



DELHI INSTITUTE OF ADVANCED STUDIES
NAAC Accredited 'A' Grade Institute
An ISO 9001:2015 Certified Institution
(Affiliated to GGSIP University and Approved by A.I.C.T.E)

LEARNING TO EXCEL
EXCELLING TO SERVE



PLACEMENT BROCHURE
MBA 2016-18

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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.

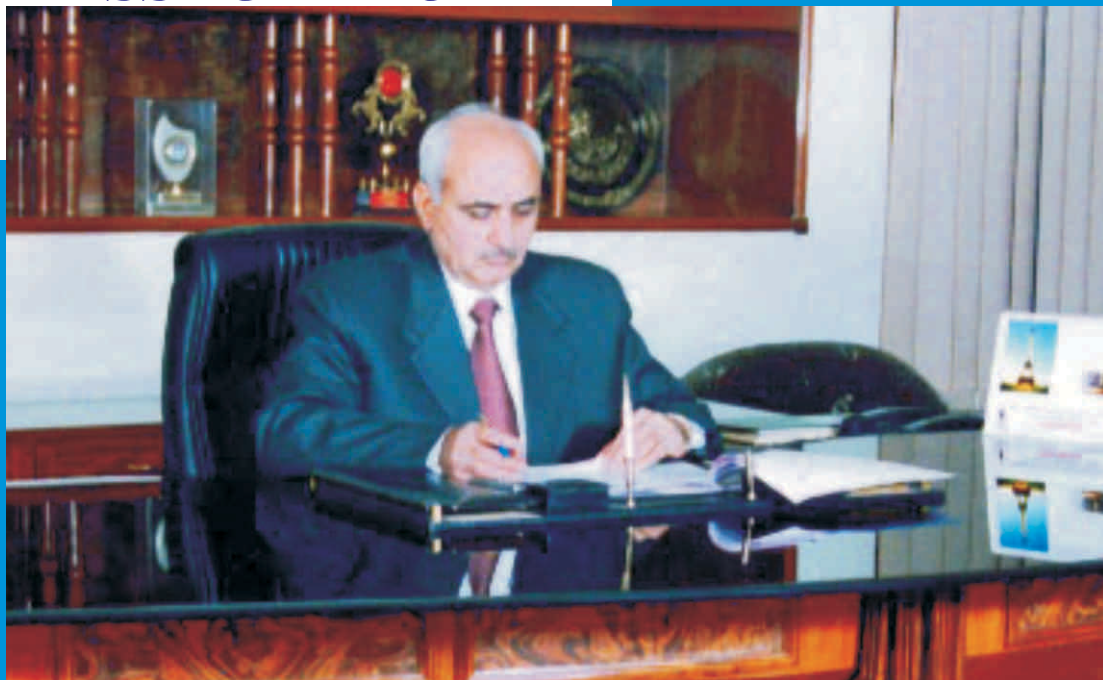


VISION

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.



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 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 is perhaps undergoing the fastest revolutionary changes all over the globe 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. The teachers have to continuously unlearn, learn and relearn their teaching and research methodologies. Moreover, young students have 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. We feel proud to find that 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, hardworking, 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 sincerely 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 and energetic 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 and are in tandem with the changing needs of the society.

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 is on the holistic development of students and 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 would request you to provide our current MBA Batch (2016-2018) also an opportunity to be a part of your organization. We also thankful to all our valued partners who has riposted their faith in our students and given them opportunities to associate themselves with their esteemed organizations. 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 9001:2015 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 21st 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 9001:2015 certified, professionally managed institute. The Institute offers MBA, BBA & B.Com(H) programmes and is providing dynamic learning and growth oriented environment that is changing in response to the 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 four 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 190 computers having multimedia packages and the institute has fully-operational 24 hours,25 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 21,768 volumes with over 5,830 titles, 641 journals and 119 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. Library also provides DELNET services, E-book facilities and is also a member of American Central Library.

Extra & Co-Curricular Activities at DIAS Ecstasy - 13th 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

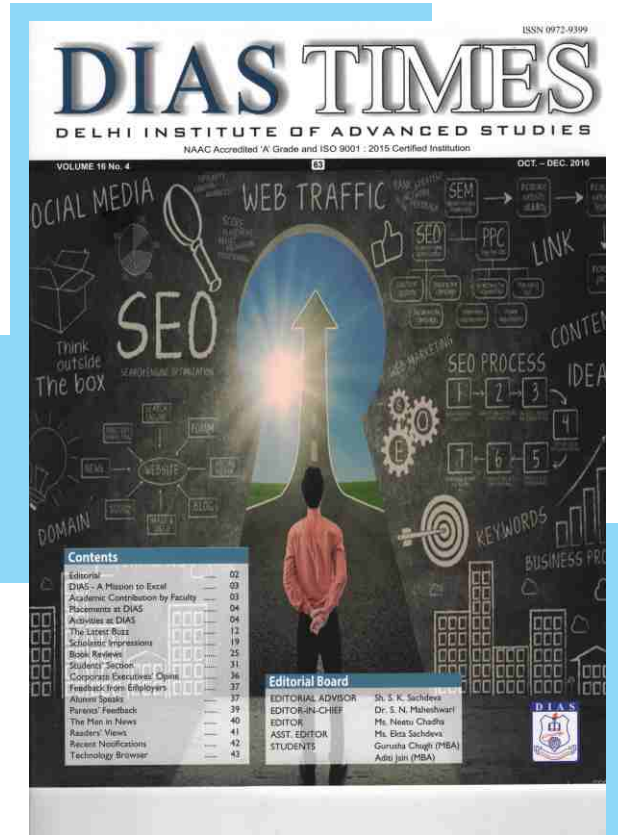
We are proud to have a dedicated and active NSS Cell at DIAS. NSS volunteers are engaged in different projects for social welfare. ISKON under construction, is one of such engagements. Apart from this, students also participate in different National and International events organised by NSS from time 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. Sixty Three issues of the newsletter have already been published.



DIAS Technology Review

The International Journal for Business & IT

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OCTOBER 2016 – MARCH 2017

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PLOT NO.6, SECTOR-25, NOIDA, UP-201305
Tel: 011-27937422/2793401 / 2793490, www.dias.ac.in, dias@dias.ac.in

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-Six 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	Date
1	WEBINAR on "Digital Marketing"	Mr. Pradeep Chopra CEO, Digital Vidya	5 th Aug' 16
2	"Mock Group Discussion"		9 th Aug' 16
3	Alumni Interaction Session on "Mock Interview"	Mr. Ankur Malhotra Software Engineer, IVP Mr. Arpit Jain Software Engineer, Nagarro Ms. Radhika Kakkar Software Engineer, EXL Services Mr. Akshay Kalra Software Engineer, Expicient Inc. Mr. Balvant Singh Software Engineer, Pragiti International	13 th Aug' 16
4	Placement Session on "Understanding Corporate Behaviour"	Mr. Manish Director and Chief Training Analyst, MRS Training Services	20 th Aug' 16
5	Webinar on "Hiring - What Recruiters Expect from Young Talent"	Ms. Farheen Mahdi, HR @ Facebook	23 th Aug ' 16
6	Mock Interview Session	Mr. Manish Director and Chief Training Analyst, MRS Training Services	26 th Aug' 16
7	Training Session on "PHP"	Mr. Gaurav Sahay Business Development Manager, APTRON Solutions Pvt. Ltd. Mr. Rajpal PHP Trainer & Developer APTRON Solutions Pvt. Ltd.	1 st Sept' 16
8	Guest Lecture on "Environmental Concerns in Delhi"	Prof. S.K. Singh Head of Department of Environment Sciences, DTU	1 st Sept' 16



S.No.	Topic	Speaker	Date
9	Guest Lecture on "E-Governance – Issues & Challenges"	Dr. Reena Sethi, Former Director Ministry of Civil Aviation	2 nd Sept' 16
10	Session on "Introduction to Personality Development"	Mr. Manish, Director & Chief Training Analyst, MRS Training Services	3 rd Sept' 16
11	"Business Quiz"	Trainers Business Standard	6 th Sept' 16
12	Workshop on "Wealth Management"	Mr. Sundeep Singhal Certified Financial Planner, Business Standard	6 th Sept' 16
13.	Language Lab Sessions for enhancing the English Language and Communication Skills of the students Schedule: (Second Week: 07.09.2016 to 16.09.2016)		7 th Sept' 16 to 16 th Sept' 16
14	Mock Interviews by Alumni	Ms. Juhi Sharma, Research Associate, Corporate Research, S&P Capital IQ Information Systems (India) Pvt. Ltd.; Ms. Damini Grover, Research Analyst, Egon Zehnder; Dr. Niti Chopra, Entrepreneur, Kanha Solutions & Visiting Faculty, IMT, Ghaziabad; Ms. Garima Nanda, HR Business Partner, Info Edge (India) Ltd.	10 th Sept' 16
15	Guest Lecture on "Introduction to Personality Development"	Dr. Bhavleen Rekhi Freelance Corporate Trainer	14 th Sept' 16
16	Guest Lecture on "Digital Transformation"	Mr. Raman Handa Territory Head, NIIT Limited	14 th Sept' 16
17	Webinar on "Visual Analytics"	WeBind	16 th Sept' 16
18	Workshop on "Project Development in Mean Stack"	Mr. Ashu Lekhi, Software Engineer, To The New Digital, Noida	17 th Sept' 16
19	Session on "Career Opportunities in Digital Marketing"	Ms. Indrajeet, Trainer, Digital Marketing Paathshala	17 Sept' 16
20	Webinar on "Innovative Business Models"	Dr. Kaustubh Dhargalkar	19 th Sept' 16
21	Session on "English Communication"	Mr. Manish, Director and Chief Training Analyst, MRS Training Services	19 th Sept' 16
22			19 th Sept' 16
23	Session on "What Next!! Startup & more..." (From Idea generation to Execution of Business)	Dr. Shikha Suman, Founder & CEO, Medimojo	3 rd Oct' 16
24			

S.No.	Topic	Speaker	Date
25	Session on "File Sharing through Social Networking"	Mr. Bishwaroop, Founder & System Developer Mr. Sambhav, Marketing & Relations Officer Mr. Soham, Co founder STACKHOG	06 th Oct' 16
26	Session on "Personality Development"	Ms. Guneet Kaur, Freelance Corporate Trainer	7 th Oct' 16
27	15 Days' Workshop on "Entrepreneurship Development Programme"	Mr. A.DinPangotra, Trainer & Consultant, NIESBUD, MMSME.	7 th Oct' 16 to 21 st Oct' 16
28	"Alumni Interaction"	Mr. Jitender Sharma, Research Analyst, S&P Global Market Intelligence Ms. Madhvi Jain, Associate Markets, EY Global Service Delivery Ms. Akanksha Sharma, HR Consultant, Interglobe Technologies	8 th Oct' 16
29	Session on "Bettering Interview Skills"	Mr. Manish, Director and Chief Training Analyst, MRS Training Services	13 th Oct' 16
30	Session on "Campus Connect Program"	Mr. Sachin Vaid, Sr. Software Engineer, Daffodil Software Ltd.	15 th Oct' 16
31	Session on "Resume Building"	Mr. Manish, Director and Chief Training Analyst, MRS Training Services	15 th Oct' 16
32			
33	Session on "Guesstimation and Data Interpretation"	Mr. Gopal Jain, Faculty, TIME & Mr. Manish, Director and Chief Training Analyst, MRS Training Services	15 th Oct' 16
34	Session on "Team Building"	Mr. Manish, Director and Chief Training Analyst, MRS Training Services	17 th Oct' 16
35	Session on "Current Issues in Financial Sector"	Mr. Varun Kumar Branch Manager, YES Bank	17 th Oct' 16
36	Session on "Public Speaking"	Mr. Manish, Director and Chief Training Analyst, MRS Training Services	18 th Oct' 16
37	Personality Development Workshop on "Extempore and Public Speaking"	Mr. Amit Poddar Senior Regional Head, T.I.M.E.	4 th Sept' 17
38	Session on "Effective HR Interviews"	Mr. Ankit Jain, Times Group	26 th Oct' 16
39			
40	Guest Lecture on "SYNERGY: Unleashing the New Start Ups in the Digital World"	Mr. Ritesh Kapoor Business Head (CO), ITG Telematics Pvt. Ltd., Mr. Pranjal Srivastava Senior Programme Manager, Adobe	14 th Jan' 17
41	Alumni Interaction "Industry Expectations from students"	Mr. Akshay Kalra Software Engineer, Expicient Inc.	14 th Jan' 17
42	Guest Lecture on "Practical Insights in Operations Management"	Mr. Sunil Garg, Management Consultant	28 th Jan' 17

S.No.	Topic	Speaker	Date
43	Session on "Individual Technical Skill Assessment"	Trainers Brain Mentors Pvt. Ltd.	01 st Feb' 17
44	Session on "Interview Day"	Mr. Manish, Director and Chief Training Analyst, MRS Training Services	4 th Feb' 17
45	Interactive Alumni Session on "An Overview of Employer's Expectation"	Ms. Vanya Kapooria ABC Consultants, Ms. Richa Zalpuri Oriental Insurance Company Ltd.	4 th Feb' 17
46	Session on "Honing Communication Skills for a Charismatic and Dynamic Personality"	Ms. Navina Corporate Trainer, The Oberoi and Shangri La Group of Hotels	6 th Feb' 17
47	Workshop on Interview Skills, Psychomatic and Psychotherapy Interview	National Entrepreneurship Development Cell, Noida	8 th Feb' 17
48	Session on "Shaping a Career"	Mr. Manish Director & Chief Training Analyst, MRS Training Services	13 th Feb' 17
49	Guest Lecture on "CSR"	Mr. Sanjay Pandita Director, Strategic Initiative, CASI Global	16 th Feb' 17
50	Lecture on "Operations Management"	Mr. Sunil Garg	20 th Feb' 17
51	Session on "Personality Development"	Ms. Naveena Sawheny Corporate Trainer, Oberoi Hotel	21 th Feb' 17
52	Session on "Enhancing Communication Skills"	Ms. Naveena Sawheny Corporate Trainer, Oberoi Hotel	6 th -9 th March' 17
53	Session on "Effective English Communication and Personality Development"	Mr. Manish Director & Chief Training Analyst, MRS Training Services	5 th March' 17
54	Session on "Personal Branding with Social Media"	Ms. Niti Bhardwaj, Corporate Trainer	19 th March'17
55	Aptitude Preparation Session on "Time and Work"	Mr. G. N. Mishra Regional Head, Academics, T.I.M.E	21 st March' 17
56	Workshop on "Career after BBA and Aptitude Test -Skills"	Dr. Dhruvajyoti Banik Academic Head, Endeavor	23 rd March' 17
57	Health Programme on "Obesity & Medical Emergency Management"	Dr. Narin Sehgal Chairman & Medical Director, Dr. Mridu Jain Sehgal, HOD, Pediatrics Deptt., Dr. Rahul Nagar, HOD, Emergency & Critical Care Deptt., Sehgal Neo Hospital, Delhi	24 th March' 17
58	Health Programme on "Anxiety at Workplace"	Dr. AD Goel Neuro-Psychiatrist, Young Concepts India	30 th March' 17

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

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)

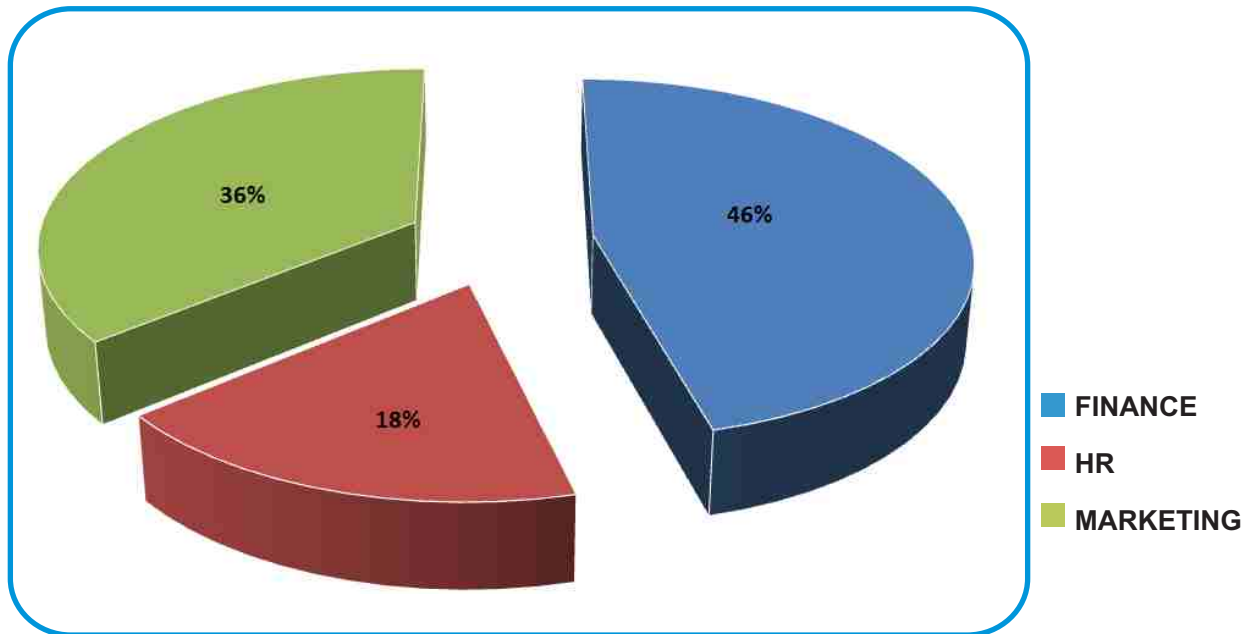


Neeti Chopra
(MBA 2014-2016)

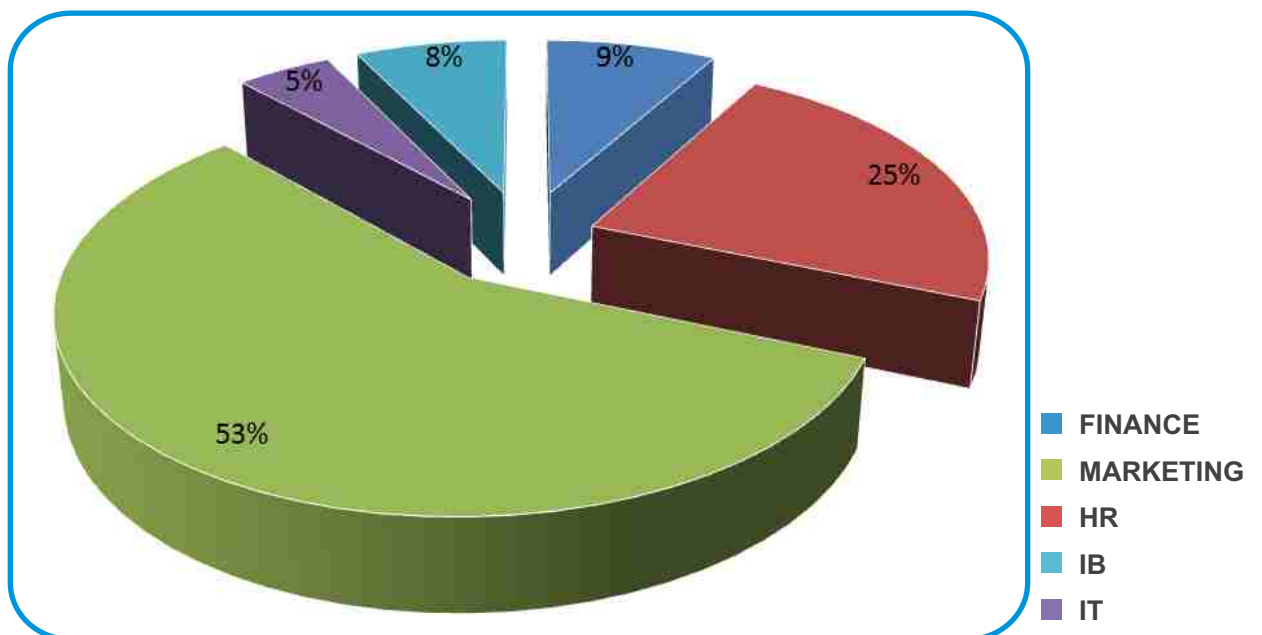


Students' Profile

Major Subjects



Minor Subjects



Human Resource Internship Projects

Name	Company's Name	Project Topic
Aanchal Gupta	Studiokon Ventures Pvt. Ltd.	HR Policy Implementation
Achita Anand	Stock Holding Corporation of India Limited	Inclination of People Towards Equity Depending on their Income & Age Group
Ananya Gaba	Honda Motorcycle and Scooter India Pvt. Ltd.	Analysis and Evaluation of Training Effectiveness
Bhavya Mahajan	Eagleburgmann India Pvt. Ltd	Employee Motivation
Bhumika Naagar	Career Power HR Solution	Online Recruitment
Charul Dixit	Indian Oil Corporation Limited	Employee Engagement
Deepti Bharani	Go4interviews	In Depth Recruitment Industry Analysis and Competitor Profiling
Dheeraj Grover	TCIL	Recruitment Process
Garima Rawat	Dion Global	HR Policies
Keshav Singhal	Simbhaoli Sugars Limited	Developing Job Descriptions and Specifications
Manisha George	Air India Ltd.	Induction
Megha Jain	Go4interviews	Comparison Between Recruitment & Selection Procedures at Public & Private Sector Units
Meghna Kishwan	Career Marshal	Recruitment Process
Mohit Kaushik	Aviva	Recruitment & Selection Process
Rishabh Sandhir	M/S Escorts Limited	Human Resource Information System
Nidhi Kapoor	Metals & Minerals Trading Corporation of India	Resistance to Change & Value of Communication
Palak Maini	Mirus Solutions	Recruitment for Campus Ambassador Project
Pooja Singh	Reliance Jio Infocom Limited	Recruitment & Selection Process

Name	Company's Name	Project Topic
Pratibha Singh	Dharampal Satyapal Limited	Design of Employee Competency Framework Based Assessment System for Recruitment
Priya Yadav	Recruitment Planet	Recruitment & Selection Process
Richa Kareer	Lemon Tree Premier Hotel	Recruitment & Employee Engagement
Riya Huria	NTPC Limited	Procurement & Work Policy
Sagar Kumar	Nohmi Bosai (India) Pvt. Ltd.	Process of Training & Development
Saijel Jain	Greentree Advisory Services Pvt. Ltd	Recruitment & Client Relationship Management
Shipra Nangia	Go4interviews	Recent Trends in Recruitment & Talent Acquisition
Shivank Dalmia	HNS Technology Services Pvt. Ltd.	Recruitment & Selection Process
Shruti Jain	Merino Industries Limited	Recruitment & Selection Process
Shubhangi Kotiyal	Steel Authority of India	Executive Performance Management System
Shweta	NTPC	Employee Satisfaction
Shweta Vats	Antal International	Recruitment & Selection in Leadership Hiring
Sugandha Sharma	Maruti Suzuki India limited	Recruitment & Selection Process
Sugandha Yadav	Honda Motor India Private Limited	Recruitment & Selection Process
Tony	HNS Technology Services Ltd	Marketing Strategies

Human Resource





Finance Internship Projects

Name	Company's Name	Project Topic
Aaditya Maheshwari	M/S Lagom Retail Store	E-Commerce
Achita Anand	Stock Holding Corporation of India Limited	Inclination of People Towards Equity Depending on Their Income & Age Group
Akash Sikka	Tata Power - Delhi Distribution Limited.	Business Analysis & Valuation of Tata Power Delhi Distribution Ltd
Annu	IDBI Federal Life Insurance Co. Ltd	Finance & Marketing Key Tasks
Anshika Gaba	Mahindra & Mahindra Financial Services Ltd.	Portfolio & Risk Management
Arpit Arora	RVN Investment Pvt Ltd	Security Analysis & Portfolio Management with DCF Valuation
Arushi Diwakar	Indraprastha Power Generation Co Ltd.	Working Capital Management
Ashita Makhijani	Wise Finserv Pvt. Ltd.	Importance of Asset Allocation in Financial Planning
Bhawna Dhawan	Utopian Dreams Pvt. Ltd.	Financial Analysis & Growth Trends of Pharmaceutical & Power Sector
Dhruv	Reliance Capital	Financial Analysis
Disha Mehta	Gstwala.Com India Private Limited	GST Laws & Interpretation
Divya Gupta	Ernst & Young	Finance Operation (CREDIT CONTROL)
Dushyant Mathur	Axis Bank Ltd.	Comparative Analysis of Products & Services of Axis Bank with Its Competitors
Geetanjali Aggarwal	Petronet LNG Limited	Treasury Management
Hina Singh Sikarwar	Punjab National Bank	Credit Appraisal for Term Loan and Working Capital Financing
Ishan Goel	PNB	Non-Performing Asset
Jijo Ignatius	Sharekhan Ltd.	Share market analysis
Juhi Mittal	Sharekhan	Equity Market
Jyoti Kaushik	Magic Auto Pvt Ltd.	GST Impact On Cars
Kartik	Bikanerwala	Comparative Analysis B/W Haldiram & Bikanerwala
Kirti	Proformics Digitech Pvt.Ltd.	Internal Audit
Krishan Mehra	Sharekhan Ltd	Share Trading

Name	Company's Name	Project Topic
Kunal Singh	RVN Investment Pvt. Ltd.	Analysis OF Mutual Funds
Manika Sambhor	Indian Oil Corporation Ltd	Impact of GST on IOCL
Mayur Arora	Central Electronics Limited	Finance
Megha Bansal	Punjab National Bank	Term Loan and Working Capital Appraisal
Megha Bhargava	Air India	Impact of GST On Air India
Piyush Aggarwal	Hotel Lalit (Bharat Hotels Limited)	Goods & Service Act 2017 And Its Implications
Pooja Mogha	Wipro Enterprises Pvt Limited	Analysis of Financial Statements
Prateek Gupta	Nest Keys	Comparative Analysis of Insurance Plans of Future General Life Insurance Company with other Investment Avenues
Priya Yadav	Sharekhan Ltd	Equities & Derivatives
Rajat Bakshi	Cars 24	Retail Sop & Guidelines
Rohit Thakur	CPJ Overseas	Report on Proprietorship Manufacturing Export Firm
Sahib Singh Uppal	Trulite	How to Launch a New Lighting Product
Sanya Garg	Sharekhan Limited by BNP Paribas	Study & Analysis of Derivatives
Saumya Goyal	NTPC	Implementation in Power Sector with Special Reference to NTPC
Saurabh Rawat	Power Finance Corp. Ltd.	Implication of GST On Power Sector
Shalini Chawla	Dion Global Solutions	Financial Analysis
Shamaela Shohreez Siddiqui	Sharekhan Pvt. Ltd.	Competitive Studies in Mutual Funds
Suraj K	J. Walter Thompson	Bank Reconciliation Statement
Tushar Kashyap	Indiabulls	Financial & Business Analysis of Indiabulls
Veermani Prasad	Sharekhan Limited	Study of Stock Market Anomalies with Reference to Day of The Week Effect on Equity Shares Of NSE
Vibhore Saxena	Power Grid Corporation of India Limited	Project Financing, Financial Analysis & Budgeting Process
Yash Khandelwal	Rites Limited	Implementation of ERP System in Rites Ltd
Yogesh Goyal	Sharekhan	Derivatives OF Financial Market

Finance





Marketing Internship Projects

Name	Company's Name	Project Topic
Abhijeet Mann	Zenith Optimedia	Media Planning
Ajay Singh	Rohan Motors (Maruti Suzuki)	Marketing Strategies
Anmol Gupta	Frogideas	How Different Social Media Platforms Are Used in Different Ways
Avantika Bharej	Inside Planners	Impact of Brand Loyalty on Buying Behavior Among Women: A Study of Beauty Care Market
Avinash Bharti	Bharat Electronics Limited	Marketing Strategic Analysis of BEL Products (Defense and commercial)
Devashish Verma	Bhushan Steels Ltd.	Analyze Strengths & Opportunities of Bhushan Steel & Weakness Threats by the Competitors with Focus on Domestic Trading Market.
Dinesh Sain	Times of India	Sales and Promotion of Magazines
Manika Garg	Apollo Pipes Limited	Strategic Planning
Mayank Aloria	The Times of India	Consumer Behavior Toward Magazines of Times of India
Mridul Kakkar	Shruti International	Digital Marketing
Neevita	FIITJEE	New Product Launch in Education Domain
Nitesh Kashyap	Orange Media	Opportunities and Challenges in Retailing in the Emerging Business Environment Indian Context
Pawan Kumar	Taehwa Enterprises India Pvt Ltd	Comparison of Companies Operating in Consumer Electronics, Customer Analysis and Future Trends in Ceiling Fans
Pawandeep Singh	Wipro Enterprises Pvt. Ltd.	Consumer Buying Behavior in Modular Switches Industry
Pragya Singh	Times of India	Salesmanship
Prateek Arora	Trulite	Market Feasibility on Decorative Lighting
Rahul Srivastav	Reliance Jio Infocomm Limited	Retailers Satisfaction Towards Reliance Jio
Richa Sharma	Akaaro	Marketing Content Writing
Saad Islam	Innolabz Llp	Digital Marketing
Shikhar Chaudhry	Air India Ltd.	Customer Survey on Consumer Satisfaction and Perception

Name	Company's Name	Project Topic
Sneha	FIITJEE	Marketing Strategies of Seamo
Surbhi Goel	FIITJEE	New Product Launch and its Promotional Strategies
Swati Jain	Go4interviews	Building Associations and Relationships Through Innovative Marketing Initiatives
Tanya Sarna	Times of India	Sales and Promotion of TOI Group Magazines
Umang Sharma	Adisoftronics	Customer Experience Analysis and Social Media Marketing for Mobile App in Fashion Industry.
Yogesh Narain	FIITJEE	New Product Launch & its Promotional Strategies

Marketing





Live Projects

**Saijel
Jain**

Swachh Bharat National Mission
Ministry of Urban Development

**Rahul
Srivastav**

Reviews of Students for Shiksha.com
Business Model of Microfinance
Collecting Product Reviews About Ayurveda
Shiksha.com | GSK | Good Luck Microfinance Pvt. Ltd

**Manika
Sambhor**

Survey on Ayurvedic Products
Swachh Bharat National Mission
GSK | Ministry of Urban Development

**Megha
Jain**

Survey on Ayurvedic Products
Swachh Bharat National Mission
Glaxosmithkline
Ministry of Urban Development

**Akash
Sikka**

Social Media Marketing
Campus Ambassador of Airtelpayu Money
Du Express | Awign

**Megha
Bhargava**

Swachh Bharat
Oyster Connect.com

**Kunal
Singh**

Content Writing
Thehackershats

**Ashita
Makhijani**

Transcription Project
Akhil Bhartiya Netraheen Sangh

**Yogesh
Narain**

Influencer Marketing
Shiksha.com

**Meghna
Kishwan**

Reviews of Students for Shiksha.com
Market Research for Ananda
Shiksha.com | Ananda

**Shipra
Nangia**

Influencer Marketing
Shiksha.com

**Anshika
Gaba**

Transcription Project
Akhil Bhartiya Netraheen Sangh

**Geetanjali
Aggarwal**

Content Writing
Thehackershats

**Dheeraj
Grover**

Transcription Project
Akhil Bhartiya Netraheen Sangh



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. Reena Sethi	Professor	M.Sc., MBA, Ph.D.
5.	Dr. Davinder Kumar Vaid	Professor	M.Com, Ph.D.
6.	Ms. Ekta Sachdeva	Assistant Professor	M.Com, NET
7.	Dr. Shilki Bhatia	Assistant Professor	M.Com, B.Ed, CS (Inter), NET, Ph.D
8.	Dr. Anju Batra	Assistant Professor	MA (Eco), M.Phil. (Eco), MBA, Ph.D.
9.	Ms. Neetu Chadha	Assistant Professor	M.Com, M.Phil. (Fin.), MBA, NET
10.	Ms. Balwinder Kaur	Assistant Professor	MBA, NET
11.	Dr. Divya Mohan	Assistant Professor	MBA, NET, Ph.D.
12.	Dr. Urvashi Ghai Khosla	Assistant Professor	M.Com (H), Dip. In Naturopathy, Ph.D.
13.	Dr. Sandeepa Kaur	Assistant Professor	MBA (Fin.), M.Com, NET, Ph.D
14.	Mr. Nishant Kumar	Assistant Professor	BE (Elec.), MBA (Mktg.), Ph.D.
15.	Mr. Pranav Kharbanda	Assistant Professor	B. Tech, MBA, CPEM, EPYM (IIM C) (Persuing)
16.	Ms. Shailly Bhasin	Assistant Professor	M.Com (Fin.), M.Phil., NET
17.	Ms. Kanika Dhingra	Assistant Professor	M.Com (Fin & Acc), CS, NET, Ph.D. (Pursuing)
18.	Dr. Richa Arora	Assistant Professor	BE (CS), MBA (HR& IT), NET, Ph..D
19.	Ms. Monika	Assistant Professor	MBA, NET, Pursuing Ph.D.
20.	Ms. Savita	Assistant Professor	MBA, NET, Pursuing Ph.D,
21.	Ms. Aashima	Assistant Professor	M.Com, NET
22.	Ms. Pragya Jayaswal	Assistant Professor	MBA, NET

DEPARTMENT OF COMPUTER APPLICATIONS

1	Dr. BarkhaBahl	Professor	B.Sc, MCA, Ph.D
2	Ms. Tripti Mishra	Reader	B.Tech, M.Tech(IT), GATE, Ph.D Thesis submitted
3	Dr. Pratiksha Tiwari	Assistant Professor	B.Sc(Maths), M.Sc, M.Phil(Maths), NET, Ph.D
4	Ms. CharuHasti	Assistant Professor	BIT, M.Tech., NET
5	Mr. Neeraj Juneja	Assistant Professor	B.Sc.(IC), MCA, NET, M.Tech. (IT), Pursuing Ph.D
6	Mr. Kamal Upreti	Assistant Professor	B.Tech (H), M.Tech (H), PGDM
7	Ms. Anjani Gupta	Assistant Professor	B.Tech (CSE), M.Tech (CSE)

Recruiters at DIAS

Blackrock	Food Panda	Moody's Corporation
Capital IQ	Grail Research	Citi Bank
Federal Bank	IndusInd	IndiaMart
Zomato	KPMG	Fox Global
Mansukh Securities	WNS	Eduexcellence
Nikon Digital Care	Toluna India P. Ltd.	UAS International
Bharti Airtel	ABC Consultants	ThoughtBuzz
Naukri.com	Ceasefire Industries	Spectrum Consultants
99 acres	Thomas Cook Pvt. Ltd.	Stupid Strategies
ICICI Securities	Just Dial	Investor's Clinic Infratech
Mirus Solutions	Green Tree	British Telecom
Naukri Gulf	Protiviti	HDFC Bank
Axis Bank	Intelligrape	Liberty
Shiksha.com	Secure Now	RNM Associates
Aglasem	Cosmic Group	Bajaj Capital
Task Bucks	Bajaj Capital	Aspiring Minds
Man Source	Lava International	Jeevansathi.com
Jaro Education	E&Y	Tata Teleservices
Edumentor	IITIIM Shaadi.com	Times Pro
Binary Semantics	Human First Consultancy	Digital Vidya
Rural Management Consultancy	Progressive Infotech Pvt. Ltd.	Emarketz India Pvt. Ltd.
		ITC





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 Faculty Advisors

Mr. Pranav Kharbanda	9711487220
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Ms. Pragya Jayaswal	9899906354
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SIIF Members

Name	Contact No.
Anmol Gupta (Convener)	9810664044
Shweta Vats (Joint-Convener)	8527127000
Akash Sikka	9818415661
Ananya Gaba	9971065621
Anshika Gaba	9811897247
Arpit Arora	9582064019
Garima Rawat	8860466027
Manika Sambhor	9811764535
Manisha George	9811659056
Piyush Aggarwal	9711040550
Richa Sharma	8800587089
Shalini Chawla	9650421922
Shruti Jain	9711736040
Sugandha Yadav	8527670091
Vibhore Saxena	9555738243

Feedback From Employers

Mayank Sharma (MBA Batch 2015-17) is a dedicated employee of our department. The knowledge and experience he has gained from DIAS is worth appreciating.

Aditya Rishi
Assistant Manager – Human Resource
Foodpanda

Esha (MBA Batch 2015-17) is our bright employee and has shown her potential by maintaining a good repo in a very short span of time. She also has an ability to work within deadlines.

Priyanka
Senior HR Manager
G Cube Solutions

Garima (MBA Batch 2015-17) is punctual and disciplined. She shows keen interest in learning new things.

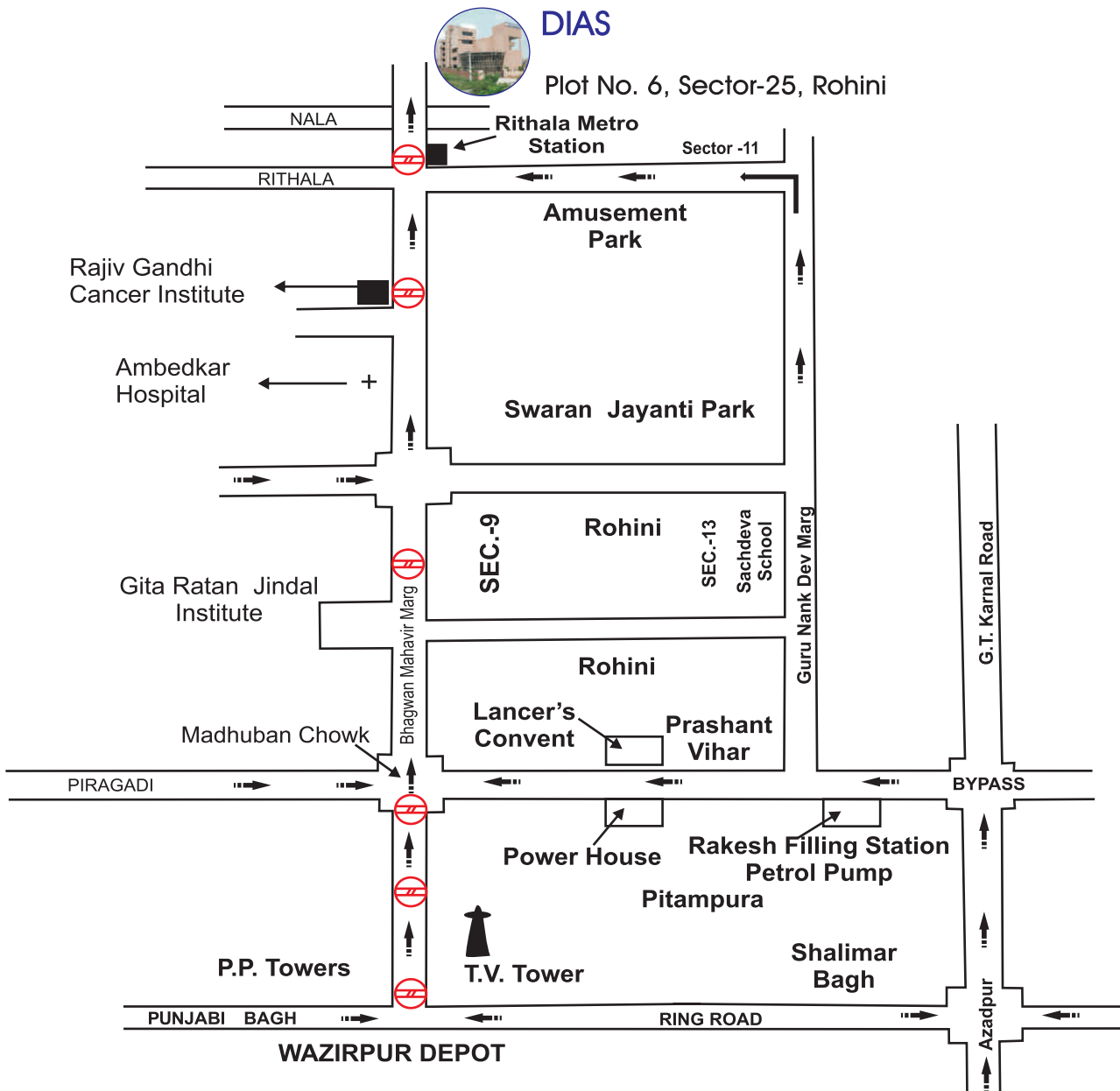
Kritika
Assistant Manager HR
Securenow Insurance Broker Pvt. Ltd.

Ms. Aastha Chhatwal, ex -student of DIAS was placed through Campus placement in our company HSIL Limited as Management Trainee and was assigned to Corporate Finance Department. With in 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.

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

Phone : 011-27932742|27934011|27934400

Fax : 011-27934200, Email : dias@dias.ac.in