



DELHI SCHOOL OF BUSINESS

VIPS - Technical Campus



Delhi School of Business, Delhi
Liberating Individual Potential

www.dsb.edu.in

Vivekananda Institute of Professional Studies

In Pursuit of Perfection | www.vips.edu

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About Delhi School of Business

Founded by the Strength India Educational Society at the turn of the millennium (year 2000), the Vivekananda Institute of Professional Studies (VIPS) was a first step towards building Centers of Excellence comparable with the best in the world. In terms of teaching quality and placements, it ranks among the top institutes in the country. VIPS is affiliated to Guru Gobind Singh Indraprastha University, and is recognized by the Bar Council of India.

VIPS Technical Campus, as a part of Vivekananda Institute of Professional Studies (VIPS), houses Delhi School of Business, a B-School that offers AICTE - approved Two Year PGDM program.

Delhi School of Business has some unique advantages when it comes to the PGDM program :

- DSB faculty members are from premier institutions in India including IIM's, IIT's, XLRI, ASCI, MDI Etc.
- DSB has a dynamic curriculum that is specially designed & customised to meet current industry needs.
- DSB has an exclusive focus on critical thinking and employability skills.

VISION

DSB aims to create a knowledge society by establishing, maintaining and promoting the Centres of Excellence in the field of business education, comparable with the best in the world and become a nationally recognised leader in business education amongst the private business schools and among top ten institutes in the country in the next five years.

MISSION

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

DSB facilitates the realisation of the inherent potential in each student through experiential education that leads the individual towards a self-motivated path in aspiring for perfection, personal success, professional achievement and responsible citizenship. To these ends, we:

- Leverage cutting edge teaching quality, resource and infrastructure for sustained learning and development.
- Prepare our students for ever changing business requirements.
- Provide an environment that encourages creativity, analysis and critical thinking and effective communication.
- Simulate real-life environment in our up-to-date labs so as to build confidence amongst our students.



Learning Philosophy

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

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

Values

Delhi School Business practices value-based sharing of knowledge. Our core values are:

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

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

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

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

Creativity: We encourage and recognise creativity and innovations through critical and out-of-box thinking.

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

Social Responsibility: We strive to foster the spirit of responsible citizenship by inculcating high value to our responsibility towards the betterment of the society.

Value Proposition

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

Why Join Delhi School of Business?

1. **A.I.C.T.E approved** Two-Year FullTime PGDM program.
2. **First Rank** among Emerging Business Schools in India by Times Group.
3. **Innovative B-School Award** by DNA-Star Group in Innovation in Teaching, viz., building Analytical Abilities, Critical Thinking, Team Spirit and Communication skills through case discussions, business games, simulations, role plays etc.
4. **Led by reputed faculty** from the best institutes in India and abroad - IIMs, IITs, MDI etc. and Director General, Prof I.M. Pandey, ex- Dean, IIM-A; ex-Dean & Vice President, AIT, Thailand.
5. **Unparalleled International Exposure** through Certification and Immersion visits to London School of Economics, London, NUS, Singapore & AIT, Thailand.
6. **Professional Skill Enhancement Program from a top management institute** on Creativity, Innovation & Critical Thinking.
7. **Excellent Placements** – Highest package of rupees 9.5 Lacs per annum from Oracle was offered to two DSB Students. All Students well placed with average CTC of Rs 5 lakh. Companies like ITC Hotels, CitiBank, L&T Infotech, JK Tyres, Flipkart, SMC Global, Copal Amba, Fidelity, Team Lease, Star Union Di Chi, HT Media, 99Acres.com, ALSTOM etc participated in the process.
8. **Extensive Corporate Connect and Interface** through talks, seminars, conclaves, workshops by industry leaders.
9. **Mentoring** at individual levels by Industry Leaders to guide the students craft a successful career for themselves.
10. **Academic Value Enhancement** - Experiential Learning for students through the state of the art and up to date- Entrepreneurship lab, Personal Growth lab and Finance Lab.
11. **Employability Skill Development** - Research Analysis in Indian Stock Markets, Digital Marketing & Advanced Excel Training, Awareness on business in BRICS countries etc.
12. **Excellent location, Infrastructure and Learning facilities** – Located in North Delhi on Outer Ring Road; well connected with Metro Stations; state of the Art Infrastructure with Wi-Fi enabled campus and AC Classrooms; well equipped AC library with free access to numerous International and Indian journals; well equipped computer lab; iLearn e-Learning Platform.

From The Chairman

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

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

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

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

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



DR. S.C. VATS

Trustee, National Book Trust, India.
Member, Board of Governor, IIM Raipur.
Member, Board of Management,
Symbiosis International University.
Former Member of Legislative
Assembly, Delhi.

Dr. S.C Vats

From The Director General

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




Prof. I.M. PANDEY

Former Dean and Acting Director of IIM Ahmedabad and former Vice President of Asian Institute of Technology, Bangkok

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

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



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

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

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

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

Prof. I.M. Pandey

Board of Governors

Chairman

Dr. S.C. Vats

Chairman : Vivekananda Institute of Professional Studies

Member : Board of Governors of IIM Raipur

Member : Board of Management, Symbiosis International University

Trustee : National Book Trust , India

Former Member of Legislative Assembly, Shakur Basti

Best Legislator Award, Delhi Assembly, 2006

Vice Chairpersons

Mr. Krishan Aggarwal

Mr. Suneet Vats

Mr. Naresh Aggarwal

The members of the Governing Council are as follows :

Prof. I.M. Pandey	Director General
Dr. Rattan Sharma	Convener & Secretary
Dr. S. Sadgopan	Founder, IIIT, Bangalore
Dr. Kavita Sharma	Director, IIC; Former Principal, Hindu College, Delhi University
Justice Manju Goyal	Former Judge of Delhi High Court
Sh. N.D. Gupta	Former President, The Institute of Chartered Accountants of India
Sh. M.S. Upadhyay	IPS (Retd.) Joint Commissioner of Police, Delhi
Dr. P.D. Nayar	Ophthalmologist, World Health Organization
Dr. Vinod Khurana	Consultant Dermatologist
Dr. Chandan Mitra	MD & Editor, The Pioneer
Sh. Manoj Goyal	Advocate, Supreme Court of India
Sh. A.S. Chandiok	President, Delhi High Court Bar Association
Sh. D.S. Bawa	Former Additional Session Judge
Sh. Prem Kumar	Advocate, High Court and Supreme Court. Former Additional Session Judge
Dr. Sushila Madan	Head of Computer Department, Lady Shri Ram College, Delhi University
Dr. Anuradha Amos	Principal, St. Thomas' School, Delhi
Dr. Indira Bhardwaj	Faculty Representative



Academic Advisory Committee

Chairman

Dr. S.C. Vats

Chairman : Vivekananda Institute of Professional Studies

Member : Board of Governors of IIM Raipur

Member : Board of Management, Symbiosis International University

Trustee : National Book Trust , India

Former Member of Legislative Assembly, Shakur Basti

Best Legislator Award, Delhi Assembly, 2006

Members

Prof. I.M. Pandey, Director General

Dr. Rattan Sharma, Convener & Secretary

Dr. S Sadgopan, Founder, IIIT, Bangalore

Prof. Ajit Prasad, Director, IIM Lucknow

Dr. J P Sharma, Dean Deptt. of Commerce, Delhi University

Mr. Kewal Handa, Former MD, Pfizer Ltd.

Mr. Anil Sardana, Managing Director at TATA Power

Mr. Sushant Vats, Executive Director ONGC, Consultant HAL

Mr. Rajeev Bhadauria, Director Group HR, Jindal Steel

Dr. Indira Bhardwaj, Faculty Representative



Faculty

Delhi School of Business is truly dedicated to the cause of Professional Business Management Education. It boasts of highly reputed and high quality faculty. The entire faculty has either been taught or trained at the top Management Institutions like the IIMs, MDI, XLRI etc. A few of them have their qualifications from top universities of the world. The faculty at DSB also has very rich industry experience in top Indian and Multinational Companies. Students get a rare opportunity to learn from such eminent faculty and thus study almost the same study material that is taught at the top Indian institutes.

Core Faculty



Name - **I M Pandey, Director General**
Area - **Finance**
Qualification - **Ph.D (Delhi University)**
Affiliations - Former Professor & Dean-IIM Ahmedabad;
Vice President- Asian Institute of Technology, Thailand



Name - **Rattan Sharma, Principal Director**
Area - **Accounting & Finance**
Qualification - **Ph.D (Delhi University)**
Affiliations - Former Professor-IIM Lucknow; MDI Gurgaon;
ASCI Hyderabad



Name - **Ashok Bhattacharya**
Area - **OB & HRM**
Qualification - **PGPM (XLRI)**
Affiliations - Vice President, HR-General Electric;
Corporate Vice President, HR- HCL Technologies



Name - **Shoma Mukherji**
Area - **Business Communication**
Qualification - **EFPM (MDI Gurgaon), MIM (Thunderbird, USA)**
Affiliations - Former HR Head - Exxon Mobil



Name - **G.S. Popli**
Area - **Banking & Finance**
Qualification - **MBA, Ph.D (AMU)**
Affiliations - Former Deputy Chief Manager,
Financial Analyst - Oriental Bank of Commerce



Name - **Indira Bhardwaj**
Area - **Finance**
Qualification - **MBA, Ph.D. (AMU)**
Affiliations - Former Knowledge Manager- Forbes EduMetry, Ltd;
Academic Associate - IIM Indore



Name - **Sharad Gupta**
Area - **Marketing**
Qualification - **PGDBM (IIM - Indore)**
Affiliations - Former Sr. Vice President, Royal Insurance-IBPL; Regional Manager-
Bharti AXA GICL; Business Manager- ICICI Lombard GICL; Business Manager-
Wockhardt Ltd; Software Engineer- Infosys Technologies Ltd.



Name - **Palakh Jain**
Area - **Economics**
Qualification - **MA (Eco) Delhi School of Economics, FPM (IIM-Ahmedabad)**
Affiliations - Former Eco. Advisor- DFID; Consultant- World Bank & ICRIER



Name - **Sanjay Chaudhary**
Area - **MIS & Project Management**
Qualification - **MBA (AIT - Thailand), MS (MIS) (SUNY, USA)**
Affiliations - Former GM Sales & Account Mgt. -Ericsson India ;
GM Acc. Mgt. - Reliance Comm. ; Regional Manager (Singapore)-Samsung



Name - : **Ram Ritwik Sen**
Area - **Finance & Economics**
Qualification - **PGDBM (IIM Ahmedabad)**
Affiliations - Marketing Strategist, Citi Bank, Singapore;
Head of Global Derivatives in India, Standard Chartered



Name - **Gaurav Sarin**
Area - **Information Technology**
Qualification - **Executive MBA (IIM Lucknow)**
Affiliations - Former DGM- Alcatel Lucent;
Head Business Development & IT Resourcing- Cap Gemini



Name - **Ruchi Shukla**
Area - **Quantitative Techniques**
Education Qualifications - **MSc, Ph.D (Delhi University)**
Affiliations - Former Assistant Professor - St Stephans College (DU)
Affiliate Faculty



Name - **J L Gupta**
Area - **Strategy**
Qualification - **Ph.D (Delhi University)**
Affiliations : Former -Vice- Chancellor GGU, Bilaspur (A Central University);
Principal- SRCC; Prof- NIBM, Pune
Adjunct Faculty

Visiting Faculty



Name - **Sanjay Kumar**
Area - **MCS & Strategic Management**
Qualification - **PGDBM (IIM - Calcutta), Ph.D (Delhi University)**
Affiliations - Former Ex Director & CEO, Europe Operations-Arcelor Mittal; HUL; BILT



Name - **Hitesh Manocha**
Area - **International Business**
Qualification - **PGDBM (IIM - Ahmedabad)**
Affiliations - Godrej; SIEL; Onida; BHEL, etc



Name - **Arif Durrani**
Area - **Retail Logistics**
Qualification - **PGDBA (IPM - Lucknow)**
Affiliations - MD Vital Group; RK Foodland; Freight International LLC - Dubai; Kraft Foods - Dubai



Name - **Amit Bagga**
Area - **Accounting & Finance**
Qualification - **CA, ICWA, M Com, Ph.D (Delhi University)**
Affiliations - Senior Partner, N.B & Co. Financial Consultant at Grace Advisor and Oriel Consultancy Services Pvt. Ltd.; Trainer & Strategic HR Consultant-ICICI Securities



Name - **Rakshita Shharma**
Area - **OB & HRM**
Qualification - **MA Psychology, Ph.D (IIT - Delhi)**
Affiliations - Head of Talent Management and OD, Ingersol Rand, India



Name - **Majid Asadullah**
Area - **Derivatives**
Qualification - **PGDBM (IIM - Calcutta)**
Affiliations - AVP Risk SBI Card, Formerly with: CITI Bank and Morgan Stanley-Risk Management, Analytics, Quantitative Equity Research



Name - **Sriram N**
Area - **Marketing**
Qualification - **MBA (Bangalore University)**
Affiliations - Former VP Corporate Strategic Alliances-Pearson Edu.; Director India Academia-Microsoft Corporation; Director-APAC Fusion Middleware; Oracle



Name - **Sekhar Venkatesan**
Area - **Statistics and Research Methodology**
Qualification - **B Tech (BITS), PGCP (IIM - Calcutta)**
Affiliations - IIM-Indore; AIMA; NIIT



Name - **I S Malhotra**
Area - **HR and Law**
Qualification - **LLB, PGDBA, Ph.D**
Affiliations - Haryana Telecom Ltd; Esquire Finlease Ltd; Welcure Drugs and Pharmaceuticals



Name - **Malayendu Mukherji**
Area - **Logistics Management and International Business**
Qualification - **B Com (Hons)**
Affiliations - Indian Air Force; Defrail Technical Services Pvt. Ltd.



Name - **K L Chawla**
Area - **International Business, Economics**
Qualification - **Ph.D (Univ. of Rajasthan); M.Phil (JNU); LLB (Delhi University)**
Affiliation - IIM Lucknow, FMS, Fore School of Management, Lal Bahadur Shastri Institute of Management

International Exposure

Certificate in International Business Areas with Immersion visit to London School of Economics, London

Students will get an opportunity to visit London School of Economics & learn from their faculty. The immersion visit will help the students gain an exposure to social and cultural aspects of education abroad. It will include two weeks of classes along with some social activities and local sightseeing.

Students will also visit a few industries and have an option to opt for a Crash Course on a Foreign Language.

Students can opt for many courses but LSE recommends: Big Data (Business Analytics), World Economics, Business Management & Entrepreneurship, Media Management and Corporate Finance.

After successful completion of the programme, students will be awarded certification in a particular subject.



THE LONDON SCHOOL
of ECONOMICS and
POLITICAL SCIENCE ■



Certificate in International Economics & Business with Immersion visit to National University of Singapore, Singapore

The Certificate in International Economics and Business will be held over 7-days at NUS Campus, Singapore. The program will focus on providing the students with 30 hours of teaching and academic aspects in the domain of business & economics.

The Session would be delivered by the NUS Faculty & Corporate Leaders from Singapore.

The program will also include cultural and social aspects with exposure to overseas industries and business practices.



Certificate in Business Sustainability with Immersion visit to Asian Institute of Technology, Thailand

Students will get a Certificate in Sustainability Management from School of Management, Asian Institute of Technology, Thailand.

The certification will include a visit to Bangkok for a week, during which they will be taught by the Faculty of School of Management, Asian Institute of Technology.

The students will also visit some corporate campuses where corporate leaders will interact with them. Students also get an opportunity to visit places of tourist interest during their stay.



Unique Initiatives at DSB

1. Skill Enhancement Program

Professional Skill Enhancement Program on Innovation, Creativity and Critical Thinking - Multiple Perspectives on Teaching Learning and Executing from a top management institute.

Students will undergo a one week training during which they will get a certificate of participation. Selection for this certification will be purely based on merit and the course structure of this program will involve rigorous classroom training and exercises.

Students will gain an exposure to the work ethos and learning culture at a top management institute.

2. BRICS Studies – Seminar Based Study

The world economy is changing its paradigms very frequently and multi-dimensionally. In order to understand the way the world is progressing, the student engaged in professional management education, need to be made aware of the latest strategies adopted, across countries to manoeuvre businesses as they withstand and mitigate associated risks. Seminar based Module on BRICS is an experiential learning pedagogy which involves interactive sessions with industry experts who have done significant businesses in this group of developing countries. The countries which are included in the common acronym- BRICS are Brazil, Russia, India China and South Africa.

The economies of the BRICS nations hold the maximum potential which will help them play a pivotal role in the future business and economy of the world. Through series of seminars, students become aware of the socio cultural context of life in these countries and thus develop unique perspectives of doing business with them.

It is a part of the endeavour of DSB to enhance the employability skills of students not only in India but also abroad.

3. BOPPT – Bottom of the Pyramid Project Training

The real face of Indian population is still seen in Rural and Semi Urban Areas of Tier II and Tier III cities of the country. The landscape of the country is a mix of contrasts with a minority holding to a large amount of wealth living in immediate vicinity with a huge majority of people with a significantly lower income group. In order to understand the real needs and drives of the mass markets in India students need to gain practical exposure and experience of working with this segment of population. This cannot be done through simulations and role plays in class room setting as it deals with human behaviour drives with very different constraints, requirements and objectives.

If students really want to understand the mass market in India, so that they can later help their firms develop appropriate strategies to access and control these markets, students must gain practical insights on the social-cultural contexts of these markets. A project based Module BOPPT deals with students engaging in practical projects based out of semi urban and rural areas to understand the characteristics of these markets in terms of their needs, preferences and objectives.

The projects would be conducted in groups and may / may not be sponsored by companies. Students may seek support from NGOs willing to work on joint projects with students.

4. Entrepreneurship and Innovation Development Centre (EIDC)

Vision

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

Mission

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

Objectives

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

Collaborations

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

5. Entrepreneurship Lab (E-Lab)

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

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

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

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

Students meet at least once a week with their facilitators and prepare business plans to crystallize their entrepreneurial ideas.

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

6. Finance Research & Trading Lab:

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

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

This environment will also be appropriate for training anyone being **groomed for jobs, wherein role-demands are affected by price levels and volatility in global markets**. The roles of the typical Corporate Finance Manager in the two key areas of Capital Raising & Risk Management, is one such instance.

Virtually every major idea / concept relating to Global Financial Markets is ideally taught in the Finance Lab.

Additionally, the Finance Lab will be used for various **projects which focus on developing the skills needed to solve real-world decision problems in Finance**.

For instance, such projects may require students to manage I) a global macro **hedge fund** II) a traditional **long only equity fund**, using stock screening techniques based on 'Fundamental' criteria and III) a complex **Corporate Treasury Risk Book** with exposures in multiple asset classes across several instrument types.

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

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

7. KPMG - Lean Six Sigma Certification

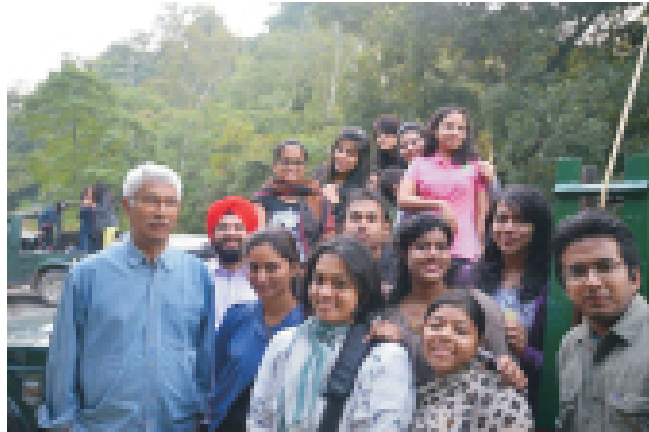
Delhi School of Business has collaborated with KPMG to provide students with Green Belt certification on Lean Six Sigma. Providing Six Sigma Green Belt training equips the participants with a logical and objective way to identify, measure, and eliminate the problems in a process. Suddenly, they don't have to just cope with the problems – they begin to recognize and implement solutions to them.

Starting with Green belt training, Six Sigma Black Belt trainees obtain a solid understanding of the tools and methods associated with the Six Sigma approach. The lean six sigma program is driven through the business excellence practice and is internationally well recognized throughout industry and academics.



8. Personal Growth Lab

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



Personal Growth Methodology -Theoretical Framework

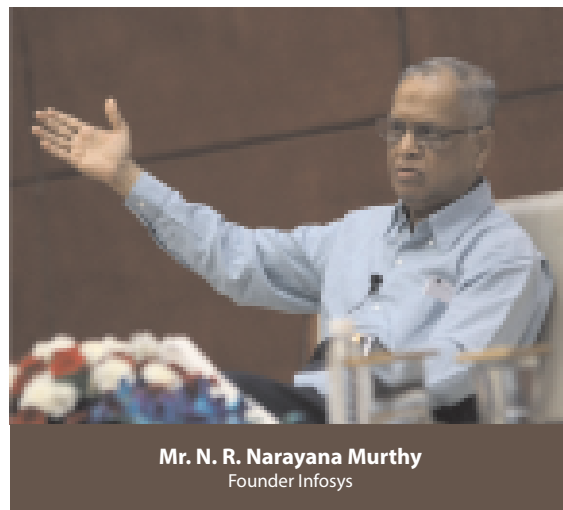
- Create a group setting in which individuals are encouraged to examine their personal issues in all settings that they are members of in a nonjudgmental and non-evaluative atmosphere.
- Since the setting is that of a laboratory participants are encouraged to discover new meanings to their own behaviour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

Corporate Connect

(A) CEO Talk

Delhi School of Business offers a unique experiential learning opportunity to students by inviting CEOs of top Indian and Multinational Companies on campus to interact with them. Students understand how to get to the level of a CEO of a good company by making appropriate career choices at various stages of their life and careers.

Students understand the work culture and work ethos of good companies. They also understand how to inculcate values and exhibit integrity and commitment in their professional and personal lives. Students get a chance to clear their doubts related to choice of companies, industries and sectors while making a choice about their career.



Mr. N. R. Narayana Murthy
Founder Infosys



Mr. Anil Sardana
CEO & MD, Tata Power



Mr. J P Rai
DG, NSDA, GOI



Mr. Chandrashekar Kakal
COO, L&T Infotech



Mr. Atulit Saxena
COO, Future Brands



Mr. Ananda Sen Gupta
CIO, United Technologies Ltd.



Mr. B.K. Batra
Deputy MD, IDBI Bank



Mr. Deepak Doegar
Region GM, GE Power
Generation-South Asia



Mr. Kewal Handa
Ex-CMD, Pfizer



Mr. Nitin Bhat
COO, Genpact

(B) HR Conclave - Perspectives and Challenges in HR 15th November, 2014

Delhi School of Business, organized its second HR Conclave in auditorium on Saturday, 15th November. The topic – Perspectives and Challenges in HR – A Strategic View drew wide interest from business executives, academicians and students by their extensive presence throughout the day.



The Conclave was structured in four sessions. The first was the keynote address by Mr. Keval Handa, Ex Managing Director of Pfizer which followed the welcome address by Dr. IM Pandey, Director General and was followed by the address of Dr. S.C Vats, Chairman. Both emphasized on the purpose of the Conference and what DSB and VIPS represent, notably to provide the students with an exposure to the thought leaders in the field and simultaneously provide opportunities for deliberation amongst business leaders, academics and other stake-holders in the field, thereby, facilitating the strive towards attaining the perfection inherent in man through education and debate.

The subsequent technical sessions, had three panel speakers each and a moderator. The first of these covered the topic from the context of Indian Organizations. The second examined from the perspective of organizations with a global context and the third from the context of HR consultants and academics.

The first technical session was moderated by Prof. Neharika Vohra of IIM Ahmedabad and had Mr. ML Chakraborty, Dy. Executive Director, Dalmia Bharat Ltd., Ms. Neelam Dhaka, AGM, JCB Ltd. and Mr. Pradyumna Pandey, Chief Gen Manager as panel speakers. The need for Indian organizations to bring in state of art global practices as a strategic tool for HR was pointed out by the speakers along with developing an understanding that while output of HR processes are important integration of the underlying feelings is critical for HR to play a strategic role taking into account the cultural milieu.

The third technical session was moderated by Prof. Devi Saini of MDI Gurgaon and had Ms. Nalina Suresh, EVP DHR International, Mr. Jagat Rathore, Managing Partner, Wisnes Consulting and Prof. Ashok Bhattacharya of DSB. The differentials from a culture and OD perspective between organizations on geospecificity was progressively disappearing but the need to hold on to a distinguishing feature for the organization was becoming increasingly critical. At the same time while focus on technical toolkits and expertise were necessary the sufficiency condition for HR to play a strategic role rested on the ability of HR leadership and functionaries to act as the referee in the values game of the organization.

The Vote of thanks was given by Prof. Rattan Sharma, highlighting the enriching experience to all participants of the program.

(C) Seminar on Corporate Social Responsibility and Sustainability 28th November, 2015

A seminar on CSR and Sustainability was held at Delhi School of Business. Three senior executives from different companies Mr. Shyam Bang, Executive Director at Jubilant Life Sciences, Mr. Anindya Bhattacharya, Director at Ernst and Young LLP and Mr. Subhi Quraishi, Co-Founder of ZMQ Software were the speakers at the seminar.

Mr Bang gave a brief introduction on Jubilant Life Sciences which is amongst the first ten companies to publish its Sustainability Report and also to form the CSR & Sustainability Committee at the Board level. The company had adopted the guidelines of the Global Report Initiative for reporting sustainability information.

Mr. Anindya Bhattacharya shared his experiences with the audience informing them about the increased poverty level and development gaps in the world due to mal-distribution and irresponsible use of resources. Mr. Bhattacharya, from his experience, developed the concept of valuation of sustainable business. According to him, the three areas of sustainability activities that companies generally use are sustainable business strategy, sustainability reporting, integrating statutory and voluntary reporting requirements. He further said that in addition to economic value, the economic value of social value should be calculated by every company.

The last speaker was Mr. Subhi Quraishi who explained a model devised by him, which focuses on identifying organised rural networks where mobile technology can be implemented successfully. Mr. Quraishi said that everyone should be shown the ground realities instead of the sky as Bill Gates, as they have the potential to become solution finders to problems such as sustainability. According to him, one of the most important responsibilities required to take the cause of sustainable development forward is to talk and impart knowledge to all so that the future can be shaped by people who are socially responsible and can practice sustainability.



(D) Guest Lectures

Partial List of Guest Speakers

Mr. N. R. Narayana Murthy	- Founder, Infosys
Mr. Anil Sardana	- CEO, MD Tata Power
Mr. B.K. Batra	- Deputy MD, IDBI Bank
Mr. Kewal Handa	- Ex-CMD, Pfizer
Mr. Deepak Doegar	- Region GM, GE Power Generation-South Asia
Mr. J P Rai	- DG, National Skill Development Agency, GOI
Mr. Chandrashekar Kakal	- COO, L&T Infotech
Mr. Beni Kinha	- Director & Chief 'Deelz' Officer, Dinghy Retails
Mr. Manu Dogra	- Director, P&D, Net Carrots.com
Mr. Praneet Sahai	- Founder, Posterguy.in
Mr. Nitin Bhat	- COO, Genpact
Prof. Shekhar Chaudhuri	- Former Director, IIM Calcutta
Mr. Sunil Goel	- MD, Global Hunt
Mr. Rajeev Bhadauria	- Director Group HR, Jindal Steel & Power Limited
Mr. Ananda Sen Gupta	- CIO, United Technology
Mr. H.P. Kanoria	- Ex-MD, SREI Ltd
Mr. Ashish Gupta	- MD, Gold Souk Group
Mr. Ashish Kumar	- VP, HCL Avitas Ltd
Dr. Maninder Singh Khalsa	- VP-HR, VIOM Networks
Mr. Vikrant Bhatnagar	- VP -HR, Bharti Airtel Ltd.
Mr. Harsh Juneja	- VP-Reg, Head Tata Tele Services
Mr. Sushant Vats	- Consultant - HR, HAL
Dr. Valson Thampu	- Principal, St. Stephen College
Mr. Ankit Prasad & Mr Wasim	- Founders, Touch Talent Pvt. Ltd
Prof. Terry Parrish	- President, ICE Academy, UK
Prof. Justin Paul	- Author
Mr. Ramesh Srinivasan	- Sr. Director-Sales, Oracle Corporation
Mr. Surja Mehar	- Business Head, Mawana Foods Ltd
Mr. S.N. Bhaduri	- Former Country Manager, Thomson Reuters
Mr. Shovik Roy	- Former CEO - Elephant Design
Mr. Naresh Kumar Sharma	- GM-Auto & Spare Parts, Maruti Suzuki Pvt Ltd
Mr. Mohan Varghese	- Former VP, TATA AIG
Mr. Amit Garg	- Business Head, Digital Media-HT
Mr. Manish Jain	- Director, Johnson & Johnson
Mr. Mukul Sharma	- Solutions Architect, Nokia Solution Network
Ms. Neelam Dhaka	- AGM-HR, JCB INDIA
Swami Jitatmannanda Ji	- Ramakrishna Mission

Mr. Pavan Aggarwal
 Mr. Awadesh Nagar
 Mr. Chandrasekhar Singh
 Mr. Biplob Bose
 Mr. Anuj Joshi
 Mr. Brijesh Kapil
 Mr. Rahul Aggarwal
 Mr. B S Channi
 Mr. Shubham Basu
 Ms. Sonal Kapoor
 Mr. Anupam Sengupta
 Mr. Arif Durrani
 Mr. Hameed Jung
 Mr. Jaipreet Singh
 Mr. Varun Harnal
 Ms. Neha Madan
 Mr. Anant Khasibhatla
 Mr. Atulit Saxena
 Mr. Prabhu Aggarwal
 Mr. S.K.Puri
 Mr. Pankaj Ahlawat
 Mr. Amit Mathur
 Mr. Aditya Agarwal
 Mr. Rajan Prasad
 Mr. Naresh Kumar Sharma
 Mr. Rajendra Sud
 Cdr. S S Kumar
 Prof. Neharika vohara
 Ms. Neelam Dhaka
 Mr. Pradyumna Pandey
 Mr. M L Chakraborty
 Prof. Sunil Maheshwari
 Mr. Abhay Kapoor
 Mr. Anmol Singh Garewal
 Mr. Arghya Sen
 Prof. Debi S Saini
 Ms. Nalina Suresh
 Mr. Rati Ram
 Ms. Manjari Upadhyaya
 Mr. Amarjeet Chopra

- GM-Finance, Mc Cain Foods
- CFO, VIL Limited
- Sr. Manager, IDBI Federal Life
- GM-HR, Simon India Ltd.
- Dev Mgr-ISVs, Amazon Seller Services Pvt.Ltd.
- Business Head-GCHD, Ranbaxy Laboratories Ltd
- Partner, Cerule Consulting
- MD, Alchemist HR Solution
- Business Head- Business Simulation, AIMA
- Regional HR-Head, Metro Cash & Carry
- CEO, Elephant Sound Sense
- MD, Vital Group
- Sr Manager- HR, ALSTOM India
- Founder, Level 4 Consultants
- National Training Manager, HILTI India
- Asstt Manager, HILTI India
- Trainer, My Memory Zone
- COO, Future Brand
- Chief Learning Officer, Jindal Steel & Power Ltd.
- Ex-AGM, OBC Bank
- National Head- HR, 94.3 My FM
- Head BD, Samsung Electronics
- VP-BD, CIBIL
- Sr Enterprise App. Architect, United Health Group
- GM-Auto & Spare Parts, Maruti Suzuki Pvt Ltd
- VP-New Initiatives, Max Life Insurance
- Chief Strategist, Multiplex Capital Ltd.
- Professor, IIM-Ahmedabad
- AGM-HR, JCB INDIA
- Chief GM (HR), J K Tyres
- Dy ED (HR), Dalmia Cement (Bharat) Ltd
- Professor, IIM-Ahmedabad
- AVP-HR, ESCORT
- Div Mgr-ER, ITC Welcome group
- Director HR, GE India
- Professor, MDI Gurgaon
- EVP, DHR International
- Founder, BTW
- VP, Cadburys
- Chairman, NACAS

(E) Panel Discussions

Delhi School of Business works closely with the industry to ensure the curriculum meets contemporary industry needs. The resulting synergy benefits both the academia and the industry to learn from each other. We regularly conduct events under its Corporate Connect initiative.



1. Management Education for Modernizing India with CNN-IBN.

As management education comes of age in India, there is need to ensure that B-schools are producing managers that are industry-ready. The DSB Management Conclave 2013, titled “Management Education for Modernizing India”, addressed the core issue of preparing management students to meet the challenges of modernization. The discussion was aired on CNN-IBN.

The panel included eminent names from the industry and academia:

- **Dilip Cherian**, Founder, Perfect Relations
- **Akhil Bansal**, CEO, KPMG (India)
- **Rajat Mukarji**, Chief Corporate Affairs Officer, IDEA Cellular
- **Rajeev Bhaduria**, Director, Group HR Jindal Steel Pvt. Ltd.
- **Sunil Goel**, MD, Global Hunt India
- **Sharmeen Khalid**, Executive Vice President, HR, Naukri.com
- **Dr. Rachel Davis**, Former Dean, Delhi School of Business

2. Industry- Academia Connect with TimesJobs

The Industry-Academia Connect was an initiative by Delhi School of Business, in association with TimesJobs, to analyze the problem in detail.

The discussion covered the following important themes to improve education and placements at B-Schools:

- Revamping the syllabus
- Learning out of the classroom
- Setting up Centers of Excellence
- Engaging industry experts

The panel included prestigious names from academia and industry, such as:

- **Vikrant Bhatnagar**, Head, Functional Skills Development, Bharti Airtel
- **Ashish Garg**, Director, HR, Convergys
- **Nitin Bhat**, VP, Recruitments, Genpact
- **Dr. Rachel Davis**, Dean, Delhi School of Business
- **Ajoy Ghosh**, Sr. VP, HR, DS Group
- **Ashutosh Mishra**, VP, HR, Dish TV
- **Dr. Maninder Khalsa**, AVP, Manpower Planning, Talent Acquisition and Field HR, Viom Networks



3. Skilling India with ET Now

This panel discussion, jointly conducted by Delhi School of Business and TimesJobs, brought together industry experts to identify the critical skills B-Schools need to impart. The key outcomes of this discussion have been utilized in DSB's corporate connect and industry interaction.

The panel included eminent names such as:

- **Rajendra Sud**, Director & Head, New Initiatives, Max Life Insurance
- **Prashant Deo Singh**, Associate Managing Director and Head, Group affairs, Panasonic India
- **Benjamin Maikho**, Head-HR, Yamaha Motor Pvt. Ltd.
- **Sushant Upadhyay**, Partner & Chief Commercial Officer, Aon Hewitt
- **Dilip Chenoy**, MD & CEO, NSDC
- **Hanumant Talwar**, MD and Country Manager, India and UK, Convergys
- **S.Y.Siddiqui**, COO, Administration-HR, Finance, IT & COSL, Maruti Suzuki India Ltd.
- **Monisha Chadha**, Director-Centre of Excellence (CEO) Rewards, Philips India

(F) Mentorship

Mentorship & Employability Skill Building

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

We make students aware of who they are, what are their strength & weaknesses and how they can be better professionals, better corporate leaders and better human beings. They are trained to adapt their attitudes to be able to perform better than before in fields of life whether it be professional or personal.

Steps:

- Identification of mentors.
- Identification of skills that need to be developed through mentorship and coaching and assessment of skills on pre-defined parameters.
- Delineating the end objectives of the mentorship exercises.
- Estimation of phases of the program with timelines.
- Demarcation of objectives across phases in terms of interim objectives for each phases of the process.
- Laying down the assessment pattern and periodicity of interim assessments to monitor the progress of the students.



Strategic Initiatives

1. Improving Higher Education

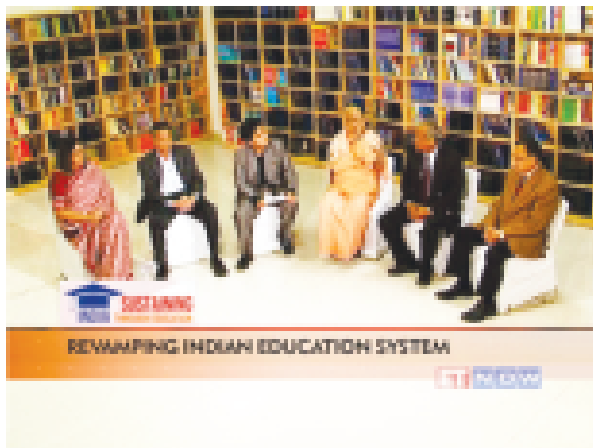
Sustaining India through Education on ET Now

As the unprecedented expansion in Indian Higher Education continues, there's a shortfall in both quantity and quality. India lacks the infrastructure required for the coming decade, as an estimated 500 million students will need access to higher education. Further, the unwavering focus on numbers has resulted in a lower quality of education.

"Sustaining India through Education" was a panel discussion hosted by DSB, which aimed at identifying and addressing the key challenges in the Indian education system.

The panel included eminent names such as:

- **Dr. Deepak Pental**, Professor and former Vice Chancellor, University of Delhi
- **Dr. D. K. Bandyopadhyay**, Ex Vice Chancellor, Guru Gobind Singh Indraprastha University
- **Swami Jitatmananda Ji**, renowned monk and speaker from Ramakrishna Mission
- **Dr. Rachel Davis**, Former Dean, Delhi School of Business
- **Dr. B. P. Joshi**, Registrar, Guru Gobind Singh Indraprastha University
- **Dr. S. C. Vats**, Chairman, Vivekananda Institute of Professional Studies



2. Nurturing Entrepreneurship

CEO Conclave with Hindustan Times

The importance of entrepreneurship in our rapidly modernizing economy can't be overstated. The challenges of the 21st century can be met only when the culture of entrepreneurship is nurtured both in industry and academia.

The CEO Conclave was conducted by Delhi School of Business to learn directly from the successful entrepreneurs. Students interacted with CEOs of leading companies to know more about the various facets of entrepreneurship – importance, methodology, challenges, rewards, and more.

The panel included:

- **S. N. Bhaduri**, Country Manager, Thomson Reuters
- **Amit Garg**, Business Head (Internet and Mobile), HT Media
- **Praveen Sinha**, Managing Director and Co-Founder, Jabong.com
- **Vivek Gaur**, CEO, YepMe.com



3. Initiatives for a Skilled Workforce

Delhi School of Business realises the need for Skilled Workforce in the country. As a proactive partner to NSDA, DSB proposes to assist in Skilling students through Skilled Teachers. The Framework proposed by NSDA were discussed at length with the Director General, NSDA during his visit to the DSB Campus. He was impressed with the facilities provided by the campus and has agreed to work with DSB in creating trained trainers for the Skill Development at all levels as

decided by the GOI. With highly qualified faculty both at VIPS and DSB, the implementation of Skill Building programs would be a success from the beginning.



4. Partnering with CII for Skill Development

Delhi School of Business was a proud sponsor of the CII Summit, on Aligning Higher Education with National Skill Qualifications Framework, which aimed to discuss the path towards development of a Skilled Workforce in the country. The summit was addressed by eminent thought leaders like Ms. Niraj Seth from E&Y, Mr. Vijay K Thadani from NIIT Ltd., Dr. IM Pandey and Mr. Dilip Chenoy from NSDC.



Events

Events are an integral part of life at Delhi School of Business. DSB promotes and maintains a highly conducive environment to seminars, workshops, discussion forums, awareness programs, and other related events that ensure the entire community—academia, industry, media—come together in making the PGDM program a memorable experience for students.

1. Management Development Program on Project Management & Financing

Objectives : Project Management has become an essential knowledge tool for work execution and associated professional career success. Keeping in view the increased focus of government and private sector organization on successful project execution, the Program is designed for working executives for assimilating practical aspects with fundamental principles.

Participants : The customized program is designed for working executives, managers in Private Sector, Public Sector, Government, Industry Associations and NGOs. The program structure uses the Project Life-Cycle approach and a Total Systems Viewpoint for managing any size and type of project. It highlights relevant aspects of project management (functions, framework, models) which every practitioner shall know. For practical purpose, MS Project software tool will be used in the workshop session. A well designed Project requires Financial Evaluation, Risk Management and Funding for its ultimate success. This program will cover all these aspects. The Program content is designed as per PMI PMBOK used in PMP certification.

Delivery : The non-residential program will be delivered at DSB campus via lectures, group discussion and case studies including latest audio visual equipment.

Trainers : The program will be delivered by DSB's experienced faculty and eminent guest speakers from the corporate sector.

2. Faculty Development Programme

A workshop on case based teaching was organised at Delhi School of Business from Oct 13 - 19th, 2014. The resource persons were senior faculty members from IIM Ahmedabad. They included Prof. S Manikutty, Prof. AK Jain, Prof. Shekhar Chaudhuri and Prof. IM Pandey. The faculty got an opportunity to meet and interact with Prof. Jyoti Gupta, Emeritus Professor, ESCP - EAP Europe.



3. IAM Conference at IIMA on 12-14th December, 2013

Delhi School of Business sponsored the 3rd Conference of Indian Academy of Management held on 12–14th December, 2013, at IIM Ahmedabad. The theme of the conference was **Rethinking Management Theory & Practice in the Present Indian Economic Context**.

4. Critical Thinking Workshops

DSB regularly conducts workshops on Critical Thinking. These are important for B-School students, who are going to manage important business functions tomorrow.

Critical Thinking Workshops discuss important themes such as:

- What Critical Thinking comprises and why it's important.
- Skill-set required to develop Critical Thinking
- Understanding the process of Critical Thinking
- A sure-shot recipe for Problem Solving

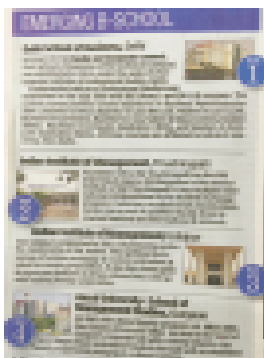
5. Workshop on Leadership & Strategy

Prof. Shekhar Chaudhuri, Former Director, IIM Calcutta, conducted a workshop on Leadership & Strategy for students of Delhi School of Business. The workshop aimed at making students aware of the nuances of strategic thinking. Students were made aware of expectations from a leader both in young, old, big and small organisations from a practical and experiential perspective.

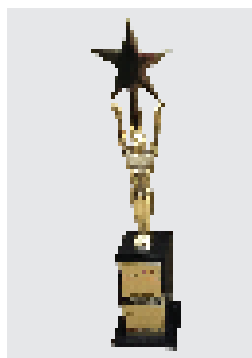
Awards

Delhi School of Business believes in leveraging technology in improving curriculum delivery. The school's efforts have culminated in the form of iLearn (an enterprise-grade Learning Management System) and iCampus (networking portal). These have received due recognition in the form of the following awards:

- Ranked First Among Emerging B-School In India by Times B-School
- DNA -Star Innovative B-School Awards 2015
- Best Innovation in Technology Award by Hindustan Times
- National Award, Best Institute in Use of Technology in Teaching Learning Practices by ASSOCHAM



Ranked First Among Emerging B-School In India by Times B-School



DNA -Star Innovative B-School Awards 2015 By DNA & Star Group



Best Innovation in Technology Award by Hindustan Times



National Award, Best Institute in Use of Technology in Teaching Learning Practices by ASSOCHAM

Infrastructure

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

Library

DSB has a modern, well-stocked library with a seating capacity of 200 students

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



Online Learning Environment

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



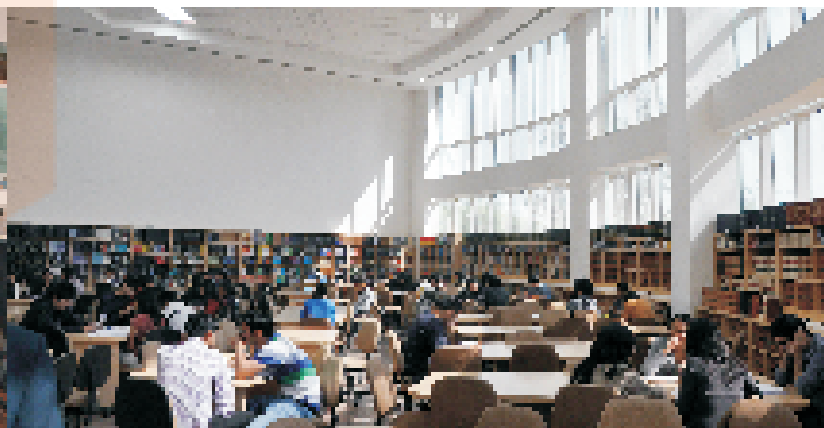
Classrooms

- Spacious, well-furnished and fully air conditioned with seating capacity of 80 to 100 students.
- Smart, touch-based white and green boards, multimedia equipment, overhead projector and state-of-the-art technology.
- Digital learning platforms providing students remote access to learning and lecture material.



Auditorium, Sports facilities, Cafeteria

The institute has a world class auditorium with a capacity of 200 students. Students enjoy the availability of ample space for outdoor games like Cricket, Volley Ball etc. along with numerous indoor sports facilities. A huge cafeteria takes care of the taste buds of budding professionals.



Placement Potential

Placements Offered for our Batch 2013-15

Company Name	Offered CTC
Oracle	9.5 Lacs
Team Lease Services Pvt. Ltd.	5.7 Lacs
JK Tyre	5.5 Lacs
HT Media Ltd – Shine.com	5 Lacs
Yuva Mitra	4.5 Lacs
FlipKart	4.5 Lacs
Bajaj Finserv Ltd.	4.5 Lacs
IDBI Federal Life Insurance Pvt. Ltd	4.5 Lacs

Company Name	Offered CTC
Citi Bank	4.5 Lacs
Planet Edu Pvt. Ltd.	4.5 Lacs
Nityo Infotech	4 Lacs
Elephant Design	4 Lacs
Star Union Dai-chi	4 Lacs
Pearson Education	3.5 Lacs
Unison International Consulting Pvt. Ltd.	3.5 Lacs
Acti Media Pvt. Ltd.	3 Lacs+variables

Placement Potential

VIPS, of which DSB is an important constituent, has a rich legacy of placements and has maintained an enviable placement record for the past sixteen years. Many renowned companies are on the institute's roster as regular employers. DSB is working with existing partners and is forging new relationships building pathways for the student placement. A few placement partners are:

- L & T Infotech
- TCS
- CSC
- HDFC Standard Life
- IBM Daksh
- Mphasis
- Copel Amba
- HPCL
- DISH TV
- Alstom India
- IDBI Federal Life
- Citi Bank
- Qwest
- Mahindra-Satyam
- Economic Times
- Infosys
- HCL Technologies
- Fidelity Investment
- DHFL Pramerica
- Shine.com
- HDFC
- BHEL
- ITC Hotels
- iGate Patni
- Sap Labs
- Samsung India
- IBM
- Alstom
- J K Tyre
- TCNSW
- Mawana Foods
- Simon India
- Spice Digital
- Hindustan Times
- Infosys
- HCL Technologies
- Wipro
- iGate Patni
- 99acres.com
- ICT Group of Company
- Hindustan Times
- SMC Global
- Star Union Dai-Ichi
- Federal Mogul
- Sap Labs
- Samsung India
- IBM
- Hindustan Times
- Team lease
- Spice
- AIA Engineering
- McCain Foods
- Radico Khaitan
- Tecumseh

Live Projects

Students work on live projects during the academic session as part of their over-all industry skill development. The live project experience is similar to work experience that students gain even as they pursue their full time diploma program. Some of the DSB partner companies include VIOM Networks, Infoedge.com & Clear trip.com etc.

Preparing students for a bright career

DSB has evolved an all-embracing placement program that works with the industry to provide them with industry-ready young dynamic management trainees. Besides course work, students get specialized training through running mock assessment centres, group discussions, competency-based interviews and conducting psychometric tests. Our training is not restricted to only building competency but also developing life skills such as

- Resume Writing
- Communications / Presentation Skills
- Problem Solving Skills
- Personality Development and Business Etiquettes
- Global Cultural Sensitivity
- Critical Thinking Ability

Course Structure

DSB offers specializations in the following domains :

- **Marketing**
- **Finance and Banking**
- **Human Resource Management and Organizational Behaviour**
- **Supply Chain Management and Operations Management**
- **Information Technology**
- **Entrepreneurship and Family Managed Business**
- **International Business**

Program Structure

The program is of two year duration with three trimesters per academic year. Students are required to undertake a Summer Internship Project of minimum eight weeks duration during the summer vacation intervening the first and second year. The program is therefore organized as 30 Core Courses, 4 Electives and One Major Project equivalent to Two-Full Credit Courses. Project would be completed in the last two trimesters of the course.

• **Six Trimesters of Study** • **30 Core Courses** • **4 Elective Courses** • **One Major Project**

Year- I

Trimester I	Trimester II	Trimester III
<ol style="list-style-type: none"> 1. Quantitative Techniques-I (Mathematics for Business) 2. Organisational Behaviour 3. Written Communication 4. Managerial Accounting-I (Financial Accounting) 5. Managerial Economics 6. Marketing-I 	<ol style="list-style-type: none"> 1. Quantitative Techniques -II (Statistics for Business) 2. Human Resource Management 3. Verbal Communication 4. Managerial Accounting-II (Management Accounting) 5. Economics Environment & Policy 6. Finance-I 	<ol style="list-style-type: none"> 1. Marketing-II 2. IT-I (Excel Applications for Business) 3. Business Research & Use of SPSS 4. Finance-II 5. Entrepreneurship & Family Business Management 6. Strategic Management

Year- II

Trimester IV	Trimester V	Trimester VI
<ol style="list-style-type: none"> 1. Operations Management 2. HRM-II (Labour Laws & Industrial Relations) 3. Finance-III 4. Marketing-III (Sale Promotion & Distribution) 5. Elective 6. Elective 	<ol style="list-style-type: none"> 1. Project Management 2. International Economics Environment 3. Advanced Communication & Negotiation 4. Legal Aspects of Business 5. Elective 6. Elective 	<ol style="list-style-type: none"> 1. IT-II (Management Information System) 2. International Business 3. Corporate Governance, Social Responsibility & Ethics 4. Strategic Management & Control Systems 5. Project (Area of Specialisation)

Electives

Marketing

1	Consumer Behaviour	2	Marketing of Services	3	Strategic Marketing
4	Strategic Brand Management	5	Customer Analytics (Customer Relationship Management)	6	International Marketing*
7	Advertising Management	8	Business to Business Marketing	9	Qualitative Marketing Research
10	Sales & Distribution Management	11	Rural Marketing	12	Sustainable Marketing
13	Digital Marketing	14	Marketing to Bottom of Pyramid Consumers	15	Advanced Marketing Research

Finance and Banking

1	Investment and Portfolio Management	2	Options Futures and other Derivatives	3	Strategic Financial Management
4	Valuation & M&A	5	Insurance Management	6	Financial Risk Management
7	Working Capital Management	8	Bank Credit Appraisal	9	Project and Infrastructure Financing (Asset-Based Financing)
10	International Finance*	11	Bank Operations Management	12	Financial Services Management
13	Banking & Financial Services Regulations	14	Mutual Funds Management	15	Microfinance and Social Banking
16	Strategic Cost Management	17	Venture Capital and Private Equity		

Human Resource Management and Organizational Behaviour

1	Industrial Relations & Labour Law	2	Selection and Recruitment	3	Stress Management
4	Change Management	5	Personal Effectiveness and Leadership	6	Cross Cultural Management*
7	Personal Growth Lab	8	Assertiveness Training	9	Performance Management
10	Compensation Management	11	Transactional Analysis	12	Building Learning Organisations
13	HR Audit				

Supply Chain and Operations Management

1	Supply Chain Management	2	Supply Chain Modelling	3	TQM
4	Retail Logistics	5	International SCM*	6	Services Operations Management
7	Material Management	8	Project Management		

Information Technology

1	E-Commerce	2	Business System Analysis & Design	3	Mang. Networks and Virtual Teams
4	Business Process Restructuring	5	Cloud Computing	6	Big Data Analytics
7	Management Information Systems	8	Entrepreneurship and Hi-Tech Innovation	9	Demand and Business Forecasting

Entrepreneurship and Family Managed Business

1	Entrepreneurship and New Ventures Creation	2	Managing Family Business Councils	3	Social Entrepreneurship
4	Business Plan	5	Export – Import Management	6	Business Turnaround
7	Entrepreneurship Lab	8	Entrepreneurship and Hi-Tech Innovation	9	Behavioural Issues in Family Businesses
10	Tax Planning for Family Businesses	11	Legal Issues for Entrepreneurship and Family Businesses	12	Entrepreneurs as Leaders
13	Entrepreneurial Finance	14	Venture Capital and Private Equity	15	Entrepreneurship Marketing
16	Strategic Cost Management				

**Note : Starred (*) courses form International Business Specialization.
The actual offering of the course may under go some changes.**

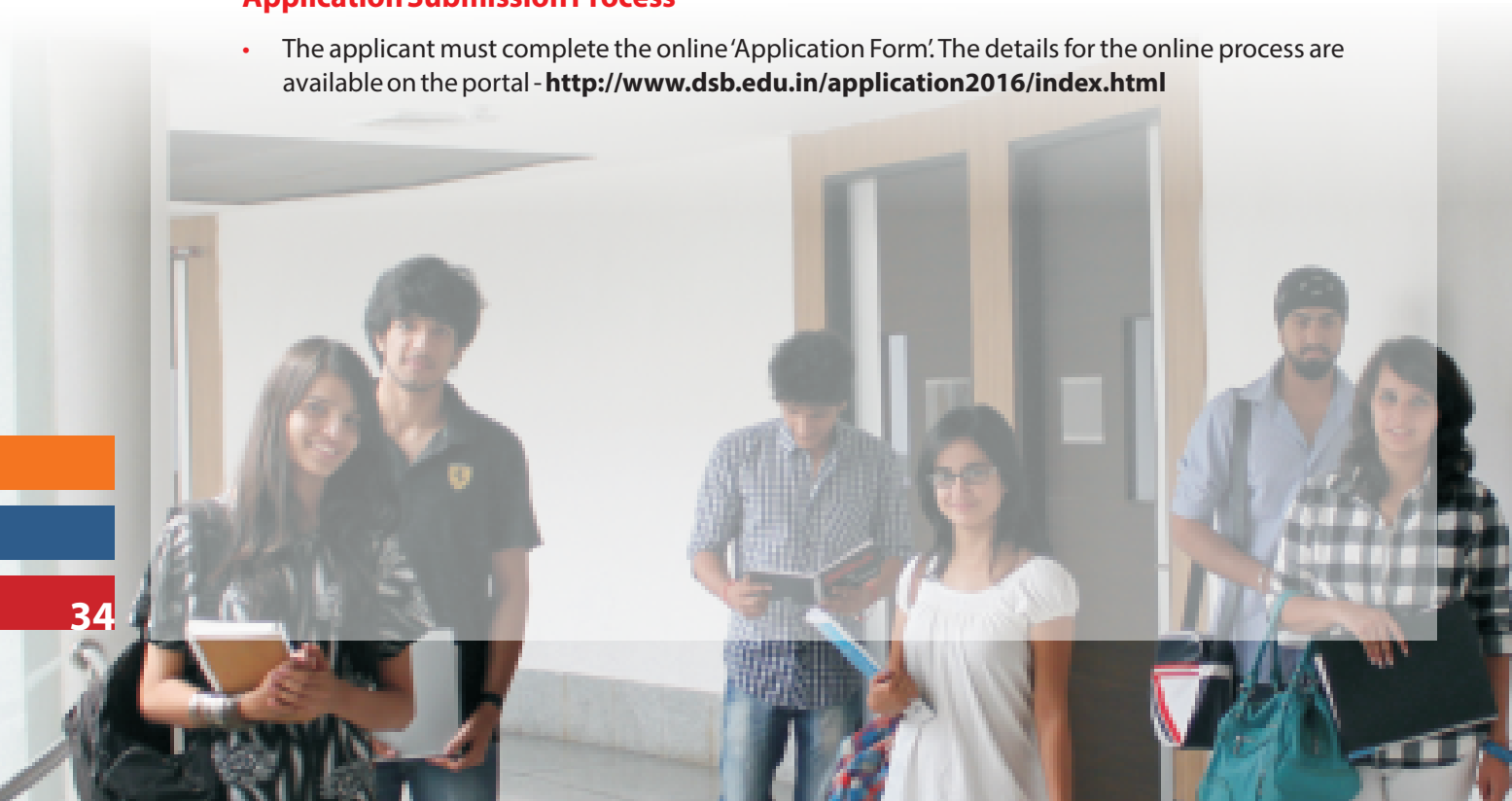
Admission Process

Eligibility

- A candidate must hold a Bachelor's Degree, with at least 50% marks or equivalent CGPA. In case of the candidates belonging to Scheduled Caste (SC), Scheduled Tribe (ST) and Differently Abled (DA), minimum marks requirement is 45%.
- The percentage of marks obtained by the candidate in the bachelor's degree will be calculated based on the practice followed by the university/ institution from where the candidate has obtained the degree. In case the candidate is awarded grades/CGPA instead of marks, the conversion of grades or CGPA to percentage of marks will be based on the procedure certified by the university/ institution from where the candidate has obtained the bachelor's degree. In case the university/ institution does not have any scheme for converting CGPA into equivalent marks, the equivalence will be established by dividing the candidate's CGPA by the maximum CGPA and multiplying the result with 100.
- Candidates appearing for the final year of bachelor's degree or equivalent qualification and those who have completed degree requirements and are awaiting results can also apply.
- Candidates need to submit their graduation scores latest by 31st October, 2016. If the students fail to submit the score or get below 50% in graduation, they will be ineligible for the program.
- Candidates, applying for admission must provide information about score in an entrance test. DSB accepts scores of CAT, GMAT, XAT, MAT, CMAT and other equivalent examinations. They should satisfy the minimum score requirement of the institute.
- DSB will confirm the eligibility of a candidate by verifying the mark sheets, degree certificates and the entrance test score.
- Prospective candidates must maintain a valid email account and a valid mobile phone number throughout the selection process.

Application Submission Process

- The applicant must complete the online 'Application Form'. The details for the online process are available on the portal - <http://www.dsb.edu.in/application2016/index.html>



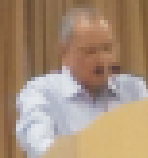
- The applicant must submit the fees for the online form, ₹1100 on the portal before filling the application form. After the submission of the fees, the applicant can print the fee receipt from the portal. The payment of the fees gives access to the application form which can then be filled and submitted online. Applicant can also print their application form, if required. This application form will give a unique application ID to the students which will be the reference number for all future correspondence.
- Application Forms for the Two-year Full Time PGDM program are available from the campus on payment of ₹1000. Students must fill the application form to register themselves for the admission process for batch 2016-18.

Selection Process

- Candidates who satisfy eligibility criteria will be shortlisted for further tests.
- Shortlisted candidates will be called for Psychometric, Numerical Assessments, Written Analysis and Group Discussion and Personal Interview (GDPI).
- Candidates with relevant work experience of at least three years will be considered for additional weightage in the selection process.
- A merit list of candidates will be prepared based on the basis of the following criteria and their respective weightage:

1.	Entrance Test Score	30%
2.	Numerical Assessment	10%
3.	Psychometric Assessment	10%
4.	Written Analysis	10%
5.	Group Discussion	10%
6.	Personal Interview	10%
7.	Academic profile – (12th, Year I,II,III equal weighted)	20%
8.	Work Experience – (above 100%)	10%

- The Admission Committee will decide the number of candidates to be admitted to the PGDM Program based on merit.



Life@DSB

Life at DSB nourishes the spirit of work hard and party harder.

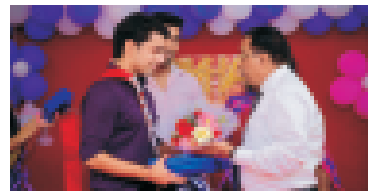
Arohan 2015

Management & cultural fest conducted every year.



Prakhar 2015

Welcome party for the freshers.



Farewell 2015

Bidding adieu to seniors by the juniors.



Diwali Celebrations

Lighting of the diyas at the campus.



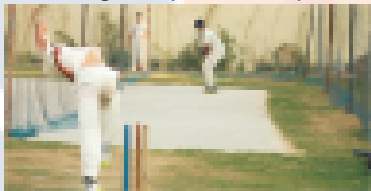
Christmas Celebrations

Celebrating the birth of Jesus.



Games

Nurturing the sportsman spirit.



Acknowledgments from the Industry

*It was a wonderful experience visiting this promising place.
Interaction with bright girls and boys was rejuvenating.*

— **Mr. N. R. Narayana Murthy**, Founder Infosys

It was great to visit the campus which is really nice and is in the heart of the city.

— **MR DEEPAK DOEGAR**, Region GM, GE Power

Delhi School of Business is a wonderful young institution - live to current issues of business and economy-has brilliant students and learned, wise faculty.

— **Mr. B.K. Batra**, Deputy MD, IDBI Bank

"An impressive campus, with excellent infrastructure. I'm sure it will provide excellent graduates too."

— **RAJAT MUKARJI**, Chief Corporate Affairs Officer, IDEA Cellular

"Enjoyable and elevating. It's great to see a brand new School with both promise and potential. All the very best!"

— **DILIP CHERIAN**, Founder, Perfect Relations

"It is a great campus harnessing a fantastic initiative towards education."

— **KEWAL HANDA**, Ex. CMD, Pfizer, Member, Governing Board of IIM Raipur

"It is nice to see such a beautiful campus of an educational institution in this part of Delhi."

— **RAJEEV BHADURIA**, Director Group HR, Jindal Steel

"The initiatives taken by the institute are truly unique."

— **VIKRANT BHATNAGAR**, VP HR Airtel

Temple of knowledge, Very pristine & academically enlightening experience.

Best wishes for building an iconic institution.

— **ATULIT SAXENA**, COO Future Group

Excellent facilities and very stimulating discussions. I enjoyed the visit.

— **MR J P RAI**, DG, NSDA

It was wonderful interacting with students. They are a passionate bunch.

— **MR PANKAJ AHLAWAT**, National Head- HR 94.3 My FM





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VIPS - Technical Campus

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VIPS

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Vivekananda Institute of Professional Studies - Technical Campus

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