



U N I V E R S I T Y

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“ C E L E B R A T I N G D R E A M S ”

SCHOOL OF MANAGEMENT

Criteria: 1.3.3

The percentage of students undertaking field projects, research projects, or internships.



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"CELEBRATING DREAMS"

School of Management Index

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"CELEBRATING DREAMS"

SCHOOL OF MANAGEMENT

Total Number of Research Projects in Post-graduate Program

| Research Projects | Program | Total Number of students involved in research projects |
|-------------------|---------------------------|--------------------------------------------------------|
| | MBA (Dual Specialization) | 83 |

The MBA students at the School of Management engage in mini and major projects to enhance their practical knowledge and hands-on experience. Encouraged to immerse themselves in research, students delve into diverse settings such as the university, hospitals, and the community. This approach fosters a research-centric mindset, enabling students to develop valuable insights and skills for academic and professional growth.

Total Number of Internship Projects in Post-graduate Program

| Internships | Program | Total Number of students involved in research projects |
|-------------|---------------------------|--------------------------------------------------------|
| | MBA (Dual Specialization) | 48 |
| | BBA | 101 |

Practical experience is deemed essential in the School of Management's MBA program. To ensure this, mandatory internships have been integrated into the curriculum. These internships are structured to provide students with real-world exposure and hands-on training crucial to their final year education.

Total Number of Field Project/Industry Visits in Post-graduate Program

| Field Project/Industry visits (Online) | Program | Total Number of students involved in field projects |
|----------------------------------------|---------------------------|-----------------------------------------------------|
| | MBA (Dual Specialization) | 48 |

Field or industrial visits are integral to the MBA program at the School of Management. These visits provide invaluable insights into various industries' internal operations and working dynamics, offering students practical exposure to real-world business scenarios. Throughout the course, MBA students embark on field visits to diverse industries from manufacturing to service sectors. These visits offer firsthand experiences and enable students to connect theoretical concepts with practical applications. Students gain a deeper understanding of the business landscape by witnessing the day-to-day operations, management strategies, and industry trends.

STUDY AND EVALUATION SCHEME (2020-2021)
(SUBJECT-WISE DISTRIBUTION OF MARKS AND CORRESPONDING CREDITS)

Programme:MBA(Dual_Specialization)

Semester:4th

| S.No. | Course Code | Course Name | Maximum Marks Allotted | | | | | | | Credits Allotted | | | Total Credits |
|----------------------|-------------|------------------------------|------------------------|---------------|---------------------|---------------|------------------------|---------------|-------------|------------------|---|-----------|---------------|
| | | | Theory | | | Practical | | | Total Marks | L | T | P | |
| | | | End Sem. Exam | Mid Sem. Exam | Class Participation | End Sem. Exam | Prograssive Evaluation | Internal Viva | | | | | |
| 1 | MBA-401[T] | Management Science | 40 | 30 | 30 | 0 | 0 | 0 | 100 | 3 | 0 | 0 | 3 |
| 2 | MBA-402[T] | MIS | 40 | 30 | 30 | 0 | 0 | 0 | 100 | 3 | 0 | 0 | 3 |
| 3 | MBA-406[P] | Viva-Voce on Summer Training | 0 | 0 | 0 | 0 | 0 | 100 | 100 | 0 | 0 | 3 | 3 |
| 4 | | Elective4.Marketing | 0 | 0 | 0 | 100 | 0 | 0 | 100 | 0 | 0 | 1 | 1 |
| 5 | | Elective4HR* | 0 | 0 | 0 | 100 | 0 | 0 | 100 | 0 | 0 | 1 | 1 |
| 6 | | Elective4.Finance | 0 | 0 | 0 | 100 | 0 | 0 | 100 | 0 | 0 | 1 | 1 |
| 7 | | Elective3.Marketing | 40 | 30 | 30 | 0 | 0 | 0 | 100 | 3 | 0 | 0 | 3 |
| 8 | | Elective3HR* | 40 | 30 | 30 | 0 | 0 | 0 | 100 | 3 | 0 | 0 | 3 |
| 9 | | Elective3.Finance | 40 | 30 | 30 | 0 | 0 | 0 | 100 | 3 | 0 | 0 | 3 |
| 10 | | Elective2.Marketing | 40 | 30 | 0 | 0 | 0 | 0 | 70 | 3 | 0 | 0 | 3 |
| 11 | | Elective2HR* | 40 | 30 | 30 | 0 | 0 | 0 | 100 | 3 | 0 | 0 | 3 |
| 12 | | Elective2.Finance | 40 | 30 | 30 | 0 | 0 | 0 | 100 | 3 | 0 | 0 | 3 |
| 13 | | Elective1.Marketing | 40 | 30 | 30 | 0 | 0 | 0 | 100 | 3 | 0 | 0 | 3 |
| 14 | | Elective1HR* | 40 | 30 | 30 | 0 | 0 | 0 | 100 | 3 | 0 | 0 | 3 |
| 15 | | Elective1.Finance | 40 | 30 | 30 | 0 | 0 | 0 | 100 | 3 | 0 | 0 | 3 |
| Total Credits | | | | | | | | | | | | 29 | |

*Newly Added Courses

*MBA Dual Program requires students to select four elective domains from specialization buckets encompassing Finance, Marketing, and HR, enhancing interdisciplinary expertise and professional versatility.

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STUDY AND EVALUATION SCHEME (2020-2021)
(SUBJECT-WISE DISTRIBUTION OF MARKS AND CORRESPONDING CREDITS)

Programme:MBA(Dual_Specialization)

Semester:6th

| S.No. | Course Code | Course Name | Maximum Marks Allotted | | | | | | | Credits Allotted | | | Total Credits |
|----------------------|-------------|--------------|------------------------|---------------|---------------------|---------------|------------------------|---------------|-------------|------------------|----|----|---------------|
| | | | Theory | | | Practical | | | Total Marks | L | T | P | |
| | | | End Sem. Exam | Mid Sem. Exam | Class Participation | End Sem. Exam | Prograssive Evaluation | Internal Viva | | | | | |
| 1 | MBA-601[P] | Dissertation | 0 | 0 | 0 | 0 | 0 | 100 | 100 | 0 | 0 | 22 | 22 |
| Total Credits | | | | | | | | | | | 22 | | |

*Newly Added Courses

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Syllabus-2020-2021

(SOM)(MBA-Dual_Specialization)

| | |
|---------------------|------------------------------|
| Title of the Course | Viva-Voce on Summer Training |
| Course Code | MBA-406[P] |

Part A

| Year | 2nd | Semester | 4th | Credits | L | T | P | C |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|-------------------------------------------------------------------------------------------------------|----------------|---|---|---|
| | | | | | 0 | 0 | 3 | 3 |
| Course Type | Project | | | | | | | |
| Course Category | Projects and Internship | | | | | | | |
| Pre-Requisite/s | Successful completion of the summer internship program and familiarity with the tasks, projects, challenges, and solutions encountered during the internship period. | | | | Co-Requisite/s | | | |
| Course Outcomes & Bloom's Level | <p>CO1- Students will be able to reflect on their summer training experience and articulate the knowledge and skills gained. (BL3-Apply)</p> <p>CO2- Students will be able to demonstrate critical thinking and problem-solving abilities in discussing real-world business scenarios encountered during the internship. (BL4-Analyze)</p> <p>CO3- Students will be able to communicate effectively about their internship projects, tasks, and responsibilities. (BL3-Apply)</p> <p>CO4- Students will be able to apply theoretical concepts learned in the MBA program to practical situations encountered during the internship. (BL3-Apply)</p> <p>CO5- Students will be able to receive constructive feedback on their performance and areas for improvement from faculty evaluators. (BL3-Apply)</p> <p>CO6- Students will be able to gain insights into professional conduct, ethical behavior, and workplace dynamics through reflective discussions. (BL6-Create)</p> | | | | | | | |
| Course Elements | Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗ | | SDG (Goals) | SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals) | | | | |

Part B

| Modules | Contents | Pedagogy | Hours |
|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------|
| 1 | Review of Internship Experience: Reflecting on overall experience Highlighting key learnings Identifying significant achievements | Experiential Learning | 45 |
| 2 | Analysis of Learned Skills and Knowledge: Evaluating skills acquired during the internship Assessing knowledge gained in various areas Relating internship experiences to academic learning | Experiential Learning | 45 |
| 3 | Discussion of Challenges Faced and Solutions Implemented: Identifying obstacles encountered during the internship Describing strategies employed to overcome challenges Reflecting on lessons learned from overcoming difficulties | Experiential Learning | 45 |
| 4 | Presentation of Internship Projects: Showcasing projects completed during the internship Discussing the objectives, methods, and outcomes of projects Sharing insights gained from project experiences | Experiential Learning | 45 |

Part C

| Modules | Title | Indicative-ABCA/PBL/ Experiments/Field work/ Internships | Bloom's Level | Hours |
|---------|-----------------------------------------------------------------------------|----------------------------------------------------------------|---------------|-------|
| 2 | Analyzing Consumer Behavior Trends to Develop a Targeted Marketing Campaign | PBL | BL5-Evaluate | 15 |

Part D(Marks Distribution)

| Theory | | | | | |
|-------------|-----------------------|---------------------|--------------------------|---------------------|--------------------------|
| Total Marks | Minimum Passing Marks | External Evaluation | Min. External Evaluation | Internal Evaluation | Min. Internal Evaluation |
| | | | | | |
| Practical | | | | | |
| Total Marks | Minimum Passing Marks | External Evaluation | Min. External Evaluation | Internal Evaluation | Min. Internal Evaluation |
| 100 | 40 | 0 | 0 | 100 | |

Part E

| | |
|-------------------------|--|
| Books | |
| Articles | |
| References Books | |
| MOOC Courses | |
| Videos | |

Part F

| | |
|------------------|----------------------|
| Project 1 | No project available |
| Project 2 | No project available |
| Project 3 | No project available |
| Project 4 | No project available |
| Project 5 | No project available |

Course Articulation Matrix

| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
| CO1 | 1 | - | - | 1 | 1 | - | 1 | - | - | - | - | - | 1 | - | 2 |
| CO2 | 2 | - | 3 | - | 1 | 1 | 2 | - | - | - | - | - | 1 | 1 | - |
| CO3 | 1 | - | 2 | - | 1 | - | - | 1 | - | - | - | - | - | - | 1 |
| CO4 | 1 | 2 | - | 1 | - | 1 | 2 | 1 | - | - | - | - | 1 | 1 | - |
| CO5 | - | 1 | 2 | 1 | 2 | 1 | 1 | - | - | - | - | - | - | 1 | - |
| CO6 | 1 | - | 1 | 2 | 1 | 1 | - | 1 | - | - | - | - | - | - | 1 |

Syllabus-2020-2021

(SOM)(MBA-Dual_Specialization)

| | |
|---------------------|--------------|
| Title of the Course | Dissertation |
| Course Code | MBA-601[P] |

Part A

| Year | 2nd | Semester | 6th | Credits | L | T | P | C |
|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------|----------------|---|---|----|----|
| | | | | | 0 | 0 | 10 | 10 |
| Course Type | Project | | | | | | | |
| Course Category | Projects and Internship | | | | | | | |
| Pre-Requisite/s | Completion of core MBA courses | | | Co-Requisite/s | | | | |
| Course Outcomes & Bloom's Level | <p>CO1- Student will be able to apply research methodologies to investigate a specific business problem or phenomenon in depth.(BL3-Apply)</p> <p>CO2- Student will be able to synthesize and analyze relevant literature to inform the research topic and support findings.(BL4-Analyze)</p> <p>CO3- Student will be able to design and execute a structured research plan, including data collection and analysis.(BL4-Analyze)</p> <p>CO4- Student will be able to interpret research findings and draw meaningful conclusions based on empirical evidence.(BL4-Analyze)</p> <p>CO5- Student will be able to communicate research findings effectively through a written dissertation and oral defense.(BL5-Evaluate)</p> <p>CO6- Student will be able to demonstrate ethical conduct in all aspects of the research process.(BL5-Evaluate)</p> | | | | | | | |
| Course Elements | Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗ | SDG (Goals) | SDG1(No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals) | | | | | |

Part B

| Modules | Contents | Pedagogy | Hours |
|---------|--------------------------------------------------|-------------------------------------|-------|
| 1 | Research Proposal Development | Workshops, Case Studies, Mentorship | 60 |
| 2 | Review of Literature | Workshops, Case Studies, Mentorship | 60 |
| 3 | Research Methodology | Workshops, Case Studies, Mentorship | 60 |
| 4 | Data Collection and Analysis | Workshops, Case Studies, Mentorship | 60 |
| 5 | Discussion, Conclusion, Presentation and Defense | Workshops, Case Studies, Mentorship | 60 |

Part C

| Modules | Title | Indicative-ABCA/PBL/ Experiments/Field work/ Internships | Bloom's Level | Hours |
|---------|--------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|---------------|-------|
| 5 | Students will work on real-world business problems related to their research topic, applying theoretical knowledge to practical scenarios. | Field work | BL5-Evaluate | 45 |

Part D(Marks Distribution)

| Theory | | | | | |
|-------------|-----------------------|---------------------|--------------------------|---------------------|--------------------------|
| Total Marks | Minimum Passing Marks | External Evaluation | Min. External Evaluation | Internal Evaluation | Min. Internal Evaluation |
| | | | | | |
| Practical | | | | | |
| Total Marks | Minimum Passing Marks | External Evaluation | Min. External Evaluation | Internal Evaluation | Min. Internal Evaluation |
| 100 | 40 | 0 | 0 | 100 | |

Part E

| | |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Books | Creswell, J. W. (2018). Qualitative inquiry and research design: Choosing among five approaches. Sage Publications. |
| Articles | Ridley, D. (2008). The role of literature review in the research process. Journal of Business & Management, 14(1), 45-52. |
| References Books | Kumar, R. (2020). Research methodology: A step-by-step guide for beginners. Sage Publications. |
| MOOC Courses | |
| Videos | Scribbr. (2019, October 3). How to write a thesis: Step by step guide [Video]. YouTube. https://www.youtube.com/watch?v=-qFi5h9OaGw |

Part F

| | |
|------------------|----------------------|
| Project 1 | No project available |
| Project 2 | No project available |
| Project 3 | No project available |
| Project 4 | No project available |
| Project 5 | No project available |

Course Articulation Matrix

| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
| CO1 | 1 | - | 1 | - | 1 | 1 | 2 | 1 | - | - | - | - | 1 | 2 | 1 |
| CO2 | 2 | 1 | 3 | - | 1 | - | - | 1 | - | - | - | - | - | 1 | - |
| CO3 | 2 | - | - | 1 | - | 2 | - | - | - | - | - | - | 1 | 2 | 1 |
| CO4 | 2 | 1 | - | 3 | 3 | - | 1 | - | - | - | - | - | - | 1 | 1 |
| CO5 | 2 | 1 | 3 | 1 | - | 2 | 1 | 1 | - | - | - | - | 1 | - | 1 |
| CO6 | 2 | - | 1 | - | 1 | - | 1 | - | - | - | - | - | 1 | 1 | - |

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STUDY AND EVALUATION SCHEME (2020-2021)
(SUBJECT-WISE DISTRIBUTION OF MARKS AND CORRESPONDING CREDITS)

Programme: BBA(BBA)

Semester: 5th

| S.No. | Course Code | Course Name | Maximum Marks Allotted | | | | | | | Credits Allotted | | | Total Credits | |
|----------------------|-------------|-------------------------------|------------------------|---------------|---------------------|---------------|------------------------|---------------|-------------|------------------|---|---|---------------|----|
| | | | Theory | | | Practical | | | Total Marks | L | T | P | | |
| | | | End Sem. Exam | Mid Sem. Exam | Class Participation | End Sem. Exam | Prograssive Evaluation | Internal Viva | | | | | | |
| 1 | BBA-501[T] | Business Policy | 40 | 30 | 30 | 0 | 0 | 0 | 100 | 3 | 0 | 0 | 3 | |
| 2 | BBA-502[T] | Banking Law and Practices | 40 | 30 | 30 | 0 | 0 | 0 | 100 | 3 | 0 | 0 | 3 | |
| 3 | BBA- 503[T] | Financial Management | 40 | 30 | 30 | 0 | 0 | 0 | 100 | 4 | 0 | 0 | 4 | |
| 4 | BBA-507[P] | Project Report and Viva- Voce | 0 | 0 | 0 | 100 | 0 | 0 | 100 | 0 | 0 | 3 | 3 | |
| 5 | | Elective3 Marketing | 40 | 30 | 30 | 0 | 0 | 0 | 100 | 4 | 0 | 0 | 4 | |
| 6 | | Elective3HR* | 40 | 30 | 30 | 0 | 0 | 0 | 100 | 4 | 0 | 0 | 4 | |
| 7 | | Elective3Finance* | 40 | 30 | 30 | 0 | 0 | 0 | 100 | 4 | 0 | 0 | 4 | |
| 8 | | Elective2 Marketing | 40 | 30 | 30 | 0 | 0 | 0 | 100 | 4 | 0 | 0 | 4 | |
| 9 | | Elective2HR* | 40 | 30 | 30 | 0 | 0 | 0 | 100 | 4 | 0 | 0 | 4 | |
| 10 | | Elective2Finance* | 40 | 30 | 30 | 0 | 0 | 0 | 100 | 4 | 0 | 0 | 4 | |
| 11 | | Elective1 Marketing | 40 | 30 | 30 | 0 | 0 | 0 | 100 | 4 | 0 | 0 | 4 | |
| 12 | | Elective1HR* | 40 | 30 | 30 | 0 | 0 | 0 | 100 | 4 | 0 | 0 | 4 | |
| 13 | | Elective1Finance* | 40 | 30 | 30 | 0 | 0 | 0 | 100 | 4 | 0 | 0 | 4 | |
| Total Credits | | | | | | | | | | | | | | 25 |

*Newly Added Courses

*Students enrolled in the BBA program are required to select three electives from Finance, Marketing, and HR specialization buckets, providing flexibility in specialization areas.

Syllabus-2020-2021

(SOM)(BBA)

| | |
|----------------------------|-------------------------------|
| Title of the Course | Project Report and Viva- Voce |
| Course Code | BBA-507[P] |

Part A

| Year | 3rd | Semester | 5th | Credits | L | T | P | C |
|--------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|
| | | | | | 0 | 0 | 3 | 3 |
| Course Type | Lab only | | | | | | | |
| Course Category | Internships | | | | | | | |
| Pre-Requisite/s | Successful completion of the summer internship program and familiarity with the tasks, projects, challenges, and solutions encountered during the internship period. | | | Co-Requisite/s | | | | |
| Course Outcomes & Bloom's Level | <p>CO1- Students will be able to reflect on their summer training experience and articulate the knowledge and skills gained. (BL1-Remember)</p> <p>CO2- Students will be able to demonstrate critical thinking and problem-solving abilities in discussing real-world business scenarios encountered during the internship. (BL2-Understand)</p> <p>CO3- Students will be able to communicate effectively about their internship projects, tasks, and responsibilities. (BL3-Apply)</p> <p>CO4- Students will be able to apply theoretical concepts learned in the MBA program to practical situations encountered during the internship. (BL4-Analyze)</p> <p>CO5- Students will be able to receive constructive feedback on their performance and areas for improvement from faculty evaluators. (BL5-Evaluate)</p> | | | | | | | |
| Course Elements | Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✓ Human Values ✗ Environment ✓ | | SDG (Goals) | SDG1(No poverty) SDG3(Good health and well-being) SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consumption and production) SDG17(Partnerships for the goals) | | | | |

Part B

| Modules | Contents | Pedagogy | Hours |
|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------|
| 1 | Review of Internship Experience: Reflecting on overall experience Highlighting key learnings Identifying significant achievements | Experiential Learning | 45 |
| 2 | Analysis of Learned Skills and Knowledge: Evaluating skills acquired during the internship Assessing knowledge gained in various areas Relating internship experiences to academic learning | Experiential Learning | 45 |
| 3 | Discussion of Challenges Faced and Solutions Implemented: Identifying obstacles encountered during the internship Describing strategies employed to overcome challenges Reflecting on lessons learned from overcoming difficulties | Experiential Learning | 45 |
| 4 | Presentation of Internship Projects: Showcasing projects completed during the internship Discussing the objectives, methods, and outcomes of projects Sharing insights gained from project experiences | Experiential Learning | 45 |

Part D(Marks Distribution)

| Theory | | | | | |
|--------------------|------------------------------|----------------------------|---------------------------------|----------------------------|---------------------------------|
| Total Marks | Minimum Passing Marks | External Evaluation | Min. External Evaluation | Internal Evaluation | Min. Internal Evaluation |
| | | | | | |
| Practical | | | | | |
| Total Marks | Minimum Passing Marks | External Evaluation | Min. External Evaluation | Internal Evaluation | Min. Internal Evaluation |
| 100 | 40 | 0 | 0 | 100 | |

Part E

| | |
|-------------------------|--|
| Books | |
| Articles | |
| References Books | |
| MOOC Courses | |
| Videos | |

Part F

| | |
|------------------|----------------------|
| Project 1 | No project available |
| Project 2 | No project available |
| Project 3 | No project available |
| Project 4 | No project available |
| Project 5 | No project available |

Course Articulation Matrix

| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 |
|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|
| CO1 | 1 | - | - | 1 | - | - | - | - | - | - | - | - | 1 | - | 2 |
| CO2 | 2 | - | 3 | - | - | - | - | - | - | - | - | - | 1 | 1 | - |
| CO3 | 2 | - | 2 | - | - | - | - | - | - | - | - | - | - | - | 1 |
| CO4 | 1 | 2 | - | 1 | - | - | - | - | - | - | - | - | 1 | 1 | - |
| CO5 | - | 1 | - | - | - | - | - | - | - | - | - | - | - | 1 | - |
| CO6 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

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MBA Dissertations: A Comprehensive Overview of Research Undertaken by Students at the School of Management, ITM University, Gwalior

The dissertation is an essential component of the MBA program at the School of Management, ITM University. It serves as the culmination of two years of rigorous academic learning, providing students with the opportunity to apply their knowledge in a comprehensive, research-driven project. The dissertation process encourages critical thinking, analytical skills, and an in-depth understanding of specific management topics. Despite the challenges posed by the COVID-19 pandemic, MBA students at ITM University successfully completed their dissertations for the academic year 2020-2021 through a combination of virtual mentorship and independent research.

Objectives of the Dissertation

1. **Research Orientation:** To develop research skills by enabling students to conduct primary and secondary research on contemporary management issues.
2. **Application of Theoretical Knowledge:** To allow students to apply theoretical concepts learned in the MBA program to real-world management problems through research.
3. **Critical Thinking:** To encourage students to critically analyze business challenges and propose viable solutions based on data-driven insights.
4. **Specialization Mastery:** To provide an opportunity for students to delve deeply into their chosen area of specialization—Marketing, Finance, Human Resources, Operations, or Strategy.
5. **Industry Relevance:** To bridge the gap between academia and industry by focusing on topics that are relevant to current business trends and practices.

Dissertation Structure

1. **Duration:** The dissertation process began in the final trimester of the MBA program (January-May 2021). Students were given five months to complete their research, analysis, and final submission.
2. **Research Topics:** Students selected dissertation topics aligned with their areas of specialization. The topics reflected the latest trends in management and addressed real-world business challenges. The range of topics included:
 - **Marketing:** Digital marketing strategies, brand management, consumer behavior post-COVID-19, and market penetration strategies.
 - **Finance:** Risk management in volatile markets, financial inclusion, fintech innovations, and portfolio optimization strategies.
 - **Human Resources:** Virtual employee engagement, talent retention during the pandemic, diversity and inclusion practices, and remote workforce management.
 - **Operations:** Supply chain disruptions, lean manufacturing practices, process optimization in remote operations, and sustainable operations management.

- **Strategic Management:** Business model innovation, competitive strategy in crisis, mergers and acquisitions, and corporate governance.
3. **Methodology:** Students were required to adopt a methodologically sound approach to research:
- **Literature Review:** Students conducted comprehensive reviews of relevant academic literature to establish the theoretical foundation for their research.
 - **Data Collection:** Students used a combination of primary and secondary data. Given the restrictions of the pandemic, online surveys, interviews, and data mining from publicly available sources were the primary methods used for data collection.
 - **Data Analysis:** Analytical tools such as SPSS, R, Microsoft Excel, and other software were employed to analyze the collected data and derive meaningful insights.
 - **Conclusion and Recommendations:** Based on the findings, students provided actionable recommendations to address the researched business challenges or opportunities.
4. **Supervision:** Each student was assigned a faculty guide who mentored them throughout the dissertation process. Virtual meetings and discussions were conducted on platforms like Zoom, Microsoft Teams, and Google Meet to provide continuous guidance. Faculty members ensured that students adhered to ethical research standards and maintained academic rigor in their work.

Submission and Evaluation

The final dissertation consisted of a written report, typically between 80-120 pages, following a standardized format. The evaluation process included:

1. **Dissertation Report:** The final written report was evaluated based on originality, research depth, methodology, analysis, and the quality of conclusions drawn.
2. **Viva-Voce Examination:** Students were required to defend their research findings and recommendations in an online viva-voce before a panel of faculty members and industry experts.
3. **Industry Feedback:** In some cases, industry experts provided feedback on the relevance and applicability of the research to current business scenarios.

Execution and Outcomes

Participation

For the academic year 2020-2021, **83 MBA students (2019-2021)** from the School of Management completed their dissertations. The dissertations covered a wide array of topics, reflecting the diversity of student interests and industry relevance.

Key Findings

The dissertations yielded significant insights into the changing dynamics of business during the pandemic, with notable trends emerging across various specializations:

- **Marketing:** Students identified a surge in digital marketing investments, a shift in consumer behavior toward e-commerce, and the growing importance of brand loyalty in times of crisis.
- **Finance:** Key findings highlighted the increased adoption of fintech solutions, the impact of global market volatility on investments, and evolving risk management strategies.
- **Human Resources:** Research showed that remote work created new challenges for employee engagement, but also opened opportunities for more flexible work arrangements and a focus on mental health.
- **Operations:** The pandemic exposed vulnerabilities in global supply chains, emphasizing the need for greater resilience, adaptability, and sustainability in operations management.
- **Strategy:** Students found that companies that embraced business model innovation and digital transformation were better positioned to navigate the crisis and emerge stronger.

Challenges Faced

1. **Data Collection:** The pandemic posed challenges for students in terms of accessing primary data. The restrictions on physical movement led students to rely more on digital surveys and online interviews, which sometimes limited the depth of qualitative insights.
2. **Remote Supervision:** While virtual mentorship was effective, the lack of face-to-face interaction sometimes slowed the research progress, requiring greater adaptability from both students and faculty.
3. **Limited Access to Resources:** Some students faced difficulties in accessing academic databases, industry reports, and other necessary resources. The university addressed this by providing remote access to online libraries and research tools.

Evaluation and Grading

The dissertations were graded based on a combination of the written report, the viva-voce performance, and the originality of the research. Faculty members followed a standardized evaluation rubric, assessing:

- **Clarity of Research Objective:** Whether the research objective was clearly stated and aligned with the overall business problem.
- **Research Methodology:** Whether the chosen methodology was appropriate and rigorously applied.
- **Depth of Analysis:** The quality of data analysis and the ability to derive meaningful conclusions from the data.
- **Contribution to Knowledge:** The dissertation's contribution to the existing body of knowledge in the chosen field.
- **Practical Implications:** The relevance of the research findings to real-world business challenges and their potential application.

Evaluation Criteria for MBA Dissertations

1. Research Quality (25%):

- a. Clarity and coherence in research objectives, hypotheses, and methodology.
- b. Rigor in data collection, analysis, and interpretation.
- c. Use of credible sources and literature to support arguments and findings.
- d. Contribution to existing knowledge in the field.

2. Critical Thinking and Problem-Solving (20%):

- a. Depth of critical analysis in identifying research gaps and addressing research questions.
- b. Creativity and innovation in proposing solutions to real-world business challenges.
- c. Logical reasoning and sound judgment in drawing conclusions based on empirical evidence.

3. Theoretical Application (15%):

- a. Effective integration of theoretical frameworks and concepts into the dissertation.
- b. Demonstration of understanding of theoretical principles and their relevance to the research topic.
- c. Ability to apply theoretical insights to analyze practical business scenarios and phenomena.

4. Methodological Soundness (15%):

- a. Appropriateness of research design and methodology for addressing research objectives.
- b. Transparency and reliability in data collection methods and techniques.
- c. Awareness and mitigation of potential biases or limitations in the research approach.

5. Contribution to Practice (15%):

- a. Relevance and practical implications of research findings for industry practitioners.
- b. Potential for application of research outcomes to inform managerial decision-making or strategy development.
- c. Alignment with contemporary business challenges and opportunities.

6. Writing and Presentation (10%):

- a. Clarity, organization, and coherence of writing style and structure.
- b. Adherence to academic writing conventions and standards.
- c. Effectiveness of visual aids or presentation materials in conveying key ideas.

Viva Assessment Criteria:

1. Understanding of Dissertation Content (20%):

- a. Ability to articulate research objectives, methodology, and key findings concisely and accurately.
- b. Depth of understanding of theoretical concepts and their application to the research topic.

2. Critical Analysis and Defense (20%):

- a. Ability to engage in critical discussion and defend research choices, interpretations, and conclusions.
- b. Response to challenging questions regarding research limitations, implications, and future directions.

3. Communication Skills (20%):

- a. Clarity, coherence, and confidence in oral presentation during the viva.
- b. Ability to communicate complex ideas effectively to a non-specialist audience.

4. Research Contribution and Impact (20%):

- a. Explanation of how the dissertation contributes to advancing knowledge or practice in the field.
- b. Discussion on potential implications of research findings for academia and industry.

Reflection on Learning and Development (20%):

- a. Reflection on personal and academic growth throughout the dissertation process.
- b. Identification of strengths, weaknesses, and lessons learned for future research endeavors or professional practice.

These evaluation and assessment criteria aim to comprehensively evaluate the quality, rigor, and impact of MBA dissertations, considering both the written document and the viva voce examination.

Impact and Achievements

The dissertation process had a profound impact on student development and career readiness:

1. **Research Skills:** Students demonstrated improved research and analytical skills, with many becoming proficient in using data analysis software and tools.
2. **Critical Thinking:** The dissertation allowed students to engage in critical thinking, helping them develop the ability to tackle complex business problems systematically.
3. **Industry Relevance:** The research topics were highly relevant to industry trends, positioning students as knowledgeable candidates for future employment.
4. **Pre-Placement Offers (PPOs):** Based on their dissertation work, several students were offered positions in companies where their research was applicable, particularly in areas like digital marketing, fintech, and strategic consulting.

Conclusion

The dissertation component of the MBA program at the School of Management, ITM University, for the academic year 2020-2021, was successfully executed despite the challenges of the pandemic. The program demonstrated resilience and adaptability by transitioning to virtual formats, ensuring that students continued to receive high-quality education and research experience. The dissertations produced during this period were of significant academic and practical value, contributing to the students' overall learning and career prospects.

The success of the 2020-2021 dissertation program highlights ITM University's commitment to academic excellence and its ability to equip students with the skills necessary to succeed in a rapidly changing business environment. The insights and findings from these dissertations have the potential to influence business practices, especially in adapting to post-pandemic realities.

List of Students for Dissertation along with topics- MBA-V Trimester A.Y. 2019-2021

| Sn. | Specialization | Students Name | Roll No. | Dissertation Topics Name | Guide Name |
|-----|-------------------------|-------------------|--------------|-------------------------------------------------------------------------|----------------------------|
| 1. | MBA Dual Specialization | Adarsh Sharma | MBAN1MG19003 | The Role of HR Analytics in Talent Management | Dr. Aditya Tripathi |
| 2. | MBA Dual Specialization | Aditi Goyal | MBAN1MG19004 | Impact of Corporate Social Responsibility on Financial Performance | Mr. Keshav Singh Kansana |
| 3. | MBA Dual Specialization | Aditya Nag | MBAN1MG19005 | The Effect of Work-life Balance on Employee Satisfaction | Dr. Lotica Surana |
| 4. | MBA Dual Specialization | Aman Saxena | MBAN1MG19006 | The Role of Six Sigma in Process Improvement | Dr. Ram babu Shridhar |
| 5. | MBA Dual Specialization | Anshi Gupta | MBAN1MG19007 | Behavioral Finance: Investor Psychology and Market Trends | Dr. Shachi Gupta |
| 6. | MBA Dual Specialization | Anshika Rastogi | MBAN1MG19008 | The Influence of Exchange Rates on International Trade | Dr. Shahid Amin Bhat |
| 7. | MBA Dual Specialization | Anushka Bhargava | MBAN1MG19009 | Comparative Analysis of Inbound vs. Outbound Marketing | Dr. Vandana Bharti Ashtana |
| 8. | MBA Dual Specialization | Apurva Sharma | MBAN1MG19010 | The Role of Supplier Relationship Management on Operational Performance | Dr. Vinay Gupta |
| 9. | MBA Dual Specialization | Arpan Singh | MBAN1MG19011 | The Influence of Investor Sentiment on Market Anomalies | Dr. Abhishek Singhal |
| 10. | MBA Dual Specialization | Ashu Sharma | MBAN1MG19012 | The Role of Diversity and Inclusion in the Workplace | Dr. A.G. Naolekar |
| 11. | MBA Dual Specialization | Awrangzib Amiri | MBAN1MG19013 | Customer Retention Strategies in the Banking Sector | Dr. Abhinandan Chakraborty |
| 12. | MBA Dual Specialization | Ayushi Chaurasiya | MBAN1MG19014 | The Role of Total Quality Management in Enhancing Product Quality | Dr. Megha Soni |
| 13. | MBA Dual Specialization | Bhawana Rajawat | MBAN1MG19015 | The Impact of Blockchain in Financial Transactions | Dr. N Ravichandran |
| 14. | MBA Dual Specialization | Bhoopendra Kumar | MBAN1MG19016 | Strategies for Optimizing Supply Chain Management | Mr Sudip Banerjee |
| 15. | MBA Dual Specialization | Damni Soni | MBAN1MG19017 | The Effectiveness of Employee Wellness Programs | Dr Ankit Gupta |
| 16. | MBA Dual Specialization | Deepak Kumar | MBAN1MG19018 | The Influence of Peer Recommendations on Consumer Behavior | Dr Bhanu Priya |

List of Students for Dissertation along with topics- MBA-V Trimester A.Y. 2019-2021

| Sn. | Specialization | Students Name | Roll No. | Dissertation Topics Name | Guide Name |
|-----|-------------------------|-----------------------|--------------|------------------------------------------------------------------|----------------------------|
| 17. | MBA Dual Specialization | Deepanjali Kirar | MBAN1MG19019 | The Impact of Technology on HR Practices | Dr. Nitin Chaturvedi |
| 18. | MBA Dual Specialization | Harshit Bansal | MBAN1MG19020 | Strategies for Managing Operational Complexity | Dr. Y. Satguru Roshan |
| 19. | MBA Dual Specialization | Himalaya Hinduja | MBAN1MG19021 | The Role of Data Analytics in Predictive Marketing | Dr. Aditya Tripathi |
| 20. | MBA Dual Specialization | Himani Katiyar | MBAN1MG19023 | The Role of Emotional Intelligence in Leadership | Mr. Keshav Singh Kansana |
| 21. | MBA Dual Specialization | Isha Sharma | MBAN1MG19024 | The Influence of Online Reviews on Consumer Purchase Intentions | Dr. Lotica Surana |
| 22. | MBA Dual Specialization | Ishika Bansal | MBAN1MG19025 | The Impact of Lean Manufacturing on Operational Efficiency | Dr. Ram babu Shridhar |
| 23. | MBA Dual Specialization | Jatin Sikarwar | MBAN1MG19026 | The Role of Emotional Branding in Consumer Preference | Dr. Shachi Gupta |
| 24. | MBA Dual Specialization | Kanchan Sharma | MBAN1MG19028 | Strategies for Managing Workforce Diversity | Dr. Shahid Amin Bhat |
| 25. | MBA Dual Specialization | Kartika Prapyani | MBAN1MG19030 | The Effect of Process Reengineering on Operational Performance | Dr. Vandana Bharti Ashtana |
| 26. | MBA Dual Specialization | Lavish Modi | MBAN1MG19033 | The Role of Venture Capital in Startup Growth | Dr. Vinay Gupta |
| 27. | MBA Dual Specialization | Md. Akif Uddin | MBAN1MG19036 | The Influence of Economic Indicators on Stock Market Returns | Dr. Abhishek Singhal |
| 28. | MBA Dual Specialization | Md. Azizul Islam Riad | MBAN1MG19037 | Comparative Analysis of Active vs. Passive Investment Strategies | Dr. A.G. Naolekar |
| 29. | MBA Dual Specialization | Mukesh Dhingra | MBAN1MG19040 | Strategies for Improving Production Efficiency | Dr. Abhinandan Chakraborty |
| 30. | MBA Dual Specialization | Muskan Agrawal | MBAN1MG19041 | The Role of Employer Branding on Talent Attraction | Dr. Megha Soni |
| 31. | MBA Dual Specialization | Nafisa Talukder Keya | MBAN1MG19042 | The Impact of Economic Policy Uncertainty on Financial Markets | Dr. N Ravichandran |
| 32. | MBA Dual Specialization | Neha Tripathi | MBAN1MG19043 | Customer Relationship Management in the E-commerce Industry | Mr Sudip Banerjee |

List of Students for Dissertation along with topics- MBA-V Trimester A.Y. 2019-2021

| Sn. | Specialization | Students Name | Roll No. | Dissertation Topics Name | Guide Name |
|-----|-------------------------|--------------------|--------------|-------------------------------------------------------------------------|----------------------------|
| 33. | MBA Dual Specialization | Nupur Purwar | MBAN1MG19044 | The Role of Operations Management in Crisis Response | Dr Ankit Gupta |
| 34. | MBA Dual Specialization | Pallavi Mishra | MBAN1MG19045 | The Influence of HR Practices on Employee Well-being | Dr Bhanu Priya |
| 35. | MBA Dual Specialization | Pankaj Gurjar | MBAN1MG19046 | The Effect of Dividend Policy on Stock Prices | Dr. Nitin Chaturvedi |
| 36. | MBA Dual Specialization | Priyanka Chittoria | MBAN1MG19049 | The Role of Green Finance in Sustainable Development | Dr. Y. Satguru Roshan |
| 37. | MBA Dual Specialization | Pushpraj Tiwari | MBAN1MG19051 | The Influence of Market Sentiment on Asset Pricing | Dr. Aditya Tripathi |
| 38. | MBA Dual Specialization | Rahul Kansana | MBAN1MG19052 | Strategies for Managing Operational Risk | Mr. Keshav Singh Kansana |
| 39. | MBA Dual Specialization | Rajdeep Singh | MBAN1MG19053 | The Role of Marketing Automation in Personalizing Customer Experiences | Dr. Lotica Surana |
| 40. | MBA Dual Specialization | Rajshree Gupta | MBAN1MG19054 | The Influence of Corporate Social Responsibility on Employee Engagement | Dr. Ram babu Shridhar |
| 41. | MBA Dual Specialization | Ritu Batra | MBAN1MG19056 | The Impact of Digital Transformation on Operations Management | Dr. Shachi Gupta |
| 42. | MBA Dual Specialization | Rohit Hablani | MBAN1MG19057 | The Effectiveness of Conflict Resolution Strategies in the Workplace | Dr. Shahid Amin Bhat |
| 43. | MBA Dual Specialization | Rohit Kaushik | MBAN1MG19058 | The Role of Performance Measurement Systems in Operations | Dr. Vandana Bharti Ashtana |
| 44. | MBA Dual Specialization | Sachin Bhadoria | MBAN1MG19059 | The Influence of Organizational Culture on Shaping Employee Behavior | Dr. Vinay Gupta |
| 45. | MBA Dual Specialization | Sakshi Tomar | MBAN1MG19060 | The Effect of Cultural Differences on Global Marketing Strategies | Dr. Abhishek Singhal |
| 46. | MBA Dual Specialization | Saumya Gupta | MBAN1MG19062 | The Impact of Financial Innovation on Market Efficiency | Dr. A.G. Naolekar |
| 47. | MBA Dual Specialization | Shahrukh Khan | MBAN1MG19063 | The Role of Operations Management in Enhancing Customer Satisfaction | Dr. Abhinandan Chakraborty |
| 48. | MBA Dual Specialization | Shailesh Kukreja | MBAN1MG19064 | The Role of HR in Crisis Management | Dr. Megha Soni |

List of Students for Dissertation along with topics- MBA-V Trimester A.Y. 2019-2021

| Sn. | Specialization | Students Name | Roll No. | Dissertation Topics Name | Guide Name |
|-----|-------------------------|--------------------|--------------|----------------------------------------------------------------|----------------------------|
| 49. | MBA Dual Specialization | Shashank Pal | MBAN1MG19065 | Strategies for Reducing Operational Costs | Dr. N Ravichandran |
| 50. | MBA Dual Specialization | Shivam Pahariya | MBAN1MG19066 | The Role of Financial Literacy in Personal Financial Planning | Mr Sudip Banerjee |
| 51. | MBA Dual Specialization | Shivani Bhardwaj | MBAN1MG19067 | The Influence of Behavioral Biases on Investment Decisions | Dr Ankit Gupta |
| 52. | MBA Dual Specialization | Shoaib Khan | MBAN1MG19068 | Comparative Analysis of Push vs. Pull Production Systems | Dr Bhanu Priya |
| 53. | MBA Dual Specialization | Shriya Malhotra | MBAN1MG19069 | The Role of AI in Predictive Customer Analytics | Dr. Nitin Chaturvedi |
| 54. | MBA Dual Specialization | Shubham Sharma | MBAN1MG19071 | Comparative Analysis of Compensation Strategies | Dr. Y. Satguru Roshan |
| 55. | MBA Dual Specialization | Shyam Gupta | MBAN1MG19072 | The Impact of Exchange Rates on International Trade | Dr. Aditya Tripathi |
| 56. | MBA Dual Specialization | Siddharth Rai Jain | MBAN1MG19073 | The Role of Neuromarketing in Understanding Consumer Decisions | Mr. Keshav Singh Kansana |
| 57. | MBA Dual Specialization | Simran Kaur | MBAN1MG19074 | The Influence of Job Design on Employee Motivation | Dr. Lotica Surana |
| 58. | MBA Dual Specialization | Simran Rai | MBAN1MG19075 | The Effect of Organizational Justice on Employee Turnover | Dr. Ram babu Shridhar |
| 59. | MBA Dual Specialization | Smita Singh | MBAN1MG19076 | The Impact of Technological Innovation on Financial Services | Dr. Shachi Gupta |
| 60. | MBA Dual Specialization | Soumya Golash | MBAN1MG19077 | The Influence of Macroeconomic Factors on Bond Yields | Dr. Shahid Amin Bhat |
| 61. | MBA Dual Specialization | Sunaina Mishra | MBAN1MG19078 | The Role of Operations Management in Healthcare Delivery | Dr. Vandana Bharti Ashtana |
| 62. | MBA Dual Specialization | Sunny Gupta | MBAN1MG19079 | The Effectiveness of Performance Appraisal Methods | Dr. Vinay Gupta |
| 63. | MBA Dual Specialization | Surya Sahu | MBAN1MG19080 | Comparative Analysis of Mutual Funds and ETFs | Dr. Abhishek Singhal |
| 64. | MBA Dual Specialization | Suryakant Dixit | MBAN1MG19081 | Strategies for Managing Employee Performance in Remote Teams | Dr. A.G. Naolekar |

List of Students for Dissertation along with topics- MBA-V Trimester A.Y. 2019-2021

| Sn. | Specialization | Students Name | Roll No. | Dissertation Topics Name | Guide Name |
|-----|-------------------------|-----------------------|--------------|-----------------------------------------------------------------------|----------------------------|
| 65. | MBA Dual Specialization | Swati Jain | MBAN1MG19082 | The Role of Financial Derivatives in Risk Management | Dr. Abhinandan Chakraborty |
| 66. | MBA Dual Specialization | Sweta Kumari | MBAN1MG19083 | The Influence of Leadership Styles on Employee Motivation | Dr. Megha Soni |
| 67. | MBA Dual Specialization | Tanya Gogia | MBAN1MG19084 | Effect of Creative Process Engagement of the Employees | Dr. Aditya Tripathi |
| 68. | MBA Dual Specialization | Vaishnavi Agrawal | MBAN1MG19085 | Strategies for Managing Generational Differences in the Workplace | Mr Sudip Banerjee |
| 69. | MBA Dual Specialization | Vaishnavi Tomar | MBAN1MG19086 | The Role of HR in Succession Planning | Dr Ankit Gupta |
| 70. | MBA Dual Specialization | Vivek Sharma | MBAN1MG19087 | The Effectiveness of Loyalty Programs in Retail | Dr Bhanu Priya |
| 71. | MBA Dual Specialization | Deergh Narayan Sharma | MBAN1MG19089 | The Influence of Supply Chain Integration on Business Performance | Dr. Nitin Chaturvedi |
| 72. | MBA Dual Specialization | Karan Kapoor | MBAN1MG19090 | The Impact of Financial Regulations on Bank Stability | Dr. Y. Satguru Roshan |
| 73. | MBA Dual Specialization | Mohit Yadav | MBAN1MG19092 | The Effectiveness of Talent Management Strategies | Dr. Aditya Tripathi |
| 74. | MBA Dual Specialization | Raghav Kankar | MBAN1MG19093 | The Role of Diversity and Inclusion in Enhancing Employee Performance | Mr. Keshav Singh Kansana |
| 75. | MBA Dual Specialization | Ujjwal Gupta | MBAN1MG19096 | The Role of Marketing in Nonprofit Organizations | Dr. Lotica Surana |
| 76. | MBA Dual Specialization | Bholu Sharma | MBAN1MG19097 | The Influence of Organizational Politics on Employee Morale | Dr. Ram babu Shridhar |
| 77. | MBA Dual Specialization | Mayank Adhauliya | MBAN1MG19098 | Comparative Analysis of HR Practices in Public vs. Private Sector | Dr. Shachi Gupta |
| 78. | MBA Dual Specialization | Ankita Jain | MBAN1MG19099 | The Impact of Social Media Marketing on Consumer Behavior | Dr. Shahid Amin Bhat |
| 79. | MBA Dual Specialization | Akriti Singh | MBAN1MG19101 | The Role of Operations Management in New Product Development | Dr. Vandana Bharti Ashtana |
| 80. | MBA Dual Specialization | Mahima Singh | MBAN1MG19102 | The Effectiveness of Training and Development Programs | Dr. Vinay Gupta |

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| Sn. | Specialization | Students Name | Roll No. | Dissertation Topics Name | Guide Name |
|-----|-------------------------|---------------------|--------------|---------------------------------------------------------|----------------------------|
| 81. | MBA Dual Specialization | Sunny Kukreja | MBAN1MG19103 | The Role of Digital Banking on Customer Satisfaction | Dr. Abhishek Singhal |
| 82. | MBA Dual Specialization | Vanshika Khandelwal | MBAN1MG19104 | The Influence of Employer Branding on Talent Attraction | Dr. A.G. Naolekar |
| 83. | MBA Dual Specialization | Shraddha Dandotiya | MBAN1MG19105 | The Impact of Globalization on Supply Chain Management | Dr. Abhinandan Chakraborty |


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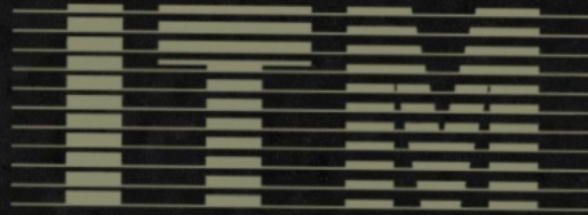

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Dissertation

on

"Effect of Creative Process Engagement of the Employees on Innovative
Work Behaviour with Moderating Role of Psychological Behaviour"

SUBMITTED TO:

Dr. Aditya Tripathi
Assistant Professor
School of Management

SUBMITTED BY:

Name: Tanya Gogia
MBA (Dual) Specialization
Roll No.: MBANIMG19084

SESSION: 2019-2021

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Certificate

This is to certify that the dissertation titled "**Effect of Creative Process Engagement of the Employees on Innovative Work Behaviour with Moderating Role of Psychological Behaviour**" submitted by **Tanya Gogia** (Roll No. **MBANIMG19084**), in partial fulfillment of the requirements for the award of the degree of **Master of Business Administration in Dual Specialization**, is an original and independent work carried out under my supervision and guidance.

The content of this dissertation has been subjected to a thorough review and found to be satisfactory concerning academic requirements and standards set by the **School of Management, ITM University**. This work is free from plagiarism and has not been submitted previously, wholly or partially, for the award of any degree or diploma to this or any other institution.

I hereby recommend that this dissertation be accepted for evaluation towards the award of the said degree.


Dr. Aditya Tripathi
Assistant Professor


Dr. Vandana Bharti
Dean
ITM School of Management
Gwalior


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ITM School of Management
Gwalior

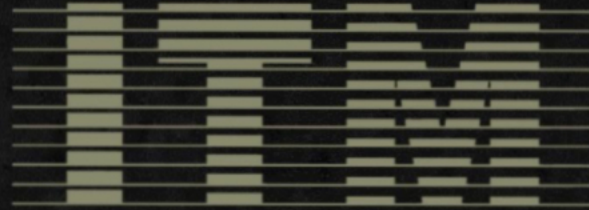

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Dissertation

on

"The Influence of Corporate Social Responsibility on Employee Engagement"

SUBMITTED TO:

Dr. Ram Babu Shridhar
Assistant Professor
School of Management

SUBMITTED BY:

Name: Rajshree Gupta
MBA (Dual) Specialization
Roll No: MBANIMG19054

SESSION: 2019-2021

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Dissertation

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"The Influence of Corporate Social Responsibility on Employee Engagement"

SUBMITTED TO:

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School of Management

SUBMITTED BY:

Name: Rajshree Gupta
MBA (Dual) Specialization
Roll No: MBAN1MG19054

SESSION: 2019-2021

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This is to certify that the dissertation titled "**The Influence of Corporate Social Responsibility on Employee Engagement**" submitted by **Rajshree Gupta** (Roll No. **MBANIMG19054**), in partial fulfillment of the requirements for the award of the degree of **Master of Business Administration in Dual Specialization**, is an original and independent work carried out under my supervision and guidance.

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Dr. Ram Babu Shridhar
Assistant Professor

Dr. Vandana Bharti
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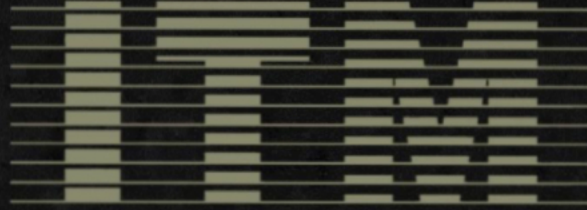
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Dissertation

on

"The Role of Neuromarketing in Understanding Consumer Decisions"

SUBMITTED TO:

Mr. Keshav Singh Kansana
Assistant Professor
School of Management

SUBMITTED BY:

Name: Siddharth Rai Jain
MBA (Dual) Specialization
Roll No: MBANIMG19073

SESSION: 2019-2021

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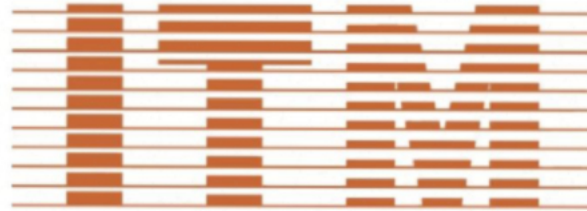
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SUBMITTED BY:

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MBA (Dual) Specialization
Roll No: MBAN1MG19073

SESSION: 2019-2021

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Certificate

This is to certify that the dissertation titled "**The Role of Neuromarketing in Understanding Consumer Decisions**" submitted by **Siddharth Rai Jain** (Roll No. **MBAN1MG19073**), in partial fulfillment of the requirements for the award of the degree of **Master of Business Administration in Dual Specialization**, is an original and independent work carried out under my supervision and guidance.

The content of this dissertation has been subjected to a thorough review and found to be satisfactory concerning academic requirements and standards set by the **School of Management, ITM University**. This work is free from plagiarism and has not been submitted previously, wholly or partially, for the award of any degree or diploma to this or any other institution.

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Assistant Professor


Dr. Vandana Bharti
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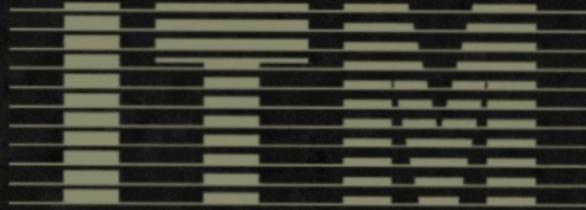

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Dissertation

on

"The Impact of Social Media Marketing on Consumer Behavior"

SUBMITTED TO:

Dr. Shahid Amin Bhat
Assistant Professor
School of Management

SUBMITTED BY:

Name: Ankita Jain
MBA (Dual) Specialization
Roll No.: MBANIMG19099

SESSION: 2019-2021

SCHOOL OF MANAGEMENT

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Certificate

This is to certify that the dissertation titled "**The Impact of Social Media Marketing on Consumer Behavior**" submitted by **Ankita Jain** (Roll No. **MBANIMG19099**), in partial fulfillment of the requirements for the award of the degree of **Master of Business Administration in Dual Specialization**, is an original and independent work carried out under my supervision and guidance.

The content of this dissertation has been subjected to a thorough review and found to be satisfactory concerning academic requirements and standards set by the **School of Management, ITM University**. This work is free from plagiarism and has not been submitted previously, wholly or partially, for the award of any degree or diploma to this or any other institution.

I hereby recommend that this dissertation be accepted for evaluation towards the award of the said degree.


Dr. Shahid Amin Bhat
Assistant Professor


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Summer Internship Programme Report- School of Management, ITM University

The Summer Internship Programme is a crucial component of the academic curriculum at the School of Management, ITM University, designed to provide MBA students with practical experience in real-world business settings. Due to the challenges posed by the COVID-19 pandemic during the academic year 2020-2021, the summer internship transitioned to an online format. Despite the restrictions, the program maintained its objective of bridging theoretical knowledge with practical application, enabling students to gain meaningful insights into various industries. This report aims to provide a comprehensive overview of the Summer Internship Programme for the academic year 2020-2021, detailing the structure, objectives, execution, outcomes, and challenges faced during the pandemic, along with the benefits derived from this unique internship experience.

Objectives of the Summer Internship Programme

- 1. Practical Application of Theoretical Knowledge:** The summer internship aims to provide students with an opportunity to apply classroom concepts and theories in a real-world business environment.
- 2. Industry Exposure:** The internship allows students to understand industry operations, corporate culture, and professional expectations.
- 3. Skill Development:** The program focuses on developing students' problem-solving, analytical, interpersonal, and communication skills through real-life business projects.
- 4. Networking and Career Opportunities:** Internships facilitate networking with industry professionals and can potentially lead to pre-placement offers or future employment opportunities.
- 5. Adaptation to Virtual Workspaces:** In response to the pandemic, students learned to navigate virtual work environments, which have become increasingly relevant in the modern corporate world.

Structure of the Summer Internship Programme

Duration

The Summer Internship Programme spanned 8-10 weeks during the summer of 2021, typically commencing in May and concluding by July. The entire program was conducted virtually, with students working remotely from their homes.

Internship Allocation

Students were placed in various sectors, including finance, marketing, human resources, operations, and information technology. Placement was facilitated through collaborations with

industry partners, who provided remote project work for the interns. ITM University's dedicated placement cell coordinated with companies to ensure a smooth transition to virtual internships.

Methodology

- **Remote Work Model:** Due to the pandemic, all internships were carried out remotely. Companies provided projects that could be managed virtually, using communication platforms such as Zoom, Microsoft Teams, and Slack.
- **Mentorship:** Each student was assigned an industry mentor, who guided them through their projects, provided feedback, and helped them achieve their internship goals.
- **Weekly Reporting:** Students submitted weekly reports to both their academic and industry mentors, summarizing their tasks, progress, and any challenges faced.
- **Project Evaluation:** The internship concluded with students submitting a detailed project report, which was evaluated based on the quality of work, innovative problem-solving, and overall contribution to the company.

Key Areas of Focus

- **Marketing:** Students worked on digital marketing, brand management, market research, and consumer behavior analysis.
- **Finance:** Projects included financial modeling, investment analysis, risk management, and forecasting.
- **Human Resources:** Interns focused on recruitment processes, employee engagement strategies, and virtual training programs.
- **Operations:** Process optimization, supply chain management, and operations planning were key areas in operations internships.
- **IT and Digital Transformation:** Many internships focused on digital transformation strategies, data analytics, and software development projects due to the heightened reliance on digital solutions during the pandemic.

Execution and Outcome

Participation

A total of **48 MBA students** from the School of Management participated in the summer internship during the academic year 2020-2021. Despite the challenges of the pandemic, all students successfully secured internships in reputed companies across diverse industries.

Industry Partners

ITM University partnered with **15 companies** for the Summer Internship Programme, ranging from multinational corporations to startups. Notable partners included:

- **Infosys**
- **HDFC Bank**
- **Tata Consultancy Services**
- **ICICI Prudential**
- **Future Group**
- **Kotak Mahindra Bank**

These organizations provided interns with project opportunities that were adjusted to suit remote working conditions.

Challenges Faced

1. **Technological Barriers:** Some students faced issues related to internet connectivity and access to necessary technological resources, which were addressed through university support and company provisions.
2. **Remote Collaboration:** Working in virtual teams posed challenges in communication and coordination. However, students adapted by utilizing digital collaboration tools.
3. **Reduced Direct Interaction:** The lack of face-to-face interactions with colleagues and mentors was a drawback. To mitigate this, companies conducted regular virtual meetings and provided continuous feedback.

Evaluation

Students were evaluated based on multiple criteria:

- **Project Report:** A detailed report was submitted at the end of the internship, outlining the work done, challenges faced, solutions implemented, and learning outcomes.
- **Presentation:** Students presented their projects to a panel of faculty members and industry representatives, where they were assessed on content, clarity, and impact.
- **Industry Feedback:** Industry mentors provided feedback on the performance of the students, highlighting their contributions, professional behavior, and learning curve.

Evaluation and Assessment Criteria for the Summer Internship Program

Report Evaluation Criteria:

1. Application of Theoretical Concepts (25%):

- a. Ability to identify and articulate theoretical concepts applied during the internship.
- b. Clarity in demonstrating the relevance and applicability of theoretical knowledge to practical scenarios.
- c. Depth of analysis in showcasing how theoretical concepts influenced decision-making and problem-solving.

2. Development of Practical Skills (25%):

- a. Evidence of hands-on experience and practical application of skills relevant to the chosen field.
- b. Quality of solutions proposed or implemented to address real-world challenges encountered during the internship.
- c. Demonstrated improvement or acquisition of technical competencies specific to the internship role.

3. Understanding Workplace Norms and Ethics (20%):

- a. Adherence to workplace norms, ethics, and professional conduct demonstrated throughout the internship.
- b. Reflection on how exposure to workplace environment enhanced understanding of organizational culture and ethics.
- c. Handling of ethical dilemmas or challenges with maturity and professionalism.

4. Enhancement of Critical Thinking and Communication Skills (20%):

- a. Clarity and coherence in the communication of ideas, both written and verbal.
- b. Evidence of critical thinking through analysis of complex problems and development of innovative solutions.
- c. Collaborating effectively with colleagues, superiors, and clients, showcasing strong interpersonal skills.

5. Development of Self-Management Skills (10%):

- a. Ability to manage time, tasks, and responsibilities effectively during the internship.
- b. Evidence of prioritization and organization in completing assigned work within deadlines.
- c. Reflection on personal growth in self-management skills and strategies for improvement.

Viva Assessment Criteria:

1. Understanding of Internship Experience (20%):

- a) Articulation of key learnings and experiences gained during the internship.
- b) Ability to relate internship experiences to academic learning objectives and personal/professional development goals.

2. Application of Theoretical Knowledge (20%):

- a) Discussion on how theoretical concepts learned in the classroom were applied in practical situations during the internship.
- b) Examples illustrating the integration of theoretical knowledge into real-world decision-making processes.

3. Problem-Solving and Decision-Making Skills (20%):

- a) Response to hypothetical or real-world scenarios, showcasing problem-solving abilities.
- b) Explanation of decision-making processes undertaken during the internship and rationale behind choices made.

4. Communication and Presentation Skills (20%):

- a) Clarity, coherence, and persuasiveness in communication during the viva.
- b) Ability to effectively convey ideas, arguments, and reflections on internship experiences.

5. Self-Reflection and Professional Growth (20%):

- a) Reflection on personal strengths, weaknesses, and areas for improvement identified during the internship.
- b) Discussion on strategies for continued professional development based on internship experiences.

Overall, the evaluation and assessment criteria aim to comprehensively evaluate students' performance during the internship program, encompassing their practical skills, theoretical understanding, ethical conduct, critical thinking abilities, communication proficiency, and self-management competencies.

Outcome and Impact

Despite the constraints of remote internships, the outcomes were highly positive:

1. **Enhanced Adaptability:** Students developed the ability to work in remote environments, a skill that is increasingly essential in the post-pandemic corporate world.
2. **Technological Proficiency:** Internships in a virtual setting required students to become proficient in digital tools, enhancing their technological skills.

3. **Industry Insights:** Interns gained a deeper understanding of how businesses adapted to the COVID-19 crisis, learning valuable lessons in crisis management, digital transformation, and resilience.
4. **Pre-Placement Offers (PPOs):** Several students received pre-placement offers based on their performance during the internship. **25 students** were extended PPOs by their respective companies.
5. **Skill Development:** The program successfully honed key skills such as problem-solving, communication, time management, and adaptability.

Conclusion

The Summer Internship Programme for the academic year 2020-2021 at the School of Management, ITM University, demonstrated resilience and adaptability in the face of unprecedented challenges. The transition to a virtual internship model allowed students to continue their professional development without interruption. Students gained valuable industry exposure, learned how to thrive in remote work environments, and enhanced their employability through skill development and networking opportunities.

The summer internship remained a cornerstone of the MBA curriculum, fostering industry-academia collaboration and preparing students for the dynamic demands of the corporate world. The lessons learned from this experience will continue to inform future internship programs, with the potential integration of hybrid models that combine both in-person and remote work experiences.

The summer internship program for the BBA IV Semester (2021-2024) students of the School of Management, ITM University, Gwalior, provided participating students with a valuable opportunity to gain practical exposure, enhance their skills, and prepare for future careers in their respective fields. It proved to be an enriching experience that contributed to their professional development. Moving forward, continuing to refine and adapt internship programs to align with industry trends and emerging challenges is imperative, ensuring that students receive the most relevant and impactful training experiences.

The success of the 2020-2021 Summer Internship Programme stands as a testament to the commitment of ITM University to provide its students with quality education and industry engagement, even in times of global uncertainty.

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Report on Industrial Visits for MBA Students at the School of Management, ITM University, Gwalior

Industrial visits are an essential aspect of the MBA curriculum, providing students with the opportunity to observe real-world business operations. Due to the COVID-19 pandemic, the academic year 2020-2021 necessitated a shift from physical industrial visits to virtual interactions with industry leaders. The School of Management at ITM University, Gwalior, adapted to these unprecedented times by organizing online industrial visits for its MBA students to ensure that learning continued despite the challenges posed by the pandemic.

This report outlines the objectives, significance, and outcomes of the virtual industrial visits that took place during the academic year 2020-2021. While the format changed, the essence of bridging theory with practice, industry exposure, and interaction with professionals remained intact.

Objectives of Virtual Industrial Visits

1. **Bridge Theory with Practice:** Even in a virtual environment, the primary objective of these visits remained to link theoretical knowledge with practical business applications. By engaging with industry experts through virtual sessions, students could contextualize their academic learning in real-world settings.
2. **Exposure to Industry Dynamics:** The virtual format allowed students to understand the challenges and adaptations businesses underwent during the pandemic, focusing on market shifts, technological innovations, and operational changes. These insights prepared students to face a rapidly evolving business landscape.
3. **Interaction with Industry Experts:** Virtual industrial visits facilitated direct interactions with professionals from top companies, offering students mentorship, industry perspectives, and networking opportunities despite the physical limitations imposed by the pandemic.
4. **Enhanced Employability:** Although conducted online, these visits continued to enhance employability by keeping students informed about industry demands and potential opportunities. Many companies shared insights into remote working models and digital transformation efforts, which are becoming increasingly important in the job market.
5. **Management Lessons in Crisis:** The pandemic presented unique management challenges that companies had to address. Virtual visits enabled students to learn how businesses maintained operations, navigated supply chain disruptions, and embraced innovation to survive and thrive during a global crisis.
6. **Skill Development:** Even in a virtual setting, students honed essential skills like digital communication, adaptability, and teamwork. These are key competencies for future business leaders in a post-pandemic world where hybrid working models are becoming more common.

Need for and Importance of Virtual Industrial Visits for MBA Students

1. **Practical Application of Theoretical Concepts:** The digital adaptation allowed students to witness the application of management theories in real-time through virtual demonstrations of company operations and processes, thus strengthening their comprehension of academic principles.
2. **Industry Best Practices in Times of Crisis:** The pandemic emphasized the importance of agility and resilience in business. Through virtual visits, students were exposed to how companies embraced digital transformation and restructured operations to cope with the crisis, giving them a real-time understanding of adaptive strategies.
3. **Networking and Career Opportunities:** Virtual interactions provided a different yet valuable avenue for networking. Industry professionals shared insights on emerging career paths, remote internships, and potential future roles in a digital-first business environment, opening doors for future job prospects.
4. **Enhanced Learning Experience:** Although the format was online, students benefited from rich learning experiences by observing how companies operated during the pandemic. Virtual tours, case studies, and expert sessions offered in-depth insights into business continuity strategies and crisis management.
5. **Holistic Development:** Students developed critical digital communication skills and learned to navigate challenges in remote collaboration, both of which are essential for the modern business environment. This holistic development was crucial as industries moved toward hybrid work models, demanding versatility from future managers.
6. **Alignment with Industry Requirements:** The virtual visits helped align MBA programs with the changing needs of industries by focusing on digitalization, remote work structures, and crisis management strategies. These were increasingly important as companies sought professionals capable of navigating a post-COVID world.

Virtual Industrial Visits to Companies

Supreme Industries Limited (Virtual Visit)

Supreme Industries, a leader in the plastics industry, adapted to the pandemic by incorporating technology and digital tools in its operations. The virtual visit enabled students to understand the company's digital transformation journey and its focus on innovation and sustainability during the pandemic.

Objectives Achieved:

- **Digital Transformation:** Students gained insights into how Supreme Industries transitioned its operations and workforce to adapt to the pandemic, including their approach to maintaining productivity.
- **Innovation in Crisis:** The session showcased the company's continued innovation in product development and sustainability, even amid supply chain disruptions and operational constraints.

- **Sustainability Practices:** Students learned about Supreme Industries' increased focus on recycling and eco-friendly products during the crisis, ensuring business continuity while upholding corporate social responsibility.

SRF Limited (Virtual Visit)

SRF Limited, known for its expertise in technical textiles and chemical products, shared its experience navigating the pandemic. The virtual visit focused on the company's crisis response and how it leveraged technology to manage supply chain and production challenges.

Objectives Achieved:

- **Supply Chain Management during COVID:** SRF Limited highlighted how it managed supply chain disruptions through advanced technologies and digital solutions, offering students a real-world example of adaptive supply chain strategies.
- **Global Business Resilience:** Insights were provided into SRF's global operations and how the company balanced market demands across international borders despite pandemic-related restrictions.
- **Quality Control:** Students were exposed to SRF's enhanced quality control measures during the pandemic, emphasizing the importance of maintaining high standards even in challenging times.

Conclusion

The academic year 2020-2021 presented unprecedented challenges due to the COVID-19 pandemic, but it also brought about innovation in how industrial visits were conducted. The School of Management at ITM University, Gwalior, successfully adapted to the situation by organizing virtual industrial visits that allowed students to continue gaining practical insights into real-world business environments.

These visits played a critical role in helping students understand how businesses operate during crises, adapt to new challenges, and thrive through innovation. Although conducted virtually, the visits provided MBA students with valuable knowledge, skills, and networking opportunities, preparing them for future success in an ever-changing business landscape.

Moving forward, it is important to recognize the potential of virtual industrial visits as a complement to traditional in-person visits, ensuring that students have continuous access to industry exposure regardless of external circumstances.