



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

University School
of Management and
Entrepreneurship



Admission
BROCHURE

MBA (Business Analytics)
MBA (BA) - 2021-23

Website : www.dtu.ac.in

ADMISSION SCHEDULE WITH IMPORTANT DATES

S. No.	Activity/Event	Date
1	Opening of website for online registration	12-05-2021 (Wednesday)
2	Advertisement in newspapers	12-05-2021 (Wednesday)
3	Last date for online registration	20-06-2021 (Sunday) 12:00 Midnight
4	Release of shortlisted candidates for Personal Interview	29-06-2021 (Tuesday)
5	Interview of shortlisted candidates	06-07-2021 (Tuesday), 07-07-2021 (Wednesday)
6	Release of the List I of selected and waitlisted candidates for counselling	12-07-2021 (Monday)
7	1 st round Counselling (Selected candidates are required to report along with original documents and fees)	16-07-2021 (Friday)
8	Release of the list II of candidates eligible for 2nd round of counselling for remaining seats (if required)	23-07-2021 (Friday)
9	2 nd round Counselling (Selected candidates are required to report along with original documents and fees)	30-07-2021 (Friday)
10	Release of the list III of candidates eligible for 3 rd round (if required)	04-08-2021 (Wednesday)
11	3 rd round Counselling (Selected candidates are required to report along with original documents)	11-08-2021 (Wednesday)
12	Release of the list eligible candidates for 4 th round of Counselling (if required)	13-08-2021 (Friday)
13	4 th round Counselling (Selected candidates are required to report along with original documents)	20-08-2021 (Friday)
14	LAST DATE OF ADMISSION	27-08-2021 (Friday)
15	Notification of Spot Round (if required)	31-08-2021 (Tuesday)
16	Spot round	03-09-2021 (Friday)

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.
3. Personal Interview may held online if necessary. This will be Intimated on the website. Necessary arrangements for online interview will be made accordingly for all the candidate short listed for Interview.



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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 2021-22 at the University School of Management & Entrepreneurship (USME), at East Delhi Campus, DTU.

Delhi Technological University is globally known for outstanding education, research and innovations. 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 & Entrepreneurship (USME) was established at the East Delhi Campus of DTU in 2017, with programs in the undergraduate and postgraduate level, 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 the three disciplines of Management, Economics and Innovation, Entrepreneurship and Venture Development, 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)

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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 79 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. 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 (Ph.D.) 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 Daulatpur, Bawana Road, Delhi and the East Delhi Campus is located at Vivek Vihar, Phase II, Delhi.

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.

VISION

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

University School of Management and Entrepreneurship (USME)

The USME was established in the East Delhi campus (EDC) of DTU in the year 2017, to fulfill its mission of offering a portfolio of programmes in emerging areas of business, such as analytics and venture development, and the creation of an ecosystem for learning, research and practice in management and entrepreneurship. The school aims at becoming a practise school and seeks to provide a platform for research and key social initiatives as well as become a nodal centre for entrepreneurship.

Situated in the East of Delhi, the Campus offers programs in three disciplines – Management, Economics, and Innovation, Entrepreneurship and Venture Development with faculty having a background of leading institutions such as IIM Kolkata, IIM Lucknow, FMS, Delhi University, IIT Madras, IIT Ropar, JNU, DSE etc. Over the past three years, it has conducted workshops in multiple areas of entrepreneurship, starting with orientation and boot camp for start-ups, Strategy, R for Machine Learning, Entrepreneurship, and also the inter-college Internship Fair last year, resulting in over three hundred offers to undergraduate students. This year, the corporate Engagement Week, an enhanced version of the Fair involving leading state Universities of Delhi (DTU, NSUT, Ambedkar University, IGDTUW) which led to over 70 corporates participation and several hundred internships and final placement offers in companies like Deloitte, across sectors of analytics, digital, Edtech, finance and many others. The Campus has added in its new academic block an additional computer centre, a state-of-art library and information centre, seminar rooms and a 200-capacity auditorium. The students organise various events such as the annual cultural fest, talks, business contests, and internship/final placement activities. Final placements are coordinated by the Training and Placement Department of DTU from the main Campus, with representatives from USME.

USME offers programmes at undergraduate (UG), post graduate (PG) as well as at doctoral level

(Ph.D., in Management, Economics and Entrepreneurship areas). Currently the UG level programmes offered include Bachelor of Business Administration (BBA) and Bachelor of Arts(Honours) in Economics (B.A. (Hon.) Economics). At the PG level, Master of Business Administration (MBA) programmes, MBA (General) and MBA (Business Analytics), MBA (Family Business & Entrepreneurship) and MBA

(Innovation, Entrepreneurship & venture development) are offered.

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 that includes successful and recognised entrepreneurs. The school focuses 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 enriched learning and co-curricular activities such as workshops, industry exposure and lectures conducted by eminent speakers

from industry and academia. Students are encouraged to participate in conferences, seminars and competitions, facilitating organization of several co-curricular activities. Students have also successfully organised the Internship fair.



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 portfolio of professionally designed programmes with focus on entrepreneurship and family business, public policy, business analytics, finance market and many more.

To establish centre of excellence in entrepreneurship development, innovation incubation and organization development.

To create a new knowledge based 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.

CENTRES OF EXCELLENCE

The campus houses the following centres of excellence

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. Centre is headed by an entrepreneur, and identifies mentors from entrepreneurship space for handholding new student ventures. It is engaged in guiding new ventures of the students especially from the MBA-Family Business and Entrepreneurship and MBA - IEV programs. Majority of the students of these programs have formed their own new ventures. 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

Head:

Dr. Pushpendra Singh (Consultant and
Serial Entrepreneur)

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. Some of the incubatees of the DTU IIF (incubator) are housed under the IIC at East Campus, including firms such as Cypher Rock etc. The centre offer a whole gamut of incubation facilities and services to incubate to help them transform their ideas into commercially viable products.

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.

MASTERS OF BUSINESS ADMINISTRATION IN BUSINESS ANALYTICS PROGRAMME (MBA - BA)

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 foundation courses involve a twined foundation in 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 120 credits for successfully completing the programme.

In MBA (Business Analytics) course, the analytics domain is embedded in managerial foundations, with exposure to decision making and skill development across domains. There are core course modules in both in analytics and in management. The specialization in the later part of the program enables a deep insight in to functionally relevant analytics such as retail and social media in marketing, versus supply chain analytics forecasting and simulation etc. in operations. The core areas such as big data, predictive analytics, statistical modelling, visualization techniques and programming with R & Python, when blended with the well-known technological strengths of the DTU in machine learning, deep learning etc., and exposure in our analytics labs, make these students a very valuable resource for both boutique analytics firms and firms who have recently embarked in the analytics journey.

Students in the first batch have been placed in companies which visited Campus like TCS, Loconav, Axis Bank, IHS Markit, Sharekhan, E&Y, Whirlpool, Cushman & Wakefield, HCL, ICRA Online Ltd., ITC Ltd. They have undergone Internship in domains like Marketing Analytics, Financial Analytics, Market Research, HR Analytics, Stock Market Analytics etc. As a leading institute in terms of placements, DTU platform has helped over fifty companies to offer placements to the MBA batch.

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 technologies 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 operations like marketing, supply chain, financial management etc. This allows vastly more effective development and application of analytic algorithms 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 hand 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 Querying and Visualization

SECOND SEMESTER

- Financial Management
- Human Resource Management
- Introduction to Big Data Systems
- Data Warehousing and Data Mining
- Introduction to Programming using Python
- Operations & Supply Chain Management
- International Marketing
- Predictive Modelling
- Changing Paradigm in Leadership
- Predictive Analytics Practicum

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	Decision Analysis Techniques
International Marketing	Swarm Optimization and Evolutionary Competing
Knowledge Creation Critical Thinking and Innovation	

Events at USME



Battle of Bands competition organised as part of the Annual Management and Cultural Fest "Traction" 2019-20.

Ms. Navroop K. Sahdev, Founder & CEO of The Digital Economist, Los Angeles, USA delivered a lecture on "Blockchain Technology"



START-UP-CONCLAVE

The University School of Management & Entrepreneurship (USME), East Delhi Campus, Delhi Technological University organised its first-ever start-up conclave on February 17, 2020 and a 3-day inter-college internship fair from February 18, 2020 to February 20, 2020.

The start-up conclave provided a platform to eminent entrepreneurs to share their journey, current strategies, challenges faced and future plans. Prof. Yogesh Singh, Hon'ble Vice Chancellor, DTU presided over the function and delivered the inaugural address. Some of the prominent speakers at the conclave were Mr. Sharad Sagar, Founder and CEO, Dexterity Global; Joe Madiath, Founder and Executive Director, Gram Vikas and Mr. Sandro Stephen, Regional Head, Indian Angel Network. The conclave was aimed towards encouraging entrepreneurial activity among students.

The inter-college Internship Fair' 2020 witnessed more than 1,700 registrations from students across the country. Around 35 companies participated in the same and rolled out more than 300 offers in the domains of finance, research, sales, digital marketing, business development etc. A series of leadership lectures by successful HR professionals were also conducted throughout the fair.





Hon'ble Dy. CM Mr. Manish Sisodia inaugurated the Manthan Hall of University School of Management and Entrepreneurship at the east campus of DTU on 4th March, 2021



NSS-USME Tree plantation drive, 6th March 2021 at Satyam enclave, Jhilmil, East Delhi.



NSS WINTER DONATION DRIVE.

National Service Scheme – USME Initiatives

NSS division at USME, DTU Works on the motto "Not me, but YOU" and aims to provide hands-on experience to young students in delivering community service. NSS Initiatives at USME, DTU include Project PATHSHALA is based upon providing free education to every student during covid pandemic in collaboration with NGO "E-vidyaloka" where our volunteers provided full-fledged videos for live classes in various subjects broadcast in Uttarakhand state. OLD AGE HOME VISIT at Shashi Raj foundation located in Shahdara, East Delhi and facilitated donation of the basic necessities and hygiene items for elderly. THIS OZONE DAY members of NSS USME, DTU conducted a small plantation drive. A road safety week was organized under which various

events like spot the error quiz competition in which pictures were shown and contestants had to identify the traffic rule violations. Meme making competition was also conducted make memes to spread traffic awareness and road safety anthem was composed in collaboration with "shiddat" to spread awareness.



TEAM NSS took the Integrity Pledge



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, etc. in the past.

Students Ventures at USME

The MBA-Innovation Entrepreneurship and Venture Development students have by their second year started off their venture operations. "Innovative Scripts Private Limited" is a DPIIT recognized start-up developing Block chain-based Enterprise Software Solutions; incubated at MBA-IEV program of USME, DTU. "Refoveo" is all about serving clean, fresh and healthy food and beverages; "Currikalam Technologies Private Limited" strives to make a one-stop shop for all the lab based and experiential educational needs. Its vision is to make school education relevant to today's times and industrial needs. The packages provided by Currikalam include IoT lab experiment equipment for schools, Smart classes, modern labs, certified teacher training programs, school websites, student portal, etc. "Madhouse to Mudhouse" is a private limited firm that provides consulting services to individuals, private and government institutions operating in the hinterlands of rural India, in fields such as agriproducts, tourism etc. "Ishan-M" is a start-up which brings to you a complete solution of all the digital marketing needs at one place, and already has over six leading business houses as clients. "The Herbalist" is an indigenous thermal energy optimization company, actively engaged with the clients in herbal produce process industries. "Lets Go Electric" is MBA-IEV incubated start up dedicatedly focused in enabling Ecosystem for EV charging Infrastructure & Building sustainable Green Environment. By offering services such as battery as a swapping model for 2- and 3-watt EV charging for 4 Watt and on a Pay per Use Model.

The vibrant centre for Entrepreneurship Development is mentoring and housing these students, and is accessible to all students at the USME Campus equally.

Common Rooms, Sports and Recreation

There is a separate common room for girl students, and it has many facilities along with carrom and TT tables, found in all common rooms. Badminton 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.



Professor R. C. Sharma
Director, East Delhi Campus

Professor R. C. Sharma, M.Sc. Gold Medalist and Ph.D. from University of Delhi, has been working since 1980. Prof. Sharma has served as Dean (Academic), Dean (International Collaboration), Head of the Department at DTU. He attended specialized courses at IIT Bombay, IIT Kharagpur, Roorkee University, CECRI Karaikudi, NIESBUD Delhi and NISIET Hyderabad. He has been accredited Professional Trainer for Entrepreneurship Motivation and Small Business Development training by NIESBUD, Noida and NIMSME Hyderabad. Prof. Sharma has made significant contributors in the study of transport phenomena and published 75 research papers in reputed journals. He has supervised 7 students for Ph.D. degree. Prof. Sharma has taken keen interest in the development of entrepreneurial culture and organized more than 100 Entrepreneurship Awareness and Motivation Programs for the science & technology students. Prof. Sharma has served as Director (SFS courses), Dean, Registrar at Bundelkhand University during 1999-2002. Prof. Sharma has been awarded with the Award of Honor by Soka University Japan. Prof. Sharma has a unique vision for educational system and believes in providing a flexible and innovative curriculum having optimal mix of State-of-art theoretical knowledge, creative practical skills, management, entrepreneurship and personality development.



Prof. Amit Mookerjee
Professor, Management and Head, USME

Indian Institute of Management Lucknow (IIM -L), 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 programs for leading global B Schools. His consulting, research and training services span organisations across diverse sectors in industry (telecom, IT, FMCG, durables, finance and insurance, banking); PSUs and private 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 Ph.D. in Management, from the ML Sukhadia University, Udaipur.

Dr. Amit Mookerjee joined recently as Professor, USME. Prior to this he was Professor,



Prof. K.V. Bhanu Murthy
Professor, Economics

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.

Honorary Prof. K. V. Bhanu Murthy is a Ph.D. from Delhi School of Economics. He was formerly the Dean of Faculty of Commerce



Prof. (Dr.) Manoj Kumar Sharma
*Visiting Professor,
Innovation, Entrepreneurship and
Venture Development*

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 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'.

Dr. Manoj Kumar Sharma is an alumnus of Delhi College of Engineering and IIT Delhi, having Bachelor and Masters Degree In

Prof. Sharma has served Department of Management Studies (DSM), Indian Institute of Technology Delhi (IIT Delhi). He is on the Expert panel for selection of senior faculty in the area of "Strategy" for leading business schools of India. His other academic work & related Experience includes Guest Faculty/ Professor at IIMs / National Academy for Training for Social Security and Research, Ministry of Labour & Employment, Govt. of India / Department of Personnel 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 East Delhi Campus DTU.

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.

FACULTY at University School of Management and Entrepreneurship



Dr. Nidhi Maheshwari
Associate Professor, Management and Associate Head

Dr. Nidhi Maheshwari has been in the research and teaching profession for more than nineteen years. She has completed her Ph.D. and LL.B.

degree from Mohan Lal Sukhadiya University, Rajasthan. She also holds a MBA degree from Banasthali Vidyapeeth. During her doctoral studies in the area of Emotional and Spiritual quotient, she had widely published papers in refereed international and national journals. She has authored 30 papers/book chapters/research, research-based teaching cases in HRM. Her management cases are being sold at the European Case Clearing house and Emerald Publishing, one of which is in the 'Most Popular' category and received Emerald Highly Commended Paper Award. Recently, she was awarded with the "Best research paper" in the IIM- Shillong Sustainability conference (2015). Two Ph.D. scholars have completed doctoral research under her supervision.

She has delivered MDPs for senior and middle level corporate managers in the area of soft skill and HRM. She is empaneled as Soft Skill Trainer for Engineers India Limited. She has conducted MDP Programs for IFFCO, Indian Oil Corporation, National Seeds Corporation, ITDC, NHPC, NTPC, KDK Software, Shree Cement, J.K. Cement, Unitech Pvt. Ltd, Indian Aviation Academy, GAIL, Punjab National Bank, IREDA, Power Grid, ONGC, National Institute of Solar Energy, Indian Institute of Public Administration etc.



Dr. Shikha N Khera
Associate Professor, Management

Dr. Shikha N Khera has obtained her Ph.D. from Guru Gobind Singh Indraprastha University and Masters from HNB Garhwal

University, Srinagar, Garhwal and Bachelor from Sri Venkateswara College, University of Delhi. With seventeen years of experience her areas of Interest include Human Resource Management, Organizational Behaviour and Cross Cultural HRM. She has extensively published in National/ International Journals of repute.



Dr. Vikas Gupta
Associate Professor, Management

Dr. Vikas Gupta has obtained his Doctoral degree in the area of Knowledge Management from Guru Gobind Singh

Indraprastha university. He is a Gold medallist in Master's degree. Having more than 16 years of teaching and industry experience, his interests include Knowledge Management, Innovation Management, Legal Studies, Business Process Re-engineering and Corporate Social Responsibility.



Ms. Harleen Kaur
Assistant Professor, Management

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.

FACULTY at University School of Management and Entrepreneurship



Mr. Anurag Chaturvedi
Assistant Professor, Management

Mr. 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. Jagvinder Singh
Assistant Professor, Management

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 more than twenty research papers in reputed international journals and his area of research is Mathematical Modelling in Software Reliability and Management Sciences.



Dr. Naval Garg
Assistant Professor, Management

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 (including A and B category of ABDC list). He also holds more than 6 years of corporate experience.



Ms. Pallavi Sethi
Assistant Professor, Management

Ms. 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, Management

Ms. 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.

FACULTY at University School of Management and Entrepreneurship



Ms. Varsha Sehgal
Assistant Professor, Management

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 Strategic 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.



Dr. Kusum Lata
Assistant Professor, Management

Dr. Kusum Lata is Assistant Professor at USME, DTU. She has done her B. Tech in Computer Science and Engineering from Punjab Technical University, Punjab and Master of Engineering (M.E.) in Computer Technology and Applications from Delhi College of Engineering, University of Delhi. She has qualified UGC-NET in Computer Science and Applications. She has completed her Ph.D. in Computer Science and Engineering from Delhi Technological University. She has more than 15 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. Deepti Aggrawal
Assistant Professor, Management

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, Management

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



Ms. Aakanksha Kaushik
Assistant Professor, Economics

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.

Aakanksha Kaushik is Assistant Professor at USME, DTU. She has completed B.A.(H) Economics from D.U; M.A (Financial Economics) from



Dr. Rajesh Sharma
Assistant Professor, Economics

completed his 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.

Dr. Rajesh Sharma is Assistant Professor at USME, DTU. He has completed Masters in Economics from Panjab University. He



Mr. Puneet Kumar Arora
Assistant Professor, Economics

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.

Puneet Kumar Arora is Assistant Professor at USME, DTU. He was previously associated with India Infrastructure Publishing, where



Mr. Virender Kumar
Assistant Professor, Economics

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.

Virender Kumar is Assistant Professor at USME, DTU. Previously, he was working as an Assistant Professor in Shri Ram College of



Dr. Ratnam Mishra
Assistant Professor, Economics

Faizabad. She has completed M. Phil and Ph.D. in Economics from Jawaharlal Nehru University (JNU). She has nine years of teaching experience and is JRF in Economics. Her research areas include Economics of Education, Economics of Migration, Skill Development and Vocational Education.

Dr. Ratnam Mishra is Assistant Professor at USME, DTU. She has done her Masters in economics from Dr RML Awadh University,

TRAINING AND PLACEMENT

Placements are one of the most striking features of any B-school and we at Delhi Technological University, are continuously striving to make them better and bring the best companies for our placements each year. Placement assistance is provided by DTU Central Training and Placement Department for MBA from both schools, DSM & USME. 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 act as an interface between the industry and students, and provides counseling, practical assistance and runs programs, to help develop students in various spheres, so that they can achieve their career-related aspirations. The major activities undertaken by the Placement Teams of both DSM & USME are - corporate interactions, summer & winter internships, and most importantly, the final placements. The center also helps students in getting 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 the first semester onwards. To enrich the professional competencies of the students there are activities like personality profiling, mock interviews, group discussions, and business simulations. Along with the placement activities, the cell is collecting feedback from the industry about the performance of students employed and transmitting the same appropriately for corrective actions. The Placement Cell of both DSM and USME understand very well that the final placements and summer internships are the most important landmarks of any student's career and hence, the student coordinators and faculty mentors put in their best so as to achieve the targets and provide what is best for the candidates. The major recruiters from our institute are KPMG Global, TCS, ZS Associates, Motherson Sumi Infotech and Designs, Berger Paints to name a few and there are constant efforts to expand this list.

SOME OF THE PROMINENT RECRUITERS

					
					
					
					
					
					
					
					
					
					

ELIGIBILITY, SEATS AND SELECTION PROCESS

Eligibility Criteria

1. Candidate who has passed an engineering degree/ a graduate degree programme with at least one paper in mathematics/statistics and have scored minimum 60% 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 a specific date declared by the University.

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 2020.

The University may decide an appropriate cut-off percentile of CAT score to invite the candidates for Personal Interview. Depending on COVID 19 situation the university shall take a decision about conducting a Personal Interview or to prepare the merit list based on CAT score.

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 the conversion formula is not provided by the concerned Institute/University then equivalent percentage will be computed as per the DTU guidelines, where are as follows:

Percentage of Marks = $(10 * CGPA)$

CGPA	% of Marks
6.25	62.5
6.75	67.5
7.25	72.5
7.75	77.5
8.25	82.5

Number of Seats

The number of seats for admission in the programme for the batch of 2021-23 is 40.

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

One supernumerary seat is available for Kashmiri migrants 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	17
ST	05
OBC	03
Gen	11
EWS	04
Total	40

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 9. President's Police Medal for Gallantry 10. Police Medal for Gallantry

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.
- g. **Economically Weaker Section (EWS):** Reservation of EWS category as per the office order DHE.1 (119)/Estt./2018-19/2549-76 dated 17/06/2019

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 candidate from the sub categories mentioned at (d) and (e) are not available, the vacancies will be treated as unreserved in 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/ EWS/ 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.

Selection Procedure

1. Applications received will be shortlisted on the basis of performance in CAT percentile score 2020.
2. The shortlisted candidates will be required to appear for a Personal Interview.
3. Merit list for admission shall be prepared on the basis of the CAT score (70%) and Personal Interview (30%) score.

Note:

1. In case of tie in the final merit list, the following criteria shall be used
 - a. The candidate with higher CAT percentile shall be ranked higher.
 - b. In case of tie in CAT percentile, the candidates shall be ranked according to their date of birth, preference being given to the older candidate.
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.

FEE STRUCTURE

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.

S. No.	Particulars	Fee in AY 2021- 22 (Rs.)	Fee in AY 2022- 23 (Rs.)
1	Tuition Fee	1,33,300/-	1,40,000/-
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/-	20,000/-
2.2	Facilities & services charges (Research initiatives, training programmes, Awards, automation facilities, entrepreneurship activities and any misc. expenditure on unspecified items)	30,000/-	30,000/-
2.3	Economically weaker section fund	7,000/-	7,000/-
2.4	Examination fee (Examination infrastructure strengthening, expenditure on examination activities, confidential printing etc.)	15,000/-	15,000/-
2.5	Premium amount for medi-claim of student (per annum)	700/-	700/-
	Total	2,06,000/-	2,12,700/-

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 formally notified last date of admission.

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

** Last date of admission: 27.08.2021

DOCUMENTS REQUIRED AT THE TIME OF ADMISSION

Following is the list of documents required for verification at the time of Personal Interview and counselling or at a later stage depending on COVID-19 situation.

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. Students must possess CAT Login ID and Password for online verification.
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.

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, KM) must produce the original certificates (as applicable) as mentioned below at the time of document verification.

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

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

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 January 1, 2020 from the authorities as mentioned above. However, if the certificate is issued prior to January 1, 2020, 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.

Vikas Marg, Karkardooma, Delhi 110092.

- 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

- 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.
- b. Degree and Mark-sheet of the qualifying examination.
- c. Secondary School Examination or an examination recognized as equivalent thereto (showing the Date of Birth).
- d. Proof of property in Kashmir of the parent of the candidate.
- e. 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/EWS 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 / Ist Class Stipendiary Magistrate / Sub-Divisional magistrate / Taluka Magistrate / Executive Magistrate / Extra Assistant Commissioner (not below the rank of Ist 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](mailto: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)