



# Delhi Technological University

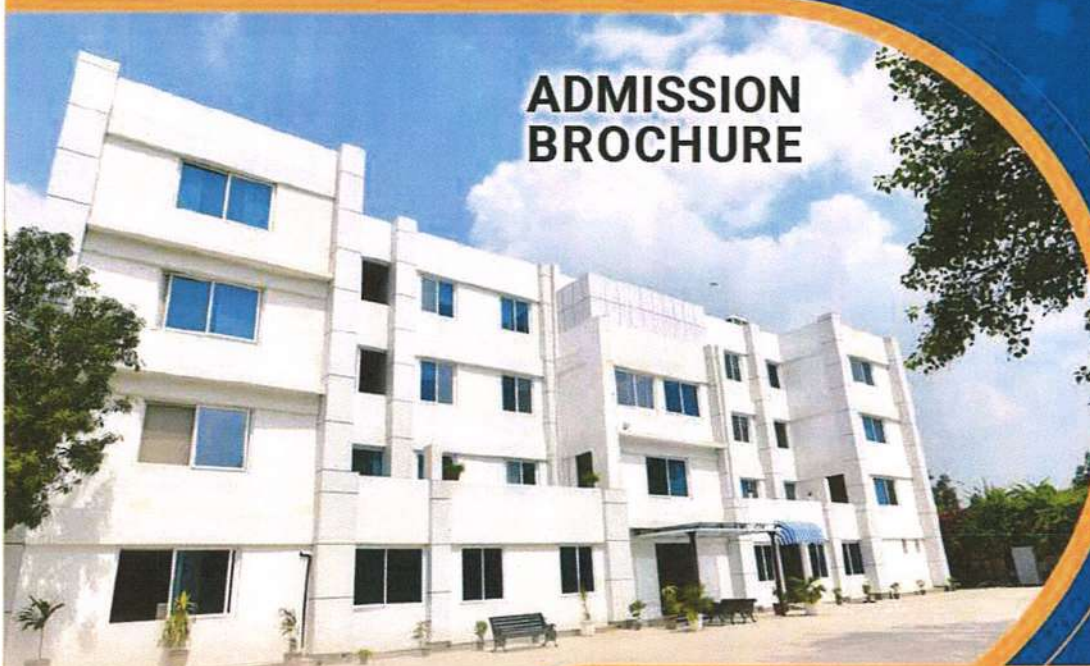
Established by the Govt. of NCT of Delhi vide Act 6 of 2009  
(Formerly Delhi College of Engineering)

ISO 9001 : 2015 Certified

ACCREDITED with 'A' Grade (CGPA 3.22 out of 4.0) by NAAC

## University School of Management and Entrepreneurship

### ADMISSION BROCHURE



## MBA (Business Analytics) MBA (BA) - 2023-25

Website : [www.dtu.ac.in](http://www.dtu.ac.in)



*Dr. Manish*



## ADMISSION SCHEDULE WITH IMPORTANT DATES

S. No.	Activity/Event	Date
1	Uploading of information bulleting and application form on DTU website	10-05-2023 (Wednesday)
2	Last Date of submitting the online application form	04-06-2023 (Sunday)
3	Date of release of short-listed candidates for Personal Interview.	15-06-2023 (Thursday)
4	Personal Interview of short-listed candidates	20-06-2023 (Tuesday)
5	Release of the list 1 of selected and waitlisted candidates	21-06-2023 (Wednesday)
6	Reporting of candidates for first counselling 1) Selected 2) wait-listed	23-06-2023 (Friday)
7	Release of list II of selected & waitlisted candidates against vacant/withdrawal seats.	26-06-2023 (Monday)
8	Reporting of candidates for second counseling 1) Selected 2) wait-listed	28-06-2023 (Wednesday)
9	Last Date of Admission	30-06-2023 (Friday)
10	Spot Round – If required a spot round will be held in July, 2023, for which date and instructions will be intimated on the DTU website.	To be announced

### NOTE:

1. Candidates are advised to read the brochure carefully. Visit the website [www.dtu.ac.in](http://www.dtu.ac.in) regularly for updates and other details about the admission process.
2. No individual communication will be sent.

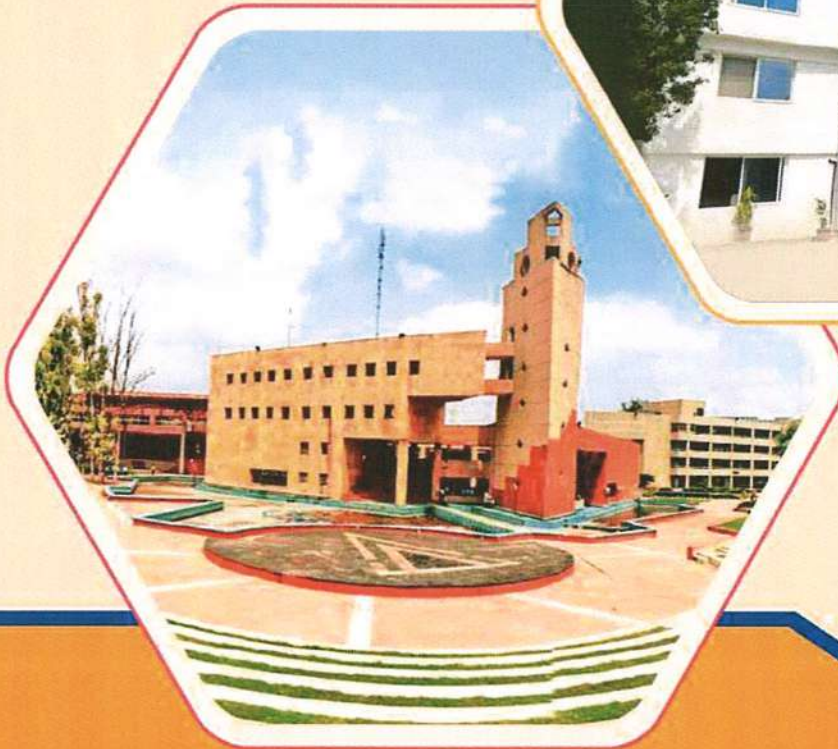




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**University School of  
Management and  
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**ADMISSION  
BROCHURE**

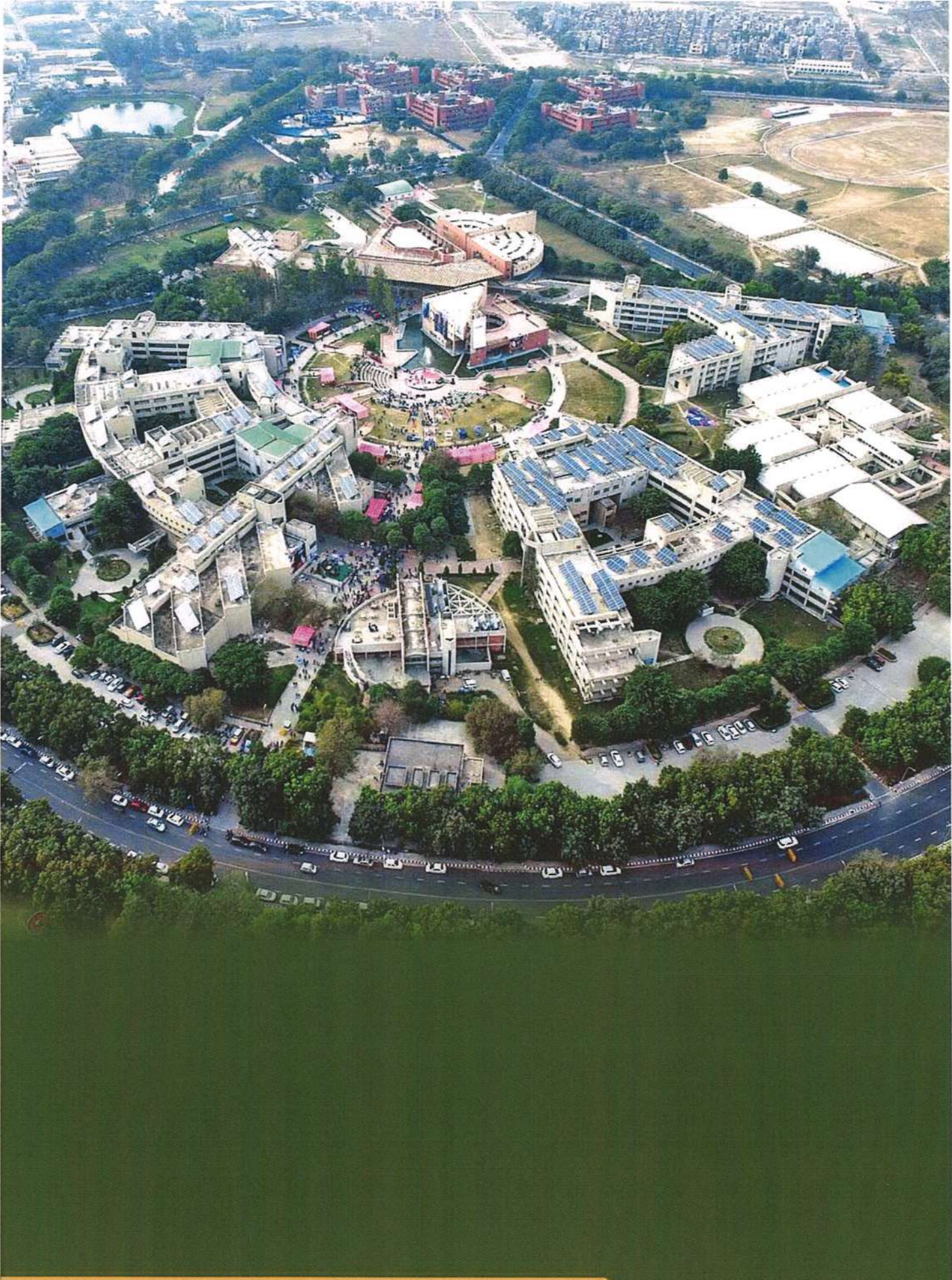
**MBA (Business Analytics)**

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# दिल्ली प्रौद्योगिकी विश्वविद्यालय DELHI TECHNOLOGICAL UNIVERSITY

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



**Prof. Jai Prakash Saini**  
Vice-Chancellor



## Message

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

The Master of Business Administration (MBA) programme in Business Analytics answers the need of industry and public organisations for trained professionals in the area of data driven decision making and analytics. The program helps build skills in data sciences, and management, through a twined syllabus. The foundations of management and decisionmaking is one pillar of the MBA (BA) programme. Along with this, from the first semester, data science and analytics courses are also delivered. This hands on, practise based course, includes several electives in cutting edge areas such as Retail analytics, financial analytics, marketing analytics etc, as well as specialised analytics domains such as semantics and web analysis, natural language processing, econometric methods, catering to a diverse set of applications and industries. It allows the students to choose technically and data science oriented tracks as well as management functions based analytics elective baskets.

The unprecedented times owing to the pandemic in the last two years have necessitated every industry to constantly adapt and evolve, and the pandemic has enabled creation and leveraging of ICT-enabled facilities. 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 (BUSINESS ANALYTICS) programme at DTU!

(Prof. Jai Prakash Saini)

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## About **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 most well-known engineering institutions in India, with over 78 years of glorious tradition behind it. A non-affiliating, teaching and research University, DTU is poised to create an environment of a synergetic partnership between academia and industry with a focus on world class research, teaching and innovation, having a global impact. DTU has consistently been ranked among the top institutions of the country in reputed surveys. It has the mission of establishing centres of excellence in research in cutting edge areas in engineering, and management, to foster through these and holistically in its education the ecosystem vital for innovation, entrepreneurship and technology transfer and new products, and to be a leader in providing or catalysing environment friendly, sustainable solutions for local and global communities.

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

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



### **VISION**

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

### **MISSION**

To establish centres of excellence in emerging areas of science, engineering, technology, management and allied areas.

To foster an ecosystem for incubation, product development, transfer of technology and entrepreneurship.

To create 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 University School of Management and Entrepreneurship (USME)

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

Situated in the East of Delhi, the campus offers programs in three disciplines- Management, Economics, and Innovation, Entrepreneurship and Venture Development with faculty having a background of leading institutions such as IIM Kolkata, IIM Lucknow, FMS, Delhi University, IIT Madras, JNU, Delhi School of Economics, etc. Over the past three years, it has conducted workshops in multiple areas of management and entrepreneurship, starting with orientation and boot camp for start-ups, Strategy, R for Machine Learning, Entrepreneurship, and economics and policy.

Recruiters and leaders from corporates like Deloitte, KPMG, Uniqlo, E & Y have visited the Campus and MBA(BA) recruitments have benefited from opportunities across all sectors of analytics, digital, Edtech, finance and many others. Placement and internships are offered through the DTU Central Training and Placement cell handling placements for the entire DTU student community. There is also a dedicated training and placement centre at the East Campus for supporting its specific needs. There is a vibrant student life on Campus, with various events such as the cultural fest, professional/industry talk series where over 35 visitors came to East Campus last year, business contests, and internships/final placement activities. Final placements are coordinated by the Training and Placement Department of DTU from the main campus, with representatives from USME.

USME offers programmes at undergraduate (UG), post graduate (PG) as well as at doctoral level (PhD, in Management, Economics and Entrepreneurship areas). Currently the UG level programmes offered includes Bachelor of Business Administration (BBA), Bachelor of Arts (BA(H)) in Economics. At the PG level Master of Business Administration (MBA) programmes, MBA (General), MBA (Business Analytics), and MBA (Innovation, Entrepreneurship & venture development) are offered.

All programmes offered at USME are designed with a professional orientation. The curriculum has been designed by academic experts, senior professionals from industry, and DTU - DCE alumni that includes successful and recognised entrepreneurs. The school focuses on the holistic development of students by imparting knowledge and skills relevant to the present times industry and societal requirements.

The academic curriculum is effectively integrated with a variety of enrichment and co-curricular activities such as workshops, industry exposure and lecture conducted by eminent speakers from industry and academia. Students are encouraged to participate in conferences, seminars and competitions, facilitating organization of several co-curricular activities. Students have also successfully organised the internship fair.





## The 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 portfolio of professionally designed programmes with focus on entrepreneurship and family business, public policy, business analytics, finance market and many more.

To establish centre of excellence in entrepreneurship development, innovation incubation and organization development.

To create a new knowledge based through relevant and useful research in the context of changing technology and societal needs.

To encourage and foster the spirit of enquiry and develop scientific temper.

To nurture responsible ethical leaders.

To contribute towards enrichment of corporate and professional life by providing consultancy and training.



## CENTRES OF EXCELLENCE

### Entrepreneurship Development Centre (EDC)

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

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

#### Faculty Team:

Prof. Amit Mookerjee

Dr. Pushpendra Singh

*(Consultant and serial Entrepreneur)*

Mr. Raunaque Mustafa

*(Ex CEO, IIM Lucknow Incubator)*

Prof. Rakesh Jha *(Ex- L&T)*

Dr. Ratnam Mishra *(Economist)*

Ms. Varsha Sehgal *(IIC Coordinator)*

### 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.

### Centre for Organizational Development (COD)

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



Some of the ventures of the MBA-IEV students include-

**“Innovative Scripts Private Limited”** is a DPIIT recognized start-up developing Block chain-based Enterprise Software Solutions; incubated at MBA-IEV program of USME, DTU. Recently it is selected as one of the Best 75 Start-ups in India by the Ministry of Education in 2022; and awarded Rs. 10 lakhs funding.

**“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.

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

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

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

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

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

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## 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.

### Start Up Conclave and National Startup Day

#### 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) Simulanis Solutions Pvt Ltd Division NRDC, Govt. of India.





## 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,

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.



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

## Dheemigati, a road safety initiative by USME, DTU



## Student Clubs and Cultural Activities

USME has a vibrant cultural environment and encourages students to develop leadership skills through participation in co-curricular and extra-curricular activities. There are 20+ student-led societies on campus that concern themselves with specific business verticals such as Consulting, Marketing, Finance, and Strategy on one hand, and Art, Music, Dance, and Theatre on the other. USME's newest student society “Prakriti” focuses on sustainability. These clubs regularly organise seminars, competitions, etc. and encourage knowledge sharing in their domains within the campus.

Our students have won over twenty awards in inter-college and national-level competitions, such as first position in a Mock Stock event organized by Delhi University, first position in an Acquisition Bidding event organized at Ahmedabad University, finalists in the case and strategy competitions held at IIM Tiruchirappalli and SRCC, winners of the business case analysis competition at IMT Ghaziabad, ranking positions in the MUN, first five ranks in the national top rankers competition, etc. in the past.



## USME Cultural Council

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

The main highlights of the events conducted by the Cultural Council are the **INIZIO: USME Freshers**, **TRACTION : USME Annual Fest**, **ALUMNI MEET** where the council along with all the societies organizes a wonderful compendium of different types of events performed at various levels. In the fest, USME, DTU has received participation from students of leading colleges from various universities and IIMs, to compete and win cash prizes, certificates, trophies and awards for varied events ranging from business case and start-up competitions, literary, IT, dance, music, dramatics to artistic events like rangoli, tattoo art, painting, etc.

### INDEPENDENCE DAY



### INIZIO'22



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

## SOCIETIES

### LIBERAL ARTS

1. Aesthetic - Art and Design  
Alfaaz - Literary Society
2. Disguise - Fashion and  
Personality Enhancement  
Society
3. Furious - Dance Society
4. Shiddat - Music Society
5. Cultural Council
6. Pradharshini - Dramatics  
Society
7. 60FPS - Filming and  
Photography Society
8. enith - Sports Society  
Vimarsh

### PROFESSIONAL

1. Anusandhaan - Research  
and Analytics Society
2. TNP - Corporate relations  
and Placement Committee
3. Crescita - Human  
Resource Society
4. Deltech - MUN, Debating  
& Quiz Society
5. EcoTech - Economics  
Society
6. Enactus: Global Outreach
7. GAEE - Global Association  
of Economics Education
8. NSS - National Service  
Scheme
9. Rotract Club
10. Vipanan - Marketing  
Society



## ABOUT MASTERS OF BUSINESS ADMINISTRATION (MBA) IN BUSINESS ANALYTICS PROGRAMME (BA)

MBA (Business Analytics) Programme is a two-year full time professional degree programme that combines rigorous academic schedules with lab-based hands-on learning to develop new perspectives, skills and a higher level of knowledge in the area of analytical practise for enhancing business performance. The foundation courses involve a twined foundation in management and analytics fundamentals, embedded in technology, a core strength of DTU. The programme envisions preparing aspiring students as responsible professionals working seamlessly across management and analytics domains leveraging cutting edge technologies. Students are required to earn a total of 120 credits for successfully completing the programme.

In MBA (Business Analytics) course, the analytics domain is embedded in managerial foundations, with exposure to decision making and skill development across domains. There are core course modules in both in analytics and in management. The specialization in the later part of the program enables a deep insight in to functionally relevant analytics such as retail and social media in marketing, versus supply chain analytics forecasting and simulation etc. in operations. The core areas such as big data, predictive analytics, statistical modelling, visualization techniques and programming with R & Python, when blended with the well-known technological strengths of the DTU in machine learning, deep learning etc., and exposure in our analytics labs, make these students a very valuable resource for both boutique analytics firms and firms who have recently embarked in the analytics journey.

Students in the first batch have been placed in companies which visited Campus like TCS, Loconav, Axis Bank, IHS Markit, Sharekhan, E&Y, Whirlpool, Cushman & Wakefield, HCL, ICRA Online Ltd., ITC Ltd. They have undergone Internship in domains like Marketing Analytics, Financial Analytics, Market Research, HR Analytics, Stock Market Analytics etc. As a leading institute in terms of placements, DTU platform has helped over fifty companies to offer placements to the MBA batch.

### Salient Features

- The program effectively integrates the courses in the domain of data analytics and business management with an aim to impart the knowledge of theoretical foundations and hands-on skills in analytics and big data, integrating the required technological aspects for analytics practitioners.
- The curriculum and teaching pedagogy focuses on learning data driven, informed decision making for diverse functional and strategic applications in organisations.
- Besides developing the professional skills in management and analytics, the programme involves credit-based modules facilitating students to grow as leaders, demonstrate professional ethics, effective communication and interpersonal skills.
- The program structure is designed around four semesters, over two years. Courses in first years includes foundation courses in both management and analytics streams so as to provide a solid background in business functions, and the analytics domain knowledge and lab based learning in methodology.
- The discipline specific core/theory courses like machine learning, predictive modelling, data warehousing and data mining, big data analytics are offered in the programme in the analytics domain. It also provides for lab based courses and assignments ensuring deeper insights and hands on experiential learning.
- It leverages the technology edge of DTU to provide for hands on and advanced theoretical learning in the technology and computational aspects of analytics technologies including data mining for big data analytics, tools for machine learning and artificial intelligence, etc.
- Second year courses include specialization and contemporary core as well as electives.
- Electives in all functional domains of management are offered under generic elective basket, leading to a strong insight into specific areas of management operations like marketing, supply chain, financial management etc. This allows vastly more effective development and application of analytic algorithms and tools.
- Specialised electives in analytics domain are offered under discipline specific electives such as HR analytics, retail and digital marketing analytics, supply chain analytics etc.
- All students are required to undertake an internship in an organisation at the end of first year to strengthen their appreciation of management domains and analytical applications in a hand on manner.
- The project dissertation in the fourth semester provides an opportunity to participants to develop their ability for undertaking independent research/project.
- Academic learning is blended with industry interface by inviting practitioners to share their experience and subject specific knowledge with the students.



## Course Curriculum of MBA (Business Analytics)

### FIRST SEMESTER

- Management Process & Organisational Behaviour
- Financial Accounting & Cost Analysis
- Marketing Management
- Business Research Methods
- Business Communication
- Introduction to Analytics
- Managerial Economics
- Database Management Systems
- Data querying Visualization

### SECOND SEMESTER

- Financial Management
- Human Resource Management
- Introduction to Big Data System
- Data Warehousing and Data Mining
- Introduction To Programming Using Python
- Operations & Supply Chain
- Predictive Modelling
- Changing Paradigm in Leadership
- Predictive Analytics Practicum

### THIRD SEMESTER

- Summer Internship
- Machine Learning
- R for Machine Learning
- Big Data Analytics Lab
- Generic Elective -I
- Generic Elective -II
- Discipline Specific Elective-I
- Discipline Specific Elective-II

### FOURTH SEMESTER

- Project Dissertation
- Enterprise Performance Management
- Entrepreneurship Development
- Project Management
- Generic Elective -III
- Discipline Specific Elective-III
- Discipline Specific Elective-IV

*Sharma*



GENERIC ELECTIVES	DISCIPLINE SPECIFIC ELECTIVES
Compensation Management	Advanced Machine Learning
Industrial Relations and Labour Legislation	Marketing Analytics
Training and Development	Pricing Analytics
Internet of things	Financial Analytics
Natural Language Processing	Retail Analytics
Semantic Web & Web Mining	HR Analytics
International Financial Management	Time Series Analysis
Managing Financial Institutions and Markets	Social Media and Web Analytics
Security Analysis and Portfolio Management	Healthcare Analytics
Knowledge and Innovation Management	Operations and Supply Chain Analytics
Financing the Entrepreneurial Business	Data Management and Ethics
Corporate Governance	Digital Marketing Analytics
Total Quality Management	Weather Analytics
Logistics Planning and Strategy	Security Analytics
Operations Research and Strategy	Decision Analysis Techniques
International Marketing	Swarm Optimization and Evolutionary Competing
Knowledge Creation Critical Thinking and Innovation	



## **FACULTY** at University School of Management and Entrepreneurship



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

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



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

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 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 (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



**Prof. K.V. Bhanu Murthy**  
Professor, Economics (Adjunct)

Prof. K. V. Bhanu Murthy is a Ph.D. 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, environmental economics, industrial economics and corporate responsibility and business ethics. 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 99.3 percentile amongst 5, 72, 000 economists in the world. He has over 30 best paper awards with more than 10 in international conferences. He has produced 24 Ph.Ds. He has several recognitions including the Dewang Mehta award for outstanding contributions to education; and

Shiksha Ratan Puruskar and Silver Medal by University of Debrecen, Hungary. He has a teaching and research career spanning 5 decades.



**Dr. Nidhi Maheshwari**  
Associate Professor  
Associate Head, USME  
Incharge Training and Placement, USME

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.



**Mr. Anurag Chaturvedi**  
Assistant Professor  
Coordinator Alumni Affairs, USME

Anurag Chaturvedi is Assistant Professor at USME, DTU. He has close to 3.5 years of industrial experience with leading automobile company Tata Motors in Marketing & Operations and IHS Markit in 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, faculty advisor for Finance and IT Clubs, and member of IT, Infrastructure and Library Committee.



## **FACULTY** at University School of Management and Entrepreneurship



**Dr. Deepti Aggrawal**  
Assistant Professor  
Program Coordinator, MBA  
(Business Analytics)

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



**Dr. Gaganmeet Kaur Awal**  
Assistant Professor

Dr. Gaganmeet Kaur Awal is Assistant Professor at USME, DTU. She holds a Ph.D. 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.



**Ms. Harleen Kaur**  
Assistant Professor

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



**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 (Presently Delhi Technological 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 17 years of teaching experience. She has published papers in various 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. 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 fellow of Insurance Institute of India. He has more than twenty five research papers published in various national and international journals. He also holds more than 6 years of corporate experience.



**Ms. Pallavi Sethi**  
Assistant Professor

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



**Ms. Varsha Sehgal**  
Assistant Professor

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



**Ms. Aakanksha Kaushik**  
Assistant Professor

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



## **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 completed M.Phil (Economics) and Ph.D (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 a 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 Assistant Professor at USME, DTU. She has done her Masters in economics from Dr RML Awadh University, 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.



**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.



**Dr. Anshul Ujlayan**  
Associate Professor  
(Visiting Faculty)

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.



**Prof. S M Rounaque Mustafa**  
Associate Professor  
(Visiting Faculty)

Prof. S M Rounaque Mustafa is a Visiting Faculty at USME, DTU East Campus. He has 22+ years' experience of teaching, promoting startups, Business incubation and early stage venture funding. He had set up IIM Lucknow Incubation Center as founder CEO with the support of DST Govt of India. He had been also instrumental in setting up other 4 TBIs in India during his employment at other universities. Incubated 300+ startups and trained 5,000+ aspiring entrepreneurs / startups through various workshops and training programs. He has managed SEED fund corpus of more than INR 200+ crores so far and helped startups to raise SEED to Series 'A' funds 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, MeITY, TePP, DSIR, AIC-NITI Aayog etc.

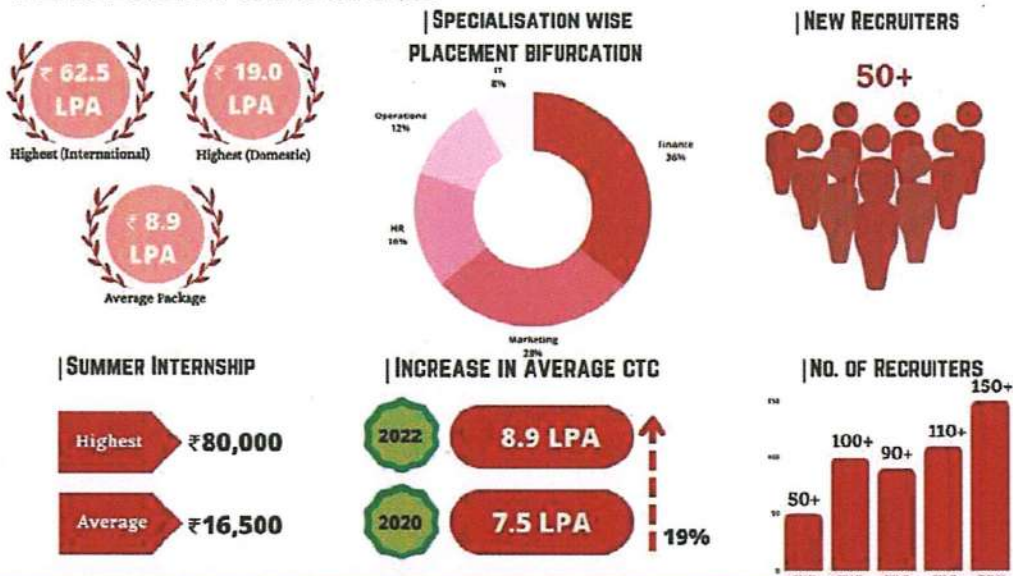
He did consulting & advisory services for many Indian PSUs and corporates such as HPCL, ONGC, GAIL, NFL, IOCL etc. for launching its corporate venturing program & corporate venture capital fund for promoting innovations & startups etc. He has graduation in English, Post Graduate Diploma in Computer Application , Master in Business Administration from India and a Certificate course on Entrepreneurship from University of California, Berkeley, USA. He has also published research & white papers on innovation, entrepreneurship in journals of repute. He speaks at conferences and delivers lectures in IIMs and IITs on innovation and entrepreneurship. His areas of research & practice are Entrepreneurship, Venture development, Business Incubation, Open innovation, Corporate venturing, VC funding, Technology commercialisation, Entrepreneurial leadership development and Corporate governance.



## TRAINING AND PLACEMENT

Placement Committees become vital for any B-school as they are responsible for interacting with the corporate world outside and the onus of bringing in new companies to the college falls in their shoulders. The students in this process go through a learning experience and understand how to network within the corporate world better. The Central Training and Placement Department, Delhi Technological University is continuously supporting us to make them better and bring the best companies for our placements each year. The Placement Committee plays a vital role in measuring a smooth & efficient placement process, coordinates all the efforts and activities directed towards ensuring utmost satisfaction to the needy students for their placement. The placement process is, like all premier institutions, a student-run affair, working under the guidance of the faculty coordinators. The team of training and placement cell act as an interface between the industry and students, and provides counselling, practical assistance and runs programs, to help develop students in various spheres, so that they can achieve their career-related aspirations. The Placement Teams of both DSM & USME focus on providing its students with multiple opportunities giving corporate exposure. Opportunities like corporate interactions where the industry leaders can directly communicate with the students, industry visits where the students get to know more about how the industries work, multiple internships that can help the students in choosing their desired profile and sector, live business projects that enable the students to get in-depth insights about every sector and live case-study based learning. The Placement Cell of both DSM and USME understand very well that the final placements and summer internships are the most important landmarks of any student's career and hence, the student coordinators and faculty mentors put in their best so as to achieve the targets and provide what is best for the candidates. The major recruiters from our institute are KPMG Global, TCS, ZS Associates, Motherson Sumi Infotech and Designs, Berger Paints to name a few and there are constant efforts to expand this list.

### PLACEMENT STATISTICS





## SOME OF THE PROMINENT RECRUITERS





## ELIGIBILITY AND ADMISSION PROCEDURE

### Eligibility Criteria

- a. A candidate who has passed any bachelor's degree examination with atleast one paper in mathematics/statistics/applied mathematics a minimum 60% marks in aggregate or equivalent CGPA from a recognized university/institution is eligible to apply. However, a relaxation of 10% in marks shall be given in eligibility criteria to SC/ST/PD candidates.
- b. The student should hold a degree from any of the universities incorporated by an act of the central or state legislature in India, or other educational institutions established by an Act of Parliament or declared to be deemed as a University under section 3 of UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of Education, Government of India.
- c. A candidate who has valid CAT-2022/ MAT-2022/MAT-2023 percentile.
- d. Those who are appearing in the final semester examination, and possess a valid CAT/MAT score, may also apply, provided that they submit the proof of eligibility by a specific date to be declared by the CMAC, otherwise the admission of the candidate to the university will be cancelled. Candidates appearing in the final semester/year should have at least 60% marks in aggregate or equivalent CGPA in the final (overall) result.

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

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

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

### SELECTION CRITERIA:

- a. The applications received will be shortlisted based on performance in CAT-2022/ MAT-2022/ MAT2023.
- b. The shortlisted candidates will be required to appear for a Personal Interview and document verification. The Candidates who do not participate in Personal Interview/Document Verification will not be considered in Merit List.
- c. The merit list will first consider the candidates with valid CAT 2022 percentile and after the CAT 2022 candidates are exhausted, the candidates with MAT 2022/ 2023 percentile will be considered in the merit list. In case any candidate has appeared in both MAT 2022 and MAT 2023 Best of Two will be taken in consideration. The CAT or MAT percentile will be rounded upto two decimal places for calculating the Weightage.
- d. The Merit list will be prepared considering the following components:
  - i. CAT 2022 Percentile (Priority 1) or MAT 2022/2023 Percentile (Priority 2)
  - ii. Class X Aggregate Percentage
  - iii. Class XII Marks Aggregate Percentage
  - iv. Work Experience (After Graduation, excluding Articleship/Internships)
- e. The Weightage of different components for preparing Merit List is given as under:

Priority 1 along with Weightage to different components:

S. No.	Weightage
CAT* 2022 Percentile	50%
Class 10 <sup>th</sup> Aggregate Percentage	10%
Class 12 <sup>th</sup> Aggregate Percentage	10%
Personal Interview	20%
Work Experience\$	10%



Priority 2 along with weightage to different components:

S. No.	Weightage
MAT* 2022/2023 Percentile (Higher in case of Both)	50%
Class 10 <sup>th</sup> Aggregate Percentage	10%
Class 12 <sup>th</sup> Aggregate Percentage	10%
Personal Interview	20%
Work Experience\$	10%

Criteria of Work Experience Marks (Out of 10)

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

\$Work Experience- After graduation excluding Internship and Articleship

\*The cut off for CAT 2022 and MAT-2022/2023 will be decided by the MBA (BA) admission committee. At present only CAT and MAT scores will be considered for Merit preparation.

- f. In case of tie in the final merit list, the following criteria shall be used:
- The candidate with higher entrance test percentile (CAT/MAT as applicable), shall be ranked higher.
  - In case of tie in CAT/MAT percentile, the candidate shall be ranked according to the date of birth i.e., the person older in age will be ranked higher.
  - In case of tie in the age criterion, random number will be used to break the tie.

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

## ADMISSION PROCEDURE:

All candidates desirous of seeking admission to the MBA (Business Analytics) programs at USME, DTU are required to visit website [www.dtu.ac.in](http://www.dtu.ac.in) and fill registration form, pay a non-refundable registration fee.

### Documents to be uploaded at the time of registration:

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

- Photo, Degree and Marks sheet of the qualifying examination.
- Certificates and Marks sheet of the 10<sup>th</sup> and 12<sup>th</sup> examination.
- Scanned copy of CAT-2022/MAT-2022/ MAT-2023 Score Card. Student must possess CAT/MAT Login ID and Password for online verification.
- Date of Birth Certificate as indicated in High School or equivalent examination.
- Reserved category/sub-category certificates, if applicable.
- Experience certificate(s)
- Undertaking (if Required)

Note: The OBC-NCL candidates can submit old certificate and undertaking at present in the application form. However, the candidates must submit the OBC-NCL or EWS Certificate issued after 31.03.2023 at the time of Personal Interview/Document Verification.

### Personal Interview and Document Verification

The shortlisted candidates will be called for Personal Interview and Document verification in physical mode. The venue and date for the same will be announced on [www.dtu.ac.in](http://www.dtu.ac.in). The merit list of the eligible candidates will be announced on DTU website before First round of Counselling.

NOTE: The candidates, who do not attend the Personal Interview and document



verification process, will not be considered in the merit list.

### Spot Round

Spot round may be conducted if seats remain vacant. Details of spot round will be notified on the website [www.dtu.ac.in](http://www.dtu.ac.in)

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

### Intake

The annual intake of this program is 40 at USME.

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

Category	Code
General	GN
Other Backward Classes	OBC
Scheduled Caste	SC
Scheduled Tribe	ST
Economically Weaker Section	EWS

Sub-Category	Code
No subcategory	GN
Differently Abled Persons	PWD
Defence Personnel	CW

USME ( 40 seats )		
Category	No of Seats 40	Total
GNGN	14	
GNPwD	1	
GNCW	1	16
STGN	3	
STPwD	0	
STCW	0	3
SCGN	6	
SCPwD	0	

SCCW	0	6
OBCGN	9	
OBCPwD	1	
OBCCW	1	11
EWSGN	4	
EWSPwD	0	
EWSCW	0	4
<b>TOTAL</b>	<b>40</b>	<b>40</b>

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

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

**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  
9. President's 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

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

Priority VIII – Wards of serving personnel.

Priority IX -Wives of serving personnel.

- e. Person with Disability: 5% of the total seats (Horizontally)in each category are reserved for candidates belonging to 'Person with Disability' sub-category.
- f. J&K Migrants (Supernumerary): 01 (One) seat over and above the total intake is available under this category.
- g. 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

Note:

- i. In case of category (a) and (b), the vacant seats are interchangeable.
- ii. In case, sufficient numbers of eligible candidates from category (c) are not available, the vacancies will be treated as unreserved.
- iii. Seats under sub-category (e) 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 candidate from the sub categories mentioned at (d) and(e) 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 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.

vi. The reservation under CW subcategory 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 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.



## FEE STRUCTURE

The selected candidates will be required to pay programme 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.

### Master of Business Administration (Full Time)

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	DTU Medical facilities and premium amount for medi-claim of student (per-annum)	700	700
	<b>Total</b>	<b>2,29,000</b>	<b>2,29,000</b>

## WITHDRAWAL POLICY

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

S. No.	Percentage 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	0%	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.

Note: Last date of admission: 30 June 2023



## DOCUMENTS REQUIRED AT THE TIME OF ADMISSION

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

1. Print-out of the online application form duly signed by the candidate
2. Degree and Marks sheet of the qualifying examination
3. Printout of CAT/MAT Score Card.
4. Date of Birth Certificate as indicated in High School or equivalent examination i.e. Class X.
5. Reserved category / sub-category Certificates, if applicable.

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

### CERTIFICATES REQUIRED FOR RESERVED SEATS AT THE TIME OF DOCUMENT VERIFICATION

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

- i) Scheduled Caste (SC)/Scheduled Tribe (ST) /Other Backward Class (OBCNCL)/ Economically Weaker Section (EWS): For admission to a seat reserved for Scheduled Caste/Scheduled Tribe/Other Backward Class (NCL)/ Economically Weaker Section (EWS), candidate must produce a certificate, in original, issued from an approved district authority stating the Scheduled Caste/ Scheduled Tribe/ Other Backward Class (NCL)/ Economically Weaker Section (EWS), to which the candidate belongs. A list of approved authorities is given below:
  - a. District Magistrate / Additional Magistrate / Deputy Commissioner / Collector / Additional Deputy Commissioner / Deputy Collector / 1st Class Stipendiary Magistrate /

City Magistrate (not below the rank of 1st Class Stipendiary Magistrate), Sub-Divisional Magistrate / Taluka Magistrate / Executive Magistrate / Extra Assistant Commissioner.

- b. Revenue Officer not below the rank of Tehsildar.
- c. Sub-Divisional Officer of the area where the candidates and/or his/her family normally resides
- d. Administrator/Secretary to Administration/Development Officer (Laccadive & Minicoy Islands).

### NOTE:

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

2. OBC (NCL) candidates are required to produce a caste certificate issued after January 1, 2020 from the authorities as mentioned above. However, if the certificate is issued prior

To January 1, 2020, it must be accompanied with an additional certificate regarding the present non-creamy layer status of the candidate, issued by the same competent authority. This additional certificate must have reference of his/her already issued original caste certificate.

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



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

Migrants seats must produce the following documents, in original, at the time of document verification:

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



## HOW TO APPLY

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 five hundred 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 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.



## 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 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.**



**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' and Sub-Divisional Officer of the area where the candidate and / or his family resides.

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: \_\_\_\_\_



**FOR QUERIES CONTACT US AT**

**University School of Management &  
Entrepreneurship**

Delhi Technological University  
East Delhi Campus  
VivekVihar, Phase-II, Delhi-110095

E-mail: [mba.ba.usme@dtu.ac.in](mailto:mba.ba.usme@dtu.ac.in)





## University School of Management and Entrepreneurship

Vivek Vihar, Phase-II, New Delhi-110095, INDIA

### Delhi Technological University

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