



K.R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

SCHOOL OF MANAGEMENT AND COMMERCE

**School Handbook
2024-25**

Index

S. No.	Particulars	Page No.
1.	About the School (Overview: Year of Approval, Mandatory Approvals)	1
2.	Vision and Mission - University	1
	Vision and Mission - School	1
3.	Message from Vice Chancellor	2
	Message from Dean	3
4.	School Boards and Committees	4
	School Advisory Board	4
	Board of Studies	4
	School Research Committee	5
	Academic Coordination: Roles and Responsibilities	5
5.	List of Faculty and Staff	5-6
6.	School Infrastructure (Physical and learning)	7
7.	Best Practices	7
8.	School Education Philosophy	7
9.	Educational Pedagogy (Inside and outside classroom)	7
10.	Evaluation	8
11.	Collaborations	8
12.	Programmes Offered by the School including PhD (List of Programme) (2 list are attached)	9-37
14.	Details of minor stream offered by the school	38-40

15.	Internships and Placement	41-53
16.	School Event Calendar	54-68
17.	Testimonials from Alumni and Distinguished guests	69-71
18.	Contact Details	71
19.	Appendices (Templates for NOC, Assessment Rubrics for Dissertation.)	72-74

1. About the School

The School of Management & Commerce was established in 2013 and has witnessed voluminous growth in terms of student strength and the number of programs. The school has reputed, and highly qualified faculty members supported with modern infrastructure. The school focusses on technology driven learning and trains students of all the latest technologies. The school aims to create professionals who are committed to excellence in their personal and professional endeavors by adopting the best of industry practices with a keen focus on research, training, and consultancy programmes. The approach to pedagogy combines fieldwork, case studies, and instrumented feedback with a strong emphasis on concepts and theory.

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.

2.2 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.

2.3 School Vision

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

2.4 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

3. Message from Vice Chancellor

“There are no secrets to success. It is the result of preparation, hard work, resilience & learning from failure. I express profound happiness in welcoming every student to K.R. Mangalam University. I appreciate your choice of K.R. Mangalam University (KRMU) as a catalyst & vehicle for your successful career and happy life. We are glad to assure you that you are at one of the most employability & entrepreneurship focused universities located in one of the most happening cities in the world. You will be blessed with a great real-world learning experience in every field of knowledge and will have plenty of opportunities to interact and learn from the best practitioners of the profession in your area of interest. a learning experience focused on holistic development encompassing the three domains of learning: Cognitive, Affective & Psychomotor. You will be welcomed with a whole new experience of learning the first day you join KRMU by having the complete learning journey of your chosen program in the form of a "Structured Learning Pathway" which depicts every event, activity and experience in detail. This will assure you a well-defined approach to learning. I am sure your learning and stay with us will be highly exciting and productive which will immensely contribute to your life in the future. Together, we will overcome all hurdles in your holistic development. Wish you all the best and great learning with us. We at KRMU take immense pride in our teaching learning processes which are curated to develop each student holistically. Our well-designed learning experience comprising both inside the classroom and outside the classroom promises "The best investment by far is to develop yourself by spending time every day sharpening your axe so that you become a lubricant, not seawater, to your life and career. Individual development results from what one thinks and does."

Prof Raghuvir Singh

Vice Chancellor, KRMU

Message from Dean

Dear students,

At K.R. Mangalam University, our commitment lies in providing top-notch education that not only equips students with academic knowledge but also fosters their employability and overall growth. Through our Corporate Partnered Specialized programs, we offer a unique learning experience where students delve into live cases discussed by industry executives, gaining practical insights into real-world scenarios. This hands-on approach sets our programs apart, enabling students to develop critical thinking, problem-solving skills, and industry-relevant knowledge. The School of Management and Commerce (SOMC) plays a pivotal role in shaping the future of our students. With a strong emphasis on placement training and preparation for higher education, SOMC ensures that students are well-prepared to excel in both professional and academic pursuits, both within India and on the global stage. Our goal is to nurture proactive and productive professionals who not only contribute meaningfully to their respective fields but also uphold the values of responsibility and citizenship. As students embark on their educational journey at SOMC, KRMU, we extend our heartfelt wishes for a truly enriching experience. May your time with us be filled with happiness, joy, and blessings as you immerse yourself in learning, growth, and exploration. Remember, your journey with us is not just about acquiring knowledge but also about discovering your true potential and making a positive impact on the world around you.

Best Regards,

Prof Indira Bhardwaj

Dean, School of Management and Commerce

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. M 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 for School

- Prof. (Dr.) Indira Bhardwaj, Dean, School of Management & Commerce
- Dr. Anshika Prakash, Associate Professor, School of Management & Commerce
- Dr. Meenakshi Gujral, Associate Professor, School of Management & Commerce
- Dr. Kshama Sharma, 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. Pushpendra Singh, Assistant Professor, School of Management & Commerce
- Ms. Nirmaljeet Kaur, Assistant Professor, School of Management & Commerce
- Dr. Sapna Rana, 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. Saurabh Chaganty, Safexpress (Guest –Industry Partner)
- Mr. Kapil Arora, Grant Thornton (Guest –Industry Partner)
- Mr. Muskaan Khanna, Grant Thornton (Guest –Industry Partner)

4.3 School Research Committee

- Prof. (Dr) Indira Bhardwaj, Chairperson, Dean
- Dr Manmohan Chaudhry, School PhD Coordinator, Associate Professor,
- Dr Anshika Prakash, Member, Professor
- Dr Meenakshi Gujral, Member, Associate Professor
- Dr. Jitin Gambhir, Member, Associate Professor
- Dr. Mohammed Nizamuddin, Member, Assistant Professor
- Dr. Sapna Rana, Member, Assistant Professor
- Dr. Anumeha Mathur, Member, Assistant Professor
- Dr. Pushpendra Singh, Member, Assistant Professor
- Dr. Devkanya Gupta, Member, Assistant Professor
- 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
- Ms. Nirmaljeet Kaur, Assistant Professor: FTH Coordinator

5. List of Faculty and Staff Members

School of Management and Commerce		
List of Faculty and Staff Members		
S No	Name of the Faculty	Designation
1	Dr. Indira Bhardwaj	Professor & Dean
2	Dr. Varuna Tyagi	Professor & Dean Academics
3	Dr. Anshika Prakash	Professor & Director (KEIC)
4	Dr. Jitin Gambhir	Associate Professor, School Coordinator, Program Coordinator BBA
5	Dr. Meenakshi Gujral	Associate Professor & Director (International Relations)
6	Dr. Manmohan Chaudhary	Associate Professor & Chairperson SRC
7	Dr. Sarina Asif	Assistant Professor & Program Coordinator – B.Com
8	Dr. Sapna Rana	Assistant Professor & Program Coordinator – MBA
9	Ms. Nirmal Jeet Kaur	Assistant Professor
10	Dr. Pushpendra Singh	Assistant Professor
11	Dr. Monica Yadav	Assistant Professor

12	Dr. Mohd 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 & Moodle Coordinator
20	Dr. Kriti Arya	Assistant Professor & Moodle Coordinator
21	Dr. Mohd. Anas Kamil	Assistant Professor
22	Dr. Divya Gogia	Assistant Professor
23	Dr. Jonika Lamba	Assistant Professor
24	Ms. Sukanya Chaudhary	Assistant Professor & Placement Coordinator
25	Ms. Deepti Bakshi	Assistant Professor
26	Mr. Takrar Ahmed	Assistant Professor
27	Dr. Anjali Garg	Assistant Professor
28	Ms. Jyoti Gupta	Assistant Professor
29	Dr. Vijay Prakash Sharma	Assistant Professor
30	Mr. Shubham Sachan	Assistant Professor
31	Dr. Akanksha Kathuria	Assistant Professor
32	Dr. Hamza Naim	Assistant Professor
33	Dr. Mohd Rafiq Shah	Assistant Professor
34	Dr. Neeta Batla	Assistant Professor
35	Dr. Mansi Yadav	Assistant Professor
36	Ms. Rani	IRF
37	Ms. Pragya	IRF
38	Ms Shivani Kain	IRF
39	Ms. Saloni	IRF
40	Ms. Anuska Boura	IRF
41	Ms. Soma Rai	IRF
42	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.
- Enriching rural livelihood through sustainable strategies for women empowerment in Mewat district of Nuh

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. Assessment and Evaluation

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. Collaborations

S.No.	Name of the Partner	Objective of the Collaboration
1	Cesim	Business Simulation
2	NSE	Collaborative Teaching and Certifications
3	GCEC	Collaborative Teaching and Projects
4	Grant Thornton (ACCA)	
5	Samatrix Consulting Pvt Ltd. (BIA)	
6	Seekify Technolgies pvt ltd (LSCM)	
7	Allsoft Sol. & services pvt. Ltd. (IBM)	
8	Imarticus learning pvt. Ltd.	
9	Scholiverse Educare pvt. Ltd. (Internshala)	
10	Mentors Capital	

12. Programmes Offered by the School

S.No.	Programme	Programme Code
1	B. Com (Hons/Hons with Research)	07
2	B. Com Programme	21
3	B.Com. (Hons/Hons with Research) with academic support of NSE (As Per NEP 2020)	202
4	BBA (HR/Marketing/Finance/IB/Travel and Tourism)	08
5	BBA (Hons/Hons with Research) (HR/Mktng/Fin/IB/Travel & Tourism) (As Per NEP 2020)	203
6	BBA (Hons/Hons with Research) (Business Intelligence & Analytics) with academic support of Samatrix and IBM (As Per NEP 2020)	204
7	MBA in Analytics with Academic Support of IBM	57
8	Integrated BBA+MBA with Academic Support of IBM (4 yrs + 1 yr Industry Internship)	52
9	BBA (Hons/Hons with Research) (Entrepreneurship) with academic support of GCEC Global Foundation (As Per NEP 2020)	205
10	BBA (Hons/Hons with Research) (International Accounting and Finance) (ACCA - UK) with academic support of Grant Thornton (As Per NEP 2020)	206
11	BBA (Hons/Hons with Research) (Logistics and Supply Chain Management) with academic support of Safexpress (As Per NEP 2020)	207
12	B.Com. (Hons/Hons with Research.) (International Accounting and Finance) (ACCA - UK) With academic support of Grant Thornton	46
13	B.Com. (Hons/Hons with Research) (International Accounting and Finance) (ACCA - UK) With academic support of Grant Thornton (As Per NEP 2020)	208
14	MBA (Digital Marketing) with academic support of Imarticus Learning	48
15	Ph.D	

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

12.1.A.1. 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 subject.

13. Details of minor stream offered by the school

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

14. Internships and Placement (Training, apprenticeship, projects)

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

Internship Report Guidelines and Rubric

Summer Internship is a credit-based activity mandatory for all students pursuing UG and PG programs in Management and Commerce. The purpose is to give students exposure to corporate life and an opportunity to learn by doing. Students are expected to work with any organisation for min 6 to 8 weeks in any department or complete a Project during this time. The student works as an intern for research project or a functional department as deemed fit by the student himself or herself. After the completion of the Internship the student is expected to submit a report clearly defining the learning outcomes of the project.

The Internship report must be based on the learning from the tasks assigned and completed during the training in the organization. Each student is required to carry out the work and submit the report individually.

Objectives:

1. Gain practical experience by working in a real-world business environment.
2. Explore diverse functional areas and apply theoretical concepts learned in the classroom to real-life work scenarios.
3. Identify and analyse best practices, systems, processes, and policies within the company/industry across different functional areas, and suggest improvements wherever applicable.

Guidelines for the Report

Each student is to compile his/her study in six chapters as detailed below:

Chapter 1: About the Company

1. **Company Name and Contact Details:** Provide the full name of the firm or company, email address, website and year of establishment.
2. **Company Type and Scale of Operations:** Indicate whether the company is local, national, or multinational. If it is a national or

multinational company, include the location and address of its registered office, as well as the geographical areas where the company operates.

3. **Nature of the Organization and Business:** Explain the nature of the organization, specifying whether it is involved in service, production, or trading. Identify the industry and business sector in which the company operates (e.g., Manufacturing, services, retail, IT, etc.). Mention any specific functional area, such as marketing, finance, human resources, logistics, or others, in which the company is particularly active.
4. **Company Vision and Mission:** Summarize the company's vision, mission, values, outlining its long-term goals and purpose.
5. **Product Range:** Describe the product or service range offered by the company, including any flagship products or key services.
6. **Size of the Organization:** Provide details on the company's size, including its number of employees (manpower) and annual turnover.
7. **Organizational Structure:** Outline the organizational structure of the company, highlighting key departments or divisions.
8. **Market Share and Industry Position:** Discuss the company's market share and position within the industry, including its competitors and any notable achievements in its sector.

Chapter 2: SWOT Analysis of the Company

Conduct a detailed analysis of company's competitors, followed by a SWOT Analysis. The SWOT analysis is an essential part of understanding the company's internal and external environment. It should cover:

1. **Strengths:** Identify what the company excels at. Highlight its competitive advantages, unique resources, strong brand recognition, innovative products, skilled workforce, or robust market share.
2. **Weaknesses:** Discuss areas where the company may be lacking, such as outdated technology, financial constraints, weak customer service, or an inefficient supply chain.
3. **Opportunities:** Explore external factors that could benefit the company, such as emerging market trends, technological advancements, government policies, or potential partnerships.

4. **Threats:** Identify external risks or challenges the company faces, such as increasing competition, regulatory changes, economic downturns, or supply chain disruptions.

Chapter 3: Job/Project Description

In this chapter, student needs to define if the Internship was a distinct Project or a functional job role. In case of a Project, the student needs to provide details about the Objective, Scope, Outcome, Duration etc of the project.

In case of a functional job role in the organisation, the student shall describe the specific role and responsibilities you were assigned during the internship:

1. **Title and Department:** Clearly state your job title and the department you were assigned to (e.g., Marketing Intern in the Marketing Department).
2. **Roles and Responsibilities:** Provide a detailed description of your daily tasks, projects, and activities. This may include market research, preparing reports, managing social media, assisting in financial analysis, participating in team meetings, etc.
3. **Key Deliverables:** Highlight the main deliverables or outputs expected from your role, such as preparing presentations, conducting data analysis, or executing a marketing campaign.
4. **Skill Utilization:** Discuss the skills you applied from your curriculum, such as financial analysis, marketing strategy, problem-solving, leadership, or communication.
5. **Team Collaboration:** Explain how you worked with colleagues or teams within the company, the hierarchy of reporting, and the frequency of interactions with your supervisor or senior management.

Chapter 4: Project Challenges

This chapter focuses on the difficulties you encountered during your internship:

1. **Operational Challenges:** Describe challenges related to the company's operational processes. This might include navigating outdated technology, managing time-sensitive tasks, or coordinating with multiple teams.

2. **Professional Challenges:** Discuss challenges related to the work environment, such as adjusting to the company culture, understanding the organizational structure, or dealing with complex job responsibilities.
3. **Skill Gaps:** Reflect on areas where you felt unprepared or lacked specific skills required for certain tasks. Mention how you addressed these gaps during the internship (e.g., seeking guidance, additional training, or self-learning).
4. **External Factors:** Highlight any external challenges that impacted your work, such as economic conditions, market fluctuations, or unexpected disruptions like supply chain issues.

Chapter 5: Learning Outcomes

This chapter deals with the knowledge and skills gained during the internship:

1. **Professional Development:** Explain how the internship contributed to your growth as a professional. This can include improved time management, communication skills, leadership capabilities, or adaptability in a corporate environment.
2. **Practical Application of Theories:** Discuss how you applied theoretical knowledge from your courses to solve real-life business problems. For example, how marketing strategies learned in class helped you execute a campaign, or how financial models were used in analyzing company performance.
3. **Industry Insights:** Reflect on the insights you gained about the industry. How did the internship help you better understand industry trends, challenges, and opportunities?
4. **Personal Growth:** Highlight personal achievements and growth during the internship. Discuss any new skills acquired, such as project management, negotiation, or data analysis.
5. **Feedback and Mentorship:** Mention the feedback received from supervisors and mentors, and how it helped you improve or navigate your role more effectively.
6. **Future Implications:** Describe how the experience has shaped your future career plans or academic pursuits. Have your goals or interests evolved as a result of the internship experience?

Title Page Format
Summer Internship Report
On
(Topic)
At
(Name of the Company)
By
Name:
Enrolment No:
Course:
Batch 2024-2028



School of Management & Commerce
K. R. Mangalam University
Sohna Road, Gurugram-122003

TABLE OF CONTENTS

Page No

Declaration

Certificate by the Company

Acknowledgement

Certificate by the Guide

Abstract

Chapter 1: About the Company

Chapter 2: SWOT Analysis of the Company

Chapter 3: Job Description

Chapter 4: Project/ Job Challenges

Chapter 5: Learning Outcomes

References

Plagiarism:

The report must ensure that the plagiarism rate is below 10%.

Specifications:

Following aspects must be adhered to as given in while compiling the body of report:

- (a) Page Size: Good quality white A4 size execute bond paper should be used for typing.
- (b) Page Specifications
 - (i) Left Margin: 1.25 inch
 - (ii) Right Margin: 1.25 inch
 - (iii) Top Margin: 1 inch
 - (iv) Bottom Margin: 1 inch

(c) Page Numbers:

All text pages starting from Body of the Project Report should be numbered at the bottom or center of the pages.

(d) Normal Body Text Font Size:

12, Times New Roman, 1.5 Spacing, Single Side Writing Title Font Size:
14

(e) Table and Figure Number:

Table and figure numbers are to be written at the bottom of the Table/figure.

(f) Physical copies of the report shall be submitted with Spiral Binding.

Criteria for Evaluation

The evaluation of the internship report will be based on the following criteria:

1. **Content Quality:** Relevance and depth of information presented.
2. **Structure and Organization:** Logical flow and clarity of sections, including introduction, body, and conclusion.
3. **Analysis and Insights:** Ability to critically analyze experiences and apply theoretical knowledge.
4. **Clarity and Style:** Use of clear language, appropriate tone, and professional writing style.
5. **Adherence to Guidelines:** Compliance with formatting and submission requirements.
6. **Reflection:** Depth of personal reflection on learning experiences and professional growth.
7. **Research and References:** Proper use of sources, including citations and bibliography

Assessment Criteria –

Guide Assessment – 20 marks

Internship report – 30 marks

Presentation – 30 marks

Viva- 20 Marks

Total – 100 Marks

School of Management & Commerce

K R Mangalam University

Rubric for Presentation (30 marks)

Criteria	30-25	24-20	19-15	14-10	9-0
Subject Mastery	Full knowledge of the topic is demonstrated and any questions from the audience are correctly answered and explained. A thesis is presented.	Understanding of the topic is demonstrated and most of the questions from the audience are answered correctly. A thesis is presented.	The content shows some understanding and comprehension of the topic, but questions from the audience aren't answered correctly. A thesis is somewhat presented.	The presentation has some information about the topic, but is mostly based on clichés and basic knowledge. No thesis is presented.	The presentation doesn't show any knowledge of the topic, it's short and has basic or no foundation. No thesis is presented.
Organization	It is presented in a logical, interesting sequence, and effective way that can be followed easily.	It is presented in a logical sequence which can be followed fairly easily.	The presentation is somewhat difficult to follow but the general idea and timeline is understood.	The presentation is difficult to follow because it jumps back and forth and it is difficult to understand.	The presentation has no sequence of information and is not understood.
Delivery	Maintains eye contact, doesn't read from notes, speaks loud with inflection, pronounces all words correctly, and is very effective and engaging.	Maintains eye contact throughout, rarely reads from notes, speaks with inflection, pronounces most words correctly, and is somewhat	Maintains eye contact, reads from notes occasionally, speaks loud enough, pronounces some words correctly, and is somewhat effective and engaging.	Occasional eye contact, mostly reads from notes, speaks quietly and mispronounces.	No eye contact is made, reads from notes, a lot of mumbling and mispronunciation, and speaks quietly.

		effective and engaging.			
Creativity	Presentation is unique and innovative, with visual aids that are effectively used to support or demonstrate the content. The focus chosen is original and inspired.	Presentation's information is highlighted with visual aids that are used in an interesting way. The focus chosen is original.	Presentation is interesting, but unoriginal and there's a presence of visual aids that somewhat support the content. The focus chosen is somewhat interesting, but obvious.	Presentation is not unique or interesting, but uses of visual aids in a somewhat interesting way. Little or no interest is conveyed in the focus chosen.	There is no true focus which leads to poor or no creativity. There are no visual aids.

Rubric for Project Report (30 Marks)

Project Report	Advanced	Proficient	Competent	Needs Improvement	Unacceptable
Scores	30-25	24-20	19-15	14-10	9-0
Relationship of job to other functions of the organization	Student demonstrates they clearly understand how their work and position relates to the other functions/ divisions of the organization.	Student demonstrates they understand how their work and position relates to the other functions/ divisions of the organization.	Student demonstrates they mostly understand how their work and position relates to the other functions/ divisions of the organization.	Student demonstrates that they somewhat understand how their work and position relates to the other functions/ divisions of the organization.	Student demonstrates they do not understand how their work and position relates to the other functions/ divisions of the organization.
Description, Interpretation, analysis and evaluation of professional aspects of Internship in relation to Learning Outcomes	Student is able to clearly articulate all of the following: observations and thoughts about the professional aspects of the internship experience; how experience parallels program of study; ways the internship experience might have been improved; skills and knowledge acquired.	Student is able to articulate most of the following: observations and thoughts about the professional aspects of the internship experience; how experience parallels program of study; ways the internship experience might have been improved; skills and knowledge acquired.	Student is able to articulate some of the following: observations and thoughts about the professional aspects of the internship experience; how experience parallels program of study; ways the internship experience might have been improved; skills and knowledge acquired.	Student is able to articulate a few of the following: observations and thoughts about the professional aspects of the internship experience; how experience parallels program of study; ways the internship experience might have been improved; skills and knowledge acquired.	Student does not articulate observations and thoughts about the professional aspects of the internship experience; how experience parallels program of study; ways the internship experience might have been improved; skills or knowledge acquired.
Description,	Student is able to clearly articulate all of	Student is able to articulate most of the	Student is able to articulate some of the	Student is able to articulate a few of the	Student does not articulate their most

interpretation, analysis and evaluation of personal aspects of Internship in relation to Learning Outcomes	the following: their most important contribution to the internship; areas of personal growth; personal strengths discovered through the internship; areas for personal improvement; academic and career goals.	following: their most important contribution to the internship; areas of personal growth; personal strengths discovered through the internship; areas for personal improvement; academic and career goals.	following: their most important contribution to the internship; areas of personal growth; personal strengths discovered through the internship; areas for personal improvement; academic and career goals.	following: their most important contribution to the internship; areas of personal growth; personal strengths discovered through the internship; areas for personal improvement; academic and career goals.	important contribution to the internship; areas of personal growth; personal strengths discovered through the internship; areas for personal improvement; academic and career goals.
Writing	Report is proofread, grammatically correct, spell checked, written clearly, well-organized, typed, thoughtful, reflective, and professional. Few areas of improvement.	Report is proofread, grammatically correct, spell checked, written clearly, well-organized, typed, thoughtful, and reflective. There are minor areas of improvement needed.	Report is average for a student of their rank. It is mostly proofread, grammatically correct, spell checked, written clearly, well-organized, typed, thoughtful and reflective.	Report is not proofread, grammatically correct, spell checked, written clearly, well-organized, typed, thoughtful, and/or reflective. There are major areas of improvement needed.	Report is unacceptable. It is not proofread, grammatically correct, spell checked, written clearly, well-organized, typed, thoughtful, or reflective.
Supplemental Materials	Materials support reflective paper and illustrate the student's work.	Materials support reflective paper and/or illustrate the student's work.	Materials somewhat support the reflective paper and/or illustrate the student's work.	Materials are used instead of writing sections the reflective paper.	Materials do not support the reflective nor do they illustrate the student's work.

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 Mother Dairy in Collaboration with CDC	12th Nov.	Dr. Sarina Asif , Dr Vijay, Mr Takrar Ahmad Yattoo, Dr.Poonam Kumari, Dr. Subham, Dr. Ritesh	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 OI ie. observation, implementation and deals with real time issues, gain the experience & implement it in real time environment while developing projects. Industrial visit is considered as one of the tactical methods of teaching.	Enhanced Learning Experience: Students gain practical insights and a deeper understanding of theoretical concepts. Skill Enhancement: Development of critical thinking, problem-solving, and analytical skills through real-world exposure.	Student Presentations & Feedback	Production And Operation Management (MCMC205)
2	Industrial Visit to Yakult In collaboration with CDC	15th Nov.	Dr. Sarina Asif , Dr Vijay, Mr Takrar Ahmad Yattoo, Dr.Poonam Kumari, Dr.	Enhance students' understanding of industrial processes	Industrial visits focuses on cultivating the culture of OI ie. observatio	Enhanced Learning Experience: Students gain practical insights	Student Presentations & Feedback	Production And Operation Management

			Subham, Dr. Ritesh	technologies, and management practices.	n, implementation and deals with real time issues, gain the experience & implement it in real time environment while developing projects. Industrial visit is considered as one of the tactical methods of teaching.	and a deeper understanding of theoretical concepts. Skill Enhancement: Development of critical thinking, problem-solving, and analytical skills through real-world exposure.		(MCMC205)
3	Industrial Visit to Dawat Rice In collaboration with CDC	10th Dec.	Dr. Sarina Asif , Dr Vijay, Mr Takrar Ahmad Yatoo, Dr.Poonam Kumari, Dr. Subham, Dr. Ritesh	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 while developing projects. Industrial visit is considered as one of the tactical	Enhanced Learning Experience: Students gain practical insights and a deeper understanding of theoretical concepts. Skill Enhancement: Development of critical thinking, problem-solving, and analytical skills through real-world exposure.	Student Presentations & Feedback	Production And Operation Management (MCMC205)

					methods of teaching.			
4	Industrial Visit to Emperior Auto In collabrati on with CDC	12th Sep	Dr. Sarina Asif , Dr Vijay, Mr Takrar Ahmad Yattoo, Dr.Poonam Kumari, Dr. Subham, Dr. Ritesh	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. observatio n, implement ation and deals with real time issues, gain the experience & implement it in real time environme nt while developing projects. Industrial visit is considered as one of the tactical methods of teaching.	Enhanced Learning Experience: Students gain practical insights and a deeper understandi ng of theoretical concepts. Skill Enhanceme nt: Developme nt of critical thinking, problem-solving, and analytical skills through real-world exposure.	Student Presenta tions & Feedbac k	Productio n And Operatio n Manage ment (MCMC20 5)
5	Industrial Visit to Coca-Cola	17th Sep-18th Sep	Dr. Sarina Asif , Dr Vijay, Mr Takrar Ahmad Yattoo, Dr.Poonam Kumari, Dr. Subham, Dr. Ritesh	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. observatio n, implement ation and deals with real time issues, gain the experience & implement it in real time	Enhanced Learning Experience: Students gain practical insights and a deeper understandi ng of theoretical concepts. Skill Enhanceme nt: Developme nt of critical thinking,	Student Presenta tions & Feedbac k	Productio n And Operatio n Manage ment (MCMC20 5)

					environment while developing projects. Industrial visit is considered as one of the tactical methods of teaching.	problem-solving, and analytical skills through real-world exposure.		
6	Industrial Visit to Amul In collaboration with CDC	18th dec.	Dr. Sarina Asif , Dr Vijay, Mr Takrar Ahmad Yattoo, Dr.Poonam Kumari, Dr. Subham, Dr. Ritesh	Facilitate interaction between students and industry professionals, fostering potential future collaborations and career opportunities.	Industrial visits focuses on cultivating the culture of OI ie. observation, implementation and deals with real time issues, gain the experience & implement it in real time environment while developing projects. Industrial visit is considered as one of the tactical methods of teaching.	Enhanced Learning Experience: Students gain practical insights and a deeper understanding of theoretical concepts. Skill Enhancement: Development of critical thinking, problem-solving, and analytical skills through real-world exposure.	Student Presentations & Feedback	Production And Operation Management (MCMC205)
7	Entrepreneurship Conclave in collaboration with KEIC	23rd March 2025	Dr. Monika Yadav , Dr. Anshika Prakash	Promote sustained, inclusive, and sustainable economic growth, full and productivity	Idea generation, opportunity evaluation, planning, company formation/launch and growth.	Future Employment: Improved employability through the development of entrepreneurial	Student Presentations & Feedback	KEIC open elective

				e employ ment, and decent work for all.		urial skills, making students attractive candidates for startups and innovative companies.		
8	MOU Activity 1	12th Nov.	Mrs. Sukanya Chaudhary, Dr. Pushpendra Singh, Dr. Sundus Chishti	Provide students with practical, hands-on experie nce in their field of study. Enhance students' profession al skills and employabi lity through real-world exposure. Foster collaborat ion between academia and industry to bridge the gap between theoretica l knowledg e and practical applicatio n.	summarize s the methods of data collection, the procedures for investigati ng the situation/p roblem, and the criteria of survey.	Students gain valuable industry experience, improving their career readiness and job prospects. Increased opportuniti es for students to apply classroom knowledge in real- world settings, with a focus on sustainabili ty. Strengthen ed relationship s between the educational institution and industry partner, potentially leading to future collaboratio ns.	Student Presenta tions & Feedbac k	Summer Internshi p (SIMC00 1)

9	MOU Activity 2	14th Nov.	Mrs. Sukanya Chaudhary, Dr. Pushpendra Singh, Dr. Arshi Jamal	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 academia and industry to bridge the gap between theoretical knowledge and practical application.	summarize 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 sustainability. Strengthened relationships between the educational institution and industry partner, potentially leading to future collaborations.	Student Presentations & Feedback	Summer Internship (SIMC001)
10	Workshop on Soft Skills "How to ace interview & GD" in collaboration with CDC	12th sep.	Dr. Suknaya, Ms. Jyonika	Enhance Communication Skills: To provide participants with techniques and strategies to	Experiential Learning Methodology, combining role-playing, group discussions, and hands-on activities	The workshop will contribute to participants' long-term success by improving their employability, career	Student Presentations & Feedback	Business Communication (MCMC803)

				improve verbal and non-verbal communication, ensuring they can articulate ideas clearly and effectively in various contexts..	to develop soft skills	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	Analytics Conclave In collaboration with CDC	25th Feb.2024	Dr. Suknaya, Ms. Jyonika, Dr. Jyoti Gupta	Increased Knowledge and Skills: Participants will gain up-to-date knowledge and practical skills in data analytics, enhancing their professional competencies.	Case Study Methodology, utilizing real-world data analysis scenarios and expert-led discussions to enhance analytical skills	The conclave can explore how data analytics fosters innovation in industries, enhances infrastructure planning and development, and promotes sustainable industrial practices.	Student Presentations & Feedback	Financial Analytics (MCSP719)

12	Alumni interaction with 5 prominent alumni	14th Nov.2024	Dr. Nirmaljeet, Dr. Ankita Samuel	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.	Panel Discussion Methodology, featuring alumni sharing experiences and insights followed by an interactive Q&A session	Enhanced Alumni Relations: A stronger 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 development.	Student Presentations & Feedback	Human capital Management (MCMC210)
13	Code Of Conduct- for MBA 2nd year students	12th August	Miss. Nirmaljeet kaur, Dr. Sapna Rana	Ensure inclusive and equitable quality education for all .Promote lifelong learning opportunities. Improve the quality of	Participatory Approach, engaging students in lecture session and discussions to collaboratively develop and understand	Enhanced Educational Quality and Access Improved Learning Environment: A positive and supportive environment that promotes effective	Student Presentations & Feedback	Professional ethics values & corporate social responsibility (SMMC220A)

				education through effective teaching methods and learning environments.	the code of conduct	learning and personal growth. Increased Accessibility: Greater access to educational opportunities for all students, including those from marginalized or disadvantaged backgrounds.		
14	Professional ethics for Students for final year students	13th Sep.	Dr Manmohan Chaudhry Dr. Sapna Rana, Mr. thakrar	Equip students with a strong understanding of ethical principles and standards, promoting integrity and responsible behavior in academic and professional settings.	Participatory Approach, engaging students in lecture and discussions to collaboratively develop and understand the code of conduct	Students demonstrate a heightened awareness and understanding of ethical principles, applying these principles in academic, professional, and personal contexts.	Student Presentations & Feedback	Professional ethics values & corporate social responsibility (SMMC22 0A)
14	Professional ethics for Teachers	14th oct.	Dr Manmohan Chaudhry Dr. Sapna Rana	Promote Integrity and Honesty: Foster a culture of integrity, honesty,	Participatory Approach, engaging teachers in lecture session and	Teachers contribute to an inclusive classroom environment where all students,	Student Presentations & Feedback	Professional ethics values & corporate social responsibility

				<p>and fairness in all professional interactions and responsibilities.</p> <p>Enhance Professional Competence:</p> <p>Encourage continuous professional development and lifelong learning to maintain and enhance teaching competence.</p>	<p>discussions to collaboratively develop and understand the code of conduct</p>	<p>regardless of gender, receive equal opportunities and support.</p>		(SMMC220A)
16	HR Conclave In collaboration with CDC	15th Nov.	Mrs. Sukanya Chaudhary, Dr. Pushendra Singh	To provide students with insights into the latest trends, challenges, and solutions in human resource management.	panel discussing guest session	<p>Enhanced Career Readiness:</p> <p>Students will develop key skills and competencies that improve their employability and readiness to enter the workforce.</p>	Student Presentations & Feedback	Emotional intelligence at work place (MCSP704)

17	Supply Chain Conclave in collaboration with CDC	10th Jan 2025		Provide students with access to cutting-edge knowledge and tools in data analytics. Enhance students' analytical skills through workshops, lectures, and hands-on sessions.	panel discussing guest session	Students are inspired to think innovatively and apply data analytics to solve industrial and infrastructural challenges.	Student Presentations & Feedback	Supply Chain Management (MCSP769)
18	Marketing Conclave In collaboration with CDC	20th Jan 2025	Dr. Anumeha Mathur, Ms. Nirmal Jeet Kaur	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.	panel discussing guest session	Enhanced Knowledge of Marketing Practices: Students will gain a deeper understanding of effective marketing strategies and industry best practices. Improved Career Readiness: Students will be better prepared for careers in marketing with increased	Student Presentations & Feedback	Integrated marketing communication (MCSP732)

						knowledge, skills, and professional connections .		
19	3 Day Mega Management Fest in last week of October with first day of Industry Academia Connect	10th - 12th Feb 2025(Tentative depending upon sponsorship)	Dr. Jyoti Rana, Dr Mohd Anas, Dr. vijay, Dr. Kriti Arya, Dr. Puspendra, Dr. Ritesh , Dr.Poonam Kumari, Dr. Subham	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.	panel discussing guest session	Encourage Innovation and Strategic Thinking:To inspire students to think innovatively and strategically in their approach to management challenges. Address Global and Local Challenges: To explore how management practices can address both global challenges, such as climate change and inequality, and local business issues.	Student Presentations & Feedback	Principles of management (MCBA101A)

20	Entrepreneurship and Innovation Festival Nov 2024 (Ideathon) in collaboration with KEIC	20th Nov 2024	Dr. Monika Yadav , Dr. Anshika Prakash	Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation.	"Design Thinking Methodology, fostering creativity and problem-solving through iterative brainstorming and prototyping	Promote Entrepreneurial Skills and Innovation: To provide participants with the tools, knowledge, and inspiration needed to pursue entrepreneurial ventures and drive innovation. Support Sustainable Business Practices: To showcase and promote businesses and startups that focus on sustainability and responsible production practices.	Student Presentations & Feedback	KEIC open elective
21	Guest Lectures Fortnightly - Mid Management Level Executives (10-15 yrs of Experience) In Collaboration with	Nov 2024, January - May 2025	Dr. Suknaya, Ms. Jyonika, Dr. Puspendra	Provide students with access to high-quality content on leadership and management. Enhance students'	Expert-Led Discussion Methodology, featuring industry insights and interactive Q&A sessions to bridge theory and practice.	Students develop a better understanding of inclusive leadership practices that address and reduce inequalities. Outcome:	Student Presentations & Feedback	Principles of management (MCBA101A)

	CDC- only 5 Sessions			understand ing of effective leadership practices through talks from industry experts and thought leaders.		Empowerm ent of students from diverse background s to aspire to leadership positions.		
22	Leadershi p Talk Series- Monthly starting from August 2024 till May 2025 with tentative names (>25 years of experien ce) IN Collabrati on with CDC - Only 5 Talks	August 2024- May 2025 (Accordi ng to avaibaili ty of the resourc e Person)	Dr. Suknaya, Ms. Jyonika, Dr. Puspendra	Provide students with access to high- quality content on leadership and managem ent. Enhance understan ding of leadership practices through talks from industry experts and thought leaders.	Inspirati onal Storytellin g Methodolo gy, where leaders share personal experience s and lessons followed by audience engagem ent.	Improved academic and professiona l knowledge through exposure to real-world leadership scenarios.	Student Presenta tions & Feedbac k	Life Skills For Leaders (AEC021)
23	Digital Transform ation week March 2025 in collaborati on with SOET	10th - 14th March 2025	Dr. Monika Yadav , Dr. Kriti , Mr. Ritesh	Increase awarenes s about the importanc e of gender equality in digital transform ation among participan ts, stakehold	Guest Lectures	Enhanced understandi ng among participants about the critical role of gender equality in digital transformat ion and its alignment with SDG 5.	Student Presenta tions & Feedbac k	

				ers, and the broader community.				
24	Sustainable Livelihood Development: A case study on District NUH, Haryana	Full Semester	Dr Mohammed Nizamuddin	To analyze and understand the existing livelihood strategies and practices within District NUH.	"Mixed-Methods Approach, combining qualitative interviews and quantitative surveys to assess and enhance sustainable livelihood practices in District NUH, Haryana.	Clear identification of critical issues affecting sustainable livelihoods, such as resource scarcity, lack of infrastructure, or market access.	Villagers Feedback	Business sustainability governance and ethics (MCMC801)
25	International Conference December 2024	29th - 30th Nov.	Dr. Indira Bhardwaj, Dr. Monika Yadav, Dr. Anshika Prakash					

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

Alumni Speak

- "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.

Corporate Speak

- “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 – NOC Template

 **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									
Sohna Road, Gurugram									
School of Management & Commerce									
Awardlist 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.....