



Delhi Technological University

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

ISO 9001 : 2015 Certified

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



ADMISSION BROCHURE

UNIVERSITY SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP

East Delhi Campus, Vivek Vihar Phase II Delhi 110095



EXECUTIVE MASTER IN BUSINESS ADMINISTRATION IN DATA SCIENCE AND ANALYTICS (2025-2027)



2025

EXECUTIVE MBA IN DATA SCIENCE AND ANALYTICS ADMISSION

SESSION: 2025-26

ADMISSION SCHEDULE WITH IMPORTANT DATES

(For Final Schedule & Important Dates, visit DTU website: www.dtu.ac.in)

| Event | Date and Day |
|---|---|
| Uploading of Information Bulletin and Application Form on DTU website | 02.06.2025 (Monday) |
| Last date of submitting the completely filled application form | 06.07.2025 (Sunday) |
| Date of release of short-listed candidates for Personal Interview | 10.07.2025 (Thursday) |
| Date of Personal Interview | 12.07.2025 – 13.07.2025 (Saturday-Sunday) |
| Release of first list of selected and waitlisted candidates | 16.07.2025 (Wednesday) |
| Reporting of candidates from the first list for counselling and last date of payment of fees | 19.07.2025 (Saturday) |
| Release of second list for admission from waitlisted candidates for second round of counselling | 22.07.2025 (Tuesday) |
| Reporting of candidates for second counselling and last date of payment of fees | 27.07.2025 (Saturday) |
| Last Date of Admission | 27.07.2025 (Saturday) |
| Spot Round Notification (if required) | 31.07.2025 (Thursday) |

Note:

All candidates desirous of seeking admission to the Executive MBA in Data Science and Analytics Programme are hereby advised to read the brochure carefully and visit the website www.dtu.ac.in regularly for updates and other details/additional information about the entire admission process.





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दिल्ली प्रौद्योगिकी विश्वविद्यालय DELHI TECHNOLOGICAL UNIVERSITY

Established by Govt. of Delhi vide Act 6 of 2009

(Formerly Delhi College of Engineering)



Prof. Prateek Sharma
Vice-Chancellor



Message

It gives me immense pleasure to welcome you to Delhi Technological University (DTU) and introduce you to our prestigious Executive MBA in Data Science and Analytics program.

Delhi Technological University is globally known for outstanding education, research and innovations. With a rich legacy of over eight decades, the University currently offers various interdisciplinary and industry relevant programs in science, technology, management and allied areas at undergraduate, post-graduate and doctoral levels. At DTU, we ensure that our students go on to become professionals and impactful leaders, through a holistic and rigorous curriculum, state-of-the-art facilities, and our talented faculty members. This is coupled with a diverse range of extra-curricular activities throughout the year, which help students develop various skills to facilitate them throughout their lives.

In today's digital era, data is not just a tool but a transformative force reshaping industries, decision-making, and the global economy. DTU, with its strong legacy of academic excellence and innovation, is proud to offer this cutting-edge program tailored for professionals seeking to use the power of data and lead with insight.

The EMBA -DSA program is designed to blend core management principles with the latest advancements in data science, analytics, and artificial intelligence. It empowers future-ready leaders with the analytical skills and strategic thinking required to thrive in complex, data-driven environments. Our distinguished faculty, state-of-the-art infrastructure, and strong industry collaborations ensure a rich and impactful learning experience.

Over the years, Delhi Technological University has firmly established itself as an institution of unshakable repute, both nationally and internationally. Securing admission to DTU is a matter of great pride, as the University continues to scale new heights of academic and professional excellence on the global stage. The University has cultivated and preserved an exceptional academic environment that fosters the continuous exchange of knowledge and ideas. This program offered by DTU will empower professionals to navigate complexities, seize new opportunities, and excel in corporate, entrepreneurial, and public-sector roles with confidence.

I am sure that this program will be an opportunity for driven professionals to enhance their expertise, develop a forward-thinking perspective, and create lasting impact in the corporate world. I extend my best wishes to all candidates for their academic journey and all their future endeavours.

(Prof. Prateek Sharma)

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

General Instructions

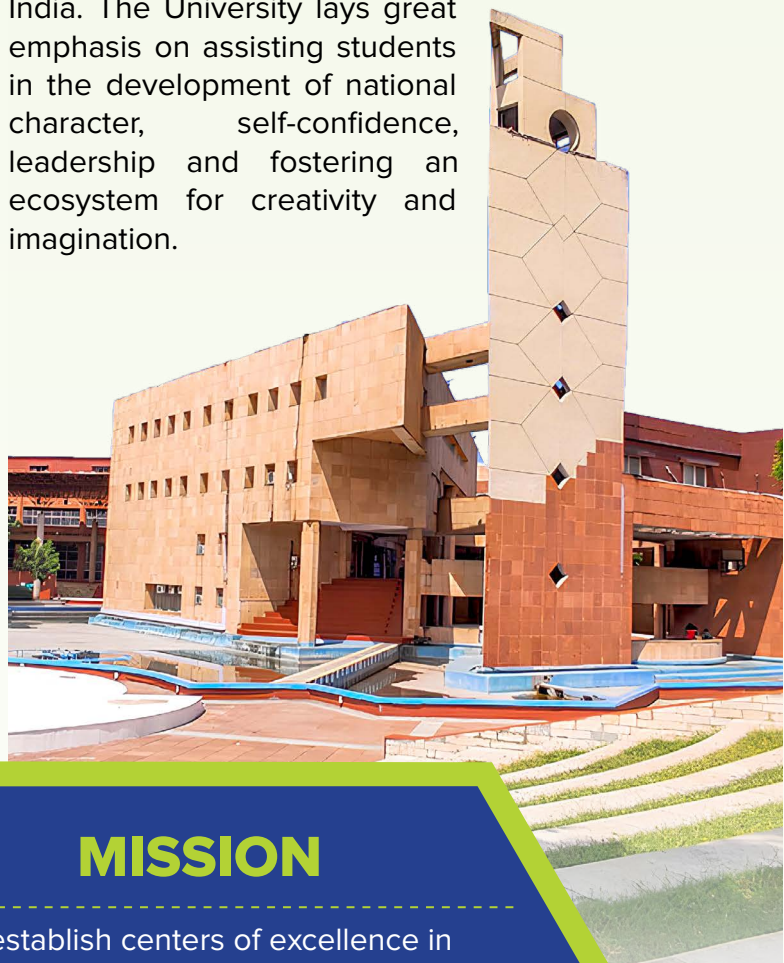
1. The application forms can be accessed at the web portal of the University website at: www.dtu.ac.in.
2. The candidates are advised to go through the Admission Brochure carefully and acquaint themselves with all the requirements with respect to filling up of the Online Application Form.
3. The registration fee of Rs. 1500/- for GN/ OBC/EWS/SC/ST/PwD, 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.
4. 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.
5. 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.
6. The applicants are advised to preserve the Online Application Form as well as Acknowledgements if any for future reference.
7. 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.
8. 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.
9. Candidates must ensure that Mobile Number and Email Address provided by them must be valid and should belong to the candidate or his/her immediate family members. 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.
10. It is in the interest of candidate to remember his/her Password and keep it highly confidential, to avoid misuse by other candidate.
11. Tentative dates of commencement of first and subsequent round admissions are mentioned under "Important Dates Schedule" in this Admission Brochure. Any update/ change will be notified at the DTU website (www.dtu.ac.in).
12. 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 at the time of admission.
13. 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.
14. 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 inter-disciplinary and industry relevant programmes 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 centers 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 programmes, 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 10 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. programmes. 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 programmes 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/programme 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 programme 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 programme 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 programmes 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 programmes 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 AAHVAAN 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 of DTU in the year 2017, to fulfill its mission of offering a portfolio of the highest quality of Programmes aimed at emerging area such as analytics and venture development, and the creation of an ecosystem for learning, research and practice in management and entrepreneurship. It aims to grow into a nodal centre for entrepreneurship, and to become a multidisciplinary practise-oriented school.

Situated in the East of Delhi, the Campus comprises three disciplines of Management, Economics and Innovation, Entrepreneurship, and Venture Development, with faculty having a background of leading institutions such as IIM Kolkata/Lucknow, IIT Madras/Ropar, JNU, DSE, etc. It houses an ecosystem that is not only multidisciplinary, but multidimensional in its range of activities. There is a network of student entrepreneurs from the MBA Entrepreneurship streams, and ventures (including the DTU-IIF incubates), mentors and professionals, in-house and visiting faculty from premier institutions and industry, and a vibrant student community.

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

The first USME Internship fair organised in February 2020 resulted in over three hundred fifty internship offers. This was followed by a Corporate Engagement Week organised in April 2021 which witnessed over five hundred offers to both UG and PG students.

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 common rooms. Badminton courts are also there on Campus, along with shared international standard hockey facilities, and access to all the famed DTU Main Campus sports complex facilities for lawn tennis, cricket, gymnastics, basketball, etc. It also sends its own teams to competitions in various sports. USME offers the Master of Arts (MA) in Economics and Executive MBA in DATA Science and Analytics Programs at the PG level and the Bachelor of Business Administration (BBA), BBA IEV and Bachelor of Arts (Honours) in Economics Programs at the UG level. The Ph.D. Programs in Management, Economics and Entrepreneurship/Venture Development disciplines has fifty scholars at present. 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

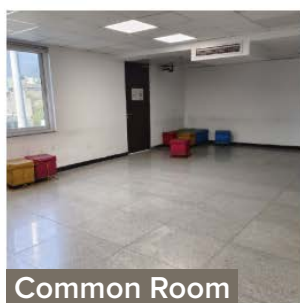
To encourage and foster the spirit of enquiry and develop scientific temper

To nurture responsible ethical leaders

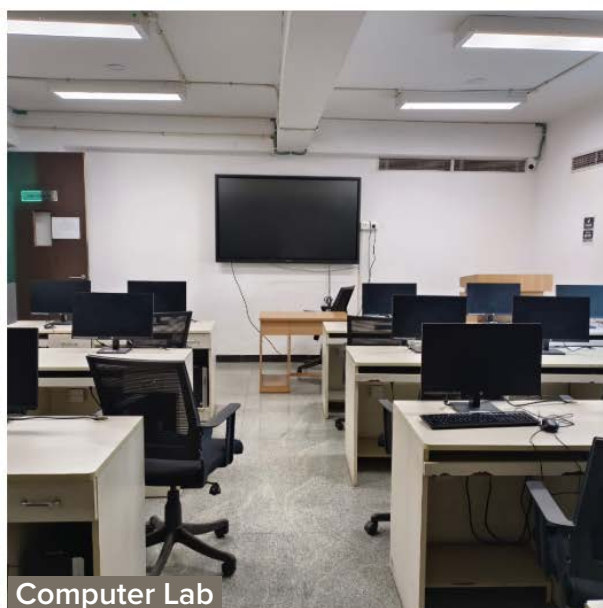
To contribute towards enrichment of corporate and professional life by providing consultancy and training



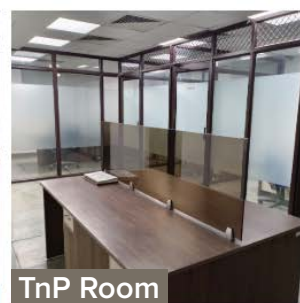
INFRASTRUCTURE @ USME



Common Room



Computer Lab



TnP Room



Incubation Centres



Manthan Hall



Basketball & Volley Ball Ground



Library



Newspaper & Magazine

CENTRES OF EXCELLENCE @USME

Entrepreneurship Development Centre (EDC): The aim of the centre is to develop an institutional mechanism to create entrepreneurial culture in science and technology and to foster techno entrepreneurship and knowledge enterprise development for generation of wealth and employment by personals. The centre guides the budding students to pursue entrepreneurship as their career. At the nascent stage, the centre has organised experiential workshop on entrepreneurship

under the government's Technical Education Quality Improvement programme (TEQIP), and has hosted a start-up business plan competition in the annual fest Traction which saw participation from various leading institutions such as IIM Lucknow, IIM Shillong, IIM Rohtak, among others, from various parts of India, with a participation from over a hundred management students. It has worked with the Enactus programmes to engage in social ventures that help improve the quality of life for the people in need.

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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 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 programmes, 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 AT USME

There has been active involvement of students and faculty in the various professional activities and student events. The department has around 16 student clubs built around professional, cultural, social

and sports related interests. 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.



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.



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.

Students Clubs and Cultural Activities

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

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



The SPIC MACAY Heritage Club, East Delhi Campus Chapter, was inaugurated to celebrate and preserve India's classical arts and rich cultural heritage.



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



USME organized a vibrant Dandiya Night on 9th October, 2025 bringing 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

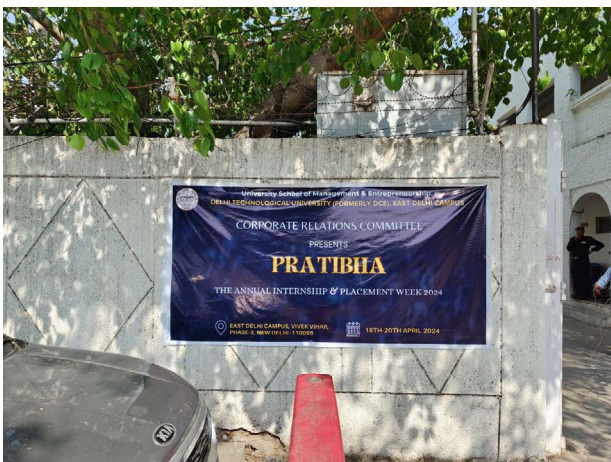
The training and placement cell of USME works in collaboration with the Training and Placement Department of DTU. The placement process is, like all premier institutions, a student-run affair, working under the guidance of the faculty coordinators. The team of training and placement cell acts as an interface between the industry and students, and provides counselling, practical assistance and runs programmes, 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 16, 2025 – April 17, 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.



OUR PAST RECRUITERS

| | | | |
|--|--|--|---|
|  S&P Global |  Tech Mahindra |  publicis sapient |  Birlasoft® |
|  Dabur |  Goodyear |  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 POWER |
|  nexusdigm |  PLANET SPARK |  JK TYRE TOTAL CONTROL |  NEWGEN One world. One workplace. |

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About Executive MBA in Data Science and Analytics Programme

Executive MBA in Data Science and Analytics at University School of Management & Entrepreneurship for working professionals with minimum 2 Years of managerial/professional/technical work experience. This programme has been specially designed to cater to the needs of working professionals who are eager to enhance their skills and knowledge in the dynamic field of data science.

Class Schedule: Weekend classes (including option for 30% hybrid mode, if approved by programme coordinator in each case).

Degree: Executive MBA in Data Science and Analytics

This programme is a perfect opportunity for professionals who have a minimum of 2 years of managerial/professional/technical work experience and are looking to further their career in the exciting realm of data science. With the exponential growth of data-driven decision making across industries, the demand for skilled data scientists and analysts is at an all-time high. Our Executive MBA programme will equip you with the necessary tools and expertise to excel in this field and stay ahead of the curve.

Key Features of the Programme:

- Comprehensive curriculum covering the core concepts of data science and analytics.
- Practical application of data science techniques through hands-on projects and case studies.
- Industry-relevant coursework to ensure alignment with current trends and best practices.
- Faculty comprising experienced professionals and esteemed academicians.
- Networking opportunities with industry experts and like-minded professionals.
- State of the art infrastructure and cutting-edge technology resources.

By choosing our Executive MBA programme in Data Science and Analytics, you will embark on a transformative learning journey that combines academic rigor with practical insights. This programme will empower you to tackle complex business challenges, leverage data—driven strategies, and make informed decisions in a data-centric world.

The programme will be spread over Seven Terms, to earn 84 credits. The programme will target Mid to Senior level Executives. At the time of submitting the application, the prospective candidates must be employed at an organization. Professionals who are owners of a registered business would also be eligible to apply.

Duration of Executive MBA in Data Science and Analytics Programme

The programme spans for Seven Terms of 11-13 weeks and 12 credits each, with teaching concentrated around ten to eleven weeks within the term. The Seventh Term will involve Live Research/Capstone Project Work, including elaborate self work/study. Flexible mode classes will be held at the USME Campus, Delhi, in evening of working days/ Saturdays and/or Sundays. The scheme of subjects is as follows.

All subjects are for 3 credits/30 hours instruction, unless otherwise mentioned. There will be a component of self learning also, which will require additional hours of learning for each credit, in addition to the 30 hours of in class teaching learning transactions.

THE COURSE CURRICULUM OF EXECUTIVE MBA IN DATA SCIENCE AND ANALYTICS PROGRAM

The program comprises of seven terms. The term wise list of courses are as follows:

First Year: First Term

| Course Code | Course Title | Course | Credits | Contact Hours/ Week | | | Relative Weights | | | | |
|-------------|--|--------|---------|---------------------|---|---|------------------|-----|-----|-----|-----|
| | | | | L | T | P | CWS | PRS | MTE | ETE | PRE |
| EMD101 | Business Communication | SEC | 3 | 2 | 1 | - | 25 | - | 25 | 50 | - |
| EMD103 | Data Science I - Mathematical Foundations for Data Science | AEC | 3 | 2 | 1 | - | 25 | - | 25 | 50 | - |
| EMD105 | Organizational Behaviour | DCC | 3 | 2 | 1 | - | 25 | - | 25 | 50 | - |
| EMD107 | Cost Accounting and Management Control | DCC | 3 | 2 | 1 | - | 25 | - | 25 | 50 | - |
| | Total Credits | | | | | | 12 | | | | |

First Year: Second Term

| Course Code | Course Title | Course | Credits | Contact Hours/ Week | | | Relative Weights | | | | |
|-------------|-------------------------------------|--------|-----------|---------------------|---|---|------------------|-----|-----|-----|-----|
| | | | | L | T | P | CWS | PRS | MTE | ETE | PRE |
| EMD109 | Data Sciences II - Data Mining | SEC | 3 | 2 | 1 | - | 25 | - | 25 | 50 | - |
| EMD111 | Operations and Logistics Management | DCC | 3 | 3 | - | - | 25 | - | 25 | 50 | - |
| EMD113 | Marketing Management | DCC | 3 | 2 | 1 | - | 25 | - | 25 | 50 | - |
| EMD115 | Managerial Economics | DCC | 3 | 2 | 1 | - | 25 | - | 25 | 50 | - |
| | Total Credits | | 12 | | | | | | | | |

First Year: Third Term

| Course Code | Course Title | Course | Credits | Contact Hours/ Week | | | Relative Weights | | | | |
|-------------|---------------------------------------|--------|-----------|---------------------|---|---|------------------|-----|-----|-----|-----|
| | | | | L | T | P | CWS | PRS | MTE | ETE | PRE |
| EMD102 | Critical Thinking and Problem Solving | VAC | 3 | 2 | 1 | - | 25 | - | 25 | 50 | - |
| EMD104 | Data Sciences III-Machine Learning | AEC | 3 | 2 | 1 | - | 25 | - | 25 | 50 | - |
| EMD106 | IT & Management Systems | DCC | 3 | 3 | - | - | 25 | - | 25 | 50 | - |
| EMD108 | Human Resources Management | DCC | 3 | 2 | 1 | - | 25 | - | 25 | 50 | - |
| EMD110 | Corporate Finance | DCC | 3 | 2 | 1 | - | 25 | - | 25 | 50 | - |
| | Total Credits | | 15 | | | | | | | | |

Second Year: Fourth Term

| Course Code | Course Title | Course | Credits | Contact Hours/ Week | | | Relative Weights | | | | |
|-------------|---|--------|---------|---------------------|---|---|------------------|-----|-----|-----|-----|
| | | | | L | T | P | CWS | PRS | MTE | ETE | PRE |
| EMD201 | Data Sciences IV-Business Intelligence & Data Visualization | SEC | 3 | 3 | - | - | 25 | - | 25 | 50 | - |
| EMD203 | Business Laws | ICC | 3 | 3 | - | - | 25 | - | 25 | 50 | - |
| EMD205 | Business Environment | VAC | 3 | 2 | 1 | - | 25 | - | 25 | 50 | - |
| EMDXXXX | Elective 1 | DSE | 3 | 3 | - | - | 25 | - | 25 | 50 | - |
| EMDXXXX | Elective 2 | DSE | 3 | 3 | - | - | 25 | - | 25 | 50 | - |
| | Total Credits | | 15 | | | | | | | | |

Second Year: Fifth Term

| Course Code | Course Title | Course | Credits | Contact Hours/ Week | | | Relative Weights | | | | |
|-------------|---|--------|---------|---------------------|---|---|------------------|-----|-----|-----|-----|
| | | | | L | T | P | CWS | PRS | MTE | ETE | PRE |
| EMD207 | Data Sciences V- R for Machine Learning | AEC | 3 | 2 | - | 2 | 15 | 25 | 20 | 40 | - |
| EMD209 | Business and Strategic Policy | DCC | 3 | 2 | 1 | - | 25 | - | 25 | 50 | - |
| EMDXXXX | Elective 3 | DSE | 3 | 3 | - | - | 25 | - | 25 | 50 | - |
| EMDXXXX | Elective 4 | DSE | 3 | 3 | - | - | 25 | - | 25 | 50 | - |
| | Total Credits | | 12 | | | | | | | | |

Second Year: Sixth Term

| Course Code | Course Title | Course | Credits | Contact Hours/ Week | | | Relative Weights | | | | |
|-------------|---|--------|---------|---------------------|---|---|------------------|-----|-----|-----|-----|
| | | | | L | T | P | CWS | PRS | MTE | ETE | PRE |
| EMD 202 | Data Sciences VI -Artificial Intelligence | SEC | 3 | 3 | - | - | 25 | - | 25 | 50 | - |
| EMD 204 | Big Data & Knowledge Management | ICC | 3 | 3 | - | - | 25 | - | 25 | 50 | - |
| EMDXXXX | Elective 5 | DSE | 3 | 3 | - | - | 25 | - | 25 | 50 | - |
| EMDXXXX | Elective 6 | DSE | 3 | 3 | - | - | 25 | - | 25 | 50 | - |
| | Total Credits | | 12 | | | | | | | | |

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Second Year: Seventh Term

| | |
|---|--|
| 4-6 weeks of Live/ Applied Capstone Projects OR MOOCs 6- Credit (In any area of specialization as per DTU norm, with prior permission of Program Coordinator, MOOCs Committee of Department, as per DTU norms.) | Total Credits = 6 Relative Weights PRE=60, PRS=40 |
|---|--|

| Discipline Specific Electives | |
|---|---|
| Group 1 | Group 2 |
| EMDS211-Information and Project Management | EMDA211-Pricing Analytics |
| EMDS212-Advanced Time Series and Forecasting | EMDA212-Marketing, Web and Social Media Analytics |
| EMDS213-Data Structure and Graph Algorithms for Data Sciences | EMDA213-HR Analytics |
| EMDS214-Advanced Machine Learning | EMDA214-CRM and Marketing Analytics |
| EMDS215-Cloud Computing | EMDA215-Retail Analytics |
| EMDS-216-Natural Language processing | EMDA216- Operation & Supply Chain Analytics |
| EMDS217- Decision Making Techniques | EMDA217-Semantic Web and Web Mining |
| EMDS218- Swarm and Evolutionary Computing | EMDA218-Financial Analytics |
| EMDS219-Predictive Modelling | EMDA219- Cyber Analytics |
| EMDS220-Recommender Systems | EMDA220-Advanced Database Management Systems |

Value Added Course (VAC), Discipline Specific Core Course (DCC), Ability Enhancement Course (AEC) Inter-- Disciplinary Course (ICC), Skill Enhancement Course (SEC)

Lecture T Tutorial P Practical

CWS Class Work Sessional PRS Practical Sessional MTE Mid Term Examination

ETE End Term Examination PRE Practical Examination MOOC Massive Open Online Courses

MEMBERS OF ADVISORY BOARD FOR THE EXECUTIVE MBA IN DATA SCIENCE AND ANALYTICS PROGRAMME

Narasimhan Balakrishnan

Executive Director , Radiare Software Solutions Private Limited



Narsi Balakrishnan is a business starter and leader with deep expertise in conceptualizing, building, and scaling solutions in AI, analytics, business intelligence, and IoT. He possesses strong capabilities in C-suite functions, with a proven track record in client relationship management and in formulating business transformation strategies for the analytics enablement of organizations. Narsi has extensive experience in capacity building, driving revenue growth, managing human capital, and fostering innovation and thought leadership across diverse sectors. Known for his entrepreneurial, solution-oriented approach, he has successfully strategized and implemented new business models in the knowledge services domain. He holds a degree in Electronics Engineering from Mysore University and a Post Graduate Diploma in Management (PGDM) from the Indian Institute of Management, Kozhikode.

Raj Kumar Selvam

Senior Vice President, India Operations @ Mastech InfoTrellis



Rajkumar Selvam is a highly qualified professional with a Master's degree in Computer Science from Ball State University and a Bachelor's degree in Industrial Engineering from Anna University. With over 20 years of experience in the technology space, five of which have been spent in senior leadership roles, "Raj" brings with him extensive expertise in software engineering and architecture. Prior to his tenure at Mastech InfoTrellis, he has held senior technology roles at IBM and Infosys, spearheading data-driven software architecture projects.

Himmat Padode

Head Data Science and Business intelligence (BI) at Freecharge



Himmat Padode is an experienced executive with a strong track record in digital transformation, having successfully created and led multi —billion —dollar data-driven businesses on a global scale. With over 20 years of overall experience, including 8+ years focused on big data technologies, machine learning models, and business intelligence, this professional possesses the ability to effectively communicate findings to management and implement strategies aligned with organisational goals. The breadth of their expertise spans across diverse sectors such as e— commerce, banking & finance, manufacturing, ERP, BI, and consulting. Notably, they have built high —performing teams of business analysts and technologists from the ground up, resulting in the development of cutting —edge products and driving significant value for organisation.

Kumar

Saptarshi Das

Head Decision Science at Shell



Saptarshi firmly envisions a future where sustainable energy and quality education are readily available to everyone. He confidently believes that artificial intelligence (AI) will be crucial in shaping this promising future. As the head of Shell's Decision Science division, he is responsible for assisting various lines of Shell's businesses in making data-driven decisions at all levels - strategic, tactical, and operational. Saptarshi is dedicated to making high-quality education accessible to everyone, and he strongly believes that decentralization is the key to achieving this goal. He is one of the key members behind the United Network of Professionals (UNP), the only decentralized education system.

Saptarshi completed his master's degree in Applied Statistics & Informatics from the Indian Institute of Technology, Bombay, and earned his PhD with distinction in Applied Mathematics from the University of Vienna. He worked with Morgan Stanley and Siemens in his career, where he helped shape their data science journey.

Udit Singh

Managing Engineering Team at Texas Instruments



Udit Kumar has over 20 years of industry experience mainly associated with major semiconductor companies and currently with Texas Instruments. He worked with STMicroelectronics, NXP semiconductor, Intel and is currently working with Texas Instruments. He started as an engineer and is currently working as Senior development manager for AI-based solutions to be used in the automotive market. He believes in technical-backed management, worked on across all stages of product life cycle and different products (STB, DVD, SDH, IoT, Automotive) and expertise in firmware, Linux device driver, Linux kernel programming, Embedded Application software developments. He has worked on different drivers (demux, audio, low power driver, I2C, UART, GPIO, SPI, RS232, clock recovery, DMA, clock tree, event etc). He is certified CSM and PMP and has got outstanding experience in people management and product delivery management.

Amar Vajjhala

Visiting Prof. New York University & Co-Founder@unp.education



Amar Vajjhala is an accomplished professional with expertise in applied statistics, computer science, and organizational effectiveness. He holds a Master's degree in Applied Statistics & Informatics from the Indian Institute of Technology, Bombay, and a Bachelor's degree in Computer Science from Osmania University. Additionally, he obtained a Master's degree in HRMD — Organizational Effectiveness from New York University. With 18 years of experience in finance, analytics, education, and entrepreneurship, Amar is dedicated to revolutionizing education through project-based learning in Data Science and Business Analytics. Currently, as an Adjunct Instructor at New York University's School of Professional Studies, this professional has played a pivotal role in designing and launching the first People Analytics certificate Programme. Currently, he leverages data-driven insights to drive strategic decision-making and enhance business performance. Amar's passion for education and entrepreneurship drives him to provide practical learning experiences for students, preparing them for success in the industry.

Rajeev Barnwal

Chief Technology Officer and Head of Products



Rajeev Barnwal is an accomplished senior business and technology leader with 21+ years of experience in Payments, FinTech, and Insurance sectors. He holds a Master of Technology (M.Tech.) in Computer Science from Manav Bharti University and a Bachelor of Technology (B.Tech.) in Computer Science from Bundelkhand University, Jhansi. He completed a Professional Certificate Programme in Machine Learning & Artificial Intelligence at MIT in 2017. Currently, he serves as the Chief Technology Officer and Head of Products in the FinTech & Mobility ecosystem. Rajeev specialises in digital transformation, project management, product development, and revenue management, with expertise in Banking, NFC, IoT, and Robotics Process Automation. He has a proven track record of successfully delivering complex technology projects for Fortune companies and excels in team building and strategic direction. With extensive industry experience, Rajeev has worked at prominent organisations such as Wipro, mswipe, Jet Airways, Genpact Digital, and MasterCard India, focusing on Payments, FinTech, and Digital Solutions and has delivered multi— million dollar Programme.

EXECUTIVE MBA IN DATA SCIENCE AND ANALYTICS PROGRAMME COMMITTEE

Prof. Amit Mookerjee

Head of Department, USME



Prof. Amit Mookerjee joined USME in 2021. Prior to this he was Professor, Indian Institute of Management Lucknow, for over fifteen years. He has worked as Dean, IIM Lucknow's Noida Campus; the BPCL Research Chair Professor (2009-10); served on the Board of B-Schools, the IIML Enterprise Incubator Ltd, and others; Head Analytics and Head Research/ later Director, CMCR at the National Council for Applied Economic Research (NCAER – India's premier think tank). He taught for nearly a decade at MDI, Gurgaon and delivered courses at other IIMs like Kolkata, Raipur, etc, and in India specific Programmes for leading global B Schools. His consulting, research and training services span organisations across diverse sectors in industry (telecom, IT, FMCG, durables, finance and insurance, banking); PSUs and private organisations in core sectors such as energy, cement, fertilisers etc.; development sector (research/projects) for NORAD, GTI (earlier GTZ), Norwegian Government, FICCI; cooperative sector such as NAFED. His interest area is customer experience, CRM Metrics/Analytics, and building customer profitability. He has contributed papers in respected international journals like MIP, JCM, Media Psychology, a text book on Consumer Behaviour, presented papers in more than 20 international conferences overseas and in India. He completed his BA (Economics, Psychology), MBA, and a PhD in Management, from the ML Sukhadia University, Udaipur.

Kusum

Prof. Ruchika Malhotra

Head, Department of Software Engineering, DTU



Dr. Ruchika Malhotra is Head of Department and Professor in the Department of Software Engineering, Delhi Technological University, Delhi, India. She has served as Associate Dean in Industrial Research and Development, Delhi Technological University. She was awarded with prestigious Raman Fellowship for pursuing Post—doctoral research in Indiana University Purdue University Indianapolis USA. She received her master's and doctorate degree in software engineering from the University School of Information Technology, Guru Gobind Singh Indraprastha University, Delhi, India. She has received IBM Faculty Award 2013. She has been ranked amongst the World's top 2% scientist by Stanford University report, USA, for her research in the field of "Artificial Intelligence & Image Processing" (Ploss Biology, 2020). She is recipient of Commendable Research Award (in 2018—2024) by Delhi Technological University. Her h— index is 40 as reported by Google Scholar. She is author of book titled "Empirical Research in Software Engineering" published by CRC press and co—author of a book on Object Oriented Software Engineering published by PHI Learning. She has published more than 190 research papers in international journals and conferences. Her research interests are in software testing, improving software quality, statistical and adaptive prediction models, software metrics and the definition and validation of software metrics.

Prof. Seba Susan

Department of Information Technology Delhi Technological University



Dr. Seba Susan is a Professor in the Department of Information Technology at Delhi Technological University. She completed her B.Tech in Electronics Engineering from Cochin University of Science & Technology (2002), M.E. in Electronics & Communication (2008) from Delhi College of Engineering and Ph.D from Electrical Engineering Department of IIT Delhi (2014). Her research areas are Computer Vision, Speech & Natural Language Processing, Data Mining, and Biomedical research with the area of specialization being the development of soft computing tools for Pattern Recognition. She is a member of the IEEE Computational Intelligence Society, IEEE Signal Processing Society and the IEEE Computer Society and a life member of the Computer Society of India (CSI). She has published more than 100 papers in international journals and conferences.

Prof. Anil Singh Parihar

*Department of Computer Science & Engineering
Head TnP, Delhi Technological University*



Anil Singh Parihar is a professor in the Department of Computer Science and Engineering, DTU. He specialises in teaching and research in areas such as Machine Learning, Pattern Recognition, Computer Vision, and Evolutionary Computing. He is actively involved in the Department of Training & Placement, shaping student career paths. He holds the position of Head of the Department of Training & Placement, guiding students in their career development. He has specialization in Machine Learning, Pattern Recognition, Computer Vision, and Evolutionary Computing.

Dr. Kusum Lata

*Assistant Professor, USME
(Programme Coordinator, EMBA-DSA)*



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 (ME) 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 experience. She has published papers in various reputed international journals like Soft Computing, Neurocomputing, Software Quality Journal and 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 Programme Coordinator of the Executive MBA in Data Science and Analytics Programme at USME, DTU.

Dr. Shweta Meena

Assistant Professor, Department of Software Engineering, DTU



Shweta Meena is currently working as Assistant Professor in the Department of Software Engineering, Delhi Technological University and pursuing her doctoral degree from Delhi Technological University. She completed her master's degree in Software Engineering in 2018 from Delhi Technological University, Delhi, India. She received her bachelor degree in Information Technology in 2016 from the University School of Information Technology, Guru Gobind Singh Indraprastha University, Delhi, India. She is recipient of Commendable Research Award in 2023 by Delhi Technological University. She has been served as a reviewer in various international conference and journal. She has published various research papers in international conferences and journal. Her research interests are in software quality improvement, software testing, predictive modelling and data analysis.

Dr. Puneet Kumar Arora

Assistant Professor, USME



Dr. Puneet Kumar Arora is an Assistant Professor at USME, DTU in the discipline of 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.



FACULTY AT UNIVERSITY SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP

DISCIPLINE MANAGEMENT

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. (Dr.) Ashok Mittal

Emeritus Professor, USME



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 Professor, USME



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.

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 master's 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.

Dr. Nidhi Maheshwari

Associate professor and 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 Programmes 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. Harleen Kaur

Assistant Professor, USME



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

Dr. Anurag Chaturvedi

Assistant Professor, USME



Dr. Anurag Chaturvedi is Assistant Professor at USME, DTU. He has close to 3.5 years of industrial experience with leading automobile company Tata Motors in Marketing & Operations and IHS Markit in financial derivatives segment. He has done his MBA from Delhi School of Management, B.Tech in Electronics and Communication Engineering from NIT Surat and has been awarded the Junior Research Fellowship (NET-JRF). Currently, he is holding the posts of Cultural Committee Coordinator, MBA Coordinator, faculty advisor for Finance club, and member of IT, Infrastructure and Library Committee.

Ms. Pallavi Sethi

Assistant Professor, USME



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

Dr. Priya Malhotra

Assistant Professor, USME



Dr. Priya Malhotra is Assistant Professor in the area of Finance at USME, DTU. She is an MBA and Ph.D. in Finance from Faculty of Management Studies (FMS), University of 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 and organizational issues, portfolio management and financial modeling.

Dr. Varsha Sehgal

Assistant Professor, USME



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 accounting 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 Programme coordinator of the MBA Programme and is a member of the Training & Placement cell at USME.

Dr. Deepti Aggrawal

Assistant Professor, USME



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

Dr. Gaganmeet Kaur Awal

Assistant Professor, USME



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

FACULTY AT UNIVERSITY SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP

DISCIPLINE ECONOMICS

Dr. Aakanksha Kaushik

Assistant Professor, USME

Dr. Aakanksha Kaushik is Assistant Professor at University School of Management and Entrepreneurship (USME), Delhi Technological University. She has a Bachelor's degree in Economics from University of Delhi, and Master's degree in Financial Economics from Gokhale Institute of Politics and Economics, Pune. She completed Ph.D (Economics) and M.Phil (Economics) from Centre of Economics Studies and Planning, Jawaharlal Nehru University Delhi. She was previously employed at University of Delhi, and has more than 8 years of teaching experience. She has written articles for several newspapers and magazines. Her areas of interest include public finance, development economics, and microeconomics.



Dr. Ratnam Mishra

Assistant Professor, USME

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). She has Bachelor's and Master's degree in Economics from Dr RML Awadh University, Faizabad (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. Currently she is the coordinator of the MBA-IEV Programme in USME, DTU. In addition to this, she is also coordinating the International Collaboration Committee, Start-up Committee, MOOCs Committee along with the additional charge of assistant coordinator-Time-Table (MBA-IEV) in the same department. As Innovation Ambassador of IIC, Ministry of Education (MoE), she has conducted various outreach activities to create an entrepreneurial mindset in students.



Dr. Virender Kumar

Assistant Professor, USME

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 a Master's degree in Economics from Delhi School of Economics, University of Delhi. He has completed his Ph.D (Economics) and M.Phil (Economics) under the supervision of Prof. Pami Dua from Delhi School of Economics, University of Delhi. He was previously employed with Shri Ram College of Commerce (SRCC), University of Delhi, and has more than 9 years of teaching and research experience. His areas of interest include Monetary Economics, International Finance, Macroeconomics, Time Series Analysis, and Panel Data Analysis.



Eligibility and Admission Process

Eligibility Criteria

Educational Qualification:

- Graduation in any discipline (e.g., B.A., B.B.A., B.Tech, B.Arch., B.Sc, B.Com, M.B.B.S., etc.) with a minimum of 50% marks or equivalent CGPA from any recognized university/institution (10% relaxation in marks will be given to SC/ST/PwD as per DTU norms).
- In case if CGPA conversion formula is not provided by the concerned Institute/University then the equivalent percentage will be computed as per the DTU norms. The formula given below will be used to convert CGPA into the equivalent percentage of marks. $\text{Percentage of Marks} = (\text{CGPA} \times 10)$ (For CGPA on a scale of '10').

Work Experience

- A minimum of two years of relevant/managerial/professional/technical work experience in an industry or organization

after graduation by the last date of application.

Note:

1. Working Executives are required to produce a 'No Objection Certificate' at the time of joining the programme.
2. The last date of application shall be treated as the cut-off date in determining the experience of the candidate.
3. At any stage of the programme, if it is found that the candidate does not fulfill the eligibility criteria, his/her admission shall be canceled and the fee shall not be refunded.

Selection Criteria and Process

The selection of the candidates to the EMBA-DSA programme will be made on the basis of (i) Academic performance [50%] and (ii) Performance in Personal Interview which will look at the criterion, quality of work experience, fitness to the programme [50%].

Admission Process

All candidates desirous of seeking admission to the Executive MBA in Data Science & Analytics programmes at USME, DTU are required to visit website www.dtu.ac.in and fill registration form, pay a non-refundable registration fee.

Documents to be uploaded at the time of registration:

- Following is the list of documents required for uploading at the time of filling up of online application form:
- Photo, Degree and Marks sheet of the qualifying examination.
- Marksheets of 10th and 12th.
- Date of Birth Certificate as indicated in High School or equivalent examination.
- Reserved category/sub-category certificates, if applicable.
- Work Experience certificate.
- Undertaking (if required).

Personal Interview and Document Verification

The shortlisted candidates will be called for Personal Interview and Document verification in physical mode. The venue and date for the same will be announced on www.dtu.ac.in.

Note: The candidates, who do not attend the Personal Interview and document verification process, will not be considered in the merit list.

The counselling will be held on declared dates of admission, with payment of fees. Anyone not appearing for counselling will not be considered for admission.

Spot round

Spot round may be conducted if seats remain vacant. The details of spot round will be notified on the website www.dtu.ac.in.

Seat Matrix of EMBA-DSA Programme

The annual intake of this programme is 30 at USME. The reservations of the seats for SC/ ST/OBC/EWS and subcategories Defence/ PwD are as per the norms. All eligibility criterion will remain same.

Seat Matrix

The distribution of seats for the EMBA-DSA Programme is as follows

| Category Subcategory | GN | SC | ST | OBC | EWS | Total |
|-------------------------|----|----|----|-----|-----|-------|
| GN | 10 | 5 | 2 | 8 | 3 | |
| CW | 1 | 0 | 0 | 0 | 0 | |
| PD | 1 | 0 | 0 | 0 | 0 | |
| Total Seats | 12 | 5 | 2 | 8 | 3 | 30 |

Category and Sub- Category Codes

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

| Sub-Category | Code |
|---------------------------------|------|
| No Subcategory | GN |
| Differently Abled Persons (PWD) | PD |
| Defence Personnel | CW |

RESERVATION POLICY:

Reservation Policy will be as per DTU norms

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

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

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

Defence sub-category in the following priority

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

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

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

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

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

in-Despatches 9. President's Police Medal for Gallantry 10. Police Medal for Gallantry

Priority VI – Wards of Ex-servicemen.

Priority VII – Wives of

Defence personnel disabled in action and boarded out from service

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

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

Priority VIII – Wards of serving personnel.

Priority IX - Wives of serving personnel.

- e. **Person with Disability:** 5% of the total seats (Horizontally) in each category are reserved for candidates belonging to 'Person with Disability' sub-category.
- f. **Economically Weaker Section (EWS):** 10% Reservation of EWS category as per the office order DHE.1 (119)/Estt./2018-19/2549-76 dated 17/06/2019

Note

In case of category (a) and (b), the vacant seats are interchangeable.

In case, sufficient numbers of eligible candidates from category (c) are not available, the vacancies will be treated as unreserved.

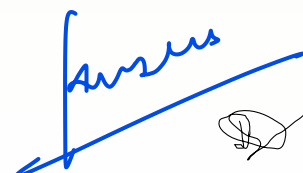
Seats under sub-category (e) are interchangeable within the sub category if sufficient number of candidates is not available in a particular group.

In case, sufficient number of eligible candidate from the sub categories mentioned at (d) and (e) are not available, the vacancies will be treated as unreserved in the respective category.

Under CW sub-category, the seats will be filled based on the priority i.e. all eligible candidates of priority-I will be allotted seats based on their ranks until the ranks exhaust or seats exhaust under CW sub category. Remaining vacant seats, if any, will be allotted to the priority-II in the similar way, and so on.

The reservation under CW sub category is available only to such candidates who fall under the listed priorities.

It is the sole responsibility of the candidate to prove his/her eligibility for claiming reservation under any of the reserved categories / sub categories. The candidates claiming reservation under SC / ST / OBC/ EWS categories, CW / PWD sub-categories will be required to produce the original certificate of the respective reserved category / sub-category issued by the competent authority (as mentioned in this information brochure) at the time of document verification. If the reserved category / sub-category certificate is not found to be in order, no benefit of the reserved category/ sub-category will be given and provisionally allotted seat to that candidate will stand automatically cancelled. Such candidates may be considered under General category/ sub-category in respective state quota for subsequent rounds of counselling on submission of a request in this regard.



Fee Structure of Executive MBA in Data Science and Analytics

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

The fee structure of Executive MBA in Data Science and Analytics is given below:

| Executive MBA in Data Science and Analytics | | | |
|---|--|-------------------------|-------------------------|
| S. No. | Particulars | Fee in AY 2025-26 (Rs.) | Fee in AY 2026-27 (Rs.) |
| 1 | Tuition Fee | 2,14,300 | 2,18,300 |
| 2 | Non-Government Component | | |
| 2.1 | Student welfare Fee (Co- Curricular activities, extra- curricular activities, Annual gathering, Students welfare, Institutional development, Outsourcing, Conference, Seminar, Workshop, Innovative projects, Skill development activities and miscellaneous expenditure on unspecified items) | 24,000 | 24,000 |
| 2.2 | Facilities & services charges (Research initiatives, training Programmes, Awards, automation facilities, entrepreneurship activities and any misc. expenditure on unspecified items) | 36,000 | 36,000 |
| 2.3 | Economically weaker section fund | 10,000 | 10,000 |
| 2.4 | Examination fee (Examination infrastructure strengthening, expenditure on examination activities, confidential printing etc.) | 15,000 | 17,000 |
| 2.5 | DTU Medical facilities and premium amount for Mediclaim of student (per annum) | 700 | 700 |
| 2.6 | Alumni association life membership, registration fee (one time non-refundable) | 1000 | - |
| | Total | 3,01,000 | 3,06,000 |

Withdrawal Policy

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

| S. No. | 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 |
| 2 | 90% | Less than 15 days before the formally notified last date of admission |
| 3 | 80% | 15 days or less after the formally notified last date of admission |
| 4 | 50% | 30 days or less, but more than 15 days after the formally notified last date of admission |
| 5 | 0% | More than 30 days after the formally notified date of admission |

The last Date of Admission is 27.07.2025.

*Inclusive of Tuition Fees and Non-Govt. Component

Documents Required at the time of Admission

The following is the list of documents required for verification at the time of Personal Interview and counselling.

1. Print out of the online application form duly signed by the candidate.
2. Degree and Marks sheet of the qualifying examination.
3. Birth Certificate as indicated in High School or equivalent examination i.e. Class 10th.
4. Class 10th and 12th Mark Sheets
5. Reserved category / sub—category Certificates, if applicable.
6. Experience certificates.
7. No Objection Certificate from the Employer.

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

CERTIFICATES REQUIRED FOR RESERVED SEATS AT THE TIME OF DOCUMENT VERIFICATION

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

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

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

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

NOTE:

1. The candidate seeking admission under reserved categories has to mandatorily produce the caste/ category certificate in his/her name at the time of counselling. The certificate in the name of either of the parents (mother/father) or any other family member is not acceptable and the candidate will not be entitled even for provisional admission.
2. OBC (NCL) candidates are required to produce a caste certificate issued after 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.
3. The EWS Certificate should be issued after March 31, 2025.

(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.

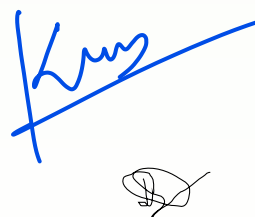
- b. A certificate duly recommended by Vocational Rehabilitation Centre for the Handicapped, 9-11 Vikas Marg, Karkardooma, Delhi 110092.

HOW TO APPLY

Online Application form can be accessed at
(https://saarathi.dtu.ac.in/admissions2025_26/)

All candidates are required to fill the online Application Form and make an online payment as prescribed on DTU website.

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



Authorities who can Issue Caste/Tribe Certificate

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

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

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

Prescribed Format for OBC Certificate

FORM OF CERTIFICATE TO BE PRODUCED BY OTHER BACKWARD CLASSES

This is to certify that Shri / Smt. / Kum. _____
 _____ Son / Daughter of Shri / Smt. _____
 _____ of Village/Town _____
 _____ District/Division _____ in the State belongs to the _____
 _____ Community which is recognized as a backward
 class under:

- i. Resolution No. 12011/68/93-BCC(C) dated 10/09/93 published in the Gazette of India Extraordinary Part I Section I No. 186 dated 13/09/93.
- ii. Resolution No. 12011/9/94-BCC dated 19/10/94 published in the Gazette of India Extraordinary Part I Section I No. 163 dated 20/10/94.
- iii. Resolution No. 12011/7/95-BCC dated 24/05/95 published in the Gazette of India Extraordinary Part I Section I No. 88 dated 25/05/95.
- iv. Resolution No. 12011/96/94-BCC dated 9/03/96. (v) Resolution No. 12011/44/96-BCC dated 6/12/96 published in the Gazette of India Extraordinary Part I Section I No. 210 dated 11/12/96.
- v. Resolution No. 12011/13/97-BCC dated 03/12/97.
- vi. Resolution No. 12011/99/94-BCC dated 11/12/97.
- vii. Resolution No. 12011/68/98-BCC dated 27/10/99.
- viii. Resolution No. 12011/88/98-BCC dated 6/12/99 published in the Gazette of India Extraordinary Part I Section I No. 270 dated 06/12/99.
- ix. Resolution No. 12011/36/99-BCC dated 04/04/2000 published in the Gazette of India Extraordinary Part I Section I No. 71 dated 04/04/2000.
- x. Resolution No. 12011/44/99-BCC dated 21/09/2000 published in the Gazette of India Extraordinary Part I Section I No. 210 dated 21/09/2000.
- xi. Resolution No. 12015/9/2000-BCC dated 06/09/2001.
- xii. Resolution No. 12011/1/2001-BCC dated 19/06/2003.
- xiii. Resolution No. 12011/4/2002-BCC dated 13/01/2004.
- xiv. Resolution No. 12011/9/2004-BCC dated 16/01/2006 published in the Gazette of India Extraordinary Part I Section I No. 210 dated 16/01/2006.

Shri / Smt. / Kum. _____

and / or his family ordinarily reside(s) in the _____

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

District Magistrate / Deputy Commissioner / Competent Authority
Seal

Dated: _____

NOTE:

- a. The term 'Ordinarily' used here will have the same meaning as in Section 20 of the Representation of the People Act, 1950.
- b. The authorities competent to issue Caste Certificates are indicated below:
 - iii. District Magistrate / Additional Magistrate / Collector / Deputy Commissioner / Additional Deputy Commissioner / Deputy Collector / Ist Class Stipendiary Magistrate / Sub-Divisional magistrate / Taluka Magistrate / Executive Magistrate / Extra Assistant Commissioner (not below the rank of Ist Class Stipendiary Magistrate).
 - iv. Chief Presidency Magistrate/ Additional Chief Presidency Magistrate/Presidency Magistrate.
 - v. Revenue Officer not below the rank of Tehsildar' and
 - vi. Sub-Divisional Officer of the area where the candidate and / or his family resides.

Declaration/undertaking - for OBC Candidates only

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

Signature of the Candidate

Place: _____

Date: _____



Person with Disability Sub-Category

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

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

Certificate for Person with Disability To be issued by Medical Board from Government Hospital

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

Father's Name: _____

Permanent Address: _____

Percentage loss of earning capacity (in words): _____

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

Name of the disease-causing handicap: _____

Whether handicap is temporary or permanent: _____

Whether handicap is progressive or non-progressive: _____

The candidate is FIT / UNFIT to pursue further studies.

(*Strike out whichever is not applicable)

Member

Member

Principal Medical Officer
(Orthopaedic Specialist)
Seal of Office:

Date: _____

NOTE:

- The medical board must have one orthopaedic specialist as its member.
- Candidate having temporary or progressive handicap will not be considered against the seats.



Government of.....

(Name & Address of the authority issuing the certificate)

Income & Asset Certificate to be Produced by Economically Weaker Sections

Certificate No. _____

Date: _____

VALID FOR THE YEAR _____

This is to certify that Shri/Smt./Kumari _____ son/daughter/wife of _____ permanent resident of _____

Village/Street _____ Post Office _____ District _____

in the State/Union Territory _____ Pin Code _____

whose photograph is attested below belongs to Economically Weaker Sections, since the gross annual income* of his/her family** is below Rs. 8 lakh (Rupees Eight Lakh only) for the financial year _____. His/her family does not own or possess any of the following assets***:

- i. 5 acres of agricultural land and above;
- ii. Residential flat of 1000 sq. ft. and above;
- iii. Residential plot of 100 sq. yards and above in notified municipalities;
- iv. Residential plot of 200 sq. yards and above in areas other than the notified municipalities.

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

Name _____

Signature with seal of Office

Designation _____

*Note 1: Income covered all sources i.e. salary, agriculture, business, profession, etc.

**Note 2: The term 'Family' for this purpose include the person, who seeks benefit of reservation, his/her parents and siblings below

the age of 18 years as also his/her spouse and children below the age of 18 years.

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

INCOME AND ASSET CERTIFICATE ISSUING AUTHORITY

The Income and Asset Certificate issued 'by any one of the following authorities in the prescribed format

as given above shall only be accepted as proof of candidate's claim as 'belonging to EWS: -

- i. District Magistrate/Additional District Magistrate/ Collector/ Deputy Commissioner/ Additional Deputy Commissioner/ 1st Class Stipendiary Magistrate/ Sub-Divisional Magistrate/

Taluka Magistrate/ Executive Magistrate/ Extra Assistant Commissioner,

- ii. Chief Presidency Magistrate/Additional Chief Presidency Magistrate/ Presidency Magistrate,
- iii. Revenue Officer not below the rank of Tehsildar and
- iv. Sub-Divisional Officer or the area where the candidate and/or his family normally resides.

DELHI TECHNOLOGICAL UNIVERSITY
For EWS Category Candidates Only

Undertaking

I _____ son/daughter of Shri _____

resident of village/town/city _____ district _____

State _____ hereby declare that I belong to EWS

Category as notified by Government.

I also declare that the condition of status / annual income of my parents is within prescribed limits for EWS as on the financial year ending on March 31, 2025. I shall submit a fresh EWS certificate valid for the year 2025-26 by at the time of admission.

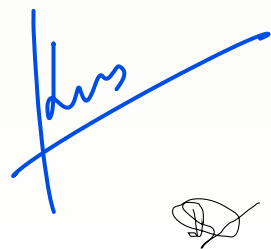
Signature of the Candidate: _____

Name of the candidate: _____

Application No.: _____

Place: _____

Date: _____



DELHI TECHNOLOGICAL UNIVERSITY**For OBC Category Candidates Only**

(Required from candidates seeking admission on part-time basis)

Undertaking

I _____ son/daughter of Shri _____

resident of village/town/city _____ district _____

State _____ hereby declare that I belong to OBC

Category as notified by Government.

I also declare that the condition of status / annual income of my parents is within prescribed limits for the 'Non-Creamy Layer' as on the financial year ending on March 31, 2025. I shall submit the OBC-NCL Category certificate valid for the year 2025-26 at the time of admission.

Signature of the Candidate: _____

Name of the candidate: _____

Application No.: _____

Place: _____

Date: _____

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.

For queries contact us at:

**University School of Management &
Entrepreneurship**

Delhi Technological University

East Delhi Campus

Vivek Vihar, Phase-II, Delhi-110095

E-mail: mbaexec.dsa@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)

Handwritten signature in blue ink.