



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 3.47 out of 4.0) by NAAC



ADMISSION BROCHURE

UNIVERSITY SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP

East Delhi Campus, Vivek Vihar, Phase-II, Delhi-110095



**BACHELOR
IN BUSINESS
ADMINISTRATION
(2025-2027)**

For admission related information please visit the website of the Combined Management Admission Committee at **www.cmacadmissions.com**

For information related to the BBA program at Delhi Technological University please visit **www.dtu.ac.in**.

Note: Candidates are advised to read the brochure carefully and visit the above-mentioned websites regularly for updates and other details about the admission process.



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दिल्ली प्रौद्योगिकी विश्वविद्यालय
DELHI TECHNOLOGICAL UNIVERSITY

(Formerly Delhi College of Engineering)



Prof. Prateek Sharma
Vice-Chancellor



Message from the Hon'ble Vice Chancellor

It gives me immense pleasure to welcome you to Delhi Technological University (formerly Delhi College of Engineering), a premier institution renowned for its legacy of excellence, innovation, and academic integrity. DTU has continually evolved as a centre of learning that is deeply committed to creating future-ready professionals equipped with 21st-century skills.

DTU is globally recognized for its commitment to high-quality education, cutting-edge research, and strong industry linkages. Our multidisciplinary approach, guided by highly qualified and experienced faculty, ensures that students receive a holistic and impactful education that blends theory with practical applications. With a forward-thinking mindset and an outcome-based pedagogy, DTU empowers students to thrive in today's dynamic and data-driven world.

In line with the National Education Policy (NEP), our four-year Bachelor of Business Administration (BBA) programme has been carefully designed to nurture future business leaders and entrepreneurs. The curriculum provides a strong foundation in core business disciplines such as marketing, finance, human resource management, economics, operations, and data science, while also offering minor specialisations in emerging areas like Data Science and Economics. Students can choose from various discipline-specific specialisations, and benefit from interdisciplinary, value-added, and ability enhancement courses.

The BBA at DTU is a launchpad for ambitious young minds to become agile thinkers, ethical leaders, and change-makers in an increasingly complex and interconnected world. If you are passionate about entrepreneurship, management, or analytics, this programme will prepare you for a successful career by integrating academic excellence with practical relevance.

I am confident that our BBA programme will inspire and equip bright, inquisitive minds to become visionary professionals and leaders of tomorrow. I invite all aspiring students to join us at DTU—to learn, innovate, and carry forward our rich legacy of excellence. I wish you the very best in your academic journey and all your future endeavours.

Prof. Prateek Sharma
Vice Chancellor, DTU

SHAHBAD DAULATPUR, BAWANA ROAD, DELHI-110042, INDIA
PH. : 011-27882284, 27852207 Email: vcdu@dtu.ac.in, WEBSITE: www.dtu.ac.in

General Instructions

1. The candidates are advised to go through the Admission Brochure carefully and acquaint themselves with all the requirements with respect to filling up of the Online Application Form.
2. The registration fee of Rs. 1500/- is to be paid online through credit/debit card/ net banking at the time of registration. After completing the application form successfully if candidate does not pay the registration fee, he/she will not be considered for any seat allotment in any round of the counselling. The fee paid for application for admission shall not be refundable.
3. It is the responsibility of the candidate to ascertain whether he/she possesses the requisite eligibility and qualifications for admission as specified in this brochure.
4. If a candidate is found ineligible at any stage during the admission process or during any stage of the programme, his/her candidature/ admission will be cancelled without any notice and suitable action shall be initiated against him/her including forfeiture of the fee.
5. The applicants are advised to preserve the Online Application Form as well as Acknowledgements if any for future reference.
6. While filling up the application form, the candidate must verify the correctness of all the particulars furnished by him/her. In case any candidate is found to have furnished false information or is found to have concealed any information in his / her application, he / she will be debarred from admission. Further, university reserves the rights to take suitable actions against the applicant in this regard, including forfeiture of the fee.
7. After application form is complete in all respect and all the required documents have been uploaded, candidate must confirm all the details before final submission. The candidate will not be permitted to edit/change details filled in the registration form once the candidate submits the form.
8. Candidates must ensure that Mobile Number and Email Address provided by them must be valid and should belong to the candidate. These will be used by the university for future communications with the candidate. University would not be responsible for communication not being made due to non-existent/faulty communication details provided by the candidate.
9. It is in the interest of candidate to remember his/her Password and keep it highly confidential, to avoid misuse by others.
10. The list of documents required for admission counselling is mentioned in this brochure. Candidates are advised to bring/upload, wherever specified, all the relevant documents as detailed in this brochure and on the CMAC website at the time of admission.
11. 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. The caste certificate must be uploaded in online admission portal as well. The NCL/ EWS certificates should be issued after 31st March, 2025.
12. It is the sole responsibility of the candidate to prove his / her eligibility for claiming reservation under any of the reserved categories. A candidate who is offered a seat under reserved category / sub-category in any round of seat allotment and fails to produce appropriate document in support, his/ her allotted seat will be cancelled and he / she shall be considered for allotment in GENERAL (GN) category in subsequent rounds on submission of a written request by the candidate to university in this regard, subject to eligibility, availability of vacant seats and his/ her merit. University reserves the right to accept or reject such requests.

About **DELHI TECHNOLOGICAL UNIVERSITY**

Delhi Technological University (DTU), a leading World Class Technological University, plays a vital role in National and Global Knowledge Network. It is empowering India with the Wings of Knowledge and Power of Innovations. With more than 84 years of tradition of excellence in “Engineering & Technological Education” and “Research & Innovations”. DTU came into being after the reconstitution of the Delhi College of Engineering by the Government of NCT of Delhi in 2009, by Act 6 of 2009, passed by the assembly of the NCT of Delhi. It is a non-affiliating, teaching and research University, committed to achieve excellence in Engineering, Science, Technology, Management and allied areas and matters connected therewith or incidental thereto. The university, in its various avatars, namely, the ‘Delhi Polytechnic’ and ‘Delhi College of Engineering’ (DCE), has been serving the nation and the global community since its inception in 1941, by providing trained manpower of highest quality in the field of engineering and technology, and, is globally well known for its outstanding education, research and innovations. The University currently offers various interdisciplinary and industry relevant programs in Science, Technology, Management, and allied areas at the Undergraduate, Postgraduate and Doctoral level. The University has established

a strong academia-industry interface and has collaborations with reputed research organizations, industries, and premier institutions. A great many alumni of the institute have excelled at home and abroad and through their contributions to the profession of engineering they have brought high honour and enhanced the dignity of engineering fraternity being rolled out from institutions in India. The University lays great emphasis on assisting students in the development of national character, self-confidence, leadership and fostering an ecosystem for creativity and imagination.



VISION

To be 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.

Location

Delhi Technological University is situated at Shahbad Daulatpur, Rohini in North - West Delhi, India. It is approximately 32 kilometers from the Indira Gandhi International Airport, New Delhi and the nearest Metro stations are Samaypur Badli/Rithala. Once at Samaypur Badli/Rithala, board local transport, auto or bus to get down at DTU, which is 3-4 kms far from Samaypur Badli/ Rithala Metro Station.

Programmes Offered

The University offers 14 Undergraduate engineering programmes (B.Tech.) and three bachelor programmes [i.e. B.Des., BBA, BA (Hons.), Economics], 25 M.Tech. programmes, 5 MBA programmes, 4 M.Sc. programmes, MA (Economics) and M.Des. Programme. The university offers Ph.D. programmes in all areas of engineering, science, management and economics. The UG and PG programmes of DTU offer most modern curricula, based on the Choice Based Credit System (CBCS), having rich mix of courses from science, engineering, management, social sciences, humanities, fine arts, liberal arts, classical music, sports, etc. The course curricula have been developed with a view to integrate advancements in science and engineering, while also incorporating industry relevant technologies. To provide further flexibility there is provision for credit transfer and earning credits through massive online courses (MOOCs) from different platforms such as NPTEL, SWAYAM, Coursera and Edx etc. The curriculum is regularly updated keeping in view the new technologies and changes in needs of industries and society.

Faculty and Research

The university has a very talented pool of experienced, as well as young faculty members who are well qualified in their area of specialization and have very good national and international exposure. To engage the students and faculty in research and innovation the university offers provisions

like funding for students' innovative projects, financial assistance to students for attending internship overseas, research project grants to all faculty members etc.

To celebrate the individual's excellence in research, the university gives Research Excellence Awards to researchers in three categories of awards annually, namely, Outstanding Research Awards, Premier Research Awards, and Commendable Research Awards. The awards are open to all the researchers of DTU. The University provides funds to faculty and students to organize and attend various faculty development programs, seminars, and conferences.

Ranking and Rewards

The university is having ISO 9001:2015 certification since 27.11.2018, accredited with 'A+' grade by NAAC (National Assessment and Accreditation Council) and has been accorded 2(f) and 12-B status by the University Grants Commission (UGC). Many of its UG & PG engineering programmes are also accredited by the National Board of Accreditation (NBA). The University is consistently ranked among best IO engineering institutions as per the various independent surveys on best engineering institutions of the country. The university has been ranked 9th by India Today's Top engineering colleges in India 2024.

The 2024 NIRF rankings placed DTU at the 27th position among the engineering institutions and at 48th in the categories of universities. DTU has been placed at 801-1000 bracket in the Times Higher Education World University Ranking 2025.

Campus and Infrastructure

DTU has 164 acres of a lush green, tech-savvy main campus, consisting of 16 academic departments, research centers, and residences for students, faculty, and staff. At present the university has around 15,000 students in its undergraduate,

postgraduate, and Ph. D programs. DTU has an EDUSAT Studio utilized for recording of lectures, events, and talks. Besides the main campus, the university has another campus in East Delhi, where some of the M. B. A programmes, B. A (Hons.) Economics and B.B.A. programmes are offered. The newly established East Delhi Campus of DTU has been functional since the 2017-18 academic session. It is located at Vivek Vihar, Phase II, Delhi. This campus endeavours to provide quality education, research, and innovation in the emerging areas of management, relevant to industry and society.

Computer Centre

DTU has a well-equipped centralized computer centre to cater to the needs of students and faculty in the university. It is housed, in a magnificent state-of-the-art building having specialized laboratories to provide variety of platforms and computing environment for UG, PG and research students. The centre possesses a number of servers and over 275 Dell intel core i5 computer systems. In addition, the centre has more than 15 servers hosting different applications such as websites & portals, SPSS, Mathematica, MatLab, DNS, LDAP, proxy, Email services, Network Monitoring System (NMS) etc. and 4 SUN CAD workstations meant for use by UG/PG/PhD students for their projects and research work. The center is networked through high-end intelligent Juniper / Avaya / CISCO / Brocade / Ruckus manageable switches and possesses round the clock two leased lines of 10 Gbps link of NKN and 1Gbps link of Reliance Jio with shared bandwidth in different pipes for the Wi-Fi connectivity in the Library, Academic Departments, Administrative Blocks, Sports Complex, Faculty Residence and Hostel blocks of the campus, with internet facilities on all the nodes. It also has the latest versions of compilers, scientific, technical and engineering software, training kits etc. for the students of different branches of engineering.

Central Library

DTU library, with a collection of more than 2,00,000 text and reference books and a large number of e-journals, e-books, manuscripts in digital format, is one of the highly rich engineering libraries in the country. Library provides remote access facility to all its readers by using cloud based remote access software. The library also helps researchers to maintain proper integrity and ethics and provides the facility of similarity check to avoid instances of plagiarism. It has a very active presence on Facebook. Various current awareness services and user information literacy programs are continually organized throughout the year. The library building is a four storied, aesthetically designed, centrally air-conditioned structure with a seating capacity of 400. Library is updated regularly by way of adding new literature in the form of text books, reference books, reports, proceedings, abstracts & indexes, encyclopaedias, data books, standards (National & International), Journals & database on CD-ROM.

Hostel

Hostel life is one of the most enjoyable and memorable time of one's life. There are 11 boys' hostels and 3 girl's hostels in DTU, besides, one separate hostel for international students (boys). Each hostel in the campus gives each individual ample opportunity to develop various qualities as each hostel is equipped with recreation room, reading room, mess and gymnasium. Additionally, every hostel subscribes to the latest magazines and newspapers for the residents. The hostels are connected to the campus via the campus wide wi-fi network and LAN which enables the residents to browse the internet and access the online library resources for their academic and research related work. The information of all available accommodation will be posted on the University website. However, limited

seats could be provided inside the University premises. In addition, the mess facility at the University can be availed by all the students.

Centre for Extension & Field Outreach

Centre for Extension and Field Outreach was established in DTU in the year 2018. The various activities/ program performed by the Centre is to sensitize the students to develop social values, widespread their responsibilities and knowledge in societal issues and problems by making them to involve with the community people. DTU is a Participating Institute under “Unnat Bharat Abhyan”- a Project of Ministry of HRD, Govt. of India and adopted five villages and are conducting classes in their schools. Directorate of Education, Govt. of NCT of Delhi awarded a Project “Youth for Education” and has launched “Desh Ke Mentor”, which is one of the largest mentoring program in school education. Centre has also started a certificate course titled as “Basic Computer Course”

Under Lab on Wheels (LOW) Scheme for the candidates from the Government Schools of NCT of Delhi or from society. Centre at DTU is coordinating with Delhi Police conducting Skill development program through one-month basic computer training to Juveniles in conflict with law/ weaker section in Rohini. Centre is regularly organizing Seminars/ online webinars/ workshops/ Awareness programs etc and is working towards increasing productivity, enhancing skills and abilities, focusing on growth and helping people to work on their own future development. Additionally, NSS at DTU facilitates enhanced student engagement with community contributing to deeper reservoirs of ideas.

Innovation and Incubation Foundation (DTU-IIF)

DTU-IIF is a Technology Business Incubator (TBI) established in 2016 as a non-profit section 8 company. Currently, this TBI is

supported by the Government of Delhi and Delhi Technological University. DTU-IIF helps start-up companies and individual entrepreneurs to develop their business ideas by providing a range of services including co-working office space, mentoring support, funding support with venture capital financing, and other supports & resources they need, all under one roof. During last five years, IIF provided 70 lakhs of funds to 56 start-up companies. Also, DTU-IIF promotes the culture of innovation and Entrepreneurship by organizing various webinars/workshops/Hackathons, etc. The Business Review Committee screens the new ideas and recommends incubation at DTU-IIF. The Finance Review Committee recommends the investment of Rs. 7.5 lakh per start-up. Delhi Technological University established Technology Business Incubator (TBI) in the name of DTU Innovation and Incubation Foundation (DTU-IIF). DTU-IIF was incorporated as section 8 Company on 06.09.2016.

Sports and Other Outdoor Activities

The students of DTU are provided with excellent facilities for indoor and outdoor games. DTU has 4 x 400m racing track, fields for football, hockey, cricket, courts for volleyball, basketball, tennis, badminton, along with facilities for indoor games. A well-equipped gymnasium is also available in the campus in addition to gym facilities in each hostel. The university has appointed coaches in almost all the games to train the students and prepare university teams. Students are encouraged to participate in various sporting events and tournaments held in, and around, NCR of Delhi. From academic year 2018-19, as per the revised curriculum, the university offers foundation electives to the students of first year and second year and in these sports have big share of electives. A large number of bright and capable scholars, having graduated from the Institute, have distinguished themselves by means of their extraordinary

achievements in their chosen professions and by their contributions to the society at large

DCE-DTU Alumni Network

DCE-DTU Alumni are serving leadership positions in many of the best-known companies in India and abroad, in marketing, finance, human resources, information technology, research & analytics, innovation & entrepreneurship. And the worldwide network of illustrious alumni includes world-known personalities like Prof. Vinod Dham (Father of the Pentium Chip), Dr. Raj Soin (Founder, CEO of Soin, and LLC), Prof. D. Yogi. Goswami (Inventor, Author, Entrepreneur and Educator), Dr. Durga Das Aggarwal (President, CEO Piping Technology & Products, Inc). Mr. Vijay Shekhar Sharma, (Founder of Paytm), Sh. Karnal Singh (Former Chief of Enforcement Directorate), Sh. Arun Goyal (Member-CERC & Former Secretary, Cabinet Secretariat).

Alumni have been traditionally contributing generously towards placement opportunities, sponsorships/ Fellowship programs and infrastructural developments of their alma mater. Donations for Raj Soin Hall by Dr. Soin, Clean Energy Research Centre establishment by Prof. Yogi Goswami, and several scholarships for the students of DTU have shown the dedication of the alumni for the betterment of their alma mater. Vinod Dham has sponsored “Centre of Excellence for Semi-conductors and Micro-electronics” to established centralized state of art infrastructure facility for device design / material research / fabrication for cutting edge R&D in Semi- conductors and Micro-electronics.

Events and Festivals

The university organizes annual cultural, literary, sports and technical festivals. These festivals not just provide an opportunity to the students to connect with the professional world, but also display their creative and technical skills in several interesting events and activities organized during the fests. The ENGIFEST, one of the most well attended student’s cultural event in northern India and the YUVAAN, the literary Fest, is annual cultural extravaganza of the university and offers a good mix of literary, cultural, and entertainment events. The “INVICTUS” is annual technical festival of the university where all technical societies of the university host various technical activities and competition. The AAHVAAAN is the annual sports fest organized by DTU sports council.

Medical Facilities

DTU has a well-equipped health care centre. The medical practitioners are available to the students requiring medical attention. The healthcare centre has specialized medical practitioners including ENT, dental care, Physiotherapy, Nutrition, Gynaecology and Obstetrics etc. Further, medical camps are also being organized by the University on regular basis. In addition, Ambulance facility is also available in case of emergency. The University has also tie- ups with the major hospitals of Delhi for emergency cases.

More information about DTU can be accessed at www.dtu.ac.in.

ABOUT 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 the highest quality of programs aimed at emerging areas such as analytics and venture development, and the creation of an ecosystem for learning, research and practice in management and entrepreneurship. It aims to grow into a nodal centre for entrepreneurship, and to become a multidisciplinary practice-oriented school.

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

USME not only offers degree programs at the UG, PG and doctoral levels, it has also conducted intense workshops for students such as in Entrepreneurship, Business Strategy, R for Machine Learning, the Start-up Conclave etc. which provide a lot of co-curricular learning. The cultural council and a range of student societies promote a rich co-curricular and 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 first USME Internship fair organised in February 2020 resulted in over three hundred fifty internship offers. This has been continued over the past many years

with its 6th edition conducted in 2025, which too was a resounding success. Regular guest lectures and workshops strengthen the skillsets of the students throughout the academic year.

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

There is a separate common room for girl students, and it has many facilities along with carrom and TT tables, found in all common rooms. Badminton, volleyball and basketball courts are also there in East Delhi Campus, along with 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. USME offers the Master of Arts (MA) in Economics and Executive MBA (Data Science and Analytics) programmes at the PG level and the Bachelor of Business Administration (BBA), BBA IEV and Bachelor of Arts (Honours) in Economics programmes at the UG level. The Ph.D. programs in Management, Economics and Entrepreneurship/Venture Development disciplines invites many scholars each year. There are over one thousand students on the USME Campus at present.

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

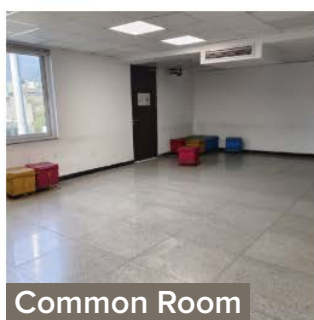
To encourage and foster the spirit of enquiry and develop scientific temper

To nurture responsible ethical leaders

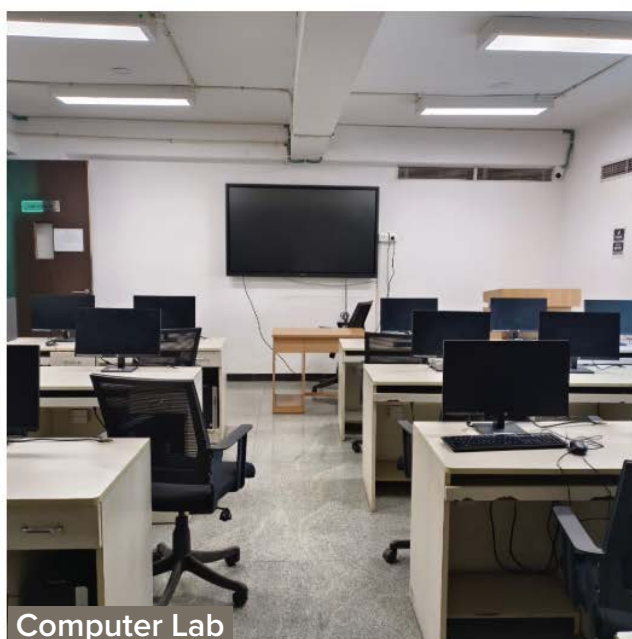
To contribute towards enrichment of corporate and professional life by providing consultancy and training.



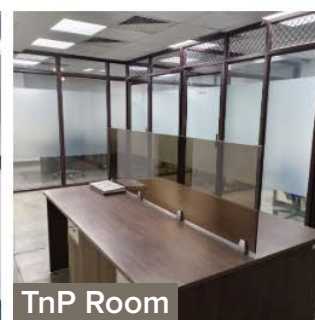
INFRASTRUCTURE @ USME



Common Room



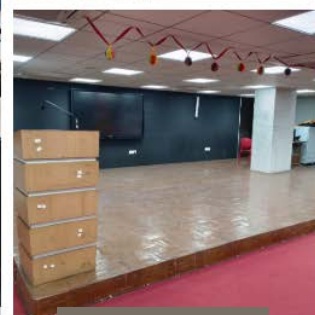
Computer Lab



TnP Room



Incubation Centres



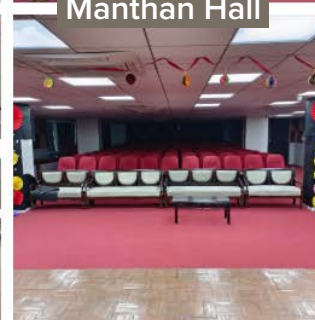
Manthan Hall



Basketball &
Volley Ball Ground



Library



Newspaper &
Magazine

INNOVATION AND INCUBATION CENTRE (IIC)

The aim of the centre is to provide start-up grants for students and faculty members in the areas of management, innovation, along with entrepreneurship. It also promotes 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.

STUDENTS' VENTURES AT USME

- “Innovative Scripts Private Limited” is a DPIIT recognized start-up developing Blockchain-based Enterprise Software Solutions; incubated at MBA-IEV program of USME, DTU. 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.
 - “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 Rang: 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.



EVENTS

There has been active involvement of students and faculty in the various professional activities and student events. Guest lectures, events, visits to industries and trade fairs, all have led to an all-round exposure of students at USME to the rapidly

changing economic and industrial scenario. USME can boast of a buzzing environment when it comes to professional and cultural events. An overview of some of these events is shared in this brochure.

CXO Summit on ESG Strategy 2025

USME spearheaded the CXO summit on ESG Strategy and Implementation, organized in collaboration with the Institute of Company Secretaries of India. The event, organized

at the India Habitat Centre, was highly successful and led to insightful ideations around the theme of ESG Strategy and Implementation.



The International Conference and Startup Expo-24 Hosted by the University School of Management and Entrepreneurship (USME) at Delhi Technological University (DTU), the International Conference and Startup Expo-24 was a landmark two-day event held on February 21-22, 2024, with

the theme Innovation and Entrepreneurship. The event served as a pivotal platform, fostering learning, discovery, and research while igniting a collective passion for entrepreneurship and empowering family-owned businesses to thrive in today's dynamic market landscape.



Guest Lectures

Prof. Surender Kumar, Senior Professor, Department of Economics, Delhi School of Economics, Delhi University delivered a lecture on “India’s Key Achievements under the G20 Presidency”



Dr. Nagesh Kumar, Director, Institute for Studies in Industrial Development delivered the Keynote Address on “75 Years of Indian Economy: Achievements, Gaps and the Way Forward” at DTU’s First Annual Young Economist Conclave



Fireside Chat with Mr. Rishi Pratim Mukherjee, Co-Founder of ScoopWhoop



Smart Investor Awareness Program in Collaboration with NSE



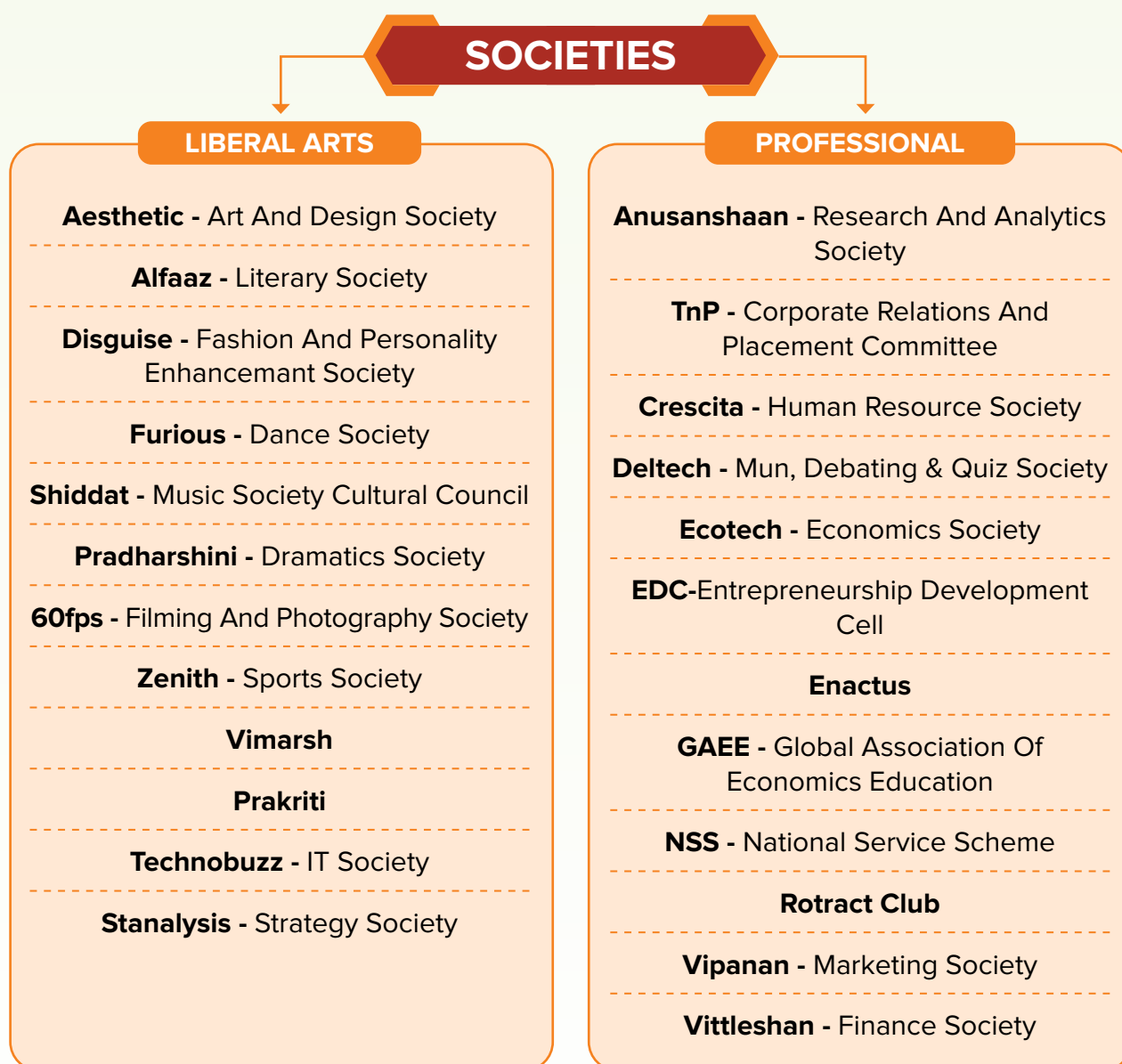
Educational Visit to National Stock Exchange



Students Clubs and Cultural Activities

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

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



The SPIC MACAY Heritage Club, East Delhi Campus Chapter, was inaugurated to celebrate and preserve India's classical arts and rich cultural heritage. Virasat 2025 brought renowned artists to the campus, enabling students to have the privilege of first-hand exposure to Indian cultural traditions.



Dandiya Night on 9th October, 2025 brought students together for an evening filled with music, dance, and festive celebrations.



Vichar Vimarsh Case study competition organized by Vimarsh, the Brainstorming Society of Delhi Technological University (DTU). Designed to challenge participants' analytical abilities, strategic thinking, and problem-solving skills, the event attracted students eager to showcase their expertise in tackling real-world business scenarios.



Training and Placement

The training and placement cell of USME works in collaboration with the Training and Placement Department of DTU. 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 acts 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 aspirations. The centre also helps students in getting internships and short duration industry projects. Industry experts

are invited to groom the students according to the industry specific requirements. The cell organizes career guidance Programmes for all the students from first semester onwards. To enrich the professional competencies of the students there are assessment centres which includes activities like personality profiling, mock interviews, group discussions, business simulations. Along with the placement activities the cell is collecting feedback from industry about performance of students employed and transmitting the same appropriately for corrective actions.

Annual Internship and Placement Week 2024-25

USME organised the Annual Internship and Placement Week from April 18, 2024 – April 20, 2025. The event witnessed participation from over 20 recruiters who rolled out more than 150 offers, including both final placements and internships, to the students of USME in the domains of finance, research, sales, digital marketing, business development etc. USME had organised similar internship and corporate engagement weeks in the past years as well.



Annual Internship and Placement Week 2024-25

OUR PAST RECRUITERS

 S&P Global	 Tech Mahindra	 publicis sapient	 Birlasoft®
 Dabur	 Godrej	 ZS	 Reliance
 NOBROKER	 J.P.Morgan	 EY	 square yards
 ninjacart	 IHS Markit	 HYUNDAI	 TCS TATA CONSULTANCY SERVICES
 AMERICAN EXPRESS	 HCL	 KPMG	 MERCER
 indiamart®	 apollo	 DE Shaw & Co	 Deloitte.
 DB SCHENKER	 motherson	 BECHTEL	 UNI QLO
 GoMechanic	 BRITANNIA	 BAIN & COMPANY	 Dr.Reddy's
 Berger	 GILBARCO VEEDER-ROOT	 pwc	 Cipla
 FEDERAL BANK YOUR PERFECT BANKING PARTNER	 Birla Sun Life Insurance	 asianpaints	 HDFC BANK
 cvent	 Gartner	 JUBILANT FOODWORKS	 TATA TATA POWER
 nexdigm	 PLANET SPARK	 JK TYRE TOTAL CONTROL	 NEWGEN One world. One workplace.

About the BBA Program

The four-year undergraduate program is proposed on the philosophy and structural elements proposed in the New Education Policy 2020, and the Curriculum and Credit Framework for undergraduate programs published by the UGC in December 2022. It has also kept in mind the structural and curricular elements which had been incorporated by USME, DTU in 2020, meant to enhance the learning of students in the Undergraduate Program in Economics by broadening the curriculum to include aligned complementary disciplines such as analytics and programming, as well as management, where students would aim to build their careers. The elements of learning in areas which inculcate better life skills and perspectives, which were present in the earlier design, such as ability and skill enhancement and value based education, have also been strengthened.

The major elements of NEP 2020 such as a structure of certification providing flexibility of learning curriculum, multidisciplinary learning, interdisciplinary courses, providing for deeper learning in dual disciplines such as through a Minor, have been brought into the curriculum. Fostering an integration of the humanities/social sciences with Science, technology and mathematical subject domains (STEM), to draw from the UGC Curricular Framework, would result in “positive learning outcomes, including increased creativity and innovation, critical thinking and higher-order thinking capacities,

problem-solving abilities, teamwork, communication skills, more in-depth learning and mastery of curricula across fields”. The current framework incorporates this idea to ensure a diversity of curricular components drawn from many of these fields, to nurture the above outcomes, through appropriate multidisciplinary, ability, skill and value add based courses.

The option of multiple entry/exit has also made part of the curricular structure, following the guidelines of the NEP and the UGC framework. The unique focus on being a practice-based school, with curricula based on holistic knowledge, skills and application orientation, with a focus on cutting edge areas of practice, has brought in the specific combination of disciplinary elements around economics and data sciences for providing minor around opportunity areas for careers normally associated with management graduates, including a focus on research and quantitative techniques. It is also imbued with a strong focus on the major, the core discipline of management, ensuring that students would be able to build careers in finance, marketing or human resource management and related fields at an advanced level. It is envisaged that with management, the streams of economics and decision sciences/analytics that have proven to be of great value, will be strengthened with the provision of a minor in either area.

**Four Year Undergraduate Programme (FYUP):
BACHELOR OF BUSINESS ADMINISTRATION
(HONOURS)/(HONOURS WITH RESEARCH)**

PART A: Nomenclature

S. No.	Nomenclature	Requirements
1	Under Graduate Certificate in Business Administration	A student opting for exit after 1 year may be awarded a certificate in Business Administration after fulfilling following conditions: a) Secured 40 credits as per BBA 1 st year curriculum b) One vocational course of 4 credits during the summer vacation of the first year These students are allowed to re-enter the degree program within three years and complete the degree program within the stipulated maximum period of seven years.
2	Under Graduate Diploma in Business Administration	A student opting for exit after 2 year may be awarded a diploma in Business Administration after fulfilling following conditions: a) Secured 80 credits as per BBA 1 st and 2 nd year curriculum b) One vocational course of 4 credits during the summer vacation of the first year/ second year. These students are allowed to re-enter the degree program within three years and complete the degree program within the stipulated maximum period of seven years.
3	Bachelor of Business Administration (BBA) degree	Students opting to exit after 3 years will be awarded BBA degree after fulfilling following conditions: a) Secured 120 credits as per BBA 1 st , 2 nd and 3 rd year curriculum
4	Bachelor of Business Administration (BBA) degree with minor/ specialization	Students opting to exit after 3 years will be awarded BBA degree with minor/ specialization after fulfilling following conditions: a) Secured 120 credits as per BBA 1 st , 2 nd and 3 rd year curriculum b) Secured 24 credits in minor/ specialization Remarks: A students can opt atmost two minor/ specialization-minor in interdisciplinary areas ie data sciences or economics and the specialization in discipline specific area ie finance, marketing or human resource management. MOOCS might be opted as per given guidelines.
5	4-year Bachelor of Business Administration (BBA) Degree (Honours)	A four-year BBA (Honours) degree will be awarded after fulfilling following conditions: a) Secured 160 credits as per BBA 1 st , 2 nd , 3 rd and 4 th year curriculum
6	4-year Bachelor of Business Administration (BBA) Degree (Honours) with minor/ specialization	A four-year BBA (Honours) degree with minor/ specialization will be awarded after fulfilling following conditions: a) Secured 160 credits as per BBA 1 st , 2 nd , 3 rd and 4 th year curriculum b) Secured 32 credits in minor/ specialization Remarks: A students can opt atmost two minor/ specialization-minor in interdisciplinary areas ie data sciences or economics and the specialization in discipline specific area ie finance, marketing or human resource management. MOOCS might be opted as per given guidelines.
7	4-year Bachelor of Business Administration (BBA) Degree (Honours with Research)	The research track will be offered to students with CGPA greater than or equal to 7.5 at end of the fifth semester. A four-year BBA (Honours) degree with research will be awarded after fulfilling following conditions: Student opts for research track at the start of 7 th Semester. Secured 160 credits as per BBA 1 st , 2 nd , 3 rd and 4 th year curriculum

S. No.	Nomenclature	Requirements
8	4-year Bachelor of Business Administration (BBA) Degree (Honours with Research) and minor/ specialization	<p>The research track will be offered to students with CGPA greater than or equal to 7.5 at the end of the fifth semester. A four-year BBA (Honours) degree with research as well as minor/ specialization will be awarded after fulfilling following conditions:</p> <p>Student opts for research track at the start of 7th semester.</p> <p>Secured 160 credits as per BBA 1st, 2nd, 3rd and 4th year curriculum</p> <p>Secured 32 credits in minor/ specialization</p> <p>Remarks: A students can opt atmost two minor/ specialization- minor in interdisciplinary areas ie data sciences or economics and the specialization in discipline specific area ie finance, marketing or human resource management. MOOCS might be opted as per given guidelines.</p>

Note:

1. Exit and reentry is allowed as per DTU's policy in this regard.
2. Those who wish to accomplish the four years honours degree would be permitted to register for additional credits to complete the required 160 credits for BBA (Honours) four years program.
3. VAC, AEC and SEC are mandatory to complete.

PART B: Minimum Credit Requirement

Discipline	Certificate	Diploma	3 Year Ug	3-Year Ug Degree With A Minor / Specialisation	4 Year Ug	4 Year Ug Degree With Minor / Specialisation	4-Year Degree With Research	4 Year Ug Degree With Research With Minor / Specialisation
Department Core Courses (DCC)	24	48	64	64	64	64	72	72
Discipline Specific Courses (DEC)	-	-	4	4	20	20	12	12
Generic Elective Courses/ Discipline Specific Courses (GEC/DEC)	-	8	20	20	32	32	28	28
Interdisciplinary core courses (ICC)	8	8	12	12	12	12	12	12
Ability Enhancement Course (AEC)	2	6	6	6	6	6	6	6
Skill Enhancement Course (SEC)	4	4	6	6	6	6	6	6
Value Addition Course (VAC)	2	6	6	6	6	6	6	6
Summer Internship	4	4	2	2	2	2	2	2
Dissertation / Research Project	-	-	-	-	12	12	16#	16#
Total	40	80	120	120	160	160	160	160
Community Engagement*	2	2	2	2	2	2	2	2

The research work is to published in Journal/Conference/Seminar as per UGC.Guidelines

*Credits will not be counted towards degree. In semester I, students also have to register for a compulsory 02 credits course MS199: Community Engagement (Mentoring School Students), duration of which will be one year and the evaluation will be done at the end of semester II.

PART C: Semester Wise Courses and Credit Structure

First Semester

Code	Course Title	Discipline	Credits
BBA 101	Principle of Management	DCC	4
BBA 103	Financial Accounting	DCC	4
BBA 105	Business Economics	DCC	4
BBA 107	Business Mathematics	ICC	4
BBA 109	Computer Applications	SEC	2
BBA 111	Business Communication	AEC	2
Total			20

Note: Additional 02 Credits are to be earned from mandatory course MS199: Community Engagement in first year to fulfil the requirements of the evaluation of four-year BBA degree.

Second Semester

Code	Course Title	Discipline	Credits
BBA 102	Business Environment	DCC	4
BBA 104	Business Statistics & Operation Research	DCC	4
BBA 106	Introduction to Business Analytics	DCC	4
BBA 108	Legal aspects of Business	ICC	4
BBA 110	Analysis of Recent Business Development	SEC	2
BBA 112	Environmental Science & Sustainable Development	VAC	2
Total			20

Third Semester

Code	Course Title	Discipline	Credits
BBA 201	Organization Behavior	DCC	4
BBA 203	Marketing Management	DCC	4
BBA 205	Cost & Management Accounting	DCC	4
BBA 207	Soft Skills and Personality Development	AEC	2
BBA 209	Science and Practice of Happiness	VAC	2
	GEC/DEC	*GEC/DEC	4
Total			20

*A student has to opt for GEC or/and DEC depending upon his/her interest and to complete his/her credits requirements in Minor or Specialization

Fourth Semester

Code	Course Title	Discipline	Credits
BBA 202	Human Resource Management	DCC	4
BBA 204	Financial Management	DCC	4
BBA 206	Research Methodology	DCC	4
BBA 208	Written Analysis of cases	AEC	2
BBA 210	Logical Reasoning	VAC	2
	GEC/DEC	*GEC/DEC	4
Total			20

*A student has to opt for GEC or/and DEC depending upon his/her interest and to complete his/her credits requirements in Minor or Specialization

Fifth Semester

Code	Course Title	Discipline	Credits
BBA 301	Business Policy and Strategic Management	DCC	4
BBA 303	E-commerce	DCC	4
BBA 305	Summer Internship Report	DCC	2
BBA 307	Entrepreneurship Development	SEC	2
	DEC	DEC	4
	GEC/DEC	*GEC/DEC	4
Total			20

* A student has to opt for GEC or/and DEC depending upon his/her interest and to complete his/her credits requirements in Minor or Specialization

Sixth Semester

Code	Course Title	Discipline	Credits
BBA 302	Management Information System	DCC	4
BBA 304	Operations & Supply Chain Management	DCC	4
BBA 306	Ethics and Corporate Social Responsibility	ICC	4
	GEC/DEC	*GEC/DEC	4
	GEC/DEC	*GEC/DEC	4
Total			20

* A student has to opt for GEC or/and DEC depending upon his/her interest and to complete his/her credits requirements in Minor or Specialization.

Seventh Semester (Honours)

Course Code	Course Title	Discipline	Credits
BBA 401	Major Research Project-I	DCC	4
	DEC	DEC	4
	DEC	DEC	4
	GEC/DEC	*GEC/DEC	4
	GEC/DEC	*GEC/DEC	4
Total			20

* A student has to opt for GEC OR/AND DEC depending upon his/her interest and to complete his/her credits requirements in Minor or Specialization

Eighth Semester (Honours)

Course Code	Course Title	Discipline	Credits
BBA 402	Major Research Project-II (Continued from 7 th semester)	DCC	8
	DEC	DEC	4
	DEC	DEC	4
	GEC/DEC	*GEC/DEC	4
Total			20

* A student has to opt for GEC OR/AND DEC depending upon his/her interest and to complete his/her credits requirements in Minor or Specialization

HONOURS WITH RESEARCH

Seventh Semester (Honours with Research)

Course Code	Course Title	Discipline	Credits
BBA 405	Qualitative Research Techniques	DCC	4
BBA 407	Quantitative Research Techniques	DCC	4
BBA 409	Dissertation-I	DCC	4
	DEC	DEC	4
	GEC/DEC	*GEC/DEC	4
Total			20

* A student has to opt for GEC OR/AND DEC depending upon his/her interest and to complete his/her credits requirements in Minor or Specialization

Eighth Semester (Honours with Research)

Course Code	Course Title	Discipline	Credits
BBA 406	Dissertation-II	DCC	12
	DEC	DEC	4
	GEC/DEC	*GEC/DEC	4
Total			20

* A student has to opt for GEC OR/AND DEC depending upon his/her interest and to complete his/her credits requirements in Minor or Specialization

LIST OF DISCIPLINE SPECIFIC ELECTIVE COURSES (DEC)

Semester	Elective Courses
	HRM
III	Positive Psychology
III	Management of Industrial Relations-I
IV	Human Values
IV	Management of Industrial Relations-II
V	Organisational Behaviour-II
V	Organizational Development
VI	Human Resource Management-II
VI	Strategic HRM
VII	Talent and knowledge management
VII	HRD systems and strategies
VII	Training and Development
VII	Interpersonal processes & counselling skills for managers
VIII	Cross-cultural & International HRM
VIII	HR Analytics
VIII	Performance & compensation management
	Finance
III	Financial Markets & Institutions
IV	Financial Statements and Analysis
V	Financial Management-II
V	Investment Banking & Financial services
VI	Investment Analysis & Portfolio Management
VI	International Finance
VII	Financial Modeling & Derivatives
VII	Strategic Corporate finance
VII	Project appraisal
VIII	Time Series Analysis
VIII	Corporate Tax Laws
VIII	Business Analysis & valuation
	Marketing
III	Marketing Management-II
IV	Consumer Behaviour
V	Customer relationship marketing
V	Distribution and supply chain management
V	Digital Marketing Analytics
VI	Strategic brand management

Semester	Elective Courses
VI	Personal selling & Sales Force Management
VI	Product Management
VII	Project Management
VII	Marketing Analytics
VII	Integrated Marketing Communication
VII	Retail marketing
VIII	Marketing of services
VIII	International marketing
VIII	Strategy Implementation

Minor-1 (Data Sciences)

Semester	Code	Course Title	Credits
III	BBAD21	Introduction to Programming using Python	4
IV	BBAD22	Database Management Systems	4
V	BBAD31	Predictive Modelling	4
VI	BBAD32	Data Warehousing & Data Mining	4
VII	BBAD41	Machine Learning	4
VIII	BBAD42	Introduction to Big Data Systems	4
VIII	BBAD44	Decision Analysis and Techniques	4

Minor-2 (Economics)

Semester	Code	Course Title	Credits
III	BBAE21	Principles of Microeconomics	4
IV	BBAE22	Principles of Macroeconomics	4
V	BBAE31	Intermediate Microeconomics	4
VI	BBAE32	Intermediate Macroeconomics	4
VII	BBAE41	Introductory Econometrics	4
VII	BBAE43	Indian Economy	4
VIII	BBAE42	Development Economics	4
VIII	BBAE44	International Economics	4
VIII	BBAE46	India's Diversity	4

FACULTY AT UNIVERSITY SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP

Prof. S.K. Garg

Director, East Delhi Campus



Prof. S. K. Garg is Director East Delhi Campus and Former Pro Vice Chancellor Delhi Technological University (Formerly Delhi College of Engineering). He is the founder Head (2009-13) of Delhi School of Management, DTU, offering two year full time MBA and weekend MBA Programs. He headed the Training and Placement Deptt of DTU from 2008-13 and in 2012, DTU stood first in placements among all Engineering Institutions, as per All India Survey. He also worked as an Independent Director in Rashtriya Ispat Nigam Limited, a Navratna Public Sector Enterprise, Govt. of India from (2012-15)

Prof. Garg has more than 35 years of experience in industry, teaching and Research. His teaching and research areas include Industry 4.0, Smart Manufacturing, Data Analytics, Operations and Supply Chain Management, Manufacturing Process Automation and Technology Management, Operations Research, Manufacturing Strategy etc. He has guided 22 PhD thesis and five others are in progress. He has published more than 150 papers including above 100 in International Journals. He has visited Chile and USA in 1997 to present paper and visit Universities. In July 2013, he visited Georg August University, Gottingen, Germany a supervisor of DAAD research scholar under sandwich scheme and again in October as subject expert in Indo German Logistics Forum workshop. In 2016, he visited several universities of US and UK to understand their administrative and research eco system. He has been to Cambridge University for one week as LEAP participant.

Prof. Amit Mookerjee

Professor and Head, USME



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.

Prof. (Dr.) Ashok Mittal

Professor Emeritus (Economics)



Dr. Ashok Mittal is the former Vice Chancellor of Dr. B.R. Ambedkar University, Agra. Prior to this role, he served as a Professor in the Department of Economics at Aligarh Muslim University (A.M.U.), Aligarh and served as the Chairman of the department for 02 terms. Dr. Mittal completed his Ph.D. in 1987, and his research and teaching interests encompass Macroeconomics, Public Finance, and Econometrics. Total teaching & research experience is around 50 years.

Dr. Mittal has authored numerous articles that have been published in prominent national journals such as Economic and Political Weekly and The Indian Economic Journal. He is a life member of several prestigious organizations, including the Indian Economic Association, The Indian Econometric Society, The Jodhana Institute of Economic Research, Bhartiya Arthik Sodh Sansthan, and the Uttar Pradesh–Uttarakhand Economic Association. Currently, he serves as the President of the Uttar Pradesh–Uttarakhand Economic Association (UPUEA). In addition to his academic pursuits, Dr. Mittal has participated in a wide range of national and international conferences, seminars, and workshops. He has also supervised numerous research projects, guiding students towards the award of Ph.D. and M.Phil. degrees. Dr. Mittal has held visiting professorships at the National Law Institute University, Bhopal, and was a Visiting Fellow at the Institute of Social and Economic Change (I.S.E.C.), Bengaluru. He is also the author of the book Cinema Industry in India: Pricing and Taxation (Indus Publication) and Capital Inflows in India: A Macro-Econometric Analysis published by IANS. In recognition of his vast academic contributions, Dr. Mittal currently holds the position of Professor Emeritus at the University School of Management and Entrepreneurship (USME), Delhi Technological University (DTU), where he continues to teach and mentor students. Additionally, Dr. Mittal is also serving as an advisor to the Union Public Service Commission (UPSC) and many State Service Commissions further cementing his prominent role in India's academic and economic research community.

Prof. (Dr.) Rajiv Arora

Adjunct Faculty (Management)



Brief Profile (in one paragraph): Dr. Rajiv Arora is an esteemed academician, policy expert, and seasoned administrator with vast experience in trade policy, commerce, foreign trade, industrial development, and e-governance. Currently serving as Adjunct Faculty at USME, Delhi Technological University, he has held key leadership positions in the Ministry of Commerce & Industry, Directorate General of Trade Remedies, National E-Governance Division, Ministry of New & Renewable Energy, and Directorate General of Foreign Trade. Over his illustrious career, he has contributed significantly to WTO regulations, foreign direct investment policies, export promotion, and digital governance initiatives.

A PhD holder from IIT Delhi, Dr. Arora is also a Gold Medalist in MPhil (Public Administration) and Master of Engineering (Electronics & Communication). His academic credentials include a PG Diploma in Management from MDI Gurgaon, an LLB, and a Bachelor's in Electronics & Communication Engineering. With a deep commitment to research, mentoring, and policy advocacy, Dr. Arora bridges the gap between academia and industry, bringing cutting-edge insights into trade policies, business strategy, and technology-driven governance.

Dr. Nidhi Maheshwari

Associate Professor & Associate Head, 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.

Dr. Anurag Chaturvedi

Assistant Professor



Dr. Anurag Chaturvedi is an Assistant Professor of Management at the University School of Management & Entrepreneurship at Delhi Technological University, where he has been teaching since December 2017. He has over 10 years of experience in his field, including more than six years in teaching and research in finance and financial risk management. His Ph.D. thesis focused on “Interconnectedness and Systemic Risk of Indian Shadow Banks-Detection Measures and Effect Analysis.” He earned his Ph.D. from the Delhi School of Management at Delhi Technological University. His research, evidenced by his publications and conference presentations, primarily focuses on systemic risk within the Indian financial sector, particularly shadow banks. Dr. Chaturvedi’s work digs into interconnectedness, early warning signals, and the application of algorithms like Google PageRank to assess systemic risk. He has taught a range of finance courses at the MBA and BBA levels, held various administrative positions at the university, and participated in training programs, summer schools, and faculty development programs. His corporate experience at companies like Tata Motors and IHS Markit, along with his professional qualifications (FRM Level-1, JRF NET), further demonstrate his practical and theoretical understanding of finance.

Dr. Deepti Aggrawal

Assistant Professor



Dr. Deepti Aggrawal is currently working as an Assistant Professor at USME, Delhi Technological University, Delhi. She is UGC-NET qualified in Management and holds a Ph.D. degree from the Department of Operational Research, University of Delhi. She holds a bachelor’s degree in Mathematics from Miranda House College, University of Delhi and master’s degree in Operational Research from the Department of Operational Research, University of Delhi. She brings in-rich experience of more than 12 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



She is UGC-NET qualified in Computer Science and Applications and was awarded the prestigious DST Inspire Fellowship from Ministry of Science and Technology, Govt. of India. Dr Gaganmeet holds a B.Tech. From GGSIPU, Delhi, and M.Tech and PhD in Computer Science from the reputed Jawaharlal Nehru University, Delhi. She has teaching experience at Shaheed Sukhdev College of Business Studies, University of Delhi and the Department of Computer Science, Jaypee Institute of Information Technology (Main Campus, Sector 62, Noida) as an Assistant Professor (Senior Grade). She has taught core and elective courses in analytics and computer science to UG and PG students like Machine Learning (using R), Python Programming, Data Warehousing and Data Mining, Database Management Systems, Social Media and Web Analytics, Data Querying and Visualization, etc. She has published papers in reputed international journals and conferences. She has organized workshops and has held various assignments at DTU including program coordinator (PhD program), examination, program review committee, etc.

Dr. Harleen Kaur

Assistant Professor

Dr. Harleen Kaur is an Assistant Professor at University School of Management and Entrepreneurship, DTU. She is a PhD in Marketing from Faculty of Management Studies, University of Delhi. Prior education include a PGDM from Indian Institute of Management Calcutta (IIM C) and a B.E. (Information Technology) from Delhi College of Engineering, University of Delhi (now DTU).

She began her marketing career with Pepsico India Ltd. and has worked with leading brands - Mountain Dew, Mirinda and Pepsi. She was awarded the Junior Research Fellowship (UGC NET-JRF). Her research and teaching interests include brand strategy, consumer psychology, consumer brand relationships, marketing research and marketing analytics.



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 (M.E.) 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 18 years of teaching and research experience. She has published papers in various reputed International Journals like Software Quality Journal, Soft Computing, Neurocomputing and International Conferences. Her area of interest includes Machine Learning, Data Mining, Data Analytics, Database Management Systems, Improving Software Quality, Definition and Validation of Software Metrics. She has been recognized with commendable research award for excellence in research from DTU in 2020 and 2021. She is currently the Program Coordinator of the Executive MBA in Data Science and Analytics program at USME, DTU.



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 DSM, DTU in the area of finance. Her areas of interest include Financial and Management Accounting and Corporate Finance.



Dr. Priya Malhotra

Assistant Professor



Dr. Priya Malhotra is an Assistant Professor in the area of Finance at USME, DTU. She has an MBA and Ph.D. in Finance from the Faculty of Management Studies, University of Delhi (FMS, Delhi). She has qualified UGC-NET in Management. 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 the international private banking segment. She has published papers in various reputed international journals and conferences. Her areas of interest include international private wealth management, financial market structure portfolio management, and financial modeling. Financial asset pricing, systemic risk assessment and IT-led interventions in financial markets are her research interests.

Dr. Varsha Sehgal

Assistant Professor



Dr. Varsha Sehgal is an Assistant Professor at USME, DTU in the area of strategy and policy management and holds a Ph.D from DTU in the same area. She has completed M.B. A from IIT Madras and B.Tech in Computer Science & Engineering from Punjab Technical University Jalandhar. She has published papers in various reputed international journals and conferences. Her areas of interest include sustainability and strategy management. She is particularly interested in sustainability and its impact on firm and society dynamics. In addition, she has close to 6 years of industry experience in Fiserv and Infosys related to the Banking Solutions domain. She is currently the program coordinator of the MBA program and is a member of the Training & Placement cell at USME.

Dr. Aakanksha Kaushik

Assistant Professor



Dr. 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.

Dr. Puneet Kumar Arora

Assistant Professor



Dr. Puneet Kumar Arora is an Assistant Professor at the Delhi Technological University in the discipline of economics. He has over 6 years of experience in delivering courses in Economics to UG and PG students including Statistics, Econometrics and Mathematical Methods for Economics. 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 and a PhD in economics and trade policy from the Indian Institute of Foreign Trade, New Delhi. He has to his credit several research papers in national and international journals. He is a regular contributor to leading economics and finance newspapers such as Mint and Nikkei Asia. 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 M. Phil and Ph.D. in Economics from Jawaharlal Nehru University (JNU). Prior to this, she holds BA and MA degrees from Dr Rammanohar Lohia Avadh University, Ayodhya. She has twelve years of teaching experience and is JRF in Economics. Her research areas include Economics of Education, Economics of Migration, Skill Development, Vocational Education, Technology and Entrepreneurship and have vast experience in teaching Microeconomics, Indian Economy, Managerial Economics, Economics of education and migration. She has her journal publications in ABDC, SCOPUS, ESCI and SSCI indexed journals and three chapters in international handbooks. As Innovation Ambassador of IIC, Ministry of Education (MoE), she has conducted various outreach activities to create an entrepreneurial mindset in students.

Admissions to BBA program at DTU

Admissions to BBA Program at DTU are conducted through Combined Management Admissions Committee of three Universities, viz Delhi Technological University, Netaji Subhash University of Technology and Indira Gandhi Delhi Technological University for Women.

Eligibility Criteria

- i. The candidate must have scored at least 50% marks in the 12th board examination from a recognised board and must have passed English as a subject in the 12th Board Examination.
- ii. Candidates belonging to the OBC and Defence Personnel categories shall be eligible for a relaxation of 5% in the minimum marks criterion.
- iii. Candidates belonging to the SC, ST and PwD categories shall be eligible for a relaxation of 10% marks in the minimum marks criterion.
- iv. The candidate must have appeared for Common University Entrance Test (CUET) -UG 2025 conducted by the National Testing Agency (NTA) in English (Code 101) and General Aptitude Test Code 501).

Selection Criterion:

- a. The admissions in BBA program will be based on score of CUET -UG 2025. Seat allotment will be done strictly on the basis of the merit of the candidate, priority/choice of the institution/university filled by the candidate and availability of seats in the respective category of the candidate as per rules. For more details please refer admission brochure of the respective universities.
- b. The merit list will be prepared on the basis of score of CUET UG 2025 in the following two components: English (Code 101) and General Aptitude Test (Code 501)
- c. The weightage of the above components in preparation of the Merit list will be as follows:

S. No.	Criteria	Weightage
1.	Score in English (Code 101)	25%
2.	Score in General Aptitude Test (Code 501)	75%

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

- i) The candidate with higher score in General Aptitude Test shall be ranked higher.
- ii) In case of tie in score in General Aptitude Test, the candidate older in age will be ranked higher.
- iii) In case of tie in the age criterion, the candidate with higher score in English (Class XII) shall be ranked higher.
- iv) In case of tie in English (Class XII), random number will be used to break the tie.

Note: - If the Candidate has not appeared in the tests of English (Code 101) and General Aptitude test (Code 501) in CUET UG 2025, such candidate will not be considered in the merit List and such candidates need not to apply for BBA admissions through CMAC 2025.

Admission Procedure:

All candidates desirous of seeking admission to the BBA four-year program at USME, DTU are required to visit website <https://www.cmacadmissions.com/> and fill the registration form after payment of a non-refundable registration fee. Details are available on the CMAC website.

Documents to be uploaded at the time of registration:

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

- a. Photograph
- b. Signature
- c. Class X Certificate (both sides)/ Birth certificate for Date of Birth
- d. Class XII Marksheet and certificate

- e. CUET UG 2025 Score Card
- f. Category Certificate (EWS/SC/ST/OBC-NCL) (if applicable)
- g. PwD Certificate (if applicable)
- h. Defence Certificate (if applicable)
- i. Affidavit for single girl child (if applicable)

Note: The candidates from OBC-NCL and EWS category must submit the valid OBC-NCL or EWS Certificate valid for the year 2025-26 (issued after 31st March 2025) otherwise they will not get the benefit of reservation.

Counselling & Payment of Seat Acceptance Fee

Seat allotment will be done strictly on the basis of the merit of the candidate, priority/choice of the institution/university filled by the candidate and availability of seats in the respective category of the candidate as per rules. The allotment of seats, Documents Verification Schedule and Part admission fee payment schedule (Rs. 1,00,000) will be notified on CMAC website. If the candidate does not appear for documents verification, his/her seat will automatically get cancelled. A candidate, who is allotted a seat in any round of counselling is required to pay the part admission fee of Rs. 1,00,000/- (Rs. One Lakh only) as per the payment mode instructed in the guidelines of counseling (The detailed guidelines will be issued in due course of time on CMAC-2025 website). Balance fees need to be paid by the candidate at Delhi Technological University at the time of academic registration. All the candidates who get an allotment will have to pay part admission fee (Rs.1,00,000/- Rupees One Lakh) as per the admission schedule, failing which his/her allotted seat will stand automatically cancelled and the candidate will not be considered for subsequent rounds of seat allotment. However, such candidates are eligible for spot round of counselling.

Reporting at DTU

All provisionally admitted candidates are required to visit the website www.dtu.ac.in for physical verification of original

documents/commencement of classes and payment of balance fee (if any). Admitted candidates need to pay the balance fee of Delhi Technological University as per fee payment schedule which will be announced on DTU website in due course, failing which, the admission of the candidate automatically stands cancelled ipso facto.

Documents Required at the Time of Admission

Following is the list of documents required for verification at the time of Counselling:

1. Print-out of the online application form duly signed by the candidate
2. Degree and Marks sheet of the qualifying examination i.e, 12th class
3. Date of Birth Certificate as indicated in High School or equivalent examination i.e. Class X.
4. Fee receipt of registration fee
5. Reserved category / sub-category Certificates, as applicable.
6. CUET 2025 score card
7. Medical Fitness Certificate

Note: The candidates from OBC-NCL and EWS category must submit the valid OBC-NCL or EWS Certificate valid for the year 2025-26 (issued after 31st March 2025) otherwise they will not get the benefit of reservation.

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

Spot Round

Spot round may be conducted if seats remain vacant. Details of spot round will be notified on the website <https://www.cmacadmissions.com/>.

NOTE: Fresh applications against vacant seats, if any, may be invited by following an alternative admission criterion in Special spot round of admissions by DTU. Interested candidates may refer to www.dtu.ac.in for information about any such rounds if conducted.

Tentative Admission Schedule

The admission schedule is declared by CMAC Delhi. Applicants are requested to check the CMAC website for any updates to the schedule. The schedule shared below is purely tentative and as mentioned on the CMAC website.

S. No.	Events	Dates
1.	Start of Online Application form	20 th June 2025
2.	Last date of submitting the completely filled application form	13 th July 2025
3.	Release of the Merit List, Document Verification and Payment of Fees	Will be announced on CMAC Portal
4.	Spot Round (If Seats remain vacant)	Will be announced on CMAC Portal
5.	LAST DATE OF ADMISSION	Will be announced on CMAC Portal

Note: The admission schedule is purely tentative; candidates are advised to visit **www.cmacadmissions.com** on regular basis for the updates. All important updates will be posted on CMAC website only so the candidate will be responsible if he/she missed any information.

Intake & Seat Matrix

The annual intake of this program is 180+1+1 at USME.

Category→	GN	SC	ST	OB	EW	Total
Subcategory↓	General	Scheduled Caste	Scheduled Tribe	Other Backward Classes	Economically Weaker Sections	
Delhi Region						
GN (No Subcategory)	56	21	10	37	13	
CW (Defence Personnel)	3	1	1	2	1	
PD (Differently abled Persons)	3	1	1	2	1	
Total Delhi Region	62	23	12	41	15	153
Outside Delhi Region						
GN (No Subcategory)	9	4	2	7	3	
CW (Defence Personnel)	1	0	0	0	0	
PD (Differently abled Persons)	1	0	0	0	0	
Total Outside Delhi Region	11	4	2	7	3	27
Total Seats						180
Kashmiri Migrant (KM)*						1
Single Girl Child*						1
Total Seats						182

The reservations of the seats for SC/ST/OBC/EWS and sub categories Defence/ PWD are as per the norms.

Reservation Policy

Region

Delhi Region Candidates (85% of seats) - A candidate passing the qualifying examination from a recognized School / College / Institute located within the National Capital Territory (NCT) of Delhi will be considered for Delhi Region only.

Outside Delhi Region Candidates (15% of seats) - A candidate passing the qualifying examination from a recognized School / College / Institute located outside the National Capital Territory (NCT) of Delhi will be considered for Outside Delhi Region only.

NOTE: For a candidate, who has passed the qualifying examination through Patrachar Vidyalaya, Delhi / National Institute of Open School, Delhi (NIOS), the criterion for deciding the region shall be the location of his/her centre of examination. In other words, if the centre of examination is located in the N.C.T. of Delhi, the candidate shall be considered under the Delhi Region and if the centre of examination is located outside N.C.T. of Delhi, he/she shall be considered under the Outside Delhi Region.

Category & Subcategory

- a. **Scheduled Caste (SC):** 15% of the total seats are reserved for Scheduled Caste candidates.
- b. **Scheduled Tribe (ST):** 7.5% of the total seats are reserved for Scheduled Tribe candidates.
- c. **Other Backward Class (OBC- NCL):** 27% of the total seats are reserved for Other Backward Class (Non-Creamy Layer) candidates.
- d. **Economically Weaker Section (EWS):** 10% of the total seats are reserved for Economically Weaker Section candidates
Sub-categories namely "Defence" and "Person with Disability" are available

under each category (General, SC, ST, OBC-NCL, EWS)

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

Priority I - Widows/Wards of defence personnel killed in action.

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

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

Priority IV - Wards of defence personnel 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

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.

- f. **Person with Disability (PD):** 5% of the total seats in each category are reserved for candidates belonging to 'Person with Disability' sub-category

g. Kashmiri Migrants (KM) Supernumerary:

One seat over and above the total intake in each course, is available under this category. First preference will be given to Kashmiri Migrant candidate:

- i. who has passed the qualifying examination from a school/college/institute located within the NCT of Delhi;
- ii. whose parents are registered in Delhi up to 11.06.2001 as Kashmiri Migrant;
- iii. and who is residing in the N.C.T. of Delhi.

Note: In case of seat remaining vacant, Kashmiri Migrant settled outside Delhi will be considered.

h. Single Girl (SG) Child Supernumerary:

One seat in each course over and above the normal intake is reserved for single girl child candidate (girl having no brother and sister alive) who has passed 10+2 from schools located in NCT of Delhi.

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. In case, sufficient number of eligible candidates from the subcategories mentioned at (e) and (f) are not available,

the vacancies will be treated as unreserved in the respective category.

- iv. 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 subcategory. Remaining vacant seats, if any, will be allotted to the priority-II in the similar way, and so on. The reservation under CW subcategory is available only to such candidates who fall under the listed priorities.
- v. It is the sole responsibility of the candidate to prove his/her eligibility for claiming reservation under any of the reserved categories / subcategories. The candidates claiming reservation under SC / ST / OBC/ KM / SG / EWS 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.

FEE STRUCTURE

S. No.	Particulars	Fee in AY 2025-26 (Rs.)	Fee in AY 2026-27 (Rs.)	Fee in AY 2027-28 (Rs.)	Fee in AY 2028-29 (Rs.)
1.	Tuition Fee	62,500	67,500	70,500	70,500
2.	Non Govt. Component				
2.1	Student Welfare Fee (Co-curricular activities, Training & Placement, Extra Curricular Activities, Annual Gathering, Students welfare, Institutional Development, outsourcing, conference, seminar, workshop, innovative projects, skill development activities and, Misc Expenditure on Unspecified Items)	16,000	18,000	19,500	19,500
2.2	Facilities & Services Charges (Research initiatives, training programmes, Awards, automation, facilities, entrepreneurship activities and any misc. expenditure on unspecified items)	16,000	18,000	19,500	19,500
2.3	Economically weaker section fund	6,000	6,000	6,000	6,000
2.4	Examination fee (Examination Infrastructure strengthening, expenditure on examination activities, confidential printing etc.)	15,000	17,000	17,000	17,000
2.5	DTU medical facilities and premium amount for medi-claim of student (per-annum)	700	700	700	700
2.6	Alumni Association life membership, registration fee (one time, non-refundable)	1000	-	-	-
	GRAND TOTAL	1,17,200	1,27,200	1,33,200	1,33,200

WITHDRAWAL POLICY

All fee refunds of the candidates, who have withdrawn their seat till spot round will be made by CMAC, Delhi 2025. After that the candidates have to approach DTU for any withdrawals. Last date of Admission will be announced on CMAC Portal.

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

S. No.	Percentage of refund of aggregate fee*	Point of time when notice of admission is served to the University
1	100%	15 days or more before the formally notified last date of admission
	90%	Less than 15 days before the formally notified last date of admission
2	80%	15 days or less after the formally notified last date of admission
3	50%	30 days or less but more than 15 days after the formally notified last date of admission
4	00%	More than 30 days after the formally notified date of admission

*Inclusive of Tuition fee and non-govt component.

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).
- 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) Defence subcategory- For admission to a seat reserved for Defence subcategory, candidate must produce the following certificates (as applicable), in original, at the time of document verification:
 - a. Entitlement card in original issued by the Record Officer of the Unit/ Regiment of Armed Personnel of the Armed Forces in case of Armed Personnel or from the Home Ministry in case of Para-Military forces.
 - b. Widows/ Wards of the officers and men of Armed forces including Para-Military personnel who died or disabled on duty (both attributable to military service) must produce a certificate to that effect from the following authorities.
 - i. Secretary, Kendriya Sainik Board.
 - ii. Secretary, Rajya/Zila Sainik Board.
 - iii. Officer-in-Charge, Record Office.

In case of Para-Military forces appropriate documents/certificates

issued by Competent Authority notified in this regard by the Para-Military forces headquarters must be produced. A statement to the effect that “the death/physical disability (percentage to be mentioned) is attributed to military service” is required to be included in the certificate.

- c. Medical records in original.
- d. Special Pension Order and Passbook indicating special pension.
- e. Gallantry award certificate.
- f. Original ex-servicemen Identity Card/ Discharge Book/ Pension Payment Order.
- g. Dependency card issued by the competent authority in order to relate the relationship of the candidate with the Defence personnel/gallantry award recipient.
- h. Original Service Identity Card
- i. A certificate from the respective C.O. Unit in respect of serving personnel (Priority VII).

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

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

- a. Marksheet of qualifying examination
- b. 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.
- c. Proof of property in Kashmir of the parent of the candidate.
- d. Proof of current residence such as Ration Card, Photo Identity Card

issued by the Election Commissioner, Driving License, etc.

- v) **Single Girl Child** - For claiming admission under the Single Girl Child category, the Father/Mother/Guardian (in case parents are deceased) shall have to submit affidavit / self-attested to this effect duly attested by area 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

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. The reservation certificate should be issued from the respective state/region in which the reservation is being claimed, e.g. in case, a candidate claims the seat reserved for the Delhi Region category, he/she has to bring SC/ST/OBC certificate issued by Govt. of NCT of Delhi and should have also passed his/her qualifying examination from a School / College / Institute located in National Capital Territory of Delhi.
3. OBC (NCL) candidates are required to produce a caste certificate issued after March 31, 2025 from the authorities as mentioned above. However, if the certificate is issued prior to March 31, 2025, 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.
4. The EWS Certificate should be issued after March 31, 2025.

The formats of some of the required certificates are printed below for the guidance for the candidates. **Separate certificates bearing the same data as specified in these sample formats are also acceptable.** Original certificates, as prescribed, should be signed by the authorities mentioned therein, under the legible seal of office.

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

This is to certify that Master/Miss _____
son/daughter of _____ resident of _____
_____ the above named
officer/JOO/OR pertains to the category marked below:- (Select one from below)

- a. Killed in Action on _____ during _____
- b. Disabled in Action on _____ during _____
- c. Died in peace time on _____ with death attributable to military service.
- d. Disabled in peace time with disability attributable military service.
- e. Gallantry Award Winner (_____)
- f. Ex-Serviceman.
- g. Serving Soldier

(Category _____ above)

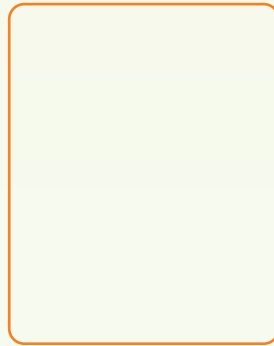
Mr./Miss _____ son/daughter
of the above named officer/JCO/OR is eligible for Admission in DTU against the
Defence quota under priority _____ His/Her
Ex-Serviceman Widow Identify Card No. is DLH-01 _____
NO _____ / RSB SECRETARY

(Round stamp of office)

(Zila/Rajya Sainik Board)

MEDICAL FITNESS CERTIFICATE

(To be signed by a registered medical practitioner holding a Medical Degree)
(TO BE SUBMITTED AT THE TIME OF ADMISSION)



I certify that I have carefully examined Mr./Ms.* _____
son/daughter of Shri _____ whose signature is
given below. Based on the examination, I certify that he/she is in good mental and
physical health and is free from any physical defects which may interfere with his/her
studies including the active outdoor duties required of a professional.

Marks of Identification _____

Signature of the Candidate _____

Place:

Date:

Name & signature of the Medical Officer
with seal and registration number

* Strike whichever is not applicable.

CERTIFICATE FOR PERSON WITH DISABILITY

(To be issued by Medical Board from Government Hospital)

1. Name of the candidate: Mr./Ms.* _____
2. Father's Name: _____
3. Permanent Address: _____

4. Percentage loss of earning capacity (in words): _____
5. Whether the candidate is otherwise able to carry on the studies of BBA/B.A. (H) Economics programme: _____
6. Name of the disease-causing handicap: _____
7. Whether handicap is temporary or permanent: _____
8. Whether handicap is progressive or non-progressive: _____
9. The candidate is FIT / UNFIT to pursue further studies.
(*Strike out whichever is not applicable)

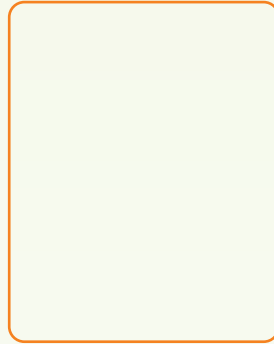
Member
(Orthopaedic Specialist)

Principal Medical Officer
Seal of Office

Date: _____

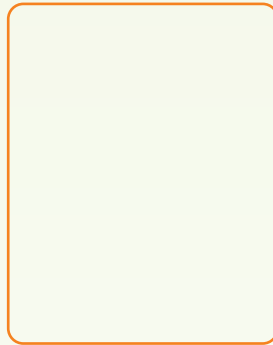
NOTE:

1. The medical board must have one orthopedic specialist as its member.
2. Candidate having temporary or progressive handicap will not be considered against these seats.

**SUITABILITY CERTIFICATE FOR AVAILING ADMISSION
AGAINST PERSON WITH DISABILITY**

Certified that Shri/Km/Smt. _____
son/daughter/wife of Shri/Smt. _____ is physically
handicapped due to _____
_____ and he/she is fit for undergoing the course(s)
_____ at East Delhi Campus, DTU.

Name & Signature of
The Officer In-charge
Vocational Rehabilitation Centre
for Physically Handicapped
9,10,11 Karkardooma,
Vikas Marg, Delhi-110092

**CERTIFICATE FOR AVAILING ADMISSION
AGAINST J&K MIGRANT QUOTA**

Certified that Shri/Kum./Smt. _____

Son/daughter/wife Shri/_____ resident of _____
_____ is registered as migrant from Jammu & Kashmir.

The Registration number is _____ dated _____.

It is also certified that Shri/Kum./Smt _____ is registered in
Delhi as J & K Migrant on _____.

Name & Signature of

Deputy Commissioner/Competent Authority
(Office Stamp)

Place:.....

Date:.....

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

AFFIDAVIT FOR ONLY (SINGLE) GIRL CHILD CATEGORY
(on non-judicial paper of Rs. 20/- duly attested by 1st class Magistrate)

I _____ (name) father/mother of
Miss _____, resident of _____
_____ (full address to be given) do hereby,
solemnly declare and affirm as under:

1. That I am a citizen of India.
2. That Miss _____ born on _____ is the only
(Single) Girl Child of the deponent.
3. That the deponent has no living male /female Child other than the above one.

Place: _____

Dated: _____

DEPONENT

VERIFICATION

Verified that the contents of the above affidavit / self-attested are true and correct to the best of my knowledge and belief and nothing has been concealed therein

DEPONENT

Place: _____

Dated: _____

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

**Income & Asset Certificate to be Produced
by Economically Weaker Sections**

Certificate No. _____

Date: _____

VALID FOR THE YEAR _____

This is to certify that Shri/Smt./Kumari _____ son/daughter/
wife of _____ permanent resident of _____,
Village/Street _____ Post Office _____

District _____ in the State/Union Territory Economically Weaker Sections,
since the gross annual income* of his/her 'family'** is below Rs. 8 lakh (Rupees Eight
Lakh only) for the financial year _____. His/her family does not own or possess any
of the following assets***:

- I. 5 acres of agricultural land and above;
- II. Residential flat of 1000 sq. ft. and above;
- III. Residential plot of 100 sq. yards and above in notified municipalities;
- IV. Residential plot of 200 sq. yards and above in areas other than the notified municipalities.

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

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

Signature with seal of Office _____

Name _____

Designation _____

Recent Passport size attested photograph of the applicant

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

**Note2: The term "Family" for this purpose include the person, who seeks benefit of reservation, his/
her parents and siblings below the age of 18 years as also his/her spouse and children below the age
of 18 years.

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

*** Note 4: The certificate should be issued after March 31, 2025.

Form for Withdrawal of Admission

1. Programme _____
2. Name of Candidate _____
3. Parent /Guardian's Name _____
4. Communication Address _____
5. Telephone _____
6. Mobile _____
7. Email Address _____
8. 12TH Board Roll No. _____ Region _____
9. Category / Sub-category _____

Bank Account Details

- Name of the Bank Account Holder (in favour of whom Bank Transfer is to be made) _____
- Relationship of the Bank Account Holder with the Candidate _____
- Bank Detail of above person to be furnished in the given format:

Name of the Bank	Address of the Bank	Complete Bank Account No.	IFSC CODE of the Bank Branch

UNDERTAKING

We understand and know the refund rules of the University and agree to abide by the same and we further understand that the refund would be made in due course of time through bank transfer only as per above request.

(Signature of Parent/Guardian)

(Signature of Student)

Date: _____

Compulsory Encl.:

1. Original documents issued by the University/Institute to the candidate at the time of Admission/Counselling
2. Cancelled Cheque of CBS Bank branch, showing the details of bank A/c No., IFSC Code, beneficiary name, etc. must be attached by the concerned student along with this Withdrawal Form.

Refund amount will directly be transferred in the bank account, submitted by the student in this form, through electronic mode (ECS/ NEFT). Therefore, student must ensure to provide correct bank account details, cancelled Cheque & the required enclosures. DTU will not be liable for any wrong transfer of amount on account of incorrect bank information provided by the student.

For queries contact us at:

**University School of Management &
Entrepreneurship**

Delhi Technological University

East Delhi Campus

Vivek Vihar, Phase-II, Delhi-110095

E-mail: bba.usme@dtu.ac.in

UNIVERSITY SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP

East Delhi Campus, Vivek Vihar Phase II Delhi 110095



Delhi Technological University

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