SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)

School Handbook

2025-26

Table of Contents

12.	**Programmes offered by the School including PhD (List of Programmes),with PEO,PSO,Pos**	11
	• B. Com (H), Code : 07 • B. Com Programme, Code : 21 • B.Com. (Hons.with Research) with academic support of NSE (As Per NEP 2020) Code: 202 • BBA (HR/Marketing/Finance/IB/Travel and Tourism) Code:08 • BBA (Hons. with Research) (HR/Mktng/Fin/IB/Travel & Tourism) (As Per NEP 2020), Code:203 • BBA (Hons. with Research) (Business Intelligence & Analytics) with academic support of Samatrix and IBM (As Per NEP 2020), Code:204 • MBA with Academic Support of IBM (HR/Marketing/International Business/Finance and Business Analytics/Information Technology/Entrepreneurship), Code:57 • Integrated BBA+MBA with Academic Support of IBM (4 yrs + 1 yr Industry Internship),Code:52 • BBA (Hons/Hons. with Research) (Entrepreneurship) with academic support of GCEC Global Foundation (As Per NEP 2020),Code:205 • BBA (Hons/Hons. with Research)(International Accounting and Finance) (ACCA - UK) with academic support of Grant Thornton (As Per NEP 2020) Code:206 • BBA (/Hons/Hons. with Research) (Logistics and Supply Chain Management) with academic support of Safexpress (As Per NEP 2020),Code:207 • B.Com. (Hons.) (International Accounting and Finance) (ACCA - UK) With academic support of Grant Thornton,Code:46 • B.Com. (Hons. with Research) (International Accounting and Finance) (ACCA - UK) With academic support of Grant Thornton (As Per NEP 2020),Code:208 • MBA (Digital Marketing) with academic support of Imarticus Learning, Code:48 • Master of Business Administration in FINTECH (With academic support of Ernst & Young) Code:64 • Bachelor of Business Administration in Digital Marketing Hons/Hons. with Research (With academic support of Ernst & Young) Code:228 • Ph. D,Code:99	

1. **About the School (Overview: Year of Approval, Mandatory Approvals)**

Established in 2013, the **School of Management & Commerce (SOMC)** at K.R. Mangalam University has rapidly evolved into a centre of academic excellence. The school boasts a distinguished and experienced faculty, supported by modern infrastructure and state-of-the-art technological resources. With a commitment to academic rigour and innovation, the school offers a wide range of undergraduate, postgraduate, and doctoral programmes across key domains such as General Management, Finance, Marketing, Human Resources, International Business, Economics, Operations, Information Technology, and Business Analytics.

SOMC places strong emphasis on **experiential learning**, **industry-academia collaboration**, and **research-led teaching**. The curriculum is thoughtfully designed to incorporate real-world business challenges, supported by fieldwork, live projects, internships, simulations, and case-based learning. The integration of cutting-edge tools and industry partnerships ensures that students are equipped with the skills and knowledge needed to thrive in a dynamic global business environment. Additionally, the school promotes a culture of innovation, leadership, and ethical decision-making, preparing students for successful careers and responsible citizenship.

2. **Vision and Mission**

2.1 University Vision

K.R. Mangalam University aspires to become an internationally recognized institution of higher learning through excellence in interdisciplinary education, research, and innovation, preparing socially responsible life-long learners and contributing to nation-building.

2.1 University Mission

- ➢ Foster employability and entrepreneurship through a futuristic   curriculum and progressive pedagogy with cutting-edge technology.
- ➢ Instill the notion of lifelong learning through stimulating research, Outcomes-based education, and innovative thinking.
- ➢ Integrate global needs and expectations through collaborative programs with premier universities, research centers, industries, and professional bodies.

> ➢ Enhance leadership qualities among the youth by having an understanding of ethical values and environmental realities.

2.2 School Vision

To be a Top Business School in India recognized Globally for Excellence and Innovation in Management Education and Research

2.2 School Mission

The mission of the Business School is to

1. Nurture, Innovative and Ethical Leaders capable of managing change.
2. Leverage Technology developing proficiency in students, enabling them to thrive in dynamic business models.
3. Foster Research to advance the theory and practice of management.
4. Develop compassionate and socially responsible business leaders.

4. School Boards and Committees

4.1 School Advisory Board

➢ Mr. Narayanan Ramaswamy, Partner & National Lead for Education & Skill Development Sector, KPMG India

➢ Mr. Manish Jain, Former Director Johnson and Johnson, Founder Yes 2 Treatment

➢ Mr. G.Venkateshwaran, Former Head Sales Excellence, Nestle

➢ Mr. Anil Dua, CRO, Hindustan Times

➢ Ms. Ratna Singh, CHRO, Pearl Industries, Former CHRO Flipkart

➢ Prof. Punam Sahgal, Former Professor, IIM Lucknow.

➢ Prof. Akbar, Former Professor, IIM Lucknow.

➢ Prof. Soma Dey, Professor, FMS, Delhi.

➢ Prof. Ashok Panjwani, Professor, Operations Management MDI, Gurugram.

➢ Dr. S.R.Singhvi, Former Professor, IMT Ghaziabad.

➢ Prof. Rachel Davis Former Director at NUS Business school and faculty at NYU.

4.2 Board of Studies

- Prof. (Dr.) Indira Bhardwaj, Dean, School of Management & Commerce

- Prof. (Dr.) Anshika Prakash, Associate Dean, School of Management & Commerce

- Dr. Jitin Gambhir, Associate Prof. & School Coordinator, School of Management & Commerce

- Dr. Meenakshi Gujral, Associate Professor, School of Management & Commerce

- Dr. Manmohan Chaudhary, Associate Professor, School of Management & Commerce

- Dr. Devkanya Gupta, Assistant Professor, School of Management & Commerce

- Dr. Divya Singh Assistant Professor, School of Management & Commerce

- Dr. Sapna Rana, Assistant Professor, School of Management & Commerce

- Dr. M. Nizamuddin, Assistant Professor, School of Management & Commerce

- Dr. Shweta Dwivedi, Assistant Professor, School of Management & Commerce

- Dr. Md. Anas Kamil, Assistant Professor, School of Management & Commerce

- Dr. Sarina Asif, Assistant Professor, School of Management & Commerce

- Prof. Amarjeet Kaur, Professor Gurgaon University, (External Expert)

- Mr. Awdhesh Nagar, Founder Finance Edger (External Expert)

- Dr. Shivi Saxena, Director, GCEC Global Foundation (Guest –Industry Partner)

- Mr. Ankur Tharwan, GCEC Global Foundation (Guest –Industry Partner)

- Ms. Khushbu Datwani, IBM (Guest –Industry Partner)

- Ms. Mahek Khera, IBM (Guest –Industry Partner)

- Ms. Anjali Bakshi, IBM (Guest –Industry Partner)

- Mr. Sourav Sarkar, Safexpress (Guest –Industry Partner)

- Mr. Kapil Arora, Grant Thornton (Guest –Industry Partner)

- Mr. Muskaan Khanna, Grant Thornton (Guest –Industry Partner)

- Ms. Anusha,IIDE

- Mr Hitendra,E & Y

4.3 School Research Committee

- Prof. (Dr) Indira Bhardwaj, Chairperson, Dean, School of Management & Commerce
- Dr Manmohan Chaudhry, School PhD Coordinator, Associate Professor, School of Management & Commerce
- Dr Anshika Prakash, Member, Associate Professor, School of Management & Commerce
- Dr Meenakshi Gujral, Member, Associate Professor, School of Management & Commerce
- Dr. Jitin Gambhir, Member, Associate Professor, School of Management & Commerce
- Dr. Mohammed Nizamuddin, Member, Assistant Professor, School of Management & Commerce
- Dr. Sapna Rana, Member, Assistant Professor, School of Management & Commerce
- Dr. Anumeha Mathur, Member, Assistant Professor, School of Management & Commerce
- Dr. Pushpendra Singh, Member, Assistant Professor, School of Management & Commerce
- Dr. Devkanya Gupta, Member, Assistant Professor, School of Management & Commerce
- Dr. Indu Singh, Member, External Member, Professor, School of Basic and Applied Sciences

4.4 Academic Coordination: Roles and Responsibilities

- Dr. Jitin Gambhir, Associate Professor: School Coordinator

5. **Faculty and Staff**

	School of Management and Commerce	
List of Faculty and Staff Members		
S No	**Name of the Faculty**	**Designation**
1		Professor & Dean
2	Dr. Varuna Tyagi	Professor & Dean Academics
3	Dr. Anshika Prakash	Professor & Director (KEIC)
4	Dr. Jitin Gambhir	Associate Professor & School Coordinator
5	Dr. Meenakshi Gujral	Associate Professor & Director (International Relations)
6	Dr. Manmohan Chaudhary	Associate Professor
7	Dr. Sarina Asif	Assistant Professor
8	Dr. Sapna Rana	Assistant Professor
9	Dr Sandhya	Assistant Professor
10	Dr. Shweta	Assistant Professor
11	Dr. Monica Yadav	Assistant Professor
12	Dr. Mohammed Nizamuddin	Assistant Professor
13	Dr. Nikhat Mushir	Assistant Professor
14	Dr. Deepika Chaudhary	Assistant Professor
15	Dr. Divya Singh	Assistant Professor
16	Dr. Devkanya Gupta	Assistant Professor
17	Dr. Anumeha Mathur	Assistant Professor
18	Dr. Sangeeta Chauhan	Assistant Professor
19	Dr. Poonam Kumari	Assistant Professor
20	Mr Nitish	Assistant Professor
21	Dr. Mohd. Anas Kamil	Assistant Professor
22	Dr. Mohd Mustehasan	Assistant Professor
23	Dr. Jonika Lamba	Assistant Professor

24	Mr. Takrar Ahmed	Assistant Professor
25	Ms. Jyoti Gupta	Assistant Professor
26	Dr. Vijay Prakash Sharma	Assistant Professor
27	Mr. Shubham Sachan	Assistant Professor
28	Dr. Akanksha Kathuria	Assistant Professor
29	Dr. Hamza Naim	Assistant Professor
30	Dr. Mohd Rafiq Shah	Assistant Professor
31	Dr. Neeta Batla	Assistant Professor
32	Dr. Manshi Yadav	Assistant Professor
33	Ms. Rani	IRF
34	Ms. Pragya	IRF
35	Ms Shivani Kain	IRF
36	Ms. Anuska Boura	IRF
37	Ms Sakshi Rawat	Office Assistant

6. School Infrastructure (Physical and learning)

➢ Advanced Business simulation lab with cutting-edge technology.

➢ State-of-the-art computer lab designed to foster advanced IT skills.

➢ ICT-enabled smart classrooms for interactive learning.

➢ Spacious classrooms with ergonomic seating arrangements.

➢ Air-conditioned rooms for a comfortable environment.

➢ Clean and hygienic washrooms for convenience.

7.Best Practices

➢ Student Investment Fund by KRMU Investment Club.

➢ Sustainable Product Packaging – Prototyping.

➢ In House wastepaper recycling.

8. School Education Philosophy

Educational Philosophy: Learn to earn a living and learn to live.

Educational Objective; Employability and Entrepreneurship through Holistic Education using Bloom's Taxonomy.

At the School of Management and Commerce, we prioritize employability and entrepreneurship through a holistic educational approach, utilizing Bloom's Taxonomy to enhance the learning experience. By addressing all levels—remembering, understanding, applying, analyzing, evaluating, and creating—we ensure that students acquire the knowledge, skills, and attitudes required for success in both the workforce and entrepreneurial endeavors. Our focus on critical thinking, problem-solving, and innovation empowers students to practically apply theoretical concepts, fostering adaptability, creativity, and ethical decision-making. This comprehensive approach prepares graduates to excel in professional environments, drive innovation in entrepreneurship, and contribute to economic growth and societal development.

9. **Educational Pedagogy (Inside and outside classroom)**

At the School of Management and Commerce, we emphasize a comprehensive learning experience both inside and outside the classroom. Inside the classroom, students engage in interactive sessions, participate in simulation labs, and undergo experiential learning activities that simulate real-world business scenarios. These practical experiences enhance their problem-solving and decision-making skills, preparing them for competitive exams and future challenges. Outside the classroom, students gain valuable hands-on exposure through internships, summer internships, and on-the-job training, where they apply theoretical knowledge in real business environments. Additionally, students are encouraged to work on projects and conduct research, fostering innovation and deepening their understanding of key concepts in their chosen fields. This blend of classroom learning and real-world experience ensures that graduates are well-equipped to excel in their careers and contribute to organizational growth.

10. <u>Assessment and Evaluation</u>

Evaluation Scheme

Assessment Components	Mark Distribution
Internal Assessment	Marks
I. Continuous Assessment	40 Marks: Assessment I: 20–25 Marks components is: Project-Based Learning: Assessment. II: 15-20 Marks Components are: Quizzes/Assignments/Essays/Presentations/Participation/Case Studies/Reflective Journals: (minimum five components)-
II. Mid-Term Examination	20 Marks
External Assessment-End Term Examination (Theory) 40 Marks	

Grading and Credit System:

The evaluation system for programs is designed to ensure comprehensive learning and consistent academic progress.

- The academic year is divided into Odd and Even Semesters.

- The medium of instruction is English.

- Letter Grades are assigned based on total marks obtained in each course. Below is the grading scale:

Marks Range (%)	Grade	Grade Point	Performance Description
> 90%	O	10.0	Outstanding
81–90%	A+	9.0	Excellent
71–80%	A	8.0	Very Good
61–70%	B+	7.0	Good
56–60%	B	6.0	Above Average
51–55%	C	5.5	Average
41–50%	P	5.0	Pass
≤ 40%	F	0	Fail
-	AB	0	Absent

Note: A student passes the course if they earn **A, B+, B, C, or P** grades.

- Grading Policies and Procedures for theory courses, practical courses, projects, Internships, Dissertation – Assessment details are provided with all the courses individually.

- Feedback and Continuous Improvement Mechanisms – continuous feedback is a part of the learning process, and faculty uses every class to monitor the learning of the students

- Academic Integrity and Ethics - Academic integrity is one of the most essential aspects of the learning process. Every submission from the student is processed through   Drill Bit to ensure its content is not plagiarized. The upper limit of copied content accepted as submissions is 10%. All submissions have plagiarism below 10%.

11. Collaboration

The School of Management and Commerce (SOMC) actively collaborates with industry leaders to integrate real-world skills into academics. These MoUs support program-specific training, certification courses, internships, and project-based learning. The partnerships are designed to enhance student employability, foster innovation, and ensure alignment with current industry trends.

S.No.	MOU	Program Associated
1	Cesim	MBA
2	NSE	BCOM (H) /B. Com (Capital mkts.)
3	GCEC	BBA (H) Entrp. & BBA Entrp.
4	Grant Thornton (ACCA)	BCOM (H) & BBA
5	Samatrix Consulting Pvt Ltd. (BIA)	BBA
6	Seekify Technolgies pvt ltd (LSCM)	BBA
7	Allsoft Sol. & services pvt. Ltd. (IBM)	MBA & MBA-BBA Int.
8	Imarticus learning pvt. Ltd.	MBA (Digital Mkt.)
9	Scholiverse Educare pvt. Ltd. (Internshala)	MBA (HR & Digital Mkt.)
10	Avalytix	MBA
11	IIDE	BBA (Digital Marketing)
12	E&Y	MBA(Fintech)

12. **Programmes Offered by the School Including**

S. No.	Programme	Programme Code
1	B. Com (H)	07
2	B. Com Programme	21
3	B.Com. (Hons. with Research) with academic support of NSE (As Per NEP 2020)	202
4	BBA (Hons. /Hons. with Research) (HR/Mktng/Fin/IB/Travel & Tourism) (As Per NEP 2020)	203
5	BBA (Hons. /Hons. with Research) (Business Intelligence & Analytics) with academic support of Samatrix and IBM (As Per NEP 2020)	204
6	MBA with Academic Support of IBM (HR/Marketing/International Business/Finance and Business Analytics/Information Technology/Entrepreneurship)	57
7	Integrated BBA+MBA with Academic Support of IBM (4 yrs + 1 yr Industry Internship)	52
8	BBA (Hons. /Hons. with Research) (Entrepreneurship) with academic support of GCEC Global Foundation (As Per NEP 2020)	205
9	BBA (Hons. with Research) (International Accounting and Finance) (ACCA - UK) with academic support of Grant Thornton (As Per NEP 2020)	206
10	BBA (Hons. /Hons. with Research) (Logistics and Supply Chain Management) with academic support of Safexpress (As Per NEP 2020)	207
11	B.Com. (Hons.) (International Accounting and Finance) (ACCA - UK) With academic support of Grant Thornton	46
12	B.Com. (Hons. /Hons. with Research) (International Accounting and Finance) (ACCA - UK) With academic support of Grant Thornton (As Per NEP 2020)	208
13	MBA (Digital Marketing) with academic support of Imarticus Learning	48

14	Master of Business Administration in FINTECH (With academic support of Ernst & Young)	64
15	Bachelor of Business Administration (Hons. /Hons. with Research) in Digital Marketing (With academic support of Ernst & Young)	228
16	Ph.D:	99

12.1 Programmes

Programmes Offered by the School including PhD (List of Programmes)

12.1 A. **Bachelor of Commerce (Honors/Honors with Research) Programme Code: 202**

12.1.A. **Program Overview (including table)**

The Bachelor of Commerce (Honours/Honours with Research) (NSE) programme in collaboration with National Stock Exchange (NSE) is designed to equip students with comprehensive knowledge and skills in the field of finance, securities markets, and commerce. This program integrates traditional commerce education with specialized training in financial markets, particularly in relation to the operations of the NSE, one of India's leading stock exchanges.

The Bachelor of Commerce (Honours/Honours with Research) (NSE) programme aims to develop a deep understanding of financial instruments, market mechanisms, trading strategies, and the regulatory environment. By combining theoretical learning with practical exposure, the program prepares students for a wide range of careers in finance, investment banking, asset management, financial analysis, and related fields. The curriculum is aligned with industry standards and includes modules that are recognized by the NSE Academy, ensuring that graduates are job-ready and have a competitive edge in the financial markets.

12.1.A.2 Duration

The duration of this programme is four years (eight semesters) with multiple entry/exit options.

12.1.A.3 Career options

Bachelor of Commerce (Honors/Honors with Research) opens a wide range of career avenues for graduates. Here are some potential career paths that graduates can pursue:

- Equity Analyst
- Research Analyst
- Data Analyst
- Business Consultant
- Market Researcher
- Financial Analyst
- Credit Analyst
- Policy Analyst
- Academic Researcher
- Entrepreneur

These are just a few examples of the career avenues available for Bachelor of Commerce (Honors/Honors with Research). The program equips students with a strong academic foundation, research skills, and analytical abilities, making them well-suited for various roles in commerce, business, and research-oriented fields.

12.1.A.4 Programme Educational Objectives (PEO*)*

These are deferred outcomes measured few years after completion of the programme, where the graduates of this program will:

PEO1: Lead teams in a dynamic business environment.

PEO2: Develop innovative solutions for dynamic business problems. PEO3: Integrate sustainability & ethics in decision making ensuring inclusivity and compassion.

PEO4: Practice responsible global citizenship exhibiting environmental and social accountability.

PEO5: Exhibit skills and attitude to be a lifelong learner.

12.1.A.5 Programme Outcomes (PO)

PO1: Apply conceptual knowledge to real life national and global economic scenarios.

PO2: Analyse corporate disclosures and annual financial reports.

PO3: Decipher reasons and repercussions of macroeconomic policies on individuals and corporate sector.

PO4: Assess the technical and technological evolution of financial services and products in emerging financial markets.

PO5: Communicate and negotiate to collaborate, coordinate and lead multicultural teams.

PO6: Practice responsible global citizenship by considering the social and environmental impact of economic and business decisions.

PO7: Imbibe lifelong learning skills for continuous improvement.

PO8: Contribute to theory and practice by conducting pure and applied field research.

12.1.A.6 Programme Specific Outcomes (PSO)

At the end of the program the students will be:

PSO1: Applying conceptual knowledge of economics and finance to real life conditions.

PSO2: Analysing book-based and market-based valuation of financial securities.

PSO3: Assessing technical and technological innovations in financial products and services in emerging financial markets.

PSO4: Examining the regulatory framework for financial markets.

PSO5: Communicating effectively to create, build & lead global teams.

PSO6: Analysing corporate responsibility towards environment, society & governance.

PSO7: Demonstrating continuous improvement through lifelong learning.

12.1.A.7 Graduation Requirements for each Program (Degree offered after I, II, III, and IV year)

- **Award of UG Certificate**

After completing 1 year of study (2 semesters) with 49 credit and an additional vocational course/internship of 4 credits during the summer vacation of the first year.

- **Award of UG Diploma**

  After completing 2 years of study (4 semesters) with 96 credit and an additional vocational course/internship of 4 credits during the summer vacation of the second year.

- **Award of Bachelor' s Degree**

  After completing 3-year of study (6 semesters) with 141credits.

- **Award of Bachelor of Commerce (Honors/Honors with Research)**

  After completing 4-year of study (8 semesters) with 176 credits.

12.1.B. **Bachelor of Commerce (Honours/Honours with Research) (International Accounting and Finance) -With academic support of Grant Thornton: Programme Code: 208**

12.1. B.1 Program Overview (including table)

The Bachelor of Commerce (Honours/Honours with Research) (International Accounting and Finance). supported by Grant Thornton, is a specialized programme designed to provide students with a comprehensive understanding of global accounting standards, finance, and business practices. This programme is structured in alignment with the prestigious Association of Chartered Certified Accountants qualification, equipping students with internationally recognized skills in accounting, auditing, taxation, and financial management.

Through an academic partnership with Grant Thornton, a global leader in assurance, tax, and advisory services, students benefit from practical insights and industry exposure. The curriculum integrates theoretical learning with case studies, real-world business problems, and internships, ensuring that students are well-prepared for dynamic careers in accounting, finance, auditing, and consultancy.

The programme also emphasizes ethical decision-making, corporate governance, and sustainability in finance, aligning with global business standards. Graduates are not only equipped for ACCA examinations but also gain a competitive edge in the international accounting and finance sector, making them valuable assets in both domestic and global markets.

12.1. B.2 Duration

The duration of this programme is four years (eight semesters) with multiple entry/exit options.

12.1. B.3 Career options

The Bachelor of Commerce (Honours/Honours with Research) (International Accounting and Finance) , program opens a wide range of career avenues for graduates. Here are some potential career paths that graduates can pursue:

- Research Analyst

- Data Analyst

- Business Consultant

- Market Researcher

- Financial Analyst

- Policy Analyst

- Academic Researcher

- Entrepreneurship

These are just a few examples of the career avenues available for students. The program equips students with a strong academic foundation, research skills, and analytical abilities, making them well-suited for various roles in commerce, business, and research-oriented fields.

12.1.B.4 Programme Educational Objectives (PEO)

After the course, the students will be able to:

PEO1: Lead teams in a dynamic business environment.

PEO2: Develop predictive models for evolving financial markets

PEO3: Contribute to the development of audit processes by conducting research

PEO4: Integrate sustainability & ethics in decision making ensuring inclusivity and compassion

PEO5: Practice responsible global citizenship by exhibiting

environmental and social accountability

PEO6: Exhibit skills and attitude to be a lifelong learner

12.1.B.5 Programme Outcomes (PO)

PO1: Apply conceptual knowledge to real life national and global economic scenarios.

PO2: Analyse corporate disclosures and annual financial reports.

PO3: Decipher reasons and repercussions of macroeconomic policies on individuals and corporate sector.

PO4: Assess the technical and technological evolution of financial services and products in emerging financial markets.

PO5: Communicate and negotiate to collaborate, coordinate and lead multicultural teams.

PO6: Practice responsible global citizenship by considering the social and environmental impact of economic and business decisions.

PO7: Imbibe lifelong learning skills for continuous improvement.

PO8: Contribute to theory and practice by conducting pure and applied field research.

12.1.B.6 Programme Specific Outcomes (PSOs)

PSO1: Applying the conceptual knowledge of economics and finance to real life conditions.

PSO2: Applying the concepts of international financial standards, auditing, taxation and corporate finance to accounting and financial decisions.

PSO3: Analysing the corporate disclosures and audit financial reports of companies to decipher corporate value.

PSO4: Communicating effectively to create, build & lead global teams.

PSO5: Advising companies towards financial management decisions aimed at creating long-term wealth.

PSO6: Exhibiting responsibility towards environment, society & governance while conducting financial analysis.

PSO7: Demonstrating continuous improvement through lifelong learning.

12.1.B.7 Graduation Requirements for each Program (Degree offered after I, II, III, and IV year)

- ➢ **Award of UG Certificate**

  After completing 1 year of study (2 semesters) with 49 credit and an additional vocational course/internship of 4 credits during the summer vacation of the first year.

- ➢ **Award of UG Diploma**

  After completing 2 years of study (4 semesters) with 96 credit and an additional vocational course/internship of 4 credits during the summer vacation of the second year.

- ➢ **Award of Bachelor' s Degree**

  After completing 3-year of study (6 semesters) with 141credits.

- ➢ **Award of Bachelor of Commerce (Honors/Honors with Research)**

  After completing 4-year of study (8 semesters) with 176 credits.

12.1.C Bachelor of Commerce (Honours) Programme Code: 07

12.1. C1 Program Overview

The Bachelor of Commerce (Honours) program, focusing on the National Stock Exchange, is designed to provide students with extensive knowledge and skills in finance, securities markets, and commerce. This unique program integrates traditional commerce education with specialized training in financial markets, specifically tailored to the operations of the NSE, a prominent stock exchange in India. The program aims to foster a thorough comprehension of financial instruments, market dynamics, trading strategies, and regulatory frameworks. By merging theoretical

foundations with hands-on experience, it prepares students for diverse careers in finance, including roles in investment banking, asset management, financial analysis, and related fields. The curriculum adheres to industry standards and includes modules accredited by the NSE Academy, ensuring graduates are well-prepared and competitive in the financial sector.

12.1. C.2 Duration

The duration of this programme is three years (six semesters) .

12.1. C.3 Career options

The Bachelor of Commerce (Honours) with Research program opens a wide range of career opportunities for graduates like the following but not limited to:

➢ Research Analyst: Conducts in-depth research and analysis on market trends, industries, and companies to support decision-making processes.

➢ Data Analyst: Interprets and analyzes data to help organizations make informed business decisions.

➢ Business Consultant: Provides expert advice to businesses to improve efficiency, productivity, and profitability.

➢ Market Researcher: Gathers and analyzes market data to identify trends and provide insights for marketing strategies.

➢ Financial Analyst: Evaluates financial data, forecasts trends, and offers recommendations for investments and financial strategies.

➢ Policy Analyst: Assesses and develops public policies by analyzing social, economic, and political data.

➢ Academic Researcher: Engages in academic research and contributes to the development of new knowledge in commerce and business.

➢ Entrepreneurship: Starts and manages new business ventures, utilizing strong analytical and research skills to drive innovation.

12.1.C.4 Programme Educational Objectives (PEO)

These are deferred outcomes measured few years after completion of the programme, where the graduates of this program will:

PEO1: Lead teams in a dynamic business environment.

PEO2: Develop innovative solutions for dynamic business problems.

PEO3: Integrate sustainability & ethics in decision making ensuring inclusivity and compassion.

PEO4: Practice responsible global citizenship exhibiting environmental and social accountability.

PEO5: Exhibit skills and attitude to be a lifelong learner.

12.1.C.5 Programme Outcomes (PO)

PO1: Apply conceptual knowledge to real life national and global economic scenarios.

PO2: Analyse corporate disclosures and annual financial reports.

PO3: Decipher reasons and repercussions of macroeconomic policies on individuals and corporate sector.

PO4: Assess the technical and technological evolution of financial services and products in emerging financial markets.

PO5: Communicate and negotiate to collaborate, coordinate and lead multicultural teams.

PO6: Practice responsible global citizenship by considering the social and environmental impact of economic and business decisions.

PO7: Imbibe lifelong learning skills for continuous improvement.

PO8: Contribute to theory and practice by conducting pure and applied field research

12.1.C.6. Programme Specific Outcomes (PSOs)

At the end of the program the students will be:

PSO1: Applying conceptual knowledge of economics and finance to real life conditions.

PSO2: Analysing book-based and market-based valuation of financial securities.

PSO3: Assessing technical and technological innovations in financial products and services in emerging financial markets.

PSO4: Examining the regulatory framework for financial markets.

PSO5: Communicating effectively to create, build & lead global teams.

PSO6: Analysing corporate responsibility towards environment, society & governance.

PSO7: Demonstrating continuous improvement through lifelong learning.

12.1.C.7 Graduation Requirements for each Program (Degree offered after I, II, III, and IV year)

B.com (Honors):50+51+52=153 credit in six semesters in three years.

12.1.D. **Bachelor of Commerce Programme (B. Com Programme) Programme Code: 21**

12.1. D.1 Program Overview

The Bachelor of Commerce programme is designed to provide students with a broad understanding of commerce, business practices, and economic principles. This undergraduate program focuses on equipping students with essential skills in areas such as accounting, finance, management, and economics, offering a solid foundation for various careers in business and finance.

The B. Com Pass program is structured to provide flexibility and breadth in learning, allowing students to explore a wide range of subjects within commerce. It prepares students for entry-level positions in business and equips them with the knowledge required to pursue advanced studies or professional certifications in areas such as accounting, finance, and management. Through a combination of theoretical knowledge and practical application, the program aims to develop well-rounded graduates who are ready to meet the demands of the dynamic business environment.

12.1. D.2 Duration

The duration of this programme is three years (six semesters).

12.1. D.3 Career options

B. Com (P) program opens up a wide range of career avenues for graduates. Here are some potential career paths that graduates can pursue:

- ➢ Research Analyst
- ➢ Data Analyst
- ➢ Business Consultant
- ➢ Market Researcher
- ➢ Financial Analyst
- ➢ Policy Analyst
- ➢ Academic Researcher

> ➢ Entrepreneurship

These are just a few examples of the career avenues available to B.Com (P) graduates. The program equips students with a strong academic foundation, research skills, and analytical abilities, making them well-suited for various roles in commerce, business, and research-oriented fields.

12.1.D.4 Programme Educational Objectives (PEO*)*

After the course, the students will be able to:

PEO1: Lead teams in a dynamic business environment.

PEO2: Develop predictive models for evolving financial markets.

PEO3: Contribute to the development of audit processes by conducting research.

PEO4: Integrate sustainability & ethics in decision making

ensuring inclusivity and compassion.

PEO5: Practice responsible global citizenship by exhibiting

environmental and social accountability.

PEO6: Exhibit skills and attitude to be a lifelong learner.

12.1.D.5. Programme Outcomes (POs)

PO1: Apply conceptual knowledge to real life national and global economic scenarios

PO2: Analyse corporate disclosures and annual financial reports

PO3: Decipher reasons and repercussions of macroeconomic policies on individuals and corporate sector

PO4: Assess the technical and technological evolution of financial services and products in emerging financial markets

PO5: Communicate and negotiate to collaborate, coordinate and lead multicultural teams

PO6: Practice responsible global citizenship by considering the social and environmental impact of economic and business decisions.

PO7: Imbibe lifelong learning skills for continuous improvement.

PO8: Contribute to theory and practice by conducting pure and applied field research

12.1.D.6. Programme Specific Outcomes (PSOs)

After the course the students will be able to:

PSO1: Applying the conceptual knowledge of economics and financial markets to real life conditions.

PSO2: Analysing the corporate reports and disclosures to decipher corporate value.

PSO3: Analysing the corporate responsibility towards environment, society & governance.

PSO4: Assessing innovations in financial products and services to cater to emerging financial markets.

PSO5: Communicating effectively to create, build & lead global teams.

PSO6: Demonstrating continuous improvement through lifelong learning.

12.1.D.7 Graduation Requirements for each Program (Degree offered after I, II, III, and IV year)

B.com (Programme): 50+45+43= 138 credit in six semesters in three years.

12.1.E. **Bachelor of Commerce (Honours) in International Accounting and Finance (With Academic Support of Grant Thornton) Programme Code: 46**

12.1. E.1 Program Overview

The Bachelor of Commerce (Honours) in International Accounting and Finance with integration is a specialized undergraduate course designed for students aspiring to pursue a career in accounting and finance on a global scale. This program combines the comprehensive education of a traditional B. Com degree with the professional qualifications and global recognition provided by ACCA.

The Bachelor of Commerce (Honours) in International Accounting and Finance is structured to offer in-depth knowledge of commerce subjects such as accounting, finance, taxation, audit, and business law, while simultaneously preparing students for the ACCA examinations. The curriculum is aligned with the ACCA syllabus, allowing students to earn exemptions from several ACCA papers during their undergraduate studies. This dual qualification approach not only

enhances students' theoretical knowledge but also equips them with practical skills and professional competence required in the global accounting and finance industry. Graduates of this program are well-positioned for careers in accounting, finance, auditing, and consultancy, both in India and internationally.

12.1. E.2 Duration

The duration of this programme is three years (six semesters).

12.1. E.3 Career options

A Bachelor of Commerce (Honours) in International Accounting and Finance program opens up a wide range of career avenues for graduates. Here are some potential career paths that graduates can pursue:

- Research Analyst
- Data Analyst
- Business Consultant
- Market Researcher
- Financial Analyst
- Policy Analyst
- Academic Researcher
- Entrepreneurship

These are just a few examples of the career avenues available to Bachelor of Commerce (Honours) in International Accounting and Finance graduates. The program equips students with a strong academic foundation, research skills, and analytical abilities, making them well-suited for various roles in commerce, business, and research-oriented fields.

12.1.E.4 Programme Educational Objectives (PEO)

These are deferred outcomes measured few years after completion of the programme, where the graduates of this program will:

PEO1: Lead teams in a dynamic business environment.
PEO2: Develop innovative solutions for dynamic business problems.

PEO3: Integrate sustainability & ethics in decision making ensuring inclusivity and compassion.

PEO4: Practice responsible global citizenship exhibiting environmental and social accountability.

PEO5: Exhibit skills and attitude to be a lifelong learner.

12.1.E.5 Programme Outcomes (POs)

PO1: Apply conceptual knowledge to real life national and global economic scenarios.

PO2: Analyse corporate disclosures and annual financial reports.

PO3: Decipher reasons and repercussions of macroeconomic policies on individuals and corporate sector.

PO4: Assess the technical and technological evolution of financial services and products in emerging financial markets.

PO5: Communicate and negotiate to collaborate, coordinate and lead multicultural teams.

PO6: Practice responsible global citizenship by considering the social and environmental impact of economic and business decisions.

PO7: Imbibe lifelong learning skills for continuous improvement.

PO8: Contribute to theory and practice by conducting pure and applied field research.

12.1.E.6. Programme Specific Outcomes (PSOs)

At the end of the program the students will be:

PSO1: Applying conceptual knowledge of economics and finance to real life conditions.

PSO2: Analysing book-based and market-based valuation of financial securities.

PSO3: Assessing technical and technological innovations in financial products and services in emerging financial markets.

PSO4: Examining the regulatory framework for financial markets.

PSO5: Communicating effectively to create, build & lead global teams.

PSO6: Analysing corporate responsibility towards environment, society & governance.

PSO7: Demonstrating continuous improvement through lifelong learning.

12.1.E.7 Graduation Requirements for each Program (Degree offered after I, II, III, and IV year)

B.com ACCA (Honors):50+51+52=153 credit in six semesters in three years.

12.1.F. BBA with Business Intelligence and Analytics with academic support of Samatrix and IBM (BBA BIA) Programme Code: 39

12.1. F.1 Program Overview

The Bachelor of Business Administration (BBA) in Business Intelligence and Analytics (BIA) programme is designed to provide students with an in-depth understanding of data-driven decision-making processes, combining the core principles of business administration with cutting-edge techniques in analytics and intelligence. In today's data-centric business world, organizations increasingly rely on data analysis for strategic decision-making, and this program aims to bridge the gap between traditional business practices and modern analytics techniques.

The programme aims to equip students with a strong foundation in business management while integrating advanced analytical skills needed to thrive in today's data-driven world. The programme focuses on developing students' ability to analyze complex data, identify business trends, and make informed strategic decisions. It seeks to bridge traditional business knowledge with modern data analytics, fostering proficiency in using tools like Python, SQL, Excel, Power BI, and Tableau for real-world problem-solving. Additionally, the programme encourages critical thinking and strategic decision-making, ensuring that graduates are able to leverage data for improving business efficiency and driving innovation. By providing hands-on learning and practical exposure, the programme prepares students for successful careers in various industries where data-driven decision-making is crucial**.**

12.1. F.2 Duration

The duration of this programme is four years (eight semesters) with multiple entry/exit options.

12.1.F.3 Career options

A BBA BIA degree opens various career avenues across different sectors. Here are some common career paths that BBA BIA graduates often pursue:

Business Administration: BBA BIA graduates can work in various administrative roles within organizations. They may start as management trainees or entry-level executives and progress to positions such as business development manager, operations manager, project manager, or general manager.

Marketing and Sales: Many BBA BIA graduates choose to specialize in marketing and sales roles. They can work as marketing executives, brand managers, digital marketing specialists, sales representatives, or market researchers. They may be involved in developing marketing strategies, executing advertising campaigns, analyzing market trends, and managing customer relationships.

Finance and Banking: BBA BIA graduates with a finance specialization can pursue careers in the financial industry. They can work as financial analysts, investment bankers, financial consultants, credit analysts, or risk managers. They may be involved in financial analysis, investment management, financial planning, or providing advisory services to clients.

Human Resources: BBA BIA graduates with a focus on human resources can work in HR departments of organizations. They may hold positions such as HR coordinator, recruitment specialist, HR generalist, training and development officer, or compensation and benefits analyst. Their responsibilities may include recruitment, employee training, performance management, and employee relations.

Entrepreneurship: BBA BIA graduates with an entrepreneurial mindset may choose to start their own businesses or join startups. They can develop business plans, secure funding, manage operations, and grow their ventures. This path requires strong business acumen, creativity, and the ability to take risks.

Consulting: BBA BIA graduates can work in consulting firms, providing specialized advice and solutions to businesses. They may work in management consulting, strategy consulting, or niche consulting areas such as IT consulting or sustainability consulting. Consultants analyze business processes, identify areas for improvement, and offer recommendations to optimize performance.

International Business: With a BBA BIA degree, graduates can pursue careers in international business. They may work for multinational corporations, import/export companies, or international trade organizations. Their roles may involve managing global operations, analyzing international markets, developing international business strategies, and handling cross-border transactions.

These are just a few examples of the many career paths available to BBA graduates. The versatility of the degree allows individuals to explore various industries and sectors based on their interests, skills, and aspirations.

Prospective Companies

- Amazon
- Flipkart
- Cognizant
- Wipro
- IBM
- Infosys
- Deloitte
- Walmart
- Genpact
- Accenture
- Microsoft
- Reliance

12.1.F.4 Programme Educational Objectives (PEO)

PEO1: Lead teams in a dynamic business environment.

PEO2: Develop innovative solutions for dynamic business problems

PEO3: Contribute to the advancement of management practices and theory by conducting research in the relevant discipline

PEO4: Integrate sustainability & ethics in decision making ensuring inclusivity and compassion

PEO5: Practice responsible global citizenship exhibiting environmental and social accountability

PEO6: Exhibit skills and attitude to be a lifelong learner

12.1.F.5. Programme Outcomes (PO)

PO1: Apply conceptual, technical and technological skills to solve complex business problems

PO2: Analyse business problems critically and design creative and innovative solutions

PO3: Communicate effectively and negotiate to collaborate, coordinate and lead global and diverse teams

PO4: Exhibit decision-making ability upholding universal human values, ethics, empathy, compassion and righteousness

PO5: Practice responsible global citizenship by considering the social and environmental impact of business decisions

PO6: Demonstrate entrepreneurial and intrapreneurial skills to start their own firms and work with ownership in organizations

PO7: Imbibe lifelong learning skills for continuous improvement.

PO8: Contribute to management theory and practice by conducting pure and applied empirical research.

12.1.F.6. Programme Specific Outcomes (PSOs)

PSO1: Applying conceptual knowledge of business analytics to decipher solutions for real life business problems.

PSO2: Exhibiting responsibility towards environment, society & governance in all decisions & processes.

PSO3: Analysing the data to predict and forecast business scenarios and design effective strategies.

PSO4: Evaluating alternative solutions using Business Intelligence tools.

PSO5: Displaying decision making abilities upholding ethics & universal human values.

PSO6: Communicating effectively to create build & lead teams.

PSO7: Demonstrating continuous improvement through lifelong learning.

12.1.F.7 Graduation Requirements for each Program (Degree offered after I, II, III, and IV year)

➢ **Award of UG Certificate**

After completing 1 year of study (2 semesters) with 49 credit and an additional vocational course/internship of 4 credits during the summer vacation of the first year.

> **Award of UG Diploma**
>
> After completing 2 years of study (4 semesters) with 103 credit and an additional vocational course/internship of 4 credits during the summer vacation of the second year.

> **Award of Bachelor's Degree**
>
> After completing 3-year of study (6 semesters) with 144 credits.

> **Award of BBA BIA**
>
> After completing 4-year of study (8 semesters) with 182 credits.

12.1.G. Bachelor of Business Administration (BBA) (Honors/ Honors with Research)

Programme Code: 203

12.1. G.1 Program Overview

Our BBA (Honors/ Honors with Research) curriculum, which focuses on entrepreneurship, is made to provide you the attitude, abilities, and information required to thrive in the dynamic business world. We provide a distinctive and all-encompassing educational experience that blends demanding academic instruction with real-world, hands-on learning, thanks to the academic backing of GCEC Global Foundation.

Our curriculum is carefully crafted to nurture your entrepreneurial spirit, encouraging innovation, creativity, and critical thinking. With access to cutting-edge resources, expert faculty, and real-world case studies, you'll be well-prepared to identify opportunities, launch your own ventures, or excel in entrepreneurial roles within established organizations. Join us on a journey of exploration, innovation, and success with our BBA (Honors/Honors with Research).

12.1. G.2 Duration

The duration of this programme is four years (eight semesters) with multiple entry/exit options.

12.1. G.3 Career options

BBA (Honors/Honors with Research) opens up various career avenues across different sectors. Here are some common career paths that BBA (Honors/Honors with Research) often pursue:

Business Administration: BBA graduates can work in various administrative roles within organizations. They may start as management trainees or entry-level executives and progress to

positions such as business development manager, operations manager, project manager, or general manager.

Marketing and Sales: Many BBA graduates choose to specialize in marketing and sales roles. They can work as marketing executives, brand managers, digital marketing specialists, sales representatives, or market researchers. They may be involved in developing marketing strategies, executing advertising campaigns, analyzing market trends, and managing customer relationships.

Finance and Banking: BBA graduates with a finance specialization can pursue careers in the financial industry. They can work as financial analysts, investment bankers, financial consultants, credit analysts, or risk managers. They may be involved in financial analysis, investment management, financial planning, or providing advisory services to clients.

Human Resources: BBA graduates with a focus on human resources can work in HR departments of organizations. They may hold positions such as HR coordinator, recruitment specialist, HR generalist, training and development officer, or compensation and benefits analyst. Their responsibilities may include recruitment, employee training, performance management, and employee relations.

Entrepreneurship: BBA graduates with an entrepreneurial mindset may choose to start their own businesses or join startups. They can develop business plans, secure funding, manage operations, and grow their ventures. This path requires strong business acumen, creativity, and the ability to take risks.

Consulting: BBA graduates can work in consulting firms, providing specialized advice and solutions to businesses. They may work in management consulting, strategy consulting, or niche consulting areas such as IT consulting or sustainability consulting. Consultants analyze business processes, identify areas for improvement, and offer recommendations to optimize performance.

International Business: With a BBA degree, graduates can pursue careers in international business. They may work for multinational corporations, import/export companies, or international trade organizations. Their roles may involve managing global operations, analyzing international markets, developing international business strategies, and handling cross-border transactions.

These are just a few examples of the many career paths available to BBA graduates. The versatility of the degree allows individuals to explore various industries and sectors based on their interests, skills, and aspirations.

Prospective Companies

- ➢ Amazon
- ➢ Flipkart
- ➢ Cognizant
- ➢ Wipro
- ➢ IBM
- ➢ Infosys
- ➢ Deloitte
- ➢ Walmart
- ➢ Genpact
- ➢ Accenture
- ➢ Microsoft
- ➢ Reliance

12.1.G.4 Programme Educational Objectives (PEO)

These are deferred outcomes measured few years after completion of the programme, where the graduates of this program will:

PEO1: Lead teams in a dynamic business environment.

PEO2: Develop innovative solutions for dynamic business problems.

PEO3: Contribute to the advancement of management practices and theory by conducting research in the relevant discipline.

PEO4: Integrate sustainability & ethics in decision making ensuring inclusivity and compassion.

PEO5: Practice responsible global citizenship exhibiting environmental and social accountability.

PEO6: Exhibit skills and attitude to be a lifelong learner.

12.1.G.5 Programme Outcomes (PO)

PO1: Apply conceptual, technical and technological skills to solve complex business problems.

PO2: Analyse business problems critically and design creative and innovative solutions.

PO3: Communicate effectively and negotiate to collaborate, coordinate and lead global and diverse teams.

PO4: Exhibit decision-making ability upholding universal human values, ethics, empathy, compassion and righteousness.

PO5: Practice responsible global citizenship by considering the social and environmental impact of business decisions.

PO6: Demonstrate entrepreneurial and intrapreneurial skills to start their own firms and work with ownership in organizations.

PO7: Imbibe lifelong learning skills for continuous improvement.

PO8: Contribute to management theory and practice by conducting pure and applied empirical research.

12.1.G.6 Programme Specific Outcomes (PSO)

PSO1: Applying conceptual knowledge of all functional areas of business management to real life business situations.

PSO2: Analysing business problems based on theoretical constructions.

PSO3: Communicating effectively to create build & lead teams.

PSO4: Evaluating alternative solutions and design creative and innovative product and process decisions.

PSO5: Displaying decision making abilities upholding ethics & universal human values.

PSO6: Exhibiting responsibility towards environment, society & governance in all decisions & processes.

PSO7: Demonstrating continuous improvement through lifelong learning.

12.1.G.7 Graduation Requirements for each Program (Degree offered after I, II, III, and IV year)

The duration of this programme is four years (eight semesters) with multiple entry/exit options**.**

> **Award of UG Certificate**

After completing 1 year of study (2 semesters) with 49 credit and an additional vocational course/internship of 4 credits during the summer vacation of the first year.

> **Award of UG Diploma**

After completing 2 years of study (4 semesters) with 96 credit and an additional vocational course/internship of 4 credits during the summer vacation of the second year.

> **Award of Bachelor' s Degree**

After completing 3-year of study (6 semesters) with 138 credits.

> **Award of Bachelor of Commerce (Honors/Honors with Research)**

After completing 4-year of study (8 semesters) with 176 credits.

12.1.H Bachelor of Business Administration (Honours/Honours with Research) in International Accounting and Finance (With Academic Support of Grant Thornton) Programme Code: 206

12.1. H.1 Program Overview

The Bachelor of Business Administration (Honours/Honours with Research) in International Accounting and Finance program, academic support by Grant Thornton, is designed to provide students with an in-depth understanding of global accounting standards, financial management, and business strategy, with a focus on preparing them for the prestigious ACCA (Association of Chartered Certified Accountants) qualification. This program combines traditional business education with specialized training in accounting, finance, and auditing, aligned with the rigorous ACCA curriculum.

The Bachelor of Business Administration (Honours/Honours with Research) in International Accounting and Finance equips students with the skills needed to excel in areas such as financial reporting, taxation, auditing, risk management, and corporate governance. The collaboration with Grant Thornton, a leading global accounting and advisory firm, ensures that students receive industry-relevant insights and practical exposure, enhancing their readiness for real-world challenges in the accounting and finance sectors.

12.1. H.2 Duration

The duration of this programme is four years (eight semesters) with multiple entry/exit options.

12.1.H.3 Career options

The Bachelor of Business Administration (Honours/Honours with Research) in International Accounting and Finance programme offers graduates a multitude of career avenues in the global finance and accounting sectors. The program integrates traditional business administration with an ACCA-aligned curriculum, ensuring students are equipped with the skills and qualifications required to excel in the accounting profession. The academic collaboration with Grant Thornton provides real-world insights and industry exposure, giving students a competitive edge in the job market. Here are some potential career paths that graduates can pursue:

- ➤ Chartered Accountant
- ➤ Financial Analyst
- ➤ Auditor
- ➤ Tax Consultant
- ➤ Risk Manager
- ➤ Management Accountant
- ➤ Forensic Accountant
- ➤ Corporate Finance Advisor
- ➤ Compliance Officer
- ➤ Internal Auditor

These are just a few examples of the diverse career opportunities available to graduates of the Bachelor of Business Administration (Honours/Honours with Research) in International

Accounting and Finance program. The program provides a strong academic foundation in financial reporting, auditing, taxation, and management accounting, making graduates highly sought after in the global financial landscape. Students also develop critical analytical, ethical, and leadership skills through practical training, internships, and industry workshops facilitated by Grant Thornton, preparing them to thrive in both corporate and advisory roles

12.1.H.4 Programme Educational Objectives (PEO)

PEO1: Lead teams in a dynamic business environment.

PEO2: Develop innovative solutions for dynamic business problems

PEO3: Contribute to the advancement of management practices and theory by conducting research in the relevant discipline

PEO4: Integrate sustainability & ethics in decision making ensuring inclusivity and compassion

PEO5: Practice responsible global citizenship exhibiting environmental and social accountability

PEO6: Exhibit skills and attitude to be a lifelong learner

12.1.H.5 Programme Outcomes (PO)

P01: Apply conceptual, technical and technological skills to solve complex business problems.

P02: Analyse business problems critically and design creative and innovative solutions.

P03: Communicate effectively and negotiate to collaborate, coordinate and lead global and diverse teams.

P04: Exhibit decision making ability upholding universal human values, ethics, empathy, compassion and righteousness.

P05: Practice responsible global citizenship by considering the social and environmental impact of business decisions.

P06: Demonstrate entrepreneurial and intrapreneurial skills to start their own firms and work with ownership in organizations.

P07: Imbibe lifelong learning skills for continuous improvement.

P08: Contribute to management theory and practice by conducting pure and applied empirical research.

12.1.H.6 Programme Specific Outcomes (PSO)

PSO1: Applying the concepts of international financial standards, auditing, taxation, and corporate finance to accounting and financial decisions

PSO2: Analysing disclosures and audit financial reports of companies.

PSO3: Advising companies towards financial management decisions aimed at creating long term wealth.

PSO4: Communicating effectively to create, build & lead teams.

PSO5: Displaying decision making abilities upholding ethics & universal human values.

PSO6: Exhibiting responsibility towards environment, society & governance while conducting financial analysis.

PSO7: Demonstrating continuous improvement through lifelong learning.

12.1.H.7 Graduation Requirements for each Program (Degree offered after I, II, III, and IV year)

➤ **Award of UG Certificate**

After completing 1 year of study (2 semesters) with 52 credit and an additional vocational course/internship of 4 credits during the summer vacation of the first year.

➤ **Award of UG Diploma**

After completing 2 years of study (4 semesters) with 105 credit and an additional vocational course/internship of 4 credits during the summer vacation of the second year

➤ **Award of Bachelor' s Degree**

After completing 3-year of study (6 semesters) with 144 credits.

➤ **Award of Bachelor of Commerce (Honours/Honours with Research)**

After completing 4-year of study (8 semesters) with 176 credits.

12.1.I **Bachelor of Business Administration (Honours/Honours with Research) in Logistics and Supply Chain Management**

Programme Code: 207

12.1. I.1 Program Overview

The Bachelor of Business Administration (Honours / Honours with Research) in Logistics and Supply Chain Management in collaboration with Safexpress is a specialized program that prepares students to manage the flow of goods, services, and information in today's complex business environments. This program blends core business education with focused training on logistics operations, inventory control, procurement, and supply chain integration. Students learn how to streamline processes, optimize resource allocation, and leverage technology to improve operational efficiency. With an emphasis on global supply chains, sustainability, and ethics, the program equips graduates with the skills necessary for roles such as logistics coordinators, supply chain analysts, and procurement managers across diverse industries like manufacturing, retail, and e-commerce.

12.1. I.2 Duration

The duration of this programme is four years (eight semesters) with multiple entry/exit options.

12.1.I.3 Career options

Bachelor of Business Administration (Honours/Honours with Research) in Logistics and Supply Chain Management equips students with specialized knowledge in managing the flow of goods, services, and information across various stages of production and distribution. Graduates of this program have access to a broad range of career opportunities in the dynamic fields of logistics, supply chain management, and related industries. Here are some potential career avenues for BBA LSCM graduates:

- ➢ Supply Chain Manager
- ➢ Logistics Coordinator
- ➢ Operations Manager
- ➢ Procurement Manager
- ➢ Inventory Control Analyst
- ➢ Warehouse Manager
- ➢ Demand Planner
- ➢ Transportation Manager
- ➢ Customs Broker

- ➤ Freight Forwarder
- ➤ Distribution Manager
- ➤ Quality Control Specialist
- ➤ Production Planner
- ➤ Purchasing Manager
- ➤ E-commerce Logistics Coordinator

Bachelor of Business Administration (Honours/Honours with Research) in Logistics and Supply Chain Management graduates are well-equipped with problem-solving, analytical, and managerial skills, making them suitable for roles in manufacturing, retail, logistics firms, and consulting, among other sectors. The increasing importance of global trade and e-commerce also adds to the demand for professionals in logistics and supply chain management.

12.1.I.4 Programme Educational Objectives (PEO)

These are deferred outcomes measured few years after completion of the programme, where the graduates of this program will:

PEO1: Lead teams in a dynamic business environment.

PEO2: Develop innovative solutions for dynamic business problems

PEO3: Contribute to the advancement of management practices and theory by conducting research in the relevant discipline

PEO4: Integrate sustainability & ethics in decision making ensuring inclusivity and compassion

PEO5: Practice responsible global citizenship exhibiting environmental and social accountability

PEO6: Exhibit skills and attitude to be a lifelong learner

12.1.I.5 Programme Outcomes (PO)

P01: Apply conceptual, technical and technological skills to solve complex business problems.

P02: Analyse business problems critically and design creative and innovative solutions.

P03: Communicate effectively and negotiate to collaborate, coordinate and lead global and diverse teams.

P04: Exhibit decision making ability upholding universal human values, ethics, empathy, compassion and righteousness.

P05: Practice responsible global citizenship by considering the social and environmental impact of business decisions.

P06: Demonstrate entrepreneurial and intrapreneurial skills to start their own firms and work with ownership in organizations.

P07: Imbibe lifelong learning skills for continuous improvement.

P08: Contribute to management theory and practice by conducting pure and applied empirical research.

12.1.I.6 Programme Specific Outcomes (PSO)

PSO1: Applying conceptual knowledge of Supply Chain Management to analyse business operations.

PSO2: Employing advanced technology and techniques to offer solutions for supply chain and logistics problems.

PSO3: Developing and implementing innovative and sustainable solutions for optimizing supply chains.

PSO4: Communicating effectively to create, build & lead cross cultural teams.

PSO5: Displaying decision making abilities upholding ethics & universal human values.

PSO6: Exhibiting responsibility towards environment, society & governance while designing optimal and lean supply chain and logistics systems.

PSO7: Demonstrating continuous improvement through lifelong learning towards designing better supply chain and logistics solutions.

12.1.I.7 Graduation Requirements for each Program (Degree offered after I, II, III, and IV year)

➢ **Award of UG Certificate**
   After completing 1 year of study (2 semesters) with 52 credit and an additional vocational course/internship of 4 credits during the summer vacation of the first year.

- ➢ **Award of UG Diploma**

  After completing 2 years of study (4 semesters) with 105 credit and an additional vocational course/internship of 4 credits during the summer vacation of the second year.

- ➢ **Award of Bachelor' s Degree**

  After completing 3-year of study (6 semesters) with 142 credits.

- ➢ **Award of Bachelor of Commerce (Honours / Honours with Research)**

  After completing 4-year of study (8 semesters) with 186 credits.

12.1.J. Master of Business Administration in Digital Marketing (With Academic Support of Imarticus Learning) Programme Code: 48

12.1. J.1 Program Overview

The MBA in Digital Marketing with academic support from Imarticus leaning is a leading-edge postgraduate program designed to equip students with the skills required to thrive in the fast-paced digital world. As one of the most in-demand specializations, this MBA program offers a unique blend of academic rigor and practical experience, ensuring that students are well-prepared for careers in digital marketing across industries. The program follows a Choice-Based Credit System (CBCS) and is structured around a Learning Outcome-Based Framework (LOCF), allowing students to customize their learning experience while ensuring they meet industry standards. Through a combination of theoretical knowledge and hands-on learning, students will gain expertise in key areas such as SEO, social media marketing, data analytics, content strategy, and more.

Graduates of this program will receive certifications that highlight their proficiency in digital marketing, enhancing their employability in multinational companies and start-ups alike. This comprehensive approach ensures that students are equipped with the necessary tools to excel in the ever-evolving digital landscape.

12.1. J.2 Duration

2 years (4 Semester)

12.1.J.3 Career options

An MBA with a focus on Digital Marketing opens up various career opportunities that blend technical skills with strategic innovation. Roles such as Digital Marketing Analyst and SEO Specialist involve diagnosing business challenges and optimizing online strategies using data-driven insights. Positions like Digital Marketing Manager and Growth Strategist focus on devising and implementing creative strategies to drive business growth. Leadership roles, such as Head of Digital Marketing or Regional Marketing Director, require managing and guiding cross-cultural teams effectively. Careers like Marketing Compliance Manager ensure adherence to ethical standards and best practices in digital marketing. Roles in Sustainability Marketing Manager or CSR Digital Strategist emphasize integrating environmental and social responsibility into marketing efforts. Additionally, positions such as Digital Learning Specialist or Continuous Improvement Manager focus on staying current with evolving digital trends and fostering ongoing professional development. These roles collectively offer a dynamic and impactful career path in the digital marketing landscape.

12.1.J.4 Programme Educational Objectives (PEO)

After the course the students will be able to:

PEO1: Develop technical skill and proficiency for better career and life-long learning.

PEO2: Design innovative solutions for business problems.

PEO3: Think creatively towards better and improved products and services.

PEO4: Act as responsible citizens with accountability towards all actions.

PEO5: Uphold universal human values and take morally upright decisions.

12.1.J .5   Programme Specific Outcomes (PSO)

PSO1: Demonstrating continuous improvement through constant learning.

PSO2: Exhibiting leadership abilities to develop & lead cross cultural teams.

PSO3: Diagnosing practical business challenges using technical skills in the domain of digital marketing.

PSO4: Devising innovative digital marketing strategies to improve business growth.

PSO5: Conducting business processes upholding business ethics & universal human values.

PSO6: Exhibiting responsibility towards environment, society & governance in all business operations.

12.1.J .7 Post Graduation Requirements

Eligibility Criteria for Award of Degree: Minimum 75% attendance and minimum 40% I marks in all subject

12.1.K   Master of Business Administration in Analytics (With Academic Support of IBM)

Programme Code: 57

12.1. K.1 Program Overview

The MBA in Analytics, with academic support by IBM, is one of the most sought-after postgraduate programs globally. With countless MBA options available, this program stands out as it is designed in collaboration with the world's largest IT company, IBM. The IBM Career Education Program equips students with cutting-edge skills in emerging technologies through a multi-level partnership. MBA students will earn certificates from IBM, along with a globally recognized Artificial Intelligence Analyst certification, making them highly attractive to multinational companies worldwide. This program follows a Choice-Based Credit System (CBCS) and a Learning Outcome-Based Curriculum Framework (LOCF), ensuring a flexible, industry-relevant education tailored to meet the demands of today's business landscape

12.1. K.2 Duration

2years (4 Semester)

12.1.K.3 Career options

An MBA in Analytics With the support of IBM opens diverse career avenues, including roles such as International Business Development Manager, Global Marketing Manager, and International Finance Manager. Professionals in these positions work on identifying global opportunities, crafting market-specific strategies, and managing international financial operations. Other options include Supply Chain Manager, overseeing logistics across borders, and International Trade Consultant, advising on trade regulations. Roles like Global Human Resources Manager and International Business Analyst involve managing multinational teams and analysing global market trends. Additionally, careers in export/import management, management consulting, or starting an international venture offer opportunities to leverage business acumen in a global context. Government or NGO advisor roles, corporate strategy analysis, and cross-cultural training are also viable paths. These careers require strong analytical skills, cultural sensitivity, and strategic thinking to navigate the complexities of international business.

12.1.K.4 Programme Educational Objectives (PEO*)*

After the course the students will be able to:

PEO1: Develop technical skill and proficiency for better career and lifelong learning.

PEO2: Design innovative solutions for business problems.

PEO3: Think creatively towards better and improved products and services.

PEO4: Act as responsible citizens with accountability towards all actions.

PEO5: Uphold universal human values and take morally upright decisions.

12.1.K.5. Programme Specific Outcomes (PSO)

PSO1: Demonstrating continuous improvement through constant learning.

PSO2: Exhibiting leadership abilities to develop & lead cross cultural teams.

PSO3: Diagnosing practical business challenges using technical skills in the domain of business analytics.

PSO4: Devising innovative product, process and market decisions using data analysis.

PSO5: Conducting business processes upholding business ethics & universal human values.

PSO6: Exhibiting responsibility towards environment, society & governance in all business operations.

12.1.K.6 Post Graduation Requirements

Minimum 75% attendance and minimum 40% marks in all subjects.

12.1.L   Master of Business Administration in FINTECH (With academic support of Ernst & Young)

Programme Code:

12.1. L.1 Program Overview

The MBA in Financial Technology (FinTech) is one of the most dynamic and future-ready postgraduate programs in today's evolving business landscape. With the global FinTech market projected to reach USD 608.35 billion by 2029 at a CAGR exceeding 14%, there is an exponential demand for professionals equipped with deep domain knowledge in finance, technology, and innovation.

What makes this program truly stand out is its relevance in the current digital era, where financial services are being rapidly transformed by blockchain, AI, big data, and mobile payments. The Asia-Pacific region, particularly countries like India, China, Singapore, and Australia, is leading the global fintech revolution, bolstered by strong governmental support, financial inclusion initiatives, and progressive regulatory frameworks. In India, for instance, initiatives like the Unified Payments Interface (UPI) have created a robust foundation for the digital finance ecosystem.

The MBA in FinTech is designed to empower students with cutting-edge knowledge and practical expertise in digital finance, cybersecurity, blockchain, machine learning in financial services, and regulatory technology. The program follows the Choice-Based Credit System (CBCS) and Learning Outcome-Based Curriculum Framework (LOCF), ensuring flexibility and alignment with industry needs.

By integrating academic rigor with real-world relevance, the program aims to produce future-ready leaders who are well-versed in the complexities of financial innovation. Graduates will be equipped to drive transformation in banks, insurance companies, fintech startups, regulatory bodies, and global financial institutions—making them highly competitive in the rapidly expanding FinTech landscape.

12.1.L.2 Duration

2years (4 Semester)

12.1.l.3 Career options

An MBA in FinTech unlocks a spectrum of high-growth career opportunities at the intersection of finance and technology. Graduates can pursue roles such as FinTech Product Manager, Blockchain Strategy Consultant, and Digital Transformation Manager, where they lead innovation in financial services, develop next-gen payment solutions, and design customer-centric financial platforms. Positions like Financial Data Analyst and AI in Finance Specialist focus on leveraging data science and machine learning for smarter investment decisions and fraud detection.

Professionals may also explore careers as Crypto Asset Managers, Regulatory Technology (RegTech) Advisors, or Digital Bank Strategists, addressing emerging challenges in compliance, cybersecurity, and virtual banking. Opportunities in Venture Capital, FinTech Startups, or as Innovation Consultants allow graduates to be part of the entrepreneurial wave disrupting traditional finance.

Roles such as Risk and Compliance Analyst, WealthTech Advisor, or InsurTech Manager are also in demand, focusing on niche areas of financial innovation. Government agencies, central banks, and international institutions are increasingly hiring FinTech-savvy professionals to frame digital finance policies and drive inclusion initiatives.

These career paths require a blend of financial expertise, technological proficiency, regulatory awareness, and agile problem-solving skills to succeed in the ever-evolving global FinTech ecosystem.

12.1. L.4 Duration

The duration of this programme is four years (eight semesters) with multiple entry/exit options.

12.1.L.5 Programme Educational Objectives (PEO)

After the course the students will be able to:

PEO1: Develop technical skill and proficiency for better career and life-long learning.

PEO2: Design innovative solutions for business problems.

PEO3: Think creatively towards better and improved products and services.

PEO4: Act as responsible citizens with accountability towards all actions.

PEO5: Uphold universal human values and take morally upright decisions.

12.1.L.6 Programme Specific Outcomes (PSO)

PSO1: Understanding and applying technological innovations in financial services.

PSO2: Developing leadership skills to drive digital transformation.

PSO3: Analyzing financial data for effective decision-making.

PSO4: Creating innovative FinTech solutions for business growth.

PSO5: Upholding ethical standards and integrity in financial practices.

PSO6: Contributing to inclusive finance and sustainable economic development.

12.1.L.7 Post Graduation Requirements

Minimum 75% attendance and minimum 40% marks in all subject.

12.1.M   Bachelor of Business Administration in Digital Marketing (With academic support of Ernst & Young)

Programme Code:

12.1. M.1 Program Overview

Technological advancements have necessitated strategic realignments in businesses to cope with the progressively dynamic changes occurring continuously. The success of companies is determined by the ability to predict the changes and take proactive steps to tackle them with resilience.

This program, Bachelor of Business Administration in Digital Marketing, is designed to impart the necessary skills needed to manage businesses in the digital landscape where there is a constant challenge posed to organizations gasping for visibility and loyalty in the minds and hearts of customers and stakeholders. Organizations today need highly skilled professionals who can think spontaneously and on the spot. Students need to be skilled to take innovative and sustainable decisions in extremely volatile and uncertain circumstances.

As businesses increasingly adopt machine learning and artificial intelligence in their processes, there is an increase in the demand for professionals with these technological skills.

12.1. M.2 Duration

The duration of this programme is four years (eight semesters) with multiple entry/exit options.

12.1.M.3 Career options

A BBA (Honours/Honours with Research) in Digital Marketing offers diverse career opportunities in business management, digital marketing, data analytics, and consulting. Graduates can work in various roles that leverage technology to drive business success. They can become business or data analysts, using data-driven insights to enhance decision-making. Additionally, those inclined towards marketing can explore roles as digital marketing specialists, SEO experts, or brand strategists, helping businesses establish a strong online presence.

Project management is another lucrative field where graduates can take on leadership roles, ensuring smooth execution of digital initiatives. Many also pursue careers as growth managers or customer success managers, focusing on business expansion and customer engagement. For those interested in entrepreneurship, the program equips them with the skills to start their own ventures or provide consultancy services in digital transformation and business strategy.

Graduates can find job opportunities in leading technology firms, consulting companies, and digital marketing agencies. Some top recruiters include Amazon, Flipkart, IBM, Infosys, Deloitte, Accenture, Microsoft, and Reliance. Additionally, digital marketing agencies such as Growth Hacker Digital, FoxyMoron, WebChutney, WAT Consult, Social Beat, Mirum, Schbang, and Brandloom actively hire skilled professionals in digitalization.

With in-demand job roles like Business Analyst, Data Analyst, Digital Marketing Specialist, SEO Specialist, Brand Strategist, Growth Manager, Project Manager, and Customer Success Manager, graduates can secure competitive salaries ranging from ₹8 Lakh – ₹25 Lakh per annum. The BBA in Digitalization prepares students to thrive in the ever-evolving digital economy, equipping them with the knowledge and skills to drive innovation and business growth.

12.1.M.4 Programme Educational Objectives (PEO)

These are deferred outcomes measured few years after completion of the programme, where the graduates of this program will:

These are deferred outcomes measured few years after completion of the programme, where the graduates of this program will:

PEO1: Lead teams in a dynamic business environment.

PEO2: Develop innovative solutions for dynamic business problems.

PEO3: Contribute to the advancement of management practices and theory by

conducting research in the relevant discipline.

PEO4: Integrate sustainability & ethics in decision making ensuring inclusivity and compassion.

PEO5: Practice responsible global citizenship exhibiting environmental and soci al accountability.

PEO6: Exhibit skills and attitude to be a lifelong learner.

12.1.M.5 Programme Outcomes (PO)

PO1: Apply conceptual, technical and technological skills to solve complex business problems. PO2: Analyse business problems critically and design creative and innovative solutions.

PO3: Communicate effectively and negotiate to collaborate, coordinate and lead global and diverse teams.

PO4: Exhibit decision-making ability upholding universal human values, ethics, empathy, compassion and righteousness.

PO5: Practice responsible global citizenship by considering the social and environmental impact of business decisions.

PO6: Demonstrate entrepreneurial and intrapreneurial skills to start their own firms and work with ownership in organizations.

PO7: Imbibe lifelong learning skills for continuous improvement.

PO8: Contribute to management theory and practice by conducting pure and applied empirical research.

12.1.M.6 Programme Specific Outcomes (PO)

PSO1: Analyze and apply technological innovations to drive digital transformation in business environments.

PSO2: Continuously adapt to emerging technologies and industry trends with a proactive learning approach.

PSO3: Demonstrate leadership in managing change, fostering innovation, and guiding teams through digital evolution.

PSO4: Develop and implement creative and data-driven strategies for achieving success in digital markets.

PSO5: Exhibit resilience, empathy, and ethical responsibility in decision-making as future business leaders.

13. <u>Details of minor stream offered by the school</u>

Minor Stream for Undergraduate programs			
Minor Stream - Data Sciences			
S. No	Course Code	Course Title	Credit
Minor 1	UDT101	Data Analytics Using SQL	4
Minor 2	UDT102	Data Analytics Using R	4
Minor 3	UDT103	Python for Data Science	4
Minor 4	UDT104	Data Preprocessing & Visualization Using Python	4
Minor 5	UDT105	Time Series Analysis and Forecasting Using Python	4
Minor 6	UDT106	Fundamentals of Machine Learning	4
Minor 7	UDT107	Data Driven Applications	4
Minor 8	UDT108	Project and Case Study	4
Minor Stream – Psychology			
S. No	Course Code	Course Title	Credit
Minor 1	UPS101	Foundations of Psychology	4

Minor 2	UPS102	Fundamentals of Social Psychology	4
Minor 3	UPS103	Developmental Psychology	4
Minor 4	UPS104	Counselling and Guidance	4
Minor 5	UPS105	Health Psychology	4
Minor 6	UPS106	Environmental Psychology	4
Minor 7	UPS107	Positive Psychology	4
Minor 8	UPS108	Media Psychology	4

Minor Stream - Media Studies

S. No	Course Code	Course Title	Credit
Minor 1	UMS101	Understanding Media	4
Minor 2	UMS102	Media Ethics and Laws	4
Minor 3	UMS103	Reporting and Editing for Print	4
Minor 4	UMS104	Advertising and Integrated Marketing Communication	4
Minor 5	UMS105	Public Relation and Corporate Communication	4
Minor 6	UMS106	Media, Development and Society	4
Minor 7	UMS107	Film Appreciation and Cinema Studies	4
Minor 8	UMS108	Global Media Scenario	4

S.no.	Course Code	Course Title	Credit
		Minor Stream - Information Technology	
1		Prompt Engineering with Gen AI	4
2		Business Intelligence with Power BI	4
3		Cloud Computing with Azure	4
4		Database Management using SQL	4
5		Project Management Using Asana and Trello	4
6		Web Automation and Scraping with Python	4
7		Agentic AI in Python	4
8		Blockchain	4

14. **Internships and Placement (Training, apprenticeship, projects and Project based Learning)**

Program Name	BBA/B.COM	
Course Name	SUMMER TRAINING PROJECT REPORT	
Course Code	SIMC002	Credits 2
Semester	V	

Summer Internship Project (SIP) is an integral part of the academic curriculum of BBA/B.Com. After completion of the 2nd year of the program and before the commencement of the third year of the program, the students are required to work with an organization for hands on experience.

The duration of the SIP is six to eight weeks. SIP aims at widening the student's perspective by providing an exposure to real life organizational and environmental situations. This will enable the students to explore an industry/organization, build a relationship with a prospective employer.

SIP also provides invaluable knowledge and networking experience to the students. During the internship, the student has the chance to put whatever he/she learned in the 1st & the 2nd year of BBA/ B.COM into practice.

The student should ensure that the data and other information used in the study report are obtained with the permission of the organization concerned. The students should also behave ethically and honestly with the organization.

The Dean of the respective school will nominate a panel of internal faculty members along with him. The student/s is/are expected to make a 10-minute presentation before the examiners regarding the SIP project work undertaken, which will be followed by question- answer session.

The Summer Training Project report evaluation will be based on the content of the report and its validity in the current business scenario. The report has to be in the prescribed format as laid down by the university. The student will submit written report and make an oral presentation before the panel of internal examiners & the Dean of School. The assessment of the report and its presentation will be jointly done by the internal faculty & the Dean.

The total marks for the SIP project will be 100 and it carries 4 credits. The marks will be awarded for the following aspects:

Introduction, Literature Review, Objectives of the study, formulation of the problem, scope, and rationale of the study, Methods/methodology adopted for the study: Analytical, Survey, Field Work or any other method with appropriate justification and reasoning, Analysis and conclusions, Contribution and learning from the project, Acknowledgements: References/Citations and Bibliography and Presentation of the report to the examiner.

REQUIREMENTS FOR DISSERTATION:

1. Text must be set in 12-point Times New Roman and Headings to be set in 14-point Times New Roman.

2. All Dissertations must be clean and carefully produced; pages that are crooked or that have grey edges, streaks, or spots are not acceptable.

3. All type must be sharp, clear, and unbroken. Visible differences in quality or contrast of print resulting from a faulty or worn-out printer are unacceptable.

4. The Dissertation report needs to be submitted in hard cover binding. They may follow the Guidelines given in respect of font size, colour scheme, sequence in the report, declaration certificates duly signed by the faculty guide, acknowledgement, contents and preparation of references etc.

5. Students will prepare 1 hard copy and 1 soft copy of the Dissertation Report as per the colour code given below.

6. Students will submit one hard copy along with soft copy in a CD to the concerned faculty guide. Duly signed copy by the concerned faculty guide (along with a soft-copy in a CD) would be carried by the students for the final Viva-Voce board.

7. Colour code of hard bound Dissertation Report for both MBA/ M. Com is Black.

PAPER REQUIREMENTS:

The original report may be printed on regular A-4 sheet.

MARGINS:

1. The text of the document must be justified.
2. The left and right margin will be set at 1.5". The top and bottom margin will be set at 1".
3. A subheading at the bottom of a page will be followed by at least two full lines of type. If space does not permit two lines plus a 1" margin, the subheading will begin on the next page. Similarly, a new paragraph toward the bottom of a page will run for at least two lines or be started on the next page. The final few words of a paragraph will not be continued on the next page. At least two full lines of type are required to continue a paragraph on the next page.

PAGINATION:

1. Each page must be numbered, with the exception of the Title Page.

SPACING:

1. The text of the document will follow line spacing of 1.5".

2. Exceptions are made for the following material, which will be single-spaced:

Table and figure captions

Tabular material as necessary

Appendix material as appropriate

ARRANGEMENT OF CONTENTS:

Every Dissertation has three parts: the preliminary pages, the text, and the reference material. Each part has several sections, which are normally arranged in the order they are discussed below. Elements of the Dissertation will be arranged in the following manner:

1. Preliminary Pages
   a. Title page
   b. Declaration
   c. Preface
   d. Acknowledgement

e. Table of Contents

f. List of Tables

g. List of Figures

2. Text (usually divided into chapters and sections)

3. Reference Material

a. References

b. Appendix

The following are normally the chapter titles and section headings of the Dissertation:

- ➢ Chapter 1: Introduction
    - Purpose of the Study
    - Context of the Study
    - Significance of the Study
    - Theoretical Framework
    - Definitions
    - Summary
- ➢ Chapter 2: Review of the Literature
- ➢ Chapter 3: Research Methods and Procedures
    - Purpose of the Study
    - Research Design
    - Research Questions
    - Data Collection
    - Data Analysis
    - Limitations
- ➢ Chapter 4: Data Analysis and Findings
    - Review of Methodology
    - Results of Research Questions
    - Summary of the Findings

- ➢ Chapter 5: Conclusions and Recommendation
    - • Summary of Findings
    - • Discussion of Research Question
    - • Recommendations
    - • Limitations

DECLARATION

Title   of   Project
…………………………………………………………………………………………………

I declare

(a)That the work presented for assessment in this Project Report is my own, that it has not previously been presented for another assessment and that my debts (for words, data, arguments and ideas) have been appropriately acknowledged

(b)That the work conforms to the guidelines for presentation and style set out in the relevant documentation.

Date : ……………   Student's Name…., Roll No….. MBA/M.Com … Class of 2017

DISSERTATION
On

TITLE

_____

By

Student Name
Roll No.

MBA-IBM/DM
2024-2025
Under the Supervision of

Supervisor's Name
Designation - School of Management & Commerce

In Partial Fulfilment of the Requirements for the Degree of
Master of Business Administration

At

K.R. Mangalam University
Sohna Road

School of Management and Commerce

Integrating Project-Based Learning (PBL) with Curriculum

1. Introduction

This document provides a structured approach to integrating Project-Based Learning (PBL) in curriculum for management and commerce programs at SOMC, in alignment with the School of Management and Commerce (SOMC)'s commitment to experiential learning.

The objective of incorporating Projects in the curriculum is to enhance applied learning, increase student engagement, and align educational outcomes with industry expectations, ensuring graduates possess critical problem-solving and real-world decision-making skills.

Objectives of PBL

The management programs are designed to increase Problem Solving ability and improve decision making skills, and both these skills are dependent on intense practice with real-world scenarios. PBL aims to develop these skills through experiential learning activities as discussed below.

Besides the skill development in students, the Institution aims to focus on Applied and Empirical Research instead of pure and fundamental research. The institution aims to make significant contributions to the field of management by publishing work which is more contemporary and modern keeping in view the evolving and ever dynamic landscape of management problems needing more modern and relevant solutions.

Outcomes of PBL

The PBL shall work on the student's employability through a multifaceted approach. The focus would be enriching the classroom based conceptual and technical skill development with more analytical and social skill development. The expectations from PBL are that the students develop holistically and become more resilient mentally, emotionally and socially. The process would be able to cater to all the aspects of this development as discussed below:

Real-world case studies to build mental resilience- Students are familiarized with real world situations through well-articulated projects based on real world situations. Repeated challenges in the form of difficult practical problem situations enhance the ability to deal with unfavorable and uncertain environmental conditions. This resilience builds mental ability to think critically and analytically.

Teamwork to develop social resilience- Making students work in teams augments their team skills and helps them identify their individual strengths and weaknesses. The team design must ensure heterogeneity thereby ensuring that

students understand and appreciate diversity and practice inclusiveness in the decision-making process.

- **Field work to improve communication and engagement -** Project work demanding field surveys, data collection and analysis develop the ability to communicate, negotiate and navigate through hurdles of meeting strangers and getting data. Students thereby get trained in exploring solutions in unfamiliar circumstances, people and locations.

- **Challenges to invent new products and process solutions -** Project work where students are made to develop innovative and inventive solutions to everyday problems enhance the ability to think innovatively, creatively and out of the box. When experimenting with new ideas, students develop their ability to experiment, take risks and learn to weather failures.

The endeavour shall be creating at least a few Projects that may lead to research papers and/or case study publications that shall be published in reputed Journals.

II. Important considerations for implementing PBL in management programs:

- **Clearly stated project goals and criteria:** Students must be made aware of the project's goals and the evaluation criteria for their work.
- **Student autonomy and choice:** Projects must ensure student engagement that make students contribute to project concepts and elements.
- **Consistent feedback and reflection:** Students must be given continuous encouragement and feedback for expediting the project process and immediate remedial and preemptive actions.
- **Cooperation with industrial partners:** All corporate partners must be involved for their practical and knowledgeable input.

III. Phased implementation timeline:

- **Pilot Phase with selected subjects (Year 1):** Integration into select courses with industry collaboration, focusing on engaging industry partners based on their expertise, alignment with course objectives, and willingness to mentor students. A structured selection process will include outreach to companies through industry networks, alumni connections, and strategic partnerships. Partner companies will be involved in co-designing project frameworks, offering mentorship, and providing feedback on student work.
- **Implementation in more subjects (Year 2):** Expansion of PBL methodologies across all specializations.
- **Improvement in Project Quality through Continuous Assessment (Year 3 onwards):** Regular reviews and refinements based on industry feedback and student performance.

III. Integration of Project-Based Learning within Course curriculum

To facilitate the integration of PBL, specific courses across specializations have been identified where projects will either replace or supplement traditional assessments depending on the scope of the project work.

Fintech

Data Analytics: Predictive analytics projects using real datasets from industry sources.

Technology Project Management: Agile-based capstone projects with mentorship from technology leaders.

Innovation Product Challenge: Industry-linked problem-solving challenges in collaboration with startups.

Financial Accounting for Technology Managers: FinTech-focused financial analysis using blockchain and AI tools.

Data Analytics: Application of predictive modeling to financial datasets using Python and R.

MarTech: Digital marketing for financial services, incorporating real-time case studies.

FinTech Project Management: Agile-based capstone projects involving the development of FinTech solutions.

Innovation Product Challenge: Industry-partnered problem-solving initiatives with banks and FinTech firms.

Analytics

Excel for Business: Data analysis and business reporting projects using Power BI.

Statistics for Business: Real-world statistical modeling with practical case studies.

Marketing Management: Data-driven campaign analysis using consumer behavior insights.

Predictive Analytics by IBM: AI-driven predictive modeling using IBM Watson.

Data Visualization: Tableau and Power BI applications for real-time data insights.

Capstone Project: Multi-disciplinary analytics projects integrating business and data science.

Digital Marketing

Digital Marketing Fundamentals: Live digital branding and SEO projects with corporate tie-ups.

Search Engine Optimization (SEO): Optimization of digital platforms with Google-certified tools.

Social Media Marketing: Real-time campaign execution with budget allocation and performance tracking.

User Interface and User Experience (UI/UX): Prototyping digital applications with A/B testing.

Digital Marketing Analytics: Evaluating marketing strategies using analytics tools.

Integrated Digital Marketing: Strategy execution across SEO, SEM, PPC, and email marketing.

Marketing - Market analysis and new product launch including market research, creating a new product, formulating marketing plans, and submitting a launch business plan.

Operations - Improving operational efficiency by identifying process bottlenecks, suggesting process enhancements, and estimate possible cost savings.

Finance and Accounts - Assessing the financial performance of a business, developing a financial model, and making analysis-based investment strategy recommendations.

Strategy - Creating a plan for managing a company's implementation of a new policy or system, taking communication and stakeholder engagement tactics into account.

Sustainability - Identifying sustainable practices and create a plan to put those improvements into action. Calculate Carbon Credits and process changes needed to make company campus Net Zero

Industry-Based Projects - Collaboration with companies like IBM, E&Y, BSE, NSE Academy, IIDE and Grant Thornton.

Simulations - Hands-on financial modeling, trading simulations, and business forecasting.

Startup Incubation - Mentorship and funding support for student-led business ventures, evaluated via investor feedback.

b)Introduction of New Project-Only Courses

Specialized project-based courses will be introduced to ensure immersive learning experiences. These include:

- **Entrepreneurial and Design Thinking:** Startup ideation, feasibility studies, and prototyping, including pitch presentations to investors.
- **Consulting Practicum:** Students act as consultants solving real-world business challenges under expert mentorship.
- **Business Analytics Capstone:** Big data and machine learning applications analyzed with industry datasets.
- **Strategy Capstone Project:** Cross-disciplinary problem-solving through business simulations.
- **Mobile and App based Marketing:** Mobile-first campaign development with real-world audience testing.
- **Financial Product Solutions:** Blockchain-based financial product development with sandbox-based security testing and compliance.
- **Cybersecurity Laws & Technology:** Digital security risk assessment for e-commerce and FinTech companies.
- **Managing Big Data:** Cloud computing and data engineering applications with enterprise tools.

Assessments in these courses will be based on Project Reports and presentations. Few Projects may lead to research papers and/or case study publications that shall be published in reputed Journals.

b) Individual vs. Group Projects

To balance independent and collaborative learning, projects will be structured as:

- **Individual Projects:** Research papers, predictive analytics models, blockchain coding assignments.
- **Group Projects:** Social media campaigns, business plans, financial modeling, and strategic consulting projects.

Alignment with Global Best Practices:

Faculty shall be trained and coached to ensure their feedback, monitoring and designing process becomes more rigorous and enriched.

Some resources that may be referred to are as follows:

- o [MIT Sloan Action Learning Labs](#)
- o [Stanford's Project-Based Learning Framework](#)
- o [Harvard Business School Case Method](#)

V Assessments

Sample Rubric for Assessment Adopted from Carnegie Mellon University as Annexure

VI Conclusion

By embedding Project-Based Learning into the curriculum, SOMC will foster a culture of applied learning, equipping students with practical expertise and industry-relevant skills to thrive in the evolving business landscape. However, the implementation of PBL may come with challenges such as ensuring faculty preparedness, maintaining industry engagement, and addressing resource constraints. To mitigate these risks, SOMC will conduct faculty training programs on PBL methodologies, establish long-term industry collaborations with clearly defined roles, and secure necessary resources such as software tools and project funding. Additionally, periodic reviews and student feedback mechanisms will be integrated to refine the approach continuously.

Annexure Grading Rubric for a Group Project

Project proposal and the System Analysis and Design Deliverable Rubric

Component	Sophisticated	Competent	Not Yet Complete
Teamwork (25 Points)	The team worked well together to achieve objectives. Each member contributed in a valuable way to the project. All data sources indicated a high level of mutual respect and collaboration.	The team worked well together most of the time, with only a few occurrences of communication breakdown or failure to collaborate when appropriate. Members were mostly respectful of each other.	Team did not collaborate or communicate well. Some members would work independently, without regard to objectives or priorities. A lack of respect and regard was frequently noted.
Contribution (25 Points)	All requirements and objectives are identified, evaluated and competed.	All requirements are identified and evaluated but some objectives are not completed.	Many requirements and objectives are not identified, evaluated and/or completed.

	The deliverable offered new information or approach to the topic under discussion. Likewise, the application is based on stated criteria, analysis and constraints.	The deliverable offered some new information or approach to the topic under discussion. The application is reasonable; further analysis of some of the alternatives or constraints may have led to a different recommendation.	The deliverable offered no new information or approach to the topic under discussion. Few application considerations are analyzed and other factors were ignored or incompletely analyzed.
Subject Knowled ge (25 Points)	The deliverable demonstrated knowledge of the course content by integrating major and minor concepts into the response. The deliverable also demonstrated evidence of extensive research effort and a depth of thinking about the topic.	The deliverable demonstrated knowledge of the course content by integrating major concepts into the response. The deliverable also demonstrated evidence of limited research effort and/or initial of thinking about the topic.	The deliverable did not demonstrate knowledge of the course content, evidence of the research effort or depth of thinking about the topic.
Supporti ng Material (20 Points)	All relevant information was obtained and information sources were valid. Analysis and design considerations were well supported by the information.	Sufficient information was obtained and most sources were valid. Analysis and design considerations were mostly supported by the information.	Insufficient information was obtained and/or sources lack validity. Analysis and design considerations were not supported by the information collected.

Composition (5 Points)	The deliverable was well organized and clearly written. The underlying logic was clearly articulated and easy to follow. Words were chosen that precisely expressed the intended meaning and supported reader comprehension. Diagrams or Analyses	The deliverable was organized and clearly written for the most part. In some areas the logic and/or flow of ideas were difficult to follow. Words were well chosen with some minor expectations. Diagrams were consistent with the text. Sentences were mostly grammatical and/or only a few spelling	The deliverable lacked overall organization. The reader had to make considerable effort to understand the underlying logic and flow of ideas. Diagrams were absent or inconsistent with the text. Grammatical and spelling errors made it difficult for
	enhanced and clarified presentation of ideas. Sentences were grammatical and free from errors.	errors were present but they did not hinder the reader.	the reader to interpret the text in places.

Application Demonstration Rubric

Component	Sophisticated	Competent	Not Yet Complete
Teamwork (30 Points)	The team worked well together to achieve objectives. Each member contributed in a valuable way to the project. All data sources indicated a high level of mutual respect and collaboration.	The team worked well together most of the time, with only a few occurrences of communication breakdown or failure to collaborate when necessary. Members were mostly respectful of each other.	The team did not collaborate or communication well. Some members would work independently, without regard to objectives or priorities. A lack of respect and regard was frequently noted.
Contributio n (30 Points)	The demonstration offered new information or approach about the application . The demonstration also showed strong effort was made in breaking new ground and building excitement about the application.	The demonstration offered some new information or approach about the application. The demonstration also showed initial effort was made in building excitement about the application.	The demonstration was not complete and offered no new information or approach about the application. The demonstration also showed that little effort was made in building excitement about the application.
Content and Creativity (40 Points)	The demonstration was imaginative and effective in conveying ideas to the audience.	The demonstration techniques used were effective in conveying main ideas, but a bit unimaginative.	The demonstration failed to capture the interest of the audience and/or is confusing in what was communicated.

Final Presentation Rubric

Component	Sophisticated	Competent	Not Yet Complete
Content and Creativity (40 Points)	The presentation contained an abundance of material which clearly related to the main arguments. External research was used to justify arguments or solutions. The presentation of the material was original and presented in a creative way that held audience attention.	The presentation contained material to support the main arguments, but: 1) not all material clearly related to the main arguments; 2) limited external research was used to justify arguments or solutions; and/or 3) the presentation of the material was appropriate, but only somewhat held audience attention.	The audience had to make considerable effort to understand the underlying logical and flow of ideas. Major aspects of the analysis or recommendations were absent. No external research was used to justify arguments or solutions. The presentation lacked creativity and did not hold audience attention.
Coherence and Organizati on (30 Points)	The thesis, argument and solution were clearly stated and examples were appropriate. The transitions and flow were easy to follow. Slides were error- free and logically presented.	The thesis, argument and solution were clearly stated, but: 1) not all examples were supportive illustrations; 2) the transitions and /or flow were some what difficult to follow; and/or 3) slides were error-free and logically presented.	The thesis, argument, solution and examples were not clearly stated. The conclusion was unclear. The transitions and flow were not logical. Slides contained errors and a lack of logical progression.
Speaking Skills and Participati on (30 Points)	Team members were poised and had clear articulation. Every team member spoke and participated at a very high and balanced level. Speakers demonstrated good volume, and eye contact. Enthusiasm and confidence was exuded. The presentation fit into the time allotment of 10 minutes.	Team members were mostly audible and/or fluent on the topic, but:1) not all team members spoke and/or participated in a high and balanced level; 2) speakers demonstrated fair volume and/or eye contact was broken with audience; 3) light discomfort with public speaking was exuded; and/or 4) the presentation slightly went over the10 minute allotment.	Team members were often inaudible and/or hesitant and relied heavily on notes. Speakers made distracting gestures with little or no audience eye contact. A high level of discomfort with public speaking was exuded. The presentation went over the 10 minute allotment.

Individual Reflection Essay Rubric

Component	Sophisticated	Competent	Not Yet Complete
Contributions (50 Points)	The individual contributed in a valuable way to the project. The individual is also able to articulate the key performance criteria of successful teams and evaluate the group performance accordingly.	The individual did not contribute as heavily as others but did meet all responsibilities. The individual is also able to identify some key performance criteria of successful teams and/or draw related connections the group performance.	The individual did not contribute to the project and failed to meet responsibilities. The individual does not identify key performance criteria of successful teams or draw inference to own experience.
Lesso ns Learn ed (50 Points)	The individual had a level of engagement that demonstrated a strong commitment to the class and the learning outcomes. The voice of the individual writer is evident.	The individual had a level of engagement that demonstrated a commitment to the class and/or the learning outcomes. The level of analysis and reflection could have been deeper.	The individual had a level of engagement that did not demonstrate a commitment to the class or the learning outcomes. Conclusions simply involved restating information without reflective thought.

15. School Event Calendar

S.no.	Name of the event	Date of the Event (DD-MM-YYYY)	Organizers (Faculty In charge)	Objective	Methodology	Expected Outcome	Tools and Processes incorporated to determine the outcome	Course Mapping
1	Industrial Visit to Coca cola	28-Jan-25	Mr Takrar Ahmad Yattoo	Provide students with practical exposure to industry operations, bridging the gap between theoretical knowledge and real-world applications.	Industrial visits focuses on cultivating the culture of OID ie. observation, implementation and deals with real time issues, gain the experience & implement it in real time environment while developing	Enhanced Learning Experience: Students gain practical insights and a deeper understanding of theoretical concepts. Skill Enhancement:	Student Presentations & Feedback	Operations Management

					projects. Industrial visit is considered as one of the tactical methods of teaching.	Development of critical thinking, problem-solving, and analytical skills through real-world exposure.		
2	Industrial Visit to Coca cola	29th Jan, 2025	Dr Hamza Naim	Enhance students' understanding of industrial processes, technologies, and management practices.	Industrial visits focuses on cultivating the culture of OID ie. observation, implementation and deals with real time issues, gain the experience & implement it in real time environment while	Enhanced Learning Experience: Students gain practical insights and a deeper understanding of theoretical concepts. Skill Enhancemen	Student Presentations & Feedback	Operations Management

					developing projects. Industrial visit is considered as one of the tactical methods of teaching.	t: Development of critical thinking, problem-solving, and analytical skills through real-world exposure.		
3	Industrial Visit to JCB	10th March, 2025	Dr. Sarina Asif , Mr Takrar Ahmad Yattoo, Dr.Poonam Kumari, Dr. Subham, Dr. Deepika	Facilitate interaction between students and industry professionals, fostering potential future collaborations and career opportunities.	Industrial visits focuses on cultivating the culture of OID ie. observation, implementation and deals with real time issues, gain the experience & implement it in real time environment	Enhanced Learning Experience: Students gain practical insights and a deeper understanding of theoretical concepts. Skill	Student Presentations & Feedback	Operations Management

						while developing projects. Industrial visit is considered as one of the tactical methods of teaching.	Enhancement: Development of critical thinking, problem-solving, and analytical skills through real-world exposure.		
4	Industrial Visit to Imperial Auto	4th Feb 2025	Ms Sukanya Chaudhary	Increase awareness of sustainable practices within industries and how they align with global sustainability efforts.	Industrial visits focuses on cultivating the culture of OID ie. observation, implementation and deals with real time issues, gain the experience & implement it in real time	Enhanced Learning Experience: Students gain practical insights and a deeper understanding of theoretical concepts.	Student Presentations & Feedback	Operations Management

					environment while developing projects. Industrial visit is considered as one of the tactical methods of teaching.	Skill Enhancement: Development of critical thinking, problem-solving, and analytical skills through real-world exposure.		
5	Industrial Visit to Imperial Auto	5th Feb 2025	Ms Sukanya Chaudhary	Increase awareness of sustainable practices within industries and how they align with global sustainability efforts	Industrial visits focuses on cultivating the culture of OID ie. observation, implementation and deals with real time issues, gain the experience & implement it in	Enhanced Learning Experience: Students gain practical insights and a deeper understanding of theoretical	Student Presentations & Feedback	Operations Management

				real time environment while developing projects. Industrial visit is considered as one of the tactical methods of teaching.		concepts. Skill Enhancement: Development of critical thinking, problem-solving, and analytical skills through real-world exposure.		
6	Business Plan competition in collabration with KEIC	23rd March 2025	Dr. Monika Yadav , Dr. Anshika Prakash	Promote sustained, inclusive, and sustainable economic growth, full and productive employment,	Idea generation, opportunity evaluation, planning, company formation/launch and growth.	Future Employment : Improved employability through the development of entrepreneurial skills, making	Student Presentations & Feedback	E-Spirit

				and decent work for all.		students attractive candidates for startups and innovative companies.		
7	New MOU Activity 1 Internship	28th April, 2025	Ms. Sukanya Chaudhary, Dr. Pushpendra Singh,	Provide students with practical, hands-on experience in their field of study. Enhance students' professional skills and employability through real-world exposure. Foster collaboration between	summarizes the methods of data collection, the procedures for investigating the situation/problem, and the criteria of survey.	Students gain valuable industry experience, improving their career readiness and job prospects. Increased opportunities for students to apply classroom knowledge in real-world settings, with a focus on	Student Presentations & Feedback	KEIC open elective

				academia and industry to bridge the gap between theoretical knowledge and practical application.		sustainability. Strengthened relationships between the educational institution and industry partner, potentially leading to future collaborations.		
8	New MOU Activity 2 INTERNSHIP	30th April, 2025	Ms Sukanya Chaudhary, Dr. Pushpendra Singh	Provide students with practical, hands-on experience in their field of study. Enhance students' professional	summarizes the methods of data collection, the procedures for investigating the situation/problem, and the criteria of survey.	Students gain valuable industry experience, improving their career readiness and job prospects. Increased	Student Presentations & Feedback	

| | | | | skills and employability through real-world exposure.

Foster collaboration between academia and industry to bridge the gap between theoretical knowledge and practical application. | | opportunities for students to apply classroom knowledge in real-world settings, with a focus on sustainability.

Strengthened relationships between the educational institution and industry partner, potentially leading to future collaborations. | | |

#								
9	Practicing mindfullness for a healthy life(Life Skill)	27th April,2025	Dr. Indira Bhardwaj, Ms.Akanksha	To equip participants with techniques such as meditation, deep breathing, and mindful living for stress management and emotional balance.	Prepare materials such as mindfulness journals, videos, and handouts. Engage an experienced mindfulness coach or facilitator.	Improved awareness of the connection between mindfulness and achieving SDG 3 through better health outcomes and reduced mental health issues.	Faculty Feedback	
10	Workshop on Communication Skill	5th May,2025	Ms Sukanya Chaudhary, Ms. Jonika	Enhance Communication Skills: To provide participants with techniques and strategies to improve verbal and	Experiential Learning Methodology, combining role-playing, group discussions, and hands-on activities to develop soft skills	The workshop will contribute to participants' long-term success by improving their employabilit	Student Presentations & Feedback	LIFE SKILLS FOR LEADERS II(AEC022)

				non-verbal communication, ensuring they can articulate ideas clearly and effectively in various contexts..		y, career advancement opportunities, and ability to contribute positively to their communities and workplaces. Additionally, it will support broader societal goals related to education, economic growth, and social inclusion.		
11	Alumni interaction with our star alumni	10th May,2025	Dr. Nikhat, Ms.Sukanya	Ensure inclusive and equitable quality	Panel Discussion Methodology, featuring	Enhanced Alumni Relations: A stronger	Student Presentations & Feedback	CUSTOMER EXPERIENCE MANAGEME

				education and promote lifelong learning opportunities for all.	alumni sharing experiences and insights followed by an interactive Q&A session	and more engaged alumni network that actively participates in institutional activities and initiatives. Knowledge and Experience Exchange: Valuable insights and experiences shared between alumni and students, leading to enriched learning and professional		NT (MCSP731)

								development.		

12	Lecture Session with QCFI with IQAC	27th April,2025	Dr. Vijay, Dr. Akansha	To introduce participants to quality circles, productivity improvement, and innovative practices in industries	Lecture, practical examples, and Q&A discussions	Improved understanding of quality and productivity methods relevant to academic and industrial contexts	Student Presentations & Feedback	PROJECT PLANNING AND EVALUATION (MCSP206)
13	FDP On Using Technology for effective Teaching in collaboration with IQAC	14th April,2025	Dr. Divya Gogia and Dr. Jitin Gambhir	To equip educators with advanced technological tools and pedagogical methods for enhanced	Keynote lectures, panel discussions, and Q&A sessions	Educators will gain proficiency in using cutting-edge technological tools to enhance classroom engagement	Participant feedback and attendance	

				teaching and learning.		and learning outcomes.		
14	Guest lecture & panel discussion on women in leadership	5th March, 2025	Dr. Monika, Dr. Anshika	To highlight the role of women in leadership and inspire women to become future leaders	Keynote lectures, panel discussions, and Q&A sessions	Increased awareness and motivation to adopt leadership roles	Participant feedback and attendance	Gender Sensitisation at workplace (0EC070)
15	Case study competition	5th March, 2025	Dr. Anumeha, Dr. Divya Gogia, Dr Neeta Bhatla	Develop Critical thinking skills, problem solving ability, and experiential learning	Competition	Participants gain the ability to analyze complex problems and proposed structured solutions.	Participant feedback and attendance	

16	Negotiation Challenge	30th March, 2025	Ms Sukanya, Dr Jonika	Develop Critical thinking skills, problem solving ability, and experiential learning	Competition	Participants gain the ability to analyze complex problems and proposed structured solutions.	Participant feedback and attendance	Change, Conflict and Negotiation Management (MCSP701)
17	AD Making/Branding strategy competition	30th April, 2025	Dr. Anumeha , Ms. Nirmaljit, Ms. Akansha	Develop Critical thinking skills, problem solving ability, and experiential learning	Competition	Participants gain the ability to analyze complex problems and proposed structured solutions.	Participant feedback and attendance	Advertising and Integrated Marketing (UMS104)

Note: All the events are aligned with the SDG Goals and correspond to NAAC Criteria 2, 3, 5, and 7. These events are to be organized and conducted in offline mode for the students and faculty of SOMC.

16. Testimonials

- "I am a proud graduate of KR Mangalam University, where I am pursuing a B. Com (Hons) degree with a specialization in Stock Markets, a premium course offered in collaboration with NSE. Right after my final exams in May, I embarked on my professional journey with an internship at a software company as a Business Development Manager. The journey has been nothing short of eventful, and KRMU has played a pivotal role in shaping my path. The knowledge and skills imparted at KRMU have equipped me to overcome obstacles and challenges in my professional life. My personal growth has been remarkable as well. Social media has become an integral part of my life. Within a year of starting my public Snapchat account, I surpassed 1 lakh+ subscribers. Having like-minded individuals around me has been a blessing—whenever I face a difficulty, I simply post a story, and people respond with incredible support. Some of my reels reach millions, while others reach a few, but the growth and confidence I've achieved have been immensely backed by the guidance and encouragement of my mentors at KRMU. I am deeply grateful to KRMU for shaping my journey and fostering my confidence to achieve my dreams." ………Sanjana Singh, BCom 2021- 24 batch

- "I am Siddharth Sharma, an alumnus from the first batch of the School of Management and Entrepreneurship. Reflecting on my experience, I must say it was an absolutely delightful session. It was heartening to see students actively engaging and enthusiastically responding to my questions. I deeply appreciate the effort and warmth of the entire team for inviting me and providing such a wonderful opportunity to share my thoughts on this platform. Thank you for making it a truly memorable experience" ………..Siddharth Sharma, Alumnus.

- "My name is Ronit Kumar, and I would like to extend my gratitude for inviting me to this wonderful session. It was a fantastic experience interacting with the fresh students embarking on their journeys in programs like BBA, B. Com, and others. I was truly impressed by their clarity of thought regarding their future aspirations, their plans for self-improvement, and their enthusiasm for tackling real-world challenges. It was inspiring to witness their potential and determination. Thank you for giving me this opportunity to engage with such a promising group of young minds"……..Ronit Kumar, Alumnus.

- "I would like to express my heartfelt gratitude to the management of KR Mangalam University for giving me the opportunity to interact with the students. The infrastructure was impressive, and the environment radiated positivity. My interactions with the students were highly engaging, and I could see their passion and potential to excel. They showcased innovative ideas and a drive to achieve their goals. The staff was extremely polite and supportive, making the experience even more enjoyable. I wish the university continued success and all the best for the future!" ……..Anand Sengupta, Corporate guest.

- - "It was a wonderful experience interacting with the students. I encourage them to focus on their transformative journey from school to college and eventually to their professional lives. The path ahead may not be easy, but with determination and effort, we can strive toward building successful careers. My best wishes to all the students as they embark on this exciting journey!"……..Sanya Shahi, Corporate Guest.

17. Contact Details

- Dr. Jitin Gambhir, Associate Professor & School Coordinator

  Email id: jitinkumar.gambhir@krmangalam.edu.in

  Contact no.9871860416

- Ms.Sakshi Rawat: Assistant ,SOMC

  Email id: sakshi.rawat@krmangalam.edu.in

  Contact no.7303907309

18. Appendices (templates for NOC, Bonafide, Assessment Rubrics for Dissertation, etc.)

Templates for NOC

K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

No Objection Certificate (NOC) for Internship

This certificate acts as a No Objection Certificate (NOC) from K.R. Mangalam University, authorizing:

Student Name: _____

Roll Number: _____

Course & Year: _____

Contact Number: _____

Academic Session: _____

Semester: _____

to engage in an internship, a compulsory credited component of their academic program. This internship is designed to immerse the student in the corporate environment and enhance their domain-specific knowledge, crucial for their professional development.

Internship Duration: _____ weeks

Starting From: _____

K.R. Mangalam University endorses the student's involvement with the following organization for the internship:

Company Name: _____

Assigned Project/Domain of Specialization: _____

Name of HR: _____

HR Contact Number: _____

HR Email: _____

We kindly request the organization to assign the student a project that aligns with their specialization, aiding in their academic and career advancement.

This NOC confirms that K.R. Mangalam University has no objections to the student's participation in the specified internship program.

Approval by Dean:

Dean's Signature & Stamp

Head of Career Development Centre (CDC) Signature & Stamp

Date: _____

To,
The   Dean,
(Name   of   School),
K.R. Mangalam University

Date: __/__/____

Subject: Request for no objection certificate

Respected Sir/Madam,

Respected, I _____ (Name), S/o, D/o _____ (Name of the Parent/ Guardian) studying in _____ (Program Name and School name) of your reputed University. My roll number is _____ (Roll Number).

I am writing this letter to state that, I require a No Objection Certificate for _____ (Placement/ Internship/Training). The duration of the Internship/training is _____ (week/month). (Duration not required in case of Placement)

I request you to kindly look into the matter. I believe I will be getting a positive response from your side at the earliest.

I assure you that I will be available at the University as and when required for any submissions and examinations to complete my academic requirements.

Yours,

Faithfully/Sincerely,
(Name),
(Program)

(School)

(Roll No.)

Annexure:

1) Placement/Training /Internship offer letter from Industry.
   (in case of training/internship duration to be mentioned)

Assessment Rubrics for Dissertation

				K.R. MANGALAM UNIVERSITY **School of Management & Commerce** **Award list of Viva-Voce (ODD Sem) 24-25**					
Date:	**02-12-2024**			**Time: 1:00-3:30**					
Course Code: SMMC312A			**Course Name:**	**STP Report**			**Class Room:**	**C314**	
S. No.	**Programme**	**Sem**	**Roll No.**	**Name of the Student**	**Guide Assessment (20 marks)**	**Internship Report (30 marks)**	**Presentation (30 marks)**	**Viva (20 Marks)**	**Total (100 Marks)**
1									
2									
3									
4									
5									
6									
7									
8									
9									

10									
Name of Invigilators 1…………………………………………… 2……………………………………									