

# EMBRACE CHALLENGE

## EXPERIENCE SUCCESS



PROCESS  
COMPENDIUM  
**MBA**  
2017-19

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# BVIMR *At A Glance*



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## Message from the Founder



### Dr. Patangraoji Kadam

Founder-Bharati Vidyapeeth  
Chancellor-Bharati Vidyapeeth Deemed University, Pune

We continually face challenges in life - how we view them defines us, We at BVDU, choose to see challenges as stepping stones and opportunities that we have encountered along the way for us to use to "step on", so that we can achieve more, develop further and ultimately actualize more of our goals!

The new skills and competencies have become a key element in ensuring quality in the process and product alike. Therefore, to cope with the modern challenges, the development of students and staff at every level and at frequent intervals is imperative.

The stepping stones are here. Our results attest to this, our work ethic confirms this and our vision underpins this.

**Dr. Patangrao Kadam**



## Message from the Pro Chancellor



**Dr. Shivajirao Kadam**

Pro Chancellor - Bharati Vidyapeeth Deemed 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 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 Secretary



**Dr. Vishwajeet Kadam**

Secretary - Bharati Vidyapeeth

We have accomplished a great deal - we identified our goals, set aside time to achieve them. Our work ethic 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 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 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 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 foresight and exceptional leadership of the founder 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 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 University Institute Of Management and Research – New Delhi (BVIMR)**

An ‘8’ acres oasis in West Delhi – Bharati Vidyapeeth 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 in 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 as one of the “Top 50 B-Schools in India” and “Top 5 B-Schools in Delhi” by Business India, Business and Management Chronicle and Career 360. The Institute is recently honored by A+ Career 360 magazine. “B-School Leadership Award” by STAR NEWS.

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. This results in 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 UNIVERSITY, PUNE, INDIA

### QUALITY ASSURANCE POLICY

#### QUALITY IS A FUNCTION OF PERCEPTION, PASSION AND PRIDE

We at Bharati Vidyapeeth 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 operations 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) and Prowess (Corporate Database) are the 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](http://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. The students will be provided with username and password to access the same during his/her stay with BVIMR. Students are expected to be active on ERP, to update themselves on continuous basis with institutional updates and communication.

### **Foreign Languages**

Students are given a unique opportunity to learn Foreign Language either French or German, to enable them to accept challenges in working with MNCs and facilitating their cross-cultural relations.

### **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. doctor is available everyday and provides necessary medical help and guidance to all the students and th 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 teacher opportunity to spend more time interacting and solving problems with the students and track their progress. Moodle 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 Moodle.

## **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 updates 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. In case if the student has any query pertaining the marks, the same can be reported to the concerned faculty within a period of 24hrs.

## **Foreign Language Lab**

This is established to help the students improve the interactive abilities through various softwares and other online resources.

## **Hostel (Only for Girls)**

It is a Home away from home....fully air-conditioned

Surrounded by ample open space and lush green garden, its enviable 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, Foreign Languages 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 syllabic.

- **Corporate Connect Personal and Professional Training**

BVIMR conducts in-house training and grooming classes; Corporate Connect – To 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 our 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 way investors / corporate are redefining social responsibility for the institute. 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, represents 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 of the institute and raise awareness about their modern day problems, like health, campus life related issues etc. 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 nos. 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.

**Cyber Security Certificate**

In order to prepare young managers to face modern cyber technology, utilize fully, the advantages offered and understand how one can be affected by its misuse. BVIMR has made mandatory for all the students to pass the certificate in cyber security, which not only covers the basic aspects of cyber security, but also gives them in-depth knowledge about firewall, antivirus, website security, biometric security and how to secure e-banking etc.

# Rankings/Ratings of BVIMR



The vision of Training & Development Cell, BVIMR, is to be a partner of first choice in the country for both Industry and Institutions for all youth development and training activities.

# PUBLICATIONS



## 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



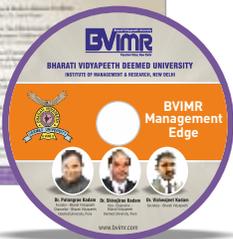
## Harmony

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



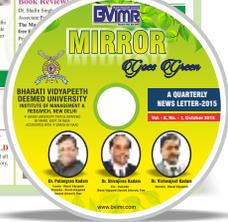
## BVIMR Management Edge

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.



# 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 Achievements

### Tie-ups

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

# 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 Ms. 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

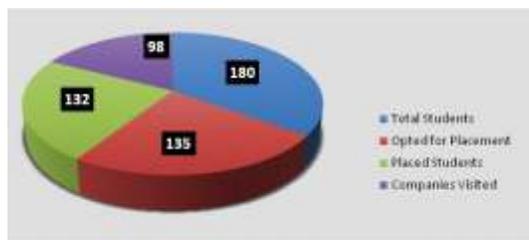
“Bridging the gap between the bright, energetic and aspiring youth talent of the BVIMR and the industry for meeting their personnel requirements and to promote entrepreneurship”.

## 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 2016-2017

Total Students	180
Total Companies Visited	98
Opted for Placement	135
Placed Students	132
Highest Package (Domestic)	Rs.14.00 lacs P.A
Highest Package Offered (International)	Rs.18.00 Lacs
Average Package	6.80



## Sector wise Companies 2016-2017

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



## Summer Training Status 2016-17

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

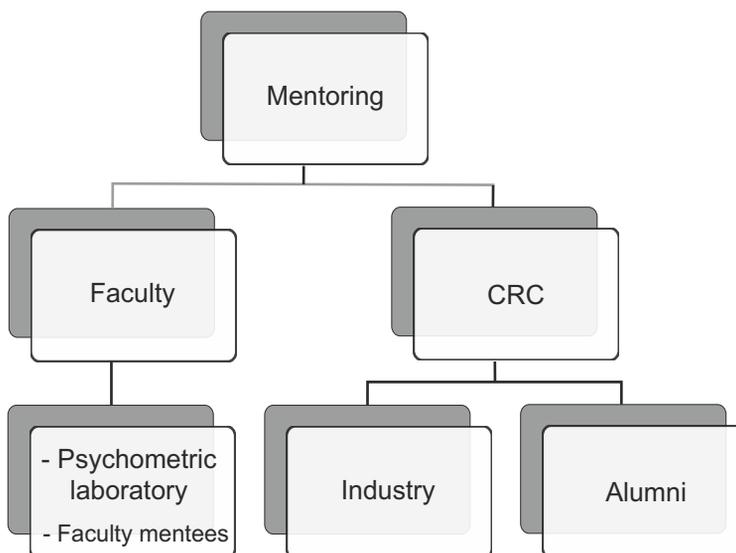
# Mentoring Program

**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 collaboration with industry experts mentor students on various personal and professional concerns. One of project named as "SARTHI " by Alumina's and CRC conducted for MBA students to guide them for taking up right Internship projects and specialization .

## **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 make good citizen for the society.



# Our Prestigious Recruiters



# Bridge Courses At BVIMR

## Objectives of the Course

- To provide additional lectures to the students entering the 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 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 Diagrammatic 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
$80 \leq \text{Marks} \leq 100$	O	10
$70 \leq \text{Marks} \leq 80$	A+	9
$60 \leq \text{Marks} \leq 70$	A	8
$55 \leq \text{Marks} \leq 60$	B+	7
$50 \leq \text{Marks} \leq 55$	B	6
$40 \leq \text{Marks} \leq 50$	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  $x = \text{Max}/10$  (since we have adopted 10 point system). Then GP is calculated by the following formulas

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

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

where, C<sub>k</sub> is the Credit value assigned to a course and GP<sub>k</sub> 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

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

where, C<sub>k</sub> is the Credit value assigned to a course and GP<sub>k</sub> 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	...
	5 * CGPA +20	... ≤ 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	.....

### 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;

<b>Specialization Choices</b>
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

- Actual work done by the student in the organization
- Student’s knowledge about the company & Business Environment
- Learning outcomes for the student
- 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:

- Attempt any THREE questions from Section I. Each question carries 10 Marks.
- Attempt any TWO questions from Section II. Each question carries 15 Marks.
- Answers to both the Sections should be written in the SEPARATE answer book.

<b>SECTION - I</b>		
It should contain 05 questions covering the syllabus & should test the 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	
<b>SECTION – II</b>		
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	60	40	100	UE & CE
103	Financial & Management Accounting	4	3	60	40	100	UE & CE
104	Organizational Behaviour	3	2	60	40	100	UE & CE
105	Statistical Techniques	4	3	60	40	100	UE & CE
106	Legal Aspects of Business	3	2	60	40	100	UE & CE
107	Business Communication	3	2	60	40	100	UE & CE
108	Information Technology Skills for Managers	3	2		100	100	CE
	Open 1	2	1	-	50	50	CE
See Groups	Open 2	2	1	-	50	50	CE
	<b>Total No. of Credits</b>	<b>30</b>	<b>20</b>	<b>20</b>		-	-

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

109	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

*\*\* In addition to the above, Cyber Security is an Add on Course having 02 (TWO) credits may be offered by the Institute*

## 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	-
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
<b>Total No. Credits</b>		<b>28</b>	<b>18</b>	<b>20</b>			<b>900</b>	

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			2	-	40	100	UE & CE
302	Operations Research		2	2	60	40	100	UE & CE
303	*Entrepreneurship Development	3	2	2	60	40	100	UE & CE
	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	-
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
<b>Total No. of Credits</b>			<b>24</b>	<b>16</b>			<b>1100</b>	

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	<b>Project Management</b>	3	2	2	60	40	100	UE & CE
See groups	<b>Specialization I - E-(iii)</b>	3	3	-	60	40	100	UE & CE
See groups	<b>Specialization I - E-(iv)</b>	3	3	-	60	40	100	UE & CE
See groups	<b>Specialization II - E-(iii)</b>	3	3	-	60	40	100	UE & CE
See groups	<b>Specialization II - E-(iv)</b>	3	3	-	60	40	100	UE & CE
402	<b>Environment &amp; Disaster Management</b>	3	2	2	-	100	100	CE
See Group	<b>Open 1</b>	2	1	2	-	50	50	CE
See Group	<b>Open 2</b>	2	1	2	-	50	50	CE
See Group	<b>Open 3</b>	2	1	2	-	50	50	CE
See Group	<b>Open 4</b>	2	1	2	-	50	50	CE
<b>Total No. Of Credits</b>		<b>26</b>	<b>20</b>	<b>12</b>			<b>800</b>	<b>-</b>

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 ELECTIVE 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

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

Elective IV: International Business Management

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

Elective IV: Production & Operations Management

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

Elective V: Information Technology Management

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

Elective VI: Agribusiness Management

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

## Value Added Courses For MBA Final Year

Value Added Courses are offered to MBA III and IV Semester students. This course shall be offered over and above the specialization and open courses, in order to ensure that our students are well equipped with the contemporary issues in management.

Following is an account for this:

Specialization	MBA III SEM	MBA IV SEM
	Course Title	Course Title
Marketing	Marketing Research	Social Media Marketing
Finance	Capital Market Operation	Management Control System
Human Resource Management	Organizational Development	Emerging Trends and Practices in Human Resource Management
International Business	Global Strategic Management	Foreign Exchange Management
Production and Operations	Essentials of Supply Chain and Logistics Management	Service Operations

### Rules and Regulations:

- These courses are being offered at a nominal cost which is to be paid before the commencement of the semester III.
- The course shall be exclusively taken by guests from industry
- A student can opt only for one course in a semester.

### Evaluation Value Added Courses : Total Marks =100

Internal Assessment = 40 ( Case Study=20 marks , Class Test = 20 Marks)

Viva-Voce and Report (at the institute level) =60 Marks

The student shall be given a certificate by the institute upon successful completion of the course.

There will be no University examination for any Value Added Course. Such Courses are being offered as per the requirement of industry.

*\* Proposed to the university for implementation, subject to approval from university.*

## 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 either a combination of any two CES components to be conducted twice or conduct any four components at one time, depending upon the requirement of the 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. ✓ A student's best two CES Marks score out of four will be considered at the time of final calculation.	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.

## Attendance And Academic Sanctions

It is mandatory for the students to maintain 75% attendance in each subject and also maintain an overall attendance of 75%. However, to promote all round development of students, the institute encourages students to participate in different activities being organized by the institute. The attendance for organizing and participating in events shall be granted by event coordinator in consultation with HOD and Dean based on the following criteria. In any case, not more than 60 sessions attendance (equivalent to 10 working days attendance) shall be granted to individual student in one semester.

Students scoring 95% and above will be considered for Director's attendance award, after approval by the Director based on recommendation by Dean (Academics).

### Academic Sanctions

1. Any student who fails to have minimum of 75% attendance will be put on academic probation. He/ she will be allowed to sit in first internal, only if the Dean Academics permits but shall be debarred from second internal if his/her final attendance (after implementing the above criteria) remains below 75% till then. The date on which the date sheet is announced (minimum one week before commencement of examinations) will be considered final for calculating attendance for first and second internal examination.
2. A committee appointed by the Director will look into cases where attendance is lower than 60% after considering attendance for events and institutional activities. Such students will not be allowed to coordinate any institutional events and participate in any external or internal events in future. Such students will also be debarred of any recognition from the institute for violating academic norms.

# 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%	

**Evaluation of Departmental Papers of MBA-IIInd year (Sem III & Sem IV) 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-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 <b>(Related to Specialization)</b>	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 <b>(Related to Specialization)</b>	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

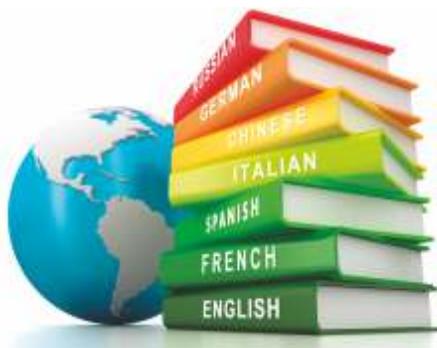
**Dr. Anjali Sharma    Dr. Shalu Singh**  
HOD MBA

**Dr. Parul Agrawal**  
Dean Academics

**Dr. Vikas Nath**  
Director

# Department Of Foreign Languages

*Imagine, Initiate, Inspire, Innovate*



**Vision** : “Enhancement of professional and employability skills through cooperation and collaboration”.

**Mission** : “Providing foreign language learning and development ambience, opportunity and experience so as to develop students, faculty members, academia and industry for contribution in prevalent globalized economy”.

## **Objectives :**

- Nurture soft skills components;
- Develop personality and professional skills;
- Value addition to the overall educational programme(s) ;
- Sharpen employability skills of students;
- Provide cross-cultural awareness and understanding;
- Develop emotional quotient of students;
- Develop global citizens and good human beings.

Since its inception in management education, BVIMR had been making a continuous strive towards excellence in imparting quality management education. Keeping in view the globalization of business and industry, BVIMR introduced two foreign languages; French and German in its curriculum in the year 2005. Qualified and experienced teachers groom students to acquire proficiency in the foreign languages to certificate levels.

Headed by Dr. Ajay Sahni; alongwith meaningful contribution of other foreign language faculty members, the department brings together nitty-gritty of these two languages under one umbrella with the sole purpose of providing a wonderful learning opportunity.

Knowledge of foreign language helps the students to gain knowledge about culture of various countries. It provides unique opportunities to enhance their knowledge and make them competent and accept challenges of working in MNCs and other blue chip companies, and facilitates cross cultural relations.

## **Sailent Features of Department of Foreign Languages (DOFL) :**

- A separate section has been dedicated for the foreign language department in the institute's annual publication, 'Harmony'. The section includes various literary, news and general information articles contributed by the students.
- There is a state-of-art foreign language lab, to complement classroom learning and develop listening and speaking skills.
- The aim of Department of Foreign Languages is to create understanding about cross cultural relations and to enhance the overall personality, communication and presentation skills of students. Hence, knowledge of culture and civilization is an important part of foreign language education programme.
- A special segment is allocated to Department of Foreign Languages in the institute's wall magazine.
- Students are evaluated on different linguistic competencies i.e. listening, reading, writing, and speaking.

## **Advantages of learning a foreign language; French/German**

There are many reasons for learning a foreign language in general, and French and German in particular. Let's start with the general.

- Better Employment prospects– This means you have more job avenues and better remuneration packages.
- It enhances your overall personality. English has many words of foreign language origin. Many words are French and German. Just think about the impact you will create by pronouncing, say a French word/expression like; rendez-vous, en route, faux pas, a `la, correctly, or a German word like KINDERGARTEN correctly. When you learn a foreign language, you also discover the correct phonetics of words of foreign origin used in English, hence your English is also polished. Moreover, these words are used daily, about which you are unaware and pronounce them wrongly. So, the clarity of these basic things comes to you along with your language learning that really elevates you.
- Being bilingual enhances your accessibility to the world.
- If you know the language of a foreign country where you are going for further studies, you are easily absorbed in its mainstream.
- Languages like French and German give you added advantage, if you are planning to immigrate to Canada, Australia or New Zealand.
- With the coming of multinationals in India in a big way in all the spheres, has created tremendous demand for language professionals, in fields like; advertising, journalism, retail, hotels, tourism, international trade, engineering etc.

To sum up, foreign language learning enhances your overall personality, communication and presentation skills.

## Course: Certificate in Foreign Language (CFL).

Foreign Language is one of the main subject that University has included in IInd Semester. The Institute also award certificate after successful completion of this course.

### Course Structure :

The programme is designed to enable students to develop communication skills in the chosen language and to acquire a broad understanding of the society, history and culture within which these languages have developed and are used. Based on the conception of language as social and cultural practice, the programme integrates knowledge of social and political institutions, historical events, literary and cultural movements into the acquisition of the four linguistic skills - reading, writing, speaking and listening.

### Course Contents:-

Unit 1	Greetings and Salutations: how to say good morning, good bye, how are you etc. Alphabets, Phonetics, Pronunciation rules, basic expressions
	Concept of verbs, verbs' groups, and basic verbs: to be, to have, their conjugation and framing of sentences in present tense , past tense, future tense in affirmative, negative and interrogative forms.
	Interrogatives (how, what, where, when etc.), simple daily usage expressions, materials, clothes, colours, adjectives
Unit 2	Telling occupation, profession, nationality, address, countries' names, languages' names, adjectives, numbers: ordinal and cardinal (till 1000)/ , measurements, time concepts
	Articles – definite and indefinite articles / contracted and partitive articles, dishes, meals nouns – singular and plural
	Personal pronouns , possessive pronouns , describing family and friends.
	Verbs: regular, irregular, talking about one's dreams, preferences, likes and dislikes. Verbs concepts, regular and irregular verbs
Unit 3	Unseen passages; their understanding, analysis and comprehension; writing basic, elementary and simple texts, with emphasis upon culture and civilization.
	Writing skills; essay, paragraph, letter, e-mail and other business related communication.

# 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 caution 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 any 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 lose 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: 2017-18)**

Area-Responsibility	Name of the Head
Dean PG-Academics	Dr. Parul Agrawal
Dean UG-Academics	Dr. Parul Agrawal
Dean Academics-Computer Science	Dr. A. K. Srivastava
Dean Student Welfare (PG)	Dr. A. K. Srivastava
Dean Student Welfare (UG)	Dr. Sanjay Manocha
Dean Administration	Dr. Parul Agrawal
Associate Dean Administration	Ms. Deepa Kapur
HOD (Foreign Languages)	Dr. Ajay Sahni

## List of Committees (Academic Session: 2017-18)

Name of Department/Committee	Incharge / Chairperson	Members
Incharge - Examination Cell (PG)	Mr. Sanjay Roy	Dr. Ajay Kumar
Incharge - Examination Cell (UG)	Dr. Anoop Pandey	Ms. Minakshi Sati
		Dr. Parul Agarwal
Chairperson - IQAC/NAAC	Dr. Vikas Nath	Dr. Shallu Singh
Secretary - IQAC/NAAC	Dr. Shallu Singh	Dr. Parul Agarwal
		Dr. R.K. Sharma- Research
		Dr. Aparna Marwah
		Dr. Ajay Sahni-Alliances
Timetable - BBA	Ms. Nishu Marwah	Mr. Inderkant
	Ms. Anuradha	
Timetable - BCA	Dr. Daljit Singh Bawa	Hemant
Timetable - MBA	Dr. Sanjay Manocha	Ms. Shivali
Research & Development Committee	Dr. R. K. Sharma	Dr. Anoop Pandey
		Dr. Navneet Gera
Ranking/ AICTE/ Surveys	Mr. Anuj Kumar	Ms. Minakshi Sati
		Ms. Anuradha
		Ms. Deepa Kapoor
Head - Foreign collaboration	Dr. Ajay Sahni	
Website	Mr. Ajay Kumar	Mr. Ankit Barua
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. R.K. Sharma	
Infrastructure	Mr. Gajender Mahajan	
Hostel	Dr. A. K. Srivastav	Ms. Pooja Holmukhe-warden
		Ms. Deepa Kapoor
Foreign Language	Dr. Ajay Sahni	
Placement Head	Dr. Neelam Sharma	

<i>Name of Department/Committee</i>	<i>Incharge / Chairperson</i>	<i>Members</i>
Eligibility	Mr. Sanjoy Roy	
Learning Resource Devlpt. Committee	Dr. R. K. Sharma	
Alumni	Dr. A. K. Srivastav	Ms. Minakshi Sati
		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 : 2017-18

Journal	Dr. Vikas Nath- Editor and Chief Dr. Broto Bhardwaj -Editor Dr. Navneet Gera Dr. R. K. Sharma
BVIMR Mirror Team	Ms. Nishu Marwah Dr. Supreet Wahi Ms. Tripti Tiwari- Circulation Dr. Ajay Sahni - Editing
Harmony	Ms. Seema Chaudhary Ms. Gagandeep Kaur Dr. Ajay Sahni - Editing
Glimpses	Dr. Ashima Bhatnagar Dr. Pankaj Saini Mr. Anuj Kumar Dr. Ajay Sahni - Editing
Anti Ragging Committee	Dr. Vikas Nath - Chairman Dr. A.K. Srivastav Dr. Sanjay Manocha Dr. Ashima Bhatnagar Dr. Aparna Marwah Ms. Deepa Kapur
Anti Sexual Harrasment	Dr. Broto Bhardwaj Dr. Ashima Bhatnagar Dr. Aparna Marwah Ms. Deepa Kapur
Internal Complaint Committee or Grievance Handling Committee	Dr. Neelam Sharma-Incharge Dr. A.K. Srivastav Dr. Aparna Marwah Dr. Ashima Bhatnagar Ms. Deepa Kapur Ms. Meenakshi Sati
ED Cell	Dr. Broto Bhardwaj Dr. Neelam Sharma Dr. Sanjay Manocha Ms. Gagandeep Kaur
Wall Magazines	Ms. Seema Chaudhary -Incharge Ms. Meenakshi Sati Ms. Tripti Tiwari
Activity Team	Dr. Aparna Marwah-Incharge Ms. Bhavika Batra Ms. Nancy Goel Ms. Deepa Kapur
Social Club Chairperson Secretary	Ms. Seema Chaudhary Ms. Meenakshi Sati Ms. Anuradha Mr. Sanjoy Roy

## ACADEMIC CALENDAR (MBA) (2017-18)

S.No.	Date	Activity/Event	CRC Activities
1.	<b>3-4 July 2017 Mon-Tuesday</b>	<b>Partnering with Students for Knowledge</b> Faculty Orientation Program (Regular & Visiting both)	Coordination with CMS for Data Bank of the students and parents.
2.	<b>5-11 July 2017 Wed-Tuesday</b>	<b>Commencement of the session</b> Orientation Program & Bridge Course for <b>MBA-I semester</b>	Orientation cum Induction Program
3.	<b>10-11 July 2017 Mon-Tuesday</b>	Orientation Program for <b>MBA-III semester</b>	
4.	<b>12 July 2017 Wednesday</b>	Commencement of regular classes <b>MBA-I &amp; III Sem &amp; BBA/BCA-III &amp; V Sem</b>	
5.	<b>13-15 July 2017 Thu-Saturday</b>	Orientation Program & Bridge Course for <b>BBA/BCA-I semester</b>	Orientation cum Induction Program
6.	<b>17 July 2017 Monday</b>	Commencement of regular classes for <b>BBA/BCA-I semester</b>	
7.	<b>24 July 2017 Monday</b>	Appointment of Class CR's & Submission of their names to HoD's & Director	Visit to Companies for placement, MOU, Summer Training, MDP etc.
8.	<b>29 July 2017 Saturday</b>	Welcome to fresher's MBA	
9.	<b>1 Aug 2017 Tuesday</b>	Submission of rough draft of summer training report by MBA- III & BBA-V Sem students	Compilation of the consolidated report of Summer training.
10.	<b>5 Aug 2017 Saturday</b>	Welcome to fresher's BBA/BCA	
11.	<b>8-26 Aug 2017</b>	First Industrial Visit for selected classes (One Day only)	Feedback of students, First Industrial Visits for all classes
12.	<b>19 Aug 2017 Saturday</b>	National Conference	
13.	<b>28 Aug 2017 Monday</b>	PTM	

S.No.	Date	Activity/Event	CRC Activities
14.	<b>29 Aug - 6 Sept 2017</b> <b>Tue-Wednesday</b>	1 <sup>st</sup> Internal Examination all Classes	
15.	<b>5<sup>th</sup> September 2017</b> <b>Tuesday</b>	Guruvandana-I (2 <sup>nd</sup> Half)	
16.	<b>16 Sept 2017</b> <b>Saturday</b>	Ozone Day & Avsar	Follow up of companies by CRC
17.	<b>23 Sep.2017</b> <b>Saturday</b>	Submission of final summer training project duly signed by the guide, to the	Submission of Complete list of Students with details such as Title, Company Name, Guide etc.
18.	<b>7 Oct.2017</b> <b>Saturday</b>	Summer Training Viva -MBA	Summer Training Viva
19.	<b>13 Oct.2017</b> <b>Friday</b>	Summer Training Viva -BBA	Summer Training Viva
20.	<b>14 Oct 2017</b> <b>Saturday</b>	PTM	
21.	<b>24 -31 Oct 2017</b> <b>Tue-Tuesday</b>	2 <sup>nd</sup> Internal Examination all Classes	Visit to companies for signing of MOU,MDP, Placement and Research
22.	<b>4 Nov 2017</b> <b>Saturday</b>	<b>Last Teaching Day for all Classes</b>	
23.	<b>10 Nov 2017</b> <b>Friday</b>	Commencement of End term University Exams All Classes	
24.	<b>11 Dec. 2017</b> <b>Monday</b>	<b>Commencement of classes- All Semesters</b>	Visit to companies for signing of MOU,MDP, Placement and Research
25.	<b>16 Dec 2017</b> <b>Saturday</b>	Milap (Alumni & Corporate Meet)	<b>Commencement of Placement week</b>
26.	<b>8-10 Jan 2018</b> <b>Mon-Wednesday</b>	Annual Sports Meet	<b>Commencement of Placement week</b>
27.	<b>19-20 Jan 2018</b> <b>Fri-Saturday</b>	International Conference	

S.No.	Date	Activity/Event	CRC Activities
28.	<b>27 January 2018 Saturday</b>	PTM	
29.	<b>29 Jan-5 Feb 2018 Mon-Monday</b>	Ist Internal Examination all Classes	
30.	<b>22-24 Feb 2018 Thu-Saturday</b>	Rena- (Annual Management & Cultural Festival)	
31.	<b>16-17 March 2018 Fri-Saturday</b>	PTM	
32.	<b>19-26 March 2018 Mon-Monday</b>	2 <sup>nd</sup> Internal Examination all Classes	Visit to Companies for placement, MOU, Summer Training, MDP etc.
33.	<b>31<sup>st</sup> March 2018 Saturday</b>	<b>Last Teaching Day</b>	Preparation of CRC calendar for next academic session.
34.	<b>5 April 2018 Thursday</b>	Annual Day	Finalization of Summer Training
35.	<b>6 April 2018 Friday</b>	Farewell to BBA final	
36.	<b>7 April 2018 Saturday</b>	Farewell to MBA final	
37.	<b>10 April 2018</b>	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.	<b>7-12 May 2018 Mon-Saturday</b>	Faculty Retreat Program	
39.	<b>1 May-30 June 2018</b>	Summer Training MBA-II Sem & BBA-IV Sem	Follow up for the progress of Summer Training-Fortnightly reports to be submitted to CRC.
40.	<b>15<sup>th</sup> May – 25<sup>th</sup> June 2018</b>	Summer Vacations	

\*Above Dates are subject to change due to exigency.

## 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	Mr. A.R. Deshmukh	Director, SDE & Librarian	M. Lib, MBA, PGDBM, Ph.D. (Pursuing)
4	Dr. A. K. Srivastav	Associate 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. Anoop Pandey	Associate Professor	B.Com, M.Com, Ph.D.
12	Dr. Ashima Bhatnagar	Assistant Professor	MBA (HR), Ph.D.
13	Dr. Sanjay Manocha	Assistant Professor	MBA, M.Phil. PG Dip. In Retail Mgmt., Ph.D.
14	Mr. Ajay Kumar	Assistant Professor	MCA, Ph.D. (Pursuing)
15	Dr. Daljeet Singh Bawa	Assistant Professor	PGDCA, MCA, M.Phil.(C.S.), Ph.D.
16	Dr. Anjali Sharma	Assistant Professor	MBA, M.Phil., Ph.D.
17	Mrs. Bhawna Dhawan	Assistant Professor	MBA, M.Phil., Ph.D. (Pursuing)
18	Mr. Mahesh Kumar Chaubey	Assistant Professor	PGDCA, MCA, Ph.D. (Pursuing)
19	Mr. Sanjoy Roy	Assistant Professor	MBA, UGC Net
20	Mrs. Seema Chaudhary	Assistant Professor	MA (English) ,M. Phil
21	Dr. Pankaj Saini	Assistant Professor	MBA, Ph.D.
22	Dr. Neetu Jain	Assistant Professor	MA (Eco),M. Phil, Ph.D
23	Dr. Aparna Marwah Bawa	Assistant Professor	MBA, MCA, Ph.D.
24	Dr. Aarushi Kataria	Assistant Professor	MBA (FM & Mkt.), Ph.D.
25	Dr. Supreet Wahee	Assistant Professor	MCA, Dip in Personal Mgt, B Ed., Ph.D.
26	Mrs. Tripti Tiwari	Assistant Professor	MBA (FM & Mkt.), Ph.D.(Pursuing)
27	Ms. Nishu Marwah	Assistant Professor	MBA, Ph.D. (Pursuing)
28	Dr. Ajay Sahni	Assistant Professor	MMM, Dipl. in Tourism Mgt., Mktg. & Advt. Adv. Dip.- French, DELF BB I., Dip.- Spanish, Portuguese, Ph.D.
29	Mrs. Nancy Goel	Assistant Professor	MBA(IB), UGC -NET (MGT), PhD (Pursuing)
30	Mrs. Rupam Jyoti Das	Assistant Professor	PGDBM (HR/Mktg), Diploma in Labour Law
31	Mrs. Bhavika Batra	Assistant Professor	PGDFP, MBA, UGC-NET
32	Ms. Minakshi Sati	Assistant Professor	MBA (Mktg/Finance)
33	Mr. Rahul Gupta	Assistant Professor	MBA (Fine), UGC - NET
34	Mrs. Savneet Kaur	Assistant Professor	PGDM in Retail Mgt, MBA (Mktg), PhD (Pursuing)
35	Ms. Indu Rani	Assistant Professor	MBA
36	Ms. Sonal Singh	Assistant Professor	B.tech, MBA
37	Dr. Shradha Sachin Vernekar	Assistant Professor	MBA, Ph.D.
38	Mrs. Gagandeep Kaur	Asst. Training & Placement Officer	MBA
39	Ms. Megha Sehgal	Assistant Professor	B.tech, M.tech
40	Mr. Anuj Kumar	Assistant Professor	MBA, Ph.D.(Pursuing)
41	Ms. Anuradha	Assistant Professor	MBA
42	Mr. Deepak Kandwal	Assistant Professor	MBA
43	Ms. Shakshi Handa	Assistant Professor	MBA
44	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. Idatte	Jr. Clerk
7	Mr. Harkesh Singh	Jr. Clerk
8	Mrs. Alka Dongde	Jr. Clerk
9	Mrs. Kiran Sardana	Jr. Clerk
10	Mr. Hement Naithani	Jr. Clerk
11	Mr. Shashi Kant	Clerk
12	Mr. Jasbir Singh	Clerk
13	Mr. Indra Kant	Clerk
14	Mr. Vijay Patwari	Clerk
15	Mr. Amit Rana	Clerk
16	Mr. Pravindra Singh	Clerk
17	Mr. Naveen Kumar	Clerk
18	Mr. Santosh Kumar	Clerk
19	Mr. Pawan Rohilla	Technical Staff
20	Mr. Naresh Jha	Technical Staff
21	Mr. Shyam Kr. Khandelwal	Driver
22	Mr. Mukesh Kumar	Driver
23	Mr. Lalit Kumar Jha	Library Attendant
24	Mr. Pankaj Kumar	Electrician
25	Mr. Shyamlal Sharma	Peon
26	Mr. Sanjay Kumar	Peon

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

## TESTIMONIALS (MBA BATCH - 2015-17)

### Gurnoor Kaur

“ The journey has tremendously been beautiful over these 5years. Pursuing BBA and then MBA from the same institute has transformed me into a better person. Bvimr has developed me holistically during my entire journey and it feels great to be placed in Kotaknow. At last I want to say when everything is fine, this place is no more mine, but i Will miss BVIMR, and will continue to be connect with it through spirit. ”



**Gurnoor Kaur**  
Kotak  
Bank

### Manvika Narang

“ 2 years of post-graduation at BVIMR have been a life changing journey for me. These years have brought confidence and zeal to achieve heights. This couldn't have been possible without the wonderful faculty, who have enthusiasm to guide students to take the right path. Thank you BVIMR for all opportunities, events, grooming and support. All these initiatives have made me a confident person who is ready to face the corporate world.



**Manvika Narang**  
GHASIN

### Prerna Chawla

“ I have been part of this prestigious institute which is not only excels in academic knowledge but also in teaching professionalism. I have been able to improve my knowledge base, develop skills, abilities and confidence with the commendable support of the faculty members and placement cell. They have groomed us in every aspect. At BVIMR, our teachers have been our counsellors as well. The soft skills training sessions organized by the CRC team have groomed my overall personality. I'm very well equipped now to encounter the corporate warfare with the armory of soft skills, communication and presentation skills and most importantly the positive attitude. I owe to this institute and faculty for getting me placed at one of the best companies with the highest package offered on campus recruitment drive. ”



**Prerna Chawla**  
amazon.com

### Tanya Soni

“ A dream come true is exactly what has happened with me". It's definitely true when it is said that we need a right mentor who can guide us and upgrade our skills and knowledge. No matter how good we are without proper guidance, the path of success becomes a little difficult. This is where I would like to thank bvimr and my two wonderful mentors; Neelam Ma'am and Gagandeep Ma'am. Without their efforts, it would have been almost impossible to get placed in a well-known brand in banking sector; i.e ICICI

BVIMR'S CCPPT sessions conducted by industry experts helped me update current affairs, domain knowledge, and GD/PI excelling techniques.

*"I was always looking outside myself for strength and confidence, but it comes from within. It is there all the time", thanks to BVIMR to have helped me realize this secret. ”*



**Tanya Soni**  
ICICI Bank

## Tamana Malhotra

“Bharti Vidyapeeth Institute of Management and Research offered me the best opportunity to develop my knowledge & skills and groom my personality. The teachers were always keen to help and guide us in the right manner. The corporate training sessions of Corpo School as well as the sessions from industry experts every weekend give an actual picture of the ongoing market scenario and a good exposure. I am thankful to the institute for providing me a number of opportunities where i could train and develop myself for stepping out in the corporate world.”



**Tamana Malhotra**

## Jaya Yadav

“Joining BVIMR was the best decision of my academic career. The journey has been an enriching and fruitful one. The knowledge gained from the entire faculty of BVIMR has benefited me in every aspect. The exposure during Summer Internship moulded me for the corporate life ahead. Most importantly, the training provided by the CRC (Corporate Resource Centre) team in the form of Group Discussions, Personal interview sessions, and other corporate events like Industrial visits and Guest Lectures by reputed corporate personalities, has given us immense experience, insights and confidence to take on the corporate world. I would always be grateful for this opportunity and advantage of having studied and groomed in such an institution.”



**Jaya Yadav**

## Shikha Sachdeva

“BVIMR has always believed in helping and guiding its students and it was no different during the placement season. Regular classes held at our institute helped us with our aptitude and technical skills. These were of great help. Our Corporate Resource Cell team also guided and encouraged us at each step, thereby helping me secure my placement at a reputed organization. Here, i got an overall exposure of not only academics but of all other fields. They taught me not only to learn but to explore as well.”



**Shikha Sachdeva**

## Ankita Baneerji

“I want to thank all the CRC members and the faculty members of BVIMR for guiding me and helping me throughout the placement process. It was a great experience, and 2 years spent here, are the best days of my life and I finally placed in BHARATI AIRTEL.”



**Ankita Baneerjee**

## Mayank Chillar

“A college education shows a man how little other people know” -Thomas Chandler  
Institute helped me in guide and shape my carrier path. It also helped me in achieving the success in my life, in the form of Nando's.It was a result of rich blend of academic and professional expertise, that I could gain this placement as per my interest and aptitude.  
It's my pleasure to thank Director Sir, our faculty members and other staff members, who were there with me in my ups and downs. They supported me throughout my MBA journey.”



**Mayank Chillar**

## Rachna Sidhad

“ I would like to convey my regards and thanks to CRC for their help in my placement, by training me for the GD/PI and other technical help. I would also like to appreciate team of BVIMR, for their efforts of inviting prestigious companies for campus recruitment drive. ”



**Rachna Sidhad**  
ICICI Bank

## Samiksha Gaur

“ I am immensely thankful to my CRC team for conducting personality enhancement program and the Industry oriented programs which helped me groom and prepare myself to face the challenges of the Industry. I give the credit of my placement in Castle Global to my Institute and all faculty members. This team really works very hard to help students get placed in good organizations. I got placed before my MBA was complete, I feel lucky about it. ”



**Samiksha Gaur**



## Garima Kapoor

“ BVIMR has always believed in helping and guiding its students and it was no different during the placement season. Regular classes held at our Institute to help us groom technical skills, were of great help. Our placement administration officers also guided and encouraged us at each step, thereby helping me secure my placement at such a reputed company. ”



**Garima Kapoor**



## Inderpal Kaur

“ When I first entered Bharati Vidyapeeth University I was anxious about my future. Over the 2 years so many doors were opened for our personal and academic development that I became confident. The university aims at enhancing our knowledge, skills and abilities. It, in fact, didn't leave the attitude part behind as well. Regular classes held at our Institute to help us with our aptitude and technical skills were of great help. Our placement cell also guided and encouraged us at each step thereby helping me secure my placement at such a reputed company. ”



**Inderpal Kaur**









# BHARATI VIDYAPEETH DEEMED UNIVERSITY

## AT A GLANCE

**"A+"**  
Grade  
Accreditation by  
NAAC in year 2017  
(A Grade status in  
year 2004 & 2011)

**12(B)**  
Status by  
**UGC**

**29**  
Constituent  
Units

**3**  
Research  
Institutes

**40**  
BOS

**12**  
Faculties

**290**  
Programmes

In 2012  
the **MHRD**  
has awarded  
'A' Grade  
University  
Status

Established  
on  
26<sup>th</sup> April 1996  
under U.G.C.  
Act 1956



**BHARATI VIDYAPEETH DEEMED UNIVERSITY**  
**INSTITUTE OF MANAGEMENT & RESEARCH, NEW DELHI**

'A' GRADE UNIVERSITY STATUS AWARDED BY MHRD, GOVT. OF INDIA  
ACCREDITED WITH 'A' GRADE BY NAAC

An ISO 9001:2015 & 14001:2015 Certified Institute

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