



DELHI INSTITUTE OF ADVANCED STUDIES

NAAC Accredited 'A' Grade Institution

An ISO 9001:2008 Certified Institution

(Affiliated to GGSIP University and Approved by A.I.C.T.E)

Learning to Excel
Excelling to Serve



PLACEMENT BROCHURE

MBA
2013-2015



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VISION

"We strive to provide a dynamic learning environment for imparting holistic education that inculcates professional excellence, induces competitive spirit and instills leadership quality to carve a niche in the changing global scenario."



MISSION

"DIAS believes in learning to excel and excelling to serve. The aim of the Institute is to develop a unique culture that seeks to scale heights of perfection through ethics, passion, professionalism and perseverance. The guiding philosophy of the institute is to enhance team spirit and integrity."



MESSAGE FROM The Chairman's DESK

Delhi Institute of Advanced Studies is one of the most prestigious and progressive institutions affiliated to Guru Gobind Singh Indraprastha University and approved by All India Council for Technical Education (AICTE). We have come a long way in providing professional education in Management and Information Technology disciplines. Our young professionals, through their sincerity, dedication and profound knowledge have already made a place for themselves in the corporate world. As India Inc. is marching ahead confidently and making strides both at national and international level; DIAS being a leader in academic excellence, is doing its part by providing committed and dynamic graduates to the corporate.

I am proud to present the graduating batch of students for the placements. Our courses are comprehensive, up-to-date and impart dynamism to the young generation of students. The teaching methodology and course curriculum have been devised in such a way that it would facilitate the learning.

May I take this opportunity to make the earnest appeal to you to consider these young men and women full of vigour, sincerity and ardor for careers to become mature professionals under your guidance.

Hoping to have the most favorable response from you and to continue this association in the future as well.

Shri S.K. Sachdeva



MESSAGE FROM The Academic Advisor's DESK

In the era of technology, globalization, privatization and liberalization, the world has become a global village. It has resulted in vast opportunities to young professionals with due emphasis on qualitative performance. In times to come, only those people or organizations will be in position to survive who can provide quality services or products at the least possible cost. The young students have therefore, to strive hard to consistently maintain and improve their capacity, capability and creativity for all times to deliver improved performance.

At Delhi Institute of Advanced Studies, we have already created a road map for education with excellence and performance. With an impressive faculty, we have produced quality professionals both in the field of Management and Information Technology. Our skilled management professionals and technocrats are continuously growing in number and excelling in their respective spheres in both national and international organizations.

I take great pleasure in presenting the current batch students who are creative, diligent and eager to learn. Students of the Institute have bagged several gold medals at the University. I am confident that their zeal for learning and working under your guidance will make them better business executives.

We at DIAS, look forward for fruitful and long lasting relationship with your esteemed organization through our young brand ambassadors. We are sure that they will meet all the challenges ahead to your utmost satisfaction and will prove worthy of your expectations.

Dr. S. N. Maheshwari



MESSAGE FROM The Director's DESK

The ever growing business environment fueled by technology, innovation and creativity need quality managers with leadership capabilities and ethical values.

We, at Delhi Institute of Advanced Studies create future leaders who can manage and create powerful organizations in the emerging corporate landscape. The vision and mission of the institute showcase the endeavor of the institute to achieve the objective of imparting quality education.

The students are groomed and trained so that they can convert opportunities into success. The course curriculum is industry oriented and is based on best global practices. The various pedagogic tools being adopted at the institute provide a holistic growth to the students to meet the challenges of global business environment. During the course, the students are equipped with the time management, commitment, leadership, team building, work - ethics and decision making qualities.

We request you to give them an opportunity to be an integral part of your esteemed organization. I am confident that our students will come up to your expectations. Looking for your favorable response, continued patronage and cooperation.

Dr. Barkha Bahl



ABOUT THE UNIVERSITY

Guru Gobind Singh Indraprastha University was established by Government of NCT of Delhi under the provisions of Guru Gobind Singh Indraprastha University Act, 1998 read with its amendments in 1999. University Schools of Studies and 80 Institutions (government as well as self-financing) are imparting professional education to more than 38000 students with an annual intake of about 12000. The university is recognized by University Grants Commission (UGC), India under section 12B of UGC Act.

The university has been awarded the ISO 9001:2008 Certification by Standardization, Testing and Quality Certification Directorate, Department of Information Technology, Ministry of Communication and Information Technology, Government of India, for a period of three years. It has been accredited "A Grade" by NAAC. The university is an affiliating and teaching university that aims to facilitate and promote studies, research and extensive work in emerging areas of higher education.

The university aspires to achieve exemplary standards in the quality of imparting professional education. University courses have been designed in a manner to sculpt students in accordance with the changing trends in industry. Rational thinking which is the foundation of a research idea is advocated in the classroom. Teachers as well as students are encouraged to come up with innovative research papers. The focus on research is evident from publication/presentations of more than 200 research papers annually.



ABOUT DIAS

In the endeavor to prepare a cadre of professionals who can respond to emerging challenges in the complex socio-economic environment, Shri Laxman Dass Sachdeva Memorial Educational Society established Delhi Institute of Advanced Studies, a self-financing institution affiliated to Guru Gobind Singh Indraprastha University, Delhi in the year 1999. The institute is fully geared up to play an increasingly important role in the global IT and Management Services arena with its ability to craft new strategies and structures, coupled with its invaluable endowments.

Delhi Institute of Advanced Studies is a NAAC Accredited 'A' Grade and an ISO 9001:2008 certified, professionally managed institution. The Institute is providing dynamic learning environment that is changing in response to changing needs of society. What remains constant at the Institute's core is its steady commitment to high quality.



INFRASTRUCTURE

The Campus

The campus is spread over an acre of land. The campus is beautiful blend of architectural innovation, functional convenience, ecological, flourishing and conducive environment. The campus processes ultra-modern infrastructure facilities including state-of-art computer center, well-equipped library, conference room, syndicate room, Wi-Fi connection, cafeteria etc.

Computer Labs

DIAS has computing facilities in the form of six state-of-art labs served by Windows and Linux servers with the latest Intel Pentium processors. The student computer ratio in the institute is 1:1 .The labs are equipped with 250 computers having multimedia packages and the institute has fully-operational 24 hours, 6mbps RF link from Airtel to provide uninterrupted internet access to students.

Language Lab

Language Lab. is a means to develop the English communication skills, pronunciation, grammar and vocabulary of the learners. Self-learning is enabled through Multimedia sessions on individual workstations along with attached headphones and microphones.



EDUSAT

It was a proud moment for the entire DIAS fraternity to be one of four colleges to be selected all over India, which participated in nationwide inauguration of EDUSAT system, by Chief Minister of Delhi, Ms. Sheila Dixit on 16th January 2008.

EDUSAT is the first Indian satellite by ISRO, built exclusively for serving the educational sector. It is intended to meet the demand for an interactive satellite based distance education system of the country.

DIAS has well equipped EDUSAT network classroom where classes are conducted in a studio environment using Power Point Presentations. The classes are beamed to pre-destined areas using the EDUSAT. The students attending the classes are able to interact with the teachers conducting classes through SMS, e-mail or other modes of communications. The institute offers its students flexible time schedule to make the maximum use of this classroom



LIBRARY

DIAS has an excellent computerized library having more than 19,060 volumes with over 5438 titles and 107 periodicals. Library is well equipped with the Reference Books, Periodicals, Research Journals, and Magazines of international repute in the areas of Management, Computer Application, and General Education.

Extra & Co-Curricular Activities at DIAS

Ecstasy - 10th Annual College Festival

All work and no play makes Jack a dull boy. To infuse excitement in the monotonous academic routine and to foster holistic development of students, the institute organizes an annual cultural fest “ECSTASY”. Students from different colleges participate in several events. The fest encompasses the various cultural fields Dramatics, Choreography, IT & Management Quizzes, to name a few. ECSTASY has something for everyone. It provides a platform for the students to showcase their talent and have fun at the same time.



Beyond The Classroom



Social Responsibility Cell-Kartavaya

The Social Responsibility Cell of DIAS 'Kartavaya' is an initiative to inculcate moral and social commitment values in the students. The Cell encourages the students to involve themselves in various social activities across various segments of the society. The Cell is associated with 'Asharan' - an orphanage for infants and young children (HOPE worldwide Foundation), 'Chalo Gaon Ki Aor', NGO - 'Triveni Devi Vridh Ashram', for the elderly. The Cell helps its students to instill a feeling of welfare and upliftment of the society.

Entrepreneurship Development Programme Cell

At DIAS, we acknowledge that for a successful business, every employee of the company must be a competent entrepreneur with a viable business concept, so that he/she can contribute greatly towards the organizational progress in an effective manner.

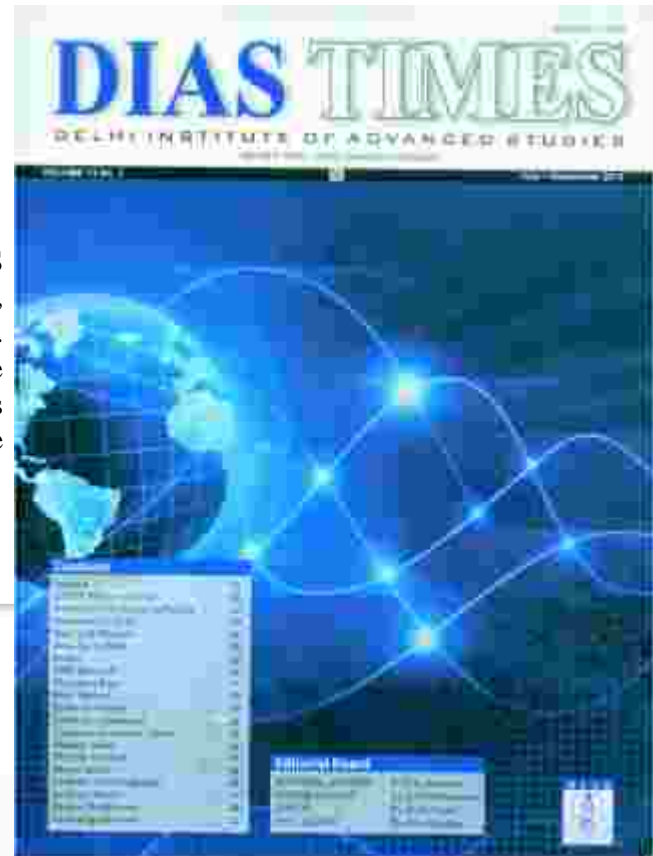
Our EDP Cell encourages every student to become a young entrepreneur.



PUBLICATION AT DIAS

DIAS Times

The institute also brings out a quarterly newsletter, DIAS Times. It contains details of the activities of the institute, articles and information on topics of contemporary interest. The newsletter is being circulated in most of the management institutions and industries in India. Thus, it has a vast circulation. Fifty-two issues of the newsletter have already been published.



DIAS Technology Review

DIAS Technology Review (DTR) is a Biannual International referred journal of Management and IT listed in Cabells Directory, USA. The editorial board comprises of eminent academicians from India and abroad. Eighteen issues of the journal have been published so far.

Seminars, Conferences Lectures and Workshops

The overall personality of a student is shaped through his knowledge and attitude. Besides the classroom teaching, there is a need for students to be aware of the most recent developments taking place in the environment.

We at DIAS are constantly striving to ensure that our students are acquainted with the latest activities in the field of Management and Information Technology. In this connection, we invite distinguished guests from both academia and industry to interact with our students on continuous basis, to quench their thirst for knowledge and keep them abreast with the current practices.



S. No.	Topic	Speaker (s)	Date
1.	Building High Performance Team	Dr. Ashok Jhawar Ex-Country Head British Petroleum	15.03.2013
	Workshop on "Personal & Professional Branding"	Mr. Sharad Maheshwari Sr. General Manager Dalmia Cement (Bharat) Ltd. Mr. Szebastian Onne CEO, 3S1 Inc.	04.04.2013
2.	Guest Lecture on "Enhancing Employability"	Mr. Saurabh Bharadwaj Mr. Ratnesh Chaubey Mr. Vikas Batra Consultants, Chrpn Edu	06.04.2013
	Workshop on "Effective English Communication"	Mr. Sumit Bharadwaj Consultant, Future Minds Pvt. Ltd.	06.04.2013
	Workshop on "Market Place Simulation"	Dr. Suneel Maheshwari Professor Marshall University, USA	29-30.07.2013
3.	Session on "Career Prospects for MBA"	Ms. Snigdha Kumar Research Associate, KPMG Ms. Nitika Arora Marketing Executive Naukri.com Mr. Varun Jindal Research Associate Ameriprise Financials Ms. Ashita Singh Research Associate S&P Capital IQ Mr. Ankush Bakshi Assistant Manager Axis Bank	03.08.2013
4.	Personality Development Session on "Motivaional Skills"	Mr. R.K.Sharma Ms. Shilp Kumar Consultants Future Minds Consulting Pvt. Ltd.	08.08.2013
5.	Guest Lecture on "Financial Planning"	Mr. Neeraj Chauhan CEO, The Financial Mall	26.08.2013
6.	Interactive Session on "Building Competencies"	Mr. Jasmeet Sethi Regional Manager Aspiring Minds Assessment Pvt. Ltd.	30.08.2013
7.	Interactive Session with Young Entrepreneurs	Mr. Saurabh Sharda Director, Brandz Wagon Mr. Aditya Thaplial Co Founder, Zattaya India Mr. Karun Kumar Director, Blue Leaf Financial Advisor Pvt. Ltd.	07.09.2013

8.	Session on "Guesstimation"	Prof. Sandeep Mann Advisor Remorphing Ltd.	26.09.2013
9.	Guest Lecture on "Functional Testing" Workshop on "E-Learning EDP" conducted by NIESBUD	Mr. Deepanshu Jaitly Test Consultant Headstrong Pvt. Ltd. Mr. H.P.Singh Chief consultant, NIESBUD	12.10.2013 17.10.2013 -30.10.2013
10.	Guest Lecture on "Emerging Opportunities in the Area of Finance"	Mr. Mukul Kanchan Associate Manager Ernst & Young, LLP Mr. Praveen Kr. Jain Team Leader, ICIC Bank Ltd.	16.11.2013
11.	Guest Lecture on "Future Prospects in Export and Import Business"	Prof. Sunil Garg Director & Program Coordinator 9-Global Institute of Management and Leadership	04.02.2014
12.	Interactive Session on "How to crack the Interview?"	Ms. Bharti Research Analyst, Grail Research	22.02.2014
13.	Business Plan Presentation	Mr. Ashwini Avilashi Branch Manager, SBI Rohini, Delhi	27.02.2014
14.	Guest Lecture on "Failure and Leadership"	Mr. Kuldeep Chaudhary India Vidyarthi Co-Founder	20.03.2014
15.	LEZERO'14 - Business Plan Presentation Workshop on "Career Counseling"	Shri P.J. Maheshwari Assistant General Manager, Punjab National Bank Shri L.N.Gupta Chief Auditor Punjab National Bank Shri A.K.Upadhyay Deputy Chief Manager Oriental Bank of Commerce Mr. Sunil Gaba Director, GABS Classes	22.03.2014 26.03.2014
16.	Guest Lecture on "Effective Communication" Workshop on "Resume Building"	Ms. Naveena Sawhney Corporate Trainer (Free Lancer) Ms. Jasmine Kaur Vaswani Corporate Trainer (Free Lancer)	28-29.03.2014 05.04.2014
17.	Guest Lecture on "Career Prospects in E-Commerce"	Mr. Saurabh Kalra Associate Director (Human Resource) MakeMyTrip.com	09.08.2014
18.	Interaction with Young Entrepreneur	Mr. Siddharatha Sharma CEO, Success Monks	20.08.2014

19.	Interactive Session on "Enhancing Sales and Marketing Skills"	Mr. Jatin Malhotra Vice President (Sales & Marketing) Wellindia Group	21.08.2014
20.	Alumni Interaction Session on "Career Guidance and Corporate Facet"	Mr. Apoorv Ailawadi Senior Manager Marketing, Business World Group Ms. Rashmi Jain Senior Executive Corporate Planning and Research Hitachi Mr. Sharad Bindal Entrepreneur Binson Laminates Ms. Juhi Sharma Research Associate S&P Capital IQ Information Systems (India) Pvt. Ltd.	30.08.2014
21.	Session on "Mock Interview"	Ms Naveena Sawhney Corporate Trainer(Free Lancer)	23.08.2014
22.	Session on "Introduction to Personality Development"	Ms Naveena Sawhney Corporate Trainer(Free Lancer)	25.08.2014
23.	Workshop on "An Insight into New Trends in HR and Finance"	Ms. Bhavna Upreti Training Coordinator Spectrum Infogain Services.	26.08.2014
24.	Interactive Session "Get started with Live Projects"	Mr. Ankush Bakshi Management Consultant	11.10.2014

MBA Curriculum

MBA at DIAS facilitates the students to become specialists in different functional areas of management, grab excellent job opportunities in the country and abroad and become effective leaders, who can achieve exceptional results and transform organizations and strengthen their decision making capabilities in different functional areas of management. The program has been developed after extensive research and interaction with various stakeholders. It prepares students as per the requirement of the industry. The course structure is designed in a way to nurture the raw young minds into cultivated brains.

1st Semester Examination

- MS101 - Management Process & Organizational Behaviors
- MS 103 - Decision Sciences
- MS 105 - Managerial Economics
- MS 107 - Accounting for Management
- MS 109 - Information Technology Management
- MS 111 - Business Communication
- MS 113 - Business & Legal Environment
- MS 115 - IT for Managers Lab.

3rd Semester Examination

- MS 201 - Summer Training Project
- MS 203 - Management of International Business
- MS 205 - Information Systems Management
- MS 207 - Entrepreneurship and Small Business Development
- Elective 1
- Elective 2
- Elective 3
- Elective 4

2nd Semester Examination

- MS 102 - Management of Technology, Innovation and Change
- MS 104 - Financial Management
- MS 106 - Marketing Management
- MS 108 - Business Research
- MS 110 - Operations Management
- MS 112 - Human Resource Management
- MS 114 - E-Business
- MS 116 - Managerial Skills Development (NUES)

LIST OF ELECTIVES

I. MARKETING

- MS 209 - Consumer Behavior
- MS 211 - Sales and Distribution Management
- MS 213 - International Marketing
- MS 215 - Services Marketing

II. FINANCE

- MS 217 - International Financial Management
- MS 219 - Financial Markets and Institutions
- MS 221 - Security Analysis and Investment Management
- MS 223 - Corporate Tax Planning

III. HUMAN RESOURCE MANAGEMENT

- MS 225 - Compensation Management
- MS 227 - Industrial Relations and Labor Laws
- MS 229 - Training and Development Systems and Practices
- MS 231 - Performance Management

IV. INFORMATION TECHNOLOGY AND SYSTEMS

- MS 233 - Systems Analysis and Design
- MS 235 - Enterprise Resource Planning
- MS 237 - Network Applications and Management
- MS 239 - Database Management Systems
- MS 251 - Database Management Systems Lab. (This paper is based on MS 239 and is part of it)

V. GLOBAL BUSINESS MANAGEMENT

- MS 241 - International Business Environment
- MS 243 - Export, Import Policies, Procedures, and Documentation
- MS 245 - WTO and Intellectual Property Rights
- MS 247 - International Economics

4th Semester Examination

- MS 202 - Project Report
- MS 204 - Business Intelligence and Applications
- MS 206 - Strategic Management
- MS 208 - Corporate Social Responsibility, Human Value & Ethics

- Elective 1
- Elective 2
- Elective 3

LIST OF ELECTIVES

I. MARKETING

- MS 212 - Retail Management
- MS 214 - Advertising and Brand Management
- MS 216 - Rural and Social Marketing
- MS 218 - Internet Marketing

II. FINANCE

- MS 220 - Project Planning and Analysis
- MS 222 - Mergers, Acquisitions and Corporate Restructuring
- MS 224 - Insurance and Risk Management
- MS 226 - Financial Derivatives

III. HUMAN RESOURCE MANAGEMENT

- MS 228 - Strategic Human Resource Management
- MS 230 - Organizational Development
- MS 232 - Team Building in Organizations
- MS 234 - Behavior Testing & Counseling

IV. INFORMATION TECHNOLOGY AND SYSTEMS

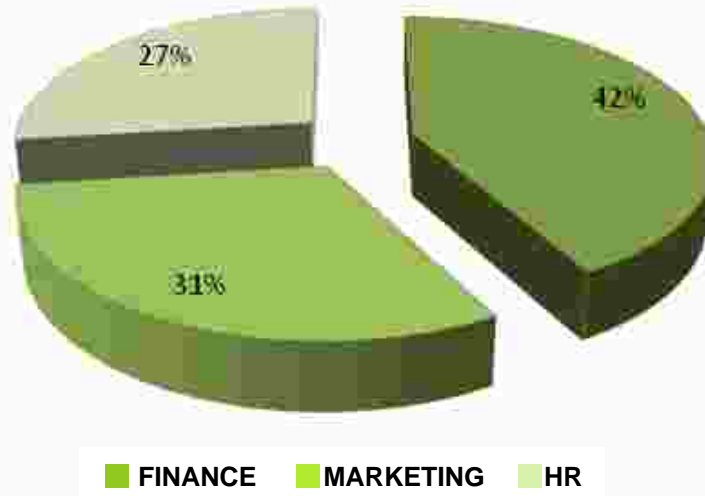
- MS 236 - Front End Design Tools
- MS 252 - Front End Design Tools Lab. (This paper is based on MS 226 and is part of it)
- MS 238 - Software Project Management
- MS 240 - Web Technologies
- MS 242 - Knowledge Management
- MS 254 - Web Technologies Lab. (This paper is based on MS 230 and is part of it)

V. GLOBAL BUSINESS MANAGEMENT

- MS 244 - Global Competitiveness and Strategic Alliances
- MS 246 - Distribution and Logistics for International Business
- MS 248 - Foreign Language
- MS 250 - International Business Negotiation

Student' Profile

MAJOR SPECIALISATION



MINOR SPECIALISATION



Finance Internship Projects

Student's Name	Company Name	Project Title
Aarushi Gupta	ING VYSYA Bank	Performance Analysis of ING Vysya Bank with other Private Sector Banks.
Akhilesh Kumar Chawla	Jindal Steel & Power Limited	Recognition and Registration of R&D Plant in Angul and Direct and Indirect Tax Manual Preparation for JSPL
Amit Kumar Rawat	Master Capital Services Ltd.	A Study of Equity Derivatives In Indian Capital Market
Ankita Dogra	PNB	Credit Risk Rating
Arti Thapa	Spentex Industry Limited	Working Capital and Financial Ware Off
Ashima Bansal	MetLife	Empirical Study on Factor Affecting Growth of Life Industry
Ashish Jain	Rachna Sagar Pvt Ltd.	Branding and Promotion of Books of Rachna Sagar Pvt. Ltd. under the brand "Together With"
Ashish kumar	ShareKhan Ltd.	Portfolio Management Services
Avinash Kaur	Punjab National Bank	Fluctuation in Exchange Rate
Dinesh Kumar Singal	Sharekhan Ltd.	Commodity Analysis of Market(Relationship between Commodity and Equity market)
Divya Sharma	India Infoline	Commodity Market in India (Spot and Future Market)
Firoz Quraishi	Steel Authority Of India Ltd	Financial Statement Analysis
Garima Gupta	Wellindia Securities	Consumer Perception Towards Stock Market
Gursimran Kaur Gumber	IDBI Federal Life Insurance Co. Ltd.	Market Efficiency in Indian Economy (analysis of month-of-the-year effect)
Jagriti Chhabra	Axis Bank Ltd.	Comparitive Analysis of Financial Statement of Axis Bank
Jai Kohli	Modicare Ltd.	Financial Performance of MLMs
Kanchan Gautam	PNB	Credit Risk Management
Krishan Kumar	Sharekhan Ltd.	Online Trading
Latika Khera	Oriental Bank of Commerce	Management of NPAs and Performance Analysis of Oriental Bank of Commerce
Meenal Santani	IDBI Asset Management Limited	The Study and Analysis of IDBI Mutual Fund
Navnica Mishra	SMC Global Securities Ltd.	Commodity Market : Gold
Neha Verma	India Shelter Finance Corporation	Forecasting Repayment Behavior for Home Loans
Nikhil Khanna	3Aworld Infracon Pvt. Ltd	Scope of Assured Return in Commercial Property

Student's Name	Company Name	Project Title
Palak Bawa	Punjab and Sind Bank	Foreign Exchange
Pooja Gupta	PNB Gilts Ltd.	Risk Management
Pooja Gupta	Wellindia Securities	An Analysis on Hedging Strategies by Using Options and Futures
Prerna Rastogi	ONGC Ltd.	Investment Management in ONGC's ECPF Trust
Priya Jain	IDBI Federal Life Insurance Co. Ltd.	Comparative Analysis of Financial Statement of IDBI Bank
Purushottam Kumar Sinha	ShareKhan Ltd.	Study on Equity market
Radhika Singhal	ING VYSYA Bank	Comparison of FD Plus Policy of ING Vysya Bank
Raghvendra Singh Pal	Sharekhan Pvt Ltd	Investor Awareness About Equity Market and Online Trading at Sharekhan
Reenu Singh	Times Internet Limited	Process Compliance and Revenue Assurance
Roopam Rajesh	Bharti Airtel Ltd.	Funnel Management
Sachin	Axis Bank	Customer Satisfaction
Sagar Shukla	Reliance Mutaul Fund	Comparative Analysis of RMF with Other MF's
Sanchit	Air India	Corporate Governance
Shikha Saluja	Punjab national bank	Credit appraisal of Working Capital Financing and Term Loan
Shilpa Mittal	Indiabulls Securities Ltd.	Share Trading
Shradha Jalan	Cement Manufacturing Co. Ltd.	Performance Analysis of Cement Industry
Sonali Ganjoo	Whirlpool Asia Pvt. Ltd	Invoice Management
Swati Kashyap	BSES Rajdhani Power Limited	General Accounting Applications Through SAP
Tarang Agarwal	Indian Oil Corporation Limited	Evaluation of The Cash Management And Banking System of Indian Oil Corp. Ltd.
Varun Verma	IDBI Federal Life Insurance Co. Ltd.	Portfolio Management and Mutual Fund Analysis
Vijay Goel	Sharekhan Pvt Ltd	Customer Preference Towards Online Trading in Sharekhan Ltd.
Wimpy Arora	ONGC	Consolidation of Financial Statements of Oriental Bank of Commerce

Finance...





Human Resource Internship Projects

Student's Name	Company Name	Project Title
Alphonsa Mathew	Trivium Education Services Pvt. Ltd.	Importance of Emotional Quotient in Recruitment and Selection Process of TESPL
Anshika Kumar	Taj Palace Hotel	Performance Appraisal System at Taj Hotels
Anubha Aggarwal	Rural Consultancy Pvt Ltd	Comparative Analysis of Retention in Recruiting Consultancy
Anubhuti Sharma	Frequency Weekly Management Services Pvt. Ltd.	Effectiveness of Recruitment & Selection: A study of FWMS
Austin Thomas	Earth Infrastructure Ltd	Marketing Strategy of Earth Infrastructure Ltd
Disha Jain	NTPC -Noida	A Survey on Employee Services in NTPC
Dr.Niti Chopra	Modicare Ltd.	Crafting the Change - Envisioning a new level of Performance at the Direct Selling Unit of Modi Enterprises"
Garima Bains	Spectrum Infogain Services	Perception of Trainers for Training Programme in Spectrum Infogain Services
Garima Nanda	Naukri.com(Infoedge)	An Investigation on Overall Perception of Employees.
Gurleen Kaur	Hindustan Petroleum Corp. Ltd.	Comparative Study of Medical Policies Among Various PSU'S
Gurpadam Kaur	Naukri.com (Infoedge)	Competitive Employment Research on Naukri.com and LinkedIn
Jaya Dawar	Lemon Tree Hotel	CSR Initiative- Hiring of SHI
Jayati Sachdeva	ICICI Prudential Life Insurance Co.Ltd	Recruitment, Selection and on Boarding
Kanchan Gupta	Tata Consultancy Services	Performance Appraisal System at TCS
Kanika Bisht	Indraprastha Gas Limited	A Study on Performance Management System in IGL
Kirti Makhija	Newton Consulting India Pvt. Ltd.	A Study on Recruitment Methodology with Special Reference to E -Recruitment v/s Traditional Recruitment
Kokila Dhyani	Radisson Blu Plaza	Responsible Business

Student's Name	Company Name	Project Title
Meghna Mishra	Alps Industries Ltd	Consolidation of Organisational Structure and Defining KRA'S and KPI'S of Departmental Heads
Mridu Alagh	Aircel	Recruitment and Selection
Neha Gupta	NTPC -Noida	Impact of Employee Benefits in NTPC
Saaniya Aneja	Bharti Airtel Ltd.	Talent Aquisition, Talent Management and HR Processes
Sarthak Chandhiok	Engineers India Ltd.	Employee Retention at EIL
Seema	Paras Spices Pvt. Ltd.	Effectiveness of the Inductions Module of the Organisation
Shubham Thakur	Unicorn Denmart Ltd.	Effectiveness of Selection Process with Respect to Job Analysis
Silky Yadav	Rural Naukri	Study on Stress Level of Employees in Different Consultancies
Somya Gaur	Competent Automobiles Pvt Ltd	Role of CSR in Retaining Employees
Sunil Kumar	Flytrip Travels Pvt. Ltd.	Internet Marketing
Swati Luthra	Indian Oil Corporation Limited	Employee Engagement at IOCL
Syed Kamran Azam	Reliance Life Insurance	Expectations of Life Insurance Policies in Current Market Scenario
Tahira	Spar Geo Infra Pvt. Ltd	A Study on Performance Management System in Spar Geo Infra Pvt. Ltd.
Tanvi Gaur	National Institute for Smart Government (NISG)	Effectiveness of Online Performance Management System in NISG
Tripta Sharma	Newton Consulting India Pvt. Ltd.	A Study on Factors Related to Human Psychology with Respect to HRM
Vibhanshu Singh	Naukri.com	To Augment the Effectiveness of Recruitment and Selection process at naukri. com

Human Resource...





Marketing Internship Projects

Student's Name	Company Name	Project Title
Aakash Tuli	Art and Glass Incorporation	Marketing Strategies Adopted By Art and Glass Incorporation
Abishek Mishra	Rockstand Digital Pvt. Ltd.	A study on E-book Market of India
Akshay Kumar	Reliance Communication	Market Penetration of GPRS Pack on UP West
Alok Kumar Kujur	SAIL	Study of Satisfaction Level of Customer Towards SAIL Product
Ankit Juneja	Videocon Industries limited	Study of Dealer Satisfaction and Understanding the Present Position of Videocon
Balram	AMUL	Market Penetration Of Amul Masti Dahi In Delhi(Shahdara)
Jacob Varghese	Newton Consulting India	Role of Consulting Firm in an Indian E-commerce space
Jatin	3A World infracon Pvt. Ltd.	Shifting Preference for Independent Houses to Apartments
Lakshay Pahwa	IDBI Federal Life Insurance Co. Ltd.	Knowing The Marketing Mix of IDBI Federal Life Insurance Co. Ltd. and Studying Consumer Behaviour Towards Life Insurance
Madhur Vashistha	LG Electronics	The Role of Advertising Effectiveness In Changing Customer's Perception
Manish Kumar	Kajaria Tiles	Consumer Behaviour Towards Kajaria Tiles Ltd. In Delhi NCR
Manuj Mittal	Reliance Communication	STD Calls Decreasing in UP West.
Mohit Solanki	HDFC Bank	Celebrity Endorsement
Mohit Vats	Farmgate Agro Milch Pvt. Ltd.	Studying the Consumer Awareness about Rajat Desi Ghee and Impact of Promotional Activities
Monica Didhra	Canara Bank	Customer Perception in Marketing Strategies
Nishant Jaggarwal	Indian Oil Corporation Ltd.	Automation systems at IOCL Retail Outlets
Parag Narang	Blimey Fashion	Performance Appraisal
Piyush Kaushik	Farmgate Agro Milch Pvt. Ltd.	Sales and Distribution Channel of Dairy Products
Prashant Kataria	Axis Bank	Personal Selling of Loans
Rahul Sharma	Gabriel Pvt Ltd.	Innovative Practices at Gabriel Pvt. Ltd.

Student's Name	Company Name	Project Title
Renu	Confederation Of Indian Industries	Study Of E-Waste Management Practices Of Companies
Rohit Kumar	Gopal Nursing Home & Eye Hospital	Service Quality
Shashank Babu	IDBI Federal Life Insurance Co. Ltd.	Media Plan of IDBI Federal Life Insurance Company
Shashwata Das	ET NOW Project	Viewership Pattern of Television Channels
Shilpi Jain	Escorts Agri Machinery	A Study on Recruitment and Selection Process and Employee Job Satisfaction
Shivani Gahlot	3 A World Infracon Pvt. Ltd.	Comparison and Scope of Commercial and Residential Property
Shivanshu Gupta	HDFC Bank	Service Quality of HDFC Bank
Suman	3A World Infracon Pvt. Ltd.	Choice of Investment in Current Market Scenario
Tarun Kumar	SAIL	Analysis of Marketing Activities Through E- Auction in SAIL
Vipin Barolia	Devyani International Ltd.	Consumer Behaviour
Vipul kumar	Outlook Group	Sales Promotion and CRM of Outlook Group
Vivek Tandon	McCANN Erickson	Analysis of Indian Car Buying Behaviour to Leverage Insights towards GM sales
Yogesh Mittal	Home Care Kitchen	Study on Home Care Complete Kitchen Solution

Marketing...





LIVE PROJECTS

Niti Chopra
Job Crafting

Vivek Tandon
Empowering Goliath to take on resurgent David Reinventing Chevrolet Cruze in the face of New Competition

Meghna Mishra
Consolidation of Organizational Structure and Defining KRA's and KPI's of Departmental Heads

Saaniya Aneja
Job Branding: The Next Generation in Employment Branding

Anubhuti Sharma
Execution and Evaluating Effectiveness of Induction Programme at Frequency Weekly Management Services

Garima Bains
Perception of Trainers for the Training Programme

Garima Gupta
Revenue Growth by Client Acquisition and Development Strategies

Tripta Sharma
Strategic & Sustainable Partner: Green HRM

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Laurels at DIAS

MBA *Gold Medalists*

At DIAS, students are encouraged to dream big and also achieve those dreams. The following brilliant students have been honoured by the university.



Pratibha Manchanda
(MBA 2000-2002)



Manpreet Kaur
(MBA 2001-2003)



Silky Mahajan
(MBA 2002-2004)



Kavita Sharma
(MBA 2003-05)



Rahul Gupta
(MBA 2004-2006)



Priyanka Rastogi
(MBA 2008-2010)



Ruchika
(MBA 2009-2011)



Deepika
MBA (PI)2008-2011)

DIAS FACULTY

SN.	Name	Designation	Qualifications
DEPARTMENT OF MANAGEMENT			
1	Dr. S N Maheshwari	Professor Emeritus & Academic Advisor	M.Com, Ph.D
2	Dr. I.B. Singh	Professor	PGDBM, Ph.D.
3	Dr. Daryab Singh	Professor	M.Com, Ph.D
4	Dr. N Malati	Asso. Prof.	MBA, Certificate Course in Export Marketing, Ph.D
5	Ms. Haritika Chhatwal	Asst. Prof. (SS)	M.Com, M.Phil, SLET, Pursuing Ph.D
6	Dr. Ruchi Gupta	Asst. Prof.	MBA, CA, NET & JRF, Ph.D
7	Ms. Ekta Sachdeva	Asst. Prof.	M.Com, NET
8	Ms. Shilki Bhatia	Asst. Prof.	M.Com, B.Ed, CS(Inter), NET, NCFM Certified, PGDBA, Pursuing Ph.D
9	Dr. Anju Batra	Asst. Prof.	MA(Eco), M.Phil (Eco), MBA, Ph.D
10	Ms. Roma Jaitly	Asst. Prof.	MBA, M.Phil(Mgt), NET, Pursuing Ph.D
11	Ms. Neetu Chadha	Asst. Prof.	M.Com, M.Phil (Fin.), MBA, NET
12	Ms. Ruchika	Asst. Prof.	MBA, NET, Pursuing Ph.D
13	Ms. Balwinder Kaur	Asst. Prof.	MBA, NET
14	Ms. Charu Gupta	Asst. Prof.	MBA, NET, Pursuing Ph.D
15	Ms. Tanvi Rana	Asst. Prof.	MBA, NET, Pursuing Ph.D
16	Ms. Divya Mohan	Asst. Prof.	MBA, NET, Ph.D Thesis Submitted
17.	Ms. Ashu Lamba	Asst. Prof.	MBA, NCFM Certified, Ph.D Thesis Submitted
DEPARTMENT OF COMPUTER APPLICATIONS			
1	Dr. Barkha Bahl	Professor & Director	MCA, Ph.D
2	Dr. J.P. Bhutani	Professor	M.Sc, M.Phil(Maths), Ph.D
3	Ms. Tripti Mishra	Reader	M.Tech(IT), GATE, Pursuing Ph.D.
4	Ms. Pratiksha Tiwari	Asst. Prof.	M.Sc, M.Phil(Maths), NET
5	Dr. Sonia Gupta	Asst. Prof.	MCA, Ph.D
6	Ms. Manpreet Kaur	Asst. Prof.	MCA, M.Phil(CS), Pursuing Ph.D
7	Ms. Dimple Chawla	Asst. Prof.	MCA, M.Tech.
8	Ms. Disha Verma	Asst. Prof.	MCA, Pursuing Ph.D
9	Ms. Anita Kumari Yadav	Asst. Prof.	MCA, GATE, Pursuing Ph.D
10	Ms. Neha Rajan	Asst. Prof.	MCA, Pursuing Ph.D
11	Ms. Charru Hasti	Asst. Prof.	M.Tech., NET
12	Mr. Neeraj Juneja	Asst. Prof.	MCA, NET, M.Tech. (IT), Pursuing Ph.D



Student Industry Interface Forum (SIIF)

DIAS gives the requisite freedom to its students in conceptualizing and organizing the placements and interactive inter-academia sessions. The MBA programme has its own Student Industry Interface Forum (SIIF), which is managed by the students under the able supervision of the faculty advisors.

The Forum aims to bring about a convergence between the two pillars of any nation; industry and education sector. The Forum establishes various industry links, organizes both on and off campus recruitment process. It also maintains a strong student database, which is of immense help to both the students and the recruiters. The Forum has facilitated placement in reputed organizations.

The student elects the members of the Forum unanimously themselves, thus ensuring a transparent management system.

SIIF Members

Name	Contact No.
Tripta Sharma (Convener)	07503665700
Vivek Tandon (Joint-Convener)	09718307295
Divya Sharma	09654859185
Abhishek Mishra	09971263070
Gurleen Kaur	09899699721
Gurpadam Johar	08826165659
Jagriti Chhabra	09990504443
Manuj Mittal	09990694987
Roopam Aggarwal	09899000920
Shweta Raisetia	09560563443
Gursimran Kaur	09810349391
Jaya Dawar	09818106071
Garima Nanda	09999075102

SIIF Faculty Advisors

Ms. Shilki Bhatia	09958050269
Ms. Tanvi Rana	09871429541

Recruiters at DIAS

Capital IQ	Newgen Software	Vaptec Inc
Naukri.com	Select City Walk	Perfact Care
99 acres	Harit Dhara Projects	Aseem Global Ltd
Exevo	Devyani International	Vimlesh Industries
ICICI Securities	Aakash Institute	Acre & Inches
WNS	Resultrix	DV Ship Management
Mirus Solutions	IBM Daksh	Man Source
NaukriGulf	Asahi Glass	Auctus Consulting
Grail Research	Convergys	KNR Mgt Consulting
HDFC Life	Mastech	Jaro Education
Club Mahindra	Infosys	D&G Consulting
Aspiring Minds	Thompson Digital	Blackrock
Ameriprise Financials	Just Dial	NIK Partners
Axis Bank	Absolute Data	
Investors Clinic	Copal Amba	
Aon Hewitt	HDFC Bank	
Shiksha.com	University 18	
Newton Consulting (P) Ltd	Corporate Analyst & Consulting (P) Ltd	
XL Dynamics India (P) Ltd.	Caliber Resource Management(LLP)	
Rural Management Consultancy	Unison International (P)Ltd.	



Feedback From Employers

Neha Nair (2010-12) has been associated with Aspiring Minds for the past 1.5 yrs. She has grown well in the profile of Content Manager, both in terms of quality of output and productivity. She has been responsible for end to end finalization of several modules. With keen interest in academic research, Neha has worked on building frameworks/taxonomies in the English language. A very sincere and hardworking employee who has always put in extra hours beyond office and over weekends to deliver critical client deadlines without compromising on quality. Truly, an asset to the Content Team and to the company

Mr. N. Siddharth, Senior Mgr, Content Development, Aspiring Minds Pvt Ltd

Aastha Chatwal (2009-11) She was placed through Campus placement in our company HSIL Limited as Management Trainee and was assigned to Corporate Finance Department. Within a year, she was absorbed in the company & promoted as Sr. Executive Corporate Finance. She is an energetic member of the team, learns things quickly & possesses excellent ability to apply skills to resolve problems. She has given a new look to Management's Review Presentations through her excellent presentation skills. She also has an ability to work within deadlines and always keen to share new responsibilities.

Mr. Deepak Jain, Manager MIS - Corporate Finance, HSIL Limited

Anjali Sharma (2010-12) has a good grasping power and has adjusted well in the team. She has good time consciousness and responsibility for the tasks assigned.

Ms. Charu Gupta, Assistant Manager, WNS

Faraz Alam (2011-13) is punctual and disciplined. Even though he is new in the system, still shows ownership attitude towards all the tasks that are assigned.

Mr. Gagan Singh Viridi, Manager, HCL

Bharti Gupta (2010-12) is a committed, dedicated, accountable and responsible employee. She is an asset to the team and has been consistently contributing towards our organizational goal

Ms. Bharti, HR Manager, Grail Research

Shweta Mishra (2010-12) With great collaborating skills and good understanding level, she always help the team by putting extra efforts and helping other team members as per the requirement of the process.

Mr. Aditya Kalra, Senior HR, 99acres

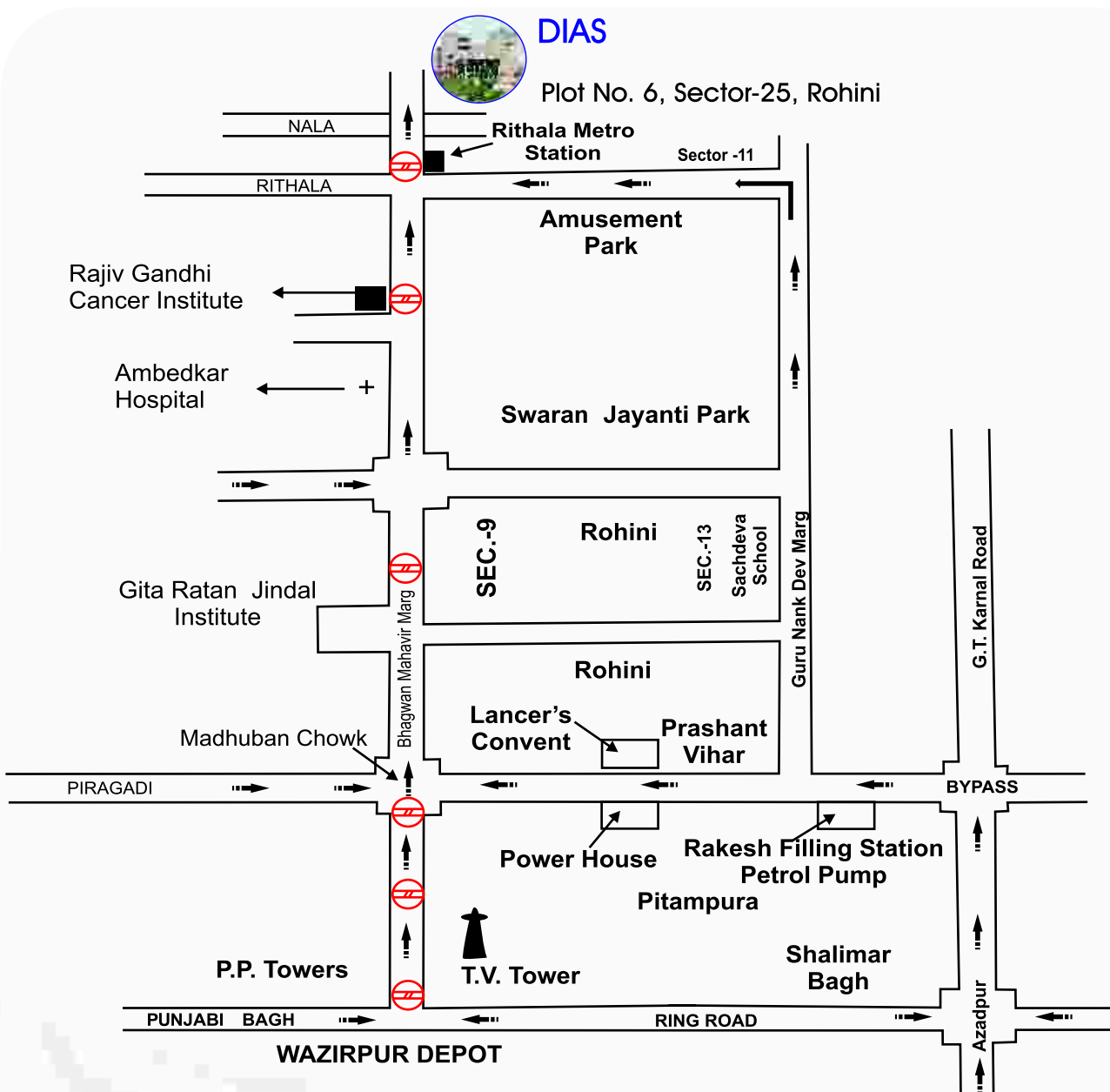
Simant (2010-12) has been doing a great job. He possesses cut above the rest with great skill-set and analytical bent of mind. He has managed list uploads well and has shown responsibility to deliver on or before time. Simant understands the importance and take decisions appropriately and has been instrumental in responding to different requests from Marketing team.

Mr. Opinder Sodhi- Assistant Manager, CVent Techonology

Aastha Chatwal (2010-12) was placed through Campus Placement in our company HSIL Limited as Management Trainee and was assigned to Corporate Finance Department. Within a year, she was absorbed in the company and promoted as Sr. Executive Corporate Finance. She is an energetic member of the team, learns things quickly and possesses excellent ability to apply skills to resolve problems. She has given a new look to Management's Review Presentations through her excellent presentation skills. She also has an ability to work within deadlines and always keen to share new responsibilities.

Mr. Deepak Jain, Manager MIS-Corporate Finance, HSIL Limited

ROUTE MAP



DIAS is 1.5 km away from Rithala Metro Station.



DELHI INSTITUTE OF ADVANCED STUDIES

Plot No. 6, Sector-25, Rohini, Delhi-110 085

Tel.: 011-27932742|27934011| Fax : 011-27934200,

Email : dias@dias.ac.in|Website : www.dias.ac.in