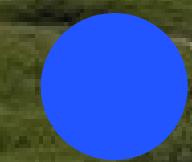


Delhi Technological University

Management Department Placement Brochure 2020-21

Delhi School of Management & University School of Management and Entrepreneurship



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From the VC's Desk

Delhi Technological University is globally well known for outstanding education, research and innovations. The University currently offers various interdisciplinary and industry relevant programmes in science, technology, management and allied areas at both undergraduate and post-graduate level.

The MBA programme of the University is designed towards the advancement of management education by developing and improving domain of managerial thoughts and knowledge. students are familiarized with foundation courses in both technical subjects such as Information and Technology, Supply Chain Management and Knowledge and Technology Management, and functional subjects such as Finance, Marketing and Human Resource.

The programme also focuses on inculcating effective managerial leadership enabling them to become socially conscious manager for tomorrow. The comprehensive curricula of the programme give an international perspective and offers multiple opportunity to the students for their holistic development. It is supported with a variety of extra-curricular activities to make learning more experiential. A great many alumni of the institute have excelled at home and abroad and through their contribution to the profession made DTU a premier institution in the country.



Professor Yogesh Singh

Vice Chancellor

Delhi Technological University

MBA at DTU



**At DTU-MBA, we provide our students with the Triple E:
Education, Experience and Exposure.**

We strive to inculcate our students with the managerial competence through specialized knowledge and skills, while simultaneously empowering their minds through quality teaching, consultancy, and other professional services in order to fulfil the role of a vibrant and model institution capable of imparting quality education in the area of Management Studies.

- **Dual Specialization**

Multi disciplinary approach of pedagogy to meet industries' demands

- **Under aegis of DTU (DCE)**

The excellence of DTU transfers itself to DSM and USME through experiential learning outside classroom along with the availability of a world class infrastructure.

- **Object Oriented Curriculum**

Curriculum focusing on latest trends, like Data Analytics, Risk Analysis, Digital Marketing, SEO, etc. through industrial experts and student driven culture.

- **Exponential growth**

The growth has been remarkable since the inception. Started as MBA only for technocrats, MBA at DTU increased its domain for all other branches for a diversified batch. Batch comprises students from different op tier undergraduate colleges.



Delhi Technological University

MBA HIGHLIGHTS

- **153**
Batch Strength.
- **10+**
years
Legacy of the
MBA
Department.
- **20+**
Yearly Visiting
experts from
various
Industrial
sectors.
- **29**
Rank among top
B-schools
India by
Career360.
- **8**
Collaboration
with foreign
countries.
- **100+**
Visiting
recruiters.
- **57**
New recruiters.
- **6:1**
Student to
faculty ratio.

• Placements stats overview

13 LPA - Highest
7.2 LPA - Average

• Internships stats overview

1.0 L - Highest stipend
36.0 K - Average stipend

Pedagogy

The Management Department benefits from a highly evolved pedagogy that focuses on research-oriented learning with special emphasis on the interactive lectures, case studies, class projects & exercises, field projects & industrial visits, video presentations, guest lectures from the industry experts, and the activity labs.

The modules of the course are designed to incorporate basic concepts in the initial learning phase, followed by practical application to the contemporary business situations. The framework makes it essential for the students to contribute to the learning process by sharing accumulated knowledge and work experience through active group discussions.

SEMESTER 1

- ✓ Management Process and Organizational Behavior.
- ✓ Financial Accounting and Cost Accounting
- ✓ Marketing Management
- ✓ Managerial Economics
- ✓ Decision Sciences
- ✓ Legal Aspects of Management
- ✓ Business Communication
- ✓ Data Analysis Lab

SEMESTER 2

- ✓ Human Resource Management
- ✓ Financial Management
- ✓ Business Research Methods
- ✓ Business Environment
- ✓ Knowledge Management
- ✓ Operations & Supply Chain Management
- ✓ Management Accounting
- ✓ Information Technology and Innovation Management
- ✓ NCC/NSS/Sports/Dramatics/Yoga

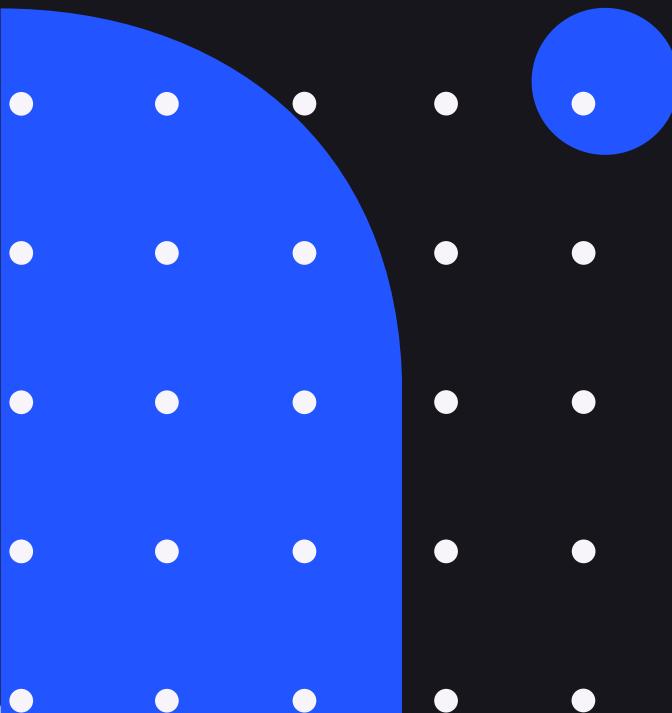
SEMESTER 3

- ✓ Business Analytics
- ✓ Corporate Governance
- ✓ Strategic Management
- ✓ Summer Internship Report
- ✓ Managerial Skills Development (NUES)

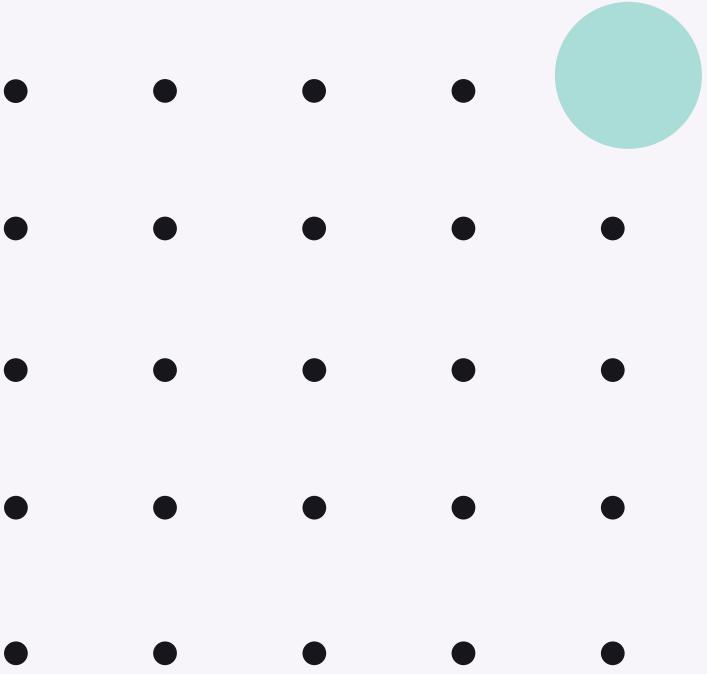
SEMESTER 4

- ✓ Project Management
- ✓ Entrepreneurship Development
- ✓ Business Intelligence
- ✓ Major Research Project
- ✓ Emotional Intelligence and Managerial Effectiveness (NUES)

Course Curriculum



Semester III and IV Electives



MBA Specializations

Marketing

- Consumer Behaviour
- Advertising and Brand Management
- Marketing Research
- Retail Management

Finance

- Investment Management
- Tax Planning and Management
- Derivatives and Risk Management
- Financial Modeling and Analysis

HR

- Performance Management
- Training and Development
- Industrial Relations & Labour Legislation

Operations & Supply chain

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- SCM and E-Commerce
- Operations Analytics
- Logistics Planning and Strategy
- Total Quality Management
- Operations Research and Strategy

IT

- Business Process Reengineering and Change Management
- Data Warehousing and Online Analytical Process
- E-Business
- Database Management System

Business Analytics

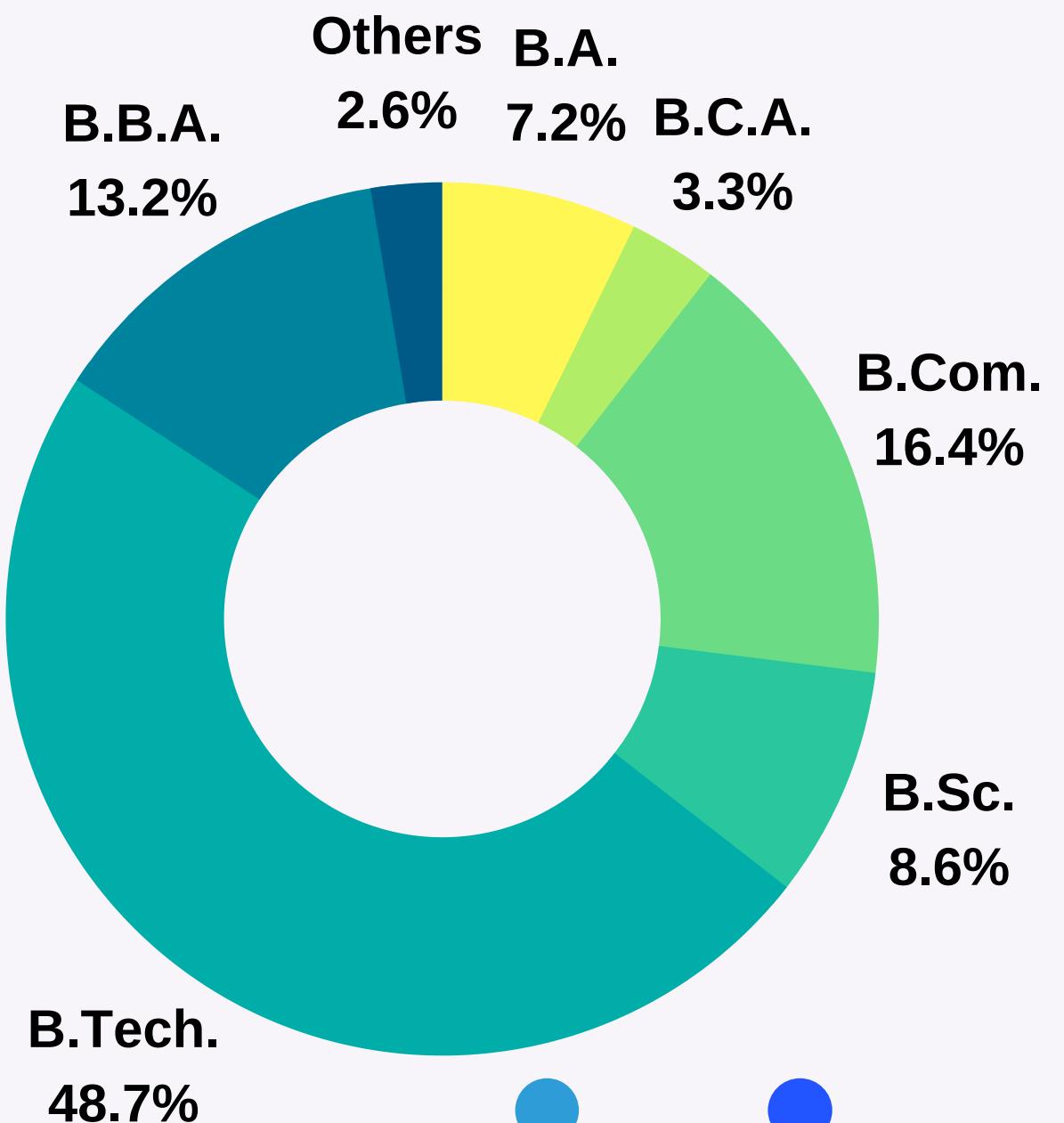
- 2 year fully integrated course**
- Marketing Analytics
 - Machine learning
 - Financial analytics
 - Predictive analytics
 - Big data analytics

Batch Profile

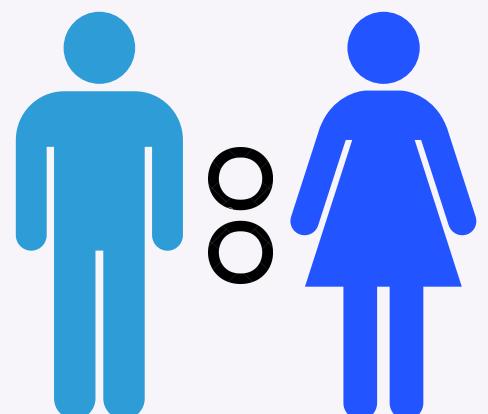
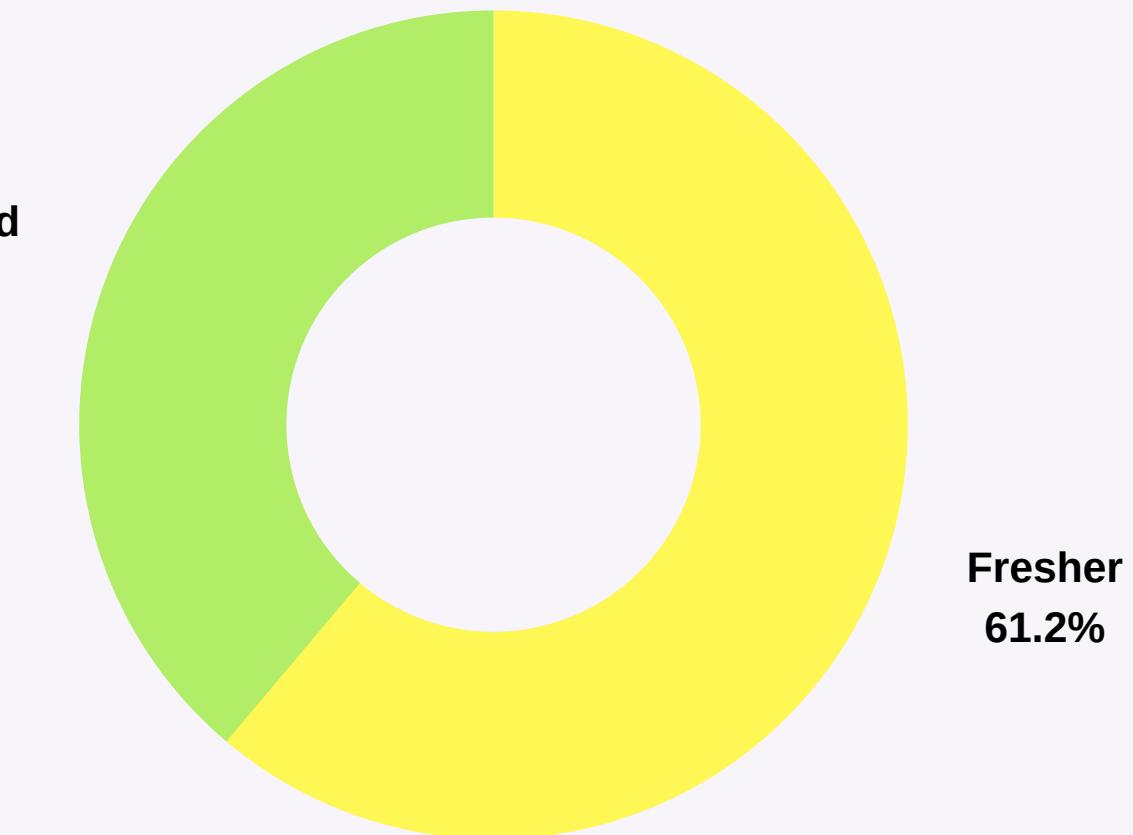
Total Strength
153

Foreign Nationals
6

Academic Backgrounds:



Work Experience:



1.35 : 1

Students clubs and committees

Core Committees

Placement committee

Public Relations committee

Alumni Relations committee

Cultural committee 'Sanskriti'

Other Clubs

Knowledge Society 'Arth'

Marketing Club

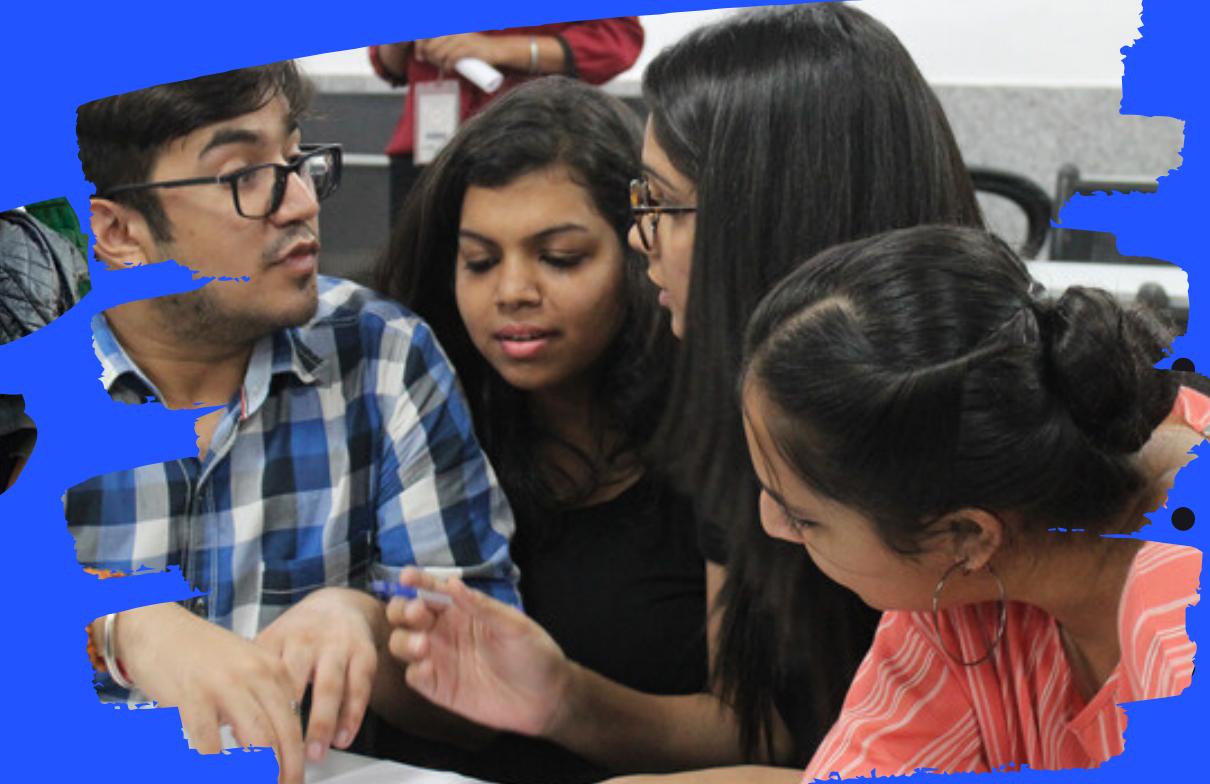
Finance Club 'Finesco'

HR Club 'Netritva'

Sports Club 'Sporticus'



Life at campus



MBA Faculties



Prof. Rajan Yadav

Specialization: Services Marketing,
Sales and Distribution Management,
Rural Marketing, Social Marketing,
Retail Management

Email: raj_yadav1974@yahoo.co.in



Prof. Amit Mookerjee

Specialization: CRM, customer experience, CRM metrics and analytics, customer research and insight, building customer profitability and loyalty

Email: amookerjee@dtu.ac.in



Prof. Girish Chandra Maheshwari

Specialization: Finance, Accounting and
Strategy Area

Email: gcmaheshwari2004@yahoo.com



Prof. Pradeep Kumar Suri

Specialization: E-Governance,
Project Management,
Quantitative Methods

Email: pksuri@dce.ac.in



Prof. K.V. Bhanu Murthy

Specialization: Banking & finance,
Environmental economics, International
Business, Social responsibility &
business ethics
Email: bhanumurthykv@yahoo.com



Prof. S.S. Khanka

Specialization: Human resource
management, Ethics & values
Email: sskhanka2@gmail.com



Dr. Archana Singh

Specialization: Corporate
finance, Financial accounting,
Security analysis
Email: sarchana03@yahoo.co.in



Dr. Shikha N. Khera

Specialization: Organizational
Behaviour, Organizational
development.
Email: Shikhankhera@yahoo.co.in



Dr. Vikas Gupta

Specialization: Knowledge
management, Innovation management,
Business process re-engineering,
Corporate social responsibility
Email: vikasguptadtu@gmail.com



Dr. Sonal Thukral

Specialization: Finance,
International management
Email: sonalthukral@dtu.ac.in



Dr. Meha Joshi

Specialization: Organizational
development, Customer
relation management, Talent
management.

Email: mehajoshi83@gmail.com



Dr. Deep Shree

Specialization: Marketing, Not for
profit marketing, Brand
management, Qualitative research
Email: deepshree@dtu.ac.in



Mr. Mohit Beniwal
Specialization: General management, Information system
Email: mohitbeniwal@dtu.ac.in



Mr. Chandan Sharma
Specialization: Finance, Strategy
Email: chandans@live.com



Ms Deepali Malhotra
Specialization: Strategy management, International business, Finance.
Email: deepali0526@gmail.com



Mr. Abhinav Chaudhary
Specialization: Production & operation management, Business system analysis & design, International marketing management
Email: abhinav.dtu@gmail.com



Mr Dhiraj Kumar Pal
Specialization: Marketing, Operations & SCM Strategy .
Email: dhirajkumarpal@dtu.ac.in



Mr. Yashdeep Singh
Specialization: Marketing management, IT management
Email: singh.yashdeep@gmail.com

- Ashish Sharda, Community Manager, Google (Batch 2010-12)
- Ms. Malvika Paliwal, KPMG Global, Business Associate (Batch 2016-18)
- Mr. Shikha Sharma, KPMG India, Associate Consultant (Batch 2016-18)
- Mr. Aditya Aggarwal, Ernst & Young, Senior Consultant (Batch 2010-12)
- Abhishek Goyal, India Mart, Senior Product Manager (Batch 2013-2015)
- Ms. Amandeep Kaur, Ernst & Young, Senior Analyst (Batch 2010-12)
- Mr. Anant Kumar Sharma, Ernst & Young, Senior Analyst (Batch 2010-12)
- Mr. Pankaj Yadav, HCL, Deputy Manager (Batch 2010-12)
- Ms. Parul Tandon, Apollo Tyres Ltd, Manager (Batch 2010-12)
- Mr. Rajat Rathi, Fujitsu Consulting, Sr. Solution Architect (Batch 2010-12)
- Dinesh Pal, The Economist, , Digital Marketing Manager (Batch 2012-2014)
- Mr. Munish Jain, Egon Zehnder, Senior Research Analyst (Batch 2010-12)
- Rajdeep Singh, Bank of America, , Investment Banking Analyst (Batch 2016-18)
- Rohit Ahuja, American Express, Director (Batch 2010-12)

Notable Alumni



Prominent Recruiters

Placement & Internships 2019-20



Contact:

Prof. Rajesh Rohilla

Head of Department,
Training and Placement Cell
Delhi Technological University

Dr. Meha Joshi

Faculty Advisor
Corporate Relations and Placement Committee
Delhi Technological University

Placement Coordinators:

Rashmi Tyagi	+91 93153 88045
Ananya Mishra	+91 63875 37499
Abhishek K. Menon	+91 88264 79530



Corporate Relations and Placement Committee
Delhi Technological University
(Formerly Delhi College of Engineering)
Email: mba.placements@dtu.ac.in
address: Shahbad Daulatpur, Main Bawana Road,
Delhi-110042, India
website: <http://www.dtu.ac.in>

