DELHI TECHNOLOGICAL UNIVERSITY

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

UNIVERSITY SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP

Accredited Grade 'A' by NAAC | ISO 9001: 2015 Certified

MBA in Innovation, Entrepreneurship and Venture Development

2023-25

✉ mba.iev.usme@dtu.ac.in

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

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Message

Prof. Jai Prakash Saini
Vice-Chancellor

It gives me immense pleasure to welcome you to Delhi Technological University (formerly Delhi College of Engineering). Establsihed in 1941, DTU has maintained constant industry engagement and focus on research, and the university aims to build 21 st century capabilities in its students, making them highly relevant in today's workplace. The focus of the university is to deliver quality programmes, at undergraduate and post-graduate levels, which are periodically evaluated by internal and external audit mechanisms. The university is committed to create the most conducive environment to impart industry-relevant education through able guidance provided by experienced and highly qualified faculty, following outcome-based approach and leveraging 'state-of-the-art' tech-enabled facilities.

The Master of Business Administration (MBA) programme in Innovation Entreprenuership and Venture Development offered by the University School of Management and Entrepreneurship focuses on outcome-based learning. It is designed to deliver contemporary skills and capabilities in students, with classroom based learning, mentored projects in each stage of the entrepreneurship journey, as well as action learning, encouraging the students to create their own ventures under the AL segments. The programme focuses on nurturing entrepreneurial skills in students and has helped past participants to build capabability to start their own business ventures, which are successfully running or accepted in funded incubators. Its aim is to create young professionals with ethical and moral values, impeccable leadership qualities, innovative skills, research acumen, and a positive learning attitude.

Students may also focus on their family ventures and venture into growth, diversification and/or digitisation of the existing businesses. The curriculum is designed to meet international standards and aims to generate global leaders and has helped some of the past participants to take up corporate roles in other companies/start-ups/MNCs and consulting.

The university introduced Continuous and Comprehensive Evaluation System during the pandemic, in tune with National Education Policy (NEP) 2020,to maintain the quality, integrity, and outcomes of every programme.

I look forward to welcoming young and bright minds that are enthusiastic to explore new vistas of knowledge, and are capable to carry forward the legacy of excellence of Delhi Technological University. Wishing all the young aspirants best of luck for their admission to the MBA IEV programme at DTU!

CONTENTS

DELHI TECHNOLOGICAL UNIVERSITY

Delhi Technological University (formerly known as Delhi College of Engineering), Estd. by the Government of NCT of Delhi vide Act 6 of 2009 is one of the well-known engineering institutions in India, with over 81 years of glorious tradition behind it. A non-affiliating, teaching, and research University, DTU is poised to create an environment of a synergetic partnership between academia and industry with a focus on world-class research, teaching, and innovation, having a global impact. DTU has consistently been ranked among the top institutions of the ountry in different reputed surveys. It has the mission of establishing centres of excellence in research in cutting edge areas in engineering, and management, to foster through these and holistically in its education the ecosystem vital for innovation, entrepreneurship and technology transfer and new products, and to be a leader in providing or catalyzing environment-friendly, sustainable solutions for local and global communities.

The postgraduate programs offered at DTU includes Master of Technology (M. Tech) in various disciplines of engineering and Master of Business Administration (MBA), MBA in Business Analytics (MBA-BA) and MBA in Innovation, Entrepreneurship and Venture Development. The graduate programs offered in DTU includes Bachelor of Technology (B.Tech) in various disciplines of engineering, Bachelor of Business Administration (BBA) and BA (Hons) in Economics. The university also offers Doctor of Philosophy (Ph.D.) programs in a wide range of academic areas in Engineering, Sciences, Management, Economics, and Humanities. These programs at DTU foster a strong emphasis on scientific, technological, and managerial education and research.

Currently, the University is operating from two campuses. The main campus is located at Shahbad Daulatpur, Bawana Road, Delhi, and the East Delhi Campus is located at Vivek Vihar, Phase II, Delhi.

Vision

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

Mission

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

THE UNIVERSITY SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP (USME)

The USME was established in the East Delhi campus (EDC) of DTU in the year 2017, to fulfill its mission of offering a portfolio of programmes in emerging areas such as analytics and venture development, and the creation of an ecosystem for learning, research and practice in management and entrepreneurship. The school aims at becoming a practise school and seeks to provide a platform for research and key social initiatives as well as become a nodal centre for entrepreneurship.

Situated in the East of Delhi, the Campus comprises three disciplines of Management, Economics and Innovation, Entrepreneurship, and Venture Development, with faculty having a background of leading premier institutions such as the IIM (Calcutta, Lucknow), the IIT (Delhi, Madras, Kharagpur), the FMS, Delhi University, JNU, New Delhi; Delhi School of Economics (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 offers degree programs at the UG, PG, and doctoral levels, and has also conducted intense workshops on Entrepreneurship, Business Strategy, IT/R for Machine Learning, the Start-up Conclave, series of workshops under the University Innovation Council program, career development in various fields like analytics, amongst many such industry driven interactions, to provide a lot of co-curricular learning. The MBA-IEV has a modular structure wherein there are mandated experiential and skill development sections totalling 40 hours in each module.

The cultural fest "Traction", including business contests and many other celebrations of youthful artistic expression, 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 from across India, including from the IIMs and other premier colleges, and students also participate in many national level festivals and competitions.

THE UNIVERSITY SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP (USME)

Last year, the second USME Corporate Engagement Week, 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. The placement of MBA candidates is also carried out through through the Central DTU Training and Placement Cell, in addition to the separate Training and Placement Cell of East Campus.

It has modern classroom infrastructure and discussion spaces, a state-of-the-art library and information center, computer labs, seminar rooms, and a 200-capacity state-of-the-art Manthan Hall.
USME offers the Master of Business Administration (MBA) program, the MBA (Business Analytics), and an MBA (Innovation, Entrepreneurship & venture development) programs.

THE UNIVERSITY SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP (USME)

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

The entrepreneurship oriented programs offered at USME are designed with a professional orientation. The curriculum has been designed by academic experts, senior professionals from industry, and successful entrepreneurs. The MBA-IEV is based on a modification of the AICTE design, and is also accredited by the AICTE. The academic curriculum is effectively integrated with a variety of enriched learning and co-curricular activities such as mentorship for venture creation and development, workshops, industry exposure and lectures conducted by eminent speakers from industry and academia. Student are encouraged to participate in conferences, seminars and competitions, facilitating organization of several co-curricular activities.

The USME Vision:

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

The USME Mission:

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

The DTU-IIF was established as a Section 8 company. It has Licence Number 107658 , CIN of the company is U74999DL2016NPL305531, as per Companies Act of Govt, of India) and it is the Technology Business Incubator (TBI) of Delhi Technological University (DTU). It was established as per the policy guidelines of Govt, of NCT of Delhi on summary recommendations of a working group established by the Government of National Capital Territory of Delhi, under order NO.F.75(73)/2015-16/Incubation/ADPL/321-330 dated 5/6/15 for the following purpose:

1. To create a culture of entrepreneurship, Start-ups, and, and Intellectual Property Creation that can to value creation, jobs and employment and do social and economic good.
2. To facilitate creation of incubation centres that offer incubation infrastructure-space, computing resources, connectivity, common tools; and environment for co-working, collaboration and innovation.
3. Create entrepreneurship challenges based upon existing problems to foster Innovation.

Vision:

To create the Entrepreneurial Ecosystem by Innovation to provide enhanced value propositions to the customers and create wealth and employment for everyone.

Mission:

Our mission is to provide incubation and business support services to Startups/Companies of DTU IIF so that they can grow and prosper under us.

Current status

Over 55 incubatees are currently engaged in their venture development at the DTU IIF, where funding including foreign fnding has also started to come in for the enterprises.
It is planned that a few of the incubates will be located at the USME, East Delhi Campus, where the MBA Entrepreneurship students will be sharing experiences and working space with the entrepreneurs.

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. It also supports the MBA-IEV program through provision of leading entrepreneurs as mentors who personally guide the journey of each of the students, including the MBA-IEV participants.

Centre for Organizational Development (COD): The aim of this centre is to provide research, education, consultancy and extension services which enable organizations to transform its human resources effectively for consistent improvement and enable efficient change management. A major challenge for start-ups is that of managing growth and acceleration, with the structure and functioning of the organisation at this stage of initiation, acceleration and scaling being a key issue. The COD would endeavour to provide research- based insights and solution to these issues.

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.

"Innovative Scripts Private Limited" is a dynamic SAAS startup dedicated to pioneering the latest advancements in technology. With a focus on cutting-edge fields like Blockchain, Artificial Intelligence (AI), 5G, and post quantum encryptions, the company is at the forefront of innovation. **Recognized as one of the top 75 emerging startups in India in the year 2022**, Innovative Scripts has been acknowledged for its exceptional potential and impact in the startup ecosystem. Additionally, the company has received funding support from the Ministry of Education's Innovation Cell and All India Council for Technical Education (AICTE), Ministry of Education, Govt. of India.

for further fueling its growth and development. It also is recognised by the Startup India.

"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" 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.

"Angetha Agro" works with products of value derived from Hemp. Currently they are selling ayurvedic wellness products & medicinea for ailments like arthritis, insomnia and anxiety under the brand Gaanj Wellness.

"NUXES" is a bathroom & kitchen fitting brand which focuses on providing affordable & luxurious Experience and Eco-friendly products.

"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.

"Tiffinshala" is a highly scalable SaaS platform that uses data-analytics to help small and medium kitchen owners and tiffin delivery services to automate their processes, take orders and expand their business. It also helps people who are staying away from their homes to compare, customize and order meals on their phones by using the application & accessing our list of onboarded & audited tiffin delivery services.

"Yab India" (Your Accessory Box) is a D2C fashion accessories marketplace which provides the Indian consumer a platform to interact with and experience homegrown fashion accessory brands, whilst allowing brands to reach a larger audience.

"Furnigo" is a smart furniture manufacturer which aims to provide innovative ergonomic furniture products to upgrade the lifestyle of the users.

"Vermiup" is a Vermicompost unit that focuses on producing and selling organic, nutrient-rich vermicompost.

"Tales of Timber" is an online platform which aims to provide modular DIY furniture that can be easily unboxed. assembled and used.

"logistriX" is an intracity delivery on demand service in Delhi.

INDUSTRY EXPOSURE, SEMINARS AND WORKSHOPS

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

with speakers ranging from Start-Up founders/Directors, experts with background in Big Four consulting firms, etc. which have attracted an audience of over five hundred participants, from students, faculty, entrepreneurs to members of larger community.

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

NATIONAL STARTUP DAY 2023

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

National Service Scheme – USME Initiatives

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

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

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

Dheemigati, a road safety initiative by USME, DTU

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 MEETwhere the council along with all the societies organizes a wonderful compendium of different types of events performed at painting, etc

INIZIO'22

INDEPENDENCE DAY

SAANJH"22

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.

MBA - INNOVATION, ENTREPRENEURSHIP AND VENTURE DEVELOPMENT

The University School of Management and Entrepreneurship (USME), East Delhi Campus of DTU, which has entrepreneurship as a focus area, has as part of its mission, the delivery of a portfolio of professionally designed courses in entrepreneurship. With an aspiration to be recognized a world class practice based school, it would like to offer practicum mode earning programs in entrepreneurship which are experiential and outcome based in nature. It is in this context that the following course is being proposed by the department for consideration.

Background:

The AICTE in its start-up policy in 2016 announced the need and overall design for an experiential learning cum outcome based MBA program in entrepreneurship. It was to be focused on outcome based evaluation, with a curriculum divided over components such as knowledge (30%), attitude and behavioral element (30%) and skills (40%).

Program Structure:

Syllabus of two years MBA in Innovation, Entrepreneurship and Venture Development comprises of core and elective courses, out of classroom activities and workshop based skill certification, experiential learning modules, entrepreneurship idea development based Capstone Projects and Action Learning segments focused on implementation of start-up ideas. With the objective of connecting theory of innovation and entrepreneurship with practice and enabling students to acquire skills, this outcome oriented program is designed for delivery in four phases with up to two modules each. The program is focused on learning grounded in all stages of the new venture development process. It will require that students create their own venture in their chosen area within the first semester, and go through the stages of entrepreneurial activity, while learning about these through knowledge and experiential courses. They will simultaneously apply their entrepreneurial skills in real life situations, validate ideas, test market and build a successful venture. The program suits those interest in family Business as well as new entreprenuers. These outcomes will be achieved with guidance from mentors/faculty, experiential learning, workshops on hands-on aspects of forming and running a company, start-up finance, awareness of Government funding schemes. There will be evaluation of outcomes achieved by students in their proposed business and venture development plans, actual venture formation and proof of concept tests, etc. The Program has five Modules, two Action Learning Segments and three Capstone Projects to enable students to learn to recognize, create and shape a business opportunity, develop leadership and build a start-up team, assess market feasibility for launching new start-ups and construct a business model. This is given as below:

MBA - INNOVATION, ENTREPRENEURSHIP AND VENTURE DEVELOPMENT

Program Structure: Phases and Modules

Tracks/Phase	Year	Semester	Modules Capstone Projects and Action Learning Segments.
Foundation of Management & Entrepreneurship Track	1st Year	1st Semester	• **Module-1: Introduction to Innovation & Entrepreneurial Idea Generation & Identifying Business Opportunities.** • **Capstone Project-1:** Development of an Innovative Business Idea into a Proof-of-Concept. • **Module-II : Management Skills for Entrepreneurs and Managing for Value Creation.** • **Capstone Project-II** • Development of Business Idea into working Prototype
Start-up Experiential Learning Track		2nd Semester	• **Module-III : Creating & Sustaining Enterprise Model & Organizational Effectiveness.** • Capstone Project-III : Development of Minimum Viable Business Model of Innovation.
			• Action Learning : Segment-1: Start-up/Incubation Residency Learning Program.
Entrepreneurship Intensity Track (Immersion into Incubation Facility and Resource Access)	2nd Year	3rd Semester	• **Module- IV : Advancing Entrepreneurial Skill & Venture Planning** • **Module-V: Creating and Growing New Venture and National & Global Business Environment.**
Start-up Establishment Track		4th Semester	• Action Learning Segment-II: Venture Establishment Phase at Incubators/Accelerators.
Final Exit			Completion of "MBA in Innovation, Entrepreneurship and Venture Development" Degree

Induction Module : The program would begin with a 5 days orientation session on "Know, Recognize and manage your Entrepreneurial Talent" that aims at self-assessment, reflection, feedback mechanism and possible outcomes when starting a venture etc. This component may include field exposure to startups. Students will get exposed to motivational sessions by successful startup founders, along with an exercise in expectation mapping of students from this course and expectation from students throughout this program. This will also include an experience through immersion into real time problem scenario with close interaction sessions with incubatees sharing their own challenges they have experienced at the various stages of enterprise development.

MBA - INNOVATION, ENTREPRENEURSHIP AND VENTURE DEVELOPMENT

The Foundation of Management and Entrepreneurship Track: This comprises of mix of classroom and experiential learning modules (I, II and III). Teaching components offers in the form of core and elective courses blended with educational activities, capstone projects and Incubator Twinning program in which students while working in teams on real life venture related problems faced by incubatees, learn and develop creative problem solving skills, manage innovative ideas, and validate business opportunity potential. This will be done while working with mentors, expert and incubatees of the IIC based at USME, and managed and evaluated by the USME allocated faculty coordinators as per the directions of the department. Along the way, student also study and acquire skill on entrepreneurial approaches (concepts, process and scope) and management skills such as marketing of innovations, financial, strategy, business ethics and social responsibility, entrepreneurial management decision making.

The Entrepreneurship Intensity Track : This comprises of Module-IV and V, mostly designed to deliver during 3 rd Semester of program. Through these modules, incumbent will acquire specialized skills and build-up risk taking and other competencies towards venture establishment. This will advance the actual stage of venture planning, testing and tapping of opportunities for students as they are pursuing a venture and expect to launch shortly as part of the Action Learning-II Segment.

Three Capstone Projects: Three capstone projects are designed as a part of first three modules (I, II and III) designed to be delivered during 1 st and 2 nd Semester. These capstone projects are Experiential Learning Segments where students apply their classroom learning throughout the semester into practice of innovation & Entrepreneurship. They will be required to create a business opportunity map, and create an entity related to their chosen area of entrepreneurial activity. The venture would have to be taken to the stage of commercialization by the last semester, as part of their experiential learning and also outcome evaluation. Each capstone project will be an independent project/assignment to be accomplished under the guidance of mentor experts. A faculty guide from amongst the regular faculty at USME will also be assigned as Faculty Coordinator for the project for each student.

MBA - INNOVATION, ENTREPRENEURSHIP AND VENTURE DEVELOPMENT

Credit Requirement: For award of the master degree (MBA), total of 102 credits is required to be completed over two years.

- **Classroom Credits – Total 44 (20+24) Credits :** Out of 104 credit requirement over four semesters, incumbent need to earn total of 44 credits from class room sessions which includes core courses (20) and Elective Courses (24) spread over 4 semesters. This MBA is flexible and allows the student to choose appropriate courses and get more time to work towards venture planning, to meet customers and validate innovations and test business model assumptions in the real market scenario. Furthermore, especially during 3 rd semester, students have also option to earn elective credits, up to 8 credits, by opting courses offered online/MOOC or from any other MBA program on Campus that suits their entrepreneurial needs, such as in analytics, etc.

- **Outside Classroom Credits – Total 14 Credits:** Incumbents also can earn up to 14 credits from outside classroom programs by enrolling/participating in training and workshops programs/ achievement in competitions/presenting in seminars/exhibitions of subject of relevant to innovation and entrepreneurship, start-up skill building and venture development etc. This will based on approval of the Department, and may also include workshops being organized for students by USME, and some offered particularly for this MBA program, such as in entrepreneurial finance, workshops on Institutional funding environment and schemes for start-ups, Business Law, workshops with overseas collaborations, etc.

- **Capstone Projects (CP) Credits – Total 12 Credits:** Incumbents would earn up to 12 credits on successful completions of three capstone projects during 1 st and 2 nd Semesters. The three capstone projects will make students work on their idea to convert innovation, and develop a business model out of it. Faculty/Industry/Start-up experts will guide students to do independent projects or guide students to build advancement of one idea into Low Fidelity Wireframes and High Fidelity Wireframes based upon the domain students are working on.

- **Integrated educational learning activities, through Experiential Learning Component (EL):** This is a Non Credit Compulsory course which involves simulations, case studies, Guest/leadership talk series sessions, etc., where attendance is mandatory. It comprises a series of learning interventions of experiential nature on topics suggested in the program structure or as otherwise deemed fit by the Faculty Mentor for specific cases of student enterprise.

- **Action Learning Segments (AL) Credits – Total 34 Credits (14+20):** Incumbent has to go through two action learning segments; one during 2 nd Semester and second during 4 th semester, with total 34 credits. The first learning segment is more focus on experiential learning through a Start-up Residency Program (SRP) in a start-up or in an incubation Unit, or work on their own start-up, under the guidance of a mentor assigned by the department. Whereas, the second action learning segment is focusing on establishing venture either in self or with support of incubation unit based on the business model developed as part of capstone projects.

DTU Entrepreneurship Environment and Support

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

Exit options: Course is designed to offer incumbent an opportunity to exit after successful completion of the first year. First year is generally focusing on Entrepreneurial motivation and venture foundation development and experiential learning making candidate to exit with an innovation and entrepreneurial abilities with management capability to manage incubation and start-up environments. 2 nd year (3 rd and 4 th Semester) is focusing on advancement of entrepreneurial skill and validates the enterprising skill by setting up real ventures with incubation support as part of the 2 nd Action Learning Segment.

Award of Degree: Upon successful completion of 2 years, award as 'MBA in Entrepreneurship, Innovation and Venture Development'. USME/DTU may issue certificate to student who wish to discontinue the program after successful completion of 1 st Year, titled "Certificate in Entrepreneurship, Innovation and Venture Development" based on successful completion of the academic requirements of the First Year of MBA Entrepreneurship, Innovation and Venture Development.

Career and Employment Opportunity: The objective of this program is to prepare young minds towards self-employment and create employment opportunity for others through enterprise development. It is expected that, more job creators will come out and most of the graduates of this program will start and thrive with their own start-ups launched during the study period. Moreover, graduates from this program also will find lots of opportunities to get placed in start-ups because of their close understanding and working experience in innovation and entrepreneurship throughout their study period. Furthermore, these graduates will be preferred candidates to get the assignment to coordinate and lead pre-incubation centers in academics such as Entrepreneurship Development Cells (EDC), IEDC, New Gen IEDC, Start-up Cell, Innovation Cell etc. with their experience and interest, further job opportunities to get absorbed with incubation units, acceleration unit, angel and VC firms etc.Even, these graduates will find preferential space to work with CSR arm, social enterprise arm and spin off arm of corporate, NGOs, social enterprises. However, the USME or DTU will not facilitate their Placement with companies in this regard, and they would be encouraged to become entrepreneurs, and enhance the job creation. If they would wish to work in the incubator space, they would be given a lot of networking opportunity in this period, to create such opportunities for themselves in the spirit of the program.

FACULTY AT UNIVERSITY SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP

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

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

in India. He completed his BA (Economics, Psychology), MBA, and a PhD in Management, from the ML Sukhadia University, Udaipur.

FACULTY AT UNIVERSITY SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP

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

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

Dr. Nidhi Maheshwari
Associate Professor and Associate Head, USME

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

FACULTY AT UNIVERSITY SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP

Ms. Harleen Kaur
Assistant Professor

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

Mr. Anurag Chaturvedi
Assistant Professor

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.

FACULTY AT UNIVERSITY SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP

Dr. Priya Malhotra
Assistant Professor

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

Dr. Varsha Sehgal
Assistant Professor

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

Dr. Kusum Lata
Assistant Professor

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

FACULTY AT UNIVERSITY SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP

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.

Dr. Aakanksha Kaushik
Assistant Professor

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

FACULTY AT UNIVERSITY SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP

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.

Dr. Virender Kumar
Assistant Professor

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

Dr. Ratnam Mishra
Assistant Professor

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

FACULTY AT UNIVERSITY SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP

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. Sanjay Bhattacharya
Professor (Visiting)

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.

FACULTY AT UNIVERSITY SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP

Dr. Rakesh Shankar Jha
Professor (Visiting)

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.

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

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

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

FACULTY AT UNIVERSITY SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP

Mr. S M ROUNAQUE MUSTAFA
Associate Professor (Visiting)

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 Indi aand 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 (Visiting)

Dr Anshul Ujlayan is a Visiting faculty at USME, DTU and specializing in advanced analytics, machine learning and AI. He has got 16+ year o rich experience in advanced analytics and holds a B.Sc. and M.Sc in Applied Statistics also, Ph.D in Management [Operations]. He has established multiple data science startups with multinational companies for the most cutting-edge and forward-thinking data science practices in the world. He has worked at numerous fortune 500 companies and served in key roles as Analytics head, Principal Data Scientist/Engineer/Architect reporting directly to the CTO/CSO. He holds multiple certifications in Data Science Tools & Technologies, AWS Architecture, NLP/NLG platforms, and Advanced Scientific Programming from IIT Bombay. Throughout his career he focused on developing and deploying cutting-edge AI solutions across multiple domains/verticals, like life sciences, BFSI and in Government Sector.

He has worked for ICICI, SPSS, Tech Mahindra, KPMG, EXL, Boston Analytics, NIIT, Genpact and MIT. During his career he has led the Digital forensic project for financial fraud and implemented the Graph Analytics Based Solution to solve different businesses in various domains and delivered various sessions/ workshop/FDP/MDP on machine learning, data science and advanced analytics at Tier-1 and Tier-2 Institutions. He is an active researcher/speaker and member of Academy of International Business.

ELIGIBILITY, SEATS AND SELECTION PROCESS

Eligibility Criteria

1. **A candidate who has passed a graduate degree program and has scored minimum 50% marks in aggregate or equivalent CGPA from a recognised university/institution are eligible to apply.**

- Relaxation of 10% in marks to SC/ST/PWD candidates shall be given in eligibility criteria.
- Those who are appearing in final semester examination may also apply, provided that they submit the proof of eligibility and graduation marks at the time of personal interview.
- 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 HRD, Government of India.

Note

- At any stage of the program, if it is found that the candidate does not fulfill the eligibility criteria, his/her admission shall be canceled.
- In case the conversion formula is not provided by the concerned Institute/University then equivalent percentage will be computed as per the DTU guidelines which are as follows:

<div align="center">

Percentage of Marks = (10 * CGPA)

</div>

Number of Seats

The number of seats for admission in the program for the batch of 2023-25 is 30.

Seat Matrix

Total Seats 30 + 1 Supernumerary = 31

Category	No. of Seats	Total Seats
GNGN	10	12
GNCW	1	
GNPD	1	
SCGN	5	5
SCCW	0	
SCPD	0	
STGN	2	2
STCW	0	
STPD	0	
OBGN	8	8
OBCW	0	
OBPD	0	
EWGN	3	3
EWCW	0	
EWPD	0	
TOTAL	30	30
Kashmiri Migrant* (KM)	1	1
Total		31

Category and Sub-category Codes

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

Sub-Category	Code
No Subcategory	GN
Differently Abled Persons (PWD)	PD
Defence Personnel	CW
Kashmiri Migrant*	KM

One supernumerary seat for Kashmiri Migrant Category. All eligibility criterion will remain same.

The reservation of the seats for SC/ST/OBC/EWS and sub-categories Defence/PWD is as per the DTU norms.

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.

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

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

ELIGIBILITY, SEATS AND SELECTION PROCESS

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

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

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

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

Priority V - Wards of serving defence personnel and ex-servicemen who are in receipt of the following Gallantry Awards: 1. Param Vir Chakra 2. Ashok Chakra 3. Mahavir Chakra 4. Kirti Chakra 5. Vir Chakra 6. Shaurya Chakra 7. Sena/ NauSena/ Vayu Sena Medal 8. Mention-in-Despatches. Presidents Police Medal for Gallantry. 10. Police Medal for Gallantry

Priority VI – Wards of Ex-servicemen.

Priority VII – Wives of

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

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

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

Priority VIII – Wards of serving personnel.

Priority IX - Wives of serving personnel.

- **Person with Disability:** 5% of the total seats(Horizontally)in each category are reserved for candidates belonging to 'Person with Disability' sub-category.
- **J&K Migrants (Supernumerary):** 01 (One) seat over and above the total intake is available under this category.
- **Economically Weaker Section (EWS):** Reservation of EWS category as per the office order DHE.1 (119)/Estt./2018-19/2549-76 dated 17/06/2019

ELIGIBILITY, SEATS AND SELECTION PROCESS

1. In case of category (a) and (b), the vacant seats are interchangeable.
2. In case, sufficient numbers of eligible candidates from category (c) are not available, the vacancies will be treated as unreserved.
3. Seats under sub-category (e) are interchangeable within the sub category if sufficient number of candidates is not available in a particular group.
4. In case, sufficient number of eligible candidate from the sub categories mentioned at (d) and (e) are not available, the vacancies will be treated as unreserved in the respective category.
5. 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 exhaustor 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.
6. The reservation under CW sub category is available only to such candidates who fall under the listed priorities.
7. 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 / PD sub-categories will be required to produce the original certificate of the respective reserved category/ sub-category issued by the competent authority (as mentioned in this information brochure) at the time of document verification. If the reserved category / sub-category certificate is not found to be in order, no benefit of the reserved category/ sub-category will be given and provisionally allotted seat to that candidate will stand automatically cancelled. Such candidates may be considered under General category/ sub-category in respective state quota for subsequent rounds of counselling on submission of a request in this regard.

Selection Procedure:
Merit list for final admission shall be prepared on the basis of combined scores of the following components with weightages as given below:
- **Graduation marks (40% weightage)**
- **Case Study (20%)**
- **Personal Interview (30%)**
- **Gender Diversity (5%)**
- **Academic Diversity (5%).**

Note

Candidate has to secure at least 40 percent marks of interview component to be considered eligible for admission. The University may invite fresh applications against vacant seats, if any, by following an alternative admission criterion, to be announced with a fresh call for admission to remaining seats.

Note

1. In case of tie in the final merit list, the following criteria shall be use.
The candidate with higher graduation score will be ranked higher.

2. In case of tie in graduation score the candidate shall be ranked according to the.
Personal Interview score shall be taken;

3. If tie persists, age in days will be used for selection finally.

The University may invite fresh applications against vacant seats, if any, by following an alternative admission criterion, to be announced with a fresh call for admission to remaining seats

FEE STRUCTURE

The selected candidates will be required to pay progamme fee online at the link to be activated in login id of candidate as soon as the documents of the candidates are verified. The provisional admission letter shall be issued subsequently. It may be noted that the admission of the candidate is complete only after the payment of online admission fee within the prescribed time limit. If a candidate fails to pay fees within prescribed time, then his/ her provisional allotment of seat shall be cancelled.

S. No.	Particulars	Fee in AY 2023- 24 (Rs.)	Fee in AY 2024- 25 (Rs.)
1	Tuition Fee	1,47,300	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)	36,000	36,000
2.3	Economically weaker section fund	10,000	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	**2,29,000**	**2,29,000**

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 Higher Education Institution (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	Nil	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)

DOCUMENTS REQUIRED AT THE TIME OF ADMISSION

Following is the list of documents required for verification at the time of PI process and counselling:

1. Print-out of the online application form duly signed by the candidate
2. Degree and Marks sheet of the qualifying examination
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.

CERTIFICATES REQUIRED FOR RESERVED SEATS AT THE TIME OF DOCUMENT VERIFICATION

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

(i) Scheduled Caste (SC)/Scheduled Tribe (ST) /Other Backward Class (OBCNCL)/Economically Weaker Section (EWS):

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

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

NOTE:

1. The candidate seeking admission under reserved categories has to mandatorily produce the caste/category certificate in his/her name at the time of counselling. The certificate in the name of either of the parents (mother/father)or any other family member is not acceptable and the candidate will not be entitled even for provisional admission.

2. OBC (NCL) candidates are required to produce a caste certificate issued after August,2019 from the authorities as mentioned above. However, if the certificate is issued prior to August,2019, it must be accompanied with an additional certificate regarding the present non-creamy layer status of the candidate, issued by the same competent authority. This additional certificate must have reference of his / her already issued original caste certificate.

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

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

b. A certificate duly recommended by Vocational Rehabilitation Centre for the Handicapped, 9-11 Vikas Marg, Karkardooma, Delhi 110092.

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

a. Certificate of registration as Kashmiri Migrants issued by the Relief Commissioner, Jammu or Divisional Commissioner, Delhi to establish the status of the applicant as registered migrants.

b. Degree and Mark-sheet of the qualifying examination.

c. Secondary School Examination or an examination recognized as equivalent there to (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 bythe Election Commissioner, Driving License, etc.

Online Application form can be accessed at http://www.dtu.ac.in

All candidates are required to fill the online Application Form and make an online payment of Rs. 1500/- (One thousand only).

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

CERTIFICATES AND FORMATS

Certificate for Person with Disability

To be issued by Medical Board from Government Hospital

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

Father's Name: _____

Permanent Address:_____

_____

_____

Percentage loss of earning capacity (in words):

_____

Whether the candidate is otherwise able to carry on the studies and perform the duties of anengineer/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)

Principal Medical

Member   Member   Officer

(Orthopaedic Specialist)

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 theseseats

Authorities Who Can Issue Caste/Tribe Certificate

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

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

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

Prescribed Format for OBC Certificate

Form of Certificate to Be Produced By Other Backward Classes

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

Son/ Daughter of Shri / Smt _____ of

Village/Town_____District/Division _____in the State belongs to

the_____Community which is recognized as

abackward 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.

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

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

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

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

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

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

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

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

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

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

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

Dated: _____

District Magistrate / Deputy Commissioner / Competent Authority

Seal

NOTE:

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

The Authorities Competent to Issue Caste Certificates are Indicated Below:

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

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

Declaration/undertaking - for OBC Candidates only

I,_____Son/daughterofShri.

_____

Resident ofvillage/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: _____

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

INCOME & ASSEST CERTIFICATE TO BE PRODUCED BY ECONOMICALLY WEAKER SECTIONS

Certificate No. _____ Date: _____

VALID FOR THE YEAR_____

This is to certify that Shri/Smt./Kumari _____ son/daughter/wife of _____ permanent resident of _____, Village/Street _____ Post Office _____ District_____ in the State/Union Territory _____ Pin Code_____ whose photograph is attested below belongs to Economically Weaker Sections, since the gross annual income* of his/her 'family'** is below Rs. 8 lakh (Rupees Eight Lakh only) for the financial year _____. His/her family does not own or possess any of the following assets*** :
I.   5 acres of agricultural land and above;
II.   Residential flat of 1000 sq. ft. and above;
III. Residential plot of 100 sq. yards and above in notified municipalities;
IV. Residential plot of 200 sq. yards and above in areas other than the notified municipalities.

2.   Shri/Smt./Kumari _____ belongs to the _____ caste which is not recognized as a Scheduled Caste, Scheduled Tribe and Other Backward Classes (Central List)

Signature with seal of Office_____
Name _____
Designation _____

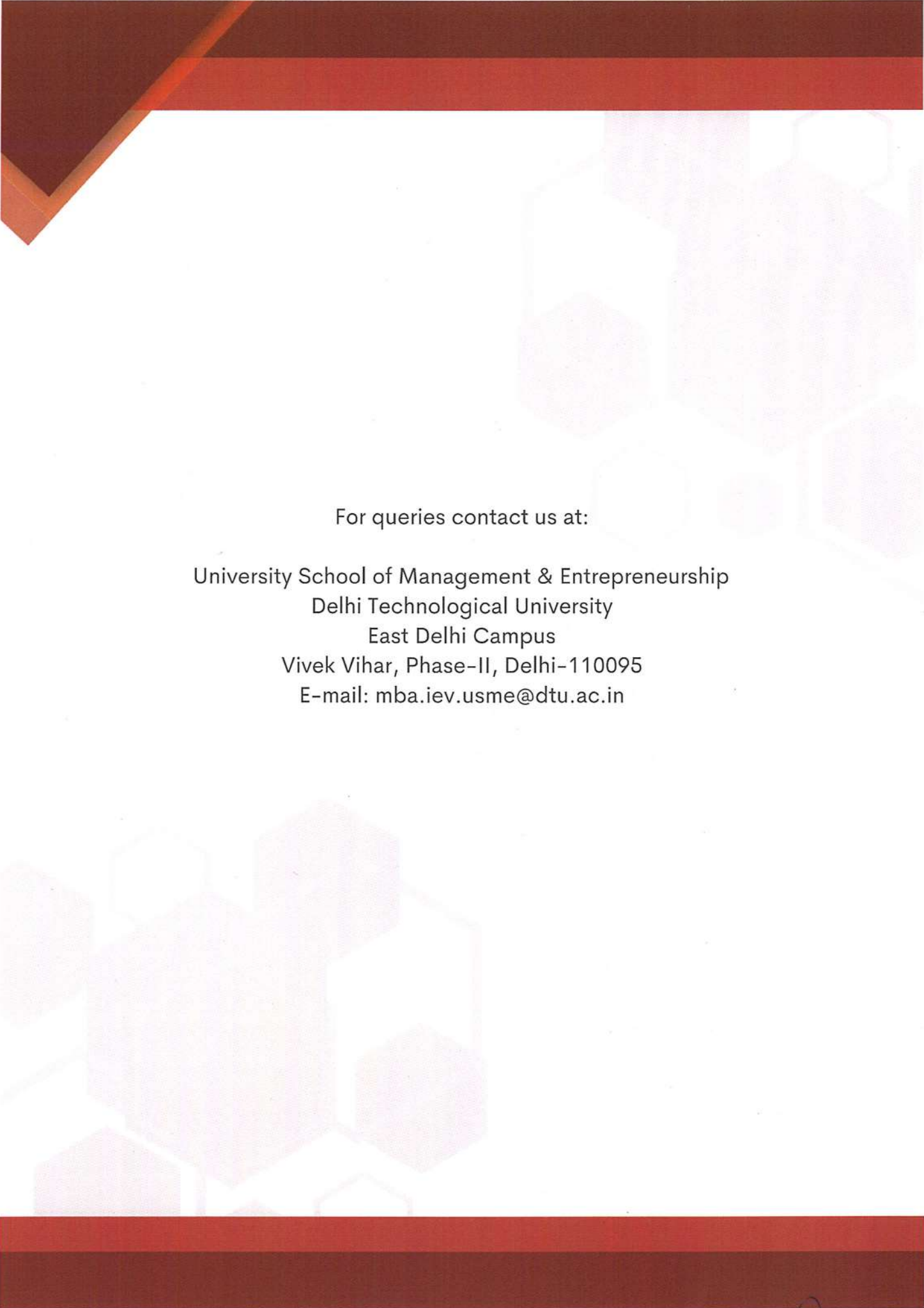| Recent Passport size attested photograph of the applicant |
| --- |
| |

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

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

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

G. Srinivasan

For queries contact us at:

University School of Management & Entrepreneurship
Delhi Technological University
East Delhi Campus
Vivek Vihar, Phase-II, Delhi-110095
E-mail: mba.iev.usme@dtu.ac.in