Ref. No. – RIMT/2022/NBA/MBA/2174

Date: September 8, 2022

To,

The Member Secretary
National Board of Accreditation
4th floor, East Tower, NBCC Place
Bhisham Pitamah Marg, Pragati Vihar
New Delhi 110003

Respected Sir,

This is with reference to your mail dated on 02-09-2022 about submission of SAR **Application No. 4995-24/09/2020** for accreditation of MBA program, We are submitting the Self Assessment Report (SAR) of MBA program with CAY 2021-22.

You are requested to please acknowledge the receipt of the same.

Thanking You.

Yours Sincerely,

Rajshree Institute of Management & Technology
DIRECTOR

Prof. (Dr.) Anil Kumar
Director (Academics)

SELF ASSESSMENT REPORT (SAR)

MBA

NBCC Place, 4th Floor East Tower,
Bhisham Pitamah Marg, Pragati Vihar
New Delhi 110003
P: +91(11)24360620-22, 24360654
Fax: +91(11) 24360682 E-mail: membersecretary@nbaind.org
Website: www.nbaind.org

(September 2022)

Rajshree Institute of Management & Technology

16KM, NH-30, Pilibhit Road, Bareilly (U.P.)

Pre-visit Qualifiers

1. At least **3** batches of Management programs should have graduated.

2. At least 20% of the faculty associated with the management program should have Ph.D. Degree averaged over two academic years i.e. Current Academic Year (CAY) and Current Academic Year Minus One (CAYM1).

3. Admissions in the program should be more than 60% of the sanctioned intake averaged for three academic years i.e. Current Academic Year (CAY), Current Academic Year Minus One (CAYM1) and Current Academic Year Minus Two (CAYM2).

4. The institution should have at least two Professor(s) or one Professor and one Associate Professor with Ph.D. qualification (on regular basis) for each Management Program being offered by the department/ institution for two academic years i.e. Current Academic Year (CAY) and Current Academic Year Minus One (CAYM1).

5. Placement ratio (Placement + higher studies + Entrepreneurship) should be greater than 60% averaged over three academic years i.e. Current Academic Year minus one (CAYm1), Current Academic Year Minus Two (CAYM2) and Current Academic Year Minus Three (CAYM3).

6. The Faculty Student Ratio in the programs under consideration should be less than or equal to 1:25, averaged over three academic years i.e. Current Academic Year (CAY), Current Academic Year Minus One (CAYM1) and Current Academic Year Minus Two (CAYM2).

Note: Academic year is defined as July to June.

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PART A: Institutional Information

1. Name and Address of the Institution:

Rajshree Institute of Management & Technology
16 KM, NH-30, Pilibhit Road, Village - Labhera
Near Rithora, Bareilly, Uttar Pradesh India
Pin Code - 243122

2. Name and Address of the Affiliating University, if applicable:

Dr. A.P.J. Abdul Kalam Technical University,
Sec-11, Jankipuram Vistar, Lucknow,
Uttar Pradesh India
Pin Code - 226031

3. Year of establishment of the Institution: 2009

4. Type of the Institution:

Institute of National Importance	☐
University	☐
Deemed University	☐
Autonomous	☐

Affiliated Institution ✓ **Approval by AICTE, New Delhi**

Affiliated to Dr. A. P. J. Abdul Kalam Technical University, Lucknow

AICTE Approved PGDM Institutions	☐
Any other (Please specify)	☐
	☐

Note: In case of Autonomous and Deemed University, mention the year of grant of status by the authority

5. Ownership Status:

Central Government	☐
State Government	☐
Government Aided	☐
Self-financing	☐
Trust ✓	
Society	☐
Section 8 Company	☐
Any Other (Please specify)	☐

Provide Details:

Rajshree Institute of Management & Technology Bareilly is run by Rajshree Educational Trust, Bareilly, (U.P.)

6. Vision of the Institution:

To emerge as one of the World's leading educational groups by achieving the highest academic standards, developing strong industry-academic bonds and provide world class education, consultancy and outreach services.

7. Mission of the Institution:

To emerge as a "Centre for Excellence" offering quality education and research opportunities of high standards to students, develop the total personality of the individual, and instil high level of discipline and strive to set global standards, making our students professionally fit.

8. Details of all the programs offered by the institution:

S. No.	Program Name	Year of Start	Intake at the start of the program	Increase in intake, if any(from the start)	Year of increase	AICTE Approval	Accreditation Status*
1	B,Tech (CS)	2009	60	NA	NA	YES	
2	B,Tech (CE)	2010	60				
3	B,Tech (IT)	2009	60				
4	B,Tech (EN)	2009	60				
5	B,Tech (EC)	2009	60				
6	B,Tech (ME)	2010	60	120	2011		
7	MBA	2011	60	60	2012		Applying for first time
8	POLYTECHNIC (CE)	2013	60				
9	POLYTECHNIC (EE)	2013	60				
10	POLYTECHNIC (ME-A)	2013	60				
11	POLYTECHNIC (ME-P)	2013	60				

*** Write applicable one:**

- Applying first time
- Granted provisional accreditation for two/three years for the period(specify period)
- Granted accreditation for 5/6 years for the period (specify period)
- Not accredited (specify visit dates, year)
- Withdrawn (specify visit dates, year)
- Not eligible for accreditation
- Eligible but not applied

Note: Add rows as needed

9. Programs to be considered for Accreditation vide this application

S. No.	Program Name	Current Year Sanctioned Intake	Current year admitted nos. (2021-22)
1	Master of Business Administration (MBA)	120	78
N.			

10. Contact Information of the Head of the Institution and NBA coordinator, if designated:

Name: Prof (Dr.) Anil Kumar
Designation: Director (Academics)
Mobile No: 8941000801, 7599471121
Email id: kumaranil_4958@rediffmail.com

NBA coordinator, if Designated Name: Prof. (Dr.) Saket Agarwal
Designation: Dean (Academics)
Mobile No: 9690000121
Email id: saketritu@rediffmail.com

Criteria Summary

Name of the Program: **Master of Business Administration (MBA)**

Criteria No.	Criteria	Mark/Weightage
1	Vision, Mission & Program Educational Objectives	50
2	Governance, Leadership & Financial Resources	100
3	Program Outcomes & Course Outcomes	100
4	Curriculum & Learning Process	125
5	Student Quality and Performance	100
6	Faculty Attributes and Contributions	220
7	Industry & International Connect	130
8	Infrastructure	75
9	Alumni Performance and Connect	50
10	Continuous Improvement	50
	Total	**1000**

CRITERION 1	Vision, Mission & Program Educational Objectives	50

1.1. Vision and Mission statements (5)

(Vision statement typically indicates aspirations and Mission statement states the broad approach to achieve aspirations)

Vision of the Department

Strive to achieve excellence in management education and research to develop transformational leaders who make the difference in the organization; society and nation.

Mission of the Department

- M1: Dissemination and imbibe of management knowledge as per standards and inculcate entrepreneurial spirit among students
- M2: To create a sense of ethical and socially responsible professionals
- M3: Train the students to become the productive assets for the corporate organization and nation by enhancing their employability skills
- M4: Inculcating and Reinforcing the commitment to human values
- M5: Use of latest pedagogy for improving teaching learning process
- M6: Involve the students and faculty members in socially and industry relevant research projects

1.2. PEOs statements (5)

(*State the Program Educational Objectives (3 to 5) of the program seeking accreditation*)

Programme Educational Objectives:

- To enrich theoretical and practical knowledge in management and allied fields through active engagement with curricular and co-curricular activities.
- To equip and well versed the students with requisite skills, professional ethics and moral values necessary for a successful career and their contribution towards the society and nation.
- Develop capabilities and required abilities in students to identify, analyze, and solve the complex problems of the organizations.
- Infuse the entrepreneurial and leadership qualities for the benefit of the society and country at large
- Engage in life- long learning to excel in academic and professional career

1.3. Dissemination among stakeholders (10)

(Describe the process which ensures awareness among internal and external stakeholders with effective process implementation)
(Internal stakeholders may include Management, Governing Board Members, faculty, support staff, students etc. and external stakeholders may include employers, industry, alumni, funding agencies, etc.)

The Institute attempts to consistently communicate the vision, mission and PEOs to various stakeholders on various occasions through interactions and the various modes of communication. Every effort is made to ensure the Vision, Mission and PEOs is communicated effectively to all stakeholders. Presently Vision, Mission and PEOs are published and disseminated through the following methods:

Print Media:	Brochures, Leaflets
Electronic Media: (www.rajshree.ac.in)	Institute/Departmental Website
Display Boards:	Department Library, Labs, Departmental Notice Boards, Office of HOD, Staff Rooms, Class Room, Prominent places in the department

Direct Communication: Orientation Programmes to students, Parents/Guardians-Teacher Meet, Alumni Meet, Induction Programmes to new faculty and staff members, introductory presentation during industrial visits, Placement Drives and other industry-institute interactions, Presentations to visiting academicians/industry personnel, announced during guest lectures, seminars/ conferences/ workshop.

1.4. Formulation process (15)

(*Articulate the process for formulating the Vision, Mission and PEOs of the program)*

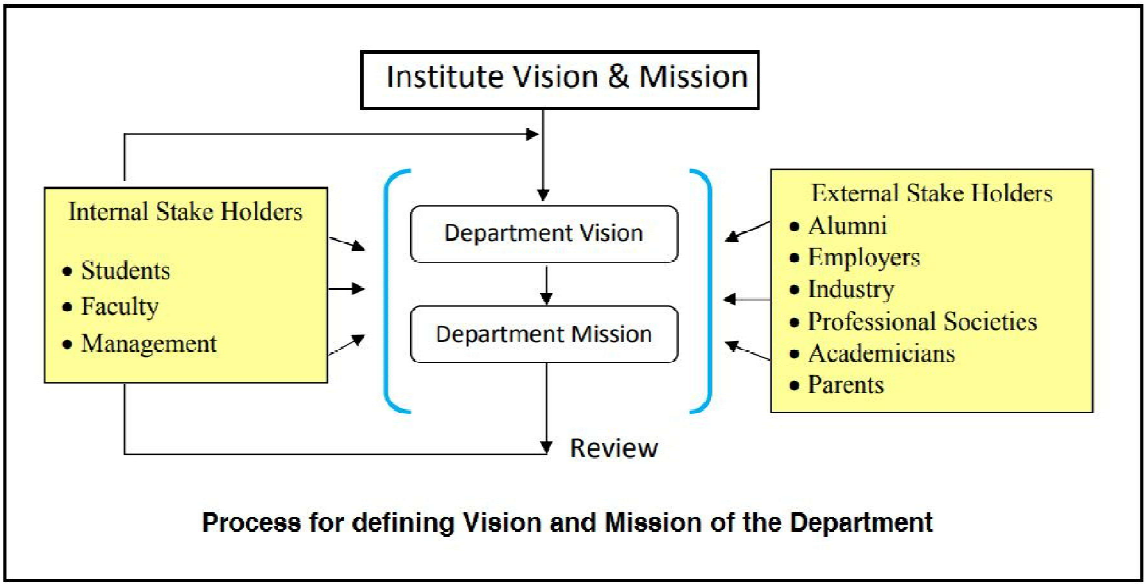
Process for formulating the Vision and Mission

The Department of Business Administration established the Vision and Mission statement through a consultative and review process involving the stakeholders (students, alumni, parents, professional bodies, faculty, industry, and management) for their perspectives. A Committee at Institute-faculty-department level is formed for identification, implementation and review of Vision and Mission statements in consistency with the Vision and Mission statements of the Institute. Following steps are taken for developing the department's Vision and Mission:

- Core team of faculty members is formed for developing the department Vision and Mission statement in alignment with Vision and Mission of the Institute.
- Vision and Mission of Rajshree Institute of Management & Technology are taken as the guiding base. The Vision and Mission statements are further brainstormed among faculty members.
- A draft is prepared and circulated among all stakeholders for their suggestions. Feedbacks from all stakeholders are considered before finalizing it.

- The Vision and Mission statements are finalized and sent for approval. The Vision and Mission are further published and disseminated among the stakeholders after approval.

Figure: 1



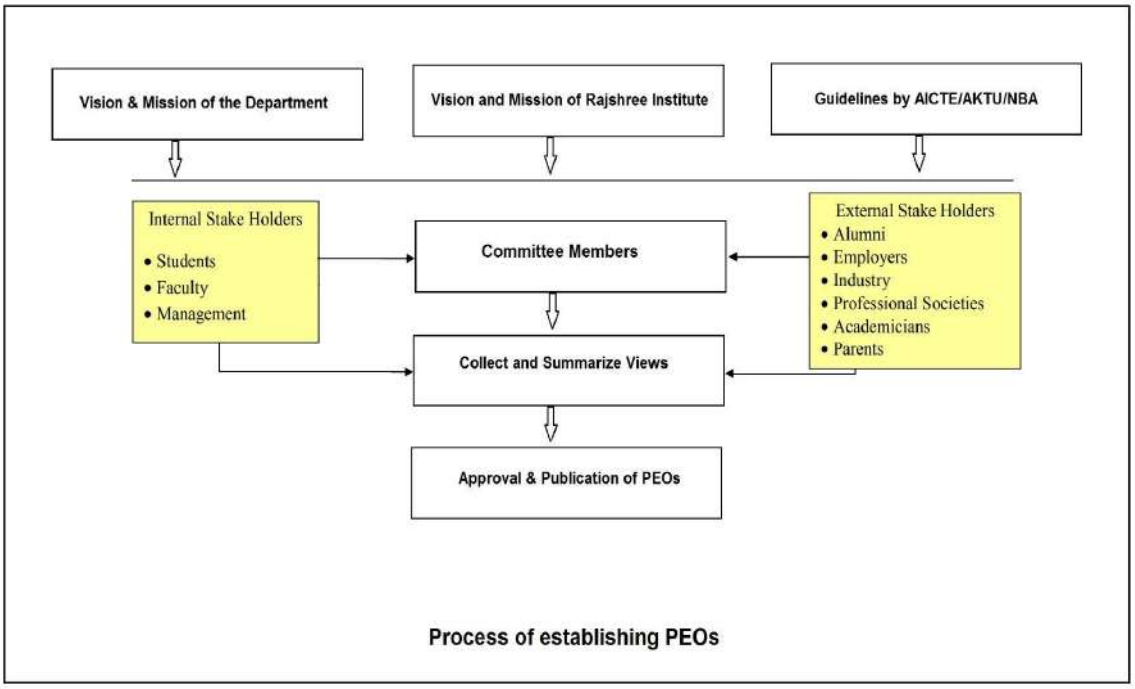
Process for defining Vision and Mission of the Department

Process for formulating Programme Educational Objectives (PEOs)

Program Educational Objectives (PEOs) of MBA Programme are established through a consultation process involving the stakeholders (students, alumni, parents, professional bodies, faculty, industry, and management) as directional inputs are important from them. The guidelines and model course curriculum of AICTE, New Delhi and Dr. APJ Abdul Kalam Technical University, Lucknow (AKTU) offers a direction to PEOs. The PEOs are framed through the following steps:

- A Committee at Institute-faculty-department level is formed to establish PEOs. The committee consists of Director, Head of the Department, Senior Faculty members, and stakeholders.
- Initial PEOs drafts were prepared by the committee by considering the Vision and Mission of the Department and other parameters. PEOs are formulated keeping in mind the following parameters:
- Guidelines of AICTE, New Delhi, NBA and AKTU, Lucknow
- Requirements and expectations of Industry and Society at large
- Feedback from Stakeholders
- In line with vision and mission of Rajshree Institute of Management & Technology, Bareilly
- The PEO's were framed by a committee were discussed, finalized in the common staff meeting for circulation among all stakeholders for their suggestions. It is circulated among them to know their views and suggestions. The committee deliberates on the views and suggestions expressed by stakeholders. Finally after necessary approvals, PEO's are published and disseminated among the stakeholders. The above mentioned process is shown as flowchart in following figure:

Figure: 2



Process of establishing PEOs

1.5. Consistency of PEOs with the mission (15)

(*Generate a "Mission of the Institute – PEOs matrix" with justification and rationale of the* mapping*)*

Mission Statement

- M1: Dissemination and imbibe of management knowledge as per standards and inculcate entrepreneurial spirit among students
- M2: To create a sense of ethical and socially responsible professionals
- M3: Train the students to become the productive assets for the corporate organization and nation by enhancing their employability skills
- M4: Inculcating and Reinforcing the commitment to human values
- M5: Use of latest pedagogy for improving teaching learning process
- M6: Involve the students and faculty members in socially and industry relevant research projects

PEO Statements	M1	M2	M3	M4	M5	M6
• To enrich theoretical and practical knowledge in management and allied fields through active engagement with curricular and co-curricular activities.	3	3	3	3	3	3
• To equip and well versed the students with requisite skills, professional ethics and moral values necessary for a successful career and their contribution towards the society and nation.	3	3	3	3	3	3
• Develop capabilities and required abilities in students to identify, analyze, and solve the complex problems of the organizations.	3	2	3	2	2	3
• Infuse the entrepreneurial and leadership qualities for the benefit of the society and country at large	3	2	3	2	2	3
• Engage in life- long learning to excel in academic and professional career	2	3	2	2	2	2

Note: M1, M2, ..., Mn are distinct elements of Mission statement. Enter correlation levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

It there is no correlation, put "-"

CRITERION 2	Governance, Leadership & Financial Resources	100

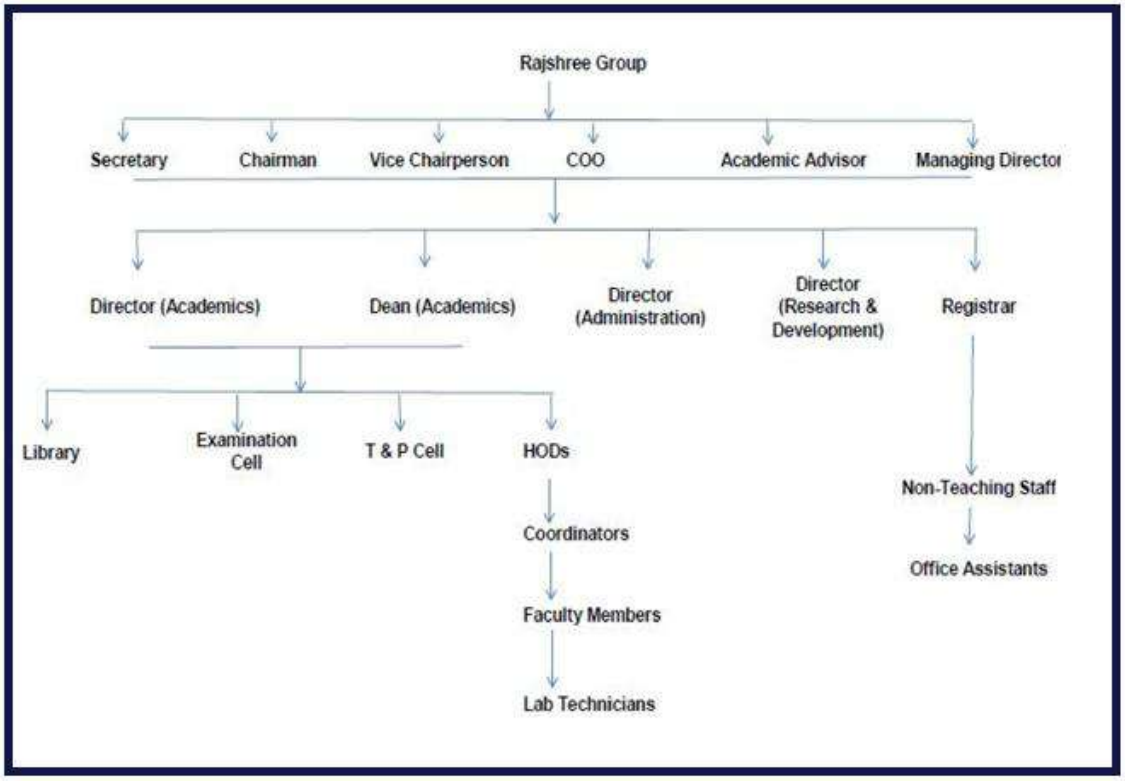
2.1Governance and Leadership (60)

2.1.1.Governance Structure and Policies(25)

2.1.1.1.Governing Structure(10)

(List the governing, senate, and all other academic and administrative bodies; their memberships, functions, and responsibilities; frequency of the meetings; and attendance therein, details of monitoring of performance done by the BoG. A few sample minutes of the meetings and action-taken reports should be annexed)

The governing structure of Rajshree Institute of Management & Technology comprises of as follows:



Members of Board of Governors:-

Board of Governors: The Board of Governors (BoG) is the highest decision making body of Rajshree Institute of Management & Technology, Bareilly. The BoG is comprised of eminent personalities from academia, industry and different national and international organizations of repute. They are personalities with rich experience who are accomplished thought leaders and well respected in their field for their contributions. The BoG has a participative decision making process involving different stakeholders. The Director (Academics) and Dean (Academics) [members of BoG], regularly meets parents, students, alumni, industry experts etc., discusses relevant developments, and seeks their opinion for further improvement. They present "Institute's Update" incorporating action taken report to BoG in each meeting.

The members of the Board of Governors (BOG) are as follows:

S. NO.	Name	Designation
1	Shri Rajendra Kumar	Chairman
2	Shri Rakesh Kumar Agarwal	Secretary
3	Dr. Monika Agarwal	Vice Chairperson
4	Mr. Rishabh Bansal	COO
5	Ms. Tulika Agarwal	Academic Advisor
6	Mr. Rohan Bansal	Managing Director
7	Mr. Peeyush Gupta	Member
8	Mr. Ajay Kumar	Member
9	Dr. Anil Kumar	Member Secretary
10	Dr. Saket Agarwal	Member
11	Dr. Pankaj Kumar Sharma	Member
12		Nominee of AKTU, Lucknow
13		Nominee of AICTE, New Delhi (Ex- Officio)
14		Nominee of State Govt. (Ex-Officio)
15		Industrialist from Bareilly region

The BoG members are torchbearers who bring in their collective pool of knowledge and insight for the institute's academic and institutional growth. They review periodically and shape our academic policies and procedures in the light of future requirements of employability skills and innovative practices. The members are very much involved in the growth and functioning of the institution. The Governing Council meets periodically. The minutes of the meetings are prepared and are systematically maintained

2.1.1.2. Service Rules (5)

(Service rules should be published, employees should be made aware and its compliance)

The Institute has clearly documented details about service rules to achieve the institute's Vision and Mission. Service rules book broadly cover General rules and Code of conduct, Antisexual harassment policy, Recruitment and selection process, Work timings and working days, Salary and benefits, Holidays, Leave rules,Maternity Leave, Holidays, Medical Reimbursement Accountability and performance appraisal policy and process, etc. The institute shares the service rules with all its employees.

2.1.1.3. Policies (5)

(There should be well defined and implemented policies of governance with stakeholders participating in the development of these policies. Also state the extent of awareness among the faculty and students)

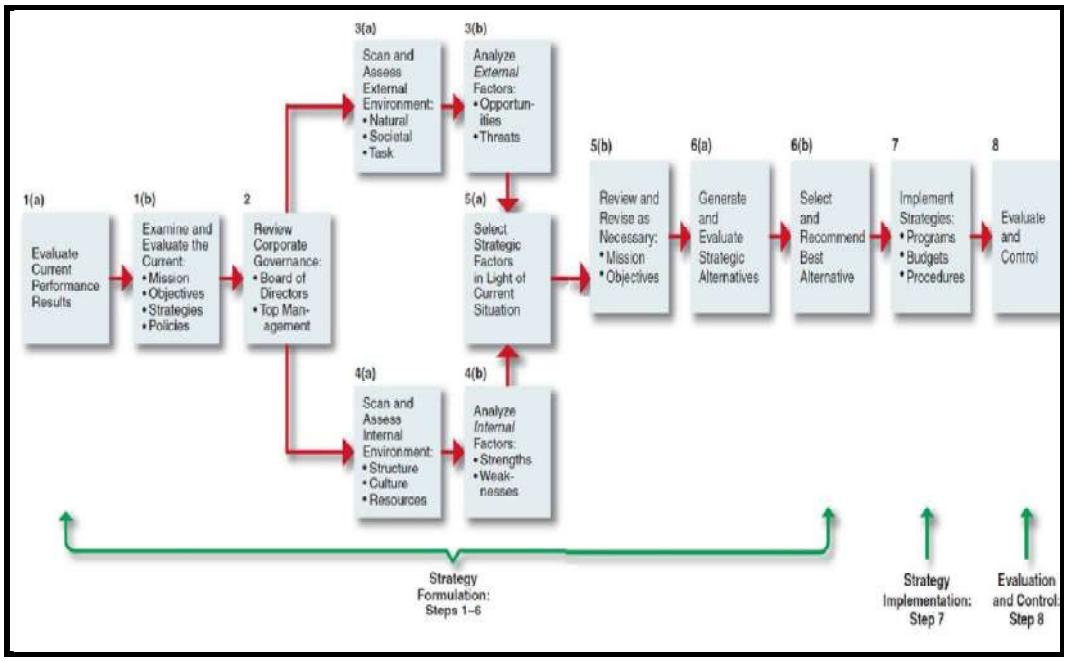
The institute has well defined process of policy making. It is made after taking the collective opinions from all the stakeholders. Reviews of the policies are made periodically. Some of the major policies are as follows:

- Admission Policy
- Academic Development Policy
- Examination Policy
- Research & Development Policy
- Placement Policy
- HR Policy
- Medical Health Policy
- Administrative Policy
- Anti-sexual Harassment Policy
- Performance appraisal Policy

2.1.1.4. Strategic Plan (5)

(Availability and implementation)

Strategic planning is the art of creating specific business strategies, implementing them, and evaluating the results of executing the plan, in regard to Institute's overall long-term goals or desires. Strategic plan is based on different steps. It aims at providing the students broad knowledge of concepts, policies and techniques applicable for effective and efficient management of business, applying management tools in real situations and skills necessary to meet the future demands of the industry for becoming successful managers. Rajshree Institute reviews the strategic plan to meet out the changes required.



Some of the plans are identified as below:

Plans	Timeline
To improve the performance of students in University examination	Continuous Process
To increase the Participation of the Students in Curricular Activities & Co – Curricular Activities	Continuous Process
Participation / Collaboration in professional events	Continuous Process
Student Exchange Program with National / International Institutes	Continuous Process
To create knowledge and dissemination through research and training	Continuous Process
To achieve recognition through rankings, and accreditation	Continuous Process
To increase employability skills among students	Continuous Process
To provide more placement opportunities	Continuous Process

2.1.2. Faculty Empowerment (15)

2.1.2.1. Faculty development policies (5)

(The institution should have a well-defined faculty development policy to ensure that faculty continues to meet high standards)

To assist faculty members in improving performance in teaching, scholarly activity, Rajshree Institute of Management & Technology has well defined policies for faculty development. The institute has a well-designed policy right from faculty selection, their work and engagement, salary and benefits leave rules, accountability and performance appraisal, career advancement, consultancy and training engagement,

research incentives, etc. The faculty development policy is in the service rules" which outlines the rules and procedures for participation of faculty in self-development and participation in conferences and seminars. Faculty is granted financial assistance for attending seminars and programs. Faculty development programs are also organized internally on regular basis.

2.1.2.2.Decentralization, delegation of power and Collective decision making (10)

(List the names of the faculty members who have been delegated powers for takingadministrative decisions. Mention details in respect of decentralization in working)

(Institution should explicitly mention financial and administrative powers delegated to thePrincipal, Heads of Departments and relevant in-charges. Demonstrate the utilization offinancial powers for each year of the assessment years)

(Procedure for decision making on issues such as strategic development and resourcingwith respect to educational provision and management of educational resources)

Administration				**Mobile No.**
Scope of work: As per Byelaws				
1	**Administrative Committee**			
	Prof.(Dr.) Saket Agarwal	Dean (Academic)	Chairman	9690000121
	Prof.(Dr.) Anil Kumar	Director(Academic)	Member	8941000801
	Prof.(Dr.) Pankaj Sharma	Director (R&D)	Member	9897289812
	Mr. Dushyant Maheshwari	Registrar	Member Secretary	9690000100
	Dr. C.P. Gangwar	Principal Polytechnic	Member	9690003867
	Dr.Suchita Singh	Principal D. Pharma	Member	7017087816
	Dr. Mukesh Pal Gangwar	Principal Degree College	Member	9690000104
	Dr.Shoeb Khan	Principal Law college	Member	8171033887
	Mr. Prahlad Singh	Principal ITI	Member	7701800690
	Mr. Sanjay Singh	Principal Teachers Training Institute	Member	9259520395
	Dr.Raveesh Agarwal	HOD MBA	Member	8192900131
	Mohd. Arif	HOD Computer Science	Member	7017292054
	Mr. Param Singh	HOD Mechanical Engineering	Member	9690005338
	Mr. Anuj Verma	HOD Civil Engineering	Member	9412851674
	Mr. Jaspreet Singh	HOD 1st Year B.Tech	Member	8192900137
II.	**Students Affairs**			
	Dr. Gulshan Kumar	Dean student welfare	Chairman	7017404631
	Scope of Work: To			

	Oversee			
	➢ All matters concerning the students affairs Students discipline, management of Boys & Girls Hostels and Mess and Co-curricular/extracurricular activities.			
	➢ DSW will be assisted by following sub committees who will be working under his direct control. Scope of work for these sub committees may be defined by DSW.			
1	**Proctorial Board**			
	Mr. Param Singh	HOD ME Department	Chief Proctor	9690005338
	Dr.Raveesh Agarwal	HOD Department	Proctor	8192900131
	Dr.Shoeb Khan	Principal ,Law College	Proctor	8171033887
	Mr. Mohit Pandey	EN Department	Proctor	9997272644
	Dr. Kaushal Kishor	MBA Department	Proctor	9627100563
	Mr. Anuj Verma	HOD CE Department	Proctor	9412851674
	Mr. Mohd. Arif	HOD Math Department	Proctor	8532003216
	Dr. Ram Gopal Verma	ME Department	Proctor	8394088330
	Ms. Ekta Singh	EN Department	Proctor	7974583115
	Mr. Shalabh Saxena	MBA Department	Proctor	9917930453
	Mr. Prem Pal Gangwar	D.El.Ed. Department	Proctor	8449846878
	Mr. Anurag Upadhay	CS Department	Proctor	9027620746
	Mr. Sanjeev Gangwar	MBA Department	Proctor	9412644038
	Ex Office Members	Mr. Saurabh Dwivedi	Warden Boys Hostel	9690000125
	Ms. Anuradha		Warden Girls Hostel	7830064345
2	**Boys & Girls, Hostel & Mess Management**			
	Mr. Saurabh Dwivedi	E.C. & E.N. Department	Warden Boys Hostel	9690000125
	Ms. Anuradha	Education Department	Warden Girls Hostel	7830064345
	Mrs. Sangeeta Singh	Home Science Department	Mess/ Canteen	9568007828
3	**Anti-Ragging Squad/Committee**			
	Prof.(Dr.) Anil Kumar	Academics	Director	8941000801
	Prof. (Dr.) Pankaj Kumar Sharma	Research & Development	Director	9897289812
	Mr. Dushyant Maheshwari	Registrar office	Registrar	9690000100
	Dr. Mukesh Pal Gangwar	Principal Degree College	Member	9690000104
	Dr.Shoeb Khan	Principal Law College	Member	8171033887
	Mr. Sanjay Singh	Principal Teachers Training Institute	Member	9259520395
	Dr. C.P. Gangwar	Principal Polytechnic	Member	9690003867
	Mr. Prahlad Singh	Principal ITI	Member	7701800690
	Mr. Mohd. Arif	HOD CS Department	Member	8532003216
	Mr. Jaspreet Singh	HOD B.Tech 1st year	Member	8192900137
	Mr. Param Singh	HOD B. Tech. ME	Member	9690005338
	Dr.Raveesh Agarwal	HOD MBA	Member	8394088330
	Dr. S. K. Gupta	HOD Physics Department	Member	9286926282
	Mr. Anuj Verma	HOD CE Department	Member	9412851674
	Dr. Ankit Agarwal	MBA Department	Member	9997509134

	Mr. Saurabh Dwivedi	EC Department	Member	9690000125
	Dr. Ram Gopal Verma	ME Department	Member	7078399326
	Ms. Anuradha	Education Department	Member	7830064345
	Mrs. Anu Saxena	CS Department	Member	7611001926
	Mr. Ramakant Gangwar	EN Department	Member	8077159138
	Dr. Ram Gopal Verma	ME Department	Member	9417725971
	Mr. Harish Gangwar	Polytechnic Department	Member	9473639962
4	**Grievance Readressal Cell for Students**			
	Dr.Raveesh Agarwal	HOD MBA Department, DSW	Chairman	8881087395
	Dr. Mukesh Pal Gangwar	Principal Degree College	Co-Chairman	9690000104
	Dr.Suchita Singh	Principal D. Pharma	Member	9760134078
	Mr. Sanjay Singh	Principal D.El.Ed.	Member	9259520395
	Mr. Prahlad Singh	Principal ITI	Member	7701800690
	Dr.Shoeb Khan	Principal Law College	Member	8171033887
	Mr. Saurabh Dwiwedi	HOD EC/EN Department	Member	9690000125
	Mr. Mohd. Arif	HOD CS Department	Member	8532003216
	Mr. Param Singh	HOD ME Department	Member	9690005338
	Mr. Anuj Vema	HOD CE Department	Member	9412851674
	Ms. Anuradha	Education Department	Member	7830064345
	Ms. Mansi Chaturvedi	MBA Department	Member	9634965817
5	**RIMT SPORT ASSOCIATION**			
	Mr. Saurabh Dwivedi	EN Department	Chairman	9794410464
	Mr. Mukesh Kumar	Sport Faculty	Convener	9808511333
	Mr. Abhishek Bhatnagar	Education Department	Member	9897213779
	Dr. Ankit Agarwal	MBA Department	Member	9997509134
	Mr. Sanjeev Gangwar	MBA Department	Member	9412644038
	Ms. Ekta Singh	EN Department	Member	7906295942
	Mr. Nitin Bisht	MBA Department	Member	9690000103
	Mr. Ramakant Gangwar	Polytechnic Department	Member	8077159138
	Mr. Ramakant	D.Pharma	Member	7078302723
	Mr. Om Pal Gangwar	Degree College	Member	9412462195
	Mr. Deepak Mahaur	Law Department	Member	9012304305
	Mr. Atul Mishra	ITI Department	Member	7535821432
6	**Literary Society**			
	Mrs. Sangeeta Singh	Home Science Department	Convener	7457511901
	Ms. Monica Mitra	CS Department	Member	8218881771
	Mr. Mukul Kumar Singh	EN Department	Member	7906295942
	Mr. Santosh Kumar	CE Department	Member	8279345271
	Mr. Krishna Soni	ME Department	Member	8791280173
	Mrs. Sandhya	Home Science Department	Member	8477066959
	Mrs. Shivangi	MBA Department	Member	8279835718
	Mr. Kunwar Pal	Math Department	Member	9758076745
	Ms. DhanushmitaGangwar	D.Pharma	Member	8954286779
	Ms. Pratiksha	Degree College	Member	9897706350
	Ms. Nivedita Sharma	Law Department	Member	6398821562
	Mr. Mahesh Kumar	ITI Department	Member	7535821432
7	**Cultural Society**			
	Dr.Raveesh Agarwal	HOD MBA Department	Chairman	8881087395

	Dr. Zeeshan Tabassum	HOD Chemistry Department	Convener	9193990521
	Mr. Param Singh	HOD ME Department	Member	9690005338
	Mr. Anuj Verma	HOD CE Department	Member	7007168974
	Mrs. Sangeeta Lalwani	CS Department	Member	9149105572
	Ms. Ekta Singh	EN Department	Member	7974583115
	Mr. Krishna Kumar	ME Department	Member	8791280173
	Ms. Mansi Chaturvedi	MBA Department	Member	9634965817
	Ms. Nivedita Sharma	Law Department	Member	6398821562
	Mr. Anurag Sharma	D.Pharma	Member	8532011509
	Mr. Abhishek Bhatnagar	Education Department	Member	9897213779
	Ms. Pratiksha	Degree College	Member	9897706350
	Ms. Nidhi Sharma	ITI Department	Member	8923507013
III	**Academic Affairs**			
1	Prof. (Dr.) Saket Agarwal	Dean (Academic)	Chairman	9690000121
2	Prof.(Dr.) Anil Kumar	Director(Academics)	Co- Chairman	7599471121
3	Prof.(Dr.) Pankaj Kumar Sharma	Director(R& D)	Co- Chairman	9897289812
	➢ Scope of Work: Supervision			
	• Time Table			
	• Academic Calendar			
	• Routine & Extra Classes Monitoring			
	• Students Attendance and Performance Control			
	• Miscellaneous Academic Work			
	The following Sub Committee members are assigned			
1	**Time Table Committee:**			
	Dr. Mukesh Pal Gangwar	Principal Degree College	All Years (PG)	9690000104
	Dr. Suchita Singh	Principal D. Pharma	All Years	7017087816
	Dr. Shoeb Khan	Principal Law College	All Years	8171033887
	Mr. Sanjay Singh	Principal Teachers Training Institute	All Years	9259520395
	Mr. Prahlad Singh	Principal ITI	All Years	7701800690
	Mr. Jaspreet Singh	HOD B. Tech 1st Year	1st Year	8192900137
	Dr. Raveesh Agarwal	HOD MBA	All Years	8881087395
	Mr. Saurabh Dwivedi	EC & EN Department	All Years	9690000125
	Dr. Jyoti Agarwal	HOD CS Department	All Years	9690004346
	Mr. Param Singh	HOD ME Department	All Years	9690005338
	Mr. Anuj Verma	HOD CE Department	All Years	9412851674
	Dr. S.K. Gupta	HOD Physics	All Years	9286926282
	Dr. Zeeshan Tabassum	HOD Chemistry	All Years	7017811256
	Mrs. Sangeeta Singh	Home Science B.Sc. (H.)	All Years	7457511901
II.	**Examinations/Test Series Committee/End Semester Examination**			
	Dr. Mukesh Pal Gangwar	Principal Degree College	Controller Examination	9690000104
	Mr. Jaspreet Singh	HOD B.Tech 1st Year	Dy. Controller Examination	8192000137
	Dr. S. K. Gupta	HOD Physics Department	Dy. Controller Examination	9286926282
	Dr. C. P. Gangwar	Principal Polytechnic	Dy. Controller	9690003867

			Examination	
	Mr. Sanjay Singh	Principal Teachers Training Institute	Dy. Controller Examination	9259520395
	Dr.Shoeb Khan	Principal Law College	Dy. Controller	8171033887
			Examination	
	Mr. Prahlad Singh	Principal ITI	Dy. Controller Examination	7701800690
	Scope of Work: all type of Internal/external/entrance exam at RIMT			
	Sessional Marks Compilation and Rationalization			
	Practical Exam Conduction Uploading of Marks.			
	This Committee will be assisted by the following sub committees:-			
	Mr. Jaspreet Singh	HOD B.Tech 1st year	AS- Exam	8192900137
	Dr. S. K. Gupta	HOD Physics Department	AS- Exam	9286926282
	Mohd. Arif	HOD CS Department	Copy & Paper Distribution/Copy Evaluation CS	7017292054
	Mr. Param Singh	HOD ME Department	Flying/Copy Evaluation ME	9690005338
	Mr. Anuj Verma	HOD CE Department	Copy & paper Distribution/Copy Evaluation CE	9412851674
	Mr. Sanjeev Gangwar	B.Com. Department	Copy & Paper Collection	7409233387
	Dr. Ankit Agarwal	MBA Department	Copy & Paper Collection	9997509134
	Mr. Sanjay Singh	Principal Teachers Training Institute	Evaluation D.El.Ed.	9259520395
	Mr. Prahlad Singh	Principal ITI	Evaluation ITI	7701800690

Event Management

	Dr.Raveesh Agarwal	HOD MBA Department	Chairman	8192900131
	Mr. Mukesh Pal Gangwar	Principal Degree College	Coordinator	9927693333
	Dr.Shoeb Khan	Principal Law	Coordinator	8171033887
	Dr.Suchita Singh	Principal Pharmacy	Coordinator	9760134078
	Mr. Sanjay Singh	Principal Teachers TrainingInstitute	Coordinator	9259503950
	Dr. C.P. Gangwar	Principal Polytechnic	Coordinator	9917239247
	Mr. Saurabh Dwivedi	HOD EC/EN Department	Coordinator	9794410464
	Mr. Anuj Verma	HOD CE Department	Coordinator	7007168974
	Mr. Param Singh	HOD ME Department	Coordinator	9600005338
	Dr. Zishan Tabassum	HOD Chemistry Department	Coordinator	7017811266
	Dr.S.K. Gupta	HOD Physics Department	Coordinator	9286926282
	Scope of Work: All Institute Function-26th January & 15thAugust/Visit or Celebrities/ Eminent/Guest Lecture and seminar, Personality Development Programme/Sports Meet etc. Avhan-2021 The Chairman/Co-Chairman will make arrangement for fixing the names of Chief Guest/Guest of Honor with the management and during the function. They will also get prepared letter of Invitation and Invitation card to Chief Guest of Honor as required. Following one or more sub committees will assist as per requirement in organizing any function/event at the Inside level and all these committees will be working under the director (R & D) who will define the scope of work of each subcommittee where ever necessary.			
1.	**Program Conduction (online/offline)& Control**			
	Dr.Raveesh Agarwal	HOD MBA	Chairman	8881087395
	Dr. Nitin Bist	MBA Department	Convener	9690000103
	Mr. Shalabh Saxena	MBA Department	Member	9917930453
2.	**Dais Arrangement, Decoration, Pandal, Tent & Stage, Seating Department arrangement at function site, Banner**			
	Mr. Ankur Bhatnagar	CS Department	Convener	8941000714
	Mr. Mukul Gangwar	EC Department	Member	7906295942
	Mr. Abhishek Bhatnagar	D.EL.ED.	Member	8297916191
3.	**Refreshment Committee**			
	Mr. Saurabh Dwivedi	EC Department	Convener	9690000125
	Mr. Manish Gupta	ME Department	Member	8765910012
	Mr. Anurag Upadhay	CS Department	Member	9675680686

4.	**Photography/ Videographer Multimedia Arrangement/ Audio System / Live Telecast and Computer Networks***			
	Mohd. Arif	HOD Maths	Convener	7017292054
	Mr. Mohit pandey	EN Department	Member	7351308272
	Mr. Anurag Upaddhay	CS Department	Member	9027620746
	Mr. Krishna Kumar Soni	ME Department	Member	8791280173
	Mr. Ramakant Gangwar	Poly Department	Member	8077159138
	Mr. Abhishek Bhatnagar	D.El.ed Department	Member	8297916191
	Mr. Ramakant	D. Pharma	Member	7078302723
	Mr. Rajesh Gupta	Law Department	Member	9012304305
	Mr. Ravi	ITI Department	Member	6387629184
5.	**Reception**			
	VIPs and Other Guests			
	Mr. Ankur Bhatnagar	HOD Placement	Convener	8941000714
	Mr. Harish Gangwar	Polytechnic	Member	9458537730
	Ms. Ekta Singh	EN Department	Member	7974583115
6.	**Invitation Card Preparation, Printing and Distribution**			
7.	**Gift Selection/Purchase and arrangement for presentation the Function**			
	Dr.Raveesh Agarwal	HOD MBA Department	Convener	8192900131
	Mr. Ankur Bhatnagar	T & P Cell	Member	8941000714
	Mr. Anuj Verma	HOD Civil Department	Member	9412851674
8.	**Discipline Committee**			
	Dr. Mukesh Pal Gangwar	Principal Degree College	Convener	9690000104
	Mr. Param Singh	HOD ME Department (Chief Proctor)	Member	9690005338
9.	**General Administration Security, Parking, Street Light, Fire Fighting, Banner Preparation, Multi Purpose Hall AC, Generator, Furniture, PA Sound System and other support**			
	Mr. Dushyant Maheshwari	Registrar	Convener	9690000100
	Mr. Anil Sharma	Electrician	Member	9412371834
	Mr. Hamendra Johri	Control Room	Member	9259261399
	Mr. Shivam Saxena	CS Lab	Member	8941000666

10.	**Certificate Preparation**			
	Ms. Ekta Singh	EN Department	Convener	7974583115
	Ms. Monica Mitra	CS Department	Member	8218881771
	Ms. Mansi Chatruvedi	MBA Department	Member	9634965817
	Mr. Roshan Lal	Registrar Office	Member	8273637225
IV.	**Other Committees**			
1.	**Entrepreneurship Development Cell (EDC)**			
	Ms. Ekta Singh	EN Department	Convener	7974583115
	Mr. Anurag Upadhay	CS Department	Member	9027620746
	Mr. Prerak Swami	CE Department	Member	8077651704
	Ms. Amisha	MBA Department	Member	6397255058
	Mohd. Rashid	Polytechnic Department	Member	8533913161
	Mr. Ravi	ITI Department	Member	6387629184
2.	**NSS Activities**			
	Dr. Mukesh Pal Gangwar	Principal Degree College	Convener	9690000104
	Dr. Kaushal Kishor	B.Com Department	Member	9627100563
	Mr. Neeraj Kumar	Degree College	Member	8979779649
	Mr. Abhishek Bhatnagar	D. El E.D College	Member	9897213779
3.	**T & P Cell**			
	Mr. Ankur Bhatnagar	HOD Placement	Convener	8941000714
	Mr. Neeraj Kumar Singh	T&P Cell	Co- Convener	8212352324
	Mrs. Shivangi	MBA Department	Member	9193992031
	Ms. Ekta Singh	EC Department	Member	7974583115
	Mr. Manish Gupta	ME Department	Member	7906324054
	Dr. Ankit Agarwal	MBA Department	Member	9997509134
	Mr. Ramakant	Poly Department	Member	7078302723
	Ms. Rashmi Thakur	Degree College	Member	9758953337

	Mr. Arvind Suman	ITI Department	Member	7351736917
	Mr. Sachin Mishra	Law College	Member	9808482669
	Mr. Shivankur	D. Pharma	Member	8171335417
4.	**Research & Industrial Liaison**			
	Dr. Pankaj Kumar Sharma	Director (R&D)	Chairman	9897289812
	Dr. Ankit Agarwal	MBA Deparment	Convener	9997509134
	Mr. Shalabh Saxena	MBA Department	Member	9917930453
	Mr. Harish Gangwar	Polytechnic Department	Member	9458537730
	Dr. Zishan Tabassum	HOD Chemistry Department	Convener	7017811266
	Mohd. Arif	HOD CS Department	Member	7017292054
	Mr. Ramakant Gangwar	EN Department	Member	8077159138
	Mr. Ram Gopal Verma	ME Department	Member	7078399326
	Dr. Gulshan Kumar	MBA Department	Member	9927117762
	Ms. Sheetal Singh	ITI Department	Member	
5.	**Project Exhibition**			
	Dr. Ram Gopal Verma	ME Department	Convener	7078399326
	Mr. Saurabh Dwivedi	EC Department	Member	9794410464
	Mr. Harish Gangwar	Poly Department	Member	9458537730
	Ms. Monica Mitra	CS Department	Member	9917075959
	***The Chairman/Convener may co-opt additional members as and when required.**			
	IEEE & CSI Student Chapter			
6.	Mrs. Anu Saxena	CS Department	Convener	7611001926
	Ms. Monica Mitra	CS Department	Member	9917075959
	Mr. Mohit Pandey	EN Department	Member	9972727644
7.	**Women Task Force**			
	Dr. Suchita Singh	Principal D. Pharma	Convener	7017087816

	Mohd. Arif	HOD CS Department	Co-Convener	7017292054
	Dr. Niti Saxena	Chemistry Department	Member	9897540051
	Ms. Shivangi Gupta	MBA Department	Member	9193992031
	Ms. Ekta Singh	EN Department	Member	7974583115
	Ms. Mansi Chaturvedi	MBA Department	Member	9634965817
	Ms. Sheetal	MBA Department	Member	8859866751
8.	**Women Anti Harassment Cell**			
	Ms. Ekta Singh	EN Department	Convener	7974583115
	Mrs. Sangeeta Lalwani	CS Department	Member	9149105572
	Ms. Shivangi Gupta	MBA Department	Member	9193992031
	Ms. Sheetal	MBA Department	Member	8859866751
	Dr. Niti Saxena	Degree College	Member	8077001362
9.	Representative of Civil Administration			
	Representative of Police Administration			
	Media Administration**			
	*Chief proctor will get the list of students. As per the list available with Chief proctor			
	** Registrar will get the list of Civil, Police and Media Representative			
10.	**Monitoring Cell (Separate List)**			
	a. Mentors: This year students for every six students of first year(130)			
	b. Senior Mentors Fourth Year Students for every Mentor. *(As per list available with Chief Proctor)			
11.	**Press and Publicity Committee**			
	Mr. Deepak Mahur	Law Department	Member	9528303208
	Mr. Ramakant	D. Pharma	Member	7078302723
	Mr. Saurabh Shukla	ME Department	Member	8449809208
	Mr. Atul Mishra	MBA Department	Member	8791509908
	Mr. Prahalad	ITI Department	Member	7701800690

	Singh			
	Mr. Rajan Saxena	Registrar Office	Member	9719577555
12.	**Institute Magazine**			
	Dr.Shoeb Khan	Principal Law College	Convener	8171033887
	Mr. Sanjay Singh	Principal D.El.Ed.	Co-Convener	8392947662
	Ms. Shivangi Gupta	MBA Department	Member	9193992031
	Dr. Ankit Agarwal	MBA Department	Member	9997509134
	Mr. Anurag Upadhay	CS Department	Member	9027620746
	Ms. Ekta Singh	EN Department	Member	7974583115
	Mr. Harish Gangwar	Polytechnic Department	Member	9458537730
	Ms. Shilpa Chandravanshi	Degree College	Member	9557106718
	Mr. Prahalad Singh	ITI Department	Member	7701800690
13.	**IEI Students Chapter**			
	Mr. Krishna Kumar	ME Department	Convener	8791280173
	Mr. Shubham Saini	CE Department	Member	7409502823
	Mrs. Sangeeta Lalwani	CS Department	Member	9149105572
	Ms. Ekta Singh	EN Department	Member	7974583115
	Mr. Mohit Pandey	EN Department	Member	9997272644
	Mohd. Rashid	Poly Department	Member	7017251192
	Mr. Ravi	ITI Department	Member	6387629184
14.	**Alumni Cell**			
	Mr. Ankur Bhatnagar	HOD Placement	Convener	8941000714
	Mr. Neeraj Singh	HOD Placement	Member	8607993487
	Dr. Ram Gopal Verma	ME Department	Member	7078399326
	Mrs. Sangeeta	CS Department	Member	9149105572

	Lalwani			
	Ms. Ekta Singh	EN Department	Member	7974583115
	Dr. Gulshan Kumar	MBA Department	Member	9719587764
	Mohd. Rashid	Poly Department	Member	8533913161
	Mr. Mahesh Kumar	ITI Department	Member	7535821432
15.	**Institute Website / Social Media**			
	Mr. Nitin Bisht	MBA Department	Member	9690000103
	Mr. Saurabh Dwivedi	HOD EC/EN Department	Member	9690000125
	Mohd. Arif	HOD CS Department	Member	7017292054
	Mr. Anuj Verma	HOD CE Department	Member	7007168974
	Dr. Ram Gopal Verma	ME Department	Member	7078399326
	Dr. C. P. Gangwar	Principal Polytechnic	Member	9690003867
	Dr. Mukesh Pal Gangwar	Principal Degree College	Member	9690000104
	Dr. Sanjay Singh	Principal Teachers Training Institute	Member	8392947662
	Dr. Shoeb Khan	Principal LLB College	Member	8171033887
	Mr. Saurabh Sharma	Principal ITI	Member	9897332253
16.	**Institute Internet Facilities**			
	Mr. Shivam Saxena	CS Lab	Convener	8941000666
	Mr. Akhil	CS Lab	Member	9808578084
	Mr. Aminesh	CS Lab	Member	8755302564
17.	**Landscaping & Gardening Committee**			
	Dr. Zishan Tabassum	HOD Chemistry	Convener	8192900136
	Mr. Neeraj Singh	T & P Cell	Member	8607993487
	Mrs. Sangeeta	CS Department	Member	9149105572

	Lalwani			
	Mr. Ravi	ITI Department	Member	6387629184
	Mr. Abhishek Bhatnagar	D.El.Ed Department	Member	8279716191
18.	**Infrastructure & Maintenance Committee**			
	Mr. Anuj Verma	CE Department	Convener	9412851674
	Ms. Nida	CE Department	Member	8077079533
	Mr. Saurabh Shukla	ME Department	Member	8449809208
	Mr. Krishna Kumar	ME Department	Member	8791280173
	Mr. Prahalad Singh	ITI Department	Member	7701800690
19.	**Innovation , Incubation Center & Startup (IIS) Centre**			
	Mrs. Anu Saxena	CS Department	Convener	7611001926
	Dr. Ram Gopal Verma	ME Department	Co- Convener	7078399326
	Mr. Mohit Pandey	EN Department	Member	9997272644
	Mr. Ravi	ITI Department	Member	6387629184
	Mr. Santosh Kumar	Polytechnic Department	Member	8273083828
20.	**Yoga Centre**			
	Ms. Sweta Mishra	NCC	Convener	9457518817
	Mr. Mukesh Kumar	Sports	Member	9808511333

2.1.3. Effective Governance Indicators (20)

2.1.3.1. Grievance redressal mechanism(5)

(Specify the mechanism and composition of grievance redressal cell including Anti Ragging Committee & Sexual Harassment Committee.)

Rajshree Institute of Management & Technology, Bareilly has grievance redressal cell including Anti Ragging Committee & Sexual Harassment Committee.

Grievance Readressal Cell for Students			
Dr. Raveesh Agarwal	HOD MBA Department, DSW	Chairman	8881087395
Dr. Mukesh Pal Gangwar	Principal Degree College	Co-Chairman	9690000104
Dr. Sucheta Singh	Principal D. Pharma	Member	9760134078
Mr. Sanjay Singh	Principal D.El.Ed.	Member	9259520395
Mr. Saurabh Sharma	Principal ITI	Member	9897332253
Dr.Shoeb Khan	Principal Law College	Member	8171033887
Mr. Saurabh Dwiwedi	HOD EC/EN Department	Member, Warden Boys Hostel	9690000125
Mohd. Arif	HOD CS Department	Member	7017292054
Mr. Param Singh	HOD ME Department	Member	9690005338
Mr. Anuj Vema	HOD CE Department	Member	9412851674
Ms. Anuradha	Education Department	Member, Warden Girls Hostel	7830064345

Anti Ragging Squad/Committee /Sexual Harassment Committee			
Prof.(Dr.) Anil Kumar	Academics	Director	8941000801
Prof. (Dr.) Pankaj Kumar Sharma	Research & Development	Director	9897289812
Mr. Dushyant Maheshwari	Registrar office	Registrar	9690000100
Dr. Mukesh Pal Gangwar	Principal Degree College	Member	9690000104
Dr. Shoeb Khan	Principal Law College	Member	8171033887
Mr. Sanjay Singh	Principal Teachers Training Institute	Member	9259520395
Dr. C.P. Gangwar	Principal Polytechnic	Member	9690003867
Mr. Saurabh Sharma	Principal ITI	Member	9897332253
Mohd. Arif	HOD CS Department	Member	7017292054
Mr. Jaspreet Singh	HOD B.Tech 1st year	Member	8192900137
Mr. Param Singh	HOD B. Tech. ME	Member	9690005338
Dr. Raveesh Agarwal	HOD MBA	Member	8881087395
Dr. S. K. Gupta	HOD Physics Department	Member	9286926282
Mr. Anuj Verma	HOD CE Department	Member	9412851674
Dr. Ankit Agarwal	MBA Department	Member	9997509134
Mr. Gaurav Mishra	English Department	Member	7906770439

Mr. Saurabh Dwivedi	EC Department	Member	9690000125
Dr. Ram Gopal Verma	ME Department	Member	7078399326
Mrs. Anu Saxena	CS Department	Member	7611001926
Mr. Ramakant Gangwar	EN Department	Member	8077159138
Mr. Mukul Kumar	EN Department	Member	7906337518
Dr. Ram Gopal Verma	ME Department	Member	8394088330
Mr. Harish Gangwar	Polytechnic Department	Member	9473639962

Anti Ragging Squad/Committee			
Prof.(Dr.) Anil Kumar	Academics	Director	8941000801
Prof. (Dr.) Pankaj Kumar Sharma	Research & Development	Director	9897289812
Mr. Dushyant Maheshwari	Registrar office	Registrar	9690000100
Dr. Mukesh Pal Gangwar	Principal Degree College	Member	9690000104
Dr. Shoeb Khan	Principal Law College	Member	8171033887
Mr. Sanjay Singh	Principal Teachers Training Institute	Member	9259520395
Dr. C.P. Gangwar	Principal Polytechnic	Member	9690003867
Mr. Saurabh Sharma	Principal ITI	Member	9897332253
Mohd. Arif	HOD CS Department	Member	7017292054
Mr. Jaspreet Singh	HOD B.Tech 1st year	Member	8192900137
Mr. Param Singh	HOD B. Tech. ME	Member	9690005338
Dr. Raveesh Agarwal	HOD MBA	Member	8881087395
Dr. S. K. Gupta	HOD Physics Department	Member	9286926282
Mr. Anuj Verma	HOD CE Department	Member	9412851674
Dr. Ankit Agarwal	MBA Department	Member	9997509134
Mr. Gaurav Mishra	English Department	Member	7906770439
Mr. Saurabh Dwivedi	EC Department	Member	9690000125
Dr. Ram Gopal Verma	ME Department	Member	7078399326
Mrs. Anu Saxena	CS Department	Member	7611001926
Mr. Ramakant Gangwar	EN Department	Member	8077159138
Mr. Mukul Kumar	EN Department	Member	7906337518
Dr. Ram Gopal Verma	ME Department	Member	8394088330
Mr. Harish Gangwar	Polytechnic Department	Member	9473639962

2.1.3.2.Transparency (5)

Information of the policies, rules, processes and dissemination of the information is readily made available to the stakeholders in the Rajshree Institute of Management & Technology, Bareilly. It is available on the website of institute.

(Information on policies, rules, processes and dissemination of this information to stakeholders is to be made available on the web site)

2.1.3.3. Leader and Faculty selection process (5)

(Effective implementation)

(A well delineated selection process should be there for leader and faculty selection process. Institute should provide sufficient proofs of such process being in existence)

Rajshree Institute has well defined leader and faculty selection process. The requirements of faculty are analyzed according to requirement in specific areas like Marketing, Finance, Human Resources, etc. Academic qualification, Industrial experience of faculty members is according to AICTE, New Delhi and Dr. APJ Abdul Kalam Technical University 'norms. Rajshree Institute believes in recruiting faculty who have long-term plans of serving the students and the community and are able to easily fit into the culture of the Institute. Towards this, it makes all efforts through a search for such faculty members of high caliber who can perform well in the Institute.

2.1.3.4. Stability of the academic leaders (5)

The leadership has been fairly stable since 2010. Dr. Saket Agarwal is serving as Dean Academics since 2010. Dr. Dev Raj Sharma has been serving as Director Administration for the last nine years. Mr. Dushyant Maheshwari is serving as Registrar since 2016. Director (Academics) and Director (Research & Development) is associated with Rajshree Institute for the last five years.

2.2. Financial Resources (40)

2.2.1. Budget Allocation, Utilization, and Public Accounting at Institute level (40)

Summary of current financial year's budget and actual expenditure incurred (for the institution exclusively) in the three previous financial years.

Total Income at Institute level: For CFY, CFY*m*1, CFY*m*2 & CFY*m*3

CFY: Current Financial Year, CFY*m*1 (Current Financial Year minus 1), CFY*m*2 (Current Financial Year minus 2) and CFY*m*3 (Current Financial Year minus3)

Table no. 2.2.1 a - Total Income at Institute level

For CFY (2020-21)
(in Rs.)

Income				Total Income
Fee Received	Grant received from Govt.	Grant received from Industry	Other Sources (specify)	

For CFY m1 (2019-20)
(in Rs.)

Income				Total Income
Fee Received	Grant received from Govt.	Grant received from Industry	Other Sources (specify)	

CFY*m*2 (2018-19)
(in Rs.)

Income				Total Income
Fee Received	Grant received from Govt.	Grant received from Industry	Other Sources (specify)	

CFY*m*3 (2017-18)
(in Rs.)

Income				Total Income
Fee Received	Grant received from Govt.	Grant received from Industry	Other Sources (specify)	

Enclosed

Table no. 2.2.1 b - Summary of budget and the actual expenditure incurred (for the stand alone Management Institute/ Management department of an institute)

	2021-22	2020-21		2019-20		2018-19	
PARTICULAR	**Budgeted in CFY**	**Budgeted in CFY*m*1**	**Actual Expenses in CFY*m*1**	**Budgeted in CFY*m*2**	**Actual Expenses in CFY*m*2**	**Budgeted in CFY*m*3**	**Actual Expenses in CFY*m*3**
Infrastructure built up							
Library[1]							
Computer labs And Software[2]							
Teaching And non Teaching Staff salary							
Research[3]							
Training and travel							
Placement Activities							
Enterpenuer̈ship							
Co - Curricular							
Extra Curricular							
Alumni Relations							
Misc. Exp.[4]							
Other's Specify							
Total							

1. Paper books and electronic (e-journals, e-books, e-subscription, publications, etc.)
2. Purchase and Maintenance (Databases, e-access, statistical tools)
3. Research funds including fellowships to the students and faculty

Enclosed

2.2.1.1. Adequacy of budget allocation (15)

(The institution needs to justify that the budget allocated during assessment years was adequate)

Yes, the budget allocated to Rajshree Institute of Management & Technology Bareilly is adequate.

2.2.1.2. Utilization of allocated funds (15)

(The institution needs to state how the budget was utilized during assessment years)

The funds are utilized judiciously under the various heads as per the above mentioned table.

2.2.1.3. Availability of the audited statements on the institute's website (10)

(The institution needs to make audited statements available on its website)

The audited statements of the accounts are available on the Institute website.

CRITERION 3	Program Outcomes & Course Outcomes	100

Establish the correlation between courses and program outcomes

Table No. – 3
Course and PO Correlation Table

Programme Outcome	Codes	Courses (Semester – I)	Level of Relevance
PO1 Apply knowledge of management theories and practices to solve business problems.	KMBN101	MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR	(H)
	KMBN102	MANAGERIAL ECONOMICS	(H)
	KMBN103	FINANCIAL ACCOUNTING & ANALYSIS	(H)
	KMBN104	BUSINESS STATISTICS & ANALYTICS	(H)
	KMBN105	DESIGN THINKING	(M)
	KMBN106	MARKETING MANAGEMENT	(H)
	KMBN107	BUSINESS COMMUNICATION	(H)
	KMBN151	IT SKILLS LAB -1	(H)
	KMBN152	MINI PROJECT -1	(H)

Programme Outcome	Codes	Courses (Semester – II)	Level of Relevance
PO1 Apply knowledge of management theories and practices to solve business problems.	KMBN201	BUSINESS ENVIRONMENT & LEGAL ASPECT OF BUSINESS	(H)
	KMBN202	HUMAN RESOURCE MANAGEMENT	(H)
	KMBN203	BUSINESS RESEARCH METHODS	(H)
	KMBN204	FINANCIAL MANAGEMENT & CORPORATE FINANCE	(H)
	KMBN205	OPERATIONS MANAGEMENT	(M)
	KMBN206	QUANTITATIVE TECHNIQUES FOR MANAGERS	(H)
	KMBN207	DIGITAL MARKETING & E COMMERCE	(H)
	KMBN208	MANAGEMENT INFORMATION SYSTEMS	(H)
	KMBN251	IT SKILLS LAB -2	(L)
	KMBN252	MINI PROJECT -2	(M)

Programme Outcome	Codes	Courses (Semester – III)	Level of Relevance
PO1 Apply knowledge of management theories and practices to solve business problems.	KMBN301	STRATEGIC MANAGEMENT	(H)
	KMBN302	INNOVATION AND ENTREPRENEURSHIP	(H)
	KVE 301	HUMAN VALUES AND ETHICS	(H)
	KMBN308	SUMMER TRAINING PROJECT REPORT & VIVA VOCE	(H)
	KMBN HR01	TALENT MANAGEMENT	(H)
	KMBN HR02	EMPLOYEE RELATIONS AND LABOUR LAWS	(H)
	KMBN MK01	CONSUMER BEHAVIOUR AND MARKETING COMMUNICATION	(H)
	KMBN MK02	MARKETING ANALYTICS	(H)
	KMBN FM01	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	(H)
	KMBN FM02	FINANCIAL PLANNING AND TAX MANAGEMENT	(H)
	KMBN IB01	INTERNATIONAL BUSINESS MANAGEMENT	(H)
	KMBN IB02	EXPORT IMPORT DOCUMENTATION	(H)
	KMBN IT01	DATA ANAYTICS FOR BUSINESS DECISIONS	(H)
	KMBN IT02	AI AND ML FOR BUSINESS	(H)
	KMBN OM 01	SUPPLY CHAIN & LOGISTICS MANAGEMENT	(H)
	KMBN OM 02	OPERATIONS PLANNING & CONTROL	(H)

Programme Outcome	Codes	Courses (Semester – IV)	Level of Relevance
PO1 Apply knowledge of management theories and practices to solve business problems.	KMBN401	Emerging Technologies in Global Business Environment	(H)
	KMBN HR03	HR ANALYTICS	(H)
	KMBN HR04	PERFORMANCE AND REWARD MANAGEMENT	(H)
	KMBN HR05	INTERNATIONAL HRM	(H)
	KMBN MK03	B2B AND SERVICES MARKETING	(H)
	KMBN MK04	SALES AND RETAIL MANAGEMENT	(H)
	KMBN MK05	SOCIAL MEDIA AND WEB ANALYTICS	(H)
	KMBN FM03	FINANCIAL DERIVATIVES	(H)
	KMBN FM04	FOREIGN EXCHANGE AND RISK MANAGEMENT	(H)
	KMBN FM05	FINANCIAL AND CREDIT RISK ANALYTICS	(H)
	KMBN IB03	INTERNATIONAL LOGISTICS	(H)
	KMBN IB04	CROSS CULTURAL MANAGEMENT	(H)
	KMBN IB05	INTERNATIONAL TRADE LAWS	(H)
	KMBN IT03	DATA BASE MANAGEMENT SYSTEM	(H)
	KMBNI T04	CLOUD COMPUTING FOR BUSINESS	(H)
	KMBN IT05	BUSINESS DATA WAREHOUSING & DATA MINING	(H)
	KMBN OM 03	QUALITY MANAGEMENT	(H)
	KMBN OM 04	PROJECT & SOURCING MANAGEMENT	(H)
	KMBN OM 05	MANAGEMENT OF MANUFACTURING SYSTEM	(H)
	KMBN408	Research Project Report & Viva Voce	(H)

Programme Outcome	Codes	Courses (Semester – I)	Level of Relevance
PO2 Foster Analytical and critical thinking abilities for data-based decision making.	KMBN101	MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR	(M)
	KMBN102	MANAGERIAL ECONOMICS	(H)
	KMBN103	FINANCIAL ACCOUNTING & ANALYSIS	(H)
	KMBN104	BUSINESS STATISTICS & ANALYTICS	(M)
	KMBN105	DESIGN THINKING	(M)
	KMBN106	MARKETING MANAGEMENT	(H)
	KMBN107	BUSINESS COMMUNICATION	(H)
	KMBN151	IT SKILLS LAB -1	(H)
	KMBN152	MINI PROJECT -1	(H)

Programme Outcome	Codes	Courses (Semester – II)	Level of Relevance
PO2 Foster Analytical and critical thinking abilities for data-based decision making.	KMBN201	BUSINESS ENVIRONMENT & LEGAL ASPECT OF BUSINESS	(H)
	KMBN202	HUMAN RESOURCE MANAGEMENT	(H)
	KMBN203	BUSINESS RESEARCH METHODS	(H)
	KMBN204	FINANCIAL MANAGEMENT & CORPORATE FINANCE	(H)
	KMBN205	OPERATIONS MANAGEMENT	(M)
	KMBN206	QUANTITATIVE TECHNIQUES FOR MANAGERS	(H)
	KMBN207	DIGITAL MARKETING & E COMMERCE	(H)
	KMBN208	MANAGEMENT INFORMATION SYSTEMS	(H)
	KMBN251	IT SKILLS LAB -2	(L)
	KMBN252	MINI PROJECT -2	(M)

Programme Outcome	Codes	Courses (Semester – III)	Level of Relevance
PO2 Foster Analytical and critical thinking abilities for data-based decision making.	KMBN301	STRATEGIC MANAGEMENT	(H)
	KMBN302	INNOVATION AND ENTREPRENEURSHIP	(H)
	KVE 301	HUMAN VALUES AND ETHICS	(M)
	KMBN308	SUMMER TRAINING PROJECT REPORT & VIVA VOCE	(H)
	KMBN HR01	TALENT MANAGEMENT	(H)
	KMBN HR02	EMPLOYEE RELATIONS AND LABOUR LAWS	(H)
	KMBN MK01	CONSUMER BEHAVIOUR AND MARKETING COMMUNICATION	(H)
	KMBN MK02	MARKETING ANALYTICS	(M)
	KMBN FM01	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	(H)
	KMBN FM02	FINANCIAL PLANNING AND TAX MANAGEMENT	(H)
	KMBN IB01	INTERNATIONAL BUSINESS MANAGEMENT	(H)
	KMBN IB02	EXPORT IMPORT DOCUMENTATION	(H)
	KMBN IT01	DATA ANAYTICS FOR BUSINESS DECISIONS	(H)
	KMBN IT02	AI AND ML FOR BUSINESS	(H)
	KMBN OM 01	SUPPLY CHAIN & LOGISTICS MANAGEMENT	(H)
	KMBN OM 02	OPERATIONS PLANNING & CONTROL	(H)

Programme Outcome	Codes	Courses (Semester – IV)	Level of Relevance
PO2 Foster Analytical and critical thinking abilities for data-based decision making.	KMBN401	Emerging Technologies in Global Business Environment	(H)
	KMBN HR03	HR ANALYTICS	(H)
	KMBN HR04	PERFORMANCE AND REWARD MANAGEMENT	(H)
	KMBN HR05	INTERNATIONAL HRM	(M)
	KMBN MK03	B2B AND SERVICES MARKETING	(H)
	KMBN MK04	SALES AND RETAIL MANAGEMENT	(H)
	KMBN MK05	SOCIAL MEDIA AND WEB ANALYTICS	(H)
	KMBN FM03	FINANCIAL DERIVATIVES	(H)
	KMBN FM04	FOREIGN EXCHANGE AND RISK MANAGEMENT	(H)
	KMBN FM05	FINANCIAL AND CREDIT RISK ANALYTICS	(H)
	KMBN IB03	INTERNATIONAL LOGISTICS	(M)
	KMBN IB04	CROSS CULTURAL MANAGEMENT	(H)
	KMBN IB05	INTERNATIONAL TRADE LAWS	(H)
	KMBN IT03	DATA BASE MANAGEMENT SYSTEM	(H)
	KMBNI T04	CLOUD COMPUTING FOR BUSINESS	(H)
	KMBN IT05	BUSINESS DATA WAREHOUSING & DATA MINING	(H)
	KMBN OM 03	QUALITY MANAGEMENT	(H)
	KMBN OM 04	PROJECT & SOURCING MANAGEMENT	(H)
	KMBN OM 05	MANAGEMENT OF MANUFACTURING SYSTEM	(H)
	KMBN408	Research Project Report & Viva Voce	(H)

Programme Outcome	Codes	Courses (Semester – I)	Level of Relevance
PO3 Ability to develop Value based Leadership ability	KMBN101	MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR	(H)
	KMBN102	MANAGERIAL ECONOMICS	(M)
	KMBN103	FINANCIAL ACCOUNTING & ANALYSIS	(M)
	KMBN104	BUSINESS STATISTICS & ANALYTICS	(M)
	KMBN105	DESIGN THINKING	(M)
	KMBN106	MARKETING MANAGEMENT	(H)
	KMBN107	BUSINESS COMMUNICATION	(M)
	KMBN151	IT SKILLS LAB -1	(M)
	KMBN152	MINI PROJECT -1	(M)

Programme Outcome	Codes	Courses (Semester – II)	Level of Relevance
PO3 Ability to develop Value based Leadership ability.	KMBN201	BUSINESS ENVIRONMENT & LEGAL ASPECT OF BUSINESS	(H)
	KMBN202	HUMAN RESOURCE MANAGEMENT	(M)
	KMBN203	BUSINESS RESEARCH METHODS	(M)
	KMBN204	FINANCIAL MANAGEMENT & CORPORATE FINANCE	(H)
	KMBN205	OPERATIONS MANAGEMENT	(M)
	KMBN206	QUANTITATIVE TECHNIQUES FOR MANAGERS	(H)
	KMBN207	DIGITAL MARKETING & E COMMERCE	(H)
	KMBN208	MANAGEMENT INFORMATION SYSTEMS	(H)
	KMBN251	IT SKILLS LAB -2	(M)
	KMBN252	MINI PROJECT -2	(M)

Programme Outcome	Codes	Courses (Semester – III)	Level of Relevance
PO3 Ability to develop Value based Leadership ability	KMBN301	STRATEGIC MANAGEMENT	(H)
	KMBN302	INNOVATION AND ENTREPRENEURSHIP	(H)
	KVE 301	HUMAN VALUES AND ETHICS	(M)
	KMBN308	SUMMER TRAINING PROJECT REPORT & VIVA VOCE	(H)
	KMBN HR01	TALENT MANAGEMENT	(H)
	KMBN HR02	EMPLOYEE RELATIONS AND LABOUR LAWS	(H)
	KMBN MK01	CONSUMER BEHAVIOUR AND MARKETING COMMUNICATION	(H)
	KMBN MK02	MARKETING ANALYTICS	(M)
	KMBN FM01	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	(H)
	KMBN FM02	FINANCIAL PLANNING AND TAX MANAGEMENT	(H)
	KMBN IB01	INTERNATIONAL BUSINESS MANAGEMENT	(H)
	KMBN IB02	EXPORT IMPORT DOCUMENTATION	(H)
	KMBN IT01	DATA ANAYTICS FOR BUSINESS DECISIONS	(H)
	KMBN IT02	AI AND ML FOR BUSINESS	(H)
	KMBN OM 01	SUPPLY CHAIN & LOGISTICS MANAGEMENT	(H)
	KMBN OM 02	OPERATIONS PLANNING & CONTROL	(H)

Programme Outcome	Codes	Courses (Semester – IV)	Level of Relevance
PO3 Ability to develop Value based Leadership ability	KMBN401	Emerging Technologies in Global Business Environment	(H)
	KMBN HR03	HR ANALYTICS	(H)
	KMBN HR04	PERFORMANCE AND REWARD MANAGEMENT	(H)
	KMBN HR05	INTERNATIONAL HRM	(M)
	KMBN MK03	B2B AND SERVICES MARKETING	(H)
	KMBN MK04	SALES AND RETAIL MANAGEMENT	(H)
	KMBN MK05	SOCIAL MEDIA AND WEB ANALYTICS	(H)
	KMBN FM03	FINANCIAL DERIVATIVES	(H)
	KMBN FM04	FOREIGN EXCHANGE AND RISK MANAGEMENT	(H)
	KMBN FM05	FINANCIAL AND CREDIT RISK ANALYTICS	(H)
	KMBN IB03	INTERNATIONAL LOGISTICS	(M)
	KMBN IB04	CROSS CULTURAL MANAGEMENT	(H)
	KMBN IB05	INTERNATIONAL TRADE LAWS	(H)
	KMBN IT03	DATA BASE MANAGEMENT SYSTEM	(H)
	KMBNI T04	CLOUD COMPUTING FOR BUSINESS	(H)
	KMBN IT05	BUSINESS DATA WAREHOUSING & DATA MINING	(H)
	KMBN OM 03	QUALITY MANAGEMENT	(H)
	KMBN OM 04	PROJECT & SOURCING MANAGEMENT	(H)
	KMBN OM 05	MANAGEMENT OF MANUFACTURING SYSTEM	(H)
	KMBN408	Research Project Report & Viva Voce	(H)

Programme Outcome	Codes	Courses (Semester – I)	Level of Relevance
PO4 Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business	KMBN101	MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR	(M)
	KMBN102	MANAGERIAL ECONOMICS	(H)
	KMBN103	FINANCIAL ACCOUNTING & ANALYSIS	(M)
	KMBN104	BUSINESS STATISTICS & ANALYTICS	(M)
	KMBN105	DESIGN THINKING	(M)
	KMBN106	MARKETING MANAGEMENT	(H)
	KMBN107	BUSINESS COMMUNICATION	(M)
	KMBN151	IT SKILLS LAB -1	(M)
	KMBN152	MINI PROJECT -1	(M)

Programme Outcome	Codes	Courses (Semester – II)	Level of Relevance
PO4 Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business	KMBN201	BUSINESS ENVIRONMENT & LEGAL ASPECT OF BUSINESS	(H)
	KMBN202	HUMAN RESOURCE MANAGEMENT	(M)
	KMBN203	BUSINESS RESEARCH METHODS	(M)
	KMBN204	FINANCIAL MANAGEMENT & CORPORATE FINANCE	(H)
	KMBN205	OPERATIONS MANAGEMENT	(M)
	KMBN206	QUANTITATIVE TECHNIQUES FOR MANAGERS	(H)
	KMBN207	DIGITAL MARKETING & E COMMERCE	(H)
	KMBN208	MANAGEMENT INFORMATION SYSTEMS	(H)
	KMBN251	IT SKILLS LAB -2	(M)
	KMBN252	MINI PROJECT -2	(M)

Programme Outcome	Codes	Courses (Semester – III)	Level of Relevance
PO4 Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business	KMBN301	STRATEGIC MANAGEMENT	(H)
	KMBN302	INNOVATION AND ENTREPRENEURSHIP	(H)
	KVE 301	HUMAN VALUES AND ETHICS	(M)
	KMBN308	SUMMER TRAINING PROJECT REPORT & VIVA VOCE	(H)
	KMBN HR01	TALENT MANAGEMENT	(H)
	KMBN HR02	EMPLOYEE RELATIONS AND LABOUR LAWS	(H)
	KMBN MK01	CONSUMER BEHAVIOUR AND MARKETING COMMUNICATION	(H)
	KMBN MK02	MARKETING ANALYTICS	(M)
	KMBN FM01	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	(H)
	KMBN FM02	FINANCIAL PLANNING AND TAX MANAGEMENT	(H)
	KMBN IB01	INTERNATIONAL BUSINESS MANAGEMENT	(H)
	KMBN IB02	EXPORT IMPORT DOCUMENTATION	(H)
	KMBN IT01	DATA ANAYTICS FOR BUSINESS DECISIONS	(H)
	KMBN IT02	AI AND ML FOR BUSINESS	(H)
	KMBN OM 01	SUPPLY CHAIN & LOGISTICS MANAGEMENT	(H)
	KMBN OM 02	OPERATIONS PLANNING & CONTROL	(H)

Programme Outcome	Codes	Courses (Semester – IV)	Level of Relevance
PO4 Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business	KMBN401	Emerging Technologies in Global Business Environment	(H)
	KMBN HR03	HR ANALYTICS	(H)
	KMBN HR04	PERFORMANCE AND REWARD MANAGEMENT	(H)
	KMBN HR05	INTERNATIONAL HRM	(M)
	KMBN MK03	B2B AND SERVICES MARKETING	(H)
	KMBN MK04	SALES AND RETAIL MANAGEMENT	(H)
	KMBN MK05	SOCIAL MEDIA AND WEB ANALYTICS	(H)
	KMBN FM03	FINANCIAL DERIVATIVES	(H)
	KMBN FM04	FOREIGN EXCHANGE AND RISK MANAGEMENT	(H)
	KMBN FM05	FINANCIAL AND CREDIT RISK ANALYTICS	(H)
	KMBN IB03	INTERNATIONAL LOGISTICS	(M)
	KMBN IB04	CROSS CULTURAL MANAGEMENT	(H)
	KMBN IB05	INTERNATIONAL TRADE LAWS	(H)
	KMBN IT03	DATA BASE MANAGEMENT SYSTEM	(H)
	KMBNI T04	CLOUD COMPUTING FOR BUSINESS	(H)
	KMBN IT05	BUSINESS DATA WAREHOUSING & DATA MINING	(H)
	KMBN OM 03	QUALITY MANAGEMENT	(H)
	KMBN OM 04	PROJECT & SOURCING MANAGEMENT	(H)
	KMBN OM 05	MANAGEMENT OF MANUFACTURING SYSTEM	(H)
	KMBN408	Research Project Report & Viva Voce	(H)

Programme Outcome	Codes	Courses (Semester – I)	Level of Relevance
PO5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	KMBN101	MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR	(M)
	KMBN102	MANAGERIAL ECONOMICS	(H)
	KMBN103	FINANCIAL ACCOUNTING & ANALYSIS	(M)
	KMBN104	BUSINESS STATISTICS & ANALYTICS	(M)
	KMBN105	DESIGN THINKING	(M)
	KMBN106	MARKETING MANAGEMENT	(H)
	KMBN107	BUSINESS COMMUNICATION	(M)
	KMBN151	IT SKILLS LAB -1	(M)
	KMBN152	MINI PROJECT -1	(M)

Programme Outcome	Codes	Courses (Semester – II)	Level of Relevance
PO5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	KMBN201	BUSINESS ENVIRONMENT & LEGAL ASPECT OF BUSINESS	(H)
	KMBN202	HUMAN RESOURCE MANAGEMENT	(M)
	KMBN203	BUSINESS RESEARCH METHODS	(M)
	KMBN204	FINANCIAL MANAGEMENT & CORPORATE FINANCE	(H)
	KMBN205	OPERATIONS MANAGEMENT	(M)
	KMBN206	QUANTITATIVE TECHNIQUES FOR MANAGERS	(H)
	KMBN207	DIGITAL MARKETING & E COMMERCE	(H)
	KMBN208	MANAGEMENT INFORMATION SYSTEMS	(H)
	KMBN251	IT SKILLS LAB -2	(M)
	KMBN252	MINI PROJECT -2	(M)

Programme Outcome	Codes	Courses (Semester – III)	Level of Relevance
PO5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	KMBN301	STRATEGIC MANAGEMENT	(H)
	KMBN302	INNOVATION AND ENTREPRENEURSHIP	(H)
	KVE 301	HUMAN VALUES AND ETHICS	(M)
	KMBN308	SUMMER TRAINING PROJECT REPORT & VIVA VOCE	(H)
	KMBN HR01	TALENT MANAGEMENT	(H)
	KMBN HR02	EMPLOYEE RELATIONS AND LABOUR LAWS	(H)
	KMBN MK01	CONSUMER BEHAVIOUR AND MARKETING COMMUNICATION	(H)
	KMBN MK02	MARKETING ANALYTICS	(M)
	KMBN FM01	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	(H)
	KMBN FM02	FINANCIAL PLANNING AND TAX MANAGEMENT	(H)
	KMBN IB01	INTERNATIONAL BUSINESS MANAGEMENT	(H)
	KMBN IB02	EXPORT IMPORT DOCUMENTATION	(H)
	KMBN IT01	DATA ANAYTICS FOR BUSINESS DECISIONS	(H)
	KMBN IT02	AI AND ML FOR BUSINESS	(H)
	KMBN OM 01	SUPPLY CHAIN & LOGISTICS MANAGEMENT	(H)
	KMBN OM 02	OPERATIONS PLANNING & CONTROL	(H)

Programme Outcome	Codes	Courses (Semester – IV)	Level of Relevance
PO5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	KMBN401	Emerging Technologies in Global Business Environment	(H)
	KMBN HR03	HR ANALYTICS	(M)
	KMBN HR04	PERFORMANCE AND REWARD MANAGEMENT	(H)
	KMBN HR05	INTERNATIONAL HRM	(M)
	KMBN MK03	B2B AND SERVICES MARKETING	(H)
	KMBN MK04	SALES AND RETAIL MANAGEMENT	(M)
	KMBN MK05	SOCIAL MEDIA AND WEB ANALYTICS	(H)
	KMBN FM03	FINANCIAL DERIVATIVES	(M)
	KMBN FM04	FOREIGN EXCHANGE AND RISK MANAGEMENT	(H)
	KMBN FM05	FINANCIAL AND CREDIT RISK ANALYTICS	(H)
	KMBN IB03	INTERNATIONAL LOGISTICS	(M)
	KMBN IB04	CROSS CULTURAL MANAGEMENT	(H)
	KMBN IB05	INTERNATIONAL TRADE LAWS	(H)
	KMBN IT03	DATA BASE MANAGEMENT SYSTEM	(H)
	KMBNI T04	CLOUD COMPUTING FOR BUSINESS	(H)
	KMBN IT05	BUSINESS DATA WAREHOUSING & DATA MINING	(H)
	KMBN OM 03	QUALITY MANAGEMENT	(H)
	KMBN OM 04	PROJECT & SOURCING MANAGEMENT	(M)
	KMBN OM 05	MANAGEMENT OF MANUFACTURING SYSTEM	(H)
	KMBN408	Research Project Report & Viva Voce	(H)

3.1.Attainment of Program Outcomes (50)

3.1.1.Describe the assessment tools and processes used to gather the data upon which the evaluation of Program Outcome is based(15)

(Describe the assessment tools and processes used to gather the data upon which the evaluation of each of the Program Outcomes is based indicating the frequency with which these processes are carried out. Describe the assessment processes that demonstrate the degree to which the Program Outcomes are attained and document the attainment levels)

Attainment of program outcomes is assessed by use of continuous direct and indirect measures.

Direct Assessment Measure:

Direct assessments provide for the direct examination or observation of student knowledge or skills against measurable learning outcomes. Faculty members conduct direct assessments of student learning throughout a course using such techniques as exams, quizzes, demonstrations, and reports. These techniques provide a sampling of what students know and/or can do and provide strong evidence of student learning. The performance of a student in a semester is evaluated through continuous class assessment and end semester examination. The continuous assessment is based on class tests, assignments/tutorials, quizzes/viva-voce and attendance. The marks for continuous assessment (Sessional marks) shall be awarded at the end of the semester. The end semester examination is comprised of written papers, practical's and viva-voce, inspection of certified course work in classes, project work or by means of any combination of these methods. The distribution of marks for sessional, end semester theory papers, practical's and other examinations, seminar, project and industrial training is accordance to AKTU, Lucknow. The practical's, viva-voce, projects and reports is examined/evaluated through internal and externalexaminers. The marks obtained in a subject consist of marks allotted in end semester theory paper and sessional work.

Award of Sessional Marks

Sessional marks for theory subjects is awarded as prescribed and at present the break-up of sessional marks shall be as follows:

Theory Subjects:

- Class test which will comprise 30% of total theory marks with two mid-term tests of equal weightage.
- Teacher Assessment Tutorial/Assignment/ Quizzes/ Attendance comprise 20% of total theory marks.

Award of Summer Training Project Reports

- Each student has to successfully complete a following project for the award of MBA degree
- (i) At the end of second semester examination, it is mandatory for every student of MBA to undergo on -the-job practical training in any manufacturing, service or financial organization. The training is of 6 to 8 weeks duration. The Institute facilitates this compulsory training for students.
- (ii) The student, after the completion of training submits a report to the Institute which form part of third semester examination.

Award of Research Project Report

- In fourth semester, the candidates have to submit a Research Project Report on a problem / topic (from the specialization areas) under the supervision of a core faculty member of the department. Both Project (Summer Training Report & Research Project Report) is treated as project work.

Marks distribution/Evaluation sheets are given below:

DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY,
UTTAR PRADESH, LUCKNOW

Revised Evaluation Scheme & Syllabus

MBA

(Dual Specialization in Marketing, HR, Finance, Operation, IB & IT)

First Year

AS PER
AICTE MODEL CURRICULUM

(Effective from the Session: 2020-21)

MBA 1st Year Course Structure in accordance with AICTE Model Curriculum Effective w.e.f. Academic Session 2020-21

Semester I

SN	Codes	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	KMBN101	MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR	4	0	0	30	20	0	50	100	0	150	3
2	KMBN102	MANAGERIAL ECONOMICS	4	0	0	30	20	0	50	100	0	150	3
3	KMBN103	FINANCIAL ACCOUNTING & ANALYSIS	3	1	0	30	20	0	50	100	0	150	3
4	KMBN104	BUSINESS STATISTICS & ANALYTICS	3	1	0	30	20	0	50	100	0	150	3
5	KMBN105	MARKETING MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3
6	KMBN106	DESIGN THINKING	2	0	0	15	10	0	25	50		75	2
7	KMBN107	BUSINESS COMMUNICATION	3	1	0	30	20	0	50	100	0	150	3
		LAB / PRACTICALS											
8	KMBN151	IT SKILLS LAB -1	0	0	3	0		50	50	-	100	150	3
9	KMBN152	MINI PROJECT -1	0	0	3	0	0	25	25	0	50	75	3
												1200	26

Semester II

SN	CODE	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	KMBN201	BUSINESS ENVIRONMENT & LEGAL ASPECT OF BUSINESS	4	0	0	30	20	0	50	100	0	150	3
2	KMBN202	HUMAN RESOURCE MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3
3	KMBN203	BUSINESS RESEARCH METHODS	4	0	0	30	20	0	50	100	0	150	3
4	KMBN204	FINANCIAL MANAGEMENT & CORPORATE FINANCE	3	1	0	30	20	0	50	100	0	150	3
5	KMBN205	OPERATIONS MANAGEMENT	3	1	0	30	20	0	50	100	0	150	3
6	KMBN206	QUANTITATIVE TECHNIQUES FOR MANAGERS	3	1	0	30	20	0	50	100	0	150	3
7	KMBN207	DIGITAL MARKETING & E COMMERCE	4	0	0	30	20	0	50	100	0	150	3
8	KMBN208	MANAGEMENT INFORMATION SYSTEMS	2	0	0	15	10	0	25	25	0	50	2
			LAB / PRACTICALS										
9	KMBN251	IT SKILLS LAB-2	0	0	2	0	0	25	25	0	25	50	1
10	KMBN252	MINI PROJECT -2	0	0	3	0	0	25	25	0	25	50	2
												1200	26

L/T/P – Lecture/Tutorial/Practical, CT/TA/PS- Class Test/Teachers Assessment/Practical Session, TE/PE-Term End/ Practical End

DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY

LUCKNOW

Teaching and Evaluation Scheme

For

MBA Main Second Year

AS PER AICTE MODEL CURRICULUM

(Effective from the Academic Session: 2021-22)

MBA II Year Teaching and Evaluation Scheme
W.E.F. Academic Session 2021-22
(In Accordance with AICTE Model Curriculum & New Education Policy)

SEMESTER III

SNo	Codes	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	KMBN301	STRATEGIC MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3
2	KMBN302	INNOVATION AND ENTREPRENEURSHIP	4	0	0	30	20	0	50	100	0	150	3
3	KVE 301	Universal Human Values and Professional Ethics	3	1	0	30	20	0	50	100	0	150	3
4		Elective- 1 Specialization Group-1	4	0	0	30	20	0	50	100	0	150	3
5		Elective -2 Specialization Group-1	4	0	0	30	20	0	50	100	0	150	3
6		Elective -1 Specialization Group-2	4	0	0	30	20	0	50	100	0	150	3
7		Elective -2 Specialization Group-2	4	0	0	30	20	0	50	100	0	150	3
8	KMBN308	Summer Training Project Report & Viva Voce	0	2	0	0	50	0	50	0	100	150	4
		TOTAL										1200	25

SEMESTER IV

SNo	Codes	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	KMBN401	Emerging Technologies in Global Business Environment	4	0	0	30	20	0	50	100	0	150	3
2		Elective- 3 Specialization Group-1	4	0	0	30	20	0	50	100	0	150	3
3		Elective -4 Specialization Group-1	4	0	0	30	20	0	50	100	0	150	3
4		Elective- 5 Specialization Group-1	4	0	0	30	20	0	50	100	0	150	3
5		Elective -3 Specialization Group-2	4	0	0	30	20	0	50	100	0	150	3
6		Elective -4 Specialization Group-2	4	0	0	30	20	0	50	100	0	150	3
7		Elective -5 Specialization Group-2	4	0	0	30	20	0	50	100	0	150	3
8	KMBN408	Research Project Report & Viva Voce	0	2	0	0	50	0	50	0	100	150	4
		TOTAL										1200	25

Specialization Group: **HUMAN RESOURCE (HR)**

Elective Subjects in III Semester

S.No.	Code	Course Title
1	KMBN HR01	TALENT MANAGEMENT
2	KMBN HR02	EMPLOYEE RELATIONS AND LABOUR LAWS

Elective Subjects in IV Semester

S.No.	Code	Course Title
1	KMBN HR03	HR ANALYTICS
2	KMBN HR04	PERFORMANCE AND REWARD MANAGEMENT
3	KMBN HR05	INTERNATIONAL HRM

Specialization Group: **MARKETING (MK)**

Elective Subjects in III Semester

S.No.	Code	Course Title
1	KMBN MK01	CONSUMER BEHAVIOUR AND MARKETING COMMUNICATION
2	KMBN MK02	MARKETING ANALYTICS

Elective Subjects in IV Semester

S.No.	Code	Course Title
1	KMBN MK03	B2B AND SERVICES MARKETING
2	KMBN MK04	SALES AND RETAIL MANAGEMENT
3	KMBN MK05	SOCIAL MEDIA AND WEB ANALYTICS

Specialization Group: **FINANCE (FM)**

Elective Subjects in III Semester

S.No.	Code	Course Title
1	KMBN FM01	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT
2	KMBN FM02	FINANCIAL PLANNING AND TAX MANAGEMENT

Elective Subjects in IV Semester

S.No.	Code	Course Title
1	KMBN FM03	FINANCIAL DERIVATIVES
2	KMBN FM04	FOREIGN EXCHANGE AND RISK MANAGEMENT
3	KMBN FM05	FINANCIAL AND CREDIT RISK ANALYTICS

Specialization Group: **INTERNATIONAL BUSINESS (IB)**

Elective Subjects in III Semester

S.No.	Code	Course Title
1	KMBN IB01	INTERNATIONAL BUSINESS MANAGEMENT
2	KMBN IB02	EXPORT IMPORT DOCUMENTATION

Elective Subjects in IV Semester

S.No.	Code	Course Title
1	KMBN IB03	INTERNATIONAL LOGISTICS
2	KMBN IB04	CROSS CULTURAL MANAGEMENT
3	KMBN IB05	INTERNATIONAL TRADE LAWS

Specialization Group: **INFORMATION TECHNOLOGY (IT)**

Elective Subjects in III Semester

S.No.	Code	Course Title
1	KMBN IT01	DATA ANAYTICS FOR BUSINESS DECISIONS

2	KMBN IT02	AI AND ML FOR BUSINESS

Elective Subjects in IV Semester

S.No.	Code	Course Title
1	KMBN IT03	DATA BASE MANAGEMENT SYSTEM
2	KMBNI T04	CLOUD COMPUTING FOR BUSINESS
3	KMBN IT05	BUSINESS DATA WAREHOUSING & DATA MINING

Specialization Group: **OPERATION MANAGEMENT (OM)**

Elective Subjects in III Semester

1	KMBN OM 01	SUPPLY CHAIN & LOGISTICS MANAGEMENT
2	KMBN OM 02	OPERATIONS PLANNING & CONTROL

Elective Subjects in IV Semester

3	KMBN OM 03	QUALITY MANAGEMENT
4	KMBN OM 04	PROJECT & SOURCING MANAGEMENT
5	KMBN OM 05	MANAGEMENT OF MANUFACTURING SYSTEM

Indirect Assessment Measure:

Indirect assessments of student learning ascertain the perceived extent or value of learning experiences. They assess opinions or thoughts about student knowledge or skills. Indirect measures can provide information about student perception of their learning and how this learning is valued by different constituencies. Indirect measures are based on the data collected from the surveys from students, employers, advisory body, alumni members, etc. Such information is used to refine the conduct of the program for better attainment of outcomes. An indirect assessment is used to measure certain implicit qualities of student learning, such as values, perceptions, and attitudes, from a variety of perspectives.

Example of Direct and Indirect Assessment –

Method	Direct	Indirect	Method	Direct	Indirect
Exit and Other Interviews		✓	Locally Developed Exams	✓	
Simulations	✓		External Examiner	✓	
Behavioral Observations	✓		Written Surveys, Questionnaires		✓
Archival Data		✓	Portfolios	✓	
Focus Groups		✓	Oral Exams	✓	
Performance Appraisal	✓		Standardized Exams	✓	

3.1.2. POs attainment levels (35)

Program Outcomes

1. Apply knowledge of management theories and practices to solve business problems.

2. Foster Analytical and critical thinking abilities for data-based decision making.

3. Ability to develop Value based Leadership ability.

4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

I SEMESTER	SUBJECTS	PO 1 Apply knowledge of management theories and practices to solve business problems	PO 2 Foster Analytical and critical thinking abilities for data-based decision making	PO 3 Ability to develop Value based Leadership ability	PO 4 Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	PO 5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment	Avg
KMBN101	MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR	3	2	3	2	2	2.40
KMBN102	MANAGERIAL ECONOMICS	3	3	2	3	3	2.80
KMBN103	FINANCIAL ACCOUNTING & ANALYSIS	3	3	2	2	2	2.40
KMBN104	BUSINESS STATISTICS & ANALYTICS	3	2	2	2	2	2.20
KMBN105	DESIGN THINKING	2	2	2	2	2	2.00
KMBN106	MARKETING MANAGEMENT	3	3	3	3	3	3.00
KMBN107	BUSINESS COMMUNICATION	3	3	2	2	2	2.40
KMBN151	IT SKILLS LAB -1	3	3	2	2	2	2.40
KMBN152	MINI PROJECT -1	3	3	2	2	2	2.40
		2.888888889	3.083333333	1.972222222	2.055555556	2.055555556	2.41

II SEMESTER	SUBJECTS	PO 1 Apply knowledge of management theories and practices to solve business problems	PO 2 Foster Analytical and critical thinking abilities for data-based decision making	PO 3 Ability to develop Value based Leadership ability	PO 4 Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	PO 5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment	Avg
KMBN201	BUSINESS ENVIRONMENT & LEGAL ASPECT OF BUSINESS	3	3	3	3	3	3
KMBN202	HUMAN RESOURCE MANAGEMENT	3	3	2	2	2	2.4
KMBN203	BUSINESS RESEARCH METHODS	3	3	2	2	2	2.4
KMBN204	FINANCIAL MANAGEMENT & CORPORATE FINANCE	3	3	3	3	3	3
KMBN205	OPERATIONS MANAGEMENT	2	2	2	2	2	2
KMBN206	QUANTITATIVE TECHNIQUES FOR MANAGERS	3	3	3	3	3	3
KMBN207	DIGITAL MARKETING & E COMMERCE	3	3	3	3	3	3
KMBN208	MANAGEMENT INFORMATION SYSTEMS	3	3	3	3	3	3
KMBN251	IT SKILLS LAB -2	1	1	2	2	2	1.6
KMBN252	MINI PROJECT -2	3	3	2	2	2	2.4
		2.266666667	**2.266666667**	**2.4**	**2.4**	**2.4**	**2.35**

III SEMESTER	SUBJECTS	PO 1 Apply knowledge of management theories and practices to solve business problems	PO 2 Foster Analytical and critical thinking abilities for data-based decision making	PO 3 Ability to develop Value based Leadership ability	PO 4 Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	PO 5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment	Avg
KMBN301	STRATEGIC MANAGEMENT	3	3	3	3	3	3
KMBN302	INNOVATION AND ENTREPRENEURSHIP	3	3	3	3	3	3
KVE 301	HUMAN VALUES AND ETHICS	3	2	2	2	2	2.2
KMBN308	SUMMER TRAINING PROJECT REPORT & VIVA VOCE	3	3	3	3	3	3
KMBN HR01	TALENT MANAGEMENT	3	3	3	3	3	3
KMBN HR02	EMPLOYEE RELATIONS AND LABOUR LAWS	3	3	3	3	3	3
KMBN MK01	CONSUMER BEHAVIOUR AND MARKETING COMMUNICATION	3	3	3	3	3	3
KMBN MK02	MARKETING ANALYTICS	3	2	2	2	2	2.2
KMBN FM01	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	3	3	3	3	3	3
KMBN FM02	FINANCIAL PLANNING AND TAX MANAGEMENT	3	3	3	3	3	3
KMBN IB01	INTERNATIONAL BUSINESS MANAGEMENT	3	3	3	3	3	3
KMBN IB02	EXPORT IMPORT DOCUMENTATION	3	3	3	3	3	3
KMBN IT01	DATA ANAYTICS FOR BUSINESS DECISIONS	3	3	3	3	3	3
KMBN IT02	AI AND ML FOR BUSINESS	3	3	3	3	3	3
KMBN OM 01	SUPPLY CHAIN & LOGISTICS MANAGEMENT	3	3	3	3	3	3
KMBN OM 02	OPERATIONS PLANNING & CONTROL	3	3	3	3	3	3
		3	3.025	3.025	3.025	3.025	3.02

IVth SEMESTER	SUBJECTS	PO 1 Apply knowledge of management theories and practices to solve business problems	PO 2 Foster Analytical and critical thinking abilities for data-based decision making	PO 3 Ability to develop Value based Leadership ability	PO 4 Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	PO 5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment	Avg
KMBN401	EMERGING TECHNOLOGIES IN GLOBAL BUSINESS ENVIRONMENT	3	3	3	3	3	3
KMBN HR03	HR ANALYTICS	3	3	3	3	2	2.8
KMBN HR04	PERFORMANCE AND REWARD MANAGEMENT	3	3	3	3	3	3
KMBN HR05	INTERNATIONAL HRM	3	2	2	2	2	2.2
KMBN MK03	B2B AND SERVICES MARKETING	3	3	3	3	3	3
KMBN MK04	SALES AND RETAIL MANAGEMENT	3	3	3	3	2	2.8
KMBN MK05	SOCIAL MEDIA AND WEB ANALYTICS	3	3	3	3	3	3
KMBN FM03	FINANCIAL DERIVATIVES	3	3	3	3	2	2.8
KMBN FM04	FOREIGN EXCHANGE AND RISK MANAGEMENT	3	3	3	3	3	3
KMBN FM05	FINANCIAL AND CREDIT RISK ANALYTICS	3	3	3	3	3	3
KMBN IB03	INTERNATIONAL LOGISTICS	3	2	2	3	2	2.4
KMBN IB04	CROSS CULTURAL MANAGEMENT	3	3	3	3	3	3
KMBN IB05	INTERNATIONAL TRADE LAWS	3	3	3	2	3	2.8
KMBN IT03	DATA BASE MANAGEMENT SYSTEM	3	3	3	3	3	3
KMBNI T04	CLOUD COMPUTING FOR BUSINESS	3	3	3	3	3	3
KMBN IT05	BUSINESS DATA WAREHOUSING & DATA MINING	3	3	3	3	3	3
KMBN OM 03	QUALITY MANAGEMENT	3	3	3	3	3	3
KMBN OM 04	PROJECT & SOURCING MANAGEMENT	3	3	3	3	2	2.8
KMBN OM 05	MANAGEMENT OF MANUFACTURING SYSTEM	3	3	3	3	3	3
KMBN408	Research Project Report & Viva Voce	3	3	3	3	3	3

3	2.994736842	2.994736842	2.963157895	2.921052632	2.9747

C101, C102 are indicative courses in the first semester. Similarly, C201 is second semester course.

First numeric digit indicates semester of study and remaining two digits indicate course nos.

- Direct attainment level of a PO is determined by taking average across all coursesaddressing that PO. Fractional numbers may be used for example1.55.

KMBN 101 MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO 1: Developing understanding of managerial practices and their perspectives.	2	1	2	1	3	1.8
CO2: Understanding and Applying the concepts of organizational behaviour	2	2	2	2	3	2.2
CO 3: Applying the concepts of management and analyze organizational behaviors in real world situations	2	2	2	2	2	2
CO 4: Comprehend and practice contemporary issues in management.	1	3	1	3	2	2
CO 5: Applying managerial and leadership skills among students	1	3	1	3	2	2

KMBN 102 MANAGERIAL ECONOMICS						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1: Students will be able to remember the concepts of micro economics and also able to understand the various micro economic principles to make effective economic decisions under conditions of risk and uncertainty.	3	1	2	1	3	2
CO2: The students would be able to understand the law of demand & supply & their elasticity, evaluate & analyse these concepts and apply them in various changing situations in industry. Students would be able to apply various techniques to forecast demand for better utilization of resources.	3	2	2	2	3	2.4
CO3: The students would be able to understand the production concept and how the production output changes with the change in inputs and able to analyse the effect of cost to business and their relation to analyze the volatility in the business world	2	2	2	2	2	2
CO4: The students would be able to understand & evaluate the different market structure and their different equilibriums for industry as well as for consumers for the survival in the industry by the application of various pricing strategic	2	3	1	3	2	2.2
CO5: The students would be able to analyse the macroeconomic concepts & their relation to micro economic concept & how they affect the business & economy.	1	3	1	3	2	2

KMBN 103 FINANCIAL ANALYSIS AND ACCOUNTING						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1.Understand and apply accounting concepts, principles and conventions for their routine monetary transaction.	3	1	2	1	3	2
CO2. Understand about IFRS, Ind AS and IAS for preparation and reporting of financial statements.	3	2	2	2	3	2.4
CO3. Create and prepare financial statements and Cash flow in accordance with Generally Accepted Accounting Principles	2	2	2	2	2	2
CO4. Analyse, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements.	2	3	1	3	2	2.2
CO5. Recognizing various types of accounting and utilize the technology and social responsibility in facilitating and enhancing accounting and financial reporting processes	1	3	1	3	2	2

KMBN 104 BUSINESS STATISTICS & ANALYTICS						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1. Gaining Knowledge of basic concept / fundamentals of business statistics.	3	1	2	1	3	2
CO2. To compute various measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance.	3	2	2	2	3	2.4
CO3. Evaluating basic concepts of probability and perform probability theoretical distributions	2	2	2	2	2	2
CO4. To apply Hypothesis Testing concepts and able to apply inferential statistics- t, F, Z Test and Chi Square Test	2	3	1	3	2	2.2
CO5. To perform practical application by taking managerial decision and evaluating the Concept of Business Analytics.	1	3	1	3	2	2

KMBN 105 MARKETING MANAGEMENT						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1. Remember and Comprehend basic marketing concepts.	2	1	2	1	3	1.8
CO2. Understand marketing Insights on application of basic marketing concepts.	2	2	2	2	3	2.2
CO3. Able to Apply and develop Marketing Strategies and Plans	2	2	2	2	2	2
CO4. Understand and Analyzing Business/ Consumer Markets and ability Identify & evaluate Market Segments and Targeting	1	3	1	3	2	2
CO5. Develop skills to understand the current global and digital aspect of marketing	1	3	1	3	2	2

KMBN 106 DESIGN THINKING						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1. Gain in depth knowledge about creative thinking and design thinking in every stage of problem	3	2	3	1	2	2.2
CO2. Applying design thinking to your real life problems / situations in order to evolve an innovative and workable solutions	3	2	3	2	2	2.4
CO3. Understand and implement design thinking to your real life problems / situations in order to evolve an innovative and workable solutions	3	2	3	1	2	2.2

KMBN 107 BUSINESS COMMUNICATION						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1. Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.	2	1	2	1	3	1.8
CO2. Analyse ethical, legal, cultural, and global issues affecting business Communication.	2	2	2	2	3	2.2
CO3. Develop an understanding of appropriate organizational formats and channels used in business communications	2	2	2	2	2	2
CO4. Gaining an understanding of emerging electronic modes of communication.	1	3	1	3	2	2
CO5. Developing effective verbal and non verbal communication skills.	1	3	1	3	2	2

KMBN 151 IT SKILLS LAB -1						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1. Gain in depth knowledge about the functioning of computers and its uses for managers	3	1	2	1	3	2
CO2. Learn to use Internet and its applications	3	2	2	2	3	2.4
CO3. Understand and implement Word processing software	2	2	2	2	2	2
CO4. Learn applications on Spread sheet softwares	2	3	1	3	2	2.2
CO5. Analyse and learn Presentation software	1	3	1	3	2	2

KMBN 152 MINI PROJECT - 1						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1. Gain in depth knowledge on innovative idea for product or services in form of a project report.	3	2	3	1	2	2.2
CO2. To apply innovative idea, its feasibilities and detail descriptions.	3	2	3	2	2	2.4

KMBN 201 Business Environment & Legal Aspect of Business						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1) Develop understanding and fundamental knowledge about business environment	2	1	2	1	3	1.8
CO2) Develop understanding on the concepts of Business Environment and international business environment.	2	2	2	2	3	2.2
CO3) Develop basic understanding of law of contract	2	2	2	2	2	2
CO4) understanding of provisions of Companies Act concerning incorporation and regulation of business organizations	1	3	1	3	2	2
CO5) Able to analyze case laws in arriving at conclusions facilitating business decisions.	1	3	1	3	2	2

KMBN 202 HUMAN RESOURCE MANAGEMENT						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1. Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change.	3	1	2	1	3	2
CO2. Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization.	3	2	2	2	3	2.4
CO3. Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness.	2	2	2	2	2	2
CO4.Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining.	2	3	1	3	2	2.2
CO5. Demonstrate knowledge of practical application of training and employee development as it impacts organizational strategy and competitive advantage.	1	3	1	3	2	2

KMBN 203 BUSINESS RESEARCH METHODS						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1. Knowledge of concept / fundamentals for different types of research.	3	1	2	1	3	2
CO2. Applying relevant research techniques.	3	2	2	2	3	2.4
CO3. Understanding relevant scaling & measurement techniques and should use appropriate sampling techniques	2	2	2	2	2	2
CO4.Synthesizing different techniques of coding, editing, tabulation and analysis in doing research.	2	3	1	3	2	2.2
CO5.Evaluating statistical analysis which includes ANOVA technique and prepare research report.	1	3	1	3	2	2

KMBN 204 FINANCIAL MANAGEMENT AND CORPORATE FINANCE						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1 Understand the different basic concept / Models of Corporate Finance and Governance	2	1	2	1	3	1.8
CO2 Understand the practical application of time value of money and evaluating long term investment decisions	2	2	2	2	3	2.2
CO3 Develop analytical skills to select the best source of capital, structure and leverage.	2	2	2	2	2	2
CO4 Understand the use and application of different models for firm's optimum dividend pay-out.	1	3	1	3	2	2
CO5 Understand the recent trends of mergers and acquisition and its valuation	1	3	1	3	2	2

KMBN 205 OPERATIONS MANAGEMENT						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
C01. Understand the role of Operations in overall Business Strategy of the firm - the application of OM policies and techniques to the service sector as well as manufacturing firms.	3	1	2	1	3	2
CO2. . Understand and apply the concepts of Material Management, Supply Chain Management and TQM perspectives.	3	2	2	2	3	2.4
CO3. Identify and evaluate the key factors and their interdependence of these factors in the design of effective operating systems.	2	2	2	2	2	2
CO4. Analyze / understand the trends and challenges of Operations Management in the current business environment.	2	3	1	3	2	2.2
CO5. Apply techniques for effective utilization of operational resources and managing the processes to produce good quality products and services at competitive prices.	1	3	1	3	2	2

KMBN 206 QUANTITATIVE TECHNIQUES FOR MANAGER						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1. Be able to understand the characteristics of different types of decision-making environments and the appropriate decision making approaches and tools to be used in each type.	2	1	2	1	3	1.8
CO2. To formulate linear programming problem and to find optimal solution by graphical simplex method.	2	2	2	2	3	2.2
CO3. Be able to build and solve Transportation Models and Assignment Models also to solve game theory problems by understanding pure and mix strategies.	2	2	2	2	2	2
CO4. To assign optimal sequence of difference jobs on different machines and develop understanding of queuing theory concepts.	1	3	1	3	2	2
CO5. To implement replacement of equipments at right time and able to implement project management concepts like CPM, PERT to reduce cost and time.	1	3	1	3	2	2

KMBN 207 DIGITALMARKETING AND E COMMERCE						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1. Be able to understand the concept of Digital Marketing & E-commerce in today's scenario.	2	2	2	2	3	2.2
CO2. To able to create and maintain a good website and blog posts.	2	2	2	2	2	2
CO3. Be able to understand and apply SEO and Email Marketing in today's modern world	1	3	1	3	2	2
CO4. To apply the Social Media Marketing techniques via various platforms	1	3	1	3	2	2
CO5. To implement various Analytics tools of online marketing	1	3	1	3	2	2

KMBN 208 MANAGEMENT INFORMATION SYSTEMS						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1. Be able to understand the importance of information management in business and management.	2	1	2	1	3	1.8
CO2. To understand and formulate different types of information systems in business	2	3	2	2	3	2.4
CO3. Be able to apply the theory and concepts in practical with help of software	2	2	3	2	2	2.2
CO4. To apply various security and ethical issues with Information Systems	1	3	1	3	2	2
CO5. To synthesize applications on Spread sheet and database software	1	3	1	3	2	2

KMBN 251 IT SKILLS LAB - 2						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1. To gain knowledge of pivot table and understand the validating & auditing techniques	2	2	2	2	2	2
CO2. Learn to use different charting techniques in MS Excel	1	3	1	3	2	2
CO3. Learn to use different formatting techniques in MS Excel	1	3	1	3	2	2

KMBN 252 MINI PROJECT - 2						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1. To gain knowledge of issues challenge of the industry	2	1	2	1	3	1.8
CO2. Learn to prepare report on the application of emerging technologies in the selected industry	2	3	2	2	3	2.4

KMBN 301 STRATEGIC MANAGEMENT						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO 1: Formulate organizational vision, mission, goals, and values	2	1	2	1	3	1.8
CO2. Develop strategies and action plans to achieve an organization's vision, mission, and goals.	2	2	2	2	3	2.2
CO3. Develop powers of managerial judgment, how to assess business risk, and improve ability to make sound decisions and achieve effective outcomes.	2	2	2	2	2	2
CO4. Evaluate and revise programs and procedures in order to achieve organizational goals;	1	3	1	3	2	2
CO5. Consider the ethical dimensions of the strategic management process;	1	3	1	3	2	2

KMBN 302 INNOVATION & ENTREPRENEURSHIP						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO 1: Remember and comprehend basic concepts of entrepreneurship	2	1	2	1	3	1.8
CO2: Develop knowledge on Entrepreneurial Finance, Assistance and role of Entrepreneurial Development Agencies	2	2	2	2	3	2.2
CO3: Develop understanding of converting an Idea to an opportunity and develop understanding of various funding sources	2	2	2	2	2	2
CO4: Gain in depth knowledge of innovation and its various sources	1	3	1	3	2	2
CO5: Develop understanding of various dimensions of innovation along with current trends and general awareness of innovation and startup	1	3	1	3	2	2

KMBN HR01 - TALENT MANAGEMENT						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO 1: Knowledge of Talent Management Processes	2	1	2	1	3	1.8
CO 2: Understanding for analysis of the impacts of Talent management in the organization	2	2	2	2	3	2.2
CO 3: Competency to implement Talent Management practices	2	2	2	2	2	2
CO 4: Competency to develop leadership qualities among subordinate	1	3	1	3	2	2
CO 5: Knowledge about the reward system to support Talent management	1	3	1	3	2	2

KMBN HR 02 - EMPLOYEE RELATIONS AND LABOR LAWS						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1: Knowledge of Industrial Relation framework	2	1	2	1	3	1.8
CO2: Competency to understand the importance of Employee Relation within the perspective of Industrial Relation	2	2	2	2	3	2.2
CO3: Knowledge about relevant Laws of HR management	2	2	2	2	2	2
CO4: Competency to interpreted and implement the Labor Laws within organization	1	3	1	3	2	2
CO5: Competency to use Collective Bargaining and Grievance redressal Mechanism	1	3	1	3	2	2

KMBN MK01 - CONSUMER BEHAVIOR & MARKETING COMMUNICATION						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1. Understand the three major influences on customer choice: the process of human decision making in a marketing context; the individual customers make up; the environment in which the customer is embedded.	3	1	2	1	3	2
CO2. Develop the cognitive skills to enable the application of the above knowledge to marketing decision making and activities	3	2	2	2	3	2.4
CO3. Be able to demonstrate how concepts may be applied to marketing strategy.	2	2	2	2	2	2
CO4. Apply an IMC approach in the development of an overall advertising and promotional plan.	2	3	1	3	2	2.2
CO5. Enhance creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign	1	3	1	3	2	2

KMBN MK02 - MARKETING ANALYTICS						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1. Students will develop the skill in marketing analytics	3	1	2	1	3	2
CO2. Students will be acquainted with better understanding of real life marketing data and its analysis	3	2	2	2	3	2.4
CO3.Students will develop analytical skill for effective market decision making in real life environment.	2	2	2	2	2	2

KMBN FM01 INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO 1: Understand about various investment avenues.	2	1	2	1	3	1.8
CO 2: Understand the value of assets and manage investment portfolio.	2	2	2	2	3	2.2
C0 3 : Understand various Models of Investment and its application	2	2	2	2	2	2
CO 4: Understand and create various investment strategies on the basis of various market conditions.	1	3	1	3	2	2
CO 5: Measure riskiness of a stock or a portfolio position.	1	3	1	3	2	2

KMBN FM02 - FINANCIAL PLANNING &TAX MANAGEMENT						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1: Understand about various tax provision and planning	3	1	2	1	3	2
CO2: Understand the scope tax planning concerning various business and managerial and strategic activities can be explored	3	2	2	2	3	2.4
CO3: Have Know about various Tax Dates Rates and Forms	2	2	2	2	2	2
CO4: Have Knowledge of Financial Planning and its Process	2	3	1	3	2	2.2
CO5: Have knowledge about asset allocation and retirement planning process	1	3	1	3	2	2

KMBN IB 01 - INTERNATIONAL BUSINESS MANAGEMENT						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO 1: To get an overview of the key issues and concepts of International Business.	2	1	2	1	3	1.8
CO 2: Understand how and why the world's countries differ.	2	2	2	2	3	2.2
CO 3: Understand the monetary framework in which international business transactions are conducted .	2	2	2	2	2	2
CO 4: Understand the role of International Organizations and Regional Trade blocks	1	3	1	3	2	2
CO 5: Implement the decisions for international operations in a superior manner	1	3	1	3	2	2

KMBN IB 02 - EXPORT IMPORT DOCUMENTATION						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO 1 : Identify the process of Registration process, Payment terms, Export costing and pricing	2	2	2	2	3	2.2
CO 2 : Interpret the process of Shipment procedures, & summarize the various documents used in Shipping,	2	2	2	2	2	2
CO 3: Classify the concept ofvarious incentives, benefits&risk involved in shipping process	1	3	1	3	2	2
CO 4 : Discuss the various business planning Import procedures&various export promotion schemes	1	3	1	3	2	2
CO 5 : Demonstrate the various export promotion schemes &Types of Export Houses.	1	3	1	3	2	2

KMBN IT01 - DATA ANALYTICS FOR BUSINESS DECISIONS						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1. Understand the basics of business analysis and Data Science	2	1	2	1	3	1.8
CO2. Understand data management and handling and Data Science Project Life Cycle	2	3	2	2	3	2.4
CO3. Understand the data mining concept and its techniques	2	2	3	2	2	2.2
CO4. Understand and Analyzing machine learning concept	1	3	1	3	2	2
CO5. Understand the application of business analysis in different domain	1	3	1	3	2	2

KMBN IT02 - AI AND MACHINE LEARNING FOR BUSINESS						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO 1 To understand the need of Machine Learning & Statistics for solving various problems.	2	2	2	2	2	2
CO 2: To understand the basic concepts of Supervised and Unsupervised learning.	1	3	1	3	2	2
CO 3: To apply regression analysis on the data available.	1	3	1	3	2	2
CO 4 To design appropriate machine learning and apply on real world problems	2	1	2	1	3	1.8
CO 5 To optimize different Machine Learning & Deep Learning Techniques	2	3	2	2	3	2.4

KMBN OM01 SUPPLY CHAIN & LOGISTICS MANAGEMENT						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO 1: Apply the basic framework of Supply Chain Management and basic concepts in logistics	2	1	2	1	3	1.8
CO 2: Knowledge about distribution, warehousing and its roles in strategic planning with supply chain	2	3	2	2	3	2.4
CO 3: Competency to analyze and use inventory management methodologies and evaluate and select transportation modes	2	2	3	2	2	2.2
CO 4: Assess the strategic role and impact of IT on supply chain integration	1	3	1	3	2	2
CO 5: Knowledge about the latest trends in SCM and logistics	1	3	1	3	2	2

KMBN OM02 OPERATIONS PLANNING & CONTROL						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1 : It will help in understanding the fundamentals of production planning and profit considerations.	2	1	2	1	3	1.8
CO2: It will provide quantitative knowledge and capability to use various product/process planning tools.	2	3	2	2	3	2.4
CO3: It will enable them to devise appropriate strategies concerning aggregate panning and cost.	2	2	3	2	2	2.2
CO4: It help in resolving complex scheduling issues by way of implementing standard scheduling procedures	1	3	1	3	2	2
CO5: It will enhance exposure to recent trends in production planning and control and increase adaptability with latest global-production practices.	1	3	1	3	2	2

KMBN 401 Emerging Technologies in Global Business Environment						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1: To get an overview of the changing context of International Business in the wake of Industry 4.0	2	1	2	1	3	1.8
CO 2 : Conceptual understanding of the new technologies that are driving change in business operations and strategy	2	2	2	2	3	2.2
CO 3: Understand shifts in economic thought and its impact on business decisions.	2	2	2	2	2	2
CO 4 : Understand changing geo politics and analyses its impact on international Business	1	3	1	3	2	2
CO 5 : Critically think about issues and challenges in the Global World and find sustainable solutions	1	3	1	3	2	2

KMBN HR 03 HR ANALYTICS						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO 1: Apply HR Analytical techniques in the areas of HRP, recruitment and selection, Compensation and Benefits and Training etc.	2	1	2	1	3	1.8
CO2: Demonstrate HR function in adding value in business terms.	2	2	1	2	3	2
CO3: Utilise soft factors in a people management context and convert them into measurable variables.	2	2	2	2	2	2
CO4: Design a Metrics and Analysis index for recruitment, performance and or a training and development context	1	3	1	3	3	2.2
CO5: Predict the issues using the available HR data and formulate the best strategies.	1	3	1	3	2	2

KMBN HR 04 PERFORMANCE AND REWARD MANAGEMENT						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO 1: Knowledge of Performance Management and Performance Appraisal	2	1	2	1	3	1.8
CO 2: Competency to understand the importance of importance of Performance Management	2	2	2	2	3	2.2
CO 3: Knowledge about the Compensation and Reward Systems	2	2	2	2	2	2
CO 4: Competency to implement the effective reward systems in the organization	1	3	1	3	2	2
CO 5: Ability to explain the relevance of competency mapping and understanding its linkage with career development	1	3	1	3	2	2

KMBN HR 05 INTERNATIONAL HRM						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO 1: Understanding the Contexts of International HRM	2	1	2	1	3	1.8
CO 2: Knowledge about the HR Processes in International Context	2	2	2	2	3	2.2
CO 3: Able to evaluate the impacts of Globalization on HRM	2	2	2	2	2	2
CO 4: Desired level of expertise on organizational	1	3	1	3	2	2
CO 5: Understanding the International culture in SHRM	1	3	1	3	2	2

KMBN MK03 B2B AND SERVICES MARKETING						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1.Understand and nature of B2B marketing	3	1	2	1	3	2
CO2. Ability to create an integrated marketing communications plan which includes promotional strategies	3	2	2	2	3	2.4
CO3.Define and apply knowledge of various aspects of managerial decision making related to pricing strategy and tactics.	2	2	2	2	2	2
CO4. Be able to identify critical issues related to service design, such as identifying and managing customer service experience, expectations, perceptions and outcomes.	2	3	1	3	2	2.2
CO5. Use critical analysis to perceive service shortcomings in reference to ingredients to create service excellence.	1	3	1	3	2	2

KMBN MK04 SALES AND RETAIL MANAGEMENT						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1: Students will develop knowledge, understanding and skills in Sales force management.	3	1	2	1	3	2
CO2: Acquainted with better understanding of implementation of sales management strategies.	3	2	2	2	3	2.4
CO3:Develop analytical skills for effective decision alternatives in sales management problems	2	2	2	2	2	2
CO4: Develop the knowledge, understanding and skills in retail management.	2	3	1	3	2	2.2
CO5: Acquainted with better understanding of implementation of retail management strategies and develop analytical skills for effective decision alternatives in retail operations.	1	3	1	3	2	2

KMBN MK05 SOCIAL MEDIA AND WEB ANALYTICS						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1: Students will develop knowledge, understanding and skills in analysis of Social Media	2	1	2	1	3	1.8
CO2: Acquainted with better understanding of implementation Web Analytics tool	2	2	2	2	3	2.2
CO3:Develop analytical skills for effective decision alternatives in social media problems	2	2	2	2	2	2
CO4: Develop the knowledge, understanding and skills in Facebook and Google analytics.	1	3	1	3	2	2
CO5: Acquainted with better understanding of implementation of web analytics strategies and develop analytical skills for effective decision alternatives in social media operations.	1	3	1	3	2	2

KMBN FM03 FINANCIAL DERIVATIVES						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1: Understand about various derivatives instruments and derivative Market structure	3	1	2	1	3	2
CO2 Understand the forward and future pricing mechanism and strategies for hedging using various futures products	3	2	2	2	3	2.4
CO3 Understand the option pricing mechanism and using options strategies for mitigating risk	2	2	2	2	2	2
CO4 Understand the Commodity derivative market	2	3	1	3	2	2.2
CO5 Understand the Swaps derivatives and their mechanism	1	3	1	3	2	2

KMBN FM 04 FOREIGN EXCHANGE AND RISK MANAGEMENT						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1 Understand the BOP and evaluation various exchange rate system	2	1	2	1	3	1.8
CO2 Understand the theories of exchange rate determination	2	2	2	2	3	2.2
CO3 Understand the foreign exchange transactions mechanism	2	2	2	2	2	2
CO4 Understand the exchange dealings	1	3	1	3	2	2
CO5 Understanding the various foreign exchange risk and its management	1	3	1	3	2	2

KMBN FM 05 FINANCIAL AND CREDIT RISK ANALYTICS						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO 1: Understand about various types of financial credit.	2	2	2	2	3	2.2
CO 2: Understand the credit risk and its rating.	2	2	2	2	2	2
C0 3 : Understanding of credit commitments and its application	1	3	1	3	2	2
CO 4: Understanding of risk management and corporate governance.	1	3	1	3	2	2
CO 5: Measure riskiness of a stock or a portfolio position.	1	3	1	3	2	2

KMBN IB03 INTERNATIONAL LOGISTICS MANAGEMENT						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1 : Understanding the issues in International Logistics for SCM	2	2	2	2	2	2
CO 2: Knowledge of Processes in Export Sales Contracts.	1	3	1	3	2	2
CO 3: Application of various techniques for Integrated Supply Chain Processes	1	3	1	3	2	2
CO 4: Knowledge of International Transportation	2	1	2	1	3	1.8
CO 5: Understanding and application Costs factors with International Logistics	2	3	2	2	3	2.4

KMBN IB04 CROSS CULTURAL MANAGEMENT						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1. Understand and apply different meanings and dimensions of “culture”	2	1	2	1	3	1.8
CO2. Describe and analyze the impact of culture on business practices	2	3	2	2	3	2.4
CO3. Explain and evaluate the impact of national culture on organizational cultures	2	2	3	2	2	2.2
CO4. Understand the impact of culture on Human Resource Management	1	3	1	3	2	2
CO5. Explain how leadership differs across cultures	1	3	1	3	2	2

KMBN IB05 INTERNATIONAL TRADE LAWS						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1. Understand the objectives and functioning of WTO	2	1	2	1	3	1.8
CO2. Review and apply the various WTO agreements for effective international trade	2	3	2	2	3	2.4
CO3. Analyze the forces that shape the international commercial laws.	2	2	3	2	2	2.2
CO4. Understand and evaluate the export import policy in India.	1	3	1	3	2	2
CO5. Analyze the recent challenges in international trade and role of international institutions	1	3	1	3	2	2

KMBN IT03 DATA BASE MANAGEMENT SYSTEM						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO 1: Knowledge about the DBMS Technology	2	2	2	2	2	2
CO 2: Understanding the business application of DBMS	1	3	1	3	2	2
CO 3: Application of DBMS for business process	1	3	1	3	2	2
CO 4: Knowledge and uses of Data mining techniques	2	1	2	1	3	1.8
CO 5: Working knowledge of DBMS Software ORACLE	2	3	2	2	3	2.4

KMBN IT04 CLOUD COMPUTING FOR BUSINESS						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO 1 Describes the main concepts, key technologies, strengths and limitations of cloud computing.	2	1	2	1	3	1.8
CO 2 Learn the enabling technologies that help in the development of cloud.	2	3	2	2	3	2.4
CO 3 Develop the ability to understand and use the architecture cloud, service and delivery models.	2	2	3	2	2	2.2
CO 4 Explain the core issues of cloud computing like cloud virtualization	1	3	1	3	2	2
CO 5 To appreciate the emergence of cloud as the next generation computing paradigm.	1	3	1	3	2	2

KMBN IT05 BUSINESS DATA WAREHOUSING & DATA MINING						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO1: Understanding of data warehousing and its functions	2	1	2	1	3	1.8
CO2: To identify the key processes of data warehousing and applications.	2	3	2	2	3	2.4
CO3: To understand data mining basic concepts	2	2	3	2	2	2.2
CO4: To understand data mining techniques to solve problems in various disciplines	1	3	1	3	2	2
CO5: Compare and evaluate data mining techniques	1	3	1	3	2	2

KMBN OM03 QUALITY MANAGEMENT						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO 1: Knowledge about the quality dimensions and its importance	2	2	2	2	2	2
CO 2: Knowledge about the techniques of quality control and its importance for organizational competitiveness	1	3	1	3	2	2
CO 3: Competency to analyze and impacts of Quality Control tools in the organization	1	3	1	3	2	2
CO 4: Understanding of the International and Indian Quality Control Standards	2	1	2	1	3	1.8
CO 5: Competency to use statistical methods for process quality control	2	3	2	2	3	2.4

KMBN OM04 PROJECT & SOURCING MANAGEMENT						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO 1: Conceptual knowledge about the procurement and sourcing management	2	1	2	1	3	1.8
CO 2: Understanding of the processes of sourcing management	2	3	2	2	3	2.4
CO 3: Competency to vendor selection and rating	2	2	3	2	2	2.2
CO 4: Assess the importance of effective sourcing	1	3	1	3	2	2
CO 5: Understanding of laws of Procurements	1	3	1	3	2	2

KMBN OM05 MANAGEMENT OF MANUFACTURING SYSTEM						
	PO 1	PO 2	PO 3	PO 4	PO 5	AVERAGE
CO 1: Conceptual knowledge of working of Manufacturing unit and complete system	2	1	2	1	3	1.8
CO 2: Understanding of the processes of and activities of Manufacturing	2	3	2	2	3	2.4
CO 3: Competency to implement effective managerial practices in manufacturing	2	2	3	2	2	2.2
CO 4: Understanding of tools for maintenance and capacity planning	1	3	1	3	2	2
CO 5: Knowledge about the support systems of manufacturing	1	3	1	3	2	2

Indirect attainment level of PO is determined based on the student exit surveys, employer surveys, co-curricular activities, extracurricular activities etc.

Example:

1. It is assumed that a particular PO has been mapped to four courses C2O1, C3O2, C3O3 and C4O1

2. PO attainment level will be based on attainment levels of direct assessment and indirect assessment

3. For affiliated, non-autonomous colleges, it is assumed that while deciding on overall attainment level 80% weightage may be given to direct assessment and 20% weightage to indirect assessment through surveys from students(largely), employers (to some extent). Program may have different weightages with appropriatejustification.

4. Assuming following actual attainmentlevels:

Direct Assessment

C201 –High (3)

C302 – Medium (2)

C303 – Low (1)

C401 – High (3)

Attainment level will be summation of levels divided by no. of courses 3+2+1+3/4= 9/4=2.25

Indirect Assessment

Surveys, Analysis, customized to an average value as per levels 1, 2 & 3. Assumed level - 2

5. PO Attainment level will be 80% of direct assessment + 20% of indirect assessment i.e. 1.8 + 0.4 =2.2.

3.2. Course Outcomes (50)

3.2.1. Describe the assessment tools and processes used to gather the data upon which the evaluation of Course Outcome is based (10)

Describe different assessment tools (semester end examinations, mid-semester tests, laboratory examinations, case studies, mini projects, minor projects, major projects, seminars, presentations, observation record, analysis of plans, reports, projects, outcome of role play and discussion and study report, student portfolios etc.) to measure the student learning and hence attainment of course outcomes. (Student portfolio is a collection of artifacts that demonstrate skills, personal characteristics and accomplishments created by the student during study period.)

The process adopted to map the assessment questions, parameters of assessment rubrics etc. to the course outcomes to be explained with examples. The process of data collection from differentassessment tools and the analysis of collected data to arrive at CO attainment levels need to be explained with examples.

The term Assessment has been widely used by educators to evaluate, measure, and document the academic readiness, learning progress, and skill acquisition of students throughout their learning in life. Different terminologies are there for assessment and evaluation such as Measurement, Tests, Examination, Appraisal and Evaluation. In education, the term assessment refers to the wide variety of methods that educators use to evaluate, measure, and document the academic readiness, learning progress, and skill acquisition. It is the process of systematically gathering information as part of an evaluation. Assessment is carried out to see what students know, understand and are able to do. Assessment is very important for tracking progress, planning next steps, reporting and involving parents, and students in learning.

Evaluation is a broader term that refers to all of the methods used to find out what happens as a result of using a specific intervention or practice. Evaluation is the systematic assessment of the worth or merit of some object. It is the systematic acquisition and assessment of information to provide useful feedback about some object. Though the terms assessment and evaluation are often used interchangeably, there are some difference in it. Assessment is defined as gathering information or evidence, and evaluation is the use of that information or evidence to make judgments.

The primary purpose of assessment is to improve students' learning and teachers' teaching as both respond to the information it provides. Assessment for learning is an ongoing process that arises out of the interaction between teaching and learning. The term 'continuous assessment' is used to describe assessments that are completed during the course module. The method is also referred to as curriculum integrated assessment or embedded assessment. Continuous assessments replace the final assessment or can be combined with the final assessment to calculate a final grade. The reason for doing continuous assessment is to secure/enable a continuous and independent work rate and learning for students during the course. It is important that students practice the assessment method before the final assessment. This 'curriculum embedded' or 'continuous assessment' allows for feedback to students and teachers.

Continuous assessment& Evaluation of Studentson Course Outcomes

- Class Participation
- Attendance
- Discipline
- Performance in Unit Test-1, Unit Test-2 and Pre University Test (PUT)
- Case Study analysis and presentation
- Research Work
- Role Play
- Management Games
- Participation in National, International Conferences, Seminars
- Participation in extra-curricular activities
- Summer Project Report
- Research Project Report

3.2.2. Record the attainment of Course Outcomes of all courses with respect to set attainment levels (40)

Program shall have set Course Outcome attainment levels for all courses.

(The attainment levels shall be set considering average performance levels in the university examination or any higher value set as target for the assessment years. Attainment level is to be measured in terms of student performance in internal assessments with respect to the Course Outcomes of a course in addition to the performance in the University examination)

Measuring Course Outcomes attained through University Examinations

Target may be stated in terms of percentage of students getting more than the university average marks or more as selected by the Program in the final examination. For cases where the university does not provide useful indicators like average or median marks etc., the program may choose an attainment level on its own with justification.

Note: In case of non affiliating institutions (Autonomous/deemed universities etc.), the attainment level targets may be set considering average performance levels in the preceding years with due justifications.

Example related to attainment levels Vs. targets: (The examples indicated are for reference only. Program may appropriately define levels)

*Attainment Level 1: **60%** students scoring more than University average percentage marks or set attainment level in the finalexamination.*

*Attainment Level 2: **70%** students scoring more than University average percentage marks or set attainment level in the finalexamination.*

*Attainment Level 3: **80%** students scoring more than University average percentage marks or set attainment level in the finalexamination.*

- *Attainment is measured in terms of actual percentage of students getting set percentage ofmarks.*
- *If targets are achieved then all the course outcomes are attained for that year. Program is expected to set higher targets for the following years as a part of continuous improvement.*
- *If targets are not achieved the program should put in place an action plan to attain the target in subsequent years.*

Measuring CO attainment through Internal Assessments: (The examples indicated are for reference only. Program may appropriately define levels)

Target may be stated in terms of percentage of students getting more than class average marks or set by the program in each of the associated COs in the assessment instruments (midterm tests, assignments, mini projects, reports and presentations etc. as mapped with theCOs)

Example

Mid-term test 1 addresses C202.1 and C202.2. Out of the maximum 20 marks for this test 12 marks are associated with C202.1 and 8 marks are associated with C202.2.

Examples related to attainment levels Vs. targets:

*Attainment Level 1: **60%** students scoring more than 60% marks out of the relevant maximum marks.*

*Attainment Level 2: **70%** students scoring more than 60% marks out of the relevant maximum marks.*

*Attainment Level 3: **80%** students scoring more than 60% marks out of the relevant maximum marks.*

- *Attainment is measured in terms of actual percentage of students getting set percentage ofmarks.*
- *If targets are achieved then the C202.1 and C202.2 are attained for that year. Program is expected to set higher targets for the following years as a part of continuous improvement.*
- *If targets are not achieved the program should put in place an action plan to attain the target in subsequentyears.*

Similar targets and achievement are to be stated for the other midterm tests/internal assessment instruments

Course Outcome Attainment:

For example:

Attainment throughUniversity Examination: Substantial i.e. 3

Attainment through Internal Assessment: Moderate i.e. 2

Assuming 80% weightage to University examination and 20% weightage to Internal assessment, the attainment calculations will be (80% of University level) + (20% of Internal level) i.e. 80% of 3 + 20% of 2 = 2.4 + 0.4 =2.8

Note: Weightage of 80% to University exams is only an example. Programs may decide weightages appropriately for University exams and internal assessment with due justification

Course Code	Course Title	Course Outcomes	Attainment Level For Each Assessment Tool								Target Attainment level	Actual Attainment	Gap Analysis
			AT1	AT2	AT3	AT4	AT5	AT6	AT7	AT8			
KMB N101	• MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR	CO 1: Developing understanding of managerial practices and their perspectives.	Unit test- I (05)	Unit test -II (05)	PUT- (20)	End term Exam (100)	case Studies (05)	Presentation (05)	Assignment (05)	Quiz (05)	70%	70.75	Attained
		CO2: Understanding and Applying the concepts of organizational behaviour											
		CO 3: Applying the concepts of management and analyze organizational behaviors in real world situations	Medium (3)	Medium (3)	High (15)	High (67)	Medium (3)	Medium (3)	Medium (3)	Medium (3)			
		CO 4: Comprehend and practice contemporary issues in management											
		CO 5: Applying managerial and leadership skills among students											

Course Code	Course Title	Course Outcomes	Attainment Level For Each Assessment Tool								Target Attainment level	Actual Attainment	Gap Analysis
			AT1	AT2	AT3	AT4	AT5	AT6	AT7	AT8			
KMBN101	• MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR	CO 1: Developing understanding of managerial practices and their perspectives.	Unit test- I (05)	Unit test - II (05)	PUT - (20)	End term Exam (100)	case Studies (05)	Presentation (05)	Assignment (05)	Quiz (05)	70%	70.75	Attained
		CO2: Understanding and Applying the concepts of organizational behaviour											
		CO 3: Applying the concepts of management and analyze organizational behaviors in real world situations	Medium (3)	Medium (3)	High (15)	High (67)	Medium (3)	Medium (3)	Medium (3)	Medium (3)			
		CO 4: Comprehend and practice contemporary issues in management											
		CO 5: Applying managerial and leadership skills among students											

CRITERION 4	Curriculum & Learning Process	125

4.1. Curriculum (50) (25 for affiliated institutions)

4.1.1. State the process for designing the program curriculum (10)

(Describe the process that periodically documents and demonstrates how the program curriculum is evolved or give the process of gap analysis, whichever is applicable, considering POs)

The MBA programme is based on the model curriculum of AICTE. On a mission mode to improve the quality of management education AICTE has taken up a major initiative of revising curriculum as a major reform for improving quality of management education of AICTE approved institutions in the country. AICTE takes several initiatives for revision of the curriculum of management programs so as to meet the changing requirements of industry. Keeping in view the latest industry trends, digital economy and market requirements, curriculum revision is made. Collecting input from all the key stakeholders of the management education (namely, industry, academia, and alumni), benchmarking with top Indian and foreign business schools, and also referring the future of the jobs report of world economic forum, the review committee members of the model curriculum and special invites from the different part of the country conducted the catch ball process.

Adopting consultation process, the committee members, developed the program structure, and identified the core and elective courses. The revised curriculum emphasizes an intensive, flexible core in management education with large number of specializations and electives. Overall, an attempt has been made to connect theory to practice and equip MBA students to meet the ever-changing needs of the industry.

Dr. A.P.J. Abdul Kalam Technical University, Lucknow (APJAKTU) is affiliating in nature and its jurisdiction spans the entire state of U.P. in affiliating M.B.A. and

other courses. MBA Course Structure is in accordance with AICTE Model Curriculum prepared by Board of Studies members of APJAKTU having the eminent personalities from academics and Industry. Dr. A.P.J. Abdul Kalam Technical University, Lucknow also constituted Industry Consultation Committee (ICC) to guide the students for preparing their summer project reports during summer internships. The model curriculum provides flexibility in designing curriculum and assigning credits based on the course content and hour of teaching. The Model Curriculum provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective and open elective courses. It provides a cafeteria type approach in which the students can take courses of their choice, learn at their own pace, undergo additional courses and acquired more than the required credits, and adopt an interdisciplinary approach to learning. The Model curriculum provides choice for students to select from the prescribed courses.

Sequencing Plan for the MBA Curriculum

Semester Course Coverage
I Semester & II Semester Core Subjects, Lab / Practical
Summer Training
III Semester & IV Semester Core Subjects and Specialization Subjects

Curriculum

The 2 year curriculum has been divided into 4 semesters and include lectures, tutorials, practical's, seminars and projects etc. in addition to industrial training and educational tour, etc. as defined in the scheme and executive instructions issued by the University from time to time. The curriculum also includes such other curricular, co-curricular and extracurricular activities as may be prescribed by the AKTU, Lucknow from time to time.

Courses

There are two types of courses.

(i) Core Courses: This is the course which is to be compulsorily studied by a student as a core requirement to complete the requirements of a program in a said discipline of study.

(ii) Elective Courses: This is course, which can be chosen from the pool of papers. It may be supportive to the discipline/ providing extended scope/enabling an exposure to some other discipline / domain / nurturing student proficiency skills.

Examination

- The performance of a student in a semester is evaluated through continuous class assessment and end semester examination. The continuous assessment shall be based on class tests, assignments/tutorials, quizzes/viva-voce and attendance. The marks for continuous assessment (Sessional marks) is awarded at the end of the semester. The end semester examination is comprised of written papers, practical's and viva-voce, project work or by means of any combination of these methods.
- The distribution of marks is based on sessional, end semester theory papers, practical's and other examinations, seminar, project and industrial training. The practical's, viva-voce, projects and reports is examined/evaluated through internal and external examiners as and when required.
- The marks obtained in a subject shall consist of marks allotted in end semester theory paper and sessional work.

Award of Sessional Marks

Sessional marks for theory subjects is awarded as prescribed and at present the break-up of sessional marks shall be as follows:

Theory Subjects:

- Class test which will comprise 30% of total theory marks with two mid-term tests of equal weightage.
- Teacher Assessment Tutorial/Assignment/ Quizzes/ Attendance comprises 20% of total theory marks.

Award of Summer Training Project Reports

Each student has to successfully complete a following project for the award of MBA degree

- At the end of second semester examination, it is mandatory for every student of MBA to undergo on -the-job practical training in any manufacturing, service or financial organization. The training is of 6 to 8 weeks duration. The Institute facilitate this compulsory training for students.

- The student, after the completion of training submits a report to the Institute which form part of third semester examination.

Award of Research Project Report

In fourth semester, the candidates have to submit a Research Project Report on a problem / topic (from the specialization areas) under the supervision of a core faculty member of the department.
Both Project (Summer Training Report & Research Project Report) is treated as project work.

2016

DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW

List of Convener/Member for the Subject: MBA

S. No.	Constitution of BOS	Name	Position
1	**Vice Chancellor**	**Ex-Officio**	**Chairman**
2	One senior teacher not below the rank of Professor in the subject shall be appointed as Chairman by the Vice-Chancellor	**Dr. RK Singhal,** Head of Department, MBA ABES Engineering College, Ghaziabad	**Chairman**
3	Five senior teachers from the University or affiliated colleges having at least five years teaching experience, nominated by the Vice-Chancellor from the categories of Professor, Reader/Assistant Professor and Lecturer. Provided that at least one person shall belong to each category and no two teachers shall belong to the same college.	**1. Prof. Ajay Prakash** Director, ICCMRT, Lucknow **2. Dr. Ruchi Tyagi,** Dean Academics, Diwan Institute & Mgmt., Meerut **3. Dr. Rajendra Sinha** Director, Jhunjhunwala Business School, Faizabad **4. Prof. Alok Kumar** Dean Research & Development School of Management Science, Varanasi mail. alokkumar@smsvaransi.com **5. Dr. Arvind Singh** MBA Department, RKGIT, Ghaziabad mail. dras@rkgit.adu.in	**Member**
4	Three persons possessing expert knowledge of the subject, not in the service of UPTU or any of its colleges, to be nominated by the Vice Chancellor from eminent Institutions, Research organizations and Industry.	**1- Prof. S.K. Singh,** MBA Department, BHU, Varasnasi **2- Prof. Manoj Patwardhan,** MBA Department, IIITM Gwalior mail. manojp@iitm.ac.in Mob. 751-2320034 **3- Prof. Pankaj Kumar,** Dean (Planning &Development) IIM, Lucknow	**Member**

2018

डा0 एपीजे अब्दुल कलाम प्राविधिक विश्वविद्यालय
(पूर्ववर्ती उ0प्र0प्राविधिक विश्वविद्यालय, लखनऊ)
सेक्टर–11, जानकीपुरम विस्तार, लखनऊ–226031
ई–मेल : Dean.ugse@aktu.ac.in

पत्रांक: ए.के.प्रा.वि./डीनयूजी .का./2018/ दिनांक: फरवरी, 2018

कार्यालय ज्ञाप

विश्वविद्यालय की प्रथम विनियमावली–2010 के बिन्दु–5.07 में उल्लिखित MBA अध्ययन बोर्ड का गठन विनियमावली के बिन्दु 5.08 पर दी गयी व्यवस्था के अनुसार मा0 कुलपति महोदय द्वारा निम्नानुसार अध्ययन बोर्ड का गठन किया जाता है।

S. No.	Constitution of BOS	Name	Position
1	One senior teacher not below the rank of Professor in the subject shall be appointed as Chairman by the Vice-Chancellor	**Dr. R K Singhal,** ABES Engineering College, Ghaziabad assodean.fm@aktu.ac.in 9899604581	**Convener**
2	Five senior teachers from the University or affiliated colleges having at least five years teaching experience, nominated by the Vice-Chancellor from the categories of Professor, Reader/Assistant Professor and Lecturer. Provided that at least one person shall belong to each category and no two teachers shall belong to the same college.	**1. Dr. Anant Srivastava** Shri Rammurti Smarak College of Engg. & Tech. Unnao anant@srms.ac.in 9412738659 **2.Prof. Ajay Prakash** ICCMRT, Lucknow principal@iccmrt.ac.in 9415744486 **3. Dr. Vaishali Goyal** MIET,Meerut vaishali.goel@miet.ac.in 9412619853 **4. Dr. Manish Agarwal** MIT College of Managemant, Moradabad magarwal173@gmail.com 9917303531 **5. Dr. Arvind Singh** RKGIT, Ghaziabad dras@rkgit.edu.in 9310089910	**Co-convener** **Member**

3	Three persons possessing expert knowledge of the subject, not in the service of UPTU or any of its colleges, to be nominated by the Vice Chancellor from eminent Institutions, Research organizations and Industry.	1. **Dr. Jogendra Kumar Nayak** IIT, Roorkee, jogknfdm@iitr.ac.in 9627204370 2. 3. **Dr. Mukesh Pandey** College of Agri. Business management, GB Pant University of Ag. Pant Nagar mukeshpandey22@gmail.com 9411791572 3. **Prof. Pankaj Kumar,** IIM, Lucknow pankaj@iiml.ac.in 9415307900 4. **Dr. Tarun Singh Gangwar** ICCMRT, Lucknow **5. Dr. BBS Parihar** R.B.S. Management Technical Campus, Agra drbbsp@gmail.com 9412588352 6. **Mr. Ajay Bhatt** GM(HR), M/s. B.L. Agro industries Ltd. Bareilly. gmhra@blagro.org	**Member** **Special Invitee**

उपरोक्त अध्ययन बोर्ड का कार्यकाल तीन वर्षों का होगा। अध्ययन बोर्ड के मा0 सदस्यों से अनुरोध है कि उनके द्वारा विश्वविद्यालय की विनियमावली के बिन्दु 5.09 : ''अध्ययन बोर्ड सम्बन्धित विषयों में पाठ्यक्रम के बारे में संकाय बोर्ड की सहायता करेगा'' एवं 5.10 : ''अध्ययन बोर्ड परीक्षा समिति के लिए परीक्षकों की सूची प्रस्तुत करेगा'' के अनुसार कार्य सम्पादित किया जायेगा। उपरोक्त अध्ययन बोर्ड की बैठक में प्रतिभाग करने हेतु मा0 अध्यक्ष एवं सदस्यों को पारिश्रमिक एवं यात्रा भत्ता का भुगतान विश्वविद्यालय के नियमानुसार दिया जायेगा।

भवदीय

(प्रो0 विनीत कंसल)
डीन0यू0जी0,
ए0के0टी0यू0, लखनऊ

पृष्ठांकन सं0 एवं दिनॉक उपरोक्त।

प्रतिलिपि निम्नांकित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित:-

1. अध्ययन बोर्ड के अध्यक्ष एवं सदस्यगण।
2. कुल सचिव डॉ0 ए0के0टी0यू0 लखनऊ।
3. वित्त अधिकारी, डॉ0 ए0के0टी0यू0 लखनऊ।
4. परीक्षा नियंत्रक, डॉ0 ए0के0टी0यू0 लखनऊ।
5. समन्वयक TEQIP III डॉ0 ए0के0टी0यू0 लखनऊ।
6. सिस्टम मैनेजर डॉ0 ए0के0टी0यू0 लखनऊ।
7. स्टाफ आफिसर, कुलपति कार्यालय, मा0 कुलपति महोदय, के अवलोकनार्थ।
8. गार्ड फाइल।

(प्रो0 विनीत कंसल)
डीन0यू0जी0,
ए0के0टी0यू0, लखनऊ

डॉ0 ए0पी0जे0 अब्दुल कलाम प्राविधिक विश्वविद्यालय उत्तर प्रदेश
Sector- 11, Jankipuram Vistar Yojna , Sitapur Road, Lucknow (U.P.) 226031
E-Mail Id: deanugseoffice@aktu.ac.in, dean.ugse@aktu.ac.in

DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, UTTAR PRADESH, LUCKNOW

Board of Studies
अध्ययन बोर्ड के गठन

(EFFECTIVE FROM THE SESSION: 2020)

Textile Engineering	Carpet & Textile Chemistry
	Textile Chemistry
	Textile Technology
	Handloom & Textile Technology 2020-21
Bachelor of Pharmacy	**B.Pharma**
Bachelor of Architecture	**Architecture**
B.Voc	B.Voc
Hotel Management	BHMCT
BAFD/BFA	BFA
	BFAD
MBA	MBA
	MBA (Integrated)
	MBA (**Travel & Tourism**) 2020-21
	MBA(Business Analytics) 2020-21
	MBA(Logistics and Supply Chain Management) 2020-21

2020

डॉ0 ए0पी0जे0 अब्दुल कलाम प्राविधिक विश्वविद्यालय उत्तर प्रदेश
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E-Mail Id: deanugseoffice@aktu.ac.in, dean.ugse@aktu.ac.in

पत्रांक : ए0के0टी0यू0 / डीन यू0जी0 / 2020 / 400A दिनाँक: 3 जून, 2020

कार्यालय ज्ञाप

विश्वविद्यालय के कार्यालय ज्ञाप संख्या ए.के.प्रा.वि. / डीन यूजी का. / 2018 / 8936 दिनांक 21 फरवरी, 2018 द्वारा गठित मैनेजमेन्ट अध्ययन बोर्ड में संशोधन करते हुए माननीय कुलपति महोदय द्वारा अध्ययन बोर्ड के गठन पर अनुमोदन निम्नवत प्रदान किया गया है:–

S.N		Name	Address	Position
1	One senior teacher not below the rank of Professor in the subject shall be appointed as Chairman by the Vice-Chancellor	Dr. R K Singhal	Head of Department, MBA ABES Engineering College, Ghaziabad	Convener
2	Five senior teachers from the University or affiliated colleges having at least five years teaching experience, nominated by the Vice-Chancellor from the categories of Professor, Reader/ Assistant Professor and Lecturer. Provided that at least one person shall belong to each category and no two teachers shall belong to the same college.	Dr. Anant Srivastava	Director, Shri Rammurti Smarak College of Engg. & Tech. Unnao	Co-convener
3		Prof. (Dr.) B.B.S. Parihar	Director R.B.S. Management Technical Campus, Agra	Member
4		Dr. Vaishali Goyal	MIET, Meerut	Member
5		Dr. Manish Agarwal	Director, MIT College of Managemant, Moradabad	Member
6		Prof. (Dr.) Arvind Singh	Director, Sunder Deep College of Management & Technology ,Ghaziabad-201015, India	Member
7	Three persons possessing expert knowledge of the subject, not in the service of UPTU or any of its colleges, to be nominated by the Vice Chancellor from eminent Institutions, Research organization and Industry.	Dr. Jogendra Kumar Nayak	Associate Professor (Marketing), Department of Management StudiesIIT, Roorkee	Member
8		Prof. Pankaj Kumar	Professor of Human Resource Management, IIM Lucknow	Member
9		Prof. Ganesh Prasad Sahu	Professor & Head School of Management Studies MNNIT, Allahabad	Member
10	Special Invitee nominated by the Vice Chancellor from eminent Institutions, Research organization and Industry.	Prof. Ajay Prakash	Shri Ramswaroop Memorial University, Lucknow	Special Invitee
11		Mr. Ajay Bhatt	GM (HR), M/s. B.L. Agro industries Ltd. Bareilly.	Special Invitee

भवदीय

(प्रो0 सुबोध वैरिया)
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पृष्ठांकन सं0 एवं दिनाँक उपरोक्त।
प्रतिलिपि: निम्नांकित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित:–

1. कुल सचिव, ए0के0टी0यू0, लखनऊ।
2. वित्त अधिकारी, ए0के0टी0यू, लखनऊ।
3. परीक्षा नियन्त्रक, ए0के0टी0यू0 लखनऊ।
4. अध्ययन बोड के संयोजक एवं सदस्यगण।
5. स्टाफ आफिसर, कुलपति कार्यालय, मा0 कुलपति महोदय, के अवलोकनार्थ।

(प्रो0 सुबोध वैरिया)
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4.1.1. Structure of the Curriculum (10)

MBA 1st Year Course Structure in accordance with AICTE Model Curriculum Effective w.e.f. Academic Session 2020-21

Semester I

SN	Codes	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	KMBN101	MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR	4	0	0	30	20	0	50	100	0	150	3
2	KMBN102	MANAGERIAL ECONOMICS	4	0	0	30	20	0	50	100	0	150	3
3	KMBN103	FINANCIAL ACCOUNTING & ANALYSIS	3	1	0	30	20	0	50	100	0	150	3
4	KMBN104	BUSINESS STATISTICS & ANALYTICS	3	1	0	30	20	0	50	100	0	150	3
5	KMBN105	MARKETING MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3
6	KMBN106	DESIGN THINKING	2	0	0	15	10	0	25	50		75	2
7	KMBN107	BUSINESS COMMUNICATION	3	1	0	30	20	0	50	100	0	150	3
		LAB / PRACTICALS											
8	KMBN151	IT SKILLS LAB -1	0	0	3	0		50	50	-	100	150	3
9	KMBN152	MINI PROJECT -1	0	0	3	0	0	25	25	0	50	75	3
												1200	26

2020-21

Semester II

SN	CODE	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	KMBN201	BUSINESS ENVIRONMENT & LEGAL ASPECT OF BUSINESS	4	0	0	30	20	0	50	100	0	150	3
2	KMBN202	HUMAN RESOURCE MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3
3	KMBN203	BUSINESS RESEARCH METHODS	4	0	0	30	20	0	50	100	0	150	3
4	KMBN204	FINANCIAL MANAGEMENT & CORPORATE FINANCE	3	1	0	30	20	0	50	100	0	150	3
5	KMBN205	OPERATIONS MANAGEMENT	3	1	0	30	20	0	50	100	0	150	3
6	KMBN206	QUANTITATIVE TECHNIQUES FOR MANAGERS	3	1	0	30	20	0	50	100	0	150	3
7	KMMN207	DIGITAL MARKETING & E COMMERCE	4	0	0	30	20	0	50	100	0	150	3
8	KMBN208	MANAGEMENT INFORMATION SYSTEMS	2	0	0	15	10	0	25	50	0	75	2
			LAB / PRACTICALS										
9	KMBN251	IT SKILLS LAB-2	0	0	2	0	0	25	25	0	0	25	1
10	KMBN252	MINI PROJECT -2	0	0	3	0	0	25	25	0	25	50	2
												1200	26

L/T/P – Lecture/Tutorial/Practical, CT/TA/PS- Class Test/Teachers Assessment/Practical Session, TE/PE- Term End/ Practical End

MBA 1st Year Course Structure in accordance with AICTE Model Curriculum
Effective w.e.f. Academic Session 2018

SEMESTER - I

S. No	CODE	SUBJECT	PERIODS			EVALUATION SCHEME				END SEMESTER		TOTAL	CREDIT
			L	T	P	CT	TA	TOTAL	PS	TE	PE		
1	KMB 101	MANAGEMENT CONCEPT & INDIAN ETHOS	4	0	0	30	20	50	0	100	0	150	3
2	KMB102	MANAGERIAL ECONOMICS	4	0	0	30	20	50	0	100	0	150	3
3	KMB103	FINANCIAL ACCOUNTING FOR MANAGERS	4	0	0	30	20	50	0	100	0	150	3
4	KMB104	BUSINESS STATISTICS AND ANALYSIS	4	0	0	30	20	50	0	100	0	150	3
5	KMB105	ORGANISATIONAL BEHAVIOUR	4	0	0	30	20	50	0	100	0	150	3
6	KMB106	MARKETING MANAGEMENT - I	4	0	0	30	20	50	0	100	0	150	3
7	KMB107	BUSINESS COMMUNICATION	4	0	0	30	20	50	0	100	0	150	3
8	KMB108	COMPUTER APPLICATION IN MANAGEMENT	3	0	1	30	20	50	0	100	0	150	3
9	NON CREDIT	DEVELOPING SOFT SKILLS & PERSONALITY	2	0	0							0	0
		TOTAL										1200	24

SEMESTER - II

S. No	CODE	SUBJECT	PERIODS			EVALUATION SCHEME				END SEMESTER		TOTAL	CREDIT
			L	T	P	CT	TA	TOTAL	PS	TE	PE		
1	KMB 201	BUSINESS ENVIRONMENT	4	0	0	30	20	50	0	100	0	150	3
2	KMB202	HUMAN RESOURCE MANAGEMENT	4	0	0	30	20	50	0	100	0	150	3
3	KMB203	BUSINESS RESEARCH METHODS	4	0	0	30	20	50	0	100	0	150	3
4	KMB204	FINANCIAL MANAGEMENT & CORPORATE FINANCE	4	0	0	30	20	50	0	100	0	150	3
5	KMB205	OPERATIONS MANAGEMENT	4	0	0	30	20	50	0	100	0	150	3
6	KMB206	QUANTITATIVE TECHNIQUES FOR MANAGERS	4	0	0	30	20	50	0	100	0	150	3
7	KMB207	LEGAL ASPECTS OF BUSINESS	4	0	0	30	20	50	0	100	0	150	3
8	KMB208	MARKETING MANAGEMENT – II	4	0	0	30	20	50	0	100	0	150	3
9	KMB209	COMPREHENSIVE VIVA	0	0	0					100	0	100	3
10	NON CREDIT	DEVELOPING SOFT SKILLS & PERSONALITY	2	0	0							0	0
		TOTAL										1300	27

DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY

LUCKNOW

Teaching and Evaluation Scheme

For

MBA Main Second Year

AS PER AICTE MODEL CURRICULUM

(Effective from the Academic Session: 2021-22)

MBA II Year Teaching and Evaluation Scheme
W.E.F. Academic Session 2021-22
(In Accordance with AICTE Model Curriculum & New Education Policy)

SEMESTER III

SNo	Codes	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	KMBN301	STRATEGIC MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3
2	KMBN302	INNOVATION AND ENTREPRENEURSHIP	4	0	0	30	20	0	50	100	0	150	3
3	KVE 301	HUMAN VALUES AND ETHICS	3	1	0	30	20	0	50	100	0	150	3
4		Elective- 1 Specialization Group-1	4	0	0	30	20	0	50	100	0	150	3
5		Elective -2 Specialization Group-1	4	0	0	30	20	0	50	100	0	150	3
6		Elective -1 Specialization Group-2	4	0	0	30	20	0	50	100	0	150	3
7		Elective -2 Specialization Group-2	4	0	0	30	20	0	50	100	0	150	3
8	KMBN308	Summer Training Project Report & Viva Voce	0	2	0	0	50	0	50	0	100	150	4
		TOTAL										1200	25

SEMESTER IV

SNo	Codes	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	KMBN401	Emerging Technologies in Global Business Environment	4	0	0	30	20	0	50	100	0	150	3
2		Elective- 3 Specialization Group-1	4	0	0	30	20	0	50	100	0	150	3
3		Elective -4 Specialization Group-1	4	0	0	30	20	0	50	100	0	150	3
4		Elective- 5 Specialization Group-1	4	0	0	30	20	0	50	100	0	150	3
5		Elective -3 Specialization Group-2	4	0	0	30	20	0	50	100	0	150	3
6		Elective -4 Specialization Group-2	4	0	0	30	20	0	50	100	0	150	3
7		Elective -5 Specialization Group-2	4	0	0	30	20	0	50	100	0	150	3

8	KMBN408	Research Project Report & Viva Voce	0	2	0	0	50	0	50	0	100	150	4
		TOTAL										1200	25

Specialization Group: HUMAN RESOURCE (HR)

Elective Subjects in III Semester

S.No.	Code	Course Title
1	KMBN HR01	TALENT MANAGEMENT
2	KMBN HR02	EMPLOYEE RELATIONS AND LABOUR LAWS

Elective Subjects in IV Semester

S.No.	Code	Course Title
1	KMBN HR03	HR ANALYTICS
2	KMBN HR04	PERFORMANCE AND REWARD MANAGEMENT
3	KMBN HR05	INTERNATIONAL HRM

Specialization Group: MARKETING (MK)

Elective Subjects in III Semester

S.No.	Code	Course Title
1	KMBN MK01	CONSUMER BEHAVIOUR AND MARKETING COMMUNICATION
2	KMBN MK02	MARKETING ANALYTICS

Elective Subjects in IV Semester

S.No.	Code	Course Title
1	KMBN MK03	B2B AND SERVICES MARKETING
2	KMBN MK04	SALES AND RETAIL MANAGEMENT
3	KMBN MK05	SOCIAL MEDIA AND WEB ANALYTICS

Specialization Group: **FINANCE (FM)**

Elective Subjects in III Semester

S.No.	Code	Course Title
1	KMBN FM01	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT
2	KMBN FM02	FINANCIAL PLANNING AND TAX MANAGEMENT

Elective Subjects in IV Semester

S.No.	Code	Course Title
1	KMBN FM03	FINANCIAL DERIVATIVES
2	KMBN FM04	FOREIGN EXCHANGE AND RISK MANAGEMENT
3	KMBN FM05	FINANCIAL AND CREDIT RISK ANALYTICS

Specialization Group: **INTERNATIONAL BUSINESS (IB)**

Elective Subjects in III Semester

S.No.	Code	Course Title
1	KMBN IB01	INTERNATIONAL BUSINESS MANAGEMENT
2	KMBN IB02	EXPORT IMPORT DOCUMENTATION

Elective Subjects in IV Semester

S.No.	Code	Course Title
1	KMBN IB03	INTERNATIONAL LOGISTICS
2	KMBN IB04	CROSS CULTURAL MANAGEMENT
3	KMBN IB05	INTERNATIONAL TRADE LAWS

Specialization Group: **INFORMATION TECHNOLOGY (IT)**

Elective Subjects in III Semester

S.No.	Code	Course Title
1	KMBN IT01	DATA ANAYTICS FOR BUSINESS DECISIONS

2	KMBN IT02	AI AND ML FOR BUSINESS

Elective Subjects in IV Semester

S.No.	Code	Course Title
1	KMBN IT03	DATA BASE MANAGEMENT SYSTEM
2	KMBNI T04	CLOUD COMPUTING FOR BUSINESS
3	KMBN IT05	BUSINESS DATA WAREHOUSING & DATA MINING

Specialization Group: **OPERATION MANAGEMENT (OM)**

Elective Subjects in III Semester

1	KMBN OM 01	SUPPLY CHAIN & LOGISTICS MANAGEMENT
2	KMBN OM 02	OPERATIONS PLANNING & CONTROL

Elective Subjects in IV Semester

3	KMBN OM 03	QUALITY MANAGEMENT
4	KMBN OM 04	PROJECT & SOURCING MANAGEMENT
5	KMBN OM 05	MANAGEMENT OF MANUFACTURING SYSTEM

MBA Scheme of Teaching & Evaluation for Session 2019-20

SEMESTER III											
S. No.	Code	Course Title	Periods			Evaluation Scheme				Total	Credit
						Sessional Exams					
			L	T	P	CT	TA	Total	ESE		
1	KMB301	Strategic Management	4	0	0	30	20	50	100	150	3
2	KMB302	International Business Management	4	0	0	30	20	50	100	150	3
3		Specialization Group -1 Elective 1*	4	0	0	30	20	50	100	150	3
4		Specialization Group -1 Elective 2*	4	0	0	30	20	50	100	150	3
5		Specialization Group -1 Elective 3*	4	0	0	30	20	50	100	150	3
6		Specialization Group -2 Elective 1*	4	0	0	30	20	50	100	150	3
7		Specialization Group -2 Elective 2*	4	0	0	30	20	50	100	150	3
8	KMB303	Summer Training Project Report & Viva Voce	2	0	0	0	0	50	100	150	3
		TOTAL							**800**	**1200**	**24**

SEMESTER IV											
S. No.	Code	Course Title	Evaluation Scheme								Credit
			Sessional Exams								
			L	T	P	CT	TA	Total	ESE	Total	
1	KMB401	Project Management	4	0	0	30	20	50	100	150	3
2	KMB402	Entrepreneurship Development	4	0	0	30	20	50	100	150	3
3	KVE401	Universal Human Values and Professional Ethics	4	0	0	30	20	50	100	150	3
4		Specialization Group -1 Elective 4*	4	0	0	30	20	50	100	150	3
5		Specialization Group -1 Elective 5*	4	0	0	30	20	50	100	150	3
6		Specialization Group -2 Elective 3*	4	0	0	30	20	50	100	150	3
7	KMB405	Research Project Report and Viva Voce	4	0	0	0	0	100	200	300	6
		TOTAL							**800**	**1200**	**24**

Specialization Group: Human Resource

Elective Papers in III Semester

S. No	Code	Course Title
1	KMBHR01	Talent Management
2	KMBHR02	Performance and Reward Management
3	KMBHR03	Employee Relations and Labour Laws

Elective Papers in IV Semester

S. No	Code	Course Title
1	KMBHR04	Strategic Human Resource Management
2	KMBHR05	International Human Resource Management

Specialization Group: Marketing

Elective Papers in III Semester

S. No	Code	Course Title
1	KMBMK01	Sales & Retail Management
2	KMBMK02	Consumer Behaviour& Marketing Communications
3	KMBMK03	Digital & Social Media Marketing

Elective Papers in IV Semester

S. No	Code	Course Title
1	KMBMK04	Marketing of Services
2	KMBMK05	Marketing Analytics

Specialization Group: Finance

Elective Papers in III Semester

S. No	Code	Course Title
1	KMBFM01	Investment Analysis & Portfolio Management
2	KMBFM02	Tax Planning and Management
3	KMBFM03	Financial Market & Services

Elective Papers in IV Semester

S. No	Code	Course Title
1	KMBFM04	Working Capital Management
2	KMBFM05	Financial Derivatives

Specialization Group: International Business

Elective Papers in III Semester

S. No	Code	Course Title
1	KMBIB01	International Marketing
2	KMBIB02	International Logistics
3	KMBIB03	Export Import Documentation

Elective Papers in IV Semester

S. No	Code	Course Title
1	KMBIB04	International Trade Laws
2	KMBIB05	Cross Cultural Management

Specialization Group: Information Technology

Elective Papers in III Semester

S. No	Code	Course Title
1	KMBIT01	Enterprise Resource Planning
2	KMBIT02	Web Technology & E- Commerce
3	KMBIT03	Cloud Computing for Business

Elective Papers in IV Semester

S. No	Code	Course Title
1	KMBIT04	Database Management System
2	KMBIT05	System Analysis & Design

Specialization Group: Operations Management

Elective Papers in III Semester

S. No	Code	Course Title
1	KMBOM01	Supply Chain & Logistics Management
2	KMBOM02	Operations Planning and Control
3	KMBOM03	Quality Toolkit For Managers

Elective Papers in IV Semester

S. No	Code	Course Title
1	KMBOM04	Sourcing Management
2	KMBOM05	Management of Manufacturing System

Seminars, project works may be considered as practical

4.1.2. Structure of the Curriculum (10)

MBA 1st Year Course Structure in accordance with AICTE Model Curriculum Effective w.e.f. Academic Session 2020-21

Semester I

SN	Codes	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	KMBN101	MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR	4	0	0	30	20	0	50	100	0	150	3
2	KMBN102	MANAGERIAL ECONOMICS	4	0	0	30	20	0	50	100	0	150	3
3	KMBN103	FINANCIAL ACCOUNTING & ANALYSIS	3	1	0	30	20	0	50	100	0	150	3
4	KMBN104	BUSINESS STATISTICS & ANALYTICS	3	1	0	30	20	0	50	100	0	150	3
5	KMBN105	MARKETING MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3
6	KMBN106	DESIGN THINKING	2	0	0	15	10	0	25	50		75	2
7	KMBN107	BUSINESS COMMUNICATION	3	1	0	30	20	0	50	100	0	150	3
LAB / PRACTICALS													
8	KMBN151	IT SKILLS LAB -1	0	0	3	0		50	50	-	100	150	3
9	KMBN152	MINI PROJECT -1	0	0	3	0	0	25	25	0	50	75	3
												1200	26

2020-21

Semester II

SN	CODE	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	KMBN201	BUSINESS ENVIRONMENT & LEGAL ASPECT OF BUSINESS	4	0	0	30	20	0	50	100	0	150	3
2	KMBN202	HUMAN RESOURCE MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3
3	KMBN203	BUSINESS RESEARCH METHODS	4	0	0	30	20	0	50	100	0	150	3
4	KMBN204	FINANCIAL MANAGEMENT & CORPORATE FINANCE	3	1	0	30	20	0	50	100	0	150	3
5	KMBN205	OPERATIONS MANAGEMENT	3	1	0	30	20	0	50	100	0	150	3
6	KMBN206	QUANTITATIVE TECHNIQUES FOR MANAGERS	3	1	0	30	20	0	50	100	0	150	3
7	KMMN207	DIGITAL MARKETING & E COMMERCE	4	0	0	30	20	0	50	100	0	150	3
8	KMBN208	MANAGEMENT INFORMATION SYSTEMS	2	0	0	15	10	0	25	50	0	75	2
			LAB / PRACTICALS										
9	KMBN251	IT SKILLS LAB-2	0	0	2	0	0	25	25	0	0	25	1
10	KMBN252	MINI PROJECT -2	0	0	3	0	0	25	25	0	25	50	2
												1200	26

L/T/P – Lecture/Tutorial/Practical, CT/TA/PS- Class Test/Teachers Assessment/Practical Session, TE/PE- Term End/ Practical End

MBA 1st Year Course Structure in accordance with AICTE Model Curriculum
Effective w.e.f. Academic Session 2018

SEMESTER - I

S. No	CODE	SUBJECT	PERIODS			EVALUATION SCHEME				END SEMESTER		TOTAL	CREDIT
			L	T	P	CT	TA	TOTAL	PS	TE	PE		
1	KMB 101	MANAGEMENT CONCEPT & INDIAN ETHOS	4	0	0	30	20	50	0	100	0	150	3
2	KMB102	MANAGERIAL ECONOMICS	4	0	0	30	20	50	0	100	0	150	3
3	KMB103	FINANCIAL ACCOUNTING FOR MANAGERS	4	0	0	30	20	50	0	100	0	150	3
4	KMB104	BUSINESS STATISTICS AND ANALYSIS	4	0	0	30	20	50	0	100	0	150	3
5	KMB105	ORGANISATIONAL BEHAVIOUR	4	0	0	30	20	50	0	100	0	150	3
6	KMB106	MARKETING MANAGEMENT - I	4	0	0	30	20	50	0	100	0	150	3
7	KMB107	BUSINESS COMMUNICATION	4	0	0	30	20	50	0	100	0	150	3
8	KMB108	COMPUTER APPLICATION IN MANAGEMENT	3	0	1	30	20	50	0	100	0	150	3
9	NON CREDIT	DEVELOPING SOFT SKILLS & PERSONALITY	2	0	0							0	0
		TOTAL										1200	24

SEMESTER - II

S. No	CODE	SUBJECT	PERIODS			EVALUATION SCHEME				END SEMESTER		TOTAL	CREDIT
			L	T	P	CT	TA	TOTAL	PS	TE	PE		
1	KMB 201	BUSINESS ENVIRONMENT	4	0	0	30	20	50	0	100	0	150	3
2	KMB202	HUMAN RESOURCE MANAGEMENT	4	0	0	30	20	50	0	100	0	150	3
3	KMB203	BUSINESS RESEARCH METHODS	4	0	0	30	20	50	0	100	0	150	3
4	KMB204	FINANCIAL MANAGEMENT & CORPORATE FINANCE	4	0	0	30	20	50	0	100	0	150	3
5	KMB205	OPERATIONS MANAGEMENT	4	0	0	30	20	50	0	100	0	150	3
6	KMB206	QUANTITATIVE TECHNIQUES FOR MANAGERS	4	0	0	30	20	50	0	100	0	150	3
7	KMB207	LEGAL ASPECTS OF BUSINESS	4	0	0	30	20	50	0	100	0	150	3
8	KMB208	MARKETING MANAGEMENT – II	4	0	0	30	20	50	0	100	0	150	3
9	KMB209	COMPREHENSIVE VIVA	0	0	0					100	0	100	3
10	NON CREDIT	DEVELOPING SOFT SKILLS & PERSONALITY	2	0	0							0	0
		TOTAL										1300	27

MBA Scheme of Teaching & Evaluation for Session 2019-20

SEMESTER III											
S. No.	Code	Course Title	Periods			Evaluation Scheme				Total	Credit
						Sessional Exams					
			L	T	P	CT	TA	Total	ESE		
1	KMB301	Strategic Management	4	0	0	30	20	50	100	150	3
2	KMB302	International Business Management	4	0	0	30	20	50	100	150	3
3		Specialization Group -1 / Elective 1*	4	0	0	30	20	50	100	150	3
4		Specialization Group -1 / Elective 2*	4	0	0	30	20	50	100	150	3
5		Specialization Group -1 / Elective 3*	4	0	0	30	20	50	100	150	3
6		Specialization Group -2 / Elective 1*	4	0	0	30	20	50	100	150	3
7		Specialization Group -2 / Elective 2*	4	0	0	30	20	50	100	150	3
8	KMB303	Summer Training Project Report & Viva Voce	2	0	0	0	0	50	100	150	3
		TOTAL							**800**	**1200**	**24**

SEMESTER IV											
S. No.	Code	Course Title	Evaluation Scheme								Credit
			Sessional Exams								
			L	T	P	CT	TA	Total	ESE	Total	
1	KMB401	Project Management	4	0	0	30	20	50	100	150	3
2	KMB402	Entrepreneurship Development	4	0	0	30	20	50	100	150	3
3	KVE401	Universal Human Values and Professional Ethics	4	0	0	30	20	50	100	150	3
4		Specialization Group -1 / Elective 4*	4	0	0	30	20	50	100	150	3
5		Specialization Group -1 / Elective 5*	4	0	0	30	20	50	100	150	3
6		Specialization Group -2 / Elective 3*	4	0	0	30	20	50	100	150	3
7	KMB405	Research Project Report and Viva Voce	4	0	0	0	0	100	200	300	6
		TOTAL							**800**	**1200**	**24**

Specialization Group: Human Resource

Elective Papers in III Semester

S. No	Code	Course Title
1	KMBHR01	Talent Management
2	KMBHR02	Performance and Reward Management
3	KMBHR03	Employee Relations and Labour Laws

Elective Papers in IV Semester

S. No	Code	Course Title
1	KMBHR04	Strategic Human Resource Management
2	KMBHR05	International Human Resource Management

Specialization Group: Marketing

Elective Papers in III Semester

S. No	Code	Course Title
1	KMBMK01	Sales & Retail Management
2	KMBMK02	Consumer Behaviour& Marketing Communications
3	KMBMK03	Digital & Social Media Marketing

Elective Papers in IV Semester

S. No	Code	Course Title
1	KMBMK04	Marketing of Services
2	KMBMK05	Marketing Analytics

Specialization Group: Finance

Elective Papers in III Semester

S. No	Code	Course Title
1	KMBFM01	Investment Analysis & Portfolio Management
2	KMBFM02	Tax Planning and Management
3	KMBFM03	Financial Market & Services

Elective Papers in IV Semester

S. No	Code	Course Title
1	KMBFM04	Working Capital Management
2	KMBFM05	Financial Derivatives

Specialization Group: International Business

Elective Papers in III Semester

S. No	Code	Course Title
1	KMBIB01	International Marketing
2	KMBIB02	International Logistics
3	KMBIB03	Export Import Documentation

Elective Papers in IV Semester

S. No	Code	Course Title
1	KMBIB04	International Trade Laws
2	KMBIB05	Cross Cultural Management

Specialization Group: Information Technology

Elective Papers in III Semester

S. No	Code	Course Title
1	KMBIT01	Enterprise Resource Planning
2	KMBIT02	Web Technology & E- Commerce
3	KMBIT03	Cloud Computing for Business

Elective Papers in IV Semester

S. No	Code	Course Title
1	KMBIT04	Database Management System
2	KMBIT05	System Analysis & Design

Specialization Group: Operations Management

Elective Papers in III Semester

S. No	Code	Course Title
1	KMBOM01	Supply Chain & Logistics Management
2	KMBOM02	Operations Planning and Control
3	KMBOM03	Quality Toolkit For Managers

Elective Papers in IV Semester

S. No	Code	Course Title
1	KMBOM04	Sourcing Management
2	KMBOM05	Management of Manufacturing System

Seminars, project works may be considered as practical

4.1.3. State the components of the curriculum (15)

Program curriculum grouping based on course components

Course Component	Curriculum Content (% of total number of credits of the program)	Total number of contact hours	Total number of credits
Program Core	66.66%	768	66
Program Electives	24.24%	288	24
Open Electives	---------	---------	---------
Summer Project	03.03%	6 to 8 weeks duration	3
Internships/Seminars	---------	---------	---------
Final Dissertation	06.06%		6
Any other (Specify)	---------	---------	---------
Total number of Credits			99

4.1.4. Overall quality and level of program curriculum (15)

MBA Course Structure is in accordance with AICTE Model Curriculum prepared by Board of Studies members of APJAKTU having the eminent personalities from academics and Industry. Dr. A.P.J. Abdul Kalam Technical University, Lucknow constituted Industry Consultation Committee (ICC) to guide the students for preparing their summer project reports during summer internships. The model curriculum provides flexibility in designing curriculum and assigning credits based on the course content and hour of teaching. The Model Curriculum provides an opportunity for the students to choose courses from the prescribed courses

comprising core, elective and open elective courses. The overall development of curriculum is as per industry requirements and reviewed periodically by the Board of Studies, Academic council members of Dr. A.P.J. Abdul Kalam Technical University, Lucknow.

In case of affiliated institutions following criteria will be applicable for Program Curriculum:

In case of affiliated institutions marks will be on content beyond to cover the gaps; if any from the POs attainment perspective. It will also include the weightage on efforts put in to cover the gaps. The marks distribution will be as given below:

4.1.1. State the process used to identify extent of compliance of the University curriculum for attaining the Program Outcomes (10)

Curriculum compliance is systematic analysis of curriculum, prescribed by University, to identify the degree of competency of syllabi and its contents for attaining the Program Outcomes. In this regard, Department Advisory Committee (DAC) is framed which comprises of Head of the Department, senior faculty members, and representatives from Parents, Alumni, Industry Experts and Academicians. The Department advisory committee carries out the study/investigation to reveal whether the syllabi and its contents intentionally and systematically provide students with opportunities to attain the appropriate knowledge, skill and attitudes. This process helps to identify the gap between University curriculum and Program Outcomes. The identification leads to rectification/remediation.

The curriculum designed by Dr. APJ Abdul Kalam Technical University, Lucknow is in-line with model curriculum of AICTE, and as per industry requirements and its compliance for attaining the program outcomes is listed below:

- A semester system is followed in which marks and grading both are given for all the components of evaluation. Classes are regularly held and the student are also given assignments in each subject.

- Unit test is conducted for all subjects so that the students are assessed and feedback of unit test is given to them for further improvement.
- This continuous evaluation and feedback helps the students to identify and rectify their weakness
- Further, the students participate in group discussions, seminars, conferences and other events organized by the Institute.
- Before the final University examination, Pre University Test (PUT) are conducted as per actual format of University examination.

Some of the other activities are as follows:

- Regular updating of the course plan by faculty members
- Regular monitoring of the course plan
- Conducting regular meeting with parents and provide the feedback of their ward's performance in the class and test.
- Getting student's feedback and analyzing these feedbacks for improvements
- Result analysis of students
- Identification of slow learners based on certain subject tests. Conducting extra classes for slow learners so that all the students should come at the same platform.

4.1.2. Appropriateness of the gaps identified and actions taken to bridge the gap (15)

Note: In case program is able to demonstrate the compliance of university curriculum in attaining the program outcomes, then the total 25 marks will be for point (4.1.1) above

The corrective measures to tackle the curricular gap are divided into appropriate activities in the Institute. Adequate attention is devoted to implement the content beyond syllabi through additional course like MOOCs, self-learning materials and other appropriate activities. In order to enhance learning and employability of the

students, Rajshree Institute of Management & Technology, Bareilly focused on different courses beyond the course curriculum prescribed by University like soft skills development courses, MOOCs offered by SWYAM, NPTEL, IIMBX, E& ICT Academy and many more. Institute also arranges English speaking classes, computer classes, Business News Briefing classes to provide the insight of business world. These classes are also taught by the faculty members along with other subjects which have really improved chances of enhance their learning so that they explore the opportunities in better way. Different seminars, guest lectures, national and international conferences are organized time to time. The following table gives gap analysis based on PO attainment perspective along with efforts put to cover the gaps.

POs	Gap	Actions
Apply knowledge of management theories and practices to solve business problems.	Lack of knowledge about specific technology	Pedagogical approach, Inclusion of specific lectures on latest technology
Foster Analytical and critical thinking abilities for data-based decision making.	Lack of analytical skills	Continuous Improvement Business incubation to be integrated More exposure to industries Develop abilities to understand the business environment Information about entrepreneurs & their business MOOCs offered by SWYAM, NPTEL, IIMBX, E& ICT Academy and many more.
Ability to develop Value based Leadership ability.	Lack of soft skills	Continuous improvement Soft Skills workshops Soft skills courses by TCS, IBM Academy and other organizations Human Value Courses
Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	Verbal, written & Presentation skills in students, Create an interest to engage in continuous learning independently to improve knowledge	Regular conduct of PDP & English Speaking Classes to improve verbal and nonverbal communication, Pedagogical approach
Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	Develop leadership skills by working effectively in team	Leadership Development lectures by experts, Team projects, Case studies on leadership qualities,

Events conducted at Rajshree Institute of Management & Technology, Bareilly

Name of Events	Date
Tiranga Yatra on occasion of Azadi ka Amrit Mahotsav in Nawabganj	8/13/2022
Tiranga Yatra on occasion of Azadi ka Amrit Mahotsav in Bareilly	8/11/2022
Placement Drive by Yazaki India Private Limited in Rajshree Campus	8/5/2022
Faculty Development Programme on "Perfection in Education- A Vision of Total Knowledge"	01-05 August 2022
10 Days Traning Progamme to 21st Vahini NCC Camp in Rajshree Campus	22 July to 31st July 2022
Placement Drive by Balaji Action Buildwell in Rajshree Campus	7/6/2022
Plantation in Rajshree Campus	7/5/2022
Webinar on "Introduction about Tally Education and Scope"	6/30/2022
Faculty Knowledge Sharing Programme on "How to Write a Research Paperin Scopus Listed Journals	6/29/2022
Two Days Eudcation Fair with Hindustan at Swarm Farms Bareilly	25 & 26 June 2022
Faculty Development Programme on "Emerging Trends in Civil Engineering for Construction & Demolition Waste"	6/25/2022
National Level E-Quiz on Yoga- on the occassion of International Yoga Day	6/21/2022
Visit to Taj Mahal, Mugal time Museum and Agra Fort by Law Students in Agra visit	6/18/2022
International Yoga Day and Fit India Campaign in Company Garden	6/15/2022
International Yoga Day Celebration	6/14/2022
National Conference on "Essential Critical Care Nursing Competencies" organising by Rajshree Nursing Institute	7/2/2022
Farewell Party in Degree College & ITI	5/30/2022
World Mental Health Day	10/10/2021

AKTU Zonal Sports Fest 2021	22-23 Nov 2021
Industrial Visit to IFFCO	11/18/2021
Orientation Programm 2021	11/15/2021
Pharmacy Week Celebration	10/23/2021
Pool Campus Drive 2021	21-22 Oct 2021
Farewell Celebration in Department of Education	10/7/2021
World Ozone Day	9/16/2021
Engineer's Day celebration 2021	9/15/2021
Ek Kadam @ Pilibhit, Badaun, Shahjahanpur, Khatima	8/20/2021
Independence Day Celebration 2021	8/15/2021
International Youth Day Celebration	8/12/2021
National Webinar on "Equity and Inclusion"	8/10/2021
National Webinar on Modern Fabrication Process	8/4/2021
National Webinar on "Teaching Learning Management System"	7/29/2021
International Webinar on "Design Concepts with Revit Architecture"	7/15/2021
International Webinar on "Competency Development for Effective Teaching and Learning"	7/12/2021
National Webinar on "Police- Custody, Arrest & Remand and its Procedure"	7/9/2021
National Webinar on "Solar Energy Fuelling the Future"	7/7/2021
Van Mahotsav Celebration	7/4/2021
Webinar on "Inclusive Education"	7/1/2021
National Webinar on "Website Designing"	6/25/2021

Webinar on "Autocad"	6/23/2021
International Yoga Day Celebration	6/21/2021
National Seminar on "Data Science to fight against Covid-19"	6/20/2021
National Webinar on "Solid Works"	6/19/2021
Webinar on " Analysis and Design in STAAD-PRO"	6/17/2021
Webinar on "An Effective Identity Access Management"	6/16/2021
Webinar on "Agriculture and Life"	6/11/2021
Wealth Awareness Program	6/8/2021
World Environment Day Celebration	6/5/2021
Webinar on Upskills	22/05/2021
World Telecommunication and Information Society Day	17-05-021
Webinar on "Hacks of Facing Interview & Current Market Demand"	5/5/2021
Talk on Magic of Motivational Leadership	28/04/2021
Webinar on How to get placement in Multinational Companies	21/04/2021
World Health Day	4/7/2021
International Women's Day Celebration	3/8/2021
Discussion on Union Budget 2021	2/2/2021
Republic Day Celebration	26/01/2021
Dr BR Ambedkar Jayanti Celebration	14/04/2021
Discussion on Union Budget 2021	1/2/2021
Basant Panchami	2/16/2021

Yoga Lecture	13/04/2021
International Women's Day Celebration	8/3/2021
Job Opportunities with Global Banks through Wiley-mthree for 2021 Graduates	6/4/2021
WhizHack on Career in Cyber Security	8/4/2021
Mini Marathon 2021	26/02/2021
Valedictory Function of E-Aahvan	5/8/2020
E- Annual Fest	June 22, 2020-2 July2020
Dancin' Feet	
Solo Dance	
Voice of Aahvan	
Solo Singing	
Abhivyakti	
Poem/ Shayari Recitation	
Rangavalli	
Rangoli	
Hina	
Mehandi	
Sangeet Vadya	
Instrumental Music	
Laugh-out-Loud	
Mono Act/ Mimicry/ Standup Comedy	

Selfie Contest	
Management Guru	
Management Quiz	
Technocrats	
Technical Quiz	
Pratiroop	
Model Presentation	
Chitrakala	
Poster Making Competition - Theme – Covid-19	
Champions	
COVID-19 Awareness Champions Quiz	
National Conference on Research & Innovation in Multi Disciplinary Academics (RIMDA-2k20)	18-19 December 2020
International Yoga Day	6/21/2020
Foundation Day Celebration	25-26 February 2020
E-Alumni Meet	8/21/2020
Webinar on Machine Learning	12/27/2020
Youth Connect Jamboree, Coffee with Stalwarts, Youth of India solving their Queries with Experts	8/11/2020
Basant Panchami Celebration	29/1/2020
Vishwa Mrida Diwas	5/12/2020
Rashtriya Urja Sanrakshan Diwas	14/12/2020
Paryavaran Sanrakshan	11/6/2020

World Blood Donar Day Celebration	14/06/2020
Corporate Meet	5/9/2020
Health Awareness and Poster Competition	28/9/2020
Beyond the basics of Problems	7/11/2020
Mega Community Connect Mela	7/30/2020
Independence Day Celebration	8/15/2020
Youth Day Celebration	12/1/2020
Republic Day Celebration	26/01/2020
Vishwakarma Pujan	9/17/2020
Workshop on Cyber Security Block chain Technology	6/5/2019
RIMT Vice Chairperson awarded with Raavi Puraskar	1/1/2019
AKTU Art and Cultural Fest	22/02/2019
RIMT Students showed their excellence towards swachta abyaan by painting the walls of Vikas Bhavan	10/1/2019
Women's Entrepreneurship Development Programme	27/12/18 to 20/01/19
Valedictory Programme WEDP	1/24/2019
Young India Buland India	1/13/2019
Youth Day Celebration	12/1/2019
Inaugural of Faculty Development Programme by	15/1/2019
Students Participated in Psychometric assessment career test	19/01/2019
Valedictory of Faculty Development Programme	19/01/2019
RIMT Group has participated in Welfare programme organized by Hindustan News	23/01/2019

Republic Day Celebration	26/01/2019
FDP on Manufacturing Science & Technology	28/01/2019
Rajshree Group had took part in 50 years celebration of Amar Ujala in Bareilly	28/01/2019
RIMT Students expressed their views on Technical Education, innovision-2019	30/01/2019
RIMT Students showed their excellence in Innovision 2019 organized by Dainik Jagran & CDO	6/2/2019
RIMT Students Participated in Champions league	9/2/2019
Inaugural of Two day International Conference on Opportunities and Challenges in Engg. Management & Science	15/2/2019
Valedictory of Two day International Conference on Opportunities and Challenges in Engg. Management & Science	16/2/2019
Inaugural of Art & Cultural fest 2018-19 sponsored by AKTU at RIMT	22/02/2019
Valedictory of Art & Cultural fest 2018-19 sponsored by AKTU at RIMT	23/02/2019
Students participated in Debate competition on unemployment	7/3/2019
Election awareness programme at RIMT	15/03/2019
AKTU Career helpdesk was inaugurated at RIMT campus	29/03/2019
RIMT Groups of Institution Chairman expressed his views on tobacco & smoke free society	30/03/2019
Oath Ceremony to vote	12/4/2019
International Symposium on Machine learning by Dr. Prihandko	17/04/2019
Yoga Day Celebration	21/06/2019
RIMT Participated in Hindustan Education Fair	24/06/2019
Seminar on Big data analysis	2/7/2019
Tree plantation programme	7/7/2019

Personality development workshop	8/7/2019
Workshop on IOT	17/7/2019
RIMT students awarded with first prize in AKTU PARIKRAMA STARTUP PROGRAM	29/07/2019
Engineer's Day celebration	15/09/19
Educational tour visit to IFFCO	24/09/19
Inaugural of National Seminar AISET - 2K19	27/09/2019
Valedictory ceremony of National Seminar AISET-2K19	28/09/2019
Fresher Day celebration	22/10/19
Vigilance awareness week celebration	1/11/2019
Campus Placement	19/11/2019
International Conference on opportunities and challenges in Eng., Mgt., Science 2019	15-16 Feb 2019
All India Seminar on Recent Innovation and Challenges in Electronics Circuit, Technologies & Its applications	15-16 Feb 2019
Talk on TDS	2/25/2019
National Science Day	2/28/2019
Seven Days Faculty Development Programme on Manufacturing Science and Technology	28/1/2019 to 2/2/2019
Guest Lecture on "Promotion of Academic Integrity and Prevention of Plagiarism"	1/8/2018
Zonal Sports Meet AKTU	1/25/2018
Republic Day Celebration	1/26/2018
International Conference on Recent Innovations in Management, Engineering, Science and Technology	1/28/2018
Workshop by Kapish Jewellers	2/13/2018

Rajshree Cricket Tournament	2/16/2018
Orientation workshop by Career Launcher	2/20/2018
NSS Camp	2/21/2018
Scilab Workshop by AKTU University	2/22/2018
International Symposium on Recent Trends in Information Technology	2/22/2018
Aahvan 2018 and Star night by Singer Aditi Singh Sharma	25-26 Feb-2018
Placement drive by Micro Turners	3/31/2018
Comedy show Khichdi by Hindustan news paper	4/27/2018
Placement drive by Tech Mahindra	5/8/2018
Education Fair in Association with Hindustan paper	7/6/2018
Jobfair in association with Regional Employment Office Bareilly	7/28/2018
Independence Day Celebration	8/15/2018
Workshop on Technology Business Incubation by NSTEDB	9/11/2018
Inaugural of Entrepreneurship Cell	9/15/2018
Vishwakarma Pujan	9/17/2018
Expert talk on Environment Pollution	9/19/2018
Convocation ceremony	10/4/2018
Industrial visit of Iffco of MBA Students	10/11/2018
Industrial Visit "Reliance Roza Power Plant"	10/15/2018
Work on Entrepreneurship:Zero to One	10/27/2018
TEQIP III, AKTU Lucknow	

Farewell Party of B.Tech & MBA Students	10/28/2018
Industrial visit to Tanakpur Power Corporation Banbasa Uttrakhand	11/14/2018
Industrial Visit to CBES World Wide Noida	11/22/2018
Workshop on Earthquake disaster management	11/28/2018
Kulfi kumar bajewala musical programme by Star Plus & Hindustan	11/28/2018
Workshop on Personality Development	12/8/2018
Industrial Visit Thermal Plant	12/20/2018
Sports Meet at Rajshree Institute Campus	26-27 Dec. 2018
Republic Day Celebration	1/26/2017
IEEE Awareness & Leadership Workshop 2017	3/26/2017
Coca Cola Industrial Visit of MBA Students	3/22/2017
Aahvan 2017 Night with Krystal D'souza and Karan Tacker	2/26/2017
Plantation on National Youth Day	1/12/2017
Republic Day Celebration	1/26/2016
Cogent E Services visited for Placement	5/7/2017
Fresher Party 2017	11/3/2017
Industrial Visit Railway Workshop Izzatnagar	10/11/2017
Placement drive of PayTM, Poicy Bazar and Effective Power Solutions	10/9/2017
Trade Fair in Association with Hindustan News Paper	10/14/2017
Education Fair in Association with Hindustan	6/7/2017
Vishwakarma Pujan	9/17/2017

Scout Guide Camp	3/20/2017
Republic Day Celebration	1/26/2017
Independence Day Celebration	8/15/2017
Industrial Visit at B.L. Agro Chemicals Ltd	3/21/2017
Industrial Visit of Iffco Aonla	3/26/2017
Placement drive by L.M Softech	11/18/2017
Placement drive by Elaborate Softech	4/14/2017
Placement drive by Glim India Group	4/19/2017
Placement drive by CMS	2/4/2017
Placement Drive by Kapish Jewellers	2/7/2017
Republic Day Celebration	1/26/2016
AKTU Zonal Sports Fest	12-13 Feb 2016
7 Foundation Day "Aahvaan"	25-26 Feb 2016
Placement Drive by C-Core India Solution	3/18/2016
Workshop by IIT Bombay Spoken Tutorial	4/6/2016
Placement Drive by Satyam Auto Ltd., JBM Ltd, Mothersons Ltd, Alpha Ltd, Perl Urban Land Infrastructure Ltd.	4/9/2016
Pool Campus Drive in Rajshree	4/9/2016
Education Fair	6/4/2016
Plantation Programme	7/27/2016
Independence Day celebration & Freedom March by Rajshree Students	8/15/2016
Orientation Programme	9/4/2016

Celebration of Teacher's Day	9/5/2016
Vishwakarma Pujan	9/17/2016
Celebration of Engineers Day	10/4/2016
Debate Competition on Dr. A. P. J. Abdul Kalam	10/15/2016
Workshop on Mobile Communication and Cell Designing	10/24/2016
Fresher Party Degree College	11/5/2016
Placement Drive by Secure Meters Ltd	11/21/2016
Drive of PIE Infocomm Pvt Ltd	11/29/2016
Republic Day Celebration	1/26/2015
Republic Day Celebration	1/26/2015
Placement Drive by Coral Infocomm pvt ltd	2/12/2015
6 Foundation Day Celebration	25-26 Feb 2015
Orientation programme of basic science department	3/9/2015
Students' felicitation Programme	3/24/2015
Industrial Trip to Iffco Aonla	3/26/2015
Placement Drive of Micromax Rudrapur	4/30/2015
Placement Drive by Voksa Technology pvt ltd	5/8/2015
Education Fair	6-7 June 2015
Yoga Camp	6/21/2015
Cricket Fever Tournament 2015	29 June 2015 -2 July 2015
Independence Day celebration	8/15/2015

Placement Drive by Sparking Brains	8/30/2015
Orientation Programme for B.tech Students	9/1/2015
Orientation Programme for Polytechnic Students	9/9/2015
Independence Day Celebration	9/15/2015
Vishwakarma Pujan	9/17/2015
Industrial Visit at Izzatnagar Railway workshop	10/28/2015
Orientation programme	10/31/2015
“Nayno K Deep Jalao” Campaign	11/18/2015
National Conference on Impact of Rapid Advancements in Management, Science and Technology (IRAMST 2015)	12-13 December, 2015
Sports Fest	12/14/2015
HCL Placement Drive	12/18/2015

4.2. Learning Processes (75) (100 for affiliated colleges)

4.2.1. Describe Processes followed to improve quality of Teaching & Learning (20) (40)

(Processes may include adherence to academic calendar and improving instruction methods using pedagogical initiatives such as real world examples, collaborative learning, analysis of data etc. encouraging bright students, assisting weak students etc. The implementation details need to be documented)

There are various initiatives that Rajshree Institute of Management & Technology, Bareilly has put in to practice to improve teaching & learning quality in the classroom are as follows:

Introduce technology in the classroom: Today, we live and function in a digital era where students are constantly exposed to the latest trends in technology and media. When teaching these new-age students, it becomes important for teachers to be flexible and find new ways to improve their teaching quality. This not only helps them to be more effective in the classroom but will help their students learn and retain the information in a better way. Faculty members use videos, free online resources and other digital tools which can be easily implemented in their classroom. Young students are more adept with technological skills, so by integrating technology into the classroom, we instantly help our students learn better and faster.

Personalize the learning experience of the students: One of the most effective ways to teach is to personalize the learning experience to meet the needs of each individual learner. Personalized learning combines face-to-face teaching with technology-assisted instruction and student collaboration to leverage each student's learning style and interests. The final aim is to create a stimulating learning experience for all involved.

Involve Parents

The best teachers do not teach in isolation, but they work with the students, keeping parents involved and informed at all times. Rajshree Institute keep the parents updated on their ward's performance.

Empower students to be active learners

One of the best ways to improve the quality of teaching is to guide the students to be active learners rather than simply be spectators. Active learning can best be described as a process when students engage with the material, participate in the class, and collaborate with each other as part of the learning process. Faculty members ask the students to engage in the class room through various activities which includes student collaboration, asking students to analyses case studies, debates and discussing new ideas both during lectures and homework, etc.

Rigorous process of selection of faculty members

A careful selection of faculty members for improving the quality of teaching is essential. Faculty members are recruited in general by invitation of application from candidates through targeted and rolling advertisements. The essential qualification required for the candidates is as per AICTE/University guidelines. Shortlisted candidates would be invited to presentation and interview in the campus. They are required to have an academic interaction with the interview board/ screening committee/selection committee.

Continuous focus on faculty development

Faculty development programs (FDPs) have proven to be successful for improving teaching skills in higher education. FDPs are conducted regularly in the institute for improving the teaching skills of all faculty members. Faculty members are also motivated to join FDP organized by NPTEL-AICTE FDP and other esteemed Universities and Institutions. They are also encouraged to join various courses, seminars, conferences, webinars, experts' lectures, etc. organized by industries and institutions.

Academic Calendar

The academic calendar has been made and aligned with University academic calendar. Apart from this the events proposed by the university in academic calendar, Institute has introduced many other events which are useful in overall development of the students.

Maintenance of Course files:

For every course, a course file is maintained by the subject faculty. The maintained course file includes the following things:

Planning:

- **Subject allocation:** The allotment of subjects to faculty after the end of semester. The courses are allowed based on the alternative filled by the subject teacher.
- **Department action plan and overview of the previous semester:** The work plan for the next semester is ready and discussed at the faculty meeting. Academic responsibilities are assigned and the process for fulfilling them is discussed. A new value-added program has been identified and planned. An overview of the activities and results of the past semester is also part of the discussion.
- **Lesson plan:** Lesson plans are drawn up by teachers for each lecture in the curriculum before the semester begins and is approved after careful study by the Head of the department. Department and make it accessible to students. Lesson plan includes teaching Results and evaluation of results.
- **Question Bank:** A question bank is made for each course topic, depending on the course and course objectives. Results and consideration of the nature of the tasks of the university. Previous question University documents are also stored in course files. List of tasks and check questions, solution tests are included in the course files.

- **Implementation:**

  - **Lecture method and Interactive learning:** The College uses chalk, chalkboards and audiovisual aids in teaching. Students are also encouraged to actually interact during the lecture, asking questions on the spot, use of teachers Models and diagrams for interactive learning
  - **Project-based learning**: Real time projects are provided to the students and they are guided by the faculty members.
  - **SMART class Room:** The content of the lecture are provided by the smart classes on the projector. Live sessions are also effective by using the projector. Following are some extra pedagogical initiatives taken by the department in addition to Chalk and Talk, Lectures, Assignments, Power Point Presentation, and Tutorials:

  ➢ Role Play
  ➢ Visual Chart
  ➢ Interaction with live example from industries
  ➢ E-content
  ➢ Group Projects
  ➢ Extra lab activities beyond the syllabus
  ➢ Seminar
  ➢ Conferences
  ➢ Webinars
  ➢ Guest Lectures
  ➢ Alumni Interaction
  ➢ Problem solving by simulation
  ➢ Case studies
  ➢ MOOCs
  ➢ Business Simulation
  ➢ Management Games

- **Methodologies to support academically weak students and encourage bright students:**

- **Strategy to find out the weak student:** The Faculty members do meetings on the regular basis to find-out the weak students who secure less mark in their internals. According to HoD's instruction, faculty members take extra efforts to provide all kind of assistances

Identification Criteria	Action taken
Students who secure less than 50% marks in Internal Assessment	Based on the assessment we should come to know that the students are weak in which section. Inspire to student's parent to counsel them time to time.
Student who fail in semester exams	Perform some extra classes those who failed in exam.

- **Bright student Identification:**

Identify top three students from each class	Award them with mementos
Students got rank at university level	Award them with Gold Medal

- **Quality of classroom teaching:**

Faculty members use projectors and other audio-video in classes.

- **Lab/Practical:**

The institution is affiliated to AKTU, Lucknow. We follow the syllabus which is provided by the AKTU.

Computer Classes are conducted regularly in Computer lab.

- **Student Feedback of Teaching Learning Process and Actions taken:**
    - At the end of the semester, all the students are required to fill the feedback-form

- It is monitored by the senior Professors and the Heads of the Department. They can suggest some points regarding to improve the quality of teaching and teaching-learning methods.
- Time to time analysis is done by the department Question papers for the exams are prepared by the university. The papers for college level are prepared by the faculty members such as assignment, internal assessments like (unit tests), and internal viva-voice etc.
- Model papers with its solutions are also prepared by the faculty members

A. Initiatives:

Here are some primary steps have been considered at department lave to ready the quality material for paper and assignments for all the internal assessments

- Departmental advisory committees at the start of the semester take care of the quality assessments and question papers. The member of the committee faculty members, class coordinator and HoD.
- A brief discussion plays a vital role to prepare the assignments, model papers, question papers.
- The model papers and paper are prepared before the start of semester.
- Unit wise assignments are provided to the students at the end of the unit.
- The teachers encourage to students for the case studies on different topics.

B. Implementation Phase:

Student Assignments

- Assignments done by the students on a separate file.
- Assignments are checked by the faculty members.
- Some best assignments should be discussed by the students in the classroom.

Question papers

- Separate question papers are prepared by the faculty of each subject.
- They refer the standard books and previous year's questions papers to prepare the question paper.
- The standard of the question paper is based on university pattern.
- Question papers quality verified by the HOD or departmental committee.

4.2.2. Quality of continuous assessment and evaluation processes (40)

The term Assessment has been widely used by educators to evaluate, measure, and document the academic readiness, learning progress, and skill acquisition of students throughout their learning in life. Different terminologies are there for assessment and evaluation such as Measurement, Tests, Examination, Appraisal and Evaluation. In education, the term assessment refers to the wide variety of methods that educators use to evaluate, measure, and document the academic readiness, learning progress, and skill acquisition. It is the process of systematically gathering information as part of an evaluation. Assessment is carried out to see what students know, understand and are able to do. Assessment is very important for tracking progress, planning next steps, reporting and involving parents, and students in learning.

Evaluation is a broader term that refers to all of the methods used to find out what happens as a result of using a specific intervention or practice. Evaluation is the systematic assessment of the worth or merit of some object. It is the systematic acquisition and assessment of information to provide useful feedback about some object. Though the terms assessment and evaluation are often used interchangeably, there are some difference in it. Assessment is defined as gathering information or evidence, and evaluation is the use of that information or evidence to make judgments.

The primary purpose of assessment is to improve students' learning and teachers' teaching as both respond to the information it provides. Assessment for learning is an ongoing process that arises out of the interaction between teaching and learning. The term 'continuous assessment' is used to describe assessments that are completed during the course module. The method is also referred to as curriculum integrated assessment or embedded assessment. Continuous assessment replace the final assessment or can be combined with the final assessment to calculate a final grade. The reason for doing continuous assessment is to secure/enable a continuous and independent work rate and learning for students during the course. It is important that students practice the assessment method before the final assessment. This 'curriculum embedded' or 'continuous assessment' allows for feedback to students and teachers.

CONTINUOUS ASSESSMENT		HOW TO	MEDIA
Written	**Problem solving**	Theoretical exercises/tutorials Weekly assignments incl. feedback from peers	Problem solving as assignments or tests in Blackboard or copy
	Long/short answer	Written assignments (preferably several small assignments compared to one large) Teacher/peer feedback using assessment criteria Feedback can focus on selected parts	Assignments in Blackboard/copy with/without assessment criteria Discussion Tests with 'short answers' questions with/without word restriction in Blackboard or copy
	Multiple choice	Teacher generated questions with or without feedback Student generated questions	Multiple choice questions in Blackboard/copy Student-generated multiple choice questions
Oral	**Without preparation**	Students draws random questions, and give immediate response to questions	In class

CONTINUOUS ASSESSMENT		HOW TO	MEDIA
	Other E.g. with preparation, with aids, student presentations, based on previously work	Presentations in class with feedback from faculty member and/or peers Students (not presenting) can be actively involved (opponents, asking questions, peer assessment, etc.)	In class PPT in class with feedback from faculty member and/or peers
Practical/Lab work		Practice during computer lab sessions, field work, survey or at home work Internship/placement Peer feedback exercises	Assignments/survey/project work in lab or field provide feedback

Examples of assessment types are listed below:

- Small written assignments
- Student presentations/seminars
- Practical skills tests
- Active participation
- Multiple choice questions (potentially student-generated)
- Peer assessment

Continual Evaluation

The performance of a student in each course is assessed by the faculty by means of continuous evaluation components like, Small Case-lets, Assignments, Seminars, Viva, Quizzes, Projects, Term Papers, Mid-Semester written examination etc. in addition to the End Semester Examinations conducted at the end of the Semester. Through continual evaluation components the students would be judged for various characteristics such as: Comprehension of concepts, Application of concepts, Creativity and originality, Decision-making ability, Documentation and data handling, Self-expression, Leadership and Class participation.

4.2.3. Quality of student reports/dissertation (15)(20)

Quality of the project is measured in terms of

- *Very clear and concise objectives*
- *Very clear methodology, articulated using technical terms indicating all steps and tools*
- *Cites substantial current and good quality literature*
- *Clarity in research methodology*
- *Benchmarks used / Assumptions made*
- *Interpretation of results and justification thereof and validity of the results presented. Overall presentation of there port*

Note: Semester may be read as Trimester/Semester/Yearly as applicable

Summer Training Project Report

At the end of the second semester examination, it is mandatory for every student of MBA to undergo on the-job practical training in any manufacturing, service or financial organization. The training will be of 6 to 8 weeks duration. The institute facilitates this compulsory training for students. During the training, the student is expected to learn about the organization and analyze and suggest solutions to a live problem. The objective is to equip the students with the knowledge of actual functioning of an organization and problems faced by them for exploring feasible solutions. During the course of training, the organization (where the student is

undergoing training) assigns a problem/project to the student. The students, after the completion of training submit a report to the Institute which form part of the third semester examination.

The report (based on training and the problem/project studied) prepared by the student is known as Summer Training Project Report. The report is based on primary and secondary data. It reflect in depth study of a micro problem, ordinarily assigned by the organization where the student undergoes training. Relevant tables and bibliography should support it. One comprehensive chapter is included about the organization where the student has undergone training. This deals with brief history of the organization, its structure, performance products/services and problem faced. The Summer Training Project Report carry 150 marks and is evaluated by two examiners (external and internal). The evaluation consist of (1) Project Report evaluation (2) Project Presentation and VivaVoce.

Research Project Report (RPR)

In fourth semester, the candidates will have to submit a Research Project Report on a problem/topic (from the specialization areas) to be assigned by the MBA department under the supervision of a core faculty member of the department. The report will contain the objectives and scope of the study. Research Methodology, use and importance of the study, analysis of data collected, conclusions and recommendations. It will contain relevant charts, diagrams and bibliography.

Sample of Initiatives taken by Faculty Members

Roll No:NPTEL18GE12S21580006

To RAVEESH AGARWAL
C/O MANISH AGARWAL, 518 KANOON GOYAN,
OPPOSITE PREM NAGAR POST OFFICE
BAREILLY
UTTAR PRADESH
243005
PH. NO :8192560131

No. of weeks of NPTEL Courses	Equivalence of NPTEL course with regular FDP
4	$\frac{1}{2}$ FDP of one week
8	Full FDP of one week
12	$1\frac{1}{2}$ FDP

Duration of NPTEL course: 8 Weeks

NPTEL-AICTE
Faculty Development Programme

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This certificate is awarded to

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for successfully completing the course

Introduction to Research

with a consolidated score of 65 %

Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras

(Aug-Sep 2018)

Prof. Dilip N. Maikhede
Advisor-I (Research, Institute & Faculty Development)
All India Council for Technical Education

Roll No: NPTEL18GE12S21580006

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The candidate has studied the above course through MOOCs mode, has submitted online assignments and passed proctored exams.
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AICTE Training And Learning (ATAL) Academy

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This is certified that Raveesh Agarwal, Professor of Rajshree Institute of Management & Technology, participated & completed successfully AICTE Training And Learning (ATAL) Academy Online FDP on "Technology Management" from 2020-8-24 to 2020-8-28 at Delhi Technological University.

Director ATAL Academies

Coordinator

Dr. APJ Abdul Kalam Technical University, Lucknow, Uttar Pradesh
(Formerly Uttar Pradesh Technical University)

&

IUCEE (Indo-US Collaboration for Engineering Education)

Certificate of Participation

This is to certify that **Mr./Ms./ Dr.** Raveesh Agarwal
Of Rajshree Institute of Management & Technology, Bareilly
has successfully attended two days Faculty Development Workshop on **"Design and Implementation of Student Centered Learning"**, on 13th and 14th January 2016 that was organized at **JSS Academy of Technical Education, Noida.**

Co-ordinator
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Associate Dean (RDIC)

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This is to certify that ---------- Dr. Raveesh Agarwal ---------- has participated and successfully completed the Online Faculty Development Programme on **"Covid-19 Challenges and Opportunities: Paradigm Shift in Various Domains of Indian Education"** organised by Lingaya's Lalita Devi Institute of Management And Sciences from May 18, 2020 to May 22, 2020.

Ms. Amita Kumar
Advisor, LLDIMS

Dr. K.K. Garg
Director, LLDIMS

Dr. Pranav Mishra
IQAC Coordinator

Dr. Mala Sharma Dixit
Convener

Dr. Ajitabh
Convener

Certificate of Completion

This is to certify that

Raveesh Agarwal

from their Home, through IIT Bombay BodhiTree platform
successfully completed the

'Effective and Efficient Online Teaching in the Age of Corona, A Hands On Workshop'

on **17 May 2020**

He/She has attended the interaction session and successfully completed both pre and post workshop online activities, involving 3 days of video lectures and hands-on work.

This training was organised by the Teaching Learning Centre (ICT) at IIT Bombay, funded by the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNMTT), MHRD, Govt. of India

Prof. Kannan Moudgalya
Project Coordinator, Teaching Learning Centre (ICT), PMMMNMTT, IIT Bombay

Prof. Bhaskaran Raman
Department of Comp.Sci and Engg., IIT Bombay

Prof. Kameswari Chebrolu
Department of Comp.Sci and Engg., IIT Bombay

Prof. Varsha Apte
Department of Comp.Sci and Engg., IIT Bombay

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This training was made possible with help from Spoken Tutorial and FOSSEE Projects at IIT Bombay. These Projects are funded by the National Mission on Education through ICT, MHRD, Govt. of India.

For details and verification, scan the QR code

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CERTIFICATE of ACHIEVEMENT

भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

Subhashish Gupta
Associate Professor, Economics and Social Sciences
Indian Institute of Management Bangalore

This is to certify that

Raveesh Agarwal

successfully completed and received a passing grade in

ES101x: Introduction to Managerial Economics

a course of study offered by IIMBx, an online learning initiative of Indian Institute of Management Bangalore.

VERIFIED CERTIFICATE
Issued November 23, 2017

VALID CERTIFICATE ID
046bb3e0abac4eb1bb33b1c50f85af4d

MARKSHEET

Name: **RAVEESH AGARWAL**

DOB: **15-07-1977**

Discipline	Year	Course Name	Marks		Total Marks (100%)	Status	Performance
			Assignment (25%)	Exam (75%)			
MG	2019	Sales and Distribution Management	21.92	36	58	Pass	-
MG	2019	Foundation Course in Managerial Economics	15.83	37.5	53	Pass	-
MG	2018	Management of Inventory Systems	16.38	27	43	Pass	-
HS	2018	Developing Soft Skills and Personality	21.33	52.5	74	Pass	Elite
MG	2018	Marketing Management-I	20.42	34.5	55	Pass	-
GE	2018	Introduction to Research	19.88	45	65	Pass	Elite
MG	2018	Principles of Human Resource Management	22.25	45	67	Pass	Elite
GE	2017	Outcome based pedagogic principles for effective teaching	21.5	45	67	Pass	Elite
HS	2017	Developing Soft Skills and Personality	20.75	59.25	80	Pass	Elite

PROF. ANDREW THANGARAJ
NPTEL COORDINATOR
IIT MADRAS

Roll No:NPTEL17HS31S1250494

To
RAJSHREE INSTITUTE OF MANAGEMENT & TECHNOLOGY, BAREILLY
BAREILLY

Score	Type of Certificate
>=90	Elite + Gold Medal
60-89	Elite
40-59	Successfully Completed the course
<40	No Certificate

No. of credits recommended by NPTEL:2

Elite

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RAVEESH AGARWAL

for successfully completing the course

Developing Soft Skills And Personality

with a consolidated score of **80** %

Online Assignments	20.75/25	Proctored Exam	59.25/75

Total number of candidates certified in this course: **2073**

Prof. T. V. Prabhakar
Chairman
Centre for Continuing Education,IITK

Jul-Sep 2017
(8 week course)

Prof. Satyaki Roy
NPTEL Coordinator
IIT Kanpur

Indian Institute of Technology Kanpur

Roll No: NPTEL17HS31S1250494

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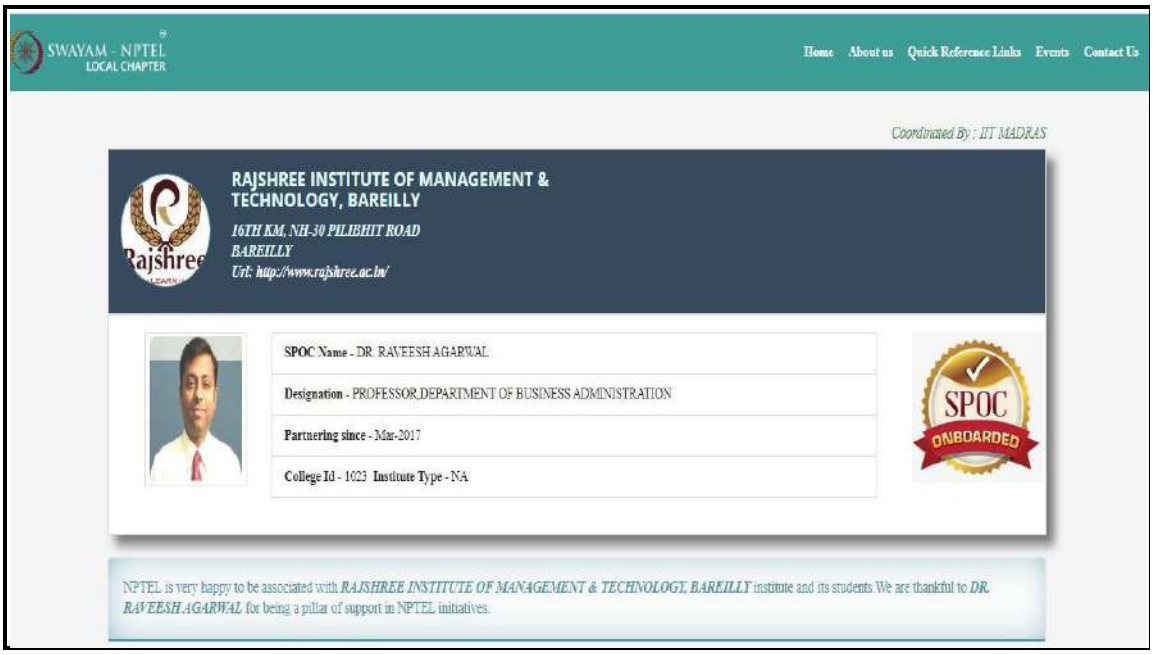
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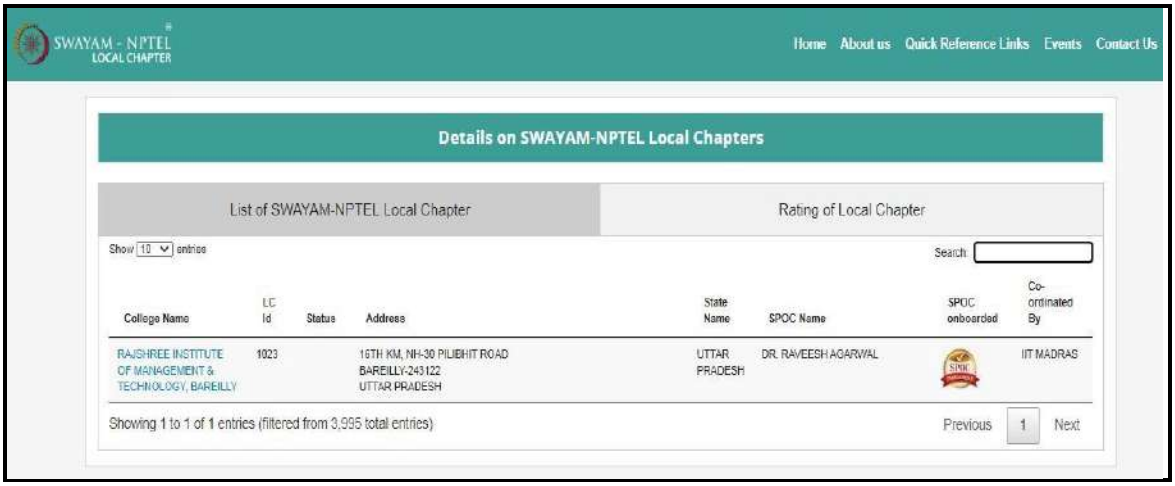
Url: http://www.rajshree.ac.in/
SPOC Name - DR. RAVEESH AGARWAL
Designation - PROFESSOR,DEPARTMENT OF BUSINESS ADMINISTRATION
Partnering since - Mar-2017
College Id - 1023 Institute Type - NA
SPOC
ONBOARDED
NPTEL is very happy to be associated with RAJSHREE INSTITUTE OF MANAGEMENT & TECHNOLOGY, BAREILLY institute and its students We are thankful to DR. RAVEESH AGARWAL for being a pillar of support in NPTEL initiatives.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UTTAR PRADESH
DR. RAVEESH AGARWAL
IIT MADRAS
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DOMAIN CERTIFICATE

This is to certify that

RAVEESH AGARWAL

has successfully completed all the requirements for SWAYAM-NPTEL Domain Certification in

Marketing

(Management)

The courses were completed in the period Oct 2021

Devendra Jalihal

Prof. Devendra Jalihal
Chairman
Centre for Continuing Education, IITM

Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras

Roll No: NPTELDS22100000107

To validate and check scores:
https://nptel.ac.in/noc

NPTEL

swayam

Course Details

Course Type	Course Name	Duration	Offering Institute	Course Timeline	Marks Obtained (Out of 100)	QR Code
core	Marketing Management I	8 weeks	IIT Kanpur	Aug-Sep 2018	55	
core	Marketing Management - II	8 weeks	IIT Kanpur	Jan-Mar 2021	72	
core	Consumer Behaviour	8 weeks	IIT Kharagpur	Jan-Mar 2021	71	
core	Marketing research and analysis	8 weeks	IIT Roorkee	Sep-Nov 2020	58	
Elective	Sales and Distribution Management	8 weeks	IIT Kharagpur	Feb-Apr 2019	58	
Elective	Managing Services	8 weeks	IIT Kanpur	Sep-Nov 2020	67	
Elective	Customer Relationship Management	8 weeks	IIT Kharagpur	Sep-Nov 2020	57	
Elective	Introduction to Marketing Essentials	8 weeks	IIT Roorkee	Sep-Nov 2020	64	
	Total Marks				496	

Criteria for certification in **Marketing Domain:**
The candidate should complete the prescribed 4 core courses and 3 elective courses:

1.Scoring a minimum of >=55 marks in each course and should pass the courses too.
2.Average of all courses in the domain should be >= 60.
3.Sum of the duration of the courses should be >= 50 weeks.

Domain Certificates

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CERTIFICATE OF APPRECIATION

TO

RAVEESH AGARWAL

Management

for being recognized as NPTEL DISCIPLINE STAR
JAN-APR 2021

Devendra Jalihal

Prof. Devendra Jalihal
Chairman
Centre for Continuing Education, IITM

Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras

NPTEL DISCIPLINE STAR
Candidate has to be certified in courses of same discipline, completed more than 50 weeks of learning, final score in each subject >=55

NPTEL

FREE ONLINE EDUCATION swayam

NPTEL BELIEVER

CERTIFICATE OF APPRECIATION

TO

DR RAVEESH AGARWAL

for being recognized as NPTEL BELIEVER
JUL-DEC 2020

Devendra Jalihal

Prof. Devendra Jalihal
Chairman
Centre for Continuing Education, IITM

Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras

NPTEL BELIEVER
Candidate has to be present in 4/5/6 exams, passing at least 4 of these exams

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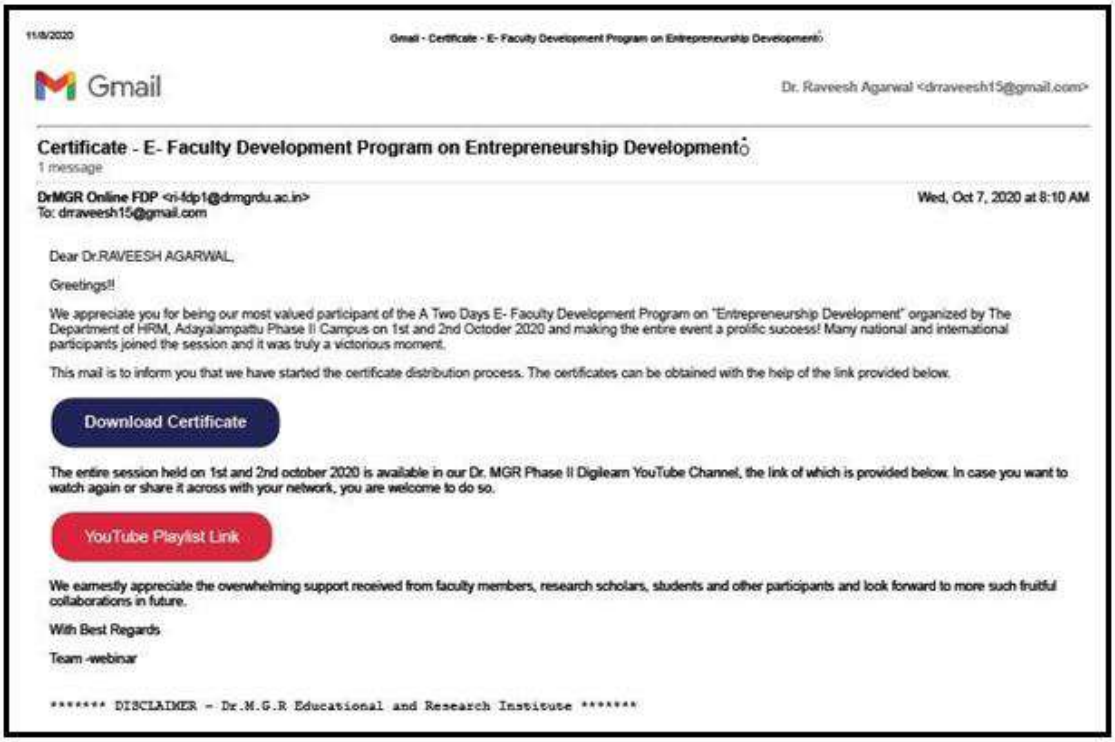
Certificate of recognition
MIE
Microsoft
Dr. Raveesh Agarwal
Has been awarded this Microsoft in Education certificate in recognition of membership in the:
Certified Microsoft Innovative Educator program
Completed: 6/13/2020
Anthony Salcito
Vice President, Worldwide Education
education.microsoft.com



11/8/2020 Gmail - Certificate - E- Faculty Development Program on Entrepreneurship Development

Gmail

Dr. Raveesh Agarwal <drraveesh15@gmail.com>

Certificate - E- Faculty Development Program on Entrepreneurship Development

1 message

DrMGR Online FDP <ri-fdp1@drmgrdu.ac.in> Wed, Oct 7, 2020 at 8:10 AM
To: drraveesh15@gmail.com

Dear Dr.RAVEESH AGARWAL,

Greetings!!

We appreciate you for being our most valued participant of the A Two Days E- Faculty Development Program on "Entrepreneurship Development" organized by The Department of HRM, Adayalampattu Phase II Campus on 1st and 2nd October 2020 and making the entire event a prolific success! Many national and international participants joined the session and it was truly a victorious moment.

This mail is to inform you that we have started the certificate distribution process. The certificates can be obtained with the help of the link provided below.

Download Certificate

The entire session held on 1st and 2nd october 2020 is available in our Dr. MGR Phase II Digilearn YouTube Channel, the link of which is provided below. In case you want to watch again or share it across with your network, you are welcome to do so.

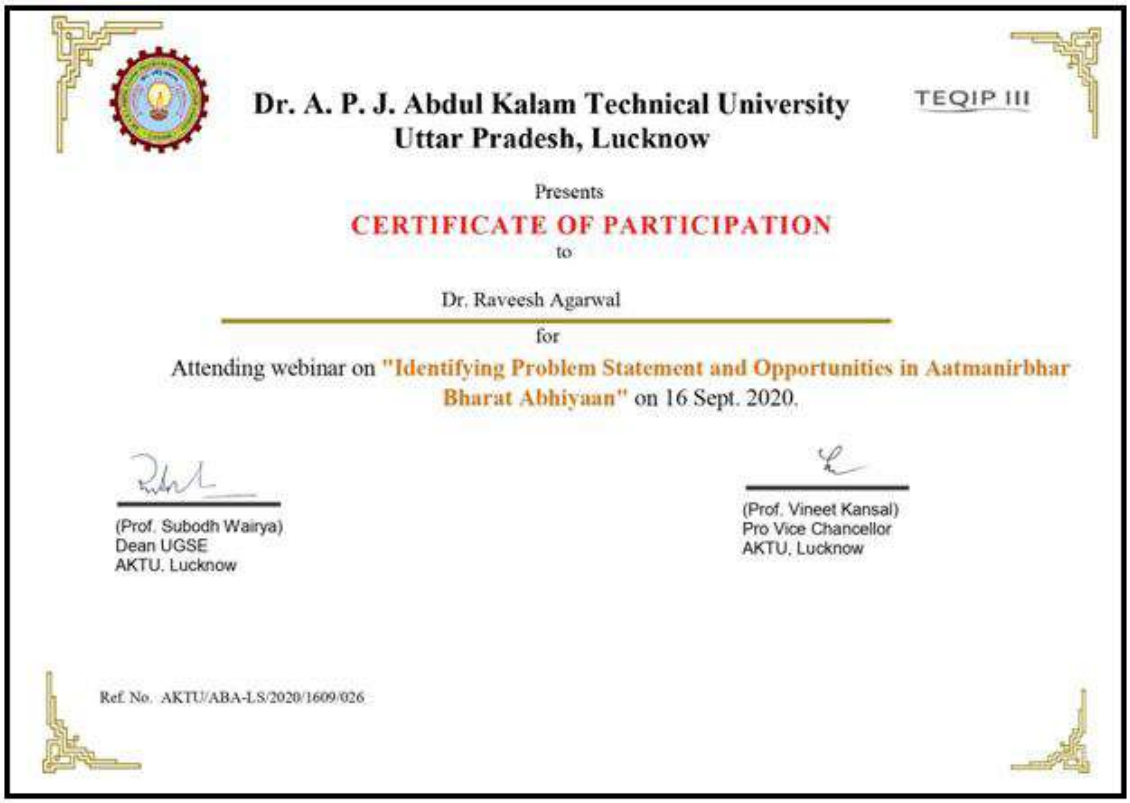
YouTube Playlist Link

We earnestly appreciate the overwhelming support received from faculty members, research scholars, students and other participants and look forward to more such fruitful collaborations in future.

With Best Regards

Team -webinar

******* DISCLAIMER - Dr.M.G.R Educational and Research Institute *******



Dr. A. P. J. Abdul Kalam Technical University
Uttar Pradesh, Lucknow

TEQIP III

Presents

CERTIFICATE OF PARTICIPATION

to

Dr. Raveesh Agarwal

for

Attending webinar on **"Identifying Problem Statement and Opportunities in Aatmanirbhar Bharat Abhiyaan"** on 16 Sept. 2020.

(Prof. Subodh Wairya)
Dean UGSE
AKTU, Lucknow

(Prof. Vineet Kansal)
Pro Vice Chancellor
AKTU, Lucknow

Ref. No. AKTU/ABA-LS/2020/1609/026

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Professor, Rajshree Institute of Management and Technology Bareilly

has participated in the Seven Day Online Faculty Development Program on "Revised Assessment and Accreditation Framework of NAAC" from 09th September to 15th September, 2020.

Dr. V. Ezra Vijaya Sekhar	Dr. K. Moses	Dr. T. Anita Susan	Prof. K. Rama Mohana Rao
H.O.D., Botany	Vice-Principal & Coordinator, IQAC	Principal	Vice-Chairman
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This Certificate is awarded to Dr. Raveesh Agarwal

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held on 19th September, 2020. The program was conducted through online mode.

Suman Iyer
Programme Co-ordinator

CS Neeraj Dixit
Chairman

IBM TRAINING

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Dr. Raveesh Agarwal

has successfully completed the following course

Professional Skills: Interpersonal Skills

September 18, 2020

Credit Hours: 4.8

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E-mail: assocham@nic.in Website: www.assocham.org

520-0032-1

Rajshree

Rajshree Institute of Management & Technology

Revolution in Jewellery Industry through Digital Distribution

This case was written by **Dr. Raveesh Agarwal, Dr. Saket Agarwal** and **Mr. Anshu Mishra** under the direction of Mr. Santosh Srivastava, Chairman and Managing Director of Jewellery and Lifestyle Mart India Pvt Ltd. It was compiled from published sources, and is intended to be used as a basis for class discussion rather than to illustrate either effective or ineffective handling of a management situation.

Disclaimer: This case is a revised and enlarged version of the original case (titled: Radiating JLMI through Digital distribution) presented at International Conference of Management Cases 2019, organized by Birla Institute of Management Technology, Greater Noida, India, on 5th and 6th December 2019. This case has been selected for BIMTECH-Dr. G. D. Sardana Young Scholar Award in International Conference on Management Cases (ICMC) 2019 organized by Birla Institute of Management Technology, Greater Noida, India.

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Revolution in Jewellery Industry through Digital Distribution

Introduction

The Indian Gems and Jewellery sector are one of the largest in the world, but highly unorganized and fragmented. 96 percent of the total players are from family owned businesses[1]. In 2018, the market size of Indian gems and Jewellery sector was about Rs. 524,175 crores and expected to reach Rs. 698,900 crores in 2025[2]. There are few organized players like Jewellery & Lifestyle Mart India Pvt. Ltd. (JLMI), Titan, PC Jewellers, Malabar Gold, Kalyan Jewellers, Tribhovandas Bhimji Zaveri, Gitanjali Gems Ltd. Kalyan, Reliance, Orra, Senco, TBZ, Tara, etc. competing each other in Indian market. In India, customers from tier II and tier III towns are also purchasing branded Jewellers who provide the attractive market opportunities for branded companies as India is one of the largest consumers of gold in the world.

The present case identifies the different strategies adopted by JLMI to capture the Indian market. It also highlights about the challenges which Mr. Anshu Mishra, Regional Operations Head (Digital Distribution) has to face in the fiercely competitive environment and what strategies, he has taken to make his company's business more attractive in retailers and customer's mind through new and unconventional ways with his futuristic approach.

Mr. Anshu Mishra: A Brief Career Sketch

The boy, who realized his dream which had already taken shape in his sophomore year of management course, is none other than Mr. Anshu Mishra from a well-known city Bareilly; especially in Bollywood with its super hit song Jhumka Gira Re Bareilly Ke Bazaar Mein from the movie Mera Saaya. Bareilly is the famous city of the geographical region of Rohilkhand and Indian State of Uttar

[1] http://www.indialewoffices.com/ilo_pdf/industry-reports/jewellerymarket.pdf
[2] https://www.ibef.org/industry/gems-and-jewellery-presentation

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Rajshree

Rajshree Institute of Management & Technology

Teaching Note

Revolution in Jewellery Industry through Digital Distribution

This teaching note was written by **Dr. Raveesh Agarwal, Dr. Saket Agarwal** and **Mr. Anshu Mishra** under the direction of Mr. Santosh Srivastava, Chairman and Managing Director of Jewellery and Lifestyle Mart India Pvt. Ltd.

Disclaimer: This case is a revised and enlarged version of the original case (titled: Radiating JLMI through Digital distribution), presented at International Conference of Management Cases 2019, organized by Birla Institute of Management Technology, Greater Noida, India, on 5th and 6th December 2019.

This case has been selected for BIMTECH-Dr. G. D. Sardana Young Scholar Award in International Conference on Management Cases (ICMC) 2019 organized by Birla Institute of Management Technology, Greater Noida, India.

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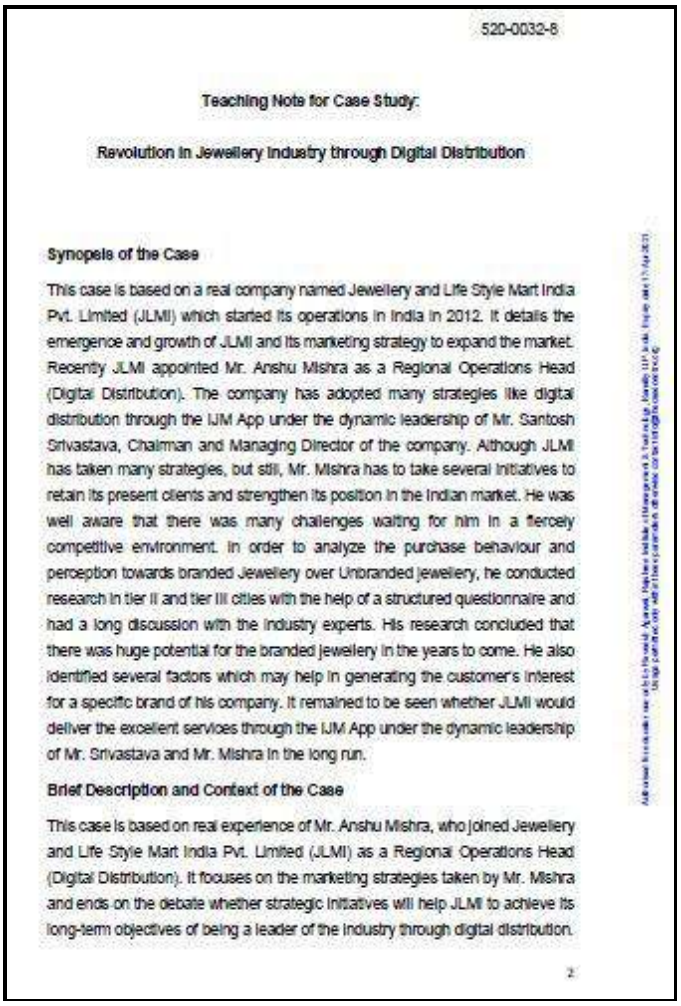


520-0032-8

Teaching Note for Case Study:

Revolution in Jewellery Industry through Digital Distribution

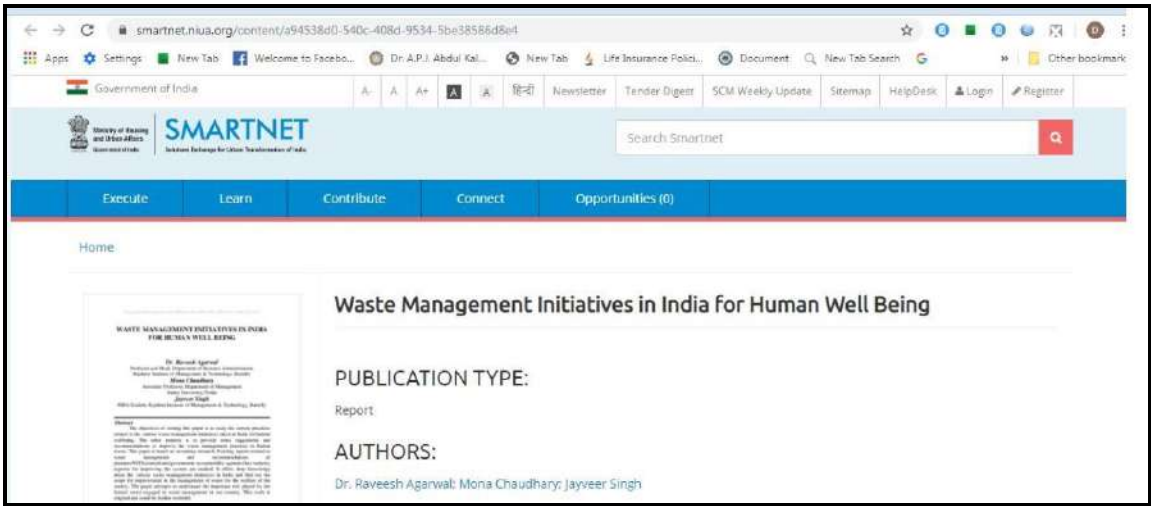
Synopsis of the Case

This case is based on a real company named Jewellery and Life Style Mart India Pvt. Limited (JLMI) which started its operations in India in 2012. It details the emergence and growth of JLMI and its marketing strategy to expand the market. Recently JLMI appointed Mr. Anshu Mishra as a Regional Operations Head (Digital Distribution). The company has adopted many strategies like digital distribution through the IJM App under the dynamic leadership of Mr. Santosh Srivastava, Chairman and Managing Director of the company. Although JLMI has taken many strategies, but still, Mr. Mishra has to take several initiatives to retain its present clients and strengthen its position in the Indian market. He was well aware that there was many challenges waiting for him in a fiercely competitive environment. In order to analyze the purchase behaviour and perception towards branded Jewellery over Unbranded jewellery, he conducted research in tier II and tier III cities with the help of a structured questionnaire and had a long discussion with the industry experts. His research concluded that there was huge potential for the branded jewellery in the years to come. He also identified several factors which may help in generating the customer's interest for a specific brand of his company. It remained to be seen whether JLMI would deliver the excellent services through the IJM App under the dynamic leadership of Mr. Srivastava and Mr. Mishra in the long run.

Brief Description and Context of the Case

This case is based on real experience of Mr. Anshu Mishra, who joined Jewellery and Life Style Mart India Pvt. Limited (JLMI) as a Regional Operations Head (Digital Distribution). It focuses on the marketing strategies taken by Mr. Mishra and ends on the debate whether strategic initiatives will help JLMI to achieve its long-term objectives of being a leader of the industry through digital distribution.

2



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Government of India

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Date of Issue: 29-05-2019
System Identification No.: 729-12650

Prof. B. V. Phani

Prof. Amey Karkare

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(Established by the Ministry of Human Resource Development, Government of India)

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This is to certify that

Raveesh Agarwal

has successfully participated in the National Seminar (web) on

Ancient Indian Education System

organised by NITTTR Kolkata

on 11th and 12th November, 2020.

Dr. Habiba Hussain
Coordinator

Prof. Debi Prasad Mishra
Director, NITTTR Kolkata

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UNITED KINGDOM
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OF PARTICIPATION
Dr. Raveesh Agarwal
3G Institute of Research & Policy Studies
HQ : IIT Madras Research Park
Chennai (Tamil Nadu) India
has participated in the Nation Building Project - Kerala's Largest Career Guidance Digital Conference to create 1 Million Career Coaches addressing World Employment Crisis due to Artificial Intelligence and COVID-19, initiated by 3G Institute of Research & Policy Studies, IIT Madras Research Park on "A Vision to give Free Career Guidance to 315 Million Indian students to Build India to Serve the World!"
Date: 20 September 2020
Santosh shukla
Santosh Shukla
Supreme Court, Advocate
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from Rajshree Institute Of Management And Technology, Bareilly has
Successfully attended Leadership Talk
With Dr. Pramod Chaudhari, Founder, Chairman, Praj Industries Limited and Dr. Abhay Jere, Chief Innovation Officer MHRD Innovation Cell, Saturday, 16th May 2020 at 01.00 PM
by MHRD's Innovation Cell
Dr. Abhay Jere
Chief Innovation Officer, MHRD's Innovation Cell

HONOUR CODE
CERTIFICATE
Issued: 12 November, 2018

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Infinite Learning
CDEEP

Raveesh Agarwal

has successfully completed

C2CIT1xA18: Effective use of IT for Professional Activities

an online course, under the 'College to Corporate' programme, conducted from 06 September 2018 to 11 November 2018.

This course is offered by **IITBombayX**, an online learning initiative of **Indian Institute of Technology Bombay.**

Deepak Phatak
(Retired) Professor, Department of Computer Science and Engineering
IIT Bombay

The Honour Code is elaborated in https://www.iitbombayx.in/honour
*Authenticity of this certificate can be verified in https://certificate.iitbombayx.in/downloads/f649106f73cf4c968e77ce92ff88a16a/Certificate.pdf

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Cert. ID.: 71310-2711762-1016
Dated: 26 Jun 2017
This is to certify that
Raveesh Agarwal
has successfully completed
Supply Chain Planning and Scheduling
online course offered by iON Digital Hub
Course End Date: 26 Jun 2017
Topics:
Planning
Forecast Management as a part of Planning
Demand Management as a part of Planning
(Faculty)
TCS iON - Empire Plaza, Lal Bahadur Shastri Marg, Chandan Nagar, Vikroli West, Mumbai, Maharashtra 400083

HONOUR CODE
CERTIFICATE
Issued: 4 December 2019

IITBX
Infinite Learning
CDEEP

Dr. Raveesh Agarwal

has successfully completed and secured grade **A** in

LaTeX101x: LaTeX for Students, Engineers, and Scientists

an online course conducted from 24 September 2019 to 2 December 2019

This course is offered by **IITBombayX**, an online learning initiative of **Indian Institute of Technology Bombay.**

Deepak Phatak
(Retired) Professor,
Department of Computer Science and Engineering
IIT Bombay

Firuza Karmali (Albara)
Project Manager,
Department of Computer Science and Engineering
IIT Bombay

Nagesh Karmali
Senior Manager (Research),
Department of Computer Science and Engineering
IIT Bombay

The Honour Code is elaborated in https://www.iitbombayx.in/honour
*Authenticity of this certificate can be verified in https://certificate.iitbombayx.in/downloads/642dc34c2a0b4da1a5d7d343bd29ffd3/Certificate.pdf

HONOUR CODE
CERTIFICATE
Issued: 23 April, 2019

IITBX
Infinite Learning
CDEEP

Raveesh Agarwal

has successfully completed

C2CHP1xS19: Handling Large Projects

an online course, under the 'College to Corporate' Program, conducted from 26 March 2019 to 22 April 2019.

This course is offered by **IITBombayX**, an online learning initiative of **Indian Institute of Technology Bombay.**

Deepak Phatak
(Retired) Professor, Department of Computer Science and Engineering
IIT Bombay

Uday Galtonde
(Retired) Professor, Department of Mechanical Engineering
IIT Bombay

The Honour Code is elaborated in https://www.iitbombayx.in/honour
*Authenticity of this certificate can be verified in https://certificate.iitbombayx.in/downloads/0d109f9d3af241b3a9050fd4ba3cd34f/Certificate.pdf

HONOUR CODE
CERTIFICATE
Issued: 19 March 2019

IITBX
Infinite Learning
CDEEP

Raveesh Agarwal

has successfully completed

C2CFL1xS19: Financial Literacy

an online course, under the 'College to Corporate' programme, conducted from 19 February 2019 to 18 March 2019.

This course is offered by **IITBombayX**, an online learning initiative of **Indian Institute of Technology Bombay.**

Dr. CA. Varadraj Bapat
Professor, Shailesh J. Mehta School of Management
IIT Bombay

S.V.D. Nageswara Rao
Professor, Shailesh J. Mehta School of Management
IIT Bombay

The Honour Code is elaborated in https://www.iitbombayx.in/honour
*Authenticity of this certificate can be verified in https://certificate.iitbombayx.in/downloads/56d07da36ca3435b9c280453631a88c8/Certificate.pdf

HONOUR CODE
CERTIFICATE
Issued: 18 April, 2019

IITBX
Infinite Learning
CDEEP

Raveesh Agarwal

has successfully completed

C2CEN1xS19 English for Oral Communication

an online course, under the 'College to Corporate' programme, conducted from 19 February 2019 to 17 April 2019.

This course is offered by **IITBombayX**, an online learning initiative of **Indian Institute of Technology Bombay.**

Ms. Rama Kulkarni
Course Coordinator

The Honour Code is elaborated in https://www.iitbombayx.in/honour
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HONOUR CODE
CERTIFICATE
Issued: 05 October, 2018

IITBX
Infinite Learning
CDEEP

Raveesh Agarwal

has successfully completed

C2CSS1xA18: Soft Skills

an online course, under the 'College to Corporate' programme, conducted from 06 September 2018 to 04 October 2018.

This course is offered by **IITBombayX**, an online learning initiative of **Indian Institute of Technology Bombay.**

Virendra Sethi
Professor, Centre for Environmental Science and Engineering
IIT Bombay

The Honour Code is elaborated in https://www.iitbombayx.in/honour
*Authenticity of this certificate can be verified in https://certificate.iitbombayx.in/downloads/20d09f11521e43d8a7f556eb45839869/Certificate.pdf

Electronics & ICT Academy
Indian Institute of Technology, Kanpur

Congratulations!

Prof. Raveesh Agarwal

(Rajshree Institute of Management and Technology, Bareilly)

for succesfully completing the online certification course on Principles of Human Resource Management

IETE • INDIA •

IEEE
MP Sub Section

CERTIFICATE

This is to certify that Mr./Mrs./Ms./Dr. **Dr. Raveesh Agarwal** of **Rajshree Institute of Management and Technology Bareilly** has participated in one day webinar on **"Women Empowerment"** jointly organized by IETE, Bhopal & Gwalior, IEEE, M.P. Subsection and Institution of Engineers (India), Gwalior on 09 August 2020.

Certificate No. 90

Dr. G.S. Tomar	Dr. Manish Dixit	Dr. P.K. Singhal	Dr. R.K. Khaitan
Chair, IEEE MP Subsection	Vice Chair, IEEE MP Subsection Secretary IETE, Gwalior	Chairman, IETE, Bhopal	Vice Chairman IE (India), Gwalior

Ministry of Human Resource Development
Government of India

INSTITUTION'S INNOVATION COUNCIL
(Ministry of HRD Initiative)

MIC

Certificate of Establishment

This is to certify that

RAJSHREE INSTITUTE OF MANAGEMENT AND TECHNOLOGY
BAREILLY

has established an Institution Innovation council (IIC) for the calendar year 2019-20 as per the norms of MHRD's Innovation Cell, Government of India, bestowed on 11th September 2019.

Anil D. Sahasrabudhe
Chairman,
All India Council for Technical Education

R. Subrahmanyam
Secretary(Higher Education),
Ministry of HRD

Dr. Abhay Jere
Chief innovation Officer,
MHRD's Innovation Cell

Madan Mohan Malaviya University of Technology
Gorakhpur, Uttar Pradesh
India-273010
तकनीकी शिक्षा की तपस्थली

IEEE UP SECTION (INDIA) | IEEE INDIA COUNCIL | TEQIP III SPIU Uttar Pradesh | region 10 IEEE

2019 IEEE REGION 10 INTERNATIONAL WORKSHOP
on
PANEL OF CONFERENCE ORGANIZERS
(POCO-2019)
September 25, 2019

CERTIFICATE OF PARTICIPATION

This is to certify that.....Dr. Raveesh Agarwal.....

of.....Rajshree Institute of Management & Technology, Bareilly..... Attended ~~Delivered Talk/Volunteered~~ in the 2019 IEEE Region 10 International Workshop on Panel of Conference Organizers (POCO-2019) organized at Madan Mohan Malaviya University of Technology, Gorakhpur, UP India on September 25, 2019.

Dr. Prabhakar Tiwari
Organizing Chair IEEE R10 POCO-2019

Dr. Asheesh K Singh
General Chair IEEE R10 POCO-2019

Dr. S. N. Singh
Patron IEEE R10 POCO-2019

INTERNSHALA

Internship Day

Certificate of Appreciation

This certificate is presented to

Prof. Raveesh Agarwal

for helping Rajshree Institute of Management and Technology, Bareilly secure an All India Rank of 1096 out of 2830 colleges participating in Internship Day 2019.

Dr. Anil Sahasrabudhe
Chairman, AICTE

Sarvesh Agrawal
Founder & CEO, Internshala

CERTIFICATE OF PARTICIPATION

SPOC FELICITATION WORKSHOP

PRESENTED TO

Dr. Raveesh Agarwal

Rajshree Institute of Management & Technology, Bareilly

Conducted by Indian Institute of Technology Kanpur
at
Outreach Auditorium

on
3rd August 2019

Prof. Satyaki Roy
NPTEL Coordinator, IIT Kanpur

7th PAN IIM WMC

भारतीय प्रबन्ध संस्थान रोहतक

INDIAN INSTITUTE OF MANAGEMENT ROHTAK

This is to certify that

Dr. RAVEESH AGARWAL

has made a poster presentation titled

"IMPACT OF UNETHICAL ADVERTISEMENT ON PURCHASE INTENTIONS & CUSTOMER LOYALTY"

in the

7th PAN IIM WORLD MANAGEMENT CONFERENCE

held during 12-14 December, 2019.

Prof. Dheeraj Sharma
Convener

Prof. Koustab Ghosh
Co-convener

Prof. Shivendra Kumar Pandey
Co-convener

Rajshree

INSTITUTION'S INNOVATION COUNCIL

RIC

Sr. No.- RMT/ICMREMMS/2022/ON/24

Rajshree Institute of Management & Technology, Bareilly

CERTIFICATE OF PARTICIPATION

International Conference
on
Multidisciplinary Research in Engineering, Management & Medical Sciences
(ICMREMMS-2022)
in association with
The Institution of Engineers (India)
Bareilly Local Centre, Bareilly

25th & 26th March 2022

This is to certify that VIVEK GANGWAR

of RAJKIYA ENGINEERING COLLEGE MAINPURI has PRESENTED

paper entitled *Reducing Severity of Accidents on Road Curves by Roller Safety Barrier*

in ICMREMMS 2022.

Dr. Raveesh Agarwal
Co-ordinator-ICMREMMS-2022
Head, Department of Business Administration

Prof. (Dr.) Pankaj Kumar Sharma
Organizing Chair-ICMREMMS-2022
Director (Research & Development)

Tulika Agarwal
Academic Advisor
Rajshree Group of Institutions, Bareilly

CERTIFICATE OF PARTICIPATION

NPTEL

This is to certify that

Raveesh Agarwal

Rajshree Institute of Management & Technology

has participated in the **NPTEL** E-Awareness Workshop
on June 23, 2022

Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras

CERTIFICATE

PROUDLY PRESENTED TO

Dr Raveesh Agarwal

Reviewing Research Papers - Do's and Don'ts

Jul 30, 2021
Date of Completion

Emerald Publishing
Organizer

Nalanda E-Consortium

emerald PUBLISHING

Gmail Dr. Raveesh Agarwal <drraveesh15@gmail.com>

Management Decision - Author update

Management Decision <onbehalfof@manuscriptcentral.com> Sun, Aug 1, 2021 at 12:02 PM
Reply-To: managementdecisionea@gmail.com
To: umesh.chaturvedi@gla.ac.in, uc_veedi@rediffmail.com, drraveesh15@gmail.com

01-Aug-2021

Dear Author(s)

It is a pleasure to inform you that your manuscript titled A Bibliometric Analysis of Sustainability Centered Corporate Social Responsibility Research in the Year 2000s (MD-07-2021-0914) has passed initial screening and is now awaiting reviewer selection. The manuscript was submitted by Dr. Umesh Chaturvedi with you listed as a co-author. As you are listed as a co-author please log in to https://mc.manuscriptcentral.com/md and check that your account details are complete and correct, these details will be used should the paper be accepted for publication.

Yours sincerely,
Clara Tracogna
Editorial Assistant, Management Decision
managementdecisionea@gmail.com

Gmail

Dr. Raveesh Agarwal <drraveesh15@gmail.com>

Thank you for submitting your review of Manuscript ID MD-08-2021-1078 for Management Decision

Management Decision <onbehalfof@manuscriptcentral.com> Sun, Dec 12, 2021 at 8:10 AM
Reply-To: James.Wilson@glasgow.ac.uk
To: raveesh15@rediffmail.com, drraveesh15@gmail.com

12-Dec-2021

Dear Dr. Agarwal,

Thank you for submitting your review of MD-08-2021-1078 for Management Decision. We are very grateful for the contribution you have made to the journal by providing your review. We recognise the value that is added by our reviewers and would therefore like to thank you for your work, by granting you free personal access to up 40 Emerald journal articles (excluding Backfiles) within a three-month period.

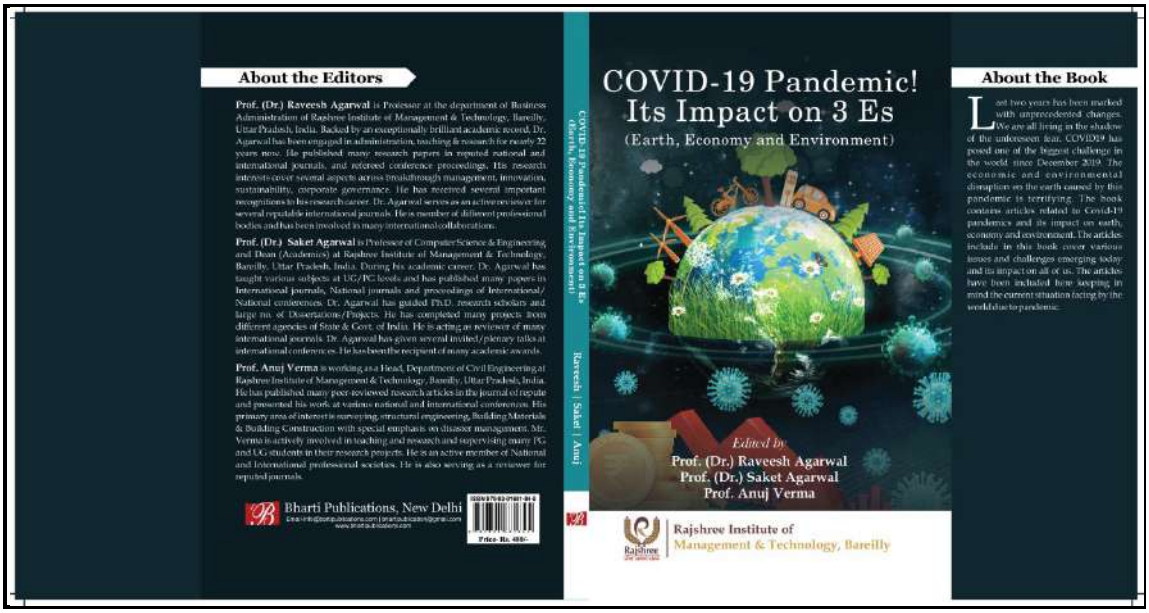
Early next month, we will send an email that will contain all the information you need to activate your personal free access.

Once you have received this email, all you will need to do is:
- click the link in the e-mail: this will take you directly to the Emerald log-in page
- If you have an Emerald MyProfile log in, simply log on using these details (this is different to the log in you use for ScholarOne)
- If you do not have an Emerald MyProfile, you can register with us there and then to get your free personal access to Emerald content. Instructions on how to contact us to set up your Emerald MyProfile will be in the email we send next month.

We would also like to offer you a 30% DISCOUNT on all Emerald books available for purchase from the EMERALD BOOKSTORE. To take advantage of this offer please visit http://books.emeraldinsight.com/ and then enter the code REVIEW at the checkout.

On behalf of the Editors of Management Decision, we appreciate the valuable and efficient contribution that each reviewer gives to the Journal and we hope that we may call upon you again to review future manuscripts.

Yours sincerely,
Dr. James Wilson
Editor, Management Decision
James.Wilson@glasgow.ac.uk



CRITERION 5	Student Quality and Performance	100

Table 5.1 - Student Intake

Year	Sanctioned Intake	Gender	No. of students admitted							Total
			Within State	Outside State	Other Country	Management Stream	Other Streams	Fresher	Experienced*	
CAY 2021-22	120	M	55	00	-	09	46	55	-	55
		F	22	01	-	12	11	23	-	23
CAYm1 2020-21	120	M	51	-	-	07	44	51	-	51
		F	19	01	-	04	16	20	-	20
CAY m2 2019-20	120	M	74	-	-	13	61	74	-	74
		F	27	-	-	05	22	27	-	27
CAY m3 2018-19	120	M	86	02		21	67	88	-	88
		F	23	-	-	03	20	23	-	23

*Minimum 2 Years

Table 5.2 – Success Rate

Year of entry	Total number of students admitted	Number of students who have completed	
		I Year	II Year
CAY 2021-22	78		
CAYm1 2020-21	71	65	61
CAY *m*2 (LYG) 2019-20	101	82	76
CAY*m*3(LYGm1) 2018-19	111	84	68
CAY*m*4 (LYGm2) 2017-18	105	72	62

CAY=Current Academic Year
CAYm1: Current Academic Year minus1
CAYm2: Current Academic Year minus 2 = Last Year Graduate (LYG)
CAYm3: Current Academic Year minus 3 = Last Year Graduate minus 1 (LYGm1)
CAYm4: Current Academic Year minus 4 = Last Year Graduate minus 2 (LYGm2)

5.1. Enrolment Ratio (Admissions) (20)

Enrolment Ratio= Number of students admitted/ Sanctioned intake

Item (Students enrolled at the First Year Level on average basis during the last three years starting from current academic year)		**Marks**
>=90% students enrolled		20
>=80% students enrolled		16
>=70% students enrolled	69.44%	12
>=60% students enrolled		8

5.1. Success Rate (Students clearing in minimum time) (10)

S.I. = Number of students completing program in minimum duration / Number of students admitted

Average SI = Mean of Success Index (SI) for past three batches Success rate = 10 × Average SI

Item	Last Year of Graduate, LYG CAY *m*2 (LYG) 2019-20	Last Year of Graduate minus 1, LYG*m*1 CAY*m*3(LYGm1) 2018-19	Last Year of Graduate minus 2, LYG*m*2 CAY*m*4 (LYGm2) 2017-18
Number of students admitted	101	111	105
Number of students who have graduated in minimum time	57	68	62
Success Index (SI)	0.564	0.612	0.590
Average SI	5.88		

5.2. Academic Performance (Percentage marks scored) (10)

Academic Performance = Average API (Academic Performance Index)

***API** = ((Mean of final Year Grade Point Average of all successful Students on a 10 point scale) or (Mean of the percentage of marks of all successful students in final year/10)) x (number of successful students/number of students appeared in the examination)*

Successful students are those who have passed in all final year courses.

Academic Performance	**CAYm1 2020-21**	**CAY*m*2 2019-20**	**CAY*m*3 2018-19**
Mean of CGPA or Mean Percentage of all successful students (X)	64.50%	65.07%	60%
Total no. of successful students (Y)	34	57	62
Total no. of students appeared in the examination (Z)	61	77	72
API = x* (Y/Z)	AP 1 35.96%	AP 2 48.17%	AP 3 51.66%
Average API = (AP1 + AP2 + AP3)/3	45.26%		

5.3. Placement, Higher Studies and Entrepreneurship (40)

Assessment Points = 30 × average placement; N is the total no. of students admitted in first year

Item	CAYm1 2020-21	CAY*m2* *2019-20*	CAY*m3* 2018-19
No. of students placed in companies or Government Sector (x)	33	53	55
No. of students pursuing Ph.D. / Higher Studies (y)	00	00	00
No. of students turned entrepreneur (In the areas related to management discipline) (z)	01	04	7
x + y + z =	34	57	62
Placement Index : (x + y + z)/N	47.89%	56.43%	55.85%
Average placement= (P1 + P2 + P3)/3	53.39%		
Assessment Points = 40 × average placement	2135.60%		

5.4a. Provide the placement data in the below mentioned format with the name of the program and the assessment year:

Table 5.4a

Programs Name and Assessment Year				
S.no.	**Name of the student placed**	**Enrolment no.**	**Name of the Employer**	**Appointment letter reference no. with date**
	Attached			

5.4. Student Diversity(5)

(Diversity may include Experience, Gender diversity, Qualification, Geographic diversity (within state, outside state, outside country))

Year	Sanctioned Intake	Gender	No. of students admitted							Total
			Within State	Outside State	Other Country	Management Stream	Other Streams	Fresher	Experienced*	
CAY 2021-22	120	M	55	00	-	09	46	55	-	55
		F	22	01	-	12	11	23	-	23
CAYm1 2020-21	120	M	51	-	-	07	44	51	-	51
		F	19	01	-	04	16	20	-	20
CAY m2 2019-20	120	M	74	-	-	13	61	74	-	74
		F	27	-	-	05	22	27	-	27
CAY m3 2018-19	120	M	86	02		21	67	88	-	88
		F	23	-	-	03	20	23	-	23

5.5. Professional Activities (15)

5.5.1. Students' participation in Professional societies/chapters and organizing management events (5)

Students are participating in different events organized by Rajshree Institute of Management & Technology, Bareilly and other Institutes. They also participate in the seminar, conferences, workshops, etc. Some of the events' details are as follows:

S. N.	Name of Competition	Name of Event	Name of Institute	Participant's Name	Prize Won
1	Business Quiz	Aawahan	RIMT Bareilly	Mansi Saxena Ashish Ranjan	First
2	Business Quiz	Aawahan	RIMT Bareilly	Abhishek Pal Dinesh Kumar	Second
3	Business Quiz	Aawahan	RIMT Bareilly	Abu Talib Zaidi	Third
4	News Editing & Presentation	Aawahan	RIMT Bareilly	Mohd Azam Khan Parvez Alam Pradeep kumar	First
5	News Editing & Presentation	Aawahan	RIMT Bareilly	Nasir Husain Asad Hasnain Ankit Sharma	Second
6	News Editing & Presentation	Aawahan	RIMT Bareilly	Mansi Saxena Ashish Ranjan Rakesh kumar	Third
7	Ad-Mad Show	Aawahan	RIMT Bareilly	Mohd Azam Khan Pradeep kumar Rafiq Ahmad	First
8	Ad-Mad Show	Aawahan	RIMT Bareilly	Asad Hasnain Vishal Gangwar Nasir Husain	Second

9	Ad-Mad Show	Aawahan	RIMT Bareilly	Arvind kumar Saqib Khan	Third
10	Case- Study Competition	Aawahan	RIMT Bareilly	Kumar Abhishek Ankit Singh	First
11	Case- Study Competition	Aawahan	RIMT Bareilly	Mansi Saxena Ashish Ranjan	Second
12	Case- Study Competition	Aawahan	RIMT Bareilly	Asad Hasnain Amir	Third
13	Start-up	Aawahan	RIMT Bareilly	Pradeep kumar Mohd Azam Khan	First
14	Start-up	Aawahan	RIMT Bareilly	Asad Hasnain	Second
15	Start-up	Aawahan	RIMT Bareilly	Rakesh kumar Ashish Ranjan	Third

RAJSHREE INSTITUTE OF MANAGEMENT AND TECHNOLOGY, BAREILLY

Aahwan

(PRIZE DISTRIBUTION LIST) MANAGEMENT EVENTS

EVENTS NAME	MOMENTOS	
	1	2
BUSINESS QUIZ (TWO PARTICIPANTS A TEAM)	ARNASH KUMAR (KCMT MBA)	BABITA BISHT (M.A.C.) BBA
	KARISHMA (KCMT MBA)	SAURAB PANT (M.A.C.) BBA
FUN-2-SHHH (ADMAD SHOW)	KARISHMA (KCMT MBA)	PRIYANKA VERMA (RIMT)MBA
	NARGIS (KCMT MBA)	PANKAJ KUMAR (RIMT)MBA
	SHABAB (KCMT MBA)	SANDHYA (RIMT)MBA
STARTUP (RISING ENTREPRENEUR) (TWO PARTICIPANTS A TEAM)	BABITA BISHT (M.A.C.) BBA	ASAD HASNAIN (RIMT)MBA
	SAURAB PANT (M.A.C.) BBA	
SARAANSH (CASE STUDY) (TWO PARTICIPANTS A TEAM)	BABITA BISHT (M.A.C.) BBA	PRANJAL AGARWAL (RIMT)MBA
	SAURAB PANT (M.A.C.) BBA	APARVA MISHRA (RIMT)MBA
TIRCHI NAZAR (NEWS EDITING & RESENTATION) (TWO PARTICIPANTS A TEAM)	BABITA BISHT (M.A.C.) BBA	PRIYANKA VERMA (RIMT)MBA
	SAURAB PANT (M.A.C.) BBA	PANKAJ KUMAR (RIMT)MBA
		PRANJAL AGARWAL (RIMT)MBA

Dr. Abdul Kalam Technical, Literary and Management Fest
(Zonal Level)
Event: Solo Singing

S.No.	Name of the Student	Course	College
1	Rewa Garg	B.Tech (CS) Ist year	SRMS, Bareilly
2	Vipin Pal	MBA	RSD College of Management & Technology
3	Neelesh Kumar	B.Pharma -Ist year	Steller College of Pharmacy, Bareilly
4	Ariz Anwar	B.Tech (CS)-II nd year	MIT, Moradabad
5	Yashveer Diwakar	B.Pharma -Ist year	S R Instiute of Pharmacy, Bhuta, Bareilly
1	Junaid Khan	B.Tech- IIIrd Year	Rajshree Institute of Management & Technology, Bareilly
2	Vimal Kumar	B.Tech- Ist year	Rajshree Institute of Management & Technology, Bareilly
3	Abbas Khan	B.Tech- Ist year	Rajshree Institute of Management & Technology, Bareilly
4	Abhijeet kumar	B.Tech- Ist year	Rajshree Institute of Management & Technology, Bareilly
5	Sumit Mishra	MBA- Ist year	Rajshree Institute of Management & Technology, Bareilly
6	Abhay Gupta	MBA- Ist year	Rajshree Institute of Management & Technology, Bareilly
7	Pranjal Agrawanshi	MBA- II nd year	Rajshree Institute of Management & Technology, Bareilly
8	Prashant Mishra	B.Tech (ME)- IV th year	Rajshree Institute of Management & Technology, Bareilly

S.N. ZF1941

DR. ABDUL KALAM ARTS & CULTURAL FEST_2018-19

(ZONAL LEVEL)

Organized By

Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, UTTAR PRADESH, LUCKNOW

At

RAJSHREE INSTITUTE OF MANAGEMENT & TECHNOLOGY, BAREILLY

CERTIFICATE

This is to certify that ~~Mr./~~Ms. Priyanka Saxena student of Rajshree Inst. of managment & Tech., Bareilly has participated in 3D Rangoli / Painting Event and secured IInd position at Dr. Abdul Kalam Arts & Cultural Fest 2018-19 (Zonal Level) held on February 22-23, 2019 by Dr. A.P.J. Abdul Kalam Technical University, Uttar Pradesh, Lucknow at Rajshree Institute of Management & Technology, Bareilly

Er. Ashish Agarwal	Prof. Saket Agarwal	Prof. Om Prakash Singh	Prof. Vinay Kumar Pathak
Coordinator, Rajshree Institute of Management & Technology, Bareilly	Dean, Rajshree Institute of Management & Technology, Bareilly	Dean Student Welfare, Dr. APJ AKTU Lucknow	Vice-Chancellor, Dr. APJ AKTU Lucknow

KCMT GROUP OF INSTITUTIONS

rma | KCMT CAMPUS 2 An Education Brand | AIMA

Uddyam 2019

"7th Business Plan Competition"

CERTIFICATE OF APPRECIATION

This is to certify that Mr./Ms. Priyanka Saxena

Student of R.I.M.T has participated in

UDDYAM 2019 - A State Level Business Plan Competition, and has been adjudged as

Cons. during the competition.

Dr. Vinay Khandelwal	Dr. Amresh Kumar	Er. K.K Damani	Dr. Richa Sharma	Dr. Ravijeet Singh
Managing Director	Director General	President, RMA	Convener, UDDYAM	Co-Convener, UDDYAM

INTERNATIONAL CONFERENCE
on
OPPORTUNITIES and CHALLENGES
in
Engineering, Management and Science
(OCEMS2019)
in association with
IEEE UP SECTION (INDIA) | CII Confederation of Indian Industry | Bareilly Local Centre

Rajshree

OCEMS2019/ 22

Certificate of Participation

This certificate acknowledges and honours

Prof./Dr./Mr./Ms. Priyanka Saxena for participating & presenting

his/her paper titled Human Resource Management in

International Conference on Opportunities & Challenges in Engineering, Management and Science organized by

Rajshree Institute of Management & Technology, Bareilly

sponsored by

Dr. A.P.J. Abdul Kalam Technical University, Lucknow

15-16, February, 2019

Dr. Raveesh Agarwal
Convener
OCEMS 2019

Tulika Agarwal
Academic Advisor
Rajshree Group of Institutions

E-Cell IIT(BHU) Varanasi's

E-SUMMIT 2020

Annual Entrepreneurship Festival
February 1-2, 2020

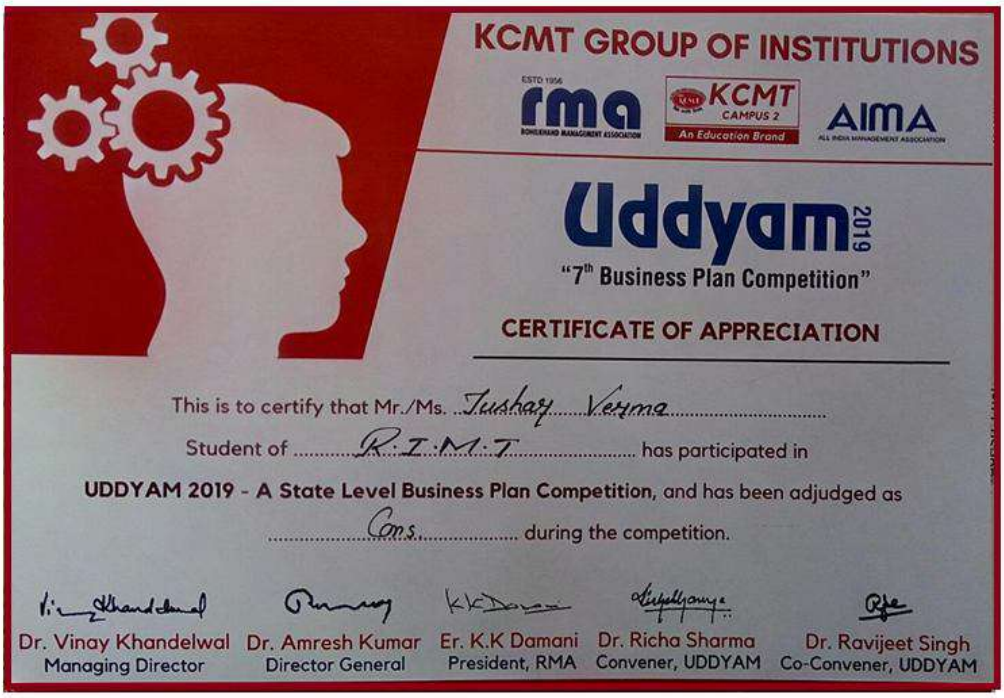
E CELL IIT (BHU)

E SUMMIT '20

TUSHAR VERMA

Rajshree Institute Of Management And Technology

Congratulations
Welcome to E Cell Family



KCMT GROUP OF INSTITUTIONS

rma — KCMT CAMPUS 2 — An Education Brand — AIMA

Uddyam 2019

"7th Business Plan Competition"

CERTIFICATE OF APPRECIATION

This is to certify that Mr./Ms. Tushar Verma

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Dr. APJ AKTU Lucknow

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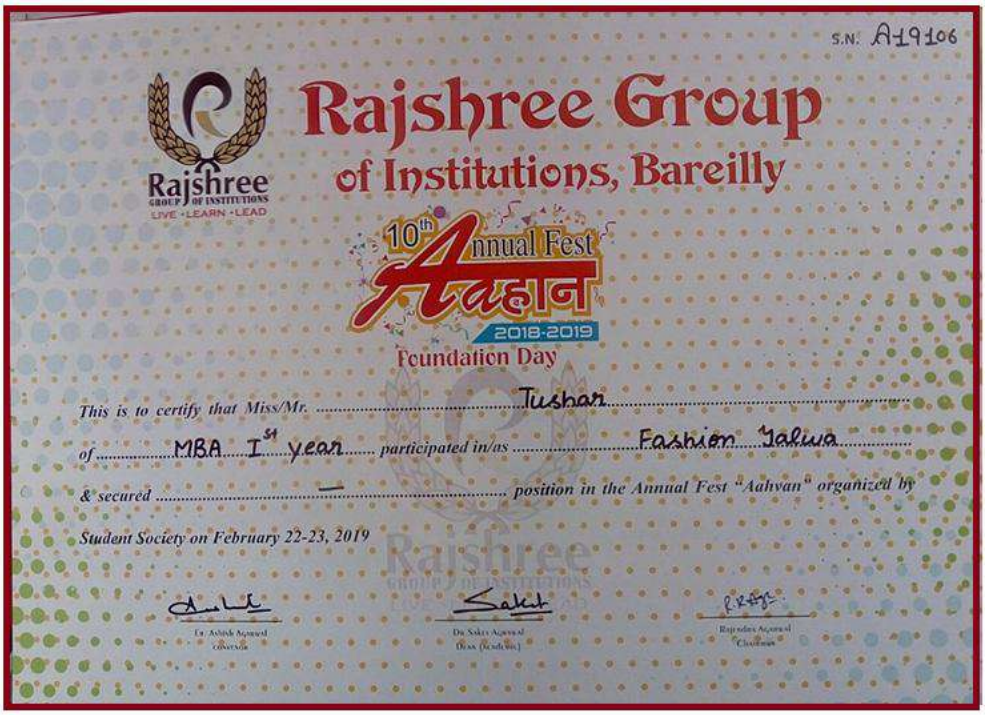

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(विज्ञान एवं प्रौद्योगिकी विभाग उ.प्र. शासन)

प्रमाण-पत्र

जिलाधिकारी
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परियोजना निदेशक
पदेन सदस्य
महाप्रबन्धक उद्योग केन्द्र
पदेन सदस्य
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जिला अर्थ एवं संख्या अधिकारी
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सह समन्वयक/कोषाध्यक्ष
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प्रमाणित किया जाता है कि Tushar Verma कक्षा/पद MBA

विद्यालय/निवासी Rajshree Institute of Technology & Management, Bareilly ने

विज्ञान एवं प्रौद्योगिकी परिषद उत्तर प्रदेश, लखनऊ के तत्त्वावधान में स्थल .....

.....पर दिनांक 06/Feb/19 से .....तक

जिला विज्ञान क्लब, बरेली द्वारा आयोजित विज्ञान प्रदर्शनी/प्रशिक्षण/कार्यशाला/जागरूकता कार्यक्रम में जूनियर /सीनियर

विद्यार्थी/शिक्षक वर्ग की paper presentation में प्रतिभाग कर

प्रशंसनीय योगदान दिया एवं प्रथम/द्वितीय/तृतीय/सांत्वना पुरस्कार प्राप्त किया।

इनके विज्ञानमुखी उज्जवल भविष्य की कामना की जाती है।

डॉ. रवि प्रकाश शर्मा
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5.5.2. Students' publications (10)

(List the publications along with the names of the authors and publishers, etc.)

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Gmail Dr. Raveesh Agarwal <drraveesh15@gmail.com>

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Gemma

–

Gemma Dougan
Content Acquisition Management Assistant
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e content@thecasecentre.org

Our offices are currently closed due to the Coronavirus outbreak, but our team is working remotely and is contactable via email.

European Scientific Journal June 2015 /SPECIAL/ edition ISSN: 1857 – 7881 (Print) e - ISSN 1857- 7431

WASTE MANAGEMENT INITIATIVES IN INDIA FOR HUMAN WELL BEING

Dr. Raveesh Agarwal
Professor and Head, Department of Business Administration,
Rajshree Institute of Management & Technology, Bareilly
Mona Chaudhary
Associate Professor, Department of Management
Amity University, Noida
Jayveer Singh
MBA Student, Rajshree Institute of Management & Technology, Bareilly

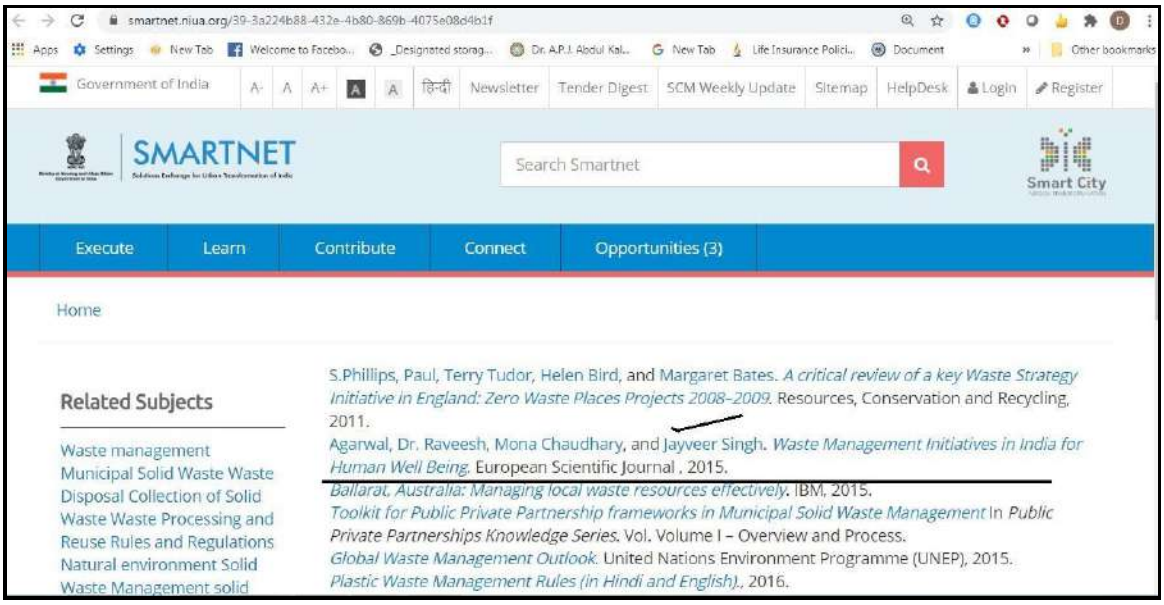
Abstract

The objectives of writing this paper is to study the current practices related to the various waste management initiatives taken in India for human wellbeing. The other purpose is to provide some suggestions and recommendations to improve the waste management practices in Indian towns. This paper is based on secondary research. Existing reports related to waste management and recommendations of planners/NGOs/consultants/government accountability agencies/key industry experts/ for improving the system are studied. It offers deep knowledge about the various waste management initiatives in India and find out the scope for improvement in the management of waste for the welfare of the society. The paper attempts to understand the important role played by the formal sector engaged in waste management in our country. This work is original and could be further extended.

Keywords: India, Recycling, Waste Disposal, Waste Management

Introduction

"There are few things certain in life – one is death, second is change and the other is waste." No one can stop these things to take place in our lives. But with better management we can prepare ourselves. Here we will talk about waste and waste management. Each of us has a right to clean air, water and food. This right can be fulfilled by maintaining a clear and healthy environment. Now for the first question, what is waste? Any material which is not needed by the owner, producer or processor is waste. Generally, waste is defined as at the end of the product life cycle and is disposed of in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S.Phillips, Paul, Terry Tudor, Helen Bird, and Margaret Bates. A critical review of a key Waste Strategy Initiative in England: Zero Waste Places Projects 2008–2009. Resources, Conservation and Recycling, 2011.
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Toolkit for Public Private Partnership frameworks in Municipal Solid Waste Management In Public Private Partnerships Knowledge Series. Vol. Volume I – Overview and Process.
Global Waste Management Outlook. United Nations Environment Programme (UNEP), 2015.
Plastic Waste Management Rules (in Hindi and English)., 2016.

Waste management initiatives in India for human well being

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Publication date	2015/6/1
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Publisher	European Scientific Journal
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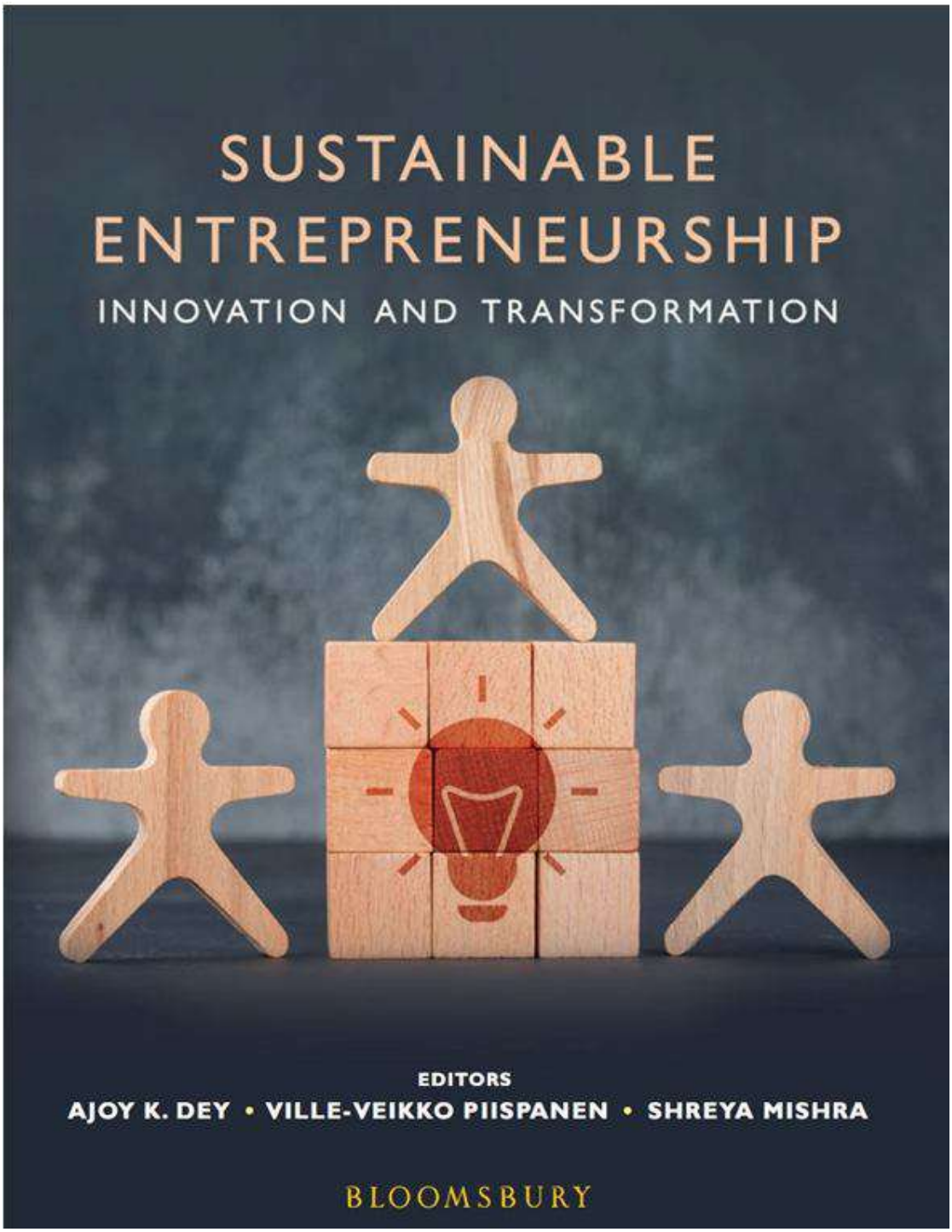
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Creating Blue Ocean in Ophthalmology through Ayurveda

Raveesh Agarwal[1] *and Tanya Sachdeva*[2]

ABSTRACT

This case explores the blue ocean journey of a recipient of U.P. Ratna, Emeritus Prof. Dr. M.S. Basu, who built a unique value proposition by overcoming many challenges. It was his relentless dedication and commitment to the society due to which he invented Isotine Eye Drops through the ancient science of Ayurveda for curing various eye disorders without operation. With his innovative business model and strategic mindset, he positioned Isotine as an authentic ayurvedic brand despite many controversies in the market. When traditional Ophthalmology players were competing with each other, he established Jagat Pharma to provide high-quality herbal medicines and eye care remedies. Mr. Basu recognized that a more structured approach is required for business development, so he appointed Dr. Mandeep Singh Basu as a CEO of the company. Now it is the responsibility of Dr. Singh to assess his future potential and maintain good ethical practices to serve the community.

Dilemma/Questions:

This case revolves around how Dr. Basu invented and positioned Isotine as an authentic ayurvedic brand and created the blue ocean. This case closes by questioning on how Dr. Singh will fulfil his father's dream to rid the world of blindness through Ayurveda.

Theory:

Blue Ocean: This case structured around Dr. Basu strategic moves to create the blue ocean.

Basis of the Case: *Phenomenon*

Type of the case: *Applied Decisional*

Protagonist: *Present*

Findings/Options:

The case exhibits how much effort Dr. Basu has put to make a product acceptable in the market through blue ocean strategies. He explored the opportunities in an Ayurvedic Ophthalmology industry that not only changed the opinion of people about Ayurvedic eye care treatment but also led to its acceptance in the Indian landscape. Dr. Basu introduced new perspectives, from planning to implementation that unlocked new demand in the market. Now it will not be an easy task from implementation to managing strategically in the near future.

[1] Professor, Department of Business Administration, Rajshree Institute of Management & Technology, Bareilly (U.P.), India, Email: drraveesh15@gmail.com

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Disclaimer: This case has been developed for classroom discussion and is not intended to illustrate either effective or ineffective handling of an administrative situation or to represent successful or unsuccessful managerial decision making or endorse the views of the management.

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This is to certify that *Anshu Mishra* presented and Published article titled **Radiating JLMI Through Digital Distribution** in **Sustainable Business and Competitive Strategies : Retail Industry and E-marketing**

Bloomsbury Publishing (ISBN: 9789389449655).

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of

Jewellery & Life Style Mart India Pvt. Ltd., Mumbai

participated in the *1st Management Education and Research Colloquium (MERC)* organized by ***Indian Institute of Management Kashipur*** on June 06-07, 2019. She/He successfully presented a Research Paper titled, *'Empowering Jewellers through Digital Distribution: A Case of India Jewels Mart'*

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Dean (Academics)

Colloquium Convener

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	M.Phil and Ph.D	CCS University	2012							Yes	02	No		
Dr. Gulshan Kumar	Qualification			16.01.2012	Associate Professor	17.08.2020	16.01.2012	Department of Business Administration	Finance	Academic Research			Yes	Regular
	MBA and Ph.D	Kumaun University	2018							Yes	No	No		
Dr. Amkit Agarwal	Qualification			08.10.2012	Associate Professor	05.08.2019	08.10.2012	Department of Business Administration	Marketing	Academic Research			Yes	Regular
	MBA and Ph.D	UTU University	2017							Yes	No	No		

	Mansi Chaturvedi			Gaurav Kapoor			Nitin Bisht	
	MBA	Qualification		MBA, Ph.D (Pursuing)	Qualification		MBA	Qualification
	Invertis University			BITS, Sangam University			Invertis University	
	2018			2008			2004	
	19.09.2018			15.09.2015			27.01.2012	
	Assistant Professor			Assistant Professor			Assistant Professor	
	19.09.2018			15.09.2015			16.01.2012	
	Department of Business Administration			Department of Business Administration			Department of Business Administration	
	Finance			Marketing			Marketing	
		Academic Research		Yes	Academic Research		Yes	Academic Research
	No			02			No	
	No			No			No	
	Yes			Yes			Yes	
	Regular			Regular			Regular	

Shivangi Gupta			Ameesha Kumari			Happy Sinha	
MBA	Qualification		MBA	Qualification		MBA	Qualification
MJPRU University			MJPRU University			UPTU, University	
2019			2017			2005	
03.09.2019			05.09.2018			19.08.2019	
Assistant Professor			Assistant Professor			Assistant Professor	
03.09.2019			05.09.2018			19.08.2019	
Department of Business Administration			Department of Business Administration			Department of Business Administration	
Marketing			Marketing			Human Resource	
	Academic Research		Yes	Academic Research			Academic Research
No			No			No	
No			No			No	
Yes			Yes			No	
Regular			Regular			Regular	

Neeraj Singh			Taj Fatima			Mansi Singh		
MBA	Qualification		MBA	Qualification		MBA	Qualification	
MJPRU University			MJPRU University			AKTU, University		
2017			2017			2019		
12.11.2018			01.09.2017			07.08.2019		
Associate Professor			Associate Professor			Assistant Professor		
12.11.2018			01.09.2017			07.08.2019		
Department of Business Administration			Department of Business Administration			Department of Business Administration		
Marketing			Finance			Human Resource		
	Academic Research		Yes	Academic Research			Academic Research	
No			No			02		
No			No			No		
Yes			NO			Yes		
Regular			Regular			Regular		

Amitesh			Dr. Kaushal Kishore			Som Prakash		
M.Com	Qualification		M.Com and Ph.D	Qualification		MBA	Qualification	
MJPRU, University			MJPRU, University			UPTU University		
2019			2018			2014		
18.11.2019			15.10.2016			16.09.2015		
Assistant Professor			Assistant Professor			Assistant Professor		
18.11.2019			15.10.2016			16.09.2015		
Department of Business Administration			Department of Business Administration			Department of Business Administration		
Commerce			Commerce			Finance		
	Academic Research		Yes	Academic Research		Yes	Academic Research	
No			No			No		
No			No			No		
No			Yes			Yes		
Regular			Regular			Regular		

Sanjeev Gangwar	Qualification			11.09.2017	Assistant Professor		11.09.2017	Department of Business Administration	Commerce	Academic Research			Yes	Regular
	M.Com	MJPRU, University	2010							Yes	No	No		
Yuwanshi Sharma	Qualification			16.08.2017	Assistant Professor		16.08.2017	Department of Business Administration	International Business	Academic Research			No	Regular
	MBA	DCRUST University	2017								No	No		
Rajan Raj	Qualification			02.08.2016	Assistant		02.08.2016	Department		Academic Research			Yes	R

At ul		Pooran Lal		Mansi Gupta			
Qualification		M.Com	Qualification	MBA	Qualification		MBA
		MJPRU, University		MJPRU University			UPTU University
		2011		2016			2004
08.08. 2017		16.09.2016		08.08.2017			
Ass ista		Assistant Professor		Assistant Professor			
		16.09.2016		08.08.2017			
De part		Department of Business Administration		Department of Business Administration			
		Commerce		Human Resource			
Academic Research			Academic Research		Academic Research		
		No		No			
		No		No			
Yes		No		No			
		Regular		Regular			

	Ankita Saxena			Dr. Priyanka Rastogi				
	MBA	Qualification		MBA and Ph.D	Qualification		MBA	
	AKTU, University			MJPRU, University			AKTU, University	
	2014			2015			2017	
	01.09.2016			06.03.2013				
	Assistant Professor			Professor				
				02.07.2019				
	01.09.2016			06.03.2013				
	Department of Business Administration			Department of Business Administration				
	Finance			Marketing				
		Academic Research		Yes	Academic Research			
	No			No			No	
	No			No			No	
	No			Yes				
	Regular			Regular				

Sheetal Singh			Arshi Sultan			Harsha Gupta	
MBA	Qualification		MBA	Qualification		MBA	Qualification
AKTU, University			Jamia Hamdard University			AKTU, University	
2020			2015			2015	
09.12.2020			05.10.2016			05.10.2016	
Assistant Professor			Assistant Professor			Assistant Professor	
09.12.2020			05.10.2016			05.10.2016	
Department of Business Administration			Department of Business Administration			Department of Business Administration	
Human Resource			Marketing			Human Resource	
	Academic Research			Academic Research			Academic Research
No			No			No	
No			No			No	
Yes			No			No	
Regular			Regular			Regular	

Stuti Sharma	Qualification			07.12.2020	Assistant Professor		07.12.2020	Department of Business Administration	Commerce & Human Resource	Academic Research			No	Regular
	M.com	MJPRU & University	2017 & 2020								No	No		
Pushpendra Kumar	Qualification			09.12.2020	Assistant Professor		09.12.2020	Department of Business Administration	Marketing	Academic Research			Yes	Regular
	MBA	AKTU ,University	2014								No	No		
Rajesh	Qualification			02.11.2020	Assistant		02.11.2020	Department		Academic Research			Yes	R

	MBA , & NET, Ph.D (Pursuing)	UTU, Dehradun & Amity University	2012										
Shalabh Saxena	Qualification			08.10.2021	Assistant Professor		08.10.2021	Department of Business Administration	Marketing	Academic Research			Yes	Regular
	MBA	UPTU, Lucknow	2013							Yes	No	No	

Note: *Please provide details for the faculty of the department, cumulative information for all the shifts for all academic years starting from current year in above format in Annexure - II.*

Student-Faculty Ratio (SFR) (10)

No. of UG Programs in the Management Department/ Stand-alone Management institutes (n): **Nil**

No. of PG Programs in the Management Department/ Stand-alone Management institutes (m): **01**

No. of Students in UG 1nd Year= **u1**

No. of Students in UG 2rd Year= **u2**

No. of Students in UG 3th Year= **u3**

No. of Students in PG 1st Year= **120**

No. of Students in PG 2nd Year= **120**

No. of Students = Sanctioned Intake + Actual admitted lateral entry students

(The above data to be provided considering all the UG and PG programs of the department)

S=Number of Students in the Department = UG1 + UG2 +UG3 +120 + 120

F = Total Number of Regular Faculty Members in the Department (excluding first year faculty)

Student Faculty Ratio (SFR) = S/F

Table 6.1.1

Year	**CAY (2021-22)**	**CAYm1(2020-21)**	**CAYm2(2019-20)**
u1.1	**N/A**	**N/A**	**N/A**
u1.2	**N/A**	**N/A**	**N/A**
u1.3	**N/A**	**N/A**	**N/A**
UG1	**u1.1+u1.2+u1.3**	**u1.1+u1.2+u1.3**	**u1.1+u1.2+u1.3**
...			
u_n.1	**N/A**	**N/A**	**N/A**
u_n.2	**N/A**	**N/A**	**N/A**
u_n.3	**N/A**	**N/A**	**N/A**
UGn	**u_n.1+u_n.2+u_n.3**	**u_n.1+u_n.2+u_n.3**	**u_n.1+u_n.2+u_n.3**
p1.1	**120**	**120**	**120**
p1.2	**120**	**120**	**120**
PG1	**p1.1+p1.2**	**p1.1+p1.2**	**p1.1+p1.2**
.....			
pm.1			
pm.2			
PGm	**pm.1+pm.2**	**pm.1+pm.2**	**pm.1+pm.2**
Total No. of Students in the Department **(S)**	**240**	**240**	**240**
No. of Faculty in the Department **(F)**	**20**	**19**	**17**
Student Faculty Ratio (SFR)	**12**	**12.63**	**14.12**
Average SFR	**12.92**		

Note:

1. **Minimum 75% should be Regular faculty and the remaining shall be Contractual Faculty as per AICTE norms and standards.**

2. **The contractual faculty (doing away with the terminology of visiting/adjunct faculty, whatsoever) who have taught for 2 consecutive semesters in the corresponding academic year on full time basis shall be considered for the purpose of calculation in the Student Faculty Ratio.**

3. *Depending upon the No. of programs in UG and PG the above table has to be updated accordingly. For Ex: if UG="0" and PG="1". The table may be prepared for only one PG program.*

4. Marks to be given proportionally from a maximum of 10 to a minimum of 5 for average SFR between 15:1 to 25:1, and zero for average SFR higher than 25:1. Marks distribution is given as below:

<=15	-	10Marks
<=17	-	09Marks
<=19	-	08Marks
<=21	-	07Marks
<=23	-	06Marks
<=25	-	05Marks
>25.0	-	0 Marks

6.1.1. Provide the information about the regular and contractual faculty as per the format mentioned below:

Table 6.1.1

	Total number of regular faculty in the department	Total number of contractual faculty in the department
CAY	20	Nil
CAYm1	19	Nil
CAYm2	18	Nil

6.2. Faculty Cadre (20)

The reference Faculty cadre proportion is 1(F1):2(F2):6(F3)

F1: Number of Professors required = 1/9 x Number of Faculty required to comply with 20:1 Student-Faculty ratio based on no. of students (N) as per 6.1

F2: Number of Associate Professors required = 2/9 x Number of Faculty required to comply with 20:1 Student-Faculty ratio based on no. of students (N) as per6.1

F3: Number of Assistant Professors required = 6/9 x Number of Faculty required to comply with 20:1 Student-Faculty ratio based on no. of students (N) as per6.1

Year	Professors		Associate Professors		Assistant Professors	
	Required F1	Available	Required F2	Available	Required F3	Available
CAY	**01**	**02**	**01**	**01**	**10**	**17**
CAY*m*1	**01**	**02**	**01**	**01**	**10**	**16**
CAY*m*2	**01**	**02**	**01**	**01**	**10**	**14**
Average Numbers	**RF1=01**	**AF1=2**	**RF2=01**	**AF2=01**	**RF3=10**	**AF3=15.66**

$$\text{Cadre Ratio Marks} = \left[\left[\frac{AF1}{RF1} \right] + \left[\frac{AF2 \times 0.6}{RF2} \right] + \left[\frac{AF3 \times 0.4}{RF3} \right] \right] \times 10$$

$$= \left[2/1 + 1x0.6/1 + 15.66x0.4/10 \right] x\ 10$$

$$= \mathbf{32.264}$$

- If AF1 = AF2= 0 then zero marks
- Maximum marks to be limited if it exceeds20

6.3. Faculty Qualification (15)

FQ =1.5 x [(10X +4Y)/F)] where x is no. of regular faculty with Ph.D., Y is no. of regular faculty with MBA, F is no. of regular faculty required to comply 1:20 Faculty Student ratio (no. of faculty and no. of students required are to be calculated as per 6.1)

	X	Y	F	FQ=1.5 x [(10X +4Y)/F)]
CAY	05	15	20	FQ= 1.5*[(10*5+4*15)/ 20)] = 8.25
CAY*m*1	05	14	19	FQ= 1.5*[(10*5+4*14)/ 19)] = 8.37
CAY*m*2	05	12	17	FQ= 1.5*[(10*5+4*12)/ 17)] = 8.65
Average Assessment				8.42

6.4. Faculty Retention(15)

No. of regular faculty members in CAYm1=19 CAY=20

Item (% of faculty retained during the period of assessment keeping CAYm2 as base year)	Marks
>=90% of faculty	15
>=75% of faculty	10
>=60% of faculty	8
>=50% of faculty	5
<50% of faculty	0

6.5. Faculty Initiatives on Teaching and Learning (10)

Innovations by the Faculty in teaching and learning shall be summarized as per the following description.

Contributions to teaching and learning are activities that contribute to the improvement of student learning. These activities may include innovations not limited to, use of ICT, instruction delivery, instructional methods, assessment, evaluation and inclusive class rooms that lead to effective, efficient and engaging instruction. Any contributions to teaching and learning should satisfy the following criteria:

- *The work must be made available on Institutewebsite*
- *The work must be available for peer review andcritique*
- *The work must be reproducible and developed further by otherscholars*

The department/institution may set up appropriate processes for making the contributions available to the public, getting them reviewed and for rewarding. These may typically include statement of clear goals, adequate preparation, use of appropriate methods, and significance of results, effective presentation and reflective critique.

There are various initiatives that Rajshree Institute of Management & Technology, Bareilly has put in to practice to improve teaching & learning quality in the classroom are as follows:

Introduce technology in the classroom: Today, we live and function in a digital era where students are constantly exposed to the latest trends in technology and media. When teaching these new-age students, it becomes important for teachers to be flexible and find new ways to improve their teaching quality. This not only helps them to be more effective in the classroom but will help their students learn and retain the information in a better way. Faculty members use videos, free online resources and other digital tools which can be easily implemented in their classroom. Young students are more adept with technological skills, so by integrating technology into the classroom, we instantly help our students learn better and faster.

Personalize the learning experience of the students: One of the most effective ways to teach is to personalize the learning experience to meet the needs of each individual learner. Personalized learning combines face-to-face teaching with technology-assisted instruction and student collaboration to leverage each student's learning style and interests. The final aim is to create a stimulating learning experience for all involved.

Involve Parents

The best teachers do not teach in isolation, but they work with the students, keeping parents involved and informed at all times. Rajshree Institute keep the parents updated on their ward's performance.

Empower students to be active learners

One of the best ways to improve the quality of teaching is to guide the students to be active learners rather than simply be spectators. Active learning can best be described as a process when students engage with the material, participate in the class, and collaborate with each other as part of the learning process. Faculty members ask the students to engage in the class room through various activities which includes student collaboration, asking students to analyses case studies, debates and discussing new ideas both during lectures and homework, etc.

Rigorous process of selection of faculty members

A careful selection of faculty members for improving the quality of teaching is essential. Faculty members are recruited in general by invitation of application from candidates through targeted and rolling advertisements. The essential qualification required for the candidates is as per AICTE/University guidelines. Shortlisted candidates would be invited to presentation and interview in the campus. They are required to have an academic interaction with the interview board/ screening committee/selection committee.

Continuous focus on faculty development

Faculty development programs (FDPs) have proven to be successful for improving teaching skills in higher education. FDPs are conducted regularly in the institute for

improving the teaching skills of all faculty members. Faculty members are also motivated to join FDP organized by NPTEL-AICTE FDP and other esteemed Universities and Institutions. They are also encouraged to join various courses, seminars, conferences, webinars, experts' lectures, etc. organized by industries and institutions.

Academic Calendar

The academic calendar has been made and aligned with University academic calendar. Apart from this the events proposed by the university in academic calendar, Institute has introduced many other events which are useful in overall development of the students.

Maintenance of Course files:

For every course, a course file is maintained by the subject faculty. The maintained course file includes the following things:

Planning:

- **Subject allocation:** The allotment of subjects to faculty after the end of semester. The courses are allowed based on the alternative filled by the subject teacher.
- **Department action plan and overview of the previous semester:** The work plan for the next semester is ready and discussed at the faculty meeting. Academic responsibilities are assigned and the process for fulfilling them is discussed. A new value-added program has been identified and planned. An overview of the activities and results of the past semester is also part of the discussion.
- **Lesson plan:** Lesson plans are drawn up by teachers for each lecture in the curriculum before the semester begins and is approved after careful study by the Head of the department. Department and make it accessible to students. Lesson plan includes teaching Results and evaluation of results.
- **Question Bank:** A question bank is made for each course topic, depending on the course and course objectives. Results and consideration of the nature of the tasks of the university. Previous question University documents are also stored in course files. List of tasks and check questions, solution tests are included in the course files.

Implementation:

- **Lecture method and Interactive learning:**The College uses chalk, chalkboards and audiovisual aids in teaching. Students are also encouraged to actually interact during the lecture, asking questions on the spot, use of teachers Models and diagrams for interactive learning
- **Project-based learning**: Real time projects are provided to the students and they are guided by the faculty members.

SMART class Room: The content of the lecture are provided by the smart classes on the projector. Live sessions are also effective by using the projector. Following are some extra pedagogical initiatives taken by the department in addition to Chalk and Talk, Lectures, Assignments, Power Point Presentation, and Tutorials:

- Role Play
- Visual Chart
- Interaction with live example from industries
- E-content
- Group Projects
- Extra lab activities beyond the syllabus
- Seminar
- Conferences
- Webinars
- Guest Lectures
- Alumni Interaction
- Problem solving by simulation
- Case studies
- MOOCs
- Business Simulation
- Management Games

Methodologies to support academically weak students and encourage bright students:

Strategy to find out the weak student: The Faculty members do meetings on the regular basis to find-out the weak students who secure less marks in their internals. According to HoD's instruction, faculty members take extra efforts to provide all kind of assistances.

Feedback: Feedback is taken from the students on regular interval. From all the students of the class feedback forms will be collected and further actions will be taken based on the feedback. Feedback system followed is of three types:

1. **Direct Feedback from the Students:**
2. **Interactive Feedback:**
3. **Consolidate Feedback:**

Rewards

- Based on the academic performance, college toppers were awarded
- Students having full attendance were rewarded

CONSOLIDATION & CORRECTIVE ACTION TAKEN

Action Taken and Impact Analysis on teaching learning process:

Based on student / faculty feedback Placement Orientation Programs has been organized once in a month so as to guide the students about the companies and their career.

- Value added classes such as Soft skills classes, and English communication classes were provided to students in order to prepare them for placements.
- E-notes and previous year papers were provided to studentsso as to improve their performance and produce better results.
- Arrangement of special classes were made for students so that they could get proper knowledge and able to develop their skills for future.
- Mock interviews were scheduled for each and every student so that they can be confident and able to face the interviews of companies in future.
- In the end of semester, addition classes for revision were arranged by the faculties and sample papers were made to be solved by the students so as to make their results better. This helped a lot in improving the performance of students and building their confidence to solve the complex problems.
- Every student was made to interact with their respective subject faculties based on the interaction hour schedule prepared by the faculty members so that special attention can be given to each student and their problems can be sorted. This helped the students to achieve better results.
- Class tests were scheduled by the respective faculty members in order to monitor the performance of students and assignments were given to students and checked by faculty members regularly.
- Extra question banks were provided to students so that they can be prepared to solve every question and be aware of every topic before appearing for the examination.

- Modern pedagogical tools like NPTEL, Industrial training, guest lectures, and industrial visits were also arranged for the students in order to make them industry ready.

Feedback of Faculties

Feedbacks of faculties were taken from students based on the feedback form-:

RAJSHREE INSTITUTE OF MANAGEMENT AND TECHNOLOGY

16 KM, National Highway 30, Pilibhit Rd, Bareilly, Uttar Pradesh 243122

FEEDBACK FORM FOR TEACHER EVALUATION BY STUDENTS

Name of the Department .....

Branch..... Session..... Semester.....

Name of teacher: ..... Subject taught with Code: .....

Total number of lectures delivered by teacher in the session/semester: .....

Number of classes attended by the student filling the form with percentage.....

(If the student filling the form has less than 50% attendance he/she is requested not to fill the form.)

IN THE FOLLWING TABLE TICK (✓) THE APPROPRIATE CHOICE FOR EACH POINT.

Rating ⇨ / Subject ⇩		(Below Avg.)	(Avg.)	(Good)	(Very Good)	(Excellent)
A.	TIME SENSE					
1.	Punctuality in the Class					
2.	Regularity in taking Classes					
3.	Completes syllabus of the course in time					
4.	Scheduled organization of assignments, class test, quizzes and seminars					
B.	SUBJECT COMMAND					
5.	Self-confidence					
6.	Communication skills					
7.	Teaching the subject matter					
C.	HELPING ATTITUDE					
8.	Study Material Provided					
9.	Helps students in realizing career goals					
10.	Helps students in realizing their strengths and developmental needs					
	Total (A+B+C)					

Based on the feedback forms carried out following methodology is adapted-:

Table- WEIGHTAGE MATRIX					
CATEGORY	**STUDENT FEEDBACK**	**HOD**	**CO-CURRICULAR ACTIVITIES**	**EXTRA CURRICULAR ACTIVITIES**	**TOTAL**
FACULTIES	40	30	15	15	100
HOD	50	20	15	15	100

Feedbacks collected from students are analyzed. From the analysis it was observed that students are progressing in every field due to the guidance and motivation provided by their respective faculties. Faculties are providing good knowledge in their subjects and periodic tests are taken by them on regular basis. Corrective actions are taken by HOD in case of any problem or issue. Students are monitored by their concerned faculties and they are in turn monitored by HOD. In this way,academic activities are carried out in smooth fashion. Extra efforts are also made on co-curricular activities so that the skills of students can be enhanced. Extra classes are taken by the faculties for the weak students in order to improve their performance. In this way, the working is going on regularly and is focused on improving the academic performance.

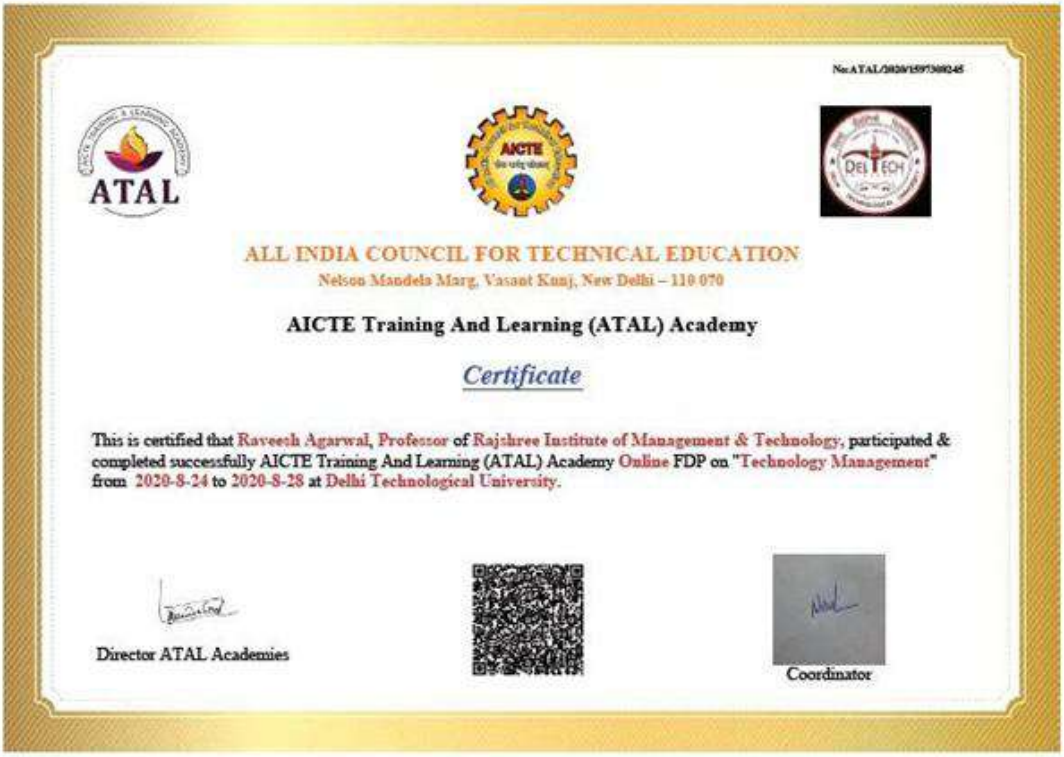
6.6. Faculty Performance, Appraisal and Development System (10)

(Mention details such as program title, description, duration, resource person, type of training, training methodology, participants, etc.). Mention details separately for the programs organized and the programs participated outside the institution)

The institute has a major focus on continuous faulty development and it is a priority area of the institute. Faculty development programs (FDPs) have proven to be successful for improving teaching skills in higher education. FDPs are conducted regularly in the institute for improving the teaching skills of all faculty members. Faculty members are also motivated to join FDP organized by NPTEL-AICTE FDP and other esteemed Universities and Institutions. They are also encouraged to join various courses, seminars, conferences, webinars, experts' lectures, etc. organized by industries and institutions.

FDP by Faculty Members

FDP
2020
LINGAYA'S
L D I M S
Lingaya's Lalita Devi Institute of Management And Sciences
NAAC Re-Accredited "A" Grade Institute
Affiliated to GGSIP University
Recognized by UGC u/s 2(f), Govt. of NCT Delhi and NCTE
ISO 9001:2015 Certified
CERTIFICATE OF PARTICIPATION
This is to certify that Dr. Raveesh Agarwal has participated and successfully completed the Online Faculty Development Programme on "Covid-19 Challenges and Opportunities: Paradigm Shift in Various Domains of Indian Education" organised by Lingaya's Lalita Devi Institute of Management And Sciences from May 18, 2020 to May 22, 2020.
Ms. Amita Kumar
Adviser, LLDIMS
Dr. K.K. Garg
Director, LLDIMS
Dr. Pranav Mishra
IQAC Coordinator
Dr. Mala Sharma Dixit
Convener
Dr. Ajitabh
Convener



No:ATAL/2020/1597369245

ATAL

AICTE

DELTECH

ALL INDIA COUNCIL FOR TECHNICAL EDUCATION

Nelson Mandela Marg, Vasant Kunj, New Delhi – 110 070

AICTE Training And Learning (ATAL) Academy

Certificate

This is certified that Raveesh Agarwal, Professor of Rajshree Institute of Management & Technology, participated & completed successfully AICTE Training And Learning (ATAL) Academy Online FDP on "Technology Management" from 2020-8-24 to 2020-8-28 at Delhi Technological University.

Director ATAL Academies

Coordinator

Dr. APJ Abdul Kalam Technical University,
Lucknow, Uttar Pradesh
(Formerly Uttar Pradesh Technical University)

&

IUCEE (Indo-US Collaboration for Engineering Education)

Certificate of Participation

This is to certify that **Mr./Ms./ Dr.** Raveesh Agarwal
Of Rajshree Institute of Management & Technology, Bareilly
has successfully attended two days Faculty Development Workshop on **"Design and Implementation of Student Centered Learning"**, on 13th and 14th January 2016 that was organized at **JSS Academy of Technical Education, Noida.**

Co-ordinator
Prof. Sampath Kumar V
Associate Dean (RDIC)

Principal
Prof. K. Kamal
JSSATE, NOIDA

No:ATAL/2020/1597400766

ALL INDIA COUNCIL FOR TECHNICAL EDUCATION

Nelson Mandela Marg, Vasant Kunj, New Delhi – 110 070

AICTE Training And Learning (ATAL) Academy

Certificate

This is certified that **Nitin Bisht**, **Assistant Professor** of **RAJSHREE iNSTITUTE OF MANAGEMENT & TECHNOLOGY** participated & completed successfully AICTE Training And Learning (ATAL) Academy **Online** FDP on "**Technology Management**" from **2020-8-24** to **2020-8-28** at **Delhi Technological University**.

Director ATAL Academies

Coordinator

No:ATAL/2020/1597400947

ALL INDIA COUNCIL FOR TECHNICAL EDUCATION

Nelson Mandela Marg, Vasant Kunj, New Delhi – 110 070

AICTE Training And Learning (ATAL) Academy

Certificate

This is certified that **Nitin Bisht**, **Assistant Professor** of **RAJSHREE iNSTITUTE OF MANAGEMENT & TECHNOLOGY** participated & completed successfully AICTE Training And Learning (ATAL) Academy **Online** FDP on "**Organizational Behaviour**" from **2020-9-14** to **2020-9-18** at **Makhan Lal National University of journalism and Communication**.

Director ATAL Academies

Coordinator

IIM NAGPUR

ISDSI GLOBAL

CERTIFICATE OF PARTICIPATION

This is to certify that

Dr. Raveesh Agarwal

Rajshree Institute of Management & Technology

Presented the paper titled

Sustainable Packaging Solutions through Creation of Blue Ocean

at the

ISDSI-Global Conference 2021: Leading business in a FLUID world

held at **INDIAN INSTITUTE OF MANAGEMENT NAGPUR** from December 27-30, 2021

Dr. Arun Elias	Dr. Ramachandran Natarajan	Dr. Prakash Awasthy	Dr. Gunjan Tomer
Conference Chair	Conference Chair	Conference Chair	Conference Chair

No:ATAL/2021/1626477876

ALL INDIA COUNCIL FOR TECHNICAL EDUCATION

Nelson Mandela Marg, Vasant Kunj, New Delhi – 110 070

AICTE Training And Learning (ATAL) Academy

Certificate

This is certified that Raveesh Agarwal, Professor of Rajshree Institute of Management & Technology, participated & completed successfully AICTE Training And Learning (ATAL) Academy Online Elementary FDP on "Productivity Enhancement" from 2021-7-27 to 2021-7-31 at National Institute of Technology Mizoram.

Adviser-I, ATAL Academy

Coordinator

No:ATAL/2020/1597308245

ATAL

ALL INDIA COUNCIL FOR TECHNICAL EDUCATION

Nelson Mandela Marg, Vasant Kunj, New Delhi – 110 070

AICTE Training And Learning (ATAL) Academy

Certificate

This is certified that **Raveesh Agarwal, Professor** of **Rajshree Institute of Management & Technology**, participated & completed successfully AICTE Training And Learning (ATAL) Academy **Online** FDP on **"Technology Management"** from **2020-8-24** to **2020-8-28** at **Delhi Technological University**.

Director ATAL Academies

Coordinator

Roll No:NPTEL21MG20S11190047

To DR RAVEESH AGARWAL
MANISH AGARWAL,318 KANOON GOYAN
OPPOSITE PREM NAGAR POST OFFICE
BAREILLY
U.P. - 243005
PH. NO :8192900131

No. of weeks of NPTEL Courses	Equivalence of NPTEL course with regular FDP
4	$\frac{1}{2}$ FDP of one week
8	Full FDP of one week
12	$1\frac{1}{2}$ FDP

Duration of NPTEL course: 8 Weeks

NPTEL-AICTE
Faculty Development Programme

(Funded by the Ministry of HRD, Govt. of India)

This certificate is awarded to

DR RAVEESH AGARWAL

for successfully completing the course

Consumer Behaviour

with a consolidated score of **71** %

Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras

(Jan-Mar 2021)

Prof. Dileep N. Malkhede
Advisor-I (Research, Institute & Faculty Development)
All India Council for Technical Education

Roll No: NPTEL21MG20S11190047

To validate and check scores: http://nptel.ac.in/noc

The candidate has studied the above course through MOOCs mode, has submitted online assignments and passed proctored exams.
This certificate is therefore acceptable for promotions under CAS as per AICTE notifications dated 24th July 2018, similar to other refresher / orientation courses.
F.No. AICTE / RIFD / FDP through MOOCs / 2017-18

Roll No:NPTEL21MG28S21190023

To DR RAVEESH AGARWAL
MANISH AGARWAL,318 KANOON GOYAN
OPPOSITE PREM NAGAR POST OFFICE
BAREILLY
U.P. - 243005
PH. NO :8192900131

No. of weeks of NPTEL Courses	Equivalence of NPTEL course with regular FDP
4	$\frac{1}{2}$ FDP of one week
8	Full FDP of one week
12	$1\frac{1}{2}$ FDP

Duration of NPTEL course: 8 Weeks

NPTEL-AICTE
Faculty Development Programme

(Funded by the Ministry of HRD, Govt. of India)

This certificate is awarded to

DR RAVEESH AGARWAL

for successfully completing the course

Marketing Management - II

with a consolidated score of **72** %

Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras

(Jan-Mar 2021)

Prof. Dileep N. Malkhede
Advisor-I (Research, Institute & Faculty Development)
All India Council for Technical Education

ASSOCHAM
Celebrating 101 Years

Presents

TWO DAY NATIONAL WORKSHOP ON

DIGITAL DISRUPTION IN LEARNING

CERTIFICATE OF PARTICIPATION

This is to certify that

Dr. Raveesh Agarwal

has completed a two day National Workshop on Digital Disruption in Learning held on 17th & 18th September 2021 organized by The Associated Chambers of Commerce and Industry of India (ASSOCHAM) Tamilnadu & Kerala Chapter & Kumaraguru College of Liberal Arts and Sciences (KCLAS).

KCLAS KUMARAGURU

Knowledge Partner Cognizant

The Performance Review Process

The performance of faculty members is reviewed annually.

Faculty members are individually apprised of their strengths and weaknesses by the Head and encouraged to achieve higher goals. The appraisals also help to assess the merit of the faculty members in applying for personal promotions. We regularly monitors and collects the annual self-appraisals in the prescribed format from each Faculty member, duly forwarded by the Head of the Department.

6.7. Visiting / Adjunct Faculty (10)

Adjunct faculty also includes Industry experts. Provide details of participation and contributions in teaching and learning and /or research by visiting/adjunct/Emeritus faculty etc. for all the assessment years:

NA

6.8. Academic Research(75)

Faculty Paper Publication
(List of Publications in referred journals, reputed conferences, books, book chapters, case studies in public domain etc.)

List of Ph.D. /Fellowship titles(FPM) awarded during the assessment period while working in the institute

- Faculty members of Department of Business Administration, Rajshree Institute of Management & Technology, Bareilly have published a number of papers in reputed journals listed in ABDC, SCOPUS, UGC CARE, etc.
- They presented their research papers in International and National Conferences organised by **IIM Ahmedabad, IIM Banaglore, IIM Kozhikode, IIM Indore, IIM Nagpur, IIM Rohtak, IIM Kashipur, IIT Rorkee, JNU, MDI, Symbiosis, NIRMA** and many other reputed Institutes and Universities.
- Faculty member hasalso written many case studies and teaching notes which are published by reputed International publishers and Case center also. The case study and teaching notes written by Rajshree faculty member is teaching in foreign University.
- Faculty member has also written many book chapters which are published by reputed International and national publishers.
- They have also participated in many FDPs organised by AICTE-NPTEL, and other reputed Universities and Institutions.

Some details are given below:-

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- Bisht N., Chowdhury S., **Agarwal R.** (2021). Work–Life Balance of Single Parents Working In Educational Institutions. Webology, 18 (6), 2737-2749. ISSN: 1735-188X. (indexed in **Scopus, Elsevier**)

- **Agarwal R.,** Gupta A. (2020).Biomedical Waste Resource Management: Opportunities and Challenges. Productivity: Journal of National Productivity Council, 61 (3), 285-301. ISSN: 0032-9924. **https://doi.org/10.32381/PROD.2020.61.03.4 (**Indexing **in EBSCO, ProQuest)**

- **Agarwal, R.** (2018). Lesson Learned from Killer Floods in Kerala: Time for Retrospection. Management and Economics Research Journal, 4 (S2), 268–280. E-ISSN: 2469-4339. **https://doi.org/10.18639/MERJ.2018.04.735013 (Indexing in EBSCO, J-GATE, Harvard Library)**

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- **Agarwal, R.**, Chaudhary, M., & Singh, J. (2015). Waste Management Initiatives in India for Human Wellbeing. European Scientific Journal, ESJ, 11(10), 105-127. ISSN: 1857 – 7881. e - ISSN 1857- 743 (Indexing in **Mendeley, Index Copernicus, Ulrich's Directory, Serial Solutions, Ebsco, Scirus, Cabell Publishing**)

- **Agarwal, R**., Thiel, M., &Bisht, N. (2015).Sustainability Strategies as Emerging Trends for Competitive Advantages in Chocolate Industry.International Journal of Advance Research in Science and Engineering, IJARSE, 4 (01), 158-166.E- ISSN-2319-8354

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- **Agarwal, R**., Thiel, M. (2013).P&G: Providing Sustainable Innovative Products through LCA Worldwide.South Asian Journal of Business and

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- **Agarwal, R**., Theil M., (2012). IBM's Environmental Management System Supplier Requirements: Corporate Responsibility Performance or Deviation? International Journal of Business and Globalisation (IJBG), Inderscience Enterprises Ltd., 9 (3), Print ISSN: 1753-3627 Online ISSN: 1753-3635. DOI: 10.1504/IJBG.2012.050363 **(ABDC Ranked and Scopus Indexed Inderscience Journal)**

- **Agarwal, R.,** Theil M., (2012). A Stratagem for responsible business in India and the US: Government Innovation or Constraint?Procedia - Social and Behavioral Sciences, Elsevier Ltd. 37:490–503.ISSN: 1877-0428. DOI:10.1016/j.sbspro.2012.03.314

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- Paper Entitled “An Analytical Study of Fiscal Deficit in India (1990-91 to 2020-21)” published in International Journal of Commerce and Economics, Vol.3, Issue No.2, 2021, pp 23-29, ISSN: 2664-7540.
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- Paper titled **"Creating Opportunities by Converting Trash to Treasure"** published in the e-proceedings of **3rd International Conference on Creating Opportunities in Emerging Markets - A Global Approach**,dated onFebruary 13-14, 2015 organized and published by **Symbiosis Centre for Management Studies, Noida (Constituent of Symbiosis International University, Pune)** (ISBN-978-81-928678-1-6),Page No. 402-413.

- Paper titled **"Drive" to Measure Employees' Engagement at Campbell Soup Company** published in the proceedings of **Global Conference on Managing in Recovering Markets (GCMRM-2015)**,dated on March, 11-13, 2015 organized and published by **Management Development Institute (MDI), Gurgaon** (ISBN-978-81-929149-2-3),Page No. 1-15.

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- Paper titled **"Mondelez International: World Class Sustainable Product innovation in Fierce Competition"** is published in the proceedings of International Conference on Management Case jointly organized by **Birla Institute of Management Technology (BIMTECH), Greater Noida & School of Public Policy, George Mason University, Virginia, USA** dated on December 5-6, 2013 entitled **"Strategic initiatives for Competitive Advantage in the Knowledge Society"** published by Bloomsbury Publishing India Pvt. Limited, 2014 (ISBN-978-93-82951-43-8), Page No. 131-142.

- Paper titled **"Go Green: Waste Management Initiatives within USA & India"** published in the proceedings of **National Conference on Green Business"** organized by **Institute of Management Education, Sahibabad,**

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- Paper titled **"Managing in Reverse – How to Convert Trash to Treasure"** published in the proceedings of **National Conference on Supply Chain Management (SCMC-10)** organized by **Institute of Management Education, Sahibabad, Ghaziabad**, March 2010 entitled **"Supply Chain for Competitiveness"** by Macmillan Publishers India Limited, 2010 (ISBN-978-0230-32938-6),Page No. 112-120.

- Paper titled **"Recent Ban on Toy Imports from China and the Competitiveness of Indian toy Industry"** published in the proceedings of **National Conference on Information Technology and Competitive Dynamics (ITCDC'09)** organized by **Institute of Management Education, Sahibabad, Ghaziabad,** March 2009 entitled **"Reshaping Business – Analysis and Solution"** by Macmillan Publishers India Limited, 2009 (ISBN-978-0230-63826-6) Page No. 165-176.

- Paper titled **"Global Financial Crisis and Engineering Exports: A Strategy towards Transformation"** published in the proceedings of **International Conference on New Global Economic order: Challenges and opportunities** organized by **J K Business School, Gurgaon**, August 2009 entitled **"New Global Economic order: Challenges and opportunities"** by Research India Publications, Delhi, 2009 (ISBN-978-81-904362-9-8) Page No.125-139.

- Case titled **"Diversification Plans of Prime Technologies"** published in the proceedings of **International Conference on Business Cases** organized by **Institute of Management Education, Sahibabad, Ghaziabad**, November 2009 entitled **"Business Case"** by Macmillan Publishers India Limited, 2009 (ISBN-978-0230-32823-5) Page No. 121-129.

- Case titled **"The Innovative Technique at Thomson"** published in the proceedings of **International Conference on Business Cases** organized by **Institute of Management Education, Sahibabad, Ghaziabad**, November 2009 entitled "**Business Case"** by Macmillan Publishers India Limited, 2009.

- Paper titled **"Breakthrough Management - Corporate Survival Strategy"** published in the proceedings **National Conference on Information Technology and Competitive Dynamics (ITCDC'08)** organized by **Institute of Management Education, Sahibabad, Ghaziabad**, April 2008 entitled

"Business and Competitive Dynamics- Survival and Growth Strategies" by Macmillan Publishers India Limited, 2008, (ISBN-978-230-63515-9), Page No. 41-51.

- Paper titled **"Transforming Management Education in Knowledge Economy: An Effective Approach"** published in the proceedings of **National Conference on Professional Education** organized by **GGSIP University, Delhi**, July 2008 entitled **"Professional Education in Knowledge Economy"** by Excel India Publishers, New Delhi, 2008 (ISBN-978-81-906531-7-6) Page No. 490-504.

- Paper titled **"Electric Power Supply System and T&D Losses"** published in the proceedings of **National Conference on Supply Chain Management (NCSCM'08)** organized by **Institute of Management Education, Sahibabad, Ghaziabad,** Oct, 2008 entitled **"Supply Chain for Competitiveness"** by Macmillan Publishers India Limited, 2008 (ISBN-978-0230-63657-6) Page No. 66-77.

Other Research Papers Presented, Accepted/Published in proceedings of International, National Conferences and Seminars

- Presented a paper entitled **"An Assessment of Key Areas in Improving the Quality of Higher Education in Institutes"** in National Conference on **"Unemployment and Skill Development of Rural Youth in Educational Institutions",** sponsored by **Department of Higher Education, Govt. of Uttar Pradesh** and organized by **Govt. P.G. College, Bisalpur** dated on February, 21-22, 2015.

- Presented a paper entitled **"Sustainability Strategies as Emerging Trends for Competitive Advantages in Chocolate Industry"** in **International Conference on Recent Trends in Engineering Science and Management organized by Conference World and A R Publication** at **Jawaharlal Nehru University, New Delhi** dated on March 15, 2015.

- Presented a paper entitled **"Waste Management Initiatives in India for Human Wellbeing" in 2nd Global Academic Meeting (GAM 2015) on "Multi-Disciplinary Approach Towards Globalization, Climate Change, Disaster Mitigation, Governance and Human Wellbeing"** organized by **Jawaharlal Nehru University, New Delhi and European Scientific Institute (ESI)** dated onApril 1-4, 2015.

- Presented a paper entitled **"What is Good & Bad about Case based Teaching Methodology"** in National Seminar on **"How to become an effective management teacher"** organized by **Department of Business Administration, Faculty of Management, MJP Rohilkhand University, Bareilly** dated on March 29-30, 2014.

- Presented a paper entitled **"Application of GIS and Remote Sensing in Disaster Management"** in National Conference on **"Recent Engineering Trends in Energy, Environment & Ecology (RETEEE2014)",** sponsored by **Semiconductor Society India** and organized by **Rajshree Institute of Management & Technology, Bareilly** dated on September 27-28, 2014.

- Presented a paper titled **"Reshaping the Banking Industry during Economic & Regulatory Uncertainty through expansion of Foreign Banks in Indian Market"** in Symposium on Fiscal Deficit: Implications on Indian Economy (FDII-2013) organized by **Faculty of Commerce, Shri Varshney College, Aligarh** dated on March 4, 2013.
- Paper titled **"Journey towards Manufacturing Excellence: A Case of Lucas -TVS Ltd"** is presented in **International Conference on Reinventing Management Strategy: The Design for future (IC-RMS2013)** organized by **IMS, Ghaziabad** dated on November 30, 2013.

- Presented a case titled **"Getting Direct & Personal: Below the line marketing initiatives by Shipra Mall, Ghaziabad"** organized by **Amity Business School, Lucknow** dated on November 2, 2012.

- Presented a case titled **"Delivering Sustainable Innovation by P&G through LCA"** in International Conference on Management Case (ICMC 2012) jointly organized by **Birla Institute of Management Technology (BIMTECH), Greater Noida & School of Public Policy, George Mason University, Virginia, USA** dated on November 29-30, 2012.

- Paper titled **"A Study on likely impact of FDI on Indian Retailing Sector"** presented at **National Conference on Retailing in India: Emerging Dimensions to explore Rural Potential** organized by **IIMT Aligarh** January, 30-31, 2011.

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- Paper titled **"USP of South East Asian Countries in Promoting Medical Tourism"** presented at UGC Sponsored **International Seminar on Economic, Cultural and Political Viability of Association of South East Asian Nations (ASEAN) in Global Environment: Issues and Challenges** organised by **J V Jain College, Saharanpur,** March, 12-13, 2011.

- Paper titled **"Individual Performance Appraisal and Rewarding System: A Case of Manufacturing Organization"** presented at the National Conference on **"Effective Management: Emerging Issues and Future Prospects" (NCEM 2011),** organized by **Institute of Management Education, Sahibabad, Ghaziabad**, March 26, 2011.

- Paper titled **"India - US Knowledge Initiatives on Agriculture - A Way Ahead"** accepted for publication in the proceedings of **12th International Conference on Global Business and Economic Development (SGBED), Singapore,** organized by **Center for International Business, Montclair State University, Montclair,** July, 21-23, 2011.

- Presented a case titled **"IBM'S Corporate Responsibility and Environment"** in **International Conference on Management Case (ICMC2011)** jointly organized by **Birla Institute of Management Technology (BIMTECH), Greater Noida & School of Public Policy, George Mason University, Virginia, USA** dated on December 1-2, 2011.

- Paper titled **"A Conceptual Framework of Breakthrough Management Strategy"** accepted for presentation in **International Conference on Innovation, Management and Service (ICIMS 2010),** organized by **IACSIT Management Science and Engineering Society (MSES) and Information Technology Society (ITS), Singapore,** February 26-28, 2010.

- Paper titled **"An integrated approach towards Breakthrough Management Strategy in Indian Manufacturing Organizations"** accepted for presentation in **19th International Conference on "Technology as the Foundation for Economic Growth"** organized by **International Association for**

Management of Technology (IAMOT 2010), Cairo, Egypt, March 8-12, 2010.

- Paper titled **"Implementing ICTs for Rural Development in India: Key Issues in the way Forward"** presented at **International Seminar on Sustainable Development of Rural India** organized by Invertis Institute of Management, Bareilly, October 2009.

- An Abstract entitled "Breakthrough Management Strategy in Indian Industries" presented in National Seminar on "Breakthrough Management in Engineering, Science & Technology" dated on May 7-8, 2013 organized by Rajshree Institute of Management and Technology, Bareilly.

- An Abstract entitled "Innovation in Indian Rural Marketing" is presented in National Conferences on "Sustainable Innovation in Engineering, Science & Technology" organized by Rajshree Institute of Management and Technology, Bareilly, dated on December 1-2, 2013.

- An Abstract titled "Customer Relationship Management in Indian Banking System" is presented in two days conference on "Emerging Opportunities and Challenges in Indian Business" Organized by College of Engineering, Roorkee, dated: Feb 21-22, 2014.

- Participated in two days seminar on "How to Become an Effective Management Teacher" Organized by MJP Rohilkhand University, Bareilly dated on March 29-30, 2014 and delivered a presentation on "Case Based Methodology".

- One Abstract entitled "Current Trends of Sustainability Practices: Case of FMCG Sector" presented in International Conference on Global Trends at Indian Institute of Technology, Roorkee, Dated: Dec 2-4, 2016

- A Research Paper Titled "Perceptual Differences towards Service Quality in Indian Public & Private Banking Sector: A Study of Rohilkhand Region" presented in NASMEI Summer Marketing Conference at Indian Institute of Management, Indore, Dated: July 28-29, 2017, Published in Edited Book from Emerald Group Publishing, ISBN-978-1-78635-416-7.

- One Extended Abstract entitled "Evaluation of Service Quality of Indian Banking in Respect of Customer Satisfaction" presented in Annual Conference on Emerging Markets at Indian Institute of Management, Lucknow, Dated: Jan, 2017, Published in Edited Book: ISBN-978-81-928560-2-5.

- A Research Paper Titled "Creating Customer Value" presented in NASMEI Summer Marketing Conference at Indian Institute of Management, Indore, and Dated: July 28-29, 2017.

- A Research Paper Titled “Perception towards Digital India: A Case Study of Student and Teacher on Digital India” presented at The Future of Learning Conference at Indian Institute of Management, Bangalore, Dated: January 03-04, 2020.

Books Chapters Written

1) **Agarwal, R.**, Shyamal V. (2022). Influence of Covid-19 Pandemic on 3 E's. In Agarwal Raveesh, Agarwal Saket, VermaAnuj (Eds). COVID-19 Pandemic! It's Impact on 3 Es (Earth, Economy and Environment) (pp 59-64). Bharti Publications New Delhi. ISBN: 978-93-91681-84-5

2) **Agarwal, R.**, Agarwal A. & Kumar G. (2021). Challenges and Opportunities for South East Asian Countries in Promoting Medical Tourism after Covid-19 Pandemic. In Thilagavathi and NimaSajai Blessing X.S. (Eds). Advances in Health Care, Nutrition and Healthy lifestyle (pp 124-133). ESN Publications, Tamilnadu. ISBN: 978-81-950423-0-2

3) **Agarwal, R.** &Sachdeva T. (2021). Creating Blue Ocean in Ophthalmology through Ayurveda. In Dey K. Ajoy, Piispanen Ville-Veikko and Mishra Sherya (Eds). Sustainable Entrepreneurship Innovation and Transformation (pp 151-164). Bloomsbury Publishing India Pvt. Ltd. New Delhi. ISBN: 978-93-90513-84-0

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7) **Agarwal, R**., Chaudhary, M., &Bisht, N. (2015). Navigating Complexity through Breakthrough Management Strategy at UCAL Fuel Systems. In Sinha Anamika., Shah Reena and Muncherji Nina (Eds). Transforming HR Creating a Culture for Change and CSR (pp106-115). Excel India Publishers New Delhi. ISBN: 978-84869-09-0

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18) **Agarwal, R**. &Gautam T. (2008). Transforming Management Education in Knowledge Economy: An Effective Approach. In Mittal R.K., Sinha Neena and Dhingra Sanjay (Eds). Professional Education in Knowledge Economy (pp 490-504). Excel India Publishers New Delhi. ISBN: 978-81-906531-7-6

19) **Agarwal, R.** (2008). Breakthrough Management - Corporate Survival Strategy. In Goyal D P, Ram P Manoranjan and GautamTaruna (Eds). Business and Competitive Dynamics- Survival and Growth Strategies (pp 41-51). Macmillan Publishers India Ltd. New Delhi. ISBN: 978-0230-63515-9

20) **Agarwal, R.**& Jain A. (2008). Electric Power Supply System and T&D Losses. In Goyal D P and VarmaSiddharth (Eds). Supply Chain Management for Competitiveness (pp 66-77). Macmillan Publishers India Ltd. New Delhi. ISBN: 978-0230-63657-6

Case Studies/Teaching Note Written and Published

- Case Study titled **"JustMyRoots: Delivering the Taste of Your Hometown"** published in book titled **"Case Studies on Perspectives on Entrepreneurship and Sustainability"** published by **Bloomsbury Publishing India Pvt. Ltd. New Delhi in 2021, ISBN: 978-93-54352-69-0** in 2021
- Case Study titled **"Sustainability through Breakthrough Management"** published in book titled **"Cases in Management Harnessing Innovation, Technology for Entrepreneurship and Sustainability (ICEIL 2020)** published by **Bharti Publications, New Delhi, ISBN: 978-93-90818-56-3** in 2021
- Case Study(Case-Reference no. 520-0032-1) and Teaching Note (Reference no. 520-0032-8)titled **"Revolution in Jewellery Industry Through Digital Distribution"** published by **The Case Centre, Cranfield University, Wharley End Bedfordshire, UK**

Faculty Development Programmes

- Participated & completed successfully **AICTE Training And Learning (ATAL)** Academy Online Elementary FDP on "Productivity Enhancement" from 2021-7-27 to 2021-7-31 at **National Institute of Technology Mizoram**

- Participated & completed successfully **AICTE Training And Learning (ATAL)** Academy Online Elementary FDP on "Sustainable Change Management"from 2021-7-12 to 2021-7-16 at**Auxilium College (Autonomous)**

- Participated & completed successfully **AICTE Training And Learning (ATAL)** Academy Online Elementary FDP on "Sustainable Change Management"from 06/09/2021 to 10/09/2021 at **International Management Institute Kolkata**

- Attended the FDP on **"Accelerating Clean, Green and Sustainable Innovation In India"** organized by Department of Electrical Engineering and Department of Instrumentation Engineering of **Dr. D. Y. Patil Institute of Technology, Pimpri, Pune** in collaboration with **ASSOCHAM GEM Green Building Council,** New Delhi, during 7th May 2021 to 18th June 2021

- Participated & completed successfully **AICTE Training And Learning (ATAL)** Academy Online FDP on "Technology Management" from 2020-8-24 to 2020-8-28 at Delhi Technological University.

- Participated in Five Days Faculty Development Programme on **"Emerging Trends in Functional Areas of Commerce and Business Administration Research"** Jointly organized by **Department of Commerce & Department of Business Administration, School of Arts and Science, Vinayaka Mission's Research Foundation, AVIT Campus**, Paiyanoor, OMR, Chennai from 30-6-2020 to 04-07-2020.

- Completed an **AICTE Approved Faculty Development Programme(FDP201X)** on **Pedagogy for online and Blended Teaching-Learning Process** conducted by **IndianInstitute of Technology Bombay(IITB)** from September 14, 2017 to October 12, 2017 (Considered as a two-week equivalent FDP course)

- Completed an **AICTE Approved Faculty Development Programme (FDP101X)** on Foundation Programme in ICT for Education conducted by **IndianInstitute of Technology Bombay(IITB)** from August 3, 2017 to September 7, 2017 (Considered as a two-week equivalent FDP course)

- Participated in **Interactive Programme on Faculty Development** conducted by **Center for Management Education and Research, GHRDC, New Delhi** from December 29, 2008 to December 30, 2008.

- Participated in **Faculty Development Programme in Management** organized by **Institute of Management Education, Sahibabad, Ghaziabad**from June 23, 2008 to June 26, 2008.

6.9. Sponsored Research (25)

Funded research from outside; considering faculty members contributing to the program: (Provide a list with Project Title, Funding Agency, Amount and Duration)

Funded research from outside; considering faculty members contributing to the program:
(Provide a list with Project Title, Funding Agency, Amount and Duration)
Funding Amount (Cumulative during CAYm1, CAYm2 and CAYm3):

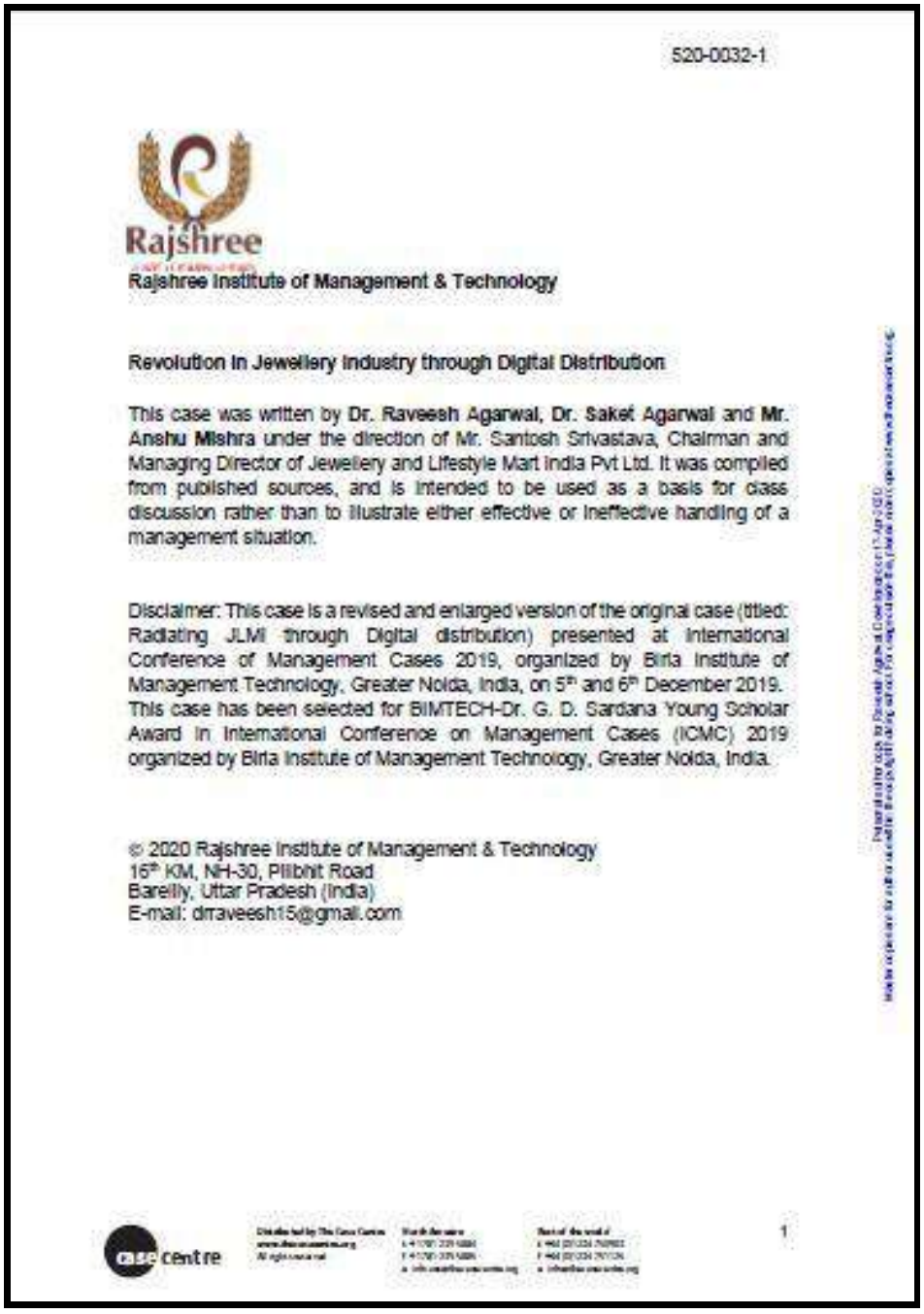
Amount >=30Lacs	25Marks,
Amount >= 25 and <30Lacs	20Marks,
Amount >= 20 and <25Lacs	15Marks,
Amount >= 15 and <20Lacs	10Marks,
Amount >= 10 and <15Lacs	5Marks,
Amount <10Lacs	0Mark

NA

6.10. Preparation of teaching Cases (30)

(The development and use of cases in teaching and thus promoting learners critical thinking skills)

Faculty members of Rajshree Institute of Management & Technology, developed many case studies and teaching notes. It is published by reputed publisher, Case Center, and Institutions, etc.



520-0032-1

Rajshree

Rajshree Institute of Management & Technology

Revolution in Jewellery Industry through Digital Distribution

This case was written by **Dr. Raveesh Agarwal, Dr. Saket Agarwal** and **Mr. Anshu Mishra** under the direction of Mr. Santosh Srivastava, Chairman and Managing Director of Jewellery and Lifestyle Mart India Pvt Ltd. It was compiled from published sources, and is intended to be used as a basis for class discussion rather than to illustrate either effective or ineffective handling of a management situation.

Disclaimer: This case is a revised and enlarged version of the original case (titled: Radiating JLMI through Digital distribution) presented at International Conference of Management Cases 2019, organized by Birla Institute of Management Technology, Greater Noida, India, on 5th and 6th December 2019. This case has been selected for BIMTECH-Dr. G. D. Sardana Young Scholar Award in International Conference on Management Cases (ICMC) 2019 organized by Birla Institute of Management Technology, Greater Noida, India.

© 2020 Rajshree Institute of Management & Technology
16th KM, NH-30, Pilibhit Road
Bareilly, Uttar Pradesh (India)
E-mail: drraveesh15@gmail.com

case centre

1

520-0032-1

Revolution in Jewellery Industry through Digital Distribution

Introduction

The Indian Gems and Jewellery sector are one of the largest in the world, but highly unorganized and fragmented. 96 percent of the total players are from family owned businesses[1]. In 2018, the market size of Indian gems and Jewellery sector was about Rs. 524,175 crores and expected to reach Rs. 698,900 crores in 2025[2]. There are few organized players like Jewellery & Lifestyle Mart India Pvt. Ltd. (JLMI), Titan, PC Jewellers, Malabar Gold, Kalyan Jewellers, Tribhovandas Bhimji Zaveri, Gitanjali Gems Ltd. Kalyan, Reliance, Orra, Senco, TBZ, Tara, etc. competing each other in Indian market. In India, customers from tier II and tier III towns are also purchasing branded Jewellers who provide the attractive market opportunities for branded companies as India is one of the largest consumers of gold in the world.

The present case identifies the different strategies adopted by JLMI to capture the Indian market. It also highlights about the challenges which Mr. Anshu Mishra, Regional Operations Head (Digital Distribution) has to face in the fiercely competitive environment and what strategies, he has taken to make his company's business more attractive in retailers and customer's mind through new and unconventional ways with his futuristic approach.

Mr. Anshu Mishra: A Brief Career Sketch

The boy, who realized his dream which had already taken shape in his sophomore year of management course, is none other than Mr. Anshu Mishra from a well-known city Bareilly; especially in Bollywood with its super hit song Jhumka Gira Re Bareilly Ke Bazaar Mein from the movie Mera Saaya. Bareilly is the famous city of the geographical region of Rohilkhand and Indian State of Uttar

[1] http://www.indiajewoffices.com/ilo_pdf/industry-reports/jewellerymarket.pdf
[2] https://www.ibef.org/industry/gems-and-jewellery-presentation

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USF MUMA

UNIVERSITY OF EASTERN FINLAND

10th ICMC 2020
International Conference on Management Cases
December 4-6, 2020

Certificate of Publication

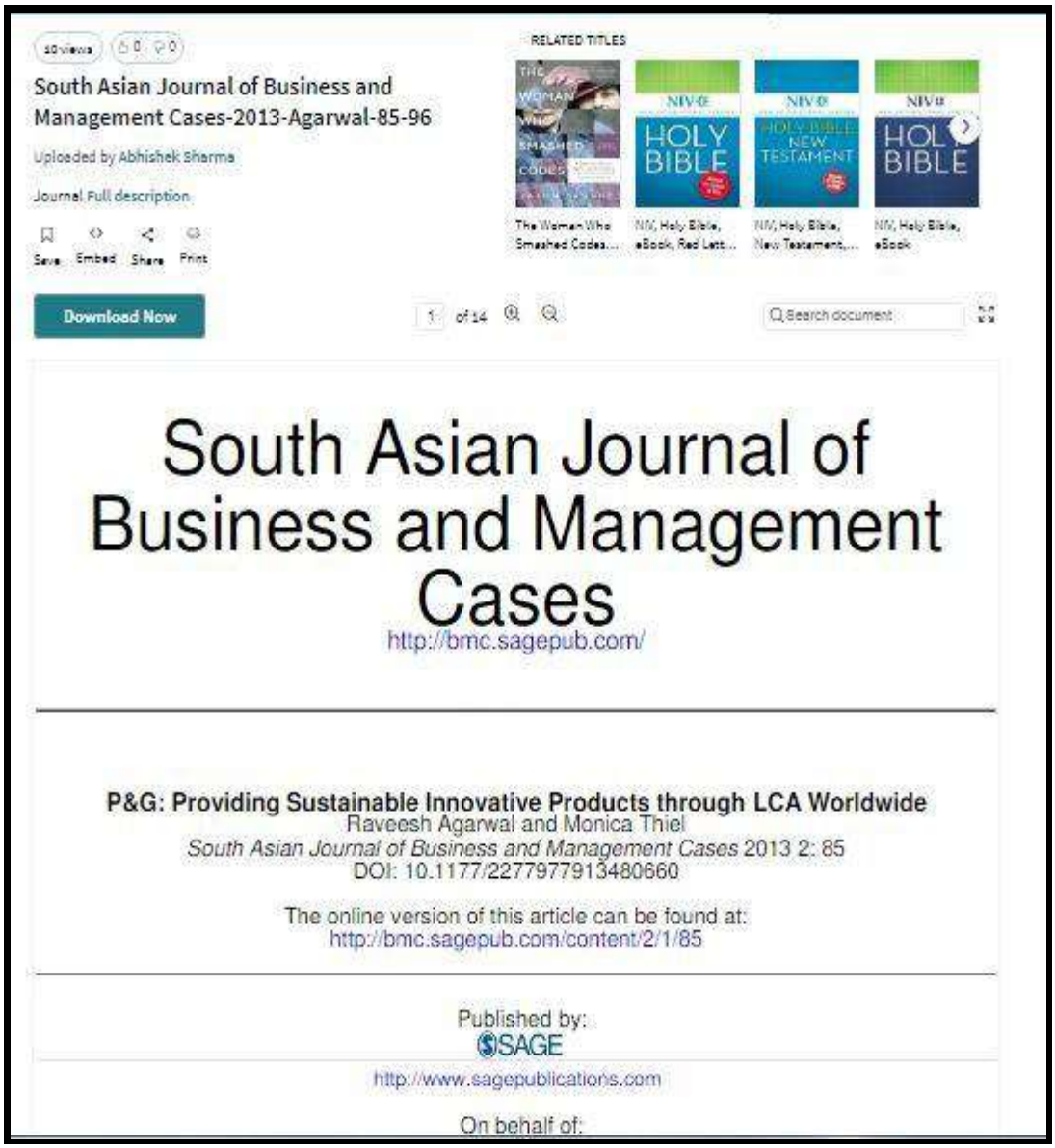
This is to certify that Raveesh Agarwal presented and Published article titled Creating Blue Ocean in Ophthalmology Through Ayurveda in Sustainable Entrepreneurship - Innovation and Transformation

Bloomsbury Publishing (ISBN: 9789390513840).

Ville-Veikko Piispanen
University of Eastern Finland

Sunil Mithas
University of Maryland

A.K. Dey
BIMTECH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South Asian Journal of Business and Management Cases 2013 2: 85
DOI: 10.1177/2277977913480660
The online version of this article can be found at:
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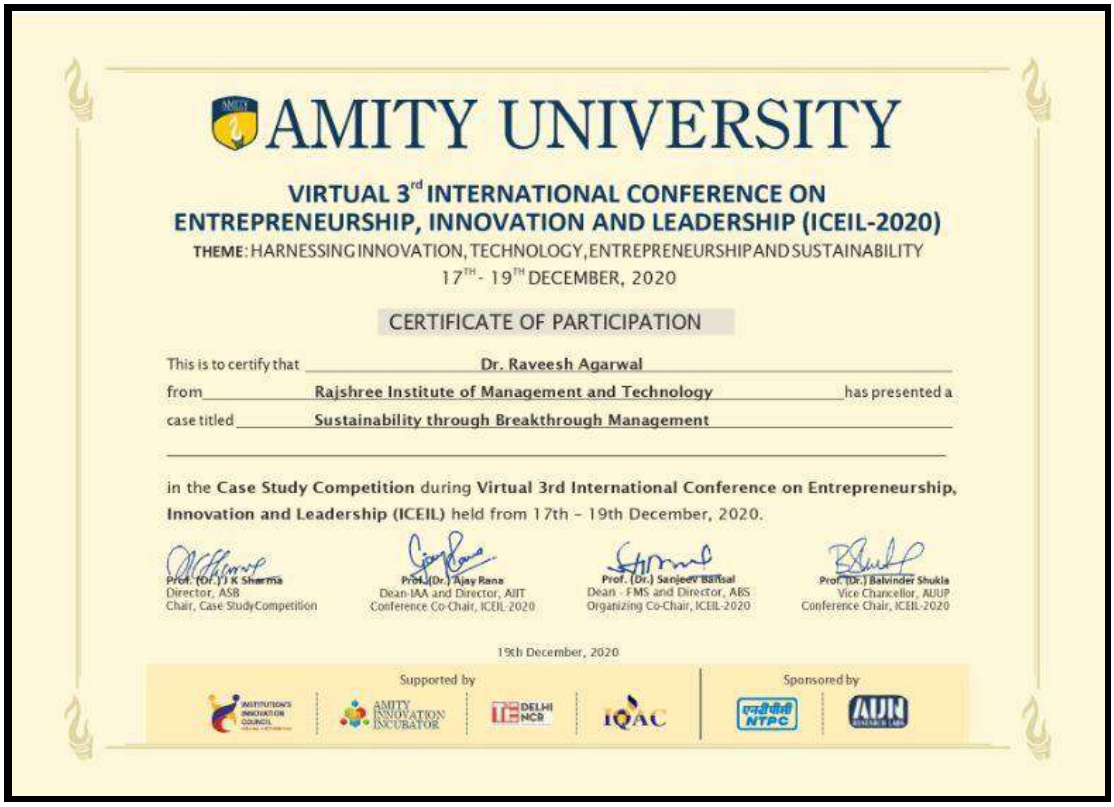

AMITY UNIVERSITY

VIRTUAL 3rd INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP, INNOVATION AND LEADERSHIP (ICEIL-2020)

THEME: HARNESSING INNOVATION, TECHNOLOGY, ENTREPRENEURSHIP AND SUSTAINABILITY

17TH - 19TH DECEMBER, 2020

CERTIFICATE OF PARTICIPATION

This is to certify that **Dr. Raveesh Agarwal**

from **Rajshree Institute of Management and Technology** has presented a case titled **Sustainability through Breakthrough Management**

in the **Case Study Competition** during **Virtual 3rd International Conference on Entrepreneurship, Innovation and Leadership (ICEIL)** held from 17th - 19th December, 2020.

Prof. (Dr.) J K Sharma	Prof. (Dr.) Ajay Rana	Prof. (Dr.) Sanjeev Bansal	Prof. (Dr.) Balvinder Shukla
Director, ASB	Dean-IAA and Director, AIIT	Dean - FMS and Director, ABS	Vice Chancellor, AUUP
Chair, Case StudyCompetition	Conference Co-Chair, ICEIL-2020	Organizing Co-Chair, ICEIL-2020	Conference Chair, ICEIL-2020

19th December, 2020

Supported by: Institution's Innovation Council | Amity Innovation Incubator | Delhi NCR | IQAC

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भारतीय प्रबंध संस्थान वस्त्रापुर, अहमदाबाद 380 015
INDIAN INSTITUTE OF MANAGEMENT Vastrapur, Ahmedabad 380 015

6th IIMA CONFERENCE on
Marketing in Emerging Economies

CERTIFICATE

This is to certify that Dr. Raveesh Agarwal, Professor & Head, Dept. of Business Administration, Rajshree Institute of Management & Technology, Bareilly, U.P. has participated and jointly presented, research paper titled "*Perception of Consumers towards M-Commerce*" (authored with Professor Mona Chaudhary) in the Track: Consumer Behaviour at the **6th IIMA Conference on Marketing in Emerging Economies** held at the Indian Institute of Management Ahmedabad during January 7-9, 2015.

Prof. Dheeraj Sharma
Chairperson, Marketing Area
On behalf of Conference Coordination Committee
(Anand Kumar Jaiswal, Arindam Banerjee, Arvind Sahay , Dheeraj Sharma and Piyush Kumar Sinha)
Faculty, Marketing Area, IIMA

Phone : 91 - 79 - 6632 3456 / 7241 / 7242 • Fax : 91 - 79 - 6632 6896, 2630 6896 • Website: www.iimahd.ernet.in

2017 IIM INDORE

NASMEI

SUMMER MARKETING CONFERENCE

"CREATING CUSTOMER VALUE"

INDIAN INSTITUTE OF MANAGEMENT INDORE

JULY 27-29, 2017

Certificate of Presentation

This is to certify that **Ankit Agarwal** has presented a paper titled **Perceptual Differences towards Service Quality in Indian Public & Private Banking Sector: A Study of Rohilkhand Region** at the 2017 IIM Indore-NASMEI Summer Marketing Conference held on July 27-29, 2017 at the Indian Institute of Management Indore, India.

Prof. Raj Srinivasan
McCombs School of Business

Prof. Rajendra Nargundkar
IIM Indore

Prof. Abhishek Mishra
IIM Indore

IIM KASHIPUR

INDIAN INSTITUTE OF MANAGEMENT KASHIPUR

Certifies that

Mr./Ms./Dr./Prof. Ankit Agarwal

has Participated / Presented a Paper, in the Marketing Conference

on

"Globalizing Brand India: Opportunities and Challenges"

at Delhi April 18th &19th, 2015

Dr. Madhurima Deb)
(Conference Co-Chair)

Somnath Chakrabarti
Dr. Somnath Chakrabarti
(Conference Chair)

Dr. Gautam Sinha
(Director & Conf. Patron)

Reaching Consumers of Emerging Markets

IIM LUCKNOW

CMEE
Centre for Marketing in Emerging Economies

2017 Annual Conference of Emerging Markets Conference Board

Venue: IIM Lucknow Noida campus | Date: 5th - 7th Jan 2017

This is to certify that

Ankit Agarwal

has presented the paper titled

Evaluation of Service Quality of Indian Banking in Respect of Customer Satisfaction

in 2017 Annual Conference of Emerging Markets Conference Board

Naresh M

Prof Naresh K Malhotra
Conference Lead Co-Chair

Prof Satyabhusan Dash
Conference Co-Chair

भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE
IITBX
IIMB
Open | Knowledge | Now
This is to certify that
Ankit Agarwal
has presented a paper on
Perception towards Digital India:
A Case Study of Student and Teacher on Digital Education
at the Future of Learning Conference 2020
Learning to Learn, Unlearn and Relearn:
Flourishing in the Age of Disruptions and Innovation
3-4 January, 2020
Co-Chairperson, FOL 2019

Indian Institute of Technology Roorkee

Department of Management Studies

Roorkee – 247667 Uttarakhand

International Conference on

GLOBAL TRENDS IN BUSINESS & SUSTAINABILITY RESEARCH

December 2-4, 2016

Greater Noida Campus

Certificate of Participation

This is to certify that Ms./Mr./Dr./Prof. Ankit Agarwal

has attended and presented a paper entitled Current Trends of Sustainability Practices: Case of FMCG Sector.

in the International Conference on **Global Trends in Business & Sustainability Research** held at IIT Roorkee during **2-4 December, 2016.**

Organising Secretary

Conference Chairman

2017 IIM INDORE

NASMEI

SUMMER MARKETING CONFERENCE

"CREATING CUSTOMER VALUE"

INDIAN INSTITUTE OF MANAGEMENT INDORE

JULY 27-29, 2017

Certificate of Presentation

This is to certify that **Nitin Bisht** has presented a paper titled **Creating Customer Value by the Companies to Promote Cashless Economy** at the 2017 IIM Indore-NASMEI Summer Marketing Conference held on July 27-29, 2017 at the Indian Institute of Management Indore, India.

Prof. Raji Srinivasan
McCombs School of Business

Prof. Rajendra Nargundkar
IIM Indore

Prof. Abhishek Mishra
IIM Indore

THE WORLD BANK

TEQIP-3

NPIU

State Project Implementation Unit – Uttar Pradesh

&

Dr APJ Abdul Kalam Technical University, Lucknow

Certificate of Participation

This is to certify that Dr/Mr/Ms Nitin Kumar Dixit of Rajshree Institute of Management & Technology, Bareilly participated in two Days workshop on "NBA ACCREDITATION AND OUTCOME -BASED EDUCATION" conducted on **29th & 30th January 2020** at UPID, AKTU Noida Campus **Jointly organized by the State Project Implementation Unit-UP & Dr APJ Abdul Kalam Technical University, Lucknow .**

We wish him/her the best for future endeavours.

Dr Anil Kumar
State Project Administrator

Prof Vinay Kumar Pathak
Vice Chancellor

Certificate of Participation

THIS IS PRESENTED TO

AMITESH SAXENA

for his/her participation in webinar on
Application of SPSS in Conducting Reserach
organized by **IQAC Committee, Aryabhatta College, University of Delhi**
in collaboration with **IBS, Gurgaon**
7th June, 2020

IBS
ICFAI BUSINESS SCHOOL

DR. MANOJ SINHA
Principal, Aryabhatta College

DR. J K SINGH
Convenor, IQAC Committee, Aryabhatta College

CRITERION 7	Industry & International Connect	130

7.1.Industry Connect (90)

The gap between theoretical knowledge and the practice of skills is widening. At this juncture, 'Industry Connect' for Business Management students is useful. Industry Connect for Management students is useful to bridges the gap between academia and industry. It is helpful in providing the training to the students to prepare them according to need of the industries. It also provides an opportunity to the faculty members to understand what each industry needs so that they can align their teaching to the needs of the specific industry. Rajshree Institute of Management & Technology facilitates internships for students to ensure that they get industry exposure during their campus days itself. Industry based internships enriches business education by connecting theory and practice. It deepens understanding of analytical concepts and tools, builds confidence in their use, and hones skills essential for their successful application. It also forces students to learn to identify and define problems, understand and navigate formal and informal structures, identify implementable actions, and exercise judgments when making decisions.

7.1.1.Consultancy (from Industry)(25)

(Provide a list with Project Title, Funding Agency, Amount and Duration) Funding amount (Cumulative during CAYm1, CAYm2 and CAYm3):

Amount >=25Lacs	25Marks,
Amount >= 20 and <25Lacs	20Marks,
Amount >= 15 and <20Lacs	15Marks,
Amount >= 10 and <15Lacs	10Marks,
Amount >= 5 and <10Lacs	5Marks,
Amount <5Lacs	0Mark

Consultancy is an academic activity and dynamic learning process for the faculty members. It provides an opportunity for them to share insights with practitioners and contributes their knowledge and experiences. Consulting brings the faculty in contact with real-life managerial problems, and thus greatly enriches teaching and research insights. Consultancy is an emerging area in Rajshree Institute of Management

&Technology, Bareilly. We areproviding consultancy services related to hospital administration, recruitment training to Rajshree Medical Research Institute, Bareilly and Rajshree Ayurvedic Medical College & Hospital.

7.1.2.Faculty as consultant of the industries (15)

(Qualitative assessment on the basis of type of consultancy, number of faculty involved, type of industries and completion of consultancy assignments)

Rajshree Institute of Management &Technology encourages its faculty members to undertake consultancy assignments. Faculty members are providing consultancy services related to hospital administration to Rajshree Medical Research Institute, Bareilly and Rajshree Ayurvedic Medical College & Hospital. We expect to get involved in more assignments in future.

7.1.3.Initiatives related to industry interaction including industry internship / summer training/study tours/ guest lectures (15)

Summer internships bring with itself a plethora of opportunities. The first and biggest benefit of summer internship is that it help the students gain real-life experience. With summer internships students get a chance to apply classroom knowledge on the field. As interns, students learn how to handle real-life corporate situations and tackle the challenges easily that might come in their career in the future. With it, the students bridge the gap between the theoretical knowledge and practical skills and at the same time they get a chance to explore the real world. Rajshree Institute assist all the students for summer internships in good organizations because of its importance in student's life. Summer internships are important for the students to

- Gain Real-Life Experience and Exposure
- Engage with Professionals and Create a Network
- Enhances their Resume
- Earn during their vacations
- Builds Confidence
- Helpful in final placements
- Get feedback from Industry
- Get pre placement offer

Rajshree Institute of Management & Technology, Bareilly providing many opportunities to all the students for summer training, live projects, final placement in reputed organizations. Rajshree is associated with Internshala, AKTU Central Training & Placement Cell (CTPC) (earlier known as AKTU - University Industry Interface cell), National Programme on Technology Enhanced Learning (NPTEL), and many other organizations to equip students with relevant skills & practical exposure through internships and online trainings. Rajshree institute has tied up with many corporate to provide training, summer internships and final placement opportunities to the students.

Perfect RFID
THE RFID EXPERTS

Dated-10/07/2019

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Tushar Verma** has done his summer internship program in **Perfect RFID Technologies (P) Ltd** on **"Optical Fiber Communication "** from **2nd June-2019 to 10th July-2019.**

He was found sincere & hard working during this tenure.

We wish him all the best for him future endeavors.

For Perfect RFID Technologies (P) Ltd.

Authorized Signatory

PERFECT RFID TECHNOLOGIES PVT. LTD.

512, 5th Floor, Ansal Chamber-II,
Bhikaji Cama Palace, New Delhi - 66.

t.: 011 - 41024861 62 e.: sales@perfectrfid.com

www.perfectrfid.com

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Skill India
कौशल भारत - कुशल भारत

MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP
GOVERNMENT OF INDIA

PMKVY
प्रधानमंत्री कौशल विकास योजना

Certificate

This is to certify that

Mr. Mohd Razab Ansari (Aadhaar Number -XXXXXXXX4250)

Has successfully cleared the assessment for the Job role of

Front Office Associate (QP No: THC/Q0102)

conforming to National Skills Qualification Framework Level - 4

with Grade B

February 25, 2020

System Identification Number UP000039-0001290

Training Facilitated by Mahendra Skills Training & Development Pvt. Ltd.

Training Location - Bareilly, Uttar Pradesh

Assessed by Kitbag Tech Pvt Ltd

38E5199D5F86437C94B05B9A811F88B0
https://verifycertificate.nsdcindia.org

THSC

Mr. Rattan Keswani
Chairman
TOURISM AND HOSPITALITY SKILL COUNCIL

"Death & Permanent Disability Cover under Personal Accident Insurance provided by The New India Assurance Company under PMKVY against Master Policy No. [illegible] & Certificate No. [illegible] is valid upto 3 years from 25-02-2020"

Pulaksh Khimesara
PR Head, Quark'2020
Council of Student Affairs
BITSPilani, K K Birla Goa Campus
NH17B, Zuarinagar, Sancoale
Goa, India – 403726
Email: pulaksh.khimesara@bits-quark.org
Mobile: 7999112779

Join Receipt:

Tushar Verma of Rajshree Institute Of Management And Technology has accepted the offer using the online link provided and joined for the internship.
CA ID's for future reference is : Z28128
Zonal heads for this zone are Mudit Srivastava

(Time & Date of acceptance is kept in the database)

Great Learning
CERTIFICATE OF COMPLETION
Presented to
Mohd Razab Ansari
For successfully completing a free online course
Digital Marketing Strategy
Provided by
Great Learning Academy
(On July 2022)

Gmail Dr. Raveesh Agarwal <drraveesh15@gmail.com>

Internship Selection Update | 1 Student(s) Hired From Your College Last Week

1 message

Internshala University Relations <university.relations@internshala.com> Mon, Jun 20, 2022 at 11:22 AM
Reply-To: Internshala University Relations <university.relations@internshala.com>
To: drraveesh15@gmail.com

Dear Prof. Dr Raveesh Agarwal,

I am happy to inform you that the following student(s) from Rajshree Institute Of Management And Technology, Bareilly have been hired for an internship listed on Internshala, since last week.

List of the selected student(s) -

Student Name	Email address	Graduation Year	Company Name	Stipend
Urvashi Saxena	urvashisaxena41@gmail.com	2020	Itzeazy	INR 10000 /month

View the overall reports on hired or registered students from your college by logging in to your student activity dashboard here - https://internshala.com/tnp/dashboard?utm_source=weekly_hired.

Look forward to helping more students find meaningful internships.

Regards,
Ashutosh Lokhande
Manager - University Relations
Phone - +91 - 89292 94027
Internshala - internship partner of AICTE

INTERNSHALA
Internship Day
Certificate of Participation
is presented to
Dr. Raveesh Agarwal
from Rajshree Institute of Management and Technology on the occasion of Internship Day, held virtually on 24th August'21. Congratulations on ranking 825 among 1500 other participating colleges.
Sarvesh Agrawal
Founder & CEO, Internshala

Gmail

Rajshree Institute <directorrimtbly@gmail.com>

Performance report of Rajshree Institute of Management & Technology Bareilly and list of awardees

Samay from Internshala <university.relations@internshala.com>
Reply-To: university.relations@internshala.com
To: directorrimtbly@gmail.com

Sat, Aug 4, 2018 at 1:34 PM

All India Rank Of Your College (April - July)

834

Out of 1674 colleges participating in Internship Day

Zonal-Rank (North)	#Students (On Internshala)	#Applicants* (On Internshala)	#Selections (Via Internshala)
201	66	8	

Dear Prof. Saket Agarwal,

Happy to share the statistics and rank of your college. We sincerely applaud your efforts in bringing so many internship opportunities to your students this summer and we hope to continue our engagement in the coming months. (View ranks of other colleges here).

Also, the names of the winners have been announced, please visit our Facebook Page here to have a look.

We look forward to hosting you at the Internship Day event on 25th August 2018, at AICTE Headquarters.

Gmail Dr. Raveesh Agarwal <drraveesh15@gmail.com>

Fwd: Swiggy Launchpad in Rajshree Institute Of Managent & Technology

Ankur Bhatnagar <rimt.placement@gmail.com> Sat, Nov 2, 2019 at 12:55 PM
To: Raveesh Agarwal <drraveesh15@gmail.com>, Ankit Agarwal <ankitagarwal343@gmail.com>
Cc: "Dr.Pankaj Sharma" <pankaj354518@yahoo.com>

---------- Forwarded message ---------
From: **Sachin Budhiraja** <sachin.b_neta@external.swiggy.in>
Date: Fri, Nov 1, 2019 at 1:09 PM
Subject: Swiggy Launchpad in Rajshree Institute Of Managent & Technology
To: <rimt.placement@gmail.com>

Dear Sir/Madam,

Greetings from Swiggy!

About Swiggy
Swiggy is India's largest food ordering and delivery platform with 140,000+ restaurant partners spread across 500 cities. We are inspired by the thought of providing a complete food ordering and delivery solution from the best restaurants in the neighborhood to the urban foodie. With India's largest delivery fleet of 210,000+ partners, we deliver food to our consumers in industry best time of 32 minutes!

About Swiggy Launchpad
We are pleased to announce Swiggy Launchpad program which gives a unique opportunity for students to get a first-hand experience of launching a business within their campus. They will act as Campus CEOs who will not only launch Swiggy in their campus but also help grow the business for Swiggy. Now that makes for a killer resume point. To know more about the Launchpad Program visit https://launchpad.swiggy.com

Perks of being a Swiggy Campus CEO:
- A campus internship with a monthly stipend of INR 3000
- A shot at an internship opportunity during your semester breaks at the Swiggy HQ, within a department of your choice, and with a monthly stipend of INR. 20000
- An opportunity to appear for a pre-placement interview and land a full-time role at Swiggy

Who can apply to become Campus CEO
1. We are looking at 2nd/3rd year UG or 1st year PG students who are interested in pursuing a live business project along with their academics
2. Students who have a flair for extracurriculars and want to learn what it takes to start their own business
3. Willing to travel to Bangalore for 2 days training session at our corporate HQ

Application process:
1. Apply on https://launchpad.swiggy.com
2. Submit online case study and assessment
3. Shortlisted students will sit for personal interviews (video conferencing)
4. Selected candidates will undergo a 2hrs of training program for two days via web.

Here is the ET article Link on Swiggy Launchpad, enclosed is the JD and a flyer explaining the program and its benefits.

Permissions Required
To make students aware of the program, we would request you to allow our marketing teams to put up posters on notice boards, and interact with a group of students for effective communication. Kindly revert back for the same, so that we can schedule a visit to the campus accordingly.

Swiggy will abide by all the rules and regulations of the institute. If there are any other requirements of the institute, Swiggy will be happy to oblige.

Looking forward to working with you to get your campus Swiggying!

Study Tours

A study tour is an experience where students get a chance to learn beyond the course curriculum to enhance their learning and skills. Rajshree Institute provide the opportunity to enhance their skills through different tours. Rajshree Institute signed memorandum of understanding with Warsaw Management University, Poland which provide the various opportunity to all the students. Industrial visits are also arranged on a regular basis by the institute.

Guest lectures

Guest lectures are among the best ways for students to get acquainted with current business situations and challenges. Students get to know about existing problems from industry professionals who are facing them and present solutions also. Students often change career paths according to their interests, and guest lectures are the best way to get to know about specific niches. Practical approach with theoretical knowledge is the necessity to learn any field. Guest lectures enable the students in enriching the latest updates regarding avenues for higher studies and jobs as well as the need of the industry. While handling the real modern life challenges one must need the best academician with leadership quality and knowledge about soft skills. To extend learning beyond the classroom teaching, we invite experts from the industry to conduct guest lectures, seminars and workshops. We invite the eminent personalities of various fields and stalwarts of the industry to lend valuable information from their first-hand experience which is serve as an ideal platform for the students.

At Rajshree Institute of Management & Technology, emphasis is given not only in making the students academically brilliant but successful in all life skills forgetting the pressure of the work. The fascinating lectures on various topics boost the confidence of new aspirants as the lectures ends with motivating question and answer sessions. Distinguished guest lecturers speak on various important topics that would prove beneficial for them while choosing the right career paths. Rajshree Institute of Management & Technology also invite successful alumni members to deliver guest lecturers for students. These lectures are filled with a lot of value add, and the best

part is that students can easily correlate to the lecturers' journey. We have organized multiple numbers of webinars seminars guest lectures, etc. on multidisciplinary topics which allows students to attain new knowledge and skills that can supplement or complement their main field of study. These webinars proved as a boon for students during lockdown period as they break the monotony and revive interest when students get to know about the practical applications of theoretical concepts.

7.1.4.Participation of Industry professionals in curriculum development, projects, assignments as examiners, in summer projects (10)

Dr. A.P.J. Abdul Kalam Technical University, Lucknow (APJAKTU) is affiliating in nature and its jurisdiction spans the entire state of U.P. in affiliating M.B.A. and other courses. MBA Course Structure is in accordance with AICTE Model Curriculum prepared by Board of Studies members of APJAKTU having the eminent personalities from academics and Industry. Dr. A.P.J. Abdul Kalam Technical University, Lucknow also constituted Industry Consultation Committee (ICC). Industry professionals guide the students for preparing their summer project reports during summer internships.

डॉ0 ए0पी0जे0 अब्दुल कलाम प्राविधिक विश्वविद्यालय उत्तर प्रदेश
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E-Mail Id: deanugseoffice@aktu.ac.in, dean.ugse@aktu.ac.in

DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, UTTAR PRADESH, LUCKNOW

Board of Studies
अध्ययन बोर्ड के गठन

(EFFECTIVE FROM THE SESSION: 2021-22)

2021-2022

डॉ0 ए0पी0जे0 अब्दुल कलाम प्राविधिक विश्वविद्यालय उत्तर प्रदेश

Sector- 11, Jankipuram Vistar Yojna , Sitapur Road, Lucknow (U.P.) 226031
E-Mail Id: deanugseoffice@aktu.ac.in, dean.ugse@aktu.ac.in

	BOARD OF STUDIES (MBA)				
S.No.	**Name**	**Address**	**Position**	**E-mail**	**Mobile**
1	**Dr. R K Singhal,**	Director at IPEM (Institute of Professional Excellence and Management-114)	Convener	assodean.fm@aktu.ac.in rk.singal58@gmail.comp	9899604581
2	**Dr. Anant Srivastava**	Director, Shri Rammurti Smarak College of Engg. & Tech. Unnao	Co-convener	anantsrivastava74@gmail.com	8126471204
3	Dr Daviendra Narank	Director, Jaipuria Institute of Management, Ghaziabad,	Member	direcectorjim@jaipuria.edu	9560050000
4	**Dr. Vaishali Goyal**	MIET,Meerut	Member	vaishali.goel@miet.ac.in	9412619853
5	**Dr. Manish Agarwal**	Director, MIT College of Managemant, Moradabad	Member	magarwal73@gmail.com	9917303531
6	**Dr. Arvind Singh**	Director, Sunder Deep College of Management & Technology,Ghaziabad-201015, India	Member	drasimt@gmail.com	9818999181
7	**Dr. Jogendra Kumar Nayak**	Associate Professor (Marketing), Department of Management Studies, IIT, Roorkee	Member	jogknfdm@iitr.ac.in	9627204370
8	**Prof. Pankaj Kumar**	Professor of Human Resource Management, IIM Lucknow	Member	pankaj@iiml.ac.in	9415307900
9	**Prof. Ganesh Prasad Sahu**	Professor & Head School of Management Studies MNNIT, Allahabad	Member	gpsahu@mnnit.ac.in drgpsahu@gmail.com	9305508002
10	**Prof. Ajay Prakash**	Shri Ramswaroop Memorial University, Lucknow	Special Invitee	drprakashajay@gmail.com	9415744486
11	**Dr. DS Yadav**	R.B.S. Management Technical Campus, Agra	Special Invitee	ds.rbscollege@gmail.com	9758325384
12	**Dr. T. P. Pandery**	Director, Ajay Kumar Garg Institute of Management, Ghaziabad	Special Invitee	trpandey@akgim.edu.in	
13	**Prof. Pinak Nath Jha**	Director, SMS Institute of Management, Varanasi	Special Invitee	director@smsvaranasi.com	

2016

DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW
List of Convener/Member for the Subject: **MBA**

S. No.	Constitution of BOS	Name	Position
1	**Vice Chancellor**	**Ex-Officio**	**Chairman**
2	One senior teacher not below the rank of Professor in the subject shall be appointed as Chairman by the Vice-Chancellor	**Dr. RK Singhal,** Head of Department, MBA ABES Engineering College, Ghaziabad	**Chairman**
3	Five senior teachers from the University or affiliated colleges having at least five years teaching experience, nominated by the Vice-Chancellor from the categories of Professor, Reader/Assistant Professor and Lecturer. Provided that at least one person shall belong to each category and no two teachers shall belong to the same college.	**1. Prof. Ajay Prakash** Director, ICCMRT, Lucknow **2. Dr. Ruchi Tyagi,** Dean Academics, Diwan Institute & Mgmt., Meerut **3. Dr. Rajendra Sinha** Director, Jhunjhunwala Business School, Faizabad **4. Prof. Alok Kumar** Dean Research & Development School of Management Science, Varanasi mail. alokkumar@smsvaransi.com **5. Dr. Arvind Singh** MBA Department, RKGIT, Ghaziabad mail. dras@rkgit.adu.in	**Member**
4	Three persons possessing expert knowledge of the subject, not in the service of UPTU or any of its colleges, to be nominated by the Vice Chancellor from eminent Institutions, Research organizations and Industry.	**1- Prof. S.K. Singh,** MBA Department, BHU, Varasnasi **2- Prof. Manoj Patwardhan,** MBA Department, IIITM Gwalior mail. manojp@iitm.ac.in Mob. 751-2320034 **3- Prof. Pankaj Kumar,** Dean (Planning &Development) IIM, Lucknow	**Member**

डा0 एपीजे अब्दुल कलाम प्राविधिक विश्वविद्यालय
(पूर्ववर्ती उ0प्र0प्राविधिक विश्वविद्यालय, लखनऊ)
सेक्टर–11, जानकीपुरम विस्तार, लखनऊ–226031
ई–मेल : Dean.ugse@aktu.ac.in

पत्रांक: ए.के.प्रा.वि./डीनयूजी .का./2018/ दिनांक: फरवरी, 2018

कार्यालय ज्ञाप

विश्वविद्यालय की प्रथम विनियमावली–2010 के बिन्दु–5.07 में उल्लिखित MBA अध्ययन बोर्ड का गठन विनियमावली के बिन्दु 5.08 पर दी गयी व्यवस्था के अनुसार मा0 कुलपति महोदय द्वारा निम्नानुसार अध्ययन बोर्ड का गठन किया जाता है।

S. No.	Constitution of BOS	Name	Position
1	One senior teacher not below the rank of Professor in the subject shall be appointed as Chairman by the Vice-Chancellor	**Dr. R K Singhal,** ABES Engineering College, Ghaziabad assodean.fm@aktu.ac.in 9899604581	**Convener**
2	Five senior teachers from the University or affiliated colleges having at least five years teaching experience, nominated by the Vice-Chancellor from the categories of Professor, Reader/Assistant Professor and Lecturer. Provided that at least one person shall belong to each category and no two teachers shall belong to the same college.	**1. Dr. Anant Srivastava** Shri Rammurti Smarak College of Engg. & Tech. Unnao anant@srms.ac.in 9412738659 **2.Prof. Ajay Prakash** ICCMRT, Lucknow principal@iccmrt.ac.in 9415744486 **3. Dr. Vaishali Goyal** MIET,Meerut vaishali.goel@miet.ac.in 9412619853 **4. .Dr. Manish Agarwal** MIT College of Managemant, Moradabad magarwal173@gmail.com 9917303531 **5. Dr. Arvind Singh** RKGIT, Ghaziabad dras@rkgit.edu.in 9310089910	**Co-convener** **Member**

3	Three persons possessing expert knowledge of the subject, not in the service of UPTU or any of its colleges, to be nominated by the Vice Chancellor from eminent Institutions, Research organizations and Industry.	1. **Dr. Jogendra Kumar Nayak** IIT, Roorkee, jogknfdm@iitr.ac.in 9627204370 2. 3. **Dr. Mukesh Pandey** College of Agri. Business management, GB Pant University of Ag. Pant Nagar mukeshpandey22@gmail.com 9411791572 3. **Prof. Pankaj Kumar,** IIM, Lucknow pankaj@iiml.ac.in 9415307900 4. **Dr. Tarun Singh Gangwar** ICCMRT, Lucknow **5. Dr. BBS Parihar** R.B.S. Management Technical Campus, Agra drbbsp@gmail.com 9412588352 6. **Mr. Ajay Bhatt** GM(HR), M/s. B.L. Agro industries Ltd. Bareilly. gmhra@blagro.org	**Member** **Special Invitee**

उपरोक्त अध्ययन बोर्ड का कार्यकाल तीन वर्षों का होगा। अध्ययन बोर्ड के मा0 सदस्यों से अनुरोध है कि उनके द्वारा विश्वविद्यालय की विनियमावली के बिन्दु 5.09 : ''अध्ययन बोर्ड सम्बन्धित विषयों में पाठ्यक्रम के बारे में संकाय बोर्ड की सहायता करेगा'' एवं 5.10 : ''अध्ययन बोर्ड परीक्षा समिति के लिए परीक्षकों की सूची प्रस्तुत करेगा'' के अनुसार कार्य सम्पादित किया जायेगा। उपरोक्त अध्ययन बोर्ड की बैठक में प्रतिभाग करने हेतु मा0 अध्यक्ष एवं सदस्यों को पारिश्रमिक एवं यात्रा भत्ता का भुगतान विश्वविद्यालय के नियमानुसार दिया जायेगा।

भवदीय

(प्रो0 विनीत कंसल)
डीन0यू0जी0,
ए0के0टी0यू0, लखनऊ

पृष्ठांकन सं0 एवं दिनॉक उपरोक्त।

प्रतिलिपि निम्नांकित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित–

1. अध्ययन बोर्ड के अध्यक्ष एवं सदस्यगण।
2. कुल सचिव डॉ0 ए0के0टी0यू0 लखनऊ।
3. वित्त अधिकारी, डॉ0 ए0के0टी0यू0 लखनऊ।
4. परीक्षा नियंत्रक, डॉ0 ए0के0टी0यू0 लखनऊ।
5. समन्वयक TEQIP III डॉ0 ए0के0टी0यू0 लखनऊ।
6. प्रोजेक्ट मैनेजर डॉ0 ए0के0टी0यू0 लखनऊ।
7. स्टाफ आफिसर, कुलपति कार्यालय, मा0 कुलपति महोदय, के अवलोकनार्थ।
8. गार्ड फाइल।

(प्रो0 विनीत कंसल)
डीन0यू0जी0,
ए0के0टी0यू0, लखनऊ

डॉ0 ए0पी0जे0 अब्दुल कलाम प्राविधिक विश्वविद्यालय उत्तर प्रदेश
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DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, UTTAR PRADESH, LUCKNOW

Board of Studies
अध्ययन बोर्ड के गठन

(EFFECTIVE FROM THE SESSION: 2020)

Textile Engineering	Carpet & Textile Chemistry
	Textile Chemistry
	Textile Technology
	Handloom & Textile Technology 2020-21
Bachelor of Pharmacy	**B.Pharma**
Bachelor of Architecture	**Architecture**
B.Voc	B.Voc
Hotel Management	BHMCT
BAFD/BFA	BFA
	BFAD
MBA	MBA
	MBA (Integrated)
	MBA (**Travel & Tourism**) 2020-21
	MBA(Business Analytics) 2020-21
	MBA(Logistics and Supply Chain Management) 2020-21

डॉ0 ए0पी0जे0 अब्दुल कलाम प्राविधिक विश्वविद्यालय उत्तर प्रदेश

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E-Mail Id: deanugseoffice@aktu.ac.in, dean.ugse@aktu.ac.in

पत्रांक : ए0के0टी0यू0 / डीन यू0जी0 / 2020 / 400A दिनाँक: 3 जून, 2020

कार्यालय ज्ञाप

विश्वविद्यालय के कार्यालय ज्ञाप संख्या ए.के.प्रा.वि. / डीन यूजी का. / 2018 / 8936 दिनांक 21 फरवरी, 2018 द्वारा गठित मैनेजमेन्ट अध्ययन बोर्ड में संशोधन करते हुए माननीय कुलपति महोदय द्वारा अध्ययन बोर्ड के गठन पर अनुमोदन निम्नवत प्रदान किया गया है:–

S.N		Name	Address	Position
1	One senior teacher not below the rank of Professor in the subject shall be appointed as Chairman by the Vice-Chancellor	Dr. R K Singhal	Head of Department, MBA ABES Engineering College, Ghaziabad	Convener
2	Five senior teachers from the University or affiliated colleges having at least five years teaching experience, nominated by the Vice-Chancellor from the categories of Professor, Reader/ Assistant Professor and Lecturer. Provided that at least one person shall belong to each category and no two teachers shall belong to the same college.	Dr. Anant Srivastava	Director, Shri Rammurti Smarak College of Engg. & Tech. Unnao	Co-convener
3		Prof. (Dr.) B.B.S. Parihar	Director R.B.S. Management Technical Campus, Agra	Member
4		Dr. Vaishali Goyal	MIET, Meerut	Member
5		Dr. Manish Agarwal	Director, MIT College of Managemant, Moradabad	Member
6		Prof. (Dr.) Arvind Singh	Director, Sunder Deep College of Management & Technology ,Ghaziabad-201015, India	Member
7	Three persons possessing expert knowledge of the subject, not in the service of UPTU or any of its colleges, to be nominated by the Vice Chancellor from eminent Institutions, Research organization and Industry.	Dr. Jogendra Kumar Nayak	Associate Professor (Marketing), Department of Management StudiesIIT, Roorkee	Member
8		Prof. Pankaj Kumar	Professor of Human Resource Management, IIM Lucknow	Member
9		Prof. Ganesh Prasad Sahu	Professor & Head School of Management Studies MNNIT, Allahabad	Member
10	Special Invitee nominated by the Vice Chancellor from eminent Institutions, Research organization and Industry.	Prof. Ajay Prakash	Shri Ramswaroop Memorial University, Lucknow	Special Invitee
11		Mr. Ajay Bhatt	GM (HR), M/s. B.L. Agro industries Ltd. Bareilly.	Special Invitee

भवदीय

(प्रो0 सुबोध वैरिया)
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पृष्ठांकन सं0 एवं दिनॉक उपरोक्त।

प्रतिलिपि: निम्नांकित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित–

1. कुल सचिव, ए0के0टी0यू0, लखनऊ।
2. वित्त अधिकारी, ए0के0टी0यू, लखनऊ।
3. परीक्षा नियत्रक, ए0के0टी0यू0 लखनऊ।
4. अध्ययन बोड के संयोजक एवं सदस्यगण।
5. स्टाफ आफिसर, कुलपति कार्यालय, मा0 कुलपति महोदय, के अवलोकनार्थ।

(प्रो0 सुबोध वैरिया)
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7.1.5.Initiatives related to industry including executive education, industry sponsored labs, and industry sponsorship of student activities(15)

Rajshree Institute assist the students to complete the courses run by industries. Many students have completed the various courses run by industries like Microsoft, IBM Academy, Google, TCS, etc.

7.1.6. Involvement of industry professional as members of various academic bodies/board(10)

The industry professional members associated with Rajshree Institute take direct interest and provide wide range of suggestions, which help institute to formulate various plan & activities.

7.2.International Connect (40)

7.2.1.MoUs/Partnerships and its effective implementation(10)

Rajshree Institute signed Memorandum of Understanding with Warsaw Management University, Poland which provide the various opportunity to all the students. Rajshree Institute organized many International Conferences, symposiums, etc. where eminent professors has shared their knowledge and experiences with students, faculty and staff members.

Rajshree Institute signed Memorandum of Understanding (MOUs) with different industries and organisations.

MOU'S with Industries/Companies				
Sr. No.	University/Organisation/Company Names	MOU	Contact Person	Designation
1	Warsaw Management University, Poland	Agreement for activities leading to development of joints projects	Prof. (Dr.) Hab. Pawel Czarnecki	Rector
2	Mahatma Gandhi National Council of Rural Education	Rural Entrepreneurship Development	Prof.(Dr.) W.G. Prashant Kumar	Chairman
3	Uptoskills	Skills Development	Mr. Shivam Agarwal	Director
4	Wissenquelle Robotics	STEM & Robotics Labs	Mr. Rachit Arora	CEO
5	Primotech Energy Solutions Pvt. Ltd.	Agreement to Perform Training & Conferences	Mr. Prashant Sharma	Director
6	Effective Power Solutions	Agreement to Perform Training & Placement Services	Mr. Pranav Mishra	HR
7	Anix Systems Pvt. Ltd.	Agreement to Perform Placement Services	Ms. Neha Mishra	Director
8	Dreams Jobs India	Placement & Training Support for Students	Mr. Ashish Gupta	MD
9	Innovative Technologies	Campus Placement Services	Mr. Ajay Singh	Manager
10	Accio Job	Placement Assistance portal for students	Mr. Priyanshu Agarwal	Director
11	Kartavya Business Solutions Pvt. Ltd.	Campus Recruitment	Ms. Garima	Manager
12	GTT Foundation	Placement Assistance & Training of students	Deepak Kashyap	Manager

7.2.2.Student Exchange Programs(10)

Rajshree Institute signed memorandum of understanding with Warsaw Management University, Poland for students exchange programmes.

7.2.3.Faculty Exchange Programs(10)

Rajshree Institute signed memorandum of understanding with Warsaw Management University, Poland for faculty exchange programmes.

7.2.4.Collaborative Research Projects(10)

Rajshree Institute signed memorandum of understanding with Warsaw Management University, Poland for joint research.

Memorandum of Understanding (MOU)
Between
Warsaw Management University, Poland
&
Rajshree Institute of Management &Technology, Bareilly
Uttar Pradesh, India

This Memorandum of Understanding (MOU) is drawn up and agreed upon to establish the initial framework for cooperation between **Warsaw Management University (WMU), ul. Kawęczyńska 36, 03-772 Warszawa, Poland** and **Rajshree Institute of Management &Technology, 16th KM, NH-30, Post Rithora, Pilibhit Road, Bareilly Uttar Pradesh, Pin Code 243122, India**

Warsaw Management University, established in 1995, is one of the oldest private colleges in Poland. Warsaw Management University offers its prospective students exceptionally favorable conditions to study in a well-equipped architectural academic complex housing numerous lecture rooms, laboratories, computer rooms, and language laboratories. Currently it enrolls about 6.000 students and has more than 40.000 graduates. Warsaw Management University offers undergraduates studies leading to Bachelor's degrees in: Administration, Management, Finance and Accounting, Pedagogy, National Security; Engineering degrees in: Computer Engineering, Production Management and Engineering; and Master's degree programs in: Law, Administration, Management, Pedagogy and Psychology.

Warsaw Management University (herein after referred to as **"WMU"**, which expressions shall, unless repugnant to the context, mean and include its successors and permitted assigns) has authorized Prof. Paweł Czarnecki, Rector to enter into this MOU as the FIRST PARTY;

AND

Rajshree Institute, Bareilly (U.P.) India is having excellence in the field of education, health care, social welfare and development of the community. Rajshree Educational Trust, Bareilly (U.P.) India is a promoting body of Rajshree Institute of Management & Technology Bareilly. Rajshree Institute was established in 2009. Making rapid progress in a short span of time, it has developed into a vast campus comprising many institutions offering undergraduate and post graduate courses in different disciplines of Engineering, Technology, Management, Medical, Education, Science, Art, Commerce, Law, Pharmacy, Polytechnic Diploma, etc. and adopts innovative methods to improve the quality of higher education. Rajshree Institute is affiliated to Dr. A P J Abdul Kalam Technical University (AKTU), Lucknow (U.P.), Board of Technical Education (BTE), Lucknow, (U.P.) and Mahatma Jyotiba Phule Rohilkhand University, Bareilly (U.P.) India and is approved by All India Council for Technical Education (AICTE), New Delhi, Medical Council of India (MCI), New Delhi, Pharmacy Council of India (PCI), New Delhi, Bar Council of India (BCI), New Delhi, Ministry of Human

Resource Development (MHRD), and Government of India. The philosophy of Rajshree Institute is to facilitate the students with healthy learning atmosphere to achieve both academic & professional excellence.

Rajshree Institute of Management & Technology (herein after referred to as **"RIMT"** which expressions shall, unless repugnant to the context, mean and include its successors and permitted assigns) has authorised **Dr. Saket Agarwal**, Dean Academics, RIMT to enter into this MOU as the SECOND PARTY.

"WMU" and "RIMT" are hereinafter, wherever the context so admits, collectively referred to as the "Parties" and individually as a "Party".

AND WHEREAS the purpose of MoU is to establish an understanding of mutual cooperation between WMU and ACRONYM, providing a common platform for deriving mutual advantages in their pursuit of higher learning in general and benefiting their respective students and faculties, by way of exposure to each other's programs, in particular.

Article I: Scope

The initially proposed activities within the scope of the current MoU are:

a) Activities leading to development of joint projects related to:

- Student Exchanges,
- Faculty Exchanges,
- Faculty & Staff Development,
- Short Term / Long Term Certificate Courses,
- Student & Faculty Visits,
- Working on Collaborative Research Projects,
- Organisation of Conferences and Seminars,
- Summer Internship programmes.

b) Defining new areas of collaboration that have not been foreseen, but can be beneficial to the Parties.

Article II: Duration, Termination and Amendment

a) The MoU will be effective from the date of signing by both parties for a period of up to five (5) years, and may be subject to extension by mutual consent of the Parties, expressed in writing.

b) Either party may terminate this MoU by giving six (6) months advance notice in writing to the other Party.

c) The provisions of the MoU may be amended at any time with the mutual consent of the Parties in writing.

Saket.

d) The amendment, termination and expiration of this MoU will not affect the terms of activities ongoing at the time of notification of amendment, termination and expiration, unless otherwise agreed upon between the Parties.

e) No action undertaken shall diminish the full autonomy of either institution, nor will either party impose any constraints upon the other in carrying out the agreement.

Article III: Special Provisions

a) Each Party will consult with, and take approval of, the other Party to use the latter's name, the names of the latter's officials / faculty members, and logo for the activities under this MoU, and dissemination of results, on a case by case basis.

b) Detailed modalities of individual forms of collaboration, activities associated with them and financial aspects of each shall be mutually agreed upon on a case by case basis, and specified, with all necessary details, in separate Agreements.

c) This MoU will not be legally & financially binding to any of the Parties. The two Parties will consult with each other and attempt to resolve disputes or misunderstandings that arise in the administration of this MoU or any subsequent associated Agreement informally.

Article IV: Contact Persons

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CRITERION 8	Infrastructure	75

8.1. Classrooms & Learning facilities (10)

(Availability of adequate, well-equipped classrooms to meet the curriculum requirements) (Availability of -learning facilities, utilization; initiatives to ensure students learning)

Rajshree Institute of Management & Technology offers learner-friendly environment with a fine blend of functionality and contemporary aesthetics. From its firm foundation, the building symbolizing an educational sets that enables students to rise to greater heights. CCTV surveillance system, wide corridors and stairwells, fire prevention system and deployment of security personnel are among the several safety and security measures taken by the institute to ensure a safe campus environment. The classrooms are fully furnished with state-of-the-art technology as per standards. The Teaching-Learning pedagogy used in the classrooms is IT enabled and all classrooms are equipped with a standard array of presentation equipment that provides faculty members with the best multimedia tools for their instructional needs The seminar hall can accommodate upto 200students, classrooms can accommodate 60 students while the tutorial classes are designed for a strength of 20-30 students. We have Wi-Fi enabled campus and e-learning facility for faculty and students.

Faculty @Rajshree

Rajshree has a team of well qualified and experienced faculty members in different disciplines with academic and industry experience that not only facilitates the best teaching learning atmosphere but also inculcate the highest ethical and moral values among the students.

Counseling and Mentoring Cell

The purpose of establishing Counseling and Mentoring Cell is to provide a platform to the students where each student can get right information personally and can clarify his/her all doubts regarding academic performances, career choice, etc. It helps the students to understand about their strengths and how to overcome their weakness according to the requirements of the corporate world.

International Partner

Rajshree Institute, Bareilly signed Memorandum of Understanding (MOU) with Warsaw Management University, Poland.

Center for Software Development

- A Center for Software Development provides a platform for faculty members and students to carry out development activities in the emerging areas of computer science and IT domain.
- The significance is to sharpen the programming skills and software development concepts of the students and to bridge the industry academia gap by providing practical training to students on emerging areas.

Center of Research & Development

- Center of Research & Development promotes meaningful research and development activities
- Key objective is to promote research publications in peer reviewed journals, research projects/grants, collaborations and faculty development programmes.
- Promotes and manages Institute-Industry interaction and follow-up the progress and monitor on-going projects.

Entrepreneurship Development Cell

Entrepreneurship Development Cell (EDC) is established at Rajshree Institute with the intention of nurturing entrepreneurship skills among students. EDC organize the multidimensional activities like Entrepreneurship Awareness Camps, Entrepreneurship Development Programs, Speaker Series, Panel Discussion, Business Plan Competitions, etc. The entrepreneurship development cell foster linkage between Rajshree Institute and Industries and provide a platform for the students to pursue entrepreneurial activities. With active involvement of students, the cell promotes and revitalizes the entrepreneurial culture in Rajshree Institute.

***8.2.*Library (10) -** *Hard and electronic*

Quality of learning resources (hard/soft)

- Relevance of available learning resources including e-resources
- Accessibility to students

Rajshree Institute of Management & Technology has a well-stocked modern centrally air conditioned library. The library is kept open for 14 hours on working days to inculcate habit of reading and acquiring knowledge. It has a world class collection of thousands of books, national and international journals of repute, magazines, and newspapers where students gets desired reading and learning materials related to their curriculum and Industry. A good collection of e-journals and e-books are available in digital library of the institute.

8.3.IT Infrastructure (15)

(Availability of composite hardware, software, network resources and services required for the existence, operation and management of an institutions IT environment.)

Rajshree Institute of Management & Technology has air-conditioned Computer Labs with high-speed broadband connectivity and audio-visual facilities. All computers have the required configuration and software to support students' learning and the effective delivery of the curriculum. The computer labs provide individual workstation for students.

8.4.Learning Management System (10)

(Use of software application for the administration, documentation, tracking, reporting and delivery of electronic educational technology (also called e-learning) courses or training programs)

The institute has the policy of facilitating 24 x 7 learning environment and minimizing the use of paper for environmental preservation. Different software applications are used for different administrative and other requirements.

8.5.Hostel (10)

The Institute provides separate hostels for male and female students as well as for faculty and staff members with spacious, clean, and well-furnished living spaces. Basic furniture is provided to them. The hostel mess serves hygienic and nutritious food in spacious dining hall. Round-the-clock security services ensure adequate safety to the inmates of the hostels. There is a dedicated committee consisting of wardens and assistant wardens to oversee hostel facilities, maintenance of discipline and to address problems of the hostel inmates if any.

8.6.Sports Facility (10)

> Talent wins games, but teamwork and intelligence wins championships.
>
> **Michael Jordan**

By playing games we can artificially speed up our learning curve to develop the right kind of thought processes, with this philosophy, Rajshree Institute provides a state-of-the-art gym and sports facilities to students, faculty and staff members. There are multiple indoor and outdoor sport facilities to keep our students engaged and physically fit. We have set up facilities/grounds for Tennis, Cricket, Football, Basketball, Volleyball, Table-Tennis, Badminton, Chess, Carom, etc. We have multipurpose hall and a Gym in the campus which is equipped with advanced exercising machines and aerobic exercise floor. Rajshree Institute organizes various sports activities for all the students. Inter-college sports tournaments are held to develop a spirit of healthy competition. Students of Rajshree have won many prizes in Zonal Sports meet organized by Dr. A.P.J. Abdul Kalam Technical University Utter Pradesh Lucknow. Our institute is registered with Ayush Ministry for yoga certification.

8.6.1.Indoor Sports Facilities(5)

- Gymnasium.
- Table Tennis
- Carrom
- Chess

8.6.2.Outdoor Sports Facilities(5)

Following facilities are available in the college:

- Cricket Ground
- Foot Ball Ground
- Basket Ball Court
- Volley Ball Court
- Badminton Courts
- Tennis Court

8.7.Medical Facility (10)

Rajshree Institute of Management & Technology has adequate medical facilities in the campus and has its own 740 bedded multi super specialty hospital and medical college named Rajshree Medical Research Institute. Rajshree Ayurvedic Medial College and 60 bedded Hospital is also established in the campus. Rajshree also established, nursing, paramedical and pharmacy colleges named Rajshree Nursing Institute, Rajshree Paramedical Institute and Rajshree Pharmacy Colleges.

Exclusive Facilities

- Rural Health Training Center (RHTC) in the campus
- 60 bedded Hospital is also established in the campus
- Establishment of Rajshree Ayurvedic Medial College in Campus
- Free Health Checkup cards to students, parents, faculty and staff members
- Availability of Ambulance/car facility in campus for quick transfer of students to medical college (in case of emergency)
- Medical reimbursement/Medical Leaves for faculty and staff members.

Rural Health Training Centre (RHTC)

Rural Health Training Centre (RHTC) is established in the campus itself. The RHTC has an Out Patient Department (OPD) which functions every day. The OPD caters to the health care needs of the students, faculty and staff members as well as population of nearby areas like Rithora, Labhera, Hafijganj, etc. This has facilities for patient examination, conducting minor surgical procedures and basic laboratory investigations. The diagnosis and treatment of patients including distribution of drugs is free. It also organizes blood donation camps frequently.

Specialties offered:

- General OPD, Health Check up on daily basis
- Child health and Pulse Polio Immunization

- Education in AIDS and STD
- Gynecologist on every Thursday
- Eye Specialist on every Saturday

Rajshree Urban Health Training Centre (UHTC)

The Urban Health Training Centre (UHTC) is established by Rajshree. It is situated at PNB Bank, Near Woodrow Higher Secondary School, Pawan Vihar, Bareilly.The UHTC provides outpatient consultation on daily basis. The center provides community based health services and solutions to the nearby population and it is capable enough to deal with caesarian, minor sports injuries and accident related cases. The UHTC is well connected to almost all corners of the city via modern ambulance.

Rajshree Hospital

Rajshree Hospital is the most modern 690 bedded, centrally air-conditioned, Multi-Specialty Tertiary Care and Trauma Center having all the medical facilities under one roof. It is established in 2012 at BareillyRampur Road. The Hospital is equipped with sophisticated & ultra-modern equipment and the team of highly qualified, experienced doctors and trained staff. The hospital complex has five-tier in-ward to cater to all classes of patients. The OPD is planned in a modular pattern with related specialties clubbed together to provide maximum comfort to the visiting patients. The hospital has a well-equipped emergency department and expertise in trauma management with a well-trained, experienced & specialized team of Surgeons, Doctors and well trained para-medical staff. The hospital is equipped with life support system, bed side and central monitoring, ventilators, round the clock diagnostic support of pathology, CT Scan, Ultrasound, X-ray, Cath Lab, Blood Bank, etc. Well-equipped with all modern diagnostic and therapeutic facilities for patient care, the hospital offers comprehensive clinical experiences for students and residents where

patients are treated affectionately with care and kindness. Apart from the facilities of incinerator, central kitchen and laundry have also been provided. The Casualty Department of Rajshree Hospital works 24X7 to cater medical and surgical emergencies. A well-equipped Blood Bank monitors blood donations and delivery systems to support casualties and surgeries. There is round the clock medical shop where all type of medicines of good reliable companies are available at a very reasonable price. Special efforts are being made to maintain clean and aseptic conditions to minimize nosocomial infection and to maintain eco-friendly environment.

Major features of Rajshree Hospital:

- Emergency and advanced trauma care
- Fully equipped Intensive Care Unit for adults, new born and children.
- Round-the-clock casualty services
- Sophisticated laboratories and radio diagnostic facilities
- 24 hours pharmacy and blood bank with component separation facility
- Highly qualified medical professionals, doctors, nurses and supporting staff.
- Special lounge area for patient's families and friends
- Well-equipped clinical departments
- Modern supportive diagnostic services
- 24 hour casualty medical services
- 24 hour ambulance services
- Bus facility for the patients from all corners of the city
- Cardiac, Surgical, Medical, Neonatal & Paediatric Intensive care units
- Modular Operation Theaters
- Cath Lab

Covid Care@ Rajshree Hospital:

Rajshree Hospital has been extensively involved in treating Covid 19 patients in Rohilkhand region. Rajshree is Covid Hospital of L2 level, specializes in the care of patients with complex illnesses and has experience with managing and containing novel viruses**.** The 650-beds Rajshree Hospital offers a broad spectrum of medical services having highly-qualified and experienced medical professionals specially trained in Covid-Care round-the-clock. We take all necessary measures and precautions to protect the safety of our patients and their family members.

Exclusive Features

- 690 bed capacity including ICU beds with ventilators
- Medical oxygen facility to every bed
- Availability of Non AC, AC, Semi private, Private & Deluxe Rooms
- 24 hours housekeeping, facility management and ambulance support for Covid Patients
- Free treatment facilities/Affordable treatment cost
- Equipped with indigenously developed technologies and medical items like PPEs, masks, sanitization equipment, etc.
- Medical test facilities for COVID
- Diagnostic facility, dialysis unit, and blood bank
- Provide complete and accurate information about treatment round the clock
- Central Covid Control Room, Communicate effectively within the control room and appropriate external communication related to COVID-19
- Respect the doctors and healthcare providers involved in patient care and treatment

Other Facilities

- NABL Accredited True NAT testing facility for Covid-19
- Covid-19 antibody test
- L-6 Testing
- Advance High Flow Nasal Cannula (HFNC) machines in ICU
- Dialysis machine for Covid Patients in ICU

- Adequate medical supplies such as dialysate, dialyzers and tubing, catheters, fistula needles, disinfectant and medicines etc.

Rajshree Medical Research Institute Bareilly

Rajshree Medical Research Institute Bareilly (RMRI) is established under the aegis of the reputed Rajshree Educational Trust, Bareilly as an institution of national importance with a commitment to produce a new breed of medical professionals who can successfully fuse medical science with technology and at the same time laying equal emphasis on cultivating human values. Ideally located on Bareilly-Rampur Road with exotic lush green rural surroundings, RMRI offers MBBS, MD & MS programmes which are affiliated to M. J. P. Rohilkhand University, Bareilly and approved by Medical Council of India, New Delhi. The prime concern of the Institute is to develop new patterns of teaching in medical education so as to demonstrate a high standard of medical education in India. RMRI has most modern, centrally airconditioned operation theatres and intensive care complex which are fully equipped with latest medical care equipment. The Institute has state-of-the-art infrastructure, spacious air conditioned classrooms with modern teaching-learning aids, well-stocked library, advanced laboratories and is supported by distinguished cadre of academic staff to create conducive environment for teaching, learning and patient care.

Rajshree Ayurvedic Medical College

Rajshree Ayurvedic Medical College (RAMC) is established at Pilibhit Roadwith an aim to restore the glory of Ayurveda through the best health careeducation of Bachelor of Ayurvedic Medicine & Surgery (BAMS) approvedby Ministry of Ayush, Government of India, and The National Commissionfor Indian System of Medicine. RAMC aims to provide knowledge, skillsand values by focusing on quality teaching and learning process for themedical aspirants. The college is being initiated as a part of our endeavourto make cost effective and healthy alternative medicine like Ayurveda,available for all. Rajshree Ayurvedic Medical College' Hospital is a

fullyfledged Ayurveda Hospital which hosts specialists of differentspecializations namely Kayachikista (General Medicine), ShalyaTantra(Surgery), ShalakyaTantra (ENT and Ophthalmology), PrasuthiTantra andStreeRoga (OBG), TwakRoga (Dermatology), SwasthyaRakshana(Preventive Medicine), Kaumarabhrthya (Pediatrics), ManasaRoga(Psychiatry) and Panchakarma.

Rajshree Institute of Management & Technology

Rajshree

Rajshree
Institute of Management & Technology

Rajshree

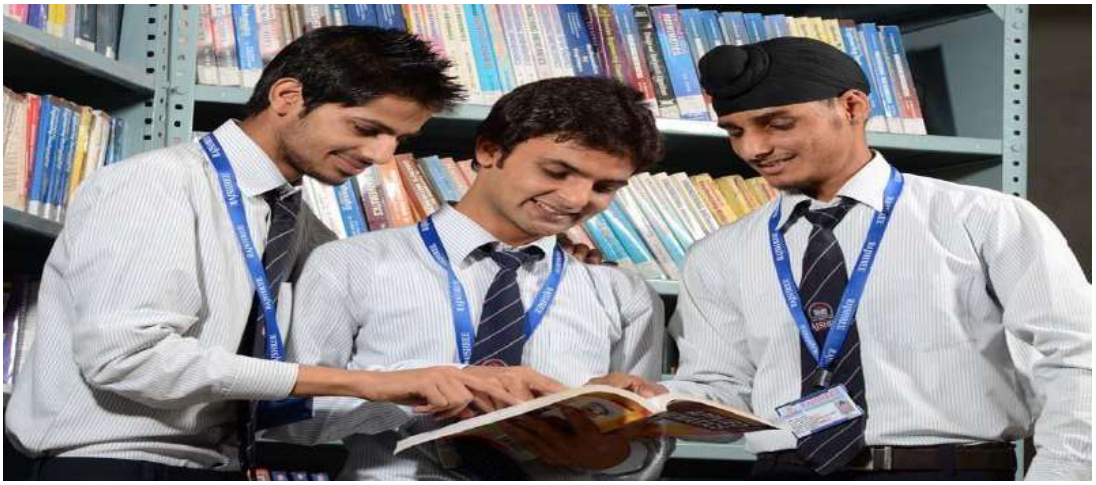
Reception

Seminar Hall

Computer Lab

Facilitates

Library



Sports

Sports

Student Group Photo

Transport

Hostel

Rajshree Medical Research Institute, Bareilly

Rajshree Hospital

Rajshree Medical Rural Health Training Center

CRITERION 9	Alumni Performance and Connect	50

9.1. Alumni association (10)

Yes (Rajshree Alumni Association)

"*Never regard your study as a duty, but as the enviable opportunity to learn to know the liberating influence of beauty in the realm of the spirit for your own personal joy and to the profit of the community to which your later work belongs." –Albert Einstein*

Feeling a duty to give back to the Institute the leanings that we acquired from it; with renewed and fruitful learning we experienced in life enriching it further. It's time; we act together, now and in synchrony to make our society and environment a better place to be in.

"Rajshree Alumni Association" of Rajshree Institute of Management & Technology, Bareilly has been a platform for active networking, participation, interaction with classmates, share memories & experiences with each other and a lot more. Alumni of Rajshree Institute of Management & Technology has always been a source of support and inspiration for the students and the staff of Institute. The institute has good alumni base and follows systematic policy to build relationship with the alumni. Rajshree Alumni Association is very active in promoting interactions and camaraderie among the alumni, staff and the management.

9.2. Involvement of alumni (25)

(Alumni meet, visit to institution and interaction with students, involvement in curriculum development, project guidance, assistance in entrepreneurship, mentoring of students, assistance in placement, resources raised, etc.)

The alumni of Rajshree Institute of Management & Technology contribute in various ways. They often guide the current students and share their experiences,

provide their inputs for their performance in the academics, cultural and sports events. They also provide their suggestions to them for the recruitment in corporate world or make them aware about the career options in their own field. Besides helping the alumni in all possible ways, it also lends its support to the Institute to achieve its vision and mission. Rajshree alumni also participate in seminars, workshops, and other events that showcase their skills and accomplishments. They also take advantage of opportunities to meet the experts from different industries. Rajshree alumni play an important role in recruitment and selection of the students for their summer training and final placement. Corporate Interface sessions are also organized throughout the year by Rajshree alumni association wherein alumni are invited to share their prominent experience of the industry with the students.

Some of the activities organized by alumni are as follows:

Awareness workshop on Ayurveda

A general awareness workshop was organized by our alumni, Mr. Faizan Khan, National Marketing Head, Jagat Pharma. He created the awareness among students and staff members about Ayurveda industry. With zero side effects and comprehensive all round action on all health problems, he emphasized on the importance of natural therapeutics.

Expert Talk on Digital Distribution

Mr. Ansu Mishra, Regional Operations Head (Digital Distribution), Jewellery and Lifestyle Mart India Pvt. Ltd delivered a talk on Digital Distribution and its impact on sales, profit, market share, etc. He emphasized on the need to create widespread awareness among retailers and customers through social media or any other medium to make the retailers aware about the transformation of distribution channel into digital distribution.

Awareness workshop on Feminine Hygiene

A workshop was organized for female students, faculty and staff members by our alumni Ms. Tanya Sachedva, HR Jagat Pharma where she focused about feminine hygiene and intimate care solution. She solved the quires of the students and staff members.

Awareness workshop on Stock Market

Awareness workshop on stock market was also organized by alumni Mr. Vishal to understand the basics of stock market, the complex terms of investing world, various jargons uses in it. He gave a clear idea by clearing the misconceptions about stock markets.

Workshop on Financial Market Industry

Workshop to spread awareness about what are the avenues in financial market industry was organized by Rajshree alumni. They created the awareness among the students about theoretical and practical knowledge about Indian financial market system, how Indian stock market works, what are the different segments available in Indian share market like Equity market, derivative market, Commodity market, currency market and other financial instruments like Mutual Funds, Insurance, Bonds, government securities etc.

Workshop on Crack The Interview

This workshop helped the students to learn the things before appearing in an interview. Alumni Ms. Himani Bhatt, covered the topics like what is Resume? How to Prepare Resume? How to apply to company? How to apply via job portal? What is Interview? How to give the answers of the questions in an interview? How to get your Dream Job?

9.3. Methodology to connect with Alumni and its implementation (15)

(Alumni portal, database, alumni meet, frequency of meets, alumni chapters, newsletter

Data Base: Rajshree Institute maintains the database of its alumni

Alumni Web portal: Rajshree has its webpage for alumni.

Alumni Meet: Alumni meets are conducted periodically. E-Alumni Meet and E-Corporate Meet were organized in Covid period due to pandemic situation.

Whatsapp Group: There is a whatsapp group created for each batch of alumni and it becomes quite easy to send message to them. The whatsapp group enables faster communication.

Email: Email is a medium of communication for communicating with the alumni.

Facebook: Alumni are also contacted through Facebook and other social media platforms.

Invitation in Events: Rajshree Institute invites its alumni in different events organized by the Institute like celebration of Foundation day “Aahwaan”, National & International Conferences, Seminars and other academics, cultural and sports events.

CRITERION 10	Continuous Improvement	50

10.1. Actions taken based on the results of evaluation of each of the POs(20)

Identify the areas of weaknesses in the program based on the analysis of evaluation of POs attainment levels. Measures identified and implemented to improve POs attainment levels for the assessment years including curriculum intervention, pedagogical initiatives, support system improvements, etc. Actions taken to be mentioned here.

Rajshree Institute of Management & Technology aims to enhance the learning and skills of the students so that they become leaders of tomorrow's businesses. It is based on continuous learning. We are putting continuously efforts for improvement in quality ofeducation. For this purpose assessment for each subject or course is carried out. The institute takes several initiatives for the same. Some of the initiatives like remedial coaching for weak students, coaching for preparing competitive examinations and government jobs in campus also provided for interested students.

Actions taken

	PO	Gap	Actions
	Able to identify potential business and entrepreneurial opportunities and apply management knowledge in real life business environment	Entrepreneurial Component in Programme	Continuous Improvement Business incubation to be integrated More exposure to industries Develop abilities to understand the business environment Information about entrepreneurs & their business MOOCs offered by SWYAM, NPTEL, IIMBX, E& ICT Academy and many more.
	Demonstrate skills which are required to become successful managers in future	Lack of soft skills	Continuous improvement Soft Skills workshops Soft skills courses by TCS, IBM Academy and other organizations
	Able to think critically, analyze problems and provide Innovative solutions through theoretical/practical knowledge and with the use of appropriate technology and resources.	Lack of knowledge about specific technology	Pedagogical approach, Inclusion of specific lectures on latest technology
	Able to lead themselves and team members and maximize the usage of diverse skills of team members for the achievement of organizational goals	Develop leadership skills by working effectively in team	Leadership Development lectures by experts, Team projects, Case studies on leadership qualities

	Adapt life-long learning to enrich knowledge and competencies to develop responsiveness to contextual social issues / problems and explore solutions	Create an interest to engage in continuous learning independently to improve knowledge	Pedagogical approach
	Communicate effectively and efficiently with various stakeholders	Verbal, written & Presentation skills in students	Regular conduct of PDP & English Speaking Classes to improve verbal and nonverbal communication

10.2.Academic Audit and actions taken thereof during the period of Assessment (10)

Rajshree Institute of Management & Technology follows the process of continuous evaluation not only of its students but also its faculty members for academic rigour. We have adopted the following procedure:

- Preparedness of course notes by the faculty members
- Regular review meetings are held and the suggested measures are taken.
- Regular feedback from the students
- Review of the pedagogy followed in the classroom is taken and corrective measures are taken.
- Unit Test 1, Unit Test 2, & Pre University Test are held every semester to evaluate the performance of the students

The suggestions as a result of academic audit, and action taken are briefed below:

Action needs to be taken to improve communication skills	Special communication classes are conducted for improving Reading, Writing, and Listening Ability
Action needs to be taken to improve presentation skills	Presentation classes are conducted regularly
Action needs to be taken to improve soft skills	PDP classes are arranged. Students are motivated to join the soft skills courses conducted by IBM Academy, NPTEL, TCS, etc.
Action needs to be taken to improve interview skills	Mock GD & Interviews are conducted on regular basis.
Action needs to be taken to improve IT skills	Regular theory and Practical Classes are arranged to hone IT skills of the students.
Action needs to be taken to corporate world's knowledge	Business News Briefing (BNB) lectures are conducted periodically.
Increase in Live Projects	The faculty and students are required to include live projects.
Teaching through self-developed cases	Faculty members are discussing self-developed cases in classroom for active participation in the class.
Steps to be taken to encourage top performing students to further hone their	Students are motivated to take part in extra-curricular activities like seminars,
skills and capabilities	Conferences, cultural and sports activities.
Steps to be taken to bring up low performing students	Extra classes are arranged for academically weak students. Special efforts are putting by the faculty members so that they can perform accordingly.
Encouraging Entrepreneurship	Entrepreneurship Development Cell is established.

Sensitization of students towards social and ethical issues	Filed visits are arranged to know the societal problems
Action need to be taken for course certification	Students are motivated to join MOOC, certificate courses from SWAYAM, NPTEL,E& ICT Academy, IITBombayx, TCS Digital Ion, Google, IBM, and many more.

10.3.Improvement in Placement, Higher Studies and Entrepreneurship(10)

Assessment is based on improvement in:

- Placement: number, quality placement, core industry, pay packages, etc.
- Higher studies: admissions for pursuing Ph.D in premier institutions
- Entrepreneurs

Improvement in Placement:

Any significant investment demands substantial return– a MBA degree is both an investment of time and money of students. After completing the courses, students look for a good placement in a reputed organization. The organizations also look for smart, intelligent and innovative young minds, there are unlimited opportunities for the candidates. The search for young, enthusiastic talent is always on in the corporate world. Although the work culture at corporate world is characterized by strong performance coupled with result orientation. At Rajshree Institute of Management & Technology, Bareilly, we provide 100% assistance to our students for their campus recruitment so that they increase their earning potential as well as their potential for career advancement. Industry Institute Cell (IIC) works on student's

employability enhancement by providing personality development programmes, arranging guest lectures of eminent personalities from corporate, Industrial visits, organizing Inbound and Outbound training, conducting various workshops on latest technologies. IIC also arranges written tests, group discussions, and mock interview round the year to groom overall personality of every student. Many companies visited Rajshree Institute of Management & Technology Campus for Summer Training and Final Placement of the students.

Rajshree institute has observed improvement in placement of students. The improvement has been observed both in quantitative as well as qualitative parameters of placement. The institute has been able to place eligible students. The number of companies recruiting students has increased. The average salary of placed students also increased. Placement is taking place across different sectors and in good companies. MBA students are working in reputed organizations in India and abroad.

Entrepreneur

Entrepreneurship Development Cell is established at Rajshree Institute of Management & Technology, Bareilly

Entrepreneurship Development Activities

Higher studies: Admissions for pursuing Ph.D in premier institutions

- Students who are interested to pursue Ph.D. usually appear in the entrance test conducted by State/Central Universities. They also appear in the NET examination if they are having interest in teaching and research.
- Faculty members motivate the students to clear JRF and NET examination.

10.4. Improvement in the quality of students admitted to the program(10)

Admission in MBA I Year is done through Uttar Pradesh State Entrance Examination (UPSEE). Admission to MBA is based on UPSEE rank. Shortlisted candidates based on their ranks are further called for a counselling process. The counselling of UPSEE is being held in different rounds. Candidates are allotted seats in the college on the basis of merit subject to the availability of seats in their category. Direct admission to Second year shall not be made in MBA Course.

For admission to first year of MBA, a candidate must have passed (with/without grace) Bachelor's degree course of three years minimum duration from any recognized Indian University; or its equivalent, recognized by A.I.U securing minimum 50% (45% in case of candidates belonging to SC/ST category) marks in aggregate. Some seats are treated as management seats. Admissions against these seats are defined by the State government and college management which is on the basis of merit. The candidates are also checked for their written ability, group, discussion, subject knowledge, communication skills, general awareness, etc. Adequate measures are under taken to enroll the students from diversified academic fields like engineering, science, arts, commerce, BBA, etc. The institute has good amount of diversity among students in terms of academic background, experiences, etc.

Glimpse of Events

Annual Fest

Rajshree Institute
of Management & Technology
Dr. Abdul Kalam
Art & Cultural Fest 2018-2019
Dr. APJ Abdul Kalam
Technical University, Lucknow

Fresher's Party

Guest Lectures

Industrial Visit

Industrial Visit

Job Fair

Voter Awareness Programme

Voter Awareness Programme

Workshops

Blood Donation

Plantation

राजश्री ग्रुप ऑफ इंस्टीट्यूशन्स एण्ड हॉस्पिटल, बरेली
वृक्षारोपण कार्यक्रम
एक पौधा एक संकल्प.....
"वृक्षों की जब करोगे रक्षा जीवन बनेगा तभी अच्छा"

Independence Day Celebration

Independence Day Celebration

Republic Day Celebration

Yoga Day Celebration

Orientation Programme

राजश्री ग्रुप में हुआ ओरिएंटेशन कार्यक्रम

बरेली। राजश्री ग्रुप आफ इंस्टीट्यूशन में बीटेक, एमबीए, बीएड आदि के नव प्रवेशी छात्रों के लिए ओरिएंटेशन कार्यक्रम का आयोजन हुआ। रुहेलखंड विवि के कुलपति प्रो केपी सिंह, रोजा पावर के वीपी चंद्रशेखर, ओसवाल लिमिटेड के जीएम बीएन मिश्रा, संस्थान के चेयरमैन राजेंद्र कुमार अग्रवाल, एकादमिक एडवाइजर तूलिका अग्रवाल ने कार्यक्रम का उद्घाटन किया। छात्रों को राजश्री कैंपस में शिक्षण-प्रशिक्षण के साथ व्यक्तित्व विकास के लिए क्रियाकलापों में प्रतिभाग करने को कहा।

Zonal Sport Fest

राजश्री में जोनल स्पोर्ट्स फेस्ट का शुभारंभ आज से

बरेली। राजश्री इंस्टीट्यूट आफ मैनेजमेंट एंड टेक्नोलाजी की ओर से दो दिवसीय डॉ. एपीजे अब्दुल कलाम जोनल स्पोर्ट्स फेस्ट का आयोजन 22 नवंबर से संस्थान के पीलीभीत रोड परिसर पर होगा। इसका उद्घाटन जिलाधिकारी मानवेंद्र सिंह करेंगे। इस दौरान विजेताओं को मेडल और प्रशस्ति पत्र दिए जाएंगे। राजश्री के रजिस्ट्रार दुष्यंत माहेश्वरी ने बताया कि इस फेस्ट में 1500 प्रतिभागी भाग लेंगे।

Fresher Party

राजश्री में फेशर पार्टी रिद्धिम् में छात्र-छात्राओं ने रैम्प पर मचाया धमाल

जागरण न्यूज़

रिद्धिम। राजश्री एक्स अति इन्स्टीट्यूशन में डिग्री कालेज, तकनीकि, प्रबन्धन, प्राविधिक, शिक्षा, शिष्टि, फार्मेसी व आईटीसी आई० में नवप्रवेशित छात्र-छात्राओं के स्वागत हेतु आयोजित फेशर पार्टी में छात्र-छात्राओं ने समां बांधा। फेशर पार्टी का शुभारम्भ संस्थान के चैयरमैन राजेन्द्र कुमार अग्रवाल, सचिव राकेश कुमार अग्रवाल, एकेडेमिक एडवाइजर मिस तूलिका अग्रवाल एवं डीकान इंडियन बुक आर्गनिजर के निदेशक एच०जी० सुन्दर गोपाल दास के द्वारा दीप प्रज्वलित कर किया गया। डीडटन के अवसर पर संस्थान की एकेडेमिक एडवाइजर मिस तूलिका अग्रवाल ने छात्रों को अपने सम्बोधन में बताया कि नये छात्रों को कालेज के नये वातावरण, सीनियर छात्रों व अध्यापकगणों के मध्य घुलने मिलने व अपने अंदर छुपी विशिष्ट प्रतिभा को उभारने का यह एक अच्छा माध्यम है। डी एच०जी०सुन्दर गोपाल दास ने विद्यार्थियों को अपने अध्ययन एवं से विचलित करने वाले नकारात्मक आकर्षणों से बचते हुये अध्ययन मनन व चिन्तन करने की सलाह दी। कार्यक्रम का फोकस रहे रैम्प वाक में छात्राओं ने दर्शकों के मन को मंत्रमुग्ध कर दिया तथा पुराने गानों में अपने सुरों को पार देते हुए छात्रों ने खूब धमाकेदार नृत्यों विभिन्न कार्यक्रमों में प्रतिभागियों के प्रदर्शन को देखते हुए राजश्री डिग्री कालेज के सुमित, डिग्रीकी एम०बी०ए०० के आशिष, रोहतपर्व जीती, बी०टेक०० के आशिक अति, इमरान, पालीटेक्निक के राहुल, निशा गंगवार, बी०एड०० के अदिति, खुशी, बी०एस०एड०० के अमृत, पायल, बी०फार्मा० के सलमान, सान्या, विधि विधान के अमन, अदिति, आईटीसी आई० के गल, पलक को वि, फेशर एवं मिस फेशर के अवार्ड से सम्मानित किया गया।

समापन के अवसर पर निदेशक शैक्षणिक डॉक्टर अनिल कुमार ने संस्थान में नये छात्र-छात्राओं के शैक्षिक व सांस्कृतिक विकास के लिये हर संभव सहोग उपलब्ध कराने का वायदा किया।

कार्यक्रम में उपस्थित विशेष रूप से इसकर यूथ फोरम के अध्यक्ष, राजश्री संस्थान के डीन एकेडेमिक डॉ सलेक अग्रवाल, डॉनी पेपूष यूथ, निदेशक फॉप एवं विकास डॉक्टर पंकज शर्मा, रोजेन्द्र पुष्पम पाठेकरी, डॉक्टर सुकेश पाल गंगवार, डॉक्टर सौमरी० गंगवार, संजय सिंह, डॉक्टरजीत्व खान, सुरेश सिंह, सौरभ शर्मा, डॉक्टर रवीश अग्रवाल, डॉक्टर जीशन रवाबसुर, मो० आफिक, अनु लासेसा, परम सिंह, जसप्रीत सिंह, आदि रहे।

BasantPanchmi Celebration

Corona Virus Awareness Rally

Cultural Programmes

Rajshree Group
of Institutions & Hospital, Bareilly
TECHNOCRATE
MELODY

Essay/ Poetry Competition

Poster Competition 11-10-2021

Vishwakarma Puja

Rajshree Group of Institutions, Bareilly
UNION
BUDGET
2021-22
BAREILLY CAMPUS
16 KM NH-30, PILIBHIT ROAD NEAR RITHORA, BAREILLY
www.rajshree.ac.in | rajshree.institute@gmail.com

Declaration

I undertake that, the institution is well aware about the provisions in the NBA's accreditation manual concerned for this application, rules, regulations, notifications and NBA expert visit guidelines in force as on date and the institute shall fully abide by them. It is submitted that information provided in this Self Assessment Report is factually correct. I understand and agree that an appropriate disciplinary action against the Institute will be initiated by the NBA, in case any false statement/information is observed during pre-visit, visit, post visit and subsequent to grant of accreditation.

Date: 08/09/2022
Place: Bareilly

Prof. (Dr.) Anil Kumar
Director (Academics)

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Annexure – I

Program Outcomes

1. Apply knowledge of management theories and practices to solve business problems.

2. Foster Analytical and critical thinking abilities for data-based decision making.

3. Ability to develop Value based Leadership ability.

4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Note: Program may add up to three additional POs.