



DELHI SCHOOL OF MANAGEMENT

*OUR
LEADING
APPROACH*

**PLACEMENT BROCHURE
2013-15**

DELHI TECHNOLOGICAL UNIVERSITY

(Formerly Delhi College of Engineering)

Govt. NCT of Delhi

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Message from the Vice Chancellor

Delhi Technological University continues to be one of the foremost institutions for technological and management education in India. Since its inception in 2009, Delhi School of Management has maintained the highest standards of excellence associated with Delhi Technological University.

It is owing to the high performance standards that DSM expects from the future managers in its care and its excellent placement record over the last five years, that this year, DSM has had the distinction of breaching the premier B-School league by being ranked 24th among the TOP 150 Indian B-Schools as per the survey conducted by Times Group in association with Nielson. Students selected for the MBA programme at DSM are academically and professionally brilliant, have an excellent CAT score and need to qualify an intensive group discussion and personal interview process that explores the suitability of every candidate.

With immense pride, I present to you the fifth batch of two year full time MBA of Delhi School of Management – Delhi Technological University.

The rigorous two years management programme is tailored to bring out the best in students from an engineering background. In the first year of study, students are familiarised with foundation courses in both Technical Management subjects like Supply Chain Management, Knowledge and Technology Management and Information Technology Management along with Functional Management subjects like Finance, Marketing and Human Resource.

In the second year of their study, students can specialize in one technical and one functional subject. DSM believes in expanding the horizon for its students and with the students at the helm, organises a number of events, which has seen participation from across the country. Regular curriculum is aptly complemented through numerous programmes, which provides opportunities to interact with the industry.

The present batch of DSM has been equipped with the knowledge required to confront the challenges of management roles. I am confident that as leaders of future, they will propel your business to a greater height.

Wishing them the very best for Future!

Prof. Pradeep Kumar
Vice Chancellor, DTU



Message from *Head of the Department*

I am pleased to introduce the 5th Batch of bright and talented MBA students of the Delhi School of Management, Delhi Technological University.

It is a matter of pride for us that within a short span of time since its inception in 2009, Delhi School of Management has made rapid strides and has distinctively emerged as a B-School which believes in healthy academia-industry interfaces for institutional development. The school, with its carefully designed curriculum systematically transforms techno-centric engineers into outcome oriented innovative techno-managers. The students here are exposed to open and flexible learning environment which extends much beyond the classroom teaching. The students are encouraged to undertake inter-disciplinary projects, participate in competitive events of reputed B Schools, contribute in improving the institutional processes, etc.

At DSM, we cautiously emphasize on holistic development of students instead of focusing exclusively on the academic front. Thus, besides equipping the students with the required professional competencies, thrust is given on nurturing moral values and ethical work practices among them alongside their regular curriculum. With this approach, the school has convincingly positioned itself as a premier B-School in the NCR region which disseminates quality management education at an affordable cost. The students are so groomed that they can easily adapt to the specific corporate requirements while remaining sensitive to the needs of different sections of the society. I assure the prospective recruiters that the performance of our students shall be par excellence and they shall be bringing laurels both to their employers as well as to their alma mater.

I wish a bright future for the students and look forward for a synergic relationship with the recruiters.

Prof. P.K. Suri
HOD, Delhi School of Management

“*The students are so groomed that they can easily adapt to the specific corporate requirements while remaining sensitive to the needs of different sections of the society.*”

About DSM

Delhi School of Management was established in 2009 with up-gradation of Delhi College of Engineering into Delhi Technological University. DSM envisages at making distinctive future managers keeping with the tradition of DCE (and now DTU) of excellence education.

DSM teaches not just the arts and science of management, it equips the students with virtues and skills needed to make a difference in tomorrow's world. The academicians at DSM are a veritable treasure of learning and erudition. With a mature lineage of consultancy and research behind them, this exclusive group of academicians is responsible for grooming raw talents into performing prodigies.

Aided by the state-of-the-art infrastructure, DSM incorporates lectures, case studies, seminars, business games, simulation exercises, mini projects, unstructured group works, and field visits in its teaching methods. It is done in an interesting and encouraging manner for the purpose of imparting knowledge in the minds of the students.

DSM consists of a right mix of students in all aspects ranging from different geographic locations to experience in the corporate world, thereby giving the students an opportunity to gain multicultural skills and share experiences about the workplace with freshers.



"A journey of creating future techno-managers"

Why DSM ?

Dual Specialization

DSM offers dual specialization which aims at building techno-managers to excel in not only non-technical companies but also in technical industry. The subjects have been chosen in such a way that they give good blend of technical as well as general management knowledge to budding managers. This is the reason that we have engineering as pre-requisite condition for admission at MBA.

Highly Competitive Admission Process

Delhi School of Management admits students on the basis of a highly competitive CAT score and performance in GDPI conducted by our experienced faculty and professionals from the industry. This ensures that the students perform remarkably well in academics during their two year stint at DSM and later go on to achieve great success professionally. Our wide alumni base in leading positions at various companies bears testimony to the above fact.

Ranking

DSM is ranked 24th in the National Times B-School survey 2014 and 8th in the North zone. This is in sync with the tradition of Delhi Technological University which is at 1st position in the categories of 'Placements', 2nd in terms of 'Return on Investment'.

Vibrant Network of Industry Experts and Alumni

The proof of excellence of Delhi School of Management is seen in its alumni who

are spear-heading best management practices in Indian and Global industries. Our alumni are actively involved in mentoring the current students at DSM whether it is through an informal chat session, a briefing session on a particular industry or even through guest lectures. The whole process shows the commitment the alumni have towards the Institute. Besides this, throughout the year we organize and participate in various face-to-face interactions with leading industry professionals through seminars and guest lectures that prove to be regular 'reality checks' for the students.

Student–Centric Institute

DSM prides itself on being a student-centric Institute. Students here are entrusted with resources and responsibilities early on. They are encouraged to take important administrative and policy decisions that sculpt their future and that of the Institute. This facilitates their all-round development, over and above academic performance.

Executive MBA

Delhi School of Management also started with a weekend MBA program from the academic session 2013-14. The program caters to the needs of working executives who aspire to learn cutting edge professional and managerial skills by pursuing such programs while continuing their existing job. It also provides an opportunity for DSM to expand its reach by targeting young executives from public and private sector for this program.



Core Faculty

Prof. P.K. Suri
HOD, DSM
M.Tech , Ph.D. (IITD)

Dr. Richa Mishra
MBA, Ph.D.

Dr. Rajan Yadav
MBA, NET, Ph.D.

Dr. Archana Singh
MBA, Ph.D.

Dr. Shikha N. Khera
MBA, NET, Ph.D.

Mr. Vikas Gupta
MBA, NET

Ms. Meha Joshi
MBA, NET

Mr. Abhinav Chaudhary
MBA, NET

Faculty from Other DTU Depts/Visiting Faculty

Prof. S.K. Garg
M. Tech, Ph.D.(IITD)

Dr. R.K. Singh
BE,ME, Ph.D.

Dr. R.S. Walia
BE,Ph.D.(IITR)

Dr. Seema Singh
MA, Ph.D., MIEA, MILSE, MISWS, MEA, MIIRA

Mr. Nand Kumar
MA (Eco)(JNU)

Mr. Saurabh Agrawal
MBA (USA)

Ms. Rajani Batra
Advance Diploma(German)
Z.M.P.(German)
Faculty of German

Mr. Gagan Girotra
B.Arch(IIT Roorkee)
PGDM(IIM Calcutta)

Prof. M.K. Sharma
Founder President & CEO
BrainsTree & Company

Mr. Sumit Chaudhary
Chairman and Managing Director
Third Millenium Business
Associates Pvt. Ltd.

Dr. CS Sharma
M.Com,PHD
Diploma in Strategy
Management, Stanford University

Shri Anil Bisen
IES(1982 Batch)
Former Economic Adviser,
Ministry of Finance,
Department of Economic Affairs

Dr. P. K. Gupta
Ph.D. (Finance), Fellow member of
the ICWA, ICS, Chartered member of
the Institute of Chartered Financial
Analysts of India Fellow of the
Insurance Institute of India Associate
Professor, Management Department,
Jamia Millia Islamia University

Shri Rohit Dutta
MBA from IIM-K, Phy (H), DU
Managing Director – Syselog,
Director – Heka Support

Course Curriculum

First Semester

- Management Practices and Organisational Behaviour
- Marketing Management
- Business Communication
- Production & Operation Management
- Financial Accounting
- Quantitative Methods
- Managerial Economics
- Computer Applications in Management
- Comprehensive Viva Voce

Second Semester

- Financial Management
- Human Resource Management
- Marketing Research
- Economic Environment of Business
- Knowledge & Technology Management
- Supply Chain Management
- Information Technology Management
- Business & Corporate Law
- Comprehensive Viva Voce

Third Semester

- Corporate Evolution & Strategic Management
- International Business Environment
- Foreign Language
- Summer Internship Report
- 2 Electives from any one Technical Specialization
 - A. Knowledge and Technology Management
 - B. Information Technology Management
 - C. Supply Chain Management
- 2 Electives from any one Functional Specialization
 - D. Marketing Management
 - E. Financial Management
 - F. Human Resource Management

Fourth Semester

- Corporate Governance & Business Ethics
- Project Management
- Dissertation Project
- 2 Electives from any one Technical Specialization
 - A. Knowledge and Technology Management
 - B. Information Technology Management
 - C. Supply Chain Management
- 2 Electives from any one Functional Specialization
 - D. Marketing Management
 - E. Financial Management
 - F. Human Resource Management

Course Curriculum

Technical Specializations (Electives)

Knowledge & Technology Management

- Management Information System
- Internet Business Models and Business Strategies
- IT Enabled Services Management
- ERP Implementation
- Data Base Management
- Telecommunication for Business
- Mobile Commerce and Security
- Knowledge Management and Innovation
- Software Project and Quality management
- Business Process Reengineering
- Sectoral Applications and Emerging Issues in KTM

Supply Chain Management

- Total Quality Management
- International Logistics Management
- Retail Management
- Transportation Management
- Service Operations Management
- Customer Relationship Management
- Business Process Reengineering
- IT in Supply Chain Management
- Sectoral Applications of SCM
- Emerging Issues in SCM

Information Technology Management

- Strategic Telecommunication Management
- Data Warehousing and Database Management
- Business System Analysis and Design
- Knowledge Management & Innovation
- Managing Software Exports
- Mobile Commerce & Security
- BPR and ERP Implementation
- E-Governance
- Telecommunications for Business
- Business Process Reengineering
- Sectoral Applications of ITM
- Emerging Issues in ITM

Functional Specializations (Electives)

Finance

- Security Analysis and Portfolio Management
- Mergers, Acquisition and Corporate Restructuring
- Corporate Business Taxation
- International Financial Management
- Investment Banking
- Futures, Options and Risk Management
- International Accounting Practices
- Project Appraisal and Finance
- Commodity and Price Risk Management
- Managing Financial Institutions and Markets
- Econometric and Financial Modeling
- Sectoral Application and Emerging Issues in FM

Marketing

- International Marketing Management
- Retail and Distribution Management
- Marketing of Services
- Advertising and Brand Management
- Rural and Social Marketing
- Promotion Management and Business to Business Marketing
- Consumer Behaviour
- Customer Relationship Management

Human Resources

- Management of Industrial Relations & Labor Legislation
- Compensation Management
- Organizational Change and Intervention Strategies
- Human Resource Development: Strategies and Systems
- Cross Cultural and Global Human Resource Management
- Manpower Development for Technological change & Performance Management
- Management of Training and development
- Interpersonal Processes and Counselling Skills for Managers

Beyond the Classroom

2013-14 continued to be an event packed year where Delhi School of Management organized various events which were a great success with participation from all over India.

Breaking Barriers, Building Careers

Delhi School of Management successfully organized its second Annual Management Conclave on the theme –'Breaking Barriers, Building Careers' on October 25, 2013. The conclave, justifying the theme, was addressed by the very best in the corporate world. Mr Parminder Singh, VP sales, India, Taraspan Solutions Pvt. Ltd; Mr Lohit Datwani, Financial Market Advisory, Blackrock; Ms Parul Elhance, HR Business Partner, Verint Systems India Pvt. Ltd; Mr R.P. Trivedi, Senior HR Manager, Reliance Dairies; Mr Vinay Singh, National Manager – 3PL Business & Services, Safe Express; Mr Sushil Kumar, Back end Operations Head, Erricson; Mr. Nitish Gupta, Solutions Specialist & Product Expert, NSN were among the panellists.

The Student driven activities are co-ordinated by various clubs, viz., Mecca - the Marketing Club, Finomaniacs- the Finance Club, Sankalp- the HR Club, Sprintz- the Sports Club, Kartavya- the Social Responsibility Club, Sanskriti- the Cultural Club and IT Club.

The year 2013-14 witnessed the following events organized under these clubs.

Horizon 1.0

Horizon 1.0 was a sporting extravaganza held from 26-02-2014 to 28-02-2014. It was an inter college sports event in which various colleges participated. Honda, Curious Innovations, Red



Tape and DCOP were the sponsors for the event. Cricket, Basketball, Badminton and Table tennis tournaments were held where the students participated with great zeal and enthusiasm. The whole event was played in a fair spirit and was a huge success.

Ad Mad Show



Ad Mad Show was an Advertisement Making Competition for engineering and B-School students to showcase their creativity in Marketing products and services. It comprised of humorous & conceptual ad presentation by the students. Students acted out on various advertisement scripts and ideas relevant for different sectors including FMCG products, goods, services, automobiles and social awareness etc. 32 different colleges participated in the event. The judges were from Radio City (RJ & VJ Divya & Mr. Varun Narula). The winners were from DSM, IMM, & DIAS.

Wall Street-Powered by Sapient Global Markets



Wall Street-Powered by Sapient Global Markets was a virtual online trading contest organized by Finance club Finomaniacs for college students in various parts of the country to showcase their talent of investments in stocks and risk taking ability with virtual money at real stock prices. The contest was held from 24-02-2014 to 28-02-2014. After 5 days of trading period, participant with highest amount of money in the account was declared winner and awarded with real cash money. The felicitation ceremony of the event was held on 25-03-2014. Concluding guest lecture on "Equity Markets- Science or Art?" was given by Mr. Pravin Lal, Director, Program Management, Sapient Global Markets.

Prayas – Ek Koshish



Kartavya Club in continuation with its effort to ignite and spread social awareness among the people organized "Prayas – Ek Koshish", a one Day event to give platform to the under-privileged children of the society to showcase their talent and to conduct a paper presentation competition among B-Schools across India. Topics for paper presentation were "Women Empowerment in India" & "Tapping the potential youth for a Resurgent India". Second part of the event which was a talent show competition by NGO children simply mesmerized the audiences by bringing to the forefront talents that were unheard, unseen and untouched upon. It consisted of Group Dance, Singing, Duet, Mimicry etc. Children from 4 different NGOs competed against each other. Judging the Talent show & Paper Presentation competition were Dr. Sandhya Bhalla Director of Delhi council of child welfare, Jay Shah founder of Aakhand Bhartiya Samiti, Rakesh Senger Advocacy Director of Bachpan Bachao Andolan & Pawan Sharma from Khoj Foundation.

Student Exchange Program

Student Exchange Program was organized in which the students of Tilburg University visited Delhi School of Management (DTU) on 22 April 2014. Mr Vineet Chaudhary, Masters student in Information Technology at Tilburg University helped the Dutch students to organize this educational trip. He was accompanied by 25 other students. The purpose of this visit was cultural exchange between the students of both the countries. The visit was a half day event which included some of the activities such as presentations, informal interaction and Information Technology lecture by our HOD Sir Prof. P. K. Suri.

RE-FINE (RE-engineer for FINancialmarkEts), a DTU – Markit Initiative

Markit, a leading global financial information services company, launched a capital markets course designed to give Delhi Technological University (DTU) an insight into the world of finance. "RE-FINE (RE-engineer for FINancialmarkEts), a DTU – Markit Initiative" covered the fundamentals of finance including financial instruments such as derivatives, bonds, equities and loans. The course, launched on October 23, 2013 intended to provide DTU's engineering and MBA students with a solid understanding of global capital markets and help them start a career in the financial industry.

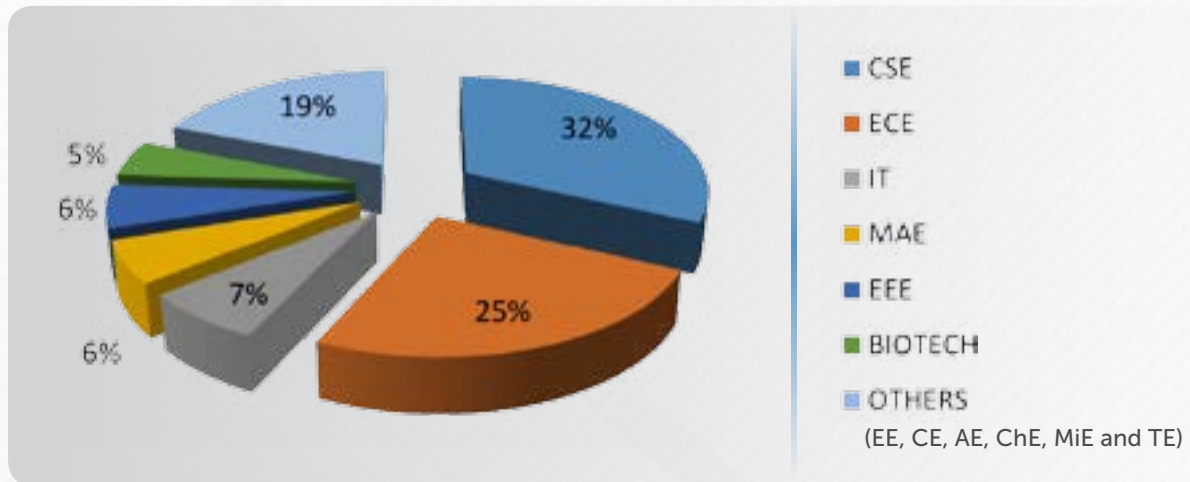
Homecoming'13

Delhi School of Management organized its very first alumni meet, Homecoming'13, for the first three batches, on 1st November 2013. On this very special occasion, DSM celebrated its spirit and unity through some formal interaction and some informal activities with its alumni. It was a great opportunity for all to gel with their alumni, and share their experiences.

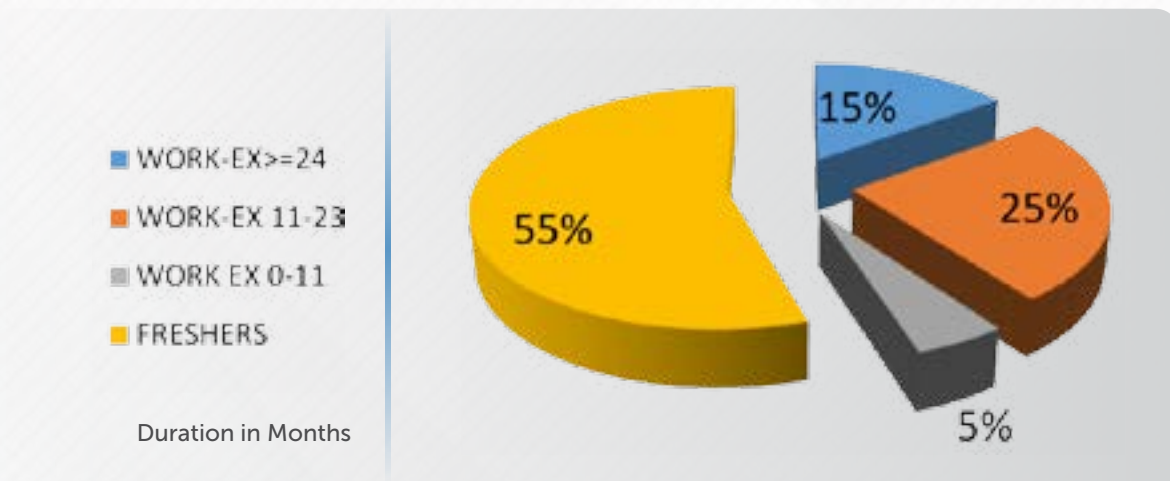


Batch Profile

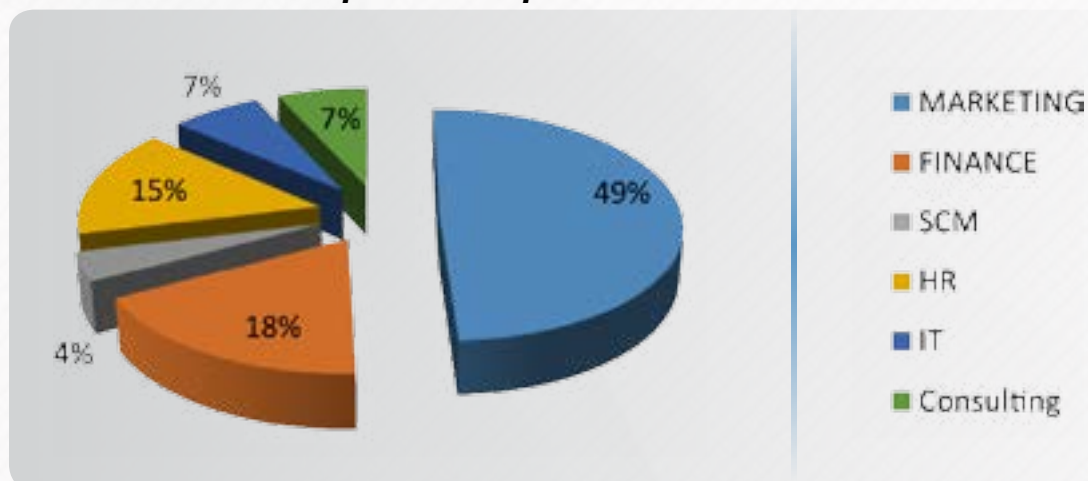
Educational Background



Work Experience (Duration)



Summer Internship Break Up



Internship Statistics for the Batch 2013-2015

Highest Stipend : Rs. 36,000*

Average Stipend : Rs. 9,000*

* Stipend is for the entire internship duration.

Delhi School of Management

Delhi Technological University

MBA Batch-V



MBA 2013-15

Work Experience \geq 24 Months



Ankit Chopra

B.Tech. : Biotechnology Engineering
 Work Exp.: Mediplus (India) Ltd.
 (20 Months), DSS ImageTech Pvt. Ltd.
 (12 Months)
 SIP Co. : SC Johnson Products Pvt. Ltd.
 Project : Creating SOP's for the SCM
 Processes.

Ashish Taneja

B.Tech. : Computer Science Engineering
 Work Exp.: Mahindra Satyam, (18 Months),
 Ericsson Global Services India Ltd. (18
 Months)
 SIP Co. : Toshiba India Pvt Ltd.
 Project : To understand SMB's purchase
 behavior & selection criteria for their
 Laptop Vendor



Ashwini Yadav

B.E. : Electronics & Communication
 Engineering
 Work Exp.: Larsen & Toubro Ltd.
 (31 Months), Sadguru Industries (15
 Months)
 SIP Co. : Reliance Dairy Food Limited
 Project : To study the dairy market in Delhi NCR
 and provide some strategic inputs &
 tools on the basis of data available.

Mayank Kumar

B.E. : Mechanical Engineering
 Work Exp.: Birla Tyres Limited, Haridwar, (30
 Months), Indian Register of Shipping,
 New Delhi (12 Months), Village
 Development Society (NGO) (8
 Months)
 SIP Co. : Reliance Dairy Food Limited
 Project : To study the dairy market in Delhi NCR
 and provide some strategic inputs/
 tools on the basis of data available



Priyanka Chatterjee

B.Tech. : Information Technology
 Work Exp.: Genpact (6 Months)
 Tata Consultancy Services (29
 Months)
 SIP Co. : ONGC
 Project : Study and Gap analysis of employee
 establishment in ONGC

Samarth Malik

B.Tech. : Electrical & Electronics Engineering
 Work Exp.: Mphasis an HP Company
 (35 Months)
 SIP Co. : Bank of Bahrain And Kuwait
 Project : Risk Management in Banks



Shivaraj Shelagi

B.Tech. : Mining Engineering
 Work Exp.: Coal India Ltd. (36 Months)
 SIP Co. : IIM Ahmedabad
 Project : Market Research

Smridhi Aggarwal

B.Tech. : Electronics & Communication
 Engineering
 Work Exp.: Nokia Siemens Networks Pvt. Ltd. (24
 Months)
 SIP Co. : Taraspan Solution pvt. Ltd.
 Project : Strategic planning of lead generation
 methods for taraspan



Sonu Kumar

B.Tech. : Electronics & Communication
 Engineering
 Work Exp.: Capgemini India Pvt Ltd
 (35 Months)
 SIP Co. : IIM Ahmedabad
 Project : Market Research

Sugandha Bali

B.Tech. : Computer Science Engineering
 Work Exp.: Infosys Ltd (34 Months)
 SIP Co. : Accenture
 Project : Analysis of Accenture global Business
 Services to formulate growth and
 strategy



Yogesh Goel

B.Tech. : Mechanical Engineering
 Work Exp.: ISGEC Heavy Engineering Ltd. (12
 Months), Easa Elevators Pvt. Ltd. (12
 months)
 SIP Co. : Honda Motorcycle and Scooter India
 Pvt. Ltd.
 Project : Recent Trend in 2 Wheeler Business in
 Market

Work Experience 12-23 Months



Abhishek Goyal

B.Tech. : B.Tech.: Electronics & Communication Engineering
 Work Exp.: Udai Propmart Pvt. Ltd. (12 Months)
 SIP Co. : Educated Globe
 Project : To set up a global rental management company

Aditya Dhankhar

B.Tech. : Computer Science Engineering
 Work Exp.: Paytm (21 Months)
 SIP Co. : Toshiba
 Project : Product Strategy and Competitive Analysis



Ankur Pal

B.Tech. : Computer Science Engineering
 Work Exp.: Tata Consultancy Services (12 Months)
 SIP Co. : DGE&T, Ministry of Labour & Employment (MoLE)
 Project : The World Bank , Vocational Training Improvement Project (NPIU)

Akansha Sharma

B.Tech. : Computer Science Engineering
 Work Exp.: Syntel (15 Months), Gateforum (4 Months)
 SIP Co. : Kotak Mahindra Bank
 Project : Financial Planning



Ankush Malhotra

B.Tech. : Computer Science Engineering
 Work Exp.: Nucleus Software Exports Ltd. (15 months)
 SIP Co. : DGE&T, Ministry of Labour & Employment (MoLE)
 Project : The World Bank , Vocational Training Improvement Project (NPIU)

Balpreet Kaur

B.Tech. : Information Technology
 Work Exp.: Tata Consultancy Services (20 Months)
 SIP Co. : Markit
 Project : Corporate Actions - Treasury Bonds



Bipin Mehta

B.Tech. : Computer Science Engineering
 Work Exp.: Goyal Technologies Ltd. (4 Months), Educomp Solutions Ltd. (11 Months)
 SIP Co. : IDBI Federal Life Insurance Co. Ltd.
 Project : Target Customer behaviour and marketing approach

Deepali Singh

B.Tech. : Computer Science Engineering
 Work Exp.: Tata Consultancy Services (20 Months)
 SIP Co. : Drishtee Development and Communications Limited
 Project : To study the recruitment cycle and identify the loopholes in the process and work for expansion process in the recruitment and outreach program of Drishtee.



Divij Mangal

B.Tech. : Electrical & Electronics Engineering
 Work Exp.: Aon Hewitt (7 Months), NDPC Logistic Pvt. Ltd. (5 Months)
 SIP Co. : Accenture
 Project : Analysis of Accenture global business services to formulate growth and strategy

Giri Mallika Bora

B.Tech. : Computer Science Engineering
 Work Exp.: Tech Mahindra Ltd. (17 Months)
 SIP Co. : Accenture
 Project : Offerings Portfolio Assessment



Himanshu Aggarwal

B.Tech. : Electrical & Electronics Engineering
 Work Exp.: HCL Technologies (23 Months)
 SIP Co. : Bharti Airtel
 Project : Welcome to new device

Manish Kumar Goyal

B.Tech. : Computer Science Engineering
 Work Exp.: Guru Nanak Khad Bhandhar (14 Months)
 SIP Co. : Sharekhan Ltd.
 Project : Equity Research



Work Experience 12-23 Months



Meghaa Gupta

B.Tech. : Biotechnology Engineering
 Work Exp.: M J Traders (14 Months)
 SIP Co. : Bharat Bijlee Ltd.
 Project : Implementation of Theory of Constraints in Company Policies

Puneet Saran

B.Tech. : Electronics & Communication Engineering
 Work Exp.: Infosys Ltd (23 Months)
 SIP Co. : Taraspan Solutions Pvt Ltd
 Project : To create a digital marketing plan and setup the digital marketing environment for Taraspan



Rohit Kumar

B.Tech. : Electronics & Communication Engineering
 Work Exp.: Kirla Tech (19 Months)
 SIP Co. : Piquor Technologies Pvt Ltd.
 Project : To explore the opportunities for the "Party Picture Box"

Shagun Raghav

B.Tech. : Computer Science Engineering
 Work Exp.: Rana Material Handling Pvt. Ltd. (12 months)
 SIP Co. : Drishtee Development and Communications Limited
 Project : Marketing Research of Project SwacchJal which includes analyzing need of water purifier at various places



Shivam Dikshit

B.Tech. : Electrical Engineering
 Work Exp.: Legrand India Pvt. Ltd. (9 Months)
 SIP Co. : Piquor Technologies Pvt Ltd.
 Project : To explore the opportunities for the "Party Picture Box"

Sumit Kumar

B.Tech. : Electronics & Communication Engineering
 Work Exp.: Residential Gyan Niketan Public School, Teacher (12 Months)
 SIP Co. : TATA STEEL LTD
 Project : Developing customer engagement and retention plans for SME customers of Tata Steel.



Vineet Goyal

B.Tech. : B.Tech: Tool Engineering
 Work Exp.: Kiran Udyog Pvt. Ltd, (12 Months)
 SIP Co. : Share Khan Ltd.
 Project : Equity Research

Work Experience < 11 Months



Ankit Saxena

B.Tech. : Electronics & Communication Engineering
 Work Exp.: Tata Consultancy Services (7 Months)
 SIP Co. : H.C.L. Learning
 Project : Consumer Feedback Survey , needs assessment of customers and Evaluation of different POS

Kashish Kakkar

B.Tech. : Biotechnology Engineering
 Work Exp.: Oncquest Laboratories Ltd (6 Months)
 SIP Co. : Markit India
 Project : Synergies between CDS Pricing and CDS Reference Data department



Pulkit Khurana

B.Tech. : Mechanical Engineering
 Work Exp.: Karnal Cooperative Sugar Mills Ltd. } (4 Months)
 SIP Co. : DHFL
 Project : Credit Sanction Process

Freshers



Akanksha Kapoor

B.Tech. : Biotechnology
College/ : Maharishi Markandeshwar University,
University : Mullana, Ambala
SIP Co. : Punjab National Bank
Project : Credit Appraisal for Term Loan and
Working Capital Financing



Ankita Sethi

B.Tech. : Electronics & Communication
Engineering
College/ : Dronacharya College of Engineering,
University : MDU
SIP Co. : Pricewaterhouse Coopers Pvt Ltd
Project : e-Governance consulting and
implementation



Anmol Arora

B.Tech. : Mechanical & Automation Engineering
College/ : Northern India Engineering College,
University : IPU
SIP Co. : Silverstar Fashions Pvt. Ltd.
Project : Human Resource Planning



Anuj Shrivastava

B.Tech. : Information Technology
College/ : Vishveshwarya Institute of
University : Engineering & Technology, UPTU
SIP Co. : Market-xcel data matrix pvt. Ltd.
Project : Light and Medium Duty Trucks



Apar Bansal

B.Tech. : Computer Science Engineering
College/ : Bhagwan Parshuram Institute of
University : Technology, IPU
SIP Co. : Markit Holdings Ltd.
Project : To find synergy between two
departments



Ashish Ranga

B.Tech. : Computer Science Engineering
College/ : Maharaja Agarsen Institute of
University : Technology, IPU
SIP Co. : Centre for Railway Information
System
Project : Designing Induction program and
database for CRIS

Anisha Jaiswal

B.Tech. : Computer Science Engineering
College/ : Management Education Research
University : Institute- College of Engineering &
Technology, MDU
SIP Co. : Emergus Capital
Project : Determining working capital of a
company



Ankur Kalia

B.Tech. : Electronics & Communication
Engineering
College/ : S.K.I.E.T Kurukshetra, KUK
University :
SIP Co. : Ernst & Young
Project : Implementation of e-governance in
CBI



Anuj Kathwariya

B.Tech. : Computer Science Engineering
College/ : Bhagwan Parshuram Institute of
University : Technology, IPU
SIP Co. : IDBI Federal Life Insurance Co. Ltd.
Project : Market Reserach on Investors
behavior towards insurance and
likeliness in investing in IDBI



Anurag Kumar

B.Tech. : Computer Science Engineering
College/ : JamiaMillia Islamia
University :
SIP Co. : Indian Institute of Retail Training
Project : Brand promotion of IIRT



Arpit Jain

B.Tech. : Electrical & Electronics Engineering
College/ : BhagwanParshuram Institute of
University : Technology, GGSIPU
SIP Co. : IBM
Project : Marketing Campaign



Avinash Kumar Maurya

B.Tech. : Mechanical Engineering
College/ : Krishna Institute Of Engineering &
University : Technology, UPTU
SIP Co. : Study Smart
Project : Marketing & Brand Ambassador



Freshers



Bilal Husain

B.Tech. : Electrical & Electronics Engineering
College/ : SSCET Bhilai, CSVTU
University
SIP Co. : Dolphin Automation
Project : Warehouse and delivery operation analysis

Digvijai Chandra

B.Tech. : Information Technology
College/ : Poornima Institute of Engineering &
University Technology, RTU
SIP Co. : Proof of Performance Data Service Pvt. Ltd.
Project : Chakravyuh (Marketing Strategy) & IT Project Management Tool Implementation



Dishant Gosain

B.Tech. : Computer Science Engineering
College/ : Maharaja Surajmal Institute of
University Technology, GGSIPU
SIP Co. : Channelplay
Project : Brand Value Analysis of JNJ

Dushyant Singh

B.Tech. : Computer Science Engineering
College/ : Sir Padampat Singhania University,
University Udaipur
SIP Co. : Global Presentation
Project : Business Development and Marketing



Garima Puri

B.Tech. : Electronics & Communication
Engineering
College/ : Chitkara Institute of Engineering &
University Technology, Chandigarh
SIP Co. : HCL Learning
Project : Consumer feedback survey, Needs assessment and evaluation of different POS

Karmesh Aakash Shaw

B.Tech. : Electrical Engineering
College/ : KIIT University, Bhubaneswar
University
SIP Co. : United Breweries Ltd.
Project : Manufacturing Accounting: Cost of production of 1 case of beer



Kirti Negi

B.Tech. : Electronics & Communication
Engineering
College/ : Amrapali Institute of Technology &
University Sciences, UTU
SIP Co. : Cortex Construction Solutions
Project : Client Analysis & Revenue Generation at Cortex Construction Solutions

Malvika Chetal

B.Tech. : Electronics & Communication
Engineering
College/ : Lingaya's University, Faridabad
University
SIP Co. : Educated Globe
Project : To build a global home based tech education company



Malvika Gurung

B.Tech. : Electronics & Communication
Engineering
College/ : Graphic Era University, Dehradun
University
SIP Co. : ING Vysya Bank, Dehradun
Project : A Study on Employee Satisfaction at ING Vysya Bank Dehradun Branch

Manoj Kumar

B.Tech. : Electronics & Communication
Engineering
College/ : Institute of Engineering &
University Technology, Lucknow
SIP Co. : Casio India Co. Pvt. Ltd.
Project : Market Research in 'keyboards' section



Mehak Ahuja

B.Tech. : Computer Science Engineering
College/ : Maharaja Surajmal Institute of
University Technology, GGSIPU
SIP Co. : Maruti Suzuki India Ltd
Project : Measurement and Analysis of Job Satisfaction Level of Blue Collar Worker

Mohammad Faiyaz

B.Tech. : Electronics & Communication
Engineering
College/ : Sharda University
University
SIP Co. : IIRT (Indian Institute of Retail Training)
Project : Inventory Management of Mobile Handsets in Retail



Freshers



Mohit Kumar Gupta

B.E. : Civil Engineering
College/ : Dayananda Sagar College of
University Engineering, VTU
SIP Co. : Mediplus India Ltd
Project : Preparation of the financial
documents of different new
products launched

Nikita Verma

B.Tech. : Computer Science Engineering
College/ : Amity University, Noida
University
SIP Co. : Cybermedia
Project : Training Need Identification



Nikhil Agarwal

B.Tech. : Mechanical Engineering
College/ : Northern India Engineering College,
University GGSIPU
SIP Co. : Hyundai Mobis
Project : Dealer Order Processing

Parul Bajpai

B.Tech. : Chemical Engineering
College/ : Banasthali University
University
SIP Co. : Punjab National Bank
Project : Study the Insurance Penetration and
Insurance Density for PNB Metlife



Priyansha Yadav

B.Tech. : Computer Science Engineering
College/ : Hindustan Institute of Technology,
University UPTU
SIP Co. : Godrej Consumer Products LTD.
Project : Skill Development of shop floor
employees in Godrej Consumer
Products LTD

Rahul Singh Syunari

B.Tech. : Computer Science Engg.
College/ : MSIT, GGSIPU
University
SIP Co. : SR Global Services
Project : Data Entry Management & Customer
Relationship Management



Ridhi Suneja

B.Tech. : Computer Science Engineering
College/ : Amritsar College of Engineering and
University Technology
SIP Co. : H.C.L. Learning
Project : Consumer feedback survey, Needs
assessment and evaluation of different
POS

Rohan Yadav

B.Tech. : Computer Science Engineering
College/ : HMR Institute of Technology &
University Management, GGSIPU
SIP Co. : Hungama Digital
Project : Assisting in digital marketing strategy
of various brands



Rohit Mathur

B.Tech. : Computer Science Engineering
College/ : ITM, MDU
University
SIP Co. : Sharekhan Ltd.
Project : Equity Research of IT Companies

Shagun Kaushik

B.Tech. : Information Technology
College/ : BCRM CET Bahal, MDU Rohtak
University
SIP Co. : Team computers pvt ltd
Project : Recruitment of IOS developers



Shobha Saini

B.Tech. : Biomedical Engineering
College/ : Dronacharya College of Engineering,
University MDU.
SIP Co. : Centre for Railway Information
System
Project : Induction programme

Shubhankar Gaurkar

B.Tech. : Electronics & Telecommunications
Engineering
College/ : MGM'S College of Engineering &
University Technology, UPTU
SIP Co. : IDBI Federal Life Insurance Co. Ltd.
Project : Factors affecting buying behavior of
customers for Life Insurance



Freshers



Sohraab Singh

B.Tech. : Electronics and Instrumentation Engineering
College/ : Institute Of Technology and University Management, MDU
SIP Co. : Reliance Dairy and Food Ltd.
Project : Transportation Cost Reduction

Sukanya Biswas

B.Tech. : Computer Science Engineering
College/ : C.V. Raman College of Engineering, University BPUT
SIP Co. : Tara Span Solutions Pvt. Ltd
Project : Setting up a successful content marketing program at TaraSpan to support digital marketing



Tanu Yadav

B.Tech. : Biomedical Engineering
College/ : Guru Jambheshwar University of University Science & Technology
SIP Co. : Jindal Stainless Ltd
Project : Training need analysis

Vikram Sharma

B.Tech. : Electronics & Communication Engineering
College/ : Guru Jambheshwar University of University Science & Technology
SIP Co. : Cybermedia
Project : Online/Digital Marketing



Placement Process

Recruitment Program

The entire placement process takes three-to-four months. Students have the opportunity to learn about recruiting companies through a series of on-campus presentations.

Pre-Placement Talks

Placements commence with a series of pre-placement talks (PPT). The Pre-Placement Talks or Company Presentations are an opportunity for the Companies to interact with the students, understand their expectations and apprise them of the job requirements and job profiles offered.

Summer Placements

As a compulsory part of curriculum, students are required to undergo Summer Internship with an organization for a period of 8 weeks. It gives the student a glimpse into the present corporate environment and an appreciation of the interpersonal and influencing skills required to excel in the workplace. The organization

benefits by acquiring, for a short period, a keen mind equipped with analytical capabilities and theoretical inputs to tackle any immediate issue it may be facing.

Lateral Placements

Almost 45% of the current batch in DSM has prior work-experience. The Lateral Placement process allows recruiters and students with work-experience to interact. This process is conducted from November onwards.

Final Placements

After the Pre-Placement talks, scheduling of participating companies for placements is performed by allotting day and time when they can begin their recruitment process. The entire selection procedure of a company has to be carried out within the time frame allotted to them. Companies may invite CVs of interested students and shortlist students on the basis of their profiles before commencing on-campus placement activities.

Guest Lecture Series

In the last five years, DSM has organized expert lecture-cum-interaction sessions with eminent management gurus/ industry practitioners. Some of the eminent speakers those who interacted with the students are as follows:

- Mr. Unmesh Shukla, Head Talent Acquisition, Isolux Corsan Group
- Brig. (Dr.) Ashok Pathak (Retd.), Former Director AIMT, Noida
- Mr. Mandeep Gupta, Certified Trainer, SEBI (Securities Exchange Board of India) Director- Space Consultant, Management Consultant, Transweb Educational Services Pvt. Ltd.
- Ms. Madhu Purnima Kishwar, Senior Fellow at the Centre for the Study of Developing Societies and Director Indic Studies Project (CSDS)
- Ms. Anisha Singh, Founder and CEO, Mydala.com
- Dr. Anil Kumar, Professor, Central Michigan University, USA
- Dr. Deepak Bhootra, Commercial Sales Operations Director at Hewlett Packard
- Dr. Harminder Singh, Senior Faculty Finance and Director-MIF, at DEAKIN University Australia
- Dr. Kumar Krishen, NASA, USA
- Dr. Manu K. Vora, Adjunct Faculty, School of Continuing Studies, Northwestern University, Illinois; Chairman and President, Business Excellence, Inc.
- Dr. Ranjit Sinha, Ex- MD British Company
- Dr. Shyam S Lodha, Professor of Marketing and International Business, Southern Connecticut State University, New Haven, Connecticut, USA
- Lt. Gen. D.V. Kalra, Director, DTDC Supply Chain Institute
- Mr. Alok Srivastava, Regional IT Head, JMC Projects India Limited
- Mr. Amitabh Singh, the Managing Director of CoGlobe Consulting Pvt Ltd.
- Mr. Arun Kumar, Regional Manager, Bose Corporation Ltd.
- Mr Arvind Dheer Head, Institutional Sales & Defence Business, Voltas
- Mr. Ashok Sethi, CIO, Sapient Technologies
- Mr. Jasmohan Singh, MD, Frick India Ltd.
- Mr. Nitin, CEO, Espire Info Lab Ltd.
- Mr. Rahul Ramabrata Gupta, Head - Marketing Operations & Strategy, CSC India
- Mr. Shreshth Sharma, Senior Associate, The Boston Consulting Group
- Mr. Tarun Matai, Bank of America
- Mr. Tushar Pandey, President and Country Head, Strategic Initiatives and Government Advisory Central and State Govt., Yes Bank
- Pof. R.J. Masilamani, Ex MD and Chief Executive, Timex Watches
- Shree Parthasarathy, Sr. Director, Deloitte

Past Recruiters

Placements

99acres.com	Idea7 Sewells
ABC consultant	IMRB
Absolut DATA	Indiamart
Accenture Global	ING Vysya
Aglasem	Inlogistics
Agreeya	JDA Software
All Cargo	Jubilant Industries
American Express	KPMG
ARI World	Laurent & Benon
Ask Wealth	Meltwater
Avery Dennison	Michelin Tyres
Bechtel	Mu Sigma
Beroe	National Stock Exchange
Bloomberg	Naukri.Com
Capital IQ	Nuelife
Care	Orane Consulting
Career Launcher	Oysters Learning
Careers360	Pensamedia
Casio	Piaggio
Channel Play	Progressive Media
City Innovates	Resultrix
Clairvortex	RNF Technologies
CSC	SIS Prosecur
Eco Sense	The Smartcube
Evalueserve	Spectra
Evi Technologies Ltd.	SMSG Broadcast
FIITJEE	SRF Ltd
Flywheel Logistics	Taj Hotels
Giesecke and Devrient	TCS Ltd
Hansa Research	Telcon
HCL Infosystem	Towers Watson
HCL Technologies	TRAI
Headstrong	Tribal Fusion
Honda	Wave Infratech
Housing.com	WNS
IBM	Zinnov Consulting
ICICI Lombard	ZS Associates
India Bulls	Zycus Infotech

Summer Internship*

Accenture	Indian Institute Of Retail Training
Apex HR	Ing Vysya Bank
Bajaj Capital	Jindal Stainless Ltd.
Bank Of Bahrain And Kuwait	Kotak Mahindra Bank
Bharat Bijlee Ltd.	Maersk Line
Bharti Airtel	Market-Xcel Data
Careers360	Matrix Pvt. Ltd.
Casio India Co. Pvt. Ltd.	Markit Holdings Ltd.
Centre For Railway Information System	Maruti Suzuki India Ltd.
Channelplay	Mediplus India Ltd
City Innovates	Ministry Of Labour & Employment
Corporate Bridge	Nurturing Green
Cortex Construction Solutions	Retail Pvt.Ltd
Cybermedia	ONGC
D&G Business Consultants	Piquor Technologies Pvt. Ltd.
DHFL	Pricewaterhouse Coopers Pvt Ltd
Dolphin Automation	Proof Of Performance Data Service Pvt. Ltd.
Drishtee	Punjab National Bank
Development And Communications Ltd.	Rasna
Earth Infrastructure Ltd.	Reliance Dairy Food Limited
Educated Globe	SC Johnson Products Pvt. Ltd.
Foodatclick.com	Sharekhan Ltd.
Godrej Consumer Products Ltd.	SR Global Services
HCL Learning	Study Smart
Hilton Gardern Inn	T&A Consulting
Honda Motorcycle And Scooter India Pvt Ltd	Taraspan Solutions Pvt. Ltd.
Hungama Digital	Tata Steel Ltd
IDBI Federal Life Insurance Co. Ltd.	TFT
Ideapot	Toshiba India Pvt Ltd
IIM Ahmedabad	United Breweries Ltd.
	Zebronic

*This list includes name of all the companies where students did their internship

Alumni Speak

The learning at DSM is not limited to the four walls of classroom. The campus buzzes with activity round the clock which makes the two-year experience full of rigour and vigour.

Akshat Grover, Account Strategist, Google India

Delhi School of Management made me discover my true potential. DSM nurtured me for two complete years to bring the best out of me and very gently transformed me from an engineer, who knew very little about the business world to a professional ready to enter the corporate world.

Ample of industry interactions and guest lecture series by the top notch industrialists on various topics helps develop a more holistic view for analysing and interpreting complex business situations.

Summy Kataria, Country Manager-University Relations, Bloomberg LP

Two years in DSM bought a complete transformation in my personality and helped me grow both personally and professionally. It was an honour and privilege for me to study in such a distinguished institute with rich heritage. The best thing about DSM was the presence of camaraderie between batch mates as well as the teachers.

Sumit Bhutani, Business Consultant, JDA Software, Inc

I have spent the best two years of my life at DSM. The dynamic culture in the B-School gave me the best of everything; the learning was phenomenal and I got immense exposure! I am grateful to entire DSM fraternity for their motivation and support. Wish everyone associated with DSM a bright future ahead.

Gunjan Batra, Associate Consultant, KPMG

Being part of the pilot batch at DSM had its own pros and cons. DSM gave us utmost exposure and liberty to do things our way. DSM provided a platform to hone skills which helped bring the best out of me both personally and professionally. I wish DSM, our faculty members, the current and forthcoming batch all the success in their future endeavours and wish to be always associated with my alma mater in every possible way.

Abhinav Gaur, Senior Consultant- Client Engagement, IBM India Pvt. Ltd.

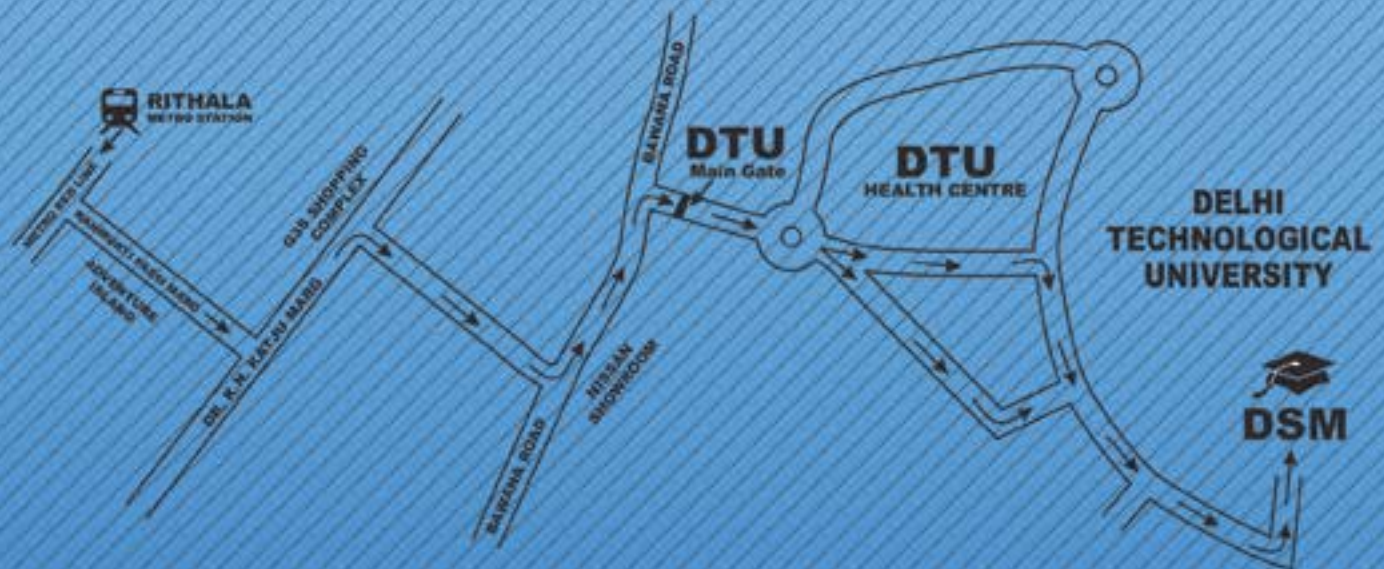
DSM served as a platform for me to meet people from varied backgrounds, including cultural and academic backgrounds which helped me in opening my minds to various thoughts, views and opinions. Our friendly and supportive relations with faculty have helped a lot to grow and move ahead.

Dimpy Sinha, Business Analyst, CSC

DSM: A top tier institution in the making; a thorough student run environment, providing everyone an equal opportunity to excel at their brainchild and qualitative and supportive guidance of the professors. Right from the faculty to the students, everyone at DSM has helped me grow into a thorough professional, giving me the ability to stand tall with pride and achieve amongst the best in the industry.

Tanya Singh, Sales Consultant- Client Acquisition, Meltwater Group

How to reach DSM



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