

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

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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)	48

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)	82
	BBA	194

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	Program	Total Number of students involved in field projects
	MBA (Dual Specialization)	82

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 (2021-2022)
(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]	Management Information System	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 (2021-2022)
(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	10	10
										Total Credits			10

*Newly Added Courses

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Syllabus-2021-2022

(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)			

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	-	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

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(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 (2021-2022)
(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 and Strategy	40	30	30	0	0	0	100	3	0	0	3
2	BBA-502[T]	Operation Research	40	30	30	0	0	0	100	3	0	0	3
3	BBA- 503[T]	MIS	40	30	30	0	0	0	100	3	0	0	3
4	BBA-507[P]	Viva-Voce on Summer Internship	0	0	0	100	0	100	200	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	24	

*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.

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Syllabus-2021-2022

(SOM)(BBA)

Title of the Course	Viva-Voce on Summer Internship
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
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Project 4	No project available
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Course Articulation Matrix

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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

MBA dissertations are a pivotal component of graduate business education, allowing students to delve deeply into a specific area of interest within their field of study. This summary provides an in-depth analysis of the diverse range of dissertation topics undertaken by MBA students at the School of Management, ITM University, Gwalior, while also highlighting the importance of dissertations in shaping students' academic and professional development.

Importance of Dissertation for MBA Students

The dissertation represents the pinnacle of academic achievement for MBA students, offering a platform for them to showcase their research prowess, critical thinking abilities, and practical application of theoretical knowledge. Its significance cannot be overstated, as it serves as a testament to students' mastery of their chosen field and their readiness to transition into the realm of business professionals.

- 1. Research Skills Enhancement:** Conducting a dissertation involves extensive research, data collection, and analysis, which provides students with valuable experience in research methodology and enhances their research skills.
- 2. Critical Thinking and Problem-Solving:** Dissertations require students to critically analyze existing literature, identify research gaps, and propose innovative solutions to real-world business challenges, fostering critical thinking and problem-solving abilities.
- 3. Specialization Exploration:** Dissertations allow students to explore specific areas of interest within their field of study, enabling them to develop expertise and specialization in niche areas of business management.
- 4. Application of Theoretical Knowledge:** By applying theoretical concepts learned in the classroom to practical scenarios, dissertations bridge the gap between academic theory and real-world application, equipping students with valuable practical insights.
- 5. Career Advancement:** A well-executed dissertation can enhance students' resumes and differentiate them in the competitive job market, showcasing their expertise, research capabilities, and commitment to their field of study.
- 6. Contribution to Knowledge:** Dissertations contribute to the existing body of knowledge in various fields of business management, providing valuable insights and solutions to contemporary business challenges.
- 7. Networking Opportunities:** Engaging in dissertation research often involves collaboration with industry professionals, academic mentors, and peers, facilitating networking opportunities, and expanding students' professional connections.

Overview of MBA Dissertation Topics

The dissertation topics undertaken by MBA students at ITM University, Gwalior, reflect the diverse interests and specializations in business management. The topics span across various domains, including marketing, finance, human resources, agriculture, and technology. Notable dissertation topics include:

1. **The Effectiveness of Employee Wellness Programs:** Examines how wellness initiatives improve employee health, reduce absenteeism, and enhance organizational productivity.
2. **The Role of Operations Management in Crisis Response:** Investigates operations managers' strategies and frameworks to ensure business continuity during crises.
3. **The Influence of Behavioral Biases on Investment Decisions:** Analyzes the impact of cognitive biases on investors' choices and the resulting market dynamics.
4. **The Role of HR in Succession Planning:** Explores the methods HR departments use to identify and develop future leaders to ensure seamless transitions.
5. **The Influence of Peer Recommendations on Consumer Behavior:** Studies how peer reviews and recommendations influence consumer purchasing decisions and brand perceptions.
6. **The Influence of HR Practices on Employee Well-being:** Investigates how various HR practices, including benefits and work-life balance initiatives, affect overall employee satisfaction and health.
7. **Comparative Analysis of Push vs. Pull Production Systems:** Compares the efficiency, cost, and flexibility of push and pull production systems in manufacturing and service industries.
8. **The Effectiveness of Loyalty Programs in Retail:** Evaluates the impact of loyalty programs on customer retention, satisfaction, and overall business performance in the retail sector.
9. **The Role of Diversity and Inclusion in the Workplace:** Examines how diversity and inclusion initiatives affect workplace culture, employee engagement, and organizational success.
10. **Comparative Analysis of Active vs. Passive Investment Strategies:** Analyzes the performance, risks, and benefits of active and passive investment strategies in various market conditions.

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.

Conclusion

MBA dissertations play a crucial role in the academic and professional development of students by enhancing their research skills, critical thinking abilities, and subject matter expertise. The diverse range of dissertation topics undertaken by MBA students at ITM University, Gwalior, underscores the multidisciplinary nature of business management and highlights the significance of research in driving innovation and growth in the business landscape. As students engage in dissertation research, they not only contribute to the advancement of knowledge in their respective fields but also prepare themselves for successful careers in the dynamic and competitive business environment.

List of Students for Dissertation along with topics- MBA-V Trimester A.Y. 2020-2022

Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Guide Name
1.	MBA Dual Specialization	Aditya Jain	MBAN1MG20001	The Role of HR in Developing a Learning Organization	Dr. Aditya Tripathi
2.	MBA Dual Specialization	Aman Singh	MBAN1MG20002	The Influence of Demand Forecasting on Production Planning	Mr. Keshav Singh Kansana
3.	MBA Dual Specialization	Amit Singh Kushwah	MBAN1MG20003	The Role of Corporate Finance in Strategic Decision Making	Dr. Lotica Surana
4.	MBA Dual Specialization	Divyanshu Sikarwar	MBAN1MG20004	Strategies for Enhancing Operational Resilience	Dr. Ram babu Shridhar
5.	MBA Dual Specialization	Gaurang Kakkad	MBAN1MG20005	The Role of Sponsorships in Sports Marketing	Dr. Shachi Gupta
6.	MBA Dual Specialization	Jainendra Jain	MBAN1MG20006	The Influence of Culture on Advertising Appeals	Dr. Shahid Amin Bhat
7.	MBA Dual Specialization	Komal Arora	MBAN1MG20007	The Impact of Financial Crises on Emerging Markets	Dr. Vandana Bharti Ashtana
8.	MBA Dual Specialization	Namrata Singh	MBAN1MG20008	The Role of Credit Risk Management in Banking	Dr. Vinay Gupta
9.	MBA Dual Specialization	Pawan Dixit	MBAN1MG20009	The Effectiveness of Email Marketing in Customer Retention	Dr. Ambar Agarwal
10.	MBA Dual Specialization	Rishik Jain	MBAN1MG20012	The Role of Financial Derivatives in Managing Operational Risks	Dr. Sher Singh Bhakar
11.	MBA Dual Specialization	Sandeep Bhadoria	MBAN1MG20014	The Influence of Digital Transformation on Traditional Marketing	Dr. Shilpa Bhakar
12.	MBA Dual Specialization	Somi Singh Chauhan	MBAN1MG20017	Strategies for Enhancing Customer Engagement in the Hospitality Industry	Dr. Abhishek Singhal
13.	MBA Dual Specialization	Vaishnavi Rana	MBAN1MG20019	The Role of Gamification in Marketing	Dr. A.G. Naolekar
14.	MBA Dual Specialization	Nand Kishor	MBAN1MG20022	The Influence of AI on Predictive Customer Analytics	Dr. Aarti Sharma
15.	MBA Dual Specialization	Ashna Gupta	MBAN1MG20024	Comparative Analysis of Traditional vs. Digital Marketing	Dr. Abhinandan Chakraborty
16.	MBA Dual Specialization	Atyandra Pratap Shahi	MBAN1MG20025	The Impact of Corporate Governance on Firm Performance	Dr. Megha Soni

List of Students for Dissertation along with topics- MBA-V Trimester A.Y. 2020-2022

Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Guide Name
17.	MBA Dual Specialization	Mansi Agrawal	MBAN1MG20026	The Role of Operations Management in Construction Projects	Dr. N Ravichandran
18.	MBA Dual Specialization	Pratibha Metta	MBAN1MG20027	The Effectiveness of Training and Development Programs on Employee Performance	Dr. Pooja Jain
19.	MBA Dual Specialization	Rahul Prajapati	MBAN1MG20028	Role of Financial Innovation in Market Efficiency	Mr Sudip Banerjee
20.	MBA Dual Specialization	Sangeeth. S	MBAN1MG20029	The Influence of Organizational Climate on Employee Performance	Dr. Bhanu Priya
21.	MBA Dual Specialization	Mohit Pal	MBAN1MG20031	Strategies for Enhancing Operational Agility	Dr. Aditya Tripathi
22.	MBA Dual Specialization	Divya Rathore	MBAN1MG20032	The Role of Operations Management in Service Delivery	Mr. Keshav Singh Kansana
23.	MBA Dual Specialization	Sundhi Purvanshi	MBAN1MG20033	Influence of HR Practices on Employee Well-being	Dr. Lotica Surana
24.	MBA Dual Specialization	Kumari Dolly	MBAN1MG20034	The Impact of Artificial Intelligence on Operations Management	Dr. Ram babu Shridhar
25.	MBA Dual Specialization	Raj Jain	MBAN1MG20035	Strategies for Improving Process Flexibility	Dr. Shachi Gupta
26.	MBA Dual Specialization	Bhupendra Singh Chhatrashal	MBAN1MG20036	The Role of Emotional Intelligence in Leadership	Dr. Shahid Amin Bhat
27.	MBA Dual Specialization	Anushka Garg	MBAN1MG20038	The Influence of Technology on HR Practices	Dr. Vandana Bharti Ashtana
28.	MBA Dual Specialization	Anusha Tomar	MBAN1MG20039	The Impact of Interest Rate Changes on Bank Profitability	Dr. Vinay Gupta
29.	MBA Dual Specialization	Renubala Pradhan	MBAN1MG20040	The Role of Social Media Influencers in Shaping Consumer Preferences	Dr. Ambar Agarwal
30.	MBA Dual Specialization	Rishabh Rajput	MBAN1MG20041	The Influence of Employer Branding on Talent Attraction	Dr. Sher Singh Bhakar
31.	MBA Dual Specialization	Yash Sharma	MBAN1MG20042	The Role of Credit Rating Agencies in Financial Markets	Dr. Shilpa Bhakar
32.	MBA Dual Specialization	Jatin Jain	MBAN1MG20044	Strategies for Managing Employee Performance in Remote Teams	Dr. Abhishek Singhal



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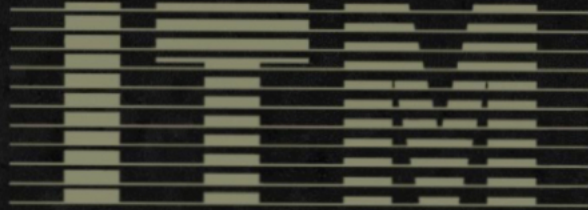
Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Guide Name
33.	MBA Dual Specialization	Akash Soni	MBAN1MG20046	The Impact of Digital Transformation on Operations Management	Dr. A.G. Naolekar
34.	MBA Dual Specialization	Shubham Bansal	MBAN1MG20049	The Role of Data Analytics in Predictive Marketing	Dr. Aarti Sharma
35.	MBA Dual Specialization	Aman Gill	MBAN1MG20050	The Effectiveness of Corporate Social Responsibility on Brand Loyalty	Dr. Abhinandan Chakraborty
36.	MBA Dual Specialization	Mansi Garg	MBAN1MG20051	The Role of Marketing in Nonprofit Organizations	Dr. Megha Soni
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44.	MBA Dual Specialization	Divyansh Gangil	MBAN1MG20059	The Influence of Macroeconomic Factors on Bond Yields	Dr. Ram babu Shridhar
45.	MBA Dual Specialization	Honey Makrani	MBAN1MG20060	The Effect of Work-life Balance on Employee Satisfaction	Dr. Shachi Gupta
46.	MBA Dual Specialization	Rahul Gour	MBAN1MG20063	The Role of Six Sigma in Process Improvement	Dr. Shahid Amin Bhat
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Dissertation

on

"The Influence of Digital Transformation on Traditional Marketing"

SUBMITTED TO:

Dr. Shilpa Bhakar
Assistant Professor
School of Management

SUBMITTED BY:

Name: Sandeep Bhadoria
MBA (Dual) Specialization
Roll No.: MBANIMG20014

SESSION: 2020-2022

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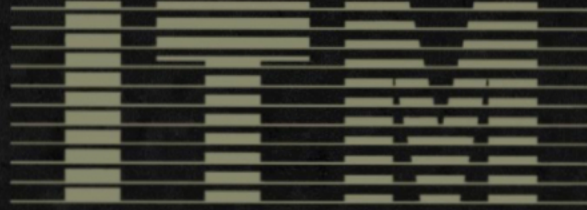

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Dissertation

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"The Effectiveness of Training and Development Programs on Employee Performance"

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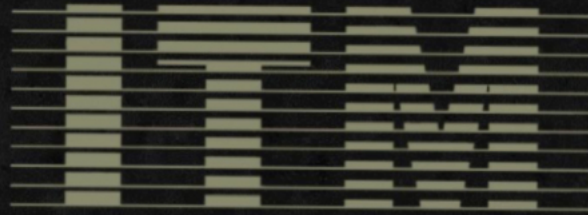

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on

"The Role of Social Media Influencers in Shaping Consumer Preferences"

SUBMITTED TO:

Dr. Abhishek Singhal
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School of Management

SUBMITTED BY:

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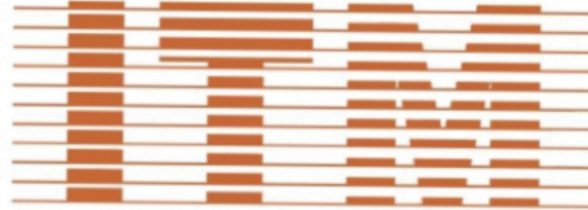

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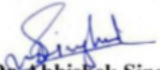
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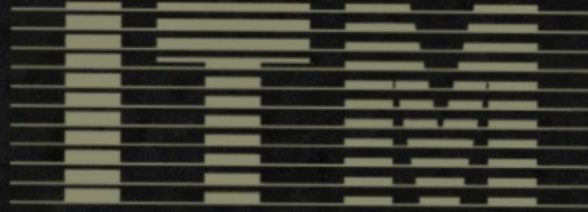

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Dissertation

on

"The Influence of Macroeconomic Factors on Bond Yields"

SUBMITTED TO:

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Summer Internship Programme Report- School of Management, ITM University

The summer internship program for the MBA students at the School of Management, ITM University, Gwalior, was designed to bridge the gap between theoretical learning and practical application in a corporate setting. From May 5, 2022, to July 15, 2022, the program aimed to equip students with hands-on experience and industry insights across various sectors.

Objective:

The primary objective of the internship program was to enhance students' practical skills, develop professional competencies, and introduce them to workplace norms and ethics. Students were expected to gain valuable experience that would prepare them for future careers by participating in internships.

Learning Outcomes:

The internship program aimed to achieve several learning outcomes, including:

- 1. Application of Theoretical Concepts:** Students were encouraged to apply theoretical concepts learned in the classroom to real-world scenarios, gaining a deeper understanding of their relevance and applicability in different organizational contexts.
- 2. Development of Practical Skills:** Through hands-on experience, students developed practical skills crucial for their chosen fields, including problem-solving, decision-making, and technical competencies specific to their areas of interest.
- 3. Understanding Workplace Norms and Ethics:** Immersion in the workplace environment enabled students to understand and adhere to workplace norms, ethics, and professional conduct, thus preparing them for the expectations of the corporate world.
- 4. Enhancement of Critical Thinking and Communication Skills:** By addressing real-world challenges and interacting with colleagues, superiors, and clients, students enhanced their critical thinking and communication skills, which are essential for effective collaboration and problem-solving in professional settings.
- 5. Development of Self-Management Skills:** Through managing their time, tasks, and responsibilities during the internship period, students fostered self-management skills crucial for success in their future careers, learning to prioritize and organize their work effectively.

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.

Conclusion:

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.

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3	Anubhav Gupta	MBAN1MG21005	HDFC Bank Limited	Dr. Lotica Surana
4	Anuj Kumar	MBAN1MG21006	Future Retail Limited	Dr. Ram babu Shridhar
5	Ayush Rana	MBAN1MG21008	Tata Consultancy Services Limited	Dr. Shachi Gupta
6	Chahat Batra	MBAN1MG21009	Kotak Mahindra Bank Limited	Dr. Shahid Amin Bhat
7	Divya Rani	MBAN1MG21011	Nagarro SE	Dr. Vandana Bharti Ashtana
8	Jogendra Singh Birha	MBAN1MG21013	Ceasefire Industries Limited	Dr. Vinay Gupta
9	Manvendra Singh Tomar	MBAN1MG21016	HDFC Bank Limited	Dr. Ambar Agarwal
10	Muskan Agarwal	MBAN1MG21017	Future Retail Limited	Dr. Sher Singh Bhakar
11	Namrata Sahu	MBAN1MG21018	Jiyajeerao Cotton Mills Limited	Dr. Shilpa Bhakar
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13	Nikita Dandotiya	MBAN1MG21021	Infosys Limited	Dr. Deepti Shrivastava
14	Ojas Agrawal	MBAN1MG21022	Sun Pharma	Dr. Kahmeera Shaik
15	Parag Agrawal	MBAN1MG21023	J.B. Mangharam Foods Ltd.	Dr. Neetu Singh Chauhan
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19	Rahul Joshi	MBAN1MG21028	Jiyajeerao Cotton Mills Limited	Dr. Pooja Jain
20	Rohini Singh	MBAN1MG21029	ICICI Bank Limited	Dr. Sonal Saxena
21	Roopam Sharma	MBAN1MG21030	Infosys Limited	Dr. Ved Prakash
22	Sakshi Chauhan	MBAN1MG21031	Sun Pharma	Dr. Prabhat Kumar Singh
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31	Surbhi Sharma	MBAN1MG21041	Future Retail Limited	Dr. Ambar Agarwal
32	Dewank Mahendra	MBAN1MG21042	ICICI Prudential Life Insurance	Dr. Sher Singh Bhakar
33	Riya Gupta	MBAN1MG21043	ICICI Bank Limited	Dr. Shilpa Bhakar
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40	Surbhi Gupta	MBAN1MG21053	Vikram Woollens	Dr. Aarti Sharma
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53	Vaibhav Singh Tomar	MBAN1MG21072	Vikram Woollens	Dr. Ambar Agarwal
54	KM Prachi Rai	MBAN1MG21073	Vikram Woollens	Dr. Sher Singh Bhakar
55	Rahul Modi	MBAN1MG21074	Kotak Mahindra Bank Limited	Dr. Shilpa Bhakar
56	Shivani Soun	MBAN1MG21075	ICICI Bank Limited	Dr. Abhishek Singhal
57	Yoganshi Kukreja	MBAN1MG21076	Infosys Limited	Dr. Deepti Shrivastava
58	Vanshika Duseja	MBAN1MG21077	Tata Consultancy Services Limited	Dr. Kahmeera Shaik
59	Akhilendra Nigam	MBAN1MG21078	J.B. Mangharam Foods Ltd.	Dr. Neetu Singh Chauhan
60	Ifra Khan	MBAN1MG21079	ICICI Prudential Life Insurance	Dr. Shobha Bhardwaj
61	Drishti Grover	MBAN1MG21080	Vikram Woollens	Dr. Vinod Kumar Shrotriya
62	Yogita	MBAN1MG21081	HDFC Bank Limited	Dr. Aarti Sharma
63	Vivek Singh Tomar	MBAN1MG21082	Future Retail Limited	Dr. Pooja Jain
64	Aman Singh	MBAN1MG21083	ICICI Prudential Life Insurance	Dr. Sonal Saxena
65	Rahul Sahu	MBAN1MG21084	HDFC Bank Limited	Dr. Ved Prakash
66	Abhishek Jha	MBAN1MG21085	HDFC Bank Limited	Dr. Prabhat Kumar Singh
67	Aditi Chauhan	MBAN1MG21086	Future Retail Limited	Dr. Aditya Tripathi
68	Divyansh Sharma	MBAN1MG21087	HDFC Bank Limited	Mr. Keshav Singh Kansana
69	Abhijeet Thakur	MBAN1MG21088	ICICI Bank Limited	Dr. Lotica Surana
70	Abhishek Rana	MBAN1MG21090	HDFC Bank Limited	Dr. Ram babu Shridhar
71	Rishabh Agrawal	MBAN1MG21091	ICICI Prudential Life Insurance	Dr. Shachi Gupta
72	Shubham Rana	MBAN1MG21092	ICICI Prudential Life Insurance	Dr. Shahid Amin Bhat

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S.no	Name	Roll No.	Organization	Mentor
73	Atul Kumar Soni	MBAN1MG21093	Nagarro SE	Dr. Vandana Bharti Ashtana
74	Palak Jain	MBAN1MG21094	Ceasefire Industries Limited	Dr. Vinay Gupta
75	Sonam Shrivastava	MBAN1MG21095	Jiyajeerao Cotton Mills Limited	Dr. Ambar Agarwal
76	Anuj Khumaria	MBAN1MG21096	Vikram Woollens	Dr. Sher Singh Bhakar
77	Poonam	MBAN1MG21097	HDFC Bank Limited	Dr. Shilpa Bhakar
78	Suyash Singh	MBAN1MG21098	Future Retail Limited	Dr. Abhishek Singhal
79	Aditi Pathak	MBAN1MG21099	Jiyajeerao Cotton Mills Limited	Dr. Deepti Shrivastava
80	Bhuvan Choubey	MBAN1MG21100	Tata Consultancy Services Limited	Dr. Kahmeera Shaik
81	Rishab Pandey	MBAN1MG21101	Tata Consultancy Services Limited	Dr. Neetu Singh Chauhan

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

Industrial visits serve as an integral component of the academic curriculum, particularly for management students pursuing BBA programs. These visits are designed to provide students with practical exposure to real-world business operations, thereby complementing theoretical knowledge gained in classrooms. In January 2023, BBA students from the School of Management at ITM University, Gwalior, had the privilege of visiting two prominent companies: Supreme Industries Limited and SRF Limited. This report aims to outline the objectives, significance, and outcomes of these industrial visits, along with the need for and importance of such initiatives for BBA students.

Objectives of Industrial Visits

- 1. Bridge Theory with Practice:** The primary objective of industrial visits is to bridge the gap between theoretical learning and practical application. By witnessing firsthand, the processes, technologies, and operations of real-world businesses, students can contextualize their theoretical knowledge and understand its real-world implications.
- 2. Exposure to Industry Dynamics:** Industrial visits offer students exposure to the dynamics of various industries, including market trends, technological advancements, and operational strategies. This exposure helps students stay abreast of industry developments and prepares them to adapt to changing business landscapes.
- 3. Interaction with Industry Experts:** Through industrial visits, students have the opportunity to interact with industry experts, professionals, and leaders. These interactions facilitate knowledge exchange, mentorship, and networking, thereby enhancing students' understanding of industry practices and fostering personal and professional growth.
- 4. Enhanced Employability:** Industrial visits play a crucial role in enhancing students' employability by providing them with insights into industry requirements, expectations, and job roles. Exposure to real-world business environments also increases students' chances of securing internships, corporate training opportunities, and pre-placement offers (PPOs).
- 5. Management Lessons:** Industrial visits serve as a platform for students to observe and learn management concepts in action. From production management to quality control, students gain insights into how management principles are implemented and operationalized within organizations, thereby enriching their academic learning with practical experiences.
- 6. Skill Development:** Industrial visits contribute to the holistic development of students by fostering the enhancement of interpersonal, communication, and teamwork skills. Engaging with industry professionals and navigating real-world challenges cultivates resilience, adaptability, and problem-solving abilities among students, essential qualities for future business leaders.

Need for and Importance of Industrial Visits for BBA Students

- 1. Practical Application of Theoretical Concepts:** BBA programs emphasize theoretical frameworks and concepts relevant to business management. However, practical application is equally vital for students to comprehend the intricacies of business operations. Industrial visits offer students the opportunity to witness firsthand the application of theoretical knowledge in real-world scenarios, thereby enhancing their understanding and retention of concepts.
- 2. Exposure to Industry Best Practices:** The business landscape constantly evolves, driven by technological advancements, market dynamics, and consumer preferences. BBA students must stay updated on industry best practices, emerging trends, and innovative strategies to remain competitive. Industrial visits facilitate exposure to leading organizations, allowing students to observe and learn from industry pioneers, adopt best practices, and benchmark their learning against industry standards.
- 3. Networking and Career Opportunities:** Networking is crucial in career advancement, particularly in the competitive business environment. Industrial visits allow students to network with industry professionals, build relationships, and explore potential career paths. Moreover, interactions during industrial visits may lead to internships, job placements, or collaborative projects, thereby enhancing students' career prospects and industry relevance.
- 4. Enhanced Learning Experience:** Traditional classroom learning, while essential, may lack the dynamism and practicality offered by real-world experiences. Industrial visits enrich the learning experience by immersing students in authentic business environments, where they can observe processes, interact with professionals, and apply theoretical knowledge in practical settings. This hands-on approach reinforces academic learning and fosters critical thinking, problem-solving, and decision-making skills.
- 5. Holistic Development:** BBA education encompasses more than academic knowledge; it encompasses the development of well-rounded individuals equipped with both technical expertise and soft skills. Industrial visits contribute to holistic student development by fostering personal growth, cultural awareness, and global perspective. By exposing students to diverse industries, cultures, and business practices, industrial visits broaden their horizons and nurture attributes such as adaptability, resilience, and cross-cultural communication.
- 6. Alignment with Industry Requirements:** Employers increasingly seek candidates who possess not only academic qualifications but also practical experience and industry insights. Industrial visits align BBA programs with industry requirements by providing students with exposure to real-world challenges, industry dynamics, and professional expectations. This alignment enhances students' employability, prepares them for corporate roles, and equips them with the skills and knowledge necessary for success in the business world.

Conclusion:

Industrial visits play a pivotal role in enriching the learning experience of BBA students by providing them with practical exposure to real-world business environments. Through interactions with industry experts, observation of manufacturing processes, and exposure to industry dynamics, students gain invaluable insights that complement their academic learning and enhance their professional development. The industrial visits catalysed knowledge acquisition, skill development, and career exploration, aligning with the overarching objective of preparing BBA students for success in the dynamic and competitive business landscape. As stakeholders in the education ecosystem, it is imperative for educational institutions, faculty members, and students to recognize the significance of industrial visits and leverage them effectively to bridge the gap between theory and practice, foster industry-academia collaboration, and nurture future business leaders equipped to drive innovation, growth, and sustainability in the global marketplace.