



DELHI SCHOOL OF BUSINESS

Vivekananda Institute of Professional Studies

Technical Campus



LIBERATING

INDIVIDUAL

POTENTIAL

www.dsb.edu.in



“Education is the manifestation of the perfection already in man.”

VALUES

Delhi School of Business (VIPS-TC) practices value-based sharing of knowledge.

Our core values are:

Excellence, Service & Empathy

MISSION

The mission of Delhi School of Business (VIPS-TC) is to equip students with skill-based, practical business management knowledge and analytical skills and develop their capacity to lead domestic and global organisations through adaptability, innovation and creativity.





Imagine
with all your mind.

Believe
with all your heart.

Achieve
with all your might.

Swami Vivekananda



The education and philosophy of the institution ensures that students learn to live up to high standards of moral integrity and responsible citizenship.



7000+
Students



20+
Years of
Academic Experience



250+
Award winning Faculty





DELHI SCHOOL OF BUSINESS

SCHOOL OF BUSINESS

STUDIES - TECHNICAL CAMPUS



300+

Companies on-Board



50,000+

Alumni Network



20+

International Academic
Partnership

WIPSA LEGACY

03



*Swami
Jitatmananda
Ji Maharaj ji*

VIPS LEGACY

Dr. S.C. Vats founded Vivekananda Institute of Professional Studies (VIPS), as an amalgamation of his mission with that of Swami Jitatmanandaji an eminent educationist, management expert, author of books “Modern Physics and Vedanta” & “Holistic Science and Vedanta”. Swamiji’s inspiration played a key role in the life of Dr. S.C. Vats, who has imbibed the spirit of Swami Vivekananda in his life and career. This spirit of service to mankind manifested itself in the foundation of a Strength India Educational Society. The acronym reflected the founding philosophy and objective of Dr. S.C. Vats- ‘Society for Total Revival of National Glory and True Heritage’.

VIPS was established in the year 2000 in affiliation with Guru Gobind Singh Indrapastha University (GGSIPIU) with a focused mission of imparting quality education. VIPS initially offered only two programmes, Bachelor in Information Systems, along with an integrated 5-year course in Law. VIPS has since grown enormously both in repute and stature, and has been consistently ranked as one of the most prestigious and sought after institution under GGSIPIU. With more than 12 programmes, state of the art colossal infrastructure in the heart of Delhi, 5000 students, 250 Faculty Members, 50,000 Alumni and over 300 Corporate Partners, VIPS has

earned tremendous adulation and admiration from both academic and corporate world.

Over the decade, VIPS has experienced remarkable growth in the number of courses offered, and students’ intake. As an evolving exercise, VIPS has innovated in teaching-learning methodologies and enriched the academic pedagogy with extensive student-faculty-corporate interface. This innovativeness is reflected in excellent performance of VIPS students, who have consistently made it to the University Merit List and received Gold Medals every year.

Vivekananda Law School (VLS), Vivekananda School of Journalism and Mass Communication (VSJMC), Vivekananda School of Information Technology (VSIT) and Vivekananda School of Business Studies (VSBS) have especially emerged as the premium choice for both students and corporates, only because of the strong values imbibed in students besides deep professionalism. VIPS has imbibed the Principles of Swami Vivekananda in letter and spirit - Man Making, Character Building and Nation Building. The education and philosophy of the institution ensures that students learn to live up to high standards of moral integrity and responsible citizenship.

ACCREDITATION & RECOGNITION







About Delhi School of Business

Delhi School of Business, was founded in 2012 and within a short period, it is reckoned among top business schools. For the fourth consecutive year, it has been ranked as India's No. 1 Emerging Business School, as per Times of India B School Rankings. Delhi School of Business offers AICTE Approved and NBA Accredited, Two Years, Full Time, Post Graduate Diploma in Management (Equivalent to MBA by AIU) programme. The school strives to be the best in the country, by giving the best to the country.

The PGDM programme at Delhi School of Business exhaustively focuses on the development of students' competence, aptitude and attitude to apply best management practices and concepts to face the challenges of the corporate world. Students learn human values along with the scientific processes and are equipped with updated technical skills and a learning attitude to be able to learn and perform on the job. The pedagogy adopted at the School ensures that students are forced to think critically and out of the box. They get trained to logically and rationally analyze the concepts instead of memorizing them so that they are able to apply them in the practical scenarios.

The teaching methodology at Delhi School of Business is based on Outcome Based Learning. It is an evolving process which is modified to cater to the ever changing business needs. Hence it is an amalgamation of self and participative learning along with interactive sessions with eminent faculty, corporate leaders and philosophers. The teaching tools used in the programme include case based teaching, conferences, seminars, live projects, management games, empirical research projects, role plays and simulation exercises. Special emphasis is also laid on managing the communication, presentation and negotiation skills of every student along with life skills to equip them to work under immense pressure and deadlines.

To ensure students get acquainted with essential corporate skills we have courses like - Digital Marketing, Cloud Computing, Big Data, R programming, Python, Data Analytics, Cross Cultural Communication, Negotiation, Personal Assertiveness, Personal Effectiveness and Leadership etc. The curriculum is further enriched with labs like Finance Lab for simulated market scenario to give students a sound understanding of working of financial markets in global settings. Personal Growth Lab is an essential course for all students specializing in HR to ensure that they understand the need and purpose of self-reflection and self-analysis to be able to perform better in their life. Similarly, to nurture entrepreneurial skills in students we have an Entrepreneurship Lab which is an incubation cell to nurture the creative and innovative business ideas in students and help them frame a business plan and apply for funding for their projects. The Analytics Lab provides Analytics environment to train students on Data Analytics and Big Data.

The enriched curriculum and reputed faculty has helped the School to create its own niche among the Top B Schools. The ultimate objective of the Business School is to liberate individual potential of every student and produce industry ready graduates with human values as they pass out and work in the industry or manage their own enterprises.



Governing Council & Advisory Committee

Chairman

Dr. S.C. Vats

Former Member : Board of Governors, IIM Raipur
Former Member : Board of Management, Symbiosis International University
Trustee : National Book Trust, India
Former Member of Legislative Assembly, Shakur Basti
Best Legislator Award, Delhi Assembly, 2006

Vice Chairpersons

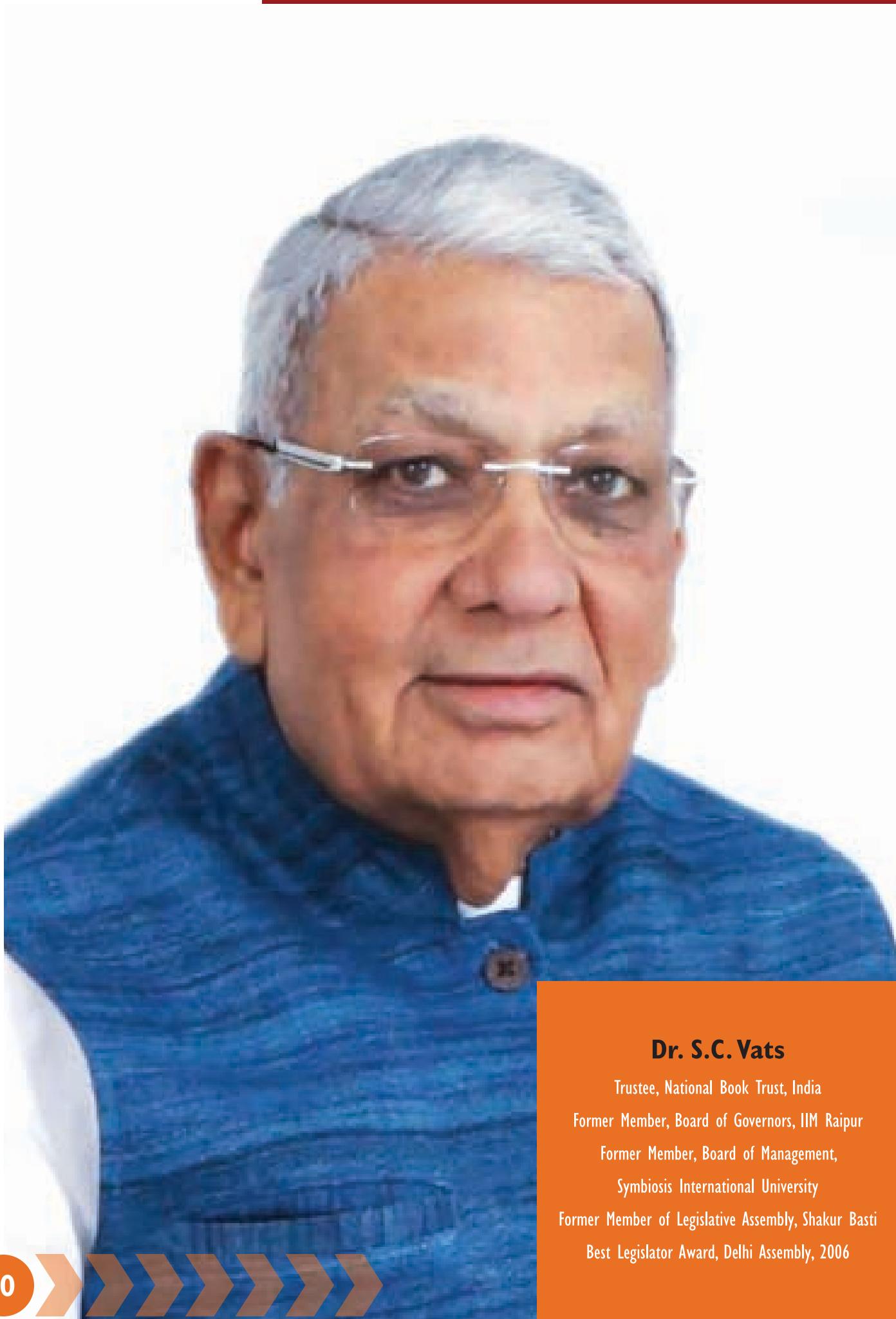
- Mr. Krishan Aggarwal
- Mr. Suneet Vats
- Mr. Vineet Vats
- Mr. Ajay Bindal
- Mr. Naresh Aggarwal

The members of the Governing Council are as follows:

- | | |
|------------------------------|---|
| ➤ Dr. I.M. Pandey | Director General |
| ➤ Dr. Venkata Rao | Chairperson, Vivekananda School of Law & Legal Studies (VSLLS) and Vivekananda School of English Studies (VSES) |
| ➤ Dr. S. Sadagopan | Director, IIT, Bangalore |
| ➤ Dr. Amita Dev | Principal, BPIPS, Delhi |
| ➤ Mr. Anil Sardana | MD & CEO, Adani Transmission Limited, Mumbai |
| ➤ Dr. Anil K Singh | Executive Editor, News 24, Noida |
| ➤ Dr. Bhurelal (IAS) | Chairman, Environmental (Prevention & Control) Authority, Delhi |
| ➤ Ms. Indira Sawhney | Sr. Advocate High Court of Delhi, New Delhi |
| ➤ Dr. Kavita Sharma | President South Asian University, Delhi |
| ➤ Dr. Karmeshu Bhatnagar | Professor, School of Computers & Systems Sciences, JNU Delhi |
| ➤ Mr. Kewal Handa | Strategic Advisor, Mumbai |
| ➤ Mr. Mukund Upadhyaya (IPS) | Chief Security Commissioner, Delhi Metro Rail Corporation, Delhi |
| ➤ Mr. Shyam Bang | Executive Director, Jubilant Life Sciences, New Delhi |
| ➤ Mr. Prabir Sinha | CMD, TATA Power |
| ➤ Mr. Manoj Goel | Sr. Advocate Supreme Court, Delhi |

The members of the Academic Council are as follows:

- | | |
|---------------------------|--|
| ➤ Dr. S.C. Vats | Chairman, VIPS |
| ➤ Dr. I.M. Pandey | Director General |
| ➤ Dr. Rattan Sharma | Emeritus Professor |
| ➤ Dr. Archana Shukla | Director IIM - Lucknow |
| ➤ Dr. S. Sadgopan | Founder, IIT, Bangalore |
| ➤ Mr. Kewal Handa | Former MD, Pfizer Ltd. |
| ➤ Mr. Anil Sardana | MD & CEO, Adani Transmission Limited, Mumbai |
| ➤ Mr. Sushant Vats | Executive Director ONGC, Consultant HAL |
| ➤ Mr. Rajeev Bhadauria | Director Group HR, Jindal Steel |
| ➤ Prof. Shekhar Chaudhuri | Former Director, IIM - Kolkata |
| ➤ Prof. M.R. Dixit | Former Professor, IIM - Ahmedabad |
| ➤ Dr. Sanjeev Singhal | Partner, E&Y |



Dr. S.C. Vats

Trustee, National Book Trust, India

Former Member, Board of Governors, IIM Raipur

Former Member, Board of Management,

Symbiosis International University

Former Member of Legislative Assembly, Shakur Basti

Best Legislator Award, Delhi Assembly, 2006

From the CHAIRMAN

We are living in extraordinary times driven by change at an incredible pace. They demand from us personal mastery, systems thinking capability to understand complexity, and the ability to have dialogue instead of learned reactions. For this purpose, at the outset, we must first and foremost be aware of the environment we live in and our interaction with it. We must be reflective of our pre-dispositions, aptitudes and attitudes that will make the difference in our holistic development to be contributing members of the society and nation, particularly in the 21st century. We must acknowledge the power of communication across cultures for better outcomes. We must be on a platform of continual learning, consciously fostering an open mind set.

Do you have the awareness and capability to grasp the implications of an ever-changing environment, or are you going to be swept away by it? Are you mindful of equipping yourself with the means to go beyond knowledge and be an original thinker with the ability to resolve conflicts and find sustainable solutions? Are you alert to building strength of character, open to the spirit of philanthropy, as you go through the years acquiring your degree and building your career? Are you open to multiple perspectives and related analyses for sound decision-making? Are you ready to be a leader?

Swami Vivekananda says, “Education is the manifestation of the perfection already in man.”

To our students, we offer the opportunity to learn, develop and grow holistically, beyond merely acquiring knowledge. We offer the means to liberate true potential, as we gear our students in their journey on the path of pursuit of perfection. We offer our students the learning environment that fosters self-reflection, critical thinking, teamwork and self-leadership. We offer our students the opportunity to define themselves for the 21st century, even as they change it.

I look forward to the next several months as we willingly and with optimism, embrace the true meaning of education, and together, work hard to realize your potential and make you the best in the world. I am already so proud of you.

Dr. S.C.Vats

From the Director General

Does management education matter?

Yes, indeed, it does; we need management education for a better world. Our generation is facing innumerable, intricate challenges. The world is rife with inequalities - economic, education, environment, freedom, and opportunity. Social and business organizations are the institutions that have tremendous potential for renovating today's world into a better place for all to live in. A large number of institutions, social organizations, and business firms across the world have demonstrated their capability of transforming their societies and improving the quality of life of their people. The quality of these organizations is attributable to the quality of people managing and leading them. A large number of these people have been trained in management institutions or centres of educational excellence. Some of them are not formally trained; they are born with or have developed the ability and passion for managing organizations of economic and social importance. The fundamental role of management education, as I visualize, is to create and develop people with enlightened minds, inculcate in them managerial and leadership qualities and human values so that they are capable of creating organizations, and lead them towards making the world a better place for all.

Given the complexity of the challenges arising from the economic and social inequalities, cultural diversities, political differences, and, at the same time, globalization of business and societies, it is imperative for management education to shape managers and leaders who have an entrepreneurial mind-set, who have global perspectives, who are sensitive and responsive to the societal needs and aspirations, and who conduct themselves ethically with a societal mission. In its earnest endeavour, Delhi School of Business has created academic atmosphere and curriculum that is expected to rise to the challenge of producing globally responsible entrepreneurial leaders and managers who can make a difference to the lives of millions of people not only in India but around the world - much beyond the personal wealth accumulation. We are in the process of reorienting management education towards creators of enterprises and not merely managers.

Management education has the potential of creating tremendous value to individuals and organizations and, thus, contributes to the society at large. It helps individuals to acquire personal and organizational skills and competencies; develop capability to adapt to diverse cultures, socioeconomic environments, and organizational and institutional set-ups; create wealth for themselves and the society; and share their knowledge and wealth with others. A good management education produces missionary leaders who are adept at creating and leading not only the private sector business firms but also the government companies, public systems, and all types of social organizations.

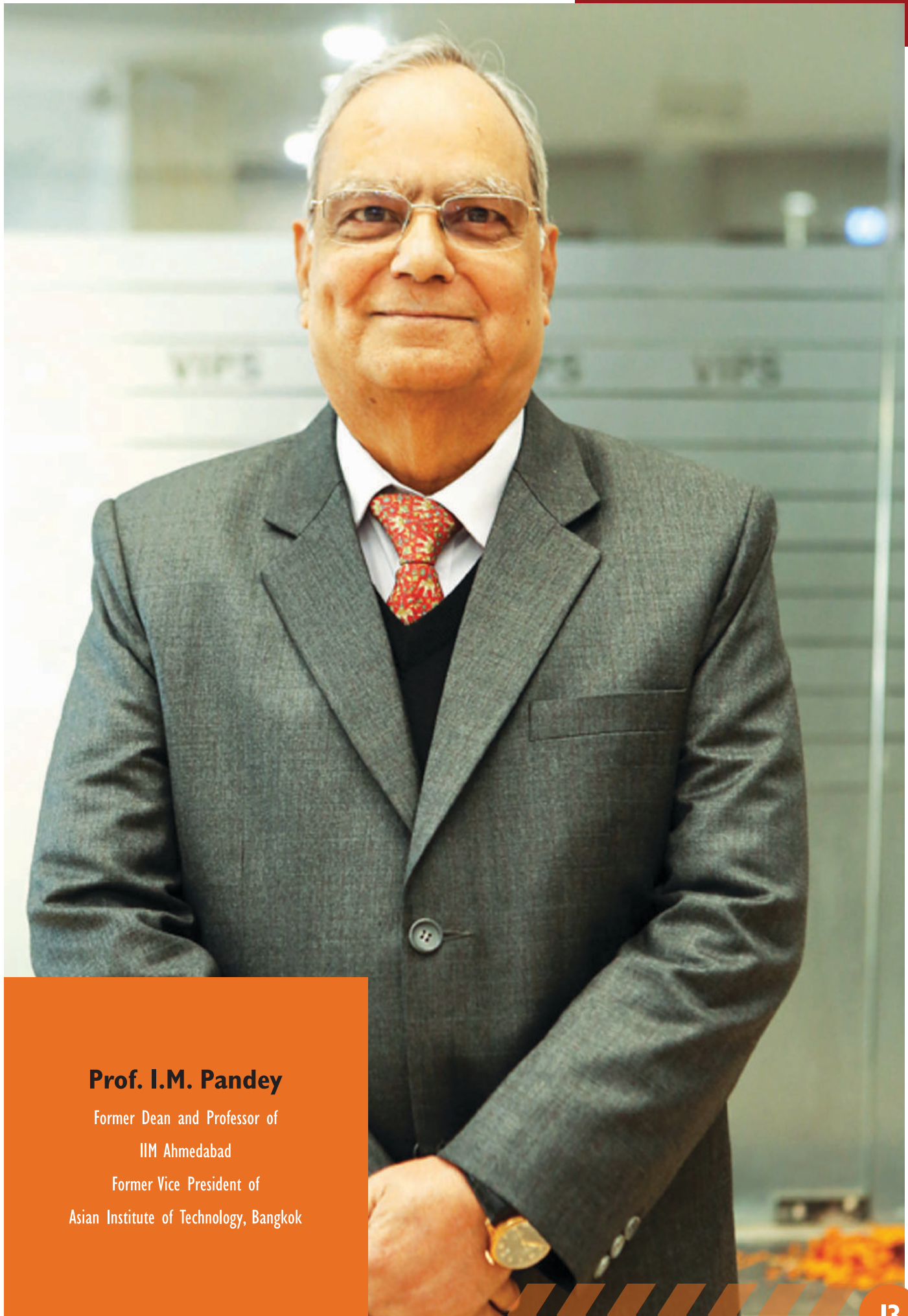
At Delhi School of Business our efforts are to redefine the objectives of business in much broader terms rather than merely as managing productive units concerned with maximization of profit and creation of wealth within a legal frame. Profit or wealth creation is indeed necessary but it is not a sufficient *raison d'être* for the existence of a business given the needs and complexities of the modern world. In the light of the philosophy of Swami Vivekananda, we believe that business firms should be responsible for the well-being of all including poorest of the poor, making meaningful social contributions rather than merely focusing on financial performance.

Management education should enable leaders to convert business organizations of today into social organizations; they should be vehicles of economic and social change and development. The business organizations should be the creators of social value or wealth rather than shareholders' value alone. They have to be concerned with environmental issues and corruption. Ethics and social responsibility assume a central stage for modern business organizations. All business organizations, even if they are located within domestic boundaries, collectively influence the global society and environment. It is a challenge for them to think in the global context and to develop a globally responsible orientation.

We aim at developing managers and leaders who are professionally skillful, who can create value for all stakeholders and, at the same time, address the societal concerns and operate under uncertainty and ambiguity and handle corruption, fraud, and mismanagement. We intend to produce graduates, who understand the complexity and global nature of business: who can blend theory with practice; who are able to appreciate different perspectives and different cultures; who can think comprehensively about a solution; and who are innovative and creative to serve diverse populations.

A critical element of management education is the availability of qualified facilitators of learning (called teachers/professors) who can combine theory and practice. There are good practices and bad practices, and there are good theories and bad theories. A qualified facilitator knows these practices and theories and is able to encourage learners to distinguish good from bad. At Delhi School of Business, we have properly trained industry experts and eminent academicians as management education facilitators (faculty). We promise the best education for our students. Welcome to DSB!

Prof. I.M. Pandey



Prof. I.M. Pandey

Former Dean and Professor of
IIM Ahmedabad

Former Vice President of
Asian Institute of Technology, Bangkok

LEARNING PHILOSOPHY

Our students are in a learning environment that motivates them to think across disciplines and open their minds to new horizons. Even as they learn the fundamentals of business, question stereotypes and foster creative and critical thinking. The learning process is strongly backed by participation in simulations and role plays, creating a strong bridge between the industry, its experts and our students.

Excellence

We pursue excellence in all of our activities: teaching, research, scholarship and service.

Service

We strive to serve all our stakeholders, community and the nation honestly and faithfully.

Empathy

We seek to understand and respect the feeling, thoughts, attitudes or emotions of others.

Integrity

We follow integrity-fairness, truthfulness, transparency - in all our activities and conduct.

Diversity

We respect individuality and individual freedom and inclusion of all for the institutional success and multiplicity of its character.

Creativity

We encourage and recognize creativity and innovations through critical and out-of-box thinking.

Social Responsibility

We place high value to our responsibility towards the betterment of the society.

Ethics

We conduct ourselves and train our students to behave and operate in the most ethical way.





VALUE PROPOSITION

Delhi School of Business offers a unique Value Proposition to the PGDM aspirants who wish to build their careers in business management and aspire to join reputed organizations in competition with the best students of other institutes, through its unique Outcome-Based and integrated curriculum, oriented towards skill development to meet the practical needs of the industry and delivered by the top faculty (including former IIM professors and faculty trained from IIMs and other reputed universities/institutes), Delhi School of Business (DSB), offers the art and craft of business education which blends together entrepreneurial mind-set, international outlook, innovation, creativity, social responsibility and ethics. The DSB PGDM programme provides the students with a unique opportunity to attend a Professional Skill Enhancement Programme on Creativity, Innovation and Critical Thinking at a top management institute. DSB PGDM programme is an international programme as it includes International Exposure in Collaboration with the world renowned National University of Singapore (NUS), Singapore, Munich Business School, Germany, and Asian Institute of Technology, Thailand. The distinctively differentiated PGDM programme, with its extensive industry connection, provides an opportunity to the students in under-taking internships and final job placements in the reputed organizations.

LEARNING APPROACH

Delhi School of Business practices Outcome Based Learning approach making learning more student-centric rather than being teacher-centric. Every course identifies skills that the course would develop and the types of practical issues that would be handled better with the acquired skills. Every faculty member focusses on the practical applications of the theoretical concepts ensuring that students understand how the learning would assist them in understanding and resolving real life challenges at their work places.

In the information age, students are overwhelmed with information which may not get converted to knowledge. Focus remains on collection of data instead of analysis of data before it is churned to become information and knowledge.

Analysis of information all around is the basic skill that differentiates a thinking and a non-thinking individual. A thinking individual focusses on analysis and reasoning. Hence students need to be trained on 'How to think?'

This is facilitated by Multiple Participative Pedagogy, i.e case- based learning, problem-based learning, project-based learning, simulation, role play, business games etc.

LEARN FROM THE BEST IN BUSINESS



Prof. Debi Saini
Emeritus Professor - HRM
IIM - Ranchi



Dr. G Raghuram
Director
IIM - Bangalore



Prof. V Venkat Rao
Professor
IIM - Ahmedabad



Prof. B.S Sahay
Director
IIM - Jammu



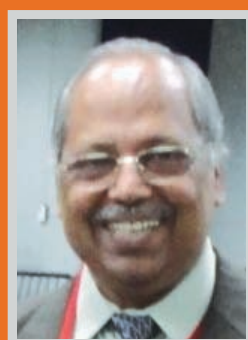
Prof. Archana Shukla
Director
IIM - Lucknow



Prof. P. K. Sinha
Professor - Retailing and Marketing
Chairperson - Centre for Retailing
IIM - Ahmedabad



Prof. Sunil Maheshwari
Professor
IIM - Ahmedabad



Prof. T.V. Rao
Chairman - TVRLS
Ex-Professor
IIM - Ahmedabad



“Teaching pedagogy adopted by
Delhi School of Business (VIPS-TC)

ensures that students are trained to be high quality industry ready professionals with innovative and inventive ideas.

Their professional competence is further enriched with a strong value system imbibed in the curriculum proliferated through institutional culture practiced and professed by eminent Faculty with degrees and / or teaching experience from **IIM's, IITs, MDI, XLRI, and FMS etc.**”

FACULTY



Dr. I M Pandey, Director General

Area: Finance

Qualification: Ph.D. (Delhi University)

Affiliations: Former Professor & Dean - IIM Ahmedabad
Vice President - Asian Institute of Technology, Thailand



Dr. Rattan Sharma, Emeritus Professor

Area: Accounting & Finance

Qualification: Ph.D. (Delhi University)

Affiliations: Former Professor - IIM Lucknow,
MDI Gurgaon, ASCI Hyderabad



Prof. Ashok Bhattacharya

Area: OB & HRM

Qualification: PGDM (XLRI)

Affiliations: Former Vice President, HR-General Electric
Corporate Vice President, HR-HCL Technologies



Prof. Shoma Mukherji

Area: Business Communication

Qualification: EFPM (MDI Gurgaon)

MIM (Thunderbird, USA)
Affiliations: Former HR Head - Exxon Mobil



Prof. Sanjay Kumar

Area: Strategy & Operations

Qualification: PGDBM (IIM - Calcutta)

Affiliations: Ex CEO, Arcelor Mittal, Ageria
Ex ED, Arcelor Mittal East Europe, HUL, BILT



Dr. Rashmi Sharma

Area: OB & HR

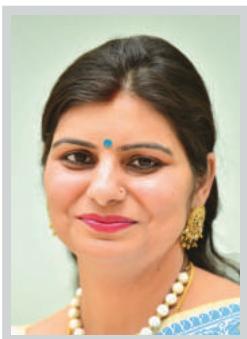
Qualification: Ph.D (Bansathali Vidyapith),
MBA (LBSIM), B.A. (Hons) English from Uni. of Delhi



Prof. Anuradha Jain

Area: Economics

Qualification: BA, MA (Bombay University),
Ph.D.



Prof. Indira Bhardwaj

Area: Finance

Qualification: MBA, Ph.D. (AMU)

Affiliations: Former Knowledge Manager-Forbes
EduMetry. Ltd., Academic Associate - IIM Indore



Prof. Sharad Gupta

Area: Marketing

Qualification: PGDBM (IIM - Indore)

Affiliations: Former Sr. VP, Royal Insurance-IBPL
RM-Bharti AXA GICL, Business Manager ICICI Lombard GICL
Business Mgr-Wockhardt Ltd. Software
Engg.-Infosys Technologies Ltd.



Prof. Ram Ritwik Sen

Area: Finance & Economics

Qualification: PGDBM (IIM Ahmedabad)

Affiliations: Former Marketing Strategist,
Citi Bank, Singapore,
Head of Global Derivatives in India,
Standard Chartered

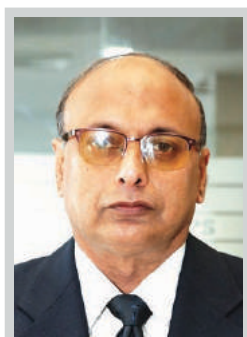


Prof. Sanjay Chaudhary

Area: MIS & Project Management

Qualification: MBA (AIT-Thailand), MS (MIS), SUNY, USA)

Affiliations: Former GM Sales & Account Mgt. Ericsson
India, GM Acc. Mgt. - Reliance Comm., Regional Manager
(Singapore) - Samsung



Prof. Sourindra Bhattacharjee

Area: Economics & Policy

Qualification: FPM (IIM Ahmedabad)

Affiliations: Former Associate Professor,
IIM Lucknow



Prof. Neerja Arora

Area: Marketing Research & Analytics

Qualification: PGDM (IIM Calcutta)

Affiliations: PricewaterhouseCoopers (PWC), IBM



Prof. Gaurav Sarin

Area: Information Technology

Qualification: Executive MBA (IIM Lucknow)

Affiliations: Former DGM-Alcatel Lucent, Head Business Development & IT Resourcing - Cap Gemini



Prof. Divvyaj Bajpai

Area: OB, HR & Policy

Qualification: FPM (IIM Calcutta)

Affiliations: Indian Rayon & Industries Ltd., IIPA



Prof. Atul Singh Chauhan

Area: Marketing

Qualification: BE (BIT Mesra) and PhD (XIMB-XUB)



Prof. Renu Vashishth

Area: Information Technology

Qualification: MCA, Ph.D. (Bansthal Vidyapeeth)



Prof. Raman Preet Singh

Area: Finance & Economics

Qualification: M.Com (Delhi University), MBA (IP University), MFA (ICFAI), Ph.D. (IGNOU)

Affiliations: member ICFAI & Indian Commerce Association



Prof. Ruchi Kansil

Area: Accounting & Taxation

Qualification: C.A. (ICAI), M.Com (Delhi University), M.Phil (Delhi University), Pursuing Ph.D. (DTU)



Prof. Jatin Vaid

Area: Marketing

Qualification: MBA (DAVV University)

Affiliations: Former Manager with Citibank & HSBC

VISITING FACULTY



Prof. S.S. Handa

Area: Statistics & QT

Qualification: B.Stat (H), M. Stat (ISI, Kolkata), Ph.D.

Affiliations: Former Sr. Professor & Consultant of Quality Management Science (QMS) Indian Statistical Institute, New Delhi



Dr. Shounak Roy Chowdhury

Area: Entrepreneurship

Qualification: FPM (IIM, Ahmedabad)

Affiliations: Former Strategy Consultant, Vaksons Automobiles



Mr. Hitesh Manocha

Area: Information Business

Qualification: PGDBM (IIM-Ahmedabad)

Affiliations: Godrej, SIEL, Onida, BHEL, etc



Prof. Surinder Kumar

Area: Economics

Qualification: MA Economics, Ph.D. (JNU)

Affiliations: Professor, Department of Economics, Delhi University



CORPORATE LEADERS ON CAMPUS

Delhi School of Business offers a unique learning opportunity to students by inviting CEOs and other top management executives of leading Indian and Multinational Companies on campus to share their professional and life experiences. The aim of this interaction is to make students understand the nuances of making the right career choices and the challenges faced at various stages of their career.

A face to face interaction with top level executives allows students to get insights on how CEOs identify, analyze and deal with strategic challenges. The students are assisted in defining a clear objective or their careers after an assessment of their interests, talents and potential.

Besides an unparalleled assistance in their career, students also get an exposure into different work cultures of various organizations and how it would impact their career profiles. They understand the significance of values, integrity and commitment in their professional and personal lives.



N R Narayan Murthy
Founder, Infosys



Capt. Virender Singh
CEO-Owner, Entrepreneur, Researcher, Explorer,
Learner, HR Leader, Coach, Trainer, TQM, Change Agent &
Aspiring Farmer Self-employed NIIT Business partner



Surjya Meher
Chief Executive Officer
Yadu Corporation



Anil Sardana
MD & CEO
Adani Transmission Limited



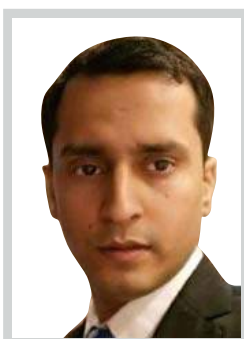
Dipankar Saikia
Co Founder
Millennials Insurance Brokers Pvt Ltd



Krishanu Datta
Co - Founder & CEO
Communifox Communication Pvt. Ltd



Pradeep Bhandari
Chief Executive Officer and Founder
Jan Ki Baat



Jayant Jha
Co-Founder & CEO
Yaantra | Forbes 30 Under 30



Subhi Quraishi
CEO & Chief Mentor
ZMQ Development



Ashok Aggarwal
CEO MD
Escorts Securities



Ms. Nalina Suresh
Stratus Talent Partners
Managing Partner



Hameed Jung
Head Talent Management India
Baxter

CORPORATE LEADERS ON CAMPUS



Mr. ML Chakraborty

Executive Director - HR
Dalmia Bharat Ltd



Deepak Doegar

Region GM, GE Power



Mr. Pradyumna Pandey

Vice President & Head Human Resources
JK Tyre & Industries Ltd.



Nitin Bhat

COO, Genpact



Sunil Goel

MD, Global Hunt

“ Turn to innovation and research for finding solutions to problems for enhancing quality of life and benefitting the people. I wanted to remove poverty by creating more jobs ”

Mr. N R Narayan Murthy

Founder, Infosys





Our Business Program offers a global curriculum that adapts to each student's individual requirements. This is a highly customised programme where students get a deeper understanding about themselves and their impact as a leader.

Mentoring by the corporate leaders make students aware of who they are, what their strengths and weaknesses are and how they can be better professionals, better corporate leaders and better human beings. They are mentored to shape their attitudes to be able to perform better than before in fields of life whether it be professional or personal.

CORPORATE MENTORING

CORPORATE GUEST SPEAKERS

Mr. N.R. Narayana Murthy	: Founder, Infosys	Mr. Ananda Sen Gupta	: CIO, United Technology
Mr. Anil Sardana	: CEO, MD Tata Power	Mr. H.P. Kanoria	: Ex-MD, SREI Ltd.
Mr. B.K. Batra	: Deputy MD, IDBI Bank	Mr. Ashish Gupta	: MD, Gold Souk Group
Mr. Kewal Handa	: Ex-CMD, Pfizer	Prof. Shyam Sunder	: Professor, Yale University
Mr. Deepak Doegar	: Region GM, GE Power Generation South Asia	Mr. Ashish Kumar	: VP, HCL Avitas Ltd.
Mr. J P Rai	: DG, NSDA, GOI	Dr. Maninder Singh Khalsa	: VP-HR, VIOM Networks
Mr. Chandrashekar Kakal	: COO, L&T Infotech	Mr. Vikrant Bhatnagar	: VP-HR, Bharti Airtel Ltd.
Mr. Beni Kinha	: Director & Chief 'Deelz' Officer, Dinghy Retails	Mr. Harsh Juneja	: VP-Reg, Head Tata Tele Services
Mr. Manu Dogra	: Director, P&D, Net Carrots.com	Mr. Sushant Vats	: Consultant-HR, HAL
Mr. Praneet Sahai	: Founder, Posterguy.in	Dr. Valson Thampu	: Principal, St. Stephen College
Mr. Nitin Bhat	: COO, Genpact	Mr. Ankit Prasad & Mr. Wasim	: Founders, Touch Talent Pvt. Ltd.
Mr. Beni Kinha	: Director, Dinghy Retails Pvt. Ltd. "Skydeelz"	Prof. Terry Parrish	: President, ICE Academy, UK
Prof. Ruhani Ali	: Professor, University Sains Malaysia Malaysia	Prof. Justin Paul	: Author
Prof. S P Kothari	: Professor, Sloan School of Management Malaysia	Mr. Ramesh Srinivasan	: Sr. Director-Sales, Oracle Corporation
Mr. Milind Patil	: Sr Director, Phillips Lumileds Inc., USA	Mr. Surja Mehar	: Business Head, Mawana Foods Ltd.
Dr. Shashank Ojha	: Sr. Specialist & Head, ICT GP, World Bank	Mr. S.N. Bhaduri	: Former Country Mgr, Thomson Reuters
Dr. Boopen Seetanah	: Associate Professor, University of Mauritius	Mr. Shovik Roy	: Former CEO - Elephant Design
Mr. Radhav Mittal	: Founder, Rethink India	Mr. Naresh Kumar Sharma	: GM-Auto & Spare Parts, Maruti Suzuki Pvt. Ltd.
Prof. Jyoti Gupta	: Professor, ESCP Europe	Mr. Mohan Varghese	: Former VP, TATA AIG
Dr. Jay S Matadeen	: Professor, University of Mauritius	Mr. Amit Garg	: Business Head, Digital Media - HT
Dr. Duminda Kuruppuarachchi	: Professor, University of Sri Jayewardenepura	Mr. Manish Jain	: Director, Johnson & Johnson
Prof. Shekhar Chaudhuri	: Former Director, IIM Calcutta	Mr. Mukul Sharma	: Solutions Arch., Nokia Solution Network
Mr. Sunil Goel	: CEO & MD, Global Hunt	Ms. Neelam Dhaka	: AGM - HR, ICB INDIA
Mr. Rajeev Bhaduria	: Director Group HR, Jindal Steel & Power Ltd.	Swami Jitannanda Ji	: Ramakrishna Mission
		Mr. Pavan Aggarwal	: GM-Finance, Mc Cain Foods
		Mr. Awadesh Nagar	: CFO, VIL Limited
		Mr. Chandrasekhar Singh	: Sr. Manager, IDBI Federal Life
		Mr. Biplob Bose	: GM-HR, Simon India Ltd.



Mr. Anuj Joshi	: Dev Mgr-ISVs, Amazon Seller Services Pvt. Ltd.	Ms. Neelam Dhaka	: AGM-HR, JCB INDIA
Mr. Brijesh Kapil	: Business Head-GCHD, Ranbaxy Laboratories Ltd.	Mr. Pradyumna Pandey	: Chief GM (HR), JK Tyres
Mr. Rahul Aggarwal	: Partner, Cerule Consulting	Mr. M L Chakraborty	: Dy ED (HR), Dalmia Cement (Bharat) Ltd.
Mr. B S Channi	: MD, Alchemist HR Solution	Prof. Sunil Maheshwari	: Professor, IIM-Ahmedabad
Mr. Shubham Basu	: Alchemist HR Solution	Mr. Abhay Kapoor	: AVP-HR, ESCORT
Ms. Sonal Kapoor	: Regional HR-Head, Metro Cash & Carry	Mr. Anmol Singh Garewal	: Div Mgr-ER, ITC Welcome Group
Mr. Anupam Sengupta	: CEO, Elephant Sound Sense	Mr. Arghya Sen	: Director HR, GE India
Mr. Arif Durrani	: MD, Vital Group	Prof. Debi S Saini	: Professor, MDI Gurgaon
Mr. Hameed Jung	: Sr Manager-HR, ALSTOM India	Ms. Nalina Suresh	: EVP, DHR International
Mr. Jaipreet Singh	: Founder, Level 4 Consultants	Mr. Rati Ram	: Founder, BTW
Mr. Varun Harnal	: National Training Manager, HILTI India	Ms. Manjari Upadhyaya	: VP, Cadburys
Ms. Neha Madan	: Asstt Manager, HILTI India	Mr. Amarjeet Chopra	: Chairman, NACAS
Mr. Anant Khasibhatla	: Trainer, My Memory Zone	Prof. TV Rao	: Chairman, TVRLS, Founder & President NHRDN
Mr. Atulit Saxena	: COO, Future Group	Mr. Ranvir Bhandari	: COO, ITC Hotels
Mr. Prabhu Aggarwal	: Chief Learning Officer, Jindal Steel & Power Ltd.	Mr. Anil Sharma	: Vice President (HR) ITC Hotels
Mr. S.K. Puri	: Ex-AGM, OBC Bank	Mr. Awadesh Krishna	: Managing Director Nomura
Mr. Pankaj Ahlawat	: National Head - HR, 94.3 My FM	Ms. Shalini Pillai	: Head HR KPMG (TC)
Mr. Amit Mathur	: Head BD, Samsung Electronics	Mr. Shantanu Kodesia	: Director Operations, Sunlife Financials
Mr. Aditya Agarwal	: VP-BD, CIBIL	Mr. Komal P S Chawla	: Vice President (HR), EX Services (TC)
Mr. Rajan Prasad	: Sr Enterprise App. Architect, United Health Group	Prof. Punam Sahgal	: Vice President NISG
Mr. Naresh Kumar Sharma	: GM-Auto & Spare Parts, Maruti Suzuki Pvt. Ltd.	Ms. Jayati Ghosh	: Director, Process, EIL
Mr. Rajendra Sud	: VP-New Initiatives, Max Life Insurance	Dr. Babu Lal	: GM, HRDI BHEL
Cdr. S S Kumar	: Chief Strategist, Multiplex Capital Ltd.	Mr. Hameed Jung	: HR Head, GE Alsthom
Prof. Neharika Vohara	: Professor, IIM-Ahmedabad	Mr. Praneet Sahai	: Founder, Posterguy.in
		Mr. Sukant	: Director, Raghunandan Money
		Mr. Gaurav	: Head, BLK Hospital
		Ms. Sonica Aaron	: CEO, Marching Sheep

Global Advances in BUSINESS COMMUNICATION

The Global Advances in Business and Communication Conference aims to bring together experts and practitioners from academics, industry and government to consider on-going scholarly activities and business practices which shape and are shaped by the intersection of cultural factors and global business. The focal tracks include Cross Cultural Differences and Influences in Conducting Business, Global Integrated Marketing Communication, Public Relations, Business Analytics, Digital Communication, etc.

Delhi School of Business (VIPS-TC) is a partner of GABC and hosted the XIth Transnational Conference in Delhi from 11th to 13th July 2019. It was attended by faculty and scholars from leading business schools from India, USA, Belgium, Germany, France, Mauritius, Japan and Malaysia.

Workshop on Cross Cultural Communication and Negotiation Wednesday, 10th July 2019

FACULTY

Dr. David Victor

Dr. Peter Cardon



CONCLAVE @ DSB

IT Conclave

The 1st Analytics & IT Conclave was held on January 5th, 2019. The conclave introduced the students to how Analytics & IT is a part of any field we go into. The speakers addressed the students on: Mr. Manoj Maheshwari, AVP Finance at Sage Publications on "Finance and Accounting Analytics", Mr. Shannon Victor Peter, Assistant Director at Ernst & Young on "Marketing and Consumer Analytics" and Mr. Nitin Singh, Associate Vice President at WNS Global on "Data Science and Artificial Intelligence".

Marketing Conclave

Marketing Conclave was conducted on 23rd February 2019. The industry perspectives were shared on "MARKETING IN THE DIGITAL ERA". The Director General, Dr IM Pandey inaugurated the event, and Dr R Sharma, the Emeritus Professor, gave the Vote of Thanks. Mr Alok Kumar presented the talk on the status of the digital consumer, and highlighted the emerging Generation Z, branching off from the Millennial consumer. Mr Dipankar Saikia followed by sharing the impact on the Insurance sector. Mr Saikat Sinha elaborated on the challenges being faced by the Times Group, the biggest publisher in the country. Mr D Bhatnagar then focused on the innovations done in the FMCG sector to cope with the marketing challenges and Krishaanu Datta brought this session to a close with his insights into the changed expectations of the consumer and the creative ways they are being handled.

HR Conclave

HR CONCLAVE brought eminent business leaders, academics and HR professionals to share their perspectives on the competency expectations from business school graduates at the initial stages of their career. The Conclave was held with a specific purpose of defining action areas for the faculty and students to improve the employability factor across all industry sectors. For that purpose, we brought together HR and Business professionals across diverse industry sectors covering Information Technology, FMCG and Consumer durables and Start Up organizations to offer their valued views in the area.



PROFESSIONAL ENHANCEMENT PROGRAMME

“ Professional Development Programme

Innovation, Creativity and Critical Thinking:

Multiple Perspective on Teaching, Learning and Executing

at **IIM Ahmedabad & IIM Bangalore** ”

Learning at Delhi School of Business is participative where many professional development programmes are organized and attended together by both faculty members and students. One such programme - Innovation, Creativity and Critical Thinking: Multiple Perspective on Teaching, Learning and Executing - was specifically conceptualized and organized by the world - renowned Indian Institute of Management Ahmedabad (IIMA) in April 2016, June 2017 and at IIM Bangalore (IIMB) in Nov 2018 for faculty and students. The participants of these programmes got a unique opportunity to explore innovative ideas of learning and teaching of management under the guidance the reputed faculty of IIM. The pedagogy used in the programme included case discussion, group discussion, mental exercises, simulation, brainstorming sessions etc. The selection of participants for these programmes are based on the criteria of merit and motivation to learn innovative, creative and critical thinking. These professional development programmes are subject to availability of IIM Faculty.



Entrepreneurship and Innovation Development Centre (EIDC)

VISION

EIDC aims at becoming a centre of excellence for developing and promoting entrepreneurship and innovation and create a pool of highly skilled and innovative entrepreneurs.

MISSION

To provide quality education and a support mechanism for developing and promoting entrepreneurship and innovation.





Collaborations

EIDC Collaborates with the following organizations and government agencies for support and resource sharing: NSTEDB, DST, Government of India, TiE, CIIE, IIM, EDI, Ministry of MSME and others.

Objectives

1. To conduct courses, seminars, business plan competitions and other related activities for VIPS and DSB students and support their innovative and entrepreneurial projects.
2. To conduct Faculty Development Programmes (FDPs) for teachers and trainers.
3. To write real-life cases and document the practical experiences of the entrepreneurs and conduct research.
4. To provide mentoring services for the students.
5. To guide and assist prospective entrepreneurs via Management Development Programmes (MDPs), coaching, mentoring, information sharing, linkage to support mechanism, funding agencies and other eco-system partners.

Entrepreneurship Lab (E-Lab)

E-Lab (Entrepreneurship Lab) will facilitate the objectives of EIDC and will be an active informational centre with its own resources and informational website. E-Lab will have its dedicated library, discussion facilities, simulation and business games and many other softwares.

This lab identifies, facilitates and strengthens the innovative capability of students.

It allows a multi disciplinary approach to business planning and problem solving. Students are mentored by industry facilitators who have been through the entrepreneurial journey to guide students with first hand knowledge.

Their experiences are a key learning component for students of this lab. The lab also organizes knowledge sharing sessions with people who have established their own businesses in similar business and socio-economic scenarios.

Students meet with their facilitators and prepare business plans to crystallize their entrepreneurial ideas.

It assists students in preparing a blue print of their proposed business ideas.

FINANCIAL & ANALYTICAL SKILLS DEVELOPMENT





Finance Research & Trading Lab

A state-of-art Finance Research & Trading Lab has been set up at Delhi School of Business, wherein students can learn to develop industry-relevant skills relating to Financial Markets and the analysis of the Global Economy.

With 25 Multi-Monitor Trading Workstations and large wall-mounted TV Screens, the Finance Lab recreates the environment of a Capital Markets & Treasury Trading Floor at a typical Bank in a major financial centre. The aim is to use the context of real time price movements and real time news in Global Financial Markets and to teach key concepts in Finance and Economics.

This environment will also be appropriate for training and grooming students for jobs, wherein role-demands are affected by price levels and volatility in global markets. The roles of the typical Corporate Finance manager in the two key areas of Capital Raising & Risk Management is one such instance. Virtually every major idea / concept relating to Global Financial Markets is ideally taught in the Finance Lab. Additionally, the Finance Lab will be used for various projects which focus on developing the skills needed to solve real-world decision problems in Finance.

These projects may require students to manage (i) a global macro hedge fund (ii) a traditional long only equity fund, using stock screening techniques based on 'Fundamental' criteria and (iii) a complex Corporate Treasury Risk Book with exposures in multiple asset classes across several instrument types.

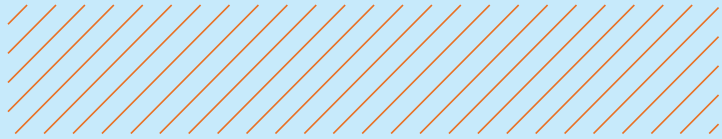
While simulation software will also be used, the main focus in the Finance Lab is on the use of software which provides real-time access to Live Charts, prices and News, with virtual funds.

Training will be focused on both the major forecasting paradigms used in economic and market analysis - Fundamental Analysis and Technical Analysis.

Business Analytics Lab

Analytics lab at Delhi School of Business will provide students a practical and conceptual understanding of Business Analytics. It will also equip students to work in Business Analytics domain. With these specialized skills, students will be able to solve industry business problems using Business Analytics.

PERSONAL GROWTH LABORATORY



Life Skills Development

Personal Growth Lab

Personal Growth Lab (PGL) is first entry level work done on self. The primary belief is Leadership and Leaders are very strongly required to have very strong emotional rooting. Hence, PGL sets out to understand people's deep rooted drives and motivation which will enable understanding of conflicting situations in various spheres of life. In fact, it will help an action plan which is emotionally grounded to bring internal change in one's own self.



Theoretical Framework with Practical Approach

- Create a group setting in which individuals are encouraged to examine their personal issues in all settings that they are members of in a non-judgmental and non-evaluative atmosphere.
- Since the setting is that of a laboratory, participants are encouraged to discover new meanings to their own behaviour as well as experienced behaviour. They are motivated to experiment new behaviour and find out the consequences for themselves.
- On these explorations and experimentations, individuals recognize their limiting beliefs and behaviour and discover breakthroughs in their own understanding of self as well as other.
- These breakthroughs enable them to dispense their limiting beliefs or make them accept and own the reality checks about themselves.
- The explorations imply participants to go into their unconscious and through the sharing of other group members and the facilitators through the process of “free association” get a deeper understanding of their own “paranoid/schizoid” which in psychological terms is the fountain head of intra/inter personal relationship, motivation and leadership.
- This self discovery makes the participants deploy themselves fully in all setting/systems they are part of.
- The process specifically in an organisation besides creating the same outcome for the participants also determines the focus areas/agenda for people processes and change.
- The theoretical base for this kind of work is derived out of the following:
 - Psychoanalytical work of Freud, Jung and others
 - Work of Kurt Lewin and others in the field of Laboratory Training
 - Work of Pulin Garg in the areas of Indian identity, and examination of the self in the context of the relating to one's own self and others.

Exposure



Research Bulletin

The research committee of Delhi School of Business publishes a Bi-Annual Research Bulletin which carries abstracts of research papers published by faculty. It assists in updating the students and faculty with the latest research areas and knowledge developed internally.

Student Faculty Exchange Program



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE ■



Munich
Business
School

International Academic Collaborations



University
of
Mauritius



Sri Jayawardenepura University
Sri Lanka



INTERNATIONAL VISIT



Parents Meet

As parents are important stakeholders of the institution, an informal interaction was organised between the parents of the current batch and the Faculty at the campus. The Faculty and parents introduced themselves and the gathering was addressed by Dr. Rattan Sharma. At the outset, the parents applauded the initiative of DSB arranging such a meet and interacting with them. Some of the parents shared instances of how their wards' knowledge and confidence was building up. Some parents observed that their wards were more participative in the decision making process at home and in business. This could be attributed to an increase in maturity and thanked DSB Faculty for putting in the effort in mentoring their wards. Some parents shared the ambitions of their wards to initiate a startup and outlined areas where the students would require Faculty guidance. This was acknowledged by the Faculty. Prof. Ashok Bhattacharya made a presentation about the Placement initiatives taken by the college. The meeting ended with bonhomie and acknowledgement that both parents and Faculty need to work hand-in-hand for the development of the students.



Alumni Meet

Alumni of all the batches from the first batch (2013-15) onwards were invited for an interaction and lunch. The alumni along with their families interacted with the Faculty. Dr. Rattan Sharma addressed the gathering and updated them on the changes in curriculum, pedagogy and infrastructure in the recent times in response to the skillsets demanded by the Corporate World. The House was thrown open for the Alumni to come up on stage to express their views about their learnings from DSB. They also shared experiences of their work life and their success stories. They expressed their gratitude to the Faculty Placements. The Alumni also promised to be more active in the Alumni Association and requested DSB to create more such opportunities where they could interact and network. This was followed by a cultural program and lunch, with a promise of interacting regularly in the future.



GLIMPSE OF BATCH 2019-21



Sourjya Sen
CAT - 81.78



Sambhawna Jain
CAT - 80.34



Shubahm Singhal
CAT - 76.36



Utsav Mehrishi
CAT - 75.8



Garima Bhayana
CAT - 72.24



Siddharth Gupta
CAT - 69.51



Anisha Jain
CAT - 69.4



Varun Jain
XAT - 69.99



Shivam Agarwal
MAT - 97.39



Nikita Aggarwal
MAT - 97.32



Ayush Bhardwaj
MAT - 96.63



Megha Sharma
MAT - 96.6



Raghav Aggarwal
MAT - 96.23



Akshita Sharma
MAT - 96.16



Ketan Goel
MAT - 95.33

PGDM Course Structure

CORE COURSES (First & Second Years)

- Excel for Business
- Business Mathematics for Decision Making
- Business Statistics
- Managerial Communication-I
- Managerial Communication-II
- Marketing Management-I
- Marketing Management-II
- Financial Management-I
- Financial Management-II
- Financial Reporting & Analysis
- Organisation Behaviour
- Entrepreneurship & Family Business
- Managerial Economics
- Human Resource Management
- Economic Environment and Policy
- Managerial Skills and Ethics
- Cost and Management Accounting
- Business Research Methods
- Operations Management
- Strategic Management
- Global Business Management
- Legal Aspects of Business
- Advanced Communication & Negotiation

ELECTIVES (Second Year)

Human Resource Management

- Strategic HRM (SHRM)
- Performance, Compensation & Training (PCT)
- Industrial Relations & Labour Laws (IRLL)
- Leadership & Change Management (LCM)
- IHRM & Cross Cultural Management (CCM)
- Personal Growth Lab & Organisational Development (PGOD)

Finance

- Valuation & Project Finance (VPF)
- Investment & Portfolio Management (IPM)
- Corporate Finance Modelling (CFM)
- Financial Risk Management & Derivatives (FRMD)
- Banking Operations & Insurance Management (BIM)
- International Financial Management (IFM)

Marketing Management

- Corporate Sales Management (CSM)
- Consumer Behavior & Relationship Management (CBRM)
- Customer Relationship Management (CRM)
- Advertising & Brand Management (ABM)
- Marketing Analytics (MA)
- Digital Marketing

Business Analytics & Information Technology

- MIS & ERP
- E-Commerce (Ecom)
- Operation Analytics (OA)
- Big Data Analytics (BDA)
- Cloud Computing (CC)
- Data Science for Business (DSB)

International Business

- International Human Resource and Cross Cultural Management
- International Finance
- International Marketing
- International Supply Chain Management
- Global Strategies
- International Economic Environment

Supply Chain Management

- Total Quality Management
- Project Management
- Supply Chain Analytics
- Logistics Management
- Operations Management
- Materials Management

Entrepreneurship

- Entrepreneurship and New Venture Creation
- Managing Family Business
- Social Entrepreneurship
- Business Plan and Entrepreneurship Lab
- Hi-tech Innovations
- Behavioural Issues in Family Business
- Legal aspects of Entrepreneurship
- Entrepreneurship Finance
- Venture Capital and Private Equity
- Entrepreneurship Marketing

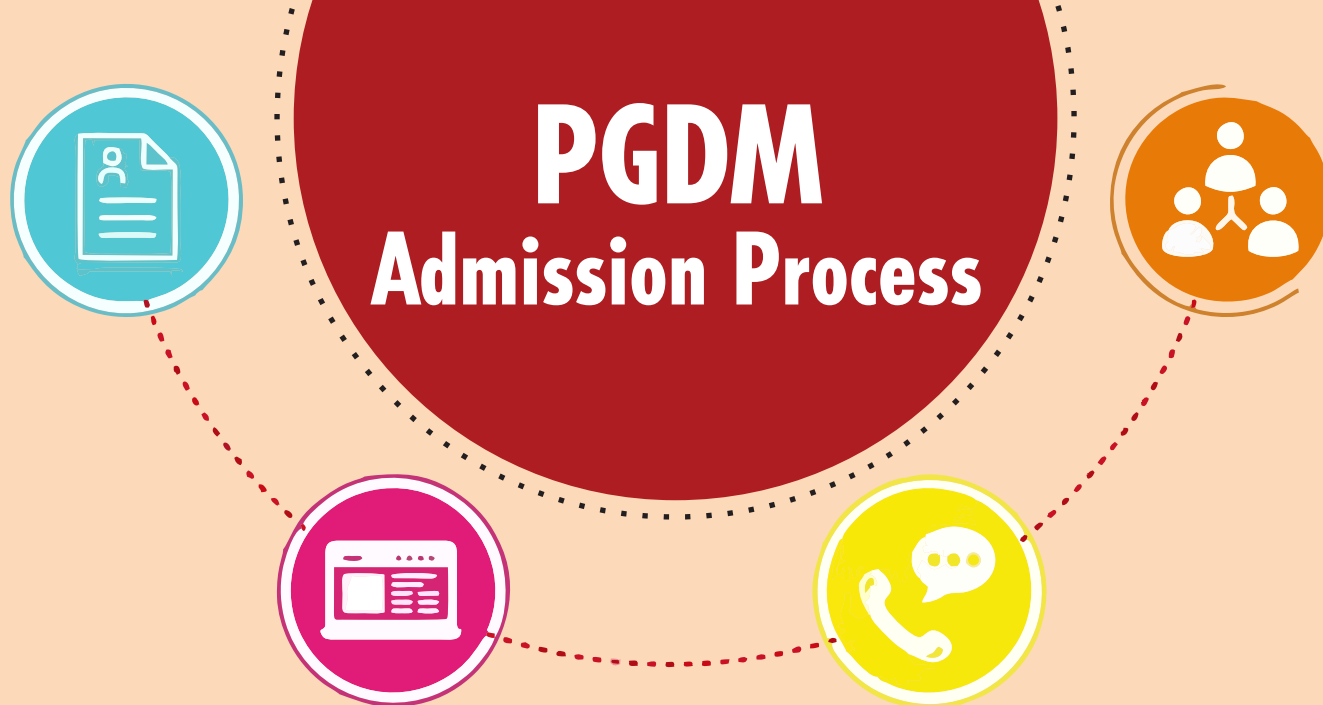
Capstone Project

Skill Development

- Advance Excel Training
- Digital Marketing Programme
- Research analysis in Indian Stock Markets

Note: 1) The actual offering of the elective courses may undergo changes as per curriculum review.

2) Six specialisations will be offered at any point of time subject to a minimum of 25 students opting for that specialisation.



Eligibility

- A candidate must hold a Bachelor's Degree, with at least 50% marks or equivalent CGPA. In case of the candidates belonging to Scheduled Caste (SC), Scheduled Tribe (ST), OBC and Differently Abled (DA), minimum marks requirement is 45%.
- The percentage of marks obtained by the candidate in the bachelor's degree will be calculated based on the practice followed by the university/institution from where the candidate has obtained the degree. In case the candidate is awarded grades / CGPA instead of marks, the conversion of grades or CGPA to percentage of marks will be based on the procedure certified by the university/institution from where the candidate has obtained the bachelor's degree. In case the university/institution does not have any scheme for converting CGPA into equivalent marks, the equivalence will be established by dividing the candidate's CGPA and multiplying the result with 100.
- Candidates appearing for the final year of bachelor's degree or equivalent qualification and those who have completed degree requirements and are awaiting results can also apply.
- Candidates need to submit their graduation scores latest by 31st October. If the students fail to submit the score or get below 50% in graduation, they will be ineligible for the programme.
- Candidates applying for admission must provide information about score in an entrance test. DSB (VIPS-TC) accepts scores of CAT, XAT, CMAT, GMAT, MAT and other equivalent examinations, as determined by the admission committee of DSB (VIPS-TC).
- DSB (VIPS-TC) will confirm the eligibility of a candidate by verifying the mark sheets, degree certificates and the entrance test score.
- Prospective candidates must maintain a valid email account and a valid mobile phone number throughout the selection process.

Application Submission Process

- The applicant must complete the online 'Application Form'. The details for the online process may be checked at website.
- The applicant must submit the fee* online. After the submission of the fees, the applicant can print the fee receipt from the portal. The payment of the fees gives access to the application form which can then be filled and submitted online. Applicant can also print their application form, if required. This application form will give a unique application ID to the students which will be the reference number for all future correspondence.



Selection Process

- Candidates who satisfy eligibility criteria will be short-listed for further process.
- Short-listed candidates will be called for Quantitative Aptitude Assessment and Data Sufficiency, Case Study Analysis and Report Writing, Group Discussion & Personal Interview (GDPI).
- Candidates with relevant work experience of at least two years will be considered for additional weightage in the selection process.
- A merit list of candidates will be prepared based on the criteria discussed above.
- The weightage for the criteria will be decided by the Admission Committee.

Scholarship

Institute provides scholarship (merit-cum-means) to EWS and Meritorious Students and For more information, Contact Admissions Office.

INFRASTRUCTURE

Delhi School of Business has world-class infrastructure, including fully Wi-Fi campus with online library resources and learning platforms. It also has smart class rooms, executive conference room, behavioural lab, communication and computer facilities. The institute has excellent connectivity by road and metro as it is located on the main outer ring road of Delhi.

Auditorium, Sports Facilities, Cafeteria

The institute has a world class auditorium with a capacity of 240 students. Students enjoy the availability of ample space for outdoor games like Cricket, Volley Ball etc. along with numerous indoor sports facilities. A huge cafeteria takes care of the taste buds of budding professionals.

Online Learning Environment

- Wi-Fi campus.
- Secure on-campus and off-campus access to online library, learning management platform, databases and statistical software.
- iLearn-It is a promising technological breakthrough in the domain of education, for which DSB has won recognition in the form of ASSOCHAM and Hindustan Times awards.

Classrooms

- Spacious, well-furnished and fully air conditioned with seating capacity of 60 students.
- Smart, touch-based white and green boards, multimedia equipment, and state-of-the art technology.
- Digital learning platforms providing students remote access to learning and lecture material.

Library

DSB (VIPS-TC) has modern, well-stocked library with a seating capacity of 200 students

A large collection of books, updated with all the latest editions E-library with large number of relevant digital books, periodicals and journals on all aspects of Business Studies.

Database in Library

- | | | |
|------------------|----------|--------------|
| • Ebsohost Login | • ebrary | • ProQuest |
| • Delnet | • J-Gate | • Capitaline |
| • IEEE | • SAGE | |



CSR at DSB

Students at DSB (VIPS-TC) are motivated to invoke the spirit of philanthropy as envisioned by the institution. A project of 3R-Reduce, Reuse, Recycle was initiated which involved collection of waste paper and put to productive use. Students collected waste paper from various sources and made notebooks, pencils and stationery items which were then sold at subsidized prices at the institute bookshop. Students have also donated generously to the earth quake and flood victims in the past.



Student Activity Committee

This is a committee which aims to identify and nurture talents in students related to their academic and extra-curricular activities. It organizes events which allows students to show case their talent and identify their interests in areas other than pure academics. Cultural events, fests, talent shows, outdoor trips, picnics etc. are a part of the events organized by this committee. The committee organized sports events at both intra institutional and inter institution level on campus.

Festivities like Saraswati Puja, Diwali, Holi, Teachers' Day, Christmas, New Year etc are all celebrated with a lot of fervor and gaiety on campus by the students who are a part of this committee. This committee also organizes guest talks on campus which are related to development of literary and art aspects in the student community. Academic activities like debates, quizzes, extempore and B Plan games are also organized under the aegis of this committee.



Reflections: The Photography Club

Photography is not just an art or a skill. It is a way of looking at the world. Every photographer has a unique way of putting up the world and its beauty on their pictures. A good picture can transport you to unseen worlds. The club intends to explore the beauty in everything through the lens. Eager to capture and eager to learn; to get better with every prospect. Every corner is a set up; every moment is the right one; it just takes the right capture to make it meaningful.

A Photography Club at Delhi School of Business involves students to show case their talent in skill and video photography. Capturing the beauty of nature through the lens, this club organizes exhibitors and contests to nurture the photography talent in students.



Knowledge@DSB

To nurture critical thinking skills by applying updated information on Economy and Corporate Sector. Knowledge@DSB involves students to research on latest trends and events and deliberate on them through online and face to face discussions. It helps the entire community of students and faculty updated with the latest on the business buzz. The contents created by knowledge@DSB group also includes information on latest courses available online to update the technical and conceptual skills of both faculty and students, besides latest economic trends across the globe.

CORPORATE MEMBERSHIPS OF DSB



PLACEMENT TRENDS @ DSB (VIPS-TC)

Robust Placements

Hiring is up by 12-14%. Offers from recruiters like Oracle, Marriott, Khimji Ramdas (Oman) and Ferrera India.

Fatter pay packets and New Roles

Average salaries have risen by 8%. Job offers from employers have **risen by 13%** and on the back of digital wave, companies are **hiring for new job profiles** like artificial intelligence, data analyst, user experience (UX), augmented reality.

Which Sectors are Hiring? Who is Getting Hired?

Top sectors that are hiring: IT (18% increase over 2016), BFSI & E-Commerce (15%), FMCG / Retail / Consumer Durables (14%), Consulting (12%)

Top functions where our students are getting hired: IT / Analytics (100% increase over 2016), HR (15%), Finance (13%), Sales and Marketing (25%).

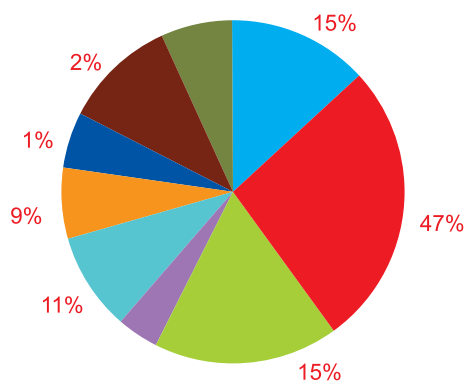
Top recruiter: Teamlease, HDFC Bank, Oracle, E&Y, Moodys and Care Rating etc.

Rise of pre-placement offers

At DSB (VIPS-TC) pre-placement offers are up by 15-16% on the back of demand from core sectors like Financial, e-Commerce and IT / Research.

Placement 2019: Key Highlights

- Highest Domestic Package shot up to Rs. 11.5 LPA from Rs.9.5 LPA Last year
- Overall Average Domestic Package up at Rs.6.2 LPA from Rs.5.6 LPA
- Highest Salary Offered- 22.3 LPA
- Highest Stipend Offered during Internship — Rs. 1 Lac (PM) (IDBI Financial — Business Development)
- Batch size 95 students; participated 73
- Total offers received 75
- Number of PPOs Made — 4
- Number of PPOs accepted - 1
- Number of Recruiters Making offers-30
- Top Recruiting Domain-Sales & Marketing with 25% share
- Placement Trends:Analysis for Last 4 Years



Placement Industry Bifurcation

- | | |
|---|--|
| ■ FMCG / Consumer Durable/Manufacturing (15%) | ■ Research/KPO/Consulting (11%) |
| ■ Banking & financial Services and Insurance(47%) | ■ IT & Telecommunication (9%), |
| ■ E-Commerce(15%), | ■ Logistic & Supply Chain Management (1%), |
| | ■ Retail (2%). |

INTERNSHIP



@ DSB

STUDENT TESTIMONIALS



"If you want to acquire business knowledge and practical understanding, which will help you not only in doing a job well but also prepares you to run a business, then DSB is the management school for you"

Vishal Singh, PGDM (2013-15 Batch)



"Being associated with Delhi School of Business is a matter of pride for me, more so as I have been associated with it from the foundation year (Class of 2013). I entered these very gates with a fair knowledge of the world but still deep within I felt there was something missing while running my own start-up(BookingArena.com). I can proudly say that DSB thoroughly prepared me to put in long hours. It also imbibed in me, the spirit of working hard, and not just working "smart". Big Thanks to the DSB team"

Alok Kumar, PGDM (2013-15 Batch)



"Studying at DSB was amazing. Learning with all my fellow mates and my respected teachers, I have been able to become a responsible and a dedicated person. Today I am working with one of the best NBFC in the country which helps me explore the strategic skills as well as leadership skills. I have been in one of the finest colleges in the country"

Neha Gandhi, PGDM (2014-16 Batch)



"Learn, Earn and Return" B-school gave me step by step guidance on how to be an entrepreneur and generate revenue from transforming ideas. The study material was so much better and helped me to understand every aspect of business. Delhi School of Business changed my life. Completing the course has given me a new found confidence and a career which I dreamed off"

Chakshu Gambhir, PGDM (2015-17 Batch)



"Studying at Delhi School of Business has been a journey worth remembering. I have learned a lot at this place in a lot many ways. With some of the finest teachers and fellow mates around, I was able to grow as a person both academically and personally. I'm working in the industry's finest company today because of this college. I'll be forever grateful"

Disha Nagra, PGDM (2016-18 Batch)



"I thank Delhi School of Business and the faculty for putting in all their efforts in grooming us and helping us to become future corporate professionals. The program is very interesting and interactive program. There is a lot of practical knowledge involved and this makes this program different from what other colleges are offering. I am happy with my decision of joining Delhi School of Business"

Muskan Aggarwal, PGDM 2019-21 Batch



"DSB is a place of learning, fun, culture, lore, literature and many such life preaching activities. Studying at the Delhi School of Business brought an added value to my life. It gave me an opportunity to meet different kind of people and learn a number of things. There is heavy emphasis on class participation and glimpse into the practical application of the knowledge received. A unique style of pedagogy is followed which allows students to take over the lesson sometimes. I thank DSB for putting in all the efforts to groom us and make us ready for the corporate world"

Sourjya Sen, PGDM 2019-21 Batch



"I thank my professors at Delhi School of Business for their constant encouragement and support. I am pursuing PGDM and they challenge and push me to be better and be more creative in my presentations and projects. The campus has excellent infrastructure and is spacious. Overall I feel that studying here makes a great learning experience and you learn something new every day"

Devansh Dhall, PGDM 2019-21 Batch



"For me PGDM is more than a programme. I must say DSB has got the best faculty, they are helping and supporting me in building my career and to make us Industry-Ready they make us go through rigorous programmes but that's how the careers are built. I have learnt two most important things which are Time Management and Work-Life Balance. The faculty can go to any extent to help you irrespective of inside or outside the course."

Monira Minto, PGDM 2019-21 Batch



"Pursuing a management degree at Delhi School of Business is not just adding onto my academics but also shaping up my personality incredibly well. Learning under the supervision and guidance of the utmost experienced faculty (and yet so down-to-earth) is a privilege. This B-school encourages team-work amongst students. The study material provided to us helps to attain a clear understanding of nearly all the aspects of the subjects taught. On the whole, DSB is taking me towards my future goals by buoying me up to grow out of my comfort zone"

Garima Bhayana, PGDM 2019-21 Batch



CONVOCATION





EVENTS @ DSB





DELHI SCHOOL OF BUSINESS

Vivekananda Institute of Professional Studies

Technical Campus

AU Block, Outer Ring Road, Pitampura, Delhi-110034

Nearest Metro Stations: Pitampura (2 km), Haiderpur (0.5 km)

For Admission Enquiry Call: +91 8448589526

E-mail: admissions@dsb.edu.in

Landline : 011-27343406/07/08

Web: www.dsb.edu.in

