Bharati Vidyapeeth University

BVIMR

Paschim Vihar, New Delhi

BHARATI VIDYAPEETH DEEMED TO BE UNIVERSITY
INSTITUTE OF MANAGEMENT & RESEARCH, NEW DELHI
(Constituent Unit of Bharati Vidyapeeth Deemed University, Pune)

An ISO 9001 : 2015 & 14001 : 2015 certified Institute ★ NAAC Re-Accredited "A+" Grade University ★ NBA Accredited

EMBRACE CHALLENGE
EXPERIENCE SUCCESS

Celebrating

50

& beyond...

PROCESS COMPENDIUM
MBA
2018-20

E-mail: imr@bharatividyapeeth.edu
Website: www.bvimr.com

BVIMR *At A Glance*

I N D E X

Message from our Founder

Late Dr. Patangraoji Kadam

Founder-Bharati Vidyapeeth

Hon. Dr. Patangrao Kadam established Bharati Vidyapeeth in 1964 with a realization that all-round social transformation can be brought through spread of education. During the last 54 years, Bharati Vidyapeeth has established more than 187 educational units of various kinds' right from Pre-Primary School to a fully fledged University, in different parts of India and abroad.

His objective behind this initiative was to make quality education accessible to the students coming from different regions and different strata of the Society and to provide the same to them as per their individual choices and inclination at affordable prices.

Message from the Chancellor

Dr. Shivajirao Kadam

Chancellor - Bharati Vidyapeeth Deemed to be University, Pune

*"Some are born great, some achieve greatness and
some have greatness thrust upon them."*

- William Shakespeare

These words resonate with me personally. As a teacher, I appreciate the premise that an individual's cumulative actions can result in a fantastic end product.

We are all destined to make choices and these choices do largely control our actions. I am most fortunate that Bharati Vidyapeeth Deemed To Be University, has so many motivated professionals, who make positive choices, which ultimately lead to so many meaningful and productive outcomes.

We, at Bharati Vidyapeeth, have always followed a team spirit, whether our faculty members, administrative and supporting staff members; we all have meaningfully contributed as a well knit family towards society, our nation, and I compliment everybody for this.

- Dr. Shivajirao Kadam

Message from the Pro Vice-Chancellor

Dr. Vishwajeet Kadam

Pro Vice-Chancellor - Bharati Vidyapeeth Deemed to be University, Pune

We have accomplished a great deal - we identified our goals, set aside time to achieve them. Our work ethics and achievements are solid. They are the collective results of each and every one. We aim to hone the academic skills, fine-tune the aesthetic senses and work towards building a holistic culture, that values the individuality of each student, helping them realize their innate potential. The students are encouraged to explore and revel in the joy of learning. At Bharati Vidyapeeth Deemed To Be University, each student is guided through an individualized work plan, in consonance with his/her potential, thereby providing a complete learning experience.

Dr. Vishwajeet Kadam

Message from Vice-Chancellor

Prof. Dr. Manikrao Salunkhe

Vice-Chancellor
Bharati Vidyapeeth Deemed To Be University, Pune

I believe in the fact that, united actions deliver an incredible output. We have always focused on achieving our targets and making our students perform at the best of the potential, by developing supreme managerial skills and giving them practical exposure. These new skills and competencies have become a key element, ensuring quality performance from the students when they join the corporate world.

Prof. Dr. Manikrao Salunkhe
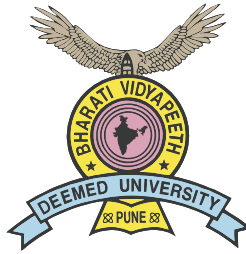
Message from the Director

Dr. Vikas Nath
Director (In charge) - BVIMR, New Delhi

At BVIMR, we opine that, when students are groomed to become leaders, they contribute to make a difference to their organizations and to the world around them. We are committed to strengthening this status by inculcating value systems and imbibing a spirit of innovation, thereby ensuring the professional success of our students. Whichever path they follow, they will reap benefits from an education that combines intellectual rigour with a practical orientation, to allow them to make a beneficial impact on our world.

The future embraces an incredible assurance for the Institute. We foresee being acknowledged as one of the premier management schools worldwide.

Dr. Vikas Nath

About **Bharati Vidyapeeth**

Bharati Vidyapeeth, the parent body of Bharati Vidyapeeth University – Pune, was established in May, 1964 by Late Hon'ble Dr. Patangraoji Kadam with a clear objective of bringing about intellectual awakening and all round development of the young generation through dynamic education.

Bharati Vidyapeeth, proudly boasts of having the privilege of 187 educational institutes of academic excellence under its wings, imparting education from pre-primary to research level. The credit for this spectacular achievement is due to the exceptional leadership of the founder Late Hon'ble Dr. Patangraoji Kadam. Besides, the educational institutes, Bharati Vidyapeeth is also successfully running a Cooperative Bank, Cooperative Sugar factory, Charitable Hospitals and Research Centres.

Bharati Vidyapeeth To Be University – Pune

In recognition of its academic excellence, Government of India granted the status of "Deemed to be University" on 26th April, 1996 to a cluster of 12 institutions of Bharati Vidyapeeth. It is one of the few Universities, which has under its umbrella, diverse disciplines, such as, Management, Medicine, Law, Engineering, Science, Arts, Commerce, Pharmacy, Architecture and Social Work.

The academic and functional autonomy has empowered the University to be dynamic, innovative and progressive. The Association of Indian Universities has positioned it in the bracket of ten best universities in India and India Today has ranked it as one of the top 50 Universities in India At present, there are 29 constituent units of higher learning under its fold.

Bharati Vidyapeeth Deemed To Be University Institute Of Management and Research – BVIMR, New Delhi

An '8' acres oasis in West Delhi – Bharati Vidyapeeth Deemed To Be University Institute of Management and Research (BVIMR) is the only institute attached with Metro Station. BVIMR has fabulous architecture, lush verdant woods and landscape gardens, that provide an idyllic environment to engage Management and IT studies. BVIMR boasts of a world class infrastructure, state of the art facilities with air-conditioned classrooms, library and hostels that facilitate excellence in teaching, research, consultation and professional activities.

The institution was brought under the ambit of Bharati Vidyapeeth University (BVU), Pune on the recommendation of UGC, under Section 3 of UGC Act, vide its letter notification no. F.9-16/2004-U.3, dated 25th Feb, 2005 by Government of India.

Established in 1992, the institute has since then built world-class infrastructure, highly accomplished faculty and motivated students to emerge as one of the premier institutes for management education and research program. The MBA program of the institute is accredited by National Board of Accreditation (AICTE), It has

excellent Industry Institute Partnership Cell called C.R.C., which has signed LOU/MOU with around 30 Corporate/ Business Houses. It gives an added advantage of integrating classroom knowledge with practical experience. BVIMR is an 9001:2015 Quality Management System and ISO 14001:2015 Environment Management System certified institute. It is ranked :

*   A+ Grade Accreditation by NAAC in year 2017 (" A" Grade in year 2004 & 2011)
*   NBA (AICTE) Re-Accredited MBA Programme
*   A" Grade University Status awarded by MHRD, Govt. of India
*   Ranked among Top 75 B-School in India by NIRF
*   Ranked among Top 80 B – School in India by India Today 2017
*   Ranked Among Top 25 B- School in North India by Business Today 2017
*   Ranked Among Top 25 B – School in North India by The Week 2017
*   Rated AAA+ in North India by career 360 Magazine 2016

The faculty members of the Institute are dedicated professionals with academic excellence and rich industrial experience. They submit themselves to a rigorous open, continuous process of appraisals and feedback from the students. As a result the faculty to fine tune their course contents from time to time. Independent committees, comprising of faculty/supporting staff/student body, play a role in the governance of the institute and assume ownership of collective decision. The faculty members are active and regular participants in national, international conferences and symposia. They contribute to national/international journals and collaborates with a broad range of agencies to develop and execute research/ consultancy projects.

BHARATI VIDYAPEETH DEEMED TO BE UNIVERSITY, PUNE, INDIA

QUALITY ASSURANCE POLICY

QUALITY IS A FUNCTION OF PERCEPTION, PASSION AND PRIDE

We at Bharati Vidyapeeth Deem To Be University are committed to make quality an intergral part of all academic and administrative activities of the university. The university Quality Assurance Policy (QAP) objectives and practices include:

- To have in place internal systems of Quality Assurance for continuous self assessment of its performance and work towards Quality sustenance and quality enhancement;

- To facilitate creation of student – centric learning environment for promoting outcome based quality education;

- To develop and adapt International quality benchmarks/parameters for various academic and administrative activities to become a World – Class University;

- To maintain performance date of students, staff and institution through effective use of ICT for continuous monitoring and improvement of quality;

- To undertake training and development activities for staff to build their competencies to operationlise quality practices;

- To internalize and institutionalize Quality Culture in the University; and

- To prepare Annual Quality Assurance Report (AQAR) for critical review of performance and to prepare future plans to enhance quality.

QUALITY IS A FUNCTION OF PERCEPTION, PASSION AND PRIDE
WHAT DOES IT MEAN?

- **PERCEPTION** is a particular way of looking at things. Here it refers to looking at things form Quality Perspective.

- **PASSION** is an intense enthusiasm for something. Here it a passionate enthusiasm for Quality.

- **PRIDE** is a feeling of deep satisfaction or pleasure for achievements. Here it refers to pride of individuals and institutions for their achievements in Quality and Excellence.

STUDENTS FIRST

VISION

To be a world class institute for social transformation through dynamic education.

MISSION

★ To provide inclusive borderless access to management and technical education based on merit;

★ To create education system to meet the changing and diverse needs of society and industry in a global context;

★ To provide quality higher education for liberation of mind and empowerment of hands;

★ To promote quality research in management and technical aspects for a holistic community development;

★ To develop national and international networks with industry, NGOs and research bodies to meet the expectation of the stakeholders;

★ To promote extensive use of ICT for enrichment of teaching learning for effective system creation;

★ To make quality an integral part of all the institutional perations by promoting innovative practice;

QUALITY POLICY

★ To have in place internal systems of quality assurance for continuous self-assessment of its performance and quality enhancement.

★ To facilitate creation of student centric learning environment for promoting outcome based quality education.

★ To develop and adapt international quality benchmarks/ parameters for various academic and administrative activities to become a world class institute.

★ To maintain performance data of students, staff and institution through effective use of ICT for continuous monitoring and improvement of quality.

★ To undertake training and development activities for staff to build their competencies to operationalize quality practice.

★ To internalize and institutionalize quality culture in the institute.

★ To prepare Annual Quality Assurance Report (AQAR) of the institute for critical review of performance and to prepare future plan to enhance quality.

Unique Features

Knowledge Resource Center (Library)

The library houses more than 54,000 books and over 179 National and International journals and magazines. It is equipped with digital system via audio-visual facilities through video cassettes, tapes, CD-ROMs, VCDs, Internet connection and acts as academic resource for research work. It has an open access system for all faculty and students. The institute has the membership of American Council, British Council of India and CII (Confederation of Indian Industries). EBSCO (Online Journals), J-GATE (E-Journals), Delnet (Membership to Library Networks), Inflibnet (Membership to Information and Library Network), FOUL (issue/return book) and Prowess (Corporate Database) are part of BVIMR's world class Digital Library.

Information Resource Center (Computer Labs)

The Computer Center at BVIMR has more than 400 computers with the latest configuration. The computer center is professionally managed and equipped with three IBM XEON based servers ported with Windows 2012 Server. The Computer Lab is also protected by Cyberoam Firewall against unauthorized intrusion of viruses and spyware. In addition to the general software it also has Ace Equity and SPSS. To add to the list, a Digital Library of 30 computers is also there. LCDs and Printer facility are available to faculty and students.

Internet / Wi-fi - The center integrates itself with the rest of the world with 20 Mbps through leased line. The campus is Wi-Fi enabled too. Many students have laptops to access the wi-fi facilities.

Enterprise Resource Planning (ERP)

ERP system at BVIMR, also known as College Management System (CMS) is web based and can be accessed through www.bvimrcampus.com. It promotes learning among students and faculty by enabling collaborative work. This portal enables the students to access notices/circulars, assignments, syllabi, status of the books issued, time table and their current attendance status. A student can also search books available in the library, access e-library and can also download previous years question papers and important forms. They can check their CES marks/get no due clear and certificate from this portal. The students are provided with username and password to access the same during their stay with BVIMR. Students are expected to be active on ERP, to update themselves on continuous basis with institutional updates and communication.

Auditorium

BVIMR has a state-of-the-art Auditorium with more than 250 seating capacity. It has entrances, both from the ground as well as first floor, with state-of-the-art acoustic free stage system, fit for seminars and cultural events alike.

Amphitheatre

Pride of the Institute for its strategic location within the building, it can accommodate more than 290 persons.

In–house Medical Facility

BVIMR has provided an In-House Medical Room and Doctor, keeping in view the health of students and staff. The doctor is available everyday and provides necessary medical help and guidance to all the

students and staff members. In addition, the Institute has tie-ups with local nursing homes and hospitals for any emergency.

In-house Banking

Bharati Sahakari Bank Ltd. is functioning within the Bharati Vidyapeeth Educational Complex. The Bank handles various banking facilities with better rate of interest on deposits for the students and staff member of Bharati Vidyapeeth and for the public at large. The Bank is providing the services on all seven days.

Sports Facilities

Besides the playground with cricket pitch, Basketball, Volley Ball and Badminton courts, there are provisions for indoor games, like Table Tennis, Carrom and Chess. The students are motivated to spend their leisure time and pay attention to their physical fitness.

Health Center

Keeping in view the physical fitness of students and staff members, BVIMR has provided the facility of In-house Health air conditioned Center (Gym). It is equipped with state of the art equipments and professional trainers help students develop and maintain their fitness.

Music Club

To nurture the hidden talents of students, the institute has started Music Club facility in the campus. There is an air conditioned room, equipped with various instruments, where students practice nurture, and showcase their talent.

Psychometric Lab

To help students find out their strengths/and weaknesses, a full fledged lab is established with professional counsellor, to address problems and concerns of students.

Online Faculty Feedback

BVIMR ensures an overall growth of the students as well as the faulty members. A regular and timely Faculty feedback is taken from the students on varied parameters which helps the faculty to deliver lectures more meaningfully by understanding the needs and requirements of the students. The ERP portal gives a specific time period access to the students to mark the said feedback.

MOODLE

MOODLE (acronym for Modular Object-Oriented Dynamic Learning Environment) is a type of free, open source e-learning or Learning Management System that enables blended learning, distance education, flipped classroom and other e-learning projects in schools and colleges. This gives teachers, opportunity to spend more time interacting and solving problems with the students and track their progress. It also allows embedding of assignments and learning material from other websites as well. Teachers can use advance grading methods to maintain grading for exams and can use different markers to assess the assignments. The best part about MOODLE is that it is highly customizable and this is the reason, why today every good educational institution is opting for it.

MOOC

A MOOC is a Massive Open Online Course. They are courses designed for large numbers of participants that can be accessed by anyone anywhere as long as they have an internet connection. Instead of attending traditional live lectures,

students watch prerecorded lecture videos, interspersed with quizzes that test comprehension. These frequent knowledge checks make it harder for students to "zone-out" and provide immediate feedback to students, letting them know if they have missed key concepts. Students also participate in online discussion forums where they can get clarification, share their thoughts, and build a sense of community like that found in a traditional classroom.

Online Display Of Internal / CES Marks

The faculty at BVIMR, update the CES and internal marks on the ERP portal as soon as the evaluation is done. The same is easily accessed by the students through their respective login Id. Incase the student has any query pertaining marks, the same can be reported to the concerned faculty with in a period of 24hrs.

Hostel (Only for Girls)

It is a Home away from home.
Fully air-conditioned surrounded by ample open space and lush green garden, its envious sight is most appropriate for learning. The hundred inmates from different parts of the country are staying in the Hostel. The security provision is available throughout 24 hours, including dedicated Mess facility.

Innovative Practices in BVIMR, New Delhi

The economic reforms initiated by the government of India in 1991 and the momentum towards globalization and free enterprise system, have provided a new challenge for the professional management educators to produce managers, who can function efficiently across the globe and excel in multi-cultural environment.

To meet the needs of present economic scenario, the institute has taken initiatives to incorporate the following emerging areas of knowledge in its curriculum of management courses.

Management of Excellence

- Organizations which pursue innovative practices are the centres of excellence, where average performers are pushed back. There is a need to explore those methods, tools and techniques to outshine in present time. Keeping the same in view, the institute nurtures the excellence, by organizing various events, comprising of National/ International Conferences, Seminars, Workshops, FDP/MDPs, Corporate Meets, Social Activities, Entrepreneurship Development Centre, Research Activities, IT/ICT Workshops/Training Programs and Cultural Activities

- **Strategic Human Resource Management**

  Human resource must play its part as a valuable resource in achieving the strategic goals of the organization and be aligned with other functional areas viz. Marketing, Finance and Production. Investment in human resource must be given more significance than other resources like finance, machines and materials.

- **Global Business Management**

  Business operations in India must align with the global business to stay competitive. For this, it is imperative to be sensitive to cultural issues and political relations among various countries to be able to perform profitable business on a global scale. It is also important to be aware of the diverse laws and regulations relating to

business, pertaining to the other countries. International Business aspects are dealt in the curriculum of all courses.

- **Corporate Governance and Social Responsibility**

  Business enterprises have grown in size and complexity over the decades. They have huge wealth at their disposal. Management of such organizations require adherence in order to maximize the stakeholders' satisfaction. This is a major area for integrating in the curriculum of management education and BVIMR is doing its part in assimilating it in its academic programme.

- **Environmental Studies**

  Environment affects the survival of mankind itself. The business processes are to a great extent a contributory factor in creating the existing climatic imbalances. In the same way, the business enterprises have a big role in reversing the damaging trends and bring climatic conditions to normalcy. This is now an important academic area and part of BVIMR's courses syllabic.

- **Disaster and Crisis Management**

  Management educators need to develop appropriate syllabus and contents to deal with crisis and disasters in the present turbulent economic and political environment. This is also an important academic area and part of our syllabi.

- **Corporate Connect Personal and Professional Training**

  BVIMR conducts in-house training and grooming classes; Corporate Connect – Personal and Professional Skills(CCPPS), merged in the academic session, that aims at sharpening the

personal and professional skills of our management students and enabling them with the essential expertise on corporate code of conduct , business etiquettes and self-awareness, which helps them emerge smarter and more dynamic individuals, BVIMR's Training modules and workshops under CCPPS, aims to make the students more confident, assertive, and successful Human beings who are aware of themselves and their surroundings. Various modules/workshops are designed on; Self-awareness, General awareness, IQ, EQ, Social Skills, Soft Skills, Presentation Skills, Creativity, Communication Skills, Positive Attitude ,driven by what best works for their students, BVIMR's Faculty Members and Trainers passionately pursue innovation in their training methodologies, that would lead its students to achieve successful career. Thus, trainings provides a platform to BVIMR's students to start improving on this ever evolving phenomenon called personality

- **Social Club**

  BVIMR has recognized and implemented the process investors / corporate are redefining social responsibility for ecosystem . The very recent and rapid rise of the Socially Responsible Investment Movement has given an impetus to faculty members for the first time, to identify and undergo activities showcasing its zest towards promoting social responsibilities and good citizenship. Exclusive programs like National Girl Child Day, Republic Day, Blood Donation Camps, Free Eye Check up Camps, Seminar on Save Yamuna Project, International Literacy

Day, Ozone Day, Seminar on Curbing the Crime, World AIDS Day, Joy of Giving Week, Workshop on Road Safety Awareness, organized by collective efforts of the faculty and students at BVIMR, represent the institute's eye for social responsibility.

- **Anti Sexual Harassment Committee**

  The institute has a Women Affairs Cell, to take care of the girl students and raise awareness about their modern day problems, like health and campus life related issues. Women students are encouraged to take an active part in the activities of the cell. The cell endeavors to alleviate the negative forces that confront women in campus. The cell is actively involved in the redressal of grievances, mistreatment and cases of sexual harassment related to women student candidates. For any information and assistance, students may contact at:. 01125284396 and 01125250120 or email to Dr. Ashima Bhatnagar on ashi.love@gmail.com or girl's hostel warden.

In general, harassment may include, but is not limited to :

- Coercing or attempting to coerce a person into relationship;

- Subjecting a person to unwanted attention or demands;

- Punishing or retaliating against a person for refusal to comply with sexual demands;

- Unwelcome physical advances or physical contact of sexual nature or conduct of sexual nature that is intimidating, demeaning, hostile or offensive;

- Severe or persistent racial epithets, derogatory comments, jokes or ridicule directed to a specific person or persons about their race or ethnicity;

- Defacement of a person's property based upon the race of the owner; any case of harassment or mistreatment needs to be reported immediately to the Chairperson-Women Affairs for initiating the investigation process and taking necessary actions.

Rankings/Ratings of
BVIMR

Re-Accredited with Grade "A+" by NAAC

'A' Grade University Status awarded by MHRD, Govt. of India

Ranked among top 75 B-Schools in India by NIRF 2017

Ranked among Top 80 B – School in India by India Today 2017

Ranked Among Top 25 B- School in North India by Business Today 2017 and The Week 2017

Rated AAA+ in North India by Career 360 Magazine, 2017

ISO 9001:2015 & 14001:2015 Certification

Education Excellence Award 2015 ASSOCHAM Gujarat Council

"Econs Education Excellence Award" for contribution in value education program 25th April 2015

Glimpse

It is an annual magazine of the institute managed by students. The magazine is published with an aim to provide an opportunity to our students to showcase their skills to the world outside and among their social group
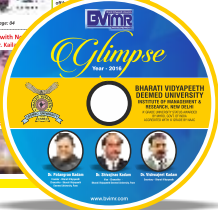
Harmony

It is an annual magazine of the institute managed by students. The magazine is published with an aim to provide an opportunity to our students to showcase their skills to the world outside and among their social group

BVIMR Management Edge

It is a bi annual publication dedicated to the advancement of academic research and management practice.

BVIMR Mirror

It is a quarterly in-house news magazine it publishes all the events, activities and details of the various development during this period. It is a reflection of BVIMR's commitment towards its vision.
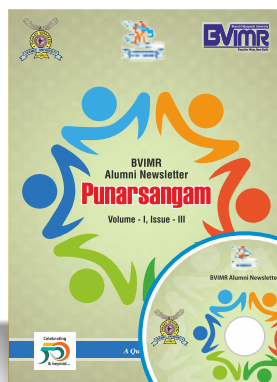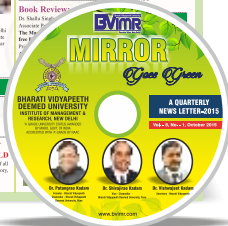
BVIMR Punarsangam

It is a quarterly alumni News Letter.
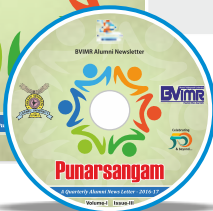
BVIMR Finance Magazine

Unique Events/Activities
of BVIMR

The institute organizes unique events in the form of plethora of festivals which run in parallel with ongoing academics to cultivate required skill sets of students and fine tune them students to meet any future challenges.

- CORPORATE DAY : Industry experts are invited to share their experience and deliver Guest Lectures to the students on contemporary issues.

- ALUMNI CORPORATE MEET :   An event where corporate mentors and alumni come together to share their valuable experiences and thereby help shape brighter future of the students.

- NATIONAL / INTERNATIONAL CONFERENCE : Every year National or International Conferences are organized on current and burning topics.

- INTERNATIONAL OZONE DAY : To highlight social and environmental issues

- RENAISSANCE : An Annual Management and Cultural Festival

- ANNUAL SPORTS MEET : An annual event where both indoor and outdoor sports events are organized.

- MDP/FDP : Various Management Development Programmes (MDP) and Faculty Development Programmes (FDP) are organized throughout the year.

- **CORPOSCHOOL : The finishing school of BVIMR:**

  Corposchool, as the name projects is the hybrid word crafted from Corporate and School, which are symbolic of professional work and academics. CORPOSCHOOL is a bridge between industry and institute. Most importantly, under the banner of CORPOSCHOOL, BVIMR's faculty members, researchers and academicians share their rich academic and industry experience along with the industry professionals and trainers. As a result of these endeavours, the students are the beneficiaries in the form of identification of their strengths and weaknesses. While strengths are further strengthened and weaker areas groomed, the CORPOSCHOOL is instrumental in:

  (1) Bridging gap(s) between industry and academia by providing vistas for personality development, last minute grooming;

  (2) Enhancing employability skills of BVIMR's students;

  (3) Extending contexts and situation for personal and professional skills and development of students so as to develop and nurture their entrepreneurial spirit;

  (4) Enabling students to carve out their niche in job market by developing their right brain hemisphere along with the left brain, so that they become whole brain thinkers.

  Hence the slogan of CORPOSCHOOL; "**Spool of Skills**". is synonymous with the very philosophy behind its conception. This spool has modules in the form of Professional

Skills, Communication Skills, Telephone Etiquette, Presentation Skills, Life skills etc. which are named as *Corpofine, Corporeal, Corponorms, Corponext, Corposkills* respectively. Various other value added skills are developed to equip the students with the required skill set(s) to enter, perform, develop and grow in the Corporate World; hence the prefix **Corpo** has been added to each of module's names. CORPOSCHOOL is instrumental in giving the students, the finishing touches to their overall personality and holistic development so that they can stand out in the crowd.

International Linkages and Collaborations

Experts from Academia and Industry from various parts of the globe visit the campus and share their experiences and knowledge with the students. BVIMR have many international collaborations with Foreign Universities for Student Exchange, Faculty Exchange and other Cross Cultural Exchange activities.

Other Achievments

Tie-ups

- British Council
- All India Management Association
- Delhi Management Association
- HRD Network and Delhi Productivity Council
- Indian Society of Technical Education
- Computer Society of India
- Association of Management Development Institute in South Asia (AMDISA)
- LOU signed with more than 29 companies for MDPs, Management Research Projects etc.

Corporate Resource Center (CRC)

Bharati Vidyapeeth University Institute of Management and Research has a well established placement cell called Corporate Resource Center, which facilitates the students in their career development. The CRC has been consciously working towards bridging the gap that exist between industry and academia as well as administering all the placements, activities It gives the necessary guidelines to the students to decide their career paths by counseling, guiding, motivating and mentoring. The Corporate Resource Center is headed by Dr. Neelam Sharma under the able guidance of the Director-BVIMR, Dr Vikas Nath. BVIMR has a vibrant Placement Committee comprising of all Deans/HODs and Head CRC. CRC endeavours to groom the overall personality of the students by developing managerial competence through guest lectures, workshops, seminars, industrial visits, etc.

Objective

The objective of CRC is to provide excellent placement to students at par with the best management institutes of the country.

Vision of C.R.C

"Bridging the gap between the bright, energetic and aspiring youth talent of the BVIMR and the industry for meeting their personnel requirements and to promote entrepreneurship".

CRC Activities

- Close Industry relations and interaction ;
- To organize industrial visits for students;
- To invite industry key personnel to the institute for guest lectures, participating in seminars as panelists and as guests for various BVIMR functions;
- To empanel good and willing MNCs and Indian Corporate with the BVIMR as a key service provider;
- Tie-up with companies for placement , summer training, guest lectures , industrial visits etc.;
- Tie-ups and liasoning with professional and industrial bodies like AIMA, CII, FICCI, Ph. D. Chambers of Commerce, ASSOCHAM, NHRD, Network, Media channels etc. for various sponsored Programmes, projects, seminars etc. and providing industry exposure to the students;
- Organizing functions like Guruvandana-a corporate meet, Annual Function, Alumni Meet, Workshops and Seminars:
- To ascertain, plan, co-ordinate and organize workshops, to groom students for their personality development, communication, Personality and attitude, group discussion and interviews.

Placement Chart 2017-2018

Total Students	180
Total Companies Visited	105
Opted for Placement	120
Placed Students	106
Highest Package (Domestic)	₹15.25 lacs P.A
Highest Package Offered (International)	₹20.00 Lacs
Average Package	6.50
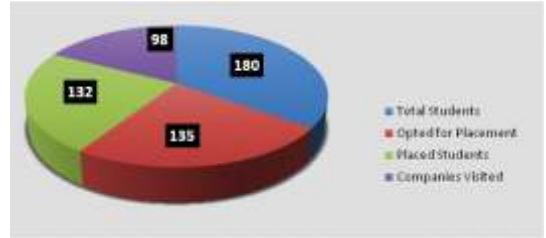
Sector wise Companies 2017-2018

BANKING & INSURANCE	12
AVIATION	1
COMMERCE	7
CONSULTANCY	7
EDUCATION	2
ENGINEERING	2
MARKETING	15
FMCG	3
HOSPITALITY	2
IT	6
MEDIA & ADVT.	17
PHARMA.	4
REAL ESTATE	3
RESEARCH	2
STOCK MKT & TRADING	6
TELECOMM	1

- Banking and Insurance
- Education
- Hospitality
- Real Estate
- Aviation
- Engg.
- IT
- Research
- Commerce
- Marketing
- Media & Adv.
- Stock Mkt. & Trading
- Consultancy
- FMCG
- Pharma
- Telecomm

Summer Training Status 2017-18

Year in which students were placed	2017
Total number of students placed for summer projects	180
Median monthly stipend paid to students	₹ 10000
Highest monthly stipend paid to students	₹ 15000
Number of students placed without stipend being paid	30

Mentoring Program

Bharati Vidyapeeth Institute of Management & Research

Paschim Vihar, New Delhi

Mentoring is the one of the key programs where Mentor support's and encourage a Mentee to manage their own learning in order, that they may maximize their potential, develop their skills, improve their performance and become the person they want to be. Alumina body, faculty with collaborating with industry experts mentor students on various personal and professional concerns. One of the projects named as " SAARTHI" through which Alumni and CRC guide MBA students, regarding Internships and areas of specialisation.

The specific objectives of the policy are:

- To assist and guide students for opting specializations and further taking on summer internship.

- To facilitate academic and personal development of students.

- To enhance employability skills of the students and inspire those who wish to become entrepreneurs.

- To establish a bridge between Corporates and Campus.

- To establish bridge the gaps between class room teaching and industry.

- To groom students become good citizen for the society.

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                        │  Mentoring   │
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                ┌──────────────┴──────────────┐
          ┌─────────┐                    ┌─────────┐
          │ Faculty │                    │   CRC   │
          └────┬────┘                    └────┬────┘
               │                    ┌──────────┴──────────┐
    ┌──────────────────┐      ┌──────────┐         ┌──────────┐
    │ - Psychometric   │      │ Industry │         │  Alumni  │
    │   laboratory     │      └──────────┘         └──────────┘
    │ - Faculty mentees│
    └──────────────────┘
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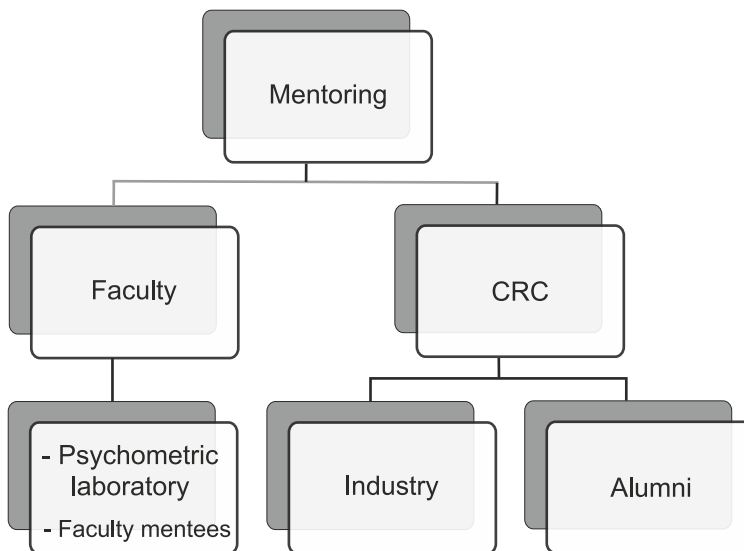
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Bridge Courses
At BVIMR

Objectives of the Course
- To provide additional lectures to the students of MBA for different streams.
- To identify the slow learners for particular subjects and giving additional classes before commencement of MBA Programme.

  ***This programme is compulsory for all the students and they must be able to clear all subjects through written test of 50 marks each.
- ✴ Foundation Course in Accounting
- ✴ General Economics
- ✴ Foundation Course in Statistical Techniques
- ✴ Fundamental Course in Information & Technology (IT)

Level of Knowledge: Basic

Course I : Fundamentals of Accounting

Objective: To develop conceptual understanding of the fundamentals of financial accounting system.

Contents

1. Theoretical Framework   3 Hours
   (i) Meaning and Scope of Accounting, Accounting Terminology
   (ii) Accounting Concepts, Principles and Conventions
   (iii) Accounting Standards – concepts, objectives, benefits
   (iv) Accounting Policies
   (v) Accounting as a measurement discipline – valuation principles, accounting estimates
2. Accounting Process   3 Hours
   Books of Accounts leading to the preparation of Trial Balance, Capital and revenue expenditures, Capital and revenue receipts, Contingent assets and contingent liabilities, Fundamental errors including rectifications there of.
3. Types of Accounts , Rules for Entry, Journal Entries and Ledger Posting   4 Hours

Course II : General Economics

Objective : To ensure basic understanding of economic systems, economic behaviour of individuals and organizations.

Contents

(i) Micro Economics   3 Hours
I. Introduction to Micro Economics
   (a) Definition, scope and nature of Economics
   (b) Methods of economic study
   (c) Central problems of an economy and Production possibilities curve.
II. Selected Aspects of Indian Economy & Indicators   4 Hours
   (a) Population – Its size, rate of growth and its implication for growth
   (b) Inflation

    (c)   Budget and Fiscal deficits

    (d)   Key Indicators of economy

    (e)   Economics terminology at a glance (GDP, GNP, PCI, etc)

III. Monetary Policy and Fiscal Policy   3 Hours

Course III : Fundamental Course in Statistical Techniques

Objective: To test the grasp of elementary concepts in Mathematics and Statistics and application of the same as useful quantitative tools.

I.   Statistical description of data   4 Hours

    (a)   Textual, Tabular and Diagramatic representation of data.

    (b)   Frequency Distribution.

    (c)   Graphical representation of frequency distribution –
          Histogram, Frequency Polygon, Ogive

II. Measures of Central Tendency and Dispersion   6 Hours

    Arithmetic Mean, Median and Mode, Standard Deviation, Quartile Deviation

Course IV : Information Technology

Objective: To expose students coming from different backgrounds to fundamental of computers and IT.

1.   Introduction to computer

    1.1   What is computer? Characteristics of computers, Basic Application of Computer

    1.2   Components of Computer System
          Central Processing Unit (CPU), VDU, Keyboard and Mouse, Other Input/Output Devices, Computer Memory, Concepts of Hardware and Software

    1.3   Classification of Computers

    1.4   Representation of Data/Information Concepts of Data Processing
          Definition of Information and Data, Basic data types, Storage of data /
          Information as files

2.   Computer Communication and Internet

    2.1   Basics of Computer network; LAN, WAN, MAN

    2.2   Internet, Concept of Internet, Application of Internet

3.   Service on Internet

    WWW and web – sites, Electronic mails, Communication on Internet, Spread Sheet

4.   Elements of Electronics spread Sheet

    4.1   Application /Usage of Electronic Spread Sheet, Opening of Spread Sheet, Cell Height and Widths, Copying of Cells

    4.2   Providing Formulae
          Using basic functions/formalism a cell, Sum function, Average, Percentage, Other Functions

5.   Computer Arithmetic

    Binary, Octal, Decimal, Hexadecimal and Conversion from one number system to another.

Master of Business Administration (MBA)

Course Structure

Faculty of Management Studies
Master of Business Administration (MBA-General)
Revised Course Structure (To be effective from 2016-2017)

Title:

a)   Name of the Programme: Master of Business Administration (General)

b)   Nature & duration of the Programme: FULLTIME Post-Graduate Degree Programme of TWO YEARS (approved by AICTE).

II. Introduction :

The Master of Business Administration (General) is a full time two-year program offered by Bharati Vidyapeeth Deemed University (BVDU), Pune and conducted at its Management Institutes in Pune, New Delhi, Karad, Kolhapur, Sangli, and Solapur. All the six institutes have experienced faculty members, excellent Laboratories, Library, and other facilities to provide proper learning environment to the students.

III. Rationale for Syllabus revision:

The Vision and Mission statements of the MBA (General) program embodies the spirit of the mission of the University and vision of Hon ble Dr. Patangraoji Kadam, the Founder of Bharati Vidyapeeth and Chancellor, Bharati Vidyapeeth University, which is to usher in "Social Transformation through Dynamic Education In view of the dynamic nature of the market, economy and evolving expectations of the stakeholders such as students, faculty members and industry in particular, the MBA (General) Programme Syllabus was revised in the year 2012-13 with the introduction of Choice Based Credit System(CBCS). Over the past four years, feedback was received from various stakeholders and keeping in mind the experience with the CBCS implemented in the year 2012-13, need was felt to revise the syllabus so as to match the requirements of the industry and society. This revised draft is the result of inputs received from the industry, academia, alumni and all stakeholders.

IV. Vision Statement of MBA (General) Program :

To facilitate creation of Dynamic and Effective Business Professionals, Managers and Entrepreneurs who can transform corporate sector that caters to the needs of the society and contribute towards Nation building.

V. Objectives of the MBA (General) Program :

At Bharati Vidyapeeth Deemed University the objective of MBA (General) Program is to provide world class Business Education. The Program aims to improve Business Decision Making Capabilities of upcoming Managers by enhancing their Analytical Skills.

VI. Learning Outcomes FROM THE MBA(General) Program :

At the end of the course the student should be able to:

•   Analyze problems and come up with effective solutions to resolve them.

•   Learn new technologies with ease and be productive at all times

•   Read, write, and contribute to Business literature

•   To Develop Team Spirit.

•   Be a good citizen in all respects.

VII. Eligibility for Admission to this Course :

Admission to the course is open to any graduate (10+2+3) of any recognized university satisfying the following conditions:

1. The candidate should have secured at least 50% (45% for SC/ST) in aggregate at graduate level university examination.
2. The Candidate applying in final year of bachelor□s degree may also apply. Admission of such candidates will remain provisional until submission of final result certificates in original.
3. Subject to the above conditions, the final admission is based solely on
a) The merit at the All India entrance test (B-MAT) followed by Group Discussion & Personal Interview conducted by Bharati Vidyapeeth University, Pune.
b) Submission of Migration Certificate, Transference Certificate, anti ragging affidavit etc.

VIII. Structure of the Program :

The MBA-General programme is of 120 credits which need minimum two years divided into four semesters to complete. During third semester students have to opt for specialization(s) and study the Units in the specialization in depth. The course also includes Internship / Summer Training of 50 days. The medium of instruction and examination will be only English. A student would be required to complete the course within five academic years from the date of admission. IX. Credits: The definition of credits is based on the following parameters;

i)   Learning hours put in by the learner
ii) Learning outcomes
iii) Contents of the syllabus prescribed for the course etc.

In this system each credit can be described as a combination of 03 (THREE) components such as Lectures (L) + Tutorials (T) + Practice (P).

These components are further elaborated for an effective teaching learning process;

•   Lectures (L): Classroom lectures delivered by Faculty member in an interactive mode.
•   Tutorials (T): Sessions that includes participatory discussions, presentations by the students, case study discussions etc.
•   Practice (P): It includes LAB sessions for IT related courses & Business Communication practice sessions for courses like Accounts, Mathematics, Statistics and field assignments etc.

In terms of a Semester of 15 (FIFTEEN) weeks,

a) Every ONE hour session per week of Lecture (L) = 01(one) credit per Semester
b) TWO hour sessions per week of Tutorial (T) = 01(one) credit per Semester
c) TWO hour sessions per week of Practice (P) = 01(one) credit per Semester

1. A) Scheme of Examination:

Courses having Internal Assessment (IA) and University Examinations (UE) shall be evaluated by the respective institutes and the University at the term end for 40(forty) and 60(Sixty) Marks respectively. The total marks of IA and UE shall be 100 Marks and it will be converted to grade points and grades. Courses having only Internal Assessment (IA) the respective institutes will evaluate the students in various ways such as Class Test, Presentations, Field Assignments and Mini Projects for a total of 100 marks during the term. Then the marks will be converted to grade points and grades. Open Courses shall be evaluated for 50 marks only (fifty marks only). B) Components of continuous evaluation system: Following are the suggested components of CES,

a) Case Study/Caselet/Situation Analysis- (Group Activity or Individual Activity)
b) Class Test
c) Field Assignment
d) Role play
e) Industry Analysis (Group Activity or Individual Activity)
f) Business plan
g) Quiz
h) Workbook / scrapbook

2. Grading System for Programmes under Faculty of Management Studies: The Faculty of Management Studies, Bharati Vidyapeeth University has suggested the use of a 10-point grading system for all programmes designed by its different Board of Studies.

Standard of Passing: For all courses, both UE and IA constitute separate heads of passing (HoP). In order to pass in such courses and to earn the assigned credits, the learner must obtain a minimum grade point of 5.0 (40% marks) at UE and also a minimum grade point of 5.0 (40% marks) at IA. If learner fails in IA, the learner passes in the course provided, he/she obtains a minimum 25% marks in IA and GPA for the course is at least 6.0 (50% in aggregate). The GPA for a course will be calculated only if the learner passes at UE. A student who fails at UE in a course has to reappear only at UE as backlog candidate and clear the Head of Passing. Similarly, a student who fails in a course at IA he has to reappear only at IA as backlog candidate and clear the Head of Passing. to secure the GPA required for passing.

The 10 point Grades and Grade Points according to the following table

Range of Marks (%)	Grade	Grade Point
$80 \leq$ Marks ≤ 100	O	10
$70 \leq$ Marks ≤ 80	A+	9
$60 \leq$ Marks ≤ 70	A	8
$55 \leq$ Marks ≤ 60	B+	7
$50 \leq$ Marks ≤ 55	B	6
$40 \leq$ Marks ≤ 50	C	5
Marks < 40	D	0

The performance at UE and IA will be combined to obtain GPA (Grade Point Average) for the course. The weights for performance at UE and IA shall be 60% and 40% respectively. GPA is calculated by adding the UE marks out of 60 and IA marks out of 40.The total marks out of 100 are converted to grade point, which will be the GPA.

Formula to calculate Grade Points (GP)

Suppose that 'Max' is the maximum marks assigned for an examination or evaluation, based on which GP will be computed. In order to determine the GP, Set x = Max/10 (since we have adopted 10 point system). Then GP is calculated by the following formulas

Range of Marks	Formula for the Grade Point
$8x \leq$ Marks $\leq 10x$	10
$5.5x \leq$ Marks $\leq 8x$	Truncate (M/x) $+2$
$4x \leq$ Marks $\leq 5.5x$	Truncate (M/x) $+1$

Two kinds of performance indicators, namely the Semester Grade Point Average (SGPA) and the Cumulative Grade Point Average (CGPA) shall be computed at the end of each term. The SGPA measures the cumulative performance of a learner in all the courses in a particular semester, while the CGPA measures the cumulative performance in all the courses since his/her enrollment. The CGPA of learner when he /she completes the programme is the final result of the learner.

The SGPA is calculated by the formula

$$SGPA = \frac{\Sigma C_k * GP_k}{\Sigma C_k}$$

where, Ck is the Credit value assigned to a course and GPk is the GPA obtained by the learner in the course. In the above, the sum is taken over all the courses that the learner has undertaken for the study during the Semester, including those in which he/she might have failed or those for which he/she remained absent. The SGPA shall be calculated up to two decimal place accuracy.

The CGPA is calculated by the following formula

$$CGPA = \frac{\Sigma C_k * GP_k}{\Sigma C_k}$$

where, Ck is the Credit value assigned to a course and GPk is the GPA obtained by the learner in the course. In the above, the sum is taken over all the courses that the learner has undertaken for the study from the time of his/her enrollment and also during the semester for which CGPA is calculated. The CGPA shall be calculated up to two decimal place accuracy.

The formula to compute equivalent percentage marks for specified CGPA:

% marks (CGPA)	10 * CGPA -10	If CGPA ≤ 6.25
	5 * CGPA +20	If 6.25 ≤ CGPA ≤ 8.00
	10 * CGPA -20	If 8.00 ≤ CGPA ≤ 9.00
	20 * CGPA -110	If 9.00 ≤ CGPA ≤ 9.50
	40 * CGPA -300	If 9.50 ≤ CGPA ≤ 10.00

Award of Honours:

A student who has completed the minimum credits specified for the programme shall be declared to have passed in the programme. The final result will be in terms of letter grade only and is based on the CGPA of all courses studied and passed. The criteria for the award of honours are given below.

Range of CGPA	Final Grade	Performance Descriptor	Equivalent Range of Marks (%)
9.5≤CGPA ≤10	O	Outstanding	80≤Marks≤100
9.0≤CGPA ≤9.49	A+	Excellent	70≤Marks≤80
8.0≤CGPA ≤8.99	A	Very Good	60≤Marks≤70
7.0≤CGPA ≤7.99	B+	Good	55≤Marks≤60
6.0≤CGPA ≤6.99	B	Average	50≤Marks≤55
5.0≤CGPA ≤5.99	C	Satisfactory	40≤Marks≤50
CGPA below 5.0	F	Fail	Marks below 40

3. **ATKT Rules:**

A student is allowed to carry any number of backlog papers of Semester I and Semester II while going into Semester III. However, a student must clear all papers of Semester I and Semester II so as to become eligible for appearing in Examinations at Semester IV.

4. **Dual Specialization:**

M.B.A. programme 2016-17 offers Dual Specialization to the students in second year of MBA Programme. Under dual specialization students are required to select any Two Specialization Groups from the list given below in 4.2.

4.1 Prerequisite for offering a combination of Specialization Groups

- There must be minimum 15 (fifteen) students for a particular combination of specialization groups

4.2 Specialization Combinations:

Specializations may be chosen from the following combinations;

Specialization Choices
Marketing Management
Financial Management
Human Resource Management
Information Technology Management
International Business Management
Production & Operations Management
Agribusiness Management
Retail Management

5. **Summer Internship :**

At the end of Semester II, each student shall undertake Summer Internship in an Industry for 50 (Fifty Days). It is mandatory for the students to seek written approval from the Faculty Guide about the Topic & the Organisation before commencing the Summer Internship.

During Summer Internship students are expected to take necessary guidance from the faculty guide allotted by the Institute. To do it effectively they should be in touch with their guide through e-mail or telecon.

Summer Internship Project should be a research project or it may be an operational assignment that involves working by the students in an organization.

In case of an operational assignment

1) Students are expected to do a project work in an organization wherein they are doing Summer Internship.

2) The students should identify specific problems faced by the organization in a functional area in which the assignment is given.

e.g.

a) Sales - sales targets are not achieved for a particular product or service in a given period of time.

b) Finance — mobilization & allocation of financial resources.

c) HR — Increase in employee turnover ratio.

3) In this study students should focus on

- Identifying the reasons / factors responsible for the problems faced by the organization
- Collection of data(Primary & Secondary) related to reasons /factors responsible for these problems
- Data Analysis tools & interpretation
- Findings & observations.
- Suggestions (based on findings & observations) for improving the functioning of the organization.

The learning outcomes and the utility to the organization must be highlighted in Summer Internship Project Report.

4) General chapterization of the report shall be as under;

1) Introduction and Literature Review: - This chapter will give a reader the background of problem area, specific problem & how you come across it?

2) Company profile: -

3) Objectives of the study:-

4) Data collection: -

5) Data analysis & interpretation: -

6) Findings & observations: -

7) Suggestions:-

Annexure: -

- Questionnaire
- References.

5) Technical details :

1. The report shall be printed on A-4 size white bond paper
2. 12 pt. Times New Roman font shall be used with 1.5 line spacing for typing the report.
3. 1" margin shall be left from all the sides.
4. Considering the environmental issues, students are encouraged to print on both sides of the paper.
5. The report shall be hard bound as per the standard format of the cover page given by the Institute and shall be golden embossed.
6. The report should include a Certificate (on company's letter head) from the company duly signed by the competent authority with the stamp.
   The report shall be signed by the respective guide(s) & the Director of the Institute 10 (Ten) days before the viva-voce examinations.
7. Student should prepare two hard bound copies of the Summer Internship Project Report and submit one copy in the institute. The other copy of the report is to be kept by the student for their record and future references.
8. In addition to this students should prepare two soft copies of their SIP reports & submit one each in Training & Placement Department of the Institute & Library

The Summer Internship shall be assessed out 100 Marks. The break up of these marks is as under;

Viva- voce examination	=	60 (Sixty) Marks
Summer Internship	=	+ 40 (Forty) Marks
Report	----	
		100 (Hundred) Marks

There shall be a viva-voce of Summer Internship Project Report for 60 marks. The examiners□ panel shall be decided as per the guidelines received from the University.

The viva –voce shall evaluate the project based on
i.   Actual work done by the student in the organization
ii.   Student's knowledge about the company & Business Environment
iii. Learning outcomes for the student
iv.   Utility of the study to the organization

6) Question Paper Pattern for University Examinations

The pattern of question paper for the courses having University Examinations will be as follows:

Title of the Course

Day: Total Marks: 60
Date: Time: 03 Hours
Instructions:
a.   Attempt any THREE questions from Section I. Each question carries 10 Marks.
b.   Attempt any TWO questions from Section II. Each question carries 15 Marks.
c.   Answers to both the Sections should be written in the SEPARATE answer book.

SECTION - I		
It should contain 05 questions covering the syllabus & should testt he conceptual knowledge of the students.		
Question		**Marks**
Q.1	. . . .	(10 marks)
Q.2		(10 marks)
Q.3		(10 marks)
Q.4		(10 marks)
Q.5.	Write Short Notes on ANY TWO	
SECTION – II		
It should contain 03 questions covering the entire syllabus & should be based on application of the Concepts		
Q.6.		(15 marks)
Q.7.		(15 marks)
Q.8		(15 marks)

7) Structure of the Syllabus

The MBA Programme as per Semesters, Credits and Marks is as follows:

Semester	Credits	Marks Distribution
I	30	900
II	28	900
III	36	1100
IV	26	800
Total	120	3700

The detailed structure is as follows

MBA Sem I

Course Code	Semester - I	Credits	L/W	"/"	UE	CE	Total Marks	Examination Pattern
101	Management Concepts & Applications		2	2	60	40	100	UE &CE
102	Managerial Economics	3	2	2	60	40	100	UE &CE
103	Financial & Management Accounting	4	3	2	60	40	100	UE &CE
104	Organizational Behaviour	3	2	2	60	40	100	UE &CE
105	Statistical Techniques	4	3	2	60	40	100	UE &CE
106	Legal Aspects of Business	3	2	2	60	40	100	UE &CE
107	Business Communication	3	2	2	60	40	100	UE &CE
108	Information Technology Skills for Managers	3	2	2		100	100	CE
See Groups	Open 1	2	1	2	-	50	50	CE
See Groups	Open 2	2	1	2	-	50	50	CE
	Total No. of Credits	30	20	20				-

Open Courses: Students can opt any two courses from the following

1O9	Soft Skills (Includes etiquettes, table manners, public speaking & presentation skills etc.)
110	Waste Management
111	Life Management Skills
112	Event Management
113	Social Media Management
114	Current Affairs
115	Data Analysis using software tods (MS Excel/SPSS)
116	Supply Chain Management

MBA (G) SEM II

Course Code	Semester II	Credits	L/W	T or P/W	UE	CE	Total Marks	Examination Pattern
201	Marketing Management	3	2	2	-	40	100	UE &CE
202	Financial Management	3	2	2	60	40	100	UE &CE
203	Human Resource Management	3	2	2	60	40	100	UE &CE
204	International Business	3	2	2	60	40	100	UE &CE
205	Production & Operations Management	3	2	2	60	40	100	UE &CE
206	Research Methodology	3	2	2	60	40	100	UE &CE
207	Business Environment	3	2	2	60	40	100	UE &CE
208	Business Ethics & Corporate Governance	3	2	2	-	100	100	CE
See Group	Open 1	2	1	2	-	50	50	CE
See Group	Open 2	2	1	2	-	50	50	CE
	Total No. Credits	28	18	20			900	

Open Courses: Any two courses from the following

209	Soft Skills (that includes Logical reasoning & Aptitude tests, Interview techniques, Group Discussion etc.)
210	Introduction to Business Analytics
211	Data Analysis Using Software Tools (MS Excel/SPSS)
212	E-commerce Applications
213	Societal Concerns and NGO Operations
214	Foreign Language
215	Six Sigma
216	Enterprise Resource Planning (ERP)

MBA (General) SEM III

Course Code	Semester –III	Credits	L/W	T or P / W	UE	CE	Total Marks	Examination Pattern
301	Strategic Management	3	2	2	-	40	100	UE &CE
302	Operations Research	3	2	2	60	40	100	UE &CE
303	*Entrepreneurship Development	3	2	2	60	40	100	UE &CE
See groups	Specialization I - E-(i)	3	3	-	60	40	100	UE &CE
See groups	Specialization I - E-(ii)	3	3	-	60	40	100	UE &CE
See groups	Specialization II - E-(i)	3	3	-	60	40	100	UE &CE
See groups	Specialization II - E-(ii)	3	3	-	60	40	100	UE &CE
304	** Summer Internship	4		-	60	40	100	Report
305	Innovation, Technology & Change Management	3	2	2	-	100	100	CE
See Group	Open Elective1	2	1	2	-	50	50	CE
See Group	Open Elective 2	2	1	2	-	50	50	CE
See Group	Open Elective 3	2	1	2	-	50	50	CE
See Group	Open Elective 4	2	1	2	-	50	50	CE
	Total No. of Credits	-	24	16			1100	-

Open Courses: Any **TWO COURSES** from the specialization groups opted by the students.

Open Courses under Marketing Management		Open Courses under IT Management	
306	Digital Marketing	322	IT in BFSI Domain
307	Customer Relationship Management	323	Legal Aspects of IT & It Strategies
308	Marketing Research	324	Software Quality Standards & Process Documentation
309	Product & Brand Management	325	Cloud Computing
Open Courses under Financial Management		**Open Courses under Production & Operations Management**	
310	Corporate Taxation	326	Materials Management
311	Capital Market Operations	327	Maintenance Management
312	Financial Risk Management	328	World Class Manufacturing
313	Financial Statement Analysis	329	Business Process Re-engineering
Open Courses under Human Resource Management		**Open Courses under Agribusiness Management**	
314	Industrial Relations	330	Rural Banking
315	QMS & Innovation Management	331	Agriculture Marketing & Price Analysis
316	Behavioural Dynamics	332	Commodity Market
317	Personal Relations & Corporate Communication	333	Indian Agriculture & World Trade Organisation
Open Courses under IB Management			
318	Global Logistics & Supply Chain Management		
319	International Economics		
320	Currency, Derivatives & Risk Management		
321	Global Strategic Management		

MBA (General) SEM IV

Course Code	Semester IV	Credits	L/W	T or P / W	UE	CE	Total Marks	Examination Pattern
401	**Project Management**	3	2	2	60	40	100	UE &CE
See groups	**Specialization I - E-(iii)**	3	3	-	60	40	100	UE &CE
See groups	**Specialization I - E-(iv)**	3	3	-	60	40	100	UE &CE
See groups	**Specialization II - E-(iii)**	3	3	-	60	40	100	UE &CE
See groups	**Specialization II - E-(iv)**	3	3	-	60	40	100	UE &CE
402	**Environment & Disaster Management**	3	2	2	-	100	100	CE
See Group	**Open 1**	2	1	2	-	50	50	CE
See Group	**Open 2**	2	1	2	-	50	50	CE
See Group	**Open 3**	2	1	2	-	50	50	CE
See Group	**Open 4**	2	1	2	-	50	50	CE
Total No. Of Credits		26	20	12			800	-

Open Courses: Any **TWO COURSES** from the specialization groups opted by the students.

Open Courses under Marketing Management		Open Courses under IT Management	
403	Strategic Marketing	419	Big Data Analysis
404	Retail Marketing	420	IT Infrastructure Management
405	Marketing of Financial Services	421	Technology Management & IT Services
406	Social Media Marketing	422	Lab on Oracle & Open Source Software
Open Courses under Financial Management		**Open Courses under Production & Operations Management**	
407	Management Control System	423	Negotiation Management
408	Indirect Taxes	424	Service Operations Management
409	Banking Operations	425	Environment , Health & Safety
410	Financial Modelling Using MS Excel	426	Quality Management Standards
Open Courses under Human Resource Management		**Open Courses under Agribusiness Management**	
411	Labour Welfare	427	Microfinance
412	Managerial Competencies & Career Development	428	Rural Entrepreneurship
413	HR Lab	429	Agriculture & Indian Economy
414	HR Analytics	430	Marketing of Agro Products
Open Courses under IB Management			
415	Global Business Environment		
416	Foreign Exchange Management		
417	International Marketing Research		
418	Regulatory Aspects of International Business		

LIST OF ELECTVE GROUPS

Elective I: Marketing Management

Sem III	
Paper no.	Name of the Course
MK01	Consumer Behaviour
MK02	Services Marketing
Sem IV	
MK03	Sales & Distribution Management
MK04	Integrated Marketing Communication

Elective II: Financial Management

Sem III	
Paper no.	Name of the Course
FN01	Investment Analysis & Portfolio Management
FN02	Management of Financial Services
Sem IV	
FN03	Corporate Finance
FN04	International Financial Management

Elective III: Human Resource Management

Sem III	
Paper no.	Name of the Course
HR01	Training & Development
HR02	Labour Laws
Sem IV	
HR03	Personnel Cost & Compensation Management
HR04	Performance Management System

Elective IV: International Business Management

Sem III	
Paper no.	Name of the Course
IB01	Regulatory Aspects of International Business
IB02	Export Import Policies, Procedures and Documentation
Sem IV	
IB03	International Marketing Finance
IB04	Global Business Strategies

Elective IV: Production & Operations Management

Sem III	
Paper no.	Name of the Course
PO01	Quality Management
PO02	Production Planning & Control
Sem IV	
PO03	Logistics & Supply Chain Management
PO04	Industrial Management

Elective V: Information Technology Management

Sem III	
Paper no.	Name of the Course
IT01	System Analysis & Design
IT02	Information System Security & Audit
Sem IV	
IT03	RDBMS with Oracle
IT04	Enterprise Business Applications

Elective VI: Agribusiness Management

Sem III	
Paper no.	Name of the Course
AB01	Rural Marketing
AB02	Supply Chain Management in Agribusiness
Sem IV	
AB03	Use of Technology in Agribusiness Management
AB04	Cooperatives Management

Internal Examination

Components	Marks	Percentage
Internal Exam	First Internal 40 Marks Second Internal 40 Marks 40 Marks scaled down to 10 Maximum Time : 2 Hrs.	20 I Internal + II Internal 10 + 10
Attendance and class participation	10 Marks 75% attendance and above - 10 Marks Below 75% attendance - 0 Marks	10
CES	CES Components a) Class test b) Assignments c) Presentations d) Case Study e) MOOC f) Quiz on Moodle ✔ The faculty can choose any four of the above components for evalualtion as CES for his subject. ✔ The faculty must ensure a uniform scheduling of CES components across all sections for the specific course to ensure smooth implementation of the same. ✔ All CES are compulsory and carry equal weightage.	10

Important:

75% attendance is mandatory to appear for university examination.

Any request has to be routed through HODs to Dean, in case of any discrepancy related to attendance.

Departmental Examination

Evaluation of Departmental Papers of MBA-Ist year (Sem I & Sem II) w.e.from 2017-18							
S. No.	Course/ Sem	Subject	Max Marks	Particulars	Weightage of Marks Regular	Weightage of Marks B/L	Remarks
1	MBA-I	Information Technology skills for Managers	100	1st Internal	10%		
				CES	10%		
				Attendance	10%		
				Theory written exam	70%	100%	Paper to be designed of 100 marks, it would be scaled down to 70 for Regular
2	MBA-I	Data Analysis using MS-Excel	50	1st Internal	10%		
				CES	10%		
				Attendance	10%		
				Viva & Practical	70%	100%	
3	MBA-I	Soft Skills	50	1st Internal	10%		
				CES	10%		
				Attendance	10%		
				Theory written exam	70%	100%	Paper to be designed of 100 marks, it would be scaled down to 70 for Regular
4	MBA-II	Business Ethics & Corporate Governance	100	1st Internal	10%		
				CES	10%		
				Attendance	10%		
				Theory written exam	70%	100%	Paper to be designed of 100 marks, it would be scaled down to 70 for Regular
5	MBA-II	Foreign Language	50	1st Internal	10%		
				CES	10%		
				Attendance	10%		
				Theory written exam	70%	100%	Paper to be designed of 100 marks, it would be scaled down to 70 for Regular
6	MBA-II	Data Analysis using SPSS	50	1st Internal	10%		
				CES	10%		
				Attendance	10%		
				Viva & Practical	70%	100%	

S. No.	Course/ Sem	Subject	Max Marks	Particulars	Weightage of Marks Regular	Weightage of Marks B/L	Remarks
				Evaluation of Departmental Papers of MBA-IInd year (Sem III & Sem IV) w.e.from 2017-18			
1	MBA-III	Summer Internship	100	Joining & Progress Reports	20%		
				Report	40%	50%	
				Viva	40%	50%	
2	MBA-III	Innovation Technology & Change Management	100	1st Internal	10%		
				CES	10%		
				Attendance	10%		
				Theory written exam	70%	100%	Paper to be designed of 100 marks, it would be scaled down to 70 for Regular
3	MBA-III	Open Elective - 1 Open Elective - 2 Open Elective - 3 Open Elective - 4 **(Related to Specialization)**	50	1st Internal	10%		
				CES	10%		
				Attendance	10%		
				Theory written exam	70%	100%	Paper to be designed of 100 marks, it would be scaled down to 70 for Regular
4	MBA-IV	Environment & Disaster Management	100	1st Internal	10%		
				CES	10%		
				Attendance	10%		
				Theory written exam	70%	100%	Paper to be designed of 100 marks, it would be scaled down to 70 for Regular
5	MBA-IV	Open Elective - 1 Open Elective - 2 Open Elective - 3 Open Elective - 4 **(Related to Specialization)**	50	1st Internal	10%		
				CES	10%		
				Attendance	10%		
				Theory written exam	70%	100%	Paper to be designed of 100 marks, it would be scaled down to 70 for Regular

Code of Conduct
(Disciplinary Rules)

6.1 Ragging is a criminal offence

As per Supreme Court's judgement, any student found indulging in ragging will be rusticated from the university and would be liable for legal action.

It is mandatory for all students to submit an undertaking on a stamp paper (Rs. 10/-) stating that they will not indulge in any form of ragging activities to their respective Deans and HODs within one week of commencement of classes;

6.2 Discipline

[1] The Institute attaches utmost importance to integrity of students in conducting themselves in a manner befitting responsible business executives.

[2] Disciplinary action for misconduct shall include imposition of fine/declaring disqualification for award of medals, prizes and scholarships/ deprivation of placement opportunities/ suspension/ expulsion from the Program.

[3] Cell phones should be strictly switched off in Classrooms/ Auditorium/Library/ Computer Labs.

[4] Only two wheelers are allowed for parking in the allotted areas. Four wheelers should be parked in the authorised parking of Paschim Vihar East Metro Station.

[5] Dress Code : Dress code should be strictly followed as under :

Boys (Do's)	Girls (Do's)
Shirts	Shirts
Trousers	Trousers
Formal Shoes	Indian Formals
Navy Blue Blazers in	Navy Blue Blazers in
Winter (compulsory)	Winter (compulsory)
Dont's	**Dont's**
T-Shirts/Jeans	T-shirts/Jeans
Sports Shoes	Sport Shoes
Sleepers/Floaters	Slippers/Floaters

[6] In case of any kind of violence on the part of the student, he/she shall be expelled from the Institute

[7] Students are strictly not allowed to post any comments on Social Media about the Institute, faculty, staff or students which may deteriorate the image of the Institute failing which strict disciplinary action shall be taken including expulsion from the Institute.

6.3 Malpractices in Examinations

Student should not resort to any malpractice in examination, failing which they will be liable to disciplinary action and cancellation of the relevant examination as per

university rule.

The student should not copy or not to involve in any kind of malpractices during the examinations. The competent authority may impose any one or more of the following punishment/s if the student/s found guilty of using unfair means:

1. Cancellation of the performance of the examinee in that examination/s

2. Debarring student/s from appearing for any examination/s of the University for stipulated period not more than 5 years or

3. Debarring student/s from taking admission for ay course in the University/College/ Recognised Institution for the stipulated period of not more than 5 years.

4. Cancellation of University Scholarship/s or award/s prize/s etc. awarded to him by the University in that examination.

5. In addition to the above punishments, fine not exceeding Rs. 1000/- may be imposed on the student who is declared guilty.

6.4 Attendance Policy for MBA Students and Events Attendance :

[1] Regular attendance in all academic activities organized for the students is an essential requirement.

[2] A student is expected to have 100% attendance in each semester and the consideration for Medical/other genuine cases is considered for 25% only and thus 75% is the minimum requirement.

[3] Academic activities include classroom teaching, tutorials, workshops and the events for which the attendance is mandatory (such as National Conference, International Conference, Corporate Day and CCEE etc.)

[4] A student can participate in an event for the holistic development subject to 60% attendance at the time of participation/ being a member of core committee for event. However, in each semester the total no. of lectures granted for all such event cumulatively shall have a ceiling of 60 lectures only.

[5] Attendance for events can be taken in electronic or manual form as deemed fit and can be based on sessions/venue within the auditorium or outside the auditorium. Class attendance is regularly updated on ERP which can be accessed by a student through unique ID and password offered to them.

[6] Events form an important role in brand building of the Institute (BVIMR) for which different speakers are invited on different occasions.

We expect that the students should attend these events completely and during the time when the students are in auditorium/communication lab; should not move out even if they are a part of core committee. In case any student leaves the event (corporate day/national conference/ international conference etc.) in between he/ she shall be liable to a fine of ₹ 2000/-.

[7] Classes operate in a smooth way and if student's community violates the same by mass, bunking there would be a fine of ₹ 500/- per student for the whole class.

[8] Students are expected to submit their projects/ business plans as per the dead line given to them failing which they will be liable for a fine up to ₹ 500/- as late

submission.

6.5 General Conduct :

1. All students admitted to various courses will be expected to attend all classes as per their time-table. Students will be allotted marks in Internal Assessment, subject to their class participation and should have a minimum of 75% attendance in all subjects during a semester.

2. Any damage to the property of the Institute will invite penalty and disciplinary action by the discipline committee.

3. No student will loiter in the campus premises. They will conduct themselves in a dignified manner at all times within and outside the Institute.

4. Students will make full use of Library/Labs. and reading material facilities to update their knowledge in various subjects, broaden their horizon and develop analytical skills.

5. Any form of indiscipline in the form of disregard for instructions given by faculty members and authorities, rowdy behaviour, damage to Institute's property, using unfair means in class tests and examinations will be viewed very seriously. Such students will be considered for exemplary punishments including expulsion from the Institute.

6. Students will actively organize and participate in Workshops, Conferences, Corporate Days, Guest Lectures, Seminars, Management Development Programmes planned for them. They will observe timings decided for such occasions and strive to derive maximum benefits. Students shall be liable for disciplinary action (including fines as applicable), in case of non participation.

7. No student will leave the station without obtaining written approval from concerned class co-ordinators well in advance. However, student has to maintain 75% attendance criteria as laid down by the University.

8. Students nominated/selected for the Off Campus activities, such as participation in Sports/ Management Festivals/Study Tours etc., will behave in a dignified and disciplinary manner. They will strictly follow/ abide by the instructions of concerned Faculty Coordinator / Authorised Personnel of such outside organisation. They will observe dress code and timing for all such events.

9. Any grievance from the students will be dealt and handled at the Disciplinary Committee Level as far as possible, otherwise committee shall put the matter to be considered at the Director's Level.

10. Please note: You are under electronic surveillance in the campus (CCTV) at all times.

■   ■   ■

Academic Reformation

Attendance of students will be monitored every month and if the student fails to maintain minimum 75% attendance, they will earn academic penalties for themselves as per below mentioned criteria:

Time	Attendance	Academic Reformation
One month after the start of classes	<75%	Student earns 1 academic penalty (Will need to solve one previous year Question paper each for all subjects)
Before start of first internal	<75%	Student earns 2 academic penalty (Will need to solve two previous year Question paper each for all subjects)
Second internal	<75%	Student earns 4 academic penalty (Will need to solve four previous year Question paper each for all subjects)

Note: Those who fail to submit the academic penalty will not be allowed to appear for second internal and their marks will be zero in second internal subject to approval by Dean/HOD committee.

Knowledge Resource
Center (Library) Rules

7.1 The Library Rules are as follows :

[1] While entering the Library, students are required to carry their identity card and should make proper record.

[2] A late fee will be charged for each working day after the specified due date is over.

[3] If the student does not return the books even after two months, he/she will loose the right of borrowing books until he/she returns the book(s) and clears the dues.

[4] Loss of books should be reported in writing to the Librarian, replacement charge and fine must be paid immediately.

[5] Books Lost, defective or spoiled; shall have to be replaced or the borrower shall pay the double the amount of cost of the book, if it is an Indian publication and three times the cost, if it is a foreign publication with late fine (if they fail to replace the book till the date of returning the books).

[6] Books will be issued / returned from Monday to Friday 9:00 A.M. to 7:00 P.M., Saturday 9:00 A.M. to 2:00 P.M., Sunday 09:30 A.M. to 02:00 P.M.

[7] Students are informed to submit their identity card while entering the various sections of the Central Library.

[8] Earmarking/writing/folding of pages of book, tearing or taking out pages etc. will amount to damage of the book, unless the borrower points out any type of damage at the time of borrowing the book, he / she shall be liable to replace the book or pay the cost (as mentioned in the above rules).

[10] Students and Staff should deposit their Bags/ Purse / Books etc. with the Security Staff at the entrance of Library. They will be permitted to carry note books and white papers only in the Library.

[11] Books and Journals are to be borrowed in person.

[12] Students are advised not to misplace the books on the racks from its original position.

[13] Production of "NO DUES CERTIFICATE" from the library is essential for obtaining the hall ticket for appearing in the University examination or receiving Marks Sheet / Degree.

[14] Strict silence should be maintained in the Library. No discussion in any case would be allowed.

[15] Two books will be issued to the students for 7 days but may be recalled earlier, if urgently required by the Institute.

[16] Due date for returning of the Books should be strictly followed otherwise fine of Rs. 2/- per day per book will be charged till the return of the books.

[17] Exchange of Library Card (s) / Identity Card is strictly prohibited as it is not transferrable.

[18] Books may be re-issued on request provided enough copies are available in the Library.

[19] Rare periodicals and reference books will not be issued. It should be used only in the Library.

7.2 Reading Room

[1] Strict silence should be maintained in the reading room.

[2] If a student is found misusing the reading room, he/she may be disallowed to use the Library facilities.

7.2.1 Audio-Visuals

The students may borrow video/audio cassettes, CDs, CD-ROMs, etc. to be used in the Institute .

Information Resource Center
(Computer Center) Rules

The Information Resource Center of BVIMR has the required infrastructure to cater to the needs of the Students and Faculty Members. The Computer Center has been equipped with computer systems, printers, UPS systems and is fully air-conditioned.

All official printouts can be taken in the main Computer by obtaining necessary written permission from the concerned faculty member.

Do's

(1) Please keep the Computer Center clean.

(2) Ensure that the computers are started in the proper way and also shut down correctly.

(3) Bags are not allowed in the Computer Center.

(4) In case of any damage or missing of a computer's component, the student who had last used the computer will have to bear the necessary cost(s).

(5) Mobile phones must be switched-off and kept in the computer labs. Internet Service Rules The institute provides internet services as a privilege and Internet Service Rules must be adhered to.

(6) Copy all your files in CDs/Pen drives for their academic purposes. In order to avoid any loss of data, it is the sole responsibility of student(s) to the same via Email.

(7) Keep on erasing your old files from the local/ network hard disks.

(8) Please show your ID-Card to the Lab Attendant immediately after entering the centre and make necessary entry in the register also.

Don'ts

(1) Do not erase or change names of the system files.

(2) Do not shift any unit of the Computer System. If there is any problem in the functioning of a particular computer system, get in touch with the programmer of the Computer Center.

(3) Do not bring your friends inside the Computer Center.

(4) Do not bring any personal hardware item(s) in the Computer Center.

(5) Do not try to repair any item of the Computer System yourself.

(6) Eatables, water, tea, coffee, etc. should not be brought inside the Computer Center.

ID card is to be shown and submitted to the Person In-charge of the Computer Center. Important communications from time to time will be sent to the students through Email/ Academic Information System (AIS).

The Internet Service offered in the Institute is subject to the following conditions :

(1) Staff looking after Internet browsing activities is not responsible for the loss of student's internet hours due to reasons like, Power Failure, Link Failure, Holidays and when closed because of the priority of management tasks and also for any student's personal problems.

(2) However, these Internet hours lost may be compensated at the discretion of the concerned staff against a request if the reasons cited are found to be genuine.

(3) The Internet usage is purely for academic purpose. Those who abuse the facility will be fined up to Rs. 1000/- and may even be debarred from use of computer facility. Serious computer crimes may lead to the concerned user being expelled from the Institute and facing legal action as well.

List of Dean / HODs

(ACADEMIC SESSION: 2018-19)

Area-Responsibility	Name of the Head
Dean PG-Academics	Dr. R. K. Sharma
Dean UG-Academics	Dr. R. K. Sharma
Dean Academics-Computer Science	Dr. A. K. Srivastava
Dean Student Welfare (PG)	Dr. Parul Agrawal
Dean Student Welfare (UG - BBA, BCA)	Dr. Sanjay Manocha
Dean Student Welfare (LLB, BBA LLB)	Dr. A. K. Srivastava
Dean Administration	Dr. Parul Agrawal
Staff Welfare	Dr. Aparna Marwah
Student Welfare Coordinator and Counsellor	Ms. Deepa Kapoor

List of Committees
(Academic Session: 2018-19)

Name of Department/Committee	Incharge / Chairperson	Members
Incharge - Examination Cell (PG)	Mr. Sanjay Roy	Dr. Ajay Kumar
Incharge - Examination Cell (UG)	Dr. Sanjay Manocha	Dr. Broto Bhardwaj
		Dr. Parul Agarwal
		Ms. Anupam Dhingra
Chairperson - IQAC/NAAC	Dr. Vikas Nath	Dr. Parul Agarwal
Secretary - IQAC/NAAC	Dr. Shallu Singh	Dr. R.K. Sharma- Research
		Dr. Aparna Marwah
		Dr. Ajay Sahni-Alliances
		Ms. Deepa Kapoor
Timetable - BBA	Ms. Anupam Dhingra	Mr. Inderkant
Timetable - BCA	Ms. Rajni Sharma	Mr. Inderkant
Timetable - MBA	Ms. Deepa Kapoor	Mr. Rakesh Kumar
Research & Development Committee	Dr. R. K. Sharma	Dr. Broto Bhardwaj
		Dr. Parul Agarwal
Ranking/ AICTE/ Surveys	Dr. Navneet Gera	Dr. Parul Agarwal
		Dr. R. K. Sharma
		Ms. Bhawna Duggal
Head - Foreign collaboration	Dr. Ajay Sahni	
Website	Mr. Ajay Kumar	Mr. Ankit Barua
		Mr. Parvinder
LAB Secretary	Ms. Deepa Kapur	
DHM Secretary/Planning & Monitoring Board	Ms. Deepa Kapur	
Media & Publicity	Mr. Ankit Barua	
CMS-ICT Committee	Mr. M.K. Chaubey	Mrs. Tripti Tiwari
Library	Dr. Broto Bhardwaj	
Infrastructure	Mr. Gajender Mahajan	
Hostel	Dr. A. K. Srivastav	Ms. Pooja Holmukhe-warden
		Ms. Deepa Kapoor
Head Foreign Language	Dr. Ajay Sahni	
Placement Head	Dr. Neelam Sharma	

Name of Department/Committee	Incharge / Chairperson	Members
Eligibility	Mr. Sanjoy Roy	
Learning Resource Devlpt. Committee	Dr. R. K. Sharma	
Alumni	Dr. A. K. Srivastav	Ms. Seema Choudhari
		Dr. Neelam Sharma
		Mr. Sanjay Roy
		Ms. Deepa Kapoor
Staff Welfare	Dr. Aprana Marwah	
Psychometric Lab	Dr. Shallu Singh	
SC/ST Cell	Ms. Seema Choudhari	
PhD Cell	Dr. R.K. Sharma	Dr. Anoop Pandey
Music	Ms. Rupam Jyoti Das	
Social & Cultural Club	Ms. Seema Chaudhary	Ms. Minakshi Sati
		Mr. Anuradha
		Mr. Sanjay Roy
Prevention of Sexual Harassment	Dr. Ashima Bhatnagar	

Core Teams : 2018-19

Journal	Dr. Vikas Nath- Editor and Chief Dr. R. K. Sharma Dr. Navneet Gera Dr. Manpreet Kaur	Internal Complaint Committee or Grievance Handling Committee	Dr. Neelam Sharma-Incharge Dr. A.K. Srivastav Dr. Aparna Marwah Dr. Ashima Bhatnagar Ms. Deepa Kapur
NIRF Team	Dr. Navneet Gera-Incharge Dr. Manpreet Kaur Dr. Nishith Mishra Ms. Bhawna Duggal	ED Cell	Dr. Supreet Wahi Dr. Neelam Sharma Ms. Gagandeep Kaur
NBA Team	Dr. Navneet Gera Dr. Parul Aggarwal Dr. R.K. Sharma	Wall Magazines	Ms. Seema Chaudhary -Incharge Ms. Meenakshi Sati Ms. Tripti Tiwari
BVIMR Mirror Team	Ms. Nishu Marwah Dr. Supreet Wahi Ms. Tripti Tiwari- Circulation Dr. Ajay Sahni - Editing	Activity Team	Dr. Aparna Marwah-Incharge Ms. Bhavika Batra Ms. Anuradha Nain Ms. Deepa Kapur
Harmony	Ms. Seema Chaudhary Ms. Gagandeep Kaur Dr. Ajay Sahni - Editing	Social Club Chairperson Secretary	Ms. Seema Chaudhary Ms. Meenakshi Sati Ms. Anuradha Mr. Sanjoy Roy
Glimpses	Dr. Ashima Bhatnagar Dr. Pankaj Saini Mr. Anuj Kumar Dr. Ajay Sahni - Editing	Cultural Club Dance and Music Society	Ms. Rupam Jyoti Das(Incharge) Ms. Minakshi Sati
Anti Ragging Committee	Dr. Vikas Nath - Chairman Dr. A.K. Srivastav Dr. Sanjay Manocha Dr. Anjali Sharma Dr. Aparna Marwah Dr. Parul Aggarwal Mr. Mahesh Chaubey	OFF Campus	Dr. Ashima Bhatnagar- Incharge Ms. Minakshi Sati
		Sports Club	Dr. Pankaj Saini Dr. Sanjay Manocha
Anti Sexual Harrasment	Dr. Broto Bhardwaj Dr. Ashima Bhatnagar Dr. Aparna Marwah Ms. Deepa Kapur Ms. Minakshi Sati	Rena Team	Dr. Daljeet Singh Bawa Dr. Ashima Bhatnagar Dr. Parul Aggarwal Dr. Manpreet Kaur Ms. Tripti Tiwari

ACADEMIC CALENDAR (MBA) (2018-19)

S.No.	Date	Activity/Event	CRC Activities
1.	2 July 2018 Monday	Partnering with Students for Knowledge Faculty Orientation Program (Regular & Visiting both)	Coordination with CMS for Data Bank of the students and parents.
2.	3-9 July 2018 Tuesday-Monday	Commencement of the session Orientation Program & Bridge Course for MBA-I semester	Orientation cum Induction Program
3.	10 July 2018 Tuesday	Orientation Program for MBA-III semester	
4.	11 July 2018 Wednesday	Commencement of regular classes MBA-I & III Sem & BBA/BCA-III & V Sem	
5.	12-14 July 2018 Thu-Saturday	Orientation Program & Bridge Course for BBA/BCA-I semester	Orientation cum Induction Program
6.	16 July 2018 Monday	Commencement of regular classes for BBA/BCA-I semester	
7.	20 July 2018 Saturday	Appointment of Class CR's & Submission of their names to HoD's & Director	Visit to Companies for placement, MOU, Summer Training, MDP etc.
8.	28 July 2018 Saturday	Welcome to fresher's MBA	
9.	1 Aug 2018 Wednesday	Submission of rough draft of summer training report by MBA-III & BBA-V Sem students	Compilation of the consolidated report of Summer training.
10.	4 Aug 2018 Saturday	Welcome to fresher's BBA/BCA	
11.	13-31 Aug 2018	First Industrial Visit for selected classes (One Day only)	Feedback of students, First Industrial Visits for all classes
12.	25 Aug 2018 Saturday	PTM	
13.	03 Sep - 11 Sept 2018 Mon-Tuesday	1st Internal Examination all Classes	
14.	5th September 2018 Wednesday	Guruvandana-I (2nd Half)	
15.	15 Sept 2018 Saturday	Ozone Day & Avsar	Follow up of companies by CRC
16.	22 Sep 2018 Saturday	Submission of final summer training project duly signed by the guide, to the CRC for Director's Signature	Submission of Complete list of Students with details such as Title, Company Name, Guide etc.
17.	6 Oct.2018 Saturday	Summer Training Viva-MBA	Summer Training Viva
18.	13 Oct.2018 Saturday	Summer Training Viva-BBA	Summer Training Viva
19.	20 Oct 2018 Saturday	PTM	
20.	26 Oct-3 Nov 2018 Fri-Saturday	2nd Internal Examination all Classes	Visit to companies for signing of MOU,MDP, Placement and Research

S.No.	Date	Activity/Event	CRC Activities
21.	**3 Nov 2018 Saturday**	**Last Teaching Day for all Classes**	
22.	**12 Nov 2018 Monday**	Commencement of End term University Exams All Classes	
23.	**17 Dec. 2018 Monday**	Commencement of classes- All Semesters	Visit to companies for signing of MOU,MDP, Placement and Research
24.	**22 Dec 2018 Saturday**	Milap (Alumni & Corporate Meet)	**Commencement of Placement week**
25.	**8-10 Jan 2019**	Annual Sports Meet	Commencement
26.	**8-10 Jan 2019 Tuesday-Thursday**	Annual Sports Meet	Commencement of Placement week
27.	**18-19 Jan 2019 Fri-Saturday**	Paristhithi– A Case Writing Competition	
28.	**12 January 2019 Saturday**	PTM	
29.	**01 Feb-9 Feb 2019 Fri-Saturday**	Ist Internal Examination all Classes	
30.	**21-23 Feb 2019 Thu-Saturday**	Rena- (Annual Management & Cultural Festival)	
31.	**22- 23 March 2019 Fri-Saturday**	PTM	
32.	**25 Mar- 02 Apr 2019 Mon-Tuesday**	2nd Internal Examination all Classes	Visit to Companies for placement, MOU, Summer Training, MDP etc.
33.	**31st March 2019 Saturday**	Last Teaching Day	Preparation of CRC calendar for next academic session.
34.	**6 April 2019 Saturday**	Annual Day	Finalization of Summer Training
35.	**12 April 2019 Friday**	Farewell to BBA final	
36.	**13 April 2019 Saturday**	Farewell to MBA final	
37.	**25 April 2019**	Commencement of End Term University Examinations All Classes	Orientation for summer training to be given to students on the last day of Exams. Distribution of CRC manual to students
38.	**20-25 May 2019 Mon-Saturday**	Faculty Retreat Program	
39.	**15 May-15 Jul 2019**	Summer Training MBA II Sem & BBA-IV Sem	Follow up for the progress of Summer Training-Fortnightly reports to be submitted to CRC.
40.	**27th May – 28th June 2019**	Summer Vacations	

*Above Dates are subject to change

Teaching Staff

S.No.	Name of the Employee	Designation	Qualification
1	Dr. Vikas Nath	Professor & Director	MBA, PhD (Mgmt.)
2	Dr. R.K. Sharma	Professor	M. Com, MBA, Ph.D.
3	Dr. A.R. Deshmukh	Director, SDE & Librarian	M. Lib, MBA, PGDBM, Ph.D.
4	Dr. A. K. Srivastav	Professor	MA, MPM, MCM, Ph.D.
5	Dr. Neelam Sharma	Associate Professor	MBA, Ph.D.
6	Dr. Parul Agrawal	Associate Professor	MBA, Ph.D.
7	Dr. Gagan Grover	Associate Professor	MA (Eco.), UGC (Net), MBA, Ph.D.
8	Dr. Shallu Singh	Associate Professor	MBA, UGC (Net), Ph.D.
9	Dr. Brotho R. Bhardwaj	Associate Professor	Post Doc, Ph.D. (IIT, Delhi), MBA (Gold Medalist, IIT Delhi), B.Tech, UGC NET
10	Dr. Navneet Gera	Associate Professor	M.Com, MIB, M.Sc. (IT), Ph.D., UGC NET
11	Dr. Manpreet Kaur	Associate Professor	B.Com (H), CMA, Ph.D. (IIT Delhi), NET
12	Dr. Anoop Pandey	Associate Professor	B.Com, M.Com, Ph.D.
13	Dr. Ashima Bhatnagar	Assistant Professor	MBA (HR), Ph.D.
14	Dr. Sanjay Manocha	Assistant Professor	MBA, M.Phil. PG Dip. In Retail Mgmt., Ph.D.
15	Mr. Ajay Kumar	Assistant Professor	MCA, Ph.D. (Pursuing)
16	Dr. Daljeet Singh Bawa	Assistant Professor	PGDCA, MCA, M.Phil.(C.S.), Ph.D.
17	Dr. Anjali Sharma	Assistant Professor	MBA, M.Phil., Ph.D.
18	Mrs. Bhawna Dhawan	Assistant Professor	MBA, M.Phil., Ph.D. (Pursuing)
19	Mr. Mahesh Kumar Chaubey	Assistant Professor	PGDCA, MCA, Ph.D. (Pursuing)
20	Mr. Sanjoy Roy	Assistant Professor	MBA, UGC Net
21	Mrs. Seema Chaudhary	Assistant Professor	MA (English) ,M. Phil
22	Dr. Pankaj Saini	Assistant Professor	MBA, Ph.D.
23	Dr. Neetu Jain	Assistant Professor	MA (Eco),M. Phil, Ph.D
24	Dr. Aparna Marwah Bawa	Assistant Professor	MBA, MCA, Ph.D.
25	Dr. Aarushi Kataria	Assistant Professor	MBA (FM & Mkt.), Ph.D.
26	Dr. Supreet Wahee	Assistant Professor	MCA, Dip in Personal Mgt, B Ed., Ph.D.
27	Mrs. Tripti Tiwari	Assistant Professor	MBA (FM & Mkt.), Ph.D.(Pursuing)
28	Ms. Nishu Marwah	Assistant Professor	MBA, Ph.D. (Pursuing)
29	Dr. Ajay Sahni	Assistant Professor	MMM, Dipl. in Tourism Mgt., Mktg. & Advt. Adv. Dip.- French, DELF B-I., Dip.- Spanish, Portuguese, Ph.D.
30	Mrs. Nancy Goel	Assistant Professor	MBA(IB), UGC -NET (MGT), PhD (Pursuing)
31	Mrs. Rupam Jyoti Das	Assistant Professor	PGDBM (HR/Mktg), Diploma in Labour Law
32	Mrs. Bhavika Batra	Assistant Professor	PGDFP, MBA, UGC-NET
33	Ms. Minakshi Sati	Assistant Professor	MBA (Mktg/Finance)
34	Mr. Rahul Gupta	Assistant Professor	MBA (Fine), UGC - NET
35	Mrs. Savneet Kaur	Assistant Professor	PGDM in Retail Mgt, MBA (Mktg), PhD (Pursuing)
36	Dr. Indu Rani	Assistant Professor	MBA. Ph.D.
37	Ms. Sonal Singh	Assistant Professor	B.tech, MBA
38	Dr. Shradha Sachin Vernekar	Assistant Professor	MBA, Ph.D.
39	Mrs. Gagandeep Kaur	Asst. Training & Placement Officer	MBA
40	Ms. Megha Sehgal	Assistant Professor	B.tech, M.tech
41	Mr. Anuj Kumar	Assistant Professor	MBA, Ph.D.(Pursuing)
42	Ms. Anuradha	Assistant Professor	MBA
43	Mr. Deepak Kandwal	Assistant Professor	MBA, Ph.D.
44	Dr. Shakshi Handa	Assistant Professor	MBA
45	Mr. Yaswant Kumar	Assistant Professor	MBA

Technical / Supporting Staff

Sr. No.	Name	Designation
1	Mr. Gajendra Mahajan	System Analyst
2	Mr. Ajeet Kumar Srivastava	Lab Assistant
3	Mrs. Anuradha Singh	Sr. Clerk
4	Mr. Tanaji Holmukhe	Jr. Clerk
5	Ms. Shivali Chadha	Jr. Clerk
6	Mr. Vijay K. Idate	Jr. Clerk
7	Mr. Harkesh Singh	Jr. Clerk
8	Mrs. Alka Dongde	Jr. Clerk
9	Mrs. Kiran Sardana	Jr. Clerk
10	Mr. Hemant Naithani	Jr. Clerk
11	Mr. Shashi Kant	Clerk
12	Mr. Jasbir Singh	Clerk
13	Mr. Indra Kant	Clerk
14	Mr. Amit Rana	Clerk
15	Mr. Pravindra Singh	Clerk
16	Mr. Naveen Kumar	Clerk
17	Mr. Santosh Kumar	Clerk
18	Mr. Pawan Rohilla	Technical Staff
19	Mr. Naresh Jha	Technical Staff
20	Mr. Shyam Kr. Khandelwal	Driver
21	Mr. Mukesh Kumar	Driver
22	Mr. Lalit Kumar Jha	Library Attendant
23	Mr. Pankaj Kumar	Electrician
24	Mr. Shyamlal Sharma	Peon
25	Mr. Sanjay Kumar	Peon

Sr. No.	Name	Designation
26	Mr. Vinod Kumar	Peon
27	Mr. Ranbir Singh	Peon
28	Mr. Premprasad Sharma	Peon
29	Mr. Ishwar Singh	Peon
30	Mr. Premchand Sharma	Peon
31	Mr. Manish Kumar	Peon
32	Mr. Vipin Kumar	Peon
33	Mr. Santosh Nikam	Peon
34	Mr. Avinash Kamble	Peon
35	Mr. Rajendra Pawar	Peon
36	Mr. Dharampal	Peon
37	Mr. Sanjeev Kumar	Peon
38	Mr. Ajeet Kumar	Peon
39	Mr. Naresh Kumar	Peon
40	Mr. Deendayal	Peon
41	Mr. Om Praksh	Peon
42	Mr. Suresh Kumar	Peon
43	Mr. Anil Kumar	Peon
44	Mr. Vikash Kumar	Peon
45	Mr. Divyank	Peon
46	Mr. Yogesh Mane	Peon
47	Mr. Snehal Kale	Peon
58	Mr. Abhishek Kumar Jha	Peon
59	Mr. Ram Samujh	Gardener
60	Mr. Ram Saran	Gardener

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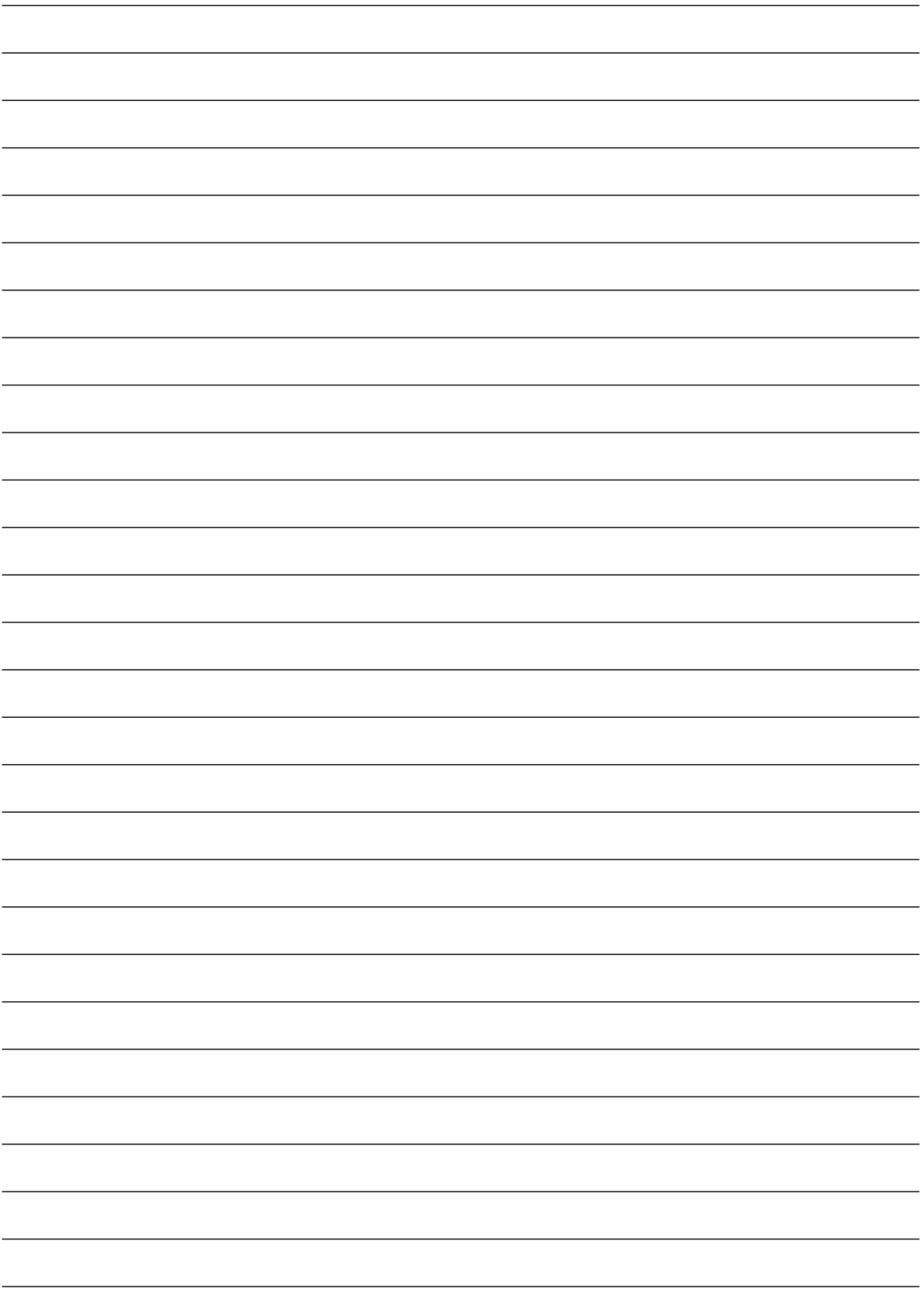
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BHARATI VIDYAPEETH DEEMED TO BE UNIVERSITY

BHARATI VIDYAPEETH AT A GLANCE

01
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02
12 (b) Status by UGC

03
29 Constituent Units

04
3 Research Institutes

05
12 Faculties

06
40 BOS

07
290 Programmes

08
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