



DELHI SCHOOL OF BUSINESS

By Vivekananda Institute of Professional Studies-TC

24 YEARS OF ACADEMIC EXCELLENCE

Providing Quality Management Education & Foundation for Life Transformation



www.dsb.edu.in

VISION

To emerge as one of the aspiring business schools in the country, providing quality management education and the basis for life transformation.

MISSION

- To provide an enabling environment with right blend of values, skills and knowledge for career building, inculcating ethical and innovative behavior and mindset among them to face diverse challenges and catalyze societal transformation and holistic sustainability.

Mission Statement of DSB (PGDM)

- **M1** To provide relevant and contemporary knowledge and skills for career building across sectors in the society
- **M2** To provide an enabling and learning environment with right blend of values and transformation skills
- **M3** To equip students with entrepreneurial, innovative, and global mindset, relevant across functions, industries and different sections of society
- **M4** To sensitize students of the challenges of the globe -social, environmental, ethical dimensions and to prepare them for creating sustainability on earth

CORE VALUE

Ethics: We believe in being professional, trustworthy, accountable, and acting within a certain moral code of conduct

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

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

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

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

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

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

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 aspirants who wish to build their careers in business management and aspire to join reputed organizations. Through its unique Outcome-based and integrated curriculum, oriented towards skill development to meet the practical needs of the industry and delivered by the top faculty (including former IIM Professors and faculty trained from IIMs and other reputed Universities/Institutes), Delhi School of Business (DSB), offers the art and craft of business education which blends together entrepreneurial mind-set, international outlook, innovation, creativity, social responsibility, and ethics. The DSB PGDM program has provided the students with a unique opportunity to attend Professional Skill Enhancement Programs on Creativity, Innovation and Critical Thinking at IIM, Ahmedabad and Strategies for Emerging Managers at IIM, Bangalore. The PGDM program also includes international exposure in collaboration with the world-renowned National University of Singapore (NUS), Munich Business School (Germany) and Asian Institute of Technology, Thailand. The distinctively differentiated PGDM programme, with its extensive industry connection, provides an opportunity to the students in undertaking internships and final job placements in the reputed organizations.

DSB Collaboration with Harvard Business Publishing Education for Providing Certifications





NAAC A++

The education and philosophy of the institutions ensure that students learn to live up to high standards of moral integrity and responsible citizenship



24+

Years of Academic Excellence



7500+

Students



300+

Faculty Members



50,000+

Alumni Network



300+

Eminent Recruiters



20+

International Academic Partnership

VIPS LEGACY

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

VIPS was established in the year 2000 in affiliation with Guru Gobind Singh Indraprastha University (GGSIU) with a focused mission of imparting quality education. VIPS initially offered only two programmes, Bachelor in Information Systems, along with an integrated 5-year course in Law. VIPS has since grown enormously both in repute, and stature, and has been consistently ranked as one of the most prestigious and sought after institution under GGSIU. With more than 16 programmes, state-of-the-art colossal infrastructure in the heart of Delhi, 7500 students, 300 Faculty Members, 50,000 Alumni and over 300 Corporate Partners, VIPS has earned tremendous adulation and admiration from both academic and corporate world.

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

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

VIPS has created an unparalleled legacy in the field of Higher Education with a NAAC Grade of A++ in Jan 2023. This stands as a testimony to the impeccable track record of Academic Performance of students in GGSIU exams. Students of VIPS receive Gold Medals in almost every discipline every year in the common University exams. Alumni of VIPS are placed with top MNCs of the world including McKinsey and the Big 4.

UNLEASH YOUR POTENTIAL

The world today is much more than just being fast paced. It is ever-evolving, competitive and highly unpredictable! There is so much happening around us and yet growth belongs to those who are equipped to make a difference. While each one is driven by a unique vigour, it is the right blend of knowledge, aptitude and commitment that helps you unravel the dynamism within.

Are you ready to make a difference with your perspectives? Inspire conversations? Integrate opportunities with innovation?

You are welcome to a platform that fosters continuous learning and an open mindset. Swami Vivekananda once said, **“Education is the manifestation of the perfection already present in man.”** To you, we offer this opportunity to learn, develop and grow holistically – beyond merely acquiring knowledge. Arise to your true potential and make the world a better place.



DR. S. C. VATS

Chairman –

Vivekananda Institute of Professional Studies

Former Trustee – National Book Trust, India

Former Member – Board of Governor of IIM Raipur
Board of Management,
Symbiosis International University
Former Member of Legislative Assembly,
Shakur Basti

AN ECOSYSTEM OF CONTINUOUS LEARNING

The current dynamic business environment globally has necessitated a sea-change in the concept of learning and consequent pedagogy in most of the Business Schools. Exploiting the human potential by building the right attitude and aptitude among the learners is the essence of the current learning landscape.

The new learning approach also instills in individuals the traits of empathy, patience and self-sacrifice, helping them to be an effective manager and driving higher performance among the workforce. It also catalyzes critical, creative and innovative thinking acumen of human brain, an apt skill required for the contemporary business environment.

Delhi School of Business fosters an environment of continuous learning within and outside the classrooms wherein thrust is on achieving greater perfection, creativity, higher thinking and decision-making abilities. Students are not only equipped with technical skills in the curriculum but also imparted with life skills for their own personal and professional development.

We, at Delhi School of Business strive to produce well trained and educated managers, fit to dive into the corporate world with ease with a zeal for creating an impact on Business and Society, thereby achieving the citadels of glory and success.



PROF. SOURINDRA BHATTACHARJEE

Ph.D. IIM-Ahmedabad

Director – Delhi School of Business

sourindrabhattacharjee@dsb.edu.in | director@dsb.edu.in

LED BY VISIONARIES

The board of management at DSB is spearheaded by some of the most dynamic leaders and accomplished academicians. Together they manage the school's efficient governance by strategizing plans, setting policies and ensuring their effective implementation.



GOVERNING COUNCIL Internal Members

Chairman Dr. S.C. Vats	Vice-Chairman Mr. Krishan Aggarwal	Vice-Chairman Mr. Suneet Vats	Vice-Chairman Mr. Ajay Bindal	Vice-Chairman Mr. Vineet Vats
Secretary Mr. Naresh Aggarwal	Chief Executive Officer Shri Mukund Upadhye, IPS	Director Prof. Sourindra Bhattacharjee	Professor Emeritus Dr. Rattan Sharma	Chairperson-Admission Dr. Neerja Arora

External Members

Dr. Amita Dev
Vice Chancellor
IGDT- Uni. for Women, Delhi

Dr Anil K Singh
Exe. Editor, News 24, NOIDA

Mr. Anil Sardana
CEO & MG, Adani Transmissions

Ms. Anuradha Amos
Principal, St. Thomas School,

Dr. Archana Shukla
Director, IIM Lucknow

Dr. Bhurelal, IAS
Chairman, Environmental
(Prevention & Control) Authority,
New Delhi.

Ms. Indra Sawhney
Sr. Advocate High Court of Delhi,
New Delhi.

Prof Karmeshu Bhatnagar
Professor, School of Computers &
Systems Sciences, JNU Delhi

Dr Kavita Sharma
President South Asian University,
Delhi.

Mr Kewal Handa
President - Salus Lifecare Pvt. Ltd.
Mumbai

Shri Manoj Goel
Sr. Advocate, Supreme Court,
New Delhi.

Hon'ble Ms. Justice Manju Goel
Former Judge, High Court of Delhi

Mr. Naveen N D Gupta, CA
President, Institute of Chartered
Accountants of India

Dr. Namrata Pathak
Scientist G, Energy Technologies
Cell, DST, Govt of India

**Hon'ble Mr. Justice Pradeep
Nandrajog**
Former Chief Justice Bombay High
Court & Chief Justice Rajasthan
High Court

Prof. S Sadagopan
Director, IIIT, Bangalore.

Shri Shyam Bang
Former Executive Director of
Jubliant Life Sciences Ltd. &
Presently Chairman of National
Accreditation Board for Certification
Bodies

Prof. Chandra Mohan
Chair, ICLA Standing Research
Committee for South Asian
Literature and Culture

Prof. (Dr.) R. Venkata Rao
VC, India International University of
Legal Education & Research, (Goa)

Dr. D.P Goyal
Director, IIM Shillong

Prof. Amit Mukherjee
Director, East Campus, DTU

Achieving Excellence

Delhi School of Business Recognized Among India's Best B-School



B-School of the Year-North for 2023



Outstanding B School in India
at
World Education Summit 2024



Amongst the B-Schools-India

Business India



Among the Top Private B-Schools - Delhi

Outlook



Among the B-Schools-Delhi-NCR

competition success review



Among the B-Schools-India

competition success review

Corporate Memberships of DSB



Institution's Innovation Council (Ministry of HRD Initiative)

Institutional Innovation Council (IIC) typically refers to a unit or committee within an educational institution or organization that promotes new ideas, processes, and processes to foster innovation and improve the overall performance and effectiveness of the institution. and responsible for implementing the strategy. These councils or committees are often established to foster innovation, creativity, and continuous improvement in areas such as teaching and learning, administration, research, and other aspects of an institution's operations. The specific functions and responsibilities of an Institutional Innovation Council vary by organization, but often include:

- Identify Opportunities: Identify areas where innovation could lead to improvements in the quality, efficiency, and effectiveness of education.
- Idea Generation: Promote and collect ideas from students, faculty, staff, and other stakeholders to improve various aspects of the institution.
- Evaluation: Evaluate the feasibility and potential impact of the proposed innovation.
- Implementation: Monitor the implementation of approved innovative projects and initiatives.
- Monitoring and Evaluation: Track the progress and success of introduced innovations and make adjustments as necessary.
- Resource Allocation: Allocate resources, such as budget and staff, to support innovative projects.
- Collaboration: Foster collaboration and communication between different departments and stakeholders to share innovative ideas and best practices.
- Measuring Impact: Evaluate the impact of innovations on institutional goals, metrics, and strategic objectives.

These councils are critical for educational institutions to adapt to changing times, remain competitive, and provide a better educational experience for students. They often work closely with faculty, students, and administrators to foster a culture of innovation within their institutions.



Spark-UP



Entrepreneurship by Acquisition:
Why start a business,
when you can buy one!!



Game Show



Startup Mahakumbh



The simply Salad



Flipkart Wired 7.0

A STIMULATING AND DISTINCT PEDAGOGY

Learning at DSB is facilitated by Multiple Participative Pedagogies. It incorporates a variety of techniques and tools where the student learns how to learn and understand by doing in a deeply engaging and student centric environment. DSB offers a unique ecosystem where learning is a process of constant unlearning and relearning.

OUTCOME BASED EDUCATION (OBE)

The outcome-based approach to course design at Delhi School of Business is intended to make the education processes completely skill based and fully student centric. The teaching pedagogy is based on the specification of what the student would be expected to achieve by the end of the program/course.

The PGDM Programme has clearly defined **Program Outcomes** which have been carefully drafted to ensure that they include subject-specific skills and generic skills, including transferable global skills and competencies.

Course Outcomes (COs) are specific to the learning for a given course of study. They not only serve the purpose of designing the course, they also form the basis of assessment. Every question in an assessment is mapped to Outcomes. After every assessment, the performance of an individual student and the entire class is assessed on Course Outcomes. The outcome-based approach has been developed in conjunction with credit-based modular frameworks in which each course carries a specified number of credits, awarded on its successful completion. In order to achieve the desired qualification, the student must accumulate a minimum number of credits and grades. Learning Pedagogy includes class discussions, case-based learning, problem based learning, simulations, project and role plays. Summer Training, Industrial Visits and Capstone Projects are some of the other methods used by the institute for enhancing the skills and competencies of the students.

Case Based Learning : Case is generally a decision problem of an organization where actual data and information is given. Students are required to identify issues and problems and analyze the given information; solve the problem and make a recommendation. There is high level of involvement of the students in the class discussions which evokes critical thinking & creative thinking.

Problem-Based Learning: It is a real-world problem that is unstructured or semi-structured, unlike a case where information is already available. Students take the responsibility of identify the problem, getting the required information and design solutions to the problems based on theoretical concepts discussed in class. Teachers become facilitators/mentors of the students.

Project Based Learning requires students to work on a complex problem/question for an extended period of time. Allow all-round ability testing with potential for sampling wide range of practical, analytical and interpretative skills, wider application of knowledge, understanding and skills to real/simulated situations, and provide a measure of time management. Group projects can provide a measure of teamwork skills and leadership. Capstone and Summer Internship projects are undertaken along with Projects for specific courses.

Role Play / Simulation: Students take the roles of different business professionals in a business situation. Students are evaluated based on the quality of their participation. This component imparts the skills and trains students to face real business situations. Some examples of the use of role plays at Delhi School of Business include subjects like Business Communication and Negotiation.

Within the framework of Outcome-based Education, assessment components are tied to outcomes targeted and the learning methods listed above. Apart from the written exams, class discussions, presentations and MCQs are some of the assessment methods used to help sustain students' interest and engagement with the course. Faculty may use assessment methods beyond the ones mentioned above as per the learning requirements of the students for the course.

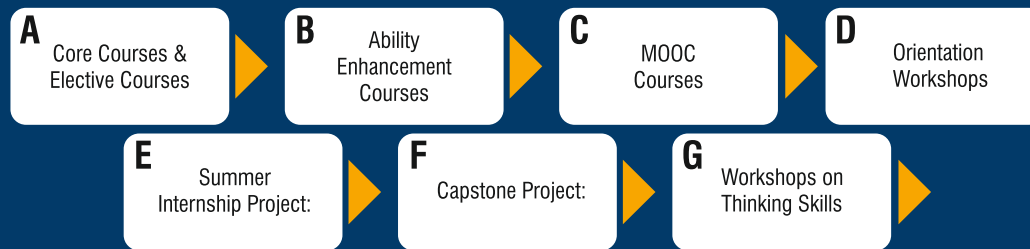
PGDM - GENERAL (Core & Elective Courses)

Program Outcomes (PO)

After the completion of the program, students will be able to :

1. Understand application of management theories in business decision making.
2. Demonstrate analytical and critical thinking abilities for business solutions.
3. Demonstrate leadership, innovativeness and creative thinking while working individually and in groups
4. Integrate ethics in decision making for achieving organizational goals.
5. Practice sustainability in formulating business solutions

Curriculum Structure



CORE COURSES:-

Term I

- Financial Reporting & Analysis
- Managerial Economics
- Marketing Management -1
- Organizational Behaviour
- Spreadsheets for Business Application
- Business Mathematic for Decision Making
- Essentials of Business Communication-I
- MOOC Course (Credit Based)

Term II

- Cost & Management Analysis
- Economic Environment & Policy
- Business Statistics

- Marketing Management - 2
- Operation Management
- Supply Chain Management
- Writing Ability (Essentials of Business Communication - 2)
- MOOC Course (Credit Based)

Term III

- Business Research Methods
- Financial Management
- ERP & MIS
- Strategic Management
- Sustainability, Responsible Business & CSR
- Legal Aspects of Business
- Human Resource Management
- Sales and Distribution Management
- Placement Training

Term IV

- International Business
- Financial Management-2
- Negotiation Skills
- Area 1 Elective 1
- Area 1 Elective 2
- Area 2 Elective 1
- Area 2 Elective 2
- Summer Internship Project
- Placement Training
- MOOC Course (For Elective)

Term V

- Entrepreneurship & Family Business
- Research Tool and Data Visualization
- Area 1 Elective 3
- Area 1 Elective 4

- Area 2 Elective 3
- Area 2 Elective 4
- Placement Training
- Capstone
- MOOC Course (For Elective)

Term VI

- Area 1 Elective 5
- Area 1 Elective 6
- Area 2 Elective 5
- Area 2 Elective 6
- Capstone Project
- Placement Training
- MOOC Course (For Elective)

SPECIALIZATIONS - List of Electives

ANALYTICS AND OPERATIONS

- Research Tool and Data Visualization
- Social Media Analytics
- Project Management
- Cyber Security Technology and Laws
- Operations Analytics
- Cloud Computing for Business
- IoT for Business
- Machine Learning using Python
- Supply Chain Analytics
- E-Commerce and M-Commerce

MARKETING MANAGEMENT

- Consumer Behaviour
- Customer Experience Management
- Digital Marketing
- Brand Management
- Integrated Marketing Communication
- Retail & Luxury Management
- Business to Business Marketing
- Services Marketing
- Marketing Research & Analytics
- Rural Marketing (Project based)

ACCOUNTING & FINANCE:

- Investment and Portfolio Management
- Financial Derivatives and Risk Management
- Corporate Banking and Credit Analysis
- Corporate Finance Modelling
- Valuation, Mergers and Acquisitions
- Machine Learning and IoT in FinTech
- Financial Technology (FINTECH)
- Financial Markets and Institutions
- New Venture, Infrastructure and Project Financing
- Financial Services Marketing

HUMAN RESOURCE MANAGEMENT

- HR Analytics
- Talent Acquisition, Engagement and Compensation Management
- Cross Cultural Management & IHRM
- Strategic HRM
- Performance and Learning Management
- Leadership and Organisational Development
- Industrial Relations and Labour Laws & Change Management
- New Age Business in HR
- Mentoring, Coaching and Counselling.

INTERNATIONAL BUSINESS

- Export-Import Management&
- Int Business Law, IPR, Contracts
- International Marketing
- Global Business Strategy
- International Financial Management
- Global Supply Chain and Logistic Management
- Cross Cultural Management & IHRM
- Geo Politics and Firm Strategy

electives

PGDM - FINTECH

Program Outcomes (PO)

After the completion of PGDM-Fintech Program, the students will be able to

1. Analyse the financial markets using theoretical concepts of finance and economics
2. Apply techniques of business research to analyse financial securities and portfolios and assess their risk and return
3. Evaluate the need for data analytics techniques as a tool for risk management
4. Assess the use and impact of Artificial Intelligence on delivery of financial services and development of financial products
5. Analyse the role of Machine Learning in the growth of financial products and services
6. Estimate the role of Blockchain and Sandboxes in the expansion of financial services and markets
7. Evaluate the complexities of Cryptocurrency valuation and analyse their future
8. Decipher the risks of Digital transactions and laws available for investor and customer protection
9. Evaluate the status and future growth of Insure Tech, Investment Tech, Wealth Tech, Lending Tech and Reg Tech
10. Examine the future of FinTech SaaS – Software as a Service
11. Analyse the emergence of Neo Banking in India

Curriculum Structure

Two Year PGDM Programme with Six Trimester



Term I

- Financial Reporting & Analysis
- Managerial Economics
- Marketing Management
- Organizational Behaviour
- Spreadsheets for Business Application
- Quantitative Techniques-1
- Essentials of Business Communication-I

Term II

- Cost & Management Analysis
- Financial Markets
- Introduction to FinTech
- Blockchain and Applications
- Managerial Effectiveness & Ethics
- Advanced Excel
- Operation Management
- Writing Ability
(Essentials of Business Communication - 2)

Term III

- Business Research Methods
- ERP & MIS
- Strategic Management
- Human Resource Management
- Financial Management -1
- Cloud Computing & API Economy
- Python for Managers
- R for Managers
- Legal Aspects of Business

Term IV

- International Business
- AI for Managers
- Financial Management-2
- FinTech in Banking and Finance
- Fundamentals of InsurTech and RegTech
- Investments & Portfolio Management
- Risk Management in Fintech
- Summer Internship Project
- Placement Training

Term V

- Entrepreneurship & Family Business
- Cryptocurrencies / Digital Currencies
- FinTech in Payment and Lending
- Robotic Process Automation
- Machine Learning in FinTech
- Placement Training
- Capstone
- Regulation and Compliance in Fintech
- Corporate Financial Modeling
- Data Visualization and Power BI

Term VI

- Artificial Intelligence in FinTech
- Fintech & Sustainable Finance
- Capstone Project
- Placement Training



PGDM (General) & PGDM (Fintech) Admission Process :

Eligibility Criteria

1. Minimum three years Bachelors' degree or equivalent in any discipline with minimum 50% marks in aggregate
2. A National Level Entrance Test Score valid for the year including CAT 2024/XAT 2025/MAT 2024 (Aug'24 onwards) /CMAT 2025 /NMAT 2024

Application Submission Process

1. Application Forms can be filled online & offline.
2. The Applicant must complete the Online Application Form for which details are available on the Institute's Website.
3. Application Forms may also be obtained from the campus in person.

Selection Process

Candidates satisfying the eligibility criteria will be short-listed for further process.

Short-listed candidates will be called for Group Discussion and Personal Interview on campus.

Candidates with relevant work experience will be considered with additional weightage in the selection process.

A merit list of candidates will be prepared based on the cumulative score of criteria including Entrance Test score, Group Discussion, Personal Interview, Academic Profile and Work Experience.

The weightage for each criteria will be decided by the Admission Committee.

Scholarships

DSB offers several scholarships on merit-cum-means basis to students. Scholarships are made available to students who have achieved certain minimum performance standards in academics and/or competitive examination or to those students who are genuinely unable (EWS/BPL) to meet their higher education expenses. DSB has awarded scholarships of Rs. 50 lakhs during AY 24-25.

*Reservation Policy as per State Govt.

FELLOW PROGRAM IN MANAGEMENT

Delhi School of Business offers Fellow Programme in the following Areas:

- Economics and Business Policy
- Information Technology
- Organisational Behaviour & Human Resource Management
- Quantitative Techniques and Operations Management
- Strategy
- Finance and Accounting
- Marketing
- International Business
- Communication
- Business Analytics

Admission Process

- Admission to the Fellow Programme shall be made once a year as per AICTE Academic Calendar.
- **Application Procedure**
Aspirants for the program shall apply to the institute through FPM Application Form available online or from campus.
The candidate must submit an abstract of about 3000-5000 words on the area of research interest (tentative research proposal) along with his/ her application.
- **Selection Criteria**
Selection for the Fellow Programme will be based on the following criteria:
 - CAT/MAT/GMAT/CMAT/UGC NETScore
 - Academic qualifications and work experience
 - Tentative research proposal and its presentation before the Selection Committee
 - Personal Interview
- Applicants will be shortlisted and called for Personal Interview on the basis of their Test scores, professional experience and Research proposal. The final list of selected candidates will be declared after all the interviews are conducted. Offer letters will be sent only to the selected candidates. The decision of the Institutes Selection Committee regarding admission shall be final.
- Total seats available for FPM are 10 for Academic Year 2023-24.
- Forms must be accompanied with all necessary documents as mentioned in the form.

Eligibility

- a. Candidates with a Master's Degree or equivalent in Engineering and Technology/ Management/ Economics/Social Science/ Pure Science/ Commerce/ Humanities with minimum 60% marks shall be considered for admission to Fellow Programme.
- b. Students appearing for their final examination of Masters programmes are eligible to apply for the Fellow Programme. The admission of these candidates shall remain provisional until they produce the mark sheet proving that they satisfy the eligibility criteria. The deadline for submitting the final year mark sheet and degree is 31st December 2023.

Course Study Credit Requirements

In partial fulfilment of the requirement of the Fellow Programme, minimum number of Course credits required to be earned are as prescribed below:

- **Credits**
A research scholar shall undergo 4 Courses of the total 12 credits in the first module. During the second module he/ she shall undergo three stream-specific Courses of 3 credits each and give a three credit Seminar on General Management topic. In the third module, the candidate shall give a three credit Seminar and write a Literature Review paper (3 credits) related to his/ her research topic for publication purpose. Thus a candidate shall earn 12 credits in the first and second modules and 6 credits in the third module together adding up to 30 credits.
- **Details of Courses and Seminar**
The stream specific Courses and Seminars shall be approved by the Director on the recommendations of the candidate's Guide(s) and the Research Advisory Committee.
- **Duration for earning Credit**
Modules 1 and 2 shall be completed within one calendar year of admission to the program.
Modules 3 shall be completed within 6 months thereafter.
- **Guide allocation**
The first faculty Research Guide will be allotted after successful completion of the Module 2.
- **Proposal Presentation:**
The research scholar must make the Research Proposal Presentation within 6 months of successful completion of Module 3. This will be reviewed by the Faculty council & Research Advisory Committee.
- **Grading System of Credit Courses/Seminar**
The minimum of CGPA of 6.0 on a 10 point scale or 60% is required for passing Course/ Seminar. A candidate getting less than 60% shall be given one more opportunity to repeat the Course/ Seminar. If he/ she still does not pass in the Course/ Seminar, he/ she shall be terminated from the Fellow Programme.

Particular	Code No	Course Title	Credits
Module 1	FP01	Managerial Statistics	3
	FP02	General Management	3
	FP03	System Approach to Management	3
	FP04	Research Methodology	3
Module 2	FP05	Stream specific Course of 3 credits each	9
	FP06	Credit Seminar (General)	3
Module 3	FP07	Credit Seminar (Specific)	3
	FP08	Review paper based on the literature on the Thesis related topic	3
Total Credits			30

PRE-PLACEMENT ASSESSMENT AND TRAINING

(Assessment will define training)

Individual Student Profiling & Assessment (Year-I)

PHASE-1

Individual Awareness & Training	Individual Assessment of Personality through Psychometric Analysis	Industry Awareness	Job Profile Awareness
Total Training Hours	Total Training Hours	Total Training Hours	Total Training Hours
30 Hours Combined Session for all Students together	2 Hours per student 2 Session of 1 Hour each	5 Sessions with 6 Speakers each	4 Hours 2 Sessions with 5 Speakers each
	Resume Writing Workshop (Conducted Individually)	Training on LinkedIn Profile Development	
	- Combined Session - Individual Session for all resume	- For All Students	

Individual Student Training (Year-II)

PHASE-2

Mock GD Conducted (In Group of 10)	Aptitude & Reasoning Training Conducted Section Wise	Mock PI (Conducted Individually) Personalised Interview 1 hour 30 min
GD I (with Recording) → 20 Min	- Trainer	PI I (with Recording) → 20 Min
Screening → 25 Min	- 4 Day Training	Screening → 25 Min
Feedback & Training → 20 Min	- 12 Hours Training	Feedback & Training → 20 Min
GD II → 20 Min		PI II → 20 Min

PRE-PLACEMENT TRAINING SESSION

Placement training plays a major role in shaping up the career goals of students. Potential recruiters look for subject knowledge, good communication skills, rational thinking, decision making skills, thinking out-of-the-box, professionalism and a strong work ethic.

Our students are given intensive Placement Training by faculty members and external experts. Sessions include workshops on Aptitude Testing, Resume Building, LinkedIn Profile Building, Critical Thinking, Creative Thinking and Video Resume Building. Apart from these, there are specially curated sessions with Alumni to understand the work culture and subject knowledge sessions mentored by Faculty to prepare the students for the upcoming interviews.





HOLISTIC LEARNING

At the workplace, apart from subject knowledge and skills, students are expected to come up with innovative solutions and exhibit rational thinking in their decision-making. In order to promote holistic learning and broaden the perspective of the students, regular workshops are conducted on the following topics-

- Creative Thinking
- Universal Values / Ethics
- Critical Thinking
- Self Awareness
- Design Thinking
- Life skills at workplace
- Managing Time & Destressing Technique
- Indian Philosophy & Management Principles



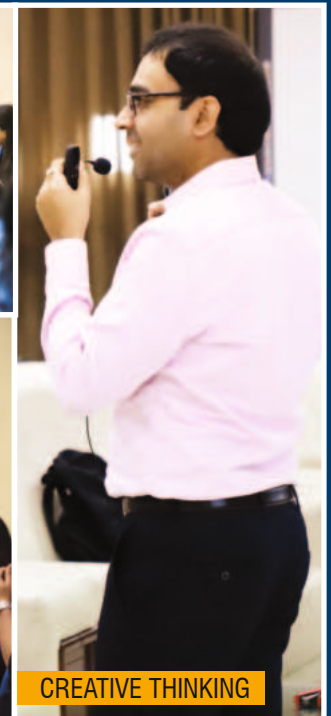
SELF AWARENESS



INNOVATIVE THINKING



CRITICAL THINKING



CREATIVE THINKING



MANAGING TIME & DESTRESSING TECHNIQUE



DESIGN THINKING



INDIAN PHILOSOPHY & MANAGEMENT PRINCIPLES



UNIVERSAL VALUES / ETHICS

FACULTY PROFILE

The expertise and experience of every DSB faculty member is directed towards your uncompromised progress. They are at the cutting-edge of wisdom and their appetite for innovation lets them do that they do the best—unleash your potential.



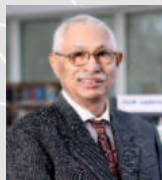
PROF. SOURINDRA BHATTACHARJEE
FPM, IIM Ahmedabad
Former Associate Professor, IIM-L



PROF. RATTAN SHARMA
Ph.D (Delhi University)
Former Professor, IIM Lucknow,
MDI, ASCI, SPJIMR



PROF. SHOMA MUKHERJI
EFPM (MDI, GURGAON)
MIM (Thunderbird, USA)
Former HR Head - Exxon Mobil



PROF. ASHOK BHATTACHARYA
PGPM (XLRI)
Former Vice-President, HR-General Electric
Former VP (HR), HCL Technologies



PROF. NEERJA ARORA
Ph.D, PGDM, IIM Calcutta
PWC, Ballarpur Industries Ltd.,
IBM



PROF. RASHMI SHARMA
Ph.D. (Banasthali)
Prof. - LBSIM, Delhi



PROF. CHANDAN THAKUR
Ph.D (Central University of Nicaragua)
Faculty- IMT Nagpur, ISBM Pune



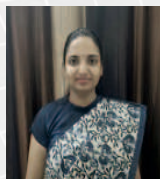
PROF. MEGHNA CHABRA
Ph.D., MMS (DAVV, Indore)
Design Thinking-Stanford University
Graduate School of Business



PROF. (DR.) THRIVENI KUMARI KARLAPUDI
PhD, Post Doc (IIM Calcutta)
M.Phil (Annamalai University)



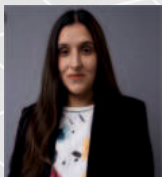
PROF. BISHNU PRASAD DASH
Pursuing Ph.D., IIM, Ranchi,
B.Tech



PROF. BARKHA GOYAL
Ph.D. in Financial Economics,
IIT, Roorkee



PROF. ARUSHI JAIN
Ph.D.(Financial Economics),
Delhi University



PROF. JASPREET KAUR
EFPM scholar at IIM, Lucknow



PROF. ANANYA RAY
Ph.D. Information Systems and Business
Analytics, IIM Ranchi
B.Tech



PROF. SHREYA SANGAL
Ph.D. Marketing, BITS Pilani

Faculty (Industry Experts)



MR. VIVEK KHATTAR
Market Research Consultant
Industry Experience-30+Yrs.



MR. AMARDEEP SINGH
Financial Consultant
Industry Experience -15+ Yrs.



PROF. KRISHANU DATTA
Brand Consultant at Communifox
communication Pvt. Ltd
Fonder, Reverse Mentor Co.



MR. GAGANDEEP SINGH
Chartered Accountant
Industry Experience- 13+Yrs

Corporate Leaders on DSB Campus



Mr. N.R. Narayana Murthy,
Founder Infosys



Mr. Suresh Narayanan,
Chairman and Managing,
Director, Nestlé India



**Mr. Anil Kumar
Sardana**
CEO, MD Tata Power



Mr. Kewal Handa
Ex-CMD, Pfizer



Mr. Deepak Deodar
Region GM, GE Power



Mr. Milind Patil
Senior Director,
Global Supply Management
Philips Lumileds Inc, USA



**Mr. Chandrashekar
Kakal**
Former COO,
L&T Infotech



Mr. S.Y. Siddique
Chief Mentor at Maruti
Suzuki India Ltd



Mr. Rajat Mukherji
Chief Corporate Affairs
Officer, Idea Cellular



Mr. Akhil Bansal
Former CEO KPMG



Mr. Dilip Cherian
Founder Perfect Relations
Communications Consultant,
Political Campaign Advisor,
Journal



Mr. Amit Garg
Head Digital Media HT
HT India's Executive
Director of Digital



Mr. Rajeev Bhadauria
Director Group - HR,
Jindal Steel



Mr. Sunil Goel,
MD Global Hunt



Mr. Harsh Juneja
VP. Tata
Teleservices Ltd.



Mr. SK Roongta
Former Chairman of
Steel Authority of
India Pvt. Ltd.



Mr. JP Rai
DG, NSDA



Prof. Shyam Bang
Chairman,
National Accreditation Board
for Certification Bodies



Mr. Atulit Saxena
COO-Brands,
Future brands Ltd.



Mr. S.N. Bhaduri
Director, Integral Media
Solution Pvt. Ltd.



Mr. Vivek Gaur
CEO, YepMe.com

Eminent Social Leaders at DSB



MR. Arun Jaitely
Hon'ble Minister for Finance and
Corporate Affairs,
Govt. of India



PVSMA, AVSM, B.S. Dhanoa
Air Chief Marshal



Col. Rajyavardhan S. Rathore
The Minister of State for Youth Affairs
& Sports (IC) & Information
& Broadcasting



Mr. Rajat Sharma
Indian journalist & Chairman
and Editor-in-chief of India TV



Mr. Deepak Vohra
Indian Ambassador and Special
Advisor in Africa and in Ladakh



Shri Dharmendra Pradhan
Hon'ble Minister of Education
and Skill Development
& Entrepreneurship, Government of India



Padma Shri Hema Malini
Hon'ble Member of Parliament,
Lok Sabha

International Faculty



Prof Shyam Sunder
James L Franks
Professor
Yale University.



Prof SP Kothari
Gordon Y. Billard Professor
Sloan School of
Management, MIT



Prof Jyoti Gupta
Professor,
ESCP Europe



Prof Vikram Khanna
William W. Cook Professor
University of Michigan
Law School



Prof. David Victor
Eastern Michigan
University, USA



Prof. Joe Thomas
Professor of Public Health &
National Course Convenor
Institute of Health and Management
Melbourne, Australia



Prof. Peter Cardon
Marshall School of
Business, USA



Prof. Kimberley Barker
Professor- College of
Business, University of
Eastern Michigan



Prof Sabiha Mumtaz
Faculty (OB & HR)
University of
Wollongong in Dubai



Prof Sanjay Singh
Assistant Professor,
School of Business,
Maynooth University,
Ireland



Dr Sailesh Rao
Founder & Executive
Director, Climate Healers,
Phoenix, AZ



Prof Sushil Sharma
Associate Provost,
Texas A&M at
Texarkana US



Mr Arun Mangai
Red Hat, USA



Ms Elsa Barron
Program Assistant,
The Center for Climate and
Security (CCS)

Academicians from Premier Institutions

Prof S Manikutty	: Professor, IIM Ahmedabad	Prof. Shekhar Chaudhuri	: Former Director, IIM Calcutta
Prof M. R. Dixit	: Professor, IIM Ahmedabad	Prof. Terry Parrish	: President, ICE Academy, UK
Prof D.P Goyal	: Director, IIM Shillong	Dr. Valson Thampu	: Principal, St. Stephen College
Prof. Neharika Vohra	: Professor, IIM-Ahmedabad	Prof. Justin Paul	: Author
Prof. Sunil Maheshwari	: Professor, IIM-Ahmedabad	Prof. Debi S Saini	: Professor, MDI Gurgaon
Prof Shailesh Rastogi	: MMS, MNIT Allahabad	Prof. TV Rao	: Former Professor IIM-A, Chairman, TVRLS, Founder & President NHRDN
Prof. Ruhani Ali	: Professor, Universiti Sains Malaysia, Malaysia	Prof. Punam Sahgal	: Professor, IIM Lucknow
Dr. Boopen Seetana	: Associate Professor, University of Mauritius	Dr. Gireesh Tripathi	: Ph.D., IIT Delhi
Dr. Jay S Matadeen	: Professor, University of Mauritius	Prof. S. Sadagopan	: Founder of IITB
Dr. Duminda Kurupparachchi	: Professor, University of Sri Jayawardenepura		



CURRICULUM ENRICHMENT USING INPUTS FROM INDUSTRY EXPERTS

List of Industry Experts involved in Curriculum Development

Academic Year 2023-24

Dr Amit Pareenja	Director - L&D & Talent Acquisition, Tata Communication
Mr Chirag Aneja	Head HR, Grey Orange
Prof GG Dwivedi	Prof-HR, School of Universal Leadership and strategy
Mr Praduman Gupta	Country Head- IB, IndoArabian Shipping Lines India Pvt Ltd

Mr Nishant Bhaskar	Associate Director (IB), Moglix
Mr. Anadhi Goel	Finance Manager, Paytm
Ms. Ruchi Agarwal	Director-Finance, Vision Spring Pvt Ltd
Prof CB Gupta	Prof - Finance, LBISM
Alok Sharma	Business Head, Scrabble
Mr Venkateshwaran	Head of Sales, Nestle

Prof Jayanta Chakraborti	Associate Prof-Marketing, Symbiosis University Pune.
Mr Vivek Khattar	Senior Consultant and Project Mentor, Pruvisor Management Consulting Pvt. Ltd., Prof-DA, Praxis Business School
Prof. Reji Matthew	BI Head Data Analytics, Cars24

Academic Year 2022-23

Mr Sunny Kichloo	Sr. VP- LKP Securities
Mr Jenendra Anand	CEO - Baxy Group
Mr Vipin Arora	VP- Relationship Mangement- Indusind Bank
Mr Gaurav Singhal	CEO- Blue Digital
Mr Nitin Amberdar	AVP- Bajaj Capital
Ms Manya Girdhar	VP (Corporate Banking)-HSBC Bank
Mr Sagar Sanyal	Director-Zoom Insurance Pvt Ltd
Mr Aditya Agrawal	Sr. VP & Head Client Services and Transunion Experience- Cibil Ltd

Mr Rajiv Khatri	VP - Genpact
Mr Ashish Bhalla	Head Campus Relations- HCL Technologies
Mr Debargha Deb	National Manager Sales-HR, Dabur
Mr Deepak Behl	Director HR, Park Hotels
Mr Sumit Pandit	Head IT Process, Sterilite Technologies
Mr Sandeep Pruthi	AVP,Analytics and Insights- American Express
Mr Abhishek Singh	National Operation Manager- Inbound-Britannia
Mr Ashish Jain	Deputy Director General - FIEO
Mr Gyan Abhishek	Head International Buisness- Mersk Logistics

Mr Venketsharan	Head Sales- Nestle
Munish Davessar	Head International Buisness- GMR Group
Mr Sunil Babbar	Head- DA and Ops - EY India
Mr Deepak Choudhary	CEO- Audi(Delhi West)
Mr Rajiv Sharma	Head MT & Ecom Vertical-ITC
Mr Nishant Bhaskar	Head MT-Moglix
Mr Venkatsharan G	Head Sales - Nestle
Mr Ashok Kumar	Head IT- Wipro
Prof SS Dubey	Professor-BIMTECH
Prof Siddharth Verma	Professor-IMI, Delhi

Academic Year 2021-22

Mr. Aditya Agarwal	Sr. VP & Head Partnerships, Transunion Cibil Limited,
Prof. Himanshu Manglik	Founder and President WALNUTCAP- Consulting
Mr. Om Prakash Hisaria	Senior Vice-President, Indirect Taxation & Trade Policy, Reliance Ind. Ltd.

Ms Shalu Manan	VP HR Transformation, Genpact,
Ms. Somya Arora	Sales Head-APAC, Everest,
Dr. Subrat Kumar	CEO, People Labs Pvt. Ltd.
Prof. Anup Kumar	IMT, Nagpur - IT & Systems
Mr. Jugesh Chander	Ex-Banker, Syndicate Bank - Finance

Prof. P.K. Jain	Hon. Professor, IIT Delhi - Finance
Prof. Sameer Anand	Delhi University - Data Analytics
Mr. Shiv Kumar	Ex-CMD, SBJJ - Finance
Dr. V. P. Singh	Executive Director (Retd.), RJ Corp - HR

Academic Year 2020-21

Mr. Nitin Nambardar	Associate VP, Bajaj Capital
Mr. Abid Murshid	Head Inside Sales- India, Paypal India
Mr. Faisal Ahmed	MD, IRIS Worldwide
Mr. Faisal Sajjad	Head Marketing and Strategy Videocn Industries
Mr. Aditya Agarwal	CIBILm VP & Head BD

Mr. Pawan Agarwal	CFO, Swatch Group
Mr. Enjla Jalil	Associate Dir, Acuity (Moody's)
Ms. Nagina Sawhney	Div Head SME Lending, Edelwise Services
Ms. Rafat Jahan	North Head, JM Financials
Mr. Ashish Goel	GM & Bus Head, M
Mr. Aditya Paranjape	Co founder, ELDP Retail, Head Strategy Ebay

Mr. Neeraj Walia	CEO, Mont BLANC
Mr. Trupti Vasudeva	Dir Corp Comm & PR Acti Media P.L.
Mr. Hameed Jung	Head Talent Mgt. Baxter India
Mr. Mrityunjay Rohit	Lead Talent Acquisition, Amazon
Ms. Shakun Khanna	HCM Head APAC, Oracle
Mr. Farhan Khan	Sr. VP IT, Radico Khaitan

Management Development Programmes for Enhanced Executive Success

Delhi School of Business (DSB), established in 2012 under the aegis of Vivekananda Institute of Professional Studies (VIPS) has achieved educational excellence in all its offered courses. Areas of learning in VIPS cover a wide spectrum such as Law, Journalism, Information Technology, Business Studies, Economics and English language. Courses covered under IT include Artificial Intelligence, Data Sciences, Internet of Things, and Machine Learning. Besides its PGDM courses, DSB also offers state of the art Executive Education covering diverse management areas through curated MDPs. Our programmes therefore offer the flexibility in terms of design and content to address the ever changing demands and needs of companies like you. All our faculty members have rich corporate experience and are alumni of leading business schools like the IIMS, MDI and XLRI.

We also develop programs focused on MSME units, whether those in the trading or manufacturing sector covering areas of Communication, Sales, Promotional Campaigns, Negotiations, Marketing, Finance, International Business, HR, Quality Management. We have faculty who have trained officials from reputed PSUs and also have expertise in dealing with problems of MSMEs. The pedagogy for Training Programs is participative and interactive and meets the benchmarks of the premier institutions including IIMs and IITs. The training modules are usually in workshop mode using case studies, role plays, interactive presentations, and group exercises. We are sure our offerings will be of value to you in establishing competitive edge in your business.

The MDP Offering

Managerial Communication

- Communicating for Managerial Excellence
- Making Impactful Business Presentations
- Communicating Across Cultures
- Business and Dining Etiquette
- Negotiation: Getting to Yes

Marketing and Sales

- Gaining Consumer Insight for Effective Marketing Strategy
- Pricing Strategy for organizations
- Neuromarketing - the new age marketing
- Analyzing and Managing Customer Relationships
- Marketing Analytics: An Introduction to Segmentation, Targeting & Positioning

IT and Operations

- Advanced Excel for Decision Making
- Making Sense of Data using Visualization Techniques
- Social Media Analytics
- Business Analytics for Managers
- Project Management for Professionals
- E-Commerce for MSMEs

Finance

- Finance for Non Finance Executives
- Insights on Trading and Investments
- Risk Management
- Business Valuation in Digital Economy
- Feasibility Study of Projects
- Internal corporate venturing and corporate innovation
- Augmenting risk-taking and innovative capacity of the workforce

OB and HR

- Building Leadership Effectiveness
- Organisational Development and Managing Change
- Handling Managerial Stress Effectively
- Developing Intra and Interpersonal Skills
- Enhancing Executive Productivity through Time Management



Corporates Who Benefitted from our MDP's



Faculty Development Programme



The Faculty Development Program at DSB is committed to nurturing the professional growth of our esteemed faculty members. Through engaging discussions, hands-on activities, and expert-led sessions, we strive to equip our faculty with the skills and knowledge necessary to excel in their teaching roles. By providing a platform for continuous learning and exploration of innovative teaching methodologies, we aim to enhance the overall educational experience at DSB and create a dynamic academic community dedicated to excellence and continuous improvement.

Delhi School of Business (DSB) conducted an enriching Faculty Development Program (FDP) From 8th to 12th May 2023, that aimed to enhance the knowledge and skills of our esteemed faculty members. The program provided a platform for our faculty to engage in comprehensive learning and professional development, equipping them with the latest methodologies and techniques to excel in their teaching endeavors. With a diverse range of topics and expert facilitators, the FDP promised an immersive experience for our faculty, fostering growth and innovation in the field of education.

In the first session of the FDP, held from 8th to 10th May, Dr. Pooja Goel, a renowned expert in her field, led an engaging discussion on 'Qualitative Research' This insightful session served as a catalyst to broaden our faculty's understanding of qualitative methodologies. Dr. Goel's expertise and interactive approach encouraged lively discussions and knowledge exchange among the participants. Through case studies, practical examples, and thought-provoking exercises, faculty members gained valuable insights into conducting effective qualitative research, thereby enriching their academic pursuits and contributing to a holistic learning environment at DSB.

Following the enlightening session on qualitative research, the FDP continued with another remarkable segment from the 11th to the 12th of May. Dr. Neetu Bali Kamra, an expert in the field of design thinking, took the faculty on an exploratory journey into the innovative world of 'Design Thinking.' This segment aimed to revolutionize the teaching pedagogy at DSB by infusing creative problem-solving techniques. Dr. Kamra's comprehensive sessions emphasized the importance of empathy, ideation, prototyping, and testing in the design thinking process. The faculty members were inspired to adopt a user-centric approach and explore novel strategies to address challenges in education. This immersive experience provided them with the necessary tools to foster a culture of innovation and adaptability within the classroom, empowering them to create an engaging and impactful learning environment for our students.

Centre for Sustainable Development VIPS-TC & DSB Conferences



A dedicated **Centre for Sustainable Development** under the leadership of Prof.(Dr.) Rattan Sharma was set up making **VIPS-TC and DSB** amongst the first few educational institutions in the country to have a dedicated centre with multi-fold objectives to address the education gap by offering avenues for research, training and a structured course curriculum.

The first International Conference on Inclusive and Equitable Education for Sustainable Development under the aegis of this body was held in collaboration with FPT University Vietnam, UN Global Compact Network India and ICSSR-Northern Regional Centre between 24th-25th January, 2023. The themes included -

- Research in the area of Person with Disabilities (PWD), Minorities and Socially Disadvantaged groups (SEDGs)
- Mainstreaming of Marginalized groups and SEDGs
- Issues and Concerns of Inclusion : Education for Equality, Equity Accessibility to Inclusive Pedagogy
- Paradigm Shifts in Education of Children with Disabilities
- Education of SEDGs
- Gender, Equity and Social Justice

The second International Conference on Responsible Consumption, Production and Education for Sustainable Future was held in collaboration with FPT University Vietnam, UN Global Compact Network India and ICSSR between 18th - 19th October, 2023. A number of academicians and researchers presented their papers. The themes included –

- Responsible consumption and Lifestyles
- Sustainable Production, Sustainable Business, Innovation and Design for Sustainability
- Sustainable Cities, regions and local action
- Sustainable food, agriculture and agri-business
- Responsible/ Sustainable Education

Conference Collaborators:



RESEARCH AT DSB

International Conference

Corporate Finance, Governance and Sustainability

21st - 23rd October 2016



Delhi School of Business organized its first International Conference on Corporate Finance, Governance and Sustainability from 21st-23rd October 2016. The conference was chaired by the Director General of Delhi School of Business, **Prof. I.M. Pandey**. It was co-chaired by Prof. Ruhani Ali of University of Science Malaysia and **Prof. Jyoti Gupta** of ESCP, Europe as it was in partnership with University Sains Malaysia, including **Prof. Shyam Sunder** from Yale University, **Prof. S.P. Kothari** from MIT Sloan School of Management -USA, **Mr. Milind Patil**, Senior Director - Philips Lumiled Inc., USA, **Prof. Vikramaditya Khanna** of Michigan Law School and **Mr. Shashank Ohja** of World Bank. **Prof. Kothari** of MIT delivered the inaugural address.

Delhi School of Business also hosted over 60 eminent speakers during the three-day conference, who shared their experiences across a spectrum of topics, not only with DSB students, but also with over 70 management students from University of Jayewardene, Sri Lanka who participated in the conference.

The purpose of the conference was to promote realistically useful research on the way organizations and the capital markets were reacting to the demand of sustainable strategies of doing business. The core emphasis was on applied theory and empirical research, where the speakers were especially interested in promoting rigorous empirical work using robust econometric methods and careful data analysis. The conference also emphasized on the importance of governance in the field of finance as a major role player in balancing the profitability and sustainability of organizations.



INTERNATIONAL IMMERSION

DSB Students (Batch 2023-25)

at

Lincoln University College, Malaysia

25th June - 30th June 2024



Skyline University, Sharjah



DSB signed a MOU with Skyline University College Sharjah for Academic partnership and student and faculty exchange. A privileged moment for DSB, when a MOU was signed with Skyline University College, Sharjah for Academic collaboration to foster research and learning. The Vice Chairman of DSB Mr Suneet Vats signed it on behalf of DSB. Skyline University College was represented by Prof Naseem Abidi.



Global Advances in Business & Communication Xlth Trans Continental Conference Strategising for Global Connect

11th - 13th July 2019

The International Conference in Global Advances in Business and Communication (GABC) aimed to bring together experts and practitioners from academics, industry and government to consider ongoing scholarly activities and business practices which shape and are shaped by the intersection of cultural factors and global business. The 11th GABC conference was hosted by Delhi School of Business in New Delhi, India. The co-sponsors were Eastern Michigan University, Universiteit Antwerpen and Universiti Teknologi Malaysia GABC has affiliate status with the Association of Business Communication since inception.



INTERNATIONAL ACADEMIC COLLABORATIONS



ACADEMIC COLLABORATIONS WITH PREMIER INSTITUTIONS

Innovation, Creativity and Critical Thinking: Multiple Perspective on Teaching, Learning and Executing at **IIM Ahmedabad & IIM Bangalore**

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



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE



भारतीय प्रबंध संस्थान अहमदाबाद
INDIAN INSTITUTE OF MANAGEMENT
AHMEDABAD



DSB Students in IIM Bangalore *IIMB for AY 2018



DSB Students in IIM Ahmedabad *IIMA for AY 2016

PANEL DISCUSSIONS: CAREER OPPORTUNITIES AND TRENDS

DSB regularly invites corporate professionals from various domains of Marketing, Finance, Operations, HR and Analytics for Conclaves and Panel Discussions. The objective is to expose the students to career opportunities and trends in these domains. The students also learn about the corporate culture and get an opportunity to interact with working professionals.



MARKETING



FINANCE



HUMAN RESOURCE MANAGEMENT



ANALYTICS AND OPERATIONS



INTERNATIONAL BUSINESS

HR CONCLAVES AT @ DSB CAMPUS



HR Conclave 2014



HR Conclave 2014



HR Conclave 2016



HR Conclave 2017



HR Conclave 2018



HR Conclave 2019



HR Conclave 2019

CONCLAVES- MARKETING, ANALYTICS & IT, CORPORATE GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY, LUXURY AND RETAIL



Analysis of Budget - 2023



Corporate Social Responsibility Conclave



Corporate Governance Conclave



Luxury and Retail Conclave

Marketing Conclave

Analytics & IT Conclave

INDUSTRY VISIT

Coca-Cola | Parle | BSE | Atal Incubation Center BIMTECH | Fenesta Building System



Live Projects



Future leap

Quess Corp.

Snap Shot of Placements (Class of 2022)

9%
LOGISTICS,
RETAIL
AND TELECOM



10%
CONSULTING
AND
EDUTECH



17%
RESEARCH/
ANALYTICS/IT



17%
E-COMMERCE



22%
BANKING AND
FINANCIAL
SERVICES



25%
FMCG/FMCD,
HOSPITALITY/
SERVICE



Our Prominent Recruiters



Our Prominent Recruiters

GET NOTICED BY THOSE WHO MATTER

Recruitment at DSB encompasses a wide-range of opportunities. Every year, some of the most reputed names in the industry come and hire students on campus at DSB.

Deloitte.

ANZ

MOTHER DAIRY

TO THE NEW

hlog
EQUIS ACCREDITED

Indus Valley Partners

PARLE

ICICI Bank

acuity
RESEARCH
"A Trustable Platform Partner For Your Research Needs"

AMERICAN EXPRESS

unicharm

EVALUESERVE
POWERED BY GATEWAY

XCEEDANCE

FedEx.

Reliance
RETAIL

KNR

ITC
ITC Limited

protiviti
Face the Future with Confidence

Mahindra FINANCE

SAMSUNG

tenon group

softwareONE

EXIDE
INDUSTRIES LIMITED

CBRE

S&P Global

infollion
On-Demand Experts

ADITYA BIRLA
FASHION & RETAIL

ADITYA BIRLA
FINANCE

BajajCapital
A PREMIER

airtel

Unimrkt
RESEARCH

PRISM JOHNSON LIMITED
(FORMERLY PRISM CANDY LIMITED)

COFFEE DAY
BEVERAGES

L&T Infotech

GAS

kotak
Kotak Mahindra Bank

nagarro

TATA CAPITAL
Count on us

TCIL

Godrej
Godrej & Boyce Mfg. Co. Ltd.

vodafone

VOLVO

Berger
Paints

DECATHLON

infoedge

Bennett, Coleman & Co. Ltd.

blinkit
formerly grofers

KANTAR

PROPERTY PISTOL
NO ONE TARGETS YOUR NEED BETTER

Infrastructure

FINANCE & ANALYTICS LAB

Analytics is pervasive in all domains and is needed to take informed decisions in organizations. Students are to draw insights from big data and the use of artificial intelligence and machine learning in real-world scenarios using case studies and datasets. Software tools such as Python, Tableau, R and SQL are taught.

To train students on **technical analysis** they are provided opportunity for **Mock trading & financial modeling** using live data. They get an exposure to real time market data which helps them to take investment decisions in real time with dummy money. Students analyse trends of capital markets, track live corporate news and assess the impact of data on market prices of securities.



FINANCE LAB



ENTREPRENEURSHIP-LAB

ENTREPRENEURSHIP LAB

A place where students and aspiring entrepreneurs come together to explore new business ideas, develop their skills, and gain real-world experiences through hands-on projects and mentorship opportunities.

E-lab provides student with innovative business ideas are mentored & trained to nurture their ideas in order to evolve them as a business plan. They are trained to create proposals and elevator pitch for their product ideas. Design thinking courses help students ideate clearly to design and build product based on customer experience & feedback. Besides mentoring students are provided technology assistance from technology departments on campus. An incubation cell is soon expected on DSB Campus.



CONFERENCE ROOM

A CAMPUS WITH UNPARALLELED OPPORTUNITIES AND FACILITIES

Spread across a sprawling campus in the heart of Delhi, DSB facilities are wide-ranging and advanced.

We provide you with a Unique

Analytics & Finance Lab, Entrepreneurship Lab, Meditation Room, Executive Classroom, Modern Library, World Class Auditorium & Multipurpose Vivekananda Hall

An extraordinary experience of learning and mentoring from Faculty who have been trained and have taught at IIMs / IITs and who bring their distinguishing and distinctive Corporate Experience in the Classrooms.

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 a large number of relevant digital books, periodicals and journals on all aspects of Business Studies.

Database in Library

- Ebscohost Login
- IEEE
- J-Gate
- Capitaline
- Delnet
- Library
- ProQuest



MODERN LIBRARY



MEDITATION ROOM



AUDITORIUM



STUDIO



CONFERENCE ROOM



VIVEKANANDA HALL



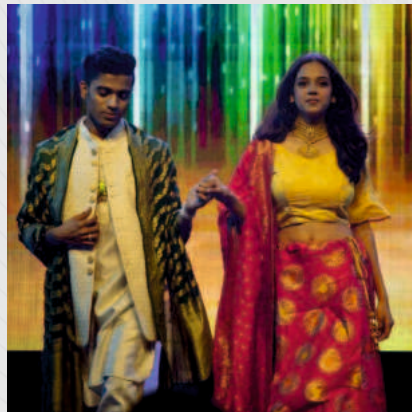
CAFETERIA

LIFE@

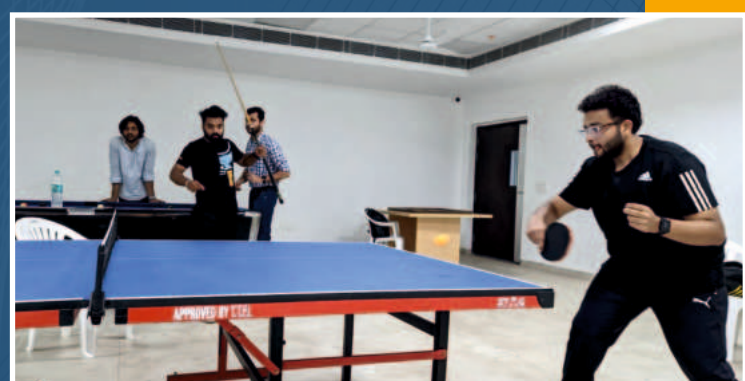
DSB

ON CAMPUS IS THE BEST PLACE TO BE

Life @ DSB is pulsating with energy and enthusiasm towards the holistic development of students. The vibrant campus life brings together insightful seminars, cultural fiestas and community initiatives that give students the scope to engage and lead exciting activities. With industry visits, fun club events and entrepreneurship competitions. Students get an unparalleled range of activities for the development of their personalities.



SPORTS@DSB



Parents Meet

Parents are an important stakeholder of the institution. Parent Interaction sessions are organised regularly. They get an opportunity to share their feedback and get updated on the progress of their wards. The institution enjoys mutually enriching relationship with parents and all their suggestions are incorporated in the curriculum content, delivery & Pedagogy.



DSB Alumni

TOGETHER. STRONGER. FORWARD.

Alumni Meet-Milan an annual event held on campus.



Alumni Interaction

We consider Alumni our strength and important stakeholders of the DSB ecosystem. Some of our Alumni have reached stellar heights in their professional career. We hold regular interactions with Alumni - an opportunity for them to visit their Alma Mater and interact with the faculty and current students of DSB.

Alumni have mentored students for specific job roles and have enriched the placements of current batches.



Convocation





STUDENTS AT MUNICH BUSINESS SCHOOL



STUDENTS IN AUSTRIA

International Immersions



STUDENTS AT MUNICH BUSINESS SCHOOL



STUDENTS IN AUSTRIA



STUDENTS AT SINGAPORE STOCK EXCHANGE



STUDENTS AT BANGKOK



STUDENTS AT NUS BUSINESS SCHOOL



STUDENTS AT GERMANY



STUDENTS IN MUNICH



STUDENTS IN LINCOLN UNIVERSITY, MALAYSIA



DELHI SCHOOL OF BUSINESS
By Vivekananda Institute of Professional Studies TC

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Pitampura, Delhi - 110034

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admission@dsb.edu.in | www.dsb.edu.in



DELHI SCHOOL OF BUSINESS

By Vivekananda Institute of Professional Studies TC

Delhi School of Business (VIPS-TC) Fees Structure for PGDM (General) Batch: 2025-27

Details	Instalment I	Instalment II	Instalment III	Instalment IV	Total
Due Dates	At the time of Admission	Nov 3, 2025	March 9, 2026	Aug 7, 2026	
Tuition Fee	1,90,500	1,90,500	1,90,500	1,90,500	7,62,000
Exam Fee	11,000	11,000	11,000	11,000	44,000
IT Support & Lab Fee	12,500	12,500	12,500	12,500	50,000
Library Fee, Case Study Subscription & Online Database	15,000	15,000	15,000	15,000	60,000
Reading Material Fee	15,000	15,000	15,000	15,000	60,000
Capacity Building	7,500	7,500	7,500	7,500	30,000
Alumni Membership Fee	5,000				5,000
Student Welfare Fee	10,000				10,000
*Security Deposit (Refundable)	5,000				5,000
Total Fees Payable	2,71,500	2,51,500	2,51,500	2,51,500	10,26,000

*The Security Deposit will be refunded, on completion of the program and after clearance of all institutional dues. Note: The Institute adheres to AICTE Guidelines.

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DELHI SCHOOL OF BUSINESS

By Vivekananda Institute of Professional Studies TC

Delhi School of Business (VIPS-TC) Fees Structure for PGDM (Fintech) Batch: 2025-27

Details	Instalment I	Instalment II	Instalment III	Instalment IV	Total
Due Dates	At the time of Admission	Nov 3, 2025	March 9, 2026	Aug 7, 2026	
Tuition Fee	1,90,500	1,90,500	1,90,500	1,90,500	7,62,000
Exam Fee	11,000	11,000	11,000	11,000	44,000
IT Support & Lab Fee	16,250	16,250	16,250	16,250	65,000
Library Fee, Case Study Subscription & Online Database	15,000	15,000	15,000	15,000	60,000
Reading Material Fee	15,000	15,000	15,000	15,000	60,000
Capacity Building	7,500	7,500	7,500	7,500	30,000
Alumni Membership Fee	5,000				5,000
Student Welfare Fee	10,000				10,000
*Security Deposit (Refundable)	5,000				5,000
Total Fees Payable	2,75,250	2,55,250	2,55,250	2,55,250	10,41,000

*The Security Deposit will be refunded, on completion of the program and after clearance of all institutional dues. Note: The Institute adheres to AICTE Guidelines.

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