

Doctor of Philosophy (Ph.D.) in Management, Economics and Innovation, Entrepreneurship and Venture Development

The Vision of the USME is to develop and nurture the spirit of management leadership and entrepreneurship for the good of society. The mission focuses on a portfolio of Programmes around entrepreneurship and cutting-edge areas in management. The focus of the department is to create a practice school in the area of management which is based on research and leads back to Programmes with a strong focus on entrepreneurship, employability, skill development and holistic, experiential learning.

The research focus of USME faculty covers diverse areas within management, economics and analytics. The management research focus is in the areas of work performance management, CRM and behavioural models. The research interests in the area of analytics are in optimization and multi-criterion decision models, quantitative models of innovation diffusion and analytics, social networks and collective intelligence. Faculty in economics stream have research focus in the area of international banking and market structures and health economics and capital markets.

Through a rigorous curriculum focusing on areas such as entrepreneurship hankering and adoption of entrepreneurship as a career, close research collaboration with/mentorship by faculty, and an emphasis on questions that have real-world impact, our program trains scholars with an interest in understanding the challenges of innovation and entrepreneurship, adoption of e-commerce, new technologies, gender differences in new ventures and entrepreneurship in the cooperative sector along with studies on enablers & hurdles in start-ups, ecosystem in India —moving ideas and companies from the earliest stages of basic research to effective products and services with an impact on the world.

Helpdesk Email ID:

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Admission Eligibility

Discipline: Management

Master's degree in Management/Engineering/Technology/Commerce/Economics and other behavioural sciences and allied relevant disciplines, or equivalent, with a minimum 55% marks in aggregate or equivalent CGPA as determined by DTU

OR

Bachelor's degree in Engineering/Technology in relevant discipline or equivalent with a minimum 75% marks in aggregate or equivalent CGPA and having proven research capability.

Discipline: Economics

Master's degree in Economics/Business Economics/Behavioural economics/allied social sciences; humanities and management in relevant disciplines; or equivalent

with a minimum 55% marks in aggregate or equivalent CGPA as determined by the DTU.

OR

Bachelor's degree in Engineering Technology in relevant discipline or equivalent with a minimum 75% marks in aggregate or equivalent CGPA and having proven research capability.

Discipline: Innovation, Entrepreneurship & venture development

Master's degree in Management/Entrepreneurship/ allied areas related to innovation, Venture development and in relevant disciplines, or equivalent, with a minimum 55% marks in aggregate Development or equivalent CGPA as determined by the DTU

OR

Bachelor's degree in Engineering Technology in relevant discipline or equivalent with a minimum 75% marks in aggregate or equivalent CGPA and having proven research capability.

Fees

S no.	Particulars	Annual Fee			
		At the time of Admission		2nd year onwards	
		A	B	A	B
	Code				
1.	Tuition Fee	Nil	12000	Nil	6000
2.	Non-Govt. Component				
2.1	Student Welfare Fee (Co-curricular activities, Training & placement, Extra Curricular Activities, Annual Gathering, Student's welfare, institutional Development, outsourcing, conference, seminar, workshop, innovative projects, skill development activities and, Misc. Expenditure on Unspecified items)	6000	6000	4500	4500
2.2	Facilities & Services Charges (Research initiatives, training programmes, Awards, automation, facilities, entrepreneurship activities and any misc. expenditure on unspecified items)	2500	2500	1000	1000
2.3	Economically weaker section fund	1000	1000	1000	1000
2.4	Examination fee (Examination Infrastructure strengthening, expenditure on examination activities, confidential printing etc.)	7000	7000	-	-
2.5	Premium amount for Mediclaim of student (per annum)	500	500	500	500
	Grand Total	17000	29000	7000	13000

S. No.	Particulars	Code
1	The teaching/non-teaching/academic staff of the Delhi Technological University (including the teaching/non-teaching/ academic staff of erstwhile Delhi College of Engineering) and officers of Department of Technical and Higher Education, Govt. of NCT of Delhi as in R.19 (i)	A
2	Project staff pursuing Ph.D. as in R19(ii)	
3	Other Full Time I Part Time candidates	B

Application & Important stages

1. Advertisement in newspapers.
2. Opening of website for Online Registration
3. Last date for Online Registration and Fee Deposit
4. Display of list of shortlisted candidates for written test on DTU website.
5. Date of Screening Test
6. Declaration of Result on DTU website
7. Dates for Interview
8. Declaration of final result on DTU website
9. Date of Admission (Candidates are required to report along with original documents and bank draft for fee deposit)
10. Display of vacant seats for waitlisted candidates on DTU website
11. Last round of admissions, if required (Candidates are required to report along with original documents and bank draft for fee deposit)

Syllabus for Screening Test:

Discipline: Management

Managerial themes such as Management Principles, Information Technology Management, Business policy and Strategic Management, Marketing Management, Distribution and Retail Management, Brand and product management, Organizational Behaviour and Development, Human Resources Management, Performance and talent management, Corporate Governance and Ethics, Public Policy and Governance, Accounting and Finance, Portfolio Management, Mergers and Acquisition, Corporate Restructuring. Knowledge Management and Practices, Supply Chain Management, Business Research Methods, Business Statistics.

Operations management, vendor management, Services marketing and service operations, CRM, Business Analytics, predictive techniques, marketing financial and HR analytics, supply chain analytics, optimization techniques, big data

analytics. Entrepreneurship, innovation management, managing technology. Managerial Economics, forecasting. inventory management, various types of costing approaches, total quality management.

Discipline: Innovation Entrepreneurship and Venture Development

Comprehension Passages from success stories in Entrepreneurship and start-up Leadership. Current affairs related to start-ups.

Entrepreneurship, Social, entrepreneurship, Intrapreneurship, Entrepreneurial Characteristics, Entrepreneur v/s Manager, Entrepreneurial Motivation.

Innovation. Management, Diffusion of Innovation, Innovation Cycle, New Product Development, Design Thinking

Start-up, Stages of Start-up, Ideation, Pre-start-up, Start-up and Scaling up Stage. Start Up India Program, Start Up concept and its support to start Ups, Start-up Financing, Seed Funding. Angel investors, venture capital funding. government financial support for start-ups, MSME-definition and its types.

Government Schemes & Policy for Start-ups and MSMES. ATAL Innovation Mission (AIM), ATAL Tinkering Lab (ATL), Self-Employment & Talent Utilization (SETU) scheme, SFURTI Scheme. Intellectual Property Rights (IPR). Start Up Intellectual Property Protection (SIPP), Trademark, Copyright, Patents, Type of Companies in India and their Characteristics, Formation Legalities of the Company.

Discipline: Economics

Micro Economics: Consumer behaviour, Demand and Supply analysis, Concept of Elasticity. Theory of production and costs, Forms of Market, Pricing and Output Decision. Tax and Subsidy, Elements of General Equilibrium and Welfare Economics.

Macro Economics: Determination of output and Employment, National Income- Concept and Determinants: Concept of money, bank, Inflation- Causes and Remedies, Concept of multiplier, Business Cycle, IS and LM function. Concept of Growth and Development: Various models of Growth.

International Trade: Theories of International Trade, Balance of Payment, Terms of Trade, Free trade and Protection.

Indian Economy: Main features: Geographic Size, Natural Resources, Population, Poverty, Agriculture, Industry, Unemployment, Public finance, Meaning and Measurement of Growth Development meaning and Characteristics of Underdevelopment.

Statistics: Measures of Central tendency, Measurement of Dispersion, Correlation, Regression, Interpolation and Extrapolation Sampling Distributions Normal, t, Chi square, F distribution, Testing of hypothesis, Index numbers.