

Mandatory Disclosure

1. **Name of the Institution** : Gitarattan International Business School
PSP-2A & 2B, Complex-II, Madhuban Chowk,
Sector-14, Rohini, Delhi-110085
- Telephone No.** 011-27555607 / 608 / 609
- Mobile No.** 9311267555
- E-mail ID** gibs@gitarattan.edu.in
2. **Name and address of the (Regd.)Trust/ Society/Company** : Rohini Educational Society
C-1/30, Prashant Vihar,
Delhi-110085
3. **Name and address of the Director** : Prof. (Dr.) Vikas Nath
4. **Name of the affiliating University** : Guru Gobind Singh Indraprastha University
Sector-16C, Dwarka, Delhi
5. **Governance**

• **Members of Governing Body**

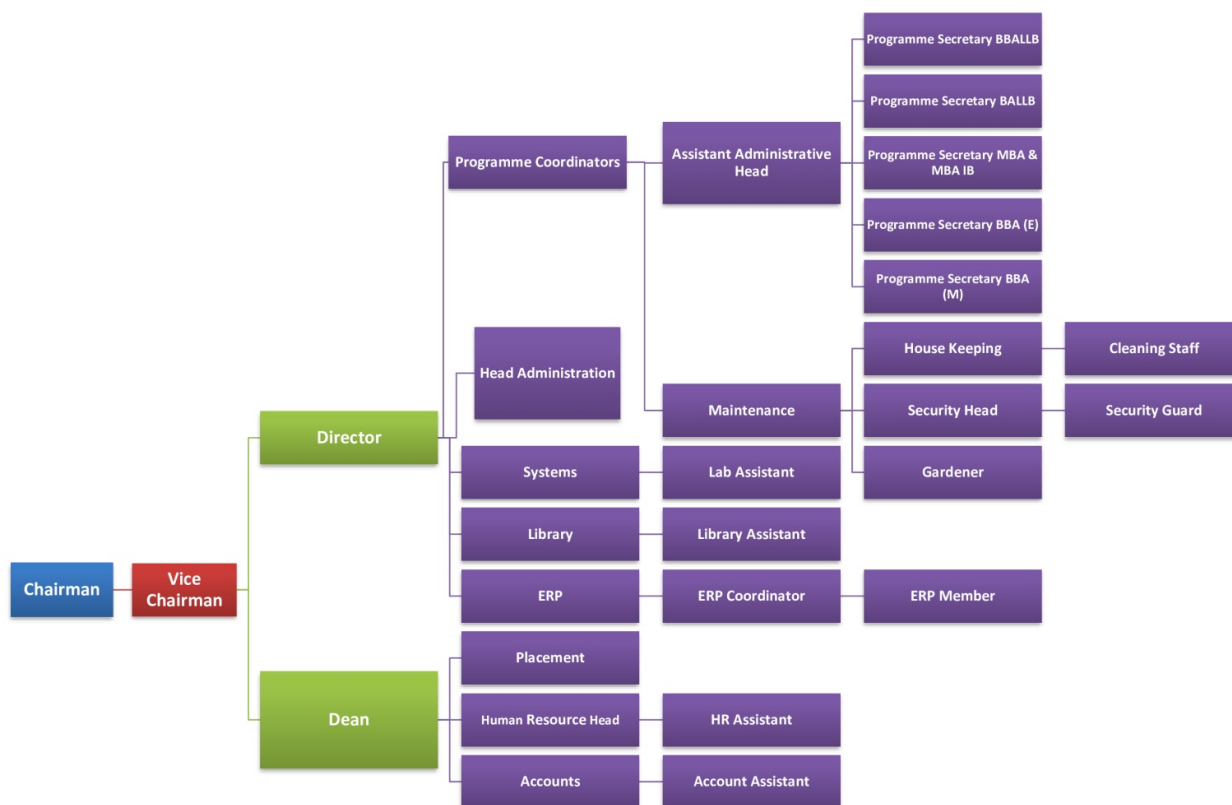
| S. No. | Name | Designation | Profile |
|--------|------------------------|---------------|---|
| 1 | Sh. R. N. Jindal | Chairman | Educationist & Philanthropist Chairman, Rohini Educational Society |
| 2 | Sh. Anirudh Jindal | Vice Chairman | Vice Chairman, Rohini Educational Society |
| 3 | Sh. Nitin Mangla | Secretary | Entrepreneur |
| 4 | Ms. Parvinder Pal Kaur | Manager | Educationist |
| 5 | Sh. R. K. Jain | Treasure | Entrepreneur, B.Pharma |
| 6 | Smt. Anita Jindal | Member | Educationist |
| 7 | Smt. Sushila Jain | Member | Socialist |

- **Members of Academic Advisory Body**

| S. No. | Name | Designation |
|--------|--|------------------|
| 1 | Mr. R. N. Jindal | Chairman |
| 2 | Mr. Anirudh Jindal | Vice Chairman |
| 3 | Mr. Justice G.S. Singhvi (Retd.) | Member |
| 4 | Prof. (Dr.) Vikas Nath | Member Secretary |
| 5 | Mr. Justice Satish Kumar Agnihotri (Retd.) | Member |
| 6 | Mr. Justice B.K. Rathi (Retd.) | Member |
| 7 | Mr. Justice Rajive Bhalla (Retd.) | Member |
| 8 | Prof. Paramjit S. Jaswal | Member |
| 9 | Prof. Nishtha Jaswal | Member |
| 10 | Dr. Devi Singh | Member |
| 11 | Prof. J. L. Gupta | Member |
| 12 | Prof.(Dr.) Amirul Hasan Ansari | Member |
| 13 | Dr. Gulshan Rai | Member |
| 14 | Prof. B. Bhattacharya | Member |
| 15 | Dr. S. P. Sharma | Member |
| 16 | Prof. (Dr.) Harsh Verma | Member |
| 17 | Prof. (Dr.) Irfan Rizvi | Member |
| 18 | Prof. (Dr.) R.K. Mittal | Member |
| 19 | Prof. Mohammad Akbar | Member |
| 20 | Prof. (Dr.) N.R. Bhusnurmath | Member |
| 21 | Prof. C. K. Jaggi | Member |
| 22 | Prof. (Dr.) Vikas Arya | Member |
| 23 | Prof. (Dr.) Azhar Kazmi | Member |
| 24 | Prof. (Dr.) Anand Nayyar | Member |
| 25 | Prof. Werner Menski | Member |
| 26 | Prof. Amirante Domenico | Member |
| 27 | Prof. M. Towhidul Islam | Member |
| 28 | Prof. Sanjay Dhingra | Member |
| 29 | Prof. A. K. Saini | Member |
| 30 | Prof. C. S. Sharma | Member |
| 31 | Prof. (Dr.) S.K. Garg | Member |

- **Frequency of the Board Meetings : Bi-annual**

- **Organizational Chart**



- **Nature and Extent of involvement of Faculty and students in academic affairs/improvements.**

- Under the academic leadership of the Director & Dean (Corporate Affairs), the Programme Coordinator executes the planned activities with the help of faculty members
- Different committees and sub-committees are functional in the institute to give shape to the planned activities.
- Students and faculty members are encouraged to take active role in different functional committees.
- Regular feedback is being collected from all the stake holders of the HEI, data analysed, gap identified and corrective decisions are taken in a bottom up approach.
- Most of the activities are driven by students under the guidance of faculty coordinators. Academic activities are channelised through student class representative-faculty class coordinator link.
- Mentor-mentee scheme is active for proper guidance and development of the faculty members and students.
- Regular guidance of the senior faculty members enriches the research potential of the junior faculty members and students too.
- Well defined grievance redressal mechanism makes the door open to the students for redressing their grievances in all sphere.
- Regular interaction with industry people through seminar, workshop, lecture series, panel discussion makes the student informative and connected with the market.
- Presence of industry leaders and academic stalwarts in the advisory body and management committee bring proper flavour in the decision taken at apex level.
- Strong connectivity with the society through different activities makes the human value of the student in a heightened level, as desired by Ministry of Education, Govt. of India.
- Innovation and Entrepreneurial activities are very strong in the Institute and the Institute has been rank 3 star by the IIC-MOE in 2023-24.

- **Mechanism / Norms and Procedure for democratic/good Governance.**

The governance and leadership is in accordance with vision and mission of the institution and it is visible in various institutional practices such as decentralization and participation in the institutional governance

The institution follows a democratic and participatory governance model, ensuring active involvement from all stakeholders in the administration. Authority is delegated to the Director, who shares it with various functionaries across the institution. Programme Coordinators, Faculty members, and coordinators of different committees play a crucial role in shaping and implementing institutional policies. This approach ensures that all staff members work collaboratively to produce exceptional professionals in business management and other disciplines, capable of providing intellectual, emotional, and psychological leadership, as well as designing, developing, and implementing systems and processes. Additionally, the institution fosters research, innovation, and national-international competitiveness.

The democratic governance model promotes continuous improvement in processes and systems through innovative ideas and technologies while nurturing a culture of fairness, equity, and partnership. It creates a learning environment that encourages responsible, principled, and accountable behavior among all members.

The college's mission is focused on promoting social inclusion, cultivating personal growth, and facilitating professional innovation. To support personal development, students are given leadership roles in various clubs and activities, and they are encouraged to independently organize events. To maintain its vision and mission, the institution fosters a culture that promotes responsible, principled, and accountable behavior across the community. Faculty are encouraged to attend at least one faculty development program, along with other lecture series like ELS and ALS, ensuring continuous professional development.

The governing body of the trust is responsible for implementing the vision and mission, initiating new policies and programs, and reporting key issues to the trust. The Director serves as the connecting link between various statutory committees on campus. The Head of Administration oversees the Non-Teaching Staff. All statutory committees function in accordance with the norms set by UGC, AICTE, and GGSIPU. Faculty members are involved in various student bodies and committees, with rotation among committees to prevent stagnation. The institution has also appointed a psychologist and student counselor, and established a Mentor-Mentee cell.

An audit of the institution is conducted annually by a certified chartered accountant. The controlling society, the Rohini Educational Society, files the income tax return of the institution along with the audited accounts by the due date. Any observations made by the Income Tax department are addressed promptly through appropriate replies.

The extensive participation of numerous committees reflects the institution's commitment to participatory management and decentralization of power. A well-organized committee system ensures the smooth functioning of the college. Committee heads and members are appointed by the Director, based on the interests and competencies of faculty members. The Director serves as the convener of various committees, including Statutory Committees, the Academic Committee, the Co-curricular Activity Committee, and the Extra-Curricular Activity Committee. These committees oversee a wide range of activities, including admissions, public relations, examinations, celebrations, international conferences, and seminars. Each committee is accountable for its responsibilities.

The college drafts five-year strategic plans and these includes optimum utilization of all resources on campus, with physical resources such as space, water etc... and the intellectual resources of knowledge, training, and experience being considered under broad umbrella of “Opportunities on Campus”. Numbers of steps have been taken to improvise these plans effectively and efficiently.

The Institution has background of decentralized governance system with well-defined processes, system and interrelationships. The various standing and adhoc committees are formed to conduct curricular, co-curricular and extracurricular activities during the academic year. Each committee has Coordinator & members whom Institute delegates traversable authority to work towards institutional activities. Various sub committees involving representatives of all stakeholders of the institute work under the supervision of IQAC for the benefit of students and faculty members.

Institute is always keen on continuous dialogue and interactions with stakeholders. Open house sessions were also conducted in the campus. Faculty and students representative participation is encouraged for improvement of effectiveness and efficiency of the institutional teaching learning process. Faculty’s and student’s representative suggestion on various grounds is discussed with Programme Coordinators, Academic Coordinators and with the management through Director.

Faculty Development seminars, trainings and development for teaching and non teaching staff are held. Staffs are supported in terms of financial assistance towards registration of conference, seminars and workshop. Faculties are motivated and provide financial assistance to publish patent and copyright

IQAC of the college undertakes audits and reviews. Some of these include: Pre-placement talks, Pre-Incubation Centre, activities organized for social welfare and CSR. Institute has set up Research Cell and providing assistance for ICSSR projects.

- **Student Feedback on Institutional Governance/Faculty Performance.**

- There is a well define feedback handling policy.
- Feedback is obtained from students in regular intervals regarding institutional governance, faculty performance etc.
- Feedback data is analyzed at PLC level and submitted before IQAC for further strategic decisions.
- Then the Action Taken report is prepared as per the implementation of decisions of the IQAC and submitted before different audit committees and reflected in AQAR.
- All the feedbacks are taken in online mode through ERP.

- **Grievance Redressal Mechanism for Faculty, staff and students.**

- Three tier grievance Redressal mechanisms are available in the Institute.
- The grievance Redressal committee comprised of faculty members, students, staff members.
- Every grievances submitted through any channel (applications, mail, suggestion box, ERP, website) are recorded in central record system.
- The grievances are synthesized at appropriate level and immediate redressal activities are taken care of.
- After Redressal of the grievance, the grievant is appraised to get their satisfaction or not.
- The Grievance Redressal Committee monitors the procedure on regular basis thru planned meetings and their action taken reports

- **Establishment of Anti Ragging Committee**

- The Anti Raging Committee is functional in the institute.
- The committee follows the procedure as per All India Council for Technical Education notification in the matter of prevention and prohibitions of ragging vide No. 37-3/Legal/ AICTE/ 2009 dated 01.07.2009.
- Institute will disseminate the information about the complete details of Nodal officer related to anti ragging committee and squad through website and notice boards.
 - **Helpline Numbers:** Institute will display helpline numbers prominently in various areas of the campus, allowing students to report incidents confidentially.
 - **Complaint Mechanism:** Institute will set up mechanism for students to report incidents of ragging either in person or anonymously through complaint boxes, online portals (website, ERP), or dedicated email addresses.
 - **Prompt Action:** Institute will ensure that any reported incidents are promptly investigated, and strict disciplinary action is taken against the perpetrators as per the UGC guidelines and applicable laws.
 - **Counseling Support:** Institute will provide counseling and support services to the students to identify early sign of ragging and recognition of problematic people and victims of ragging to help them cope up with the emotional and psychological impact.
 - **Orientation Programs:** Institute will disseminate information about anti-ragging policies and consequences to engage any activity of ragging during orientation programs for new students.
 - **Regular Monitoring:** Anti Ragging Squad of the Institute will continuously monitor the campus environment to detect and prevent any instances of ragging.
 - **Strong Vigilance:** The institute will always identifies, properly illuminate and keep a close watch on all locations known to be vulnerable to occurrences of ragging incidents through CCTV Camera and physical visits. . Also tighten security in its premises, especially at vulnerable places and intense policing by Anti-Ragging Squad.
- **Anti Ragging Form:** The application form for admission has contained an undertaking form, to be filled up and signed by the students and the parents mentioned in Annexure I and II admission brochure.

Ragging Complaint Mechanism

| Complaint Mechanism | | | | |
|---|---|--|--|------------------------------------|
| Written Complaint in the complaint box or Convener of the committee | Through any other member (Faculty/staff/student) or external source | Through call at 011-27555607 or 27555608 mail at antiragging@gitarattan.edu.in | Call on national helpline no 1800-180-5522 or to mail at helpline@antiragging.in | Call 100 or inform nearest PCR Van |

Process of Handling the Complaint related to Ragging

- Upon receiving information regarding a ragging incident, the **Complaint Receiver** will immediately inform the **Chairman of the Anti-Ragging Committee** or any of its designated members.
 - The **Anti-Ragging Committee** will promptly conduct a **preliminary on-site inquiry**, collecting all prima facie details of the incident.
 - The outcome of the preliminary inquiry will be immediately reported to the **Chairman of the Institute**.
 - The entire preliminary investigation will be completed within **twenty hours** of receiving the information.
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- **Establishment of Online Grievance Redressal Mechanism**
 - During the lockdown, a need emerged across the country for an efficient online grievance system.
 - **Gitarattan International Business School (GIBS)** had already implemented a comprehensive **online grievance redressal mechanism** prior to this demand.
 - Students can submit grievances remotely via the **ERP portal** from any location.
 - Resolutions and updates on submitted grievances are communicated to the student through the **same ERP platform**.
-
- **Establishment of Grievance Redressal Committee in the Institution and Appointment of OMBUDSMAN by the University.**
 - A functional **Grievance Redressal Committee (GRC)** is established at the institutional level, constituted in accordance with the latest regulatory guidelines.
 - The **affiliating university (GGSIPU, Delhi)** has also formed a University-level GRC for unresolved or escalated issues.
 - An **Ombudsman** has been appointed by the university to oversee grievance matters.
 - All related information, including procedures and contact details, is disseminated through the **institutional website** for stakeholder access.
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- **Establishment of Internal Complaint committee (ICC)**
 - The **Internal Complaint Committee** is actively functioning to address issues related to **sexual harassment**, in line with **AICTE Regulations, 2016**.
 - Committee composition and member contact details are displayed prominently on **notice boards and the institutional website**.
 - Regular meetings are held, and all decisions are documented in the **Minutes of Meeting (MoM) register**.
 - The ICC conducts **awareness programs** to educate female students about their rights and institutional policies on gender sensitization.
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- **Establishment of committee for SC/ST**

- A dedicated **SC/ST Committee** addresses issues and ensures support for **Scheduled Castes, Scheduled Tribes**, and other backward communities.
- Committee structure and contact details are publicized via **notice boards and the website**.
- The committee operates under the guidelines of the **Scheduled Castes and Scheduled Tribes (Prevention of Atrocities) Act, 1989**.
- Regular meetings are held and documented, and **awareness programs** are organized for students from SC/ST and OBC communities.
- Committee members also engage directly with students for **academic mentorship, exam preparation guidance, and awareness of government schemes**.

- **Internal Quality Assurance Cell**

The **IQAC** plays a pivotal role in institutional quality enhancement. Key aspects of its functioning include.

- **Independence:** Operates as a standalone cell with its own **distinct logo**.
- **Constitution:** Includes a **Chairperson, Coordinator**, and representatives from **faculty, students, management, alumni, and industry**.
- **Strategic Oversight:** Guides and monitors the implementation of academic and administrative quality initiatives.
- **Regular Meetings:** Conducted quarterly to evaluate progress and plan future strategies.
- **Quality Assurance:** Regularly assesses institutional processes to ensure they meet defined quality standards.
- **Accreditation Support:** Assists in preparing documentation and evidence for national-level accreditation and assessments.
- **Institutional Planning:** Plays a crucial role in formulating and reviewing strategic plans aligned with institutional goals.
- **Monitoring & Evaluation:** Tracks implementation effectiveness through data analysis related to performance metrics.
- **Feedback Mechanism:** Gathers and uses stakeholder feedback to drive continuous improvement.
- **Professional Development:** Organizes training, seminars, and workshops for faculty and staff development.
- **Documentation:** Maintains records and reports to support institutional transparency and quality compliance.
- **Promotion of Best Practices:** Encourages innovation and adoption of successful academic and administrative models.
- **Regulatory Compliance:** Ensures adherence to norms and standards of regulatory and accreditation agencies.

6. Programmes

- **Name of the Programmes approved by AICTE** - MBA(1st Shift), MBA(2nd Shift), MBA(IB), BBA-MBA(Integrated), BBA(Hons)-1st Shift & BBA(Hons)-2nd Shift.
- **Status of Accreditation of the Courses**

| Total number of Courses | No. of Courses for which applied for Accreditation | Status of Accreditation- Preliminary/applied for SAR and results awaited/Applied for SAR and visits completed/ Results for the visits awaited/ Rejected/ Approved for courses |
|-------------------------|--|---|
| 7 | MBA 1 st Shift MBA 2 nd Shift MBA(IB) BBA-MBA(Integrated) BBA(Hons)-1 st Shift BBA(Hons)-2 nd Shift | NAAC accredited 'A' Grade (3 rd Cycle) |

- **For each Programme the following details are to be given:**

| Name | Number of Seats | Duration |
|---------------------------------|-----------------|----------|
| MBA 1 st Shift | 180 | 2 years |
| MBA 2 nd Shift | 120 | 2 years |
| MBA(IB) | 60 | 2 years |
| BBA-MBA(Integrated) | 60 | 5 years |
| BBA(Hons)-1 st Shift | 180 | 4 years |
| BBA(Hons)-2 nd Shift | 180 | 4 years |

- **Cut off marks/rank of admission during the last three years**

| Cut off Marks | 2024-25 | 2023-24 | 2022-23 |
|---------------------------------|---------|---------|---------|
| MBA 1 st Shift | 81 | 64 | 347 |
| MBA 2 nd Shift | -- | -- | -- |
| MBA (IB) | 93 | -- | -- |
| BBA-MBA(Integrated) | 2275 | -- | 145 |
| BBA(Hons)-1 st Shift | 728 | 1335 | 1864 |
| BBA(Hons)-2 nd Shift | 6327 | 1932 | 4199 |

- **Fee ***

As per State Fee Regulatory Committee/GGSIP University approved fee as per order No. F. No. DHE 4(11)/5th SFRC/2021/1772-82 dated 04.04.2022.

| S. No. | Course | Tuition Fees |
|--------|----------------------------------|----------------|
| 1 | MBA 1 st Shift | Rs. 1,71,500/- |
| 2 | MBA 2 nd Shift | Rs. 1,71,500/- |
| 3 | MBA (IB) | Rs. 1,71,500/- |
| 4 | BBA(Hons)-1 st Shift | Rs. 1,04,800/- |
| 5 | BBA(Hons.)-2 nd Shift | Rs. 1,04,800/- |
| 6 | BBA-MBA(Integrated) | Rs. 1,04,800/- |

* The Fee is under revision by SFRC, Govt. of NCT of Delhi

- **Training and Placement Cell Initiatives**

The Training and Placement Cell at the institute is dedicated to enhancing the employability of students through structured training programs, industry interactions, and career guidance. Key initiatives undertaken include:

Skill Development & Career Readiness

- **Pre-Placement Talks (PPT):** Organized to provide students with insights into company profiles, job roles, and recruitment processes.
- **Personality Development Workshops:** Regular sessions aimed at improving communication, confidence, leadership, and interpersonal skills.
- **Mock Interview Sessions:** Simulated interview environments to prepare students for real-time placement scenarios.
- **CV Development Activities:** Hands-on guidance to help students craft professional, impactful resumes.
- **Aptitude Tests & Skill-Based Training (SBT):** Regular practice and training in logical reasoning, quantitative aptitude, and verbal ability.
- **Skill Development Sessions by Industry Experts:** Workshops conducted by professionals to provide domain-specific knowledge and practical insights.
- **Digital Marketing Awareness Sessions:** Focused programs to make students aware of modern digital platforms and marketing strategies.
- **Skill-Based Training with Structured Modules:** Well-defined training programs tailored to meet the needs of various industries.

Internship & Industry Exposure

- **Summer Internship Opportunities:** Facilitation of internships with reputed companies to provide practical exposure.
- **Summer Internship Fair:** Organized to connect students directly with industry representatives for internship opportunities.
- **Industrial Visits:** Curated visits to companies and organizations to expose students to real-world operations and environments.

Counseling & Guidance

- **Career Counseling and Guidance Sessions:** Regular sessions to support students in making informed career choices.
- **Special Placement Counseling Sessions:** One-on-one or small group counseling for students requiring additional guidance and support.
- **Placement Action Team (PAT):** A dedicated student team working alongside the Placement Cell to coordinate training and placement activities.

Alumni Engagement

- **Alumni Lecture Series:** Interactive sessions with successful alumni to share career journeys, insights, and mentorship.

Infrastructure for Placements

- **Online Exam Testing Facility:** Equipped with high-speed internet to support online assessments and recruitment tests.
- **Air-Conditioned Interview Rooms:** Comfortable and professional spaces for conducting interviews.
- **Air-Conditioned Auditorium and Seminar Halls:** Spacious venues for hosting pre-placement talks, workshops, and recruitment drives.

Company-Specific Preparation

Company-Wise Pre-Placement Sessions: Targeted sessions that prepare students based on the specific requirements and patterns of different recruiting organizations.

Campus placement in last three years with minimum salary, maximum salary and average salary

| Year | course | No of students placed | Minimum Salary | Maximum Salary | Average Salary |
|---------|---------------------------|-----------------------|----------------|----------------|----------------|
| 2019-20 | MBA-1 st Shift | 140 | 2.1 | 12.48 | 3.91 |
| | MBA-2 nd Shift | 105 | 2.1 | 10.0 | 3.90 |
| | MBA(IB) | 34 | 2.4 | 10.0 | 3.89 |
| | BBA-1 st Shift | - | - | - | - |
| 2021-22 | MBA-1 st Shift | 86 | 2.30 | 10.0 | 4.0 |
| | MBA-2 nd Shift | 3 | 2.30 | 5.0 | 4.0 |
| | MBA(IB) | 15 | 2.40 | 4.5 | 4.0 |
| | BBA-1 st Shift | - | - | - | - |
| | BBA-2 nd Shift | - | - | - | - |
| 2022-23 | MBA-1 st Shift | 15 | 2.5 | 7.2 | 3.8 |
| | MBA-2 nd Shift | -- | -- | -- | -- |
| | MBA(IB) | 4 | 2.5 | 7.2 | 3.8 |
| | BBA-1 st Shift | 128 | 2.5 | 20 | 3.7 |
| | BBA-2 nd Shift | 124 | 2.5 | 20 | 3.8 |

- **Name and duration of programme(s) having Twinning and collaboration with Foreign University(s) and being run in the same Campus along with status of their AICTE approval. If there is Foreign Collaboration, give details:**

No

- **For each Programme Collaborated provide the following** : NA

7. Faculty

MBA & BBA

| S. No. | Name of Faculty Member | Designation | DOB | DOJ | Qualification | Exp |
|--------|----------------------------|---------------------|----------|----------|--|-----|
| 1 | Dr. Abhijit Das | Professor | 04.04.69 | 19.06.23 | B.Sc, MBA, Ph.D | 28 |
| 2 | Ms. Prachi Jindal | Dean | 23.09.81 | 13.02.09 | B.Com, M.Com, MBA, M.Phil, Ph.D (Pursuing), UGC(NET) | 19 |
| 3 | Dr. Kanaka Balasubramanian | Professor | 12.01.68 | 07.08.23 | B.Sc, MBA, Ph.D | 14 |
| 4 | Dr. Urvesh Chaudhery | Professor | 27.10.73 | 01.09.22 | B.Sc, MA, M.Sc, MCA, MBA, M.Phil. Ph.D | 26 |
| 5 | Dr. Vinay Maitri | Professor | 03.11.55 | 22.11.22 | B.Sc, M.Sc, Ph.D | 40 |
| 6 | Dr. Amrita Gulla Shahabadi | Associate Professor | 20.07.71 | 23.09.24 | BA, MA, M.Phil, MBA, Ph.D | 25 |
| 7 | Dr. Anjali Gupta | Associate Professor | 22.09.73 | 01.10.19 | B.Sc, MBA, PGDBM, Ph.D | 18 |
| 8 | Ms. Ashima Wadhwa | Associate Professor | 02.06.81 | 03.01.22 | B.Com, LLB, M.Com, MCA, M.Sc.,M.Tech, M.Phil | 16 |
| 9 | Dr. Chetna Mahaur | Associate Professor | 10.06.82 | 25.10.21 | B.Sc, MBA, M.Phil, Ph.D, UGC(NET) | 13 |
| 10 | Dr. Davinder Walia | Associate Professor | 11.08.71 | 20.08.24 | B.E.(EE), MBA, Ph.D | 27 |
| 11 | Dr. Dipti Jain | Associate Professor | 29.04.84 | 04.04.22 | B.Com, M.Com, Ph.D, UGC(NET) | 11 |
| 12 | Dr. Mamta Rani | Associate Professor | 24.01.71 | 05.09.22 | M.Com, M.Phil, PGDBA, CA Inter, Ph.D | 22 |
| 13 | Dr. Manisha Kaushal Arora | Associate Professor | 07.12.79 | 22.07.16 | B.Com, M.Com, B.Ed, MA(Edu), Ph.D, UGC(NET) | 20 |
| 14 | Dr. Manju Pathania Biswas | Associate Professor | 05.12.76 | 11.10.23 | B.Sc, MCA, MBA, Ph.D | 12 |
| 15 | Dr. Poonam Rani | Associate Professor | 22.02.81 | 01.01.25 | B.Com, M.Com, MBA, FPM, Ph.D, UGC(NET) | 11 |
| 16 | Dr. Vilender Kumar | Associate Professor | 13.02.76 | 14.07.14 | B.Sc, MCA, Ph.D | 26 |
| 17 | Dr. Jasjeet Singh | Assistant Professor | 22.12.94 | 01.08.23 | BCA, MCA, Ph.D | 2 |
| 18 | Dr. Jatin Kumar Lamba | Assistant Professor | 05.02.80 | 01.03.23 | BA, MA, MBA, Ph.D | 16 |
| 19 | Dr. Karishma Jain | Assistant Professor | 05.08.90 | 17.02.25 | B.Tech, MBA, Ph.D, UGC(NET) | 5 |
| 20 | Dr. Priyanka | Assistant Professor | 04.03.97 | 07.10.24 | B.Sc, M.Sc, PhD, UGC(NET) | 2 |
| 21 | Dr. Sarika Ahluwalia | Assistant Professor | 07.08.80 | 20.07.15 | BBA, MBA, Ph.D, UGC(NET) | 18 |
| 22 | Dr. Suruchi Satsangi | Assistant Professor | 18.07.94 | 23.07.24 | B.Com, M.Com, Ph.D | 2 |
| 23 | Dr. Shruti Gupta | Assistant Professor | 17.04.87 | 03.02.25 | B.Pharm, MBA, Ph.D, UGC(NET) | 2 |
| 24 | Mr. Anuj Nanda | Assistant Professor | 17.01.76 | 03.03.25 | B.Com(H), M.Com, M.Phil, Ph.D (Pursuing), UGC(NET) | 3 |
| 25 | Ms. Barkha Verma | Assistant Professor | 30.08.94 | 01.02.21 | B.Com, M.Com, UGC(NET) | 3 |

| S. No. | Name of Faculty Member | Designation | DOB | DOJ | Qualification | Exp |
|--------|--------------------------|---------------------|----------|----------|---|-----|
| 26 | Ms. Bhawna Sharma | Assistant Professor | 28.06.91 | 01.08.23 | BBA, MBA, M.Com, Ph.D (Pursuing) | 6 |
| 27 | Mr. Deepak Kumar | Assistant Professor | 15.08.73 | 25.09.23 | B.Com, M.Com, MBA, M.Phil, UGC(NET) | 19 |
| 28 | Ms. Geeta Khari | Assistant Professor | 02.11.78 | 01.04.24 | B.Sc.(H), PGDBM, M.Phil, MA(HRM), UGC(NET) | 1 |
| 29 | Ms. Hema Rani | Assistant Professor | 12.04.89 | 22.07.24 | B.Tech, MBA, UGC(NET) | 8 |
| 30 | Ms. Jaspreet Kaur | Assistant Professor | 11.08.77 | 03.10.23 | BA (Mathematics), MA (Mathematics) | 2 |
| 31 | Mr. Jitender Kumar | Assistant Professor | 08.10.89 | 02.01.24 | B.Sc., B.Com, B.Ed, MBA, Ph.D (Pursuing) | 1 |
| 32 | Ms. Masoom Singla | Assistant Professor | 03.04.87 | 10.08.15 | B.Sc.(H) Electronics, MCA | 7 |
| 33 | Ms. Muskan Thareja | Assistant Professor | 12.08.99 | 01.01.25 | B.Com, M.Com, UGC(NET) | 1 |
| 34 | Ms. Namrata Jain | Assistant Professor | 28.07.93 | 01.08.23 | B.Com, M.Com, PGDM, UGC(NET) | 4 |
| 35 | Ms. Nidhi | Assistant Professor | 20.05.99 | 04.04.24 | B.Com, M.Com, Ph.D (Pursuing), UGC(NET) | 1 |
| 36 | Ms. Preeti Gola | Assistant Professor | 29.10.93 | 14.12.20 | B.Com(H), B.Ed, M.Com, UGC(NET) | 3 |
| 37 | Ms. Purna Jain | Assistant Professor | 12.03.91 | 06.10.23 | B.Sc(H), M.Sc, B.Ed, PGDAST, Ph.D (Pursuing) | 1 |
| 38 | Ms. Purna Jain New | Assistant Professor | 27.12.91 | 13.02.25 | B.Com(H), M.Com., Ph.D (Pursuing), UGC (NET) | 1 |
| 39 | Ms. Pushpa Prajapati | Assistant Professor | 06.09.79 | 07.01.24 | B.Sc., MBA, Ph.D (Pursuing), UGC(NET) | 18 |
| 40 | Mr. Rajesh Makol | Assistant Professor | 13.05.75 | 15.07.19 | B.Com(H), B.Ed, M.Ed, MA, UGC(NET) | 5 |
| 41 | Ms. Ravleen Kaur | Assistant Professor | 27.07.96 | 01.05.23 | BBA, MBA(IB), Diploma in French, UGC(NET) | 2 |
| 42 | Ms. Ritika Garg | Assistant Professor | 19.05.98 | 24.02.25 | B.Com(H), M.Com, UGC(NET) | 1 |
| 43 | Ms. Ruchi Malhotra | Assistant Professor | 15.11.81 | 01.05.23 | B.Com, M.Com, MA(Eco), M.Phil, B.Ed | 12 |
| 44 | Ms. Shagun Arora | Assistant Professor | 22.02.92 | 22.08.22 | B.Com, M.Com, UGC(NET) | 8 |
| 45 | Ms. Sheetal Yadav | Assistant Professor | 10.01.98 | 14.06.24 | B.Com, M.Com, B.ed, UGC(NET) | 2 |
| 46 | Ms. Shipra Bhutani Uppal | Assistant Professor | 19.04.87 | 01.08.22 | BA (Literature), MBA, UGC(NET) | 12 |
| 47 | Ms. Shivangi Sharma | Assistant Professor | 30.12.92 | 01.02.24 | B.Com, M.Com, UGC(NET) | 1 |
| 48 | Ms. Anita | Assistant Professor | 04.08.95 | 01.02.24 | B.Com, M.Com, B.Ed, Ph.D (Pursuing), UGC(NET) | 1 |
| 49 | Ms. Silki | Assistant Professor | 28.001 | 01.01.25 | B.Com(H), M.Com, UGC(NET) | - |
| 50 | Ms. Sonia Peter | Assistant Professor | 25.04.83 | 02.07.18 | B.Com, M.Com, MBA, Ph.D (Pursuing),UGC(NET) | 8 |
| 51 | Ms. Vandana Rastogi | Assistant Professor | 28.09.82 | 16.07.24 | B.Com, M.Com, Ph.D (Pursuing), UGC(NET) | 6 |

Fee

- **Detail of fee, as approved by State Fee Committee, for the Institution.**

| S. No. | Course | Tuition Fees |
|---------------|---------------------------------|---------------------|
| 1 | MBA 1 st Shift | Rs. 1,71,500/- |
| 2 | MBA 2 nd Shift | Rs. 1,71,500/- |
| 3 | MBA (IB) | Rs. 1,71,500/- |
| 4 | BBA(Hons)-1 st Shift | Rs. 1,04,800/- |
| 5 | BBA(Hons)-2 nd Shift | Rs. 1,04,800/- |
| 6 | BBA-MBA(Integrated) | Rs. 1,04,800/- |

- **Time schedule for payment of fee for the entire programme.**

As per the Norms of GGSIP University.

- No. of Fee waivers granted with amount and name of students.

| S.No. | Name of Student | Enrollment No. | Fee Waiver Granted | Course |
|------------------------------|--------------------|----------------|--------------------|---------------|
| Academic Year 2024-25 | | | | |
| 1 | Ishika Verma | 00219114324 | 14,000.00 | MBA(IB) |
| 2 | Gaurav Sharma | 00319114324 | 14,000.00 | MBA(IB) |
| 3 | Payal | 00619114324 | 14,000.00 | MBA(IB) |
| 4 | Mohd Ayan | 01319114324 | 14,000.00 | MBA(IB) |
| 5 | Navya Gupta | 01819114324 | 14,000.00 | MBA(IB) |
| 6 | Sakshi Gupta | 02019114324 | 14,000.00 | MBA(IB) |
| 7 | Khushi Rajput | 50119114324 | 14,000.00 | MBA(IB) |
| 8 | Sahej Kaur Batra | 00119103924 | 14,000.00 | MBA-1st Shift |
| 9 | Sweta Rana | 00219103924 | 14,000.00 | MBA-1st Shift |
| 10 | Kush Chadha | 00519103924 | 14,000.00 | MBA-1st Shift |
| 11 | Vishal Sapra | 00819103924 | 14,000.00 | MBA-1st Shift |
| 12 | Tanuj Gupta | 00919103924 | 14,000.00 | MBA-1st Shift |
| 13 | Tusshar Poddar | 01019103924 | 14,000.00 | MBA-1st Shift |
| 14 | Lakshay Mittal | 01119103924 | 14,000.00 | MBA-1st Shift |
| 15 | Avantika Gautam | 01219103924 | 14,000.00 | MBA-1st Shift |
| 16 | Tanishka | 01319103924 | 14,000.00 | MBA-1st Shift |
| 17 | Seerat Arora | 01419103924 | 14,000.00 | MBA-1st Shift |
| 18 | Raghav Chadha | 01619103924 | 14,000.00 | MBA-1st Shift |
| 19 | Ekanshi Gupta | 01819103924 | 10,000.00 | MBA-1st Shift |
| 20 | Mayank Babbar | 01919103924 | 14,000.00 | MBA-1st Shift |
| 21 | Jyoti Yadav | 02419103924 | 14,000.00 | MBA-1st Shift |
| 22 | Daniya Nayab | 03719103924 | 14,000.00 | MBA-1st Shift |
| 23 | Aryan Parashar | 03919103924 | 14,000.00 | MBA-1st Shift |
| 24 | Ashish John Thomas | 04019103924 | 14,000.00 | MBA-1st Shift |
| 25 | Udit Sharma | 04419103924 | 14,000.00 | MBA-1st Shift |
| 26 | Bobby Singh | 04519103924 | 14,000.00 | MBA-1st Shift |
| 27 | Goldi Kumari | 04819103924 | 10,000.00 | MBA-1st Shift |
| 28 | Bhavya Poddar | 05019103924 | 14,000.00 | MBA-1st Shift |
| 29 | Isheeta | 05119103924 | 14,000.00 | MBA-1st Shift |
| 30 | Dhruv Saraswat | 05219103924 | 14,000.00 | MBA-1st Shift |
| 31 | Nikhil Sharma | 05319103924 | 14,000.00 | MBA-1st Shift |
| 32 | Sahil Jaiswal | 05419103924 | 14,000.00 | MBA-1st Shift |
| 33 | Devesh Singh Bisht | 05919103924 | 14,000.00 | MBA-1st Shift |
| 34 | Ujjwal Arora | 06019103924 | 14,000.00 | MBA-1st Shift |
| 35 | Daail Faraz | 52119103924 | 14,000.00 | MBA-1st Shift |
| 36 | Khushi Singh | 52319103924 | 14,000.00 | MBA-1st Shift |

| | | | | |
|------------------------------|-------------------|-------------|-----------|---------------------------|
| 37 | Kunal Lakra | 03019103923 | 11,000.00 | MBA-1st Shift |
| 38 | Prabhleen Kaur | 70519101723 | 8,000.00 | BBA-1st Shift |
| 39 | Danyal Ahmad | 06980001721 | 46,650.00 | BBA-2nd Shift |
| Academic Year 2023-24 | | | | |
| 1 | Yogesh | 00919103923 | 14,000.00 | MBA-1 st Shift |
| 2 | Kunal Lakra | 03019103923 | 14,000.00 | MBA-1 st Shift |
| 3 | Anshul Sethi | 03419103923 | 14,000.00 | MBA-1 st Shift |
| 4 | Yashika Gupta | 04519101723 | 9,000.00 | BBA-1 st Shift |
| 5 | Prabhleen Kaur | 70519101723 | 9,000.00 | BBA-1 st Shift |
| 6 | Khanan Sharma | 74080001723 | 4,000.00 | BBA-2 nd Shift |
| 7 | Anoushka Kapur | 00819103922 | 13,000.00 | MBA-1 st Shift |
| 8 | Shubh Bhatia | 01319103922 | 13,000.00 | MBA-1 st Shift |
| 9 | Akshat Jain | 02219103922 | 13,000.00 | MBA-1 st Shift |
| 10 | Mohd Ansab | 02319103922 | 13,000.00 | MBA-1 st Shift |
| 11 | Kritika Khanna | 02419103922 | 13,000.00 | MBA-1 st Shift |
| 12 | Mansi Jain | 02919103922 | 13,000.00 | MBA-1 st Shift |
| 13 | Gramy Jain | 35319103922 | 13,000.00 | MBA-1 st Shift |
| 14 | Akriti | 35419103922 | 13,000.00 | MBA-1 st Shift |
| 15 | Himanshi | 35519103922 | 13,000.00 | MBA-1 st Shift |
| 16 | Akshay Singla | 01019114322 | 13,000.00 | MBA(IB) |
| 17 | Dikshant Khanoria | 01119114322 | 13,000.00 | MBA(IB) |
| 18 | Deergh Bhatia | 01319114322 | 13,000.00 | MBA(IB) |
| 19 | Ayush Sharma | 01419114322 | 13,000.00 | MBA(IB) |
| 20 | Mayank Tanwar | 01519114322 | 13,000.00 | MBA(IB) |
| 21 | Srishti Singhal | 35219114322 | 13,000.00 | MBA(IB) |
| Academic Year 2022-23 | | | | |
| 1 | Anusha Gupta | 00419103818 | 8000 | BALLB |
| 2 | Varunesh Pant | 13819101720 | 56000 | BBA-1 st Shift |
| 3 | Mallika Dhawan | 36080001720 | 28000 | BBA-2 nd Shift |
| Academic Year 2021-22 | | | | |
| 1 | Anusha Gupta | 00419103818 | 8000 | BALLB |
| 2 | Varunesh Pant | 13819101720 | 56000 | BBA-1 st Shift |
| 3 | Kashish Khaneja | 00180001719 | 54500 | BBA-2 nd Shift |
| 4 | Mallika Dhawan | 36080001720 | 28000 | BBA-2 nd Shift |

- **Criteria for fee waivers/scholarship.**

As per State Govt. / GGSIPU norms / Govt. of India / Institute Policy.

8. Admission

- Number of seats sanctioned with the year of approval

| Programme | No. of seats Sanctioned | Year of approval |
|---------------------------------|-------------------------|------------------|
| MBA 1 st Shift | 180 | 2024-25 |
| MBA 2 nd Shift | 120 | 2024-25 |
| MBA(IB) | 60 | 2024-25 |
| BBA(Hons)-1 st Shift | 180 | 2024-25 |
| BBA(Hons)-2 nd Shift | 180 | 2024-25 |
| BBA-MBA(Integrated) | 60 | 2024-25 |

- Number of Students admitted in the last three years

| S.No. | Programmes Name | Student Admitted | | |
|-------|---------------------------|------------------|---------|---------|
| | | 2024-25 | 2023-24 | 2022-23 |
| 1 | MBA-1 st Shift | 62 | 44 | 53 |
| 2 | MBA-2 nd Shift | -- | -- | 02 |
| 3 | MBA-IB | 21 | -- | 23 |
| 4 | BBA-1 st Shift | 163 | 180 | 171 |
| 5 | BBA-2 nd Shift | 86 | 109 | 165 |
| 6 | BBA-MBA(Integrated) | 53 | -- | -- |

- Number of applications received during last year for admission under Management Quota and number admitted.

| S.No. | Programmes Name | Applications Received | Student Admitted |
|-------|---------------------------|-----------------------|------------------|
| 1 | MBA-1 st Shift | -- | -- |
| 2 | MBA-2 nd Shift | -- | -- |
| 3 | MBA-IB | -- | -- |
| 4 | BBA-1 st Shift | 44 | 18 |
| 5 | BBA-2 nd Shift | | 18 |
| 6 | BBA-MBA(Integrated) | | 6 |

9. Admission Procedure

- Mention the admission test being followed, name and address of the National Test Agency and its URL - <https://ipu.admissions.nic.in/>

As per GGSIPU notification CAT- 2024 by IIM & CMAT- 2025 by NTA and CET- 2025 conducted by GGSIPU will be considered for admission in MBA program for the session 2025-2026.

- **Number of seats allotted to different Test Qualified candidate separately (AIEEE/CET (State conducted test/University tests/CMAT/GPAT)/ Association conducted test)**

Admission being done as per State Govt./GGIPU norms.

| S. No. | Course | General | SC | ST | MQ | Total Seats |
|--------|---------------------------------|---------|----|----|----|-------------|
| 1 | MBA 1 st Shift | 133 | 26 | 3 | 18 | 180 |
| 2 | MBA 2 nd Shift | 89 | 17 | 2 | 12 | 120 |
| 3 | MBA(IB) | 45 | 9 | 0 | 6 | 60 |
| 4 | BBA(Hons)-1 st Shift | 133 | 26 | 3 | 18 | 180 |
| 5 | BBA(Hons)-2 nd Shift | 133 | 26 | 3 | 18 | 180 |
| 6 | BBA-MBA(Integrated) | 45 | 9 | 0 | 6 | 60 |

- **Calendar for admission against Management/vacant seats:**

Admission being done as per State Govt./GGSIPU norms

(<https://ipu.admissions.nic.in/>).

- **Last date of request for applications / Last date of submission of applications / Dates for announcing final results / release of admission list**

Admission done through online centralized counseling by GGSIPU

(<https://ipu.admissions.nic.in/>).

- **Last date for closing of admission & Starting of the Academic Session**

As per GGSIPU norms.

- **The Policy of refund of the Fee, in case of withdrawal, shall be clearly notified.**

As per GGSIPU and UGC norms

10. **Criteria and Weightages for Admission**

As per State Govt./GGSIPU norms.

11. **List of Applicants**

Admission done through online centralized counseling by GGSIPU.

12. **Results of Admission Under Management Seats/Vacant Seats**

As per State Govt./GGSIPU norms

13. **Information of Infrastructure and Other Resources Available.**

| | |
|---|---|
| Number of Class Rooms and size of each | 29 (66 sqm each) |
| Number of Tutorial rooms and size of each | 07 (33sqm each) |
| Number of Laboratories | 01(45 sqm) |
| Number of Drawing Halls / Seminar Hall with capacity of each | Seminar Hall-3 Seating Capacity-120 Auditorium-1 Seating Capacity-300 |
| Number of Computer Centre with capacity of each | 01 Seating Capacity-120 |
| Central Examination Facility, Number of rooms and capacity of each | Yes |
| Online examination facility (Number of Nodes, Internet band width, etc.) | Yes Nodes-120 25 MBPS |
| Barrier Free Built Environment for disabled and elderly persons | Yes |
| Fire and Safety Certificate | Yes |
| Compliance of the Academic Bank of Credit (ABC) | Yes |
| Hostel Facilities | No |
| To upload the respective short video (1-2 min) of infrastructure and facilities available w.r.t. the course in the website. | https://gitarattan.edu.in/facility/classrooms/ |

- Library

- Number of Library books/Titles/Journals available (program-wise)

| <u>Titles & Volumes of Books Available in Library</u> | | | | |
|--|-----------------|------------------|----------------------|------------------|
| Programme | Titles | | Volumes | |
| | Required | Available | Required | Available |
| MBA/MBA-IB | 3050 | 3619 | 31500 | 34195 |
| BBA(Hons.) | 600 | 1200 | 4800 | 10574 |
| Total | 3650 | 4819 | 36300 | 44769 |
| <u>Journals Available in Library</u> | | | | |
| Programme | National | | International | |
| | Required | Available | Required | Available |
| MBA/MBA-IB | 24 | 24 | 24 | (240 e-journals) |
| BBA(Hons.) | 12 | 12 | 03 | 03 |
| Total | 36 | 36 | 27 | 243 |

- ERP Access links to Documents

| S.No. | Document Name | Links |
|--------------|----------------------------|--|
| 1 | Library Data Link | \\server01\Library\Tapas\AQAR\2022-23\Library Data |
| 2 | Book Bank Holders | \\server01\Library\Tapas\AQAR\2022-23\Book Bank Holders |
| 3 | E-Books List | \\server01\Library\Tapas\AQAR\2022-23\E-Books List |
| 4 | Library Transaction Report | \\server01\Library\Tapas\AQAR\2022-23\Library Transaction Report |

- **List of online National /International Journals subscribed.**

| Discipline | National | International |
|--|---|------------------------------|
| MBA | 24 | (240-e-journals from DELNET) |
| BBA | 12 | 03 |
| Total | 36 | 243 |
| Library Resources | | |
| Books | 1626 | |
| Journals | 60 Journals | |
| e – journals | 486 (Open source: DELNET) | |
| e-books | 720 (open Source: DELNET and intech open) | |
| e-ShodhSindhu | 1 (open Source: DELNET) | |
| Shodhganga | 1 (open Source: DELNET) | |
| Databases | 1. AIR Online 2. DELNET 3. Company Cases Module (Web) | |
| Local and / or Remote access to e- resources (Specify) | 1. AIR Online 2. DELNET | |

- **National Digital Library of India (NDLI) Subscription details. YES**

Registrations Number – INDLNCN5PTAAKES (valid upto 30.06.2025)

- **List of Major Equipment/Facilities in each Laboratory/Workshop.**

- Computers -210
- Projectors – 29
- System Software-6
- Application Software-48
- Printer – 12
- Scanner – 3
- Server – 2

- **Laboratory and Workshop**

Fully automated Multimedia Digital Language Lab / Communication Lab.

- **Computing Facilities**

- Internet Bandwidth - Yes, Dedicated Leased Line 25 MBPS (1:1 contention Ratio) from Spectranet & 50 MBPS broadband line from Airtel and 400 & 300 broadband line from Excitel.
- Number and configuration of system – 210
- Total number of system connected by LAN – 210
- Major software packages available
- **Innovation Cell – Yes**
 - ✓ Incubation, Innovation & Entrepreneurship Development Cell under MOE(IIC)
- **Social Media Cell –Yes**
 - ✓ Media Management Cell

- **List of facilities available**
- **Games and Sports Facilities**

- ✓ Table Tennis
- ✓ Carrom Boards
- ✓ Chess
- ✓ Snooker
- ✓ Cricket*
- ✓ Football*
- ✓ Basketball*
- ✓ Volleyball*
- ✓ Badminton*

*In sister concern & facilities of Rohini Sports Complex is used for external sports events.

- **Extra-Curricular Activities** – Yes conducted by different clubs & committees
 1. LAKSHYA – The Sports Club of GIBS
 2. ABHINAY – The Dramatics Society of GIBS
 3. MUDRA – The Dance & Music Society of GIBS
 4. HERITAGE – The Cultural Society of GIBS
 5. FRAMES – The Photography Club of GIBS
 6. EXPRESSIONS – The Fine Arts Society of GIBS
 7. COURTROOM – The Legal Society of CLS-GIBS
 8. IIC – The Innovation & Entrepreneurship Cell of GIBS
 9. MINDBENDERS – The Management Club of GIBS
 10. NSS – National Service Scheme
- **Soft Skill Development Facilities** - Yes, run in collaboration with Industry.
 - Personality Development Workshop
 - Guest Talk
 - Managerial Skill Development
 - Skill Based Training
- **Teaching Learning Process**
 - Curricula and syllabus for each of the programmes as approved by the University–Yes
 - Academic Calendar of the University – Yes,
([http://www.ipu.ac.in/Pubinfo2024/nt020724604%20\(3\).pdf](http://www.ipu.ac.in/Pubinfo2024/nt020724604%20(3).pdf))
- **Internal Continuous Evaluation System and Place.**
Yes, on the basis of unit test, minor exam and class room activities.
- **Student's assessment of Faculty, System in place.**
Yes, on the basis of feedback analysis by students for faculty as per NAAC.

- For each Post Graduate Courses give the following:

| S. No. | Course | Curricula and Syllabi | Academic Calendar |
|--------|---------------------------------|---|---|
| 1 | MBA 1 st Shift | https://gitarattan.edu.in/wp-content/uploads/2023/11/MBA-Syllabus.pdf | http://www.ipu.ac.in/Pubinfo2024/nt020724604%20(3).pdf |
| 2 | MBA 2 nd Shift | | |
| 3 | MBA(IB) | https://gitarattan.edu.in/wp-content/uploads/2023/11/MBA-International-Business-Syllabus-compressed.pdf | |
| 4 | BBA(Hons)-1 st Shift | https://gitarattan.edu.in/wp-content/uploads/2023/11/BBA-Syllabus_compressed.pdf | http://www.ipu.ac.in/Pubinfo2024/nt020724604%20(3).pdf |
| 5 | BBA(Hons)-2 nd Shift | | |
| 6 | BBA-MBA(Integrated) | -- | -- |

15. List of Research Projects/consultancy works.

- Number of Projects carried out, funding agency, Grant received.

| S. No. | No. of Project Carried Out | Funding Agency | Grant received |
|--------|--|-----------------------------------|----------------|
| 1 | Measuring Trends in Customer Engagement | M/S S.G. Global | Rs.2,00,000/- |
| 2 | A Survey on Future Demand of Skill Set and Plan Layout for Skill Development Training of the Human Resources required from 3 rd Party Manpower Supplying Agencies in Delhi NCR Region | M/S Arsh Marketing Services | Rs.2,00,000/- |
| 3 | Tourism Industry – An Outlook on inbound and outbound tourism | M/S Plaza Times | Rs.2,00,000/- |
| 4 | Competitor Analysis- Understanding Strategies and Markets | M/S M R Goel Steel Co Pvt. Ltd. | Rs.4,00,000/- |
| 5 | Financial Projection to set up Online counselling for corporate mental health awareness development Programmes | M/S A B Health Products Pvt. Ltd. | Rs.5,00,000/- |
| 6 | Consultancy Services on Driving Competency and Consumer loyalty through Integrated Marketing Communication | Venkateshwar Hospital | Rs.5,00,000/- |
| 7 | Consultancy Services on A New Business Dynamism of Rukman Udyog : An Outlook on International Prospectus | Rukman Udyog | Rs.5,00,000/- |
| 8 | Research Project: Factors Impacting Customer Loyalty and Their Impact on Business Enhancement | ABS Logistics Pvt. Ltd. | Rs.6,00,000/- |
| 9 | Research Project: Boosting Local Demands for the organization thru Innovative Marketing Strategies | Yuccabe India Pvt Ltd | Rs.6,00,000/- |
| 10 | Market survey and research for diagnostic center in Rohini and Dwarka | and JB Health Care Pvt. Ltd | Rs.5,50,000/- |
| 11 | Market survey and research for plywood market | M/s Himanshu Plywood Uttam Nagar, | Rs.5,00,000/- |

a. Publications (if any) out of research in last three years out of masters projects.

Patent Details

| Sl. No. | Patent Application No. | Inventor/s Name | Title of the Patent |
|---------------------|------------------------|--|---|
| Year 2023-24 | | | |
| 1 | 202411046454A | 1. Prof. (Dr.) Ekta Rastogi 2. Ms. Prachi Jindal 3. Dr. Anjali Gupta 4. Dr. Dipti Jain | A System and Method for Customer Segmentation in Digital Marketing |
| 2 | 202411046455A | 1.Prof.(Dr) Urvesh Chaudhery 2. Dr. Manju Pathania 3. Dr. Jasjeet Singh 4.Ms. Ashima Wadhwa | An Intelligent Data Analytics System and Method for Fraud Detection in E-Commerce |
| 3 | 202411046456A | 1. Prof. (Dr.) Vikas Nath 2. Ms. Prachi Jindal 3. Prof.(Dr.)Ravi Kant Gupta 4. Dr. Neelam Seam 5. Dr. Kalpana Devi | An AI-Enhanced Compliance Monitoring and Reporting in Regulatory Frame Works System |
| 4 | 202411046457A | 1. Dr. Mamta Rani 2. Dr. Manisha K. Arora 3. Dr. Pooja Sharma 4. Dr. Jatin Lamba | A Predictive Maintenance Ins Financial Risk Assessment System Using AI |
| 5 | 202411046458A | 1.Prof. (Dr.) Urvesh Chaudhery 2.Prof.(Dr.) Abhijit Das 3. Prof.(Dr.) Kanaka Balasubramanian 4.Dr. Priyanka Arora | AI-Driven Personalized Marketing Prediction System and Method Thereof |

Research Paper Publications

| S no | Title of Paper | Name of Author(s) | Name of Journal | Year of Publication | Is it listed in UGC Care list |
|------|---|--|--|---------------------|-------------------------------|
| 1 | Towards A Greener Future, : Harnessing AI fir Sustainable Development | Dr Neelam , Dr Debsri Dr, Prodipta Barman and Dr Punit Pathak | Advances in Consumer Research | 2025 | ABDC Journal |
| 2 | Empowering Women Through Education: Strategies for Leadership Development in Malaysia Towards Achieving Sustainable Development Goals | Sharmila Devi Ramachandaran , Tan Zhu Yi , Lim Ming Joon , Sukhmeet Kaur, Fang Wen Jie and Urvesh Chaudhery | International Journal of Learning, Teaching and Educational Research | 2025 | Scopus |
| 3 | Predicting Delivery Outcomes in supply chain management using machine learning : A random Forest Classifier Aproach | Prerna Jain | International Journal of Progressive Research in Engineering, Management and Science | 2024 | Scopus |
| 4 | Social Media's Influence on Business Decision-Making: A Study of Communication Networks in Management Practices | Dr. Anjali Gupta, Dr. Mamta Rani, Deepak Kumar | Journal of Informatics Education and Research | 2025 | Scopus |

| | | | | | |
|----|---|---|---|------|---------------|
| 5 | Intellectual Property Rights in the Digital Era: Exploring the Legal Aspects of Copyright in the Context of Digital Content Sharing and Online Platform | Dr. Urvesh Chaudhery | Journal of Ecohumanism | 2024 | Scopus |
| 6 | Examining the impact of digital transformation on HRM practices in Morocco's IT sector | Sharmila Devi Ramachandaran, Puspanathan Doraisingam, Riska Nuraini, Urvesh Chaudhery | Humanities and Social Sciences Letters | 2024 | Scopus |
| 7 | AI: Innovation Or Disaster In Reference To Human Capital | Pooja Sharma, Urvesh Chaudhery, Sneha Chaudhry | International Development Planning Review | 2024 | Scopus |
| 8 | Exploring the Impact of Gender , Life Skills, and Academic Background on the Entrepreneurial Mindsetamong Students | Urvesh Chaudhery, Sneha Chaudhry, Pooja Sharma | Journal of Southwest Jiotong University | 2024 | Scopus |
| 9 | An Empirical Study of Patient Loyalty and outcome of Patient Satisfaction | Urvesh Chaudhery, Anjali Gupta | Tec Empresarial Journal | 2024 | Scopus |
| 10 | A Study on The Impact of lot on Sustainable Powersupply To Monitor Energy Resources At Telecom Sites | Dr. Manju Pathania Biswas | IPE Journal of Management | 2024 | Scopus |
| 11 | Legal Implications of ISO 27001 in Banking Industry | Utkarsha Bartwal, Aakash Singh | University of Vadodara Journal | 2024 | Scopus |
| 12 | Impact of E-HRM practices in the working environment of the banking sector: an employee centered analysis | Dr. Jatin Kumar lamba, Ms. Ruchi Malhotra, Ms.Namrata Jain , Mr.Tushar | Journal of Informatics education and research | 2024 | ABDC Journal |
| 13 | A Systematic Literature Review of Compulsive Buying Behavior: Implications and Future Directions | Dr. Manisha Kaushal Arora, Dr. Tinu Anand, Ms. Veenu Gupta, Dr. Pooja Sharma | American Journal of Business | 2025 | Scopus |
| 14 | Social Media Influence on Business Decision Making:A Study of Communication Network in Management Practices | Deepak Kumar | Journal of Informatics Education and Research | 2025 | ABDC Journal |
| 15 | Analyzing Working Vacation Model with Dual Server Breakdowns, Retrial Queue, and Interruptions: A Study on Classical Retrial Policies | Ms. Shipra B. Uppal | Journal of Informatics Education and Research | 2025 | ABDC Journal |
| 16 | Sustainability Reporting: a step towards progress- Case of HDFC Bank's Parivartan Scheme | Vandana Rastogi & Prof. Jayendra Verma | Journal of Asia Entrepreneurship and sustainability | 2024 | Peer Reviewed |
| 17 | Challenges and Innovations in ESG Accounting : addressing double materiality , data quality, and technological integration | Vandana Rastogi | ABS International journal of Management | 2024 | Peer Reviewed |

| | | | | | |
|----|--|---|---|------|---------------|
| 18 | Critical Analysis of Right to Health of Persons with Disabilities: National and International Perspective | Erika Yagnik | Multidisciplinary Legal Affairs Journal | 2024 | Peer Reviewed |
| 19 | A Systematic Literature Review of Gamification Applications in Human Resource Processes: Insights, Trends, and Future Directions | Ms. Bhawna Sharma | Library progress international | 2024 | Scopus |
| 20 | Examining the Impact of Digital Transformation on HRM Practices in Morocco's IT Sector | Prof (Dr.) Urvesh Chaudhery | Humanities and Social Sciences Letters | 2024 | Scopus |
| 21 | Assessing the deliverables of Beyond the Classroom Engagement of Management Students: An Outcome Orientated Model Approach | Dr. Sahil Malik | Higher Education, Skills and Work Based Learning | 2024 | Scopus |
| 22 | What Drives Consumer Purchase Intention; A Study on Antecedents of Smart Phone Advertising | Ms. Shipra Uppal Bhutani and Dr. Dipti Jain | Journal of Southwest Jiaotong University | 2024 | Scopus |
| 23 | To Frame and Validate a Model for the Development of Startups | Dr. Manisha Kaushal Arora and Dr. Tinu Anand | Journal of Southwest Jiaotong University | 2024 | Scopus |
| 24 | Representation of Women in Indian Media with Special Reference to Advertisements | Ms. Muskan Grover | Journal of Southwest Jiaotong University | 2024 | Scopus |
| 25 | Analyzing Strategies For Climate Resilience: An ISM MICMAC Approach with a Focus on Sustainable Development | Dr. Chetna Mahaur | International Journal of Experimental Research and Review (IJERR) | 2024 | Scopus |
| 26 | Role of AI In Market Research: Enhancing Predictive Analytics and Identifying Consumer Trends | Prof (Dr.) Kanaka Balasubramanian | Journal Of Digital Economy | 2024 | Scopus |
| 27 | Impact of Prison Overcrowding: Consequences and Pathways to Reform | Prof. (Dr.) Ravi Kant Gupta | Journal of Southwest Jiaotong University | 2024 | Scopus |
| 28 | Social Responsibility in Technology Adoption and Business Operations | Prof. (Dr.) Vinay Maitri and Prof. (Dr.) Ekta Rastogi | Journal of Higher Education Theory and Practice | 2024 | Scopus |
| 29 | Assessing The Impact of Chatbot on Customer Loyalty: A Study in NCR Region | Prof. (Dr.) Abhijit Das | Journal of Southwest Jiaotong University | 2024 | Scopus |
| 30 | Navigating Family Orientation in Digital Age: The Evolving Role of Social Media | Dr. Neelam Seam & Dr. Kalpana Devi | Tec Empersarial | 2024 | Scopus |
| 31 | Shielding the Vulnerable: Exploring the Socio-Legal Landscape of Protecting Women from Domestic Violence in India | Dr. Kalpana Devi & Dr. Neelam Seam | International Development Planning Review | 2024 | Scopus |
| 32 | Exploring Consumer's Readiness and Acceptance of Beacon Technology | Dr. Dipti Jain and Ms. Shipra Bhutani Uppal | Educational Administration: Theory and Practice | 2024 | Scopus |

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|----|--|--|---|------|----------|
| 33 | Factors Influencing E-Commerce Adoption on Sustainability of MSME, a Multiple Holistic Approach | Dr. Jatin Kumar Lamba, Ms. Ruchi Malhotra, Ms. Himani Gupta and Ms. Namrata Jain | Educational Administration: Theory and Practice | 2024 | Scopus |
| 34 | Iot, AI and Block Chain Driving the Refurbishment of IT Legislation in India | Mr. Chetan Prakash and Dr. Jasjeet Singh | Educational Administration: Theory and Practice | 2024 | Scopus |
| 35 | IOT Realizing Consumer's Behaviour for Managing Marketing Strategies | Dr. Jasjeet Singh and Dr. Anjali Gupta | Educational Administration: Theory and Practice | 2024 | Scopus |
| 36 | The Role of Tangibility in Service Quality and its Impact on Customer Satisfisfaction with Special Reference to Private Sector Banks | Dr. Tinu Anand and Dr. Manisha Kaushal Arora | Journal of Southwest Jiaotong University | 2024 | Scopus |
| 37 | HRM's Triple Impact: Ability, Motivation and Opportunity on Employee Work Results | Dr. Mamta Rani | Tec Empresarial Journal | 2024 | Scopus |
| 38 | Digital Detox: Investigating Social Media Addiction in Delhi NCR - Unmasking the Phenomenon and Proposing Preventive Measures | Dr. Chetna Mahaur | Journal of Southwest Jiaotong University | 2024 | Scopus |
| 39 | AI: Innovation or Disaster in Reference to Human Capital | Dr. Pooja Sharma, Prof (Dr.) Urvesh Chaudhery and Dr. Sneha Chaudhary | International Development Planning Review (IDPR) | 2024 | Scopus |
| 40 | Exploring the Impact of Gender, Life Skills and Academic Background on the Entrepreneurial Mindset among Students | Prof (Dr.) Urvesh Chaudhery, Dr. Sneha Chaudhary and Dr. Pooja Sharma | Journal of Southwest Jiaotong University | 2024 | Scopus |
| 41 | An Empirical Study on Patient Loyalty and Outcome of Patient Satisfaction | Prof (Dr.) Urvesh Chaudhery & Dr. Anjali Gupta | Tec Empresarial | 2024 | Scopus |
| 42 | An Analysis of Factors Influencing Consumer Trust in Online Banking Security Measures | Prof (Dr.) Ekta Rastogi | Educational Administration: Theory and Practice | 2024 | Scopus |
| 43 | The Influence of Social Media on Young Generation: A Critical Analysis | Ms. Kritika Goswami Ahuja, Ms. Komal Sharma & Ms. Nikita Sharma | International Development Planning Review (IDPR) | 2024 | Scopus |
| 44 | Data Analytics in Commerce: Leveraging Insights for Growth | Dr. Pooja Sharma | ShodhKosh: Journal of Visual and Performing Arts | 2024 | UGC Care |
| 45 | Mental Health Laws and Disability Rights: Indian and International Perspectives | Ms. Monika Sharma | International Research Journal of Commerce Arts and Science | 2024 | UGC Care |
| 46 | A Study of Examination of the Impact of the Indian Juvenile Justice System on the Mental Well Being of Children and Adolescents | Ms. Sakshi Solanki | International Research Journal of Commerce Arts and Science | 2024 | UGC Care |

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|----|--|---|---|------|--------------|
| 47 | Privacy Beyond Life: Understanding the Right to Privacy in Death | Ms. Nishtha | International Research Journal of Commerce Arts and Science | 2024 | UGC Care |
| 48 | Intellectual Property Law in The Digital Age | Dr. Namita Fagaria | International Research Journal of Commerce Arts and Science | 2024 | UGC Care |
| 49 | Structure Equation Modeling On Post COVID Effect of Remote Jobs on Employee Productivity | Dr. Chetna Mahaur | The Indian Journal of Technical Education | 2024 | UGC Care |
| 50 | Transforming Education: The Impact of AI and Chat GPT on Student Learning | Dr. Swati Srivastava and Ms. Sakshi Gupta | IPE Journal Management | 2024 | UGC Care |
| 51 | Evaluating DNA Profiling: Insights into its Utility and Admissibility In Indian Law | Ms. Megha Juneja | Journal of the Oriental Institute | 2024 | UGC Care |
| 52 | Navigating the Digital Frontier: Analysis of Transformative Practices in Digital HRM | Dr. Priyanka Arora & Ms. Bhawna Sharma | Third Concept | 2024 | UGC Care |
| 53 | Creating Inclusive Workplace through the Lens of Human Values | Dr. Manju Pathania Biswas | Journal of Informatics Education and Research | 2024 | ABDC Journal |
| 54 | Developing AI - Powered Training Programmes for Employee Upskilling and Re-Skilling | Ms. Veena Panjwani and Mr. Deepak Kumar | Journal of Informatics Education and Research | 2024 | ABDC Journal |
| 55 | The Impact of Change Management Practices on Employee Resistance and Acceptance: A Case Study Analysis | Ms. Bhawna Sharma, Dr. Mamta Rani and Ms. Ravleen Kaur | Journal of Informatics Education and Research | 2024 | ABDC Journal |
| 56 | Strategic HR Leadership: A Case Study on Building a High Performance Culture at Patanjali | Dr. Priyanka Arora | Journal of Informatics Education and Research | 2024 | ABDC Journal |
| 57 | A Systematic Literature Review on Cultural Considerations in Performance Management: A Cross Cultural Study of Employee Motivation | Ms. Bhawna Sharma and Dr. Priyanka Arora | European Economic Letters | 2024 | ABDC Journal |
| 58 | A Study of Financial Performance of Nationalized Banks: Pre and Post Mergers | Dr. Tinu Anand | Synergy ITS journal of IT and Management | 2023 | ABDC Journal |
| 59 | The Role of the Internet of Things in Improving Human Resource Management Practices in Marketing Companies | Dr. Chetna Mahaur | Journal Informatics Education and Research | 2024 | ABDC Journal |
| 60 | Embracing AI: Transforming Human Resource Management in the Era of Technological Integration | Dr. Priyanka Arora | Empirical Economics Letters | 2024 | ABDC Journal |
| 61 | Green Revolution and Sustainability Impact in the Indian Economy | Ms. Ruchi Malhotra, Dr. Jatin Kumar Lamba, Ms. Himani Gupta and Dr. Namrata | Journal of Informatics Education and Research | 2024 | ABDC Journal |

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| | | Jain | | | |
| 62 | A Systematic Literature Review on Green Human Resource Management Practices: Current Insights and Future Directions | Dr. Priyanka Arora & Ms. Bhawna Sharma | Journal of Informatics Education and Research | 2024 | ABDC Journal |
| 63 | Online Abuse: A Systematic Literature Review and Future Research Agenda | Dr. Pooja Sharma | International Journal of Conflict Management | 2024 | ABDC Journal |
| 64 | Higher Education for Eliminating Gender Discrimination: Breaking New Grounds | Dr. Sonia Rajoria | Pedagogical Research and Development | 2024 | Peer Reviewed |
| 65 | Judicial Response on the Rights of Differently-abled Persons in India | Dr. Namita Fagaria | International Research Journal of Commerce Arts and Science | 2024 | Peer Reviewed |
| 66 | Book Review: Effective Training Systems, Strategies and Practices | Dr. Priyanka Arora | Anusandhan NDIM's Journal of Business and Management Research | 2024 | Peer Reviewed |
| 67 | Equality Issues in Regards of Female Employers at Workplace: Gender Equality and Role of Constitutional Powers | Dr. Nidhi Sharma | Sardar Patel Institute of Economic and Research | 2024 | Peer Reviewed |
| 68 | Unveiling the Veil: Exploring factors contributing to faculty's diminished interest in academic research | Prof (Dr.) Urvesh Chaudhery & Dr. Sneha Chaudhary | ABS International Journal of Management | 2024 | Peer Reviewed |
| 69 | Navigating Social Networking: Understanding the Effects on Youth | Ms. Sakshi Solanki | International Journal of Law & Management & Humanities | 2024 | Peer Reviewed |

Books and Book Chapters Published

| S. No. | Name of the Teacher | Title of the book/chapters published | Title of the paper | Title of the proceedings of the conference | National / International | Year of publication | ISBN/ISSN number of the proceeding |
|---------------|----------------------------|--|--|---|---------------------------------|----------------------------|---|
| 1 | Dr. Chetna Mahaur | - | Analyzing Strategies For Climate Change Mitigation: An ISM MICMAC Approach with a Focus on Sustainable Development | E3SWeb of Conference 62103021 | International | 2025 | 62103021 |
| 2 | Dr. Prerna Jain | | Investigating the Potential of Block chain Technology in Inventory Management: From Research to Practical Implementation | Proceedings of National Conference | National | 2024 | 978-93-5510-642-1 |
| 3 | Dr. Mamta Rani | Marketing Management | | - | National | 2024 | 978-93-91865-50-4 |
| 4 | Dr. Prerna Jain | Integrative Approaches to Quality, Data Analysis, and Interdisciplinary Research. | Exploring decentralized inventory strategies: A study | - | National | 2025 | 978-17-7964-100-7 |
| 5 | Dr. Prerna Jain | Integrative Approaches to Quality, Data Analysis, and Interdisciplinary Research. | Optimizing supply chain efficiency with Mathematica: Mathematical and statistical methods for finite planning horizons. | - | National | 2025 | 978-17-7964-100-7 |
| 6 | Dr. Manju Pathania Biswas | Indian Knowledge System: Reimagining Contemporary Indian Education | Impact of Interdisciplinary Approaches to Indian Knowledge System | - | National | 2024 | 978-81-1945-903-2 |
| 7 | Dr. Manju Pathania Biswas | | Role Of Emotional Intelligence In Leading Change To Bring Effective Leadership And Management In Dynamic Environment | - | International | 2025 | |
| 8 | Dr. Kritika Goswami Ahuja | Comparative Analysis of India's Criminal Codes: Indian Penal Code and Bhartiya Nyaya Sanhita | Redefining Legal Frameworks: Assessing the Bharatiya Nyaya Sanhita Act's Departure from Colonial Influence in India. | - | National | 2024 | 978-81-971831-7-1 |

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|----|--|---|---|------------------------------------|---------------|------|----------------------|
| 9 | Mr. Deepak Kumar | | Emerging Technologies and Trends of Artificial Intelligence in Education | Proceedings of National Conference | National | 2024 | 978-93-5510-642-1 |
| 10 | Prof. Kanaka Balasubramanian | Global Business Innovation: AI, Sustainability, and Optimization | AI-Powered Supply Chain Optimization: A Review, | International Conference | International | 2025 | |
| 11 | Prof. Kanaka Balasubramanian | Global Business Innovation: AI, Sustainability, and Optimization | AI-Powered Supply Chain Optimization: A Review, | International Conference | International | 2025 | |
| 12 | Dr. Chetna Mahaur | Swachh Bharat Abhiyan | Attitude and Perception | | National | 2024 | |
| 13 | Dr. Manisha Kaushal Arora | Energy and Sustainability: Tackling The Global Climate Change | Financial Performance Comparison Between ICICI Bank and Axis Bank: A Detailed Analysis | | International | 2024 | 978-81-965499-0-9 |
| 14 | Hema Rani | | Artificial Intelligence in Healthcare: Enhancing Knowledge Retention through Technological Innovation | | National | 2025 | 2584-2854 |
| 15 | Shipra BhutaniUppal | | Enhancing Marketing Strategies: Analyzing Customer Behavior in Banking through Data Analysis and Machine Learning(Conference Paper) | | International | 2024 | 9 7 9 - 83503921 1-1 |
| 16 | Prof. (Dr.) Urvesh Chaudhery and Ms. Prachi Jindal | General Management - Towards Sustainable Business - CSR, Agile Practices and Digital Transformation in General Management | - | - | International | 2024 | 978-81-961927-2-3 |
| 17 | Mr. Rajesh Makol | General Management - Towards Sustainable Business - CSR, Agile Practices and Digital Transformation in General Management | Cross Disciplinary Approaches in Integrating 28 Entrepreneurial Education | - | International | 2024 | 978-81-961927-2-3 |
| 18 | Dr. Chetna Mahaur & Prof. (Dr). Abhijit Das | General Management - Towards Sustainable Business - CSR, | Remote Office Work-in the Wake of Covid 19 in IT Sector | - | International | 2024 | 978-81-961927-2-3 |

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|----|---|---|--|---|---------------|------|-------------------|
| | | Agile Practices and Digital Transformation in General Management | | | | | |
| 19 | Dr. Pooja Sharma and Dr. Chetna Mahaur | HR - Technology Driver HR - Managing Job Stress and Enhancing Agiity | - | - | International | 2024 | 978-81-975410-3-2 |
| 20 | Dr. Priyanka Arora | HR - Technology Driver HR - Managing Job Stress and Enhancing Agiity | A Research to Analyze the Industry Wise Impact of 15 AI on Talent Acquisition in Delhi NCR | - | International | 2024 | 978-81-975410-3-2 |
| 21 | Prof (Dr.) Urvesh Chaudhery | HR - Technology Driver HR - Managing Job Stress and Enhancing Agiity | Evaluation of Change Management in the IT Industry | - | International | 2024 | 978-81-975410-3-2 |
| 22 | Prof (Dr.) Ekta Rastogi and Prof (Dr.) Abhijit Das | Marketing - Agile Marketing - Navigating Business and Technology Dynamics | - | - | International | 2024 | 978-81-961927-7-8 |
| 23 | Prof (Dr.) Abhijit Das and Dr. Chetna Mahaur | Marketing - Agile Marketing - Navigating Business and Technology Dynamics | Leveraging Artificial Intelligence to Enhance Customer Performance through Improved Agility | - | International | 2024 | 978-81-961927-7-8 |
| 24 | Prof. (Dr.) Vikas Nath and Prof. (Dr.) Ekta Rastogi | Marketing - Agile Marketing - Navigating Business and Technology Dynamics | Analysis of Luxury Brands' Paid, Owned, and Earned Media Marketing Communication on Consumer Buying Behavior | - | International | 2024 | 978-81-961927-7-8 |
| 25 | Prof. (Dr.) Ekta Rastogi | Marketing - Agile Marketing - Navigating Business and Technology Dynamics | Green Tourism and Economic Growth with reference to Kashmir Tourism | - | International | 2024 | 978-81-961927-7-8 |
| 26 | Dr. Manisha Kaushal Arora and Dr. Mamta Rani | Finance - Unlocking the Value - The Intersection of Technology, Business and Financial Market | - | - | International | 2024 | 978-81-975410-7-0 |

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|----|--|---|--|---|---------------|------|-------------------|
| 27 | Dr. Mamta Rani | Finance - Unlocking the Value - The Intersection of Technology, Business and Financial Market | Exploring the Impact of Environmental, Social and Governance (ESG) Factors on Financial Performance: A Thematic Literature Review | - | International | 2024 | 978-81-975410-7-0 |
| 28 | Prof. (Dr.) Urvesh Chaudhery | Futuristic Trends in Social Sciences Volume 3, Book 26 | - | - | - | 2024 | 978-93-6252-301- |
| 29 | Dr. Jatin Kumar Lamba and Ms. Prachi Sharma | Beyond Boundaries: Research in Humanities Social Sciences, Commerce and Management Volume 1 | The Role of Intellectual Property Rights (IPR) in Foster Innovation and Growth in Startups in India | - | - | 2024 | 978-93-95847-21-6 |
| 30 | Dr. Priyanka Arora | Earnings Management - an Overview | - | - | - | 2024 | 978-620-7-63986 |
| 31 | Ms. Bhawna Sharma & Dr. Priyanka Arora | - | A Systematic Literature Review on Wellbeing and Career Satisfaction among Women Professionals: A Comprehensive Analysis of Workplace Factors | 7th National Conference on Innovate and Transform: Revolutionizing Business with Breakthrough Creativity (IT - RBBC 2024) | National | 2024 | 978-81-969021-5-5 |
| 32 | Dr. Mamta Rani, Dr. Priyanka Arora and Ms. Bhawna Sharma | Research Methodology | - | - | National | 2024 | 978-93-91865-87-0 |
| 33 | Dr. Priyanka Arora | Understanding Psychological Contracts | - | - | National | 2024 | 978-620-7-64024-9 |

b. Industry Linkage

- ✓ MDP - Management Development Programme
- ✓ Internship
- ✓ Seminar
- ✓ Consultancy Project
- ✓ Live Project
- ✓ Guest Lecture
- ✓ SBT-Skill Based Training

c. MoUs with Industries (minimum 3)

| Sl. No. | Name of the MoU / Collaboration / linkage | Name of the collaborating agency / institution / industry / corporate house with whom the MoU / collaboration / linkage is made, with contact details | Year of signing MoU / collaboration / linkage |
|---------|---|---|---|
| 1 | Research Project | JB Health Care Pvt. Ltd | 2025 |
| 2 | Research Project | M/s Himanshu Plywood | 2025 |
| 3 | Academic Collaboration | International Institute of Justice & Police Science | 2024 |
| 4 | Research Project | ABS Logistics | 2024 |
| 5 | Research Project | Yuccabe Italia | 2024 |
| 6 | Faculty and Student Collaborations | Dhaka International University, Bangladesh | 2024 |
| 7 | Faculty and Student Collaborations | University of Social Sciences Vietnam National University, Ho Chi Minh City, Vietnam | 2023 |
| 8 | Academic Collaboration | SR University, Warangal | 2023 |
| 9 | Faculty and Student Exchange | Ramjas College, University of Delhi | 2023 |
| 10 | Faculty and Student Exchange | Shri Guru Tegh Bahadur Khalsa College, Delhi | 2023 |
| 11 | Seminar and Research | Nha Trang University, Khanh Hoa, Vietnam | 2023 |
| 12 | Academic Collaboration | DAV Institute of Management, Faridabad | 2023 |
| 13 | Academic Collaboration | Hindu College, Delhi | 2023 |
| 14 | Faculty and Student Collaborations | VEnable Management Services LLC, Ho Chi Minh, Vietnam | 2023 |
| 15 | Industrial Training and Visits | K.M. Global Credit Pvt. Ltd (Credit Fair), Mumbai | 2023 |
| 16 | Faculty and Student Collaborations | Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati (Maharashtra) | 2023 |
| 17 | Industrial Training and Visits | Smart India Multi Management Institute (SIMMI) Foundation, Niti Aayog, | 2022 |
| 18 | Faculty and Student Exchange and Research | INTI International University, Malaysia | 2022 |
| 19 | Faculty and Student Collaborations | Edunet Foundation, Gurgaon | 2022 |
| 20 | Innovation and Entrepreneurship | Atal Incubation Centre, J K Lakshmipat University, Jaipur | 2022 |
| 21 | Collaborative Research | Rukman Udyog | 2022 |
| 22 | Collaborative Research | Venkatashwara Hospital | 2022 |
| 23 | Industrial Training and Visits | UAS International, Gurgaon | 2021 |
| 24 | Industrial Training and Visits | Peacock Solar, Rajasthan | 2021 |
| 25 | Industrial Training and Visits | Insplore Consultants, New Delhi | 2021 |
| 26 | Industrial Training and Visits | Shavsi Global Services, Noida | 2021 |
| 27 | Collaborative Research | A B Health Product Pvt. Ltd. | 2021 |

16. LOA and subsequent EOA till the current Academic Year.

| S. No. | Reference No. | Date |
|---------------|--|-------------|
| 1 | File No. PG/MBA/DEL/2004/03 | 24.06.2004 |
| 2 | File No. PG/MBA/DEL/2004/03 | 24.06.2005 |
| 3 | File No. PG/MBA/DEL/2004/03 | 28.07.2006 |
| 4 | File No. PG/MBA/DEL/2004/03 | 15.05.2007 |
| 5 | File No. PG/MBA/DEL/2004/03 | 15.07.2008 |
| 6 | File No. PG/MBA/DEL/2004/03 | 30.06.2009 |
| 7 | North-West Region/1-2741001/2010/EOA | 23.08.2010 |
| 8 | North-West/1-410928901/2011/EOA | 01.09.2011 |
| 9 | North-West/1-696273601/2012/EOA | 10.05.2012 |
| 10 | North-West/1-1341173787/2013/EOA/Corrigendum-1 | 07.04.2013 |
| 11 | North-West/1-2016344821/2014/EOA | 04.06.2014 |
| 12 | F.No. North-West/1-2454066920/2015/EOA | 07.04.2015 |
| 13 | F.No. North-West/1-2813947480/2016/EOA | 05.04.2016 |
| 14 | F.No. North-West/1-3327738822/2017/EOA | 10.04.2017 |
| 15 | F.No. North-West/1-3514123590/2018/EOA | 10.04.2018 |
| 16 | F.No. North-West/1-4267195984/2019/EOA | 29.04.2019 |
| 17 | F.No. North-West/1-7002846806/2020/EOA | 09.06.2020 |
| 18 | North-West/1-9322682998/2021/EOA | 25.06.2021 |
| 19 | North-West/1-10973807248/2022/EOA | 03.06.2022 |
| 20 | North-West/1-36495886836/2023/EOA | 15.05.2023 |
| 21 | North-West/1-43660687663/2024/EOA | 22.05.2024 |
| 22 | North-West/1-44640584550/2025/EOA | 03.01.2025 |

17. Best practices adopted, if any.

Best Practice -1

Title: Enhancing Teaching Quality through Peer Mirroring in Academic Institutions

Objective of the Practice:

The practice of peer mirroring is strategically designed to gather constructive feedback on teaching methodologies, fostering an open environment for improvement. By having observers evaluate the lecture delivery of instructors; this practice aims to enhance teaching quality and effectiveness. The objective is to refine teaching approaches, address shortcomings, and achieve better learning outcomes for students through a continuous cycle of constructive evaluation and improvement.

Context:

Peer mirroring plays a vital role in the growth and development of faculty members in academic institutions. In this dynamic relationship, observers provide constructive feedback to instructors in a non-hierarchical manner. The focus is on improving teaching, and the process involves sharing insights, expertise, and domain knowledge. Junior faculty members benefit by gaining a deeper understanding of the academic landscape, finding inspiration, and receiving support to navigate challenges. This mutual approach fosters a sense of association among faculty members, enhancing the overall academic environment and promoting continuous growth and innovation within the institution.

The Practice:

Before the lecture begins, the instructor provides the observer with information about the course, syllabus, session topic, and session number. The instructor outlines the session's objectives to the observer and informs students that classroom visits are a routine part of faculty development. The observer notes observations related to course outcomes, instructional resources, student engagement, communication effectiveness, class choreography, and instructor feedback. Following the observation, the observer provides constructive feedback to the instructor through face-to-face meetings and submits a report to the Director.

The reflective meeting includes questions for the instructor to reflect on what they wanted to achieve, what they tried, and what they would do differently next time. This meeting serves as an opportunity for the instructor to gain insights into the observed class session.

Evidence of Success:

The implementation of peer mirroring has led to a range of positive outcomes, including enhanced teaching quality, improved instructional methods, increased student engagement, and better learning results. Following the introduction of peer mirroring, course evaluations indicate that students have provided favorable feedback, reflecting higher levels of engagement, satisfaction, and attendance.

Feedback from observers during the mirroring process has revealed significant enhancements in teaching techniques, fostering a collaborative learning environment. This collaboration not only promotes professional growth and confidence among faculty but also creates a supportive atmosphere conducive to continuous development. Consequently, peer review feedback emphasizes strengthened rapport between faculty and students.

The annual consolidated reports for the academic session 2023-24 underscore these improvements, highlighting advancements in both academic performance and faculty development. Attendance in several courses was notably lower prior to the implementation of

peer mirroring, but there has been a significant increase afterward, attributed to the positive changes in teaching methods suggested by observers.

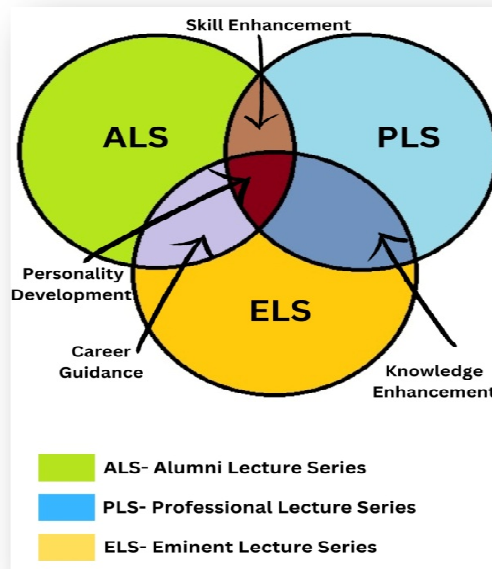
For instance, Dr. Dipti Jain's course experienced a marked rise in attendance, achieving a peer review score of 90.42% and receiving an "A" grade in the Annual Consolidated Report. Additionally, she was honored with the Best Teacher (CMS) Award on Teacher's Day. Similarly, Dr. Chetna Mahaur's course also saw improved attendance, earning a peer review score of 89.66% and an "A" grade, resulting in a Runner-Up (CMS) position. Likewise, Ms. Muskan Grover's course witnessed increased attendance, reflected in a peer review score of 90.85% and a "B+" grade, earning her the Runner-Up (CLS) award.

These results collectively highlight the effectiveness of peer mirroring in enhancing attendance and overall faculty success.

Best Practice -2

1. Title : Corporality

Corporality means the fact of being real wherein the College as a Finishing School emphasizes on all round personality development, skill development and knowledge enhancement. Specific skill sets are imparted as value addition to increase the level of their employability. The development of skills, employment, and good personality among the upcoming generation of the nation is the main responsibility of the government and the medium of education is a major deciding factor in achieving this goal. With this objective in mind, the Personality Development, Skill Development and Knowledge Enhancement Seminars are organized for all the students in Gitarattan International Business School.



2. Objectives:

- i. To sensitize the students with corporate realities.
- ii. Skill Development by the way of counseling and guiding students by industry professionals.
- iii. To develop soft skilled, analytical skills of the students by creating Skill Based trainings from time to time.

- iv. The finishing school aims to equip students with industry-ready skills and knowledge, preparing them for better employability and a prosperous career through appropriate training interventions.
- v. The objective is to add value to their education and enable them to enhance their better career opportunities and strengthen students with self-esteem, self-confidence, professional skills.

3. Context:

The initiative to introduce this practice stemmed from the imperative need to establish a robust connection between the Industry and Academia spheres. Its primary goal is to diminish the prevalent gap between theoretical learning within educational institution and the practical demands of various industries. By cultivating a curriculum geared towards industry-specific skills and knowledge, the intention is to produce graduates better equipped and readily adaptable to the dynamic landscape of professional sectors. The ultimate vision was to nurture a cadre of proactive professionals and budding entrepreneurs capable of confidently tackling diverse business challenges. Through this, the practice aimed not only to enhance the employability prospects of students but also to fortify their potential to significantly contribute to the nation's economy by fostering a more adept and skilled workforce prepared for the realities of the professional world.

4. The Practice

The institute has revised the Academic Circular 03/2015 i.e. Professional & self Development Programme for Students Action Plan as per this Action Plan Seminars, Workshops and Eminent Speaker Lectures were conducted. Personality Development Programme for Law Courses was issued as per the Academic Circular 04/2018 specifically for Law Courses. The Management Skills Development Activities BBA Academic Circular 07/2018 was issued for BBA Course for conducting Workshops on Personality Development, cross cutting areas and soft skills development. All the above stated Policies were revised by the Academic Circular 08/2018 and Skill Based Training Policy was issued which now includes the ELS, PLS for Management and PDW was conducted for both Management and Law. Whereas this policy was revised since it was not aligning with the National Education Policy and the skill enhancement i.e. ELS, PLS and PD Workshops were combined under a larger umbrella in a single ambit and a complete module has been created which resulted in the SBT Value Added Courses on the practical aspect. Jurist Day is conducted for Law Courses. The Practice involves interaction, counseling, guiding of the students by the professionals, alumni and eminent personalities. For this the institute has the following lecture series throughout the year :

Eminent Lecture Series (ELS)- The institute invites Eminent Personalities known in their fields, professionals from Industry and Legal Professionals.

Professional Lecture Series (PLS) – The PLS is organized to make the students understand what is required by the industry from the freshers.

Alumni Lecture Series (ALS) - the Alumni, members of the alumni practicing in the deferent organization are invited by the organization to interact with the students of the institute from time to time to increase interaction.

Skill Based Training (SBT) - The institute is committed to adopt the National Education Policy 2020 (NEP 2020) to take initiatives to conduct skill based training.

5. Evidence of Success

Implementing this practice has yielded a substantial impact, notably reflected in the increased number of placements and a notable surge in students venturing into entrepreneurship. The structured alignment of academic learning with industry requisites has notably enhanced graduates' employability. By bridging the gap between theoretical

knowledge and practical skill sets demanded by industries, more students are securing placements in esteemed organizations. This synergy between academia and industry expectations has significantly amplified the students' readiness to tackle professional challenges. Simultaneously, this practice has kindled a spirit of entrepreneurship among students. Empowered with industry-relevant knowledge, practical exposure, and a holistic understanding of business dynamics, a growing number of students are inclined towards entrepreneurial pursuits. The cultivation of an entrepreneurial mindset within the educational framework has inspired and equipped students to venture into innovative startups and business initiatives. Encouraged by the practice's focus on problem-solving, creativity, and adaptability, students are increasingly embracing entrepreneurial endeavors, thereby contributing to economic growth and fostering a culture of innovation within society. This dual impact of heightened employability and a burgeoning entrepreneurial spirit underscores the efficacy and transformative influence of this practice on students' career paths and the broader economic landscape.

a) INSTITUTE INNOVATION CELL

IIC Establishment and Framework

The Institute Innovation Cell (IIC) at GIBS was established in 2021 to align with the Ministry of Education's Innovation Cell initiative. The IIC operates with a clear vision to create an enabling entrepreneurial environment for innovation and startups, supported by a mission focused on strengthening the entrepreneurial ecosystem, collaborating with incubation centers, promoting entrepreneurship, creating seed capital, and establishing dedicated innovation spaces.

Leadership Structure

The IIC is led by President Mr. Anirudh Jindal (Vice-Chairman, GIBS) and Vice President Prof. Dr. Vikas Nath (Director, GIBS), with Prof. Urvesh Chaudhery serving as Convener and ARIIA Coordinator. The council comprises 13 faculty members with specific roles including innovation, startup, IPR, internship, and social media coordination.

Resource Strength and Infrastructure

The IIC includes 36 total members (faculty, students, external experts), with 17 Innovation Ambassadors at the foundation level and 15 at the advanced level. The institute provides pre-incubation facilities with dedicated space, computing nodes, and printing facilities. Two student clubs (Mindbenders - The Management Club and IIC-Entrepreneurship Cell) actively promote innovation and entrepreneurship on campus.

Activities and Participation

For 2023-24, the IIC conducted 22 calendar activities and 24 self-driven activities, showing growth compared to previous years. Total participation included 3,797 student participants, 382 faculty participants, and 217 external participants, with 16 faculty coordinators, 19 student coordinators, and 17 Innovation Ambassadors.

Key Achievements

1. **IPR Generation:** 5 patents filed in 2023-24, including innovations in digital marketing, data analytics, AI applications, and financial risk assessment
2. **Student Startups:** 12 student-led ventures established across diverse sectors including food blogging, consulting, legal services, and media production
3. **Financial Investment:** Rs.2,85,950 spent on promoting innovation and entrepreneurship awareness; Rs.40,000 in grants/funds supported student and faculty innovations

Government Program Participation

The institute actively participates in ARIIA and has completed NISP adoption with trained faculty, policy formulation, and implementation.

Digital Presence

The IIC maintains active social media presence on Facebook, YouTube, Instagram, and LinkedIn, and participates in MoE-IIC WhatsApp and NISP Telegram groups.

Student and External Feedback

Testimonials highlight the transformative impact of IIC activities, with students reporting enhanced innovation skills, networking opportunities, and entrepreneurial confidence. External consultant Dr. Vivek Nanda praised the institute's efforts in creating awareness for startups and building an entrepreneurial ecosystem.

The IIC at GIBS continues to evolve with a strategic focus on infrastructure development, partnerships with innovation centers (including MoUs with AIC JK Lakshmipat University), and engaging activities like business plan competitions, proving its commitment to fostering innovation and entrepreneurship among students and faculty.

| NBA Accreditation Status (NOT APPLIED) | | |
|---|--|--|
| 1 | Name/ List of Programmes/ Courses Accredited | List of NBA accredited programmes/ courses may be shown with Accreditation letters/ duration of accreditation (3 year/ 6year). |
| 2 | Applied for Accreditation | List to be shown |
| | a. Applied but Visit not happened | |
| | b. Visit happened but result awaited | |
| 3 | List of programmes / courses Not Applied | List of programmes/ courses may be shown |

| NAAC Accreditation Status | | |
|----------------------------------|--------------------------------------|---|
| 1 | Accredited | ‘A’ Grade (3rd Cycle) valid till <u>21st June 2029</u> |
| 2 | Applied for Accreditation | -- |
| | a. Applied but Visit not happened | -- |
| | b. Visit happened but result awaited | -- |
| 3 | Not Applied | N/A |



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विश्वविद्यालय अनुदान आयोग का स्वायत्त संस्थान
NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL
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Certificate of Accreditation

*The Executive Committee of the
National Assessment and Accreditation Council
is pleased to declare*

*Gitarattan International Business School
Madhuban Chowk, Rohini, West Delhi,
affiliated to Guru Gobind Singh Indraprastha Vishwavidyalaya, Delhi as
Accredited*

*with CGPA of 3.18 on four point scale
at A grade
valid up to June 21, 2029*

Date : June 22, 2024



[Signature]
Director