



DELHI SCHOOL OF BUSINESS

By Vivekananda Institute of Professional Studies-TC

ADMISSIONS
GUIDE PGDM
2023-25

**POTENTIAL...
PASSION
POSSIBILITIES.**

**CREATING AND
BUILDING CAREERS.**



WE HELP YOU DISCOVER THE INFINITE POWER IN YOUR POTENTIAL.

BECAUSE, WE DO.

Ideas change, businesses transform and each challenge is distinct. But what goes a long way in leading this shift is your potential to embrace every situation with proficiency.

DSB believes in the powerhouse of potential that you are. And with the right guidance and exposure, you can do wonders. We take pride in being the enablers of your infinite growth within a constantly innovating industry. Because when you reach your optimum potential, you've already taken the first steps to change the world around you.

In this quest, DSB is led by Swami Vivekananda's ideas of self-discovery. It drives us to see you transform to the next level of readiness and progress. After all...

"Things do not grow better; they remain as they are.

It is we who grow better, by the changes we make in ourselves." - Swami Vivekananda Ji

VISION

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

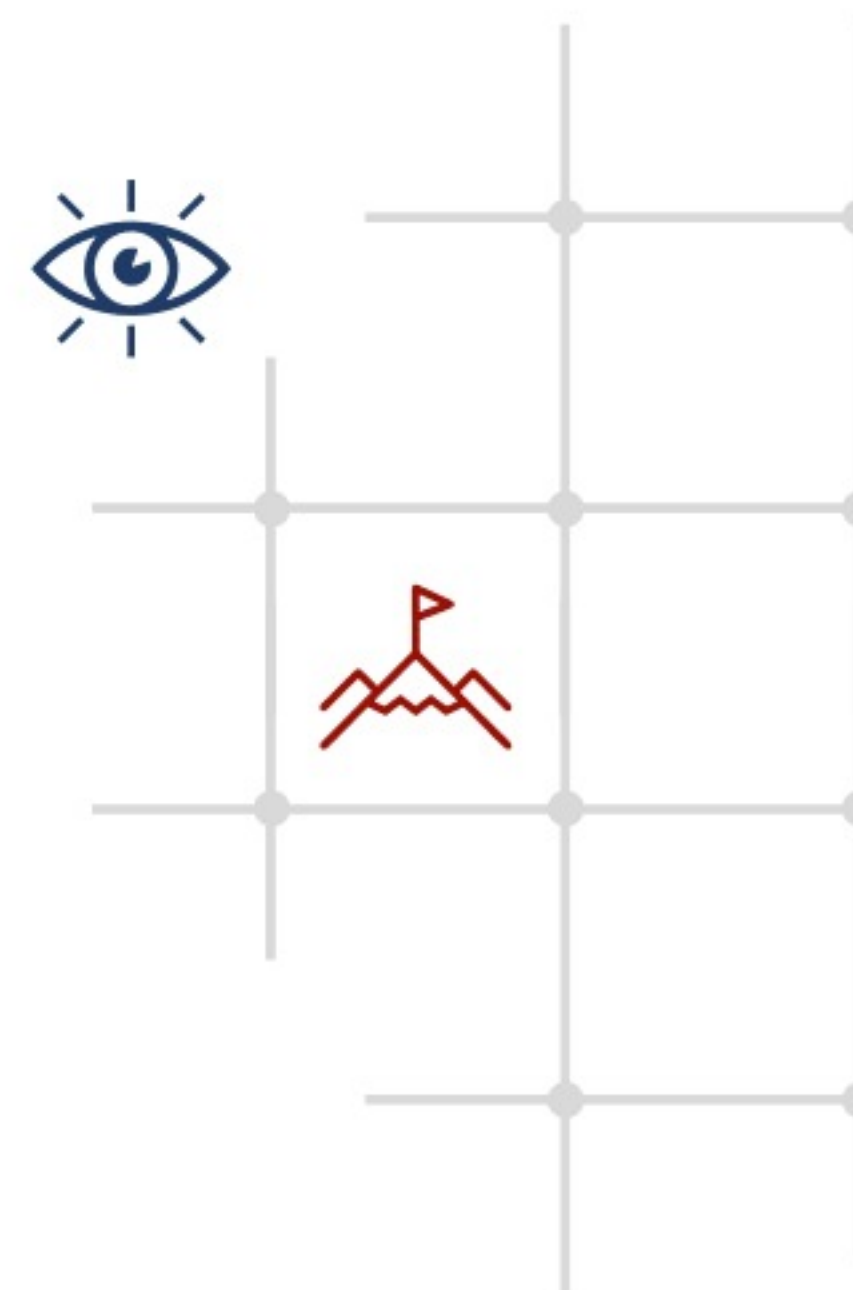
CORE VALUES

Core values of Delhi School of Business are: Excellence, Service and Empathy. We supplement these universal core values with specific business-related values: Integrity, Diversity, Creativity, Social Responsibility and Ethics.

MISSION

Mission of Delhi School of Business 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.

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



THE BLUEPRINT OF YOUR METAMORPHOSIS

Delhi School of Business was established 12 years after VIPS. VIPS has crafted its legacy of imparting high quality professional education since 2000, which became the foundation of this business school too.

The essence of management education at DSB is to identify & ignite the spark of passion in students which helps them identify their professional potential. The holistic development of personality facilitated on campus becomes a cradle of successful, vibrant proactive & energetic professionals of future.



22+

Years of Academic Excellence



7500+

Students



270+

Faculty Members



20000+

Alumni Network



300+

Eminent Recruiters



20+

Global Academic Partnerships



TAKE CHARGE OF YOUR POTENTIAL–NOW!

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

Trustee – National Book Trust, India

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 evolving landscape of management education has necessitated a shift in understanding of the concept of learning. Learning involves continuous and constant unlearning and relearning and thus the minds must be trained to constantly relearn and evolve.

Human minds have the potential to create possibilities out of exceedingly difficult situations, provided they are equipped with the right attitude, required aptitude and willingness to perform. Understanding human drives that foster higher performance is the ultimate skill needed for managers in today's workplace.

Emotional Intelligence equipped with empathy, patience and sense of service helps leaders prevail over their workforce. Development of creative and innovative minds with an ability to think critically and out of the box is the essence of efficacious management education.

Delhi School of Business strives to impart an optimal blend of perfection and innovative imperfection just fit to foster the conventional technical learning amalgamated with the creative and ingenious thinking ability. Students are a part of a learning ecosystem where learning is a continuous process inside and outside the classrooms.



Alfred North Whitehead once observed that "the secondhandedness of the learned world is the secret of its mediocrity." The students at Delhi School of Business are trained to learn from their own first-hand experience supplemented with the theoretical facets of learning.

We at Delhi School of Business Strive to create well educated managers, implementing management education in their real lives, continuously learning, to achieve the citadels of glory and success.

PROF. (DR.) INDIRA BHARDWAJ
MBA, Ph.D , AMU

Director, Delhi School of Business
indira.bhardwaj@dsb.edu.in | director@dsb.edu.in

LED BY A CONSTELLATION OF VISIONARIES

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



Secretary
Mr. Naresh
Aggarwal

Vice-chairman
Mr. Suneet
Vats

Vice-chairman
Mr. Krishan
Aggarwal

Chairman
Dr. S.C.
Vats

Vice-chairman
Mr. Ajay
Bindal

Vice-chairman
Mr. Vineet
Vats

EXTERNAL MEMBERS

Dr. Amita Dev
Vice Chancellor
Indira Gandhi Delhi Technical
University for Women, Delhi

Mr. Anil Sardana
MD & CEO at Adani Transmission Ltd.
MD - Adani Power Ltd.
Chairman - Adani Electricity, Mumbai

Ms. Anuradha Amos
Principal
St. Thomas School, Mandir Marg

Dr. Kavita Sharma
President
South Asian University, Delhi

Mr. Kewal Handa
Chairman of the Board
Union Bank of India

Mr. Naveen N.D. Gupta
President ICAI and
Chairman of ICAI- ARF

Mr. Praveer Sinha
CEO & Managing Director
Tata Power

Shri Shyam Bang
Director
Jubilant Life Sciences Ltd.

Prof. D.P. Goyal
Director & Professor
Information Systems,
IIM Shillong

Prof. (Dr.) Indira Bhardwaj
MBA, Ph.D, AMU
Director, Delhi School of Business

Prof. (Dr.) Rattan Sharma
Professor, DSB

Prof. (Dr.) Neerja Arora
Professor, DSB

Others - Nominees as per rule

ACHIEVING EXCELLENCE THROUGH COMMITMENT & DEDICATION

Manifestation of the education of DSB is in the success story of the students who have been trained here during their 2 years of stay at the B-School.

The learning environment at DSB is a continuously evolving system with internal & external feedback mechanism. The feedback ensures constant & continuous re-alignment of institutional efforts towards individual growth goals.

The dynamic curriculum of DSB which constantly adapts to the changing industry requirement is capitalized by ability enhancement activities which enhance the value proposition for students.

Constant vigil on technology change allow the faculty to redesign courses in order absorbs the changes & adapt.

The curriculum & pedagogy adapted is agile & ensures industry readiness in students skill, attitude & aptitude.

THE ASPIRATION TO BE THE BEST IS MUTUAL

DSB's pursuit to realize the powerhouse of your potential is accredited by the best and most respected educational boards in the country. Our flagship PGDM program is well-regarded and resonates with the needs of the industry.



AICTE
Approved
Program



Accredited
by NBA



Equivalent
to MBA
by AIU



Amongst the
Top B-Schools
in Delhi



In outstanding
B-Schools of
Excellence

Amongst Top-10
Private B-schools
in Delhi

Source: OUTLOOK-ICARE
India MBA Rankings 2022

Source: CSR-GHRDC B-School Rankings 2021

A RIGOROUS, WELL-STRUCTURED AND DYNAMIC CURRICULUM

Spread across 6 trimesters over 2 years, the PGDM program prepares you for both – building a rock solid base in general management in the 1st year and specializing with a chosen elective in the 2nd year.

The curriculum is curated to prepare the next generation of business leaders who can lead with substantial know-how and the passion to achieve the extraordinary. At DSB, you are trained to take the first step towards a bright future that entails ample amount of innovation, excellence and boldness.



1st YEAR

Learn the basics of management across all disciplines, including:

- Economics
- General Management
- International Business
- Marketing
- Human Resources
- Accounting & Finance
- Analytics and Operations
- Business Communication

Financial Reporting & Accounting

Cost & Management Accounting

Financial Management

Spread Sheet for Business

Quantitative Techniques

Operations Management

Business Research Methods

Marketing-1

Marketing-2

Sales Management

Economic Environment

Managerial Economics

International Business

Organizational Behaviour

Human Resources Management

Sustainability and Business (USDB, PSDBI)

Legal Aspects of Business

Value and Ethics

Entrepreneurship and Family Business

Strategic Management

8-week summer internship program after 1st year.

2nd YEAR

Specialize from a pool of emerging and highly relevant electives that allow you to focus on your passion with absolute precision. These are cutting-edge, contemporary and embed in you the essential know-how of your preferred domain.

- Marketing Management
- Accounting & Finance
- Human Resource Management
- Analytics and Operations
- International Business
- Open Electives

Compulsory Capstone Project (Trimester IV to VI) under the guidance of a faculty member.

Scan this QR code for full list of electives



A STIMULATING AND DISTINCT PEDAGOGY

Learning at DSB is facilitated by Multiple Participative Pedagogy. It incorporates a plethora of techniques and tools that hone your perspectives of academia, industry and experiential learning. Here, you learn by doing in a deeply engaging and student-centric environment.

OUR PEDAGOGICAL ELEMENTS ARE INTERTWINED WITHIN



CLASSROOM

DSB's classrooms uphold inter-disciplinary learning with integrated coursework. From project based to peer learning and ability enhancement courses to make you industry ready - it is your launchpad to question the status quo, explore nuances of cutting-edge topics and innovate something new each day.

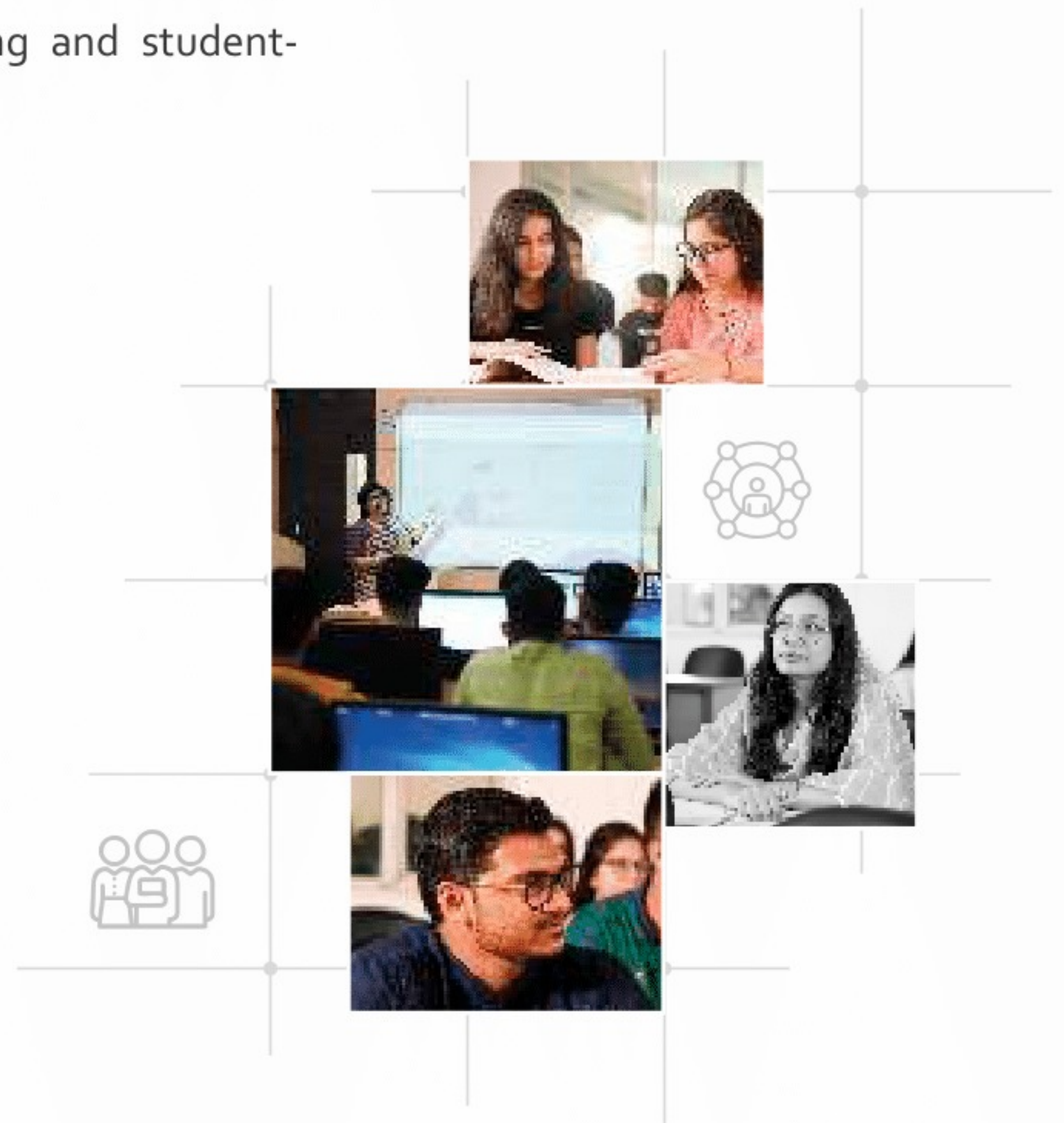
Flipped classroom model: it's your individual space to immerse in an interactive learning environment.

Ability enhancement courses: ability enhancement courses to build your soft skills and professional ethics in a post-pandemic world.

Capstone project: running over 3 trimesters, you collaborate for a comprehensive project-based learning.

Dual specialization: opt to specialize in any 2 offered streams from our pool of electives in the 2nd year.

Flexibility and choices: with more open electives, you have the option to choose from a variety of topics.





MENTORSHIP

You are not only taught by erudite professors from across the country but also by real professionals who are your facilitators. Top industry leaders and DSB alumni give you the inside scoop of the industry of your choice and help you understand businesses inside-out and outside-in.

Faculty mentoring: top professors guide you through the intricacies of management education with their expertise.

Industry mentoring: regular sessions by industry expert let you take a deep-dive view of the corporate world.

Alumni mentoring: ex-DSBians, who are now driving the industry with their ability share their experience and tips with you.



EXPOSURE:

A comprehensive and on-ground experience of varied topics gives you an edge over the rest. Be it within a rural or urban setting, you have the opportunity to get familiar with real-time challenges and develop insight of the global market and surrounding environment.

Industry visits: visits to state-of-the-art industries let you observe the plethora of activities accomplished therein.

Internships: gather on-the-job experience of your future role within a progressive corporate firm.

Industry certification courses: acquire the required set of skills to negotiate your way to the top in the business world.

Guest lectures/industry talks: get actual insights of the corporate world from industry stalwarts.





INDUSTRY

The business of the future needs smart, bold and visionary leaders who can leverage industry trends. At DSB, we prepare you for the future with a unique blend of analytical thinking, data-based business intelligence and entrepreneurship practices. Thus, you are trained to transform from day 1.

Entrepreneurship: with ingrained entrepreneurial instincts, you are trained to perform with foresight and confidence.

Analytics: be at the crossroads of technological innovation by knowing about the core of data and its analysis.

Industry 4.0: participate in the digital transformation and create value by taking charge of advancements.

Digital: empower yourself and the community with your nimbleness in data-based decision making.

Family business: get special guidance on how to take your family managed business to the next level.



HOLISTIC DEVELOPMENT

DSB's ultimate pedagogical outcome is your 360-degree development that makes you a complete manager. We help you inculcate the interest and competence to grow as an individual whose mind, body and soul are in absolute sync with the innate aspirations.

Co-curricular activities: go beyond academia to identify the gems of your talent in cultural and sporting engagements.

Indian management philosophy: sow in yourself the ideals of karam and dharam to arise as a value-driven and complete individual.

Values and ethics: imbibe the moral values of humanity to make the workspace around you a positive and hopeful one.



YOUR HOTBED OF OPPORTUNITIES

Spread across a sprawling expanse in the heart of Delhi, the facilities at DSB are wide-ranging and advanced. Besides every facility that you need for a complete educational experience, we get you -

ANALYTICS LAB (E-LAB)

Get data-ready to deliver smart business solutions

DSB's Business Analytics lab (E-lab) brings you the best of technical prowess essential to grow in today's data-driven scenario. Excel in the fields of AI, IOT, cloud computing etc. with practical understanding of analytics with courses such as:

-  **Excel for Business**
-  **Big Data Analytics**
-  **Data Science with Python**
-  **Data Analytics using R**
-  **Operation Analytics**
-  **E-Commerce**
-  **MIS & ERP**

FINANCE LAB

Crunch numbers to maximise your quantitative skills

Arguably India's largest B-school Finance lab, DSB's Finance Lab recreates capital markets and treasury trading floor for practicing concepts related to Global Financial Markets.

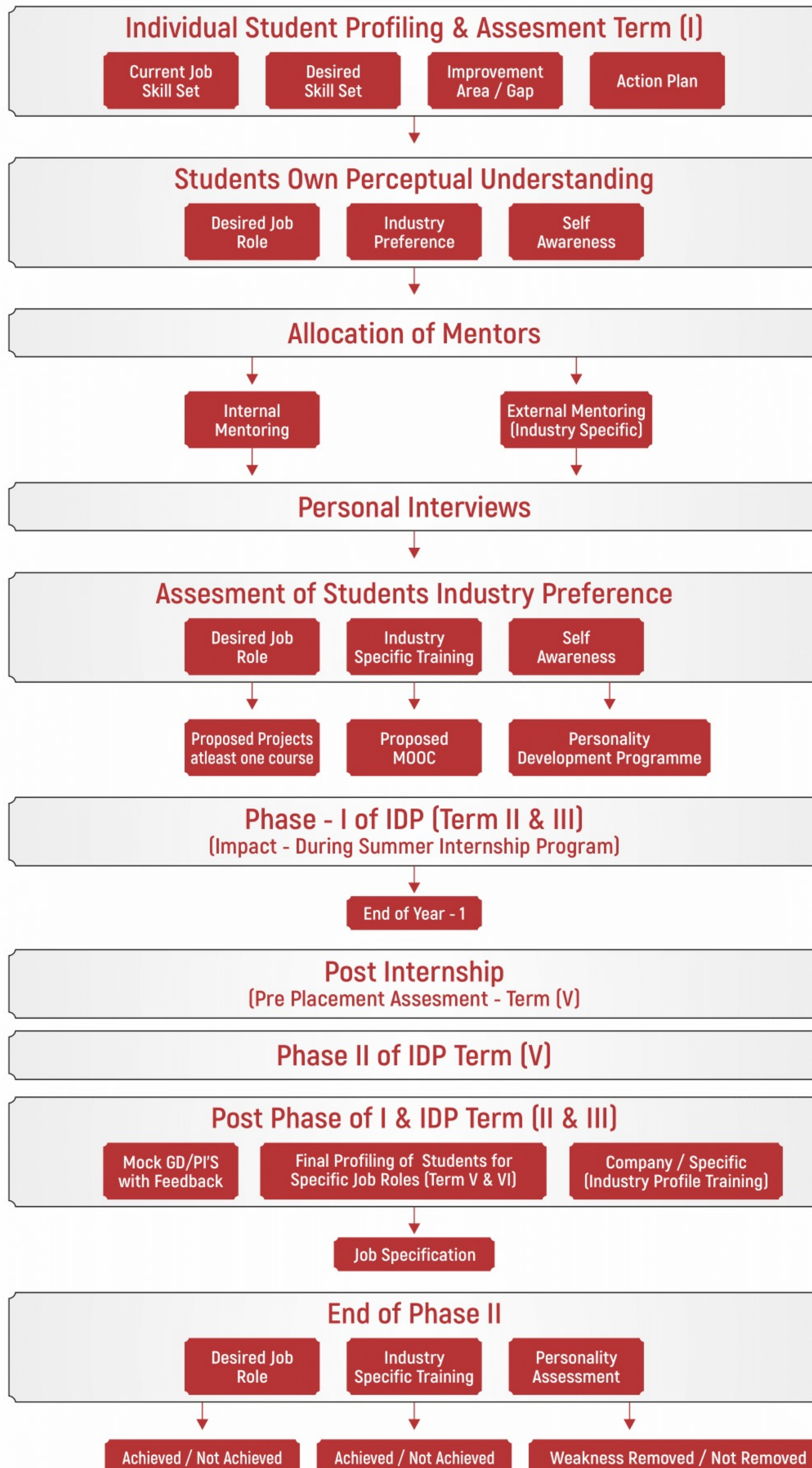
Here you lay your hands on:

-  **Asset Classes, Markets, Instruments**
-  **Financial Risk Management**
-  **Use of Derivatives in management of Active & Passive Risk Books**
-  **Capital Raising Strategies in International Markets**
-  **Technical Analysis of Global Financial Markets**



PRE-PLACEMENT ASSESMENT AND TRAINING

(Assesment will define training)



GET INDUSTRY READY WITH THE HELP OF DSB FACULTY EXPERTISE.

Elevate your mind and add brilliance to your thought.
Energize your professional character.



Prof. (Dr.) Indira Bhardwaj
AMU, IIM - Indore
FORBES EDUMETRY



Prof. Rattan Sharma
IIM - Lucknow, MDI - Gurgaon,
SPJIMR-Mumbai, ASCI-Hyd.



Prof. Ashok Bhattacharya
XLRI - Jamshedpur
PFIZER, ITC, GE, HCL



Prof. Sanjay Kumar
IIM-Calcutta
ArcelorMittal, HUL, BILT



Prof. Shoma Mukherji
Thunderbird-USA, MDI-Gur
ExxonMobil



Prof. Rashmi Sharma
LBSIM-Delhi
NTPC, IOCL, GAIL and BHEL



Prof. Sourindra Bhattacharjee
IIM-Ahmedabad
IIM-L, HUL, World Bank & ADB



Prof. Sharad Gupta
IIM-Indore, FMS,
Infosys, Accenture, ICICI



Prof. Neerja Arora
IIM-Calcutta
PwC, IBM, BILT



Prof. Atul Singh Chauhan
XIMB & NALSAR
TCS



Prof. Gaurav Sarin
IIM Lucknow;
Capgemini, Ericsson,
Alcatel-Lucent, and Wipro



Prof. Sanjay Chaudhary
IIT-Roorkee, AIT & SUNY
Reliance, Samsung, Ericsson



Faculty with Unique Blend of Academic Expertise from IIM's and Rich corporate backgrounds and affiliations



Individual Development Programs ensuring personalized training for Placements



Multidisciplinary learning opportunities



Dynamic Progressive and Proactive Curriculum aligned with Industry Needs



Projects and Cases integral to the curriculum for experiential and problem based learnings

BECOME A LEADER OF TOMORROW BY LEARNING FROM LEADERS OF TODAY

Get an Opportunity to Interact with Corporate Legends with Iconic Achievements.

Experience corporate life through the words of leaders who have spent decades in the corporate world and have witnessed multiple economic cycles and changes.

CEO TALKS:



Mr. N. R. Narayana Murthy
Founder of Infosys



Mr Anil Sardana
Adani Transmission Ltd.



Mr. Chandrasekhar Kakal,
Founder CEO L&T



Mr. Deepak Doegar
CFO, JCB India



Mr. Shyamsundar Bang
ED jubilant Life Sciences



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



Mr. Suresh Narayanan
Chairman and MD Nestle



Mr. Kewal Handa
Former Chairman of
Union Bank of India

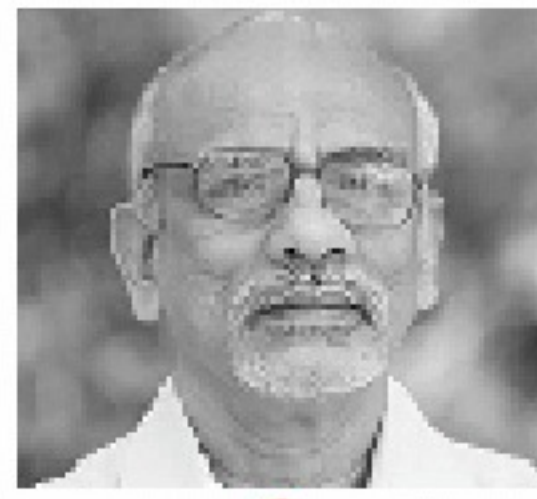


Mr. Nitin Bhut
COO, Genpact

GUEST LECTURERS:



Prof. Debi Saini
Emeritus Professor - HRM
IIM - Ranchi



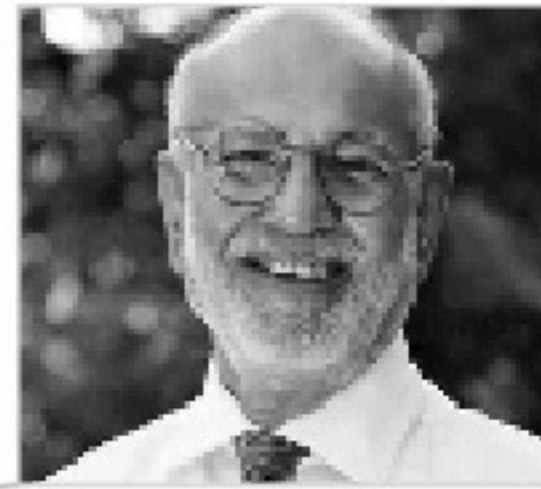
Dr. G Raghuram
Director
IIM - Bangalore



Prof. Neharika Vohra
VC-DSEU
Former Prof, IIM-Ahmedabad



B.S Sahay
Director
IIM - Jammu



Dr. Pritam Singh
Former Director
IIM-Lucknow



Prof. P. K. Sinha
Professor - Retailing and Marketing
Chairperson - Centre for Retailing
IIM - Ahmedabad



Prof. T.V. Rao
Chairman - TVRLS
Ex-Professor
IIM - Ahmedabad



Prof. M.R Dixit
Former Professor
IIM - Ahmedabad
Ph.D. IIT - Kanpur



Mr. Om Prakash Hisaria
Sr. VP,
Reliance Industries Ltd.



Dr. V.P. Singh
Strategic Advisor and
Consultant,
Ex Director (Retd.), R J Corp

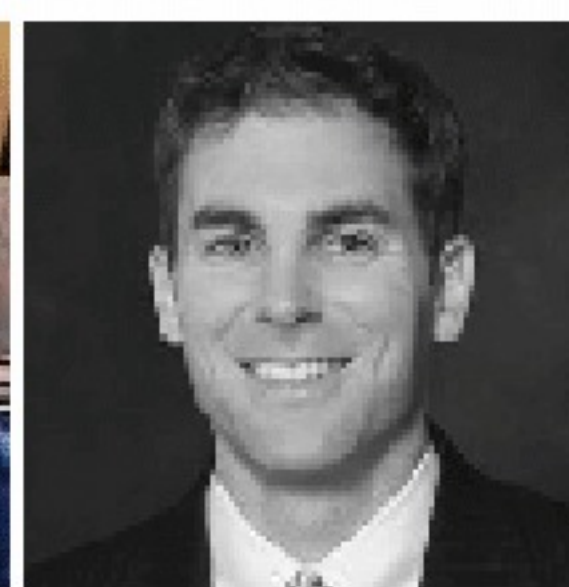


Mr. Sandeep Tyagi
Director
Human Resources
at Samsung Electronics



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

International Visiting Faculty



EXEMPLIFYING PROGRESS AND GROWTH

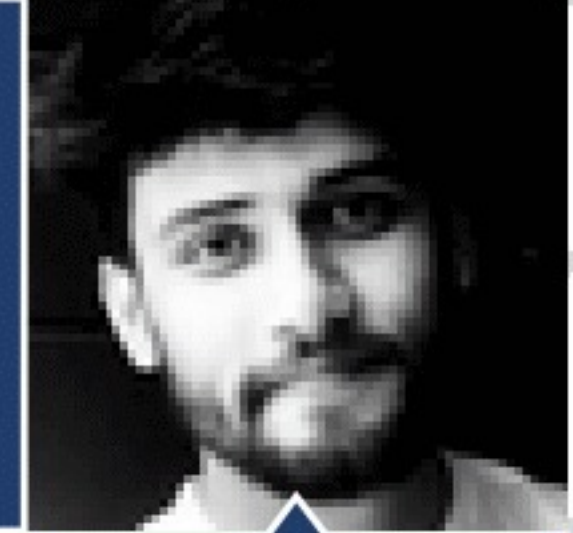
Our star DSBians have written their success stories at some of the top firms. Today they are redefining business with their grit and insight. They are established professionals working across an array of industries, geographies and endeavours.



Neha Gandhi
(2014 - 2016)
Area Manager,
Bajaj Finance



Shubham Jain
(2015 - 2017)
Senior Investment
Adviser Franklin
Templeton
Investments, INDIA



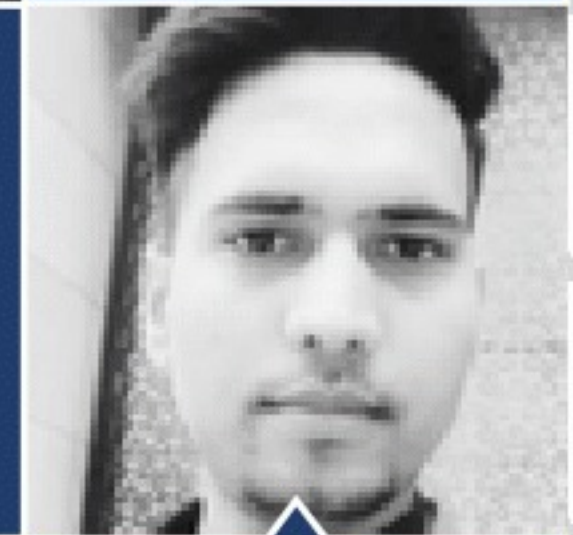
Alok Kumar
(2013 - 2015)
Strategic and
Business Manger
at NDTV | Ex -
Paytm & Microsoft



Disha Nagra
(2016 - 2018)
Business
Development
Trainee Oracle



**Chakshu
Gambhir**
(2015 - 2017)
Entrepreneur and
Management
Trainee - Corporate
Human Resources,
DB Schenker



Vishal Singh
(2013 - 2015)
Founder:
www.medowsgreen.com
Manager Strategic
Alliance & BD,
North India at Airpay



LED BY STUDENTS FOR THE STUDENTS

STUDENT AFFAIRS COUNCIL

The Student Affairs Council has a total of 9 clubs and organizes student led and student driven extra-curricular events and activities throughout the year. Numerous intra and inter-college level events are organized by all the clubs for your overall holistic development.

During the past year including the lockdown, the various events organized saw participation from institutions like IIM-Jammu, BIMTECH, CIPS, IIT-Goa, IIM-Kashipur, IIM-Ranchi, etc. Our students secured top positions at events organized by IIM-Kozhikode, BIMTECH, LBSIM, IMI-Delhi, ISB, Jaipuria Institute of Management to name a few.

LIFE@DSB

Saraswati Puja, 2021



Negotiation Workshop with Prof Virginia Soukoup.



Students of DSB lighting up the ramp at Spandan the annual festival of VIPS

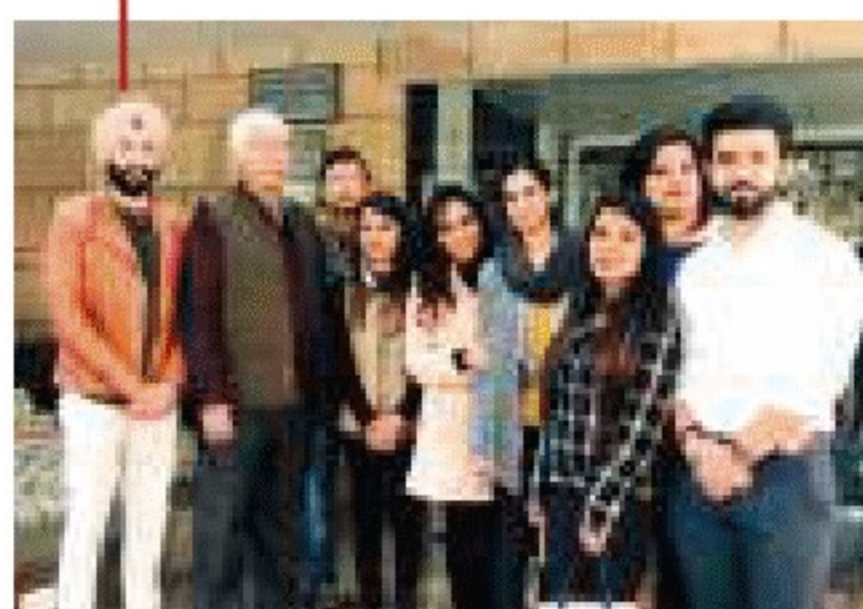


Team Building Activity by EKAY - The HR Club on 18th February, 2020



Business Quiz by Pratyaksh (E-cell)

DSB Alumni Meet



Adventure Camp



Edutour to Germany and Austria



For those who want to become the masters of numbers and statistics.



For those who know or want to know all about people.



If you are a natural at the art of making your voice heard, this club is for you.



The group that brings people together to learn and have some fun.



For the business minds who can lead the future.



Helping and caring for the underprivileged.



The group of masters of calculations and problem solving.



Who like to keep in touch with the alumni of DSB and organize interactions for everybody.



The voice of the Student Affairs Council who spreads the word of all activities.

*SAC Chairperson - Prof. Rashmi Sharma
Coordinator - Mr. Sandeep Kushwaha*

**Working on paid Internships
with stipend upto Rs. 50,000.**



HIGHEST AND AVERAGE PACKAGES

BATCH 2018 - 2020
HIGHEST - 17.50 LACS, AVERAGE - 6.7 LACS

BATCH 2019 - 2021
HIGHEST - 22.37 LACS, AVERAGE - 7.3 LACS

BATCH 2020 - 2022
HIGHEST - 19.44 LACS, AVERAGE - 7.6 LACS



Our Prominent Recruiters



TESTIMONIALS

Alumni

Tanshi Kumar
Batch 2019-21



The 2 years I have spent at DSB have helped me find myself a little better. The faculty has been supportive through and through and the course is developed in such a way that helped me gain an in-depth understanding of not only business problems but also human relationships in the workplace. The course is driven entirely on ensuring that every student is brought out of their comfort zones and inspired to try new things and even overcome certain fears.

DSB upheld a perfect environment to provide knowledge both on the academic and practical aspects of the managerial world. It helped me hone and channelize my skills so I could achieve my maximum potential. The highly esteemed faculty made sure that I was always on the right path throughout the program. The seminars and guest lectures made sure that we as students were always in know of the latest trends going on in the industries.



Alumni

Utsav Mehrishi
Batch 2019-21

Student

Isha Nijhawan
Batch 2020-22



Choosing a college for MBA was a tough choice for me as a student, but yes, I've successfully made the right choice going ahead with DSB. The focus of DSB is at imparting knowledge through cases, presentations, reports and live sessions from industry experts.

The faculty at DSB have always been motivating us even when we haven't seen each other and remained in contact online. Teachers have also encouraged us to take an initiative in moving out of our comfort zone and achieve something big.

For me, Delhi School of Business is a platform which helped me grow into a "better version of myself." By saying this, I don't just mean it helped me grow in terms of my academics but also in my overall development. With some of the finest teachers and fellow mates, I was able to grow personally and academically.

I will always be grateful to DSB and all the teachers who believed in me when I didn't believe in myself.



Student

Palak Diloni
Batch 2020-22

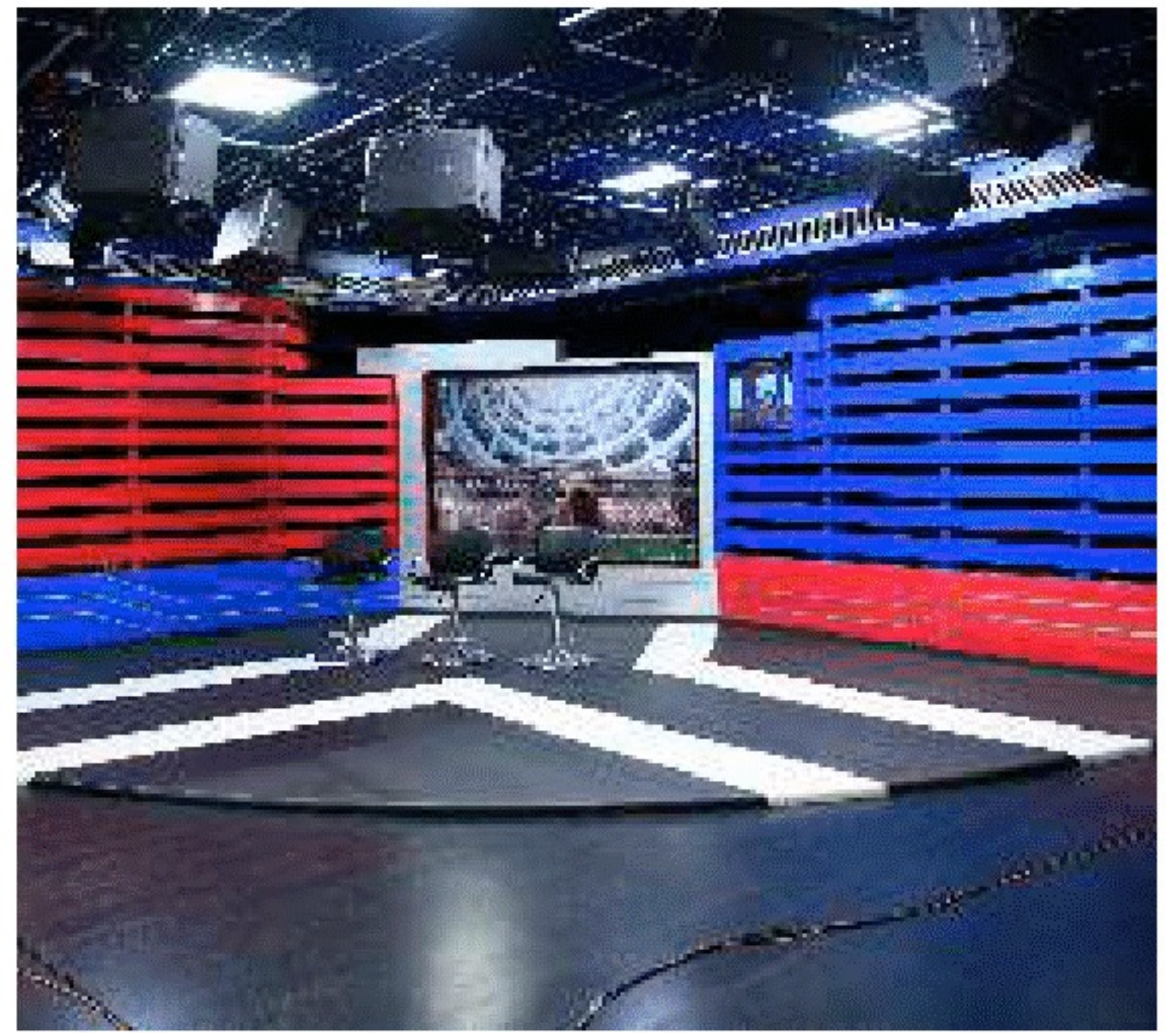
TOGETHER. STRONGER. FORWARD.

The DSB Alumni Network is home to budding and established professionals working across an array of industries, geographies and endeavours. As the centre point of this engaging community, you interact with alumni via numerous events and happenings. Representing the culture and growth story of DSB, it facilitates you with the best of industry insights, intellectual resources and career opportunities.

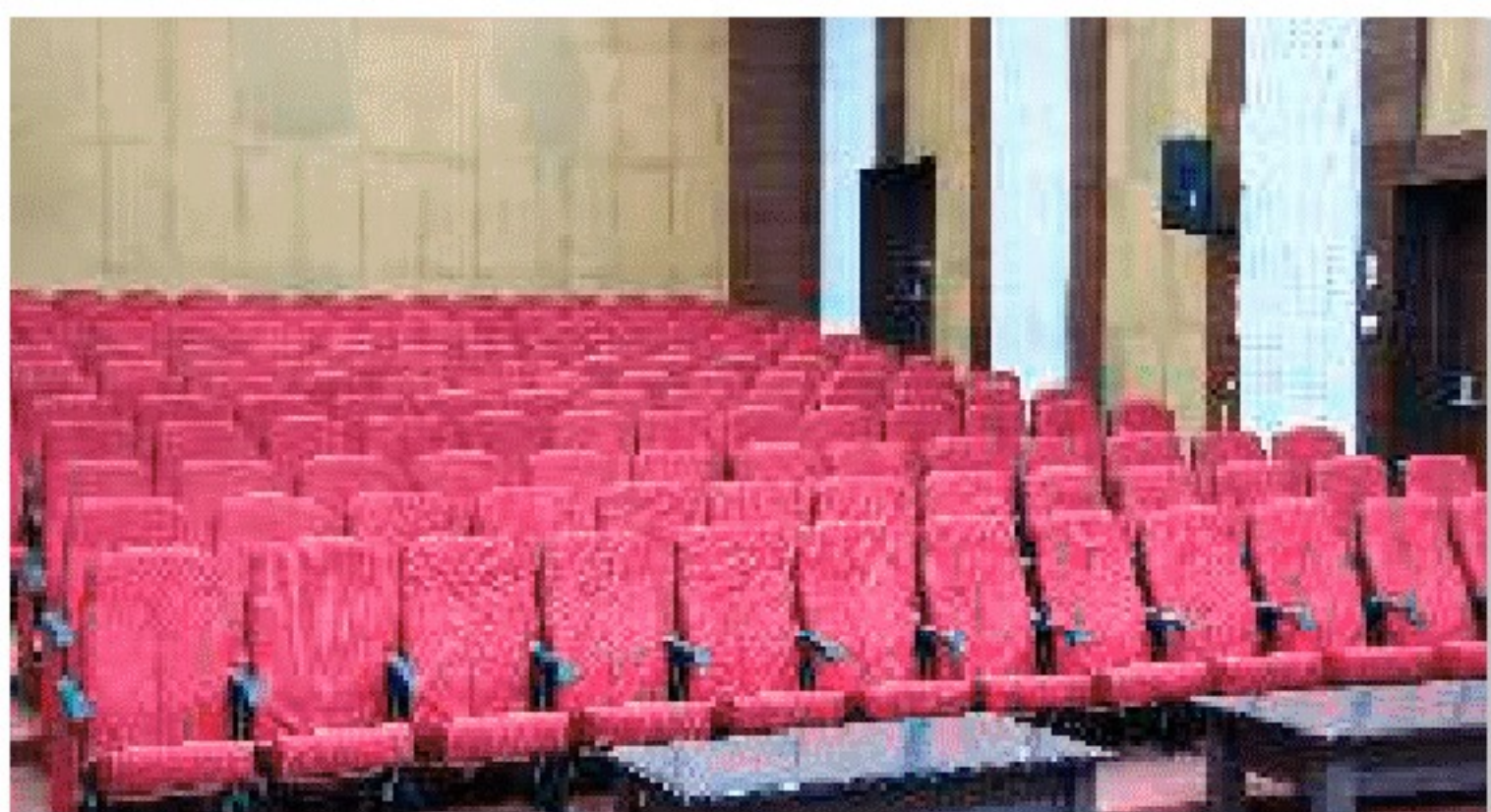


Milan
— DSB's Alumni Meet 2021 —





INFRASTRUCTURE





DELHI SCHOOL OF BUSINESS
By Vivekananda Institute of Professional Studies -TC

AU Block, Outer Ring Road,
Pitampura, Delhi - 110034
P. 011 - 27343406/07/08
Web: www.dsb.edu.in



For admission related queries,
scan the QR code or contact us at
M. 84485 89526
E-mail: admissions@dsb.edu.in