidate must produce the following certificates (as applicable), in original, at the time of document verification of Defence candidates.

a.Entitlement card in original issued by the Record Officer of the Unit/Regiment of Armed Personnel of the Armed Forces in case of Armed Personnel.

a.Widows/ Wards/ Wives of the officers and men of Armed forces who died or were disabled on duty (both attributable to military service) must produce a certificate to that effect from the following authorities.

(i)Secretary, Kendriya Sainik Board.

(ii) Secretary, Rajya / Zila Sainik Board.

(iii) Officer-in-Charge, Record Office.

b.Medical records in original.

c.Special Pension Order and Passbook indicating special pension.

d.Gallantry Award Certificate.

e.Original ex-servicemen Identity Card/ Discharge Book/ Pension Payment Order.

f.Dependency card issued by the competent authority in order to relate the relationship of the candidate with the Defence personnel.

g.Original Service Identity Card.

h.A certificate from the respective C.O. Unit in respect of serving personnel.

NOTE: A statement to the effect that 'the death/disability is attributed to military service is require to be included in the certificate for Priority III & IV.

THE FINAL PRIORITY WILL BE SUBJECT TO THE SCRUTINY BY PANEL OF DEFENCE EXPERTS AT THE TIME OF DOCUMENT VERIFICATION.

FORMAT OF 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: _____

_____

_____

| Recent Passport size attested Photograph |

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)

Member

Principal Medical Officer

Date:

Seal of Office

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.

FORMAT OF CERTIFICATE FOR ECONOMICALLY WEAKER SECTION (EWS)

Government of ....
(Name & Address of the authority issuing the certificate)
INCOME & ASSET 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 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 fof 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.

Shri/Smt./Kumari _____ belongs to the _____ caste

which is not recognized as a Scheduled Caste, Scheduled Tribe and Other Backward

Recent Passport size attested Photograph	Classes (Central List) Signature with seal of Office _____ Name _____ Designation _____

*Note1: Income covered all sources i.e. salary, agriculture, business, profession, etc.

**Note2: 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 properly holding test to determine EWS status.

FORMAT 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 dated25/05/95.

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.

vi. Resolution No. 12011/99/94-BCC dated 11/12/97.

vii. Resolution No. 12011/68/98-BCC dated 27/10/99.

viii. 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.

ix. 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.

x. 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.

xi. Resolution No. 12015/9/2000-BCC dated 06/09/2001.

xii. Resolution No. 12011/1/2001-BCC dated 19/06/2003.

xiii. Resolution No. 12011/4/2002-BCC dated 13/01/2004.

xiv. 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.

FORMAT OF CERTIFICATE IN RESPECT OF DEFENCE CATEGORY (CW)

CERTIFICATE FOR AVAILING ADMISSION AGAINST DEFENCE QUOTA OFFICE OF THE ZILA/RAJYA SAINIK BOARD

This is to certify that Master/Miss _____

son/daughter of_____ resident of_____

_____ the above named

officer/JCO/OR pertains to the category marked below:- (Select one from below)

a. Killed in Action on_____ During _____

b. Disabled in Action on _____and boarded out from service
    on_____ during _____.

c. Died in peace time on _____with death attributable to military
    service.

d. Disabled in peace time and boarded out from service with disability attributable
    military service.

e. Gallantry Award Winner (_____)

f. Ex-Serviceman.

g. Serving Soldier

(Category_____above)

Mr./Miss _____ son/daughter of the above

named officer/JCO/OR is eligible for Admission in DTU, IGDTUW or NSUT against the Defence quota under priority His/Her Ex-Serviceman Widow Identify Card No. is DLH-

01_____

NO_____ /   RSB SECRETARY

(Round stamp of office)   (Zila/RajyaSainik Board)

FORMAT OF CERTIFICATE FOR AVAILING ADMISSION AGAINST KASHMIRI MIGRANT QUOTA

Kashmiri Migrant Quota
(To be submitted at the Time of Admission)

Certified that Shri/Kum./Smt._____

Son/daughter/wife Shri/_____ resident of _____

_____is registered as migrant from Jammu & Kashmir.

The Registration number is _____ dated_____.

It is also certified that Shri/Kum./Smt_____is registered in

Delhi/_____ as J & K Migrant on _____.

Name & Signature of   Deputy Commissioner/Competent Authority

(Office Stamp)

Place:……………………………….

Date:……………………………….

Note: No document other than this will be accepted by the University for claiming reservation against the Kashmiri Migrant Seat.

UNDERTAKING - OBC-NCL /EWS

To, The Chairman,

CMAC- 2023.

Respected Sir/Madam,

I hereby undertake that my provisional admission will be cancelled and I won't be entitled for the fees paid to CMAC if I fail to submit valid OBC-NCL/EWS document on or before the date specified by CMAC 2023 as I couldn't submit the valid documents by the last date of CMAC 2023 registrations.

Hence, I request you to kindly grant me provisional admission with the aforesaid terms and conditions.

Thanking you,

Yours truly,

Signature:_____

Date: _____

Name :_____

UNDERTAKING FINAL YEAR RESULT AWAITED

To,

The Chairman CMAC 2023

Respected Sir/Madam,

I have appeared/ will appear for final year / semester examination for the year 2022 2023, the result of which is yet to be declared. The details of examination are as under:-

1. University Seat No. _____

2. Name of the Degree & Branch/Specialization: _____

3. Name of the College: _____

4. Name of the University: _____

5. Year of final semester/year examination _____

I hereby undertake that my provisional admission will be cancelled if:

1. I do not secure minimum 60% marks in the degree examination.

2. My results of degree examination are not declared on or before the date specified by CMAC 2023 and the mark-lists are not submitted by me to the University within the timeframe specified by the CMAC 2023.

3. In case, I fail to submit my Final Year Mark-list & Degree Passing Certificate on or before the date specified by CMAC, I will not be entitled for the refund of fee paid by me.

I request you to kindly grant me provisional admission with the aforesaid terms and conditions.

Thanking you,
Yours truly,

Signature:_____

Date: _____

Name :_____

Online Application form can be accessed at : -

www.cmacadmissions.com

All candidates are required to fill the online Application form and make an online payment of Rs.1500/- (one thousand five hundred only) plus transaction fee as applicable. Incomplete application, due to any reason, is liable for rejection by the CMAC.

For Queries Contact us at:
Email id: cmacmba@igdtu.ac.in / dsmadmission2023@gmail.com
Contact No: 011-27296203

DELHI TECHNOLOGICAL UNIVERSITY

DELHI SCHOOL OF MANAGEMENT

SHAHBAD DAULATPUR
BAWANA ROAD, DELHI-110042

UNIVERSITY SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP

EAST DELHI CAMPUS
VIVEK VIHAR, PHASE-II, DELHI-110085

DELHI TECHNOLOGICAL UNIVERSITY

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

Shahbad Daulatpur,Bawana Road, Delhi 10042

Website : **www.dtu.ac.in**
www.cmacadmissions.com

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