DELHI SCHOOL OF MANAGEMENT
DELHI TECHNOLOGICAL UNIVERSITY

ADMISSION GUIDELINES
MBA BUSINESS ANALYTICS PROGRAM

IMPORTANT DATES

Start date for Online Registration	5/05/2025
Last date of filling online application form	8/06/2025

TENTATIVE ADMISSION SCHEDULE:

S. No.	Events	Dates
1.	Uploading of information bulletin and online application form on DTU website	05/05/2025 (Monday)
2	Last Date of submitting the online application form	08/06/2025 (Sunday)
3	Date of release of short-listed candidates for Personal Interview	16/06/2025 (Monday)
4	Personal Interview of short-listed candidates	23/06/2025 to 25/06/2025 (Monday to Wednesday)
5	Release of the first list of selected and waitlisted candidates	01/07/2025 (Tuesday)
6	Reporting of selected candidates for first counselling	08/07/2025 (Tuesday)
7	Release of second list for admission from waitlisted candidates against vacant/withdrawal seats	11/07/2025 (Friday)
8	Reporting of candidates for second counseling 1) Selected 2) wait-listed	15/07/2025 (Tuesday)
9	**Last Date of Admission**	**31.07.2025 (Thursday)**
10.	**Spot Round –** If required a spot round will be held in August, 2025, for which date and instructions will be intimated on the DTU website.	**To be announced**

ADMISSION PROCESS

1. **The eligibility criteria for the MBA (BA) Programme** is as follows:

   a) A candidate who has passed any bachelor's degree examination with atleast one paper in mathematics/statistics/applied mathematics with a minimum 60% marks in aggregate or equivalent CGPA from a recognized university/institution is eligible to apply. However, a relaxation of 10% in marks shall be given in eligibility criteria to SC/ST/PD candidates.

   b) The student should hold a degree from any of the universities incorporated by an act of the central or state legislature in India, or other educational institutions established by an Act of Parliament or declared to be deemed as a University under section 3 of UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of Education, Government of India.

   c) A candidate who has valid CAT- 2024 /MAT-2024 /MAT-2025 percentile.

   d) Those who are appearing in the final semester examination, and possess a valid CAT/MAT score, may also apply, provided that they submit the proof of eligibility by a specific date to be declared by the University, otherwise the admission of the candidate to the university will be cancelled. Candidates appearing in the final semester/year should have at least 60% marks (50% in case of SC/ST/PD candidates) in aggregate or equivalent CGPA in the final (overall) result.

   In case the conversion formula for CGPA is not provided by the concerned Institute/ University, the equivalent percentage shall be computed as per the following formula:

   CGPA × 10 = Percentage of Marks

   Note: At any stage of the program, if it is found that the candidate does not fulfil the eligibility criteria, his/ her admission shall be cancelled and the fee shall not be refunded.

2. **The Selection Procedure is as under:**

   a)   The applications received will be shortlisted based on performance in CAT-2024/ MAT-2024/ MAT2025.

   b)   The shortlisted candidates will be required to appear for a Personal Interview and document verification. The Candidates who do not participate in Personal Interview/Document Verification will not be considered in Merit List.

c)   The merit list will first consider the candidates with valid CAT 2024 percentile and after the CAT 2024 candidates are exhausted, the candidates with MAT 2024/ 2025 percentile will be considered in the merit list. In case any candidate has appeared in both, MAT 2024 and MAT 2025; best of Two will be taken in consideration. The CAT percentile (rounded upto two decimal places) of 2024 will be considered whereas the best percentile of MAT 2024/MAT 2025 will be considered.

d)   The Weightage of different components for preparing Merit List is given as under:

Priority 1 along with Weightage to different components:

Sl. no.	Component	Weightage
1.1	CAT* 2024 Percentile	50%
1.2	Class 10th Aggregate Percentage	10%
1.3	Class 12th Aggregate Percentage	10%
1.4	Personal Interview	20%
1.5	Work Experience (after graduation)**	10%

Priority 2 along with weightage to different components:

Sl. no.	Component	Weightage
2.1	MAT* 2024/2025 Percentile (Higher in case of Both)	50%
2.2	Class 10th Aggregate Percentage	10%
2.3	Class 12th Aggregate Percentage	10%
2.4	Personal Interview	20%
2.5	Work Experience (after graduation)**	10%

*The cut off for CAT 2024 and MAT- 2024/2025 will be decided by the MBA (BA) admission committee. At present only CAT and MAT scores will be considered for Merit preparation.

**Criteria of Work Experience Marks (Out of 10)

Work Experience (In Months):	Marks
30 to 42 Months	10
24 to 29 Months & 43 to 48 Months	08
18 to 23 Months & 49 to 54 Months	06
12 to 17 Months & 55 to 60 Months	04
Less than 12 Months & More than 60 Months	NIL

Note: Internship and Articleship would not be counted as part of work experience.

e)   In case of tie in the final merit list, the following criteria shall be used:

i)   The candidate with higher entrance test percentile (CAT/MAT as applicable), shall be ranked higher.

ii)   In case of tie in CAT/MAT percentile, the candidate shall be ranked according to the date of birth i.e., the person older in age will be ranked higher.

iii)   In case of tie in the age criterion, random number will be used to break the tie.

NOTE: Fresh applications against vacant seats, if any, may be invited by following an alternative admission criterion in spot round of admissions by DSM, DTU in special spot round.

All candidates desirous of seeking admission to the MBA (BA) programs at DSM, DTU are required to visit website www.dtu.ac.in and fill registration form, pay a non-refundable registration fee. The details of registration fee are given below:

CATEGORY	Amount
General/ OBC / EWS/ SC/ST/PwD/KM	₹ 1,500/ + the applicable transaction fee

Documents to be uploaded at the time of registration

Following is the list of documents required for uploading at the time of filling up of online application form:

   a) Degree and mark sheets of the qualifying examination or undertaking along with mark sheets till the previous semester

b) Certificates and Marks sheet of the 10th and 12th examination.

c) Scanned copy of CAT-2023/MAT-2023/ MAT-2024. Student must possess CAT/MAT Login ID and Password for online verification.

d) Date of Birth Certificate as indicated in High School or equivalent examination.

e) Reserved category/sub-category certificates, if applicable.

f) Experience certificate(s)

g) Recent passport size photograph

h) Undertaking (if Required)

Note: The OBC-NCL candidates can submit old certificate and undertaking at present in the application form. However, the candidates must submit the OBC-NCL or EWS certificates issued after March 2025 at the time of Personal Interview and Document Verification

PERSONAL INTERVIEW AND DOCUMENT VERIFICATION

a) The shortlisted candidates will be called for Personal Interview and Document verification in physical mode. The venue and date for the same will be announced on www.dtu.ac.in. The merit list of the eligible candidates will be announced on DTU website before First round of Counselling.

b) Admission shall be made on the basis of combined merit list prepared on the basis of CAT-2024/ MAT-2024/ MAT-2025 percentile, marks in class 10th, class 12th, performance in Personal Interview, and work experience.

c) Provisional Allotment of seat will be done on the basis of **rank of the candidate in the merit list**.

NOTE: The candidates, who do not attend the Personal Interview and document verification process, will not be considered in the merit list.

Spot round

Spot round may be conducted if seats remain vacant. Details of spot round will be notified on the website www.dtu.ac.in

NOTE: Fresh applications against vacant seats, if any, may be invited by following an alternative admission criterion in spot round of admissions by DSM, DTU.

* Any change in the counselling schedule due to unforeseen circumstances shall be announced on the university website. Candidates are advised to visit the website regularly.

** Special spot round may be conducted by the university after the spot round depending upon the availability of vacant seats.

NUMBER OF SEATS

The annual intake of this program is 60.

The reservations of the seats for SC/ST/OBC/EWS and sub categories Defence/ PWD are as per the norms. One seat over and above the total intake is reserved for Kashmiri migrants. However, there will be no relaxation in the minimum eligibility criteria for Kashmiri Migrants.

CATEGORY	CODE
General	GN
Other Backward Classes	OB
Scheduled Caste	SC
Scheduled Tribe	ST
Economically Weaker Section	EW
SUB-CATEGORY	CODE
No subcategory	GN
Differently Abled Persons	PD
Defence Personnel	CW

Category		Seats
General	Open	22
	PwD	01
	Defence CW	01
Total Gen Seats		**24**
EWS	Open	05
	PwD	01
	Defence CW	00
Total EWS Seats		**06**
OBC	Open	15
	PwD	00
	Defence CW	01
Total OBC Seats		**16**
SC	Open	08
	PwD	01
	Defence CW	00
Total SC Seats		**09**
ST	Open	04
	PwD	00
	Defence CW	01
Total ST Seats		**05**
Total Seats		**60**
Note: 01 Supernumerary seat for Kashmiri Migrant		

FEE STRUCTURE

The selected candidates will be required to pay programme fee **online** at the link to be activated in login id of candidate as soon as the documents of the candidates are verified. The provisional admission letter shall be issued subsequently. It may be noted that the admission of the candidate is complete only after the payment of online admission fee within the prescribed time limit. If a candidate fails to pay fees within prescribed time, then his/ her provisional allotment of seat shall be cancelled.

Tentative Fee Structure of MBA (BA) 2025-27*

	MBA(BA)		
S. no.	Particulars	Fee in AY 2025-26 (Rs.)	Fee in AY 2026-27 (Rs.)
1.	Total Fee	2,36,700	2,46,700

PROGRAMME CURRICULUM (*SYLLABUS LIKELY TO BE REVISED)

FIRST SEMESTER

- Management Process & Organisational Behaviour
- Financial Accounting & Cost Analysis
- Marketing Management
- Business Research Methods
- Business Communication
- Introduction to Analytics
- Managerial Economics
- Database Management Systems
- Data querying Visualization

SECOND SEMESTER

- Financial Management
- Human Resource Management
- Introduction to Big Data System
- Data Warehousing and Data Mining
- Introduction To Programming Using Python
- Operations & Supply Chain
- Predictive Modelling
- Changing Paradigm in Leadership
- Predictive Analytics Practicum

THIRD SEMESTER

- Summer Internship
- Machine Learning
- R for Machine Learning
- Big Data Analytics Lab
- Generic Elective –I
- Generic Elective –II
- Discipline Specific Elective-I
- Discipline Specific Elective-II

FOURTH SEMESTER

- Project Dissertation
- Enterprise Performance Management
- Entrepreneurship Development
- Project Management
- Generic Elective -III
- Discipline Specific Elective-III
- Discipline Specific Elective-IV

Generic Electives	Discipline Specific Electives
Compensation Management	Advanced Machine Learning
Industrial Relations and Labour Legislation	Marketing Analytics
Training and Development	Pricing Analytics
Internet of things	Financial Analytics
Natural Language Processing	Retail Analytics
Semantic Web & Web Mining	HR Analytics
International Financial Management	Time Series Analysis
Managing Financial Institutions and Markets	Social media and Web Analytics
Security Analysis and Portfolio Management	Healthcare Analytics
Knowledge and Innovation Management	Operations and Supply Chain Analytics
Financing the Entrepreneurial Business	Data Management and Ethics
Corporate Governance	Digital Marketing Analytics
Total Quality Management	Weather Analytics
Logistics Planning and Strategy	Security Analytics
Operations Research and Strategy	Decision Analysis Techniques
International Marketing	Swarm Optimization and Evolutionary Competing
Knowledge Creation Critical Thinking and Innovation	