



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)



PLACEMENT BROCHURE

MBA 2015-17

LEARNING TO EXCEL EXCELLING TO SERVE

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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 (2015-2017) 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 and ranked 22nd in NIRF. 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.

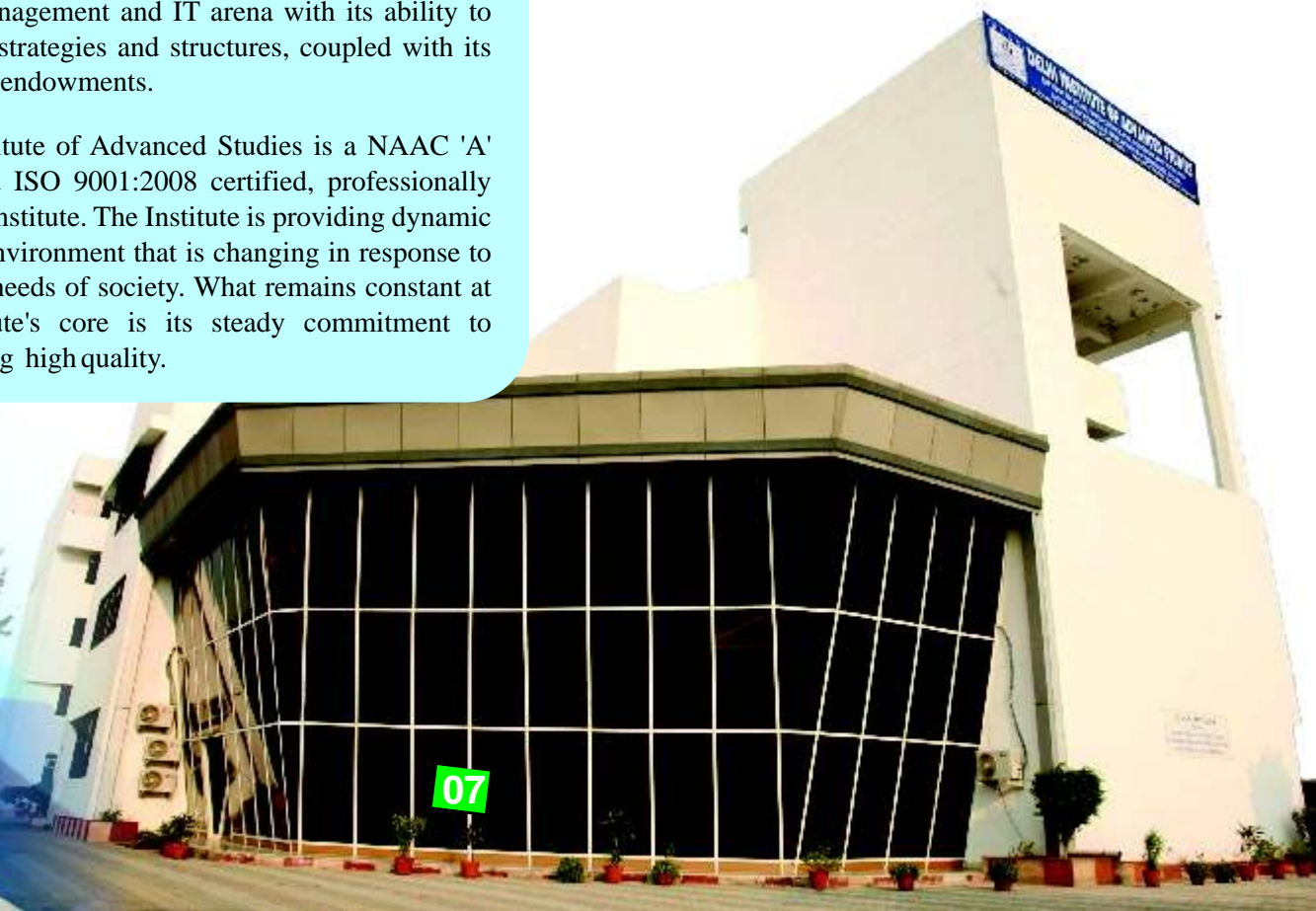
The university aspires to achieve exemplary standards in the quality of imparting professional education. University courses have been designed in a manner to sculpt students in accordance with the changing trends in industry. Rational thinking with a foundation of a research idea is advocated in the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



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. 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.





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, 16 mbps 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 the 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 20,607 volumes with over 5,771 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 - 12th 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, is one of such engagements. 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-Nine 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-three issues of the journal have been published so far.

Seminars, Conferences, Lectures and Workshops

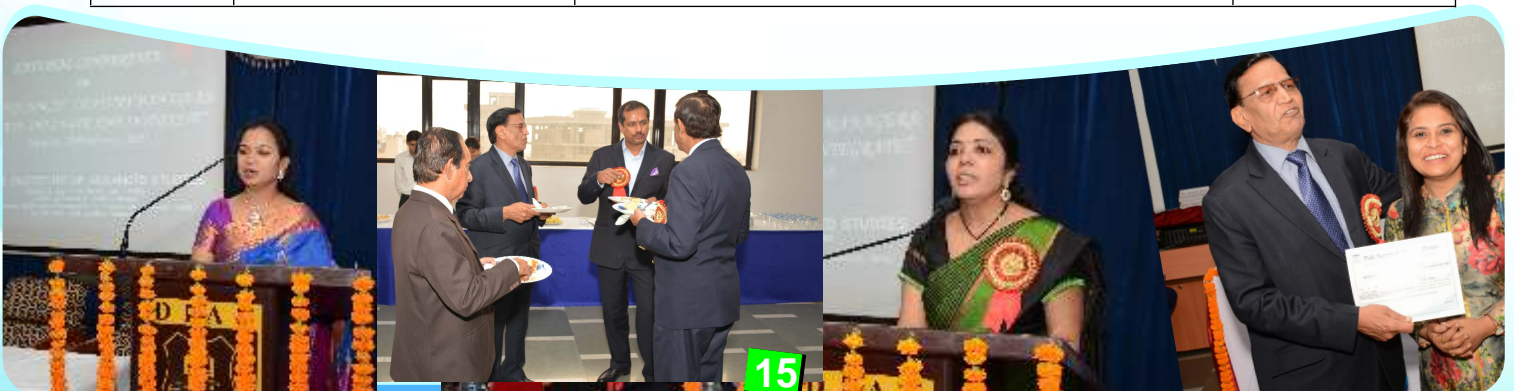
The overall personality of a student is shaped through his knowledge and attitude. Besides the classroom teaching, there is a need for students to be aware of the most recent developments taking place in the environment.

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.	Career Opportunities in Financial Sector	Mr. Manish Sharma Trainer, MRS Training Services	18th Aug'15
2.	Career Opportunities in Financial Sector	Mr. JPS Rajput Strategic Consultant	22nd Aug'15
3.	Alumni Interaction: Sharing Experiences in Banking Sector	Mr. Shamsher Singh Assistant Manager -Corporate sales-AXIS Bank	28th Aug'15
4.	International White Cane Day Contribution 2015	DIAS Social Responsibility Cell 'Kartavaya'	29th Aug'15
5.	Interviewing Skills	Mr. Manish Sharma Director & Chief Training Analyst MRS Training Services	2nd Sept'15
6.	Introduction to AMCAT	Mr. Jayesh Goswami, Manager, Campus Relations, Aspiring Minds	3rd Sept'15
7.	Alumni Interaction: Preparation for Interview	Mr. Lakshay Pahwa Manager- Corporate Sales- JARO Education	4th Sept'15
8.	Group Discussion Skills And Personality Analysis	Mr. Manish Sharma Trainer, MRS Training Services	7th Sept'15
9.	Alumni Interaction: Preparation for Interview	Ms. Ashita Singh Research Associate, S&P capital IQ Ms. Savika Tayal Analyst, Blackrock Ms. Jagriti Chhabra Analyst, Blackrock	19th Sept'15



10.	Bettering Interview and Group Discussion Skills	Mr. Manish Sharma Trainer, MRS Training Services	1st Oct'15
11.	GD and PI Session	Mr. Manish Sharma Trainer, MRS Training Services	5th Oct'15
12.	AMCAT Exam	Mr. Jayesh Goswami Aspiring Minds	7th Oct'15
13.	Bettering Interview and Group Discussion Skills	Mr. Manish Sharma Trainer, MRS Training Services	17th Oct'15
14.	Workshop on "English Communication"	Ms. Naveena Sawhney Corporate Trainer	3-4th Nov'15
15.	Resume Building	Mr. Manish Sharma Trainer, MRS Training Services	21st Jan'16
16.	Personal Elements in Public Speaking	Mr. Manish Sharma Trainer, MRS Training Services	10th Feb'16
17.	National Conference on "Mantra for 21st century Mangers: Initiate; Innovate; Integrate"	Mr. Sameer Nagpal Group CEO, Dalmia Refractories (Chief Guest) Dr. Ashok Haldia Managing Director, PTC India Financial Services Ltd. (Guest of Honor) Mr. Sanjay Sachdeva Director, Sachdeva Public School Dr. R. C. Chadha Group Academic Advisor, DIAS Mr. Kamlesh Mittal Senior Director, Deloitte Touche Tohmatsu, India Private Limited. (Session Chairperson) CA Nitin Mehra Finance Controller, DEN Networks (Special Corporate Guest) Dr. Ashok K. Jhwar Formerly Country Head, British Petroleum, India (Session Chairperson)	27th Feb'16



Presentations by

Dr. Manish Madan, Professor
Dr. Nidhi Gupta, Professor
Ms. Ankita Popli, Assistant Professor
Rukmini Devi Institute of Advanced Studies, Delhi.

Dr. N.K. Gupta, Associate Professor
Ramjas College, University of Delhi

Ms. Anshika Agarwal, Research Scholar,
Department of Commerce, University of Delhi

Dr. Manisha Goel, Associate Professor
Department of Management Studies

Ms. Ashima Tandon, Research Scholar
YMCA University of Science and Technology,
Faridabad

Ms. Ritu Wadhwa, Assistant Professor

Mr. Deepak Gupta, Student, MBA
Amity Business School

Ms. Mona Kawatra, Assistant Professors

Ms. Sapna Nair, Assistant Professors,
Maharaja Agrasen Institute of Management Studies,
Delhi

Ms. Sarneet Kaur, Research Analyst,
Blackrock Services Pvt. Ltd.

Mr. Siddharth Rana, Research Analyst
JLL Services Pvt. Ltd., Delhi

Dr. Manisha Goel
Associate Professor and

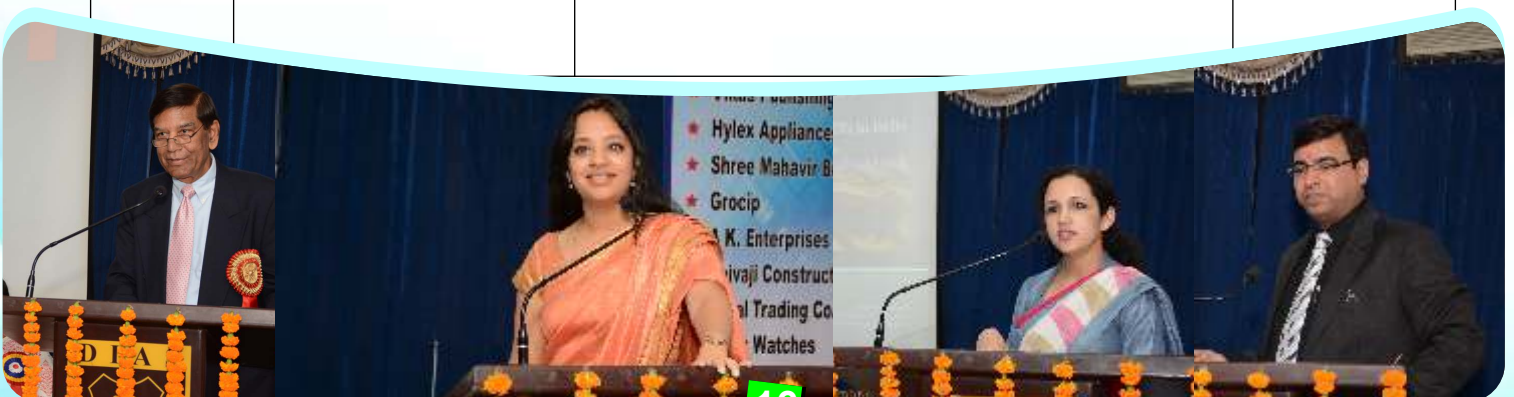
Mr. Tushar Valecha, Student, MBA
YMCA- University of Science and Technology,
Faridabad

Ms. Balwinder Kaur, Assistant Professor
Delhi Institute of Advanced Studies, Delhi

Ms. Anju Bharti, Assistant Professor

Dr. Gaurav Aggarwal, Assistant Professor

Mr. Nikhil Tiwari, Student-MBA
Maharaja Agrasen Institute of Management Studies,
Delhi



		<p>Presentation by</p> <p>Dr. Ritu Gandhi Arora, Professor DAV Institute of Management, Faridabad</p> <p>Ms. Priyambada Purohit, Research Scholar Noida International University</p> <p>Dr. Vibha Dua Satija, Assistant Professor Institute of Marketing, Management, Delhi</p> <p>Dr. Ritu Bajaj, Assistant Professor JIMS, Delhi</p> <p>Ms Jiveta Chaudhary Grover, Assistant Professor Northcap University, Gurgaon</p> <p>Ms. Smriti Ahuja, Research Scholar Jamia Hamdard University, Delhi</p> <p>Mr. Pranav Kharbanda, Assistant Professor HMR Institute of Technology and Management, Delhi</p> <p>Ms. Roma Jaitly, Assistant Professor Delhi Institute of Advanced Studies, Delhi</p> <p>Dr. Chintala Venkata Sivasai, Assistant Professor School of Buddhist Studies & Civilization Gautama Buddha University, Greater Noida</p>	
18.	Google Hangout Workshop on "Advanced Tools in MS Excel"	Dr. Neeraj Kaushik , Associate Professor, National Institute of Technology, Kurukshetra	5 th March '16
19.	Session on "Group Discussion Skills"	Mr. Manish Sharma , Trainer, MRS Training Services	15 th March '16
20.	Webinar on Industry Expert Certificate Session on Digital Marketing	Mr. Pradeep Chopra , CEO Digital Vidya	5 th August '16
21.	Webinar on Hiring – What Recruiters Expect from Young Talent	Ms. Farheen Mahdi , HR Facebook	23 rd Aug' 16
22.	Mock Interview Session	Mr. Manish , Director and Chief Training Analyst MRS Training Services	26 th Aug' 16
23.	Mock Interview Session	Mr. Manish , Director and Chief Training Analyst MRS Training Services	27 th Aug' 16



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

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

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

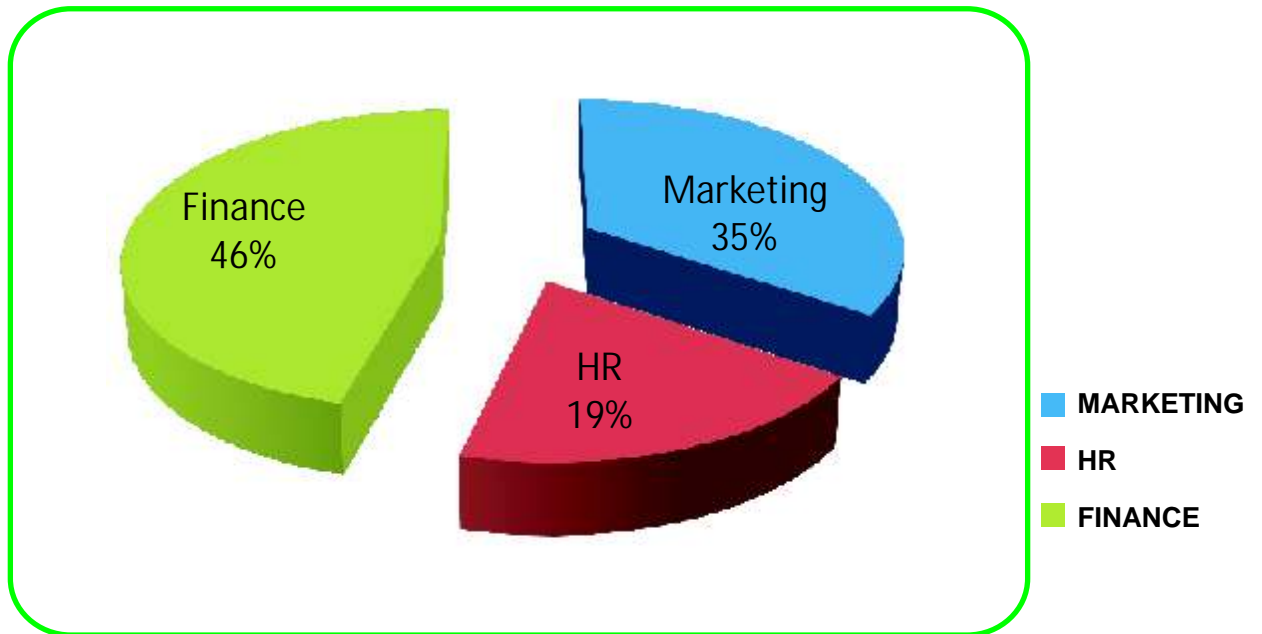
- MS 236 - Front End Design Tools
- MS 252 - Front End Design Tools Lab. (This paper is based on MS 226 and is part of it)
- MS 238 - Software Project Management
- MS 240 - Web Technologies
- MS 242 - Knowledge Management
- MS 254 - Web Technologies Lab. (This paper is based on MS 230 and is part of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

V. GLOBAL BUSINESS MANAGEMENT

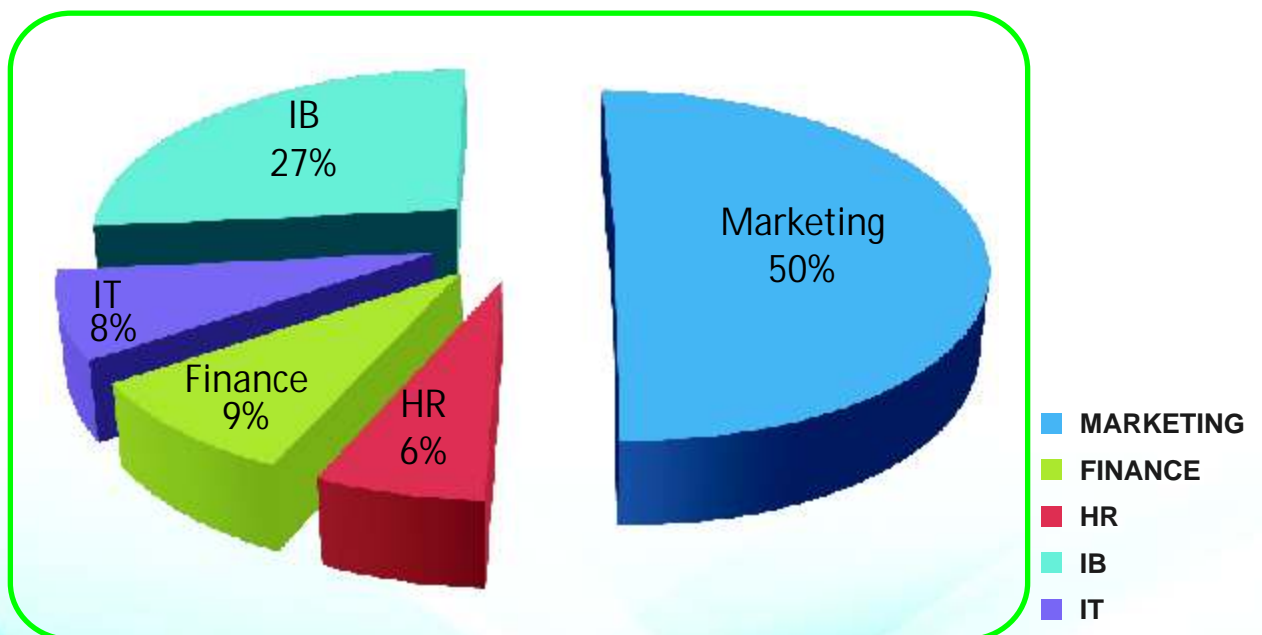
- MS 244 - Global Competitiveness and Strategic Alliances
- MS 246 - Distribution and Logistics for International Business
- MS 248 - Foreign Language
- MS 250 - International Business Negotiation

Students' Profile

Major Subjects



Minor Subjects



Human Resource Internship Projects

Name	Company's Name	Project Topic
Anjali Joshi	Leads to Business Solution	Applicants Satisfaction Level Towards Scientific Screening Process
Darsha	Maruti Suzuki India Ltd.	Develop Feedback Mechanism for Quality of Hire of New Campus Recruits
Divya Koli	Leads2business Solution Pvt Ltd	Applicants Satisfaction Level Towards Scientific Screening Process
Ekta	Sterlite Technologies (Vedanta Group)	HR Policy Framework & Talent Acquisition
Khushboo	Hayakawa Electronics India Pvt. Ltd.	Recruitment & Selection
Mansi Bhayana	Foodpanda	Recruitment & Selection Process
Meghna Jain	Toyzone Impex Pvt. Ltd.	A Study on Market Potential of Toys in Delhi
Mohit Goel	CPA Global	Cost Saving in HR Process
Nisha Ali	Development Alternatives Group	Training Needs Identification and Analysis
Priyanka	Portea Medical	Recruitment and Selection
Priyanka Panwar	Lions Workforce Solutions (I) Pvt. Ltd.	Identifying the Criteria for HR Outsourcing and its Application in Different Sectors
Rashmi Sahoo	NTPC	Employee Benefits
Ritika Singhal	Wolters Kluwer India Pvt. Ltd.	Streamlining Employee Records
Sangeeta Singh	Dub Our India Ltd.	Recruitment
Shikha Gupta	Gail (India) Ltd.	Quality of Work Life
Shivani Sharma	Aditya Birla Fashion & Retail Ltd (pantaloons)	A Study on Customer Perception & Satisfaction Towards Aditya Birla Fashion & Retail Ltd (Pantaloons)
Tania Bisht	Reliance JIO	A Study on Talent Hiring at Reliance JIO
Tushar Gupta	Niti Aayog	Study on Regulatory Framework of Top Ranked Foreign Education Institutions in South East Asian Countries
Varsha Jain	Religare Health Insurance Co. Ltd.	The Study on Recruitment at Religare
Vrinda Khanna	Hindustan Times Media Ltd.	HR Operations and Employee Engagement Activities at HT
Yashika	Bambino Agro Industries Ltd.	A Study on Consumer Awareness and Preference Towards Bambino Products
Jyoti	Delhi Metro Rail Cooperation Ltd	Employee Welfare Activities at DMRC
Nupur Johari	Inferno Info Tech Pvt Ltd	Social Media and Content Marketing

Human Resource





Finance Internship Projects

Name	Company's Name	Project Topic
Aanchal Vijay	Dabur Pvt. Ltd.	Cash Management System
Aayushi Jain	Punjab National Bank	Credit Appraisal of Term Loan
Abhishek Chaudhary	Future Generali Performance	Factors Considered in Managing Human Resource
Abhishek Srivastava	Relaxo	A Study on Internal Audit Practice
Adish Jain	Vinshubh Exports Pvt. Ltd.	Analysis of Hedging Strategies
Aditi Jain	SAIL	Foreign Exchange Risk Management
Anubha Dureja	Ernst and Young	Enterprise Risk Management
Ashish Kumar	Sona Koyo	Study of Foreign Exchange Risk
Avi Nagpal	Hudco	Credit Appraisal of Projects
Bishu Kumari	ICICI Bank	Services Provided by ICICI Bank With Respect To Customer Satisfaction
Chander Prakash Joshi	IIT Delhi	Analysis of Academic Performance of Schools
Divya Sharma	Punjab National Bank	Retail Lending Appraisal Process
Garima Phuloria	Rites Ltd.	Financial Appraisal of Three Line Railway Project
Gaurav Sharma	Sharekhan Limited	Evaluation of Stock Market in Relationship with Preference of Investors
Gunjan Trehan	Securitas Walsons Services Pvt. Ltd.	Comparative Financial Analysis
Gurusha Chugh	SAIL	Coal Import with Special Reference to Sail
Harpreet Kaur	Punjab National Bank	Comparative Study on Credit Appraisal System of Various Indian Banks
Himanshu Sharma	Zillious Solutions Pvt. Ltd	Construct a Functional Business Strategic Plan to drive Growth Model for a Company's Working Capital Management
Himanshu Suri	Rites Ltd.	Financial Appraisal of Green Field Airport Project
Jatin Thakkar	Niti Aayog	Changing Food Subsidy Scenario-Impact of Direct Benefit Transfer
Lalit	Capri Global Capital Limited	Fundamental Analysis of Non Banking System
Mandeep Singh	Sharekhan Limited	Portfolio Management Services
Manisha Sharma	J.Chandra Associates	Financial Analysis
Mansi Jain	GAIL	Ratio Analysis
Mitansha Khosla	Rites Ltd.	Financial Instruments in Market
Naveen Gulia	Sharekhan Limited	Analysis of Future Market in India

Name	Company's Name	Project Topic
Pallavi Gera	RSMA & Associates	A Study on Ethics in Accounting Finding Frauds & Measures to Reduce Them
Pankaj Sehgal	Shruti International	Marketing Strategy of Juice in India
Parul Gupta	Anandrathi Share And Stock Broker Ltd.	Derivatives Market: Comparison of Performance at NSE and BSE
Pinki	ITC Sheraton Hotel	Fundamental Analysis of ITC Ltd.
Pragya Chauhan	DCM Shriram	Streamlining Collection Process
Prashanth	Sharekhan Ltd.	Investment Patterns on the basis of Risk Profile of Investors
Preeti Garg	Sabrimala Leasing And Holding Ltd.	Financial Analysis of Sabrimala Leasing & Holding Ltd
Priya Kundaliya	Beekay Associates	Income TAX w.r.t Individual Assesse
Priyanka Luthra	Anandrathi Share And Stock Broker Ltd.	Study on Investor Behaviour & Trading System in Indian Stock Market
Rahul	Ritika Enterprises	Study on Export Process and Documentation with Respect to Ritika Enterprises
Ravi Singh	Angel Broking	Study of Equity in Angel Broking
Rishabh Jain	Beekay Associates	Mutual Funds
Ritika Aggarwal	Ozone Overseas Pvt. Ltd.	CSR Activities and its Impact on the Financial Position of the Company
Rohit Adhikari	NTPC	Working Capital Management
Ruchika Sharma	HDFC Bank	Credit Analysis of Loan Application and Customer Perception Towards it.
Shivam Kalsi	SBI Card	Insurance Sales Report Automation on Tableau
Shruti Gupta	The Vintage Era	Process of Online Listing in Amazon
Sparsh Soni	HDFC Bank Ltd.	E net and Trade on Internet in SME Business vis- a-vis Digitalisation
Sumit Mittal	BHEL Ltd	A Study on Financial Analysis and Ratio Analysis of BHEL
Titiksha Tewari	J&K Bank	Credit Appraisal for Term Loan and Working Capital Financing
Vardaan Sharma	Indian Oil Corporation Ltd	Financial and Profitability Analysis of Indian Oil
Vibha Rani	Tata Power Delhi Distribution Ltd.	Asset Management Process in TPDDL
Vimal Saxena	Sharekhan Ltd.	Comparative Study on Equity Market and Mutual Funds
Damini Jain	Vibes Health Care Ltd.	A Study on Analysis of Financial Statement
Aman Bhatt	Bhushan Steels	Bhushan Steels vs Other Steel Industries in India
Anshul Sharma	Manoj & Associates	Ethics of Auditing

Finance





Marketing Internship Projects

Name	Company's Name	Project Topic
Abhishek	7 Star Toys	Study and Analyze the Operations & Production of Toys in a Manufacturing Firm.
Abhishek Bhardwaj	Globox Online Services Pvt. Ltd.	Analyzing the Potential of Subscription Box Service in Cosmetic Industry
Aditya Kumar		Market Research, Sales and Promotional Strategies
Aishwarya Agarwal	ASPK Trading Pvt. Ltd.	Brand Awareness and Marketing Campaign for the Company
Akash Garg	SVS Polychem Inc.	Market Analysis & Promotional Strategies in B2B
Akhil Gautam	Bikanervala Foods Private Ltd.	Digital Marketing of Bikano Sweets and Snacks
Arnav Razdan	Safal (Mother Diary)	Segmentation and Customer Profiling in Fruit and Vegetable Market
Ashish Ghadiok	IFB	Research of Promotional Strategies of IFB & Comparative Analysis of Consumer Buying Behavior with Respect to A.C
Ashish Kirar	Shruti International Ltd.	Logistics and Distribution Channel Management
Avneet Kumar	DS Group	Market Analysis and Barriers Present in the Market for UHT Milk
Deepak Mittal	Hewlett-Packard	E-District, Punjab
Divyani Solanki	GAIL India Ltd	Sources of Funds
Esha	GAIL India Ltd.	Analysis of Demand & Supply of Natural Gas in India
Govind Kumar Sharma	Hindalco Industries	Customer Perception
Harshmeet Kaur	Honda Cars	Understanding the Digital Trends on Passenger Car Segment
Ishita Sharma	Djubo	Advantages of Search Engine Optimization and Organic Search
Kapil Guliya	Digilantern	Study of Ecosystem in Digital Media Marketing
Karan Dharni	Znoow Technologies Pvt Ltd	A Detailed Study of Digital Marketing

Name	Company's Name	Project Topic
Mayank Sharma	ITC	Market Analysis of Savlon vs Dettol
Naina Kaul	Lloyd	Study of Digital Marketing
Nikunj Talwar	Shruti International	Brand Image and Branding Strategy of a Company
Nishtha Garg	SPMS & Associates	Working Capital Management (CMA Data)
Puja Goel	HDFC Bank(LAP)	Loans Approved but Not Disbursed
Pulkit Gupta	Talent4assure	Self-Enabler-a Learning Mechanism for Talent4assure
Rahul Chauhan	Rukmani Crafts	Business Policy of Garments Industry
Rahul Gupta	L.I.C	Study on Life Insurance Investment & it's Working
Rahul Kumar	Sharekhan Ltd.	A Study on Customer Perception Towards Online Trading
Rohit Sharma	Outlook magazine India	Customer Relationship Management
Saad Ahmed Khan	SBI card	Insurance Sales Report Automation on Tableau
Sagar Kapoor	Shruti international	A Study on Behaviour of Consumer Towards Juices in India
Saurabh Khater	S.P trading	Online Trading of Beauty Equipment
Saurav Kumar	Urbanclap	Business Development by Making Acquisition with Service Provider for Urbanclap
Shubham Dixit	HDFC bank	A Comparative Analysis of HDFC life and LIC Products
Shweta Gupta	Talent 4 assure	Study of Consumer Behaviour for the Products of Talent4assure
Siddharth Sharma	Rites Ltd.	Social Security Measures in Rites
Sonia Kardam	Rajhans Soap Mills	Study of Marketing Strategy of Bruno

Marketing





Live Projects

Abhishek
Bhardwaj

Career360

Live Project 2.0 Digital Marketing-
Build a Business

American Embassy

Authored and Published an Article in Food,
Management & Technology Magazine

Arnav
Razdan

Bishu
Kumari

Saffron India & Ireallylovechocolate.com

Evolution of Chocolate

Career360

Live Project 2.0 Digital Marketing-
Build a Business

Ashish
Kumar

Deepak
Mittal

Career360

Live Project 2.0 Digital Marketing-
Build a Business

Career360

Live Project 2.0 Digital Marketing-
Build a Business

Harshmeet
Kaur

Mayank
Sharma

CSI Magazine

When IT Shake Hands with Management

ST.UP.ID Strategies

Research on Education Industry

Himanshu
Suri

Laurels at DIAS



MBA Gold Medalists

At DIAS, students are encouraged to dream big and also achieve those dreams. The following students have been honoured by the university for their excellent performance in University Examinations.



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)



Neeti Chopra
(MBA 2014-2016)



FACULTY

DEPARTMENT OF MANAGEMENT

1.	Dr. S N Maheshwari	Professor of Eminence & 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.	Dr. K. L Chawla	Professor	MA Economics, Ph.D
5.	Ms. Ekta Sachdeva	Asst. Prof.	M.Com, NET
6.	Ms. Shilki Bhatia	Asst. Prof.	M.Com, B.Ed, CS (Inter), NET, PGDBA, Ph.D (Pursuing)
7.	Dr. Anju Batra	Asst. Prof.	MA(Eco), M.Phil (Eco), MBA, Ph.D
8.	Ms. Neetu Chadha	Asst. Prof.	M.Com, M.Phil (Fin.), MBA, NET
9.	Ms. Ruchika	Asst. Prof.	MBA, NET, Ph.D (Pursuing)
10.	Ms. Balwinder Kaur	Asst. Prof.	MBA, NET
11.	Ms. Divya Mohan	Asst. Prof.	MBA, NET, Ph.D (Thesis Submitted)
12.	Dr. Urvashi Ghai Khosla	Asst. Prof.	M.Com, Dip. In Naturopathy, Ph.D
13.	Ms. Veenu Somani	Asst. Prof.	CA, CS, MBA
14.	Ms. Shailly Bhasin	Asst. Prof.	M.Com (Fin.), M.Phil, NET
15.	Ms. Kanika Dhingra	Asst. Prof.	M.Com (Fin & Acc), CS, JRF & NET, Ph.D (Pursuing)
16.	Ms. Sandeepa Kaur	Asst. Prof.	MBA (Fin.), M.Com, C.F.A., NET, Ph.,D (Pursuing)
17.	Mr. Nishant Kumar	Asst. Prof.	MBA (Mkt), Ph.D (Pursuing)
18.	Ms. Dimpay Sachar	Asst. Prof.	MBA, NET, Ph.D (Thesis Submitted)
19.	Mr. Pranav Kharbanda	Asst. Prof.	MBA, CPEM (IIFT) & STC(IIT-D, IIT-R)

DEPARTMENT OF COMPUTER APPLICATIONS

1.	Dr. Barkha Bahl	Professor	MCA, Ph.D
2.	Ms. Tripti Mishra	Reader	M.Tech(IT), GATE, Ph.D (Pursuing)
3.	Ms. Pratiksha Tiwari	Asst. Prof.	M.Sc, M.Phil(Maths), NET, Ph.D (Pursuing)
4.	Dr. Sonia Gupta	Asst. Prof.	MCA, Ph.D
5.	Ms. Anita Kumari Yadav	Asst. Prof.	MCA, GATE, Ph.D (Pursuing)
6.	Ms. Charru Hasti	Asst. Prof.	M.Tech., NET
7.	Mr. Neeraj Juneja	Asst. Prof.	MCA, NET, M.Tech. (IT), Ph.D (Pursuing)
8.	Mr. Kamal Upreti	Asst. Prof.	M.Tech (H), PGDM
9.	Ms. Nidhi Gupta	Asst. Prof.	MCA, NET, Ph.D (CS)
10.	Ms. Anjani Gupta	Asst. Prof.	M.Tech (CSE)
11.	Ms. Richa Arora	Asst. Prof.	MBA (HR & IT), NET, Ph.D (Thesis Submitted)



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.
Divyani Solanki (Convener)	7838985955
Ekta Arora (Joint-Convener)	9868526569
Puja Goel	9953996060
Arnav Razdan	9711493329
Ruchika Sharma	8800523532
Sumit Mittal	9868745747
Pallavi Gera	9968115551
Shivani Sharma	8826365149
Siddharth Sharma	9582493500
Yashika Singhal	9717401460
Titiksha Tewari	9811166180
Mitansha Khosla	9650141488
Sonia Kardam	7042835681

SIIF Faculty Advisors

Ms. Ruchika	9654927235
Ms. Shailly Bhasin	9911723240

Recruiters at DIAS

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



Feedback From Employers

Faraz Alam : is punctual and disciplined. Even though he is too new into the system, still shows ownership attitude towards all the tasks that has been assigned.

Mr. Gagandeep Singh Viridi, Manager, HCL

Parul Manchanda : worked with us for a short period but during that period handled the tasks very well. She is a confident and a rationale candidate with the capability to grasp things quickly and work with a very positive approach.

Ms. Aayushi Gupta, Head Academics, Aakash Institute

Richa Aggarwal : is a very hard working candidate who takes challenges and is a quick learner. She was able to adjust with our organization very easily and we hope to see her grow like this in the future too.

Ms. Aayushi Gupta, Head Academics, Aakash Institute

Vipul Kumar : is hard working and performs dedicatedly any work that is assigned to him. The knowledge and experience he has gained from DIAS is worth appreciating.

Mr. Pravesh Kumar, Regional Manager, ICICI Securities Ltd.

Madhur Vashisht : has achieved the targets assigned to him. He qualifies for an appraisal upto 18.5%

Mr. Vinod Chawla, Branch Manager, Infocom Network Limited

Anshika Kumar : Has been contributing efficiently and effectively towards achieving the assigned targets. She has been declared as a top performer and been given a reasonable hike for the same.

Mr. Mrinal Sachdeva, Partner, Vertical Recruiters

Shashwata Das : has performed very well. Since his joining, he has been consistently achieving the set targets. Because of such good working by your student, we are happy to continue or association with your esteemed institute and would like to recruit more such students in the future.

Mr. Sushant Mallaya, HR Manager, Jaro Education

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

Ms. Nishi, Manager (Academics), Aakash Institute

Vivek Tandon : is an excellent guy for our organization, achieving targets quarter on quarter. We are happy to have Vivek in our team. We would like to recruit more students from our institute. We would thank you for nurturing such talented guys for us.

Mr. Rohit Bhatanagar, Business Manager, 99acres.com

Garima Nanda : 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. Rohan Kapoor, HR Business Partner, Infoedge India Ltd.

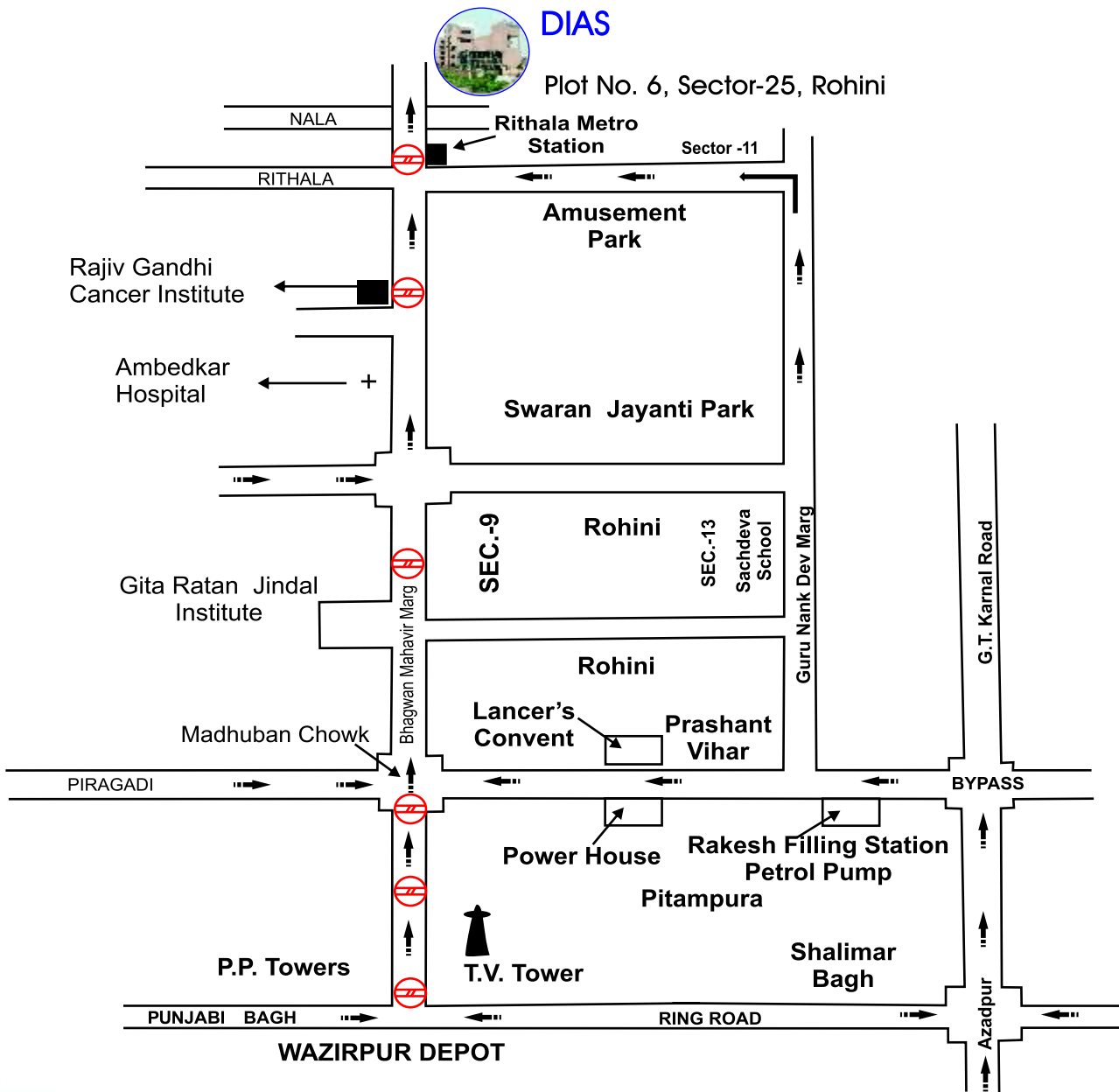
Neha Gupta : has been performing really well since she joined the organization in August 2015. Within a short span of time, she has coped up well enough to be a good faculty and she certainly shall be an asset to our organisation in the years to follow.

Mr. Vinod Dhar, HOD-MBA, Shri Balwant Institute of Technology (SBIT), Sonapat



feedback

ROUTE MAP



DIAS is 1.5 km away from Rithala Metro Station.



DELHI INSTITUTE OF ADVANCED STUDIES

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