UNIVERSITY SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP

ADMISSION BROCHURE

MBA
Innovation, Entrepreneurship and Venture Development
2020-21
ADMISSION SCHEDULE

Candidates are advised to read the brochure carefully. Visit the website

www.dtu.ac.in

regularly for updates and other details about the admission process.

No individual communication will be sent.
DELHI TECHNOLOGICAL UNIVERSITY
Established by the Govt. of NCT of Delhi vide Act 6 of 2009
(Formerly Delhi College of Engineering)

UNIVERSITY SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP

MBA
Innovation, Entrepreneurship and Venture Development
2020-21
Message

It gives me immense pleasure to announce the commencement of the admission process of the MBA (Innovation, Entrepreneurship and Venture Development) program for the academic year 2020-21 at the University School of Management & Entrepreneurship (USME), at East Delhi Campus, DTU.

Delhi Technological University is globally known for its outstanding education, research, and innovations. The University currently offers various interdisciplinary and industry-relevant programs in science, technology, management, economics, design and allied areas at undergraduate, postgraduate, and doctoral levels.

The University School of Management & Entrepreneurship (USME) was established at the East Delhi Campus of DTU in 2017, with programs in the undergraduate, postgraduate and doctoral levels, keeping in mind the expanding horizon of professional education in entrepreneurship development and the ever-growing demand for management professionals in the corporate world. The programs in the three disciplines of Management, Economics and Innovation, Entrepreneurship and Venture Development, introduced at USME, have been designed with a practice orientation. The focus is on experiential learning aimed at participants' entrepreneurial awakening and exposure, enhancing their creativity, professionalism based on effective managerial skills and orientation in the participants, enabling them to become future leaders in business and society. The curriculum of programs emphasizes conceptual knowledge and practice in cutting edge areas in the corporate and entrepreneurial space such as analytics.

The MBA in Innovation, Entrepreneurship and Venture Development takes one step forward in the practise orientation. It is hands on MBA experience where participants are expected to fulfill their dreams of venture development, during their MBA by establishing and developing a venture with knowledge inputs, experiential learning, training and support from the University. This is in line with the mission of fostering entrepreneurship.

We aim at nurturing the students holistically and endeavour to foster a culture in which virtues and skills are instilled in them, along with a concern for society and its wellbeing.

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

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>About Delhi Technological University</td>
<td>1</td>
</tr>
<tr>
<td>About University School of Management &amp; Entrepreneurship (USME)</td>
<td>2</td>
</tr>
<tr>
<td>DTU Innovation and Incubation Foundation (DTU IIF)</td>
<td>3</td>
</tr>
<tr>
<td>Centres of Excellence</td>
<td>4</td>
</tr>
<tr>
<td>The Program MBA-Innovation, Entrepreneurship and Venture Development</td>
<td>5</td>
</tr>
<tr>
<td>Events at USME</td>
<td>13</td>
</tr>
<tr>
<td>Faculty at University School of Management and Entrepreneurship</td>
<td>15</td>
</tr>
<tr>
<td>Eligibility, Seats and Selection Process</td>
<td>20</td>
</tr>
<tr>
<td>• Eligibility Criteria</td>
<td>20</td>
</tr>
<tr>
<td>• Number of Seats</td>
<td>20</td>
</tr>
<tr>
<td>• Reservation Policy</td>
<td>20</td>
</tr>
<tr>
<td>• Selection Procedure</td>
<td>22</td>
</tr>
<tr>
<td>Fee Structure</td>
<td>22</td>
</tr>
<tr>
<td>Withdrawal Policy</td>
<td>23</td>
</tr>
<tr>
<td>Documents Required at the Time of Admission</td>
<td>23</td>
</tr>
<tr>
<td>Certificates and Formats</td>
<td>25</td>
</tr>
</tbody>
</table>
About Delhi Technological University

Delhi Technological University (formerly known as Delhi College of Engineering), established by the Government of NCT of Delhi vide Act 6 of 2009 is one of the most well-known engineering institutions in India, with over 78 years of glorious tradition behind it. A non-affiliating, teaching and research University, DTU is poised to create an environment of a synergetic partnership between academia and industry with a focus on world class research, teaching and innovation, having a global impact. DTU has consistently been ranked among the top institutions of the country in reputed surveys. It has the mission of establishing centres of excellence in research in cutting edge areas in engineering, and management, to foster through these and holistically in its education the ecosystem vital for innovation, entrepreneurship and technology transfer and new products, and to be a leader in providing or catalysing environment friendly, sustainable solutions for local and global communities.

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

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

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

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

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

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

To develop human potential with analytical abilities, ethics and integrity

To provide environment friendly, reasonable and sustainable solutions for local & global needs.
ABOUT THE UNIVERSITY SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP (USME)

The USME was established in the East Delhi campus (EDC) of DTU in the year 2017, to fulfill its mission of offering a portfolio of programmes in emerging areas such as analytics and venture development, and the creation of an ecosystem for learning, research and practice in management and entrepreneurship. The school aims at becoming a practise school and seeks to provide a platform for research and key social initiatives as well as become a nodal centre for entrepreneurship.

Situated in the East of Delhi, the Campus offers programs in three disciplines – Management, Economics, and Innovation, Entrepreneurship and Venture Development. Faculty at the School have a background in leading institutions such as IIM Kolkata, IIM Lucknow, IIT Madras, JNU, DSE etc. Over the past three years, it has conducted workshops in Strategy, R for Machine Learning, Entrepreneurship, and also recently the inter-college Internship Fair resulting in over two hundred offers to undergraduate students. The Campus has added in its new academic block an additional computer centre, a state-of-art library and information centre, seminar rooms and a 200-capacity auditorium. The students organise various events such as the annual cultural fest, talks, business contests, and internship/final placement activities. Final placements are coordinated by the Training and Placement Department of DTU from the main Campus, with representatives from USME.

USME offers programmes at undergraduate (UG), post graduate (PG) as well as at doctoral level (PhD, in Management, Economics and Entrepreneurship areas). Currently the UG level programmes offered include Bachelor of Business Administration (BBA) and Bachelor of Arts(Honours) in Economics (B.A. (Hon.) Economics). At the PG level, Master of Business Administration (MBA) programmes, MBA (General) and MBA (Business Analytics), MBA (Family Business & Entrepreneurship) and MBA (Innovation, Entrepreneurship & venture development) are offered.

All programmes offered at USME are designed with a professional orientation. The curriculum has been designed by academic experts, senior professionals from industry, and DTU - DCE alumni that includes successful and recognised entrepreneurs. The school focuses on the holistic development of students by imparting knowledge and skills relevant to the present times industry and societal requirements. The academic curriculum is effectively integrated with a variety of enriched learning and co-curricular activities such as workshops, industry exposure and lectures conducted by eminent speakers from industry and academia. Students are encouraged to participate in conferences, seminars and competitions, facilitating organization of several co-curricular activities. Students have also successfully organised the internship fair.

VISION
To develop and nurture the spirit of management leadership and entrepreneurship with a sense of social conscience for the common good of the society

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

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

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

To develop human potential with analytical abilities, ethics, and integrity.

To provide environment-friendly, reasonable, and sustainable solutions for local & global needs.
DTU INNOVATION AND INCUBATION FOUNDATION (DTU-IIF)

The DTU-IIF was established as a Section 8 company. It has Licence Number 107658, CIN of the company is U74999DL2016NPL305531, as per Companies Act of Govt, of India and it is the Technology Business Incubator (TBI) of Delhi Technological University (DTU). It was established as per the policy guidelines of Govt, of NCT of Delhi on summary recommendations of a working group established by the Government of National Capital Territory of Delhi, under order NO.F:75(73)/2015-16/Incubation/ADPL/321-330 dated 5/6/15 for the following purpose:

- To create a culture of entrepreneurship, Start-ups, and, and Intellectual Property Creation that can to value creation, jobs and employment and do social and economic good.
- To facilitate creation of incubation centres that offer incubation infrastructure- space, computing resources, connectivity, common tools; and environment for co-working, collaboration and innovation.
- Create entrepreneurship challenges based upon existing problems to foster Innovation.

MISSION

To create the Entrepreneurial Ecosystem by Innovation to provide enhanced value propositions to the customers and create wealth and employment for everyone.

VISION

Our mission is to provide incubation and business support services to Startups/Companies of DTU IIF so that they can grow and prosper under us.

CURRENT STATUS

Over 20 incubatees are currently engaged in their venture development at the DTU IIF, where funding including foreign findings also started to come in for the enterprises.

It is planned that a few of the incubates will be located at the USME, East Delhi Campus, where the MBA Entrepreneurship students will be sharing experiences and working space with the entrepreneurs.

Board of Directors of DTU Innovation and Incubation Foundation

Chairman:
Prof. Yogesh Singh, VC, DTU

Directors:
Prof. S.K.Garg, DTU
Prof. Anu Singh Lather, VC, Ambedkar University Delhi
Prof. A. Trivedi, Dean IRD, DTU
Dr. R. K. Shukla, Head Central Library, DTU
Prof. Samsher, Registrar, DTU

CEO:
Dr. Manoj K. Sharma
Centres of Excellence

Entrepreneurship Development Centre (EDC)

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

There is an advisory board which provides direction to the centre.

Faculty Team: Prof. R.C. Sharma, Ms. Harleen Kaur, Ms. Priya Malhotra, Ms. Varsha Sehgal, Mr. Puneet Kumar Arora

Head: Dr. Pushpendra Singh, Consultant (Serial Entrepreneur)

Centre for Organizational Development (COD)

provide research, education, consultancy and extension services which enable organizations to transform its human resources effectively for consistent improvement and enable efficient change management. A major challenge for start-ups is that of managing growth and acceleration, with the structure and functioning of the organisation at this stage of initiation, acceleration and scaling being a key issue. The COD would endeavour to provide research-based insights and solution to these issues.

Faculty Team: Dr. Naval Garg, Ms. Priya Malhotra, Ms. Pallavi Kalra, Mr. Puneet Kumar Arora
The Program

MBA - INNOVATION, ENTREPRENEURSHIP AND VENTURE DEVELOPMENT

The University School of Management and Entrepreneurship (USME), East Delhi Campus of DTU, which has entrepreneurship as a focus area, has as part of its mission, the delivery of a portfolio of professionally designed courses in entrepreneurship. With an aspiration to be recognized a world class practice based school, it would like to offer practicum mode learning programs in entrepreneurship which are experiential and outcome based in nature. It is in this context that the following course is being proposed by the department for consideration.

BACKGROUND:
The AICTE in its start-up policy in 2016 announced the need and overall design for an experiential learning cum outcome based MBA program in entrepreneurship. It was to be focused on outcome based evaluation, with a curriculum divided over components such as knowledge (30%), attitude and behavioral element (30%) and skills (40%).

PROGRAM STRUCTURE:
Syllabus of two years MBA in Entrepreneurship, Innovation and Venture Development comprises of core and elective courses, out of classroom activities and workshop based skill certification, experiential learning modules, entrepreneurship idea development based Capstone Projects and Action Learning segments focused on implementation of start-up ideas. With the objective of connecting theory of innovation and entrepreneurship with practice and enabling students to acquire skills, this outcome oriented program is designed for delivery in four phases with up to two modules each. The program is focused on learning grounded in all stages of the new venture development process. It will require that students create their own venture in their chosen area within the first semester, and go through the stages of entrepreneurial activity, while learning about these through knowledge and experiential courses. They will simultaneously apply their entrepreneurial skills in real life situations, validate ideas, test market and build a successful venture. These outcomes will be achieved with guidance from mentors/faculty, experiential learning, workshops on hands-on aspects of forming and running a company, start-up finance, awareness of Government funding schemes. There will be evaluation of outcomes achieved by students in their proposed business and venture development plans, actual venture formation and proof of concept tests, etc.

The Program has five Modules, two Action Learning Segments and three Capstone Projects to enable students to learn to recognize, create and shape a business opportunity, develop leadership and build a start-up team, assess market feasibility for launching new start-ups and construct a business model.
This is given as below:

Program Structure: Phases and Modules

<table>
<thead>
<tr>
<th>Tracks/Phase</th>
<th>Year</th>
<th>Semester</th>
<th>Modules Capstone Projects and Action Learning Segments.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation of Management &amp; Entrepreneurship Track</td>
<td>1st Year</td>
<td>1st Semester</td>
<td>Module-1: Introduction to Innovation &amp; Entrepreneurial Idea Generation &amp; Identifying Business Opportunities.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Capstone Project-1: Development of an Innovative Business Idea into a Proof-of-Concept.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Module-II: Management Skills for Entrepreneurs and Managing for Value Creation.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Capstone Project-II: Development of Business Idea into working prototype.</td>
</tr>
<tr>
<td>Start-up Experiential Learning Track</td>
<td>2nd Year</td>
<td>2nd Semester</td>
<td>Module-III: Creating &amp; Sustaining Enterprise Model &amp; Organizational Effectiveness.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Action Learning: Segment-1: Start-up/Incubation Residency Learning Program.</td>
</tr>
<tr>
<td>Entrepreneurship Intensity Track</td>
<td>2nd Year</td>
<td>3rd Semester</td>
<td>Module- IV: Advancing Entrepreneurial Skill &amp; Venture Planning.</td>
</tr>
<tr>
<td>Start-up Establishment Track</td>
<td></td>
<td>4th Semester</td>
<td>Action Learning Segment-II: Venture Establishment Phase at Incubators/Accelerators.</td>
</tr>
<tr>
<td>Final Exit</td>
<td></td>
<td></td>
<td>Completion of “MBA in Innovation, Entrepreneurship and Venture Development” Degree.</td>
</tr>
</tbody>
</table>

Induction Module: The program would begin with a 5 days orientation session on “Know, Recognize and manage your Entrepreneurial Talent” that aims at self-assessment, reflection, feedback mechanism and possible outcomes when starting a venture etc. This component may include field exposure to startups. Students will get exposed to motivational sessions by successful startup founders, along with an exercise in expectation mapping of students from this course and expectation from students throughout this program. This will also include an experience through immersion into real time problem scenario with close interaction sessions with incubatees sharing their own challenges they have experienced at the various stages of enterprise development.

The Foundation of Management and Entrepreneurship Track: This comprises of mix of classroom and experiential learning modules (I, II and III). Teaching components offers in the form of core and elective courses blended with educational activities, capstone projects and Incubator Twinning program in which students while working in teams on real life venture related problems faced by incubatees, learn and develop creative problem solving skills, manage innovative ideas, and validate business opportunity potential. This will be done while working with mentors, expert and incubatees of the IIIC based at USME, and managed and evaluated by the USME allocated faculty coordinators as per the directions of the department. Along the way, student also study and acquire skill
on entrepreneurial approaches (concepts, process and scope) and management skills such as marketing of innovations, financial, strategy, business ethics and social responsibility, entrepreneurial management decision making.

The Entrepreneurship Intensity Track: This comprises of Module-IV and V, mostly designed to deliver during 3rd Semester of program. Through these modules, incumbent will acquire specialized skills and build-up risk taking and other competencies towards venture establishment. This will advance the actual stage of venture planning, testing and tapping of opportunities for students as they are pursuing a venture and expect to launch shortly as part of the Action Learning-II Segment.

Three Capstone Projects: Three capstone projects are designed as a part of first three modules (I, II and III) designed to be delivered during 1st and 2nd Semester. These capstone projects are Experiential Learning Segments where students apply their classroom learning throughout the semester into practice of Innovation & Entrepreneurship. They will be required to create a business opportunity map, and create an entity related to their chosen area of entrepreneurial activity. The venture would have to be taken to the stage of commercialization by the last semester, as part of their experiential learning and also outcome evaluation. Each capstone project will be an independent project/assignment to be accomplished under the guidance of mentor experts. A faculty guide from amongst the regular faculty at USME will also be assigned as Faculty Coordinator for the project for each student.

- Credit Requirement: For award of the master degree (MBA), total of 102 credits is required to be completed over two years.

- Classroom Credits – Total 44 (20+24) Credits: Out of 104 credit requirement over four semesters, incumbent need to earn total of 44 credits from class room sessions which includes core courses (20) and Elective Courses (24) spread over 4 semesters. This MBA is flexible and allows the student to choose appropriate courses and get more time to work towards venture planning, to meet customers and validate innovations and test business model assumptions in the real market scenario. Furthermore, especially during 3rd semester, students have also option to earn elective credits, up to 8 credits, by opting courses offered online/MOOC or from any other MBA program on Campus that suits their entrepreneurial needs, such as in analytics, etc.

- Outside Classroom Credits – Total 14 Credits: Incumbents also can earn up to 14 credits from outside classroom programs by enrolling/participating in training and workshops programs/ achievement in competitions/presenting in seminars/ exhibitions of subject of relevant to innovation and entrepreneurship, start-up skill building and venture development etc. This will be based on approval of the Department, and may also include workshops being organized for students by USME, and some offered particularly for this MBA program, such as in entrepreneurial finance, workshops on Institutional funding environment and schemes for start-ups, Business Law, workshops with overseas collaborations, etc.

- Capstone Projects (CP) Credits – Total 12 Credits: Incumbents would earn up to 12 credits on successful completions of three capstone projects during 1st and 2nd Semesters. The three capstone projects will make students work on their idea to convert innovation, and develop a business model out of it. Faculty/ Industry/Start-up experts will guide students to do independent projects or guide students to build advancement of one idea into Low Fidelity Wireframes and High Fidelity Wireframes based upon the domain students are working on.
- Integrated educational learning activities, through Experiential Learning Component (EL): This is a Non Credit Compulsory course which involves simulations, case studies, Guest/leadership talk series sessions, etc., where attendance is mandatory. It comprises a series of learning interventions of experiential nature on topics suggested in the program structure or as otherwise deemed fit by the Faculty Mentor for specific cases of student enterprise.

- Action Learning Segments (AL) Credits – Total 34 Credits (14+20): Incumbent has to go through two action learning segments; one during 2nd Semester and second during 4th semester, with total 34 credits. The first learning segment is more focus on experiential learning through a Start-up Residency Program (SRP) in a start-up or in an incubation Unit, or work on their own start-up, under the guidance of a mentor assigned by the department. Whereas, the second action learning segment is focusing on establishing venture either in self or with support of incubation unit based on the business model developed as part of capstone projects.

### Credit Distribution

<table>
<thead>
<tr>
<th>Year</th>
<th>Semester</th>
<th>Credit Core (Class Room)</th>
<th>Credit Elective (Class Room)</th>
<th>Credit Outside Classroom Learning / Certification / Competitions</th>
<th>Credit Capstone</th>
<th>Credit Action Learning Segment</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Year</td>
<td>1st Sem.</td>
<td>8</td>
<td>8</td>
<td>4</td>
<td>4+4</td>
<td></td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>2nd Sem.</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>4</td>
<td>14</td>
<td>28</td>
</tr>
<tr>
<td>2nd Year</td>
<td>3rd Sem.</td>
<td>8</td>
<td>12</td>
<td>4</td>
<td></td>
<td>20</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>4th Sem.</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>24</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>20</td>
<td>24</td>
<td>14</td>
<td>12</td>
<td>34</td>
<td>104</td>
</tr>
</tbody>
</table>

### Detailed Semester Wise Credits

1. Semester I Module I – Innovation, Entrepreneurial Skill and Opportunity Identification

<table>
<thead>
<tr>
<th>Semester</th>
<th>Module</th>
<th>Course Type</th>
<th>Course Title/Workshop</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Induction</td>
<td>Workshop</td>
<td>Know/Manage Entrepreneurial Talent</td>
</tr>
<tr>
<td></td>
<td>Module I (10 weeks)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Core Course</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Theories and Models of Entrepreneurship</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Research Methods-Data, Models &amp; Decisions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Elective Credit (Class Room)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Principles of Technology-Innovation-Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Opportunities Mapping-Sector &amp; Competitive Analysis of Start-up Ecosystem of Region &amp; Nation, (Focus on Sector)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Or</td>
<td>Or, Choice of any MOOC, or Course of Independent Study under industry/entrepreneur mentor/faculty approved by DEPARTMENT as of equivalent credit and desired content.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Skill Certification Programs/Workshops/outside Classroom Learning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Workshops/certification/awards in areas like: Ideation, Business Model Canvas, Design Innovation, Technological Innovation &amp; Designing, Entrepreneurship, Data Analytic etc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Capstone Project</td>
<td>Creative Problem Solving/Idea-Proof-of-Concept Submission</td>
<td>(A candidate is expected to work at least sixteen hours in a week)</td>
</tr>
<tr>
<td>5</td>
<td>Experiential Learning*</td>
<td>Feasibility Analysis, Leadership, Teamwork, Decision making, Ethics and socially conscious decisions, etc.</td>
<td></td>
</tr>
</tbody>
</table>
### 2. Semester I Module II – Management Skill for Entrepreneurs and Managing Value Creation

<table>
<thead>
<tr>
<th>Semester</th>
<th>Module</th>
<th>Course Type</th>
<th>Course Title/Workshop</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Module II (10 WEEKS)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Core Course</td>
<td>Innovation/Development and Managing Customer Value</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td></td>
<td>Entrepreneurial Finance: Concept &amp; Management.</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Elective Credit (Class Room)</td>
<td>Managerial Economics and Environment in India for Entrepreneurs.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Start up Law, Company Act and Sector Regulatory Environment (Focus on Sector)</td>
</tr>
<tr>
<td></td>
<td>Or</td>
<td></td>
<td>Or, Choice of any MOOC, or Course of Independent Study under industry/entrepreneur mentor approved by DEPARTMENT as of equivalent credit and desired content.</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td></td>
<td>Skill Certification Programs/Workshops/outside Classroom Learning</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Workshops/certification/awards in areas like:</td>
<td>1. Start-up Ecosystem Management: Concept and Best Practices of Pre-incubation Services Facilities – Mandatory</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2. Enterprise Development, Management, Negotiation, Marketing &amp; Research, Lean Start-up Models etc. As guided by Faculty Coordinator</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>Capstone Project II</td>
<td>Development of Innovation/Prototype &amp; Submission</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(A candidate is expected to work at least sixteen hours in a week)</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>Experiential Learning*</td>
<td>Perspective Essentials to value creation: Demand and Forecast, Market Segmentation, Pricing Strategy, Budgeting, Social Responsible Managerial Decision Making, Positioning and Value Proposition to all stakeholders in Value chain</td>
</tr>
</tbody>
</table>

Innovation/Prototype/Concept Evaluation week.

After the Second Module of First Semester, a one week event will be held as above.

The Capstone Project would lead to performance evaluation of Venture Development progress on outcomes related to above, and as designed by Faculty Coordinator.

Two Week Semester Break

### 3. Semester II Module III – Creating Sustaining Enterprise Model and Organisational Effectiveness

<table>
<thead>
<tr>
<th>Semester</th>
<th>Module</th>
<th>Course Type</th>
<th>Course Title/Workshop</th>
</tr>
</thead>
<tbody>
<tr>
<td>II</td>
<td>Module III (10 WEEKS)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Core Course</td>
<td>Entrepreneurial Leadership – Org Behaviour.</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td></td>
<td>New Venture Establishment &amp; Management</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Elective Credit (Class Room)</td>
<td>Measuring and Managing Strategic Performance of Existing and New Ventures</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Corporate and Social Entrepreneurship</td>
</tr>
<tr>
<td></td>
<td>Or 1</td>
<td></td>
<td>Or, Choice of any MOOC, or Course of Independent Study under industry/entrepreneur mentor approved by DEPARTMENT as of equivalent credit and desired content.</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td></td>
<td>Skill Certification Programs/Workshops/outside Classroom Learning</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Workshops/certification/awards in areas like:</td>
<td>1. Start-up Ecosystem Management II : Concept and Best Practices of Incubation &amp; Acceleration Services Management for Start-ups</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2. Learn Start-up, Venture Planning &amp; Management, Operation Management, Performance Management etc.</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>Capstone Project III</td>
<td>Development of Business Model for the Innovation.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Developing a Minimum Viable Product &amp; Business Model to get into the Market.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(A candidate is expected to work at least sixteen hours in a week)</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>Experiential Learning</td>
<td>Building and implementing competitive capabilities and developing high performance organizations</td>
</tr>
</tbody>
</table>
Start up Business Model/Enterprise Model Evaluation  
One week event for evaluation as determined by DEPARTMENT  
One Week Semester Break  
Action Learning Segment – I  

| 6 | 8 weeks | Action Based Learning on <Market Research & Customer Feedback><Innovation and Business Model Validation><Dummy Business & Service Portfolio Build><Fund & Resource Generation Strategy><Managing Resources in Start-up Environment>  
** A student is expected to devote full working day every day of working week, as per organisational norms of internship start-up/company, during this phase, for action learning in above areas.  

4: Semester III Module IV – Advanced Start up Skill Competency Development  

<table>
<thead>
<tr>
<th>Semester</th>
<th>Module</th>
<th>Course Type</th>
<th>Course Title/Workshop</th>
</tr>
</thead>
<tbody>
<tr>
<td>III</td>
<td>Module IV (10 WEEKS)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Core Course</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Venture Financing; Funding, M&amp;A, Valuation Techniques</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Venture Growth Strategies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Elective Credit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Digital Marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Talent and Team Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Buying Selling a Small Business</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>HR Management; Performance and Competence mapping</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Skill Certification Programs/Workshops/outside Classroom Learning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Workshops/certification/awards in areas like Venture funding, Government support for start-ups, building value chains and value proposition and valuation, supply chain and vendor selection/management, developing sales channel.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Experiential Learning</td>
<td></td>
<td>Building and implementing competitive capabilities and developing high performance organizations</td>
</tr>
</tbody>
</table>

5: Semester III Module V: Growing New Venture  

<table>
<thead>
<tr>
<th>Semester</th>
<th>Module</th>
<th>Course Type</th>
<th>Course Title/Workshop</th>
</tr>
</thead>
<tbody>
<tr>
<td>III</td>
<td>Module V (10 WEEKS)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Core Course</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>High performance organisations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Strategies for competition and quality</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Elective Credit – 6 credit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Government Strategies &amp; Policies and International Economy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Technology &amp; Global Business Linkage Opportunities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Global Start-up Exchange Incubation Program</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>IPR Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Skill Certification/Workshops/outside Classroom Learning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Workshops/certification/awards in areas like:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Learn Start-up, Venture Planning &amp; Management, Operation Management, Performance Management etc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Experiential Learning</td>
<td></td>
<td>Building and implementing competitive capabilities and developing high performance organizations</td>
</tr>
</tbody>
</table>
Enterprise/Business Evaluation
One week Evaluation Event as determined by DEPARTMENT
One week Semester Break

6: Semester IV – Venture Establishment Phase

<table>
<thead>
<tr>
<th>Semester</th>
<th>Module</th>
<th>Course Type</th>
<th>Course Title/Workshop</th>
</tr>
</thead>
<tbody>
<tr>
<td>IV</td>
<td>Action</td>
<td>Learning</td>
<td>Segment II: Venture Development (24 Weeks/ Six Months)</td>
</tr>
<tr>
<td>1</td>
<td>Skill Certification/Workshops/outside Classroom Learning</td>
<td>1</td>
<td>Workshops/certification/awards in areas like: Learn Start-up, Venture Planning &amp; Management, Operation Management, Performance Management etc.</td>
</tr>
<tr>
<td>2</td>
<td>Action</td>
<td>Learning</td>
<td>Raise funding, Evaluation Readiness, Customer Base development</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Partnerships and Stakeholder management, Value chain partnerships and development of supply and forward chains, Credit and operations scale up. Work hours expected as in AL1</td>
</tr>
</tbody>
</table>

Enterprise/Business Evaluation
Two week Evaluation Event as determined by DEPARTMENT

DTU Entrepreneurship Environment and Support

DTU has a strong innovation and start-up ecosystem in campus with existence of an established incubation Centre (DTU Innovation and Incubation Foundation-DTUIIF and the USME’s Innovation and Incubation Centre – IIC). The advanced labs with workspace for incubation, would be leveraged for the program, wherein few incubatees of DTU-IIF will be resident in the USME premises. The two Centres of Innovation and Incubation, and of Entrepreneurship Development, including business services of DTU-IIF, will be provided as resource to these students. Hard and soft resource of incubation unit and department, both, will be used to deliver the program. USME plans to provide workspace for students alongside the incubation cell, for their start-up elated activities, capstone project ideas, and business services, contacts and networks for the purpose of venture development of the student. Further, the workshops and activities of the Entrepreneurship Cell at USME, as well as the network of its stakeholders from employees to experts and database of associated parties, would be available as a resource for the students of this Program.

Exit options: Course is designed to offer incumbent an opportunity to exit after successful completion of the first year. First year is generally focusing on Entrepreneurial motivation and venture foundation development and experiential learning making candidate to exit with an innovation and entrepreneurial abilities with management capability to manage incubation and start-up environments. 2nd year (3rd and 4th Semester) is focusing on advancement of entrepreneurial skill and validates the enterprising skill by setting up real ventures with incubation support as part of the 2nd Action Learning Segment.

Award of Degree: - Upon successful completion of 2 years, award as ‘MBA in Entrepreneurship, Innovation and Venture Development’. USME/DTU may issue certificate to student who wish to discontinue the program after successful completion of 1st Year, titled “Certificate in Entrepreneurship, Innovation and Venture Development” based on successful completion of the academic requirements of the First Year of MBA Entrepreneurship, Innovation and Venture Development.

Career and Employment Opportunity: - The objective of this program is to prepare young minds towards self-employment and create employment opportunity for others through enterprise development. It is expected that, more job creators will come out and most of the graduates of this program will start
and thrive with their own start-ups launched during the study period.

Moreover, graduates from this program also will find lots of opportunities to get placed in start-ups because of their close understanding and working experience in innovation and entrepreneurship throughout their study period. Furthermore, these graduates will be preferred candidates to get the assignment to coordinate and lead pre-incubation centers in academics such as Entrepreneurship Development Cells (EDC), IEDC, New Gen IEDC, Start-up Cell, Innovation Cell etc. with their experience and interest, further job opportunities to get absorbed with incubation units, acceleration unit, angel and VC firms etc. Even, these graduates will find preferential space to work with CSR arm, social enterprise arm and spin off arm of corporate, NGOs, social enterprises.

However, the USME or DTU will not facilitate their Placement with companies in this regard, and they would be encouraged to become entrepreneurs, and enhance the job creation. If they would wish to work in the incubator space, they would be given a lot of networking opportunity in this period, to create such opportunities for themselves in the spirit of the program.
Events at USME

There has been active involvement of students and faculty in the various professional activities and student events. The department has around 16 student clubs built around professional, cultural, social and sports related interests. Guest lectures, events, visits to industries and trade fairs, all have led to an all-round exposure of students at USME to the rapidly changing economic and industrial scenario.

Battle of Bands competition organised as part of the Annual Management and Cultural Fest "Traction"

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

Start-up Conclave organised by Corporate Relations Cell

Dr. Abhinav Mathur, Founder Director, Million Spark Foundation at Start-up Conclave
Professor Binod Khadria, School of Social Sciences, Jawaharlal Nehru University delivered a lecture as part of the DeiTech Seminar Series.

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

Extension Activity by USME Students

Dandiya Night

TEQIP-sponsored Workshops on Data Analysis using R, Entrepreneurship and Strategic Management.
Prof. Amit Mookerjee
Professor

Dr. Amit Mookerjee is currently Professor, USME. He is on deputation from his role as Professor, Marketing Management Area, at the Indian Institute of Management Lucknow (from 2005 to 2018). He has been the Dean, Noida Campus of IIM Lucknow, held the BPCL Chair Professorship (research chair) from 2009-10. Professor at MDI, Gurgaon (nearly one decade), held positions as Head of Analytics and Research, and later Director at CMCR, NCAER, and Group Head, Research and Planning, NCLS. He completed his BA (Economics, Psychology), MBA, and a PhD in Management from the ML Sukhadia University, Udaipur. His interest area is CRM, customer experience, Analytics. He has contributed to respected international journals like Marketing Intelligence and Planning, Journal of Consumer Marketing, Media Psychology, etc., and in international conferences such as the IMP,AMA, CMEE Conference board. He has served on various boards of B-Schools, AICTE committees, etc.
Dr. Deepti Aggrawal
Assistant Professor

Dr. Deepti Aggrawal is Assistant Professor in USME, DTU. She brings in rich experience of around 7 years in varied fields of Education, Banking, and Analytics & Business Management with enormous success in developing Cognitive based teaching learning pedagogy. Her Research area includes Multi Criteria decision models, Innovation Adoption and Technology Diffusion Modelling and Optimization in Marketing. She is a life member of Society for Reliability Quality and Infocom technology. She has publications in journals of national and international repute published by Springer, Emerald, Inderscience, Elsevier, etc. She has obtained Ph.D. and M.Sc. degree in Operational Research (OR) from University of Delhi.

Mr. Anurag Chaturvedi
Assistant Professor

Anurag Chaturvedi is Assistant Professor at USME, DTU. He has close to 3.5 years of industrial experience with leading automobile company Tata Motors in Marketing & Operations and IHS Markit in financial derivatives segment. He has done his MBA from Delhi School of Management, B.Tech in Electronics and Communication Engineering from NIT Surat and has been awarded the Junior Research Fellowship (NET-JRF). Currently, he is holding the posts of Cultural Committee Coordinator, MBA Coordinator, faculty advisor for Finance and IT Clubs, and member of IT, Infrastructure and Library Committee.

Ms. Harleen Kaur
Assistant Professor

Harleen Kaur is Assistant Professor of marketing at USME, DTU. She has done her PGDM from Indian Institute of Management Calcutta (IIMC) and has industry experience at a leading FMCG firm. An engineer from DTU, she is pursuing Ph.D. from FMS, Delhi University and has been awarded the Junior Research Fellowship (NET-JRF). She plays an active role in student activities on campus and is a member of USME’s Corporate Relationship Cell, Cultural Committee and Entrepreneurship Development Cell. She is also faculty advisor to the Marketing Club and PR Cell.

Dr. Gaganmeet Kaur Awal
Assistant Professor

Dr. Gaganmeet Kaur Awal is Assistant Professor at USME, DTU. She holds a Ph.D. from School of Computer and Systems Sciences, Jawaharlal Nehru University. She has completed M.Tech (CST) from JNU and B.Tech (CSE) from GGSIPU, Delhi. She is UGC-NET qualified and has been awarded the prestigious DST Inspire Fellowship from Ministry of Science and Technology, Govt. of India. She has teaching experience at Shaheed Sukhdev College of Business Studies, University of Delhi and Jaypee Institute of Information Technology, Noida. She has published papers in reputed international journals and conferences. Her research interests include Data Analytics and DBMS, Machine Learning, Collective Intelligence and Web Analytics.
Ms. Kusum Lata
Assistant Professor

Kusum Lata is Assistant Professor at USME, DTU. She has done her B.Tech in Computer Science and Engineering from Punjab Technical University, Punjab and Master of Engineering (M.E.) in Computer Technology and Applications from Delhi Technological University. She has qualified UGC-NET in Computer Science and Applications. She is pursuing Ph.D. in Computer Science and Engineering from Delhi Technological University. She has more than 12 years of teaching experience. Her area of interest includes Data Mining, Machine Learning, Database Management Systems, Improving Software Quality, Definition and Validation of Software Metrics.

Dr. Jagvinder Singh
Assistant Professor

Dr. Jagvinder Singh is Assistant Professor at USME, DTU. He has completed M.Sc (Operational Research) and Ph.D. (Operations Research) from University of Delhi (DU). He has more than seven years of teaching experience at University of Delhi. He has more than twenty research papers in reputed international journals and his area of research is Mathematical Modelling in Software Reliability and Management Sciences.

Ms. Varsha Sehgal
Assistant Professor

Varsha Sehgal is Assistant Professor at USME, DTU in the area of strategy management. She has close to 6 years of industry experience in multinational firms as Fiserv and Infosys. She has done her M.B.A from IIT Madras and B.Tech from Punjab Technical University Jalandhar. Her areas of interest include Strategy Management, Information Technology as well as Business Analytics. She is particularly interested in Frugal Innovations and how they can be leveraged to benefit the society.

Ms. Priya Malhotra
Assistant Professor

Priya Malhotra is Assistant Professor in the area of Finance at USME, DTU. She is an MBA in Finance & Marketing from Faculty of Management Studies (FMS), University of Delhi. She has prior teaching experience in department of Commerce, Shri Ram College of Commerce (SRCC), University of Delhi. She also has a rich industry experience of more than 6 years and has been associated with ICICI Bank Ltd & Barclays Bank in international private banking segment. She is currently pursuing doctorate from Faculty of Management Studies (FMS), Delhi.
Ms. Pallavi Sethi
Assistant Professor

Pallavi Sethi is Assistant Professor at USME, DTU. She was previously associated with Shaheed Bhagat Singh College, Delhi University as Assistant Professor for more than ten years. She has completed her M.Phil (Accounting), M.Com and B.Com(Hons.) from University of Delhi and is currently pursuing her Ph.D from IIT-Delhi in the area of finance. Her areas of interest include Financial and Management Accounting and Corporate Finance.

Dr. Naval Garg
Assistant Professor

Dr. Naval Garg is Assistant Professor (HR) at USME, DTU. His academic credentials are MBA, M.Com, Ph.D., NET (Management & Commerce). He is also fellow of Insurance Institute of India. He has more than twenty five research papers published in various national and international journals. He also holds more than 6 years of corporate experience.

Prof. K.V. Bhanu Murthy
Professor

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

Ms. Aakanksha Kaushik
Assistant Professor

Aakanksha Kaushik is Assistant Professor at USME, DTU. She has completed B.A. (H) Economics from D.U; M.A (Financial Economics) from Gokhale Institute of Politics and Economics; M.Phil. (Economics) from J.N.U, and is pursuing Ph.D. (Economics) from J.N.U. She has more than three years of teaching experience at University of Delhi. She has many research papers to her credit and also written articles for several newspapers and magazines, including The Economics Times and The Caravan magazine. Her areas of interest include public finance, econometrics and microeconomics.
Mr. Puneet Kumar Arora  
Assistant Professor

Puneet Kumar Arora is Assistant Professor at USME, DTU. He was previously associated with India Infrastructure Publishing, where he tracked the Indian telecom and renewable energy sectors. He holds a bachelor's degree in economics from Hansraj College, University of Delhi and master's degree in economics from Jamia Millia Islamia, New Delhi. He is pursuing Ph.D. in economics and trade policy from Indian Institute of Foreign Trade, New Delhi. His areas of interest include development economics and international trade.

Dr. Rajesh Sharma  
Assistant Professor

Rajesh Sharma is Assistant Professor at USME, DTU. He has completed Masters in Economics from Panjab University. He holds Ph.D. in Economics from Indian Institute of Technology Ropar, Punjab. He has contributed several research papers in publications such as Springer, Taylor and Francis and Sage. His areas of research include development economics, financial economics and health economics.

Dr. Ratnam Mishra  
Assistant Professor

Ratnam Mishra is Assistant Professor at USME, DTU. She has done her masters in economics from Dr RML Awadh University, Faizabad. She holds M.Phil and Ph.D. in Economics from JNU. She has six years of teaching experience and is JRF in economics. Her research areas include skill development and vocational education.

Mr. Virender Kumar  
Assistant Professor

Virender Kumar is Assistant Professor at USME, DTU. Previously, he was working as an Assistant Professor in Shri Ram College of Commerce, University of Delhi. He has completed M.A. (Economics) and M.Phil. (Economics) from Delhi School of Economics, and is pursuing Ph.D. in Economics from Delhi School of Economics, University of Delhi. His research areas include International Capital Flows, Time Series Econometrics and Monetary Policy.
ELIGIBILITY, SEATS AND SELECTION PROCESS

ELIGIBILITY CRITERIA

1. A candidate who has passed a graduate degree program and has scored minimum 50% marks in aggregate or equivalent CGPA from a recognised university/institution are eligible to apply.

   a) Relaxation of 10% in marks to SC/ST/PWD candidates shall be given in eligibility criteria.

   b) Those who are appearing in final semester examination may also apply, provided that they submit the proof of eligibility and graduation marks at the time of admission.

   c) 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 HRD, Government of India.

Note

- At any stage of the program, if it is found that the candidate does not fulfill the eligibility criteria, his/her admission shall be canceled.

- In case the conversion formula is not provided by the concerned Institute/University then equivalent percentage will be computed as per the DTU guidelines which are as follows:-

  Percentage of Marks = (10 * CGPA)

NUMBER OF SEATS

The number of seats for admission in the program for the batch of 2020-22 is 40.

The reservation of the seats for SC/ST/OBC/EWS and sub-categories Defence/PWD is as per the DTU norms. One supernumerary seat is available for Kashmiri migrants as per university guidelines. However, there will be no relaxation in the minimum eligibility criteria for admission on this seat.

SEAT MATRIX

The distribution of seats for the MBA (Innovation, Entrepreneurship and Venture Development) Program is as follows

<table>
<thead>
<tr>
<th>Category</th>
<th>No. of seats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen</td>
<td>17</td>
</tr>
<tr>
<td>SC</td>
<td>5</td>
</tr>
<tr>
<td>ST</td>
<td>3</td>
</tr>
<tr>
<td>OBC</td>
<td>11</td>
</tr>
<tr>
<td>EWS</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>40</td>
</tr>
</tbody>
</table>

RESERVATION POLICY

a. Scheduled Caste (SC): 15% of the total seats are reserved for Scheduled Caste candidates.

b. Scheduled Tribe (ST): 7.5% of the total seats are reserved for Scheduled Tribe candidates.

c. Other Backward Class (OBC-NCL): 27% of the total seats are reserved for Other Backward Class (Non-Creamy Layer) candidates.

Sub-categories namely ‘Defence’ and ‘Person with Disability’ are available under each category (General, SC, ST, OBC-NCL).

d. Defence Personnel: 5% of the total seats (Horizontal) in each category are reserved for candidates belonging to Defence sub-category in the following priority

  Priority I - Widows/Wards of Defence Personnel killed in action.

  Priority II - Wards of disabled in action and boarded out from service.

  Priority III - Widows/wards of Defence
Personnel who died in peace time with death attributable to military service.

**Priority IV** - Wards of disabled in service and boarded out from service with disability attributed to military service.


**Priority VI** – Wards of Ex-servicemen.

**Priority VII** – Wives of

I. Defence personnel disabled in action and boarded out from service

II. Defence personnel disabled in service and boarded with disability attributable to military service

III. Ex-servicemen and serving personnel who are in receipt of Gallantry awards.

**Priority VIII** – Wards of serving personnel.

**Priority IX** - Wives of serving personnel.

e. **Person with Disability:** 5% of the total seats(Horizontally)in each category are reserved for candidates belonging to ‘Person with Disability’ sub-category.

f. **J&K Migrants (Supernumerary):** 01 (One) seat over and above the total intake is available under this category.

g. **Economically Weaker Section (EWS):** Reservation of EWS category as per the office order DHE.1 (119)/Esttt./2018-19/2549-76 dated 17/06/2019

**Note**

i. In case of category (a) and (b), the vacant seats are interchangeable.

ii. In case, sufficient numbers of eligible candidates from category (c) are not available, the vacancies will be treated as unreserved.

iii. Seats under sub-category (e) are interchangeable within the sub category if sufficient number of candidates is not available in a particular group.

iv. In case, sufficient number of eligible candidate from the sub categories mentioned at (d) and(e) are not available, the vacancies will be treated as unreserved in the respective category.

v. Under CW sub-category, the seats will be filled based on the priority i.e. all eligible candidates of priority-I will be allotted seats based on their ranks until the ranks exhaustor seats exhaust under CW sub category. Remaining vacant seats, if any, will be allotted to the priority-II in the similar way, and so on.

vi. The reservation under CW sub category is available only to such candidates who fall under the listed priorities.

vii. It is the sole responsibility of the candidate to prove his/her eligibility for claiming reservation under any of the reserved categories / sub categories. The candidates claiming reservation under SC / ST / OBC/ EWS/ KM categories, CW / PD sub- categories will be required to produce the original certificate of the respective reserved category/ sub-category issued by the competent authority (as mentioned in this information brochure) at the time of document verification. If the reserved category / sub-category certificate is not found to be in order, no benefit of the reserved category/ sub-category will be given and provisionally allotted seat to that candidate will stand automatically cancelled. Such candidates may be considered under General category/ sub-category in respective state quota for subsequent rounds of counselling on submission of a request in this regard.
SELECTION PROCEDURE

1. Merit list for final admission shall be prepared on the basis of combined scores of the following components with weightages as given below:
   • Graduation marks (40% weightage)
   • Case Study (20%)
   • Personal Interview (30%)
   • Gender Diversity (5%)
   • Academic Diversity (5%).

2. In case of tie in final score, the candidate shall be ranked according to the date of birth, preference being given to the older candidate.

3. The University may invite fresh applications against vacant seats, if any, by following an alternative admission criterion, to be announced with a fresh call for admission to remaining seats.

FEE STRUCTURE

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Particulars</th>
<th>I year fee (Rs.)</th>
<th>II year fee (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tuition Fee</td>
<td>1,19,500.00</td>
<td>1,33,300.00</td>
</tr>
<tr>
<td>2</td>
<td>Non Government Component</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.1</td>
<td>Student welfare Fee (Co-Curricular activities, Training and Placement, extra-curricular activities, Annual gathering, Students welfare, Institutional development, Outsourcing, Conference, Seminar, Workshop, Innovative projects, Skill development activities and Misc. expenditure on unspecified items)</td>
<td>20,000.00</td>
<td>20,000.00</td>
</tr>
<tr>
<td>2.2</td>
<td>Facilities &amp; services charges (Research initiatives, training programmes, Awards, automation facilities, entrepreneurship activities and any misc. expenditure on unspecified items expenditure on unspecified items)</td>
<td>30,000.00</td>
<td>30,000.00</td>
</tr>
<tr>
<td>2.3</td>
<td>Economically weaker section fund</td>
<td>5,000.00</td>
<td>7,000.00</td>
</tr>
<tr>
<td>2.4</td>
<td>Examination fee (Examination infrastructure strengthening, expenditure on examination activities, confidential printing etc.)</td>
<td>15,000.00</td>
<td>15,000.00</td>
</tr>
<tr>
<td>2.5</td>
<td>Premium amount for medi-claim of student (per-annum)</td>
<td>500.00</td>
<td>700.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>1,90,000.00</strong></td>
<td><strong>2,06,000.00</strong></td>
</tr>
</tbody>
</table>

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.
WITHDRAWAL POLICY

The university follows the following policy for the remittance and refund of fee, if a student chooses to withdraw from program of study in which he/she is enrolled

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Parentage of Refund of aggregate fee *</th>
<th>Point of Time when Notice of withdrawal of admission is served to Higher Education Institution (HEI)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>100%</td>
<td>15 days before the formally notified last date of admission.**</td>
</tr>
<tr>
<td>2</td>
<td>80%</td>
<td>Not more than 15 days after the formally notified last date of admission.</td>
</tr>
<tr>
<td>3</td>
<td>50%</td>
<td>More than 15 days but less than 30 days after formally notified last date of admission.</td>
</tr>
<tr>
<td>4</td>
<td>00%</td>
<td>More than 30 days after formally notified last date of admission.</td>
</tr>
</tbody>
</table>

*(inclusive of course fees and non-tuition fees but exclusive of caution money and security deposits)

**Last date of admission will be declared on website along with information on the online registration and admission process.

DOCUMENTS REQUIRED AT THE TIME OF ADMISSION

Following is the list of documents required for verification at the time of PI process and counselling:

1. Print-out of the online application form duly signed by the candidate
2. Degree and Marks sheet of the qualifying examination
3. Date of Birth Certificate as indicated in High School or equivalent examination i.e. Class X
4. Reserved category / sub-category Certificates, if applicable

CERTIFICATES REQUIRED FOR RESERVED SEATS AT THE TIME OF DOCUMENT VERIFICATION

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

(i) Scheduled Caste (SC)/Scheduled Tribe (ST) /Other Backward Class (OBC-NCL)/ Economically Weaker Section (EWS)
   - For admission to a seat reserved for Scheduled Caste/Scheduled Tribe/Other Backward Class (NCL)/ Economically Weaker Section (EWS), candidate must produce a certificate, in original, issued from an approved district authority stating the Scheduled Caste/ Scheduled Tribe/ Other Backward Class (NCL)/ Economically Weaker Section (EWS), to which the candidate belongs. A list of approved authorities is given below:
   a. District Magistrate / Additional Magistrate / Deputy Commissioner / Collector / Additional Deputy Commissioner / Deputy Collector / 1st Class Stipendiary Magistrate / City Magistrate (not below the rank of 1st Class Stipendiary Magistrate), Sub-Divisional Magistrate / Taluka Magistrate / Executive Magistrate / Extra Assistant Commissioner.
   b. Revenue Officer not below the rank of Tehsildar.
c. Sub-Divisional Officer of the area where the candidates and/or his/her family normally resides.
d. Administrator/Secretary to Administration/Development Officer (Laccadive & Minicoy Islands).

NOTE:

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

2. OBC (NCL) candidates are required to produce a caste certificate issued after August 2019 from the authorities as mentioned above. However, if the certificate is issued prior to August 2019, it must be accompanied with an additional certificate regarding the present non-creamy layer status of the candidate, issued by the same competent authority. This additional certificate must have reference of his/her already issued original caste certificate.

(ii) Person with Disability sub-category: For admission to seat reserved for Differently Abled Person (PD) sub-category, the candidate must produce the following certificates in original at the time of document verification for PD candidates:

a. A certificate of physical disability issued by a duly notified Medical Board of a District/Government Hospital set up for examining the physically challenged candidates under the provision of the Person with Disability (equal opportunities, protection of rights and full participation) Act 1995. The certificate should indicate the extent (i.e., percentage) of the physical handicap and should bear the photograph of the candidate concerned. The certificate should be countersigned by one of the Doctors constituting the Board issuing the certificates.

b. A certificate duly recommended by Vocational Rehabilitation Centre for the Handicapped, 9-11 Vikas Marg, Karkardooma, Delhi 110092.

(iii) Kashmiri Migrants: The candidates seeking admission under Kashmiri Migrants seats must produce the following documents, in original, at the time of document verification:

a. Certificate of registration as Kashmiri Migrants issued by the Relief Commissioner, Jammu or Divisional Commissioner, Delhi to establish the status of the applicant as registered migrants.

b. Degree and Mark-sheet of the qualifying examination.

c. Secondary School Examination or an examination recognized as equivalent thereto (showing the Date of Birth).

d. Proof of property in Kashmir of the parent of the candidate.

e. Proof of current residence such as Ration Card, Photo Identity Card issued by the Election Commissioner, Driving License, etc.
CERTIFICATES AND FORMATS
Certificate for Person with Disability

To be issued by Medical Board from Government Hospital

Name of the candidate: Mr./Ms.*

Father's Name: __________________________

Permanent Address: ______________________

Percentage loss of earning capacity (in words):

_________________________________________________________________

Whether the candidate is otherwise able to carry on the studies and perform the duties of an engineer/architect satisfactorily:

Name of the disease-causing handicap:

Whether handicap is temporary or permanent:

Whether handicap is progressive or non-progressive:

The candidate is FIT / UNFIT to pursue further studies.
(*Strike out whichever is not applicable)

Member Member

Principal Medical Officer (Orthopaedic Specialist)

Date: Seal of Office

NOTE:
1. The medical board must have one orthopaedic specialist as its member.

2. Candidate having temporary or progressive handicap will not be considered against these seats.

Authorities Who Can Issue Caste/Tribe Certificate

SC/ST/OBC candidates should submit certificate issued by any of the following authorities:

District Magistrate/Additional District Magistrate/Collector/Deputy Commissioner/
Additional Deputy Commissioner/Deputy Collector/1st Class Stipendiary
Magistrate/City Magistrate/Sub-Divisional Magistrate/Taluka Magistrate/Executive
Magistrate/Extra Assistant Commissioner/

Chief Presidency Magistrate/Additional Chief Presidency Magistrate/Presidency
Magistrate/Revenue Officer not below the rank of Tehsildar/Sub-Divisional Officer of the area where the candidate and/or his/ her family normally resides/Administrator/Secretary to Administrator/Development Officer (Lakshadweep Island).

(Certificate issued by any other authority will not be accepted.)
Prescribed Format for OBC Certificate

Form of Certificate to Be Produced By Other Backward Classes

This is to certify that Shri / Smt. ____________________________

Son/ Daughter of Shri / Smt ____________________________ of

Village/Town ____________________________ District/Division ________ in the State belongs to the ____________________________ Community which is recognized as a backward class under:


ii. Resolution No. 12011/9/94-BCC dated 19/10/94 published in the Gazette of India Extraordinary Part I Section I No. 163 dated 20/10/94.

iii. Resolution No. 12011/7/95-BCC dated 24/05/95 published in the Gazette of India Extraordinary Part I Section I No. 88 dated 25/05/95.


Shri / Smt. ____________________________

and/or his family ordinarily reside(s) in the ____________________________ District / Division of ____________________________ State. This is also to certify that he/she does not belong to the persons/sections (Creamy Layer) mentioned in Column 3 of the Schedule to the Government of India, Department of Personnel & Training O.M. No. 36012/22/93-Estt.(SCT) dated 08/09/93 which is modified vide OM No. 36033/3/2004 Estt.(Res.) dated 09/03/2004.

Dated: ____________________________

District Magistrate / Deputy Commissioner / Competent Authority

Seal
NOTE:
The term 'Ordinarily' used here will have the same meaning as in Section 20 of the Representation of the People Act, 1950.

The Authorities Competent to Issue Caste Certificates are Indicated Below:
District Magistrate / Additional Magistrate / Collector / Deputy Commissioner / Additional Deputy Commissioner / Deputy Collector / 1st Class Stipendiary Magistrate / Sub-Divisional magistrate / Taluka Magistrate / Executive Magistrate / Extra Assistant Commissioner (not below the rank of Ist Class Stipendiary Magistrate).
Chief Presidency Magistrate / Additional Chief Presidency Magistrate/Presidency Magistrate.
Revenue Officer not below the rank of Tehsildar' and Sub-Divisional Officer of the area where the candidate and / or his family resides.

Declaration/undertaking - for OBC Candidates only

I. __________________________ Son/daughter of Shri. __________________________
Resident of village/town/city __________________________ district __________________________
State __________________________ hereby declare that I belong to the __________________________
community which is recognized as a backward class by the Government of India for the purpose of reservation in services as per orders contained in Department of Personnel and Training Office Memorandum No.36012/22/93- Estt. (SCT), dated 8/9/1993. It is also declared that I do not belong to persons/sections (Creamy Layer) mentioned in Column 3 of the Schedule to the above referred Office Memorandum, dated 8/9/1993, which is modified vide Department of Personnel and Training Office Memorandum No.36033/3/2004 Estt. (Res.) dated 9/3/2004.

Signature of the Candidate

Place: __________________________

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

Income & Assest Certificate to be Produced by Economically Weaker Sections

Certificate No. _______ Date: ____________

VALID FOR THE YEAR _______

This is to certify that Shri/Smt./Kumari ___________________ son/daughter/wife of _________________ permanent resident of _____________________.

Village/Street ___________________________ Post Office ___________________________

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

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

Shri/Smt./Kumari ______________________ belongs to the ________ caste

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

Signature with seal of Office _________________

Name ________________

Designation ____________

Recent Passport size attested photograph of the applicant

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

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

***Note 3: The property held by a “Family” in different locations or different places/cities have been clubbed while applying the land or properly holding test to determine EWS status.
Online Application form can be accessed at

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

All candidates are required to fill the online Application Form and make an online payment of Rs. 1000/- (One thousand only).

For SC/ST/PwD candidates application fee is Rs. 500/-

Incomplete application, due to any reason, is liable for rejection by the University.
Delhi Technological University

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

For queries contact us at:

University School of Management & Entrepreneurship
Delhi Technological University
EAST DELHI CAMPUS
Vivek Vihar, Phase-II, Delhi-110095
E-mail: mba.elv.usme@dtu.ac.in