



DELHI TECHNOLOGICAL UNIVERSITY

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

ISO 9001 : 2015 Certified

Accredited Grade 'A' by NAAC

Master of Business Administration (MBA) (2021-23 Batch)



www.dtu.ac.in
www.cmac.admissions.nic.in

COUNSELLING SCHEDULE CMAC-2021*

S. No.	Events		Date
1	Online Registration	Uploading of Information bulletin and Application form on CMAC website	07/06/21 (Monday)
		Last date of submitting the completely filled registration form	30/06/2021 (Wednesday)
2	1 st Round of Counselling	1 st Round of Online Seat Allotment and Intimation to the selected candidates	10/07/2021 (Saturday)
		Last date of payment of fees for candidates allotted seat in the 1 st Round	14/07/2021 (Wednesday)
		Display of Final Allotment and Vacant seats after 1 st round of allotment	19/07/2021 (Monday)
3	2 nd Round of Counselling	Opening of online portal for all eligible applicants for submitting change of campus preference	20/07/2021- 21/07/2021 (Tuesday- Wednesday)
		2 nd Round of Online Seat Allotment and Intimation to the selected candidates	26/07/2021 (Monday)
		Last date of payment of fees for candidates allotted seat in the 2 nd Round	30/07/2021 (Friday)
		Display of Final Allotment and Vacant seats after 2 nd round of allotment	03/08/2021 (Tuesday)
4	3 rd Round of Counselling	Opening of online portal for all eligible applicants for submitting change of campus preference	4/08/2021- 5/08/2021 (Wednesday- Thursday)
		3 rd Round of Online Seat Allotment and Intimation to the selected candidates	10/08/2021 (Tuesday)
		Last date of payment of fees for candidates allotted seat in the 3 rd Round	14/08/2021 (Saturday)
		Display of Final Allotment and Vacant seats after 3 rd round of allotment	17/08/2021 (Tuesday)
5	Upgradation Round	Up-gradation of seats after possible withdrawals and display of Final Allotment	04/09/2021 (Saturday)
6	Spot Round	Display of Vacant seats after withdrawals and Detailed Schedule of Spot Round	07/09/2021 (Tuesday)
		Spot round	11/09/2021 (Saturday)

NOTE:

1. Candidates are advised to read the brochure carefully. Visit the website (www.cmac.admissions.nic.in) regularly for updates and other details about the admission process. No individual communication will be sent.
2. Last date of withdrawal of Admission is 01/09/2021.
3. The spot round shall be conducted and details uploaded on CMAC website (www.cmac.admissions.nic.in) depending upon availability of seats.
4. Special spot round may be conducted after the spot round by the respective universities, depending upon the availability of vacant seats.

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



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दिल्ली प्रौद्योगिकी विश्वविद्यालय DELHI TECHNOLOGICAL UNIVERSITY

DTU
Delhi Technological
UNIVERSITY

(Formerly Delhi College of Engineering)

Prof. Yogesh Singh
Vice-Chancellor



E-MAIL : vcdu@dtu.ac.in

Message

Delhi Technological University is a premier Indian University dedicated to creation of a synergetic partnership between academia and industry. It has a long history of achievements with a profound commitment to both undergraduate and postgraduate education. The University currently offers various interdisciplinary and industry relevant programmes in science, technology, management and allied areas. The University is committed to create the most conducive ambience for creation and dissemination of knowledge guided by innovative thinking, scientific enquiry, sublime human values, sustainable ecology and domestic ethos.

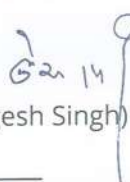
The Masters of Business Administration (MBA) program focuses on experiential learning. It is designed to be highly industry centric that enables students to learn all the essential basic management knowledge required for handling business. The programme centres around developing managerial and leadership skills in new generation leaders. The major focus is on creating an optimized and vibrant platform for quality in knowledge enhancement by bridging the gap between academia and industry. The objective is to build up core competence in students integrating knowledge with skills on the foundation of ethics and values.

The main objective of the University is to provide higher education of global standards and hence, all the programs are designed to meet international standards. The programme emphasizes global perspectives and offers opportunities to the students for their holistic development and empowers them to become a global leader. It is supported with a variety of extra-curricular activities to make learning more experiential.

In the year 2020 due to unprecedented times caused by covid-19 has compelled the world to change and adapt especially in the education industry. The coming of virtual age and use of software-based technologies has led us to virtual classrooms so that the students may cope with drastically changed education landscape. The University introduced Continuous Evaluation System and took it as an opportunity to develop research capabilities and experiential learning

The stellar accomplishments of the distinguished alumni of the University bear testimony to its excellence. They have excelled in diverse fields nationally and internationally and through their contribution to the profession have made DTU a world-renowned university.

My best wishes to all eligible aspirants applying for admission in the MBA programme.


(Yogesh Singh)

About DTU

Delhi Technological University (formerly known as Delhi College of Engineering) is one of the most well-known engineering institutions in India, with over 76 years of glorious tradition behind it. A non-affiliating, teaching and research University, DTU is poised to create an environment of a synergetic partnership between academia and industry. It aims to cause a major departure from the conventional system of education and research and 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 endeavours 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.

DTU offers courses towards Bachelor of Technology (B.Tech.), Master of Technology (M.Tech.), Doctor of Philosophy (Ph.D.) and Master of Business Administration (MBA), Bachelor of Business Administration (B.B.A.) 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.



About **MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME**

The Master of Business Administration (MBA) programme, focuses on enhancing the competency of the students to lead and manage businesses. The students will be able to grasp broad business understanding, effective communication skills, strategic problem solving skills, networking skills, resource and time management, analytical skills and leadership. This course is designed to be highly industry centric that will enable students to learn all the necessary management knowledge and enhance the design thinking capability for solving problems creatively. The curriculum helps students to inculcate cross-functional and innovative decision making skills. This programme bestows knowledge and training in such a way that the students strive to make a positive mark in the world.

Our MBA programme covers diverse business areas such as accounting, finance, marketing, human resources, operations, and decision science. The specialisations offered in this programme are Marketing Management, Financial Management, Human Resource Management, Supply Chain Management, Information Technology Management and Knowledge & Technology Management.

The MBA programme is offered at Delhi School of Management (DSM) and University School of Management and Entrepreneurship (USME). In addition to MBA, the University also offers Master of Business Administration (Executive), MBA (Business Analytics), MBA (Family Business & Entrepreneurship), MBA (Innovation, Entrepreneurship and Venture Development), Bachelor of Business Administration (BBA), B.A. (Hons.) in Economics and Ph.D. programme in Management. The admission brochures for all the programmes are released separately.

Delhi School of Management (DSM)

Established in 2009, Delhi School of Management (DSM) is widely acknowledged for academic excellence in management education. The flagship programs of the school are two-year full-time regular MBA program, a two-year weekend MBA (Executive) program, and Doctoral Program (Ph.D.) in Management. The school also extends support to various engineering departments of DTU for imparting management education to the budding engineers.

The campus is supported by state-of-the-art infrastructure including hostels, guest houses for visiting experts, serene ambience to pursue learning, smart classrooms, computing labs, databases and a well-stocked library of Delhi Technological University.

DSM focuses on comprehensive development of students by furnishing them with subject knowledge and expertise of managerial functions, by urging them to look at issues faced by businesses, government and society and find solutions to such issues. It intends to instil and sustain in them the spirit of innovation, creativity and entrepreneurship. The courses offered intend to produce socially responsible and morally driven innovative managers and future leaders. Careful selection of students from all over India having reliable scholastic record and aptitude for management ensures that the classrooms are lively, and that each student gets a challenging, competitive, and cosmopolitan atmosphere.

The curriculum is designed to meet the requirement of the present-day technology intensive business functions. The students are equipped with management knowledge to deal with complex global and dynamic business environment. To ensure the practical hands-on experience, internship and field projects are integral part of curriculum. DSM also gives ample exposure to students through case-studies, course projects, and industry internships. In order to provide students with the required exposure, DSM brings them in close contact with the industry executives and eminent academicians through a series of lectures, sponsoring students to conferences and seminars, and facilitating their participation in papers/ case studies competitions.

Students are also encouraged to form student committees/forums which undertake different activities. The various student societies of DSM provide a vibrant environment for the students by organizing events such as marketing Quiz, Finance Quiz, Debate, Sports Quiz and various events like Cricket Premier League, Football Premier League and Basketball Premier League by Sports Club.



EVENTS @ DSM

DSM, DTU has ensured a holistic learning system for its students, and a part of this conclave are student-led clubs and committees, which are an extension of their career and creative interests. These clubs enable a continuous learning process for students by giving them a chance to apply classroom learning in the practical world. Such arrangements for group activities have made it possible to inculcate leadership skills in students, while simultaneously providing better networking skills and industrial connections too.

DSM has one club each for all the major specializations it provides starting from marketing, finance to IT, and other recreational clubs like sports and photography. The committees include: the corporate relations and placement committee, Public relations committee, Alumni Relations committee, and Sanskriti-the cultural committee, which are responsible for training and placement, media relations, guest and alumni lectures along with major events like Ahaan – the annual Diwali fest and Umang- a week long

extravaganza, where students get to exhibit their creative and intellectual abilities.

Guest lectures are a regular phenomenon at DSM, even more now in the online mode, to assist our students remain upkeep with all the business trends and provide the means to better themselves in terms of skill development. Speakers are from esteemed organizations like Bain & Company, Genpact, Airbus, IHS market, and Genesis to name a few.

As part of Alumni Talks series, DSM invites alumni from renowned companies like IBM India Pvt. Ltd, Hindustan Times, Examity and TCS, to speak about the importance of skill and how it is the new currency for any employee. Industry insights from experienced alumni help students as they prepare to enter the corporate world.

DSM organized a Faculty Development Programme on sustainable development for students and research scholars to upgrade their research, organizational skills and knowledge.

Life at DSM

Delhi School of Management, Delhi Technological University is getting better with age and has carved a niche for itself in the field of management education. While the curriculum offered to the students is quite rigorous, there is able guidance provided by the industry experts and faculty members to prepare the students for real-world work challenges.

One of the special traits of campus life is the celebration of all festivals with great gusto and loads of excitement. These celebrations form an integral part of the student culture. The accent of student life and activities on the campus is to provide an energising and creative learning environment. A distinguishing trait is an

advantage that a management student has in drawing upon the structure of a well-established quality institution like DTU. It also gives a unique opportunity for interaction and collaboration with students and experts from various disciplines.

DSM enjoys a State-of-the-Art infrastructure, which is well complemented by a highly evolved pedagogy that focuses on Interactive lectures, Case study Exercises, Class Projects and Exercises, Field Projects and Industrial Visits, Video Presentations, Expert / Guest Lectures, and Activity Labs with the working knowledge of various analytical tools. The students are encouraged to go for the state, national, and international level paper presentations

and seminars. The enthusiasm, hard work, and dedication of the students and learned faculty members of DSM are contributing to the institution's rapid ascension in the corporate world as well as in academia.

Apart from academics, life at DSM is surrounded by various student-run societies and clubs that organize challenging and enthralling events throughout the year. This drives one to participate in numerous competitions and live projects stemming from the industry that help in exploring challenging opportunities and in becoming a better professional. DSM has one club each for all the major specializations it provides starting from marketing, finance to IT, and other recreational clubs such as sports and photography. The committees, including the Corporate Relations Committee, the Placement Committee, the Public Relations Committee, the Alumni Relations Committee, and Sanskriti- the Cultural Committee, are responsible for training and placement, maintaining media relations, conducting guest and alumni lectures along with organising major events such as

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Alumni working in different organizations are also invited from time to time as part of the Alumni Talk Series, to share their experiences and help the students prepare for the corporate world. DSM organized a Faculty Development Programme on sustainable development for students and research scholars to upgrade their research, organizational skills, and knowledge.

The campus life at DSM is filled with motivation, learning spirit, and zeal that makes the overall learning process highly enriching.



DSM Premier League organised by the Sports Club of DSM- Sporticus.



HR Conclave organised by the HR Club of DSM – Netritva



Entheos – Inter college case study competition organised by the Public Relation Committee.

Symposium - Panel Discussion organised by the Corporate Relations and Placement Committee



Annual Finance Conclave organized by the Finance Club of DSM – Finesco

Ahaan –The Diwali Mela is every year hosted by Cultural Committee – Sanskriti

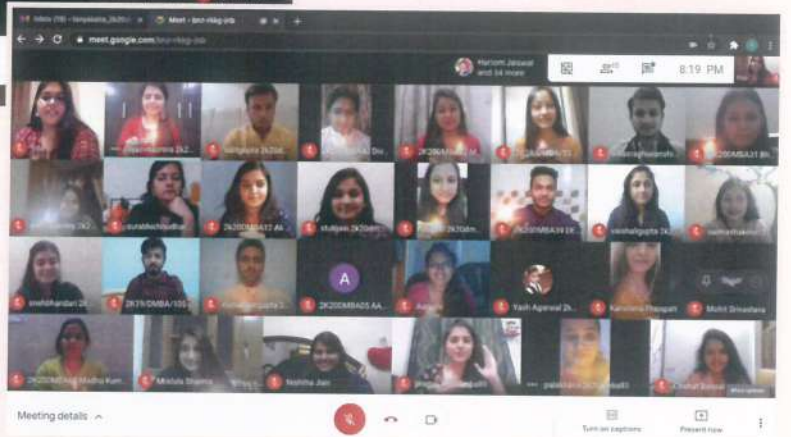
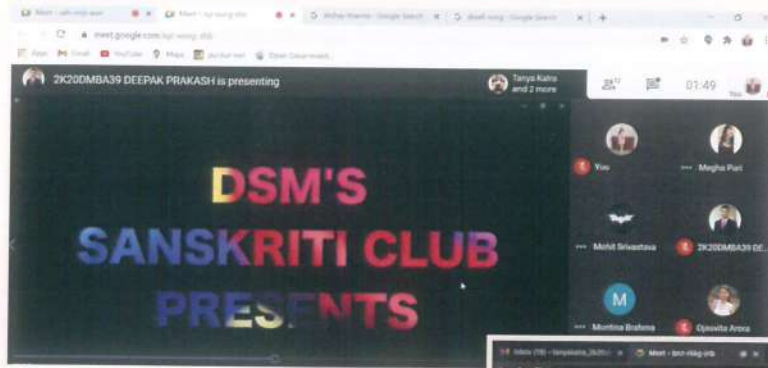


Anveshan-the marketing fest organised by DSM's Marketing Club – M cube.

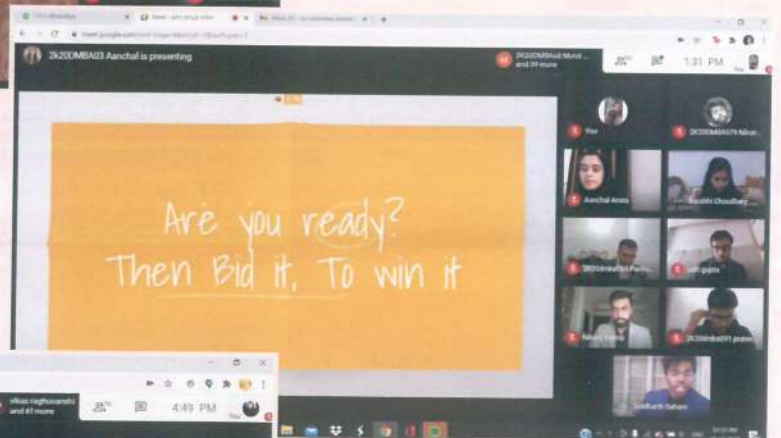
Snapshot of Guest lecture conducted in our classroom.



GLIMPSE OF DSM Events 2020



UMANG UTSAV



Online Faculty Development Programme organised by DSM

RESOURCE PERSONS



Prof. Rajesh Kumar Singh
(Operations Management)
MDI, Gurugram



Prof. Pankaj Kumar Gupta
Centre for Management Studies
JMI University New Delhi



Prof. Helena M. Alves
Editor-in-chief
International Review on Public and
Non-profit Marketing (Springer)



Ms. Sagarika Ghosh
Executive Editor
Springer Nature



Ms. Sangeeta Menon
Publishing Relationship Manager
Emerald Publishing



Mr. Pankaj Rastogi
Chief Executive Officer
Dalmia Bharat Sugar and
Industries Limited



Dr. Sujeet K. Sharma
Associate Professor
IIM Tiruchirappalli



Ms. Nupoor
Editor
Springer Nature



Mr. Dinesh Ghai
Senior Counsellor – Energy
Accredited Energy auditor
Govt of India Ministry of Power



Prof. Madhu Vij
Faculty of Management Studies (FMS)
University of Delhi



Mr. Vishal Gupta
Customer Consultant-South Asia
Elsevier



Prof. Rajan Yadav
Head of Department
DSM, Delhi technological University



Dr. Archana Singh
Associate Professor
DSM, Delhi technological University



Dr. Saurabh Aggrawal
Associate Professor
DSM Delhi Technological University

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SESSION 3

"Enhancing Research and Publication Capabilities"

Associate Professor
IIM Tiruchirappalli
Dr. Sujeet K. Sharma

Archana Singh G C Maheshwari

Himanshu Ahuja Kanishka Sangwan

Sujeet Kumar Sh Charanjeet Keur

DSM Dtu Kemini Mishra

Amandeep Kaur 2k20dmba141 Udit...

DAY-1: Online FDP on "Sustainabl... Raise hand Turn on captions 2k20dmba141 UditGupta is presenting

FACULTY at Delhi School of Management



Dr. Archana Singh
Head, DSM

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 17 years of experience in teaching and research. Her major areas of academic interests include Accounting, Corporate Finance, Investment management and Risk management. She has extensively published in National / International Journals of repute.



Dr. Pradeep Kumar Suri
Professor

He has obtained his Ph.D. from Department of Management Studies, IIT Delhi. He is MTech in Computer Applications from IIT Delhi and MSc (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. 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. Rajan Yadav
Professor

He has more than 18 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 Ph.D. 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. 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 Conference. She has authored a book entitled "Occupational safety and Health: A barometer for Employee Satisfaction".



Dr. Sonal Thukral
Assistant Professor

She obtained her Ph.D. 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 seven years of teaching experience. Her academic interests include Corporate Finance, Multinational Business Finance and International Business.



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.



Ms. Deepali Malhotra
Assistant Professor

She holds her M.Phil and M.Com. degree from the Department of Commerce, Delhi School of Economics, University of Delhi. She has five years of experience in teaching and research. Her areas of interest include Behavioural Finance, Security Analysis, International Business, Strategic Management and Corporate Social Responsibility.



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.

FACULTY at Delhi School of Management



Mr. Mohit Beniwal
Assistant Professor

He has done Bachelors of Engineering from Netaji Subhas Institute of Technology, Delhi University. He did his MBA and Masters in Information Systems from College of Business, Iowa State University, Ames, Iowa, USA. He has work experience in companies such as HCL Technologies, NIIT Technologies, Accenture (USA) and YesMail, San Francisco, USA.



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 in 2014 and Bachelor of Engineering from Delhi College of Engineering, University of Delhi in Mechanical Engineering in 2009. Prior to joining DTU, he has worked in the industry for around 7 years and has rich experience 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 Buddha 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 at emerging area such as analytics and venture development, and the creation of an ecosystem for learning, research and practice in management and entrepreneurship. It aims to grow into a nodal centre for entrepreneurship, and to become a multidisciplinary practise-oriented school.

Situated in the East of Delhi, the Campus comprises three disciplines of Management, Economics and Innovation, Entrepreneurship, and Venture Development, with faculty having a background of leading institutions such as IIM Kolkata/Lucknow, IIT Madras/Ropar, JNU, DSE, etc. It houses an ecosystem that is not only multidisciplinary, but multidimensional in its range of activities. 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.

USME not only offers degree programs at the UG, PG and doctoral levels, it has also conducted intense workshops for students such as in Entrepreneurship, Business Strategy, R for Machine Learning, the Start-up Conclave etc. which provide a lot of co-curricular learning. The cultural fest "Traction", including business contests, and many other celebrations of youthful artistic expression, including sixteen clubs in different professional and other interest areas, all lead to a rich extra-curricular life on Campus. These activities have drawn students from across India, including from the IIMs and other premier colleges, and students also participate in many national level festivals and competitions.

Last year, the first USME Internship fair resulted in over three hundred fifty internship offers to undergraduate students. This will be extended to the PG level in this session. The placement of MBA candidates is through the Central DTU Training and Placement Cell, where last year, over fifty companies presented final placement opportunities for MBA, jointly with DSM.

It has added very modern classroom infrastructure and discussion spaces, a state of art library and information center, seminar rooms, and a 200-capacity state of the art Manthan Hall. The Campus students organize various events ranging from cultural fests, talks, business contests, and internship/final placement fairs, workshops and a lecture series of thought leaders across disciplines.

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, the Bachelor of Business Administration (BBA), Bachelor of Arts (BA(H)) in Economics. The Ph.D. programs in Management, Economics and Entrepreneurship/Venture Development disciplines has nineteen scholars at present. There are over one thousand students on the USME Campus at present.



Expert Lectures

Today's turbulent times, corporate world is competing in challenging and dynamic business surroundings. Thus, creates for critical requirement for continuous upskilling of employee and corporate capabilities so as to successfully address to the business environmental challenges. USME, DTU focuses on continuous academia-industry interaction by organising expert lectures and courses by visiting faculty who have taught/been associated with at premier institutions/Organistaions including IIM Lucknow, IIM Ahmedabad, MDI, Gurugram; JNU, the IMF, World Bank, Niti Aayog, and leading corporates.

Events at USME



Battle of Bands competition organised as part of the Annual Management and Cultural Fest "Traction" 2019-20.

Ms. Navroop K. Sahdev, Founder & CEO of The Digital Economist, Los Angeles, USA delivered a lecture on "Blockchain Technology"



Internship Fair at USME, DTU organised by Corporate Relations and Placement

The University School of Management & Entrepreneurship (USME), East Delhi Campus, Delhi Technological University organised its first-ever start-up conclave on February 17, 2020 and a 3-day inter-college internship fair from February 18, 2020 to February 20, 2020.

The start-up conclave provided a platform to eminent entrepreneurs to share their journey, current strategies, challenges faced and future plans. Prof. Yogesh Singh, Hon'ble Vice Chancellor, DTU presided over the function and delivered the inaugural address. Some of the prominent speakers at the conclave were Mr. Sharad Sagar, Founder and CEO, Dexterity Global; Joe Madiath, Founder and Executive Director, Gram Vikas and Mr. Sandro Stephen, Regional Head, Indian Angel Network. The conclave was aimed towards encouraging entrepreneurial activity among students.



The inter-college Internship Fair' 2020 witnessed more than 1,700 registrations from students across the country. Around 35 companies participated in the same and rolled out more than 300 offers in the domains of finance, research, sales, digital marketing, business development etc. A series of leadership lectures by successful HR professionals were also conducted throughout the fair.



Hon'ble Dy. CM Mr. Manish Sisodia inaugurated the Manthan Hall of University School of Management and Entrepreneurship at the east campus of DTU on 4th March, 2021



NSS-USME Tree plantation drive, 6th March 2021 at Satyam enclave, Jhilmil, East Delhi.

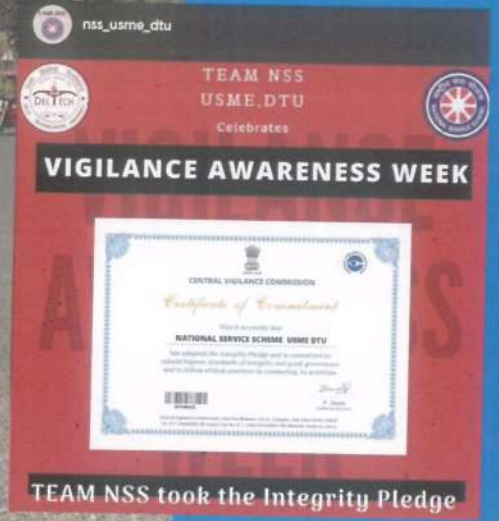


NSS WINTER DONATION DRIVE: 100 plus winter clothes, books for children Seelampur East Delhi.

National Service Scheme – USME Initiatives

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 is based upon providing free education to every student during covid pandemic in collaboration with NGO "E-vidyaloka" where our volunteers provided full-fledged videos for live classes in various subjects broadcast in Uttarakhand state. OLD AGE HOME VISIT at Shashi raj foundation located in Shahdara, east Delhi and facilitated donation of the basic necessities and hygiene items for elderly. THIS OZONE DAY members of NSS USME, DTU conducted a small plantation drive A road safety week was organized under which various events like spot the error quiz competition in which pictures were shown and contestants had to identify the traffic rule violations. Meme making competition was also conducted make memes to spread traffic awareness and road safety anthem was composed in collaboration with "shiddat" to spread awareness.





Students Clubs and Cultural Activities

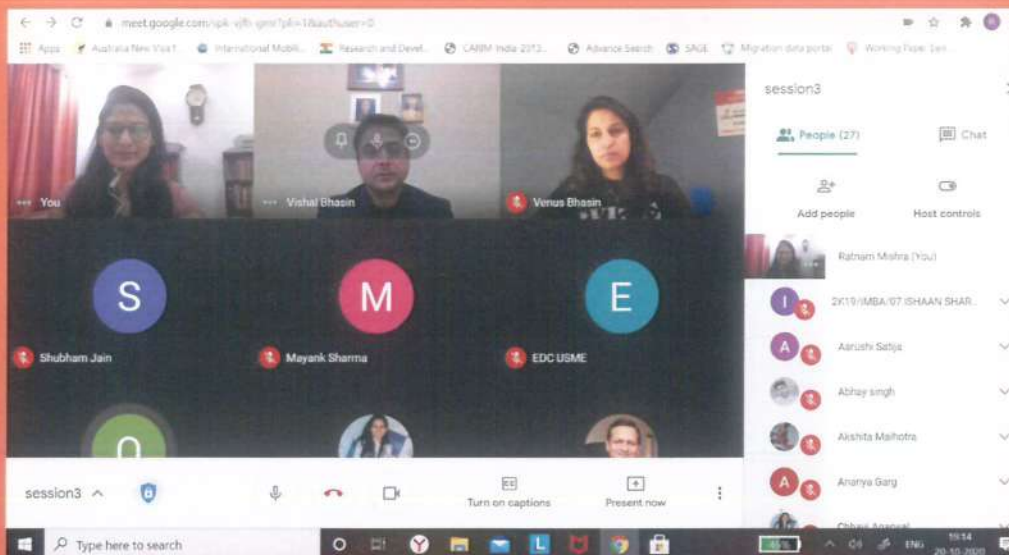
USME has a vibrant cultural environment and encourages students to develop leadership skills through participation in co-curricular and extra-curricular activities. There are 20+ student led societies on campus that concern themselves with specific business verticals such as Consulting, Marketing, Finance and Strategy on the one hand, and art, music, dance and theatre on the other. USME's newest student society "Prakriti" focusses on sustainability. These clubs regularly organize seminars, competitions, and encourage knowledge sharing on 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 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.

Entrepreneurship Development Centre (EDC)

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

There is an advisory board which provides direction to the centre, headed by Prof. R.C. Sharma, with Mr. Puneet Kumar Arora as faculty member, and Coordinator - Dr. Pushpender Singh (Consultant and Serial Entrepreneur), and 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 amongst others who are directly involved with the student start-up mentoring.



Online Orientation Cum Induction Programme For MBA IEV (2020-22 Batch): address by Mr. Vishal Bhasin, Co-Founder of Wize Computing Academy, Dallas, Texas

Students Ventures at USME

The MBA-Innovation Entrepreneurship and Venture Development students have by their second year started off their venture operations. "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. "Refoveo" is all about serving clean, fresh and healthy food and beverages; "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 MBA-IEV 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.

Common Rooms, Sports and Recreation

There is a separate common room for girl students, and it has many facilities along with carrom 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.

FACULTY at University School of Management and Entrepreneurship



Professor R. C. Sharma
Director, East Delhi Campus

Professor R. C. Sharma, M.Sc. Gold Medalist and Ph.D. from University of Delhi, is working since 1980. Prof. Sharma has served as Dean (Academic), Dean (international Collaboration), Head of the Department at DTU. He attended specialized courses at IIT Bombay, IIT Kharagpur, Roorkee University, CECRI Karaikudi, NIESBUD Delhi and NISIET Hyderabad. Accredited Professional Trainer for Entrepreneurship Motivation and Small Business Development from NIESBUD, Noida and NIMSME Hyderabad. Prof. Sharma has made significant contribution in the study of transport phenomenon and published 75 research papers in journals and edited 10 proceedings of National Seminars, and supervised 7 students for Ph.D. Degree. Prof. Sharma has taken keen interest in the development of entrepreneurial culture and organized more than 100 Entrepreneurship Awareness and Motivation Programs for the science & technology students. Prof. Sharma has served as Director (SFS courses), Dean, Registrar at Bundelkhand University during 1999-2002. Prof. Sharma has been awarded with the Award of Honor by Soka University Japan. Prof. Sharma has a unique vision for educational system and believes in providing flexible and innovative curriculum having optimal mix of State-of-art theoretical knowledge, creative practical skills, management, entrepreneurship and personality development, apart from in optimal utilization of resources and advocates for cost reduction in higher technical and vocational education.

University School of Management and Entrepreneurship



Prof. Amit Mookerjee
Professor, Management and Head, USME

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

FACULTY at University School of Management and Entrepreneurship



Prof. K.V. Bhanu Murthy
Professor, Economics

Honorary Prof. K. V. Bhanu Murthy is a Ph.D. from Delhi School of Economics. He was formerly the 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.



Prof. (Dr.) Manoj Kumar Sharma
*Visiting Professor,
Innovation, Entrepreneurship and
Venture Development*

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 of 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 Guest Faculty/ Professor at IIMs / National Academy for Training for Social Security and Research, Ministry of Labour & Employment, Govt. of India / Department of Personal and Training (Govt. of India).

Dr. Sharma has written research papers in peer reviewed Journal (SpringerNature), Book Chapters in (SpringerNature), Chaired, many International conferences in many countries.

Dr. Sharma has also served in Government as Advisor (IT & E-Governance) (NOIDA, Govt. of UP) / Member of the National Council (NCVT, an apex policy making body), Ministry of Labour & Employment, Govt. of India/ In corporate on board of directors of companies / CEO of DTU Innovation and Incubation Foundation (Section 8 Company) promoted by Delhi Technological University (Established by Govt. of NCT of Delhi)/Officer on Special Duty (OSD) and later Associate Director of DTU East Delhi Campus of Delhi Technological University-DTU (Established by Govt. of NCT of Delhi).

He is selected as 'Mentor of Change' by NITI Aayog, Government of India. His passion is to interact with brilliant minds who can change the world in all possible positively ways.

FACULTY at University School of Management and Entrepreneurship



Dr. Nidhi Maheshwari
Associate Professor, Management and Associate Head

Dr. Nidhi Maheshwari has been in the research and teaching profession for more than nineteen years. She has completed her Ph.D. and LL.B. degree from Mohan Lal Sukhadiya University, Rajasthan. She also holds a 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 Emerald Highly Commended Paper Award. Recently, she was awarded with the "Best research paper" in the IIM- Shillong Sustainability conference (2015). Two Ph.D. 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 empaneled 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.



Dr. Shikha N Khera
Associate Professor, Management

She 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 seventeen 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
Associate Professor, Management

He has obtained his Doctoral degree in the area of Knowledge Management from Guru Gobind Singh Indraprastha university. He is a Gold medallist in Master's degree. Having more than 16 years of teaching and industry experience, his interests include Knowledge Management, Innovation Management, Legal Studies, Business Process Re-engineering and Corporate Social Responsibility.



Ms. Harleen Kaur
Assistant Professor, Management

Harleen Kaur is Assistant Professor of marketing at USME, DTU. She has done her PGDM from Indian Institute of Management Calcutta (IIMC) and has industry experience at a leading FMCG firm. An engineer from DTU, she is pursuing Ph.D. from FMS, Delhi University and has been awarded the Junior Research Fellowship (NET-JRF). She plays an active role in student activities on campus and is a member of USME's Corporate Relationship Cell, Cultural Committee and Entrepreneurship Development Cell. She is also faculty advisor to the Marketing Club and PR Cell.

FACULTY at University School of Management and Entrepreneurship



Mr. Anurag Chaturvedi
Assistant Professor, Management

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 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. Jagvinder Singh
Assistant Professor, Management

Dr. Jagvinder Singh is Assistant Professor at USME, DTU. He has completed M. Sc. (Operational Research) and Ph.D. (Operations Research) from University of Delhi (DU). He has more than six years of teaching experience at University of Delhi. He has more than twenty research papers in reputed international journals and his area of research is Mathematical Modelling in Software Reliability and Management Sciences.



Dr. Naval Garg
Assistant Professor, Management

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 fellow of Insurance Institute of India. He has more than twenty-five research papers published in various national and international journals (including A and B category of ABDC list). He also holds more than 6 years of corporate experience.



Ms. Pallavi Sethi
Assistant Professor, Management

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 IIT-Delhi in the area of finance. Her areas of interest include Financial and Management Accounting and Corporate Finance.



Ms. Priya Malhotra
Assistant Professor, Management

Priya Malhotra is Assistant Professor in the area of Finance at USME, DTU. She is an MBA in Finance & Marketing from Faculty of Management Studies (FMS), University of Delhi. She has prior teaching experience in 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 is currently pursuing doctorate from Faculty of Management Studies (FMS), Delhi.

FACULTY at University School of Management and Entrepreneurship



Ms. Varsha Sehgal
Assistant Professor, Management

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 Strategic Management, Information Technology as well as Business Analytics. She is particularly interested in Frugal Innovations and how they can be leveraged to benefit the society.

Varsha Sehgal is Assistant Professor at USME, DTU in the area of strategy management. She has close to 6 years of



Dr. Kusum Lata
Assistant Professor, Management

Punjab Technical University, Punjab and Master of Engineering (M.E.) in Computer Technology and Applications from Delhi Technological University. She has qualified UGC-NET in Computer Science and Applications. She has completed her Ph.D. in Computer Science and Engineering from Delhi Technological University. She has more than 11 years of teaching experience. Her area of interest includes Data Mining, Machine Learning, Database Management Systems, Improving Software Quality, Definition and Validation of Software Metrics.

Dr. Kusum Lata is Assistant Professor at USME, DTU. She has done her B. Tech in Computer Science and Engineering from



Dr. Deepti Aggrawal
Assistant Professor, Management

from University of Delhi, Delhi (INDIA). Accomplished and integrity-driven academic professional offering over 6 years of rich experience in varied fields of Education, Banking, and Analytics & Business Management with enormous success in developing Cognitive based teaching learning pedagogy. Her Research area includes Innovation Adoption and Technology Diffusion Modeling in Marketing. She is a life member of Society for Reliability Quality and Infocom technology and has publications in journals of national and international repute.

Deepti Aggrawal obtained her Doctorate, Masters and Graduation Degree in 2015, 2009 and 2007 respectively



Dr. Gaganmeet Kaur Awal
Assistant Professor, Management

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

Dr. Gaganmeet Kaur Awal is Assistant Professor at USME, DTU. She holds a Ph.D. from School of Computer and

FACULTY at University School of Management and Entrepreneurship



Ms. Aakanksha Kaushik
Assistant Professor, Economics

Gokhale Institute of Politics and Economics; M.Phil. (Economics) from J.N.U, and is pursuing Ph.D. (Economics) from J.N.U. She has more than three years of teaching experience at University of Delhi. She has many research papers to her credit and also written articles for several newspapers and magazines, including The Economics Times and The Caravan magazine. Her areas of interest include public finance, econometrics and microeconomics.

Aakanksha Kaushik is Assistant Professor at USME, DTU. She has completed B.A.(H) Economics from D.U; M.A (Financial Economics) from



Dr. Rajesh Sharma
Assistant Professor, Economics

in Economics from Indian Institute of Technology Ropar, Punjab. He has contributed several research papers in publications such as Springer, Taylor and Francis and Sage. His areas of research include development economics, financial economics and health economics.

Rajesh Sharma is Assistant Professor at USME, DTU. He has completed Masters in Economics from Panjab University. He completed his Ph.D.



Mr. Puneet Kumar Arora
Assistant Professor, Economics

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.

Puneet Kumar Arora is Assistant Professor at USME, DTU. He was previously associated with India Infrastructure Publishing, where



Mr. Virender Kumar
Assistant Professor, Economics

Commerce, University of Delhi. He has completed M.A. (Economics) and M.Phil. (Economics) from Delhi School of Economics, and is pursuing Ph.D. in Economics from Delhi School of Economics, University of Delhi. His research areas include International Capital Flows, Time Series Econometrics and Monetary Policy.

Virender Kumar is Assistant Professor at USME, DTU. Previously, he was working as an Assistant Professor in Shri Ram College of



Dr. Ratnam Mishra
Assistant Professor, Economics

Faizabad. She has completed M. Phil and Ph.D. in Economics from Jawaharlal Nehru University (JNU). She has nine years of teaching experience and is JRF in Economics. Her research areas include Economics of Education, Economics of Migration, Skill Development and Vocational Education.

Ratnam Mishra is Assistant Professor at USME, DTU. She has done her Masters in economics from Dr RML Awadh University,

TRAINING AND PLACEMENT

Placements are one of the most striking features of any B-school and we at Delhi Technological University, are continuously striving to make them better and bring the best companies for our placements each year. Placement assistance is provided by DTU Central Training and Placement Department for MBA from both schools, DSM & USME. 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 major activities undertaken by the Placement Teams of both DSM & USME are - corporate interactions, summer & winter internships, and most importantly, the final placements. The center also helps students in getting short-duration industry projects. Industry experts are invited to groom the students according to the industry-specific requirements. The cell organizes career guidance Programmes for all the students from the first semester onwards. To enrich the professional competencies of the students there are activities like personality profiling, mock interviews, group discussions, and business simulations. Along with the placement activities, the cell is collecting feedback from the industry about the performance of students employed and transmitting the same appropriately for corrective actions. 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.

SOME OF THE PROMINENT RECRUITERS



Placement assistance is also provided by DTU Central Training and Placement Department for MBA from both schools.

ELIGIBILITY AND ADMISSION PROCEDURE

A candidate who has passed any bachelor degree examination with minimum 60% marks in aggregate or equivalent CGPA from a recognised university/institution is eligible to apply. However, a relaxation of 10% in marks shall be given in eligibility criteria to SC/ST/PwD candidates. Those who are appearing in final semester examination may also apply, provided that they submit the proof of eligibility by a specific date to be declared by the CMAC.

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.

The Candidate must have appeared for CAT 2020 or CMAT 2021 and have respective valid scores of the same. CMAC may decide an appropriate cut-off score of CAT and CMAT to prepare respective merit lists of the students for the purpose of shortlisting the candidates for admission. Merit list prepared based on CAT score 2020 will be exhausted first for the purpose of admission. This shall be followed by admissions based on second, i.e. CMAT 2021 merit list.

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

$$\text{CGPA} \times 10 = \text{Percentage}$$

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 no fee will be refunded.

INTAKE

The annual intake of 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.

SEAT MATRIX

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

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

DSM (150 SEATS)			USME (120 SEATS)		
Category	Seats	Total	Category	Seats	Total
GNGN	55	61	GNGN	44	49
GNPD	03		GNPD	02	
GNCW	03		GNCW	03	
EWGN	13	15	EWGN	10	12
EWPD	01		EWPD	01	
EWCW	01		EWCW	01	
OBSN	36	40	OBSN	29	32
OBPD	02		OBPD	02	
OBCW	02		OBCW	01	
SCGN	21	23	SCGN	16	18
SCPD	01		SCPD	01	
SCCW	01		SCCW	01	

DSM (150 SEATS)			USME (120 SEATS)		
Category	Seats	Total	Category	Seats	Total
STGN	09	11	STGN	07	9
STPD	01		STPD	01	
STCW	01		STCW	01	
Total	150	150	Total	120	120

Reservation Policy

- Scheduled Caste (SC):** 15 % of the total seats are reserved for Scheduled Caste candidates.
- Scheduled Tribe (ST):** 7.5 % of the total seats are reserved for Scheduled Tribe candidates.
- Other Backward Class (OBC- NCL):** 27% of the total seats are reserved for Other Backward Class (Non-Creamy Layer) candidates.
- 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 & EWS).

- Defence (CW):** 5% of the total seats (Horizontally) 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:

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

Priority VIII - Wards of serving personnel.

Priority IX - Wives of serving personnel.

- 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)

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

Note:

- In case of category (a) and (b), the vacant seats are interchangeable.
- In case, sufficient numbers of eligible candidates from category (c) are not available, the vacancies will be treated as unreserved.
- 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 treated as 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 registered SC, ST, OBC and EWS candidates, the vacant seats will be treated as unreserved in the "SPOT ROUND"

SELECTION PROCEDURE

Applications received will be processed on the basis of performance in CAT 2020/CMAT 2021 and separate merit lists shall be prepared based on CAT score/CMAT score.

While preparing the merit list based on CAT score 2020 and CMAT score 2021 respectively, the following criteria shall be used for resolving ties, if any:

- In case of tie in CAT score /CMAT score, the candidate shall be ranked according to the age, i.e. the person older in age will be ranked higher.
- In case of a tie in age, the candidate shall be ranked according to the bachelor degree percentage, i.e. the person with higher bachelor degree percentage will be ranked higher.

- In case of the same percentage in graduation or where graduate percentage is not available, aggregate percentage of XII grade will be considered. A student with a higher percentage in XII class will be ranked higher.

Note:

1. Allotment of University campus will be done on the basis of rank of the candidate in the merit list (first priority to be given to merit list prepared on CAT score 2020 followed by CMAT score 2021) and preference of the University campus' applied by the candidate.
2. The University may invite fresh applications against vacant seats, if any, by following an alternative admission criterion, i.e. marks of qualifying Bachelor's degree exam.

Seat Allotment – General Rules

1. During this step, the choices of university campus submitted by the candidates will be processed centrally and seat will be allotted in the order of merit based on the locked choices.
2. Merit list prepared based on CAT score 2020 will be exhausted first for the purpose of admission. This shall be followed by admission to be given on the merit list prepared on the basis of CMAT-2021 score.
3. The candidates must ensure that they fulfil the eligibility criteria of admission as per admission brochure. At any stage of admission process or later, if it is found that candidate has suppressed any material information or wilfully submitted false information/documents, his/her candidature will be cancelled with immediate effect and admission fee will not be refunded. Legal proceedings may be initiated against such candidates. Students are required to produce above mentioned documents (original and a photocopy) at their respective institutions, at the time of physical verification. Failure to comply with these conditions will lead to cancellation of admission.

First Round of Counseling

1. The choices filled by the candidates during ONLINE registration will be processed centrally. However, the candidates will be allowed to change their choices in the beginning of every round as per admission schedule. Hence the candidates are required to fill/change their choices carefully.
2. All the candidates who get an allotment in this round will have to pay part admission fee (Rs.1,00,000 – Rupees

One Lakh) online as per the admission schedule, failing which his/her allotted seat will stand automatically cancelled and the candidate will not be considered for subsequent ONLINE rounds of seat allotment. However, such candidates are eligible for spot round of counseling. Balance fees need to be paid by the candidate in the respective institution at the time of academic registration.

3. Based on the number of candidates completing the payment of part admission fee successfully, the vacant seats available for second round of counseling will be updated on the CMAC website.
4. In case, a candidate desires to continue in the university campus allotted to him/her at the time of admission (i.e. he/she does not want to be considered for up gradation to his/her higher preference of university campus in a subsequent round of counseling), then he/she must submit an online freezing request through CMAC website using candidate's login.

Second Round of Counseling

1. All registered candidates shall be allowed to change their preference of choices. In order to change their choice, a candidate must refer to timelines mentioned in the admission schedule.
2. The following type of candidates are eligible for seat allotment/upgradation:
 - i. Type-1: All registered candidates who are not allotted any seat in the first round of allotment.

- ii. Type-2: All candidates who were allotted a seat in the first round of counseling, paid their admission fee as required and did not freeze their seat.
 - iii. Type-3: All candidates who were allotted a seat in the first round of counselling, paid prescribed admission fee as required but their admissions were not confirmed by admission committee due to some deficiencies in their documents and admissions committee permitted them to participate in next round of counselling with changed category/ subcategory
3. All the candidates who get an allotment in this round will have to pay part admission fee (Rs.1,00,000 – Rupees One Lakh) online as per the admission schedule, failing which his/her allotted seat will stand automatically cancelled and the candidate will not be considered for subsequent ONLINE rounds of seat allotment. However, such candidates are eligible for spot round of counseling. Balance fees need to be paid by the candidate in the respective institution at the time of academic registration.
 4. Based on the number of candidates completing the payment of part

admission fee successfully, the vacant seats available for next round of counseling will be updated on the CMAC website.

5. In case, a candidate desires to continue in the university campus allotted to him/her at the time of admission (i.e. he/she does not want to be considered for upgradation to his/her higher preference of university campus in subsequent round of counseling), then he/she must submit an online freezing request through CMAC website using candidate's login.

Third Round of Counseling

1. Same as second round.

Procedure for subsequent rounds of counselling, if conducted, will be on similar lines.

Spot Round (subject to availability of seats)

1. The Spot Round will be based on the vacant seats, if any, available after upgradation, post final round of counseling.
2. Details of spot round will be notified on the CMAC website www.cmac.admissions.nic.in

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.

FEE STRUCTURE

S. No.	Particulars	Fee in AY 2021-22(Rs.)	Fee in AY 2022-23 (Rs.)
1	Tuition Fee	1,33,300	1,40,000
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	30,000
2.3	Economically weaker section fund	7,000	7,000
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	2,06,000	2,12,700

WITHDRAWAL POLICY

The university follows the following policy for the remittance and refund of fee, if a student chooses to withdraw from programme of study in which he/she is enrolled: -

S. No.	Parentage of Refund of aggregate fee *	Point of Time when Notice of withdrawal of admission is served to HEI
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 formally notified last date of admission.
4	00%	More than 30 days after formally notified last date of admission.

* Inclusive of course fees and non-tuition fees but exclusive of caution money and security deposits

** Last date of withdrawal of Admission is 01/09/2021.

***All fee refunds of candidates who have withdrawn their seat before last date of withdrawal will be made by CMAC, Delhi 2021. Beyond the last date of withdrawal, the refunds, if any, is not the responsibility of the CMAC, Delhi 2021. Such candidates may approach/contact allotted university for Refunds as per their respective policies for the same.

Note : No fee refund for students taking admission in Spot round

Documents required to be uploaded at the time of filling up of ONLINE Application form

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

1. Degree and Marks sheet of the qualifying examination.
2. Scanned copy of CAT Score Card 2020 /CMAT score card 2021. Student must possess CAT/CMAT Login ID and Password for online verification.
3. Date of Birth Certificate as indicated in High School or equivalent examination i.e. Class X.
4. Reserved category/sub-category certificates, if applicable.
5. Undertaking (if Required)

Note: The above Documents in Original may also be produced at the time of physical verification. If the candidate fails to produce any required documents, his/her candidature is liable to be cancelled.

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, 2021 from the authorities as mentioned above. However, if the certificate is issued prior to March 31, 2021, it must be accompanied with an additional certificate regarding the present non-creamy layer status of the candidate, issued by the same competent authority. This additional certificate must have reference of his/her already issued original caste certificate.
- ### ii. Person with Disability sub-category:
- For admission to seat reserved for person with disabilities (PwD) sub-category, the candidate must upload

the following certificates at the time 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:

- d. 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.
- e. Degree and Mark-sheet of the qualifying examination.
- f. Secondary School Examination or an examination recognized as equivalent thereto (showing the Date of Birth).
- g. Proof of property in Kashmir of the parent of the candidate.
- h. Proof of current residence such as Ration Card, Photo Identity Card issued by the Election Commissioner, Driving License, etc.

HOW TO APPLY

Online Application form can be accessed at

(www.cmac.admissions.nic.in)

All candidates are required to fill the online Application Form and make an online payment of Rs. 1000/- (one thousand only) plus transaction fee as applicable.

For SC/ST/PwD candidates application fee is Rs. 500/- (Five hundred only) plus transaction fee as applicable.

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

Certificate for Person with Disability

To be issued by Medical Board from Government Hospital

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

Father's Name: _____

Permanent Address: _____

Percentage loss of earning capacity (in words): _____

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

Name of the disease-causing handicap: _____

Whether handicap is temporary or permanent: _____

Whether handicap is progressive or non-progressive: _____

The candidate is FIT / UNFIT to pursue further studies.

(*Strike out whichever is not applicable)

Member
(Orthopaedic Specialist)

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.

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 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.

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

which is not recognized as a Scheduled Caste, Scheduled Tribe and Other Backward
Classes (Central List)

Signature with seal of Office _____

Name _____

Designation _____

Recent Passport size attested photograph of the applicant

*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 property holding test to determine EWS status.

Prescribed Format for OBC Certificate

Form of Certificate to Be Produced By Other Backward Classes

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

Son/ Daughter of Shri / Smt _____ of

Village/Town _____ District/Division _____ in the State

belongs to the _____ Community which is recognized as a backward class under:

- i. Resolution No. 12011/68/93-BCC(C) dated 10/09/93 published in the Gazette of India Extraordinary Part I Section I No. 186 dated 13/09/93.
- ii. Resolution No. 12011/9/94-BCC dated 19/10/94 published in the Gazette of India Extraordinary Part I Section I No. 163 dated 20/10/94.
- iii. Resolution No. 12011/7/95-BCC dated 24/05/95 published in the Gazette of India Extraordinary Part I Section I No. 88 dated 25/05/95.
- iv. Resolution No. 12011/96/94-BCC dated 9/03/96.
- v. Resolution No. 12011/44/96-BCC dated 6/12/96 published in the Gazette of India Extraordinary Part I Section I No. 210 dated 11/12/96. (vi) Resolution No. 12011/13/97-BCC dated 03/12/97.
- 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 dated 04/04/2000.
- x. Resolution No. 12011/44/99-BCC dated 21/09/2000 published in the Gazette of India Extraordinary Part I Section I No. 210 dated 21/09/2000.
- 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.

Declaration/undertaking - for OBC Candidates only

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

Signature of the Candidate

Place: _____ Date: _____

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/Rajya Sainik Board)

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.

For queries contact us at:

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-110095

helpdesk.cmacdelhi@gmail.com



DELHI TECHNOLOGICAL UNIVERSITY

(Formerly Delhi College of Engineering)

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

Shahbad Daulatpur, Bawana Road, Delhi 10042

Website : www.dtu.ac.in