



# 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 & ENTREPRENEURSHIP



East Delhi Campus

**ADMISSION  
BROCHURE**

**Bachelor of Business Administration (BBA)**

Batch - 2021-24

## ADMISSION SCHEDULE

The dates for online registration and subsequent stages of admission process will be intimated on the DTU website:

**[www.dtu.ac.in](http://www.dtu.ac.in)**

Please check the site regularly for the information.

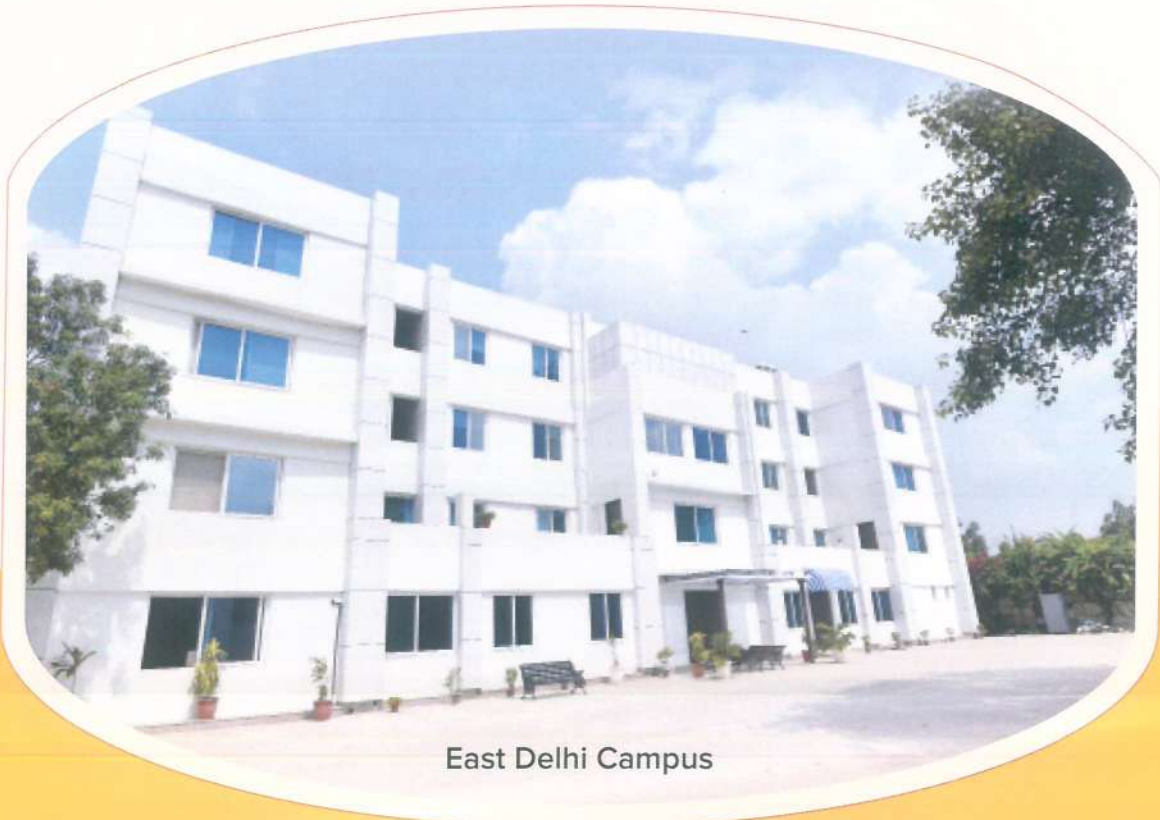


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# दिल्ली प्रौद्योगिकी विश्वविद्यालय DELHI TECHNOLOGICAL UNIVERSITY

**DTU**  
Delhi Technological  
UNIVERSITY

*(Formerly Delhi College of Engineering)*

Prof. Yogesh Singh  
Vice-Chancellor



E-MAIL : [vcdtu@dce.edu](mailto:vcdtu@dce.edu)

## Message

Delhi Technological University (DTU) is a premier university committed to quality education, practice-based learning and an innovative mindset. It has a long history of achievements with a profound commitment to both undergraduate and postgraduate education. It gives me immense pleasure to announce the commencement of the BBA program's admission process for the academic year 2021-22 at the University School of Management & Entrepreneurship (USME), East Delhi Campus DTU.

The USME was established at the East Delhi Campus of DTU in 2017, with the programs (undergraduate, postgraduate, and doctoral) to provide global standard education. It is in line with the expanding horizon of professional knowledge in entrepreneurship development and the ever-growing demand for management professionals in the corporate world.

The programmes in the various disciplines of Management, Economics and Innovation, Entrepreneurship and Venture Development, Family Business advanced at USME have been designed with a practice-based orientation. The focus is on experiential learning aimed at participants' entrepreneurial revival and expression, enhancing their creativity, professionalism and management orientation, making them the future leaders.

The programmes emphasise conceptual learning and practice in cutting-edge business and entrepreneurial spaces, including analytics. Our vision is to nurture these future leaders holistically and cultivate a culture of virtues and skills. We truly believe in community service and social impact as the purpose of education.

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

ॐ २०२१  
(Yogesh Singh)

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## ABOUT DELHI TECHNOLOGICAL UNIVERSITY

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

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

### VISION

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

### MISSION

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

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

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

To develop human potential with analytical abilities, ethics and integrity

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

## University School of Management and Entrepreneurship (USME)

The USME was established in East Delhi campus (EDC) of DTU in the year 2017, to fulfill its mission of offering a portfolio of the highest quality of programs aimed at emerging area such as analytics and venture development, and the creation of an ecosystem for learning, research and practice in management and entrepreneurship. It aims to grow into a nodal centre for entrepreneurship, and to become a multidisciplinary practise-oriented school.

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

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

Last year, the first USME Internship fair resulted in over three hundred fifty internship offers to undergraduate students. This will be extended to the PG level in this session. The placement of MBA candidates is through the Central DTU Training and Placement Cell, where last year, over fifty companies presented final placement opportunities for MBA, jointly with DSM.

It has added very modern classroom infrastructure and discussion spaces, a state of art library and information center, seminar rooms, and a 200-capacity state of the art Manthan Hall. The Campus students organize various events ranging from cultural fests, talks, business contests, and internship/final placement fairs, workshops and a lecture series of thought leaders across disciplines.

USME offers the Master of Business Administration (MBA) program, the MBA (Business Analytics), MBA (Family Business & Entrepreneurship), an MBA (Innovation, Entrepreneurship & venture development) programs. At the UG level, the Bachelor of Business Administration (BBA), Bachelor of Arts (BA(H)) in Economics. The Ph.D. programs in Management, Economics and Entrepreneurship/Venture Development disciplines has nineteen scholars at present. There are over one thousand students on the USME Campus at present.

## 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”

## MISSION

To impart management education through a portfolio of professionally designed programmes with focus on management, entrepreneurship, family business, public policy, business analytics, financial markets and many more

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

To create a new knowledge-based learning ecosystem through relevant and useful research in the context of changing technology and societal needs

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

To nurture responsible ethical leaders

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

## CENTRES OF EXCELLENCE

The campus houses the following centres of excellence:

### Entrepreneurship Development Centre

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

There is an advisory board which provides direction to the centre, headed by Prof. R.C. Sharma, with Mr. Puneet Kumar Arora as faculty member, and Coordinator - Dr. Pushpender Singh (Consultant and Serial Entrepreneur), and august group of entrepreneur-mentors such as Mr. Aval Sethi (Ex. COO Bechtel and Director of EFS international), Mr. Sudhir Kant (CEO of AUD IIF), Mr. Manu Pranav (Director of Stellar Dynamics), Ms. Divya Rajput, Founder & CEO of Keshiha services amongst others who are directly involved with the student start-up mentoring.

### 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 offers 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 to enable organizations to transform their 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.



## 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 which is mentoring and housing these students, and is accessible to all students at the USME Campus equally.

## Events at USME

### Expert Lectures

In today's turbulent times, the corporate world is competing in challenging and dynamic business surroundings. This has created the need for continuous upskilling of employee and corporate capabilities so as to successfully address the business environmental challenges. USME, DTU focuses on continuous academia-industry interaction by organising expert lectures and courses by visiting faculty who have taught/been associated with at premier institutions/Organisations including IIM Lucknow, IIM Ahmedabad, MDI, Gurugram; JNU, the IMF, World Bank, Niti Aayog, and leading corporates.



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

Ms Tulsipriya Rajkumari, Deputy Director, Macro-Economic Division, Department of Economic Affairs delivered an online lecture on "How Policy Interventions by the Government can help fight Covid and Strengthen the Economy"



Dr. Abhinav Mathur, Founder Director, Million Spark Foundation at Start-up Conclave

Professor Binod Khadria, School of Social Sciences, Jawaharlal Nehru University delivered a lecture as part of the DelTech Seminar Series



Ms Sanjana Kadyan, Assistant Director, Department of Economic Affairs, Ministry of Finance delivered a lecture on "Role of Economics in Policymaking: Taking classroom to the real world"

## 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.



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



NSS WINTER DONATION DRIVE: 100 plus winter clothes, books for children Seelampur East Delhi.

## 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.



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

Dandiya Night



## Corporate Engagement Week: 2020-21

To bridge the gap between ambitious students and esteemed recruiters amidst the Covid pandemic, the placement cell of USME-DTU with the three other pioneering state universities of the Delhi government, namely NSUT, AUD, and IGDTUW organised a virtual Corporate Engagement Week. The event saw participation from 69 companies, with over 638 registered students receiving over 625 offers.

## Internship Fair: 2019-20

USME 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.

## Internship Fair at USME, DTU organised by Corporate Relations and Placement

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.

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## ABOUT PROGRAMME

### BBA Programme

The BBA programme at USME aims to provide adequate basic understanding about management education and help the students understand the business environment.

The course focuses on imparting critical thinking and decision-making skills so that the students can identify problems and provide alternatives. Apart from teaching various quantitative and qualitative management techniques, the course also lays a strong emphasis on improving the communication skills of the students and grooming them for next step in their career. The course has been formulated keeping in view the ever evolving economic and business environment. The three years program is structured in 6 semesters.

### Course Structure of BBA Programme

First Semester	Second Semester
BBA 101: Principles of Management	BBA 111: Business Environment
BBA 102: Business Mathematics	BBA 112: Business Statistics & Operations Research
BBA 103: Financial Accounting	BBA 113: Business Laws
BBA 104: Business Economics	BBA 114: E-Commerce
BBA 105: Computer Application	BBA 115: Business Communication
BBA 106: Computer Application Lab	BBA 116: E-Commerce-Lab
GE XXX	GE XXX

Third Semester	Fourth Semester
BBA 201: Organization Behaviour	BBA 211: Human Resource Management
BBA 202: Marketing Management	BBA 212: Business Policy & Strategy
BBA 203: Business Ethics and Corporate Social Responsibility	BBA 213: Research Methodology
BBA 204: Management Accounting	BBA 214: Management Information System
BBA 205: Environmental Science* (NUES)	BBA 215: Research Methodology - Lab
GE XXX	GE XXX
*NUES: Non University Examination System	Note: At the end of the Fourth Semester all the students shall have to undergo Summer Training for Eight Weeks.

Fifth Semester	Sixth Semester
BBA 301: Corporate Tax Laws	BBA 311: Project Management
BBA 302: Financial Management	BBA 312: International Business Management
BBA 303: Entrepreneurship Development	BBA 313: Project Report and Viva-Voce

BBA 304: Summer Training Report & Viva-Voce	BBA 314: Discipline Specific Elective-III
BBA 305: Discipline Specific Elective-I	BBA315: Discipline Specific Elective-IV
BBA 306: Discipline Specific Elective-II	

### Generic Elective / Interdisciplinary Course (Choose Any FOUR)

1. GE001 Income Tax Laws & Practice
2. GE002 Econometrics
3. GE 003 Production & Operations Management
4. GE004 India's Diversity
5. GE005 Indian Economy
6. GE006 Digital Marketing Analytics
7. GE007 Financial Statements and Analysis
8. GE008 Financial Markets and Institutions
9. GE009 The art and science of Gratitude

All General Electives follow (4-0-0) scheme except for GE 008 The art and science of Gratitude which will have (3-0-1) scheme, 3L and 1Lab component.

DISCIPLINE SPECIFIC ELECTIVE COURSE: A Student would be free to choose any FOUR papers from ONE group. The COURSE offers FOUR groups viz. Finance (DSE - I), Marketing (DSE - II), Human Resource (DSE - III) and Management of Global Business (DSE - IV)

S. No.	DSE - I (Finance)	DSE - II (Marketing)	DSE - III (Human Resource)	DSE - IV (Management of Global Business)
1	International Finance	Consumer Behaviour	Semester V Management of Industrial relations Organizational Development Strategic HRM Counselling & Negotiation skills for managers Talent & Knowledge Management	International Trade Policy & Strategy
2	Investment Banking & Financial Services	Personal Selling & Sales Force Management		Global Business Environment
3	Investment Analysis & Portfolio Management	Integrated Marketing Communication		Transnational & Cross Cultural Marketing
4	Project Appraisal	Strategic Brand Management		International Distribution & Supply Chain Management
5	Business Analysis & Valuation	Retail Management		International Accounting & Reporting System
6	Financial Modelling & Derivatives	Distribution & Supply Chain Management	Semester VI Cross-cultural & International HRM Performance & compensation Management Training & Development Interpersonal processes & Counselling skill for managers HRD: Systems & strategies	Multinational Business Finance
7	Strategic Corporate Finance	Marketing of Services		International Joint Ventures, Mergers & Acquisitions
8		International Marketing		Game Theory
9				Logistics and Supply Chain Management
10				Total Quality Management



**Professor R. C. Sharma**  
*Director, East Delhi Campus*

Professor R. C. Sharma, M.Sc. Gold Medalist and Ph.D. from University of Delhi, is 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. Accredited Professional Trainer for Entrepreneurship Motivation and Small Business Development from NIESBUD, Noida and NIMSME Hyderabad. Prof. Sharma has made significant contribution in the study of transport phenomenon and published 75 research papers in journals and edited 10 proceedings of National Seminars, and 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 flexible and innovative curriculum having optimal mix of State-of-art theoretical knowledge, creative practical skills, management, entrepreneurship and personality development, apart from in optimal utilization of resources and advocates for cost reduction in higher technical and vocational education.

## University School of Management and Entrepreneurship



**Prof. Amit Mookerjee**  
*Professor, Management and Head, USME*

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



## FACULTY at University School of Management and Entrepreneurship



**Prof. K.V. Bhanu Murthy**  
*Professor, Economics*

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



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

Dr. Manoj Kumar Sharma is an alumnus of Delhi College of Engineering and IIT Delhi, having Bachelor and Masters Degree In Engineering with First Class with Distinction, MBA and Ph.D. in Management (Strategic Management and Telecom area) from IIT Delhi. He has experience of 29 years of in various capacities as a contributor and learner, in Academics, Industry and Government as Teacher, Manager, Advisor, National Policy Analyst. Currently, he is Full-Time Visiting Professor in areas of Strategic Management, Innovation, Entrepreneurship and New Venture Development at University School of Management and Entrepreneurship, DTU East Delhi Campus of Delhi Technological University (Established by Govt. of NCT of Delhi) and Committee Member for framing 'Startup Policy of Govt. of NCT of Delhi'.

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

Dr. Sharma has written research papers in peer reviewed Journal (SpringerNature), Book Chapters in (SpringerNature), Chaired, many International conferences in many countries.

Dr. Sharma has also served in Government as Advisor (IT & E-Governance) (Noida, Govt. of UP) / Member of the National Council (NCVT, an apex policy making body), Ministry of Labour & Employment, Govt. of India/ In corporate on board of directors of companies / CEO of DTU Innovation and Incubation Foundation (Section 8 Company) promoted by Delhi Technological University (Established by Govt. of NCT of Delhi)/Officer on Special Duty (OSD) and later Associate Director of DTU East Delhi Campus of Delhi Technological University-DTU (Established by Govt. of NCT of Delhi).

He is selected as 'Mentor of Change' by NITI Aayog, Government of India. His passion is to interact with brilliant minds who can change the world in all possible positively 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 Khara**  
*Associate Professor, Management*

She has obtained her Ph.D. from Guru Gobind Singh Indraprastha University and Masters form H N B 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.

She has obtained her Ph.D. from Guru Gobind Singh Indraprastha University and Masters form H N B Garhwal University, Srinagar,



**Dr. Vikas Gupta**  
*Associate Professor, Management*

He 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.

He has obtained his Doctoral degree in the area of Knowledge Management from Guru Gobind Singh Indraprastha



**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.

Harleen Kaur is Assistant Professor of marketing at USME, DTU. She has done her PGDM from Indian Institute of

## FACULTY at University School of Management and Entrepreneurship



**Mr. Anurag Chaturvedi**  
*Assistant Professor, Management*

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*

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*

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 Technological University. 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 11 years of teaching experience. Her area of interest includes Data Mining, Machine Learning, Database Management Systems, Improving Software Quality, Definition and Validation of Software Metrics.



**Dr. 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 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*

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.

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



**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.

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

## Admission Eligibility

### Bachelor of Business Administration Programme:

#### Eligibility

The candidate must have scored at least 50% marks in 12<sup>th</sup> board examination from a recognised board and must also have passed English (Core/Elective/Functional) as a subject in the 12<sup>th</sup> Board Examination. Those who are appearing in the examination may also apply, provided that they submit the proof of eligibility by a specific date declared by the University.

#### Admission Criteria

The merit list shall be drawn on the basis of marks in **best of four subjects (including English)** in XII Board examination or its equivalent examination. Vocational/Skill-based courses (as specified in the CBSE list) will not be counted in the best four subjects.

- To resolve and determine inter-se merit of candidates having same percentage in the best of four subjects (including English), following criterion will be used in the stated order of preference:
  - Candidates having higher score in English (core/elective/functional) will be given preference.
  - In case the score in English is same, then date of birth will be considered. Elder candidate will be given preference.

**NOTE:** Candidates who have got a compartment in any subject will not be eligible for admission.

#### Relaxation in minimum marks criterion in qualifying examination for reserved category / sub-category candidates

Candidates belonging to various reserved categories namely OBC (Non-Creamy Layer), Scheduled Caste, Scheduled Tribe, and sub-categories namely Defence,

Person with Disability, who apply for seats reserved for them, shall be allowed a relaxation in the minimum marks criterion as mentioned below:

- Other Backward Class (OBC-NCL): Candidates claiming reservation under Other Backward Class (Non-Creamy Layer) category shall be allowed a relaxation of 5% marks in the minimum marks criterion in the qualifying examination.
- Scheduled Caste (SC), Scheduled Tribe (ST): Candidates claiming reservation under Scheduled Caste (SC) or Scheduled Tribe (ST) shall be allowed a relaxation of 10% marks in the minimum marks criterion in the qualifying examination.
- Defence Personnel (CW): Candidates claiming reservation under Defence sub-category shall be allowed a relaxation of 5% marks in the minimum marks criterion in the qualifying examination.
- Person with Disability (PD): Candidates claiming reservation under "Person with Disability" (PD) sub-category shall be allowed a relaxation of 10% marks in the minimum marks criterion in the qualifying examination.

#### Seat Matrix

Category	No. of Seats	Total Seats
GNGND	57	62
GNCWD	3	
GNPDD	2	
SCGND	20	22
SCCWD	1	
SCPDD	1	
STGND	12	12
STCWD	0	
STPDD	0	
OBGND	35	39
OBCWD	2	
OBPDD	2	

Category	No. of Seats	Total Seats
EWGND	18	18
EWCWD	0	
EWPDD	0	
GNGNO	10	11
GNCWO	0	
GNPDO	1	
SCGNO	4	4
SCCWO	0	
SCPDO	0	
STGNO	2	2
STCWO	0	
STPDO	0	
OBGNO	7	7
OBCWO	0	
OBPDO	0	
EWGNO	3	3
EWCWO	0	
EWPDO	0	
<b>TOTAL</b>		<b>180</b>
<b>Kashmiri Migrant* (KM)</b>	<b>1</b>	<b>2</b>
<b>Single Girl Child*</b>	<b>1</b>	
<b>Total</b>		<b>182</b>

## REGION, CATEGORY AND SUB-CATEGORY CODES

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

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

Region	Code
Delhi	D
Outside Delhi	O

## Reservation Policy

### Delhi Region

Delhi Region Candidates (85% of seats) - A candidate passing the qualifying examination from a recognized School / College / Institute located within the National Capital Territory (NCT) of Delhi will be considered for Delhi Region only.

### Outside Delhi

Outside Delhi Region Candidates (15% of seats) - A candidate passing the qualifying examination from a recognized School / College / Institute located outside the National Capital Territory (NCT) of Delhi will be considered for Outside Delhi Region only.

**NOTE:** For a candidate, who has passed the qualifying examination through Patrachar Vidyalaya, Delhi / National Institute of Open School, Delhi (NIOS), the criterion for deciding the region shall be the location of his/her centre of examination. In other words, if the centre of examination is located in the N.C.T. of Delhi, the candidate shall be considered under the Delhi Region and if the centre of examination is located outside N.C.T. of Delhi, he/she shall be considered under the Outside Delhi Region.

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



d. **Defence Personnel: 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. Presidents 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 (PD):** 5% of the total seats in each category are reserved for candidates belonging to

'Person with Disability' sub-category

f. **Kashmiri Migrants (KM) Supernumerary:** One seat over and above the total intake in each course, is available under this category. First preference will be given to Kashmiri Migrant candidate:

a) who has passed the qualifying examination from a school/college/ institute located within the NCT of Delhi;

b) whose parents are registered in Delhi up to 11.06.2001 as Kashmiri Migrant; and

c) who is residing in the N.C.T. of Delhi.

**NOTE:** In case of seat remaining vacant, Kashmiri Migrant settled outside Delhi will be considered.

g. **Single Girl (SG) Child Supernumerary:**

One seat in each course over and above the normal intake is reserved for single girl child candidate (girl having no brother and sister alive) who has passed 10+2 from schools located in NCT of Delhi.

h. **Economically Weaker Section (EWS):** Reservation of EWS Category as per the Office Order DHE.1 (119)/Esst./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. In case, sufficient number of eligible candidate from the subcategories mentioned at (d) and (e) are not available, the vacancies will be treated as unreserved in the respective category.

- iv. 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 subcategory. Remaining vacant seats, if any, will be allotted to the priority-II in the similar way, and so on.
- v. The reservation under CW subcategory is available only to such candidates who fall under the listed priorities.
- vi. It is the sole responsibility of the candidate to prove his/her eligibility for claiming reservation under any of the reserved categories / subcategories. The candidates claiming reservation under SC / ST / OBC / KM / SG 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.

## Application Process

1. Interested candidates are required to fill the online application form available on **www.dtu.ac.in**.
2. The candidates are required to fill the online application form and make an online payment of Rs. 1,000/- (one thousand only) for General, EWS and OBC Category and Rs. 500 for SC/ST and PwD.
3. **Candidates are required to fill separate application form for each programme and accordingly pay the online fee.**
4. Incomplete application, due to any reason, is liable for rejection by the University.
5. **A candidate who has secured admission in one programme and is willing to take admission in the second programme should withdraw his/her admission from the first programme.**

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## Fee Structure

The annual fee of the BBA/B.A. (H) Economics programme will have to be deposited by the candidate at the time of admission. Candidates must note that the admission fee must be paid in single instalment failing which the admission offer will be withdrawn immediately.

If the admission fee is not paid within the stipulated date, then the offer of admission given to them will be withdrawn automatically and the seat will be offered to the next eligible candidate.

The detailed fee structure is given below:

S. No.	Particulars	Fee in A.Y. 2021-22 1 <sup>st</sup> Year (Rs.)	Fee in A.Y. 2022-23 2 <sup>nd</sup> Year (Rs.)	Fee in A.Y. 2023-24 3 <sup>rd</sup> Year (Rs.)
1	Tuition Fee	45,000	48,800	55,500
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)	15,000	15,000	15,000
2.2	Facilities & Services charges (Research initiatives, training programmes, Awards, automation facilities, entrepreneurship activities and any misc. expenditure on unspecified items)	15,000	15,000	15,000
2.3	Economically weaker section fund	5,000	6,000	6,000
2.4	Examination fee (Examination infrastructure strengthening, expenditure on examination activities, confidential printing etc.)	13,000	13,000	13,000
2.5	Premium amount for mediclaim of student(per-annum)	500	700	700
	<b>Total</b>	<b>93,500</b>	<b>98,500</b>	<b>1,05,200</b>

## WITHDRAWAL/REFUND POLICY

The withdrawal policy for the academic calendar year 2021-22 only amid COVID-19 Pandemic is as follows:

1. The last date for withdrawal cancellation of admission with full refund will be upto 31/10/2021.
2. In the event of a student who has withdrawn admission after 31/10/2021 till 31/12/2021, the entire fee collected from the student shall be refunded after deducting Rs.1000/- towards processing fee.

## Documents Required At the Time Of Admission

Following is the list of documents required at the time of verification of documents, in the following order:

1. Print-out of the online application form duly signed by the candidate
2. Mark sheet of the qualifying examination i.e. Class XII or equivalent
3. Date of Birth Certificate as indicated in High School or equivalent examination i.e. Class X
4. Provisional certificate or Passing certificate from school duly stamped and signed by the principal
5. Reserved category / sub-category Certificates, if applicable (The format for the same has been appended)

Note: The name on the certificate, 12<sup>th</sup> mark sheet and caste certificate should be exactly same, otherwise an affidavit for the same has to be produced.

6. Medical certificate
  - The original documents are to be provided along with the self-attested photocopies of the same in the same order.
  - The timing and venue for document verification will be displayed on the DTU website.

## CERTIFICATES REQUIRED FOR RESERVED SEATS AT THE TIME OF DOCUMENT VERIFICATION

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

### i) **Scheduled Caste (SC)/Scheduled Tribe (ST) /Other Backward Class (OBCNCL):**

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

- a. District Magistrate / Additional Magistrate/Deputy Commissioner / Collector / Additional Deputy Commissioner / Deputy Collector / 1st Class Stipendiary Magistrate / City Magistrate (not below the rank of 1st Class Stipendiary

Magistrate), Sub-Divisional Magistrate / Taluka Magistrate / Executive Magistrate / Extra Assistant Commissioner.

- b. Revenue Officer not below the rank of Tehsildar.
- c. Sub-Divisional Officer of the area where the candidates and/or his/her family normally resides
- d. Administrator/Secretary to Administration/Development Officer (Laccadive & Minicoy Islands).

### NOTE:

1. The candidate seeking admission under reserved categories has to mandatorily produce the caste/ category certificate in his/her name at the time of counselling. The certificate in the name of either of the parents (mother/father) or any other family member is not

acceptable and the candidate will not be entitled even for provisional admission.

2. The reservation certificate should be issued from the respective state/region in which the reservation is being claimed, e.g. in case, a candidate claims the seat reserved for the Delhi Region category, he/she has to bring SC/ST/OBC certificate issued by Govt. of NCT of Delhi and should have also passed his/her qualifying examination from a School / College / Institute located in National Capital Territory of Delhi.
  3. OBC (NCL) candidates are required to produce a caste certificate issued after March 31, 2021 from the authorities as mentioned above. However, if the certificate is issued prior to March 31, 2021, 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.
  4. Students claiming OBC reservation under Delhi region will be admitted in this category on the submission of a certificate to this effect from the Competent Authority of the Government of NCT of Delhi. Certificate issued by Govt. of India or any state government will not be accepted under any circumstances. A certificate issued by a Competent Authority of Delhi to an individual on the basis of Caste Certificate of his/her parents from another state will be accepted for claiming a seat under OBC Category **IF AND ONLY IF** the caste is in the list of notified OBC list by Govt. of NCT of Delhi.
- Refer to link:  
[http://dceast.delhigovt.nic.in/wps/wcm/connect/071ace004fc0691e9e8eff2402db5dfd/OBC\\_LIST.pdf?MOD=AJPERES&Imod=1572787719](http://dceast.delhigovt.nic.in/wps/wcm/connect/071ace004fc0691e9e8eff2402db5dfd/OBC_LIST.pdf?MOD=AJPERES&Imod=1572787719)
- ii) **Defence sub-category (CW):** For admission to a seat reserved for Defence sub-category, candidate must produce the following certificates (as applicable), in original, at the time of document verification of Defence candidates:
    - a. Entitlement card in original issued by the Record Officer of the Unit/ Regiment of Armed Personnel of the Armed Forces in case of Armed Personnel.
    - b. Widows/ Wards/ Wives of the officers and men of Armed forces who died or were disabled on duty (both attributable to military service) must produce a certificate to that effect from the following authorities:
      - i. Secretary, Kendriya Sainik Board.
      - ii) Secretary, Rajya / Zila Sainik Board.
      - iii) Officer-in-Charge, Record Office.
    - c. Medical records in original.
    - d. Special Pension Order and Passbook indicating special pension.
    - e. Gallantry Award Certificate.
    - f. Original ex-servicemen Identity Card/Discharge Book/ Pension Payment Order.
    - g. Dependency card issued by the competent authority in order

to relate the relationship of the candidate with the Defence personnel.

- h. Original Service Identity Card.
- i. A certificate from the respective C.O. Unit in respect of serving personnel.

**NOTE:** A statement to the effect that 'the death/disability is attributed to military service' is required to be included in the certificate for Priority III & IV.

**iii) Persons with Disabilities (PD) sub-category:**

For admission to seat reserved for persons with Disabilities (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 the Competent Authority as per the provision of the Persons with Disabilities Act 2016 in the prescribed format as given under the Act.
- b. The Candidate with benchmark disabilities shall produce the medical certificate issued by the Govt. Hospitals duly notified by the Govt. of NCT of Delhi/ Other State government and further duly verified by the Chief Medical Officer of the concerned Government Hospital.
- c. A certificate duly recommended by Vocational Rehabilitation Centre for the handicapped, 9-11 Vikas Marg, Karkarduma, Delhi 110092.

**(iv) Kashmiri Migrants (KM):** The candidates seeking admission under Kashmiri Migrant seat must produce the following documents, in original, at the time of document verification:

- a. A certificate from the competent authority for getting admission against Kashmiri migrant quota is to be produced by the candidates at the time of counseling/admission. Such a certificate should be issued by the concerned Deputy Commissioner of Delhi or the Competent Authority outside Delhi.
- b. Provisional or original Senior School Certificate examination or an examination recognized as equivalent thereto.
- c. Mark-sheet of the Senior School Certificate Examination or an examination recognized as equivalent thereto.
- d. Secondary School Examination or an examination recognized as equivalent thereto (showing the Date of Birth).
- e. Proof of property in Kashmir of the parent of the candidate.
- f. Proof of current residence such as Ration Card, Photo Identity Card issued by the Election Commissioner, Driving License, etc

**v) Single Girl Child**

For claiming admission in this category, the Father/Mother/Guardian (in case parents are deceased) shall have to submit affidavit / self-attested to this effect duly attested by area 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.

Government of .....  
(Name & Address of the authority issuing the certificate)

**Income & Asset Certificate to be Produced  
by Economically Weaker Sections**

Certificate No. \_\_\_\_\_

Date: \_\_\_\_\_

**VALID FOR THE YEAR** \_\_\_\_\_

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

Village/Street \_\_\_\_\_ Post Office \_\_\_\_\_

District \_\_\_\_\_ in the State/Union Territory Economically Weaker Sections,  
since the gross annual income\* of his/her 'family'\*\* is below Rs. 8 lakh (Rupees Eight  
Lakh only) for the financial year \_\_\_\_\_. His/her family does not own or possess any  
of the following assets\*\*\*:

- I. 5 acres of agricultural land and above;
- II. Residential flat of 1000 sq. ft. and above;
- III. Residential plot of 100 sq. yards and above in notified municipalities;
- IV. Residential plot of 200 sq. yards and above in areas other than the notified municipalities.

Shri/Smt./Kumari \_\_\_\_\_ belongs to the \_\_\_\_\_ caste

which is not recognized as a Scheduled Caste, Scheduled Tribe and Other Backward  
Classes (Central List)

Signature with seal of Office \_\_\_\_\_

Name \_\_\_\_\_

Designation \_\_\_\_\_

Recent Passport size attested photograph of the applicant

\*Note1: Income covered all sources i.e. salary, agriculture, business, profession, etc.

\*\*Note2: The term "Family" for this purpose include the person, who seeks benefit of reservation, his/  
her parents and siblings below the age of 18 years as also his/her spouse and children below the age  
of 18 years.

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

## Prescribed Format for OBC Certificate

### Form of Certificate to Be Produced By Other Backward Classes

This is to certify that Shri / Smt. / Kum. \_\_\_\_\_

Son/ Daughter of Shri / Smt \_\_\_\_\_ of

Village/Town \_\_\_\_\_ District/Division \_\_\_\_\_ in the State

belongs to the \_\_\_\_\_ Community which is recognized as a backward class under:

- |  |  |
|--|--|
| i. Resolution No. 12011/68/93-BCC(C) dated 10/09/93 published in the Gazette of India Extraordinary Part I Section I No. 186 dated 13/09/93.   | 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.      |
| 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.  | 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.    |
| 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.  | 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.    |
| iv. Resolution No. 12011/96/94-BCC dated 9/03/96.  | xi. Resolution No. 12015/9/2000-BCC dated 06/09/2001.  |
| 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. | xii. Resolution No. 12011/1/2001-BCC dated 19/06/2003.   |
| vi. Resolution No. 12011/99/94-BCC dated 11/12/97.   | xiii. Resolution No. 12011/4/2002-BCC dated 13/01/2004.  |
| vii. Resolution No. 12011/68/98-BCC dated 27/10/99.  | 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.

### 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: \_\_\_\_\_

**Certificate in Respect of Defence Category (CW)****CERTIFICATE FOR AVAILING ADMISSION AGAINST DEFENCE QUOTA OFFICE OF  
THE ZILA/RAJYA SAINIK BOARD**

This is to certify that Master/Miss \_\_\_\_\_

son/daughter of \_\_\_\_\_ resident of \_\_\_\_\_

\_\_\_\_\_ the above named

officer/JCO/OR pertains to the category marked below:- (Select one from below)

- a. Killed in Action on \_\_\_\_\_ During \_\_\_\_\_
- b. Disabled in Action on \_\_\_\_\_ and boarded out from service  
on \_\_\_\_\_ during \_\_\_\_\_.
- c. Died in peace time on \_\_\_\_\_ with death attributable to military  
service.
- d. Disabled in peace time and boarded out from service with disability attributable  
military service.
- e. Gallantry Award Winner ( \_\_\_\_\_ )
- f. Ex-Serviceman.
- g. Serving Soldier

(Category \_\_\_\_\_ above)

Mr./Miss \_\_\_\_\_ son/daughter of the above

named officer/JCO/OR is eligible for Admission in DTU, IGDTUW or NSUT against the  
Defence quota under priority His/Her Ex-Serviceman Widow Identify Card No. is DLH-

01 \_\_\_\_\_

NO \_\_\_\_\_ / RSB SECRETARY

**Certificate for availing Admission against Kashmiri Migrant Quota**

Kashmiri Migrant Quota

(To be submitted at the Time of Admission)

Certified that Shri/Kum./Smt. \_\_\_\_\_

Son/daughter/wife Shri/\_\_\_\_\_ resident of \_\_\_\_\_

\_\_\_\_\_ is registered as migrant from Jammu &amp; Kashmir.

The Registration number is \_\_\_\_\_ dated \_\_\_\_\_.

It is also certified that Shri/Kum./Smt \_\_\_\_\_ is registered in

Delhi/\_\_\_\_\_ as J &amp; K Migrant on \_\_\_\_\_.

Name &amp; Signature of

Deputy Commissioner/Competent Authority  
(Office Stamp)

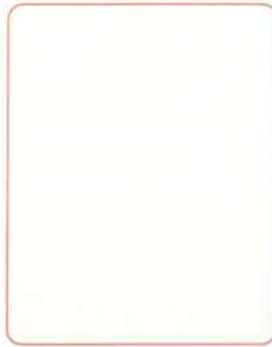
Place:.....

Date:.....

Note: No document other than this will be accepted by the University for claiming reservation against the Kashmiri Migrant Seat.

**MEDICAL FITNESS CERTIFICATE**

(To be signed by a registered medical practitioner holding a Medical Degree)  
(TO BE SUBMITTED AT THE TIME OF ADMISSION)



I certify that I have carefully examined Mr./Ms.\* \_\_\_\_\_  
son/daughter of Shri \_\_\_\_\_ whose signature is  
given below. Based on the examination, I certify that he/she is in good mental and  
physical health and is free from any physical defects which may interfere with his/  
her studies including the active outdoor duties required of a professional.

Marks of Identification \_\_\_\_\_

Signature of the Candidate \_\_\_\_\_

Place:

Date:

Name & signature of the Medical Officer  
with seal and registration number

\* Strike whichever is not applicable.

**CERTIFICATE FOR PERSON WITH DISABILITY**

(To be issued by Medical Board from Government Hospital)

1. Name of the candidate: Mr./Ms.\* \_\_\_\_\_
2. Father's Name: \_\_\_\_\_
3. Permanent Address: \_\_\_\_\_  
\_\_\_\_\_
4. Percentage loss of earning capacity (in words): \_\_\_\_\_
5. Whether the candidate is otherwise able to carry on the studies of BBA/B.A. (H) Economics programme: \_\_\_\_\_
6. Name of the disease-causing handicap: \_\_\_\_\_
7. Whether handicap is temporary or permanent: \_\_\_\_\_
8. Whether handicap is progressive or non-progressive: \_\_\_\_\_
9. The candidate is FIT / UNFIT to pursue further studies.  
(\*Strike out whichever is not applicable)

Member  
(Orthopaedic Specialist)

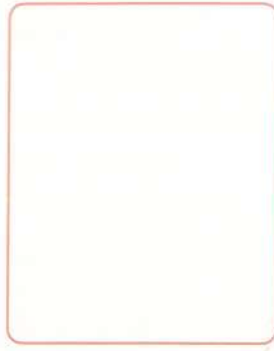
Principal Medical Officer  
Seal of Office

Date: \_\_\_\_\_

**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.

SUITABILITY CERTIFICATE FOR AVAILING ADMISSION  
AGAINST PERSON WITH DISABILITY



Certified that Shri/Km/Smt. \_\_\_\_\_  
son/daughter/wife of Shri/Smt. \_\_\_\_\_ is physically  
handicapped due to \_\_\_\_\_  
\_\_\_\_\_ and he/she is fit for undergoing the course(s)  
\_\_\_\_\_ at East Delhi Campus, DTU.

Name & Signature of  
The Officer In-charge  
Vocational Rehabilitation Centre  
for Physically Handicapped  
9,10,11Karkardooma,  
VikasMarg, Delhi-110092.

**NOTE:** No other document then this will be accepted by the university for claiming reservation against the Kashmiri Migrant Seat.

**AFFIDAVIT FOR ONLY (SINGLE) GIRL CHILD CATEGORY**  
**(on non-judicial paper of Rs. 20/- duly attested by 1<sup>st</sup> class Magistrate)**

I \_\_\_\_\_ (name) father/mother of  
Miss \_\_\_\_\_, resident of \_\_\_\_\_  
\_\_\_\_\_ (full address to be given) do hereby,  
solemnly declare and affirm as under:

1. That I am a citizen of India.
2. That Miss \_\_\_\_\_ born on \_\_\_\_\_ is the only (Single) Girl  
Child of the deponent.
3. That the deponent has no living male /female Child other than the above one.

Place: \_\_\_\_\_

Dated: \_\_\_\_\_

DEPONENT

**VERIFICATION**

Verified that the contents of the above affidavit / self-attested are true and correct to the best of my knowledge and belief and nothing has been concealed therein.

DEPONENT

Place: \_\_\_\_\_

Dated: \_\_\_\_\_

### Form for Withdrawal of Admission

1. Course \_\_\_\_\_
2. Name of Candidate \_\_\_\_\_
3. Parent /Guardian's Name \_\_\_\_\_
4. Communication Address \_\_\_\_\_
5. Telephone \_\_\_\_\_
6. Mobile \_\_\_\_\_
7. Email Address \_\_\_\_\_
8. 12<sup>TH</sup> Board Roll No. \_\_\_\_\_ Region \_\_\_\_\_
9. Category / Sub-category \_\_\_\_\_

#### Bank Account Details

- Name of the Bank Account Holder (in favour of whom Bank Transfer is to be made)  
\_\_\_\_\_
- Relationship of the Bank Account Holder with the Candidate \_\_\_\_\_
- Bank Detail of above person to be furnished in the given format:

Name of the Bank	Address of the Bank	Complete Bank Account No.	IFSC CODE of the Bank Branch



## UNDERTAKING

We understand and know the refund rules of the University and agree to abide by the same and we further understand that the refund would be made in due course of time through bank transfer only as per above request.

(Signature of Parent/Guardian)

(Signature of Student)

Date: \_\_\_\_\_

### **Compulsory Encl.:**

1. Original documents issued by the University/Institute to the candidate at the time of Admission/Counselling
2. Cancelled Cheque of CBS Bank branch, showing the details of bank A/c No., IFSC Code, beneficiary name, etc. must be attached by the concerned student along with this Withdrawal Form.

***Refund amount will directly be transferred in the bank account, submitted by the student in this form, through electronic mode (ECS/ NEFT). Therefore, student must ensure to provide correct bank account details, cancelled Cheque & the required enclosures. DTU will not be liable for any wrong transfer of amount on account of incorrect bank information provided by the student.***

## CONTACT

*For queries related to*  
**Bachelor of Business  
Administration (BBA)  
programme**

Email ID: [bba.usme@dtu.ac.in](mailto:bba.usme@dtu.ac.in)



# Delhi Technological University

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

**University School of  
Management and Entrepreneurship**