



DELHI INSTITUTE OF ADVANCED STUDIES

NAAC Accredited 'A' Grade Institute

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

2014-16



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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 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 an NAAC 'A' Grade Institute 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 an earnest appeal to you to consider these young men and women full of vigor, sincerity and ardor for careers who will 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

Management Education has perhaps matured fastest in the world due to increased demands for professionals to effectively manage business organizations under extreme dynamic, rapidly changing and globally competitive economic and business environment. It will be, therefore, no exaggeration to say that, if business schools, have to survive, they will have to ensure that the education there has not only to be imparted but also to be effectively administered and managed. Their young students have therefore, to strive hard to consistently maintain and improve their capacity, capability and creativity for all times to deliver improved performance and become globally acceptable.

We, at DIAS, have already created and developed a road map which makes our students not only to excel in academics but also creates a burning desire in them to give a sterling performance. With a well qualified, sincere and caring faculty and co-operative staff, 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 of 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 may assure you that they will meet all the challenges ahead to your utmost satisfaction and will prove worthy of your expectations and trust.

Dr. S. N. Maheshwari



MESSAGE FROM The Director's DESK

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

We, at Delhi Institute of Advanced Studies create visionary leaders who can propel organizations in the current dynamic environment. The vision and mission of the Institute showcase the commitment of the institute in imparting quality education.

The Institute also instils work ethics, positive attitude, perseverance, sincerity and commitment while the course equips them with conceptual, technical and interpersonal skills.

The students are nurtured and transformed into professionals. The emphasis on holistic development of students is achieved through their active participation in academic, co-curricular and extracurricular activities.

Our students have time and again proved to be valuable assets at their workplaces through their passion, zeal and enthusiasm to excel in their careers. We request you to provide our current MBA Batch (2014-2016) an opportunity to be a part of your esteemed organization. We are confident that our students will prove their worth and carve a niche for themselves to take the organization to greater heights of glory.

Looking forward to a long and fruitful association through your invaluable support and cooperation.

Dr. N. Malati



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 100 institutes (government as well as self-financing) impart professional education to more than 62000+ students with an annual intake of about 22000+. 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.

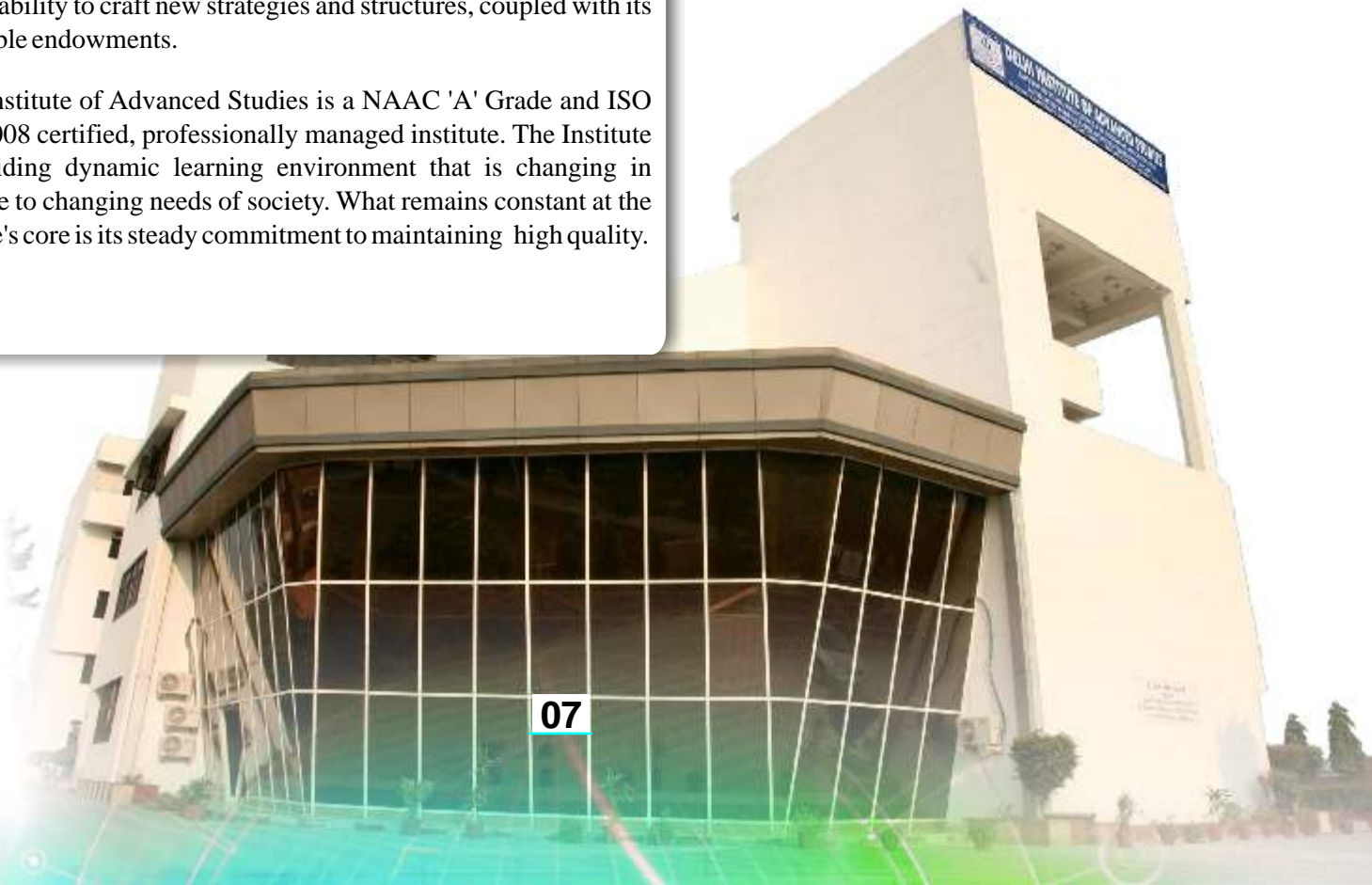
The university aspires to achieve exemplary standards in the quality of imparting professional education. University courses have been designed in a manner to sculpt students in accordance with the changing trends in industry. Rational thinking with a foundation of a research idea is advocated in the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



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. The institute is fully geared up to play an increasingly important role in the global Management and IT arena with its ability to craft new strategies and structures, coupled with its invaluable endowments.

Delhi Institute of Advanced Studies is a NAAC 'A' Grade and ISO 9001:2008 certified, professionally managed institute. 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 maintaining high quality.

ABOUT DIAS





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 rooms, Wi-Fi connections, cafeteria etc.

COMPUTER LAB

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 to provide uninterrupted internet access to students

LANGUAGE LAB

Language Lab is a means to develop 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 the then 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 19,984 volumes with over 5,471 titles, 641 journals and 114 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 - 11th 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 in the university 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 innate talents 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 and organized Delhi Police Self Defence workshop for girls. The Cell helps its students to instill a feeling of welfare and upliftment of the society.

Entrepreneurship Development Programme Cell

Entrepreneurship Cell, DIAS, aims at creating, developing and disseminating knowledge for self-employment among students and making them “Job-Providers” rather than “Job-Seekers”.

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



NSS Cell

We are proud to have a dedicated and active NSS Cell at DIAS. NSS volunteers are engaged in different projects for social welfare, ISKON under construction site is one of them. Apart from this, students also participate in different national and international events organised by NSS from time to time.



PUBLICATIONS 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 widely circulated in management institutions and industries in India. Fifty-three 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. Twenty 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 expertise.

S. No.	Topic	Speaker (s)	Date
1.	Workshop on 'An Insight into New Trends in HR and Finance'	Ms. Bhavna Upreti Training Coordinator, Spectrum Infogain Services	26.08.2014
2.	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	30.08.2014
3.	Session on 'Personality Development'	Mr. Abhishek Kumar Trainer, Appin Technologies	09.09.2014
4.	Guest Lecture on 'Climate Change'	Prof. Arun K. Attri School of Environmental Sciences, JNU	10.09.2014
5.	Guest Lecture on 'Bio-Fuels as an Alternative Source of Energy'	Prof. N. C. Gupta Department of Environmental Sciences, GGSIU University	26.09.2014
6.	Alumni Session	Mr. Ankush Bakshi Stupid Strategies	11.10.2014
7.	Guest Lecture on Effective Communication	Ms. Naveena Sawhney Corporate Trainer	11.11.2014



8.	Session on 'Resume Building'	Mr. Abhishek Malik Trainer, Appin Technology	13.11.2014
9.	International Conference on "Progressing Towards Responsible Economy: Issues And Perspectives"	Shri Akhil Gupta, Vice Chairman, Bharti Group & Executive Chairman, Bharti Infratel Ltd (Chief Guest) Shri Sunil Sayal, Region CFO - India, Nokia Solutions and Networks (Guest of Honor) Session Chairperson - Dr. Suneel Maheshwari, Professor, Eberly College of Business and Information Technology, Indiana University of Pennsylvania, USA Dr. Ashwani Kumar Varshney, Dean & Associate Professor, Jaipura Institute of Management, Ghaziabad Ms. Rachna Mahalwala, Asst. Professor, Bhagini Nivedita College, Delhi Mr. Sharad K. Maheshwari, Country Finance Manager, Bumiarmada Ltd., Lagos, Nigeria Dr. Ch. Venkata Sivasai, Asst. Professor, Gautama Buddha University, Greater Noida Mr. Miklesh Prasad Yadav & Mr. Vishal Rai, Asst. Professor(s), Chanderprabhu Jain College of Higher Studies & School of Law, Delhi Ms. Mona Kawatra, Sr. Asst. Professor, Maharaja Agrasen Institute of Management Studies, Delhi Dr. Navneet Gera, Associate Professor & Dr. Neetu Jain, Asst. Professor, Bharati Vidyapeeth Institute of Management & Research, Delhi Ms. Bhavna Malik, Asst. Professor, Jaipuria Institute of Management, Ghaziabad Ms. Ruhee Mittal, PhD Scholar, Guru Jambheshwar University, Hisar	



		<p>Session Chairperson - Mr. Subodh Rustagi Senior Vice President, MGRM Net Limited</p> <p>Dr. Ajay Singh Asst. Professor, College of Business Administration, University of Hail, Kingdom of Saudi Arabia</p> <p>Dr. Satnam Kaur Ubeja & Ms. Ranjana Patel, Asst. Professor(s), Prestige Institute of Management and Research, Indore</p> <p>Dr. Rajiv Chopra Asst. Professor, Guru Teg Bahadur Institute of Technology, Delhi</p> <p>Mr. Vinod Kumar Research Scholar & Dr. Rajiv Kumar Assistant Professor, Haryana School of Business, Hisar</p> <p>Mr. Ashvin Sanghvi Software Architect, Microsoft Corporation, USA</p> <p>Ms. Palak Behl Asst. Professor, Educomp Raffles Higher Education</p> <p>Ms. Komal Dangi Marketing Executive, Pearson Education, Delhi</p> <p>Dr. Vandana Mishra Asst. Professor, Galgotia University</p> <p>Dr. Amit Kumar Mishra Asst. Professor, Amity University</p>	10.01.2015
10.	Session on 'Career Counselling Session'	Mr. B.K. Paul HR Consultant	21.01.2015
11.	Session on 'Enhancing Group Discussion Skills'	Ms. Naveena Sawhney Corporate Trainer	24.01.2015
12.	Guest Lecture on 'Emerging Avenue in IT'	Mr. Rajit Sikka Academic Relationship Manager-North, Tata Consultancy Services	31.01.2015
13.	Session on 'Cracking Job Interviews'	Mr. Manish Chief Training Consultant, MRS Training Pvt. Ltd.	06.02.2015
14.	Guest Lecture on 'Social Media & Analytics'	Ms. Kalpna Singh Managing Director,	



		Mr. Anuj Kumar Marketing Head, Discovering Magnates	13.02.2015
15.	Interactive session with 'Young Entrepreneurs' conducted by EDC	Mr. Gaurav Dalal Director, IT Global Solutions Ms. Anuja Chaudhary Director, Corporate Interiors	17.03.2015
16.	Two Days Workshop on 'Digital Marketing Bootcamp'	Mr.Somesh Jagga CEO, Buzzzooka Infomedia Pvt. Ltd.	1-2.05.2015
17.	Alumni Interaction Session on 'Career Guidance and Future Prospects' for MBA and MCA students	Mr. Sunil Antil Tax Assistant, Income Tax Dept. (CBDT), Ministry of Finance (GOI) Mr.Varun Kumar Senior Manager, Kotak Mahindra Bank Ms.Pravleen Kaur Accounts Manager, Accenture Ms. Akanksha Gupta Manager (Financial Planning), OLX Global	02.05.2015
18.	Workshop on Excel	Ms. Shalini Jain Deputy Brand Manager, Boring Brands Pvt. Ltd.	29.07.2015
19.	Guest Lecture on 'Introduction to Personality Development'	Mr. Manish Sharma Director, MRS Training Services	11.08.2015
20.	Guest Lecture on 'Opportunities in the Functional Areas of Marketing, Finance and Human Resource'	Mr. Ankush Bakshi Director and Founder, STUPID Strategies	12.08.2015
21.	Session on 'Understanding the Corporate Behaviour'	Mr. Manish Sharma Director, MRS Training Services	18.08.2015



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 fecund brains.

1st Semester Examination

MS101	-	Management Process & Organizational Behaviors
MS 103	-	Decision Science
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		
Elective 5		

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

LIST OF ELECTIVES

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 208 - Corporate Social Responsibility, Human Value & Ethics

- Elective 1
- Elective 2
- Elective 3

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

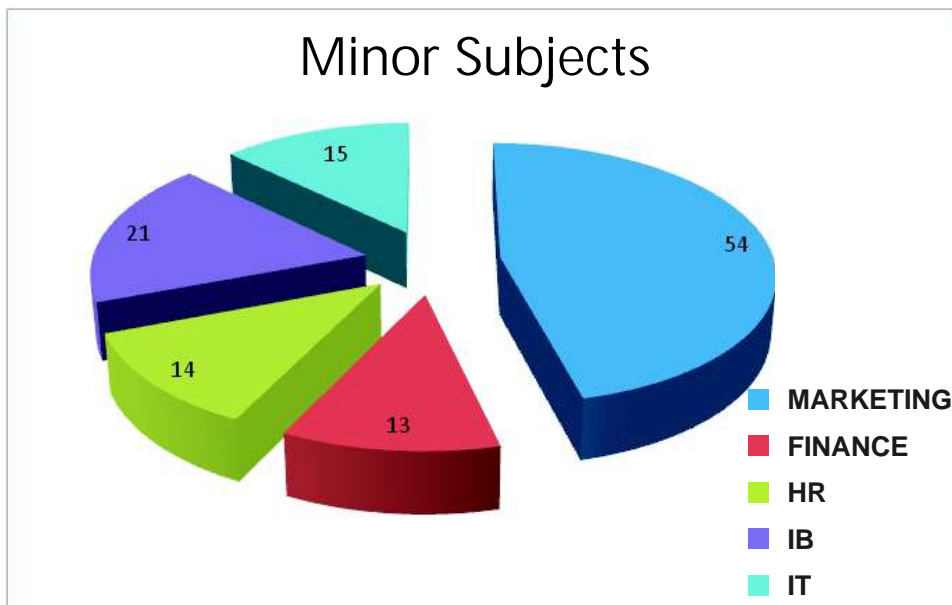
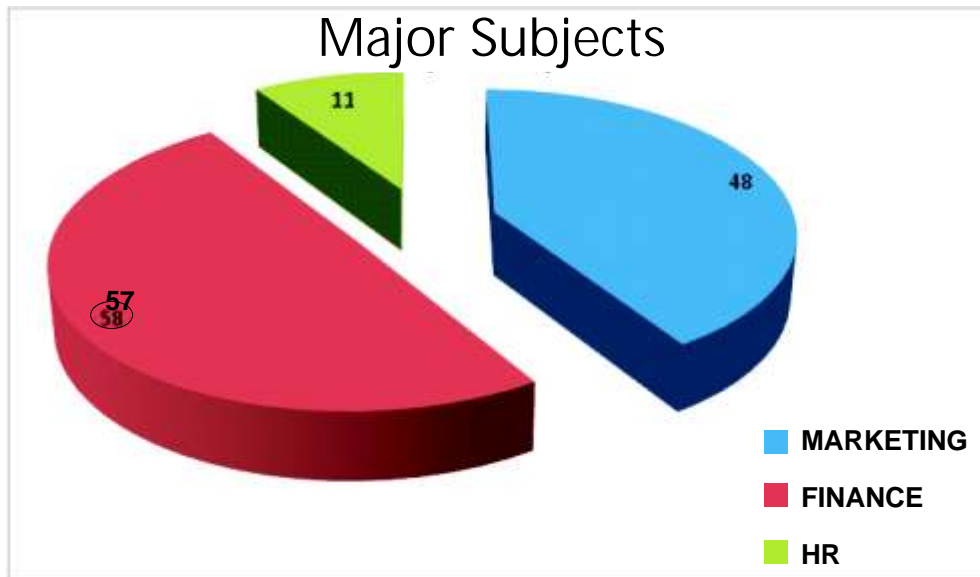
- MS 236 - Front End Design Tools
- MS 252 - Front End Design Tools Lab. (This paper is based on MS 226 and is part of it)
- MS 238 - Software Project Management
- MS 240 - Web Technologies
- MS 242 - Knowledge Management
- MS 254 - Web Technologies Lab. (This paper is based on MS 230 and is part of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



Students' Profile



Human Resource Internship Projects

Student's Name	Company Name	Project Title
Akanksha Sharma	Max Health Care	Employee Engagement and Recruitment in Nursing
Ankita Khatri	Airport Authority of India	Performance Appraisal
Arushi Dhawan	Alchemist	Employee Turnover at Alchemist Foods Ltd.
Ashish Kothari	PNB Metlife	Mapping of Job Descriptions
Jyoti Sharma	State Trading Corporation India Ltd.	Training and Development Assessment at STC
Mansi Dhir	Xerion Retail Pvt. Ltd. (Jabong.com)	Social Media Hiring
Nikita Singh	Airtel	Employer Branding
Diksha Mahna	Bharti Airtel	Talent Acquisition
Manika Chhabra	Allsec Technologies Limited	Recruitment Process
Ritika Sharma	Thomas Cook India Ltd.	Employee Engagement
Ritika Sharma	Bank of India	Attrition in Bank of India

Human Resource





Finance Internship Projects

Student's Name	Company Name	Project Topic
Akansha Jain	SBI Mutual Funds	Mutual Funds Analysis
Akash Goel	Sharekhan Ltd.	Derivatives and Comparison with Equity Market
Amandeep Kaur	Punjab National Bank	Credit Appraisal of NBFCS
Amanjot Kaur	Cestra Consulting	Derivatives Valuation
Ankit Singh	Punjab and Sind Bank	Loan Review and Bank Lending Process
Anshu Kalra	Sharekhan Ltd.	Fluctuations in Indian Economic Market
Apoorva Goel	Punjab and Sind Bank	Fixed Deposits
Apurva Rustagi	JK Tyres and Industries Ltd.	Financial and Trend Analysis
Arushi Gupta	Times Digital Ltd	Performance of Mutual Funds
Ashu Jindal	Crescendo Celebrations	Event Management
Bhawna Warikoo	Annik Tech. Services Pvt. Ltd.	Market Basket Analysis through Product Affinity
Diksha Mahajan	Old World Hospitality Pvt. Ltd.	Budgetary Control system
Divya Sood	SBI Life	SBI Life competitive Analysis
Jatinder Singh	State Bank of India Life	SBI Ulip Plans
Jyoti Yadav	Manish S Goel and Associates	Income and Credit Management
Jyotsna Ahuja	SRF Ltd.	Management of Working Capital
Karan Sinha	Havells India Limited	HR Policies and Its Implementation
Kanika Sharma	SBI Life Insurance Company Ltd.	Comparative Analysis of Unit linked insurance Plans in the indian insurance market
Karishma Dhall	Fieldfresh Foods Pvt. Ltd.	Subsidy process in exporting food products
Khyati Mathur	NTPC Ltd.	Loan Syndication through ECB
Kshitij Rai	VKC Credit & Forex Services Ltd.	Foreign Exchange
Lalit Chaudhary	Sri Ram Piston	Automation in Material Handling
Manas Jolly	Jain Chopra and Partners	Comparison of Direct Tax System of Two Nations
Manik Kumar Jain	Indian Oil Corporation Ltd.	Cash Management of IOCL
Manish Kumar Lohia	Syndicate Bank	Microfinance in India (Banking)
Manisha Bhatt	Pitney Bowes Sof. India Pvt. Ltd.	Capital Investment Plan for Expansion
Manisha Vohra	Air India	Financial Restructuring
Moumita Das Lala	HDFC Bank	Digitization of Banks
Neeraj Aggarwal	Thomas Cook	Foreign exchange market in India
Neha Singhal	S.S. Corporate Securities Ltd.	Greek Crisis and its Impact on Different Economies
Neha Trehan	Legrand	Sales Process of the company in Allocation of growth incentive to distributors

Student's Name	Company Name	Project Topic
Nimish Gupta	CMI Ltd.	Research report on upcoming project of Indian Railways
Nitin Mittal	Agriculture Insurance Company	Working Capital Management
Paridhi Gupta	Sharekhan Ltd.	Analysis of Commodity Future Market with Special Reference to Gold
Ritika Gupta	Action Ispat	Working Capital Management
Rushil Oberai	Almondz Global Infra-Consultant Ltd	Public Private Partnership in Infrastructure Sector-Roads and Highways
Sarita Bharani	NTPC	Risk Management - Hedging
Soumya Bhatnagar	Gail (India) Limited	Financial Modelling of Brahmaputra Polymers and Crackers Limited
Saumya Pathak	India Infoline	Securitisation
Shilpa Maheshwari	Punjab National Bank	Assessment of Pre-sanctioning of Loan and Working Capital Limits
Shobhit Sharda	Raksha ITPA Pvt. Ltd.	Third Party Administrator and Payment Pattern of Health Insurance in India
Shruti Girotra	Manish S Goel & Associates	Analysis of VAT System in India
Shruti Joshi	SBI Life	Microinsurance
Smriti Jetly	Punjab National Bank	Credit Appraisal
Sonali Arora	Indian Bank	Comparative Analysis of NPAs of Commercial Banks in India
Sonia Malhotra	Crompton	Market Potential of Crompton Led Lights in Architects and Consultants Segment
Sumeet Rana	VKC Forex & Service Ltd.	Trading in VKC
Unikant Kulpati	Punjab National Bank	Credit Administration Process and Appraisal of MSME
Upender Goel	RG Group	Financial Analysis
Vanita Mehra	Sharekhan Ltd.	Equity Analysis of Automobile Industry
Varun Sachdeva	Jai Gopal Engineering Works Pvt. Ltd.	Trading and Financial Analysis of Industrial Goods
Vikas Kumar Jaiswal	Sharekhan Ltd.	The Effect of Inflation on Financial Planning
Vipul Bhatia	Whirlpool of India Limited	Market Research in Household Appliances

Finance





Marketing Internship Projects

Student's Name	Company Name	Project Title
Shruti Lav	Eduexcellence	Green Initiatives taken by Schools
Aakash Chauhan	Maruti Udhyog Ltd.	Market Research on Product Development
Aastha Gupta	Dabur India Ltd.	Scope of Modern Trade Outlets in Delhi
Abhishek	Shiva Infotech	Digital Marketing of different website
Abhishek Chabbra	Delsys Technologies	Sales and Marketing
Anmol Goyal	Reliance Communications	Promotional Strategy of prepaid packs
Dakshay Patial	Ford India Pvt. Ltd.	Fixed Marketing
Damini Kapoor	McCann Erickson	Bulding and Maintaining Brand Equity
Deepanshu Gupta	Eduexcellence	Social Media Marketing of Eduexcellence
Deepanshul Rana	McCann Health	Shift of Consumer from Alopathic to Ayurvedic medicines
Dinesh	Delhi State Co-operative Bank	Courmmier Behavior
Ekta Sanyal	Axis Softech Pvt. Ltd.	how Digital Marketing changes the trend of marketing
Harish Vashist	KPMG	Procure to Pay Process Implementation
Himank Manav	PMG Integrated Comm. Pvt Ltd	Market Research
Ishu Munjal	Blue Star Laboratories	Consumer Perception towards Ayurvedic Medicines
Jagmohan Singh Bisht	Ars Group Enterprises	Marketing Strategies of Travel Companies
Jay Kumar Agarwal	Goel Plastic Industries	Process control
Jitendra Sharma	McCann Health	Brand Image Rebuilding
Karan Khurana	Times Television Network	Effects of Branded Product Placement on Television
Kashish Juneja	Crompton Greaves	Market Share of Crompton LED Lights in Delhi
Kunal Jain	Shiva Infotech	Digital Marketing
Kunal Sharma	ITC Ltd.	Consumer Brand Preference with respect to Biscuits Industry
Kushagra Kumar	Antriksh Education Pvt.Ltd.	Selling Strategies of Astronomy Clubs
Kushal Arora	Ken Global	Supply Chain Management and Inventory Control
Madhvi Jain	Wipro Infotech Ltd.	Quality Management
Mayank Kumar	Tata Power Delhi Distribution Limited	Market Penetration Strategy for Solar Power Installations
Mohit Kukreja	Pearl Electronics	Online Marketing
Nikhil	Travel Corporation (India) Ltd.	German Market - Operations in tourism
Nikhil Saini	Engineers India Ltd.	Research on Future Prospects in Oil and Gas Sector in Kenya

Student's Name	Company Name	Project Title
Nitin Choudhary	Lubrizol advance materials India Pvt. Ltd	Retail Market Research and Plumber Activation
Prabhdeep Kaur	Shiva Infotech	Digital Marketing
Pragya Jayaswal	Jayaswal Hi-Tech Industries	Product Packaging Strategies
Rishabh Khandelwal	Shiva Infotech	Traffic generation through SEO tools and Google Adwards for turboems.com
Rohan Sehgel	Optimal Media Solutions	Study on consumer expectations and perceptions towards times of india
Sahil Malhotra	Mau Apps	Brand strategies for sales
Shahbaz Rais	Apollo Tyres Ltd.	A Study of Variety of Tyres and Methods of Marketing Employed
Shashank Sharma	Relyon Softech Ltd.	Market Survey on Payroll Products
Shivam Sharma	Maruti Suzuki India Ltd.	Marketing Strategies
Sushmil Sahai	Siemens Ltd.	Project Management in Locomotives Manufacturing
Vikas Saroya	Shiva Infotech	Digital Marketing of websites (Ass_mainserp.in)
Vishant Lohia	Holiday Inn	Sales and Marketing (MICE)

Marketing





Live Projects

Deepanshu Gupta

Movie Promotion of Rough Book (Eduexcellence - IIT Delhi)

Ishu Munjal

**Consumer Perception towards Ayurvedic Medicines
(Blue Star Laboratories)**

Shruti Lav

Hair Extensions (Stupid Strategies)

Pragya Jayaswal

**Packaging Strategies for a New Brand "Vanraj"
(Jayaswal Hi-Tech Industries)**

Deepanshul Rana

Employee Recognition and Motivation (Vaango)

Mansi Dhir

Detailed Study of FMCG Industry (Stupid Strategy)

Ritika Sharma

Employee Engagement (Thomas Cook India Ltd.)

Damini Kapoor

**Building and Maintaining Brand Equity
(Mc Cann Erickson)**

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 Mahajaan
(MBA 2002-2004)



Kavita Sharma
(MBA 2003-05)



Rahul Gupta
(MBA 2004-2006)



Priyanka Rastogi
(MBA 2008-2010)



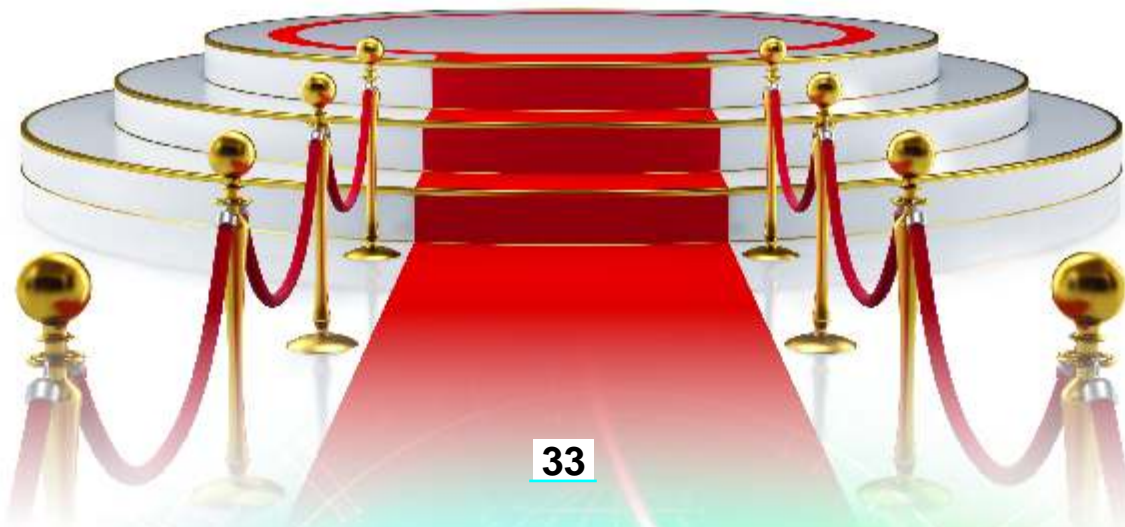
Ruchika
(MBA 2009-2011)



Deepika
MBA (PT) 2008-2011



Swati Jain
(MBA 2012-2014)



FACULTY

DEPARTMENT OF MANAGEMENT

1	Dr. S N Maheshwari	Professor of Emeritus & Academic Advisor	M.Com, Ph.D
2	Dr. N Malati	Professor & Director	MBA, Certificate Course in Export Marketing, Ph.D
3	Dr. Daryab Singh	Professor	M.Com, Ph.D
4	Ms. Haritika Chhatwal	Asst. Prof. (SS)	M.Com, M.Phil, SLET, Submitted Ph.D Thesis
5	Dr. Ruchi Gupta	Asst. Prof.	MBA, CA, NET & JRF, Ph.D
6	Ms. Ekta Sachdeva	Asst. Prof.	M.Com, NET
7	Ms. Shilki Bhatia	Asst. Prof.	M.Com, B.Ed, CS(Inter), NET, PGDBA, Pursuing Ph.D
8	Dr. Anju Batra	Asst. Prof.	MA(Eco), M.Phil (Eco), MBA, Ph.D
9	Ms. Roma Jaitly	Asst. Prof.	MBA, M.Phil(Mgt), NET, Pursuing Ph.D
10	Ms. Neetu Chadha	Asst. Prof.	M.Com, M.Phil (Fin.), MBA, NET
11	Ms. Ruchika	Asst. Prof.	MBA, NET, Pursuing Ph.D
12	Ms. Balwinder Kaur	Asst. Prof.	MBA, NET
13	Ms. Charu Gupta	Asst. Prof.	MBA , NET, Pursuing Ph.D
14	Ms. Tanvi Rana	Asst. Prof.	MBA , NET, Pursuing Ph.D
15	Ms. Divya Mohan	Asst. Prof.	MBA, NET, Ph.D Thesis Submitted
16	Dr. Omesh Chadha	Asst. Prof.	MBA, NET, Ph.D
17	Dr. Urvashi Ghai Khosla	Asst. Prof.	M.Com, Dip. In Naturopathy, Ph.D

DEPARTMENT OF COMPUTER APPLICATIONS

1	Dr. J.P. Bhutani	Professor	M.Sc, M.Phil(Maths), Ph.D
2	Dr. Barkha Bahl	Professor	MCA, 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, Purusing Ph.D
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. Anita Kumari Yadav	Asst. Prof.	MCA, GATE, Pursuig Ph.D
9	Ms. Neha Rajan	Asst. Prof.	MCA, Pursuing Ph.D
10	Ms. Charru Hasti	Asst. Prof.	M.Tech., NET
11	Mr. Neeraj Juneja	Asst. Prof.	MCA, NET, M.Tech. (IT), Pursuing Ph.D
12	Mr. Kamal Upreti	Asst. Prof.	M.Tech (H), PGDM



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.
Pragya Jayaswal (Convener)	9899906354
Deepanshul Rana (Joint-Convener)	9711081420
Anmol Goyal	9899299366
Arushi Dhawan	9873513970
Damini Kapoor	9971647526
Ishu Munjal	9810165708
Jyotsna Ahuja	9654539626
Khyati Mathur	8800334045
Kunal Sharma	8802471821
Kushagra Kumar	9911582919
Nikita Singh	8588850120
Neha Singhal	9999432371
Nitin Choudhary	9650647548
Varun Sachdeva	9582332480

SIIF Faculty Advisors

Ms. Shilki Bhatia	9958050269
Dr. Omesh Chadha	8527981506

Recruiters at DIAS

Mansukh Securities	Blackrock	Copal Amba
Nikon Digital Care	NIK Partners	Walsons
Bharti Airtel	IndusInd	Intelligrape
Capital IQ	Toluna India P. Ltd.	Moody's Corporation
Naukri.com	Perception World	Citi Bank
99 acres	KPMG	Cvent Technologies
ICICI Securities	Ceasefire Industries	Laurent & Benon
WNS	Thomas Cook Pvt. Ltd.	Fox Global
Mirus Solutions	OSS Cubes	Eduexcellence
Naukri Gulf	Zomato	UAS International
Axis Bank	Spacewood	ThoughtBuzz
Shiksha.com	Cosmic Group	Spectrum Consultants
Aakash Institute	Bajaj Capital	Stupid Strategies
University 18	WNS	
DV Ship Management	Lava International	
Man Source	E&Y	
Jaro Education	Myra	
Rural Management Consultancy	Emarketz India Pvt. Ltd.	
Perception World Technologies	Progressive Infotech Pvt. Ltd.	
ELK Education Consultants Pvt. Ltd.	Human First Consultancy	



Feedback From Employers

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

Bharti, HR Manager, Grail Research

Syed: has proven himself with his sincere and diligent efforts towards his assignments

Sushma S Das, Senior Manager, Jaro Education

Shweta Mishra: With great collaborating skills and good understanding level, she always helps the team by putting extra efforts and helping other team members per the requirement of the process as and when required.

Aditya Kalra, Senior HR ,99 acres

Gaurav: is a good team player and has excellent understanding capability.

Nitesh Rana, Sr. Finanacial Analyst , American Express

Amit Gupta: has proved himself as a valuable asset to our company. Also, he has realized the growth opportunities for himself in the organization

Sudip Kapoor, HR Manager, American Express

Anjali Sharma: has a good grasping power and has adjusted well in the team. She has good time consciousness and responsibility for the tasks assigned.

Charu Gupta, Assistant Manager, WNS

Arti Negi: is diligent, punctual, honest and has well professional attitude which reflect his personality development. She has been a continuous support to our team.

Charu Gupta, Assistant Manager, WNS

Simant: 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 & has shown responsibility to deliver on or before time. Simant understands the importance & takes decisions appropriately and has been instrumental in responding to different requests from Marketing Team.

Mr. Opinder Sodhi- Assistant Manager, CVent Tecnologies

Shweta Vishnoi: commitment and deliverance towards the organization objective. We have been able to successfully close many positions because of your speed and understanding of the requirement. You were always available for any challenge and assignment that was given to you. I look forward to your on-going support and commitment to the organization. I firmly believe that you will continue to add value to our organization as we grow together

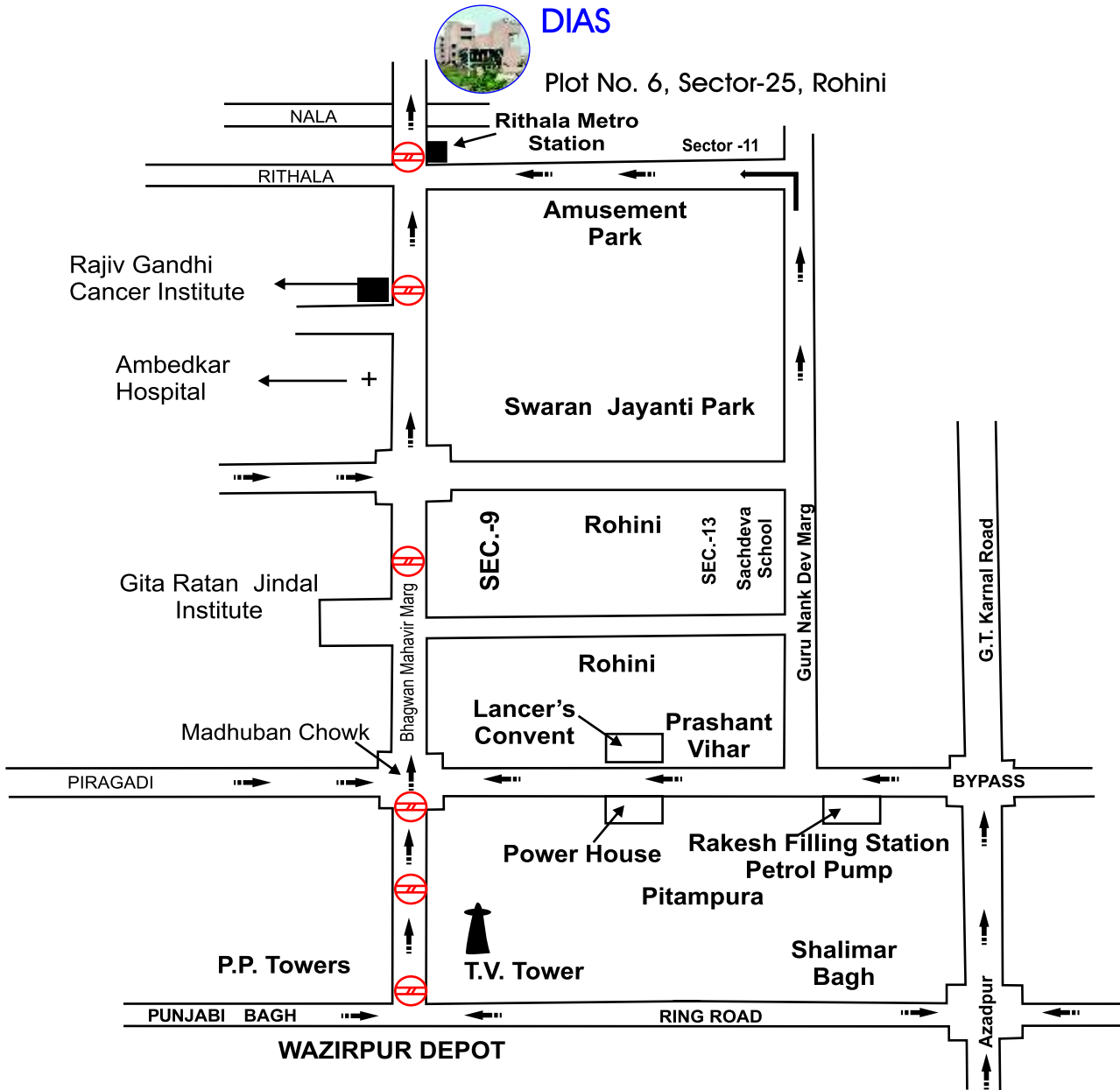
Harneet Kaur, Asst. Manager – Client Engagement, Right Step Consulting Pvt Limited

Faraz Alam: 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



ROUTE MAP



DIAS is 1.5 km away from Rithala Metro Station.



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