



Delhi Technological University

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



Admission
BROCHURE

**UNIVERSITY SCHOOL OF
MANAGEMENT AND ENTREPRENEURSHIP**

MBA Business Analytics

Batch of 2019- 21



Website : www.dtu.ac.in

ADMISSION SCHEDULE WITH IMPORTANT DATES

S. No.	Activity/Event	Date
1	Opening of website for online registration	28/04/2019 (Sunday)
2	Advertisement in newspapers	28/04/2019 (Sunday)
3	Last date for online registration	02/06/2019 (Sunday)
4	Release of short-listed candidates for Personal Interview	10/06/2019 (Monday)
5	Interview of short listed candidates	16/06/2019 - 17/06/2019 (Sunday - Monday)
6	Release of the first List of candidates eligible and waitlisted for counselling	21/06/2019 (Friday)
7	First round of Counselling (Selected candidates are required to report along with original documents and fees)	25/06/2019 (Tuesday)
8	Release of the second list of candidates eligible for counselling	28/06/2019 (Friday)
9	Second round of Counselling (Selected candidates are required to report along with original documents and fees)	02/07/2019 (Tuesday)
10	Release of the third list of candidates eligible for counselling	05/07/2019 (Friday)
11	Third round Counselling (Selected candidates are required to report along with original documents)	09/07/2019 (Tuesday)
12	Release of the fourth list of candidates eligible for Counselling (if required)	25/07/2019 (Thursday)
13	Fourth round of Counselling (Selected candidates are required to report along with original documents)	30/07/2019 (Tuesday)
14	LAST DATE OF ADMISSION	30/07/2019 (Tuesday)
15	Notification of Spot Round (if required)	10/08/2019 (Saturday)
16	Spot round	14/08/2019 (Wednesday)

Note:

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



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UNIVERSITY SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP

Admission BROCHURE



MBA Business Analytics Batch of 2019- 21



दिल्ली प्रौद्योगिकी विश्वविद्यालय DELHI TECHNOLOGICAL UNIVERSITY

(Formerly Delhi College of Engineering)

DTU
Delhi Technological
UNIVERSITY

Prof. Yogesh Singh
Vice-Chancellor



E-MAIL : vcdtu@dce.edu

Message

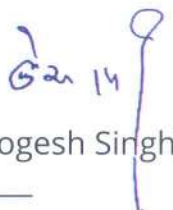
It gives me immense pleasure to announce the commencement of admission process of the MBA (Business Analytics) programme for the academic year 2019-20 at the University School of Management & Entrepreneurship (USME), at East Delhi Campus, DTU.

Delhi Technological University is globally known for outstanding education, research and innovation. The University currently offers various interdisciplinary and industry relevant programmes in science, technology, management and allied areas at undergraduate, post-graduate and doctoral levels.

The University School of Management and Entrepreneurship (USME) was established at the East Delhi Campus of DTU in 2017, with programs at the undergraduate and postgraduate levels keeping in mind the expanding horizon of professional education in entrepreneurship development and the ever growing demand for management professionals in the corporate world. The programmes in Management and Economics introduced at USME have been designed with a practise orientation. The focus is on experiential learning aimed at participants' entrepreneurial awakening and exposure, enhancing their creativity, professionalism based on effective managerial skills and orientation in the participants, enabling them to become future leaders in business and society. The curriculum of programmes emphasises conceptual knowledge and practise in cutting edge areas in the corporate and entrepreneurial space such as analytics.

We aim at nurturing the students holistically and endeavour to foster a culture in which virtues and skills are instilled in them, along with a concern for society and its wellbeing.

I extend my best wishes to the students who wish to be a part of this premier University.


(Yogesh Singh)



दिल्ली प्रौद्योगिकी विश्वविद्यालय DELHI TECHNOLOGICAL UNIVERSITY

(Formerly Delhi College of Engineering)



Prof. S. K. Garg

Pro Vice-Chancellor - I



E-MAIL } skgarg@dce.ac.in
 } skgarg63@yahoo.co.in

Message

For more than seven decades, DTU has been at the forefront of providing quality education in engineering, technology, management and allied areas. Over these years, DTU has emerged as one of the finest educational institutions in India known for its excellence in academics, with a research and innovation driven approach.

The University School of Management and Entrepreneurship (USME) was established to advance the vision of the University to be a world class institution. Since its inception, USME is striving hard to build a culture of innovation, inclusion and veracity.

MBA in Business Analytics programme was launched in USME in the year 2018 keeping pace with the growing demand of management professionals with strong analytical, managerial and leadership skills. The curriculum of the programme is designed jointly by well qualified, experienced and trained team from academia and industry with a focus on effective blend of theoretical and practical knowledge. The academic curriculum is well supported by a variety of enrichment and co-curricular activities to enable holistic development of students.

I invite all the prospective students who are willing to join us in our quest for knowledge to come and be a part of our glorious community.

(Prof. S. K. Garg)

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About

DELHI TECHNOLOGICAL UNIVERSITY

Delhi Technological University (formerly known as Delhi College of Engineering), Estd. by the Government of NCT of Delhi vide Act 6 of 2009 is one of the most well-known engineering institutions in India, with over 78 years of glorious tradition behind it. A non-affiliating, teaching and research University, DTU is poised to create an environment of a synergetic partnership between academia and industry with a focus on world class research, teaching and innovation, having a global impact. DTU has consistently been ranked among the top institutions of the country in reputed surveys. It has the mission of establishing centres of excellence in research in cutting edge areas in engineering, and management, to foster through these and holistically in its education the ecosystem vital for innovation, entrepreneurship and technology transfer and new products, and to be a leader in providing or catalysing environment friendly, sustainable solutions for local and global communities.

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

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



VISION

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

MISSION

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

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

To create an environment of collaboration, experimentation, imagination and creativity.

To develop human potential with analytical abilities, ethics and integrity.

To provide environment friendly, reasonable and sustainable solutions for local & global needs.

About

THE UNIVERSITY SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP (USME)

DTU is engaged in fostering a culture of excellence in higher education, research and innovation supported by qualified faculty and high quality student intake.

The USME was established in East Delhi campus (EDC) of DTU in the year 2017, to impart quality education and research in management, and to provide a platform for research and key social initiatives as well as become a nodal centre for entrepreneurship. The school aims at becoming a practise school with an integrated series of programs aimed at research, education, training and incubation programs in management and entrepreneurship.

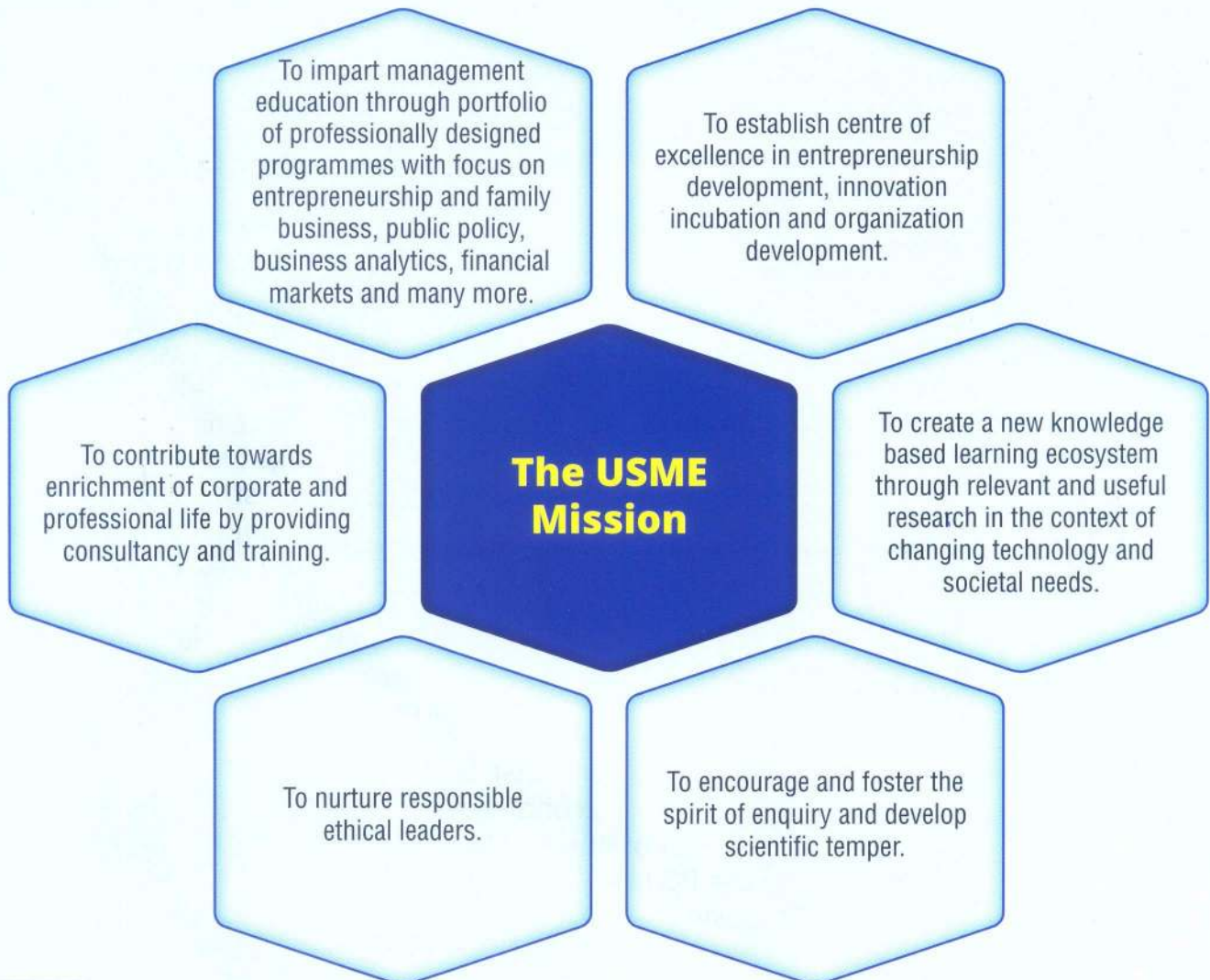
EDC, DTU is located in the prime location of East Delhi at Vivek Vihar, Phase II, which is in very close vicinity of Scope Minar, a hub of all major multinational companies and public sector undertakings. The campus is located in the close vicinity of Yamuna sports complex, District Business Centre, major five star hotels, large industrial cluster of SMEs, major manufacturing corridor along the NH 24, large cluster of corporate and development centres in Noida, and yet is within well-developed community infrastructure of Vivek Vihar. The campus is well connected, with three major Delhi metro lines accessible across stations in close vicinity; along with all other modes of public transport. The Campus would utilise its new academic block with computer centre, state of art library, student activity centre, seminar rooms and auditorium in full capacity before the academic session of 2019-20 commences.

USME offers programmes at undergraduate (UG), post graduate (PG) as well as at doctoral level (PhD, in Management and Economics areas). Currently the UG level programmes offered includes Bachelor of Business Administration (BBA) and Bachelor of Arts [BA(H)] in Economics. At the PG level Master of Business Administration (MBA) programmes MBA (G) and MBA-Business Analytics are offered. The school envisions the new MBA programmes in other emerging areas like family business, entrepreneurship etc. in the coming academic year.

All programmes offered at USME are designed with a professional orientation. The curriculum has been designed by academic experts, senior professionals from industry, and DTU - DCE alumni including successful and recognised entrepreneurs. The school focusses on the holistic development of students by imparting knowledge and skills relevant to the present times industry and societal requirements. The academic curriculum is effectively integrated with a variety of enrichment and co-curricular activities such as workshops, industry exposure and seminars conducted by eminent speakers from industry, academia and other institutions. Students are encouraged to participate in conferences, seminars and competitions, and the school also facilitates organization of the several co-curricular activities.

The USME Vision

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



CENTRES OF EXCELLENCE

Innovation and Incubation Centre (IIC)

The aim of the centre is to provide startup grants for students and faculty members in the areas of management, innovation, and entrepreneurship. It also promotes management and innovation driven business ventures that will lead to technical renaissance. Process of housing five incubates is in the pipeline. The centre will offer a whole gamut of incubation facilities and services to incubates to help them transform their ideas into commercially viable products.

Board of Directors of DTU Innovation and Incubation Foundation

Chairman:

Prof. Yogesh Singh, *Hon.VC, DTU*

Directors:

Prof. Anu Singh Lather,
Hon. VC, AUD

Prof. S.K. Garg, *Pro VC, DTU*

Prof. A. Trivedi, *Dean IRD, DTU*

Dr. R.K. Shukla,
Head Central Library, DTU

Prof. Samsher, *Registrar, DTU*

CEO:

Dr. Manoj K. Sharma

Entrepreneurship Development Centre (EDC)

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

There is an advisory board which provides direction to the centre.

Faculty Team:

Prof. R.C. Sharma, Ms. Harleen Kaur,
Ms. Priya Malhotra, Ms. Varsha Sehgal,
Mr. Puneet Kumar Arora

Coordinator:

Dr. Pushpender Singh
(Consultant and Serial Entrepreneur)

Centre for Organizational Development (COD)

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

Faculty Team: Ms. Priya Malhotra, Ms. Pallavi Kalra, Mr. Puneet Kumar Arora

Coordinator: Dr. Naval Garg

ABOUT MBA IN BUSINESS ANALYTICS PROGRAMME

MBA (Business Analytics) programme is a two-year full time professional degree programme that combines rigorous academic schedules with lab based hands on learning to develop new perspectives, skills and a higher level of knowledge in the area of analytical practise for enhancing business performance. The core courses involve a twined foundation in both management and analytics fundamentals, embedded in technology, a core strength of DTU. The programme envisions preparing aspiring students as responsible professionals working seamlessly across management and analytics domains leveraging cutting edge technologies. Students are required to earn a total of 132 credits for successfully completing the programme.

Salient Features

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

COURSE CURRICULUM OF MBA (BUSINESS ANALYTICS)

FIRST SEMESTER

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

SECOND SEMESTER

- Financial Management
- Human Resource Management
- Knowledge Creation, Critical Thinking and Innovation Business Environment
- Data Warehousing and Data Mining
- Operations & Supply Chain Management
- International Marketing
- Predictive Modelling
- Changing Paradigm in Leadership
- Predictive Analytics Lab

THIRD SEMESTER

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

FOURTH SEMESTER

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

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

FACULTY at University School of Management and Entrepreneurship

DISCIPLINE: Management



Prof. Amit Mookerjee
Professor

Dr. Amit Mookerjee is currently Professor, USME. He is on deputation from his role as Professor, Marketing Management Area, at the Indian Institute of Management Lucknow (from 2005 to 2018). He has been the Dean, Noida Campus of IIM Lucknow, held the BPCL Chair Professorship (research chair) from 2009-10. Professor at MDI, Gurgaon (nearly one decade), held positions as Head of Analytics and Research, and later Director at CMC, NCAER, and Group Head, Research and Planning, NCLS. He completed his BA (Economics, Psychology), MBA, and a PhD in Management from the ML Sukhadia University, Udaipur. His interest area is CRM, customer experience and Analytics. He has contributed to respected international journals like Marketing Intelligence and Planning, Journal of Consumer Marketing, Media Psychology, etc., and in international conferences such as the IMP, AMA, CMEE Conference board. He has served on various boards of B-Schools, AICTE committees, etc.



Prof. S.S. Khanka
Professor

Dr. S. S. Khanka (Professor since 1994), is working as Professor (HR) in University School of Management and Entrepreneurship (USME), DTU. Prior to joining DTU, he has worked as Professor (HR) in NIFM, Faridabad; Tezpur (Central) University, Tezpur; Assam (Central University), Silchar; as Reader in IGNOU, New Delhi and as Lecturer in Kumaun University, Nainital. He is the recipient of the Shiksha Ratan Award and Best Teacher in Human Resource Management. He is National Trainer in Ethics and Values in Public Governance recognized by DoPT, GoI in collaboration with UNDP.

FACULTY at University School of Management and Entrepreneurship



Dr. Anshu Gupta
Associate Professor

Dr. Anshu Gupta is Associate Professor in USME, DTU. She brings in-rich experience of around 10 years in teaching and research. Prior to DTU, she was associated with SBPPSE, Ambedkar University Delhi (AUD) and Dept. of OR, University of Delhi. She has contributed several research papers in referred international and national journals of repute published by Taylor & Francis, Wiley, Springer, Emerald, Inderscience, Elsevier, etc. Her research focuses on multi criteria decision models, supply chain management, quality management, innovation diffusion modelling and optimization, and media planning models. She has obtained Ph.D., M.Phil and M.Sc. (gold medallist) degrees in Operational Research (OR) from University of Delhi.



Mr. Anurag Chaturvedi
Assistant Professor

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



Dr. Deepti Aggrawal
Assistant Professor

Deepti Aggrawal obtained her Doctorate, Masters and Graduation Degree in 2015, 2009 and 2007 respectively from University of Delhi, Delhi (INDIA). Accomplished and integrity-driven academic professional offering over 6 years of rich experience in varied fields of Education, Banking, and Analytics & Business Management with enormous success in developing Cognitive based teaching learning pedagogy. Her Research area includes Innovation Adoption and Technology Diffusion Modeling in Marketing. She is a life member of Society for Reliability Quality and Infocom technology and has publications in journals of national and international repute.



Dr. Gaganmeet Kaur Awal
Assistant Professor

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

FACULTY at University School of Management and Entrepreneurship



Ms. Harleen Kaur
Assistant Professor

Harleen Kaur is Assistant Professor of marketing at USME, DTU. She has done her PGDM from Indian Institute of Management Calcutta (IIMC) and has industry experience at a leading FMCG firm. An engineer from DTU, she is pursuing Ph.D. from FMS, Delhi University and has been awarded the Junior Research Fellowship (NET-JRF). She plays an active role in student activities on campus and is a member of USME's Corporate Relationship Cell, Cultural Committee and Entrepreneurship Development Cell. She is also faculty advisor to the Marketing Club and PR Cell.



Dr. Jagvinder Singh
Assistant Professor

Dr. Jagvinder Singh is Assistant Professor at USME, DTU. He has completed M.Sc (Operational Research) and Ph.D. (Operations Research) from University of Delhi (DU). He has more than six years of teaching experience at University of Delhi. He has published more than twenty research papers in reputed international journals and his area of research is Mathematical Modelling in Software Reliability and Management Sciences.



Ms. Kusum Lata
Assistant Professor

Kusum Lata is Assistant Professor at USME, DTU. She has done her B.Tech in Computer Science and Engineering from Punjab Technical University, Punjab and Master of Engineering (M.E.) in Computer Technology and Applications from Delhi Technological University. She has qualified UGC-NET in Computer Science and Applications. She is pursuing Ph.D. in Computer Science and Engineering from Delhi Technological University. She has more than 11 years of teaching experience. Her area of interest includes Data Mining, Machine Learning, Database Management Systems, Improving Software Quality, Definition and Validation of Software Metrics.



Dr. Naval Garg
Assistant Professor

Dr. Naval Garg is Assistant Professor (HR) at USME, DTU. His academic credentials are MBA, M.Com, Ph.D., NET (Management & Commerce). He is also fellow of Insurance Institute of India. He has more than twenty five research papers published in various national and international journals. He also holds more than 6 years of corporate experience.

FACULTY at University School of Management and Entrepreneurship



Ms. Pallavi Sethi
Assistant Professor

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



Ms. Priya Malhotra
Assistant Professor

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



Ms. Varsha Sehgal
Assistant Professor

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

FACULTY at University School of Management and Entrepreneurship

DISCIPLINE: Economics



Prof. K.V. Bhanu Murthy
Professor

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



Ms. Aakanksha Kaushik
Assistant Professor

Aakanksha Kaushik is Assistant Professor at USME, DTU. She has completed B.A. (H) Economics from D.U; M.A (Financial Economics) from Gokhale Institute of Politics and Economics; M.Phil. (Economics) from J.N.U, and is pursuing Ph.D. (Economics) from J.N.U. She has more than three years of teaching experience at University of Delhi. She has many research papers to her credit and also written articles for several newspapers and magazines, including The Economics Times and The Caravan magazine. Her areas of interest include public finance, econometrics and microeconomics.

FACULTY at University School of Management and Entrepreneurship



Mr. Puneet Kumar Arora
Assistant Professor

Puneet Kumar Arora is Assistant Professor at USME, DTU. He was previously associated with India Infrastructure Publishing, where he tracked the Indian telecom and renewable energy sectors. He holds a bachelor's degree in economics from Hansraj College, University of Delhi and master's degree in economics from Jamia Millia Islamia, New Delhi. He is pursuing Ph.D. in economics and trade policy from Indian Institute of Foreign Trade, New Delhi. His areas of interest include development economics and international trade.



Dr. Rajesh Sharma
Assistant Professor

Rajesh Sharma is Assistant Professor at USME, DTU. He has completed Masters in Economics from Panjab University. He is pursuing Ph.D. in Economics from Indian Institute of Technology Ropar, Punjab. He has contributed several research papers in publications such as Springer, Taylor and Francis and Sage. His areas of research include development economics, financial economics and health economics.



Ms. Ratnam Mishra
Assistant Professor

Ratnam Mishra is Assistant Professor at USME, DTU. She has done her masters in economics from Dr RML Awadh University, Faizabad. She has completed M.Phil in Economics from JNU and is currently pursuing Ph.D. from JNU. She has six years of teaching experience and is JRF in economics. Her research areas include skill development and vocational education.



Mr. Virender Kumar
Assistant Professor

Virender Kumar is Assistant Professor at USME, DTU. Previously, he was working as an Assistant Professor in Shri Ram College of Commerce, University of Delhi. He has completed M.A. (Economics) and M.Phil. (Economics) from Delhi School of Economics, and is pursuing Ph.D. in Economics from Delhi School of Economics, University of Delhi. His research areas include International Capital Flows, Time Series Econometrics and Monetary Policy.

ELIGIBILITY, SEATS AND SELECTION PROCESS

Eligibility Criteria

1. Candidate who has passed an engineering degree/ a graduate degree programme with atleast one paper in mathematics/statistics and have scored minimum 50% marks in aggregate or equivalent CGPA from a recognised university/institution are eligible to apply.

Relaxation of 10% in marks to SC/ST/PWD candidates shall be given in eligibility criteria.

Those who are appearing in final semester examination may also apply, provided that they submit the proof of eligibility by **30/9/2019**.

The student should hold a degree from any of the universities incorporated by an act of the central or state legislature in India, or other educational institutions established by an act of Parliament or declared to be deemed as a university under section 3 of UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India.

2. Candidate should have taken a CAT exam in the year 2018.

The University may decide an appropriate cut-off percentile of CAT score to invite the candidates for Personal Interview.

Note

- At any stage of the programme, if it is found that the candidate does not fulfil the eligibility criteria, his/her admission shall be cancelled.
- In case of marks given in CGPA the conversion formula provided by the respective University/ institution will apply.

- In cases where CGPA conversion formula has not been provided by the concerned University/ Institute, then CGPA will be converted to percentage by multiplying the CGPA by a factor of 10.

Number of Seats

The number of seats for admission in the programme for the batch of 2019-21 is **30**.

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

One supernumerary seat is available for Kashmiri migrant as per university guidelines. However, there will be no relaxation in the minimum eligibility criteria for admission on this seat.

Seat Matrix

The distribution of seats for the MBA (Business Analytics) Programme is as follows:

Category	No. of seats
SC	5
ST	2
OBC	8
Gen	15
J&K migrant (supernumerary)	1
Total	31

Reservation Policy

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

Other Backward Class (Non-Creamy Layer) candidates.

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

- d. **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

Priority VI - Wards of Ex-servicemen.

Priority VII - Wives of

- i. Defence personnel disabled in action and boarded out from service
- ii. Defence personnel disabled in service and boarded with disability attributable to military service
- iii. Ex-servicemen and serving personnel who are in receipt of Gallantry awards.

Priority VIII - Wards of serving personnel.

Priority IX - Wives of serving personnel.

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

Note

- i. In case of category (a) and (b), the vacant seats are interchangeable.
- ii. In case, sufficient numbers of eligible candidates from category (c) are not available, the vacancies will be treated as unreserved.
- iii. Seats under sub-category (e) are interchangeable within the sub category if sufficient number of candidates is not available in a particular group.
- iv. In case sufficient number of eligible candidates from the sub categories mentioned at (d) and (e) are not available, the vacancies will revert to the respective category.
- v. Under CW sub-category, the seats will be filled based on the priority i.e. all eligible candidates of priority-I will be allotted seats based on their ranks until the ranks 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.
- vi. The reservation under CW sub category is available only to such candidates who fall under the listed priorities.

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

- ii. CAT Overall Percentile score (40%)
- iii. CAT Percentile score in Quantitative Ability (20%)
- iv. CAT Percentile score on Verbal Ability (10%)
- v. Performance in Personal Interview (30%)

Note

1. In case of tie in the final merit list, the following criteria shall be use
 - a. The candidate with higher overall CAT percentile shall be ranked higher.
 - b. In case of tie in overall CAT percentile, the candidate shall be ranked according to the CAT percentile score in Quantative Ability, and in case of further tie, the CAT percentile score in Verbal Ability). If there is still a tie, date of birth of candidate will be used, and older candidate will be given preference.
2. The University may invite fresh applications against vacant seats, if any, by following an alternative admission criterion, to be announced with a fresh call for admission to remaining seats.

Selection Procedure

1. Applications received will be shortlisted on the basis of performance in CAT 2018. The shortlisted candidates will be required to appear for a Personal Interview.
 - i. Merit list for admission shall be prepared on the basis of combined scores of the following components with weightages as given below

FEE STRUCTURE

S. No.	Particulars	I year fee (Rs.)	II year fee (Rs.)
1	Tuition Fee	1,03,500.00	1,19,500.00
2	Non Government Component		
2.1	Student welfare Fee (Co- Curricular activities, extra- curricular activities, Annual gathering, Students welfare, Institutional development, Outsourcing, Conference, Seminar, Workshop, Innovative projects, Skill development activities and miscellaneous expenditure on unspecified items)	20,000.00	20,000.00
2.2	Facilities & services charges (Research initiatives, training programmes, Awards, automation facilities, entrepreneurship activities and any misc. expenditure on unspecified items)	25,000.00	30,000.00
2.3	Economically weaker section fund	5,000.00	5,000.00
2.4	Examination fee (Examination infrastructure strengthening, expenditure on examination activities, confidential printing etc.)	12,000.00	15,000.00
2.5	Premium amount for medi-claim of student (per-annum)	500.00	500.00
	Total	1,66,000.00	1,90,000.00

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.

WITHDRAWAL POLICY

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

S. No.	Parentage of Refund of aggregate fee *	Point of Time when Notice of withdrawal of admission is served to Higher Education Institution (HEI)
1	100%	15 days before the formally notified last date of admission.**
2	80%	Not more than 15 days after the formally notified last date of admission.
3	50%	More than 15 days but less than 30 days after formally notified last date of admission.
4	00%	More than 30 days after last date of admission.

*(inclusive of course fees and non-tuition fees but exclusive of caution money and security deposits)

** Last date of admission : July 30, 2019.

DOCUMENTS REQUIRED AT THE TIME OF ADMISSION

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

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

CERTIFICATES REQUIRED FOR RESERVED SEATS AT THE TIME OF DOCUMENT VERIFICATION

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

- i. Scheduled Caste (SC)/Scheduled Tribe (ST) /Other Backward Class (OBCNCL):** For admission to a seat reserved for Scheduled Caste/Scheduled Tribe/Other Backward Class (NCL), candidate must produce a certificate, in original, issued from an approved district authority stating the Scheduled Caste/ Scheduled Tribe/ Other Backward Class (NCL), 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 June 30,2018 from the authorities as mentioned above. However, if the certificate is issued prior to June 30,2018, it must be accompanied with an additional certificate regarding the present non-creamy layer status of the candidate, issued by the same competent authority. This additional certificate must have reference of his / her already issued original caste certificate.
- ii. Person with Disability sub-category:** For admission to seat reserved for Differently Abled Person (PD) sub-category, the candidate must produce

the following certificates in original at the time of document verification for PD candidates:

- a. A certificate of physical disability issued by a duly notified Medical Board of a District/Government Hospital set up for examining the physically challenged candidates under the provision of the Person with Disability (equal opportunities, protection of rights and full participation) Act 1995. The certificate should indicate the extent (i.e. percentage) of the physical handicap and should bear the Photograph of the candidate concerned. The certificate should be countersigned by one of the Doctors constituting the Board issuing the certificates.
 - b. A certificate duly recommended by Vocational Rehabilitation Centre for the Handicapped, 9-11 Vikas Marg, Karkardooma, Delhi 110092.
- iii. **Kashmiri Migrants:** The candidates seeking admission under Kashmiri Migrants seats must produce the following documents, in original, at the time of document verification:
- a. Certificate of registration as Kashmiri Migrants issued by the Relief Commissioner, Jammu or Divisional Commissioner, Delhi to establish the status of the applicant as registered migrants.
 - c. Degree and Mark-sheet of the qualifying examination.
 - d. Secondary School Examination or an examination recognized as equivalent thereto (showing the Date of Birth).
 - e. Proof of property in Kashmir of the parent of the candidate.
 - f. Proof of current residence such as Ration Card, Photo Identity Card issued by the Election Commissioner, Driving License, etc.

HOW TO APPLY

Online Application form can be accessed at

<http://www.dtu.ac.in>

All candidates are required to fill the online Application Form and make an online payment of ₹ **1000/-** (One thousand only).

For SC/ST/PWD candidates application fee is ₹ **500/-**

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

CERTIFICATES AND FORMATS

Certificate for Person with Disability

To be issued by Medical Board from Government Hospital

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

Father's Name: _____

Permanent Address: _____

Percentage loss of earning capacity (in words): _____

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

Name of the disease-causing handicap: _____

Whether handicap is temporary or permanent: _____

Whether handicap is progressive or non-progressive: _____

The candidate is FIT / UNFIT to pursue further studies.

(*Strike out whichever is not applicable)

Member
(Orthopaedic Specialist)

Member

Principal Medical Officer

Date:

Seal of Office

NOTE:

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

Authorities Who Can Issue Caste/Tribe Certificate

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

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

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

Prescribed Format for OBC Certificate

Form of Certificate to Be Produced By Other Backward Classes

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

Son/ Daughter of Shri / Smt _____ of

Village/Town _____ District/Division _____ in the State

belongs to the _____ Community which is recognized as

abackward class under:

- i. Resolution No. 12011/68/93-BCC(C) dated 10/09/93 published in the Gazette of India Extraordinary Part I Section I No. 186 dated 13/09/93.
- ii. Resolution No. 12011/9/94-BCC dated 19/10/94 published in the Gazette of India Extraordinary Part I Section I No. 163 dated 20/10/94.
- iii. Resolution No. 12011/7/95-BCC dated 24/05/95 published in the Gazette of India Extraordinary Part I Section I No. 88 dated 25/05/95.
- iv. Resolution No. 12011/96/94-BCC dated 9/03/96.
- v. Resolution No. 12011/44/96-BCC dated 6/12/96 published in the Gazette of India Extraordinary Part I Section I No. 210 dated 11/12/96. (vi) Resolution No. 12011/13/97-BCC dated 03/12/97.
- vi. Resolution No. 12011/99/94-BCC dated 11/12/97.
- vii. Resolution No. 12011/68/98-BCC dated 27/10/99.
- viii. Resolution No. 12011/88/98-BCC dated 6/12/99 published in the Gazette of India Extraordinary Part I Section I No. 270 dated 06/12/99.

- ix. Resolution No. 12011/36/99-BCC dated 04/04/2000 published in the Gazette of India Extraordinary Part I Section I No. 71 dated 04/04/2000.
- x. Resolution No. 12011/44/99-BCC dated 21/09/2000 published in the Gazette of India Extraordinary Part I Section I No. 210 dated 21/09/2000.
- xi. Resolution No. 12015/9/2000-BCC dated 06/09/2001.
- xii. Resolution No. 12011/1/2001-BCC dated 19/06/2003.
- xiii. Resolution No. 12011/4/2002-BCC dated 13/01/2004.
- xiv. Resolution No. 12011/9/2004-BCC dated 16/01/2006 published in the Gazette of India Extraordinary Part I Section I No. 210 dated 16/01/2006.

Shri / Smt. / Kum. _____

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

of _____ State. This is also to certify that he/she does

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

Dated: _____

District Magistrate / Deputy Commissioner / Competent Authority

Seal

NOTE:

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

**The Authorities Competent to Issue Caste Certificates
are Indicated Below:**

District Magistrate / Additional Magistrate / Collector / Deputy Commissioner / Additional Deputy Commissioner / Deputy Collector / 1st Class Stipendiary Magistrate / Sub-Divisional magistrate / Taluka Magistrate / Executive Magistrate / Extra Assistant Commissioner (not below the rank of 1st Class Stipendiary Magistrate).

Chief Presidency Magistrate / Additional Chief Presidency Magistrate/Presidency Magistrate.

Revenue Officer not below the rank of Tehsildar' and Sub-Divisional Officer of the area where the candidate and / or his family resides.

Declaration/undertaking - for OBC Candidates only

I, _____

Son/daughter of Shri. _____

Resident of village/town/city _____ district _____

State _____ hereby declare that I belong to the

_____ community which is recognized as a backward

class by the Government of India for the purpose of reservation in services as per orders contained in Department of Personnel and Training Office Memorandum No.36012/22/93- Estt. (SCT), dated 8/9/1993. It is also declared that I do not belong to persons/sections (Creamy Layer) mentioned in Column 3 of the Schedule to the above referred Office Memorandum, dated 8/9/1993, which is modified vide Department of Personnel and Training Office Memorandum No.36033/3/2004 Estt.(Res.) dated 9/3/2004.

Signature of the Candidate

Place: _____

Date: _____

FOR QUERIES CONTACT US AT:

**University School of Management and Entrepreneurship
DELHI TECHNOLOGICAL UNIVERSITY
EAST DELHI CAMPUS**

Vivek Vihar, Phase-II, Delhi-110095

E-mail: mba.ba.usme@dtu.ac.in



UNIVERSITY SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP

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



Delhi Technological University

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