

# POTENTIAL... MEET POSSIBILITIES.



**DELHI SCHOOL OF BUSINESS**  
**Vivekananda Institute of Professional Studies**  
Technical Campus

# **BELIEVE IN THE POWER OF YOUR POTENTIAL. BECAUSE, WE DO.**

Ideas change, businesses transform and each challenge is distinct. But what goes a long way in leading this shift is your potential to embrace every situation with proficiency. DSB believes in the powerhouse of potential that you are. And with the right guidance and exposure, you can do wonders. We take pride in being the enablers of your infinite growth within a constantly innovating industry. Because when you reach your optimum potential, you've already taken the first steps to change the world around you. In this quest, DSB is led by Swami Vivekananda's ideas of self-discovery. It drives us to see you transform to the next level of readiness and progress. After all,

Things do not grow better; they remain as they are.

It is we who grow better, by the changes we make in ourselves. - *Swami Ji*

## **VISION**

One of the aspiring business schools in the country providing quality management education and foundation for life transformation.

## **MISSION**

- To provide relevant and contemporary knowledge and skills for career building across sectors in the society.
- To provide an enabling and learning environment with the right blend of values and transformation skills.
- To equip students with entrepreneurial, innovative and global mindset, relevant across functions, industries and different sections of society.
- To sensitize students of the challenges of the globe-social, environmental, ethical dimensions and to prepare them for creating sustainability on earth.



# THE BLUEPRINT OF YOUR METAMORPHOSIS

The Delhi School of Business comes from a lineage of educational excellence of Vivekananda Institute of Professional Studies (VIPS). Established in 2012 after 12 long years of integrated research on business management & administration, DSB is fiercely focused yet young at heart. In a world where change is the only constant, DSB's agility comes from the innate culture to grow and evolve. Never complacent of our achievements, we stand at the edge of constant improvement that widens and strengthens our horizons. And our robust structure ensures your holistic growth.

 **20+**  
Years of Academic  
Excellence



**7000+**  
Students



**250+**  
Faculty Members



**15000+**  
Alumni Network

**300+** Eminent  
Recruiters



**20+** Global Academic  
Partnerships



# TAKE CHARGE OF YOUR POTENTIAL—NOW!

The world today is much more than just being fast paced. It is ever-evolving, competitive and highly unpredictable! There is so much happening around us and yet growth belongs to those who are equipped to make a difference.

While each one is driven by a unique vigour, it is the right blend of knowledge, aptitude and commitment that helps you unravel the dynamism within.

Are you ready to make a difference with your perspectives? Inspire conversations? Integrate opportunities with innovation?

You are welcome to a platform that fosters continuous learning and an open mindset.

**Swami Vivekananda once said, "Education is the manifestation of the perfection already present in man."**

To you, we offer this opportunity to learn, develop and grow holistically – beyond merely acquiring knowledge. Arise to your true potential and make the world a better place.



## S CVATS

Chairman, Vivekananda Institute  
of Professional Studies

Trustee – National Book Trust, India

Member – Board of Governor of IIM Raipur  
Board of Management,  
Symbiosis International University  
Former Member of Legislative Assembly,  
Shakur Basti

# CATALYSE CHANGE INSIDE-OUT

The future of management education finds its relevance in a multi-disciplinary learning, experiential teaching-learning approach and focus on having a glocal impact.

While DSB's core is built on quality teaching, research and academic rigor, our sole focus is on honing students with the right balance of knowledge and innovation skills. At a time when the industry throws up challenges like never before, it cannot be addressed merely by education. It needs a thinking mind with creative instincts and tenacity.

At DSB, we enable your intellectual growth by keeping you at the epicentre of all that we do. Our dynamic curriculum keeps you in steps with the latest in the world of business and imparts in you the analytical and entrepreneurial abilities essential for the next in the industry. Our innovative pedagogy inspires you to reason critically, think creatively and develop the skillsets needed to produce innovative solutions to modern-day challenges. Thus, transforming you into the leaders of tomorrow.



**PROF (DR.) RAJIV R. THAKUR**

Director, Delhi School of Business  
rajiv.thakur@dsb.edu.in

Drawing upon my 3-decade long experience within academia and the modern industry, I invite you to join us and unleash your best in an invigorating environment. Because in a research-oriented institute like ours, you are put at the forefront of intellectual growth so that you can spearhead tomorrow's business developments.

Onwards & upwards, always!



# LED BY A CONSTELLATION OF VISIONARIES

The board of management at DSB is spearheaded by some of the most dynamic leaders and erudite academicians. Together they manage the school's efficient governance by strategizing plans, setting policies and ensuring their effective implementation.



Secretary  
Mr. Naresh  
Aggarwal

Vice-chairman  
Mr. Suneet  
Vats

Vice-chairman  
Mr. Krishan  
Aggarwal

Chairman  
Dr. S.C.  
Vats

Vice-chairman  
Mr. Ajay  
Bindal

Vice-chairman  
Mr. Vineet  
Vats

## EXTERNAL MEMBERS

**Dr. Amita Dev**  
Vice Chancellor  
Indira Gandhi Delhi Technical  
University for Women, Delhi

**Mr. Anil Sardana**  
MD & CEO at Adani Transmission Ltd.  
MD - Adani Power Ltd.  
Chairman - Adani Electricity, Mumbai

**Ms. Anuradha Amos**  
Principal  
St. Thomas School, Mandir Marg

**Dr. Kavita Sharma**  
President  
South Asian University, Delhi

**Mr. Kewal Handa**  
Chairman of the Board at  
Union Bank of India

**Mr. Naveen N.D. Gupta**  
President ICAI and  
Chairman of ICAI- ARF

**Mr. Praveer Sinha**  
CEO & Managing Director  
Tata Power

**Shri Shyam Bang**  
Director at  
Jubilant Life Sciences Ltd.

**Prof. D.P. Goyal**  
Director & Professor  
Information Systems,  
IIM Shillong

**Prof. (Dr.) Rajiv R Thakur**  
Director  
Ex-Officio, DSB, VIPS-TC

**Prof. (Dr.) Rattan Sharma**  
Professor, DSB

**Prof. Neerja Arora**  
Assistant Professor, DSB

**Others - Nominees as per rule**

# REDEFINING EXCELLENCE WITH DYNAMISM AND DEDICATION

DSB's very soul lies in the execution of our ideas and aspirations – by keeping you at the centre of everything. As an institute, we are curious to explore limitless possibilities of innovation, improvisation and growth. Be it academia or hands-on training – here it's all about immersing in a never-before exposure in a dynamic environment. Some of the aspects that make DSB stand out amongst its contemporaries are:

- Industry 4.0 Oriented Grooming
- Ability Enhancement Courses
- Innovation in Curriculum and Pedagogy
- Analytical and Entrepreneurial Skill Development

## THE ASPIRATION TO BE THE BEST IS MUTUAL

DSB's pursuit to realize the powerhouse of your potential is accredited by the best and most respected educational boards in the country.

Our flagship PGDM program is well-regarded and resonates with the needs of the industry.



AICTE  
Approved  
Program



Equivalent  
to MBA  
by AIU



Accredited  
by NBA



37<sup>th</sup> Rank in the  
All India Top 50  
B-schools 2021 by  
MyCollegeRoute.com

# DRIVING THE CHANGE WITH PASSION AND AGILITY

In a world where businesses are redefining possibilities, it is vital for future business leaders to be adaptive and agile. To thrive in the unknown, they need to be trained from day 1.

It is this calling of the future that inspires our today at DSB.

Here, it's less about customary practices and a lot more about a vibrant culture.

Because only when young minds are provided the environment to explore and evolve; can they be abreast with today's need for bold business leadership.

*Thus, as an institute, we are...*



**DYNAMIC:**  
unafraid of  
change and  
ready to grow  
– without  
a pause



**HAPPENING**  
on toes 24x7  
to make  
minds come  
alive with  
innovation



**STUDENT LED**  
building the  
pathway to  
leadership  
on the fire  
of practice

# ALIGN YOUR POTENTIAL WITH A REAL PURPOSE

At DSB, our founding philosophies help you look at challenges as opportunities to learn and evolve. So along with you, we:



# ***PGDM @ DSB ON COURSE TO THE FUTURE***

DSB's flagship PGDM program brings you the best of both worlds – solid theoretical know-how and experiential learning. It has a balanced and multifaceted curriculum that expands your business knowledge and equips you for a lasting growth.

## ***ON YOUR PATHWAY TO TOMORROW***

The PGDM program is tailored to be a key constituent of your industry readiness. From preempting industry trends to imparting relevant management knowledge – our academic rigour is backed by a industry-oriented curriculum. The program is highly cohesive and encompasses a unique teaching methodology based on Outcome Based Learning.



## A RIGOROUS, WELL-STRUCTURED AND DYNAMIC CURRICULUM

Spread across 6 trimesters over 2 years, the PGDM program prepares you for both – building a rock solid base in general management in the 1st year and specializing with a chosen elective in the 2nd year.

The curriculum is curated to prepare the next generation of business leaders who can lead with substantial know-how and the passion to achieve the extraordinary. At DSB, you are trained to take the first step towards a bright future that entails ample amount of innovation, excellence and boldness.



### 1st YEAR

Learn the basics of management across all disciplines, including:

- Economics
- General Management
- International Business
- Marketing
- Human Resources
- Accounting & Finance
- Analytics and Operations
- Business Communication

Financial Reporting & Accounting

Cost & Management Accounting

Financial Management

Spread Sheet for Business

Quantitative Techniques

Operations Management

Business Research Methods

Marketing-1

Marketing-2

Sales Management

Economic Environment

Managerial Economics

International Business

Organizational Behaviour

Human Resources Management

Sustainability and Business (USDB, PSDBI)

Legal Aspects of Business

Value and Ethics

Entrepreneurship and Family Business

Strategic Management

8-week summer internship program after 1st year.

### 2nd YEAR

Specialize from a pool of emerging and highly relevant electives that allow you to focus on your passion with absolute precision. These are cutting-edge, contemporary and embed in you the essential know-how of your preferred domain.

- Marketing Management
- Accounting & Finance
- Human Resource Management
- Analytics and Operations
- International Business
- Open Electives

Compulsory Capstone Project (Trimester IV to VI) under the guidance of a faculty member.

# YOUR HOTBED OF OPPORTUNITIES

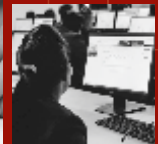
Spread across a sprawling expanse in the heart of Delhi, the facilities at DSB are wide-ranging and advanced. Besides every facility that you need for a complete educational experience, we get you –

## ANALYTICS LAB (E-LAB)

**Get data-ready to deliver smart business solutions**

DSB's Business Analytics lab (E-lab) brings you the best of technical prowess essential to grow in today's data-driven scenario. Excel in the fields of AI, IOT, cloud computing etc. with practical understanding of analytics with courses such as:

-  **Excel for Business**
-  **Big Data Analytics**
-  **Data Science with Python**
-  **Data Analytics using R**
-  **Operation Analytics**
-  **E-Commerce**
-  **MIS & ERP**



## FINANCE LAB

**Crunch numbers to maximise your quantitative skills**

Arguably India's largest B-school Finance lab, DSB's Finance Lab recreates capital markets and treasury trading floor for practicing concepts related to Global Financial Markets.

Here you lay your hands on:

-  **Asset Classes, Markets, Instruments**
-  **Financial Risk Management**
-  **Use of Derivatives in management of Active & Passive Risk Books**
-  **Capital Raising Strategies in International Markets**
-  **Technical Analysis of Global Financial Markets**

# A STIMULATING AND DISTINCT PEDAGOGY

Learning at DSB is facilitated by Multiple Participative Pedagogy. It incorporates a plethora of techniques and tools that hone your perspectives of academia, industry and experiential learning. Here, you learn by doing in a deeply engaging and student-centric environment.

## OUR PEDAGOGICAL ELEMENTS ARE INTERTWINED WITHIN



### CLASSROOM

DSB's classrooms uphold interdisciplinary learning with integrated coursework. From project based to peer learning and ability enhancement courses to make you industry ready - it is your launchpad to question the status quo, explore nuances of cutting-edge topics and innovate something new each day.

**Flipped classroom model:** it's your individual space to immerse in an interactive learning environment.

**Ability enhancement courses:** ability enhancement courses to build your soft skills and professional ethics in a post-pandemic world.

**Capstone project:** running over 3 trimesters, you collaborate for a comprehensive project-based learning.

**Dual specialization:** opt to specialize in any 2 offered streams from our pool of electives in the 2nd year.

**Flexibility and choices:** with more open electives, you have the option to choose from a variety of topics.





## MENTORSHIP

You are not only taught by erudite professors from across the country but also by real professionals who are your facilitators. Top industry leaders and DSB alumni give you the inside scoop of the industry of your choice and help you understand businesses inside-out and outside-in.

**Faculty mentoring:** top professors guide you through the intricacies of management education with their expertise.

**Industry mentoring:** regular sessions by industry expert let you take a deep-dive view of the corporate world.

**Alumni mentoring:** ex-DSBians, who are now driving the industry with their ability share their experience and tips with you.



## EXPOSURE:

A comprehensive and on-ground experience of varied topics gives you an edge over the rest. Be it within a rural or urban setting, you have the opportunity to get familiar with real-time challenges and develop insight of the global market and surrounding environment.

**Industry visits:** visits to state-of-the-art industries let you observe the plethora of activities accomplished therein.

**Internships:** gather on-the-job experience of your future role within a progressive corporate firm.

**Industry certification courses:** acquire the required set of skills to negotiate your way to the top in the business world.

**Guest lectures/industry talks:** get actual insights of the corporate world from industry stalwarts.





## INDUSTRY

The business of the future needs smart, bold and visionary leaders who can leverage industry trends. At DSB, we prepare you for the future with a unique blend of analytical thinking, data-based business intelligence and entrepreneurship practices. Thus, you are trained to transform from day 1.

**Entrepreneurship:** with ingrained entrepreneurial instincts, you are trained to perform with foresight and confidence.

**Analytics:** be at the crossroads of technological innovation by knowing about the core of data and its analysis.

**Industry 4.0:** participate in the digital transformation and create value by taking charge of advancements.

**Digital:** empower yourself and the community with your nimbleness in data-based decision making.

**Family business:** get special guidance on how to take your family managed business to the next level.



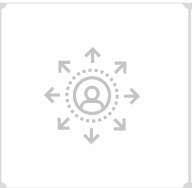
## HOLISTIC DEVELOPMENT

DSB's ultimate pedagogical outcome is your 360 degree development that makes you a complete manager. We help you inculcate the interest and competence to grow as an individual whose mind, body and soul are in absolute sync with the innate aspirations.

**Co-curricular activities:** go beyond academia to identify the gems of your talent in cultural and sporting engagements.

**Indian management philosophy:** sow in yourself the ideals of karam and dharam to arise as a value-driven and complete individual.

**Values and ethics:** imbibe the moral values of humanity to make the workspace around you a positive and hopeful one.



# **THOUGHT LEADERSHIP THAT CHISELS YOUR POTENTIAL**

The faculty at DSB excels in nurturing and shaping the next generation of enterprising doers.

Majority of your mentors have earned their degrees from celebrated universities and possess sound experience in academia and industry. Their guidance is rich in relevant knowledge essential to bring about a change in the way business is done. They are innovators, strategists and facilitators whose passion to bring you the best of academic excellence also puts them at the forefront of business research.



# MEET THE TORCHBEARERS OF YOUR SUCCESS

The expertise and experience of every DSB faculty member is directed towards your uncompromised progress. They are at the cutting-edge of wisdom and their appetite for innovation lets them do that they do the best – unleash your potential.



**Prof. Rattan Sharma**  
Professor Emeritus  
M.com and Ph.D (DU)



**Prof. Ashok Bhattacharya**  
PGPM, XLRI



**Prof. Sanjay Kumar**  
PGDBM, IIM-Calcutta;  
Ph.D (DU)



**Prof. Shoma Mukherji**  
MIM, Thunderbird, USA;  
EFPM, MDI



**Prof. Rashmi Sharma**  
Ph.D. (Banasthali),  
MBA (LBSIM), B.A. (Hons.),  
English (Delhi University)



**Prof. Sourindra Bhattacharjee**  
Ph.D, IIM-Ahmedabad



**Prof. Sharad Gupta**  
PGDM, IIM Indore;  
Ph.D, FMS (DU)



**Prof. Neerja Arora**  
PGDM, IIM Calcutta



**Prof. Ram Rritwik Sen**  
LLM, GGSIPU, Delhi;  
MBA, IIM Ahmedabad



**Prof. Indira Bhardwaj**  
MBA, Ph.D, AMU



**Prof. Gaurav Sarin**  
EFPM, IIM Lucknow;  
PGPX, IIM Lucknow  
Bachelor of Engineering



**Prof. Sanjay Chaudhary**  
MBA, AIT; MS, USA;  
Pursuing Ph.D-DTU



**Prof. Atul Singh Chauhan**  
BE, BIT Mesra; PhD,  
XIMB - XUB



**Prof. Divya Bajpai**  
M.A, Psychology - MSU;  
MPM, Pune University;  
FPM, Public Policy and  
Management, IIM-Calcutta

# HONE YOUR BUSINESS INSIGHTS FROM TOP CORPORATES & SCHOLARS

At DSB, prominent business leaders and academics visit the campus frequently to help you steer change with dynamism and zeal.

## CEO TALKS:



**Mr. N. R. Narayana Murthy**  
Co-founder of Infosys



**Mr. J P Rai**  
DG, National Skill Development Agency, GOI



**Mr. Chandrasekhar Kakal,**  
COO L&T Infotech



**Mr. Deepak Doegar**  
Regional General Manager,  
GE Power Generation Services



**Mr. Anil Kumar Sardana**  
Managing Director of  
Adani Transmission Ltd



**Mr. Atulit Saxena**  
COO-Brands,  
Future brands Ltd.



**Mr. Satiram**  
Owner & Founder of BTW



**Mr. Kewal Handa**  
Ex-CMD, Pfizer



**Mr. Nitin Bhut**  
COO, Genpact

## GUEST LECTURES:



**Prof. David Victor**  
Eastern Michigan  
University, USA



**Prof. Peter Cardon**  
Marshall School of  
Business, USA



**Prof. M.R. Dixit**  
Ex-IIM (Ahmedabad)

# WITH NAMES THAT DECIDE STRIDE OF BUSINESSES

Every year, some of the most reputed names in the industry come along and hire DSBians for adding value to their business operations.

## CORPORATE MEMBERSHIPS OF DSB



## TESTIMONIALS



**Tanshi Kumar**  
(Batch 2019-21)

The 2 years I have spent at DSB have helped me find myself a little better. The faculty has been supportive through and through and the course is developed in such a way that helped me gain an in- depth understanding of not only business problems but also human relationships in the workplace. The course is driven entirely on ensuring that every student is brought out of their comfort zones and inspired to try new things and even overcome certain fears.



**Utsav Mehrishi**  
(Batch 2019-21)

DSB upheld a perfect environment to provide knowledge both on the academic and practical aspects of the managerial world. It helped me hone and channelise my skills so I could achieve my maximum potential. The highly esteemed faculty made sure that I was always on the right path throughout the program. The seminars and guest lectures made sure that we as students were always in know of the latest trends going on in the industries.

# ON CAMPUS IS THE BEST PLACE TO BE

Life @ DSB is pulsating with energy and enthusiasm. The vibrant campus life brings together insightful seminars, cultural fiestas and community initiatives that give you the scope to engage and lead exciting activities. With industry visits, fun club events and entrepreneurship competitions – spread your wings in our sky and glide through a wide-range of co-curricular activities.

Negotiation Workshop with Prof Virginia Soukoup.



Saraswati Puja, 2021



AIMS Conscious Capitalism



Team Building Activity by EKAY - The HR Club on 18th February, 2020



Business Quiz by Pratyaksh (E-cell)



The Fin Cahoots, organised by Fynamics Club

The Analytics Affair, organised by Invictus Club

Students of DSB lighting up the ramp at Spandan the annual festival of VIPS



DSB Alumni Meet



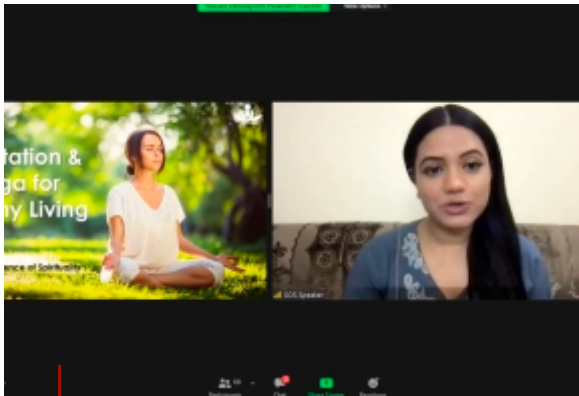
Adventure Camp



Edutour to Germany and Austria



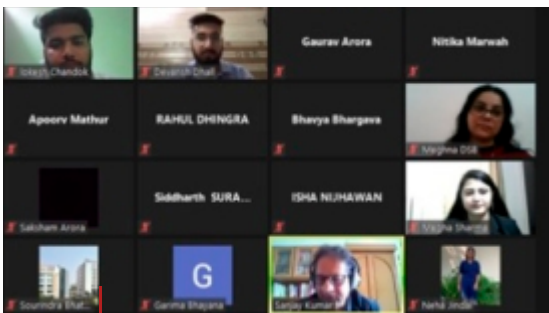
Yoga event in association with SOS



## STUDENT AFFAIRS COUNCIL

Student Affairs Council of DSB-VIPS TC organizes student led and student driven extra-curricular events for holistic development. Even during the pandemic, 13 Intra-college events and 05 inter-college events were organized and we received participation from IIM-Jammu, BIMTECH, VIPS, IIT-Goa, IIM-Kashipur, IIM-Ranchi among others. Our students secured merit positions in events organized by IIM-Kozhikode, BIMTECH, LBSIM, IMI, ISB, Jaipuria Institute of Management to name a few.

Outthink: The Competition, organized by MarkX Club





# EXEMPLIFYING PROGRESS AND GROWTH

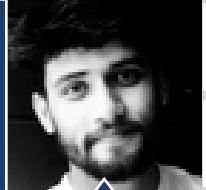
Our star DSBians have written their success stories at some of the top firms. Today they are redefining business with their grit and insight. They are established professionals working across an array of industries, geographies and endeavours.



**Neha Gandhi**  
(2014 – 2016)  
Area Manager,  
Bajaj Finance



**Shubham Jain**  
(2015 – 2017)  
Senior Investment  
Adviser Franklin  
Templeton  
Investments, INDIA



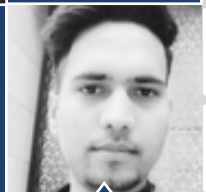
**Alok Kumar**  
(2013 – 2015)  
Strategic and  
Business Manger  
at NDTV | Ex –  
Paytm & Microsoft



**Disha Nagra**  
(2016 – 2018)  
Business  
Development  
Trainee Oracle



**Chakshu  
Gambhir**  
(2015 – 2017)  
Entrepreneur and  
Management  
Trainee – Corporate  
Human Resources,  
DB Schenker



**Vishal Singh**  
(2013 – 2015)  
Founder:  
[www.medowsgreen.com](http://www.medowsgreen.com)  
Manager Strategic  
Alliance & BD,  
North India at Airpay





**DELHI SCHOOL OF BUSINESS**

**Vivekananda Institute of Professional Studies**  
Technical Campus

AU Block, Outer Ring Road,  
Pitampura, Delhi - 110034  
P. +91 11 27343401/02/03  
Web: [www.dsb.edu.in](http://www.dsb.edu.in)



For admission related queries,  
scan the QR code or contact us at  
M. 84485 89526  
E-mail: [admissions@dsb.edu.in](mailto:admissions@dsb.edu.in)