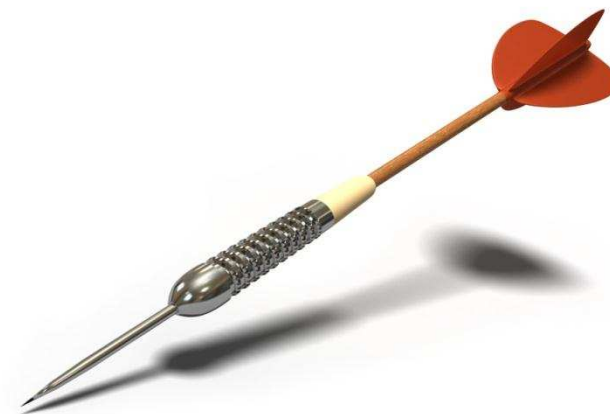




# Delhi School of Management Delhi Technological University

(Formerly Delhi College of Engineering)

## **Admission Invitation for MBA Programme (2014-16 Batch)**



*creating Techno-Managers & Future Leaders*

**Delhi School of Management, Delhi Technological University**  
Shahbad Daulatpur, Bawana Road, Delhi-110042  
Ph : 011-27296203, email: [dsmdtu2014@gmail.com](mailto:dsmdtu2014@gmail.com)



## MESSAGE FROM THE VICE CHANCELLOR

Let me begin by extending My Very Best Wishes and Warm Greetings to the Aspirants for Admission to the Prestigious Delhi Technological University (formerly Delhi College of Engineering) who look towards our prestigious institution with high expectations for nurturing their potential for high quality technical and management education, creative research and industry relevant innovations.

Delhi School of Management was established in DTU to nurture managerial excellence in a campus full of thrill and excitement of engineering and technology. The purpose here is to create a niche advantage in management education in areas of Technology Management, Knowledge and Innovation Management, Info-System Management, Supply Chain Management all requiring a technology temper and scientific bent of mind with amalgamation of Marketing, Human Resource and Financial Management skills to create a unique blend of technical skills with management acumen thereby creating industry ready Techno-Managers. The establishment of the Management School in the campus also equipped the institution with the necessary professional connect with the corporate and the world of business.

Another major achievement of the University has been to strengthen its interface with the industry and with the world class universities. DTU entered into MoU with Delhi Metro Rail Corporation, Samsung Electronics (India), LaTrobe University, Australia, National University of Singapore, National Physical Laboratory, Nanyang Technological University, NTU Singapore, Indian Institute of Petroleum, Dehradun. All this has further sharpened the focus of DTU on industry relevant education, research and innovations.

Let me close by adding that "Pursuit of excellence demands unconditional commitment and fullest of dedication while at the same time paying greatest attention to minutest details". Let the new generation of students joining DTU in academic year 2014-15 make technology and management their passion and cultivate capabilities and values to serve the vast humanity to bring glory to them, their parents, their alma-mater and participate in the great advancement of science and technology sweeping the globe all-around in this new knowledge age.

**Prof. P.B.Sharma**  
**Vice-Chancellor**



## MESSAGE FROM THE HEAD OF DEPARTMENT

“The mark of any school lies in the quality of values it delivers to the rest of the world. These values must always be solid, professional and positive.”

Delhi School of Management endeavours to enable future managers understand the challenges of the information and knowledge driven tech-savvy work environment and develop their competence and calibre to meet and greet these challenges. Our pedagogy is designed to facilitate practical and pragmatic experience of learning. Our faculty members are highly qualified and they maintain high standards of teaching which is constantly sharpened with their contributions through research publications, seminars and conferences at the national and international levels.

The school, with its carefully designed curriculum, systematically transforms techno-centric engineers into outcome oriented innovative techno-managers. And that is what sets us apart from the crowd.

We ensure that we are aligned completely to what the industry needs and wants from its future potential students. DSM enjoys enviable corporate connectedness as well. The students here are exposed to an open and exile learning environment which extends much beyond the class room teaching. The students are encouraged to undertake inter-disciplinary projects, participate in competitive events of reputed B-Schools and contribute in improving the institutional processes. The students are so groomed that they can easily adapt to the specific corporate requirements while remaining sensitive to the different sections of society.

I invite the aspiring budding managers to create management excellence by their unconditional commitment and fullest dedication to their studies and their engagement in research and innovations.

**Prof. P.K. Suri**  
**HOD**



## **Vision of DSM**

To be the epitome of the world class management education and research for meeting the contemporary challenges of business and society.



## **Mission of DSM**

To develop socially responsible and technology driven innovative managers and future leaders equipped with knowledge and professional ethics. This shall be achieved by evolving a system of quality education and research through sustained institutionalized efforts of students and faculty.

# ABOUT DSM

**Delhi School of Management (DSM)** was established in 2009 with the up-gradation of Delhi College of Engineering into Delhi Technological University. DSM envisages at making distinctive future managers keeping with the tradition of DCE (and now DTU) of excellent education established for the engineering discipline. DSM teaches not just the art and science of management, it instils in its students virtues and skills needed to make a difference in tomorrow's world. It endeavours to enable future managers understand the challenges of Information and Knowledge driven tech-savvy work environment and develop their calibre and competencies to meet and greet these challenges.

The academicians at DSM are a veritable treasure of learning and erudition. With a mature lineage of consultancy and research behind them, this exclusive group of academicians is responsible for grooming raw talents into performing prodigies.

Aided by the state-of-the-art infrastructure, DSM incorporates lectures, case studies, seminars, business games, simulation exercises, mini projects, unstructured group works and field visits in its teaching methods. It is done in an interesting and encouraging manner for the purpose of imparting knowledge in the minds of the students.

DSM offers dual specialization thereby developing the students' skills to alter the requirements of a competitive environment. It follows a semester pattern and offers seven to eight courses per semester. DSM consists of a right mix of students in all aspects ranging from different geographic locations to experience in the corporate world, thereby giving the students an opportunity to gain multicultural skills and share experiences.



**“We thrive on the philosophy of evolution and innovation in quality and contemporary education”**



## ABOUT THE PROGRAMME



The two-year (Full Time) MBA Programme is designed in four semesters using participative pedagogy with equal emphasis on conceptual knowledge and application of such knowledge in industry context. The Programme will present you a pool of talent focused on effective managerial leadership. Our MBA graduates have both functional specialization and technical specializations.

## AREAS OF CONCENTRATION

### FUNCTIONAL SPECIALISATIONS

- Marketing Management
- Financial Management
- Human Resource Management

### TECHNICAL SPECIALISATIONS

- Supply Chain Management
- Information Technology Management
- Knowledge & Technology Management



## BEYOND THE CLASSROOM

### ***Mark-e-Brand 2013***

Delhi School of Management organized an online marketing competition called Mark-e-Brand which witnessed an overwhelming response from various B- schools across India. The teams had to create an ambitious, innovative and cost effective marketing strategy for hypothetical brands. Mark-e-Brand on its maiden show saw a large number of entries, coming from 21 different B-schools.

### ***HR Seminar 2013***

The annual HR seminar was held in Delhi School of Management on 3rd April, 2013. The topic of discussion for the seminar was Managing Humans in Rapidly Changing National and International Business Trends: Challenges for the Budding Managers. The seminar was attended by some of the most eminent HR managers in the industry. It offered a great opportunity for the students to gain insights from the industry, as well as interact with the industry personnel.

### ***Live Budget 2013 Session***

An engrossing panel discussion along with live budget discussion telecast was organized by Delhi School of Management. It was an open discussion with the panel, and students could clarify their queries with them. This helped the students understand the budget in a better way.

### ***Srijan 2013***

Paper Presentation Competition Delhi School of Management, Delhi Technological University organized its first All India Student Paper Presentation Competition, Srijan 2013 on 8th Feb, 2013. The theme for the event was Innovation and Creativity: New Mantra for Global Competitiveness .After the preliminary screening round 20 teams were shortlisted for the final day presentation. Srijan was concluded successfully with the special prizes and certificate distribution ceremony from our sponsors TIME Education as everyone present in the arena was overwhelmed by a sense of fulfilment and elation.



## ***DSM Chronicle***

DSM Chronicle is the Bi-annual Business Magazine of Delhi School of Management. DSM Chronicle aims to act as a channel for students, not only from DSM but from all parts of the country, to help them voice their opinions and concerns regarding events in the world, attempting to use their knowledge and skills to practically solve them. It provides students the opportunities to explore their creative abilities and simultaneously hone their writing skills.

## ***Annual Management Conclave 2012***

The grand Annual Management Conclave was held on 9th November, 2012. The topic of discussion for the conclave was 'Survival of the Fittest: Lessons from the Best'. The conclave was attended by some of the most eminent speakers in the industry. The event was aimed at enlightening the future managers about the real time needs and demands of the industry. The Speakers who enlightened the occasion are as follows:

- Ms. Pallavi , Best food Groups
- Mr. Deepak Maheshwari, VP, MasterCard Worldwide
- Mr. Mahesh Peri, GM, 360° careers
- Mr. Prashant Vijay, Director, Markit
- *Mr. Sneh Singh, Director, Markit*
- *Col. M. K. Aeri, Head HR, Dev Alt*
- *Mr. Karan Trehan, IBM*
- *Mr. Vijay Rai, CEO & President, PowerCon*

## ***Quivive 2012***

In October 2012, the second annual national quiz, Quivive 2012 was organized and the event was a colossal success. Quivive 2012 witnessed participation of over 100 teams from top B-Schools all over India.

## ***TEDxDTU2012 :***

TED is a non-profit devoted to Ideas worth spreading. It started out (in 1984) as a conference bringing together people from three worlds: Technology, Entertainment, and Design. In the spirit of ideas worth spreading, TED has created self-organized events that bring people called TEDx. Our Event, TEDxDTU strives to bridge the gap between the active listener and the pro-active preacher, for knowledge is the ultimate pool of wealth needed for a safe and sound existence.

### **Speakers:**

- *Prabhu Chawla, Editor-in-chief, The New Indian Express*
- *Kiran Bedi, IPS Officer*
- *Ishita Chaudhry, Founder and CEO, The YP Foundation*
- *Akash Gautam, India's Motivator and Success Coach*
- *Sanjana Kapoor, Director, Prithvi Theatre*
- *Anand Kumar, Founder, Super30*
- *Durjoy Datta, Author*
- *Mr. Vijay Rai, CEO & President, PowerCon*



# ELIGIBILITY AND PROCEDURE FOR ADMISSION

## ELIGIBILITY:

B.E/B.Tech. in any branch of Engineering/ Technology with a minimum of 60% marks in aggregate or 1st class Master's Degree in any branch of Physical/ Chemical/ Mathematical Science like Physics, Chemistry, Mathematics, Statistics, Computer Application, Electronic Science, Environmental Science, Operation Research, Computation/ Information Science or Master's Degree in Commerce/ Economics. However a relaxation of 10 per cent to SC/ST/PWD and 5 per cent to OBC categories candidates shall be given in eligibility criteria. Those who are appearing in final semester examination may also apply.

## INTAKE & RESERVATION OF SEATS

The annual intake of this programme is 91. The reservation of the seats for SC/ST /OBC and PwD are as per the Policy of the Government of N.C.T. of Delhi.

## SELECTION PROCEDURE:

All the applications received will be short-listed on the basis of performance in CAT 2013 and Qualifying Examination. The short-listed candidates are required to appear for a Personal Interview and Group Discussion.

## HOW TO APPLY

Prospectus along with the Application Form can be downloaded from DTU website [www.dce.edu](http://www.dce.edu). Downloaded Application Forms must be submitted along with **DD of Rs 1000/-** in favour of **'The Registrar, Delhi Technological University, Delhi'** payable at Delhi by **28th February, 2014** (5.00 P.M.).

Incomplete application, due to any reason, is liable for rejection by the University. DTU shall not be responsible for postal delay, if any.

## ADMISSION SCHEDULE AND IMPORTANT DATES:

S. No.	Events	Date
1.	Release of Application Form	<b>17.12.2013</b>
2.	Last Date of submitting the completely filled Application Form	<b>28/02/2014</b>
3.	Date of release of Short-Listed Candidates for GD and Interview	<b>14/03/2014</b>
4.	GD and Interview	Starting from <b>24/03/2014</b>
5.	Release of List-1 of Selected and Waitlisted Candidates	<b>10/04/2014</b>
6.	Date of counselling & fee deposit by the Selected Candidates of List-1	<b>17/04/2014</b>
7.	Release of List-II for Admission from the Waitlisted Candidates against vacant seats	<b>24/04/2014</b>
8.	Date of counselling & fee deposit by the Candidates of List-II	<b>30/04/2014</b>
9.	Release of List-III of selected Candidates against the vacant/withdrawal seats	<b>05/06/2014</b>
10.	Date of counselling & fee deposit by List-III Candidates	<b>13/06/2014</b>
11.	Release of List-IV of selected Candidates against vacant/withdrawal of seats	<b>23/07/2014</b>
12.	Date of counselling & fee deposit by List-IV Candidates	<b>30/07/2014</b>
13.	Final counselling against the vacant seats	<b>28/08/2014</b>

**NOTE: NO INDIVIDUAL COMMUNICATION WILL BE SENT TO THE CANDIDATES.IT IS THEREFORE IN THE INTEREST OF THE CANDIDATES TO VISIT THE WEBSITE REGULARLY AS PER THE ADMISSION SCHEDULE GIVEN ABOVE.**