

**KHWAJA MOINUDDIN CHISHTI LANGUAGE UNIVERSITY, LUCKNOW**



**Faculty of Commerce  
Welcomes  
NAAC Peer Team**





# **OVERVIEW OF THE FACULTY**





# **FACULTY OF COMMERCE**

**DEPARTMENT OF  
COMMERCE**

**DEPARTMENT OF BUSINESS  
ADMINISTRATION**



## **DEPARTMENT OF BUSINESS ADMINISTRATION**

### **VISION**

*“To be a center of excellence in business education, research, and innovation that empowers students to become ethical, visionary, and socially responsible leaders who contribute to sustainable economic and societal development.”*

### **MISSION**

*The Department aims to -*

*Foster ethical, innovative, and socially responsible leaders.*

- *Deliver quality education integrated with industry engagement and research.*

- *Combine traditional values with modern business practices.*

- *Promote critical thinking, entrepreneurship, and inclusive growth.*

- *Prepare students for diverse careers and active roles in nation-building*





## **DEPARTMENT OF COMMERCE**

### **VISION**

*To be a leading centre of excellence in commerce education, fostering professionally skilled, ethically responsible, and socially aware individuals who contribute meaningfully to a sustainable, inclusive, and digitally*

### **MISSION**

- *To deliver a dynamic, skill-oriented curriculum aligned with global industry trends and employability needs.*
- *To in-still ethical values, civic responsibility, and a sense of social contribution through value-based education.*
- *To enhance digital fluency, financial literacy, and data-driven decision-making skills across all domains of commerce.*
- *To integrate academic knowledge with practical exposure via industry linkages, internships, projects, and community engagement.*
- *To nurture critical thinking, leadership, communication, and adaptability for success in a rapidly changing world.*



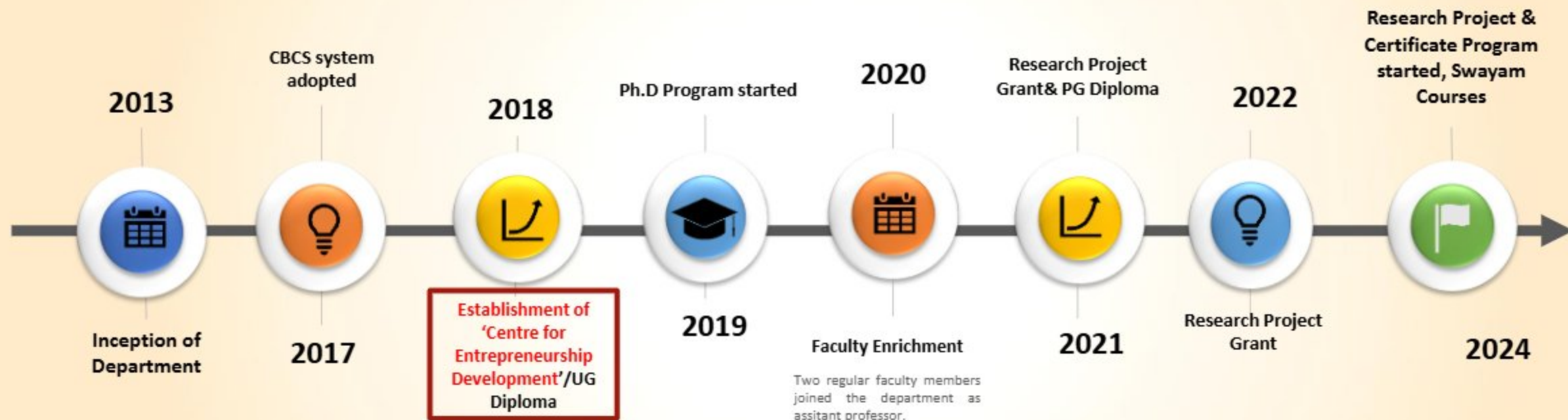
## OVERVIEW OF THE FACULTY

<b>Year of Establishment</b>	<b>2013</b>			
<b>Numbers of Teachers</b>	<b>03 Professors and 14 Assistant Professors</b>			
<b>Programmes offered - Regular (UG/PG/Research Programs/Certificate Course)</b>	<b>B.B.A. (AICTE APPROVED) &amp; B.COM</b>	<b>M.B.A. (AICTE APPROVED) &amp; M.COM</b>	<b>Ph.D.</b>	<b>Family Business &amp; Entreprene urship, Financial Analytics</b>
<b>Students Enrolled (2024- 25)</b>	<b>405+272 = 687</b>	<b>168+90= 258</b>	<b>12+8 =20</b>	



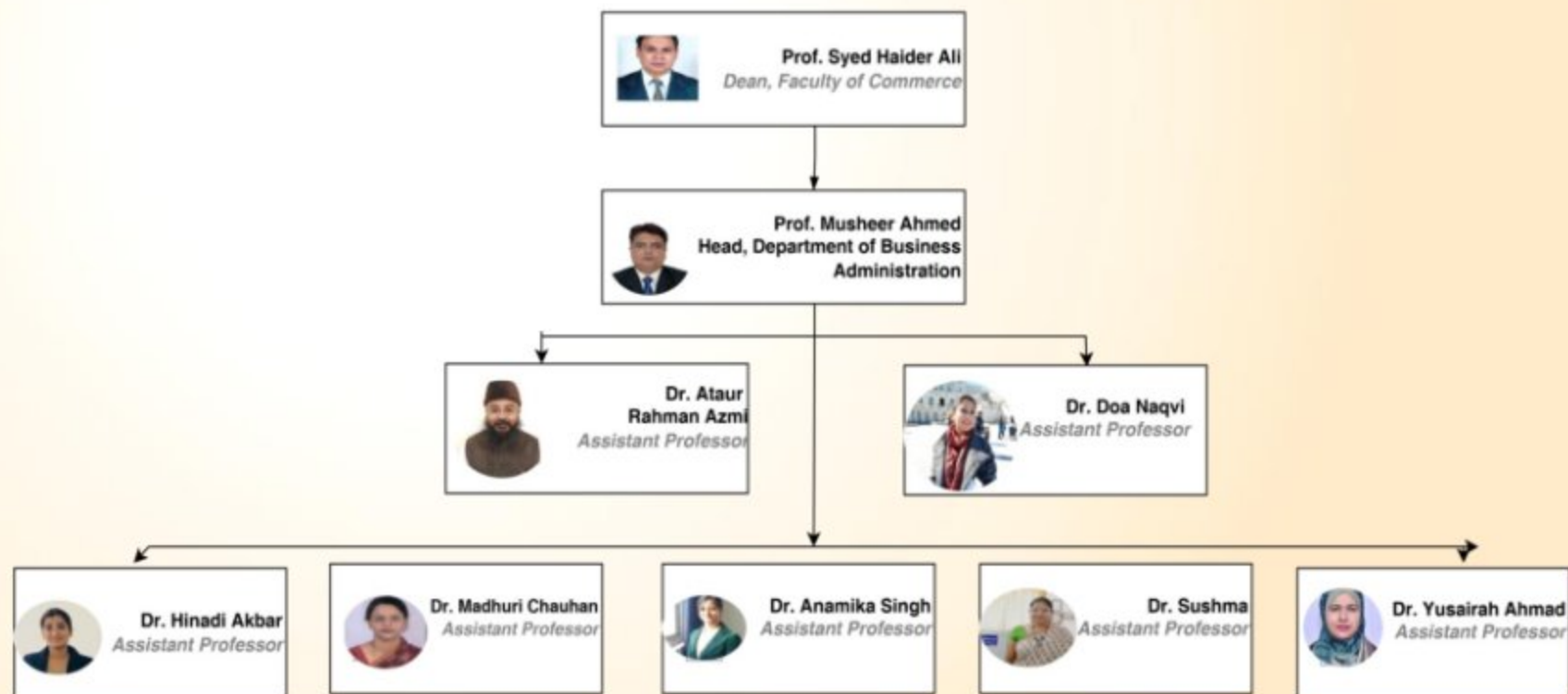


## PROGRESSION OF THE FACULTY OF COMMERCE





## FACULTY MEMBERS OF THE DEPARTMENT OF BUSINESS ADMINISTRATION







## **FACULTY MEMBERS OF THE FACULTY OF COMMERCE**



**Prof. Ehtesham Ahmad**  
**Head of the Department**



**Dr. Neeraj Shukla**  
**Assistant Professor**



**Dr. Manish Kumar**  
**Assistant Professor**



**Ms. Afreen Fatima**  
**Assistant Professor**



**Dr. Zaibun Nisa**  
**Assistant Professor**



**Dr. Anubhav Tewari**  
**Assistant Professor**



**Dr. Mridul Soni**  
**Assistant Professor**



**Mr. Ranjeet Verma**  
**Assistant Professor**



## INFRASTRUCTURE FACILITIES



S. No.	Details
1	Department Library
2.	Computer Lab
3.	Research Centre
4.	Classrooms
5.	Reading Room
6.	Conference Room
7.	Faculty Room
8.	Office
9.	Girls' Common Room





## **INFRASTRUCTURE FACILITIES**



**Classroom**

16/08/2023 11:31



**GPS Map Camera**

**Lucknow, Uttar Pradesh, India**

WVGW+W87, Prabandh Nagar, Mubarakpur, Lucknow, Uttar Pradesh

226201, India

**Conference Room**



**Reading Room**

2023/3/28 10:59



17 May 2025 at 10:54 am

**Girls' Common Room**



# **CURRICULUM DEVELOPMENT**





## BACHELOR OF BUSINESS ADMINISTRATION

### Program Outcomes (POs) & Program Specific Outcomes (PSOs)

#### PROGRAM OUTCOMES (POs)

- Management Knowledge
- Business Analysis
- **Communication**
- **Entrepreneurship**
- Individual and Team Work
- Regulatory Framework
- **Ethics**
- Technology Orientation
- **Problem Solving & Analytical Skills**
- **Environment and Sustainability**
- Life Long Learning

#### PROGRAM SPECIFIC OUTCOMES (PSOs)





## **MASTER OF BUSINESS ADMINISTRATION**

### **Program Outcomes (POs) & Program Specific Outcomes (PSOs)**

#### **PROGRAM OUTCOMES (POs)**

- Business Environment and Domain Knowledge
- **Creative and Critical Thinking Skills**
- **Global Competency and Cross-Cultural Understanding**
- **Social Responsiveness, Ethics and Value Incultation**
- **Innovative integration**
- **Entrepreneurship skills and mind-set**
- Leadership & Teamwork: Research Aptitude, Scholarship & Enquiry
- Regulatory Framework
- **Problem Solving & Analytical Skills**
- **Environment and Sustainability**
- **Life-Long Learning**

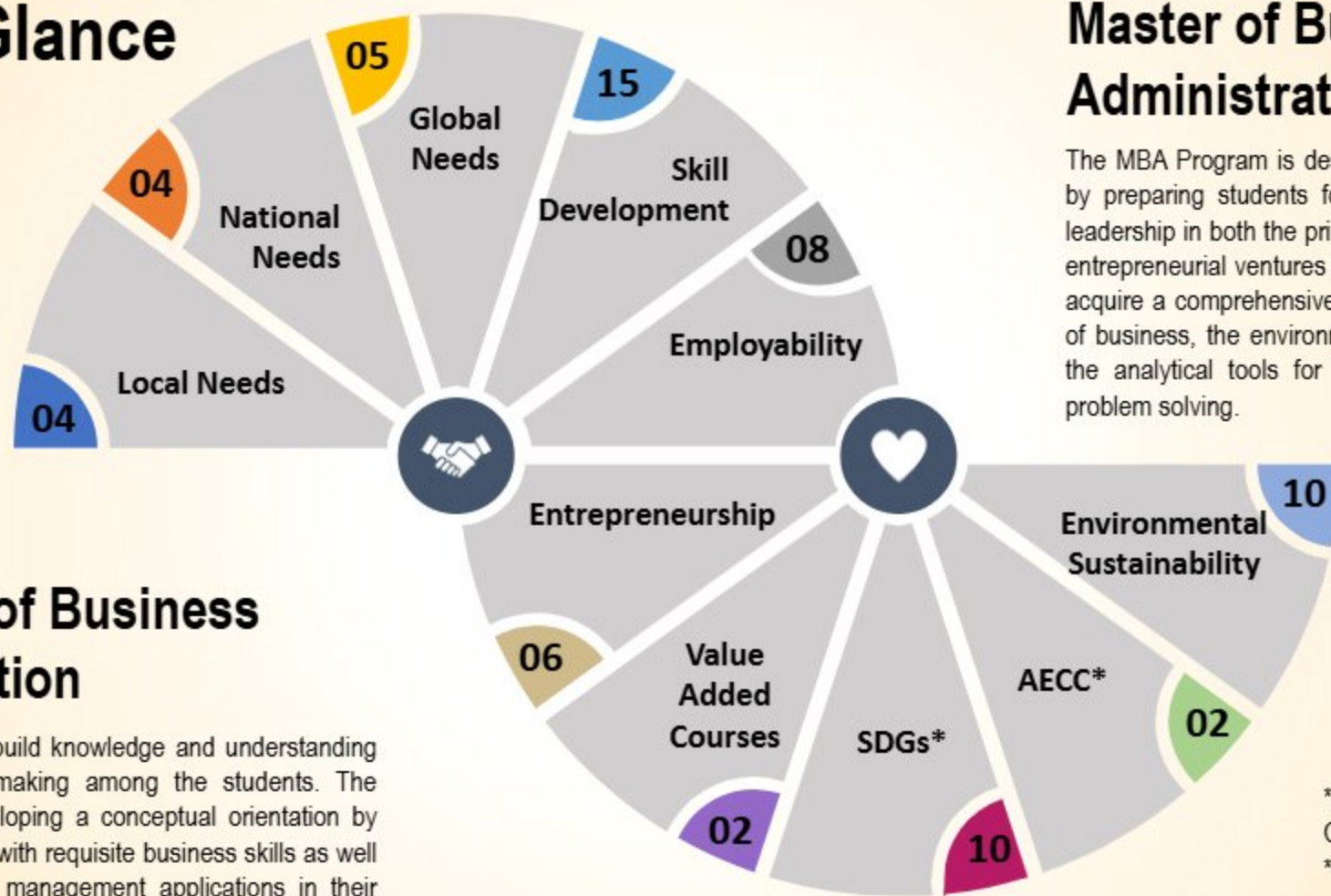
#### **PROGRAM SPECIFIC OUTCOMES (PSOs)**







## Syllabus at a Glance



## Master of Business Administration

The MBA Program is designed to enhance employability by preparing students for careers in management and leadership in both the private and public sectors including entrepreneurial ventures and family businesses. Students acquire a comprehensive foundation in the fundamentals of business, the environment in which they will function, the analytical tools for intelligent decision-making and problem solving.

## Bachelors of Business Administration

BBA program aims to build knowledge and understanding of business decision making among the students. The Program helps in developing a conceptual orientation by equipping the students with requisite business skills as well as preparing them for management applications in their professional journey.

\*AECC- Ability Enhancement Compulsory Course

\*SDGs- Sustainable Development Goals





## Courses focusing on local, regional, national, and global developmental needs

Course Code: F011028		Course Title: Strategic Management	
Sr. No.	Course Outcome	Bloom's Taxonomy	
1	CO1.To understand the key concepts and principles of strategic management.	Understand(K2)	
2	CO2.To develop strategies and action plans to achieve an organization's vision, mission and goals.	Create(K6) Understand(K2)	
3	CO3.Be able to analyze strategic business situations, formulate and implement strategies.	Analyze(K4) Understand(K2)	
4	CO4.To analyse the evaluation techniques of strategic management process.	Understand(K2) Analyze(K4)	
Credits: 4		Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P-4-0-0			
Unit	Topics	No. of Lectures Total=75	
I	Introduction to Strategic management and concepts,Business Strategy, Strategy process,Value and Competitive Advantage,Internal Context - The strategic design of organizational structures,Organization structure and Competitive advantage, Aligning Strategy and Organization,Building and Creating Competitive advantage,Exploration and Exploitation, External Context-Industry Analysis,Effect of Industry Characteristics on Firm Performance,Framework for Industry analysis,Competition and Niche Market,Competition in Concentrated Markets,Incumbency advantage,Business Models,Value Chain,Horizontal and Vertical Organization,Culture,Managing Strategic Change.	19	
II	Strategy Formulation- Examining Business Strategy,Mission &Objectives, Business Strategy – Porters' Competition Strategies, Cooperative Strategies, Strategic Alliances,Corporate Strategy,Directional Strategy,Portfolio Strategy,Corporate Parenting,Functional Strategy,Location of Functions, Strategies to Avoid,Strategic Choice- Constructing Scenarios.	19	
III	Strategy Implementation-Global Strategy,International Entry,International Coordination,Stages of International Development,International Employment,Measurement of Performance Organizing and Structure-Stages of Corporate Development,Organizational Life-Cycle,Flexible types of Organization structure,Matrix Structure,Network Structure, Reengineering and Strategy Implementation,Staffing Leading,Action Planning	18	
IV	Evahation and Control- Measuring Performance, Measures, Typesof Controls, Activity-based Costing, Enterprise Risk Management,Primary Measures of Corporate Performance,Balance ScorecardApproach, Benchmarking, Strategic Information system, ProblemsinMeasuringPerformance Growth through New Venturing,Expansion, Diversification,Restructuring, Divestment, Acquisitions and Alliances, Technology Adoption,Globalization and Strategy,Global integration versus national differentiation,Current trends in strategic management.	19	

Programme/Class: PGDegree		Year:2	Semester: III
Course Code: F010921		Course Title: International Financial Management	
S. No.	Course Outcome		Bloom's Taxonomy
1	CO1. To understand foundations of international finance in international business practices		Understand (K2)
2	CO2. To Learn importance of international trade organizations or corporation in international business		Remembering (K1)
3	CO3. To understand importance of managing foreign exchange exposure in international business		Understand (K2) Evaluate(K5)
4	CO4. To get insights of cross border acquisitions and investments in international business		Understand (K2) Analysing (K3)
Credits: 4		Finance Specialization	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1P-0			
Unit	Topics		No. of Lectures
I	Foundations of international financial management: globalization and multinational firm, rewards and risk of international finance; goals for international financial management; exposure to global risk; international monetary system; balance of payments; foreign exchange markets; international parity relationships; forecasting foreign Exchange rates.		12
II	International financial markets and institutions: international Banking and money market; international bond market; international equity markets; futures and options on foreign exchange; currency and interest rate swaps; international portfolio investment.		10
III	Foreign exchange exposure and risk management: management of economic exposure; management of transaction exposure; management of translation exposure; management of political exposure; management of interest rate exposure; hedging against foreign exchange exposure; hedging through mixed currency invoicing; country risk analysis. Transfer pricing strategies.		12
IV	Financial management of multinational firms: foreign direct investment and cross-border acquisitions, international capital structure and the cost of capital; international capital budgeting; multinational working capital policy and cash management, Valuing Cross-border investments, international tax environment; corporate governance around the world.		11



# KHWAJA MOINUDDIN CHISHTI LANGUAGE UNIVERSITY, LUCKNOW



## Courses focusing on local, regional, national, and global developmental needs



B.Com I Semester (Batch 2022-25) [Paper BCH 1.3 (a): Business Communication]			
Subjects [Code]	Existing Content Unit-wise [Remove]	Proposed to Change Unit-wise [Add]	Remark
BCH 1.3 (a)	<b>Business Communication</b>	<b>Business Communication</b>	
UNIT-1	<b>Introduction</b> Introduction: Process and Importance of Communication, Types of Communication (Verbal & Nonverbal), Different forms of Communication, Barriers to Communication: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers, Role, effects and advantages of technology in Business Communication like mail, text, multimedia, instant messaging and modern techniques like video conferencing, social networking. Systems, importance of an organization.	<b>Introduction to Business Communication</b> Introduction: Process and Importance of Communication, Different forms of Communication: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers, Role, effects and advantages of technology in Business Communication like mail, text, multimedia, instant messaging and modern techniques like video conferencing, social networking. Systems, importance of an organization.	APPROVED
	NON-Verbal Aspects of Communicating: Body Language, Kinetics, Proxemics, Paralinguistics, Effective Listening: Principles of Effective Listening, Factors affecting listening exercises, Oral, Written and video resources.	<b>Types of Communication</b> Types of Communication (Verbal & Nonverbal), NON-Verbal Aspects of Communicating: Body Language, Kinetics, Proxemics, Paralinguistics, Audience Analysis, Effective Communication, Effective Listening: Principles of Effective Listening, Factors affecting listening exercises, Interviewing skills: Appearing in interviews, Writing resume and letter of application. Modern forms of communication: E-Mail, Video Conferencing etc.	
UNIT-2	Business language and presentation: Importance of Business language, Vocabulary Words often confused Words often misspelt, Common errors in English, Oral Presentation Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids, Writing skills: Planning business messages, Rewriting and editing, Office Correspondence: Official Letter, Semi Official Letter and Memorandum, Layout of business letter.	Business language and presentation: Importance of Business language, Vocabulary Words often confused Words often misspelt, Common errors in English, Oral Presentation Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids, Writing skills: Planning business messages, Rewriting and editing, Office Correspondence: Official Letter, Semi Official Letter and Memorandum, Layout of business letter.	APPROVED
UNIT-3	Report Writing: Identify the types of reports, define the basic format of a report, identify the steps of report writing, write a report meeting the format requirements, determine the process of writing a report, importance of including visuals.	Report Writing: Identify the types of reports, define the basic format of a report, identify the steps of report writing, write a report meeting the format requirements, determine the process of writing a report, importance of including visuals such as tables, diagrams and charts in writing report.	APPROVED

### KHWAJA MOINUDDIN CHISHTI LANGUAGE UNIVERSITY

(Proposed) BOS Meeting Discussion Sheet: June 1<sup>st</sup>, 2024

Meeting Links:

B.Com I Semester (Batch 2024-28) [Regular and Self Finance]			
Subjects [Code]	Existing Content Unit-wise [Remove]	Proposed to Change Unit-wise [Add]	Remark
BCH 1.3	<b>Business Organization</b>	<b>Business Organization</b>	
UNIT-1	Business: Concept, Meaning, Features, Stages of development of business and importance of business, Classification of Business Activities, Meaning, Characteristics, Importance and Objectives of Business Organization, Evolution of Business Organization, Difference between Industry and Commerce and Business and Professions, Modern Business and their Characteristics.	Business: Concept, Meaning, Features, Stages of development of business and importance of business, Classification of Business Activities, Meaning, Characteristics, Importance and Objectives of Business Organization, Evolution of Business Organization, Difference between Industry and Commerce and Business and Professions, Modern Business and their Characteristics.	
	Introduction of Business in India and its development.	Introduction of Business in India and its development.	
UNIT-2	Prevention of Business: Considerations in Establishing New Business, Qualities of a Successful Businessman, Forces of Business Organization: Self Proprietorship, Partnership, Joint Stock Companies & Corporations and their Characteristics, relative merits and demerits, Difference between Private and Public Company, Concept of One Person Company.	Prevention of Business: Considerations in Establishing New Business, Qualities of a Successful Businessman, Forces of Business Organization: Self Proprietorship, Partnership, Joint Stock Companies & Corporations and their Characteristics, relative merits and demerits, Difference between Private and Public Company, Concept of One Person Company.	
UNIT-3	Plant Location: Concept, Meaning, Importance, Factors Affecting Plant Location: Alfred Weber's and Sargent Freeman's Theories of Location, Plant Layout - Meaning, Objectives, Importance, Types and Principles of Layout, Factors Affecting Layout: Size of Business, Order: Criteria for Choosing the Site and Factors Affecting the Site, Optimum Site and Factors Influencing the Optimum Site.	Plant Location: Concept, Meaning, Importance, Factors Affecting Plant Location: Alfred Weber's and Sargent Freeman's Theories of Location, Plant Layout - Meaning, Objectives, Importance, Types and Principles of Layout, Factors Affecting Layout: Size of Business, Order: Criteria for Choosing the Site and Factors Affecting the Site, Optimum Site and Factors Influencing the Optimum Site.	
UNIT-4	Factor Analysis for business organization, which involves analysis of the business organization, its structure and process (OR) Factors - analysis of a business, its structure and process, and factors of business, and its structure and process (OR) Factors - analysis of a business, its structure and process, and factors of business, and its structure and process.	Factor Analysis for business organization, which involves analysis of the business organization, its structure and process (OR) Factors - analysis of a business, its structure and process, and factors of business, and its structure and process (OR) Factors - analysis of a business, its structure and process, and factors of business, and its structure and process.	
BCH 1.3	<b>Business Statistics</b>	<b>Business Statistics</b>	
UNIT-1	Index Numbers: Meaning, Aim and Objectives of Index Numbers (Price, Quantity, Cost, Quality), Introduction to Statistics: Meaning, Scope, Importance and Limitations, Statistical Inference: Meaning, Scope, Importance and Limitations, Statistical Inference: Meaning, Scope, Importance and Limitations.	Index Numbers: Meaning, Aim and Objectives of Index Numbers (Price, Quantity, Cost, Quality), Introduction to Statistics: Meaning, Scope, Importance and Limitations, Statistical Inference: Meaning, Scope, Importance and Limitations, Statistical Inference: Meaning, Scope, Importance and Limitations.	

[B.Com VI Semester (Batch 2023-25) [Regular and Self Finance]]			
Subjects [Code]	Existing Content Unit-wise [Remove]	Proposed to Change Unit-wise [Add]	Remark
BCH 6.1	<b>Accounting for Managers</b>	<b>Accounting for Managers</b>	
UNIT-1	Management Accounting: Concept, Meaning, Characteristics, Difference between Financial Accounting and Management Accounting, Difference between Cost Accounting and Management Accounting, Importance, Objectives and Scope, Management Accounting: Types, Functions and Responsibility, Financial Statement Analysis and Interpretation: Meaning, Objectives, Characteristics of an Ideal Financial Statement, Parts Included in Financial Statement, Types of Financial Analysis - Horizontal, Vertical and Trend Analysis.	Management Accounting: Concept, Meaning, Characteristics, Difference between Financial Accounting and Management Accounting, Difference between Cost Accounting and Management Accounting, Importance, Objectives and Scope, Management Accounting: Types, Functions and Responsibility, Financial Statement Analysis and Interpretation: Meaning, Objectives, Characteristics of an Ideal Financial Statement, Parts Included in Financial Statement, Types of Financial Analysis - Horizontal, Vertical and Trend Analysis.	
	Ratio Analysis: meaning, Utility, Classification of Ratens - Profitability Ratio, Activity Ratio and Financial Position Ratens, Fund Flow and Cash Flow Statement: Concept, Meaning, of the two Fund Flow and Preparation of Fund Flow Statement and Cash Flow Statement (A/c).	Ratio Analysis: meaning, Utility, Classification of Ratens - Profitability Ratio, Activity Ratio and Financial Position Ratens, Fund Flow and Cash Flow Statement: Concept, Meaning, of the two Fund Flow and Preparation of Fund Flow Statement and Cash Flow Statement (A/c).	
UNIT-2	Meaning, Objectives, Importance and Scope, Fundamentals of effective Budgeting, Classification of Budgets: Flexible budget and Zero Based Budget, Marginal Costing: Meaning, Introduction of Profit and Loss Statement, Preparation of Profit and Loss Statement, Break Even Analysis: Concept and Practical Applications of Break even Analysis.	Meaning, Objectives, Importance and Scope, Fundamentals of effective Budgeting, Classification of Budgets: Flexible budget and Zero Based Budget, Marginal Costing: Meaning, Introduction of Profit and Loss Statement, Preparation of Profit and Loss Statement, Break Even Analysis: Concept and Practical Applications of Break even Analysis.	
UNIT-3	Meaning, Objectives, Importance and Scope, Fundamentals of effective Budgeting, Classification of Budgets: Flexible budget and Zero Based Budget, Marginal Costing: Meaning, Introduction of Profit and Loss Statement, Preparation of Profit and Loss Statement, Break Even Analysis: Concept and Practical Applications of Break even Analysis.	Meaning, Objectives, Importance and Scope, Fundamentals of effective Budgeting, Classification of Budgets: Flexible budget and Zero Based Budget, Marginal Costing: Meaning, Introduction of Profit and Loss Statement, Preparation of Profit and Loss Statement, Break Even Analysis: Concept and Practical Applications of Break even Analysis.	
UNIT-4	Meaning, Objectives, Importance and Scope, Fundamentals of effective Budgeting, Classification of Budgets: Flexible budget and Zero Based Budget, Marginal Costing: Meaning, Introduction of Profit and Loss Statement, Preparation of Profit and Loss Statement, Break Even Analysis: Concept and Practical Applications of Break even Analysis.	Meaning, Objectives, Importance and Scope, Fundamentals of effective Budgeting, Classification of Budgets: Flexible budget and Zero Based Budget, Marginal Costing: Meaning, Introduction of Profit and Loss Statement, Preparation of Profit and Loss Statement, Break Even Analysis: Concept and Practical Applications of Break even Analysis.	
BCH 6.1	<b>Accounting</b>	<b>Accounting</b>	
UNIT-1	Meaning, Objectives, Importance and Scope, Fundamentals of effective Budgeting, Classification of Budgets: Flexible budget and Zero Based Budget, Marginal Costing: Meaning, Introduction of Profit and Loss Statement, Preparation of Profit and Loss Statement, Break Even Analysis: Concept and Practical Applications of Break even Analysis.	Meaning, Objectives, Importance and Scope, Fundamentals of effective Budgeting, Classification of Budgets: Flexible budget and Zero Based Budget, Marginal Costing: Meaning, Introduction of Profit and Loss Statement, Preparation of Profit and Loss Statement, Break Even Analysis: Concept and Practical Applications of Break even Analysis.	
UNIT-2	Meaning, Objectives, Importance and Scope, Fundamentals of effective Budgeting, Classification of Budgets: Flexible budget and Zero Based Budget, Marginal Costing: Meaning, Introduction of Profit and Loss Statement, Preparation of Profit and Loss Statement, Break Even Analysis: Concept and Practical Applications of Break even Analysis.	Meaning, Objectives, Importance and Scope, Fundamentals of effective Budgeting, Classification of Budgets: Flexible budget and Zero Based Budget, Marginal Costing: Meaning, Introduction of Profit and Loss Statement, Preparation of Profit and Loss Statement, Break Even Analysis: Concept and Practical Applications of Break even Analysis.	





## Activities conducted to boost local, regional, national, and global developmental needs



**Students regularly step out of the University campus to interact with Local vendors, artisans, etc. to know about their problems.**



**Students actively participated in the “Training Program” during the Uttar Pradesh Global Investors Summit**





## Activities conducted for Local, National and Global needs



Students of Dept. of Commerce counselling children residing in Village- Mubarakpur.



*'Bhartiya Vesh-Bhusha Pradarshni'* (Fashion Show)- on the theme 'Ek Bharat Shresht Bharat



Students of the Department participating in 'Run for G20' organized about the global importance of G20 programme





## Focus on Employability/ Entrepreneurship/ Skill Development

Course Code: F030526T		Course Title: Entrepreneurship and Small Business Management	
Credits: 5		Compulsory	
Max. Marks: 25+75		Min. Passing Marks: : 11+30	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topics		No. of Lectures Total-75
I	Entrepreneurship: Concept, Role & Importance in Indian Economy, Theories of Entrepreneurship, Entrepreneurs - Evolution of concept, Types of entrepreneurs, traits of entrepreneur, entrepreneurs Vs managers, Entrapreneurs, problems faced by entrepreneurs, Women Entrepreneurs, Rural Entrepreneurs		19
II	Entrepreneurial Development and Institutional Support System: Entrepreneurship development, Concept and Significance, Entrepreneurial Development Programmes (EDP), problems of EDP, Institutional support to entrepreneurs, Arrangement of finance and support from financial institutions		18
III	Business Idea: Environmental analysis, Search for business idea, Identification of projects, Selection of project, Project formulation, Project report, project appraisal.		19
IV	Small Business: Definitions, MSMED Act 2006, Strategic Planning and its steps for small business, Incentives and subsidies available to small business, forms of ownership, Registration as SSI		19

### Syllabus for Entrepreneurship

Business Communication-I			
AEC101	Business Communication-I	1L:1T:0P	2 Credits
<b>Course Description:</b> This course focuses on bringing in perspective the importance of Business Communication for organizations and individual employees in the context of multi cultural work force in a digital world. The course will focus on in stilling effective communication skills in students for organizational setup. The course will be taught using texts, cases and classroom exercises for improving both written and oral communication in students.			
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To understand the concept, process, and importance of Business Communication.</li> <li>2. To help students in understanding the basic principles and techniques of business communication.</li> <li>3. To train students to acquire and master written communication for the corporate world.</li> <li>4. To sensitize students to understand Business Communication in Global and Cross-Cultural context.</li> </ol>			
<b>Course Content:</b> <b>Unit1: Introduction to Communication in Organizations:</b> Introduction to Business Environment and Communication, Models of Communication, Basics of Communication (types, channels and barriers), 7Cs of communication, Formal and in formal communication, Listening Skills, communication on social media platforms.			
<b>Unit2: Written Communication:</b> Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and in formal messages one-platforms, negative messages: indirect & direct negative messages; Persuasive messages, request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation Letters.			

### Syllabus for Skill Development





## Focus on Employability/ Entrepreneurship/ Skill Development

Department of Commerce		(B.Com - NEP) 2024-25
B.Com. NEP: Semester -IV		
Paper BCCC 4.3 (a): <b>Fundamentals of Entrepreneurship</b>		
Duration: 3 Hrs.	Marks: 100 (25+75)	Credit: 6
<b>Course Learning outcomes:</b> After completing this course a student will have: Ability to understand the <b>concept of Entrepreneurship</b> along with the basic laws and practices of Entrepreneurship. Ability to understand the terminologies associated with the field of Entrepreneurship along with their relevance. Ability to identify the <b>appropriate functions and qualities of Entrepreneur</b> for solving different problems. Ability to apply basic <b>Entrepreneurship principles</b> to solve business and industry related problems. Ability to understand the <b>concept of Life Small Business, Raising of Funds and EDP.</b>		
Unit	Topics	No. of Lectures
I	Entrepreneurship: Meaning, Concept, Characteristics, Need, Functions, Theories of Entrepreneurship. Entrepreneur: Meaning, Characteristics, Qualities, Functions, Types, Difference between Entrepreneurship & Entrepreneur. Difference between Entrepreneur, Intrapreneur & Manager. Entrepreneurship & Environment.	22
II	Entrepreneurship Development Programme (EDP): Meaning, Need, Objective, Steps, Outline, Achievements, Government Assistance and Incentives. Women Entrepreneurship: Meaning, Characteristics, Problems and Steps taken to promote Women Entrepreneur. Qualities of Women Entrepreneur. Social Entrepreneurship and Social Responsibility of Entrepreneur towards	31
III	Promotion of a Venture: Concept of Projects, Project Identification, Formulation and Report, Project Appraisal, Product Selection and Techniques, Raising of Funds: Concept, Need, Types and Sources. Stages of Project management	21
IV	Small Business: Process of Establishing Small Business, Nature, Objectives and Importance of Small Business. Role of Financial Institutions in Financing of Small Business, Infrastructural Facilities. Legal Requirements for Establishment of New Unit. Role of Central Government and the State Governments in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants - Export oriented Units - Fiscal and Tax Concessions available.	16
<b>Suggested Readings:</b> 1. Desai, Vasant, "Dynamics of Entrepreneurial Development and Management", Himalaya Publishing House 2. Desai, Vasant, "Management of Small-Scale Industry", Generic 3. Drucker, Peter, "Innovation and Entrepreneurship", Harper Business; Reprint edition		

Department of Commerce		(B.Com - NEP) 2024-25
B.Com. NEP: Semester - VI		
Paper AECC 6.6: <b>Communication Skills and Personality Development</b>		
Duration: 3 Hrs	Marks: 100 (25+75)	No Credit
<b>Course outcomes:</b> To understand the concept of <b>Personality</b> . To learn what <b>personal grooming</b> pertains. To learn to make good resume and <b>prepare effectively for interview</b> . To learn to perform effectively in group discussions. To explore <b>communication beyond language</b> . To learn to <b>manage oneself while communicating</b> . To <b>acquire good communication skills and develop confidence</b> .		
Unit	Topics	No. of Lectures
I	<b>PERSONALITY AND PERSONAL GROOMING</b> Understanding Personality Definition and Meaning of Personality Types of Personality Components of Personality Determinants of Personality Assessment of Personality Grooming Self Dress for success Make up & skin care Hair care & styles for formal look Art of accessorizing Oral Hygiene	7 All topics will include practical learning
II	<b>INTERVIEW PREPARATION AND GROUP DISCUSSION</b> Meaning and Types of Interviews [ Face to Face, Telephonic, Video] Interview procedure [ Opening, Listening, Closure] Preparation for Interview Resume Writing LinkedIn Etiquette Meaning and methods of Group Discussion Procedure of Group Discussion. Group Discussion simulation Group discussion common error	8 Mock Interview Included





## Focus on Employability/ Entrepreneurship/ Skill Development



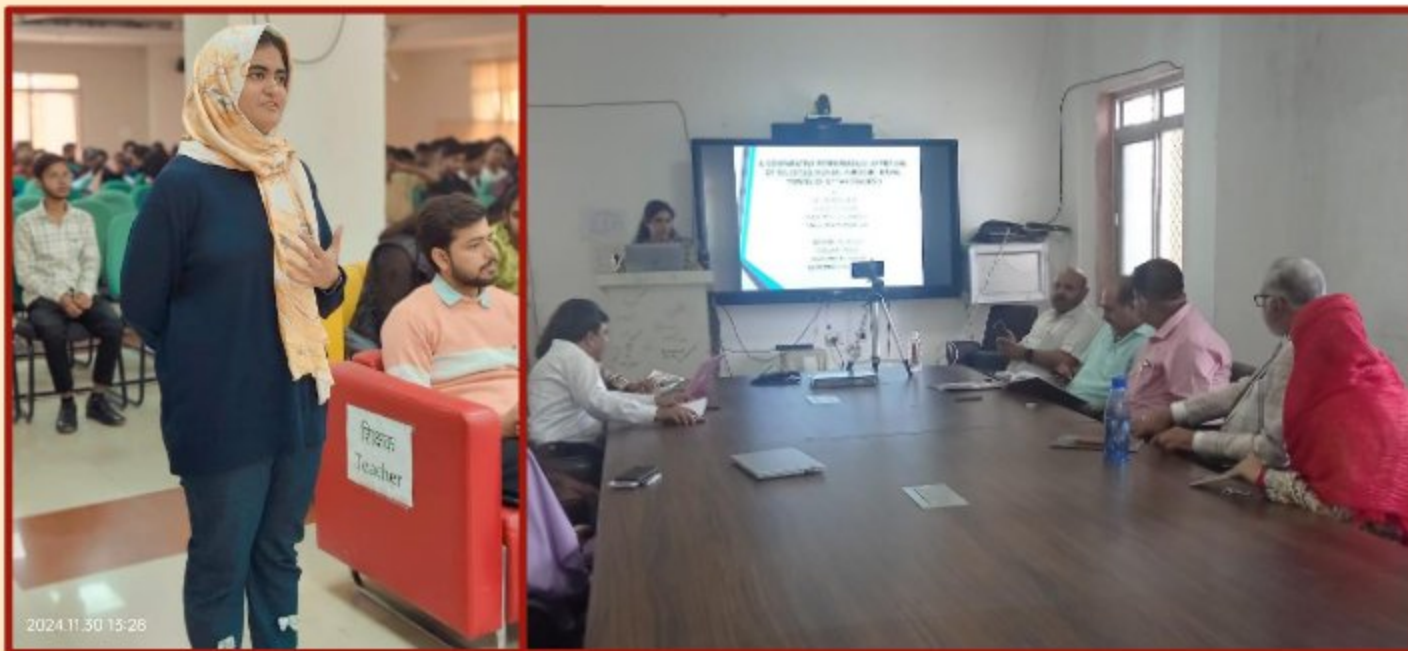
**Entrepreneurship Exhibition organised annually**



**Workshop on 'Build Your Own Business' being organised**



## Focus on Employability/ Entrepreneurship/ Skill Development



**Students participating in workshop on 'Future Skills'**



**Students showcasing their skills at cultural events**



## Focus on Employability/ Entrepreneurship/ Skill Development



**Mock Interviews are conducted for all the students**



**Skill development workshop on 'Stock Market Investment'**





**Course Syllabi are adequately revised to Incorporate Contemporary Requirements**



**Regular Board of Studies (BOS) meetings are conducted by the Departments to review curriculum updates and propose the introduction of new courses. Students, Alumni, Parents and Industry Experts are part of the Board of Studies meetings. Focus is on revising more than 20% syllabus by incorporating industrial and professional world requirements.**



## The Departments integrates cross-cutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability and other value framework enshrined in Sustainable Development Goals and National Education Policy – 2020 into the Curriculum

## Department of Higher Education

### U.P. Government, Lucknow

National Education Policy-2020

Common Minimum Syllabus for all U.P. State Universities

#### Co-curricular course: Semester-3

#### Course Title: Human Values and Environment studies

Name	Designation	Affiliation
<b>Steering Committee</b>		
Mrs. Monika S. Gang, (I.A.S.)	Additional Chief Secretary	Dept. of Higher Education U.P., Lucknow
<b>Chargers/Steering Committee</b>		
Prof. Poonam Tandan	Professor, Dept. of Physics	Lucknow University, U.P.
Prof. Hare Krishna	Professor, Dept. of Statistics	CCS University Meerut, U.P.
Dr. Dinesh C. Sharma	Associate Professor	K.M. Govt. Girls P.G. College Badliapur, G.B. Nagar, U.P.

#### Syllabus Developed by:

S.No.	Name	Designation	Department	College/University
1.	Dr. Ajai Prakash	Asst. Professor	Business Administration	University of Lucknow
2.	Dr. Manika Khanna	Professor	Political Science	University of Lucknow
3.	Dr. Anita Kumar	Professor	Zoology	University of Lucknow
4.	Dr. Rashmi Keshi	Sr. Asst. Professor	HRD, FMS	VBS Purnachal University, Jaunpur
5.	Dr. Jyoti Prakash	Sr. Asst. Professor	Amity Institute of Biotechnology	Amity University, Lucknow

#### Syllabus: Human Values and Environment studies

Programme Class: Certificate	Year: Second	Semester: Third
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#### Co-Curricular Course

Course Code: Z030301	Course Title: Human Values and Environment studies
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#### Course outcomes:

The mission of the course on Human Values and Environmental Studies is to create morally articulate solutions to be truthful and just and to become responsible towards humanity. The course seeks to establish a continuous interest in the learners to improve their thought process with intent to develop a new generation of responsible citizens capable of addressing complex challenges faced by the society due to disruptions in human interactions affecting human values. This course works towards

- Building fundamental knowledge of the interplay of markets, ethics, and law;
- Look at various challenges faced by individual to counter unethical issues
- Look at core concepts for business ethics
- Look at core concepts of anti-corruption
- Look at core concepts for a morally articulate solution evolver to management issues in general.
- Issues of sustainable development for a better environment.
- To know how environmental degradation has taken place
- Be aware of negotiations and international efforts to save environment.
- How to develop sustainably?
- Efforts taken up by UN in Sustainable Development.

<ul style="list-style-type: none"> <li>Efforts taken by India in Sustainable Development.</li> <li>The course intends to create a sense of how to be more responsible towards the environment.</li> </ul> Upon finishing of the course students will be able to come up with using ethical reasoning for decision making and frame ethical issues as well as operationalise ethical choices. The course integrates various facets of human values and environment.		
Credits: 2		
Max. Marks: 100		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
As the course requires two areas of Human Values and Environment Studies institutions can even opt for a parallel delivery		
Unit	Topics	No. of Lectures Total-20
I	<b>Human Values- Introduction- Values, Characteristics, Types, Developing Value system in Indian Organisation, Values in Business Management, value based Organisation, Trans-cultural Human values in Management, Swami Vivekananda's philosophy of Character Building, Gandhi's concept of Seven Sins, APJ Abdul Kalam view on role of parents and Teachers.</b>	02
	<b>Human Values and Present Practices – Issues: Corruption and Bribes, Privacy Policy in Web and Social Media, Cyber threats, Online Shopping etc. Remedies UK Bribery Act, Introduction to sustainable policies and practices in Indian Economy.</b>	02
	<b>Principles of Ethics</b> <b>Secular and Spiritual Values in Management- Introduction- Secular and Spiritual values, features, Levels of value implementation, Features of spiritual Values, Corporate Social Responsibility- Nature, Levels, Phases and Models of CSR, Corporate Governance, CSR and Modern Business Tycoons Ratan Tata, Azim Premji and Bill Gates.</b>	03
II	<b>Holistic Approach in Decision making- Decision making, the decision making process, The Bhagavad Gita, Techniques in Management, Dharma and Holistic Management.</b>	03
	<b>Discussion through Dilemmas –</b> <b>Dilemmas in Marketing and Pharma Organisations, moving from Public to Private- monopoly context, Dilemma of privatization, Dilemma on liberalization, Dilemma on social media and cyber security, Dilemma on Organic food, Dilemma on standardization, Dilemma on Quality standards.</b>	02
III	<b>Case Studies</b> <b>Ecosystem: Concept, structure &amp; functions of ecosystem; producer, consumer, decomposer, foodweb, food chain, energy flow, Ecological pyramids</b> <b>Conservation of Biodiversity- In-situ &amp; Ex-situ conservation of biodiversity</b> <b>Role of individual in Pollution control</b> <b>Human Population &amp; Environment</b> <b>Sustainable Development</b> <b>India and UN Sustainable Development Goals</b> <b>Concept of circular economy and entrepreneurship.</b>	7
	<b>Environmental Laws?</b> <b>International Advancements in Environmental Conservation</b> <b>Role of National Green Tribunal</b> <b>Air Quality Index</b>	8

**Sample Syllabus – “Human Values & Environmental Studies” having elements of Professional Ethics, Gender, Human Values, Environment and Sustainability along with Indian Knowledge System**





The Department integrates cross-cutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability and other value framework enshrined in Sustainable Development Goals and National Education Policy – 2020 into the Curriculum



**Students of the Department engage in Tree Plantations promoting Environmental Sustainability throughout the year**




**National Seminar on “National Education Policy-2020” organized by the Department in collaboration with U.P. State Higher Education Department**





## Creation of an ecosystem for Innovations, Indian Knowledge System (IKS), including awareness about IPR and Incubation

 KHWAJA MOINUDDIN CHISHTI LANGUAGE UNIVERSITY, LUCKNOW, U.P. (India) KHWAJA MOINUDDIN CHISHTI LANGUAGE UNIVERSITY, LUCKNOW, U.P. (India) (Incorporated under Section 22(1) of the U.P. Act, 1956 & 2006, Approved by UGC, 2011)		
Department of Commerce		
B.Com. (Hons.) Syllabus under NEP-2020		
B.Com. (Hons.): Semester -VI		
Paper BCCC 6.2: Auditing		
Duration: 3 Hrs.	Marks: 100 (30+70)	Credit-6
Course Learning Outcomes: This course aims at imparting knowledge about the principles and methods of auditing and its application.		
Unit	Topics	No. of Lectures
I	Methodology of Accounting, Auditing and Fraud risk management in Kautilya's Arthashastra. Audit and Audit Process: Meaning, Nature, Objectives and Various Classes of Auditing, Standard of Auditing, Preconceptions on accepted Auditing practices, Internal Control and the need for its evaluation by the Auditor.	7
II	Audit Procedures: Verification programme-selective verification, Audit in depth, test checking, Auditor's Approach to statistical sampling, Routine checking, vouchers, verification and valuation of assets and liabilities, Auditor's Report on Profit and Loss Account and Balance Sheet.	15
III	Audit of Limited Companies: Qualifications and Appointment of Company Auditors, their powers, duties and liabilities as per Company Act 1956, Enquiries under Section 227 (IA), Audit of share capital, share transfer and managerial remuneration, Additional matters in the Auditor's Report (Manufacturing and other companies), Auditor's Report Order 1988.	19
IV	Audit of Public Sector Undertaking and Banks: Special features concerning Audit of departmental undertakings, Statutory Corporations and Government Companies, Procedure of appointment of Auditors, Special features relating to the audit of Banks, Audit of Insurance Companies and audit of non-profit companies. Cost Audit: Importance of cost audit, Provisions regarding cost audit, Cost Audit report, Tax and Social Audit. Internal Audit: Objective and scope of Internal Audit, Responsibilities and Authority of Internal Auditors, Relationship between internal auditor and statutory auditor.	24
Suggested Readings:		
1. Gupta Kamal: Contemporary Auditing, TATA Mc Graw, New Delhi. 2. Tandon, B.N.: Principles of Auditing, S. Chand & Company, New Delhi. 3. Pargsee Dinkar: Principles and practices of Auditing, Sultan Chand, New Delhi. 4. Sharma, T.R.: Auditing Principles and Problems, Sahitya Bhawan, Agra. (Hindi and English) 5. Yadav, Pankaj, Auditing, Neel Kamal Prakashan, Delhi (Hindi and English) Sharma, Sanjeev, Auditing: MK Publications, Agra (Hindi and English) Note- Latest edition of the text books should be used.		
B.Com. (Hons.)-NEP-2020		
*****		

B.Com. NLP: Semester -VI		
Paper BCCC 6.3 (c): Business Ethics and Corporate Governance		
Duration: 3 Hrs	Marks: 100 (25-75)	Credit: 6
Course outcomes: This course seeks to provide knowledge about the concepts, tools, techniques, and relevance of Business Ethics and Corporate Governance in the present Changing scenario.		
Unit	Topics	No. of Lectures
I	Values – Importance, Sources of Value Systems, Types, Values, Loyalty and Ethical Behavior, Values across Cultures; Business Ethics – Nature, Characteristics and Needs, Ethical Practices in Management, Factors influencing business ethics, Arguments for and against business ethics, Types of ethical dilemmas.	17
II	Ethics in HRM- Importance, Managing ethical issues in HRM; Marketing ethics- Importance, Ethical issues in marketing, Ethical behavior in relation to suppliers, competitors; Ethics in Finance and Accounts. Meaning, Nature of ethical decision making, Process- Problem identification, clarifying goals, identifying the desired facts, developing options based on objectives, analysis of various options, test the options, make decisions and implementation phase, Factors influencing ethical decision making.	26
III	Meaning, Features of good corporate governance, Factors influencing corporate governance, corporate governance in India, Amendments to Corporate Governance- CSR- Concept and initiatives in India.	16
IV	Ethical issues of Corporate Governance, Factors influencing Corporate Governance, Models of Corporate Governance (Anglo American, Japanese, German & Indian), Theories of Corporate Governance (Agency, Political, Stake holder, Legitimacy, Resource dependency, Stewardship & Social contract theory)	16
Suggested Readings:		
1. Kitson Alan- Ethical Organization, Palgrave 2. L. T. Hosmer: The Ethics of Management, Universal Book. 3. D. Murray: Ethics in Organizational, Kogan Page. 4. S. K. Chakraborty: Values and Ethics in Organization, OUP Note- Latest edition of the text books should be used.		





## Creation of an ecosystem for Innovations, Indian Knowledge System (IKS), including awareness about IPR and Incubation

### Indian Knowledge System

MDE101	Indian Knowledge System	2L:0T:0P	2 Credits
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#### Course Objective:

1. To sensitize the students about context in which they are embeded i.e. Indian culture and civilisation including its Knowledge System and Tradition.
2. To help student to understand the knowledge, art and creative practices, skills and values in ancient Indian system.
3. To help to study the enriched scientific Indian heritage.
4. To introduce the contribution from Ancient Indian system & tradition to modern science & Technology

#### Course Content:

##### Unit-1

Indian Knowledge System, Indian Culture and Civilization

##### Unit-2

Indian vision for Human society, Indian Science

##### Unit-3

Indian Town Planning, Indian Architecture, Indian Astronomy

##### Unit-4

Indian Mathematics, Indian Aesthetics, Indian Health and Wellness



**The department primarily focuses on advancing knowledge and practice in *Indian Knowledge System*.**





**Creation of an ecosystem for Innovations, Indian Knowledge System (IKS), including awareness about IPR and Incubation**



**Programmes organized to foster creativity and promote innovative thinking among students (Workshop on IPR, Patent Designing & Filing)**



**The department organizes various activities to promote innovation, preserve Indian Knowledge Systems (IKS), and raise awareness of Intellectual Property Rights (IPR).**





## Creation of an ecosystem for Innovations, Indian Knowledge System (IKS), including awareness about IPR and Incubation



The Hon'ble Chancellor inaugurating the University Convocation with the symbolic 'Jal Bharo' ceremony, emphasizing the importance of water conservation



Teachers and students inaugurating the programme with the ceremonial lighting of the lamp and *Saraswati Vandana*





## Creation of an ecosystem for Innovations, Indian Knowledge System (IKS), including awareness about IPR and Incubation



Teachers, Students and staff members celebrating *Vasant Panchami*



Teachers and Students Practicing Yoga





Focus on creating an inclusive environment i.e., tolerance and harmony towards cultural, regional, linguistic, communal socioeconomic and such other diversities in the Department



**Students regularly participate in cultural programmes highlighting tolerance and harmony among different diversities**



# **TEACHING LEARNING ACTIVITIES**





**Addressing the differential learning needs of the students through organization of special programmes**



**The department of Business Administration undertake targeted initiatives to support slow learners through remedial classes and individualized counseling sessions**





For advanced learners, the Department of Business Administration implements student-centered pedagogical methods that leverage ICT-enabled tools and digital resources to enrich the learning environment and promote deeper academic engagement "



Faculty members using student centric methods.



Peer to peer teaching using ICT-enabled classrooms



Student engagement in classrooms using smart board

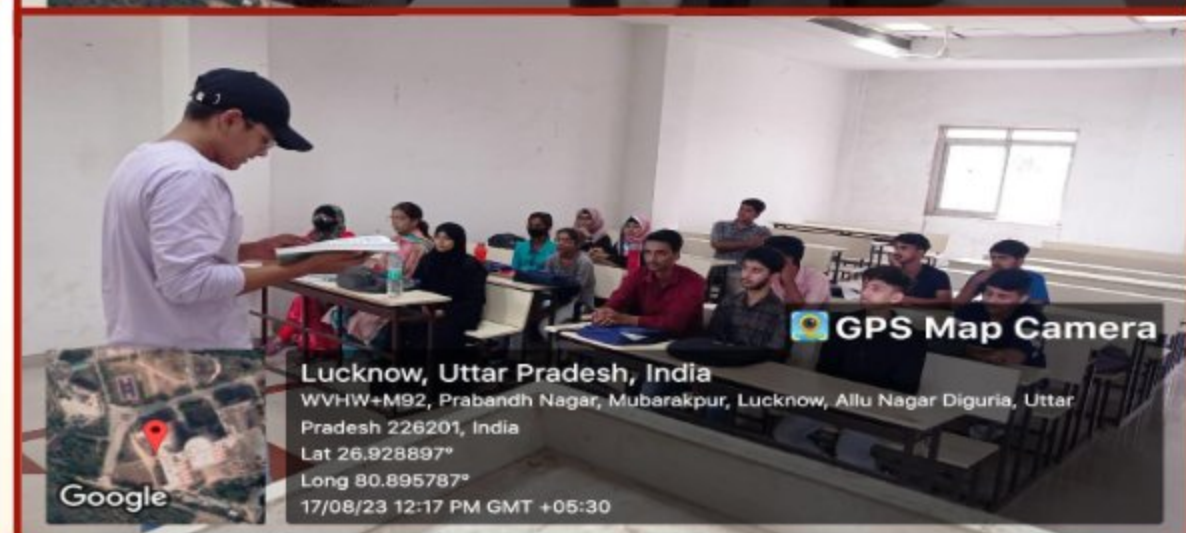




## Addressing the differential learning needs of the students through organization of special programmes by the Department of Commerce



Remedial and tutorial Classes for **Slow Learners**



Peer Learning Activities for **Advance Learners**





## **Effective Mentor-Mentee Scheme of the Department of Business Administration**



**The department prioritizes the development of an effective “Mentor-Mentee Scheme”, aimed at fostering meaningful guidance, support, and academic growth for students**





## Effective Mentor-Mentee Scheme of the Department of Commerce



**Mentor-Mentee session** being arranged in the Department to cater the specific needs of the students





## **ADOPTION OF BEST PRACTICES IN TEACHING AND LEARNING**



**Parent- Teachers Meetings** being conducted on Regular basis by the  
Department of Commerce



**KHWAJA MOINUDDIN CHISHTI LANGUAGE UNIVERSITY, LUCKNOW**



## **ADOPTION OF BEST PRACTICES IN TEACHING AND LEARNING**

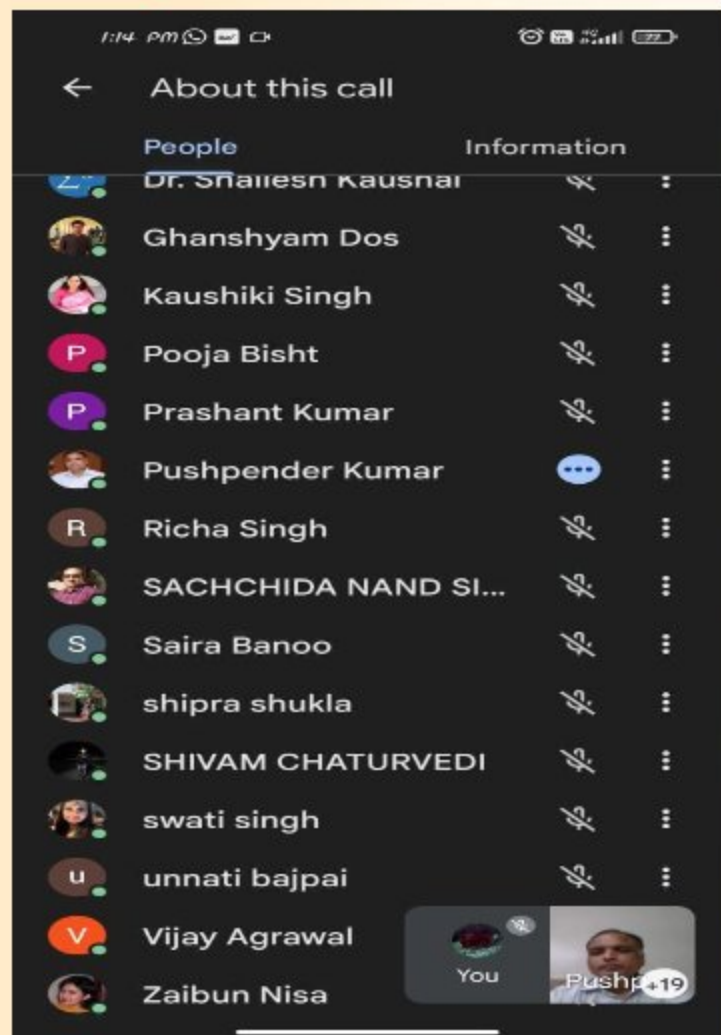


**Experts guiding students for skills required for future Jobs during Career Counselling Sessions**





## ADOPTION OF BEST PRACTICES IN TEACHING AND LEARNING



**E-Counselling sessions conducted by the Department of Commerce**





# **RESEARCH ACTIVITIES**



**RESEARCH PROJECTS OF THE DEPARTMENT OF BUSINESS ADMINISTRATION**

S. No.	Name of Project	Year of Award	Amount (in Rs.)	Funding Agency	Status (Ongoing/Completed)
1	Centre of Innovative Studies	2021	300000.00	UP Higher Education Commission	Completed
2	A study on SWAYAM MOOCs Platforms contribution in providing E-Learning opportunities to the students pursuing higher education	2022	137000.00	UP Higher Education Commission	Completed
3	Blended Learning: The Effectiveness of Mixed Mode Instructional Learning in Higher Educational Institutes in Lucknow	2025	143000.00	UP Higher Education Commission	Ongoing
4	Comparative Study of Student Perception towards Human Values & Professional Ethics in Government & Private Institutions"	2024	400000.00	UP Higher Education Commission	Ongoing





## **RESEARCH PROJECTS OF THE DEPARTMENT OF**

<b>S. No.</b>	<b>Name of Project</b>	<b>Year of Award</b>	<b>Project Coordinator</b>	<b>Funding Agency</b>	<b>Status (Ongoing/Completed)</b>
1	Centre for Entrepreneurship Development	2018	Prof. Ehtesham Ahmad	Govt. of Uttar Pradesh	Completed
2	Entrepreneurship and Skill Development Programmes with special reference to Youth in Uttar Pradesh	2021	Dr. Neeraj Shukla	Govt. of Uttar Pradesh	Completed
3	A study on Impact of Government's Entrepreneurial Development Schemes: With special reference to ODOP programme	2022	Dr. Zaibun Nisa	Govt. of Uttar Pradesh	Completed
4.	Covid-19 and Gendering Impact on Girl Child's Education at Secondary Level in Lucknow district of Uttar Pradesh	2023	Dr. Manish Kumar	Govt. of Uttar Pradesh	Completed
5.	UP Startup Policy 2020 and Sustainable Livelihood: With special reference to Youth of Uttar Pradesh	2023	Prof. Ehtesham Ahmad	Govt. of Uttar Pradesh	Ongoing
6.	Digital Solutions for education equity: Investigating the efficacy of technology integration in Rural Schools	2025	Dr. Neeraj Shukla	Govt. of Uttar Pradesh	sanctioned





## **GLIMPSES OF ACTIVITIES CONDUCTED UNDER RESEARCH PROJECT**







## **RESEARCH PAPER PUBLISHED BY THE DEPARTMENT OF BUSINESS ADMINISTRATION**

S. No.	Publications	Number of Publications
1	In Scopus Listed Journals with Impact Factor	4
2	In UGC CARE Listed Journals/Approved	6
3	In Peer-Reviewed Journals	37
4	Chapters in Edited Books	12
<b>Total Research Papers &amp; Chapters Published</b>		<b>59</b>

## **BOOKS PUBLISHED**

S. No.	Publications	Number of Publications
1	Text Books / Reference Books	4
2	Edited Book	4
<b>Total Books Published</b>		<b>08</b>





## **RESEARCH PAPER PUBLISHED BY THE DEPARTMENT OF COMMERCE**

S. No.	Publications	Number of Publications
1	In Scopus Listed Journals with Impact Factor	14
2	In UGC CARE Listed Journals/Approved	17
3	In Peer-Reviewed Journals	64
<b>Total Research Papers Published</b>		<b>95</b>

## **BOOKS PUBLISHED**

S. No.	Publications	Number of Publications
1	Text Books / Reference Books	02
2	Edited Book	03
3	Chapters in Edited Books	11
<b>Total Books Published</b>		<b>16</b>





## **SELECTED RESEARCH PAPERS IN SCOPUS/ABDC/WEB OF SCIENCE**

<b>S. No.</b>	<b>Title of Research Paper</b>	<b>Name of the Journal</b>
<b>1</b>	<b>Analysis of profile of Non-Govt. Microfinance Organizations: Study at Uttar Pradesh</b>	<b>international Journal of Scientific &amp; Technology Research (IJSTR), 2277-8616 (Scopus)</b>
<b>2</b>	<b>Analysis of Performance of Non-Govt. Microfinance Institutions in Entrepreneurial Development of Women</b>	<b>International Journal of Scientific &amp; Technology Research (IJSTR), 2277-8616 (Scopus)</b>
<b>3</b>	<b>An empirical study on the impact of cybersecurity breaches and computer fraud on SMEs</b>	<b>Journal of information systems engineering and management (e-2468-4376) (Scopus)</b>
<b>4</b>	<b>Moderated mediation analysis: Entrepreneurial education's influence on the SSN–EI link via entrepreneurial attitude</b>	<b>Journal of the International council for small Business (Scopus)</b>
<b>5</b>	<b>Supportive social norms as Determinant Entrepreneurial Intention in relation to students: a systematic review</b>	<b>European Economic Letters (ISSN:2323-5233) (ABDC)</b>





## **SELECTED RESEARCH PAPERS IN SCOPUS/ABDC/WEB OF SCIENCE**

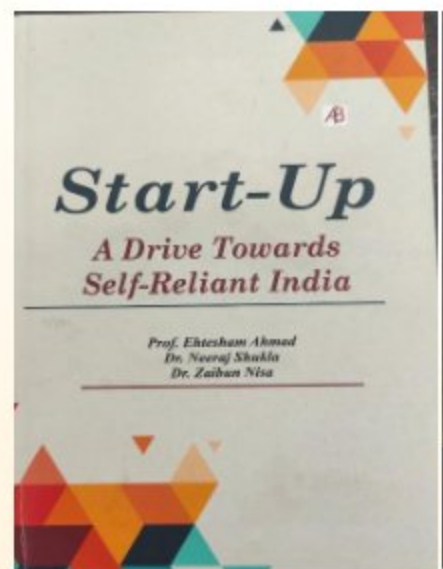
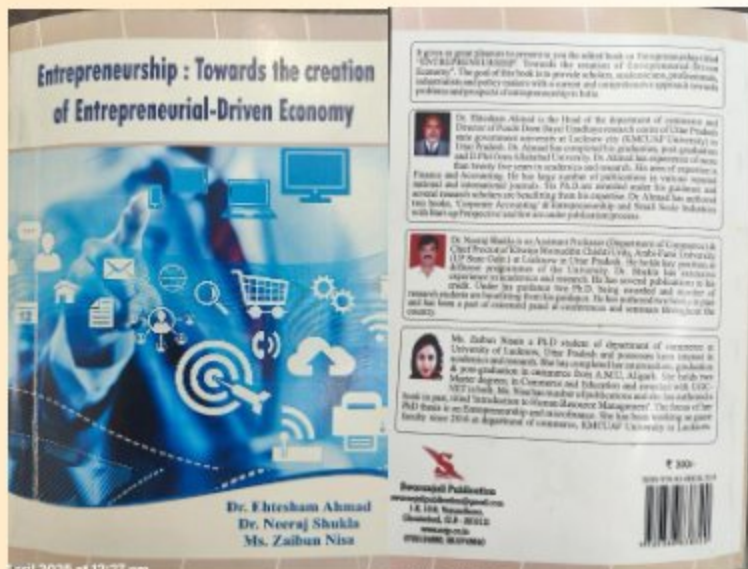
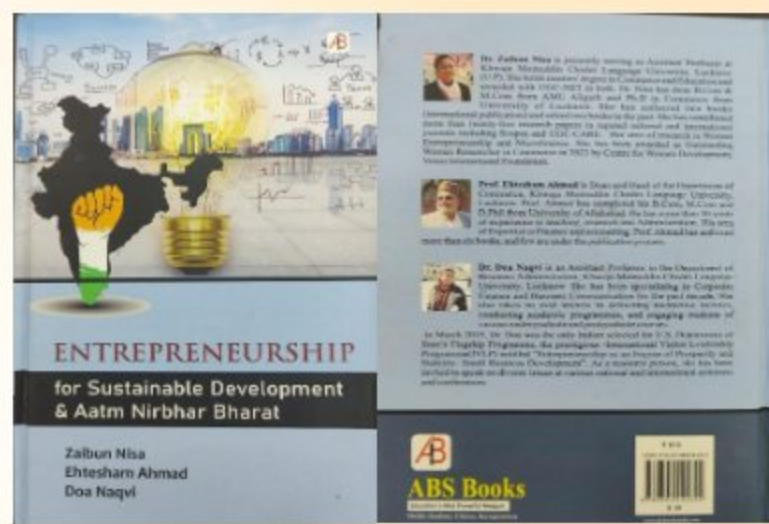
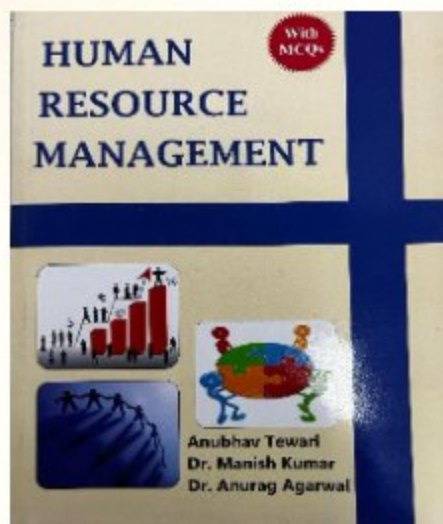
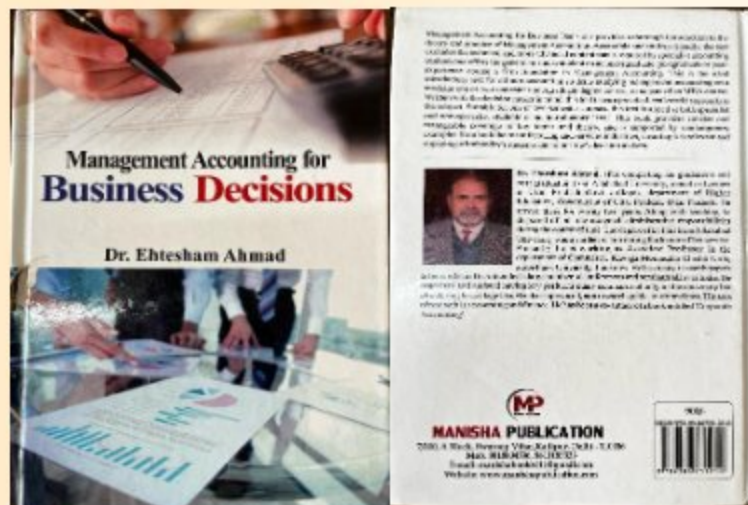
<b>S. No.</b>	<b>Title of Research Paper</b>	<b>Name of the Journal</b>	<b>Paper Link</b>
1	An Empirical Study on the Economic Impact of Cybersecurity Breaches and Computer Fraud on SMEs (Dr. Doa Naqvi)	Journal of Information Systems Engineering and Management (2025, 10(7s) e-ISSN: 2468-4376)	<a href="https://www.jisem-journal.com/index.php/journal/article/view/986">https://www.jisem-journal.com/index.php/journal/article/view/986</a>
2	Analysing the Barriers of Strategic Entrepreneurship: A DEMATEL Approach (Dr. Doa Naqvi)	Sustainability 2024, 16(11), 4599;	<a href="https://www.mdpi.com/2071-1050/16/11/4599">https://www.mdpi.com/2071-1050/16/11/4599</a>
3	The Mediating Role of Job Satisfaction in the Relationship between Psychological Contract and Employee Engagement: A Study on Private Sector Higher Education Institutions (Prof.(Dr.)Syed Haider Ali)	Journal of Informatics Education and Research ISSN: 1526-4726Vol 4 Issue 3 (2024)	<a href="https://jier.org/index.php/journal/article/view/1479">https://jier.org/index.php/journal/article/view/1479</a>



# KHWAJA MOINUDDIN CHISHTI LANGUAGE UNIVERSITY, LUCKNOW



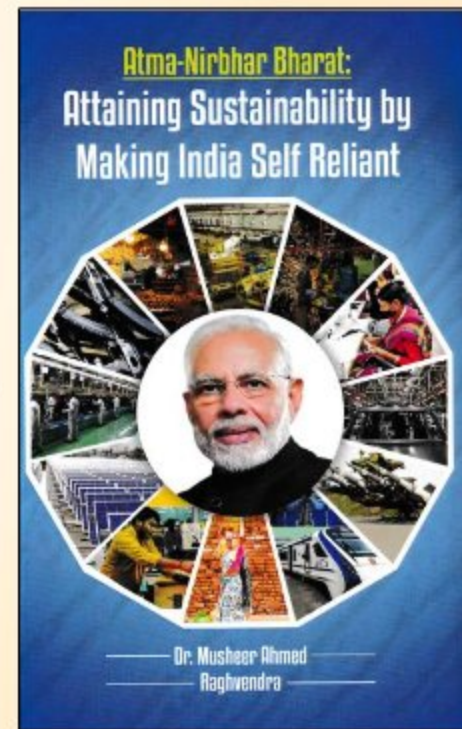
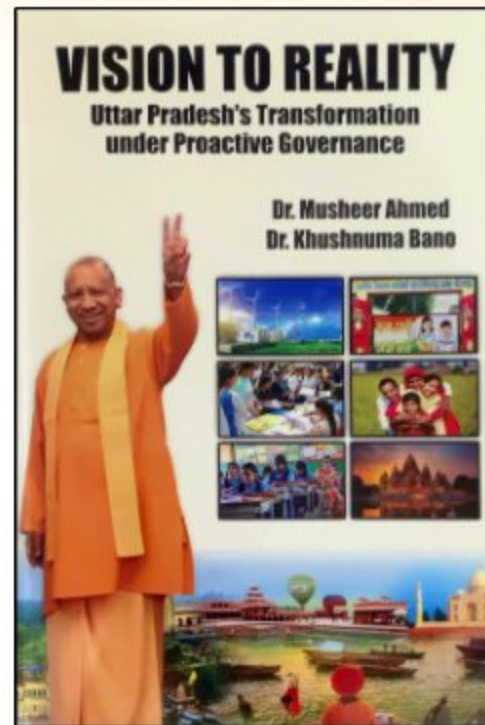
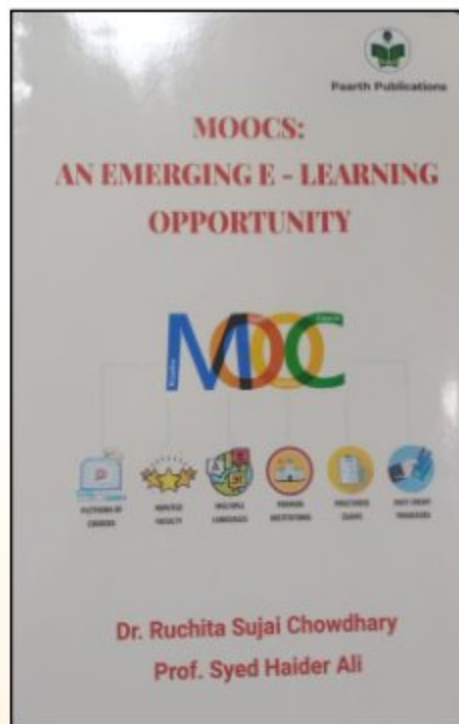
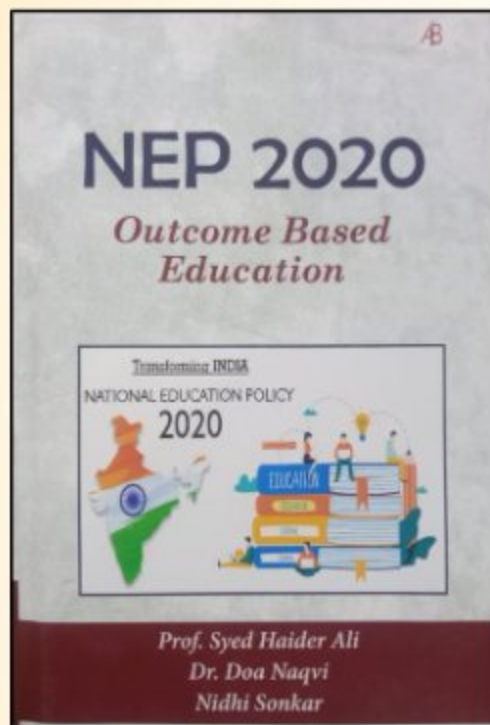
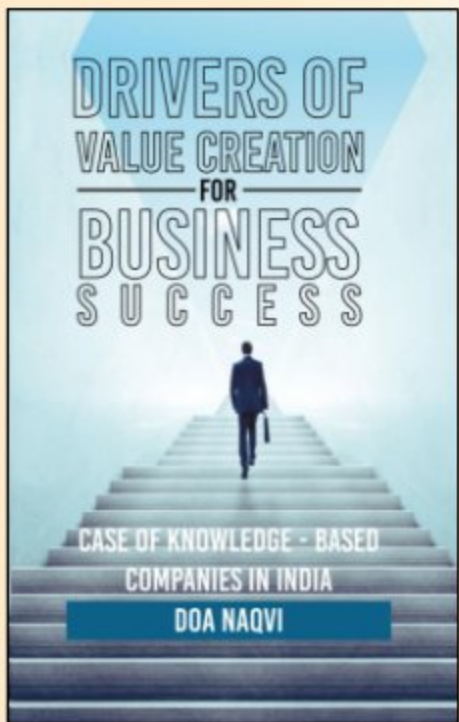
## GLIMPSES OF BOOKS AUTHORED BY THE FACULTY MEMBERS







## GLIMPSES OF BOOKS PUBLISHED BY FACULTY MEMBERS







## **PATENTS**

S. No.	Patent Application No.	Inventor(s) Name	Title of the Patent	Patent Published Date	Patent Publication Number	International/ National	Status
1	202441008134	Prof. Musheer Ahmad	The Mediating Role Of Employee Engagement In Relationship Between The Antecedents Of Human Resource Information System And Organizational Performance	01 March 2024	202441008134	National	Published
2	202311033426	Dr. Doa Naqvi	SUSTAINABILITY MANAGEMENT	11 May 2023	202311033426	National	Published
3	202311033426	Prof.(Dr.) Syed Haider Ali	Sustainability Management	11 May 2023	202311033426	National	Published
4	202311047049	Prof. (Dr.) Syed Haider Ali	A System, Method & Device for Facial Expression Synthesis	12 July 2023	202311047049	National	Published
5	41016-001	Prof.( Dr.) Syed Haider Ali	AI BASED HEALTH MONITORING CAR SEAT	19 March 2024	41016-001	National	Published
6	202511027359	Prof.(Dr.) Syed Haider Ali	AI-POWERED PERSONALIZED LEARNING PLATFORM	24 March, 2025	202511027359	National	Published
7	447924-001	Prof.( Dr.) Syed Haider Ali	MODULAR FILTRATION BOTTLE WITH DETACHABLE SIEVE AND DUAL COMPONENT BASED	13 Feb 2025	447924-001	National	Under Process
8	445898-001	Prof.( Dr.) Syed Haider Ali	WORK ON STUDY TABLE	29 JAN 2025	445898-001	National	Under Process





## **AWARDS / RECOGNITIONS / FELLOWSHIPS RECEIVED BY FACULTY MEMBERS**

S. No.	Name of the Faculty Members / Students	Title of the Award	International / National / State
1	Prof. Syed Haider Ali	Indo-Nepal Samrasta Award -2019' Awarded by Indo Nepal Samrasta organization of invaluable efforts in chosen field, 26 December, 2019	International
2	Prof. Syed Haider Ali	"Shikshak Samman-2021" awarded by U.P. State Government	National
3	Prof. Musheer Ahmad	Rashtriya Gaurav Award by India International Friendship Society (2023)	National
4	Prof. Musheer Ahmad	Inspiring Best Educationist Award 2022 by Global Education And Economic Development Forum	National
5	Prof. Musheer Ahmad	Navudya Samman 2025- Awarded by National Association for the Blind (NAB), U.P. Chapter	National
6	Dr. Doa Naqvi	Woman Mentor of the Year by Sponsored by Woman Leaders Forum at the Asian Emirates Dominance Conference 2023	International
7	Dr. Doa Naqvi	International Visitor Leadership Programme by Sponsored By U.S. Department of State (Government of United States) 2019	International
8	Dr. Doa Naqvi	'The UP Icon Award-2019' Awarded by NGO- Ek Pahel for appreciation of invaluable efforts in chosen field, 2018-19	National





## **GLIMPSES OF AWARDS / RECOGNITIONS / FELLOWSHIPS RECEIVED BY FACULTY MEMBERS**



**A Few Glimpses of Awards  
& Honors Received by  
Faculty Members of the  
Department**







## AWARDS / RECOGNITIONS RECEIVED BY FACULTY MEMBERS



Hon'ble Chancellor presenting an award to Dr. Neeraj Shukla for his remarkable contribution to blood donation. Dr. Shukla has donated blood 68 times to date



Dr. Neeraj Shukla was honored with the '**Pt. Deen Dayal Upadhyay Samrasta Award**' by Pt. Deen Dayal Upadhyay Sewa Pratishthan





## AWARDS / RECOGNITIONS RECEIVED BY FACULTY MEMBERS



Prof. Ehtesham Ahmad is the recipient of **International Education Achiever Award** and Application for his outstanding contribution as Admission coordinator.

Dr. Zaibun Nisa recognised for her contribution for NAAC preparation



**CONFERENCES / SEMINARS / WEBINARS / WORKSHOPS ORGANIZED BY THE DEPARTMENT OF  
BUSINESS ADMINISTRATION**

Sr. No.	Seminar/Conference/Workshop Detail	Detail	Date
1	Research Methodology Workshop for Social Sciences	One Week Workshop	26-02-2020 to 02-03-2020
2	Innovative Business Practices in the times of COVID-19	International Webinar Series	28-03-2020 to 30-03-2020
3	Ways to Counter Social and Health Issues Emerging due to Pandemic COVID-19	One Day International Webinar	13-06-2020
4	Cross Country Panel Discussion on "When Women Lead: Insights & Experiences of Women in Business (International Webinar)	One Day Cross Country Panel Discussion	26-07-2020
5	National Education Policy 2020 – Transforming India	National Webinar	2020-09-11
6	Budget 2022- A tool for sustainable development.	National Webinar	2022-02-04 04-02-2022
8	NEP 2020 Implementation for University/College Teachers in collaboration with UGC-HRDC Aligarh Muslim University, Aligarh	Two Days Online Workshop	18-05-2022 & 19-05-2022
9	NAAC Documentation & Preparation.	One Day Workshop	10-09-2022
10	National Education Policy- 2020: Outcome Based Education	Two Days National Seminar (Hybrid Mode)	21-03-2023 & 22-03-2023



**CONFERENCES / SEMINARS / WEBINARS / WORKSHOPS ORGANIZED BY THE  
DEPARTMENT OF COMMERCE**

<b>S. No.</b>	<b>Title of the Conferences / Seminars / Webinars / Workshops</b>	<b>Date</b>	<b>Name of Sponsoring Agency (if any)</b>
<b>1</b>	Entrepreneurship Awareness Programme	4 <sup>th</sup> March 2025	MSME Development Commissioner
<b>2</b>	Interactive session on 'Entrepreneurship Start your own Startup	25 <sup>th</sup> Feb 2025	UPES & Global University System
<b>3</b>	Entrepreneurship Expo 2024	14 <sup>th</sup> Nov. 2024	University
<b>4</b>	Parichay 'Orientation Programme	8 <sup>th</sup> Oct. 2024	University
<b>5</b>	Entrepreneurship Expo 2023	23 <sup>rd</sup> Nov 2023	University
<b>6</b>	Parichay Orientation Programme	21 <sup>st</sup> Sept. 2023	University
<b>7</b>	National Seminar on World Entrepreneurship Day	21 <sup>st</sup> Aug 2023	University
<b>8</b>	Round Table Conference	24 <sup>th</sup> April 2023	University





**CONFERENCES / SEMINARS / WEBINARS / WORKSHOPS ORGANIZED BY THE**  
**DEPARTMENT OF COMMERCE**

<b>S. No.</b>	<b>Title of the Conferences / Seminars / Webinars / Workshops</b>	<b>Date</b>
<b>9</b>	One week national workshop ( entrepreneurship development programme)	23 <sup>rd</sup> -29 <sup>th</sup> march 2023
<b>10</b>	Entrepreneurship expo 2022	11 <sup>th</sup> Nov. 2022
<b>11</b>	Parichay orientation programme	15 <sup>th</sup> Nov. 2022
<b>12</b>	Azadi ka Amrit Mahotsav	10 <sup>th</sup> -13 <sup>th</sup> Aug. 2022
<b>13</b>	Research Methodology and paper publication	8 <sup>th</sup> -14 <sup>th</sup> June 2022
<b>14</b>	IBM Skill development orientation programme	12 <sup>th</sup> march 2022
<b>15</b>	life survival and livelihood skills	7 <sup>th</sup> march 2022
<b>16</b>	one week entrepreneurship workshop on “build your own business “	5 <sup>th</sup> -14 <sup>th</sup> march 2022





**CONFERENCES / SEMINARS / WEBINARS / WORKSHOPS ORGANIZED BY THE  
DEPARTMENT OF COMMERCE**



S. No.	Title of the Conferences / Seminars / Webinars / Workshops	Date
17	Webinar overview of securities market and latest development	25 <sup>th</sup> April 2021
18	“Entrepreneurship and skill development using tally “	25 <sup>th</sup> march 2021
19	Important forms of communication	10 <sup>th</sup> Feb. 2021
20	Financial accounting using tally	19 <sup>th</sup> Nov. 2020



# KHWAJA MOINUDDIN CHISHTI LANGUAGE UNIVERSITY, LUCKNOW



## GLIMPSES OF SEMINAR /CONFERENCE/WORKSHOP ORGANISED BY THE DEPARTMENTS





# KHWAJA MOINUDDIN CHISHTI LANGUAGE UNIVERSITY, LUCKNOW



## GLIMPSES OF SEMINAR /CONFERENCE/WORKSHOP ORGANISED BY THE DEPARTMENTS





[illegible][illegible]

### Webinar on “Innovative Business Practices in the times of COVID-19”





A workshop on “Mastering MS Excel for Academic & Administrative Excellence” was organized from with Mr. Vinay Chaubey



A workshop on “IPR, Patent & Design Filing” in Association with Rajiv Gandhi National Institute of Intellectual Property Management (RGNIPM, Nagpur)  
Under the National Intellectual Property Awareness Mission (NIPAM)



# KHWAJA MOINUDDIN CHISHTI LANGUAGE UNIVERSITY, LUCKNOW



ख्वाजा मुईनुद्दीन चिश्ती भाषा विश्वविद्यालय, लखनऊ, उत्तर प्रदेश (भारत)  
Khwaja Moinuddin Chishti Language University, Lucknow, U.P. (India)  
U.P. STATE GOVERNMENT UNIVERSITY,  
(Recognised Under Section 2(f) & 12(B) of the UGC Act, 1956 & B.Tech. Approved by (AICTE))

## Webinar

Patron



Prof. Alok Kumar Rai  
Hon'ble Vice Chancellor

Organised by

Department of  
Commerce, Economics  
&  
Business Administration  
on

Convener



Prof. Ehtesham Ahmad  
Dean & Head, Dept. of  
Commerce

## Budget 2022: A tool to Sustainable Development of India

Thursday, February 03 at 04:00 pm

Speaker



Dr. Pawan Tiwari  
Chartered Accountant

Speaker



Prof. Manjula Upadhyay  
Principal  
Navyug Kanya Mahavidyalaya

Speaker



Dr. Syeeda Khatoon  
Associate Professor  
Deptt. of Economics, AMU

## Organising Team

Deptt. of Commerce

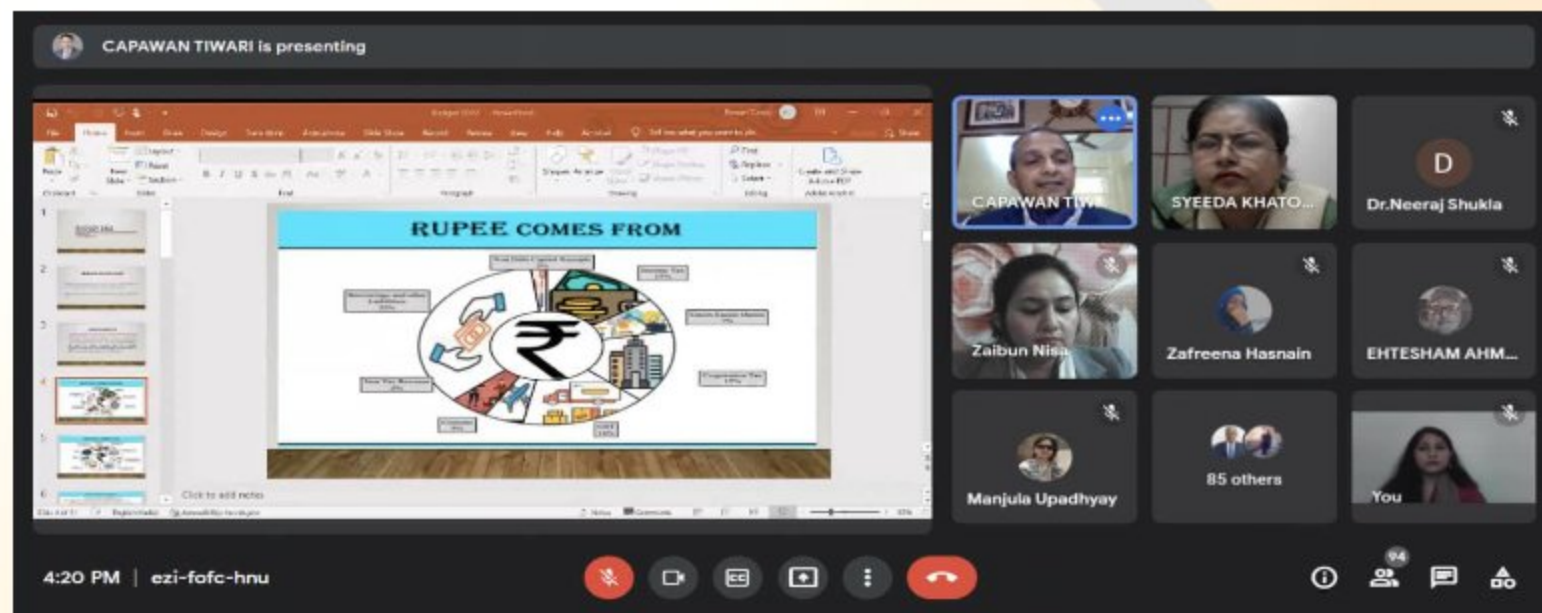
Prof. Mahrukh Mirza  
Dr. Neeraj Shukla  
Dr. Manish Kumar  
Ms. Afreen Fatima  
Dr. Zaibun Nisa

Deptt. of Business Administration

Prof. Syed. Haider Ali  
Dr. Musheer Ahmad  
Dr. Attaur Rahman  
Dr. Doa Naqvi

Deptt. of Economics

Dr. Uddham Singh  
Dr. Rahul Mishra



A webinar on “Budget 2022: A tool to Sustainable Development of India” was organized on 3 February 2022.





Lucknow, Uttar Pradesh, India

WVHW+HF9, Prabandh Nagar, Mubarakpur, Lucknow, Uttar Pradesh  
226201, India  
Lat 26.928756°  
Long 80.896297°  
25/05/22 09:55 AM

## तीन दिवसीय कार्यशाला का दूसरा दिन



तिजारत संवाददाता

लखनऊ। केएमसी भाषा विश्वविद्यालय लखनऊ के व्यवसाय एवं प्रशासन विभाग द्वारा वित्तीय नियोजन एवं स्टॉक मार्केट में निवेश विषयक कार्यशाला का आज दूसरा दिन रहा। कार्यशाला के मुख्य वक्ता श्री राज पांडे (एफए, एफए) ने स्टॉक मार्केट के विश्लेषण की जानकारी प्रदान की तथा स्टॉक मार्केट में निवेश की बारीकियों से अवगत

कराया। उपस्थित विद्यार्थियों ने बहुत ही उत्साह के साथ कार्यक्रम में भागीदारी की। कार्यक्रम में समन्वयक डॉ. मोआन नकवी, सह समन्वयक डॉ. जैबून निसा एवं प्रो. एहतेशाम अहमद उपस्थित रहे। विश्वविद्यालय के व्यवसाय प्रबंधन विभाग में सीबीए, एमबीए एवं पीएचडी तथा खण्ड विभाग में बीकाम, एमकाम, पीएचडी, डिप्लोमा जैसे पाठ्यक्रम संचालित हैं। इन सभी पाठ्यक्रमों में प्रवेश आरंभ हो चुके हैं।



Lucknow, Uttar Pradesh, India

WVHW+CCQ, Prabandh Nagar, Mubarakpur, Lucknow, Uttar Pradesh 226201, India  
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Long 80.896052°  
26/05/22 12:28 PM

## भाषा विवि के छात्रों ने सीखे स्टॉक मार्केट के गुर

लखनऊ। केएमसी भाषा विश्वविद्यालय लखनऊ के व्यवसाय एवं प्रशासन विभाग की ओर से वित्तीय नियोजन एवं स्टॉक मार्केट में निवेश विषयक कार्यशाला के दूसरे दिन निवेश कई पहलुओं से परिचित कराया गया। कार्यशाला के मुख्य वक्ता राज पांडे ने छात्र-छात्राओं को स्टॉक मार्केट के विश्लेषण की जानकारी दी। स्टॉक मार्केट में निवेश की बारीकियों को बताया। कार्यशाला में समन्वयक डॉ. दुआ नकवी, सह समन्वयक, डॉ. जैबून निसा एवं प्रो. एहतेशाम अहमद उपस्थित रहे।



A three day Workshop on 'Investment in Stock Market and Financial Planning' was organized from 24-26 May 2022 with the Keynote speaker Mr. Raj Pandey and Lt. Dr. Nancy Gupta.





# **EXTENSION ACTIVITIES**





## **EXTENSION ACTIVITIES CONDUCTED BY THE DEPARTMENT OF BUSINESS ADMINISTRATION**

The Department organizes extension and outreach activities for its students –

- Regular Visits to Neighbourhood Villages for Conducting Miscellaneous Research Work and Creating Awareness about Government Schemes among Stakeholders
- Old Clothes Donation Drive
- Tree Plantation Drives
- Conduction of Classes for Nearby Slum Dwelling Children
- Interaction with the Transgender Community with collaboration with NGO – Farhaan Foundation



**Old Clothes Donation Drive**





**Glimpses of Extension  
Activities Conducted  
by the Department of  
Business  
Administration**







## **EXTENSION ACTIVITIES CONDUCTED BY THE DEPARTMENT of BUSINESS ADMINISTRATION**



“As part of the extension activity, students are actively engaged in teaching slum dwellers in the university neighborhood, contributing to community development and education.”





## **EXTENSION ACTIVITIES CONDUCTED BY THE DEPARTMENT OF BUSINESS ADMINISTRATION**



**Students of MBA interacting with the Transgender Community with collaboration with NGO – Farhaan Foundation**





## **EXTENSION ACTIVITIES CONDUCTED BY THE DEPARTMENT OF COMMERCE**

The Department organized a series of impactful extension activities that not only contributed to social welfare but also enhanced the moral and civic sensibilities of students. Some of the key initiatives are:

- Conducted **plantation drives** to promote environmental awareness.
- Performed **nukkad nataks** on social issues.
- Organized **cleanliness drives** under Swachh Bharat Abhiyan.
- Provided **educational support** to **underprivileged** village children.
- Participate in **Blood Donation** Camps.
- Arranged **health and hygiene awareness** sessions for rural communities.





**GLIMPSES OF EXTENSION ACTIVITIES CONDUCTED BY THE DEPARTMENT OF COMMERCE**







**GLIMPSES OF EXTENSION ACTIVITIES CONDUCTED BY THE DEPARTMENT OF COMMERCE**







# **STUDENT SUPPORT AND PROGRESSION**



**Career counselling, Training and Placement Activities Conducted by the Departments**

S. No.	Details of the Activity	Date
1	Workshop on “Mastering MS Excel for Academic & Administrative Excellence”	28-02-2025 & 01-03-2025
2	Workshop on “IPR, Patent & Design Filing” in Association with Rajiv Gandhi National Institute of Intellectual Property Management (RGNIPM, Nagpur) Under the National Intellectual Property Awareness Mission (NIPAM)	16-04-2025
3	Digitalks - Two Days Skill Development Workshop on Digital Marketing	20-12-2021 & 21-12-2021
4	Stock Market Investment Through Technical Analysis (Two days Technical Workshop)	19-10-2021 & 20-10-2022
5	Two days’ Workshop on Stock Market Analysis”	11-09-2024 & 12-09-2024
6	Alumni Talk on Good Communication Skills	13th August 2024
7	Counselling Session on “Making Happier, Better and Smarter Career Choices”	1 September 2022
8	Regular Conduction of Mock Interviews and Group Discussions in collaboration with Training and Placement Cell of the University	Conducted every week





## GLIMPSES OF TRAINING AND PLACEMENT ACTIVITIES CONDUCTED BY THE DEPARTMENT



**KHWAJA MOINUDDIN CHISHTI  
LANGUAGE UNIVERSITY**  
Department of Business Administration

**DIGITAL TALKS**

ON DECEMBER 20-21, 2021  
TIME 11:00-01:00 PM  
AT CONVOCATION HALL, ACADEMIC BLOCK

Two-Day Skill Development Workshop to Explore the  
Career Opportunities and Business Development  
Strategies through the basics of Digital Marketing

**PATRON : PROF. VINAY KUMAR PATHAK**  
HON'BLE VICE CHANCELLOR, KMCLU

**CONVENOR: PROF. (DR.) SYED HAIDER ALI**  
HEAD, DEPT. OF BUSINESS ADMINISTRATION

**CO-ORDINATOR : DR. DOA NAQVI**  
ASST. PROFESSOR, DEPT. OF BUSINESS ADMINISTRATION

**TRAINER: UMAR TAZKEER**  
DIGITAL MARKETING EXPERT & CONSULTANT  
ALUMNI, DEPT. OF BUSINESS ADMINISTRATION,  
KHWAJA MOINUDDIN CHISHTI LANGUAGE UNIVERSITY



A workshop on “Career Opportunities and Business Development Strategies through the basics of Digital Marketing” was organized from 20-21 December, 2021 with the Keynote speaker Mr. Umar Tazkeer.





## GLIMPSES OF TRAINING AND PLACEMENT ACTIVITIES CONDUCTED BY THE DEPARTMENT



A counselling session on “Making Happier, Better and Smarter Career Choices” was organized on 1 September 2022 with the Keynote speaker Ms. Runjhun Noopur.





**GLIMPSES OF TRAINING AND PLACEMENT ACTIVITIES CONDUCTED  
BY THE DEPARTMENT**



**Regular Conduction of Mock Group Discussions, Mock Interviews, etc. for the students.**





## **INDUSTRIAL VISITS AND EDUCATION TOURS CONDUCTED**

<b>S. No.</b>	<b>Details of the Activity</b>	<b>Date</b>
1	Visit to <i>Mahindra Sanatkada</i> Festival to observe the rich cultural heritage of Awadh	03 <sup>rd</sup> February, 2025
2	Visit to Varun Beverages (Sandila, U.P.)	30 <sup>th</sup> November, 2024
3	Visit to Craft Roots Exhibition to learn about the handicraft artisans and their crafts	15 <sup>th</sup> November, 2024
4	Educational Tour to Manali, Himachal Pradesh (Inclusive of Industrial Visit to Shawl Factory)	03-08 July, 2024
5	Educational Tour to Darjeeling, West Bengal (Inclusive of an Industrial Visit to Happy Valley Tea Factory)	01-06 May, 2022





## GLIMPSES OF EDUCATIONAL TRIPS, TOURS AND INDUSTRIAL VISITS



Students visiting the Trishla Shawl Factory, Manali to learn about the related processes. (07/07/2023)



Students of Dept. of Business Administration visiting the Happy Valley Tea Factory, Darjeeling, West Bengal (01.05.2022)







## **GLIMPSES OF EDUCATIONAL TRIPS, TOURS AND INDUSTRIAL VISITS**



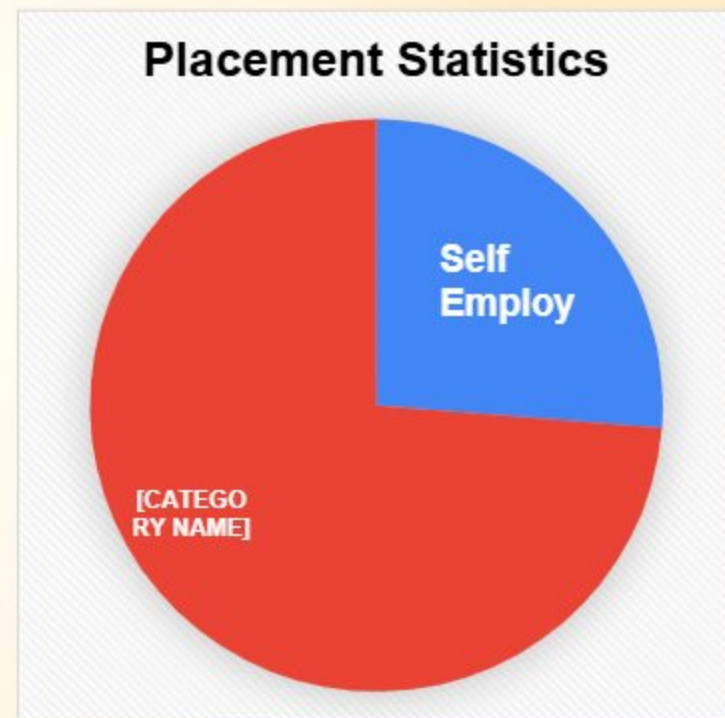
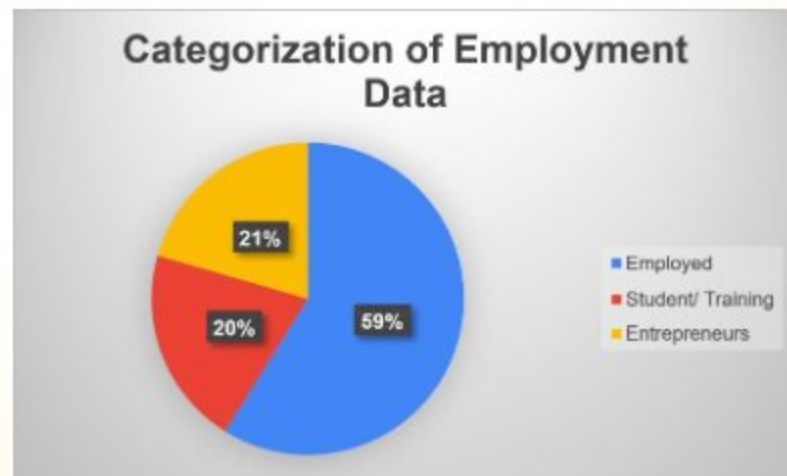
**Students visit to Craft Roots Exhibition & Mahindra Sanatkada to learn about the local handicraft artisans and their crafts along with Awadhi Culture**





## **PLACEMENT DATA OF THE STUDENTS OF THE DEPARTMENT OF BUSINESS ADMINISTRATION**

S. No.	Academic Session	Numbers of Students Placed
1	2018-19	22
2	2019-20	65
3	2020-21	86
4	2021-22	67





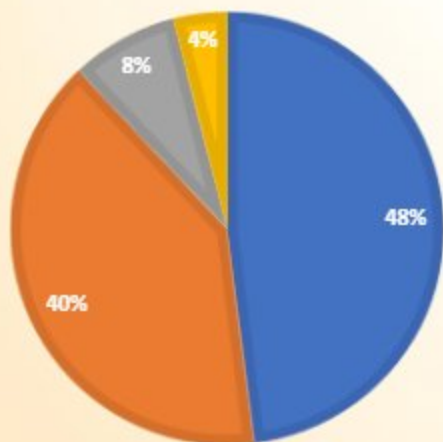


## PLACEMENT OF STUDENTS OF THE DEPARTMENT OF COMMERCE

Student Placement		
	UG	PG
2022-23	59	43
2021-22	56	36
2020-21	47	32
2019-20	18	14
2018-19	38	26

STUDENT PLACEMENT PERCENTAGE

■ Employed ■ Entrepreneur ■ Higher Education ■ Other



S.No.	Company/ Institution Name
1	Air India
2	Indigo Airlines
3	Physics Walla
4	HCL Technologies
5	Educate Girls
6	Zara Enterprises
7	Dinesh Publication Pvt. Ltd.
8	Yep Education Pvt. Ltd.
9	Wishfin
10	Ecom Express
11	FlipKart
12	Oswal Publications
13	Zomato
14	Yep Education Pvt. Ltd.





## PLACEMENT RELATED ACTIVITIES OF THE DEPARTMENT



**Free internship** is provided to more than Hundred Students by the Faculty of Commerce under an MoU with Bajaj Finserv





## **GLIMPSES OF STUDENT PLACEMENT**



**Dr. Arwan**  
Accounts Assistant,  
Dept. of Rural Development and  
Panchayati Raj, Jammu and Kashmir



**Dr. Akanchha Singh**  
Assistant Professor  
Manav Rachna University, Faridabad,  
Haryana



**Shaista Bano**  
Cabin Crew,  
Indigo Airlines



**Dr. Shivam Chaturvedi**  
Guest Faculty  
Dr. Shakuntala Misra National  
Rehabilitation University, Lucknow.



**Dr. Khushbo Rawat**  
Assistant Professor  
Dept. of Commerce, University of  
Lucknow



**Ms. Meenakshi Naag**  
Assistant Professor  
TS Miara University, Lucknow



**Dr. Mariya Binth Siraj**  
Resource Person  
BBAU, Lucknow





# **STAKEHOLDER ENGAGEMENT**





**REGULAR ALUMNI MEETS & PARENT TEACHER MEETINGS ORGANIZED IN THE DEPARTMENT**



**The Departments engages with parents by organizing regular parent teacher meetings**





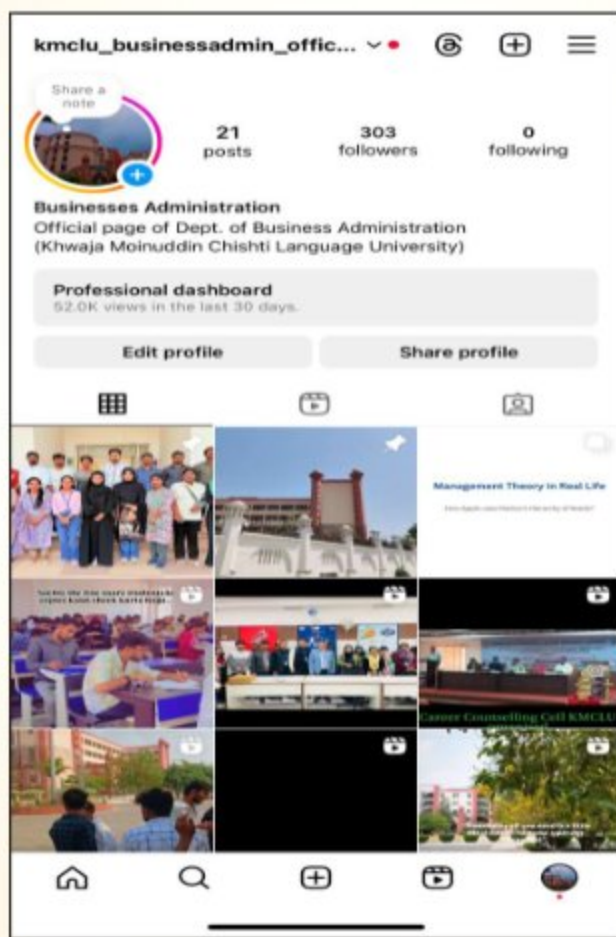
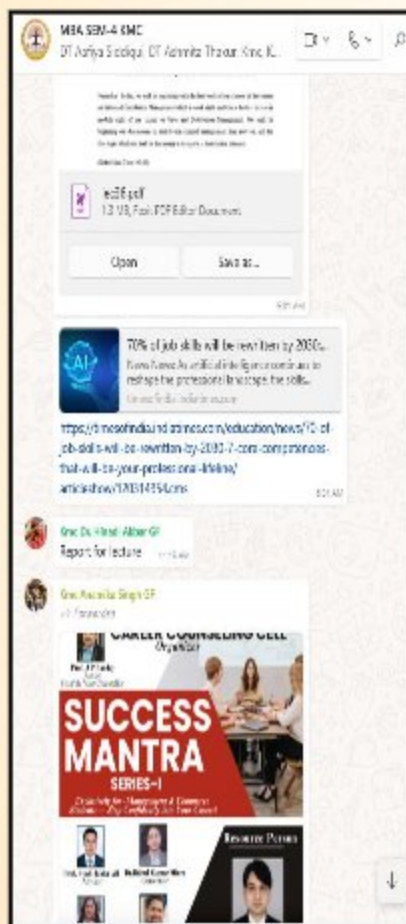
## CONTRIBUTION OF ALUMNI - REGULAR ALUMNI TALKS CONDUCTED





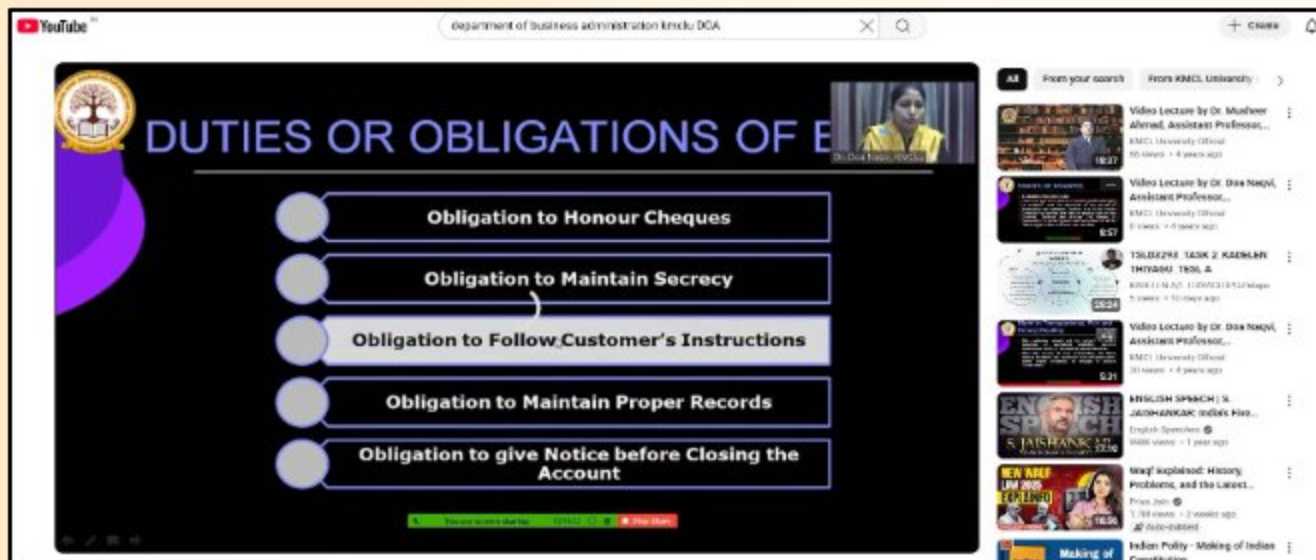


## SOCIAL MEDIA INITIATIVES OF THE DEPARTMENT OF BUSINESS ADMINISTRATION

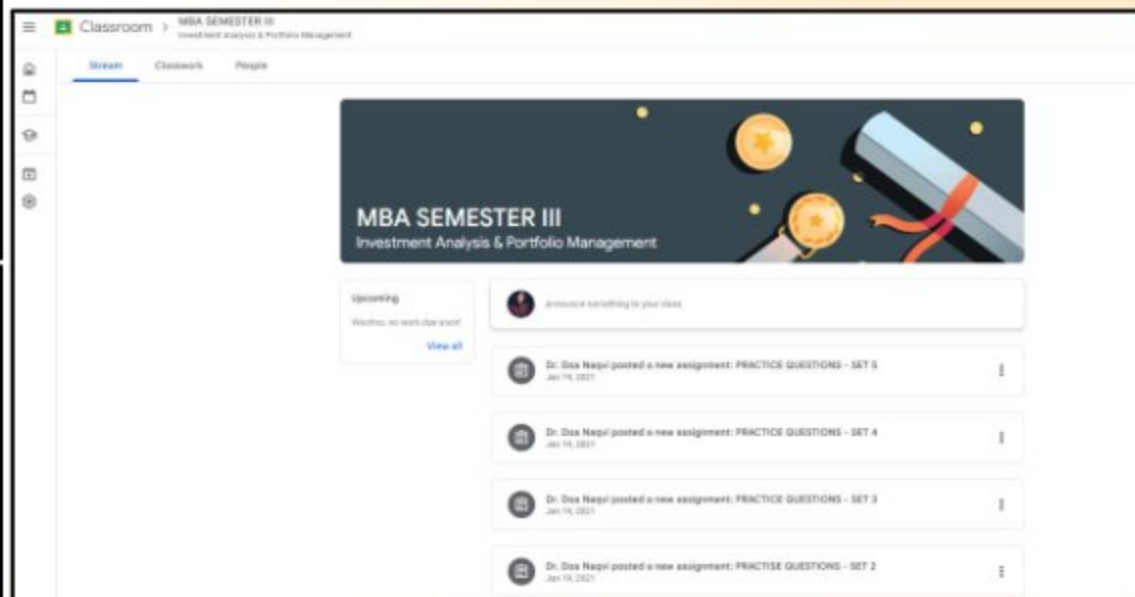


Students are engaged in academic discussions and updates through dedicated Whatsapp Groups and Instagram Pages





## SOCIAL MEDIA INITIATIVES OF THE DEPARTMENT OF BUSINESS ADMINISTRATION

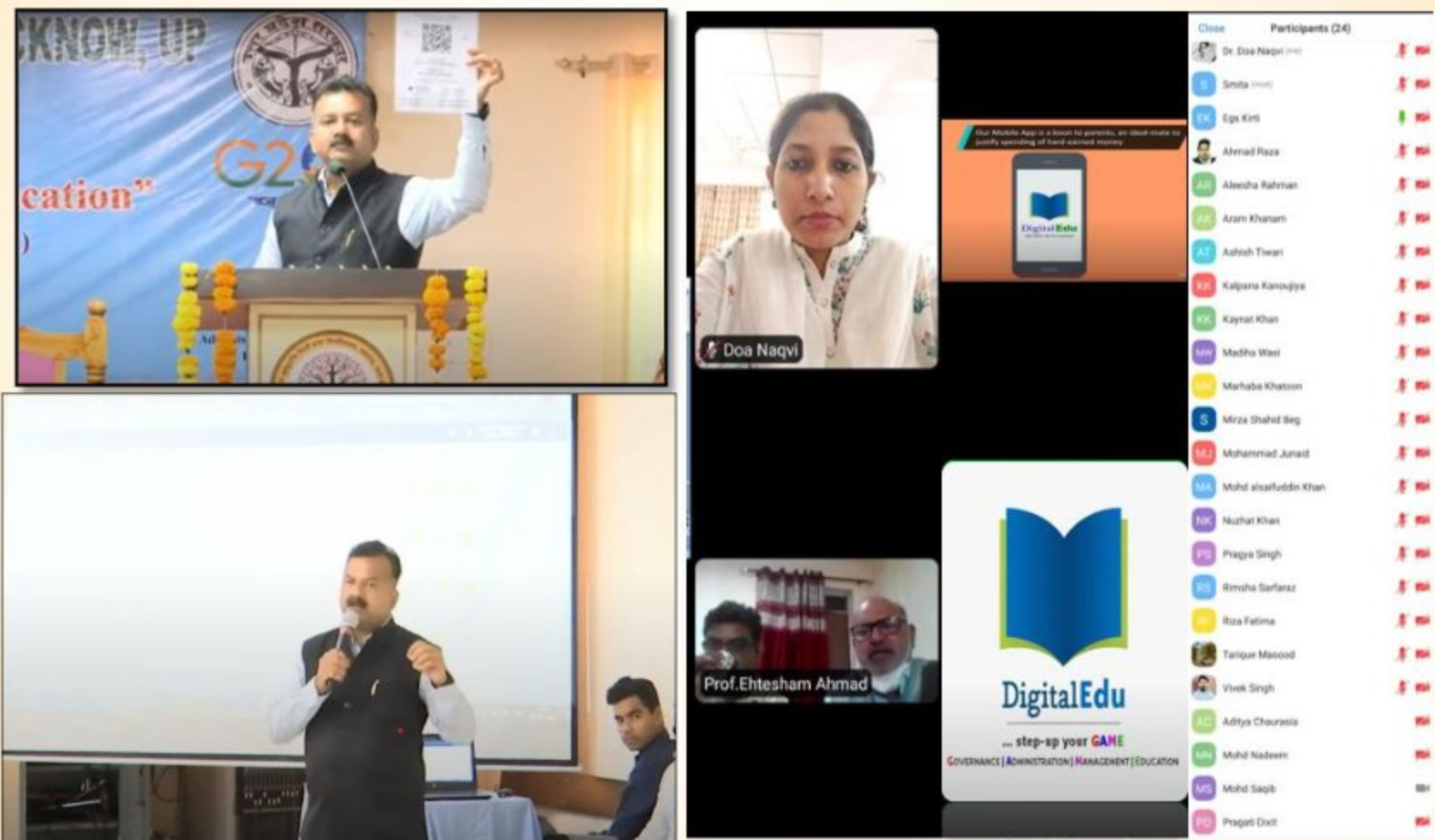


Students are engaged in academic discussions and online classes through the Departmental YouTube Channel





## MEMORANDUM OF ASSOCIATION WITH DIGITAL EDU IT SOLUTIONS PVT. LTD.



Mr. Yogesh Pawar, COO of DigitalEdu IT Solutions Pvt. Ltd conducted a Two Day Workshop on Outcome Based Education. (21 & 22 March, 2023)C





## **DEPARTMENT OF COMMERCE INITIATED INTERNATIONAL MoUs**



MoU with Norbuling Rigter College,  
Bhutan



MoU with Novel Academy, Nepal





## DEPARTMENT OF COMMERCE INITIATED MoUs



ख़्वाज़ा मुईनुद्दीन चिश्ती भाषा विश्वविद्यालय, लखनऊ, उत्तर प्रदेश (भारत)  
Khwaja Moinuddin Chishti Language University, Lucknow, U.P. (India)  
U.P. STATE GOVERNMENT UNIVERSITY  
Chartered by the Government of Uttar Pradesh, Lucknow, U.P. India, in the year 1987

Commerce Dept. /1692 / 27.01.2025

UNDER MoU WITH INTEGRAL UNIVERSITY 12<sup>th</sup> March, 2024

LUCKNOW

FACULTY OF COMMERCE

ASSIGNMENT TOPICS for the Students of MBA Agribusiness  
Management Program at Dept. of Agriculture, Integral  
Institute of Agricultural Science & Technology (IIAST)

S.NO	ENROLLMENT NO.	STUDENT NAME	ASSIGNMENT TOPICS	SUPERVISOR
1	2300100490	ANET YADAV	"Evaluating the effectiveness of MSP policies in promoting crop diversification and ensuring fair returns to farmers"	Prof. S. Shukla
2	2300005892	ANUPAM YADAV	"A Study of Saharanpur district"	Prof. Shreshth Agrawal
3	2300000871	ASHUTOSH KUMAR TRIPATHI	"A Study of Mahanagar district of Uttar Pradesh from 2000-2003"	Prof. Munish Agrawal
4	2300003512	KARTIK RANDEY	"A Study of Ambala district"	Dr. Neeraj Shukla
5	2300003356	MOHD SHADAB	"Analysing the competitiveness of Indian agricultural exports and identifying opportunities for growth in global markets"	Dr. Dina Nigam
6	2300100483	NEELISH KUMAR	"Studying successful PPP models in agriculture and their impact on rural economies"	Dr. Akshay Kumar
7	2300100526	PRASHANT KUMAR	"Studying the growth potential of food processing units and their impact on farmer incomes and rural employment"	Dr. Manish Kumar
8	2300100554	RAVISH SARKAR	"A Study of five specific crops of Bihar district of India from 2010-2023"	Dr. Jyoti Nandan

Faculty members of Department of Commerce are supervising Dissertations under MoU with Integral University, Lucknow.





# **ALUMNI CONNECT**





## NOTABLE ALUMNI



Mohd Shandar Abbas, an accomplished alumnus of the Department of Business Administration, KMCLU, stands as a testament to academic excellence and active student engagement. Currently pursuing his Ph.D. from the prestigious Jamia Millia Islamia, he has consistently demonstrated a strong commitment to learning and leadership. He qualified UGC-NET in June 2023, in his 4th semester of MBA, this notable accomplishment reflects his dedication, intellectual rigor, and time management abilities.



Name of Student : Iqra Irfan  
Batch : 2021-22  
Name of Employer : Vodafone India



Name of Student : Syed Nabeel Haider  
Name of Employer : State Bank of India  
Batch – 2021-22





## NOTABLE ALUMNI



**OFFLINE BATCH**



**LAUNCHING  
BOOTCAMP  
BATCH 2025**

**DIGITAL MARKETING**

For Enquiry Call on 972141065



Our Popular Courses

Course Title	Instructor	Price
Data Analytics for Digital Marketers (Cohort 2)	Umar Tazkeer / Shiva Sir	₹8,000
DIGITAL MARKETING COURSE SPECIALLY FOR BEGINNERS Starting from - 17th MARCH 2025	UT Digital Media Trainer : Ankur ..	₹19,470
DIGITAL MARKETING BOOTCAMP 4.0	Umar Tazkeer	₹45,000 ₹24,780
ADVANCED GOOGLE ADS "Agency Style"	Umar Tazkeer	₹6,000 ₹3,499
ADVANCED TRACKING COURSE (Become Tracking Expert)	Umar Tazkeer	₹6,000 ₹3,499
SPECIAL OFFER ADVANCED GOOGLE ADS + ADVANCED TRACKING COURSE	2 Courses	₹12,000 ₹6,500

**Umar Tazkeer (Batch 2018-20)**  
**(Alumni, Dept. of Business Administration) –**  
**Founder UT Digital Media – 1.6 Lakh+ Subscribers ;**  
**8 Team Members**





## ZAFAR AHMAD

-FOUNDER & CEO, SILVER LINING IP

THIS DEPARTMENT HELPED ME GROW NOT JUST ACADEMICALLY BUT AS A PERSON. THE SUPPORT AND ENCOURAGEMENT FROM FACULTY MEANT THE WORLD TO ME. THANK YOU FOR MAKING THESE TWO YEARS UNFORGETTABLE



## BUSHRA KHAN

-BUSINESS ADVISORY, AMAZON

KMC LANGUAGE UNIVERSITY WAS NOT JUST A PLACE WHERE I EARNED MY DEGREES—IT WAS MY SECOND HOME. A PLACE WHERE DREAMS WERE NURTURED, SKILLS WERE SHARPENED, AND CONFIDENCE WAS BUILT. THE JOURNEY FROM A CURIOUS STUDENT TO A CONFIDENT PROFESSIONAL STANDING TALL IN THE CORPORATE WORLD WAS MADE POSSIBLE BY THE CARE AND MENTORSHIP I RECEIVED AT EVERY STEP



## AHMAD RAZA

-SENIOR MARKETING EXECUTIVE,  
AKASH INSTITUTE

KMCLU SHAPED MY JOURNEY IN THE MOST BEAUTIFUL WAY — THE MENTORS WHO GUIDED ME, THE FRIENDS WHO STOOD BY ME, AND THE OPPORTUNITIES THAT PUSHED ME FORWARD. I LEAVE WITH KNOWLEDGE, PRIDE, AND A HEART FULL OF GRATITUDE







## OUR NOTABLE ALUMNI

Uttar Pradesh  
UTTER PRADESH TOURISM  
U.P. Kaun Dekha Toh India Nahin Dekha

अयोध्या का महोत्सव  
अयोध्या महोत्सव  
समय लोक उत्कृष्टियों का.....



SPECIAL PERFORMANCE  
**SATYAM SINGH**

**NEW YEAR SPECIAL NIGHT**  
1ST JANUARY 2024

**Noida Dancing Super Stars**



11<sup>th</sup> June Youth Hostel M. G. Road  
Sanjay Palace, Agra

13<sup>th</sup> June Youth Hostel  
High Court Circle  
Opp. New Vidhan Sabha  
Jaipur

16<sup>th</sup> June Novotel Hotel  
CP-74, Viraj Khand  
Gomti Nagar, Lucknow

& 23<sup>rd</sup> June Jawaharlal Nehru  
National Youth Center  
U-1, Sector-11, Noida

FOR INFO: 8448828339 | WWW.VARAMOUNTOVERSEAS.COM

लोव  
DAILY ENQUIRY  
NEW  
गणपति Care  
Jawaharlal Nehru National Youth Centre



सत्यम और वैष्णवी की जुगलबंदी नृत्य ने जीता बुंदेलखण्ड महोत्सव  
5 पंडाल में बैठे दस हजार दर्शको का दिल और बटोरी ढेरो तालिया।



दस हजार दर्शको ने लूटा बुंदेलखंड महोत्सव की रंगा रंग राजस्थानी नाईट का आनंद।

थम बुंदेलखंड महोत्सव -2019 में आज छठवे दिन आयोजित  
ने वाले सांस्कृतिक कार्यक्रमों में राजस्थानी नृत्य एवं बुंदेलखंडी  
निया नृत्य का सफल आयोजन हुआ। जिसमें लखनऊ के  
शहूर कलाकार नृत्यक सत्यम सिंह और नृत्यांगना वैष्णवी दोनों  
धमाकेदार प्रस्तुतियों ने बनाया बुंदेलखण्ड महोत्सव की रंगा  
। सांस्कृतिक शाम को और भी शानदार। नृत्यक सत्यम और  
यांगना वैष्णवी दोनों ने लखनऊ ही नहीं बल्कि अन्य अन्य  
हरों और अन्य अन्य राज्यों में अपनी कला के नाम से जाने जाते  
। राजस्थानी लोक नृत्य, जैसे घूमर घूमर रे, कालबेलिया, मारे  
वडे में लेगई रे कतार, रंगीलो मारों ढोलना रे, जैसे गानों पर  
पनी धमाकेदार जुगलबंदी को पेश कर वही बुंदेलखंड

महोत्सव के पंडाल में बैठे दस हजार दर्शको का जीता दिल और  
बटोरी तालिया। कार्यक्रम की शाम में आए मुख्य अतिथि श्री राहुल  
सिंह लोधी जी (विधायक खरगापुर), श्री अनिल पांडेय जी वरिष्ठ  
नेता भाजपा, श्री अनुराग वर्मा जी वरिष्ठ भाजपा नेता, श्री प्रमोद  
तिवारी जी पूर्व चेयरमैन नगर पंचायत ओरछा, श्री सुमित मिश्रा जी  
राष्ट्रीय कवी, श्री अरुण उपाध्याय जी लोकसभा विस्तारक भोपाल  
श्री रानू चौरशिया जी विधानसभा विस्तारक पथरिया, श्री बब्बी  
यादव जी एवं अन्य भाई शामिल हुए। कार्यक्रम के तत्पश्चात आए  
मुख्य अतिथियों द्वारा कलाकार सत्यम और वैष्णवी को बुंदेलखण्ड  
महोत्सव सांस्कृतिक सम्मान 2019 से सम्मानित भी किया गया।

# Aaghaaz 2021

Eminent Performer Satyam & Vaishnavi

Rock the beautiful evening



The program of Aagaaj 2021 organized by Panchsheela International School was celebrated with great gusto. Seeing the presentation, won the hearts of the audience sitting there. Satyam and Vaishnavi are doing excellent work in the field of their art and culture. There duet dance





## **OUR NOTABLE ALUMNI**



**Ms. Shaista Bano**  
Cabin Crew, Indigo Airlines



**Ms. Swati Shukla**  
Professional for the Rehabilitation  
of Person with Special Needs.



**Mr. Asad, Lawyer**



**Ms. Vaishnavi, Auditor, Air India**



**Mr. Junaid, UAE**





## Campus

### वर्तमान से अतीत मिला तो खुले यादों के पन्ने

ख्वाजा मुईनुद्दीन चिश्ती भाषा विवि के वाणिज्य विभाग में हुए पुरा छात्र सम्मेलन में मिले पुराने यार

संवाद न्यूज एजेंसी

लखनऊ। ख्वाजा मुईनुद्दीन चिश्ती भाषा विवि के वाणिज्य विभाग में रविवार को एक अलग ही नज़ारा रहा। यहां विभाग की ओर आयोजित पुरा छात्र सम्मेलन में पूर्व छात्र-छात्राएं पाँचवीं तो यादों और संस्मरणों के पन्ने खुलते गए। पुराने छात्रों ने बचपन के बाद जब पुराने दोस्तों को करीब पाया तो खुशी का ठिकाना नहीं रहा। सबने एक दूसरे से खामोश से अतीत तक याद भी बर्ण कर डाली।



भाषा विवि के वाणिज्य विभाग में पुरा छात्र सम्मेलन के दौरान मौजूद छात्राएँ। - अपर - कोश

पुरा छात्र सम्मेलन में विभागाध्यक्ष प्रो. एहतेशम अहमद ने कहा, छात्रों को शुरु हुआ तो छात्रों की संख्या केन्द्र उनकी जड़ों से जोड़ना विभाग का सदा का लक्ष्य है। 2013 में जब विभाग की संख्या केन्द्र की संख्या थी। आज यहां देखने के लिए

लोगों की संख्याओं में आती हैं। उन्होंने छात्रों को शुभकामनाएं दीं।

चौक ब्रिक्कर डॉ. नौरज शुक्ल ने छात्रों से उनकी कक्षाओं के दिनों की यादें सुनी तो मुस्कुरा दिए। छात्रों ने कहा, उन्हें काम उम्मीद थी कि पढ़ाई खत्म करने बाद उन्हें एक बार से विभाग का विद्यार्थी बनने का मौका मिलेगा। इस अवसर पर डॉ. जैबून निशा, आरतीन फाहीमा, पूर्व छात्र डॉ. शिवम चतुर्वेदी, अमरवीर, आशिष अंसारी, ललित शर्मा, प्रवीण शर्मा आदि भी मौजूद रहे।



37 pm

## ALUMNI MEET ORGANISED BY THE DEPARTMENT



26 April 2025 at 2:55 pm





ALUMNI MEET

Honoring and Felicitating  
Alumni





# **BEST PRACTICES AND DISTINCTIVENESS**





## **BEST PRACTICES OF THE DEPARTMENT OF BUSINESS ADMINISTRATION**

### **Best Practice 1 : “Vision Beyond Sight”- White Cane Day Celebration**

A commendable best practice for the Department is celebrating White Cane Day on 15<sup>th</sup> October, every year, which focusses on advocacy, education, and empowerment of visually impaired individuals.

#### **Key Components:**

- **Awareness Walk:** The Department hosts a symbolic white cane walk across campus, inviting students, staff, and community members to walk with visually impaired individuals, guided by volunteers. This fosters empathy and awareness of mobility challenges faced by the visually impaired.
- **Sensitization Workshops:** The Department also invites guest speakers from the visually impaired community, accessibility experts, and disability rights advocates to educate attendees on inclusive practices and assistive technologies.
- **Student Engagement:** The event encourages student participation through poster competitions, short skits, or interactive activities to creatively express the importance of inclusion and accessibility.
- **Collaboration with Organizations:** The Department partners with National Association of the Blind (NAB) each year. NAB is working for the visually impaired to provide real-life perspectives and ensure meaningful impact.
- **Distribution of White Canes to the visually impaired** – White Canes are distributed to members of the visually impaired community.
- **Awards & Honors to outstanding personalities from the visually impaired community** – Best performers are awarded for their outstanding contributions.

#### **Outcome:**

Such a celebration promotes a culture of inclusivity, raises visibility of the rights and needs of the visually impaired, and instills a deeper understanding and commitment to accessibility among the university community.





## BEST PRACTICES OF THE DEPARTMENT

### Best Practice 1 : “Vision Beyond Sight”- White Cane Day Celebration

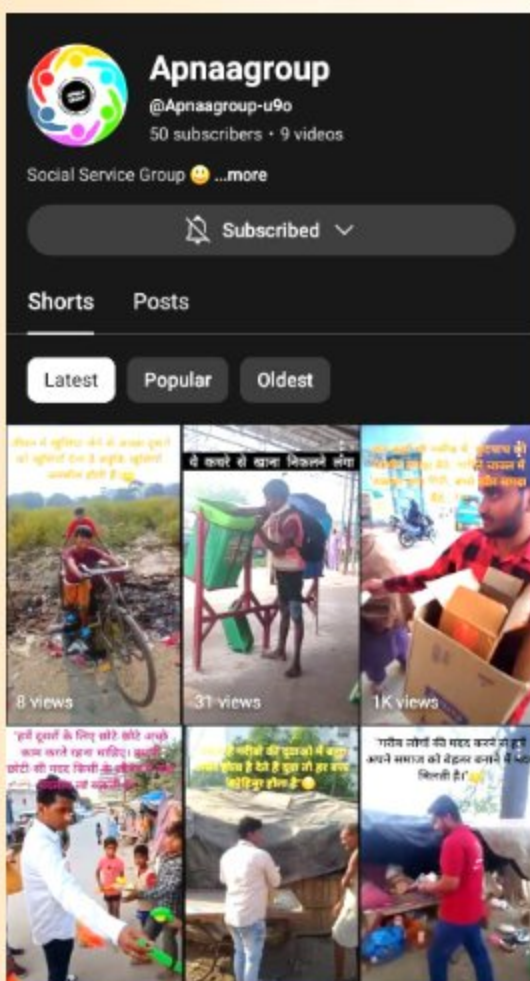






## BEST PRACTICES OF THE DEPARTMENT

Outcome of Best Practice 1 : “Vision Beyond Sight”- White Cane Day Celebration – Students of the Department are encouraged to start their own Social Service Groups, and perform betterment activities for the underprivileged section of the society







## **BEST PRACTICES OF THE DEPARTMENT OF BUSINESS ADMINISTRATION**

### **Best Practice 2: Preparation of Students for UGC NET-JRF Examination**

A notable best practice adopted by the department is the systematic preparation of students for the UGC NET-JRF and other competitive examinations, aimed at enhancing academic and research careers.

#### **Key Initiatives:**

- 1.Regular Coaching Sessions:** The department conducts weekly coaching classes focused on key areas of the UGC NET syllabus, including Paper I (Teaching & Research Aptitude) and subject-specific Paper II. These sessions are led by experienced faculty and alumni achievers.
- 2.Mock Tests & Practice Papers:** Periodic mock tests are organized to simulate real exam conditions. Students receive personalized feedback and performance analysis to identify strengths and areas for improvement.
- 3.Resource Support:** A dedicated repository of study materials, previous years' question papers, and curated reading lists is maintained. The department also facilitates access to online learning platforms and webinars.
- 4.Mentorship Program:** Each student is assigned a mentor for academic guidance, goal setting, and motivation throughout their preparation journey.
- 5.Awareness Drives:** Orientation programs are conducted to educate students about the structure, eligibility, benefits, and career opportunities associated with NET-JRF and other relevant exams.

#### **Outcome:**

This focused and supportive approach has significantly improved student participation and success rates in competitive examinations. It reflects the department's commitment to academic excellence and capacity building for future educators and researchers.





## **BEST PRACTICES OF THE DEPARTMENT OF BUSINESS ADMINISTRATION**

### **Best Practice 2: Preparation of Students for UGC NET-JRF Examination**



**Creation of Whatsapp Groups for study materials, previous years' question papers, and curated reading lists**



**Periodic mock tests are organized to simulate real exam conditions for the students**



**Individual interaction and guidance of students interested in appearing for competitive examinations.**





## STUDENTS QUALIFYING COMPETITIVE EXAMINATIONS (NET, JRF, SLET, GATE, ETC.)

### Outcome of Best Practice 2: Preparation of Students for UGC NET-JRF Examination

S. No.	Details of the Students	Name of the examination	Year of Qualifying
1	Mr. Fahad Jamal	UGC- NET	2024
2	Ms. Sana Fatima	UGC- NET	2024
3	Mr. Hala Zama	UGC- NET	2024
4	Mr. Shandar Abbas	UGC- NET	2023
5	Ms. Rahat Zabi	UGC-NET	2022
6	Mr. Iqbal Siddiqui	UGC-NET (JRF)	2017

### यूजीसीनीट की परीक्षा में दस विद्यार्थियों हुए उत्तीर्ण

तिरुवारुर संवाददाता

लखनऊ। ख्वाजा मुईनुद्दीन चिश्ती भाषा विश्वविद्यालय के लिए यह गर्व की बात है कि विश्वविद्यालय के दस विद्यार्थियों ने UGC NET की परीक्षा उत्तीर्ण की है। विश्वविद्यालय के निम्नलिखित स्नातक शीवास्तव, इतिहास विभाग, शिवम चतुर्वेदी, वाणिज्य विभाग एवं सहित जमी, व्यवसाय संबंधन विभाग ने नेट जेआरएफ की परीक्षा उत्तीर्ण की है। इसके साथ साथ एमर्कोम तृतीय सेमेस्टर की छात्रा दिव्या शुक्ला एवं अंग्रेजी विभाग की एमए चतुर्वर्ध सेमेस्टर की छात्रा खालिदा जिआ ने नेट की परीक्षा उत्तीर्ण की है। विश्वविद्यालय के पूर्व विद्यार्थियों ने भी इस बार नेट परीक्षा में अपना सिक्का जमाया है जिसमें मुख्य रूप से शिक्षा विभाग से एमए एजुकेशन (2021) के मो0 सजिद खान ने नेट एवं अभिषेक कुमार मौर्चा ने नेट जेआरएफ उत्तीर्ण किया है। इसके अलावा एमए अरबी (2020) के विद्यार्थी सैयद खालिद एवं मोहम्मद रिजवान ने भी नेट की परीक्षा उत्तीर्ण की है। उर्दू विभाग के एमए उर्दू (2019) के विद्यार्थी मोहम्मद



नसीम फैजो ने भी नेट जेआरएफ उत्तीर्ण किया है। विश्वविद्यालय कुलपति प्रो0 आलीक़ कुमार राय ने सभी विद्यार्थियों को बधाई दी है।





## BEST PRACTICES OF THE DEPARTMENT OF COMMERCE

### **Best Practice 1: Community Engagement through Education Awareness**

- A dedicated group of student volunteers and faculty in-charges regularly visit adopted villages every Saturday.
- The team engages with school-going children to:
  - Encourage them to continue their education.
  - Emphasize the long-term benefits of education for a better future.
- Faculty members actively participate in school programs organized by village schools.
- These efforts help strengthen the bond between the institution and the rural community.

**Outcome:** The sustained outreach has led to tangible impact:

- Inspired by the initiative, an alumnus, **Ajay Kumar, established two schools** in the adopted villages.
- Many of our students have joined NGOs to serve the society.





## GLIMPSES OF ACTIVITIES OF COMMUNITY ENGAGEMENT THROUGH EDUCATION AWARENESS







## GLIMPSES OF ACTIVITIES OF COMMUNITY ENGAGEMENT THROUGH EDUCATION AWARENESS







**OUTCOME- Our student Ajay Kumar established a school in nearby village**





## **BEST PRACTICE 2 – ANNUAL EDUCATIONAL TOUR FOR EXPERIENTIAL LEARNING**

- The department organizes annual educational tours to enhance students' practical learning beyond classroom teaching.
- Tours include visits to:
  - Industries
  - Research institutions
- Objectives of the tours:
  - Provide firsthand exposure to real-world applications of academic concepts.
  - Enable interactions with professionals and observation of operational processes.
  - Raise awareness about career opportunities in relevant fields.
- These activities bridge the gap between theory and practice, enriching students' academic journey.

**Outcome:** Students show:

- Improved Leadership and Management Skills
- Increased motivation to pursue higher education and related professional paths





## **GLIMPSES OF EDUCATIONAL TOUR ORGANISED BY THE DEPARTMENT OF COMMERCE**



Commerce students engaging in an insightful industry visit—bridging classroom concepts with real-world practices through hands-on exposure to business operations.





## **GLIMPSES OF EDUCATIONAL TOUR ORGANISED BY THE DEPARTMENT OF COMMERCE**



Students gaining practical understanding of supply chain dynamics and organizational workflows during the industry tour





## **DISTINCTIVENESS OF THE DEPARTMENT OF COMMERCE** **YEARLY DEPARTMENT-LED ENTREPRENEURSHIP EXHIBITION**

- Annual flagship event focused on innovation, creativity, and business acumen.
- Key components
  - Startup idea displays
  - product & service demos.
- Stakeholders involved: students, faculty, industry specialists.
- Impact / Outcomes:
  - Multiple student-led ventures incubated or launched.
  - Strengthens entrepreneurial mind-set; students transition from job seekers to job creators.
  - Contributes to national goals of self-reliance and economic development.





## **GLIMPSES OF ENTREPRENEURSHIP EXPO**







## GLIMPSES OF ENTREPRENEURSHIP EXPO





# KHWAJA MOINUDDIN CHISHTI LANGUAGE UNIVERSITY, LUCKNOW



**OUTCOME-** Many of our Students started their own ventures





## SOCIAL RESPONSIBILITY INITIATIVE OF THE DEPARTMENT OF COMMERCE: **Financial Assistance For Students**

- The Department, acknowledging its social responsibility, provides financial assistance to students for submitting examination fees.
- ✓ In 2021, student **Shaista Bano** received financial support of ₹7,000.
- ✓ **Abhay Singh Chauhan**, a student of B.Com IV Semester, was supported with ₹3,000.
- ✓ In 2025, **Md. Arshad**, a B.Com VI Semester student, was granted ₹3,700.

These contributions are Voluntarily contributed by the faculty members of the department.



**Shaista Bano, M.Com**



**Md. Arshad**  
B.Com VI Sem.



**Abhay Singh Chauhan,**  
B.Com IV Sem.





## **DISTINCTIVENESS OF THE DEPARTMENT OF BUSINESS ADMINISTRATION**

### **Departmental Distinctiveness - “Beyond Books: Shaping Personalities, Building Futures”**

The Department of Business Administration stands out through its unwavering commitment to the holistic development of its students. Embracing the philosophy of “Beyond Books: Shaping Personalities, Building Futures,” the Department goes far beyond classroom instruction to nurture confident, competent, and socially responsible business leaders.

To achieve this, the department conducts a range of activities that go beyond the classroom, including:

- ☐ Personality Development Workshops
- ☐ Guest Lectures and Expert Talks from industry professionals and alumni
- ☐ Career Guidance and Soft Skills Training
- ☐ Industrial Visits and Educational Tours
- ☐ Debates, Group Discussions, and Public Speaking Events
- ☐ Social Outreach and Community Service Initiatives
- ☐ Inter-departmental Cultural and Technical Competitions
- ☐ Internship and Entrepreneurship Development Programs
- ☐ Mentorship and Peer Learning Sessions

These initiatives are designed to bridge the gap between academic knowledge and real-world readiness, shaping students into dynamic individuals equipped for personal and professional success.





## DISTINCTIVENESS OF THE DEPARTMENT OF BUSINESS ADMINISTRATION

Activities conducted for Departmental Distinctiveness –  
“Beyond Books: Shaping Personalities, Building Futures”







## DISTINCTIVENESS OF THE DEPARTMENT OF BUSINESS ADMINISTRATION

Outcome of Departmental Distinctiveness - “Beyond Books: Shaping Personalities, Building Futures”



MBA Student- Fahad Jamal was invited as a speaker in Aligarh Education Expo 2025. It was organised by Cross Consultancy and Sustainability Pvt Ltd at Kalyan Habitat Centre Aligarh. Fahad has also cleared UGC-NET Examination in 2024. He is the founding member of CHABI-YAN - (An initiative sponsored by UNICEF INDIA)



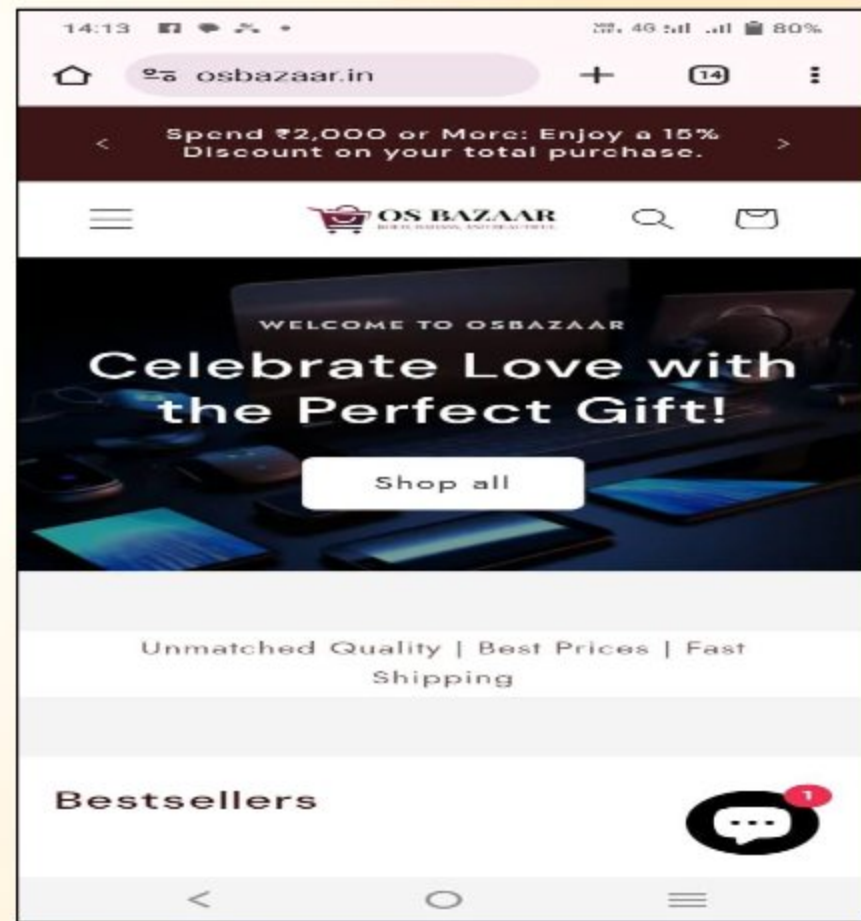
MBA Student-Ms. Anas Karim started her own initiative **Macadamia Patisserie** – for Bakery products and confectionaries.





## Outcomes of innovation initiatives of the department of Business Administration

- Raj Singh, student of BBA Final year started his venture named Frozen Wheel service
- BBA Final year student started café business
- Aadi Singh BBA Final year student started an e-commerce business

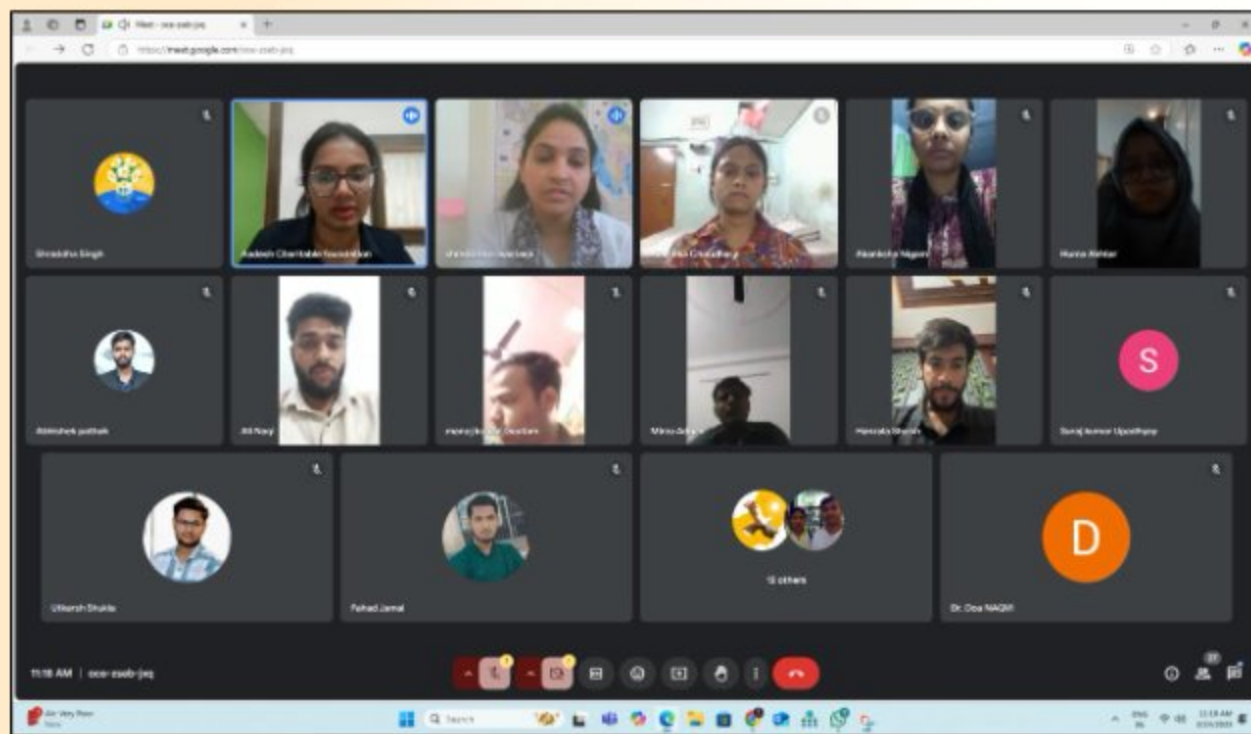






## DISTINCTIVENESS OF THE DEPARTMENT OF BUSINESS ADMINISTRATION

Outcome of Departmental Distinctiveness - “Beyond Books: Shaping Personalities, Building Futures”



**Outcome of continuous efforts of the Department to ensure placement and internship opportunities for all students – More than 50 students were placed at the beginning of Academic Session 2024-25 in reputed firms such as Pikaso, Alliance Vision, Deal Squard, Adarsh Charitable Foundation, etc.**





# **FUTURE ACTION PLAN**





## **FUTURE ACTION PLAN**

- Successfully Conduct B.Com in Retail Management (AEDP- Apprenticeship Embedded Program)
- Launch 2 Certificate programs in Digital Commerce, FinTech, and Sustainable Accounting.
- Syllabus revision considering AI in Management and Commerce
- Promote international collaborative research publications and Projects.
- Encourage IKS related research and projects.
- More course to be offered through Swayam / MOOCs.





Student-led business ideas will be provided pre-incubation support.

Faculty members will be encouraged to engage in research and consultancy projects



Attainment and calculation of CO-PO



Increased student participation will be promoted by encouraging enrolment in certified online courses offered through platforms such as MOOCs, NPTEL, and SWAYAM



Student Startup Development Cell (SSDC) will be established within the department to coordinate activities related business plan development

Faculty Development Programs on IKS & Establishment of and IKS Knowledge Cell



## Future Action Plan





**THANKYOU**