



# DELHI TECHNOLOGICAL UNIVERSITY

Established by Govt. of Delhi vide Act 6 of 2009

(FORMERLY DELHI COLLEGE OF ENGINEERING)

BAWANA ROAD, DELHI-110042

No. F.DTU/Rectt./AP/M&E/2017

Dated: 28.09.2017

## RECRUITMENT TO FACULTY POSITIONS

Delhi Technological University is a non-affiliating; teaching cum research university engaged in education, research, technology incubation, product innovation and extension work in Applied Sciences, Engineering and Management and is committed to foster excellence. The University invites online applications from the talented individuals to fill up the posts of Assistant Professor on regular basis **in the discipline of Management and Economics** by direct mode of recruitment:-

S. No.	Department	Discipline	Category				Total No. of posts
			UR	OBC	SC	ST	
1	Delhi School of Management, DTU	Management	05	02	01	---	08
1	University School of Management & Entrepreneurship, East Delhi Campus, DTU	Management	07	02	01	---	10
		Economics	04	01	01	02	08
Total No. of posts			16	05	03	02	26

### Important Dates:

Last date for receipt of applications:	30.10.2017
Display of Shortlisted candidates:	06.11.2017
Display of Roll No. and Admit Cards:	10.11.2017
Date of Screening Test:	18.11.2017
Date of declaration of result of the Screening Test:	18.11.2017
Tentative date(s) of Presentations:	27.11.2017 & 28.11.2017
Tentative date(s) of Interviews:	29.11.2017 to 01.12.2017

### **Note:**

1. The candidates are required to fill up the online application form and also send the print out of the online application form alongwith the desired/relevant documents.
2. The application fee will be amounting to Rs.1,000/- in case of General/OBC candidates and Rs.500/- in case of SC/ST/PH Category candidates. The application fee will be acceptable through online mode only. No other mode of payment will be accepted by the University. The candidates are directed to attach the print out of online fee receipt with hard copy of the Application Form.
3. The hard copy of the Application Form alongwith supporting documents should reach to the Registrar, Delhi Technological University before the last date of receipt of applications, i.e., 30.10.2017.
4. Admit Card for conducting Screening Test may be downloaded from the University's website [www.dtu.ac.in](http://www.dtu.ac.in). The candidates should bring two copies of the same, duly cross signed on photograph alongwith photo bearing ID, i.e., AADHAR Card/Voter ID Card/Driving License/Passport on the day of the Screening Test. One copy will be retained by the University at the time of Screening Test. Applicant qualified in Screening Test will bring second copy of the Admit Card duly signed by the Invigilator (Screening Test) and will submit the same at the time of verification of Documents on the day of Interview.

5. Candidates will be informed through e-mail for presentation & interview and the details will also be uploaded on the University website.
6. Selected candidates will be required to join on short notice.

**PAY SCALE, ESSENTIAL QUALIFICATIONS, RELEVANT BRANCH, AGE LIMIT AND RELAXATIONS FOR ASSISTANT PROFESSORS IN DISCIPLINE OF MANAGEMENT**

S. No	Designation, pay Band and Academic Grade Pay (AGP)	Essential Qualifications	Relevant Branch	Age Limit
1	Assistant Professor with AGP Rs. 6000/- in PB 3 (Rs. 15,600-39100/-)	<p>First class Master's degree in Business Management/Administration/ in a relevant management related discipline or First class in Two year full time PGDM declared equivalent by AIU/Accredited by the AICTE/UGC</p> <p style="text-align: center;">‘OR’</p> <p>First class Graduate and professionally qualified Chartered Accountant/Cost &amp; Works Accountant/Company Secretary of the concerned statutory bodies.</p>	<p>Business Management Business Administration Human Resource Management Account &amp; Finance Accounts Accountancy Finance Business Data Analytics Business Analytics Knowledge &amp; Technology Engineering Management Marketing Management Decision Science International Business Sales &amp; Marketing Management Business Policy &amp; Strategic Management Business Law Psychology Organizational Development Human Resource Development Strategic Management Banking &amp; Insurance E Commerce Economics Commerce Information Technology Information System Computer Aided Management</p>	<p>35 years</p> <p>‘Relaxations’</p> <ol style="list-style-type: none"> <li>1. The age is relaxable for SC/ST/PH) candidates upto 5 years and upto 3 years for OBC candidates in respect of vacancies reserved for them</li> <li>2. Relaxable for Government Servants upto 5 years in accordance with the instruction or orders issued by the Central Government</li> <li>3. Relaxable for teachers of government funded institutions of higher education for 5 years.</li> </ol>

**PAY SCALE, ESSENTIAL QUALIFICATIONS, RELEVANT BRANCH, AGE LIMIT AND RELAXATIONS FOR ASSISTANT PROFESSORS IN DISCIPLINE OF ECONOMICS**

S. No	Designation, pay Band and Academic Grade Pay (AGP)	Essential Qualifications	Relevant Branch	Age Limit
1	Assistant Professor with AGP Rs. 6000/- in PB 3 (Rs. 15,600-39100/-)	M.A. in relevant branch with at least 55% marks (or an equivalent grade in a point scale wherever grading system is followed) and must have cleared NET conducted by UGC or similar test accredited by UGC like SLET/SET. Candidates who have been awarded a Ph.D degree in accordance with UGC Ph.D regulations 2009 may be exempted from the requirement of NET/SLET/SET.	For Economics: <ul style="list-style-type: none"> <li>• Economics</li> <li>• Managerial Economics</li> <li>• Industrial Economics</li> </ul>	35 years  'Relaxations' 1. The age is relaxable for SC/ST/PH) candidates upto 5 years and upto 3 years for OBC candidates in respect of vacancies reserved for them 2. Relaxable for Government Servants upto 5 years in accordance with the instruction or orders issued by the Central Government 3. Relaxable for teachers of government funded institutions of higher education for 5 years.

Notes :

1. Any deviation in the nomenclature of the relevant branches as mentioned above may also be considered by the University.
2. Selection Committee may in cases of exceptional merit, recommend additional increments in case of higher qualifications, experience and academic achievements by the candidates.
3. Persons already in employment in Government Department/Autonomous Bodies/Universities under Central/State Government should apply through proper channel.
4. The University shall conduct a screening test for short listing of candidates. The shortlisted candidates will make a presentation before a committee in the concerned department and other invitees of DTU, prior to appearing before the Selection Committee.
5. If a class/division is not awarded, minimum of 60% marks in aggregate shall be considered equivalent to first class/division. If a Grade Point in 10 point scale system is adopted the Cumulative Grade Point Average will be converted into equivalent marks as below :-

Grade Point	% of Marks
6.25	55%
6.75	60%
7.25	65%
7.75	70%
8.25	75%

**Special Note:**

The exemption of screening test for the purpose of recruitment to the post of Assistant Professor may be granted to the candidates having Ph.D. degree in the relevant branch and:

- 1) the candidate has at-least one publication in Category I Or
- 2) the candidate has at-least two publications in Category II Or
- 3) the candidate has at-least five publications in Category II and Category III taken together

**CATEGORIES:**

**CATEGORY I – OUTSTANDING RESEARCH PUBLICATION**

The paper must be a journal paper with impact factor at-least two, indexed in SCI/ SSCI and published in the following:

- Nature
- Science
- Harvard Business Review

The candidate must have major contribution either as a First author/Second author or Corresponding author.

**CATEGORY II – PREMIER RESEARCH PUBLICATION**

The paper must be a journal paper with impact factor at-least one, indexed in SCI or SCI expanded and published in the following:

1. Proceedings of Royal Society
2. American Mathematical Society
3. American Physical Society
4. American Society for Civil Engineers (ASCE)
5. American Society for Mechanical Engineers (ASME)
6. IEEE Transactions
7. Association for Computing Machinery (ACM) Transactions
8. Institute of Civil Engineering Publishing, London
9. Institute of Mechanical Engineering, London
10. American Society of Testing Materials (ASTM)
11. Nature Publishing Group

In addition to the above list, the SCI or SCI expanded indexed journals with impact factor equal to or more than thirty (30) will be counted in category II.

The candidate must have major contribution either as a First author/Second author or Corresponding author.

### **CATEGORY III– COMMENDABLE RESEARCH PUBLICATION**

The paper must be a journal paper with impact factor at-least one, indexed in SCI or SCI expanded and published in the following:

1. IEEE Journals
2. Springer
3. Elsevier (Science Direct)
4. Oxford University Press
5. Pergamon-Elsevier Science Ltd
6. Cambridge University Press
7. Wiley-Blackwell
8. Blackwell Publishing
9. John Wiley & Sons
10. Institute of Engineering and Technology (IET)
11. Biomedical Central Ltd
12. MIT Press
13. Indiana University Press
14. American Meteorological Society
15. American Physiological Society
16. American Society for Microbiology
17. American Chemical Society
18. American Institute of Physics
19. IOP Publishing Ltd.
20. Massachusetts Medical Society
21. IOS Press
22. Princeton University Press
23. Society of Industrial and Applied Mathematics
24. Proceedings of National Academy of Sciences of the USA

In addition to the above, SCI or SCI expanded indexed journals not included in the above list having impact factor equal to or more than 5 shall be considered for Category III. The candidate must have major contribution either as a First author/Second author or Corresponding author.

### **Syllabus for Screening Test**

#### **For Management:**

#### **Unit-I**

Managerial Economics-Demand Analysis, Production Function, Cost-output relations, Market structures, Pricing theories, Advertising, Macro-economics, National Income concepts, Infrastructure-Management and Policy, Business Environment, Capital Budgeting.

#### **Unit-II**

The concept and significance of organizational behaviour-Skills and roles in an organization-Classical, Neo-classical and modern theories of organizational structure-Organizational design-Understanding and Managing individual behaviour personality-Perception-Values-Attitudes-Learning-Motivation. Understanding and managing group behaviour, Processes-Inter-personal and group dynamics-Communication-Leadership-Managing change-Managing conflicts. Organizational development

### **Unit-III**

Concepts and perspectives in HRM; HRM in changing environment, Human resource planning- Objectives, Process and Techniques, Job analysis-Job description, Selecting human resources Induction, Training and Development, Exit policy and implications, Performance appraisal and evaluation, Potential assessment, Job evaluation, Wage determination, Industrial Relations and Trade Unions, Dispute resolution and Grievance management, Labour Welfare and Social security measures

### **Unit-IV**

Financial management-Nature and Scope, Valuation concepts and valuation of securities, Capital budgeting decisions-Risk analysis, Capital structure and Cost of capital, Dividend policy-Determinants, Long-term and short-term financing instruments, Mergers and Acquisitions

### **Unit-V**

Marketing environment and Environment scanning. Marketing Information, Systems and Marketing research; Understanding consumer and industrial markets; Demand Measurement and Forecasting; Market Segmentation=- Targeting and Positioning; Product decisions, Product mix, Product Life Cycle; New product development; Branding and Packaging; Pricing methods and strategies, Promotion decisions-Promotion mix; Advertising; Personal selling; Channel management; Vertical marketing systems; Evaluation and control of marketing effort: Marketing of services; Customer relation management; Uses of internet as a marketing medium-other related issues like branding, market development, Advertising and retailing on the net. New issues in Marketing.

### **Unit-VI**

Role and scope of production management; Facility location; Layout planning and analysis; Production planning and control-production process analysis; Demand forecasting for operations; Determinants of product mix; Production scheduling; Work measurement; Time and motion study; Statistical Quality Control. Role and scope of Operations Research; Linear Programming; Sensitivity analysis; Duality; Transportation model; Inventory control; Queueing theory; Decision theory; Markov analysis; PERT/CPM.

### **Unit-VII**

Probability theory: Probability distributions-Binomial, Poisson, Normal and Exponential; Correlation and Regression analysis; Sampling theory; Sampling distributions; Tests of Hypothesis; Large and small samples; t, z, F, Chi-square tests. Use of Computers in Managerial applications; Technology issues and Data processing in organizations; Information systems: MIS and Decision making; System analysis and design; Trends in Information Technology; Internet and Internet-based applications.

### **Unit-VIII**

Concept of corporate strategy; Components of strategy formulation; Ansoff's growth vector; BCG Model; Porter's generic strategies: Competitor analysis; Strategic dimensions and group mapping; Industry analysis; Strategies in industry evolution, fragmentation, maturity and decline; Competitive strategy and corporate strategy; Transnationalization of world economy; Managing cultural diversity; Global Entry strategies; Globalisation of financial system and services; Managing international business; Competitive advantage of nations: R<sup>FP</sup> and WfO.

## Unit-IX

Concepts-Types, · Characteristics; Motivation; · Competencies and its development; Innovation and Entrepreneurship; Small business=Concepts Government policy for promotion of small tiny enterprises; Process of business opportunity identification; Detailed business plan preparation; Managing small enterprises; Planning for growth; · Sickness in Small Enterprises; Rehabilitation of sick enterprises; Intrapreneurship (organisational entrepreneurship).

## Unit-X

Ethics and Management system; Ethical issues and analysis in management; Value based organisations; Personal framework for ethical choices; Ethical pressure on individual in organisations, Gender issues; Ecological consciousness; Environmental ethics; Social responsibilities of business; Corporate governance and ethics.

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### **For Economics:**

#### **1. Micro – Economic Analysis**

- Demand Analysis – Marshallian, Hicksian and Revealed preference approaches.
- Theory of Production and Costs.
- Pricing and output under different forms of market structure.
- Factor Pricing analysis.
- Elements of general equilibrium and new welfare economics.

#### **2. Macro – Economic Analysis**

- Determination of output and employment – Classical approach, Keynesian approach, Consumption hypotheses.
- Demand for Money – Fisher and Cambridge versions, Approaches of Keynesian, Friedman, Patinkin, Baumol and Tobin.
- Supply of Money, Determinants of money supply, High – powered money, Money multiplier.
- Phillips Curve analysis.
- Business cycles – Models of Samuelson, Hicks and Kaldor.
- Macro – economic Equilibrium – Relative roles of monetary and fiscal policies

#### **3. Development and Planning**

- Economic Growth, Economic Development and sustainable Development – Importance of institutions – Government and markets – Perpetuation of underdevelopment – Vicious circle of poverty, circular causation, structural view of underdevelopment – Measurement of development conventional, HDI and quality of life indices.
- Theories of Development – Classical, Marx and Schumpeter; Economic Growth – Harrod – Domar model, instability of equilibrium, Neoclassical growth – Solow’s model, steady state growth. Approaches to development : Balanced growth, critical minimum effort, big push, unlimited supply of labour, unbalanced growth, low income equilibrium trap.
- Indicators and measurement of poverty.
- Importance of agriculture and industry in economic development – choice of techniques and appropriate technology – Investment criteria – Elementary idea of cost – benefit analysis.
- Trade and Aid – International trade as ‘engine of growth’ – Globalization and LDC’s Objectives and role of monetary and fiscal policies in economic development Techniques of planning; Plan Models in India; planning in a market – oriented economy.

#### 4. Public Finance

- Role of the Government in Economic activity – Allocation, distribution and stabilization functions; Private, Public and Merit goods.
- The Public Budgets – Kinds of Budgets, Zero – base budgeting, different concepts of budget deficits; Budgets of the Union Government in India Public Expenditure – Hypotheses; effects and evaluation.
- Public Revenue – Different approaches to the division of tax burden, incidence and effects of taxation; elasticity and buoyancy; taxable capacity Public Debt – Sources, effects, burden and its management.
- Fiscal Federalism – Theory and problems; Problems of Centre – State Financial relations in India.
- Fiscal Policy – Neutral and compensatory and functional finance; balanced budget multiplier.
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#### 5. International Economics

- Theories of International Trade : Empirical verification and Relevance International Trade under Imperfect competition Terms of Trade and Economic Growth – Secular Deterioration of Terms of Trade Hypothesis – a critical review.
- Equilibrium / disequilibrium in Balance of Payment – Traditional, Absorption and Monetary approaches for adjustment in the Balance of Payments, Foreign Trade multiplier.
- Impact of Tariffs, Partial and general equilibrium analysis; Political economy of Non-Tariff Barriers.
- Theory of regionalism at Global level – Collapse of Bretton – Wood System – Recent.
- Monetary reforms.
- Trade Policy and Reforms in India.

#### 6. Indian Economy

- Basic Economic indicators – National income, performance of different sectors Trends in prices and money supply.
- Agriculture – Institutional and technological aspects, new agricultural policy Industry – New industrial policy and liberalization.
- Money and banking – Concepts of money supply, inflation, monetary policy and financial sector reforms.
- Public finance – Trends in revenue and expenditures of the Central and State Governments, Public debt; analysis of the Union Budget.
- Foreign trade – Trends, Balance of payments and trade reforms.
- Poverty, unemployment, migration and environment.

#### 7. Statistical Methods

- Measures of Central tendency, dispersion, skewness and kurtosis.
- Elementary theory of probability – Binomial, Poisson and Normal distributions.
- Simple correlation and regression analysis.
- Statistical inferences – Applications, sampling distributions (t,  $x^2$  and F tests ) sampling of attributes, testing of Hypothesis.
- Index numbers and time series analysis.
- Sampling and census methods, types of sampling and errors.

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## **General Instructions for all Candidates**

- i. The candidate must be a citizen of India.
- ii. Application Form shall be filled online on the University website, i.e., [www.dtu.ac.in](http://www.dtu.ac.in).
- iii. Application Form must be accompanied by a online fee receipt of Rs.1000/- in case of General/OBC candidates and Rs.500/- in case of SC/ST/PH Category candidates. No other mode of payment will be accepted by the University.
- iv. Application Form must also be accompanied by self attested copies of Educational and Professional Qualifications, Experience, Caste Certificate/PH Certificate (in case claiming benefit of reservation).
- v. Prescribed Educational Qualifications are minimum & mere possession of the same does not entitle candidates to be called for Interview. Where applications received are in large number, the University reserves the right to short-list the candidates to be called for Interview and no claim for refund of fee shall be entertained in any case.
- vi. The qualified candidates will have to go through a psychometric test.
- vii. The University reserves the right to fill or not to fill any or all the posts advertised.
- viii. No correspondence whatsoever will be entertained from the candidates regarding postal delays, conduct and result of interviews and reason for not being called for interview.
- ix. The number of posts advertised is provisional and can be varied as per the requirement of the University.
- x. Reservation benefits will be available to the SC/ST/OBC/PH category candidates in accordance with the instructions / orders / circulars issued from time to time by the Govt. of Delhi. The reservation benefits under SC/STs shall be admissible as per judgment dated 12.9.2012 of Hon'ble High Court of Delhi as passed in Case No. 5390/2010, CM No. 20815/2010 – Deepak Kumar and Ors Vs District and Sessions Judge, Delhi and Ors. as per which SC/ST candidates of other States/UTs shall also be eligible for reservation benefit. However, this shall be further subject to policy decision of Govt. of Delhi for SC/ST migrants of other States.
- xi. The OBC candidates must be in possession of filled prescribed Annexure I, alongwith his/her caste certificate issued by the Govt. of Delhi only.
- xii. Abbreviations used are denoted as under : UR-Un-Reserved (General), SC- Scheduled Caste, ST- Scheduled Tribe, OBC-Other Backward Classes, PH – Physically Handicapped, VH–Visually Handicapped, LV-Low Vision, OH-Orthopedically Handicapped, BL-Both Leg, OA–One Arm, OL–One Leg, OAL-One Arm and One Leg, HH–Hearing Handicapped.
- xiii. The candidates applying for more than one discipline or post should fill online separate application form for each discipline/post alongwith requisite fee.
- xiv. The Educational qualification, age, experience and other conditions of eligibility as stipulated above against the post shall be determined as on the closing date for receipt of applications.
- xv. All columns must be filled in the application form. No column should be left blank, instead it should be marked “N.A.” wherever not applicable.
- xvi. Applicants already in employment in Government Department/ Autonomous Bodies/Universities under Central/State Government should apply through proper channel.
- xvii. The persons working in private organization, claiming previous experience of working in Government Department/Autonomous Bodies/Universities under Central/State Government on regular basis, should enclose a certificate from that Govt. organization stating no vigilance or disciplinary case was pending or contemplated against them. Failure to provide the same shall make them ineligible for consideration for appointment to the post.
- xviii. Incomplete/unsigned application/application without photograph/ application not in prescribed performa and those received after closing date or without requisite fee shall be rejected and no claim for refund of fee shall be entertained in any case.
- xix. Candidates must ensure that hard copy of the online application must reach the University well in time. The University will not be responsible for any postal delay or loss.
- xx. No TA/DA in connection with the submission of application form or appearing in the Screening Test/Presentation & Interview will be paid to the candidate.

- xxi. If the qualification possessed by the candidate is equivalent, then the authority (with number and date) under which it has been so treated must be indicated and its copy may also be attached.
- xxii. No documents will be accepted or considered by the University after submission of application form by the candidate and no subsequent request for its change will be considered or granted.
- xxiii. In case of any query candidate may enquire at e-mail id [recruitment@dtu.ac.in](mailto:recruitment@dtu.ac.in) or call at 01127871044-45, Ext. No. 1123.
- xxiv. Any dispute with regard to this recruitment will be subject to the Courts/Tribunals having jurisdiction over Delhi.

The candidates are required to fill up the online application form and also send the print out of online filled Application Form with the desired/relevant documents to the Registrar, Delhi Technological University before the last date for receipt of applications, i.e., 30.10.2017. The complete application, in the prescribed form, duly filled in alongwith all the desired documents and requisite fee receipt should be submitted in the University campus at the Reception Counter, Administrative Block on any working day OR sent by post, so as to reach the Registrar, Delhi Technological University, Shahbad Daulatpur, Bawana Road, Delhi-110042 latest by 30.10.2017 at 05.00 p.m. (In case the closing date happens to be a public holiday the next working day will be the last date for receiving of applications).

**Registrar**