K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

SCHOOL OF MANAGEMENT & COMMERCE

Academic Session 2026-27

SCHOOL HANDBOOK

INDEX

1 About the School

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

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

2 Vision and Mission: University

2.1 Vision

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

2.1 Mission

- Foster employability and entrepreneurship through a futuristic curriculum and progressive pedagogy with cutting-edge technology.
- Instill the notion of lifelong learning through stimulating research, Outcomes-based education, and innovative thinking.
- Integrate global needs and expectations through collaborative programs with premier universities, research centers, industries, and professional bodies.
- Enhance leadership qualities among the youth by having an understanding of ethical values and environmental realities.

3 Vision and Mission: School

3.1 Vision

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

3.2 Mission

The mission of the Business School is to

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

4 Message from the Vice Chancellor

Prof. Anil K. Saini

K. R. Mangalam University, Gurugram, Haryana

"Education is not merely the pursuit of knowledge; it is the foundation for innovation, leadership, and meaningful contribution to society."

It gives me immense pleasure to welcome you to K.R. Mangalam University a vibrant institution committed to academic excellence, innovation, and holistic development. As you begin this important journey, you become a part of a dynamic learning community that nurtures curiosity, creativity, critical thinking, and ethical values. At KRMU, we believe education should empower students with professional competence, confidence, and character to excel in a rapidly changing world. Our academic environment emphasizes experiential and interdisciplinary learning, industry exposure, research, and skill development to prepare students as responsible leaders and lifelong dedicated faculty, modern infrastructure, and a culture that promotes intellectual and personal growth. Through our "Structured Learning Pathway," every student experience a well-planned academic journey enriched with opportunities for holistic development. As Vice Chancellor, I encourage you to make the most of the opportunities available, participate actively in academic and campus life, and strive continuously toward excellence and self-improvement. I am confident that your journey at KRMU will be enriching, transformative, and memorable.

I extend my heartfelt wishes for your success and a bright future ahead. As I often remind our students, "True growth comes from continuous learning, perseverance, and the courage to embrace new challenges."

With best wishes,

Prof. Anil K. Saini

Vice Chancellor

K. R. Mangalam University, Gurugram, Haryana

5 Message from the Dean

Dr. Hima Gupta

Professor & Dean, School of Management & Commerce

K. R. Mangalam University, Gurugram, Haryana

Welcome to KR Mangalam University, Gurgaon - S**chool of Management and Commerce (SOMC)**

At SOMC, we cultivate a friendly and dynamic academic environment where students' views, values, ideas, and experiences are shared, analyzed, and refined through continuous interaction with faculty. Our student-centric culture sharpens the focus on developing industry-ready, employable graduates with holistic growth.

As Dean, I proudly affirm that our programmes' success stems from the unwavering dedication of our faculty. Nearly all hold PhDs from reputable Indian and international universities, complemented by visiting industry experts who enrich our curriculum with real-world case studies. Our faculty equips students to become leaders with the moral depth and intellectual rigor needed for society's critical transitions.

Diverse Programmes at SOMC

SOMC offers:

- MBA with IBM, MBA – Digital Marketing, and MBA – FinTech.
- BBA (Hons), BBA (Hons with Research), and specialized BBA programmes in Business Analytics, Logistics & SCM, Entrepreneurship & Development, and Digital Marketing.
- B. Com (Hons) and B. Com ACCA.

Our dynamic curriculum undergoes annual reviews to uphold academic excellence and pedagogical innovation. Embracing Education 4.0, we have fully digitized our institute and promote experiential learning through simulations, industry visits, and conclaves.

Key Features at SOMC

- Compulsory industrial internships every semester in banks, financial institutions, and corporate offices—reducing post-employment training periods and ensuring hands-on readiness.
- Student-managed clubs that build skills in observation, analysis, and socio-economic participation.
- Active student involvement in decision-making, fostering persistence and problem-solving.

Our students drive this success through hard work and collaboration, supported by our 24/7 library, stocked with extensive books, references, and periodicals aligned to the curriculum.

For those pursuing business and management education, SOMC is the premier choice.

With best wishes,

Dr. Hima Gupta, Dean

School of Management and Commerce

K.R. Mangalam University

6 School Boards and Committees

6.1 Board of Studies

The purpose of the Board of Studies (BoS) is to ensure the quality, relevance, and coherence of academic programs and curricula offered by an educational institution. It plays a key role in shaping and overseeing the development, revision, and implementation of the curriculum for various academic programs. Following are the members of board of studies

S. No.	Name	Designation / Affiliation	Category
1	Dr. Hima Gupta	Professor & Dean, School of Management & Commerce	Chairperson
2	Prof. (Dr.) Varuna Tyagi	Professor, School of Management & Commerce	Internal Member
3	Dr. Deepak Maun	Director, Experiential Learning, K.R. Mangalam University	Internal Member
4	Dr. Jitin Gambhir	Associate Professor, School of Management & Commerce	Internal Member
5	Dr. Meenakshi Gujral	Associate Professor, School of Management & Commerce	Internal Member
6	Dr. Manmohan Chaudhary	Associate Professor, School of Management & Commerce	Internal Member
7	Dr. Anumeha Mathur	Assistant Dean, School of Management & Commerce	Internal Member
8	Dr. Mohammed Nizamuddin	Assistant Professor, School of Management & Commerce	Internal Member
9	Dr. Devkanya Gupta	Assistant Professor, School of Management & Commerce	Member Secretary
10	Dr. Divya Singh	Assistant Professor, School of Management & Commerce	Internal Member
11	Dr. Sapna Rana	Assistant Professor, School of Management & Commerce	Internal Member
12	Dr. Sarina Asif	Assistant Professor, School of Management & Commerce	Internal Member
13	Dr. Sangeeta Chauhan	Assistant Professor, School of Management & Commerce	Internal Member
14	Dr. Md. Anas Kamil	Assistant Professor, School of Management & Commerce	Internal Member
15	Dr. Vijay Prakash Sharma	Assistant Professor, School of Management & Commerce	Internal Member
16	Dr. Deepshikha Kalra	Dean & Professor, MERI College, GGIPU Delhi	External Member (Academia)
17	Mr. Prashant Singh	Business Head & Vice-President, Pure-Pak & Services, Gurugram	External Member (Industry)
18	Mr. Rishabh Jain	Actuarial Consultant, Oliver Wyman	External Member (Industry)
19	Mr. Ravi Vyas	Actuarial Consultant, Oliver Wyman	External Member (Industry)

7 School Research Committee

- Prof. (Dr) Hima Gupta, Chairperson, Dean, School of Management & Commerce
- Prof. Varuna Tyagi, Member, Professor, School of Management & Commerce
- Dr Manmohan Chaudhry, SRC Coordinator, Associate Professor, School of Management & Commerce.
- Dr Meenakshi Gujral, Member, Associate Professor, School of Management & Commerce
- Dr. Jitin Gambhir, Member, Associate Professor, School of Management & Commerce
- Dr. Vijay Prakash Sharma, SRC Coordinator, Assistant Professor, School of Management & Commerce
- Dr. Mohammed Nizamuddin, Member, Assistant Professor, School of Management & Commerce
- Dr. Sapna Rana, Member, Assistant Professor, School of Management & Commerce
- Dr. Anumeha Mathur, Member, Assistant Professor, School of Management & Commerce
- Dr. Nand Gopal, Member, Assistant Professor, School of Management & Commerce
- Dr. Indraneel Mandal, Member, Assistant Professor, School of Management & Commerce
- Dr. Deepak Maun, Member, School of Management & Commerce
- Dr. Mohd. Adil, Member, Assistant Professor, School of Management & Commerce
- Dr. Monika Yadav, Member, Assistant Professor, School of Management & Commerce
- Dr. Devkanya Gupta, Member, Assistant Professor, School of Management & Commerce
- Dr. Hamza Naim, SRC Coordinator, Assistant Professor, School of Management & Commerce
- Prof. (Dr.) J. S. Yadav, External Member, School of Agricultural Sciences.

8 Academic Coordination: Roles and Responsibilities

To achieve the vision and mission of SOMC, the school functions through a structured academic and administrative framework in which every individual contributes significantly toward academic excellence, student development, and institutional growth. From strategic leadership to programme execution and student support, each role is essential in creating a collaborative, industry-oriented, and learner-centric environment. The key roles and responsibilities within the school are outlined below.

Dean

Dr. Hima Gupta is the Dean of the School of Management and Commerce (SOMC). She provides strategic leadership for the school by overseeing academic, research, industry engagement, and administrative functions. She ensures the development, implementation, and continuous enhancement of academic programmes in alignment with industry requirements and university objectives. The Dean promotes quality teaching, research, innovation, and collaborations with corporate and academic institutions. She also facilitates effective coordination among faculty, students, parents, and external stakeholders while overseeing faculty development, resource allocation, and student welfare initiatives to maintain a conducive environment for academic and professional growth.

Director – Experiential Learning

Dr. Deepak Maun serves as the Director of Experiential Learning at SOMC. He is responsible for designing and facilitating experiential learning opportunities that bridge the gap between theoretical concepts and practical industry exposure. He coordinates activities such as live projects, industry visits, internships, workshops, simulations, and skill-development initiatives to enhance students' employability, professional competencies, and industry readiness. He also works closely with faculty members and industry partners to create immersive and application-oriented learning experiences for students.

Assistant Dean:

Dr. Anumeha Mathur serves as the Assistant Dean of SOMC and supports the Dean in academic planning, programme implementation, quality assurance, student engagement activities, and institutional coordination. She also assists in strengthening industry-academia collaborations and ensuring smooth academic operations within the school.

School Coordinator:

Dr. Jitin Gambhir serves as the School Coordinator and facilitates effective coordination among faculty members, students, and administrative departments. He assists in scheduling, academic monitoring, event coordination, and ensuring the smooth execution of school-level academic and administrative activities.

Programme Coordinators:

Programme Coordinators ensure the effective implementation and smooth functioning of academic programmes in alignment with university regulations and industry expectations. They work closely with faculty members to design, review, and deliver curriculum content effectively while monitoring student academic progress and resolving academic concerns. Coordinators also collaborate with timetable coordinators and administrative teams for smooth scheduling and programme execution. In addition, they maintain programme-related documentation required for accreditation and quality assurance processes and facilitate communication among faculty members and students within their respective programmes.

The list of Programme Coordinators is as follows:

Dr. Sapna Rana

- MBA with academic support of IBM,
- MBA Digital Marketing with academic support of IIDE,
- MBA FinTech in knowledge Partnership with EY India

Dr. Sarina Asif

- BCom Programme
- B.Com. (Hons.) (International Accounting and Finance) (ACCA - UK) With academic support of Grant Thornton
- B.Com. (Hons.with Research) with academic support of NSE

Dr. Anuradha Yadav & Dr. Nand Gopal

- BBA (HR/Marketing/Finance/IB/Travel and Tourism)
- BBA (Hons. with Research) (HR/Mktng/Fin/IB/Travel & Tourism)
- BBA (Hons. with Research) (Business Intelligence & Analytics) with academic support of

Samatrix and IBM

- Integrated BBA+MBA with Academic Support of IBM (4 yrs + 1 yr Industry Internship)
- BBA (Hons. with Research) (Entrepreneurship) with academic support of GCEC Global Foundation (As Per NEP 2020)
- BBA (Hons. with Research) (International Accounting and Finance) (ACCA - UK) with academic support of Grant Thornton
- BBA (Hons. with Research) (Logistics and Supply Chain Management) with academic support of Safexpress
- Bachelor of Business Administration in Digital Marketing (With academic support of IIDE)

Mentors

Every student enrolled in SOMC is assigned a faculty mentor to support their academic, personal, and professional development. Mentors guide students through regular interaction, academic counseling, career advice, and motivational support while helping them enhance their skills and achieve their goal.

9. Faculty List SOMC

S. No	Name	Designation
1	Prof. (Dr.) Hima Gupta	Professor, Dean
2	Dr, Varuna Tyagi	Professor, Dean Academics
3.	Dr. Meenakshi Gujral	Associate Professor
4	Dr. Jitin Gambhir	Associate Professor, School Coordinator
5	Dr. Deepak Maun	Director of Experiential Learning
6	Dr. Anumeha Mathur	Assistant Dean, Assistant Professor
7	Dr. Sarina Asif	Assistant Professor
8	Dr. Sapna Rana	Assistant Professor
9	Dr. Monika Yadav	Associate Professor
10	Dr. Manmohan Chaudhry	Assistant Professor
11	Dr. Mohammed Nizamuddin	Assistant Professor
12	Dr. Deepika Chaudhary	Assistant Professor
13	Dr. Divya Singh	Assistant Professor
14	Dr. Devkanya Gupta	Assistant Professor
15	Dr. Sangeeta Chauhan	Assistant Professor
16	Dr. Mohd. Anas Kamil	Assistant Professor
17	Dr. Vijay Prakash Sharma	Assistant Professor
18	Dr. Mansi Yadav	Assistant Professor
19	Dr. Mohd. Adil	Assistant Professor
20	Dr. Hamza Naim	Assistant Professor
21	Dr. Mohammad Mustehasan	Assistant Professor
22	Dr. Chahat Rao	Assistant Professor

23	Dr. Varsha Jaiswal	Assistant Professor
24	Dr. Garima Rathi	Assistant Professor
25	Dr. Neha Sheoran	Assistant Professor
26	Dr. Indumati Pandey	Assistant Professor
27	Dr. Nandgopal	Assistant Professor
28	Ms. Richa Goyal	Assistant Professor
29	Ms. Jyoti Gupta	Assistant Professor
30	Ms. Prerna Sharma	Assistant Professor
31	Ms. Komal	Assistant Professor
32	Dr. Anuradha Yadav	Assistant Professor
33	Dr. Indraneil	Assistant Professor
34	Dr. Sarika Walia	Assistant Professor
35	Dr. Varnesh Ghildyal	Assistant Professor
36	Dr. Anil	Assistant Professor

10. School Infrastructure

Classrooms, Lecture Halls and Labs – The classrooms and lecture halls at K R Mangalam University are well-equipped with modern projectors and audio-visual aids. These technologies enhance the delivery of educational content by allowing faculty members to display multimedia presentations, videos, and other visual materials. To ensure clear and audible communication during lectures and presentations, the classrooms and lecture halls are equipped with sound systems. These systems provide amplification and distribution of audio, allowing students to hear the instructor clearly regardless of their seating location. The seating arrangements in the classrooms and lecture halls at K R Mangalam University are designed to provide adequate space and comfort for students and faculty members. The layout allows for easy movement within the room, facilitating interaction and collaboration. The classrooms and lecture halls are equipped with accessible power outlets to ensure that students can connect and charge their electronic devices, such as laptops and tablets. The availability of power outlets supports the integration of technology into the learning process, enabling students to utilize digital resources and engage with interactive learning platforms. The classrooms also have proper ventilation, lighting, and acoustics to create an optimal learning environment.

Laboratories and Workshops - KR Mangalam University maintain well-equipped laboratories that are furnished with state-of-the-art equipment. The university ensures that the equipment is up-to-date and in line with industry standards, allowing students to work with tools and technologies commonly used in their respective fields. The laboratories are furnished with a comprehensive range of tools and instruments required for practical training. These tools are well-maintained to ensure their accuracy and reliability. The availability of a diverse range of tools enables students to engage in hands-on activities, conduct experiments, and perform practical tasks effectively. The organization and maintenance of the facilities, coupled with qualified faculty.

Communications lab - The Communication Lab at K R Mangalam University is designed to enhance students' verbal, non-verbal, and professional communication skills. It is equipped with modern audio-visual tools, language software, and interactive learning modules. The lab helps students improve presentation skills, group discussions, interviews, and business communication for overall personality development.

Design Lab - The Design Lab provides a creative learning environment where students develop innovative and practical design skills. It is equipped with advanced tools, software, and resources that support project-based learning and hands-on activities. The lab encourages creativity, critical thinking, and problem-solving to meet industry standards.

Media Lab - The Media Lab is well-equipped with modern multimedia tools and software to support audio, video, and digital content creation. It enables students to gain practical exposure in media production, editing, and presentation techniques. This lab helps enhance creativity, communication, and technical competencies required in the digital era.

Psychology Lab - The Psychology Lab facilitates practical learning through psychological experiments, assessments, and behavioral analysis. It is equipped with standardized tools and instruments to help students understand human behavior and mental processes. The lab supports research, counselling practices, and experiential learning in psychology.

Computer Lab - The Computer Lab is equipped with updated systems, high-speed internet, and essential software to support academic and research activities. It provides students with hands-on experience in data analysis, programming, and digital applications. The lab ensures students develop strong technical and IT skills required in the modern professional environment.

Wi-Fi connectivity is available across the campus, ensuring that students and faculty members have access to the network in various locations, including classrooms, libraries, laboratories, common areas, and outdoor spaces. The Wi-Fi infrastructure has been designed to provide reliable coverage to accommodate the needs of many users simultaneously. The Wi-Fi service is available 24/7, allowing students and faculty members to connect to the network at any time. This availability enables uninterrupted access to online resources, research materials, and collaboration platforms, supporting continuous learning and academic activities beyond regular classroom hours. The university provides technical support services to assist students and faculty members with Wi-Fi-related issues. The university has a dedicated helpdesk or support team that is readily available to address connectivity problems, troubleshoot network issues, and provide guidance on connecting to the Wi-Fi network. The Wi-Fi network at KR Mangalam University incorporates robust security measures to protect user data and privacy. The network is secured using encryption protocols, firewalls, and authentication mechanisms to prevent unauthorized access and ensure the confidentiality of sensitive information. Regular security updates and monitoring are conducted to address emerging threats and vulnerabilities

Auditorium - The one auditorium offers a seating capacity of more than 350 individuals. This spacious seating arrangement ensures that a large audience can be accommodated comfortably for events. The ample seating capacity allows for the inclusion of a diverse range of attendees, encouraging participation and fostering a vibrant atmosphere during gatherings. The auditorium is equipped with a well-designed stage and performance area. The stage provides adequate space for speakers, performers, and presenters to engage with the audience effectively.

It is equipped with appropriate lighting and sound systems to enhance the visibility and audibility of the performances and presentations. To support multimedia presentations and performances, the auditorium is equipped with advanced audio-visual equipment. This includes projectors, screens, microphones, and sound systems. The integration of these technologies allows for high-quality presentations, ensuring that visual and audio content is effectively communicated to the audience.

Board rooms at K R Mangalam University are designed to accommodate a specific number of participants while ensuring ample space for comfort and mobility. The layout of the boardrooms is arranged in a manner that promotes effective communication and interaction among attendees. This includes the arrangement of seating, positioning of presentation screens, and accessibility to necessary equipment.

The boardrooms are equipped with modern audio-visual equipment to facilitate presentations and discussions during meetings. This includes high-quality projectors, screens, audio systems, and video conferencing capabilities. To support effective presentations and discussions, the boardrooms provide the necessary presentation tools. This may include whiteboards, flip charts, and markers, allowing presenters to illustrate concepts, brainstorm ideas, and engage with the audience visually. These tools enhance the clarity and effectiveness of presentations during board meetings. The boardrooms are equipped with reliable communication systems, such as teleconferencing and videoconferencing, to facilitate remote participation in meetings. This enables board members who are unable to attend in person to join meetings remotely, ensuring their active involvement and contribution to discussions.

11 Best Practices

Best Practice I

Financial Inclusion and Sustainable Livelihood Development among Rural Communities

Objective: To promote financial inclusion, livelihood development, and social empowerment among rural communities through skill enhancement, financial literacy, and community participation initiatives.

The Practice: Various capacity-building programmes, entrepreneurship activities, and awareness campaigns were conducted to improve economic independence, encourage self-reliance, and strengthen participation in decision-making processes. The initiative also contributed towards improving living standards, enhancing employment opportunities, and fostering sustainable community development through collaborative efforts and institutional support.

Evidence of Success: The initiative is reflected in measurable improvements across the participating communities, including:

- Promoted financial literacy, savings habits, and access to livelihood opportunities.
- Enhanced skill development, entrepreneurship, and sustainable income generation.
- Strengthened community participation, leadership qualities, and social empowerment.

Best Practice II

Industry-Integrated Experiential Learning through a Structured, Semester-wise Internship Programme

Objective: To bridge the gap between classroom learning and industry practice by embedding compulsory, progressively advancing internships into every semester of the curriculum, ensuring continuous and structured exposure to real business environments.

The Practice: SOMC mandates industrial internships every semester in banks, financial institutions, and corporate offices. The internship framework is deliberately staged: II-semester internships build foundational workplace orientation; IV-semester internships develop applied analytical and managerial skills through live projects; and VI-semester (and final-semester capstone) internships place students on industry-aligned, outcome-driven assignments that integrate the full range of competencies built across the programme. This progressive design reduces post-employment training periods and ensures hands-on, placement-ready graduates.

Evidence of Success: The structured internship model is reflected in:

Reduced employer-side training time for SOMC graduates, as reported by recruiting organizations during placement drives.

Higher student confidence and readiness during final-year placements, attributed to repeated, escalating industry exposure rather than a single one-time internship.

Strengthened industry-academia ties through recurring partnerships with the same recruiting and training organizations across multiple cohorts.

12 School Education Philosophy

- **Educational Philosophy:** Learn to earn a living and learn to live.
- **Educational Objective:** Employability and Entrepreneurship through Holistic Education using Bloom's Taxonomy.

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

13 Educational Pedagogy (Inside and outside classroom)

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

14 Assessment and Evaluation

Evaluation Scheme

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

Grading and Credit System

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

- The academic year is divided into Odd and Even Semesters.
- The medium of instruction is English.

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

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

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

- Grading Policies and Procedures for theory courses, practical courses, projects, Internships, Dissertation – Assessment details are provided with all the courses individually.
- Feedback and Continuous Improvement Mechanisms – continuous feedback is a part of the learning process, and faculty uses every class to monitor the learning of the students.
- Academic Integrity and Ethics - Academic integrity is one of the most essential aspects of the learning process. Every submission from the student is processed through Drill Bit to ensure its content is not plagiarized. The upper limit of copied content accepted as submissions is 10%. All submissions have plagiarism below 10%.

15 Collaborations

Programme	Academic Collaborator
B.Com. (Hons.) (International Accounting and Finance) (ACCA - UK) With academic support of Grant Thornton	Grant Thornton
B.Com. (Hons. with Research) with academic support of NSE	NSE
BBA (HR/Marketing/Finance/IB/Travel and Tourism)	University of East Anglia (UEA), Norwich, UK
BBA (Hons. with Research) (Business Intelligence & Analytics) with academic support of Samatrix and IBM.	Samatrix and IBM
BBA (Hons. with Research) (Business Intelligence & Analytics) with Ernest & Young India as knowledge Partners.	Ernest & Young
Bachelor of Business Administration in Digital Marketing (With academic support of IIDE)	IIDE
BBA (Hons. with Research) (Entrepreneurship) with academic support of GCEC Global Foundation	GCEC Global Foundation
BBA (Hons. with Research) (International Accounting and Finance) (ACCA - UK) with academic support of Grant Thornton	Grant Thornton
BBA (Hons. with Research) (Logistics and Supply Chain Management) with academic support of Safexpress.	Safexpress

BBA (Hons. with Research) (Logistics and Supply Chain Management) with academic support of College Dekho	College Dekho
Integrated BBA+MBA with Academic Support of IBM (4 yrs + 1 yr Industry Internship)	IBM
MBA with Academic Support of IBM (HR/Marketing/ International Business/Finance and Business Analytics/ Information Technology/Entrepreneurship)	IBM
MBA (Digital Marketing) with academic support of IIDE	IIDE
Master of Business Administration in FINTECH With knowledge partners Ernst & Young	Ernst & Young

16 Programmes Offered by the School Including Ph.D

S.No.	Programme	Programme Code
1	B. Com (H)	07
2	B. Com Programme	21
3	B.Com. (Hons.with Research) with academic support of NSE (As Per NEP 2020)	202
4	BBA (HR/Marketing/Finance/IB/Travel and Tourism)	08
5	BBA (Hons. with Research) (HR/Mktng/Fin/IB/Travel & Tourism) (As Per NEP 2020)	203
6	BBA (Hons. with Research) (Business Intelligence & Analytics) with academic support of Samatrix and IBM (As Per NEP 2020)	204
7	MBA with Academic Support of IBM (HR/Marketing/International Business/Finance and Business Analytics/Information Technology/Entrepreneurship)	57
8	Integrated BBA+MBA with Academic Support of IBM (4 yrs + 1 yr Industry Internship)	52
9	BBA (Hons. with Research) (Entrepreneurship) with academic support of GCEC Global Foundation (As Per NEP 2020)	205
10	BBA (Hons. with Research) (International Accounting and Finance) (ACCA - UK) with academic support of Grant Thornton (As Per NEP 2020)	206
11	BBA (Hons. with Research) (Logistics and Supply Chain Management) with academic support of Safexpress (As Per NEP 2020)	207
17	B.Com. (Hons.) (International Accounting and Finance) (ACCA - UK) With academic support of Grant Thornton	46
13	B.Com. (Hons. with Research) (International Accounting and Finance) (ACCA - UK) With academic support of Grant Thornton (As Per NEP 2020)	208
14	MBA (Digital Marketing) (With academic support of IIDE)	48
15	Master of Business Administration in FINTECH (With academic support of Ernst & Young)	64
16	Bachelor of Business Administration in Digital Marketing ((With academic support of IIDE)	228
17	B.Sc. Finance	
18	Ph.D.	

17. Program Educational Outcomes, Program Outcomes, Program Outcomes, And Curriculum Highlights

17.1 Bachelor of Commerce (Honors/Honors with Research) Programme Code: 202

17.1.1 Program Overview

The Bachelor of Commerce (Honours/Honours with Research) programme is designed to equip students with comprehensive knowledge and skills in the field of commerce, finance, accounting, taxation, and business management. The programme integrates theoretical concepts with practical exposure to develop analytical, managerial, and decision-making abilities required in the dynamic business environment.

The Bachelor of Commerce (Honours/Honours with Research) programme aims to develop a deep understanding of financial systems, business operations, market mechanisms, and the regulatory framework governing trade and commerce. By combining academic learning with practical applications, the programme prepares students for diverse career opportunities in finance, banking, accounting, taxation, business analytics, investment management, entrepreneurship, and related fields. The curriculum is designed in alignment with industry requirements to enhance professional competence, research aptitude, and employability among graduates.

17.1.2 Duration

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

17.1.3 Career options

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

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

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

17.1.4 Programme Educational Objectives (PEO)

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

PEO1: Apply knowledge of accounting, finance, management, economics, and business analytics in professional and commercial environments.

PEO2: Demonstrate leadership, teamwork, communication, and digital competencies in diverse organizational settings.

PEO3: Analyse business, financial, and economic challenges using analytical, technological, and research-oriented approaches.

PEO4: Develop innovative, entrepreneurial, and strategic solutions for contemporary business and financial issues.

PEO5: Integrate ethics, sustainability, inclusivity, adaptability, and responsible decision-making in professional practices.

17.1.5 Programme Outcomes (PO)

PO1: Apply accounting, analytical, and technological skills to solve business and financial problems effectively.

PO2: Demonstrate communication and leadership skills at workplace.

PO3: Practice ethical, legal, and socially responsible decision-making in dynamic business environment.

PO4: Analyse opportunities, and financial challenges to develop strategic and entrepreneurial solutions.

PO5: Evaluate professional practices, in order to adapt and provide a sustainable solution to real life business situations

17.1.6 Programme Specific Outcomes (PSO)

PSO1: Explain concepts of accounting and finance in business contexts.

PSO2: Apply ethical and managerial skills in changing business environment.

PSO3: Examine business problems using research and data driven analytical skills.

PSO4: Evaluate real life business situations using analytical, research, and entrepreneurial skills for sustainable business and financial solutions.

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

- **Award of UG Certificate**

  After completing 1 year of study (2 semesters) with 50 credit and an additional vocational course/internship of 4 credits during the summer vacation of the first year.

- **Award of UG Diploma**

  After completing 2 years of study (4 semesters) with 95 credit and an additional vocational course/internship of 4 credits during the summer vacation of the second year.

- **Award of bachelor's degree**

  After completing 3-year of study (6 semesters) with 143 credits.

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

  After completing 4-year of study (8 semesters) with 168 credits.

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

17.2.1 Program Overview (including table)

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

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

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

17.1.2 Duration

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

17.1.3 Career options

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

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

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

17.2.4 Programme Educational Objectives (PEO)

PEO1: Apply knowledge of accounting, finance, management, economics, and business analytics in professional and commercial environments.

PEO2: Demonstrate leadership, teamwork, communication, and digital competencies in diverse organizational settings.

PEO3: Analyse business, financial, and economic challenges using analytical, technological, and research-oriented approaches.

PEO4: Develop innovative, entrepreneurial, and strategic solutions for contemporary business and financial issues.

PEO5: Integrate ethics, sustainability, inclusivity, adaptability, and responsible decision-making in professional practices.

17.2.5 Programme Outcomes (PO)

PO1: Apply accounting, analytical, and technological skills to solve business and financial problems effectively.

PO2: Demonstrate communication and leadership skills at workplace.

PO3: Practice ethical, legal, and socially responsible decision-making in dynamic business environment.

PO4: Analyse opportunities, and financial challenges to develop strategic and entrepreneurial solutions.

PO5: Evaluate professional practices, in order to adapt and provide a sustainable solution to real life business situations.

17.2.6 Programme Specific Outcomes (PSOs)

PSO1: Explain concepts of accounting and finance in business contexts.

PSO2: Apply ethical and managerial skills in changing business environment.

PSO3: Evaluate global accounting standards, financial reporting practices, and accounting software for professional business applications.

PSO4: Create strategic and entrepreneurial solutions using professional competencies aligned with ACCA standards.

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

- **Award of UG Certificate**

  After completing 1 year of study (2 semesters) with 50 credit and an additional vocational course/internship of 4 credits during the summer vacation of the first year.

- **Award of UG Diploma**

  After completing 2 years of study (4 semesters) with 95 credit and an additional vocational course/internship of 4 credits during the summer vacation of the second year.

- **Award of bachelor's degree**

  After completing 3-year of study (6 semesters) with 143 credits.

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

  After completing 4-year of study (8 semesters) with 168 credits.

17.3 Bachelor of Commerce (Honours) Programme Code: 07

17.3.1 Program Overview

The Bachelor of Commerce (Honours) program, focusing on the National Stock Exchange, is designed to provide students with extensive knowledge and skills in finance, securities markets, and commerce. This unique program integrates traditional commerce education with specialized training in financial markets, specifically tailored to the operations of the NSE, a prominent stock exchange in India. The program aims to foster a thorough comprehension of financial instruments, market dynamics, trading strategies, and regulatory frameworks. By merging theoretical foundations with hands-on experience, it prepares students for diverse careers in finance, including roles in investment banking, asset management, financial analysis, and related fields. The curriculum adheres to industry standards and includes modules accredited by the NSE Academy, ensuring graduates are well-prepared and competitive in the financial sector.

17.3.2 Duration

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

17.3.3 Career options

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

- **Research Analyst:** Conducts in-depth research and analysis on market trends, industries, and companies to support decision-making processes.
- **Data Analyst:** Interprets and analyzes data to help organizations make informed business decisions.
- **Business Consultant:** Provides expert advice to businesses to improve efficiency, productivity, and profitability.
- **Market Researcher:** Gathers and analyzes market data to identify trends and provide insights for marketing strategies.
- **Financial Analyst:** Evaluates financial data, forecasts trends, and offers recommendations for investments and financial strategies.
- **Policy Analyst:** Assesses and develops public policies by analyzing social, economic, and political data.
- **Academic Researcher:** Engages in academic research and contributes to the development of new knowledge in commerce and business.
- **Entrepreneurship:** Starts and manages new business ventures, utilizing strong analytical and research skills to drive innovation.

17.3.4 Programme Educational Objectives (PEO)

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

PEO1: Apply knowledge of accounting, finance, management, economics, and business analytics in professional and commercial environments.

PEO2: Demonstrate leadership, teamwork, communication, and digital competencies in diverse organizational settings.

PEO3: Analyse business, financial, and economic challenges using analytical, technological, and research-oriented approaches.

PEO4: Develop innovative, entrepreneurial, and strategic solutions for contemporary business and financial issues.

PEO5: Integrate ethics, sustainability, inclusivity, adaptability, and responsible decision-making in professional practices

17.3.5 Programme Outcomes (PO)

PO1: Apply accounting, analytical, and technological skills to solve business and financial problems effectively.

PO2: Demonstrate communication and leadership skills at workplace.

PO3: Practice ethical, legal, and socially responsible decision-making in dynamic business environment.

PO4: Analyse opportunities, and financial challenges to develop strategic and entrepreneurial solutions.

PO5: Evaluate professional practices, in order to adapt and provide a sustainable solution to real life business situations

17.3.6 Programme Specific Outcomes (PSOs)

At the end of the program the students will be:

PSO1: Describe fundamental concepts of commerce, accounting, finance, and taxation.

PSO2: Integrate ethical, managerial, and environmental perspectives in business decisions.

PSO3: Assess financial, accounting, and taxation practices for effective problem-solving.

PSO4: Develop innovative and sustainable business solutions using analytical and professional skills.

17.3.7 Graduation Requirements for each Program (Degree offered after I, II, and III Year)

B.com (Honors):49+48+58 credit in six semesters in three years.

17.4 Bachelor of Commerce Programme (B. Com Programme) Programme Code: 21

17.4.1 Program Overview

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

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

17.4.2 Duration

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

17.4.3 Career options

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

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

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

17.4.4 Programme Educational Objectives (PEO)

After the course, the students will be able to:

PEO1: Apply knowledge of accounting, finance, management, economics, and business analytics in professional and commercial environments.

PEO2: Demonstrate leadership, teamwork, communication, and digital competencies in diverse organizational settings.

PEO3: Analyse business, financial, and economic challenges using analytical, technological, and research-oriented approaches.

PEO4: Develop innovative, entrepreneurial, and strategic solutions for contemporary business and financial issues.

PEO5: Integrate ethics, sustainability, inclusivity, adaptability, and responsible decision-making in professional practices.

17.4.5 Programme Outcomes (POs)

PO1: Apply accounting, analytical, and technological skills to solve business and financial problems effectively.

PO2: Demonstrate communication and leadership skills at workplace.

PO3: Practice ethical, legal, and socially responsible decision-making in dynamic business environment.

PO4: Analyse opportunities, and financial challenges to develop strategic and entrepreneurial solutions.

PO5: Evaluate professional practices, in order to adapt and provide a sustainable solution to real life business situations.

17.4.6 Programme Specific Outcomes (PSOs)

After the course the students will be able to:

PSO1: Explain concepts of accounting and finance in business contexts.

PSO2: Apply ethical and managerial skills in changing business environment.

PSO3: Examine commercial scenarios using accounting and finance knowledge.

PSO4: Evaluate business and financial problems using analytical, ethical, managerial, and IT skills.

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

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

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

17.5.1 Program Overview

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

The Bachelor of Commerce (Honours) in International Accounting and Finance is structured to offer in-depth knowledge of commerce subjects such as accounting, finance, taxation, audit, and business law, while simultaneously preparing students for the ACCA examinations. The curriculum is aligned with the ACCA syllabus, allowing students to earn exemptions from several ACCA papers during their undergraduate studies. This dual qualification approach not only enhances students' theoretical knowledge but also equips them with practical skills and professional competence required in the global accounting and finance industry. Graduates of this program are well-positioned for careers in accounting, finance, auditing, and consultancy, both in India and internationally.

17.5.2 Duration

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

17.5.3 Career options

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

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

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

17.5.4 Programme Educational Objectives (PEO)

PEO1: Apply knowledge of accounting, finance, management, economics, and business analytics in professional and commercial environments.

PEO2: Demonstrate leadership, teamwork, communication, and digital competencies in diverse organizational settings.

PEO3: Analyse business, financial, and economic challenges using analytical, technological, and research-oriented approaches.

PEO4: Develop innovative, entrepreneurial, and strategic solutions for contemporary business and financial issues.

PEO5: Integrate ethics, sustainability, inclusivity, adaptability, and responsible decision-making in professional practices.

17.5.5 Programme Outcomes (POs)

PO1: Apply accounting, analytical, and technological skills to solve business and financial problems effectively.

PO2: Demonstrate communication and leadership skills at workplace.

PO3: Practice ethical, legal, and socially responsible decision-making in dynamic business environment.

PO4: Analyse opportunities, and financial challenges to develop strategic and entrepreneurial solutions.

PO5: Evaluate professional practices, in order to adapt and provide a sustainable solutions to real life business situations.

17.5.6 Programme Specific Outcomes (PSOs)

At the end of the program the students will be:

PSO1: Explain concepts of accounting and finance in business contexts.

PSO2: Apply ethical and managerial skills in changing business environment.

PSO3: Evaluate global accounting standards, financial reporting practices, and accounting software for professional business applications.

PSO4: Create strategic and entrepreneurial solutions using professional competencies aligned with ACCA standards.

17.5.7 Graduation Requirements for each Program (Degree offered after I, II, and III year)

B.com (Programme):49+48+50 credit in six semesters in three years and in total 148 credits

17.6 Bachelor of Business Administration (Honours/ Honours with Research)- in Business Intelligence and Analytics- 204

17.6.1 Program Overview

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

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

17.6.2 Duration

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

17.6.3 Career options

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

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

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

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

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

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

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

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

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

Prospective Companies

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

17.6.4 Programme Educational Objectives (PEO)

PEO1: Apply managerial knowledge and problem-solving skills in diverse business environments.

PEO2: Demonstrate leadership, teamwork, and professional competencies in organizational settings.

PEO3: Analyse business and organizational challenges using analytical and research-based approaches.

PEO4: Develop innovative and strategic solutions for contemporary business issues.

PEO5: Integrate ethics, sustainability, inclusivity, adaptability, and responsible decision-making in professional environments.

17.6.5 Programme Outcomes (PO)

PO1: Apply managerial, technical, and technological skills to solve business problems effectively.

PO2: Demonstrate communication, collaboration, leadership, and negotiation skills in diverse cultural environments.

PO3: Practice ethical and socially responsible decision-making in real-world business situations.

PO4: Analyse business opportunities and challenges to develop strategic and entrepreneurial solutions.

PO5: Evaluate professional practices and adaptability to demonstrate effective and socially responsible behaviour in dynamic business environments.

17.6.6 Programme Specific Outcomes (PSOs)

PSO1: Explain conceptual knowledge of various functional areas of business management in real-life business contexts.

PSO2: Apply ethical, social, environmental, and managerial considerations in business decision-making processes.

PSO3: Analyse business data using analytical tools and business intelligence techniques to support organizational decision-making.

PSO4: Evaluate business decisions to perform effectively as functional analysts and develop sustainable solutions for real world problems.

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

- **Award of UG Certificate**

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

- **Award of UG Diploma**

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

- **Award of bachelor's degree**

  After completing 3-year of study (6 semesters) with 143 credits.

- **Award of BBA BIA**

  After completing 4-year of study (8 semesters) with 181 credits.

17.7 Bachelor of Business Administration (BBA) (Honors/ Honors with Research) Programme Code: 203

17.7.1 Program Overview

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

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

17.7.2 Duration

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

17.7.3 Career options

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

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

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

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

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

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

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

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

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

Prospective Companies

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

17.7.4 Programme Educational Objectives (PEO)

These are long-term outcomes expected to be achieved by graduates a few years after completion of the programme. The graduates will be able to:

PEO1: Apply managerial knowledge and problem-solving skills in diverse business environments.

PEO2: Demonstrate leadership, teamwork, and professional competencies in organizational settings.

PEO3: Analyse business and organizational challenges using analytical and research-based approaches.

PEO4: Develop innovative and strategic solutions for contemporary business issues.

PEO5: Integrate ethics, sustainability, inclusivity, adaptability, and responsible decision-making in professional environments.

17.7.5 Programme Outcomes (PO)

PO1: Apply managerial, technical, and technological skills to solve business problems effectively.

PO2: Demonstrate communication, collaboration, leadership, and negotiation skills in diverse cultural environments.

PO3: Practice ethical and socially responsible decision-making in real-world business situations.

PO4: Analyse business opportunities and challenges to develop strategic and entrepreneurial solutions.

PO5: Evaluate professional practices and adaptability to demonstrate effective and socially responsible behaviour in dynamic business environments.

17.7.6 Programme Specific Outcomes (PSO)

PSO1: Explain conceptual knowledge of various functional areas of business management in real-life business contexts.

PSO2: Apply ethical, social, environmental, and managerial considerations in business decision-making processes.

PSO3: Examine domain-specific knowledge and managerial skills in Human Resource, Marketing, Finance, and Operations to solve business problems effectively.

PSO4: Evaluate leadership, communication, analytical, and ethical practices to develop innovative and sustainable business solutions across functional areas.

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

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

- **Award of UG Certificate**

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

- **Award of UG Diploma**

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

- **Award of bachelor's degree**

  After completing 3-year of study (6 semesters) with 143 credits.

- **Award of Bachelor of Business Administration (BBA) (Honors/ Honors with Research)**

  After completing 4-year of study (8 semesters) with 181 credits.

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

17.8.1 Program Overview

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

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

17.8.2 Duration

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

17.8.3 Career options

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

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

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

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

17.8.4 Programme Educational Objectives (PEO*)*

These are long-term outcomes expected to be achieved by graduates a few years after completion of the programme. The graduates will be able to:

PEO1: Apply managerial knowledge and problem-solving skills in diverse business environments.

PEO2: Demonstrate leadership, teamwork, and professional competencies in organizational settings.

PEO3: Analyse business and organizational challenges using analytical and research-based approaches.

PEO4: Develop innovative and strategic solutions for contemporary business issues.

PEO5: Integrate ethics, sustainability, inclusivity, adaptability, and responsible decision-making in professional environments.

17.8.5 Programme Outcomes (PO)

PO1: Apply managerial, technical, and technological skills to solve business problems effectively.

PO2: Demonstrate communication, collaboration, leadership, and negotiation skills in diverse cultural environments.

PO3: Practice ethical and socially responsible decision-making in real-world business situations.

PO4: Analyse business opportunities and challenges to develop strategic and entrepreneurial solutions.

PO5: Evaluate professional practices and adaptability to demonstrate effective and socially responsible behaviour in dynamic business environments.

17.8.6 Programme Specific Outcomes (PSO)

PSO1: Explain conceptual knowledge of various functional areas of business management in real-life business contexts.

PSO2: Apply ethical, social, environmental, and managerial considerations in business decision-making processes.

PSO3: Analyze financial data as per international accounting standards to support business decisions and risk assessment in the global environments.

PSO4: Evaluate regulatory frameworks international accounting, finance and strategies to develop sustainable solutions in the global landscape

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

- **Award of UG Certificate**

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

- **Award of UG Diploma**

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

- **Award of bachelor's degree**

  After completing 3-year of study (6 semesters) with 143 credits.

- **Award of Bachelor of Business Administration (Honours/Honours with Research) in International Accounting and Finance)**

  After completing 4-year of study (8 semesters) with 181 credits.

17.9 Bachelor of Business Administration (Honours/Honours with Research) in Logistics and Supply Chain Management Programme Code: 207

17.9.1 Program Overview

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

17.9.2 Duration

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

17.9.3 Career options

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

- Supply Chain Manager
- Logistics Coordinator
- Operations Manager

- Procurement Manager
- Inventory Control Analyst
- Warehouse Manager
- Demand Planner
- Transportation Manager
- Customs Broker
- Freight Forwarder
- Distribution Manager
- Quality Control Specialist
- Production Planner
- Purchasing Manager
- E-commerce Logistics Coordinator

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

17.9.4 Programme Educational Objectives (PEO)

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

PEO1: Apply managerial knowledge and problem-solving skills in diverse business environments.

PEO2: Demonstrate leadership, teamwork, and professional competencies in organizational settings.

PEO3: Analyse business and organizational challenges using analytical and research-based approaches.

PEO4: Develop innovative and strategic solutions for contemporary business issues.

PEO5: Integrate ethics, sustainability, inclusivity, adaptability, and responsible decision-making in professional environments.

17.9.5 Programme Outcomes (PO)

PO1: Apply managerial, technical, and technological skills to solve business problems effectively.

PO2: Demonstrate communication, collaboration, leadership, and negotiation skills in diverse cultural environments.

PO3: Practice ethical and socially responsible decision-making in real-world business situations.

PO4: Analyse business opportunities and challenges to develop strategic and entrepreneurial solutions.

PO5: Evaluate professional practices and adaptability to demonstrate effective and socially responsible behaviour in dynamic business environments.

17.9.6 Programme Specific Outcomes (PSO)

PSO1: Explain conceptual knowledge of various functional areas of business management in real-life business contexts.

PSO2: Apply ethical, social, environmental, and managerial considerations in business decision-making processes.

PSO3: Analyse business processes to enhance efficiency and effectiveness in logistics and supply chain management.

PSO4: Evaluate supply chain strategies and develop sustainable solutions for procurement, inventory, transportation, and distribution management.

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

- **Award of UG Certificate**

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

- **Award of UG Diploma**

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

- **Award of bachelor's degree**

  After completing 3-year of study (6 semesters) with 143 credits.

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

  After completing 4-year of study (8 semesters) with 181 credits.

17.10 Bachelor of Business Administration (Honours / Honours with Research) in Digital Marketing – Programme Code: 228

17.10.1 Program Overview

The BBA in Digital Marketing (With academic support of IIDE) is designed to prepare students for the rapidly expanding digital business and online marketing ecosystem. The programme integrates core management education with specialized knowledge of digital marketing strategies, social media marketing, search engine optimization, content marketing, digital advertising, consumer behaviour, web analytics, e-commerce, and emerging digital platforms.

The curriculum enables students to understand how businesses use digital tools and technologies to engage customers, build brands, generate leads, and improve market performance. Through practical assignments, live projects, digital campaigns, internships, and analytics-based learning, students gain industry-relevant skills required for careers in digital marketing agencies, corporate marketing teams, e-commerce firms, startups, and media organizations.

17.10.2 Duration

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

17.10.3 Career options

Bachelor of Business Administration (Honours/Honours with Research) in Digital Marketing equips students with specialized knowledge of online marketing, social media strategy, search engine optimization, content marketing, analytics, branding, and digital business tools. The programme prepares students to manage digital campaigns, analyse consumer behaviour, and develop effective online marketing strategies for businesses. Here are some potential career avenues for BBA Digital Marketing graduates:

- Digital Marketing Executive
- Social Media Manager
- SEO Specialist
- Content Marketing Executive
- Performance Marketing Executive
- Brand Strategist
- Email Marketing Specialist
- E-commerce Executive
- Digital Campaign Manager
- Web Analytics Executive
- Influencer Marketing Manager
- Online Reputation Manager
- PPC Specialist
- Growth Marketing Executive
- Marketing Automation Executive

Bachelor of Business Administration (Honours/Honours with Research) in Digital Marketing graduates are equipped with creative, analytical, communication, and technology-based marketing skills. They can work in digital marketing agencies, e-commerce companies, media firms, start-ups, IT companies, consulting firms, and corporate marketing departments. With the rapid growth of online businesses, social media platforms, and data-driven marketing, the demand for skilled digital marketing professionals continues to increase.

17.10.4 Programme Educational Objectives (PEO)

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

PEO1: Apply managerial knowledge and problem-solving skills in diverse business environments.

PEO2: Demonstrate leadership, teamwork, and professional competencies in organizational settings.

PEO3: Analyse business and organizational challenges using analytical and research-based approaches.

PEO4: Develop innovative and strategic solutions for contemporary business issues.

PEO5: Integrate ethics, sustainability, inclusivity, adaptability, and responsible decision-making in professional environments.

17.10.5 Programme Outcomes (PO)

PO1: Apply managerial, technical, and technological skills to solve business problems effectively.

PO2: Demonstrate communication, collaboration, leadership, and negotiation skills in diverse cultural environments.

PO3: Practice ethical and socially responsible decision-making in real-world business situations.

PO4: Analyse business opportunities and challenges to develop strategic and entrepreneurial solutions.

PO5: Evaluate professional practices and adaptability to demonstrate effective and socially responsible behaviour in dynamic business environments.

17.10.6 Programme Specific Outcomes (PSO)

PSO1: Explain conceptual knowledge of various functional areas of business management in real-life business contexts.

PSO2: Apply ethical, social, environmental, and managerial considerations in business decision-making processes.

PSO3: Analyse consumer behaviour, digital trends, and online market data through digital marketing tools and techniques.

PSO4: Develop innovative and sustainable strategies for the evolving digital marketing landscape.

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

- **Award of UG Certificate**

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

- **Award of UG Diploma**

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

- **Award of bachelor's degree**

  After completing 3-year of study (6 semesters) with 143 credits.

- **Award of Bachelor of Business Administration (Honours / Honours with Research) in Digital Marketing**

  After completing 4-year of study (8 semesters) with 181 credits.

17.11 BBA (Honours / Honours with Research) in Entrepreneurship – Programme Code: 205

17.11.1 Programme overview

The BBA in Entrepreneurship is designed to develop entrepreneurial mindset, innovation capability, business planning skills, and start-up readiness among students. The programme focuses on opportunity identification, idea generation, business model development, start-up financing, innovation management, family business, venture creation, design thinking, and entrepreneurial leadership.

The curriculum encourages students to think creatively, solve real business problems, and develop the ability to convert ideas into viable business ventures. Through projects, business plan development, case studies, incubation-related exposure, internships, and experiential learning, students gain practical understanding of entrepreneurial ecosystems. The programme prepares students for careers as entrepreneurs, start-up founders, business consultants, innovation managers, and family business successors.

17.11.2 Duration

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

17.11.3 Career Options

Bachelor of Business Administration (Honours/Honours with Research) in Entrepreneurship equips students with the knowledge, skills, and mindset required to identify business opportunities, develop innovative ideas, and successfully establish and manage new ventures. The programme prepares students to become job creators as well as professionals capable of contributing to start-ups, family businesses, corporate innovation teams, and business consulting firms. Here are some potential career avenues for BBA Entrepreneurship graduates:

- Entrepreneur / Start-up Founder
- Business Development Executive
- Innovation Manager
- Venture Capital Analyst
- Start-up Consultant
- Family Business Manager
- Business Strategist
- Product Development Executive
- Franchise Manager
- Incubation Centre Coordinator
- Social Entrepreneur
- Market Research Analyst
- Business Consultant
- Operations Executive
- Corporate Entrepreneurship Executive

Bachelor of Business Administration (Honours/Honours with Research) in Entrepreneurship graduates are equipped with creativity, leadership, risk-taking ability, problem-solving, and managerial skills. They can pursue careers in start-ups, family-owned businesses, consulting firms, incubation centres, venture capital firms, and corporate organizations. The growing start-up ecosystem and increasing focus on innovation and self-employment further enhance the career opportunities for entrepreneurship graduates.

17.11.4 Programme Educational Objectives (PEO)

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

PEO1: Apply managerial knowledge and problem-solving skills in diverse business environments.

PEO2: Demonstrate leadership, teamwork, and professional competencies in organizational settings.

PEO3: Analyse business and organizational challenges using analytical and research-based approaches.

PEO4: Develop innovative and strategic solutions for contemporary business issues.

PEO5: Integrate ethics, sustainability, inclusivity, adaptability, and responsible decision-making in professional environments.

17.11.5 Programme Outcomes (PO)

PO1: Apply managerial, technical, and technological skills to solve business problems effectively.

PO2: Demonstrate communication, collaboration, leadership, and negotiation skills in diverse cultural environments.

PO3: Practice ethical and socially responsible decision-making in real-world business situations.

PO4: Analyse business opportunities and challenges to develop strategic and entrepreneurial solutions.

PO5: Evaluate professional practices and adaptability to demonstrate effective and socially responsible behaviour in dynamic business environments.

17.11.6 Programme Specific Outcomes (PSO)

PSO1: Explain conceptual knowledge of various functional areas of business management in real-life business contexts.

PSO2: Apply ethical, social, environmental, and managerial considerations in business decision-making processes.

PSO3: Analyse business opportunities, market trends, and entrepreneurial challenges to foster venture creation and business growth.

PSO4: Evaluate entrepreneurial strategies and innovative business models to develop sustainable ecosystem for national growth.

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

- **Award of UG Certificate**

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

- **Award of UG Diploma**

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

- **Award of bachelor's degree**

  After completing 3-year of study (6 semesters) with 143 credits.

- **Award of BBA (Honours / Honours with Research) in Entrepreneurship**

  After completing 4-year of study (8 semesters) with 181 credits.

17.12 Bachelor of Business Administration and Master of Business Administration Integrated Course (BBA-MBA Integrated) – Programme Code: 52

The BBA-MBA Integrated Programme is designed to provide students with a seamless academic pathway from undergraduate management education to advanced postgraduate-level business learning. The programme builds a strong foundation in business administration during the initial years and gradually progresses towards advanced managerial, strategic, analytical, and leadership-oriented courses at the higher level.

The integrated structure enables students to save academic transition time while gaining comprehensive knowledge of core and advanced management domains. The curriculum focuses on business fundamentals, managerial competencies, communication skills, analytical ability, leadership development, specialization-based learning, internships, live projects, and industry exposure. The programme prepares students for managerial and leadership roles across corporate organizations, startups, consulting firms, financial institutions, and entrepreneurial ventures.

17.12.1 Duration

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

17.12.2 Career options

Bachelor of Business Administration and Master of Business Administration Integrated Course provides students with comprehensive knowledge of business management at both undergraduate and postgraduate levels. The programme develops strong managerial, analytical, leadership, and decision-making skills, preparing students for diverse roles across corporate, entrepreneurial, and consulting sectors. Here are some potential career avenues for BBA MBA Integrated graduates:

- Management Trainee
- Business Development Manager
- Marketing Manager
- Human Resource Manager

- Financial Analyst
- Operations Manager
- Sales Manager
- Project Manager
- Business Analyst
- Strategy Consultant
- Retail Manager
- Banking and Finance Executive
- Entrepreneur
- Corporate Planning Executive
- Customer Relationship Manager

Graduates of the BBA MBA Integrated programme are well-prepared for managerial and leadership roles in business organizations. They can find opportunities in sectors such as banking, finance, marketing, human resources, operations, consulting, retail, information technology, and entrepreneurship. The integrated nature of the programme provides students with a strong foundation in business principles along with advanced management expertise, making them suitable for both entry-level and mid-level managerial positions.

17.12.3 Programme Educational Objectives (PEO)

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

PEO1: Apply managerial knowledge and problem-solving skills in diverse business environments.

PEO2: Demonstrate leadership, teamwork, and professional competencies in organizational settings.

PEO3: Analyse business and organizational challenges using analytical and research-based approaches.

PEO4: Develop innovative and strategic solutions for contemporary business issues.

PEO5: Integrate ethics, sustainability, inclusivity, adaptability, and responsible decision-making in professional environments.

17.12.4 Programme Outcomes (PO)

PO1: Apply managerial, technical, and technological skills to solve business problems effectively.

PO2: Demonstrate communication, collaboration, leadership, and negotiation skills in diverse cultural environments.

PO3: Practice ethical and socially responsible decision-making in real-world business situations.

PO4: Analyse business opportunities and challenges to develop strategic and entrepreneurial solutions.

PO5: Evaluate professional practices and adaptability to demonstrate effective and socially responsible behaviour in dynamic business environments.

17.12.5 Programme Specific Outcomes (PSO)

PSO1: Explain conceptual knowledge of various functional areas of business management in real-life business contexts.

PSO2: Apply ethical, social, environmental, and managerial considerations in business decision-making processes.

PSO3: Analyse business problems, market dynamics, and organizational challenges using managerial and analytical approaches to enable effective decision making.

PSO4: Evaluate strategic business decisions and develop innovative and sustainable solutions to enhance organizational competitiveness.

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

- **Award of UG Certificate**

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

- **Award of UG Diploma**

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

- **Award of Bachelor' s Degree**

  After completing 3-year of study (6 semesters) with 143 credits.

- **Award of Bachelor of Business Administration and Master of Business Administration Integrated Course (BBA-MBA Integrated)**

  After completing 5 -year of study (10 semesters) with 249 credits.

17.13 Master of Business Administration in Digital Marketing (With academic support of IIDE) Programme Code: 48

17.13.1 Program Overview

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

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

17.13.2 Duration

2 years (4 Semester)

17.13.3 Career options

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

17.13.4 Programme Educational Objectives (PEO)

After the course the students will be able to:

PEO1: Understand core management principles, business processes, and organizational practices for professional competence**.**

PEO2: Apply managerial, digital, and analytical skills to enhance employability and lifelong learning**.**

PEO3: Analyze complex business problems and market situations using structured and data-driven approaches**.**

PEO4: Design innovative, entrepreneurial, and technology-enabled solutions for business and societal challenges**.**

PEO5: Evaluate managerial decisions by integrating ethical values, sustainability, and social responsibility.

17.13.5 Programme Outcomes (PO)

After the course the students will be able to:

PO1: Understand management concepts, organizational structures, and contemporary business practices.

PO2: Apply quantitative and qualitative tools to analyze data for effective managerial decisions.

PO3: Analyze business problems and environmental factors using critical thinking and logical reasoning.

PO4: Assess alternatives and demonstrate emotional intelligence and leadership in team and organizational settings.

PO5: Create innovative, technology-driven, and digital solutions for complex business challenges.

PO6: Demonstrate adaptability and cognitive flexibility skills in dynamic and uncertain business environments.

PO7: Evaluate managerial decisions with respect to ethics, sustainability, and professional standards.

17.13.6 Programme Specific Outcomes (PSO)

PSO1: Develop competent managers with strong analytical skills and sound management fundamentals**.**

PSO2: Enable effective application of management knowledge through problem-solving, innovation, and adaptability**.**

PSO3: Design technology-enabled, data-driven, and digital marketing strategies for customer-centric problems.

PSO4: Foster ethical digital marketing practices, creativity, and professional readiness to manage evolving digital business environments.

17.13.7 Post Graduation Requirements

Eligibility Criteria for Award of Degree: Minimum 75% attendance and minimum 40% I mark in all subjects.

17.14 Master of Business Administration in Analytics (With Academic Support of IBM) Programme Code: 57

17.14.1 Program Overview

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

17.14.2 Duration

2years (4 Semesters)

17.14.3 Career options

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

17.14.4 Programme Educational Objectives (PEO)

After the course the students will be able to:

PEO1: Understand core management principles, business processes, and organizational practices for professional competence**.**

PEO2: Apply managerial, digital, and analytical skills to enhance employability and lifelong learning**.**

PEO3: Analyze complex business problems and market situations using structured and data-driven approaches**.**

PEO4: Design innovative, entrepreneurial, and technology-enabled solutions for business and societal challenges**.**

PEO5: Evaluate managerial decisions by integrating ethical values, sustainability, and social responsibility.

17.14.5 Programme Outcomes (PO)(MBA)

After the course the students will be able to:

PO1: Understand management concepts, organizational structures, and contemporary business practices.

PO2: Apply quantitative and qualitative tools to analyze data for effective managerial decisions.

PO3: Analyze business problems and environmental factors using critical thinking and logical reasoning.

PO4: Assess alternatives and demonstrate emotional intelligence and leadership in team and organizational settings.

PO5: Create innovative, technology-driven, and digital solutions for complex business challenges.

PO6: Demonstrate adaptability and cognitive flexibility skills in dynamic and uncertain business environments.

PO7: Evaluate managerial decisions with respect to ethics, sustainability, and professional standards.

17.14.6 Programme Specific Outcomes (PSO)

PSO1: Develop competent managers with strong analytical skills and sound management fundamentals**.**

PSO2: Enable effective application of management knowledge through problem-solving, innovation, and adaptability**.**

PSO3: Apply analytical, managerial, and problem-solving skills through practical learning, industry exposure, and business applications across functional areas.

PSO4: Demonstrate strategic thinking, teamwork, communication skills, and professional responsibility for effective decision-making in dynamic business environments.

17.14.7 Post Graduation Requirements

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

17.15 Master of Business Administration in FINTECH (With academic support of Ernst & Young) Programme Code: 64

17.15.1 Program Overview

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

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

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

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

17.15.2 Career options

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

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

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

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

17.15.3 Duration

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

17.15.4 Programme Educational Objectives (PEO)

After the course the students will be able to:

PEO1: Understand core management principles, business processes, and organizational practices for professional competence**.**

PEO2: Apply managerial, digital, and analytical skills to enhance employability and lifelong learning**.**

PEO3: Analyze complex business problems and market situations using structured and data-driven approaches**.**

PEO4: Design innovative, entrepreneurial, and technology-enabled solutions for business and societal challenges**.**

PEO5: Evaluate managerial decisions by integrating ethical values, sustainability, and social responsibility.

17.15.5 Programme Outcomes (PO)

After the course the students will be able to:

PO1: Understand management concepts, organizational structures, and contemporary business practices.

PO2: Apply quantitative and qualitative tools to analyze data for effective managerial decisions.

PO3: Analyze business problems and environmental factors using critical thinking and logical reasoning.

PO4: Assess alternatives and demonstrate emotional intelligence and leadership in team and organizational settings.

PO5: Create innovative, technology-driven, and digital solutions for complex business challenges.

PO6: Demonstrate adaptability and cognitive flexibility skills in dynamic and uncertain business environments.

PO7: Evaluate managerial decisions with respect to ethics, sustainability, and professional standards.

17.1.O.6 Programme Specific Outcomes (PSO)

PSO1: Develop competent managers with strong analytical skills and sound management fundamentals.

PSO2: Enable effective application of management knowledge through problem-solving, innovation, and adaptability**.**

PSO3: Apply fintech concepts in the digitalization of the payments, lending and analytics through experiential learning.

PSO4: Design innovative and customer-focused financial solutions to address emerging business and market needs.

17.15.7 Post Graduation Requirements

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

17.16 Bachelor of Science (Honours/Honours with Research) in Finance Programme Code:

17.16.1 Program Overview

The Bachelor of Science (Honours/Honours with Research) in Finance is a specialized undergraduate programme designed to prepare students for careers in the modern financial sector. The programme provides strong foundations in financial markets, investment analysis, corporate finance, risk management, quantitative techniques, actuarial science, financial technology, and data-driven decision-making.

The programme offers three professional specialization streams: Core Finance, Quantitative Finance, and Actuarial Science. It blends theoretical knowledge with practical application through industry-standard tools such as Python, R, Excel/VBA, and Bloomberg, along with research projects, apprenticeships, and professional certification pathways.

The programme is aligned with the National Education Policy (NEP) 2020 and is designed to equip students with analytical, computational, ethical, and professional skills required for careers in banking, investment management, insurance, actuarial services, risk management, consulting, financial technology, and capital markets.

17.16.2 Duration

The duration of this programme is three years comprising six semesters for the award of B.Sc. in Finance and four years comprising eight semesters for the award of B.Sc. (Honours/Honours with Research) in Finance, with multiple entry and exit options as per NEP 2020 guidelines.

17.16.3 Career Options

Bachelor of Science (Honours/Honours with Research) in Finance equips students with specialized knowledge in finance, quantitative analysis, actuarial science, investment management, risk assessment, and financial decision-making. Graduates of this programme may pursue careers in banking, capital markets, insurance, financial analytics, investment firms, consulting organizations, FinTech companies, and actuarial firms.

- Potential career avenues include:
- Equity Research Analyst
- Investment Banking Analyst
- Corporate Finance Analyst
- Portfolio Management Associate
- Financial Analyst
- Risk Analyst
- Quantitative Analyst
- Derivatives Analyst

- Algorithmic Trading Analyst
- Financial Data Analyst
- Actuarial Analyst
- Pricing Analyst
- Reserving Analyst
- Insurance Underwriter
- Pension Consultant
- Treasury Analyst
- FinTech Product Analyst
- Mergers and Acquisitions Analyst

Graduates of B.Sc. Finance are well-equipped with analytical, technical, computational, and professional skills, making them suitable for roles in financial institutions, insurance companies, asset management firms, investment banks, consulting firms, and technology-driven financial organizations.

17.16.4 Programme Educational Objectives (PEO)

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

PEO1: Lead teams in a dynamic business environment.

PEO2: Develop innovative solutions for dynamic business problems

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

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

PEO5: Practice responsible global citizenship exhibiting environmental and social accountability

PEO6: Exhibit skills and attitude to be a lifelong learner

17.16.5 Programme Outcomes (PO)

Upon successful completion of the programme, students will be able to:

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

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

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

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

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

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

PO7: Imbibe lifelong learning skills for continuous improvement.

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

17.16.6 Programme Specific Outcomes (PSO)

PSO1: Explain conceptual knowledge of various functional areas of business management in real-life business contexts.

PSO2: Apply ethical, social, environmental, and managerial considerations in business decision-making processes.

PSO3: Analyse financial markets, investment opportunities, and emerging trends in banking, insurance, and financial services for effective financial decision-making.

PSO4: Evaluate financial strategies, risk management practices, and innovative financial models to support sustainable economic and organisational growth.

17.16.7 Graduation Requirements for Each Program

Degree offered after I, II, III, and IV year

- **Award of UG Certificate**

  After completing 1 year of study, comprising 2 semesters, with the required credits 49 and an additional vocational course/internship as prescribed under NEP 2020.

- **Award of UG Diploma**

  After completing 2 years of study, comprising 4 semesters, with the required credits 96 and an additional vocational course/internship as prescribed under NEP 2020.

- **Award of Bachelor's Degree in Finance**

  After completing 3 years of study, comprising 6 semesters, with the prescribed credits 143for the B.Sc. Finance programme.

- **Award of Bachelor of Science (Honours/Honours with Research) in Finance**

  After completing 4 years of study, comprising 8 semesters, with the prescribed credits 181 for the B.Sc. Finance Honours/Honours with Research programme.

18 Internships and Projects

18.1 Internship Courses:

The internship courses offered across Undergraduate and Postgraduate programs in the School of Management and Commerce are designed to provide students with structured industry exposure, practical business understanding, and experiential learning opportunities. These internships act as a vital bridge between academic learning and professional practice, enabling students to apply managerial, financial, analytical, marketing, and organizational concepts to real-world business environments.

The internship framework emphasizes practical learning, industry interaction, leadership development, corporate exposure, entrepreneurship, research orientation, and professional skill enhancement. Through internships, students gain firsthand experience of organizational structures, business operations, financial systems, customer engagement practices, strategic decision-making processes, and modern business technologies relevant to their specialization areas.

The internship ecosystem is systematically structured across multiple semesters to progressively strengthen students' managerial competencies, business acumen, analytical capabilities, communication skills, professional ethics, and industry readiness.

18.2 Semester Internship

The internship at this stage focuses on foundational industry exposure and early professional orientation.

Objectives:

- Introduce students to organizational structures, workplace culture, and basic business operations.
- Provide practical exposure to the real-world applications of foundational management, commerce, accounting, marketing, and business concepts.
- Develop essential professional skills such as communication, teamwork, discipline, adaptability, interpersonal interaction, and professional conduct.
- Familiarize students with business processes, digital business tools, customer relationship practices, and organizational workflows.
- Encourage observational learning, business awareness, and self-learning through introductory assignments and guided industry interactions.

18.3 Semester Internship

The internship during the middle phase of the program focuses on skill enhancement, practical implementation, and business problem-solving.

Objectives:

- Enable students to apply intermediate-level managerial, analytical, accounting, finance, marketing, and operational knowledge in live projects, business environments, or research-oriented assignments.
- Provide exposure to advanced business tools, financial systems, analytics platforms, digital marketing practices, enterprise applications, and industry-standard processes.
- Strengthen analytical thinking, business communication, reporting, decision-making, and implementation capabilities through real-world assignments.

- Encourage innovation, entrepreneurial thinking, strategic analysis, and problem-solving through participation in industry-driven projects and organizational activities.
- Develop collaborative working abilities, professional ethics, business documentation skills, presentation abilities, and project reporting practices.

18.3 Semester Internship

The advanced internship is designed to prepare students for professional careers, leadership roles, entrepreneurship, research opportunities, and corporate responsibilities.

Objectives:

- Provide hands-on experience in solving complex business and organizational problems relevant to management, finance, commerce, marketing, human resources, operations, analytics, and emerging business domains.
- Enable students to work on industry-oriented projects involving business strategy, market analysis, financial planning, operations management, organizational development, business analytics, research, or process optimization.
- Facilitate the development of leadership, decision-making, project management, negotiation, and professional collaboration skills.
- Strengthen industry readiness through exposure to corporate practices, enterprise systems, innovation ecosystems, startup environments, and professional standards.
- Encourage students to integrate managerial expertise with ethical business practices, sustainability considerations, social responsibility, and corporate governance principles.
- Prepare students for placements, higher education, entrepreneurship, professional certifications, and future business leadership roles through immersive practical experience.

18.4 Project Based Courses

Purpose

The project-based courses are designed to provide students with hands-on experience in applying theoretical concepts to real-world business, management, finance, marketing, commerce, and entrepreneurial challenges. These projects aim to develop critical thinking, analytical reasoning, creativity, research orientation, and practical problem-solving skills while fostering teamwork, leadership, and project management capabilities.

Objectives

Minor Project–I

- Develop intermediate managerial, analytical, financial, and business problem-solving skills through moderately complex projects.
- Enhance students' ability to conduct market studies, business analysis, financial assessments, surveys, and operational evaluations.

Strengthen analytical reasoning, report preparation, data interpretation, presentation, and troubleshooting skills for solving project-specific business challenges.

Minor Project–II

- Integrate advanced concepts and tools from core and specialization courses into project development and business analysis.

- Address real-world organizational and market challenges using innovative, research-driven, and industry-aligned solutions.
- Prepare students for large-scale business project execution, strategic planning, consulting assignments, and industry readiness.

18.5 Purpose and Objectives of Major Project in Final Semester

The Major Project in the final semester serves as a comprehensive capstone experience that enables students to undertake a full-semester, industry-aligned project addressing real-world business, commerce, financial, managerial, entrepreneurial, or societal challenges. It provides an opportunity to integrate and apply the knowledge, professional competencies, analytical skills, and managerial capabilities acquired throughout the academic program in a practical and outcome-driven environment.

The project emphasizes innovation, business problem-solving, research orientation, strategic thinking, and data-driven decision-making while exposing students to professional corporate practices, organizational workflows, collaborative environments, and emerging business trends. Through continuous mentorship from faculty and industry experts, students gain valuable experience in planning, analyzing, designing, implementing, evaluating, and presenting impactful business solutions aligned with industry and societal needs.

This experiential learning journey bridges the gap between academia and industry, strengthens students' professional competencies, and prepares them for successful careers, higher studies, entrepreneurship, leadership roles, and research-driven innovation.

Objectives

The Major Project aims to achieve the following objectives:

- Provide students with an opportunity to apply theoretical concepts, managerial knowledge, business analytics, financial understanding, and domain-specific skills to solve real-world organizational and societal problems.
- Enable students to design, develop, implement, and evaluate innovative, scalable, and business-oriented solutions using modern management tools, analytical frameworks, research methodologies, and digital technologies.
- Foster critical thinking, analytical reasoning, creativity, strategic planning, and decision-making abilities through project-based and experiential learning.
- Expose students to professional business practices, corporate standards, organizational processes, market research methodologies, documentation practices, business reporting, and project lifecycle management.
- Strengthen practical competencies in emerging business domains, interdisciplinary applications, research methodologies, financial analysis, digital business models, and data-driven decision-making.
- Enhance collaboration, leadership, communication, teamwork, stakeholder management, and professional presentation skills through continuous interaction with faculty mentors, industry experts, organizations, and peer teams.
- Encourage innovation, entrepreneurship, intellectual curiosity, and research contributions through the development of impactful business models, market strategies, financial studies, consulting reports, startups, publications, or implementable solutions.
- Develop professional ethics, accountability, time management, adaptability, and

responsible business practices required for successful integration into corporate and entrepreneurial environments.

- Prepare students for career readiness by providing hands-on exposure to real-world business execution, organizational expectations, strategic problem-solving, and professional management environments.

18.6 Details of minor stream offered by the school -UG

Course Code	Course Title	Semester/ Yearly	C
Human Resource Management			
HRM101	Organizational Design & Workforce Planning	II	4
HRM202	Compensation & Benefits Management	III	4
HRM203	Performance Management & Appraisal	IV	4
HRM301	Talent Management & Competency Mapping	V	4
HRM302	HR Analytics	V	4
HRM303	Industrial relation and Labour Laws	VI	4
HRM401	Employee Engagement & Organizational Culture	VII	4
HRM402	Learning & Development	VIII	4
Finance			
FIN201	Financial Markets & Institutions	II	4
FIN103	Investment Analysis & Portfolio Management	III	4
FIN202	Derivatives & Risk Management	IV	4
FIN301	Financial Modelling & Valuation	V	4
FIN302	Behavioral Finance	V	4
FIN303	Direct Tax Framework	VI	4
FIN401	Mergers & Acquisitions	VII	4
FIN402	Indirect Tax Framework	VIII	4
Marketing			
MKT102	Fundamentals Digital Marketing	II	4
MKT401	Consumer Behavior	III	4
MKT303	Sales and Distribution Management	IV	4
MKT202	Services Marketing	V	4
MKT301	Brand Management & Strategy	V	4
MKT302	Marketing Analytics	VI	4
MKT201	Retail Management	VII	4
MKT402	Integrated Marketing Communications	VIII	4
International Business			
INB101	International Trade & Documentation	II	4
INB201	Import Export Management & Procedures	III	4
INB202	International Supply Chain & Logistics	IV	4

Course Code	Course Title	Semester/ Yearly	C
INB301	International Trade Laws & Regulations	V	4
INB302	International Banking & Finance	V	4
INB303	Global Financial Markets	VI	4
INB402	Cross Cultural Management	VII	4
INB403	Digital Entrepreneurship and Global Economy	VIII	4
DSE- International Accounting & Finance (ACCA)			
FIN104	Financial Accounting	II	4
FIN203	Financial Reporting	III	4
FIN204	Audit and Assurance	IV	4
FIN304	Financial Management	V	4
GMN303	Strategic Business Leader	V	4
FIN305	Strategic Business Reporting	VI	4
FIN403	Taxation	VII	4
FIN404	Corporate Restructuring	VIII	4
BBA Digital Marketing with IIDE			
DIM101	Content Strategy and Campaign Analysis	II	4
DIM201	Digital Marketing	III	4
DIM202	Customer Relationship Management	IV	4
DIM301	Web and Social Media Analytics	V	4
DIM302	Search Engine Optimization and Blogging (SOET)	V	4
DIM303	Website Planning and Development	VI	4
DIM401	Reputation Management and Social Listening	VII	4
DIM402	Google and Digital Advertising	VIII	4
BBA Logistics & Supply Chain Management			
	International Logistic and supply chain management	II	4
OSC101	International Logistic and supply chain management	II	4
OSC202	Inventory & Warehouse Management System	III	4
OSC203	Supply Chain Modelling and Design	IV	4
OSC301	Procurement Management	V	4
OSC302	Containerization & Multimodal Transport	V	4
OSC303	Distribution Management for Global Supply Chain	VI	4
OSC402	Supply Chain Risk Management	VII	4
BBA Business Analytics			
BIA101	Valuation, Analytics and Modeling	II	4
BIA201	Functional Analytics	III	4
BIA202	Sectoral Analytics	IV	4

Course Code	Course Title	Semester/ Yearly	C
BIA303	Machine Learning for Business Applications	V	4
BIA304	Structured Query Language	V	4
BIA305	Spreadsheet Modeling & Analysis	VI	4
BIA401	MIS & ERP	VII	4
BIA402	Cloud Computing	VIII	4
BBA Entrepreneurship			
ENT101	E-commerce	II	4
ENT202	Startup Ecosystem and Policies	III	4
ENT203	Social Media Strategies	IV	4
ENT301	Digital Marketing for Startups	V	4
ENT302	Website Building & SEO	V	4
ENT303	Family Business	VI	4
ENT401	Storytelling of Successful Entrepreneurs	VII	4
ENT402	Entrepreneurial Finance and Venture Funding	VIII	4
Integrated BBA MBA			
BIA101	Valuation, Analytics and Modeling	II	4
BIA201	Sectoral Analytics	III	4
BIA202	Functional Analytics	IV	4
BIA303	Machine Learning for Business Applications	V	4
BIA304	Structured Query Language	V	4
BIA305	Spreadsheet Modeling & Analysis	VI	4
BIA403	Predictive Modeling	VII	4
BIA404	Creating Intelligent Machines	X	4
BIA501	Business Forecasting & Time Series Modelling	VII	4
BIA502	Marketing Analytics	VIII	4

18.7 Details of minor stream offered by the school -PG

S.No	Category of Course	Course Code	Course Title	Credit
HR SPECIALIZATION				
1	DSE	HRM701	Compensation and Reward Management	4
2	DSE	HRM702	Industrial Relations, Legal and Social Perspective	4
3	DSE	HRM703	Talent Management and Workforce Optimization	4
4	DSE	HRM704	HR Analytics	4
FINTECH SPECIALIZATION				
1	DSE	FIN701	AI and ML Transforming Finance	4
2	DSE	FIN702	Digital Payments Evolution and Tools	4

S.No	Category of Course	Course Code	Course Title	Credit
3	DSE	FIN704	Financial Analytics and Risk Assessment	4
4	DSE	FIN703	Blockchain for Decentralized Finance	4
5	DSE	FIN707	Fintech in Wealth Management	4
6	DSE	FIN706	Investment Analysis & Portfolio Management	4
7	DSE	FIN708	AI for Financial Services	4
8	DSE	FIN705	Financial Markets & Institutions	4
FINANCE SPECIALIZATION				
1	DSE	FIN705	Financial Markets & Institutions	4
2	DSE	FIN707	Financial Modelling	4
3	DSE	FIN706	Investment Analysis & Portfolio Management	4
4	DSE	FIN708	AI for Financial Services	4
DIGITAL MARKETING SPECIALIZATION				
6	DSE	DIM701	Customer Relationship Management (CRM) Systems	4
7	DSE	DIM702	Performance Marketing	4
3	DSE	DIM703	Search Engine Optimization	4
4	DSE	DIM704	Social Media Marketing	4
5	DSE	MKT701	Consumer Behavior	4
8	DSE	MKT702	Retail Marketing	4
1	DSE	DIM705	Content Strategy & Story Telling	4
2	DSE	MKT703	Product & Brand Management	4
MARKETING SPECIALIZATION				
1	DSE	MKT701	Consumer Behavior	4
2	DSE	MKT702	Retail Marketing	4
5	DSE	MKT703	Product & Brand Management	4
7	DSE	MKT704	Integrated Marketing Communications	4
OPERATIONS & SCM SPECIALIZATION				
1	DSE	OSC701	Project Management	4
2	DSE	OSC702	Procurement Management	4
3	DSE	OSC703	Service Operations Management	4
4	DSE	OSC704	AI Driven SCM	4
ANALYTICS SPECIALIZATION				
1	DSE	BIA702	Predictive Modeling	4
4	DSE	BIA703	Creating Intelligent Machines	4
2	DSE	BIA704	Time Series Modeling	4
3	DSE	BIA705	Managing Big Data	4

19 School Event Calendar

2025-26

ODD SEMESTER

S. No	Event	Date
1	Industrial Visit to Yakult	29th August
2	Industrial Visit to Coca cola	5th September
3	NEW MOU with Activity 1 Internship	Full Semester
4	NEW MOU with Activity 2 Internship	Full Semester
5	Capacity Development Programme on Technology Trends in Business for developing technical Skills	September
6	Capacity Development Programme on soft skills Professional Etiquette and Office Culture Essentials in collaboration with CDC	September
7	Advancing Academic Excellence: FDP on Research Methodology and Analytical Tools in Collaboration with IQAC	June /July 2026
8	Inter-Institutional entrepreneurship Quality Enhancement Workshop in Collaboration with IQAC & other institutions (Name of another Institute will be discussed later)	11th October
9	Orientation on Teaching & Learning Enhancement through Bloom's Taxonomy and Effective Lesson Planning in collaboration with IQAC	31st October
10	Unity in Diversity: Idealistic Vision or Realistic Goal? (Debate Competition)	13th Nov
11	Session on Nyaya Nirmaan: Understanding India's New Criminal Code	21st Nov
12	Orientation Session on Professional Ethics for Teaching &Non-Teaching sta ff	8th Nov
13	Orientation Session on Code of Conduct for Students	Induction Week
14	Orientation Session on Professional Ethics for Students	Induction Week.
15	Business Plan Competition with KEIC	20th Nov
16	Marketing & Branding Challenge	26th Nov
17	Case Study Competition	4th Dec
18	Ad Making Competition	11th Dec
19	Immersion Visit to Startup Jaipur: Experiencing Innovation & Entrepreneurship *(in collaboration with GCEC)*	Dec, 2025
20	Training Program on 'Code of Conduct for Teachers and Staff	27-Sep-25

2025-26

EVEN SEMESTER

S.no.	Event	Date
1	Industrial Visit to Grant Thornton	11 November 2025
2	Industrial Visit to Coca cola	5th September
3	NEW MOU with Activity 1 Internship	Full Semester
4	NEW MOU with Activity 2 Internship	Full Semester
6	Capacity Development Programme on soft skills Professional Etiquette and Office Culture Essentials	19th to 25th November 2025
7	Advancing Academic Excellence: FDP on Research Methodology and Analytical Tools in Collaboration with IQAC	June /July 2026
8	Inter-Institutional entrepreneurship Quality Enhancement Workshop in Collaboration with IQAC & other institutions (Name of other Institute will be discussed later)	11th October

9	Orientation on Teaching & Learning Enhancement through Bloom's Taxonomy and Effective Lesson Planning in collaboration with IQAC	31-10-2025
10	Unity in Diversity: Idealistic Vision or Realistic Goal? (Debate Competition)	13th Nov
11	Session on Nyaya Nirmaan: Understanding India's New Criminal Code	21st Nov
12	Orientation Session on Professional Ethics for Teaching & Non-Teaching staff	19-Nov-25
13	Code of Conduct for Students	28th August 2025
14	Orientation Session on Professional Ethics for Students	12-Nov-25
15	Business Plan Competition with KEIC	20th Nov
16	Marketing & Branding Challenge	26th Nov
17	Case Study Competition with IIDE	06-10-2025
18	Inter-University AD-MAD Show & AD-Making Competition 2025	25-Nov-25
19	Immersion Visit to Startup Jaipur: Experiencing Innovation & Entrepreneurship *(in collaboration with GCEC)*	Dec, 2025
20	Training Program on 'Code of Conduct for Teachers and Staff	27-Sep-25
21	Pending from 24-25 Even Industrial Visit to Imperial Auto	29th August
22	In Continuation with ODD Sem 24-25 Financial Inclusion & Sustainable Livelihood – Women of District Nuh	Full Semester
23	Pending form 24-25 odd Sem Entrepreneurship Conclave in collaboration with KEIC	16th September
24	Pending form 24-25 odd Sem MOU Activity 1-Internship	Full Semester
25	Pending form 24-25 odd Sem MOU Activity 2-Internship	Full Semester
26	Pending form even 23-24 Sem 2nd MOU: Activity:1 INTERNSHIP & SCHOOL PROJECTS	Full Semester
27	Pending form even 23-24 Sem 2nd MOU: Activity:2 INTERNSHIP & SCHOOL PROJECTS	Full Semester
28	Pending activity even semester 2022-23 New MoU with ISDC: Activity 2 (internship, on-the-job training, project work, student / faculty exchange and collaborative research)	Full Semester
29	Pending activity even semester 2022-23 New MoU with ISDC: Activity 1 (internship, on-the-job training, project work, student / faculty exchange and collaborative research)	Full Semester
30	Guest Lecture: "Engage & Influence – Advanced Communication and PR Techniques"	24th September 2025
31	One day workshop on responsible research practice & ethics	13th September 2025

20 Testimonials from Alumni and Distinguished guests

Rajesh Kumar
MBA(IBM)

Being a student of K.R. Mangalam University is a matter of great pride for me this university has given me the platform to learn, grow, and achieve my goals. The supportive faculty and positive environment always motivate students to perform their best. KRMU focuses not only on academics but also on personality development and practical learning. The campus life here is full of opportunities, experiences, and unforgettable memories.

I have learned confidence, discipline, teamwork, and leadership during my journey at this university. The university encourages students to participate in cultural, technical, and extracurricular activities. Its modern infrastructure and advanced learning facilities make education more effective. Being a part of KRMU has helped me become more career-focused and motivated. I feel grateful to be surrounded by talented classmates and inspiring mentors. This university is playing a very important role in shaping my future. I am truly thankful and proud to represent the KRMU family.

Madhav,
BBA (International Business)

My life has completely changed since I enrolled in the BBA (International Business) programme at K.R. Mangalam University. A complete understanding of international business concepts, strategies, and practices is provided by the curriculum, which has been painstakingly created. In addition to being highly skilled authorities in their disciplines, faculty members are passionate educators who support students' critical thinking.

Aman
BBA (Human Resource)

The university's support network was crucial to my academic and personal development. My future career is well-established thanks to networking events, mentorship programmes, and career counselling. The university's numerous extracurricular activities and clubs demonstrated its commitment to providing a well-rounded education, allowing me to develop as a leader and form long-lasting relationships with my peers.

Manan
BBA (Logistics &
Supply Chain Management)

The resolute academic support given by esteemed industry figure Grant Thornton was one of the course's highlights. My educational experience was greatly enhanced by the professionals from Grant Thornton who shared their knowledge and insights. Their practical knowledge and real-world perspectives helped to close the gap between theory and application.

Jaya
BBA (Finance)

As part of the BBA (Finance) programme, I was able to participate in internships and industry projects. These hands-on experiences were critical in bridging the gap between theory and practice. They enabled me to apply my academic knowledge in real-world situations, honing my skills and expanding my network within the finance industry.

Simple Singh
B. Com (Hons)

I am grateful for the enriching academic journey I experienced while pursuing my Bachelor of Commerce (B. Com) at K.R. Mangalam University, under the School of Management and Commerce (SOMC). The curriculum was comprehensive and thoughtfully designed. offering subjects that strengthened my understanding of core business and management concepts. The faculty combined strong academic expertise with valuable industry experience, making the learning process both practical and engaging.

Contact Details

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Professor, Dean – SOMC

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