

1. NAME OF DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

2. VISION OF THE DEPARTMENT:

To create a centre of academic excellence in the field of Management and IT Education with the purpose of fulfilling the industry requirements through holistic development of the future performers, who are also good human beings, and possess the right knowledge, skill sets & attitude towards their work and life.

3. MISSION OF THE DEPARTMENT:

The mission of the Department of Management Studies is to discover and deepen our understanding of management concepts and applications that drive effective organizations and use them to produce principled and insightful leaders who create positive change in the world.

4. DEPARTMENTAL PROFILE(Year of establishment, courses, no. of seats scope etc.: (250 words)

1. YEAR OF ESTABLISHMENT: 2010

2. COURSES : BBA (2010) & B.VOC (RM&IT) (2014)

In A.S.B.A.S.J.S.M. College, Course BBA was introduced in the year 2010 and the course B.VOC (RMIT) was introduced in the year 2014. Total seats for BBA (50) and B.VOC (RMIT) (50) are 100.

SCOPE OF DEPARTMENT OF MANAGEMENT STUDIES:

(Bachelor of Business Administration) is one of the most sought bachelor degree programmes after 12th in any subject. It includes complete knowledge of leadership and management. The BBA degree has been started to provide the ground knowledge for producing the sound management professionals. The degree programme in Business administration is one of the most jobs provider educational degree course. In India and abroad, there are various multinational industries, which are offering jobs to various business graduates. There are various universities/colleges in India and abroad, which are offering BBA degree programme for students.

BBA degree allows the candidates to enter in the field of management. This degree teaches the students with various aspects that are necessary for effective business management and essential for entrepreneurs and business managers. Bachelor in Business Administration also gives you a platform for pursuing courses like MBA. To do well in this field, students must possess leadership qualities, decisional making skills, and good oral and written communication skills.

The top core subjects of a BBA degree are as the following:

- 1) Finance
- 2) Marketing
- 3) Operation
- 4) Human Resources (HR)
- 5) Accounting
- 6) Supply Chain
- 7) International Business
- 8) Logistics and Supply Chain
- 9) Organizational Behaviour
- 10) Planning
- 11) Retail
- 12) Strategic

B.VOC (RMIT) Retailing is a vital part of the business industry that involves selling products and services to consumers. With the tremendous growth of the economy, retail management has emerged as one of the fastest growing careers in India. The enormous expansion of the sector has thrown up a big demand for skilled professionals in the field. Job prospects in the retail sector include but are not limited to Customer Sales Associate, Team Leader, Departmental Manager, Floor Manager, Store Manager, Retail Operations Manager, Retail Buyers and Merchandisers, Visual Merchandisers, Logistic Managers, Warehouse Managers and many more. The programme curriculum has been designed as per the Qualification Packs/Model Curriculum released by Retailers Association Skill Council of India (RASCI),

Students with B.Voc degree should be considered for Tran's disciplinary vertical mobility into such courses where entry qualification is a Bachelor degree without specific requirement in a particular discipline.

Eligibility

10+2 in any discipline of the University/Board/ Council or examination of any other recognized university with not less than 45% marks in the aggregate.



ADMISSION CRITERIA: First come, first serve basis.

DURATION: Three year Degree Course (6 semesters) with exit point facility after 1st Year and 2nd Year.

Duration	Award
After 1st Year –	Diploma
After 2nd Year –	Advanced Diploma
After 3rd Year –	Degree

5. FACULTY OF THE DEPARTMENT:

S. No	Name of Faculty	Educational Qualification	Experience	mail ID	Picture
1	GURLAL SINGH	UGC NET, M.Phil, MBA(Marketing)	9 Years	mr.lalli@rediffmail.com	
2	PREET KAMAL KAUR	MBA (HR)	4years and 3months	pk262010@gmail.com	
3	GURINDER SINGH	MBA (HR)	3years and 6months	monusaini111@gmail.com	

4	SUMANPREET KAUR	MBA (Marketing)	2years and 6months	ssuman228@gmail.com	
5	HARPREET KAUR	UGC NET, MBA(Finance)	5 months	hk52884@gmail.com	

6. ACHIEVEMENT/PUBLICATIONS OF FACULTY:

1. GURLAL SINGH (Asst. Prof.) (Publications)

- a) Paper published in international journal approved by UGC "IMPACT OF SOCIAL MEDIA ON ELECTIONS IN INDIA".
- b) Paper published in international journal approved by UGC "A STUDY OF E-COMMERCE TRANSACTION SECURITY THREATS".
- c) Paper published in international journal approved by UGC "HUMAN RIGHTS AND SOCIAL JUSTICE".
- d) Paper published in international journal approved by UGC "STUDY OF MANAGEMENT INFORMATION SYSTEM AND Its FUNCTIONS IN AN ORGANISATION".
- e) Paper published in international journal approved by UGC "SERVICES MARKETING IN VARIOUS SECTORS".
- f) Paper presented in national conference on "HUMAN RIGHTS AND SOCIAL JUSTICE".
- g) Attended Two days' national conference sponsored by UGC and presented paper on "AWARENESS OF HUMAN RIGHTS AMONG TEACHERS AND PROTECTION OF VIOLATION OF HUMAN RIGHTS". Paper is also published as book chapter.
- h) Paper presented in National seminar on "CURRENT TRENDS IN INFORMATION TECHNOLOGY".

2. PREET KAMAL KAUR (Asst. Prof.) (Publications)

- a) Paper published in international journal approved by UGC "ELECTRONIC PAYMENT SYSTEM, RISK & SECURITY ISSUES"

3. GURINDER SINGH (Asst. Prof.) (Publications)

- a) Paper published in international journal approved by UGC "APPRAISAL OF JIO"
- b) Paper published in international journal approved by UGC "ELECTRONIC PAYMENT SYSTEM, RISK & SECURITY ISSUES"

4. SUMANPREET KAUR (Asst. Prof.) (Publications)




- a) Paper published in international journal approved by UGC “ELECTRONIC PAYMENT SYSTEM, RISK & SECURITY ISSUES”

5. HARPREET KAUR (Asst. Prof.) (Publications)

7. CALENDAR






Sr.No	ACTIVITIES	EXPECTED DATES
1	Quiz competition on business related issues	1 st week of August
2	Workshop on innovative practices	1 st week of September
3	Industrial visit	1 st week of October
4	World management day	19 th November
5	Seminar on emerging issues	2 nd week of January
6	Quiz competition on business related issues	1 st week of February
7	Educational tour	1 st week of March
8	World water day	22 nd March
9	Workshop on creativity and innovation	2 nd week of April

8. SHINING STARS OF THE DEAPRTMENT:

Name	CLASS	%	Picture
Harinder kaur	BBA-III	7 th rank in university	
Amarjeet kaur	BBA-III	91	
Rajwant kaur	BBA-III	91	

Rupinder kaur	BBA-III	90	
Ritika	BBA-III	90	
Shivani	BBA-III	89	
Gagandeep singh	BBA-III	89	
Harsh kumar	BBA-III	89	
Neeraj bala	BBA-III	89	
Harpreet kaur	BBA-III	89	

Jasdeep singh	BBA-III	89	
Paramveer singh	BBA-III	89	
Anmolpreet singh	BBA-II	76	
Navjot kaur	BBA-II	72	
Soni	BBA-II	74	
Lavika jain	BBA-I	75	
Harpreet kaur	BBA-I	80	

Harpreet kaur	BBA-I	73	
Neetu	B.VOC-III	9.22 CGPA	
Amanveer	B.VOC-II	8.0 CGPA	
Preeti	B.VOC-I	8.93 CGPA	
Manpreet	B.VOC-I	8.37 CGPA	

9. ACTIVITIES (any five activity along with caption)



1. Orientation Program



2. GD on Demonetization



3. Quiz competition



4. Industrial visit



5. Tour to Shimla



6. Tour to Solan

10. SWOC:

Strengths:

1. Driven by our mission statement of imparting knowledge to all to become successful managers.
2. Qualified, experienced and dedicated teaching faculty with good retention ratio.
3. Faculty contributing in design development and implementation of curriculum in Board of Studies of an Affiliating University.
4. Illustrious faculty, student-centred teaching.
5. Effective use of ICT in teaching learning process.
6. Student centric functioning with mentoring, counselling through teachers and Effective academic monitoring.
7. Safe and Secured Environment for girl students.
8. Wide range of extension, co-curricular and extra-curricular activities.
9. Vibrant IQAC members.
10. The number of publications by the faculty members in the last years has been commendable.

Weaknesses:

1. Less Industry – Institute interaction.
2. Moderate Placement ratio.

3. Less student pursuing higher education.
4. Involvement of Alumni at Institute level is less.
5. Due to the economic background of students and the paucity of time available to them, limitation on implementing of value added courses.

Opportunities:

1. To arrange more number of National Level conferences/Seminars.
2. To arrange specialized Training programs by the faculty.
3. Scope for improvement of digital literacy amongst students.

Challenges:

1. Strengthen Industry-Institute Interaction.
2. Placements in core companies.
3. Encouraging students for competitive examinations and higher studies.
4. Networking and strengthening relationship with stakeholders.
5. More focus on Industrial training for faculty and students.