

**U N I V E R S I T Y**

GWALIOR • MP • INDIA

“ 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.**



UNIVERSITY  
GWALIOR • MP • INDIA

"CELEBRATING DREAMS"

## School of Management

### Index

S.no	Component	Page No
1.	Summary	01-01
2.	Scheme Undergraduate and Post-graduate Program	02-05
3.	Syllabus Undergraduate and Post-graduate Program	06-12
4.	Internships in Under-graduate and Post-graduate Programs	13-27
5.	Research Projects in Under-graduate and Post-graduate Programs	28-52
6.	Field Project/Industry Visits in Under-graduate and Post-graduate Programs	53-86
7.	Seminars in Under-graduate and Post-graduate Programs	87-94



## SCHOOL OF MANAGEMENT

### Total Number of Research Projects in Under-graduate and Post-graduate Programs

Research Projects	Program	Total Number of students involved in research projects
	MBA (Dual Specialization)	215

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 Under-graduate and Post-graduate Programs

Internships	Program	Total Number of students involved in research projects
	MBA (Dual Specialization)	194
	BBA	304
	B. Com	13

Practical experience is essential in the School of Management's MBA, BBA, and B. Com. programs. 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 Industry Visits in Under-graduate and Post-graduate Programs

Field Project/Industry visits	Program	Total Number of students involved in field projects
	MBA (Dual Specialization)	194
	BBA	304
	B. Com	13

Field or industrial visits are integral to the MBA, BBA, and B. Com. programs at the School of Management. 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 (2023-2024)**  
( SUBJECT-WISE DISTRIBUTION OF MARKS AND CORRESPONDING CREDITS)

Programme:MBA(Dual\_Specialization)

Semester:3rd

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-301[T]	Managerial Decision Modeling Using Spreadsheet	60	20	20	0	0	0	100	3	0	0	3
2	MBA-302[T]	Strategic Management	60	20	20	0	0	0	100	3	0	0	3
3	MBA-306[P]	Viva-Voce on Summer Internship	0	0	0	100	0	0	100	0	0	6	6
4	MBA-307 [P]	Workshop on Entrepreneurship Skill Development	0	0	0	100	0	0	100	0	0	1	1
5		Elective3.Marketing	60	20	20	0	0	0	100	3	0	0	3
6		Elective3HR*	60	20	20	0	0	0	100	3	0	0	3
7		Elective3.Finance	60	20	20	0	0	0	100	3	0	0	3
8		Elective2.Marketing	60	20	20	0	0	0	100	3	0	0	3
9		Elective2HR*	60	20	20	0	0	0	100	3	0	0	3
10		Elective2.Finance	60	20	20	0	0	0	100	3	0	0	3
11		Elective1.Marketing	60	20	20	0	0	0	100	3	0	0	3
12		Elective1HR*	60	20	20	0	0	0	100	3	0	0	3
13		Elective1.Finance	60	20	20	0	0	0	100	3	0	0	3
<b>Total Credits</b>												<b>31</b>	

\*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.

## STUDY AND EVALUATION SCHEME (2023-2024)

( 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]	Supply Chain Analytics	60	20	20	0	0	0	100	3	0	0	3
2	MBA-402[T]	Business Ethics and Corporate Governance	60	20	20	0	0	0	100	3	0	0	3
3	MBA-405 [P]	Dissertation	0	0	0	100	0	0	100	0	0	12	12
4		Elective2.Marketing	60	20	20	0	0	0	100	3	0	0	3
5		Elective2HR*	60	20	20	0	0	0	100	3	0	0	3
6		Elective2.Finance	60	20	20	0	0	0	100	3	0	0	3
7		Elective1.Marketing	60	20	20	0	0	0	100	3	0	0	3
8		Elective1HR*	60	20	20	0	0	0	100	3	0	0	3
9		Elective1.Finance	60	20	20	0	0	0	100	3	0	0	3
<b>Total Credits</b>													<b>30</b>

\*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.

*Bharti*  
DEAN  
ITM School of Management  
Gwalior

  
REGISTRAR  
ITM UNIVERSITY  
Gwalior (M.P.)



## Syllabus-2023-2024

(SOM)(MBA-Dual\_Specialization)

Title of the Course	Viva-Voce on Summer Internship
Course Code	MBA-306[P]

### Part A

Year	2nd	Semester	3rd	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><b>CO1-</b> Students will be able to reflect on their summer training experience and articulate the knowledge and skills gained. <b>(BL3-Apply)</b></p> <p><b>CO2-</b> Students will be able to demonstrate critical thinking and problem-solving abilities in discussing real-world business scenarios encountered during the internship. <b>(BL4-Analyze)</b></p> <p><b>CO3-</b> Students will be able to communicate effectively about their internship projects, tasks, and responsibilities. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Students will be able to apply theoretical concepts learned in the MBA program to practical situations encountered during the internship. <b>(BL3-Apply)</b></p> <p><b>CO5-</b> Students will be able to receive constructive feedback on their performance and areas for improvement from faculty evaluators. <b>(BL3-Apply)</b></p> <p><b>CO6-</b> Students will be able to gain insights into professional conduct, ethical behavior, and workplace dynamics through reflective discussions. <b>(BL6-Create)</b></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 D(Marks Distribution)**

<b>Theory</b>					
<b>Total Marks</b>	<b>Minimum Passing Marks</b>	<b>External Evaluation</b>	<b>Min. External Evaluation</b>	<b>Internal Evaluation</b>	<b>Min. Internal Evaluation</b>
<b>Practical</b>					
<b>Total Marks</b>	<b>Minimum Passing Marks</b>	<b>External Evaluation</b>	<b>Min. External Evaluation</b>	<b>Internal Evaluation</b>	<b>Min. Internal Evaluation</b>
100	40	0	0	100	

**Part E**

<b>Books</b>	
<b>Articles</b>	
<b>References Books</b>	
<b>MOOC Courses</b>	
<b>Videos</b>	

**Part F**

<b>Project 1</b>	No project available
<b>Project 2</b>	No project available
<b>Project 3</b>	No project available
<b>Project 4</b>	No project available
<b>Project 5</b>	No project available

**Course Articulation Matrix**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
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

*Bharti*  
 DEAN  
 ITM School Of Management  
 Gwalior

  
 REGISTRAR  
 ITM UNIVERSITY  
 Gwalior (M.P)

## Syllabus-2023-2024

(SOM)(MBA-Dual\_Specialization)

Title of the Course	Dissertation
Course Code	MBA-405 [P]

### Part A

Year	2nd	Semester	4th	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><b>CO1-</b> Student will be able to apply research methodologies to investigate a specific business problem or phenomenon in depth.(BL3-Apply)</p> <p><b>CO2-</b> Student will be able to synthesize and analyze relevant literature to inform the research topic and support findings.(BL4-Analyze)</p> <p><b>CO3-</b> Student will be able to design and execute a structured research plan, including data collection and analysis.(BL4-Analyze)</p> <p><b>CO4-</b> Student will be able to interpret research findings and draw meaningful conclusions based on empirical evidence.(BL4-Analyze)</p> <p><b>CO5-</b> Student will be able to communicate research findings effectively through a written dissertation and oral defense.(BL5-Evaluate)</p> <p><b>CO6-</b> 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**

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

**Part F**

<b>Project 1</b>	No project available
<b>Project 2</b>	No project available
<b>Project 3</b>	No project available
<b>Project 4</b>	No project available
<b>Project 5</b>	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	-

*Bharti*  
DEAN  
ITM School Of Management  
Gwalior

*[Signature]*  
REGISTRAR  
ITM UNIVERSITY  
Gwalior (M.P.)



**STUDY AND EVALUATION SCHEME (2023-2024)**  
( SUBJECT-WISE DISTRIBUTION OF MARKS AND CORRESPONDING CREDITS)

Programme: BBA\_Hons(BBA\_Hons)

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	AMC-501[T]	Operation Research	50	10	10	10	0	0	100	+	0	0	4
2	BMC-501[T]	Business Policy and Strategy	50	10	10	10	0	0	100	3	0	0	3
3	DMC-50. [P]	Viva-voce on Summer Internship	0	0	0	100	0	0	100	0	0	3	3
4		Elective3 Marketing*	50	10	10	10	0	0	100	+	0	0	4
5		Elective3 HR*	50	10	10	10	0	0	100	4	0	0	4
6		Elective3 Finance	60	10	10	10	0	0	100	4	0	0	4
7		Elective2 Marketing*	50	10	10	10	0	0	100	.	0	0	4
8		Elective2 HR*	50	10	10	10	0	0	100	+	0	0	4
9		Elective2 Finance	50	10	10	10	0	0	100	4	0	0	4
10		Elective1 Marketing*	60	20	20	0	0	0	100	4	0	0	4
11		Elective1 HR*	60	20	20	0	0	0	100	4	0	0	4
12		Elective1 Finance	60	20	20	0	0	0	100	4	0	0	4
<b>Total Credits</b>													<b>22</b>

\*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-2023-2024

(SOM)(BBA\_Hons)

Title of the Course	Viva-voce on Summer Internship
Course Code	BMC-502[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><b>CO1-</b> Students will be able to reflect on their summer training experience and articulate the knowledge and skills gained. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Students will be able to demonstrate critical thinking and problem-solving abilities in discussing real-world business scenarios encountered during the internship. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Students will be able to communicate effectively about their internship projects, tasks, and responsibilities. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Students will be able to apply theoretical concepts learned in the MBA program to practical situations encountered during the internship. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Students will be able to receive constructive feedback on their performance and areas for improvement from faculty evaluators. <b>(BL5-Evaluate)</b></p>							
Course Elements	Skill Development X Entrepreneurship X Employability X Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)		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)**

<b>Theory</b>					
<b>Total Marks</b>	<b>Minimum Passing Marks</b>	<b>External Evaluation</b>	<b>Min. External Evaluation</b>	<b>Internal Evaluation</b>	<b>Min. Internal Evaluation</b>
<b>Practical</b>					
<b>Total Marks</b>	<b>Minimum Passing Marks</b>	<b>External Evaluation</b>	<b>Min. External Evaluation</b>	<b>Internal Evaluation</b>	<b>Min. Internal Evaluation</b>
100	40	0	0	100	

**Part E**

<b>Books</b>	
<b>Articles</b>	
<b>References Books</b>	
<b>MOOC Courses</b>	
<b>Videos</b>	

**Part F**

<b>Project 1</b>	No project available
<b>Project 2</b>	No project available
<b>Project 3</b>	No project available
<b>Project 4</b>	No project available
<b>Project 5</b>	No project available

**Course Articulation Matrix**

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

*Bharti*  
DEAN  
ITM School Of Management  
Gwalior

*[Signature]*  
REGISTRAR  
ITM UNIVERSITY  
Gwalior (M.P)



## 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, offering students the opportunity 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. Impact of Green Buildings on Customer Behavior:** Investigating the influence of environmentally sustainable buildings on consumer behavior, with a focus on customer preferences and decision-making processes.
- 2. Social Media Marketing's Influence on Consumer Behavior in Agriculture:** Analyzing the impact of social media marketing strategies on consumer behavior in the agricultural sector, exploring trends, attitudes, and purchasing patterns.
- 3. E-commerce's Effect on Agribusiness Firms' Performance:** This dissertation examines the implications of e-commerce adoption for agribusiness firms in terms of financial performance, operational efficiency, and market competitiveness.
- 4. Self-Service Technologies and Customer Readiness:** Exploring the readiness of customers to adopt self-service technologies in various industries, assessing factors influencing acceptance and adoption rates.
- 5. Online Banking and Customer Value:** Investigating the relationship between online banking services and customer perceived value, analyzing factors influencing customer satisfaction and loyalty.
- 6. Application of Technology Acceptance Model in Healthcare Robotics:** The Technology Acceptance Model (TAM) is used to assess the adoption of robotics technology in the healthcare industry, evaluating its impact on patient care, efficiency, and cost-effectiveness.
- 7. Brand Anthropomorphism and Cognitive Dissonance in Apple Products:** This dissertation examines brand anthropomorphism and its effects on consumer behavior, mainly focusing on cognitive dissonance and brand loyalty in relation to Apple products.

## 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. Demonstrate 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. Identify strengths, weaknesses, and lessons learned for future research endeavors or professional practice.

These evaluation and assessment criteria aim to comprehensively evaluate MBA dissertations' quality, rigor, and impact, 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 contribute to advancing knowledge in their respective fields and 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.2023-24**

Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Duration	Guide Name
1	MBA Dual Specialization	Shivangi Sharma	MBAN1MG21034	The role of social media in building brand awareness and customer engagement	2 Years	Dr. Gaura Chauhan
2	MBA Dual Specialization	Bhanu Rawat	MBAN1MG22001	"VAR Modeling in Finance: Portfolio Risk Management and Asset Allocation"	2 Years	Dr. Lotica Surana
3	MBA Dual Specialization	Ritika Sahu	MBAN1MG22002	A comparative study of top three commercial banks operating in india.	2 Years	Mr. Nitesh Dubey
4	MBA Dual Specialization	Rishika Sachdeva	MBAN1MG22005	A study on Impact E-Banking System on Financial Inclusion in India.	2 Years	Mr. Nitesh Dubey
5	MBA Dual Specialization	Yasha Agrawal	MBAN1MG22006	"VECM Analysis of Exchange Rate Dynamics: Evidence from Emerging Markets"	2 Years	Dr. Lotica Surana
6	MBA Dual Specialization	Shikha Goyal	MBAN1MG22007	"Dynamic Linkages between Stock Markets: Evidence from a VECM Analysis"	2 Years	Dr. Lotica Surana
7	MBA Dual Specialization	Shashank Gupta	MBAN1MG22008	"Predicting Stock Price Movements with ARIMA Time Series Analysis"	2 Years	Dr. Lotica Surana
8	MBA Dual Specialization	Shraddha Tomar	MBAN1MG22009	A study on Effectiveness of Rewards & Recognition programs on Employee performance in an Indian Organizations.	2 Years	Mr. Nitesh Dubey
9	MBA Dual Specialization	Himangi Saxena	MBAN1MG22010	Investigating the factors affecting consumer buying behavior in the digital age	2 Years	Mr. Rishab Adhiraj
10	MBA Dual Specialization	Anoop Tiwari	MBAN1MG22012	The influence of technological innovation on supply chain management	2 Years	Mr. Rishab Adhiraj
11	MBA Dual Specialization	Abhay Singh Jadon	MBAN1MG22013	Volatility Forecasting in Financial Markets: An Application of GARCH Models"	2 Years	Dr. Lotica Surana



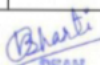
UNIVERSITY

GWALIOR • MP • INDIA

"CELEBRATING DREAMS"

**List of Students for Dissertation along with topics- MBA-V Trimester A.Y.2022-23**

Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Duration	Guide Name
12	MBA Dual Specialization	Vipul Sharma	MBAN1MG22014	Assessing the impact of financial literacy on personal financial management	2 Years	Dr. Rakhi Chauhan
13	MBA Dual Specialization	Sakshi Sharda	MBAN1MG22015	Analyzing the strategies for successful market entry and expansion in emerging markets	2 Years	Dr. Rakhi Chauhan
14	MBA Dual Specialization	Amit Tiwari	MBAN1MG22016	"ARDL Approach to Investigate the Relationship between Trade Openness and Economic Growth"	2 Years	Dr. Vinay Gupta
15	MBA Dual Specialization	Maneesh Sharma	MBAN1MG22018	"ARDL Modeling of Stock Market Returns and Macroeconomic Variables"	2 Years	Dr. Lotica Surana
16	MBA Dual Specialization	Pinky Kumari	MBAN1MG22019	Evaluating the effectiveness of online marketing and social media in attracting and retaining customers	2 Years	Mr. Rishab Adhiraj
17	MBA Dual Specialization	Vishal Goswami	MBAN1MG22020	"Modeling Exchange Rate Volatility with GARCH Models: Evidence from Currency Markets"	2 Years	Dr. Lotica Surana
18	MBA Dual Specialization	Harsh Gupta	MBAN1MG22021	Initial Public Offerings (IPOs) and Market Performance of securities of Jupiter Hospital Ltd.	2 Years	Dr. Intekab Khan
19	MBA Dual Specialization	Subrat Pathak	MBAN1MG22022	"Macroeconomic Forecasting with Vector Autoregression: A Comparative Analysis"	2 Years	Dr. Lotica Surana
20	MBA Dual Specialization	Rohit Kushwah	MBAN1MG22023	A Comparative Study Of Depository Schemes Of SBI BANK & HDFC Bank. (Tools applied: mean, percentage, ratio analysis)	2 Years	Dr. Intekab Khan
21	MBA Dual Specialization	Anirudh Singh	MBAN1MG22024	Role of entrepreneurial orientation in the growth of SMEs	2 Years	Mr. Rishab Adhiraj

  
DEAN  
ITM School Of Management  
Gwalior

  
REGISTRAR  
ITM UNIVERSITY  
Gwalior (M.P.)



**List of Students for Dissertation along with topics- MBA-V Trimester A.Y.2022-23**

Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Duration	Guide Name
22	MBA Dual Specialization	Rahul Ahirwar	MBAN1MG22025	Comparative analysis of microfinance in India and Bangladesh over a period of time (2015-2020). (Tools applied: mean, percentage, ratio analysis)	2 Years	Dr. Intekab Khan
23	MBA Dual Specialization	Poonam Dilip Ghatole	MBAN1MG22026	Investigating the impact of cultural diversity on team performance in multinational corporations	2 Years	Mr. Rishab Adhiraj
24	MBA Dual Specialization	Anjali Goyal	MBAN1MG22027	9. Impact of Training on employee performance with special reference to Banks in Madhya Pradesh	2 Years	Dr. Shahid Amin
25	MBA Dual Specialization	Ankit Yadav	MBAN1MG22029	A critical study of home loan schemes offered by PNB bank with regard to the rise in NPA. (Tools applied: Average, maxima, minima, range, percentage)	2 Years	Dr. Intekab Khan
26	MBA Dual Specialization	Payal Sharma	MBAN1MG22030	An investigation of the importance of motivation in HRM - A study of the factors behind the motivation for future business leaders.	2 Years	Mr. Varun Yadav
27	MBA Dual Specialization	Akhilesh Singh Chauhan	MBAN1MG22031	Financial Innovation and its Impact on Traditional Banking.	2 Years	Dr. Intekab Khan
28	MBA Dual Specialization	Amratya Sen	MBAN1MG22033	A Study on Financial Ratio Analysis of selected FMCG companies in India. (Tools applied: ratio analysis)	2 Years	Dr. Intekab Khan
29	MBA Dual Specialization	Ayushi Jain	MBAN1MG22034	The Influence of Cultural Differences on Cross-Border Mergers and Acquisitions.	2 Years	Mr. Varun Yadav
30	MBA Dual Specialization	Muskan Rawat	MBAN1MG22035	Effect of NPA on the profitability of the selected public sector banks in India. (Tools applied: Correlation analysis, T-Test)	2 Years	Dr. Intekab Khan



UNIVERSITY  
GWALIOR • MP • INDIA

"CELEBRATING DREAMS"

**List of Students for Dissertation along with topics- MBA-V Trimester A.Y.2022-23**

Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Duration	Guide Name
31	MBA Dual Specialization	Dharna Yadav	MBAN1MG22036	Corporate Governance and Firm Performance: A Comparative Analysis.	2 Years	Mr. Varun Yadav
32	MBA Dual Specialization	Shivam Jha	MBAN1MG22037	A study on Service Quality dimensions and customer satisfaction with special reference to selected commercial banks in India.	2 Years	Dr. Shahid Amin
33	MBA Dual Specialization	Vidhi Jain	MBAN1MG22038	A study on Social media and consumer behaviour with special reference to automobile industry.	2 Years	Dr. Shahid Amin
34	MBA Dual Specialization	Ajay Sharma	MBAN1MG22039	Mobile-first banking offers versatility for users in handling their finances and is becoming a norm for service providers and for neo banks.	2 Years	Mr. Manoj Yadav
35	MBA Dual Specialization	Sanskar Singh	MBAN1MG22040	Fraud Mitigation and Cybersecurity is a must while working with fintech to protect users in their transactions	2 Years	Mr. Manoj Yadav
36	MBA Dual Specialization	Muskan Gupta	MBAN1MG22041	Impact of Digital Transformation on Financial Services	2 Years	Dr. Rambabu Shridhar
37	MBA Dual Specialization	Sakshi Tomar	MBAN1MG22042	Effect of NPA on the profitability of the Cooperative banks in India. (Tools applied: Correlation analysis, T-Test)	2 Years	Dr. Rambabu Shridhar
38	MBA Dual Specialization	Yashasvi Hame (CR)	MBAN1MG22044	Finance Applications are growing in popularity making investment in stocks and budgeting much simpler.	2 Years	Mr. Manoj Yadav
39	MBA Dual Specialization	Sankesh Bhagoria	MBAN1MG22045	A study of fintech revolution in india- Challenges & opportunities	2 Years	Mr. Nitesh Dubey
40	MBA Dual Specialization	Radhika Agrawal	MBAN1MG22046	Cryptocurrency and Blockchain Technology in Finance: Opportunities and Challenges.	2 Years	Dr. Rambabu Shridhar





UNIVERSITY

GWALIOR - MP - INDIA

"CELEBRATING DREAMS"

**List of Students for Dissertation along with topics- MBA-V Trimester A.Y.2022-23**

Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Duration	Guide Name
41	MBA Dual Specialization	Rohit Khatana	MBAN1MG22047	The impact of leadership styles on organizational performance	2 Years	Mr. Rishab Adhiraj
42	MBA Dual Specialization	Vaidehi Halve	MBAN1MG22048	A Study on the Impact of technology on the investment banking industry in India.	2 Years	Mr. Nitesh Dubey
43	MBA Dual Specialization	Himani Gupta	MBAN1MG22049	Web 3.0 covers an entire internet based on Decentralized exchanges and Blockchain Technology. This is mainly to incorporate Cryptocurrency and tokens for online trading.	2 Years	Mr. Manoj Yadav
44	MBA Dual Specialization	Sanskar Jain	MBAN1MG22050	· Sustainability from fintech sectors with Data transparency and Impact Investing	2 Years	Mr. Manoj Yadav
45	MBA Dual Specialization	Pavan Rajput	MBAN1MG22052	role of micro-loans in the modern financial industry	2 Years	Dr. Rambabu Shridhar
46	MBA Dual Specialization	Priya Bhadouriya	MBAN1MG22053	Sustainable finance: Navigating the path to greener economies	2 Years	Mr. Manoj Yadav
47	MBA Dual Specialization	Arvind Pilia	MBAN1MG22055	Impact of International Trade Policies on Multinational Corporations.	2 Years	Dr. Intekab Khan
48	MBA Dual Specialization	Ashutosh Gangil	MBAN1MG22056	Cryptocurrency and Blockchain Technology: Implications for Financial Markets.	2 Years	Dr. Intekab Khan
49	MBA Dual Specialization	Bhavesk Kumar	MBAN1MG22057	"ARDL Analysis of the Relationship between Government Debt and Economic Growth"	2 Years	Dr. Lotica Surana
50	MBA Dual Specialization	Chirag Jain	MBAN1MG22058	A critical study of home loan schemes offered by SBI bank concerns the rise in NPA.	2 Years	Dr. Rambabu Shridhar
51	MBA Dual Specialization	Mohit Tomar	MBAN1MG22060	The Role of Artificial Intelligence in Investment Decision-Making.	2 Years	Dr. Rambabu Shridhar

DEAN  
ITM School Of Management  
Gwalior

REGISTRAR  
ITM UNIVERSITY  
Gwalior (M.P.)





UNIVERSITY  
GWALIOR • MP • INDIA

"CELEBRATING DREAMS"

**List of Students for Dissertation along with topics- MBA-V Trimester A.Y.2022-23**

Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Duration	Guide Name
52	MBA Dual Specialization	Rishabh Agrawal	MBAN1MG22061	Looking at the rapid growth of international microfinance case of Bandhan Finance in gwalior	2 Years	Mr. Ambar Agrawal
53	MBA Dual Specialization	Anshu Kushwah	MBAN1MG22065	What role do credit and other financial services play in growth and investment?	2 Years	Mr. Ambar Agrawal
54	MBA Dual Specialization	Brishav Parihar	MBAN1MG22066	Influence of geopolitical conflicts on global fiscal markets.	2 Years	Mr. Manoj Yadav
55	MBA Dual Specialization	Chetan Parashar	MBAN1MG22067	A Study on the role of retail banking in offering financial assistance to develop rural areas in India.	2 Years	Mr. Nitesh Dubey
56	MBA Dual Specialization	Deepak Kumar Singh	MBAN1MG22068	Impact of organisations policies on employee retention and employee belongingness	2 Years	Ms. Shorya Gupta
57	MBA Dual Specialization	Gourav Kumar	MBAN1MG22069	The Effect of Personalization and Targeted Marketing on Customer Satisfaction and Loyalty.	2 Years	Ms. Shorya Gupta
58	MBA Dual Specialization	Kanika Bansal	MBAN1MG22071	Impact of Social Media Marketing and Consumer Reviews on Brand Perception and Purchase Intentions.	2 Years	Ms. Shorya Gupta
59	MBA Dual Specialization	Muskan Gupta	MBAN1MG22072	A Study on Impact of Job Security on Employee motivation in private organizations in India.	2 Years	Mr. Nitesh Dubey
60	MBA Dual Specialization	Nakul Singh Chauhan	MBAN1MG22073	Analyzing the Effect of Price Discounts and Product Bundling on Consumer Buying Behavior in [Industry].	2 Years	Ms. Shorya Gupta
61	MBA Dual Specialization	Nandini Umraiya	MBAN1MG22074	A study of financial ratio analysis of an ABC Company in India.	2 Years	Mr. Nitesh Dubey
62	MBA Dual Specialization	Prakash	MBAN1MG22075	A study on SSTs and consumer attitude.	2 Years	Dr. Shahid Amin

REGISTRAR  
ITM UNIVERSITY  
Gwalior (M.P.)

**List of Students for Dissertation along with topics- MBA-V Trimester A.Y.2022-23**

Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Duration	Guide Name
63	MBA Dual Specialization	Ram Singh Chauhan	MBAN1MG22076	The challenges of selling to millennial B2B buyers	2 Years	Dr. Gaura Chauhan
64	MBA Dual Specialization	Stuti Tripathi	MBAN1MG22078	A comparative study of ratio analysis in HDFC & Central Bank of India.	2 Years	Dr. Rambabu Shridhar
65	MBA Dual Specialization	Tejaswani Tomar	MBAN1MG22079	The ethical considerations of using data in digital marketing	2 Years	Dr. Gaura Chauhan
66	MBA Dual Specialization	Vikram Singh Chauhan	MBAN1MG22080	Correlation among international commodities and US\$	2 Years	Mr. Ambar Agrawal
67	MBA Dual Specialization	Yash Mishra	MBAN1MG22081	The role of emotional branding in consumer decision-making	2 Years	Dr. Gaura Chauhan
68	MBA Dual Specialization	Kunal Gurung	MBAN1MG22083	Analyzing the role of corporate social responsibility in building brand equity	2 Years	Mr. Rishab Adhiraj
69	MBA Dual Specialization	Deepansh Shankar Kulshrestha	MBAN1MG22084	The effectiveness of brand extensions and co-branding strategies	2 Years	Dr. Gaura Chauhan
70	MBA Dual Specialization	Pradeep Sharma	MBAN1MG22085	What effect does foreign direct investment have on developing countries?	2 Years	Mr. Ambar Agrawal
71	MBA Dual Specialization	Ashutosh	MBAN1MG22086	1. Factors influencing employee engagement in the digital age	2 Years	Dr. Rakhi Chauhan
72	MBA Dual Specialization	Raman Kumar	MBAN1MG22087	The challenges of understanding and influencing Gen Z consumers	2 Years	Dr. Gaura Chauhan
73	MBA Dual Specialization	Muskan Agrawal	MBAN1MG22088	Customer preference for frozen food in suburban areas	2 Years	Dr. Aditya Ranjan
74	MBA Dual Specialization	Rahul Singh Tomar	MBAN1MG22089	Digital payment systems and financial inclusion	2 Years	Dr. Rakhi Chauhan
75	MBA Dual Specialization	Saloni Agarwal	MBAN1MG22090	Ownership Structure's Effect on Dividend Policy	2 Years	Dr. Rakhi Chauhan





UNIVERSITY  
GWALIOR • MP • INDIA

"CELEBRATING DREAMS"

**List of Students for Dissertation along with topics- MBA-V Trimester A.Y.2022-23**

Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Duration	Guide Name
76	MBA Dual Specialization	Sonu Baghel	MBAN1MG22091	The role of foreign direct investment in the economy of developing countries	2 Years	Mr. Ambar Agrawal
77	MBA Dual Specialization	Tanya Bhojwani	MBAN1MG22092	The effect of E-commerce on traditional retail businesses	2 Years	Mr. Rishab Adhiraj
78	MBA Dual Specialization	Himanshu Shekhar	MBAN1MG22093	The impact of artificial intelligence (AI) on marketing strategies	2 Years	Dr. Gaura Chauhan
79	MBA Dual Specialization	Dheerendra Singh Bhadauriya	MBAN1MG22094	Impact of Value-Based Management on Share Price	2 Years	Dr. Rakhi Chauhan
80	MBA Dual Specialization	Nancy Goswami	MBAN1MG22095	A comparative study of earning ratio in SBI & ICICI Bank. (Tools applied: average, percentage, ratio analysis)	2 Years	Dr. Intekab Khan
81	MBA Dual Specialization	Akshat Shrivastava	MBAN1MG22097	1. How climate change is affecting the value of assets	2 Years	Dr. Rakhi Chauhan
82	MBA Dual Specialization	Radha Rawat	MBAN1MG22098	The effectiveness of content marketing in B2B lead generation	2 Years	Dr. Gaura Chauhan
83	MBA Dual Specialization	Aman Singh Sikarwar	MBAN1MG22099	The impact of technology on B2B marketing strategies	2 Years	Dr. Gaura Chauhan
84	MBA Dual Specialization	Ayushi Rajpoot	MBAN1MG22100	The role of marketing in social innovation	2 Years	Dr. Gaura Chauhan
85	MBA Dual Specialization	Deepak Atal	MBAN1MG22101	Impact of capital structure on firm's performance	2 Years	Dr. Rakhi Chauhan
86	MBA Dual Specialization	Suraj Singh Tomar	MBAN1MG22102	Artificial Intelligence for the Financial Services Industry: What Challenges Organizations to Succeed	2 Years	Dr. Rakhi Chauhan
87	MBA Dual Specialization	Pravesh Sharma	MBAN1MG22103	Dividend policy and shareholder wealth	2 Years	Dr. Rakhi Chauhan
88	MBA Dual Specialization	Rachit Dixit	MBAN1MG22104	Investigate the effectiveness of attitude change programs in improving employee morale and productivity.	2 Years	Dr. Shachi Gupta

ITM School of Management  
Gwalior

REGISTRAR  
ITM UNIVERSITY  
Gwalior (M.P.)



**List of Students for Dissertation along with topics- MBA-V Trimester A.Y.2022-23**

Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Duration	Guide Name
89	MBA Dual Specialization	Piyush Sharma	MBAN1MG22105	Study Of Consumer Perception of Digital Payment Mode	2 Years	Ms. Amya Chauhan
90	MBA Dual Specialization	Kalpna Sharma	MBAN1MG22106	Exploring the role of transformational leadership on perceived organizational success	2 Years	Dr. Shachi Gupta
91	MBA Dual Specialization	Prashant Sharma	MBAN1MG22107	Demonetization And Its Impact On Adoption Of Digital Payment: Opportunities, Issues And Challenges	2 Years	Ms. Amya Chauhan
92	MBA Dual Specialization	Shivam Singh Kamariya	MBAN1MG22108	A study on digital Marketing and Consumer Behaviour concerning ACs in India.	2 Years	Dr. Shahid Amin
93	MBA Dual Specialization	Vaibhav Parmar	MBAN1MG22109	Investigate how remote and virtual work arrangements impact organizational commitment	2 Years	Dr. Shachi Gupta
94	MBA Dual Specialization	Ayushi Jain	MBAN1MG22110	Investigate the factors contributing to the long-term sustainability of self-help groups, including leadership succession, resource management, and community engagement.	2 Years	Dr. Shachi Gupta
95	MBA Dual Specialization	Aman Vyas	MBAN1MG22111	Explore the challenges and dynamics of labor relations in the gig economy	2 Years	Dr. Shachi Gupta
96	MBA Dual Specialization	Rahul Pal	MBAN1MG22114	A Study of Consumer Preferences in Purchase of Two Wheelers	2 Years	Mr. Amol Mutatkar
97	MBA Dual Specialization	Rishav Jiswal	MBAN1MG22115	Impact of GST on the Agriculture Sector in India.	2 Years	Mr. Varun Yadav
98	MBA Dual Specialization	Madhura Agrawal	MBAN1MG22116	Impact of GST on Small-Scale Industry of India	2 Years	Dr. Vinay Gupta
99	MBA Dual Specialization	Alisha Sisodiya	MBAN1MG22117	Job crafting interventions in the education industry	2 Years	Dr. Aditya Ranjan

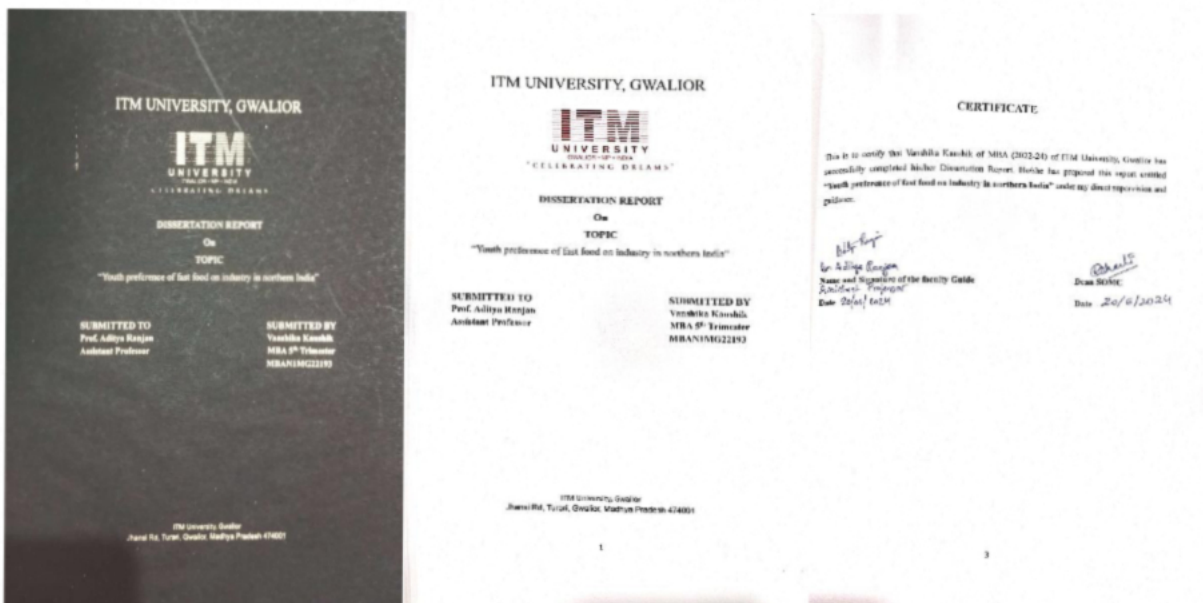
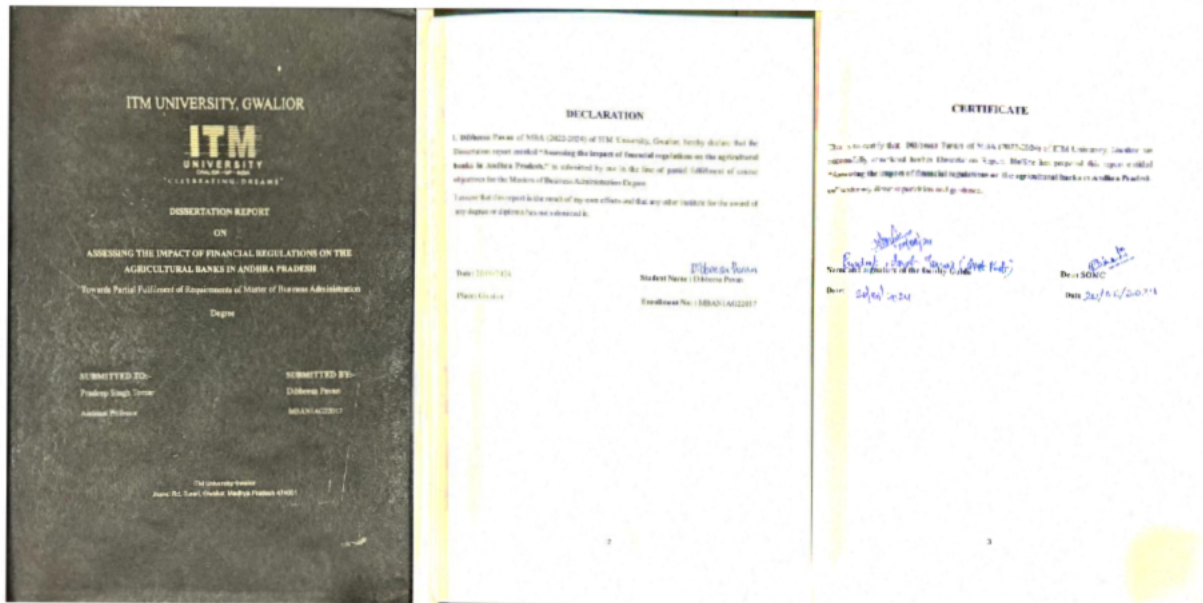
**List of Students for Dissertation along with topics- MBA-V Trimester A.Y.2022-23**

Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Duration	Guide Name
100	MBA Dual Specialization	Mausam Soni	MBAN1MG22118	Study of Factors Influencing Customer Purchase Decision of TATA Hatchback Cars	2 Years	Mr. Amol Mutatkar
101	MBA Dual Specialization	Rohit Yadav	MBAN1MG22119	An Exploratory Study of Customers and Pharmacists Attitude Towards Acceptance of Jan Aushadhi	2 Years	Mr. Amol Mutatkar
102	MBA Dual Specialization	Rishika Shivhare	MBAN1MG22120	Impact of Digital Marketing on Consumer Behavior.	2 Years	Mr. Varun Yadav
103	MBA Dual Specialization	Harshita Agarwal	MBAN1MG22121	Impact of Capital Structure on the profitability of companies in India	2 Years	Dr. Vinay Gupta
104	MBA Dual Specialization	Kshama Sharma	MBAN1MG22123	Analyzing the Role of Leadership in Organizational Change.	2 Years	Mr. Varun Yadav
105	MBA Dual Specialization	Francis Vivek Tirkey	MBAN1MG22124	Study on Sales of Electric Scooter and Customer Perception	2 Years	Mr. Amol Mutatkar
106	MBA Dual Specialization	Shristi Wah	MBAN1MG22125	Impact of Dividend Policy on the profitability of steel industries in India	2 Years	Dr. Vinay Gupta
107	MBA Dual Specialization	Shuchi Sharma	MBAN1MG22126	Impact of ATMs on the customer value.	2 Years	Dr. Shahid Amin
108	MBA Dual Specialization	Shubham Pal	MBAN1MG22127	The Challenges and Opportunities in the Digitalization of Companies in a Post-COVID-19 World	2 Years	Ms. Akansha Sharma
109	MBA Dual Specialization	Sunakshi Chauhan	MBAN1MG22128	Impact of Smart Wearable Devices among College Going Students	2 Years	Mr. Amol Mutatkar
110	MBA Dual Specialization	Disha Bhadouria	MBAN1MG22129	Impact of remote work on employee productivity and well-being	2 Years	Dr. Rakhi Chauhan
111	MBA Dual Specialization	Jitendra Baghel	MBAN1MG22130	Understanding consumer adoption and actual usage of digital payment instruments: comparison between Generation Y and Generation Z	2 Years	Ms. Amya Chauhan

**List of Students for Dissertation along with topics- MBA-V Trimester A.Y.2022-23**

Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Duration	Guide Name
112	MBA Dual Specialization	Ravi Jadon	MBAN1MG22131	Comparison of dividend policy of private and public banks of India	2 Years	Dr. Vinay Gupta
113	MBA Dual Specialization	Ritik Sharma	MBAN1MG22132	THE IMPACT OF Services, Assurance and Efficiency In Customer Satisfaction On Electronic Banking Services Offered by the Banking Sector	2 Years	Ms. Amya Chauhan
114	MBA Dual Specialization	Yash Soni	MBAN1MG22133	Sustainability and Corporate Social Responsibility in Supply Chain Management.	2 Years	Mr. Varun Yadav



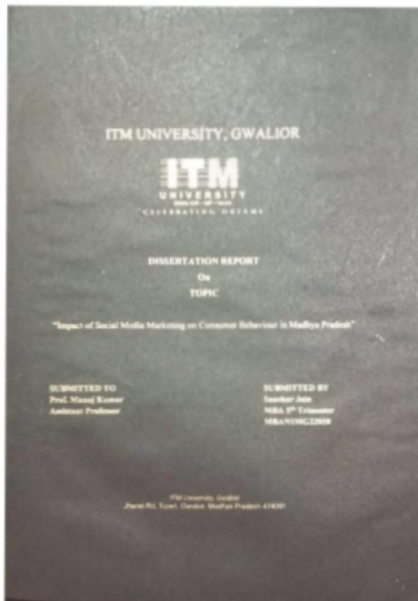


**Fig. Dissertation Files of MBA Students**



UNIVERSITY  
Gwalior • MP • INDIA

"CELEBRATING DREAMS"



ITM UNIVERSITY, GWALIOR

**UNIVERSITY**  
Gwalior • MP • INDIA  
"CELEBRATING DREAMS"

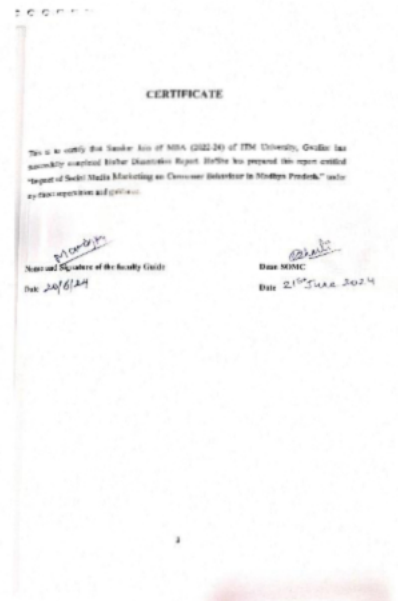
DISSERTATION REPORT  
On  
TOPIC

"Impact of Social Media Marketing on Consumer Behaviour in Multity Products"

SUBMITTED TO  
Prof. Manoj Kumar  
Assistant Professor

SUBMITTED BY  
Sanku Jain  
MBA VI Trimester  
MBANVMG2308

ITM University, Gwalior  
Jhansi Rd, Turari, Gwalior, Madhya Pradesh-474001

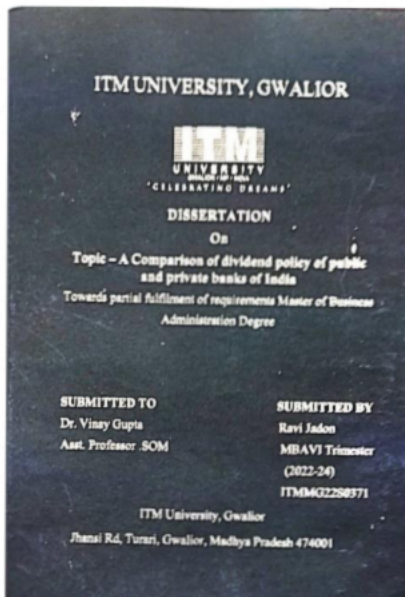


CERTIFICATE

This is to certify that Sanku Jain of MBA (2022-23) of ITM University, Gwalior has successfully completed his/her Dissertation Report. He/she has presented this report entitled "Impact of Social Media Marketing on Consumer Behaviour in Multity Products" under my direct supervision and guidance.

Name and Signature of the Faculty Guide  
Date: 21/06/24

Date: 21/06/24



ITM UNIVERSITY, GWALIOR

**UNIVERSITY**  
Gwalior • MP • INDIA  
"CELEBRATING DREAMS"

DISSERTATION  
On  
Topic - A Comparison of dividend policy of public and private banks of India  
Towards partial fulfillment of requirements Master of Business Administration Degree

SUBMITTED TO  
Dr. Vinay Gupta  
Asst. Professor, SOM

SUBMITTED BY  
Ravi Jadon  
MBA VI Trimester  
(2022-24)  
ITMMG228371

ITM University, Gwalior  
Jhansi Rd, Turari, Gwalior, Madhya Pradesh 474001



CERTIFICATE

This is to certify that Ravi Jadon of MBA (2022-2024) of ITM University, Gwalior has successfully completed his/her dissertation report. He has presented this report entitled "A COMPARISON OF DIVIDEND POLICY OF PUBLIC AND PRIVATE BANKS OF INDIA" under my direct supervision and guidance.

Name and Signature of the Faculty Guide  
Date: 20/06/24

Date: 20/06/24

Fig. Dissertation Files of MBA Students

Bharti  
DEAN  
ITM School Of Management  
Gwalior

REGISTRAR  
ITM UNIVERSITY  
Gwalior (M.P.)



## MBA Summer Internship Programme Report- School of Management, ITM University

The summer internship program for the MBA 202 Batch (III Trimester) students of the School of Management, ITM University, Gwalior, aimed to provide practical exposure to the corporate world, bridging the gap between theoretical learning and real-world application. The internship spanned from May 5, 2023, to June 20, 2023, allowing students to immerse themselves in various organizations across diverse sectors.

### Objective:

The primary objective of the internship program was to enhance students' practical skills, develop professional competencies, and instill workplace ethics and norms. Students were expected to gain valuable experience and insights 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 applicability.
- 2. Development of Practical Skills:** Through hands-on experience, students developed practical skills essential for their chosen fields, including problem-solving, decision-making, and technical competencies.
- 3. Understanding Workplace Norms and Ethics:** Immersion in the workplace environment enabled students to understand and adhere to workplace norms, ethics, and professional conduct.
- 4. Enhancement of Critical Thinking and Communication Skills:** Students enhanced their critical thinking and communication skills by addressing real-world challenges and interacting with colleagues, superiors, and clients.
- 5. Development of Self-Management Skills:** Students learned to manage their time, tasks, and responsibilities effectively, fostering self-management skills crucial for professional success.



## **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 period.
- 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 MBA 2022 Batch (III Trimester) at the School of Management, ITM University, Gwalior, proved to be a valuable experience for participating students. It provided them with practical exposure, enhanced their skills, and prepared them for future careers in their respective fields. Moving forward, it is essential to continue refining and adapting internship programs to align with industry trends and emerging challenges, ensuring students receive the most relevant and impactful training experiences.



**MBA 2023 BATCH (II TRIMESTER)**

S.no	Roll No.	Name	Organization	Faculty Mentor
1	MBAN1MG23001	Abhay Pratap Singh Parmar	Tech Mahindra	Dr. Vandana Bharti
2	MBAN1MG23002	Akash Rajput	Vashundhara Polyfiber Pvt.Ltd	Dr. Vandana Bharti
3	MBAN1MG23003	Aman Rana	Reliance Securities	Dr. Vandana Bharti
4	MBAN1MG23004	Ankit Bhagat	Reliance Smart Money	Mr. Keshav Kansana
5	MBAN1MG23005	Ansh Gupta	ReaderClub	Mr. Keshav Kansana
6	MBAN1MG23006	Arun Yadav	ReaderClub	Mr. Keshav Kansana
7	MBAN1MG23007	Aruna Pal	Fares Daddy	Mr. Keshav Kansana
8	MBAN1MG23008	Ashish Rajput	Reliance Securities	Dr. Shachi Gupta
9	MBAN1MG23009	Chetan Chaturvedi	Arya Ag	Dr. Shachi Gupta
10	MBAN1MG23010	Devraj Verma	Reliance Securities	Dr. Shachi Gupta
11	MBAN1MG23011	Devraj Yadav	ReaderClub	Dr. Shachi Gupta
12	MBAN1MG23012	Divakar Tyagi	Pristyn Care	Dr. Rakhi Chauhan
13	MBAN1MG23013	Fiza Khan	PIIT Services Private Limited	Dr. Rakhi Chauhan
14	MBAN1MG23014	Iqbal Khan	Reliance Securities	Dr. Rakhi Chauhan
15	MBAN1MG23015	Kajol Shivhare	Country Holiday Travel India	Dr. Rakhi Chauhan
16	MBAN1MG23016	Mohit Solanki	Country Holiday Travel India	Mr. Manoj Kumar
17	MBAN1MG23017	Priya Tiwari	FB Business Private Limited	Dr. Lotica Surana
18	MBAN1MG23018	Priyanshi Tiwari	Triedge Solutions	Dr. Lotica Surana
19	MBAN1MG23019	Sakshi Parmar	Tech Mahindra	Dr. Lotica Surana
20	MBAN1MG23020	Saurabh	Triedge Solution	Dr. Lotica Surana
21	MBAN1MG23021	Shaurav Singh Tomar	Reliance Securities	Ms. Shorya Gupta
22	MBAN1MG23022	Shreya Garg	Ken Research	Ms. Shorya Gupta
23	MBAN1MG23023	Shubham Kushwah	A2Z Trading Academy	Ms. Shorya Gupta
24	MBAN1MG23024	Sonam Sharma	Reliance Smart Money	Ms. Shorya Gupta
25	MBAN1MG23025	Sumit Sharma	Reliance Smart Money	Dr. Gaura Chauhan
26	MBAN1MG23026	Tarun Jadhav	Adani Wilmar Ltd	Dr. Gaura Chauhan
27	MBAN1MG23027	Utkarsh Singh Kushwah	A2z Trading Academy	Dr. Gaura Chauhan
28	MBAN1MG23028	Yash Rajput	Reliance Securities	Dr. Gaura Chauhan
29	MBAN1MG23029	Akanksha Upadhyay	Country Holiday Travel India	Ms. Vartika Singh
30	MBAN1MG23030	Ankush Singh	Reliance Industries	Ms. Vartika Singh
31	MBAN1MG23031	Anshika Jain	Poolstack Technologies Ltd.	Ms. Vartika Singh
32	MBAN1MG23032	Deepak Dhakad	Basio Organic	Dr. Gaura Chauhan
33	MBAN1MG23033	Dinesh Thapa	Peershala. HR Department	Ms. Vartika Singh
34	MBAN1MG23034	Girraj Sharma	Country Holiday Travel India	Ms. Ameya Chauhan
35	MBAN1MG23035	Jyoti Rajpoot	Global Placement Hub	Dr. Gaura Chauhan
36	MBAN1MG23036	Kamna Bhadouriya	Greyquest	Ms. Ameya Chauhan



UNIVERSITY  
GWALIOR • MP • INDIA

"CELEBRATING DREAMS"

MBA 2023 BATCH (II TRIMESTER)				
S.no	Roll No.	Name	Organization	Faculty Mentor
37	MBAN1MG23037	Muskan Sharma	Country Holiday Travel India	Ms. Ameya Chauhan
38	MBAN1MG23038	Sakshi Bhagat	Tech Mahindra	Ms. Ameya Chauhan
39	MBAN1MG23039	Shubham Rajput	Cincooni Systems	Ms. Akansha Sharma
40	MBAN1MG23040	Sourav Sharma	Reliance Securities	Ms. Akansha Sharma
41	MBAN1MG23041	Suniyojita Verma	JK Tyre	Ms. Akansha Sharma
42	MBAN1MG23042	Surabhi Chauhan	Reliance Securities	Ms. Akansha Sharma
43	MBAN1MG23043	Vanshika Kashyap	UAS International	Dr. Rambabu Shridhar
44	MBAN1MG23044	Nitin Pal	UAS International	Dr. Rambabu Shridhar
45	MBAN1MG23045	Adarsh Agrawal	Country Holiday Travel India	Dr. Rambabu Shridhar
46	MBAN1MG23046	Ajay Dubey	Country Holiday Travel India	Dr. Rambabu Shridhar
47	MBAN1MG23047	Amit Singh	Reliance Securities	Mr. Ambar Agarwal
48	MBAN1MG23048	Aparna Tomar	CJ Darcl	Mr. Ambar Agarwal
49	MBAN1MG23049	Arpit Goyal	Reliance Smart Money	Mr. Ambar Agarwal
50	MBAN1MG23050	Gaurav Kushwah	Country Holiday Travel India	Mr. Ambar Agarwal
51	MBAN1MG23051	Harsh Kushwah	AdRyter Advertising	Dr. Sushil Laddu
52	MBAN1MG23052	Namrata Rajpoot	Erekrut HR Solution Pvt Ltd	Dr. Sushil Laddu
53	MBAN1MG23053	Nikita Sharma	Reliance JIO	Dr. Sushil Laddu
54	MBAN1MG23054	Rahul Valecha	ReaderClub	Dr. Sushil Laddu
55	MBAN1MG23055	Satyam Rajput	Reliance Securities	Mr. Pradeep Singh Tomar
56	MBAN1MG23056	Shruti Agarwal	UAS International	Mr. Pradeep Singh Tomar
57	MBAN1MG23057	Supriya Tirkey	ReaderClub	Mr. Pradeep Singh Tomar
58	MBAN1MG23058	Vivek Singh Parihar	JK Tyre	Mr. Pradeep Singh Tomar
59	MBAN1MG23059	Yash Sharma	Country Holiday Travel India	Dr. Intekab Khan
60	MBAN1MG23060	Yuvraj Singh Chauhan	Country Holiday Travel India	Dr. Intekab Khan
61	MBAN1MG23061	Aditi Kulshrestha	State Bank of India	Mr. Mr. Nitesh Dubey
62	MBAN1MG23062	Ashwini Sharma	HHL Employment	Mr. Mr. Nitesh Dubey
63	MBAN1MG23063	Astha Yadav	Country Holiday Travel India	Mr. Mr. Nitesh Dubey
64	MBAN1MG23064	Fareen Jaffri	Country Holiday Travel India	Mr. Mr. Nitesh Dubey
65	MBAN1MG23065	Manoj Gurjar	ReaderClub	Mr. Rishab Adiraj
66	MBAN1MG23066	Manvi Chauhan	Enaunique Pvt Ltd	Mr. Rishab Adiraj
67	MBAN1MG23067	Mayank Bhoite	Country Holiday Travel India	Dr. Intekab Khan
68	MBAN1MG23068	Naina Batra	JK Tyre	Mr. Rishab Adiraj
69	MBAN1MG23069	Nandkishor	Jamna Auto Industries Limited	Mr. Rishab Adiraj
70	MBAN1MG23070	Pratishtha Shalya	JK Tyre	Mrs. Shalini Jain
71	MBAN1MG23071	Satbir Singh Tomar	Reliance Securities	Dr. Intekab Khan
72	MBAN1MG23072	Satish Kumar Baghel	UAS International	Mrs. Shalini Jain



MBA 2023 BATCH (II TRIMESTER)				
S.no	Roll No.	Name	Organization	Faculty Mentor
73	MBAN1MG23073	Sourav Yadav	Reliance Smart Money	Mrs. Shalini Jain
74	MBAN1MG23074	Yash Mehta	ReaderClub	Mrs. Shalini Jain
75	MBAN1MG23075	Ashu Rawat	Country Holiday Travel India	Dr. Aditya Ranjan
76	MBAN1MG23076	Prashant Singh Chauhan	Country Holiday Travel India	Dr. Aditya Ranjan
77	MBAN1MG23078	Sneha Jain	Mondelez India Foods Pvt. Ltd.	Dr. Aditya Ranjan
78	MBAN1MG23079	Soniya Nayak	UAS International	Dr. Aditya Ranjan
79	MBAN1MG23080	Vikash Kumar Mishra	Reliance Smart Money	Dr. Aditya Tripathi
80	MBAN1MG23083	Abhishek Sharma	Montage Enterprise	Dr. Aditya Tripathi
81	MBAN1MG23084	Aman	Erekrut HR Solution Pvt Ltd	Dr. Aditya Tripathi
82	MBAN1MG23085	Anushka Bajpai	HHL employment	Dr. Aditya Tripathi
83	MBAN1MG23086	Darshini Dantre	IT Maverick	Mr. Abhishek Shrivastav
84	MBAN1MG23087	Dev Arora	Zomato	Mr. Abhishek Shrivastav
85	MBAN1MG23088	Divakar Gupta	Country Holiday Travel India	Mr. Abhishek Shrivastav
86	MBAN1MG23089	Harsh Bhargava	Talent Corner	Mr. Abhishek Shrivastav
87	MBAN1MG23090	Jyoti Dhakar	State Bank of India	Dr. Vinay Gupta
88	MBAN1MG23091	Prashant Singh	Reliance Smart Money	Dr. Vinay Gupta
89	MBAN1MG23092	Prateek Singh Kushwah	ReaderClub	Dr. Vinay Gupta
90	MBAN1MG23093	Pushpraj Pal	Mondelez International	Dr. Vinay Gupta
91	MBAN1MG23094	Rachana Rathore	UAS International	Dr. Shahid Amin
92	MBAN1MG23096	Roshni Sharma	Reliance Securities	Dr. Shahid Amin
93	MBAN1MG23097	Sameer Khan	Reliance Securities	Dr. Shahid Amin
94	MBAN1MG23098	Satyam Gupta	Country Holiday Travel India	Dr. Shahid Amin
95	MBAN1MG23099	Shivani Rathor	Country Holiday Travel India	Dr. Vandana Bharti
96	MBAN1MG23100	Shubham Sharma	JBM Mangharam.Food Pvt.Ltd	Dr. Vandana Bharti
97	MBAN1MG23101	Shubhi Gupta	Yugen Infra	Dr. Vandana Bharti
98	MBAN1MG23102	Sumit Korku	ReaderClub	Dr. Vandana Bharti
99	MBAN1MG23103	Vansraj Pal	Reliance Smart Money	Mr. Keshav Kansana
100	MBAN1MG23104	Vinayak Singh	Shidhi Vinayak Enterprises	Mr. Keshav Kansana
101	MBAN1MG23105	Dakshita Sharma	Gomechanic	Mr. Keshav Kansana
102	MBAN1MG23107	Md Rehan	Reliance Securities	Mr. Keshav Kansana
103	MBAN1MG23108	Omkar Singh Jadon	Reliance Smart Money	Dr. Shachi Gupta
104	MBAN1MG23109	Pranjal Gupta	UAS International	Dr. Shachi Gupta
105	MBAN1MG23110	Vishal Bhargava	ReaderClub	Dr. Shachi Gupta
106	MBAN1MG23111	Aditya Raj Mishra	Basio Organics	Dr. Shachi Gupta
107	MBAN1MG23112	Ana Querehi	Aanam Sutras	Dr. Rakhi Chauhan
108	MBAN1MG23113	Sanket Agrawal	Reliance Smart Money	Dr. Rakhi Chauhan



UNIVERSITY  
GWALIOR • MP • INDIA

"CELEBRATING DREAMS"

MBA 2023 BATCH (II TRIMESTER)				
S.no	Roll No.	Name	Organization	Faculty Mentor
109	MBAN1MG23115	Bhavna Rao	Appistoki Group	Dr. Gaura Chauhan
110	MBAN1MG23116	Harsh Shrivastav	Cincooni Systems	Dr. Rakhi Chauhan
111	MBAN1MG23117	Shivam Jha	Cincooni Systems	Dr. Rakhi Chauhan
112	MBAN1MG23118	Deepak Sharma	Cincooni Systems	Dr. Gaura Chauhan
113	MBAN1MG23119	Kartik Singh Bhadouriya	Talent Corner Hr Services	Dr. Lotica Surana
114	MBAN1MG23120	Nimisha Gupta	Aryadhan Financial Solutions	Dr. Lotica Surana
115	MBAN1MG23121	Aman Saxena	Seasonings India	Ms. Vartika Singh
116	MBAN1MG23122	Ashish Sharma	UAS International	Mr. Manoj Kumar
117	MBAN1MG23123	Preeti Bhagel	Vikram Woolens	Dr. Lotica Surana
118	MBAN1MG23124	Aashi Shrivastava	Basio Organics	Ms. Vartika Singh
119	MBAN1MG23125	Vikas Gupta	Basio Organics	Ms. Vartika Singh
120	MBAN1MG23126	Swapnil Gupta	Tech Mahindra	Dr. Lotica Surana
121	MBAN1MG23127	Ritik Singh	UAS International	Ms. Vartika Singh
122	MBAN1MG23128	Anushika Saxena	UAS International	Ms. Ameya Chauhan
123	MBAN1MG23129	Shashank Bhadoriya	UAS International	Ms. Ameya Chauhan
124	MBAN1MG23130	Chitransh Ratnaparkhe	Reliance Securities	Ms. Ameya Chauhan
125	MBAN1MG23131	Anurag Gupta	ITM Hospital	Ms. Ameya Chauhan
126	MBAN1MG23132	Abhay Pratap Singh	UAS International	Ms. Akansha Sharma
127	MBAN1MG23133	Anurag Gupta	Talent Corner	Ms. Shorya Gupta
128	MBAN1MG23134	Prabhanshu Dixit	Stockology Securities Pvt. Ltd.	Ms. Shorya Gupta
129	MBAN1MG23135	Aashi Khan	SoftPath Consulting	Ms. Shorya Gupta
130	MBAN1MG23136	Tamanna Agarwal	<a href="http://Arya.ag">Arya.ag</a>	Ms. Akansha Sharma
131	MBAN1MG23138	Veebal Singh Dadoriya	Yugen Infra	Ms. Akansha Sharma
132	MBAN1MG23139	Yash Bansal	Ageas Federal	Ms. Akansha Sharma
133	MBAN1MG23141	Megha Jha	Tech Mahindra	Dr. Rambabu Shridhar
134	MBAN1MG23143	Yogita Jat	Basio Organics	Dr. Rambabu Shridhar
135	MBAN1MG23144	Yagya Bansal	Baiso Organics	Dr. Rambabu Shridhar
136	MBAN1MG23145	Vikash Singh Chauhan	Tech Mahindra	Dr. Rambabu Shridhar
137	MBAN1MG23147	Kanak Khasgiwale	Trading Academy	Mr. Ambar Agarwal
138	MBAN1MG23149	Arman Khan	UAS International	Mr. Ambar Agarwal
139	MBAN1MG23150	Ashish Singh Rajawat	Reliance Smart Money	Mr. Ambar Agarwal
140	MBAN1MG23151	Gaurav Raje	ReaderClub	Mr. Ambar Agarwal
141	MBAN1MG23152	Shivani Kirar	Global Placement Hub	Dr. Sushil Laddu
142	MBAN1MG23153	Trapti Rana	Tech Mahindra	Dr. Sushil Laddu
143	MBAN1MG23154	Deepesh Singh Chauhan	ReaderClub	Dr. Sushil Laddu
144	MBAN1MG23156	Harshita Shakya	UAS International	Dr. Gaura Chauhan



MBA 2023 BATCH (II TRIMESTER)				
S.no	Roll No.	Name	Organization	Faculty Mentor
146	MBAN1MG23158	Ankit Sharma	BB advisory	Mr. Pradeep Singh Tomar
147	MBAN1MG23159	Abhishek Vyas	Seasonings India	Mr. Pradeep Singh Tomar
148	MBAN1MG23160	Deepak Kushwah	Global Placement Hub	Mr. Pradeep Singh Tomar
149	MBAN1MG23161	Kancha Raje Parmar	UAS International	Dr. Intekab Khan
150	MBAN1MG23162	Astha Gubrele	UAS International	Dr. Intekab Khan
151	MBAN1MG23163	Rahul Shrivastava	Fitelo	Dr. Intekab Khan
152	MBAN1MG23164	Suryansh Singh	Country Holiday Travel India	Dr. Intekab Khan
153	MBAN1MG23165	Jatin Savita	Country Holiday Travel India	Mr. Manoj Kumar
154	MBAN1MG23166	Jeetu Kushwah	Country Holiday Travel India	Mr. Manoj Kumar
155	MBAN1MG23167	Nilesh Narayani	Reliance Securities	Mr. Manoj Kumar
156	MBAN1MG23168	Srajan Sharma	ReaderClub	Mr. Manoj Kumar
157	MBAN1MG23169	Deepak Singh	ReaderClub	Mr. Mr. Nitesh Dubey
158	MBAN1MG23170	Priyanka Singh Gurjar	Tech Mahindra	Mr. Mr. Nitesh Dubey
159	MBAN1MG23171	Sourav Singh Kushwah	Tech Mahindra	Mr. Mr. Nitesh Dubey
160	MBAN1MG23172	Dev Gupta	UAS International	Mr. Mr. Nitesh Dubey
161	MBAN1MG23173	Gaurav Shrivastava	Reliance Smart Money	Mr. Rishab Adiraj
162	MBAN1MG23174	Harsh Gupta	Reliance Smart Money	Mr. Rishab Adiraj
163	MBAN1MG23175	Kumud Sharma	Reliance Smart Money	Mr. Rishab Adiraj
164	MBAN1MG23176	Pradhi Bansal	Home First Finance Company	Mr. Rishab Adiraj
165	MBAN1MG23177	Shivam Tomar	UAS International	Mrs. Shalini Jain
166	MBAN1MG23178	Sourabh Sahu	Country Holiday Travel India	Mrs. Shalini Jain
167	MBAN1MG23179	Luv Gupta	ReaderClub	Mrs. Shalini Jain
168	MBAN1MG23180	Nikhil Chauhan	UAS International	Mrs. Shalini Jain
169	MBAN1MG23181	Rajesh Rathore	Basio organics	Dr. Aditya Ranjan
170	MBAN1MG23183	Rishabh Mittal	UAS International	Dr. Aditya Ranjan
171	MBAN1MG23184	Manshi Singh	Corwhite Solutions Pvt. Ltd.	Dr. Aditya Ranjan
172	MBAN1MG23185	Rishi Dalvi	Talent Corner Pvt. Ltd.	Dr. Aditya Ranjan
173	MBAN1MG23186	Ashutosh Pathak	Reliance Securities	Dr. Aditya Tripathi
174	MBAN1MG23187	Parag Mishra	Country Holiday Travel India	Dr. Aditya Tripathi
175	MBAN1MG23188	Kartik Baghel	ReaderClub	Dr. Aditya Tripathi
176	MBAN1MG23189	Akash Baghel	Ageas Federal Bank	Dr. Aditya Tripathi
177	MBAN1MG23190	Manish Rawat	Aashman Foundation	Mr. Abhishek Shrivastav
178	MBAN1MG23191	Sonali Raikwar	Country Holiday Travel	Mr. Abhishek Shrivastav
179	MBAN1MG23192	Animesh Gaikwad	Softpath Consulting	Mr. Abhishek Shrivastav
180	MBAN1MG23193	Shubham Yadav	UAS International	Mr. Abhishek Shrivastav
181	MBAN1MG23194	Shubham Yadav	Reliance Smart Money	Dr. Vinay Gupta
182	MBAN1MG23195	Aman Diwedi	UAS International	Dr. Vinay Gupta

MBA 2023 BATCH (II TRIMESTER)				
S.no	Roll No.	Name	Organization	Faculty Mentor
183	MBAN1MG23196	Aman Diwedi	Hotel Clark's Shiraz	Dr. Vinay Gupta
184	MBAN1MG23197	Dhruv Gupta	Basio Organics	Dr. Vinay Gupta
185	MBAN1MG23198	Megha Gaur	Reliance Securities	Dr. Shahid Amin
186	MBAN1MG23199	Samkshika Sahu	UAS International	Dr. Shahid Amin
187	MBAN1MG23200	Mukul Jain	ReaderClub	Dr. Shahid Amin
188	MBAN1MG23201	Neha Sharma	ReaderClub	Dr. Shahid Amin
189	MBAN1MG23202	Shridhar Suri	Zomato	Dr. Aditya Triphati
190	MBAN1MG23204	Paras Gaur	Country Holiday Travel India	Ms. Akansha Sharma
191	MBAN1MG23205	Abhshek Parihar	ReaderClub	Mr. Ambar Agarwal
192	MBAN1MG23206	Ayush Shakya	Country Holiday Travel India	Ms. Ameya Chauhan
193	MBAN1MG23207	Meer Batham	Prem Motors Pvt Ltd	Mr. Manoj Kumar
194	MBAN1MG23206	Muskan Gupta	UAS International	Mr. Abhishek Shrivastav
195	MBAN1MG23208	Prabhanshu Kujur	Country Holiday Travel India	Dr. Rakhi Chauhan
196	MBAN1MG23209	Sanjeev Savita	ReaderClub	Dr. Lotica Surana
197	MBAN1MG23210	Anuja Khasgiwale	ReaderClub	Dr. Gaura Chauhan
198	MBAN1MG23211	Vivek Kumar Dhakar	NJ Groups	Ms. Vartika Singh
199	MBAN1MG23212	Mohit Kukreja	<a href="http://Arya.ag">Arya.ag</a>	Ms. Akansha Sharma
200	MBAN1MG23213	Sachin Sharma	UAS International	Ms. Shorya Gupta
201	MBAN1MG23214	Shefali Sharma	Reliance Smart Money	Mr. Manoj Kumar





UNIVERSITY  
GWALIOR • MP • INDIA

"CELEBRATING DREAMS"



zomato

08<sup>th</sup> May, 2024

May 16, 2024

Hema Sal Panchakarla  
ITM, University,  
Gwalior

Dr Parv Geet

Welcome to Zomato ("Company")

Dear Hema,

Subject: Summer Internship Offer

We are excited to offer you an internship in the **City Accounts team** at our **Agri office** from **May 20, 2024 to July 19, 2024** ("Duration").

Principal terms of your internship with the Company are given under this Internship Agreement ("Agreement") as follows:

With reference to the interview and subsequent discussions, we are pleased to offer you Summer Internship in our organization from 15<sup>th</sup> May, 2024 to 14<sup>th</sup> July, 2024.

Your project title will be "Implementation of Sales and Marketing activities to generate demand for Research Paddy: Chetana, Padma by promoting in progressive villages of Parsikal (Telangana)."

a) **Stipend:** Your stipend will be **INR 20,000** per month, subject to tax and statutory deductions at source, as applicable and are paid monthly, on the last day of the month. It is clarified that the Company reserves the right to deduct all permissible taxes as per applicable laws from your compensation. Further, you hereby authorize the Company to deduct any amounts from your compensation, which are owed by you to the Company, including any employment, loans or advances outstanding at your exit. Professional tax is levied on location and will be deducted from your stipend on a monthly basis. Any statutory deductions (PF/PFESI/ESI) will be deducted from the stipend.

Your reporting HQ will be Parsikal.

b) You will be entitled to apply for one leave per month as per the Company's leave policy for interns and will be entitled to holidays as per the holiday calendar of the Company.

With best wishes,

For Savannah Seeds Pvt Ltd.,

c) This internship involves fieldwork, and throughout its duration, you will be required to actively participate in field activities.

d) During your internship, you may be expected to travel or work out of an alternate city where Zomato has its presence.

e) You shall undertake to read and remain in compliance with the internal policies of the Company throughout the duration of your internship.

f) During the course of your internship, you shall not engage in activities that would be unbecoming of your capacity as a representative of Zomato and you shall not act in any manner that would conflict with the interests of Zomato.

g) **Medical Insurance:** You shall be entitled to medical insurance coverage in accordance with the Company policies that may be implemented from time to time.

Smita Mehrotra  
HR Business Partner

h) **Confidentiality:** You undertake to perform your internship with trust and confidence. During your internship you will have access to privileged, confidential and price sensitive information about the Company. You agree that you shall not disclose any such information, directly or indirectly, to any person or entity outside the Company under any circumstances without the prior written approval of your respective reporting team manager. In the event of breach of confidentiality, the Company reserves the right to take appropriate action in accordance with its policies and applicable law.

i) **Termination:** Your internship with the Company may be terminated at any time by the Company by communicating the same to you, in writing in accordance with applicable Company policies. Notwithstanding anything to the contrary herein, the Company can terminate your internship immediately, without pay if you are

Registered & Corporate Office  
Savannah Seeds Pvt. Ltd., 10<sup>th</sup> Floor, Sector 4, DDA Flt. Digital Green, Gurgaon, Haryana, India. Phone: +91 122 4000000  
Gwalior office: 10<sup>th</sup> Floor, Sector 4, DDA Flt. Digital Green, Gwalior, India. Phone: +91 522 2222222

ZOMATO LIMITED  
Registered Address: Ground Floor 12A, 91 Meghdoot, Nehru Place, New Delhi - 110019, Delhi, India.  
CIN: L50100DL2010PLC199111, Telephone Number: 011-40592373



Date: 16-05-2024

To,  
Divya Tyagi

Subject: Letter of offer for the post of Core Coordinator Associate

Dear Divya Tyagi,

We are pleased to offer you the position of **Core Coordinator Associate** at our **Gurgaon** location. The terms of appointment are as follows:

- We would appreciate it if you start date were no later than **21-05-2024, at 10:00 A.M.** Please return the duplicate copy of this letter duly signed in return of your having accepted this employment offer. We will then proceed to create a formal appointment letter at the time of joining, which reflects our **three-month** probation period and other details and will appreciate this offer letter.
- Your Annual CTC comprises of **Rs. 450000 (Four Lakh Fifty Thousand Indian Rupees Only)**, inclusive of the annual variable of **Rs. 150000** which will be subject to your performance.
- You will be paid your salary and allowances stated in annexure monthly after giving effect to withholding(s) as required by law. Any Income Tax applicable on your compensation or any other payment made by the Company in respect of taxes will be borne by you and no amount by law, will be deducted at source.
- Your leaves of work will be as per the Company policy and requirement of the project you are working on.
- This position is offered subject to satisfactory reference and pre-employment checks by third party - **Practo/Physio Care** and completion of a **three-month** probation period during which your performance will be reviewed.
- You shall always be subject to the overall policy of the Company and agree to be bound by the same. It is your responsibility to ask the HR team to provide you with all the policies of the Company and you should abide by all such policies.
- All information, data and documents owned by the Company with you are the intellectual property of the Company and you will always maintain the confidentiality of all the information, data and documents shared with you, including this offer letter. You are not authorized to share any information about the Company, or its clients, or its operations whatsoever with any third party without your written consent.
- Non-Solicitation and Non-Hire of Company Employees:** You agree that during the term of your employment and a further period of 12 (twelve) calendar months after separation from the Company, for whatever reasons, you shall not either directly or indirectly solicit or entice away or endeavor to solicit or to induce away or assist any other person to solicit or hire or entice away from the Company, any Company employee.
- Confidentiality and Non-Compete and Non-Solicitation:** You agree not to share your salary or any company details along with not joining any competitor as an employee or contractor or assist any employee from the company to join a competing company.
- Transfer & Relocation:** You will be liable to transfer in such capacity as the company may from time to time determine to any other location, department, establishment, factory or branch of the company or its affiliate, associate, or subsidiary companies. In such case, you will be governed by the terms and conditions of service applicable to the new assignment.

We welcome you to the Pristyn Care family.

Request you to kindly accept the contents of this letter and return to us a copy of the letter for our records purposes. Yours sincerely,

For **GVF Advanced Care Private Limited**

Accepted

(**Vice President - Human Resources**)  
(Sign On)

Divya Tyagi

GVF Advanced Care Private Limited  
Capital Cityscape, 3rd Floor, Sector 46, Golf Course Extension Road, Gurgaon - 122008  
info@pristyncare.com www.pristyncare.com CIN: U85200HR2019PTC075460

संदर्भ सं. राब/टीयर/प्र.का./एस.भाईएस-/MAN 553/2024-25		Date: 06/05/2024
Name of the Candidate:	Suchita Vishwakarma	
Name of college/University	ITM University, Gwalior	
महोदय,		
<b>नाबार्ड स्टूडेंट इंटर्नशिप योजना (एसआईएस) 2024-25 के लिए बयान</b>	<b>Selection for NABARD Student Internship Scheme (SIS) 2024-25</b>	
हम सार्ध सभित करते हैं कि आपको उत्तीर्ण श्रेणी कागज़ों में नाबार्ड स्टूडेंट इंटर्नशिप योजना (एसआईएस) 2024-25 के लिए चुना गया है, मोटे तौर पर परिचय के नियम एवं शर्तें निम्नानुसार हैं:	We are pleased to inform that you have been selected for NABARD Student Internship Scheme (SIS) 2024-25 for the Chhattisgarh Regional Office. The broad terms and conditions of the internship are given below:	
2. आप सभी मूल दस्तावेजों के साथ योजना से संबंधित औपचारिकताएं पूरी करने के लिए <b>दिनांक 15<sup>th</sup> मई 2024 को दोपहर 12:00 बजे</b> , आर्थिक विस्तार और अनुसंधान विभाग, दूसरा तल, नाबार्ड उत्तीर्ण श्रेणी कागज़ों, सेंट्रल पार्क के सामने सेक्टर 24, 492018 में रिपोर्ट करें।	2. You need to report to Department of Economic Analysis and Research, 2 <sup>nd</sup> Floor, NABARD Chhattisgarh regional Office, Opposite Central Park, sector 24, 492018, at <b>12:00 Noon on 15<sup>th</sup> May 2024</b> with all the original documents to complete the formalities related to the Scheme.	
3. यदि आप रिपोर्टिंग तिथि को बदलना चाहते हैं तो ऑफिस लेटर को पोस्टल पर सिकार कर हमें नयी तिथि मेल के द्वारा <a href="mailto:dear.chhattisgarh@nabard.org">dear.chhattisgarh@nabard.org</a> पर सूचित करें एवं साथ में Bonafide Certificate की एक प्रति भी सलग करें।	3. If you want to change the date of reporting then you have to accept the offer letter and thereafter send an email to <a href="mailto:dear.chhattisgarh@nabard.org">dear.chhattisgarh@nabard.org</a> mentioning confirm date of reporting enclosing a copy of the Bonafide Certificate.	
4. यह योजना आपके रिपोर्ट करने की तिथि से 31 अगस्त 2024 के दौरान कार्यभार की जानी है जिसकी न्यूनतम अवधि 8 सप्ताह और अधिकतम अवधि 12 सप्ताह होगी।	4. The Scheme will be implemented from your reporting date with a minimum of 8 weeks and a maximum of 12 weeks up to 31 <sup>st</sup> August 2024.	
5. साक्षात्कार में आपके आकलन एवं रुचि को ध्यान में रखते हुए अध्ययन के लिए विषय के संबंध में निर्णय लिया जाएगा।	5. The topic of the study will be decided keeping in mind your inclination, assessment during the interview and requirement of NABARD.	
6. आपको अपने मॉटर के साथ नियमित आधार पर अद्ययन से संबंधित संवाद अनिवार्य है।	6. It is imperative that you have regular interactions with your mentor on your study.	
7. आपको यह अपेक्षित है कि वह फील्ड सार पर डाटा एकत्रित करने के लिए प्रभावी दिग्दर्शक करें और उसे अपने मॉटर	7. You will be required to design the synoptic outline, questionnaire for collecting data from the field and get	

## Fig. Offer Letters of the MBA Students Pursuing Summer Internship

REGISTRAR  
ITM UNIVERSITY  
Gwalior (M.P.)



UNIVERSITY  
Gwalior • MP • INDIA

"CELEBRATING DREAMS"

TECH  
mahindra

Tech Mahindra Limited  
P. No. 50/50/1, W.P. Road,  
G.P. - 215 301  
Tel: +91 12 0432 8000  
+91 12 0432 1021  
Fax: +91 12 0432 1000  
techmahindra.com  
Registered Office:  
Gateway Building, Apollo Bunder  
Mumbai-400 001, India

Your Search Ends With Our  
Research

Ken Research Private Limited  
16, Tower B3, Sector 1 Tech Business Park,  
Sohna Road, Gurugram, Haryana,  
Pin code: 122001, India  
Website: [www.kenresearch.com](http://www.kenresearch.com)

22<sup>nd</sup> May 2024

Shriya Garg  
Jadhav Mahal Khajuri Bazar  
Gang Cloth Store Lachkar  
Gird Gwalior MP - 470001

Letter of Internship

REF: Internship/Trp@kma

Date: 17 May 24

**INTERNSHIP AGREEMENT**

This Agreement dated 17-May-24 is made between Tech Mahindra Limited, (the "Company"), having its office at Gateway Building, Apollo Bunder Mumbai 400001, India and Mrs Trupti Rana residing at Gram Rajat Near Gwalior po murar diat Gwalior Madhya Pradesh 474006 Gwalior Madhya Pradesh 474006 (the "Intern") (jointly referred to as the "Party" and collectively referred to as the "Parties").

The offer of an Internship is based on the information/documents provided by the intern and by accepting the internship agreement, the intern specifically authorizes the Company or any external agency through the Company to verify his/her educational qualifications, service antecedents, his/her conduct and any other background checks prior to commencement of work under this Agreement or thereafter. The intern shall extend his/her co-operation (if asked for) during such verification without any protest or demur.

The Company and the intern agree that the primary beneficiary of this Agreement will be the intern, who will receive training similar to that otherwise provided in an educational environment, including clinical and other hands-on training provided by educational institutions.

NOW, THEREFORE, in consideration of the mutual covenants as set forth herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. **TERM:**
  - (a) The terms of the Agreement shall be for a period of 60 days commencing on 17 May 24 and continuing, subject to the remaining terms of this Agreement, until it terminates on 16 Jul-24 without the need for notice. Intern and Company agree that this period is designed to coordinate with intern's academic calendar, and be one in which the intern can obtain the most significant and beneficial learning.
  - (b) This is solely an internship agreement, and shall not be treated as an employment. Intern understands and agrees that there is no expectation of employment at the conclusion or at the result of the internship.
2. **HOURS AND PLACE OF WORK:**
  - (a) The intern is expected to be present to accept assignments during normal hours of 8.5 hours Mondays to Fridays inclusive, with a lunch break of one hour.
  - (b) The intern's workplace shall be based at the Company's location at Noida.
  - (c) Unless otherwise authorized in writing by the Company, the intern is not expected or permitted to work more than 42 hours in any workweek.

Rise for a more equal world      Rise to be future-ready      Rise to create value

Dear Shriya Garg,  
Congratulations! We are very excited to have you on board!

This is in reference to your application and subsequent interviews with us, we are pleased to offer you the position of Digital Marketing intern.

- Terms of Internship:**
- Position: Intern
  - Department: Digital Marketing
  - Stipend: 15000 per month
  - Training Duration: 3<sup>rd</sup> June'24 to 3<sup>rd</sup> Dec'24
  - Work Location: Gurugram

As a part of your onboarding process, you are required to submit the following within 24 hours of receiving this offer letter.

1. Class 10th Mark Sheet & Certificate
2. Class 12th Mark Sheet & Certificate
3. Graduation Mark Sheet & Degree
4. Other Degree/ Courses (if any)
5. PAN Card
6. ID Proof
7. Address Card
8. Address Proof
9. Passport Size Photograph

We would like to highlight that based on your performance during the internship, you may be offered a permanent role. We believe that your dedication and contributions during this period will pave the way for a rewarding and fulfilling career with us.

Once again, welcome to Ken Research Pvt. Ltd. We look forward to your onboarding and to the valuable contributions you will make to our team.

Yours Faithfully,

I accept the above terms and condition

Apurva  
Gulati  
Authorized Signatory

Employee Signature

Registered office: 66, Juma Aptt, Sector 9, Rohini, New Delhi - 110085

Fig. Offer Letters of the MBA Students Pursuing Summer Internship



## BBA Summer Internship Programme Report- School of Management, ITM University

The School of Management at ITM University organized a comprehensive Summer Internship Programme for BBA IV Semester students from June 01 to July 10, 2024. This initiative aimed to bridge the gap between academic learning and practical industry experience. The internship was designed to provide students with hands-on exposure to the corporate world, enabling them to apply their theoretical knowledge to real-world business challenges, thereby enhancing their professional competencies and preparing them for successful careers.

### Objectives of the Internship Programme

The primary objectives of the Summer Internship Programme for BBA students were:

- **Practical Corporate Exposure:** To immerse students in a professional environment where they can experience corporate culture and dynamics firsthand.
- **Application of Academic Knowledge:** To enable students to apply theoretical concepts learned in the classroom to real-world business scenarios.
- **Skill Enhancement:** To develop essential professional skills such as communication, problem-solving, and teamwork.
- **Industry-Specific Expertise:** To provide students with a deep understanding of the workings of various industries and sectors.
- **Career Development:** To assist students in gaining insights into potential career paths and industry roles.

### Internship Process

The internship process for the BBA IV Semester students was meticulously organized to ensure meaningful and impactful industry exposure. Here's an outline of the internship process:

### Roles and Responsibilities

Interns were assigned roles that aligned with their academic specializations and career aspirations. The roles varied from market research analysts, financial analysts, human resources assistants, and operations coordinators to business development executives. Key responsibilities included:

- Conducting market research and analysis.
- Assisting in financial planning and analysis.
- Supporting HR activities such as recruitment, training, and employee engagement.
- Managing and improving operational processes.
- Developing business strategies and contributing to project management.

### Key Projects and Assignments

Interns worked on several significant projects and assignments that allowed them to apply their classroom knowledge effectively. Notable projects included:

- **Market Analysis and Strategy Development:** Students conducted in-depth market research for new product launches and developed comprehensive market entry strategies.
- **Financial Modelling and Analysis:** Interns participated in financial data analysis, forecasting, and developing financial models for budgeting and investment planning.
- **HR Policy Review and Implementation:** Students evaluated and implemented HR policies and contributed to employee training programs.
- **Operational Efficiency Improvement:** Interns identified areas for operational improvements and developed strategies to enhance efficiency and reduce costs.

### Learning Outcomes

The internship program yielded significant learning outcomes for the students:

- **Practical Application of Theoretical Knowledge:** Students successfully applied their academic learning to real business challenges, deepening their understanding of complex concepts.
- **Enhanced Professional Skills:** The internship fostered the development of critical skills such as analytical thinking, problem-solving, communication, and teamwork.
- **Industry-Specific Knowledge:** Students gained valuable insights into the operations of various industries, understanding market trends, regulatory environments, and competitive landscapes.
- **Networking Opportunities:** Interns built professional networks by interacting with industry experts, mentors, and peers, which could benefit their future career prospects.

The Summer Internship Programme for BBA IV Semester students was a significant success, providing invaluable practical experience and professional development opportunities. The program effectively aligned with the academic objectives of the School of Management, ITM University, and greatly contributed to the student's career readiness. The insights and skills gained during the internship will be a strong foundation for their future careers in the dynamic business world.





**INTERNSHIP - OFFER LETTER**

Date: - 27/05/2024

Date: 04 June 24

Dear Aditya,

Congratulations!

We would like to confirm that your application for Internship has been accepted. We are excited to welcome you to the Finart Family & are confident that you will be able to significantly contribute to the organization success.

During the internship, we offer you a monthly stipend of INR 5,000. The duration of this internship will be from **June 06, 2024 to Aug 05, 2024**.

Please find below the terms of your offer:

- It would be a work from office only.
- Your working hours would be from **09:30 A.M. to 06:30 P.M.**

Please feel free to reach out if you have any questions—and congratulations again! We're excited to have you join our team.

Yours sincerely,  
**Tanvir Alam**  
Chief Executive Officer

SUB: Internship Offer letter

Dear

Mr. Abhishek Yadav

On behalf of Arihant Capital Markets Ltd, I am pleased to extend to you this offer of temporary employment as an **Finance & Operation Intern** reporting to **Mr. Anirudh Sharma** if you accept this offer, you will begin your internship with the company from **6<sup>th</sup> June 2024** and will be expected to work for **45 Days**.

During Internship, you may have access to trade secrets and confidential business information belonging to the Company. By accepting this offer, you acknowledge that you must keep all of this information strictly confidential, and refrain from using it for own purposes or from disclosing it to anyone outside the Company. In addition, you agree that, upon conclusion of your internship, you will immediately return to the company all of its property, equipment, and document, including electronically stored information.

We look forward to your joining as from the **6<sup>th</sup> June 2024**

Congratulations and welcome to the team!

Sincerely

Mrs. Kavita Jain  
Learning Head and Sr. Research Analyst



**MARKETING INTERN- OFFER LETTER**

Date: 05/06/2024

We're excited to offer you a special position as a Marketing Intern in our organization (**CORIZO**). This role is full of teamwork, and growth. Your enthusiastic participation has caught our eye, and we believe you're a fantastic fit for this fantastic opportunity.

Please double-check the details we've provided below.

Get ready for an amazing journey as follows:

Designation: **"Marketing Intern (Brand Promotion)"**

Please verify the below mentioned details :

Student Name : **Himanshu Dubey**

Phone Number : **+918458997349**

Mail ID : **vaivhavdubey9@gmail.com**

College Name : **Itm University, Gwalior .**



**Internship Confirmation || Zee Media Corporation Limited**

1 message

Rakesh Bhatt <Rakesh.Bhatt@zeemedia.com> Fri, 31 May 2024 at 12:00  
To: anirudhsharma@gmail.com <anirudhsharma@gmail.com>  
Cc: Mayank Agarwal <mayank.agarwal@zeemedia.com>, Samara Parveen <samara.parveen@zeemedia.com>, Priya Khanna <Priya.Khanna@zeemedia.com>

Dear Anirudh,

Greetings from Zee Media Corporation Limited!

We are delighted to inform you that you have been shortlisted for an internship at **Zee Media Corporation Limited**. Your internship will commence on **June 10, 2024**, and will last for **50 days**.

Please find the address and details below:

Address: **FC-19, Film City, Sector 16A, Noida, Uttar Pradesh 201301**

Timings: **10:30 AM**

Contact Person: **Samara (HR Team)**

We are excited to welcome you to the team.

Best Regards,

Rakesh Bhatt | 9927579639

Team HR



Confidentiality Notice: The information contained in this message or in its attachment(s) is confidential, privileged and proprietary in nature to ZMC, and/or to its subsidiaries or affiliates and is solely intended for the person(s) to whom it has been sent. If you are not the intended addressee(s) for this email, you should not disseminate, distribute or act upon the information. If you have received this email in error, please notify the system administrator. Please do not forward, distribute, or act upon the information contained in this message or in its attachment(s) unless you have received explicit instruction to do so. If you are not the intended addressee(s) for this email, you should not disseminate, distribute or act upon the information. If you have received this email in error, please notify the system administrator. Please do not forward, distribute, or act upon the information contained in this message or in its attachment(s) unless you have received explicit instruction to do so.

Zee Media Corporation Limited. This communication is confidential/proprietary and is intended for use only by the addressee. Zee Media Corporation Limited accepts no responsibility for any non-transmission of, or interference with, this communication.



10th Floor, Classic Arena VIV 2-7F3, Housr 166, AECIS Layout - A Block, Singuamdia, Bengaluru, Karnataka 560068  
support@corizo.in corizo.in



**Fig. Internship Offer Letter of BBA Students**





UNIVERSITY  
GWALIOR - MP - INDIA

"CELEBRATING DREAMS"



**AADARNEYI  
FOUNDATION**

Date: -04/06/2024

INTERNSHIP OFFER LETTER FROM AADARNEYI FOUNDATION

College: - ITM, Gwalior

Subject: - Offer letter for the Internship Program.

Dear **Suryansh Saxena**,

We are pleased to offer you an internship position as a **Growth Executive in Various departments of AADARNEYI**, as mentioned in your email. The company's main priority will be your specific domain, and upon the end of the internship, you will receive a certificate in the specialization you have been chosen.

Your first day of joining will be on **11/06/2024**, and the **internship will end on 11/06/2024**. In addition to the duties outlined in the interview, you will report to your Manager of Business Growth, and your mentor, Vikas Vivek, for technical and syllabus-related help.

Subject to your acceptance of the terms and conditions contained herein, your project and responsibilities during the Term will be determined by the supervisor assigned to you for the duration of the internship.

For daily roles and responsibilities, please follow the domain description documents. Bear in mind that the internship program that we offer is one of the finest and highly recommended programs in the industry. Our company aims to provide its interns with the best internship experience and to have a holistic education. As an intern, you are not the company's employee; and therefore, will not receive health and compensation benefits. You understand that participating in the internship program is not an offer of employment.

You will be paid 1.0L/month, an amount direct link 5% of intern performance reward through 'higher employee dashboard' panel at the end of this internship program. During the internship, you will have access to the company's clients and confidential information. You will not share this information with anyone outside the company and not use it for your benefit. On the completion of the internship program, you will retain the equipment, property, and all the documents of the company.

contact@aadarneyi.org

+91-9355065333

www.aadarneyi.org

G1,Plot No. A-61, Sector-16, Noida,  
Gautam Buddha Nagar, UP-201301



**Pineham Learning and Technology Solutions Pvt. Ltd.**

Proprietary to Pineham Learning and Technology Solutions Pvt. Ltd. C/3, Bane Compound, Tardes,  
Mumbai Central (W), Mumbai, Maharashtra 400 034

Private and Confidential

Date: 21-06-2024

Subject: Offer Letter to join as Pre Sales Associate - Intern

Dear **NEHA BHADWANI**,

The success story of any organization is written jointly by the team members who sacrifice their time, passion and dedication, and we find these qualities in you. We believe you will add value to the organization with your skills, ideas and innovative thinking.

We are pleased to offer you the role of **Pre Sales Associate - Intern**. You shall be required to join on **01-06-2024**.

The internship duration will be for 3 Months and during your internship, you will be entitled to stipend of INR. 1,00,000/- per month out of which 20% of 20% will be deducted as per the statutory requirements.

This internship offer needs your written confirmation by **26-06-2024**. In case of no confirmation to the stipulated time, the offer will stand withdrawn.

Note :-

- Post Completion of your internship based on your performance, if converted to full time employment, you will be paid 25% hike from salary - 7% increment - CTC - 32,00,000/-
- 2 Days after the joining verification, the salary will be paid for usual.
- Your report submission date will be from year 2023-24.

We thank you for your interest in PinDix and look forward to having you onboard!

The following below mentioned documents (both copies) are required on the date of joining and the photographs of the same need to submitted.

1. Mail proof (successful degree/position)
2. 10 Proof-nd
3. Aadhar card
4. Pan card
5. Passport size photo (both copies)

Regards,

Ashley Kulkarni

Director

Dear Neha,

I have gone through the offer details and I am happy to accept the offer. Looking forward to starting my journey with your esteemed organization.

Regards,

Proprietary to Pineham Learning and Technology Solutions Pvt. Ltd.  
C/3, Bane Compound, Tardes, Mumbai Central (W), Mumbai, Maharashtra 400 034

Fig. Internship Offer Letter of BBA Students



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

Industrial visits are integral to the academic curriculum, particularly for management students pursuing MBA programs. These visits are designed to give students practical exposure to real-world business operations, complementing theoretical knowledge gained in classrooms. In December 2023, MBA students from the School of Management at ITM University, Gwalior, had the privilege of visiting three prominent companies: MG Industries Limited, Supreme Industries Limited, and SRF Limited. This report outlines the objectives, significance, and outcomes of these industrial visits, along with the need for and importance of such initiatives for MBA 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. Students can contextualize their theoretical knowledge and understand its real-world implications by witnessing real-world business processes, technologies, and operations.
- 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 can interact with industry experts, professionals, and leaders. These interactions facilitate knowledge exchange, mentorship, and networking, 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.

Fig. 1.1 Student's Dissertation

### Need for and Importance of Industrial Visits for MBA Students

- 1. Practical Application of Theoretical Concepts:** MBA 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 is constantly evolving, driven by technological advancements, market dynamics, and consumer preferences. To remain competitive, MBA students must stay updated on industry best practices, emerging trends, and innovative strategies. 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 plays a crucial role in career advancement, particularly in the competitive business environment. Industrial visits provide students with opportunities 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:** MBA education encompasses more than academic knowledge; it encompasses the development of well-rounded individuals equipped with 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 with academic qualifications, practical experience, and industry insights. Industrial visits align MBA programs with industry requirements by exposing students 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.



## Industrial Visits to MG Industries Limited, Supreme Industries Limited, and SRF Limited

### 1. MG Industries Limited

MG Industries Limited, established in 1989, is a prominent manufacturer of Butyl inner tubes located near Gwalior, Madhya Pradesh. The company has built a strong reputation as a leading supplier in the automotive industry, particularly as an Original Equipment Manufacturer (OEM) for JK Tyre. In addition to supplying tubes under the JK Tyre brand, MG Industries also markets its own brands such as Maxstone, JRF, and Toronto, catering to diverse market segments.

#### Objectives Achieved:

- a. **Manufacturing Processes:** Students gained firsthand exposure to the manufacturing processes involved in producing Butyl inner tubes, including mixing, extrusion, curing, and testing phases.
- b. **Quality Control and Assurance:** Observing MG Industries' rigorous quality control measures highlighted the importance of maintaining high standards in product quality and reliability.
- c. **Logistics and Supply Chain:** Insights into the company's logistics and supply chain management provided students with an understanding of efficient inventory management and distribution strategies.
- d. **Technological Integration:** Exposure to advanced technologies used in tube manufacturing underscored the role of innovation in enhancing productivity and meeting market demands.

### 2. Supreme Industries Limited:

Supreme Industries Limited, with nearly 80 years of experience in the plastics industry, stands as a testament to innovation, excellence, and sustainability. The industrial visit to Supreme Industries Limited offered MBA students invaluable insights into the manufacturing processes, product innovation, and corporate strategies of a leading player in the plastics sector.

#### Objectives Achieved:

- a. **Understanding of Manufacturing Processes:** Students gained firsthand exposure to the manufacturing processes involved in plastics production, including extrusion, molding, and finishing.
- b. **Product Innovation and R&D:** The visit provided insights into Supreme Industries' commitment to product innovation, sustainability, and research and development (R&D) initiatives.
- c. **Corporate Sustainability Practices:** Students learned about Supreme Industries' sustainability practices, including recycling initiatives, eco-friendly products, and adherence to environmental regulations.

- d. **Quality Management Systems:** Observing quality control measures and adherence to international standards enhanced students' understanding of quality management systems in manufacturing.

### 3. SRF Limited:

SRF Limited is renowned for its high-performance reinforcements, including nylon and polyester yarns and fabrics, catering to diverse non-consumer and lifestyle applications. The industrial visit to SRF Limited exposed MBA students to advanced manufacturing processes, technological innovations, and global business practices.

#### Objectives Achieved:

- a. **Technological Advancements:** Students witnessed state-of-the-art manufacturing facilities and advanced technologies used in the production of high-performance reinforcements.
- b. **Global Market Dynamics:** Insights into SRF Limited's global presence, market expansion strategies, and competitive positioning provided students with a broader understanding of global business dynamics.
- c. **Quality Assurance and Compliance:** Observing quality assurance protocols, compliance with industry standards, and adherence to regulatory requirements highlighted the importance of quality management and regulatory compliance in business operations.
- d. **Industry Best Practices:** Interactions with industry experts and professionals facilitated knowledge sharing and exposure to industry best practices in manufacturing, supply chain management, and corporate governance.

#### Conclusion:

The industrial visits to MG Industries Limited, Supreme Industries Limited, and SRF Limited were instrumental in providing MBA students with practical exposure to diverse manufacturing environments and business practices. These visits not only enhanced their understanding of industry-specific operations but also underscored the importance of innovation, quality management, sustainability, and global competitiveness in today's business landscape. Such experiential learning opportunities are crucial in bridging the gap between theory and practice, equipping students with valuable insights and skills for their future careers in management and leadership roles.



## Industrial Visit Report: Exploring Practical Insights at MG Industries Limited

The School of Management at ITM University organized an industrial visit to MG Industries Limited near Gwalior, Madhya Pradesh, on 12 and 14 December 2023. The visit aimed to provide MBA students with practical insights into the operations of a prominent manufacturer of Butyl inner tubes. This report summarizes the key observations, learnings, and experiences gained during the visit.

**Overview of MG Industries Limited:** Established in 1989, MG Industries Limited has established itself as a leading manufacturer of Butyl inner tubes in India. The company operates from its plant in Malanpur, near Gwalior, and serves as an Original Equipment Manufacturer (OEM) for JK Tyre. In addition to catering to JK Tyre, MG Industries markets its own brands including Maxstone, JRF, and Toronto, catering to various market segments.

**Key Observations and Learnings:** MBA students were immersed in various aspects of MG Industries' operations during the visit. The following observations and learnings were noted:

- 1. Manufacturing Processes:** Students witnessed the complete manufacturing cycle of Butyl inner tubes, starting from the mixing of raw materials through extrusion, curing, and final testing. This comprehensive exposure provided insights into the industry's operational efficiencies and quality control benchmarks.
- 2. Quality Control Measures:** The visit highlighted MG Industries' rigorous quality assurance protocols. Students observed how each stage of production is meticulously monitored to ensure adherence to international quality standards. This emphasis on quality underscored the company's commitment to delivering reliable products to its customers.
- 3. Logistics and Supply Chain:** Insights into MG Industries' logistics and supply chain management practices taught students the complexities involved in managing inventory and ensuring timely delivery. The visit emphasized the importance of efficient logistics in supporting manufacturing operations and meeting customer demands.
- 4. Technological Integration:** Exposure to advanced manufacturing technologies showcased MG Industries' dedication to technological innovation. Students learned how these technologies enhance production efficiency, reduce costs, and maintain product consistency, supporting the company's competitive edge in the market.

**Conclusion:** The industrial visit to MG Industries Limited was highly informative and beneficial for MBA students from the School of Management at ITM University. It provided practical insights into the operations of a leading manufacturer in the automotive components sector. The visit not only complemented theoretical knowledge with real-world applications but also highlighted the critical role of innovation, quality management, and efficient logistics in sustaining competitive advantage.





**Fig. Students with mentor and plant manager during the Industrial visit at MG Industries Limited**



## Industrial Visit Report: Exploring Practical Insights at Supreme Industries Limited

The School of Management at ITM University organized an industrial visit to Supreme Industries Limited, a prominent player in the plastics industry, on [Date of Visit]. This report summarizes the key observations, learnings, and experiences gained during the visit.

**Overview of Supreme Industries Limited:** Supreme Industries Limited boasts nearly 80 years of experience in the plastics industry, focusing on innovation, sustainability, and excellence. The company is renowned for its diverse range of plastic products and solutions, catering to various sectors including construction, infrastructure, packaging, and more.

**Key Observations and Learnings:** During the visit, MBA students gained valuable insights into various aspects of Supreme Industries' operations. The following observations and learnings were noted:

- 1. Manufacturing Processes:** Students observed the intricacies of plastics production, from raw material handling through extrusion and molding to the final finishing processes. This exposure highlighted the importance of precision, efficiency, and quality in manufacturing operations.
- 2. Product Innovation and R&D:** The visit showcased Supreme Industries' emphasis on continuous innovation and R&D. Students learned about new product development processes, market research strategies, and integrating customer feedback into product design and improvement.
- 3. Corporate Sustainability Initiatives:** Insights into Supreme Industries' sustainability practices underscored its commitment to environmental responsibility. Students learned about initiatives such as recycling of plastic waste, use of eco-friendly materials, and adherence to regulatory standards aimed at reducing environmental impact.
- 4. Quality Assurance and Compliance:** Observing quality management systems in action, students understood the stringent quality control measures implemented by Supreme Industries. The visit emphasized the company's dedication to delivering high-quality products that meet customer expectations and regulatory requirements.

**Conclusion:** The industrial visit to Supreme Industries Limited provided MBA students from the School of Management at ITM University with practical insights into the operations of a leading player in the plastics sector. It facilitated a deeper understanding of manufacturing processes, product innovation strategies, corporate sustainability practices, and quality management systems.





**Fig. Students with mentor and plant manager during the Industrial visit at Supreme Industries Limited**



## Industrial Visit Report: Exploring Practical Insights at SRF Limited Manufacturing Unit

The School of Management at ITM University organized an enriching industrial visit to SRF Limited's manufacturing unit on [Date of Visit]. This report aims to provide a detailed overview of the visit, highlighting key observations, learnings, and insights gained during the experience.

**Overview of SRF Limited:** SRF Limited is a renowned company recognized for its high-performance reinforcements, including nylon and polyester yarns and fabrics. The company serves diverse industries with applications ranging from non-consumer products to lifestyle products. SRF Limited operates advanced manufacturing facilities and maintains a global presence with a focus on innovation and sustainability.

**Key Observations and Learnings:** During the visit, MBA students had the opportunity to observe and learn firsthand about various aspects of SRF Limited's manufacturing unit:

- 1. Technological Advancements:** Students witnessed advanced manufacturing technologies and automated processes used for producing nylon and polyester yarns. This exposure underscored the role of technology in improving efficiency, precision, and product consistency in manufacturing operations.
- 2. Global Market Dynamics:** Insights into SRF Limited's global business operations provided students with a deeper understanding of market expansion strategies, customer segmentation approaches, and the impact of global economic factors on business decisions.
- 3. Quality Assurance and Compliance:** Observing quality control measures and compliance practices emphasized SRF Limited's commitment to maintaining high product standards and meeting regulatory requirements. Students gained insights into quality management systems and their importance in ensuring product reliability and customer satisfaction.
- 4. Industry Best Practices:** Interactions with industry experts and professionals during the visit facilitated knowledge sharing on industry best practices in manufacturing, supply chain management, and corporate governance. Students learned about innovative approaches to sustainability, operational efficiency, and continuous improvement.

**Conclusion:** The industrial visit to SRF Limited's manufacturing unit gave MBA students valuable practical insights into advanced manufacturing processes, technological innovations, global business practices, and quality assurance standards. The experience enhanced students' understanding of real-world industrial operations and equipped them with industry-relevant knowledge and skills. Such experiential learning opportunities are crucial for bridging the gap between classroom learning and practical application, preparing students to excel in their future careers in management.





**Fig. Students with mentor and plant manager during the Industrial visit at SRF Limited**