



## Academic Audit

AY 2024-25

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## Auditor's Report

### Independent Auditor's Report – Indus Business Academy (A.Y. 2024-25)

#### Introduction

The academic audit aims to evaluate the effectiveness of teaching-learning processes, assess academic initiatives, and identify areas for continuous improvement. Indus Business Academy (IBA), Bangalore, follows a structured approach of self-assessment, institutional review, and external expert evaluation to maintain academic excellence.

#### Objectives of Academic Audit

- To evaluate the structure and focus of academic activities.
- To assess the efficiency of curricular and co-curricular engagements.
- To ensure adequacy of resources for academic quality maintenance.

#### Audit Findings

##### General Information

- Established in 2001.
- PGDM program with an intake of 240 students.
- Student Progression (AY 202224): 152 admitted, 108 graduated, 106 placed.
- Faculty strength with a student-faculty ratio of 1:14.3.

##### Teaching

- Balanced academic delivery of 135 credits across six trimesters and projects.
- 11 new domain specific courses introduced for PGDM 202426.
- Significant (64%) number of courses delivered by fulltime faculty.
- Documented curriculum updates (Annexure III).
- Two recognitions for Teaching-Learning-Assessment innovations (Annexure IV).
- 117 students completed their Summer Internships (SIP).
- 6 student awards in academic competitions.
- Regular academic and co-curricular activities (Annexure V).

##### Research Outputs

- 7 research papers published, 5 conference presentations, 1 book chapter.
- 60 faculty-student collaborative papers (including addendum Annexure VI & VIA).

##### Faculty Development Activities

Active faculty participation in FDPs, MDPs, certifications, and MOOCs.

##### Outreach & Institutional Engagement

Faculty engagement in advisory boards, committees, and professional networks (Annexure VII).

### **Infrastructure Facilities**

Adequate academic and cocurricular infrastructure (Annexure VIII).

### **Plans for A.Y. 202526**

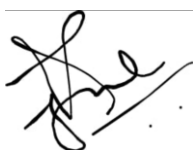
1. Course rationalization to reduce number of credits and introduction of short courses to make students industry ready.
2. Integrate short-term courses from platforms like Udemy and edX as part of independent studies.
3. Building research ecosystem through faculty recruitment and collaboration for cross-disciplinary projects.
4. Strengthening global collaborations to foster global academic exposure.

### **Conclusion**

The academic audit reaffirms Indus Business Academy's commitment to academic excellence and continuous improvement. The institute demonstrates a well-structured teaching, learning process, a student centric approach, and active faculty engagement. The proactive initiatives planned for curriculum enhancement, research collaboration, and professional development indicate a forward looking vision. Sustained focus on quality assurance and outcome based education is commendable and will further strengthen IBA's academic standing.

### **Auditor's Recommendations**

1. Structured Documentation of TLA Innovations: Develop a systematic mechanism to document, monitor, and share Teaching-Learning-Assessment (TLA) innovations.
2. Strengthening Research Culture: Support faculty for high-quality research publications through mentoring, collaborative projects, and targeted workshops.
3. Experiential Learning Expansion: Broaden the scope of live projects, consultancy assignments, and simulation based modules to strengthen practical learning.



Signature

Date: 01 May, 2025

Dr. Vaishali Agarwal  
Dean Academics & Professor  
IMS Ghaziabad

## **Academic Audit – Indus Business Academy A.Y. 2024-25**

### **I. Preamble**

Academic Audit is an important tool to measure the quality of academic input. It provides an opportunity to review the quality of the Institute’s teaching-learning process. It also helps in identifying activities that impact students’ learning and provides feedback to faculty to improve their teaching and evaluation methods. The important features of the academic audit at Indus Business Academy are, a) It is a self-evaluation process and is conducted annually b) it evaluates the full range of the Institute’s activities to ensure a balanced recommendation by the audit panel; and c) it is audited by an external expert.

### **II. Objectives of Academic Audit**

The main objectives of the audit are to know whether:

1. The academic activities are structured & focused to attain the desired level of quality;
2. Curricular & Co-Curricular activities are carried out efficiently and effectively; and
3. Adequate resources are available to maintain desired academic standards.

### **III. Information- Academic and Administrative Audit- IBA (A.Y 2024-25)**

#### **A. General Information**

1. Year of Establishment: 2001

2. Programs Offered and Student Intake

Year Started	Program	Student Intake
From 2001 till 2009	PGPM	180
2010	PGDM	120
2011 till 2020		180
2020 onwards		240

### 3. Student Progression AY (2022-24)

Details	PGDM
Students Admitted	152
Students Graduated	108
Students Placed	106
Students started own ventures	1
Students going for further studies	1

### 4. Faculty Strength

Area	Professor	Asso. Professor	Senior Asst. Professor	Assistant Professor	Adjunct/ Visiting
Marketing	1		3	2	
HR & OB	1		1	1	
Finance	4		1	1	
Business Analytics		2			
Operations Management	1	1			
Entrepreneurship & Sustainability				1	
Economics/International Business/Law			1		1
General Management	1	1			

\* Details of faculty are provided in Annexure – I

### 5. Program-Wise Faculty-Student Ratio

Program	Faculty-Student Ratio (A.Y. 2024-25)
PGDM	1:14.3

## B. Teaching (A.Y. 2024-25)

### 1. Summary of Credit Distribution

Trimester	Credits
1	20.5
2	25
3 (core)	14.5
3 (electives)	6
4 (core)	6
4 (electives)	12
5 (core)	8
5 (electives)	12

6 (core)	6
6 (electives)	12
CIP	10
Management Research Project	3
<b>Total</b>	<b>135</b>

\* Details of Courses offered are provided in Annexure – II

2. Number of New Courses introduced for PGDM 2024-26: 11 (Behavioral Finance & Decision making, Financial Reporting & Analysis, Block chain & Cryptocurrencies in Finance, Wealth Management & Financial Planning, Impact of Geopolitical & Economic shifts on Finance, Corporate Governance & Ethics in Finance, Block chain Technology in HRM, Diversity, Equity & Inclusion, Business Forecasting & Time series analysis, NLP for Business, Ethics Privacy & Security in AI).

3. Percentage of courses taken by full-time faculty: 64%

4. Number of Teaching-Learning-Assessment (TLA) Innovations: Nil

5. Changes/Innovations in Curriculum: Changes highlighted in Annexure III

6. Awards and Recognitions Received by Faculty for TLA: 2 (Refer to Annexure IV)

7. Number of SIPs Completed and Submitted: 117 (23<sup>rd</sup> Batch)

Note: Internship for 24<sup>th</sup> batch students started from the 1<sup>st</sup> week of March 2025.

8. Number of Awards won by Students in Academic Activities: 6

S.No.	Participant Details	Event Details	Result
1	Prerna M & Sumitro Mallick	B-Plan Vertical in Fest USHUS-CHRIST	2 <sup>nd</sup> Position
2	Harsh Koshta	International Conference on Engineering, Science & Management (ICESM 2025) organized by Guru Gobind Singh College of Engineering & Research Centre, Nashik	Best Paper Presentation under the PG category Award

3	Nilutpal Borah	International Conference on Shaping the Future: Global Trends in Management Paradigms (ICSFMP 2025) organized by Chandigarh Business School of Administration, Mohali	Best Paper Award
4	Kuppili Jyothsna, Paruchuru Sri Sai Koushik Harshavardhan & Rounak Basu	E4 MBA Intercollegiate Summer Trainee Awards (India Region) 2024	Among the top 100 students
5	Sumitro Mallick	27 <sup>th</sup> National Conference (NHRD 2025 & HR Showcase)	Winner – Quiz event
6	Twinkle Jain, Aditya Ghosh, Jagjeet Singh Bagga, Antra Sinha & Partha Debnath	Dubai Business Challenge – Feb 2025	Winner – Gold medals

9. Number of Conclaves, student seminars, Guest lectures, etc. conducted:

2024-25: Refer to Annexure V

10. No. of co-curricular and extra-curricular activities conducted:

Co-curricular activities conducted in 2024-25:

S.No.	Name of the activity	No. of activities conducted
1	Eminent Personality Series	8
2	Guest lectures	9
3	Workshops	6
4	Business Summit & Competition	1
5	International Conference	1

Extra-curricular activities conducted in 2024-25:

S.No.	Name of Extra-curricular activity
1	Burning Bush
2	Run for Unity
3	Daan Utsav
4	Alumni Meet
5	Blood Donation Camp
6	Blood Cancer Awareness Drive

**C. Research (A.Y. 2024-25)**

Papers Published by Faculty: 7

Paper Presented by Faculty in Conference: 5

Book Chapter Contribution: 1

Joint Faculty Student Collaboration: As on 30<sup>th</sup> April 2025, 32 papers are accepted and the details are given in Annexure VI.

*Note: 41 papers were reported under Joint Faculty Student Collaboration in Academic audit 2023-24. However, we got the data late for 28 papers, the subsequent verification/validation that had to happen we couldn't report these papers under previous academic audit. We are reporting these papers as an addendum in current academic report under Annexure VI-A.*

**D. Faculty Development Activities (A.Y. 2024-25)**

Number of Faculty Attending Programs

Programs	No. of Faculty
Faculty Development Programs/Workshops	10
Orientation/Refresher Programs	-
MOOCs and Online Programs	1
Professional Certification Programs	1



### **E. Outreach Activities (A.Y. 2024-25)**

Number of Faculty Involved in Outreach Activities

Activity	Number of Faculty
FDPs/MDPs Conducted	5
Members of various external committees (Faculty selections, Editorial Boards, Academic Advisory Board, Thesis defense committees, Peer Review teams, etc.)	4
Members of professional boards, Interview boards, Company Boards, Government Panels, etc.	5

\* Details are provided in Annexure – VII

### **F. Infrastructure Facilities**

Classrooms, Auditorium, Office Area, Library Resources, IT Lab & Infrastructure, Sports and Recreation Facilities, Medical Facilities, Student Hostel & Mess, etc. (Details provided in Annexure- VIII)

### **H. Plans for A.Y. 2025-26**

Plans for the A.Y. 2025-26 (Curriculum/New Programs/ Faculty Recruitment & Development/Infrastructure, etc.)

1. Comprehensive Course Rationalization to be undertaken with the aim of reducing the total number of credits
2. To introduce domain specific short courses as part of the PGDM specialization during the summer internship
3. To introduce short term courses from platforms like Udemy, edX as course of independent studies
4. To conduct at least 1 MDP in each functional area
5. To enhance the existing inter-library book loan facility to students through DELNET
6. To recruit faculty members with track record of publications in ABDC/Scopus Indexed Journals
7. To increase the scope of functioning of Arihant Management Research Centre (AMRC) by inviting external research collaborators for cross-disciplinary research
8. To explore opportunities of collaborating with at least one foreign university

**Annexure - I**  
**Details of Faculty Members**

Sl. No.	Name of Faculty	Designation	Academic Experience	Industry Experience	Area of Specialisation
1	Dr. Subhash Sharma	Chief Mentor & Senior Professor	47	5	General Management
2	Dr. Subhendu Dey	Director & Professor	30	1	Strategic Management, SCM & Sustainable Development
3	Dr. S. Ramesh	Professor	32	15	Finance
4	Prof. J B Shetty	Sr. Asst. Professor	14	42	Sales, Marketing & Retail
5	Prof. V. Suresh Chandra	Asso. Professor	15	29	Operations Management, Quantitative Techniques
6	Dr. Ravi Shankar	Professor	23	18	Finance
7	Dr. Suranjan Bhattacheryay	Professor	11	36	Finance
8	Dr. Bijay Krishna Bhattacharya	Professor	16	29	Banking & Finance
9	Dr. Manish Jain	Asso. Professor	21	10	General Management
10	Prof. Prashant Kulkarni	Sr. Asst. Professor	20	1	Economics & Finance
11	Prof. Narendra Babu	Sr. Asst. Professor	11	8	Marketing
12	Prof. Nagendra Hegde	Sr. Asst. Professor	11	12	Marketing
13	Prof. B M Gourish	Sr. Asst. Professor	11	24	HRM & Employee Relations
14	Prof. L Vijayaraghavan	Adjunct			
15	Prof. Bhavya Kalra	Sr. Asst. Professor	12	1	Finance
16	Dr. Krishna Kumari K	Asst. Professor	13	2	Finance
17	Prof. Pargat Singh Sidhu	Asst. Professor	2	10	Sales & Marketing
18	Dr. Anju Kumar	Professor	19	3	Human Resources
19	Dr. Muruganandham Rajagopal	Asso. Professor	1	25	Operations Management & Business Analytics
20	Dr. A V Ramana Acharyulu	Professor	26	15	Rural Marketing
21	Dr. Krishnan Hariharan	Asso. Professor	15	17	Business Analytics
22	Prof. Pavankumar Ramachandran	Asst. Professor	1	17	HRM & Training and Development
23	Prof. Sathyan Subbiah	Asst. Professor	1	18	Entrepreneurship & Sustainability
24	Md Tauseef Hussain	Asst. Professor	4	15	Marketing

## Annexure II

## Indus Business Academy, Bangalore - 560 062

## PGDM 2023 - 2025

## Course Structure

Trimester - 1			
S.No.	Subject	Course/ Domain	Credit/s
1	Accounting for Managerial Decision	Core	3
2	Marketing Management I		3
3	Managing people at work		3
4	Micro Economics		3
5	Business Statistics		3
6	Management Perspectives I		1.5
7	Fundamentals of Business Communication 1		1
8	Legal Aspects of Business		3
9	Mentoring I		1
10	Yes + Program		1
11	CPDP 1		2
Trimester - 3			
S.No.	Subject	Course/ Domain	Credit/s
1	Fintech and Valuation Modelling	Core	3
2	Organizational Design		2
3	Global Business Environment		2
4	Decision Science		2
5	Marketing Research		3
6	Management Perspectives II		1.5
7	Advanced Business Communications		2
8	Advanced Course in Entrepreneurship and Start-up Management		3
9	Mentoring III (Theme Paper)		3
10	CPDP 3		2
11	Consumer Behaviour	Marketing	3
12	Banking and Insurance	Finance	3
13	Talent Acquisition and Management	HR	3
14	Logistics and Supply Chain Management	Operations	3
15	Exploratory Data Analysis	Business Analytics	3
16	Logistics and Supply Chain Management	Int Business	3
17	Design Thinking and Innovation Management	Entrepreneurship and Start-up Management	3

Trimester - 2			
S.No.	Subject	Course/ Domain	Credit/s
1	Financial Management	Core	3
2	Human Resource Management		3
3	Fundamentals of Business Communication 2		1
4	Marketing Management II		3
5	Production and Operations Management		3
6	Macro Economics		2
7	Fundamentals of Business Analytics		3
8	Basic Course in Entrepreneurship		3
9	Foreign Language		2
10	Mentoring II		1
11	CPDP 2		2
Trimester - 4			
S.No.	Subject	Course/ Domain	Credit/s
1	Strategic Management and Business Policies	Core	3
2	Product Management		2
3	Capstone Business Simulation		3
4	CPDP 4		2
5	Mentoring		1
6	CIP		10
7	Sales and Distribution Management	Marketing	3
8	Advanced Retail		3
9	Security Analysis and Portfolio Management	Finance	3
10	Corporate Taxation		3
11	Employee/Industrial Relation Management	HR	3
12	Compensation Benefits and Performance Management		3
13	Total Quality Management	Operations	3
14	Operations Management for Service Industries		3
15	Foreign Trade and Exchange Management	Int Business	3
16	International Marketing		3
17	Machine Learning	Business Analytics	2
18	Introduction to AI		2
19	Data Warehousing and Business Intelligence		2
20	Statutory and Legal Compliance for the Start-ups	Entrepreneurship and Start-up Management	3
21	Entrepreneurial Finance and HR Strategies for the Start-ups		3

Summary of Credit Distribution	
Trimester	Credits
1	24.5
2	26
3 (core)	23.5
3 (electives)	6
4 (core)	11
4 (electives)	12
5 (core)	10
5 (electives)	12
6 (core)	7
6 (electives)	12
CIP	10
Management Research Project	3
<b>Total</b>	<b>157</b>

Trimester - 5				Trimester - 6			
S.No.	Subject	Course/ Domain	Credit/s	S.No.	Subject	Course/ Domain	Credit/s
1	CASF	Core	3	1	Sustainability Management	Core	2
2	Management of Knowledge Economy		2	2	Project Management		3
3	Six Sigma		3	3	CPDP 6		2
4	CPDP 5		2	4	Management Research Project		3
5	APTP		0	5	Brand Management	Marketing	2
6	Digital Marketing	Marketing	3	6	B2B Marketing		2
7	Services Marketing		3	7	Advertsising and Sales Promotion		2
8	Financial Instruments Markets and Institutions	Finance	3	8	Mergers, Acquisitions an Investment Banking	Finance	3
9	Derivatives		3	9	Strategic Financial Management		3
10	Labour Laws	HR	3	10	HR Analytics	HR	2
11	Strategic Human Resource Management		3	11	HR Across Industries		2
12	Operations Analytics	Business Analytics	3	12	International HRM		2
13	Data Visualization Using Tableau/Power BI		3	13	Sustainable SCM	Operations	3
14	Operations Analytics	Operations	3	14	Enterprise Resource Planning		3
15	Agile Operations Management		3	15	Marketing Analytics	Business Analytics	3
16	International Finance and Managing MNC's	Int Business	3	16	HR Analytics		2
17	International Business Law, WTO and Intellectual Property Rights (IPRs)		3	17	Google Analytics		1
18	Incubator, Accelerator, and Funding Ecosystem in Start-ups	Entrepreneurship and Start-up Management	3	18	Global Business Intelligence	Int Business	3
19	Leveraging Technology and Digi-Tools by the Start-ups		3	19	International Economics		3
				20	Venture Capital and Funding Opportunities for Start-ups	Entrepreneurship and Start-up Management	3
				21	B-Plan/ DPR and Venture Pitch Strategies		3

**Indus Business Academy, Bangalore - 560 062**  
**PGDM 2024-26**

**Course Structure**

Trimester - 1				Trimester - 2			
S.No.	Subject	Course/ Domain	Credit/s	S.No.	Subject	Course/ Domain	Credit/s
1	Accounting for Managerial Decision	Core	3	1	Financial Management	Core	3
2	Marketing Management I		3	2	Human Resource Management		3
3	Organizational Behaviour		3	3	Fundamentals of Business Communication 2		1
4	Micro Economics		3	4	Marketing Management II		3
5	Business Statistics		2	5	Production and Operations Management		3
6	Management Perspectives I		1.5	6	Macro Economics		2
7	Managerial Communications I		2	7	Business Analytics using R & Python		3
8	Legal Aspects of Business		2	8	Basic Course in Entrepreneurship		3
9	Mentoring I		0	9	Managerial Communications I		2
10	Yes + Program		1	10	Foreign Language		2
11	CPDP 1		0	11	Mentoring II		0
Trimester - 3				Trimester - 4			
S.No.	Subject	Course/ Domain	Credit/s	S.No.	Subject	Course/ Domain	Credit/s
1	Fintech and Valuation Modelling	Core	3	1	Strategic Management and Business Policies	Core	3
2	Organizational Design		2	2	Capstone Business Simulation		3
3	Global Business Environment		2	3	Mentoring		0
4	Marketing Research		3	4	CIP		10
5	Management Perspectives II		1.5	5	Sales and Distribution Management	Marketing	3
6	Advanced Course in Entrepreneurship and Start-up Management		3	6	Retail Marketing	3	
7	Mentoring III		0	7	Investment Banking & Financial Markets	Finance	2
8	CPDP 2		0	8	Behavioural Finance & Decision Making	2	
9	Consumer Behaviour	Marketing	3	9	Derivatives & Risk Management	2	
10	Banking and Insurance	Finance	3	10	Labour Laws	HR	3
11	Talent Acquisition Management	HR	3	11	Compensation, Benefits & Performance based Pay systems		3
12	Logistics and Shipping	Operations	3	12	Industry 4.0 and ERP	Operations	3
13	Exploratory Data Analysis using Python & Tableau	Business Analytics	3	13	Decision Science		3
14	Logistics and Shipping	Int Business	3	14	Foreign Trade and Exchange Management	Int Business	3
15	Design Thinking and Innovation Management	Entrepreneurship and Start-up Management	3	15	International Marketing		3
				16	Data Analytics for Business	Business Analytics	3
				17	Business Forecasting & Time Series Analysis	Entrepreneurship and Start-up Management	3
				18	Statutory and Legal Compliance for the Start-ups		3
				19	Entrepreneurial Finance and HR Strategies for the Start-ups		3

Summary of Credit Distribution	
Trimester	Credits
1	20.5
2	25
3 (core)	14.5
3 (electives)	6
4 (core)	6
4 (electives)	12
5 (core)	8
5 (electives)	12
6 (core)	6
6 (electives)	12
CIP	10
Management Research Project	3
<b>Total</b>	<b>135</b>

Trimester - 5				Trimester - 6			
S.No.	Subject	Course/ Domain	Credit/s	S.No.	Subject	Course/ Domain	Credit/s
1	CASF	Core	3	1	Agile Project Management	Core	3
2	Management of Knowledge Economy		2	2	Management Research Project		3
3	Six Sigma		3	3	Mentoring		0
4	APTP		0	4	Sustainable & Green Marketing		2
5	Digital & Social Media Marketing with Data Driven Campaigns	Marketing	3	5	Strategic B2B Marketing	Marketing	2
6	Services Marketing		3	6	Strategic Brand Management		2
7	Strategic Financial Management	Finance	2	7	Impact of Geopolitical & Economic Shifts on Finance	Finance	2
8	Financial Reporting & Analysis		2	8	Wealth Management & Financial Planning		2
9	Block Chain & Cryptocurrencies in Finance		2	9	Corporate Governance & Ethics in Finance		2
10	Employee/Industrial Relations Management	HR	2	10	SHRM	HR	3
11	People Analytics & Data Driven HR decision making		2	11	Block Chain Technology in Human Resource Management		2
12	HR Across Industries		2	12	Diversity , Equity & Inclusion Management		1
13	Machine Learning & Predictive Modelling	Business Analytics	3	13	Total Quality Management	Operations	3
14	Introduction to AI		3	14	Operations Management for Service Industries		3
15	Operations Analytics	Operations	3	15	NLP for Business	Business Analytics	3
16	Materials Management & PPC		3	16	Ethics Privacy & Security in AI		3
17	International Finance and Managing MNC's	Int Business	3	17	Global Business Intelligence	Int Business	3
18	International Business Law, WTO and Intellectual Property Rights (IPRs)		3	18	International Economics		3
19	Incubator, Accelerator, and Funding Ecosystem in Start-ups	Entrepreneurship and Start-up Management	3	19	Venture Capital and Funding Opportunities for Start-ups	Entrepreneurship and Start-up Management	3
20	Leveraging Technology and Digi-Tools by the Start-ups		3	20	B-Plan/ DPR and Venture Pitch Strategies		3

## Annexure III

Indus Business Academy, Bangalore - 560 062

PGDM 2024-26

## Course Structure

Trimester - 1				Trimester - 2			
S.No.	Subject	Course/ Domain	Credit/s	S.No.	Subject	Course/ Domain	Credit/s
1	Accounting for Managerial Decision	Core	3	1	Financial Management	Core	3
2	Marketing Management I		3	2	Human Resource Management		3
3	Organizational Behaviour		3	3	Fundamentals of Business Communication 2		1
4	Micro Economics		3	4	Marketing Management II		3
5	Business Statistics		2	5	Production and Operations Management		3
6	Management Perspectives I		1.5	6	Macro Economics		2
7	Managerial Communications I		2	7	Business Analytics using R & Python		3
8	Legal Aspects of Business		2	8	Basic Course in Entrepreneurship		3
9	Mentoring I		0	9	Managerial Communications I		2
10	Yes + Program		1	10	Foreign Language		2
11	CPDP 1		0	11	Mentoring II		0
Trimester - 3				Trimester - 4			
S.No.	Subject	Course/ Domain	Credit/s	S.No.	Subject	Course/ Domain	Credit/s
1	Fintech and Valuation Modelling	Core	3	1	Strategic Management and Business Policies	Core	3
2	Organizational Design		2	2	Capstone Business Simulation		3
3	Global Business Environment		2	3	Mentoring		0
4	Marketing Research		3	4	CIP		10
5	Management Perspectives II		1.5	5	Sales and Distribution Management	Marketing	3
6	Advanced Course in Entrepreneurship and Start-up Management		3	6	Retail Marketing		3
7	Mentoring III		0	7	Investment Banking & Financial Markets	Finance	2
8	CPDP 2		0	8	Behavioural Finance & Decision Making		2
9	Consumer Behaviour	Marketing	3	9	Derivatives & Risk Management	HR	2
10	Banking and Insurance	Finance	3	10	Labour Laws		3
11	Talent Acquisition Management	HR	3	11	Compensation, Benefits & Performance based Pay systems	Operations	3
12	Logistics and Shipping	Operations	3	12	Industry 4.0 and ERP		3
13	Exploratory Data Analysis using Python & Tableau	Business Analytics	3	13	Decision Science	Int Business	3
14	Logistics and Shipping	Int Business	3	14	Foreign Trade and Exchange Management		3
15	Design Thinking and Innovation Management	Entrepreneurship and Start-up Management	3	15	International Marketing	Business Analytics	3
				16	Data Analytics for Business		3
				17	Business Forecasting & Time Series Analysis	Entrepreneurship and Start-up Management	3
				18	Statutory and Legal Compliance for the Start-ups		3
				19	Entrepreneurial Finance and HR Strategies for the Start-ups		3

Summary of Credit Distribution	
Trimester	Credits
1	20.5
2	25
3 (core)	14.5
3 (electives)	6
4 (core)	6
4 (electives)	12
5 (core)	8
5 (electives)	12
6 (core)	6
6 (electives)	12
CIP	10
Management Research Project	3
<b>Total</b>	<b>135</b>

Trimester - 5				Trimester - 6			
S.No.	Subject	Course/ Domain	Credit/s	S.No.	Subject	Course/ Domain	Credit/s
1	CASF	Core	3	1	Agile Project Management	Core	3
2	Management of Knowledge Economy		2	2	Management Research Project		3
3	Six Sigma		3	3	Mentoring		0
4	APTP		0	4	Sustainable & Green Marketing	Marketing	2
5	Digital & Social Media Marketing with Data Driven Campaigns	Marketing	3	5	Strategic B2B Marketing		2
6	Services Marketing		3	6	Strategic Brand Management	Finance	2
7	Strategic Financial Management	Finance	2	7	Impact of Geopolitical & Economic Shifts on Finance		2
8	Financial Reporting & Analysis		2	8	Wealth Management & Financial Planning		2
9	Block Chain & Cryptocurrencies in Finance		2	9	Corporate Governance & Ethics in Finance	HR	2
10	Employee/Industrial Relations Management	HR	2	10	SHRM		3
11	People Analytics & Data Driven HR decision making		2	11	Block Chain Technology in Human Resource Management		2
12	HR Across Industries		2	12	Diversity , Equity & Inclusion Management	Operations	1
13	Machine Learning & Predictive Modelling	Business Analytics	3	13	Total Quality Management		3
14	Introduction to AI		3	14	Operations Management for Service Industries	Business Analytics	3
15	Operations Analytics	Operations	3	15	NLP for Business		3
16	Materials Management & PPC		3	16	Ethics Privacy & Security in AI	Int Business	3
17	International Finance and Managing MNC's	Int Business	3	17	Global Business Intelligence		3
18	International Business Law, WTO and Intellectual Property Rights (IPRs)		3	18	International Economics	Entrepreneurship and Start-up Management	3
19	Incubator, Accelerator, and Funding Ecosystem in Start-ups	Entrepreneurship and Start-up Management	3	19	Venture Capital and Funding Opportunities for Start-ups		3
20	Leveraging Technology and Digi-Tools by the Start-ups		3	20	B-Plan/ DPR and Venture Pitch Strategies		3



## Annexure IV

### Details of Awards & Recognitions received by Faculty for TLA (AY 2024-25)

1. Prof. Prashant Kulkarni (Sr. Asst. Professor) received an award for Extra ordinary faculty in Teaching & Research in area of Economics from Indian Economic Association (IEA) on 6<sup>th</sup> Dec 2024



2. Prof. Prashant Kulkarni (Sr. Asst. Professor) received an award for Best Academic Practices Award at 27<sup>th</sup> National Conference (NHRD 2025 & HR Showcase) on 8<sup>th</sup> Feb 2025.



## Annexure V

### Seminar, Workshop & Conferences

S. No.	Date	Guest Name	Company Name	Designation	Title
1	20-Jul-24	Akshay Manikantan	Draco	Growth Strategist specialising in Marketing, Loyalty, CRM and Technology	Journey of Change and Growth
		Karthik Nagaraj	Emirates NBD	Relationship OfficerRelationship Officer	
		Amrit Malhotra	TeqyMinds	Founder & CEO	
		Hasnain Babrawala	AI Marketing Consultant   Chatbot Development, Workflow Automation, and AI Driven Marketing	Flame Global	
		Vishal.C.R	Spire Solutions	Sales Manager- Key Enterprise Accounts	
		Vaibhav Khade	KSB SupremeServ ME	Senior Sales Engineer	
		Manupriya Bhandari	Semay Uniform and Apparel	Co-Founder and Director	
2	31-Aug-24	Mr. Karthikeyan NG	Pi42	Founder and Chief Technology Officer	Decoding Crypto: - An introduction of digital currency
		Mr. Devesh Sancheti		Finance Manager	
3	09-Sep-24	Mr. Ratish Iyer	J-Gate	Manager Training and Business Development	Effective Utilization J-Gate for Learning, Teaching, Research and Project Work
4	09-Sep-24	Mr. M S Srinivasa	EBSCO Information Services	Sr Customer Training Specialist	Mastering EBSCO Data Base For Research Excellence.

5	11-Oct-24	Mr. Erik Mols	OS-SCI	Founder and CEO @ OS-SCI	Workshop On Free and Open Source Software
6	16-Jan-25 to 18-Jan-25	Dr. Ernst von Kimakowitz	Humanistic Management Network, Switzerland	Co-Founder	"Responsible Innovation and Impact" Entrepreneurship
7	07-Feb-25 to 11-Feb-25	Mr. Makrand Patwardhan	Grassdoor Logistics Pvt. Ltd.	Lead UX Designer	AI's impact on careers, particularly in product management and UX design.
		Dr. Srinivas Padmanabhun	IIT Tirupati	Guest Faculty,	Importance of responsible AI, focusing on ethics, transparency, security, and the mitigation of biases in AI models
		Mr. Aashish Kumbhar	Ivanti	Staff Product Manager	AI in cybersecurity, shedding light on AI-driven cyber threats such as phishing, deepfake attacks, and AI-powered malware, alongside defense strategies like AI-driven threat detection and security automation
		Mr. Avinash Rao	Principal at Greyamp Consulting, India and Middle East markets	Greyamp Consulting	AI in consulting, highlighting predictive analytics, automation, and the interplay between AI-driven insights and human expertise in decision-making processes.
8	28-Feb-25	Ms. Pooja Chawla and Ms. B.K. Gitanjali	Brahma Kumari's	Entrepreneur and Teacher	Workshop on Empowering the Self

**Eminent Personality Series**

S. No.	Date	Guest Name	Company Name	Designation	Topic
1	01-Jul-24	Gp Capt Abhinav Chaturvedi	India Air Force (Retd.) Alpha Leads	Group Captain (Retd.) Founder	The New Beginning
2	15-Aug-24	Colonel (Dr.) Vinod M. Sasalatti	Indian Army	Colonel	Military Service and Academic Achievements, Sharing Wisdom on Leadership and Patriotism.
3	10-Oct-24	Ms. Susan Verghese	Former World Bank Advisor Member, Independent Oversight Advisory Committee (OAC)	Governance, Risk Management & Internal Audit - Consultant, Trainer & Board Member	Balancing Ambition & Peace
4	23-Oct-24	Dr. Swapna Abraham	G-Woman Media	VP Middle East & Asia - G-Woman Media, World Record Holder, Singer- Songwriter, Interior Designer, Actor, Author, Philanthropist	Leadership in 2024
5	05-Dec-25	Dr. Arvaid Virmani	NITI Ayog	Member	Chief Guest Address on 16th IC on Economics & Public Policy
6	07-Dec-25	Ambassador Dr. Deepak Vohra	Ambassador of India Special Advisor to PM in Africa		Amritkal Viksit Bharat @ 2047, Supreme self-confidence for achievement
7	09-Jan-25	Dr. Partha S Ghosh	inQube Inc	Non Executive Chairman & Chief Mentor at inQube Inc.	Leader's Dilemma & Challeneges in the World Of AI
8	26-Jan-25	Dr. Brig K Ravi Shankar, VSM	Specialist ,Sr Consultant, Proffessor in AFMC, Pune, Command Dental Adviser & Cmmandant Westren & South Westren Command Armies, Served Command Hospital Air Force Bangalore		The Constitution, its principles, and its impact on modern India

**Guest Lectures**

S. No.	Date	Guest Name	Company Name	Designation	Topic
1	13-Jul-24	Mr. Lakshmi Narayanan Ramachandran	IBM	Industry Consultant-Insurance	Career Roadmap
2	20-Jul-24	Mrs. Vishwadha Chitrapu	London Stock Exchange	Senior Data Governance Expert	360 Degree view on Business Management
3	24-Aug-24	Dr. Amalendu Jyotishi	Azim Premji University	Professor	Community Enagement Initiatives
4	24-Aug-24	Dr. Nazarul Haque	Azim Premji University	Professor	Engagement with local surroundings
5	14-Sep-24	Dr. Sumant Kulkarni	BAE Ninja	(AI/ML/Analytics Expert)	AI in Entrepreneuership
		Mr. Ravi Joshi		(Industrial Automation Leader)	
		Mr. Vinay Jois		(IT and Data Analytics Expert)	
6	21-Sep-24	Mr. Neeraj Kohli	Synergist	Founder	Sustainability & Personal Management
7	17-Jan-25	Mr. Gopichand Cherukuri	Indian Craft Brewery	Founder	Entrepreneuership
8	10-Feb-25	Mr. Nav Kishlay	ASSOCHAM Karnataka HR Committee	Director, CSR & Consulting, ESG & SDG, Ripples Learning	Harnessing AI and Generative AI for Sustainable Business Practices and Responsible HRM in India
9	22-Feb-25	Mrs. Haimanti Biswas	HSBC	Head of WPB Risk, Global Analytics Centres at HSBC	Banking and Analytics

# Annexure VI

## Details of Research (AY 2024-25)

S. No.	Researcher/s	Details of the Publication
<b>Papers Published in Journals</b>		
1	Dr. Muruganandham Rajagopal	Devarajan, M. M., Kumaragurparan, G., & Muruganandham, R. (2024). Experimental investigation of polymeric straight fin heat sink for low power LED. <i>Interactions</i> , 245(1), 250. ISSN: <a href="#">3005-0731</a> (Scopus Indexed., International Journal)
2	Dr. Muruganandham Rajagopal	Seshadhri, V., & Alagarsamy, S. V. (2024). Tribological behaviour of AZ31 Mg hybrid bio-composite reinforced with zirconium dioxide and seashell bio-ceramics. <i>Physica Scripta</i> , 100(1), 015043. ISSN: 0031-8949 (Scopus Indexed., International Journal)
3	Prof. Ramesh Satyanarayana	Ali, H. M. et al. (2025). The Influence of Direct Market Access on Profit Margins, Supply Chain Efficiency, and Economic Resilience for Small-Scale Dairy Farmers of Asian Country. <i>Research on World Agricultural Economy</i> , 541-555. ISSN:2737-4777 (Scopus Indexed., International Journal)
4	Prof. Ramesh Satyanarayana	Nowfal, S. H. et al., (2025). The Impact of Export-Oriented Agricultural Policies on Farm-Level Income, Production Efficiency, and Market Stability in the Context of Asia. <i>Research on World Agricultural Economy</i> , 685-701. ISSN:2737-4777 (Scopus Indexed., International Journal)
5	Prof. Ramesh Satyanarayana	Sathyanarayana R. (2024). AUGMENTED REALITY* - Transforming the Retail Experience. <i>International Journal of Engineering Research &amp; Management Technology</i> ; Published by Advance Research Educational Society (ARES), 11(6). ISSN 2348-4039
6	Prof. Ramesh Satyanarayana	Sathyanarayana R. (2025). The Anatomy of Effective Leadership: A comparative Analysis of Trump, Modi and Putin. <i>Dizhen Dizhi Journal</i> , 17(1) ISSN: 0253-4967 (Scopus & UGC Care Indexed)
7	Prof. AVR Acharyulu	Raman, R., Nair, V., Dinesh, S., & Acharyulu, R. (2024) (MAY) Comparative analysis of ChatGPT and Bard in digital governance: Accuracy, adaptability, and readability insights. <i>Digital Government: Research and Practice</i> . ACM Journal, 71(II) ISSN: 0004-5411 and EISSN: 1557-735X

Papers Published/Presented in Conferences		
1	Prof. Bijay Krishna Bhattacharya	Bhattacharya, B K. (2025). Influence of ROE and Reserves on EPS during 28 <sup>th</sup> Nirma International Conference on Management (NICOM – 2025). Organized by the Institute of Management, Nirma University, Ahmedabad from 8 <sup>th</sup> to 10 <sup>th</sup> January, 2025.
2	Prof. AVR Acharyulu	Acharyulu, AVR. (2025), Transformative Role of Upanishads in Sustaining a Good Society and Good Life, During International Seminar on Cultivating Transformative Faith and a New Ecology of Hope. Organized by the Madras Institute of Development Studies, Chennai, January 2025.
3	Prof. AVR Acharyulu	Acharyulu, AVR., Ananthi R & Das P. (2024). Parivahan Seva Portal: Transforming Indian Transportation Regulation Services with Technology during 19 <sup>th</sup> International Conference on Public Policy and Management. Organized by the Indian Institute of Management, Bengaluru, August 2024
4	Prof. AVR Acharyulu	Acharyulu, AVR., Kumar P & Rao K R. (2024). Driving Accountability and eGovernance: Significance of Integrated Portal for Filing Income Tax Returns during 19 <sup>th</sup> International Conference on Public Policy and Management. Organized by the Indian Institute of Management, Bengaluru, August 2024
5	Prof. AVR Acharyulu	Vinitk K Nair., Acharyulu AVR & Raman. (2024). Jeevan Pramaan: The Digital Solution for Simplification of Annual Life Certificate for Pensioners during 19 <sup>th</sup> International Conference on Public Policy and Management. Organized by the Indian Institute of Management, Bengaluru, August 2024.
Book Chapter Contribution		
1	Dr. Muruganandham Rajagopal	R. Muruganandham, et al. (2025). Book Titled Cybersecurity and Data Science Innovations for Sustainable Development of HEICC. CRC Press

Joint Faculty Student Collaboration		
S. No.	Researcher/s	Details of the Publication
Papers Published in Journals		
1	Allam Varshini, Dr. Krovvidi Krishna Kumari & Dr. Manish Jain	Varshini, A., Kumari K K ., & Jain, M. (2024). Understanding the Influence of Digital Interaction on Mental Health and Wellbeing Among Young Adults. International Research Journal on Advanced Engineering Hub (IRJAEH). 02(5) May 2024 e ISSN: 2584-2137

2	Shivani Kumari, Kundan Sindhu & Dr. Krishna Kumari	Kumari, S.,Kundana Sindhu, D. K., & Kumari K.K. (2025) Securing Fintech: Evaluating the impact of multi-factor authentication on Cyber Threats. International Research Journal on Advanced Science Hub. 07(3) March, 2025 e-ISSN:2582-4376
3	Bhashit Trivedi	Trivedi, B. (2024) Study on Gender Investment Gap. International Journal of Multidisciplinary Research. 'The Academic is an online open access double blind peer reviewed and refereed international journal with Impact Factor 7.2. 2(12) December, 2024. ISSN: 2583-973X (Online)

#### Papers Published/Presented in Conferences

S. No.	Name of the Students	Title of the Paper Presented/Published	Details
4	Namit Mahendra and Subranil Saha (Under the guidance of Prof. Narendra Babu B. V.)	A qualitative study on sustainable procurement in super specialty hospitals	International Marketing Conference (iMarC IV) on Bridging the Gap Between Marketing Theory and Practice: Infusion, Inclusion & Integration. Organized by IIM Shillong. January 23-24, 2025
5	Mohibul Islam and Chayan Ghosh (Under the guidance of Prof. Narendra Babu B V)	A study of organizational green buying in the hospitality industry	International Marketing Conference (iMarC IV) on Bridging the Gap Between Marketing Theory and Practice: Infusion, Inclusion & Integration. Organized by IIM Shillong. January 23-24, 2025
6	Killi Likhitha & Saloni Sharma (Under the guidance of Prof. Narendra Babu B. V.)	A Study on Sustainable Practices at Radisson Blu Hotels	6 <sup>th</sup> Rajagiri Management Conference on "Innovate and Adapt: Building Resilience in a Dynamic World". Organized by Rajagiri Business School and Rajagiri College of Social Sciences (Autonomous), Kochi, in association with the University of Maribor, Slovenia, 14 <sup>th</sup> to 15 <sup>th</sup> February 2025
7	Rahul Kumar & Saurav Kumar (Under the guidance of Prof. AVR Acharyulu)	Effect of Hashtags Based Social Media Marketing on Purchasing Behavior of Gen-Z	CONNAISSANCE 2025, A National Level Research Paper Presentation and Competition on Driving Sustainability and Innovation: New Directions in Management. Organized by School of Business and Management, Christ (Deemed to be University), 7 <sup>th</sup> February 2025
8	Eshika Jain & Mohit Chouhan (Under the guidance of Prof. Nagendra G Hegde)	Perceived Credibility of YouTube as a Learning Platform among Gen Z in Bangalore	International Conference on Shaping the Future: Global Trends in Management Paradigms (ICSFMP 2025). Organized by the MBA Department, Chandigarh Business School of Administration, Landran, Mohali, 20-21 February 2025
9	Shivani Kumari & Kundan Sindhu (Under the guidance of Dr. K	Securing Fintech: Evaluating the impact of multi-	Second International Conference on Futuristic Trends in Science, Engineering, and Management (ICFTSEM-II). Organized by



	Kishna Kumari)	factor authentication on Cyber Threats	Department of Business Administration, St. Xavier's College of Management & Technology (SXCMT), Patna, India & Global Conference Hub, Coimbatore, Tamilanadu, India, 27-28 February 2025
10	Prashanth Namburi & Mettu Thanmayi (Under the Guidance of Prof. AVR Acharyulu)	Economic Resilience A Comparative Study of Financial Stability in Indian Families pre and post Covid 19	CONNAISSANCE 2025, A National Level Research Paper Presentation and Competition on Driving Sustainability and Innovation: New Directions in Management. Organized by School of Business and Management, Christ (Deemed to be University), 7 <sup>th</sup> February 2025
11	Aniketa Mahapatro & Dinesh R Mali (Under the guidance of Dr. Anjukumar & Dr. Manish Jain)	Analysis of Consumer Preferences for Cadbury Chocolates in India	International Conference on Engineering, Science and Management (ICESM). Organized by Department of Computer Engineering & Electrical Engineering, Guru Gobind Singh College of Engineering & Research Centre, Nashik, Maharashtra, India& Event Organizer :RSP Conference Hub, Coimbatore, Tamilanadu, India, 11-12 March 2025
12	Shubham Meena (Under the guidance of Dr. Bijay Krishna Bhattacharya)	Sustainability Approach Towards the Usage of Stainless Steel Bottles: In Konanakunte Cross to Kanakapura Main Road, Bangalore	Two Day- Multidisciplinary International Conference on Sustainability and Global Challenges (Interdisciplinary Approach to Achieving Goal 9 of SDGs through Inclusive and Sustainable Industrialization and Innovation). Organized by FIMT-School of Management in Collaboration with AARUDIT FOUNDATION, 11-12 March 2025
13	Sayantica Maiti (Under the guidance of Dr. S Ramesh).	A Study on Effect of Online Advertisement on Consumer Buying Behavior	CONNAISSANCE 2025, A National Level Research Paper Presentation and Competition on Driving Sustainability and Innovation: New Directions in Management. Organized by School of Business and Management, Christ (Deemed to be University), 7 <sup>th</sup> February 2025
14	Allam Varshini (Under the guidance of Dr. Krovvidi Krishna Kumari & Dr. Manish Jain)	Understanding the Influence of Digital Interaction on Mental Health and Wellbeing Among Young Adults	International Conference on Advancements in Science, technology and Management (ICASTAM). Organized by Department of Computer Science, St. Xavier's College of Management & Technology, Patna, Bihar, India & Global Conference Hub, Coimbatore, Tamilnadu, India, 25 <sup>th</sup> – 26 <sup>th</sup> April 2024
15	Abhishek Sharma & Biswajit Biswas (Under the guidance of Prof. Nagendra G Hegde)	Examining the Impact of UPI on Cosumer Buying Patterns for Daily Necessities in South Bangalore	International Conference on Shaping the Future: Global Trends in Management Paradigms (ICSFMP 2025). Organized by the MBA Department, Chandigarh Business School of Administration, Landran, Mohali, 20-21 February 2025

16	Anshuman Nayak & Mohammed Jazlaan (Under the guidance of Prof. B M Gourish)	A Clash of Valued-Corporate Conflicts and Social Responsibility	International Conference on Shaping the Future: Global Trends in Management Paradigms (ICSFMP 2025). Organized by the MBA Department, Chandigarh Business School of Administration, Landran, Mohali, 20-21 February 2025
17	Nilutpal Borah (Under the guidance of Prof. B M Gourish)	Understanding the Influence of Meme Marketing in Influencing Genz's Brand Perception	International Conference on Shaping the Future: Global Trends in Management Paradigms (ICSFMP 2025). Organized by the MBA Department, , Chandigarh Business School of Administration, Landran, Mohali, 20-21 February 2025
18	Mainak Mallick & Abdul Kareem (Under the guidance of Dr. Ravi Shankar)	Role of Cognitive Dissonance on a Consumer while in Making Retail Purchases	International Conference on Shaping the Future: Global Trends in Management Paradigms (ICSFMP 2025). Organized by the MBA Department, Chandigarh Business School of Administration, Landran, Mohali, 20-21 February 2025
19	Vidhi Baraskar & Suzain Mir (Under the guidance of Dr. Ravi Shankar)	Influence of Psychological Pricing Strategies on Consumer Behavior: A Study of Sustainable Cosmetic Products	CONNAISSANCE 2025, A National Level Research Paper Presentation and Competition on Driving Sustainability and Innovation: New Directions in Management. Organized by School of Business and Management, Christ (Deemed to be University), 7 <sup>th</sup> February 2025
20	Harsh Koshta (Under the guidance of Prof. B M Gourish)	The Global Medical Tourism Market: Trends, Drivers and opportunities	International Conference on Engineering, Science and Management (ICESM). Organized by Department of Computer Engineering & Electrical Engineering, Guru Gobind Singh College of Engineering & Research Centre, Nashik, Maharashtra, India& Event Organizer :RSP Conference Hub, Coimbatore, Tamilnadu, India, 11-12 March 2025
21	Ronit Das & Sudhanshu Shekhar (Under the guidance of Prof. Narendra Babu B V)	Organizational Buying with Reference to Green Products in Higher Education Institutions	6 <sup>th</sup> Rajagiri Management Conference on "Innovate and Adapt: Building Resilience in a Dynamic World". Organized by Rajagiri Business School and Rajagiri College of Social Sciences (Autonomous), Kochi, in association with the University of Maribor, Slovenia, 14 <sup>th</sup> to 15 <sup>th</sup> February 2025
22	Kavipriya B (Under the guidance of Dr. S Ramesh).	Investment Strategies and Value Creation in Private Equities	International Conference on Shaping the Future: Global Trends in Management Paradigms (ICSFMP 2025). Organized by the MBA Department, Chandigarh Business School of Administration, Landran, Mohali, 20-21 February 2025
23	Kundan Pandit & Biswajeet Kora (Under the guidance of Prof.	Understanding Retail Investors Options Trading	International Conference on Shaping the Future: Global Trends in Management Paradigms (ICSFMP 2025). Organized by the

	Nagendra G Hegde)	Behavior During Market Volatility: A Study of Risk Management Effectiveness.	MBA Department, Chandigarh Business School of Administration, Landran, Mohali, 20-21 February 2025
24	Aman Khanna & Mayur Bajaj (Under the guidance of Dr. Bijay Krishna Bhattacharya)	Cryptocurrency Investment Habits of Young Adults Commuting in A Portion of the Green Line Metro in Bengaluru and Visiting Surrounding Malls: A Study of Behavioral Patterns and Market Influences	International Conference on Shaping the Future: Global Trends in Management Paradigms (ICSFMP 2025). Organized by the MBA Department, Chandigarh Business School of Administration, Landran, Mohali, 20-21 February 2025
25	Kanak Bagra & Anish Kumar (Under the guidance of Dr. Ravi Shankar)	Perception of Hybrid Cars in Indian Market	International Conference on Shaping the Future: Global Trends in Management Paradigms (ICSFMP 2025). Organized by the MBA Department, Chandigarh Business School of Administration, Landran, Mohali, 20-21 February 2025
26	Aashi Farmania & Aditya Ghosh (Under the guidance of Dr. Muruganandham Rajagopal )	FinTech: An Exploratory Study of Consumer Perceptions	International Conference on Shaping the Future: Global Trends in Management Paradigms (ICSFMP 2025). Organized by the MBA Department, Chandigarh Business School of Administration, Landran, Mohali, 20-21 February 2025
27	Mohd Hammad Khan (Under the guidance of Prof. Narendra Babu BV)	A Study on Awareness of Green Finance Options Among Small Business in Bangalore	International Conference on Evidence Based Management (ICEBM). Organized by Department of Management, BITS Pilani, Pilani Campus & Department of Management Studies, BITS Pilani, Dubai Campus, 20 <sup>th</sup> - 22 <sup>nd</sup> March 2025
28	Shahil Kurude (Under the Guidance of Prof. A V R Acharyulu)	Analysis of Gmail Driven Promotional Campaign-Role of Big Data Analysis in Marketing Decision Making	International Conference on Shaping the Future: Global Trends in Management Paradigms (ICSFMP 2025). Organized by the MBA Department, Chandigarh Business School of Administration, Landran, Mohali, 20-21 February 2025
29	Vishal Suthar & Somya Parashar (Under the guidance of Dr. Muruganandham Rajagopal )	The Impact of Social Media Influencers on Consumer Purchasing	International Conference on Shaping the Future: Global Trends in Management Paradigms (ICSFMP 2025). Organized by the MBA Department, Chandigarh Business School of Administration, Landran, Mohali, 20-21 February 2025

30	Mukesh Singh (Under the guidance of Prof. Narendra Babu B V)	Analyzing Market Trends for Lightning Protection and Safety Solutions	International Conference on Shaping the Future: Global Trends in Management Paradigms (ICSFMP 2025). Organized by the MBA Department, Chandigarh Business School of Administration, Landran, Mohali, 20-21 February 2025
31	Mehul Jain (Under the guidance of Prof. B M Gourish)	Ultra-rapid Delivery's Effect on Impulsive Buying in Retail	CONNAISSANCE 2025, A National Level Research Paper Presentation and Competition on Driving Sustainability and Innovation: New Directions in Management. Organized by School of Business and Management, Christ (Deemed to be University), 7 <sup>th</sup> February 2025
32	Swapnil Thakur & Bibhu Prasad Padhi (Under the guidance of Dr. Bijay Krishna Bhattacharya)	A Study on the Consumer Purchasing Behavior Towards Fortune Basmati Rice	International Conference on Shaping the Future: Global Trends in Management Paradigms (ICSFMP 2025). Organized by the MBA Department, Chandigarh Business School of Administration, Landran, Mohali, 20-21 February 2025

## Annexure VI-A

### Addendum to Joint Faculty Student Collaboration 2023-24:

Papers Published/Presented in Conferences			
S. No.	Name of the Students	Title of the Paper Presented/Published	Details
1	Harsh Raj & Shyamal Payra (under the guidance of Prof. Prashant Kulkarni)	Comparative Analysis of Jio and Airtel: Assessing Network Performance, Data Plans and Customer Satisfaction	Book Chapter in Contemporary Issues in Management and Economics by Himalaya Publishing House
2	Purujit Rohit & Sudheer Rathi (Under the guidance of Dr. Manish Jain & Dr. Krovvidi Krishna Kumari)	Green Bonds: A Sustainable Finance Perspective	Book Chapter in Contemporary Issues in Management and Economics by Himalaya Publishing House
3	Shaini Bose & Abhirami R. (Under the guidance of Dr. Manish Jain & Dr. Krovvidi Krishna Kumari)	Beyond the Glass Ceiling: Women Leadership Fostering Cultural Sustainability	Book Chapter in Contemporary Issues in Management and Economics by Himalaya Publishing House
4	Rohit Sudhakaran (Under the guidance of Prof. Nagendra G Hegde)	A Study on Peer Group Influence on Investment Decisions among College Students in Bengaluru	Book Chapter in Contemporary Issues in Management and Economics by Himalaya Publishing House
5	Ayushi Roy (Under the guidance of Dr. S Ramesh)	Decoding Icestasy Positioning Strategies in the Bengaluru Market	Book Chapter in Contemporary Issues in Management and Economics by Himalaya Publishing House
6	Shubham Kumar (Under the guidance of Prof. J.B. Shetty)	A Research Finding about the Awareness Level of Chemical Free Cosmetic Products	Connaissance 2024, A National Level Research Paper Presentation Competition on Sustainable Innovation in Technology, Science, Commerce & Management. Organized by School of Business and Management, Christ University, Kengeri Campus, Bangalore, Karnataka, India, 23rd Feb 2024
7	Tousiti Ghosh (Under the guidance of Prof. Narendra Babu BV)	A Case Study on HRIS in Motherhood Hospital	14 International Research Conference On Thriving Through Sustainability: Navigating Business Practices for a Resilient Future using Emerging Technologies like AI, ChatGPT, and Generative AI. 22nd and

			23rd February '2024
8	Shivam Arora & Pooja (Under the guidance of Dr. Krishna Kumari)	Future Finance: The Role of Artificial Intelligence in Financial Markets	Connaissance 2024, A National Level Research Paper Presentation Competition on Sustainable Innovation in Technology, Science, Commerce & Management. Organized by School of Business and Management, Christ University, Kengeri Campus, Bangalore, Karnataka, India, 23rd Feb 2024
9	Shreeparna Sen & Mikan Malini (Under the guidance of Prof. Nagendra G Hegde)	Analyzing Investor sentiments and investor preferences before and after the Covid-19 Pandemic: A study on Mutual Fund in Bangalore	Connaissance 2024, A National Level Research Paper Presentation Competition on Sustainable Innovation in Technology, Science, Commerce & Management. Organized by School of Business and Management, Christ University, Kengeri Campus, Bangalore, Karnataka, India, 23rd Feb 2024
10	Ahmad Bushra (Under the guidance of Prof. J.B. Shetty)	A Research finding about Consumer preferences towards cosmetics brands Sephora and MAC in the city of Bengaluru	Connaissance 2024, A National Level Research Paper Presentation Competition on Sustainable Innovation in Technology, Science, Commerce & Management. Organized by School of Business and Management, Christ University, Kengeri Campus, Bangalore, Karnataka, India, 23rd Feb 2024
11	Shruti Modi (Under the guidance of Narendra Babu BV)	Study of the behaviour of retail investors with respect to investement in ESG funds	12th International Conference on Contemporary Issues in Management, ISME, Bangalore, Karnataka, India, 2024
12	Rohit Kumar Chowdhury & Surajit Ghosh (Under the guidance of Narendra Babu BV)	Toward sustainable development: Integrating ethics, innovation, and vision in developing countries.	National Seminar on Fintech: The Inclusive strategy for Financial Literacy. Organized by Department of Commerce & Business Management, Kakatiya Government College, Telangana, Hyderabad, India, 1-2nd March, 2024
13	Megha Sharma (Under the guidance of Prof. Nagendra G Hegde)	The Impact of Remote Work on Employee Mental Health and Work-Life Balance in Bangalore	National Seminar on Fintech: The Inclusive strategy for Financial Literacy. Organized by Department of Commerce & Business Management, Kakatiya Government College, Telangana, Hyderabad, India, 1-2nd March, 2024
14	Nikhila Dude (Under the guidenec of Prof. J.B. Shetty)	A Research finding of online reviews, ratings and testimonials of the beauty-care products in Bangalore	Connaissance 2024, A National Level Research Paper Presentation Competition on Sustainable Innovation in Technology, Science, Commerce & Management. Organized by School of Business 4and Management, Christ University, Kengeri Campus, Bangalore, Karnataka, India, 23rd Feb 2024

15	Aniruddha Ghanty (Under the guidance of Prof. Nagendra Hegde)	Analyzing the Influence of In-store Promotions on Consumer Buying Patterns- The Study on Soft drink products in South Bangalore market	14 International Research Conference On Thriving Through Sustainability: Navigating Business Practices for a Resilient Future using Emerging Technologies like AI, ChatGPT, and Generative AI. 22nd and 23rd February '2024
16	Rahul Anand & Rupanjali Banerjee (Under the guidance of Dr. R Ravishankar)	Study on Role of AR in Enhancing Consumer Engagement with Sustainable Brands	14 International Research Conference On Thriving Through sustainability: Navigating Business Practices for a Resilient Future using Emerging Technologies like AI, ChatGPT, and Generative AI. 22nd and 23rd February '2024
17	Sayantan Banerjee (Under the guidance of Dr. R Ravishankar)	Green Human Resources and its Implementation across Diverse Industries.	Connaissance 2024, A National Level Research Paper Presentation Competition on Sustainable Innovation in Technology, Science, Commerce & Management. Organized by School of Business and Management, Christ University, Kengeri Campus, Bangalore, Karnataka, India, 23rd Feb 2024
18	Rajib Dey & Sneha Kumari (Under the guidance of Dr. Subhendu Dey)	A Comparative Analysis of Post-Pandemic Employee Perceptions and Practices of Work from Office and Remote Work	Available at SSRN: <a href="https://ssrn.com/abstract=4787361">https://ssrn.com/abstract=4787361</a> or <a href="http://dx.doi.org/10.2139/ssrn.4787361">http://dx.doi.org/10.2139/ssrn.4787361</a> April 8, 2024
19	Debanjan Mullick & Rahul Ghosh (Under the guidance of Dr. R Ravishankar)	Neuro aesthetics and Consumer Behavior: Unravelling the Impact of store design on emotional engagement and purchase intent for brick and mortar store in Bangalore	Inspira- Journal of Commerce, Economics & Computer Science (JCECS) ISSN: 2395-7069, Impact Factor: 6.289, Vol. 10, No.01, January-March, 2024, pp. 192-200
20	Ankit P. Shetty (Under the guidance of Narendra Babu BV)	Evaluating the role of LTV and FOIR in NBFCs.	Connaissance 2024, A National Level Research Paper Presentation Competition on Sustainable Innovation in Technology, Science, Commerce & Management. Organized by School of Business and Management, Christ University, Kengeri Campus, Bangalore, Karnataka, India, 23rd Feb 2024
21	Patnana Sharmila (Under the guidance of Narendra Babu BV)	Creating High Performing Work Culture	12 <sup>th</sup> International Conference on Contemporary Issues in Management. Organized by 56 International School of Management Excellence (ISME) Bangalore

22	Tanushree Agarwal (Under the guidance of Prof. J.B. Shetty)	To Research Service Augmentation Opportunities in Bengaluru Metro Stations.	Connaissance 2024, A National Level Research Paper Presentation Competition on Sustainable Innovation in Technology, Science, Commerce & Management. Organized by School of Business and Management, Christ University, Kengeri Campus, Bangalore, Karnataka, India, 23rd Feb 2024
23	Rudra Britika (Under the guidance of Dr. S Ramesh)	Analyzing the Effectiveness of Pop-up Marketing Strategies in Contemporary Digital Advertising	Inspira- Journal of Commerce, Economics & Computer Science (JCECS) ISSN: 2395-7069, Impact Factor: 6.289, Vol. 10, No.01, January-March, 2024, pp. 201-212
24	Samaksh Mohnot (Under the guidance of Prof. J.B. Shetty)	A Research Finding about Metro Rail Fare Structure of Bengaluru and Consumer Perception about it	Connaissance 2024, A National Level Research Paper Presentation Competition on Sustainable Innovation in Technology, Science, Commerce & Management. Organized by School of Business and Management, Christ University, Kengeri Campus, Bangalore, Karnataka, India, 23rd Feb 2024
25	Amar Kumar & Shubham Vats (Under the guidance of Dr. Subhendu Dey)	Investigating the awareness level of consumer rights protection in India.	Available at SSRN: <a href="https://ssrn.com/abstract=4782492">https://ssrn.com/abstract=4782492</a> or <a href="http://dx.doi.org/10.2139/ssrn.4782492">http://dx.doi.org/10.2139/ssrn.4782492</a> April 3, 2024
26	Heeba Jawed (Under the guidance of Prof. Nagendra Hedge )	Assessing the Overall Customer Experience with the Namma Bengaluru Metro WhatsApp Chatbot	Connaissance 2024, A National Level Research Paper Presentation Competition on Sustainable Innovation in Technology, Science, Commerce & Management. Organized by School of Business and Management, Christ University, Kengeri Campus, Bangalore, Karnataka, India, 23rd Feb 2024
27	Ram Teja (Under the guidance Prof. J.B. Shetty)	Role of Evidence-based marketing in un-organized retail sector. A perspective of retailers re-ordering system.	Connaissance 2024, A National Level Research Paper Presentation Competition on Sustainable Innovation in Technology, Science, Commerce & Management. Organized by School of Business and Management, Christ University, Kengeri Campus, Bangalore, Karnataka, India, 23rd Feb 2024
28	K.Priya & Anusha Bethu (Under the guidance of Dr. Subhendu Dey)	Study on the "Factors affecting consumers intention to purchase counterfeit products"	Connaissance 2024, A National Level Research Paper Presentation Competition on Sustainable Innovation in Technology, Science, Commerce & Management. Organized by School of Business and Management, Christ University, Kengeri Campus, Bangalore, Karnataka, India, 23rd Feb 2024



## **Annexure VII**

### **MDP / FDP conducted by Faculty members**

<b>S. No.</b>	<b>Faculty Name</b>	<b>Title and details</b>	<b>Duration (Date/s)</b>	<b>On / Off Campus</b>	<b>No. of Participants</b>
1	Dr. C Rajendran* / Dr. R. Muruganandam	FDP (Faculty Development Program) on Art of Publishing in Scholarly Journals	4 <sup>th</sup> May 2024	Online	19
2	Dr. Nagendra Hegde	MDP on Negotiation Skills for the Procurement department of Monier Roofing, a division of BMI Group-UK	18 <sup>th</sup> Sep 2024	Off Campus	07
3	Dr. Alok Chakravarty**	MDP on Use of AI for the Procurement department of Monier Roofing , a division of BMI Group- UK	18 <sup>th</sup> Sep 2024	Off Campus	06
4	Prof Narendra Babu	MDP on Leveraging Business Analytics and Sustainable Procurement for the Procurement department of Monier Roofing , a division of BMI Group- UK	18 <sup>th</sup> Sep 2024	Off Campus	08
5	Dr. Subhendu Dey	FDP on Learning, Teaching and Assessing in Higher Education for Rajalakshmi School of Business, Chennai	18 <sup>th</sup> Jan 2025	Off Campus	11

\*Professor of IIT Madras \*\*Empanelled VF of IBA

### **Faculty as members of external committees**

<b>S. No.</b>	<b>Name of the Faculty member</b>	<b>Company name</b>	<b>Designation</b>	<b>Roles &amp; Responsibilities</b>
1	Dr. Subhendu Dey	ECOFIN Global Consulting	Advisor	Advisor – Business Strategy
		National Advisory Board of Kala Shiksha Kriti Gram - The Art Village Foundation	Member - Advisory Board	Advisor – Higher education
2	Dr. Manish Jain	Poddar Pharmaceuticals	Director	Advisor – Business Development
		Humanistic Management Network	Member – India Chapter	Encourage, Promote and support economic activities and business conduct of HMN in India

3	Dr. Subhash Sharma	Wisdom School, Banasthali Vidyapit	Executive Board member	Advice on strategic decisions
		RVIM Journal	Editorial Advisory Board	Advice on Abstract & Papers
		AIMS International	Advisory Board	Advice on Conference Themes, Awards recognition, etc
		Humanistic Management Network	Member – India Chapter	Encourage, Promote and support economic activities and business conduct of HMN in India
4	Dr. A.V. Ramana Acharyulu	Symbiosys International University	Subject Matter Expert	Evaluation of academic performance and assessment of skills and competencies for career decisions and recruitment decisions
		Symbiosys International University	External Examiner for PhD Programs	Review and evaluation of the progress of the doctoral scholars and their research project assessment
		KIIT University	External Examiner for PhD Programs	Review and evaluation of the progress of the doctoral scholars and their research project assessment
		Bharathiar University	External Examiner for PhD Programs	Review and evaluation of the progress of the doctoral scholars and their research project assessment
		Amrita University	Mentor and Advisor for eGovernance Case Project of GOI	Training and mentoring of case authors/ csae research project teams, planning and advisory inputs for field research and primary and secondary data collection; representing the project review meetings with Govt of India, internal review of case manuscripts and teaching notes under development
		Better World Foundation	Board member	Strategic assessments and evaluation of future growth and long term vision development
		Emerald Council of Management Cases Journal	Member	Advising on cases direction and focus areas; methods and models for improvement of teaching cases to be published and guidance to the case authors
5	Dr. Nagendra Hegde	Akshara Foundation	Member - Executive Committee	Advising Trustees on planning the events, fund management & Planning social activities in Bengaluru and executing them as planned

## **Annexure VIII**

### **Infrastructure**

#### **Classrooms & Learning facilities**

Indus Business Academy (IBA) was founded in the city of Bangalore in the late nineties when the city was emerging as the 'Knowledge City'. The opportunities that the city offered were ideas for the youth of the country to realize their potential. IBA's excellent infrastructure spreading across 8.5 acres was designed to provide an ideal learning environment. All resources are provided for including residential facilities, rich library, IT lab, common rooms and well-equipped classroom block. This helps students to be effective and efficient learners. With more than 3, 25,000 Sq. Ft. of built-up infrastructure in 8.5 acres of land exclusively dedicated to management education - IBA is unique in being one of the few reputed stand-alone B-Schools in Bangalore with all crucial infrastructure & quality systems allocated to a single program.

<b>FACILITY AVAILABLE IN EACH CLASSROOM, LANGUAGE LAB &amp; IT LAB</b>	
Symmetry of Table & Chair	1:1
White Board	YES
LED Projector	YES
Podium	YES
Audio Visual Equipment & Facility	YES
Wi-Fi Enabled campus	YES

<b>ADDITIONAL ACADEMIC INFRASTRUCTURE AND FACILITY DETAILS</b>	
Number of Auditorium / Seminar / Conference Rooms	3
Total Capacity of Auditorium/ Seminar/ Conference Rooms	100, 120 and 300
<b>FACILITY AVAILABLE IN AUDITORIUM/ SEMINAR/ CONFERENCE ROOMS</b>	
Audiovisual Equipment	YES
Total Number of Chairs Accommodated (as per the total capacity)	100, 120 and 300
White Board	YES
LED Projector	YES
Projector Screen	YES

**Salient features of IBA's infrastructure:**

- 8.5 acres lush green campus
- More than 3,25,000 Sq. ft. of built-up infrastructure
- 13 classrooms with distinct seating style and capacity (viz. Seminar style, classroom style and boardroom style)
- 3 state-of-art fully equipped auditoriums with 100, 120 & 300+ seating capacity
- 24x7 Wi-Fi enabled campus; 20 Mbps, 1:1 Symmetric
- Round-the-clock security in all parts of the campus with help of CCTV surveillance as well as stationed guards
- Well-equipped IT Lab with desktops having LAN connection in addition to laptops provided to every student as well as Faculty & Staff members
- IBA Sports Complex that consists of a mini stadium with volley ball & basketball courts, indoor games like TT, Carrom, chess etc. and a state-of-art modern gymnasium
- Amphitheatre with 800+ seating capacity
- Full-fledged KMC (Knowledge Management Centre) – Library with 11000+ books, close to 8000 titles, National & International journals & E-journals
- Residential facility with round-the-clock security with help of CCTV surveillance as well as stationed guards
- On-campus medical facility
- Fully vegetarian mess providing 4 times meal – Breakfast, Lunch, Evening snacks and dinner
- Faculty with on an average 15+ years of industry exposure
- Qualified and friendly staff members

**Library (Knowledge Management Centre)**

For an educational institution, library being critical is something stating the obvious. At one level, an assessment is through numbers. These of course are provided in detail. Yet there is life beyond numbers. A pertinent question is going beyond quantity towards quality. A journey towards quality is dynamic, a continuum. IBA is no exception to the same. A unique feature is the involvement of students in the management of the Knowledge Management Centre (KMC), IBA's library. It is they who help in acquiring books thus adding to the collection. The activity that entails a student

to go through the book reviews being published across the newspapers and on the e-commerce websites enable the identification of recent arrivals. This process facilitates procuring books that just hit the market. Therefore, it is not about mere numbers nor about text books or other reference books but about the books that are being released should be made available to the students in the shortest possible time. The very fact that students involve themselves in management of the same gives a leverage that enhances their utilization of the resources in the KMC. When one speaks about the resources, it is beyond the print into the digital. As the world moves digital, the KMC is not left behind with it ever increasing impressive addition of the titles. An instance to note is the fact that Jagadish Sheth Foundation chose to donate an array of titles in digital form to the IBA Library. Their decision was based on the conviction of IBA students will make the fullest utilization of their resources. To ensure students do not lose out on access to the resources, KMC remains open from 6 am upto midnight. Students are allowed to get the books issued subject to the rules of the library. They have the luxury of reading books in the library till the closing time. This is important given the fact, that the campus is residential and hence the students do not have worry reaching home late night. Thus even if they don't have the book issued, they can still read the books in the library including the reference ones. The datasets below illustrate the collection of resources in the library.

### **Abstract of Books, Journals, Magazines and Non Book Materials at IBA KMC Bangalore**

#### **1. Subject Wise List of Volumes & Titles of the Books**

<b>Sl. No.</b>	<b>Subject</b>	<b>Titles</b>	<b>Volumes</b>	<b>Intr. Jrnls.</b>	<b>Intr. Magz</b>	<b>Nat. Jrnls.</b>	<b>Nat. Magz.</b>	<b>e-Journals</b>
01	Accountancy & Financial Management	1139	1736	00	00	11	04	139
02	Business Communication	200	371	00	00	04	00	38
03	Economics	710	1030	04	01	09	02	1964
04	General	1107	2035	00	00	09	10	641
05	General Management, Ethics & Entrepreneurship	1383	3178	09	02	10	05	87
06	Human Resource Management	1407	2081	01	00	07	02	58
07	Law	206	284	00	00	01	00	257

08	Marketing Management	1562	2212	05	00	08	00	15
09	Quantitative Techniques/Stats & Maths	469	901	02	00	02	01	141
10	Systems and Information Technology	646	789	02	00	07	01	245
<b>Total</b>		<b>8829</b>	<b>14617</b>	<b>23</b>	<b>03</b>	<b>68</b>	<b>25</b>	<b>3585</b>

- **Total Project Reports – 3044**
- **Total Bound Volumes – 982**

**1a. Abstract of Multi Medias Available**

Sl. No.	Type of Non Book Material	Total
01	No. of Video Cassettes	38
02	No. of Audio Cassettes	38
03	No. of Floppies	18
04	Compact Disks	2675
05	DVD's	431

**1b. Abstract of the Research Papers Published / Written / Presented**

Sl. No.	By Faculty Members	By Students	Total
<b>01</b>	<b>248 Articles and Presentations</b>	<b>99</b>	<b>347</b>

**1c. Subject Wise List of Donated Books: -**

Sl. No.	Subject	Titles	Volumes
01	Accountancy & Financial Management	18	18
02	Business Communication	4	5
03	Economics	29	32
04	General	49	53
05	General Management, Ethics & Ent	19	22
06	Human Resource Management	37	39
07	Law	7	7
08	Marketing Management	13	19

09	Quantitative Techniques/Stats & Maths	39	42
10	Systems and Information Technology	30	31
	<b>Total</b>	<b>245</b>	<b>268</b>

## **2. Abstract of Journals & Magazines: -**

<b>Sl. No</b>	<b>Particulars</b>	<b>Total</b>
01	International Journals	23
02	International Magazines	03
03	National Journals	68
04	National Magazines	25
05	News Letters	01
06	News Papers (daily)	9

### **2a. List of International Journals: -**

<b>Sl. No</b>	<b>Name of the Journal</b>	<b>Duration</b>	<b>Subject</b>
01	Journal of Public Policy and Marketing	Half yearly	Mkt
02	International Journal of Marketing and HRD	Half Yearly	Mkt
03	International Journal of Advances in Developing Human Resources	Half Yearly	HRM
04	International Journal of Applied Management Science	Half Yearly	Mgt
05	International Journal of Business	Quarterly	Mkt
06	International Journal of Business & Economics	Tri-annual	Eco
07	International Journal of Business & Risk Management	Half Yearly	Mkt
08	International Journal of Business Policy & Economics	Half Yearly	Mkt
09	International Journal of Business Research & Technology	Half Yearly	Mkt
10	International Journal of Entrepreneurship Management & Management	Half Yearly	Ent
11	International Journal of Global Markets	Half Yearly	Mkt
12	International Journal of Logistics & Supply Chain Mgt	Half Yearly	Mgt
13	International Journal of Management & International Business Research	Half Yearly	Mkt
14	International Journal of Marketing Management & Research	Half Yearly	Mkt
15	International Journal of Operations Management	Half Yearly	Mgt.
16	International Journal of Retail Marketing	Half Yearly	Mkt
17	Journal of International Marketing	Quarterly	Mkt
18	Management services	Quarterly	Mgt

19	Leadership	Quarterly	HRM
20	Strategy + business	Quarterly	HRM
21	Academy of Management Review	Quarterly	MGT
22	Customer Relationship Management	Monthly	MGT
23	Harvard Business Review	Bio-monthly	MGT

**2b. List of International Magazines: -**

Sl. No.	Name of the Magazine	Duration
01	The Economist	Weekly
02	Time	Weekly
03	Wired	Monthly

**2c. List of National Journals: -**

Sl. No.	Name of the Journal	Duration	Subject
1	ASCI Journal of Management	Bi-annual	MGT
2	AMC Indian journal of Entrepreneurship	Bi-annual	MGT
3	IIMB Management Review	Quarterly	MGT
4	The Indian Journal of Economics	Quarterly	ECO
5	The Indian Journal of Labour Economics	Quarterly	ECO
6	Journal of Management and Entrepreneurship	Quarterly	MGT
7	Mass Communicator: Int. Jnl. Of Communication Studies	Monthly	GEN.
8	Organizational Management	Quarterly	HRM
9	Productivity	Quarterly	MGT
10	RBI Bulletin	Monthly	FIN. MGT
11	South Asian Journal of Management	Quarterly	MGT
12	IUP Journal of Brand Management	Quarterly	MGT
13	Arthashastra: Indian Journal of Economic Research	Monthly	ECO
14	Abhigyan	Quarterly	HRM



15	Asian Journal of Professional Ethics & Management	Quarterly	HRM
16	Fortune India	Monthly	FIN. MGT
17	Indian Journal of Research in Capital Market	Monthly	MRK
18	Forbes India	Monthly	MGT
19	IUP Journal of Applied Economics	Quarterly	ECO
20	IUP Journal of Applied Finance	Monthly	FIN. MGT
21	IUP Journal of Bank Management	Quarterly	FIN. MGT
22	IUP Journal of Business Strategy	Quarterly	FIN. MGT
23	IUP Journal of Corporate Governance	Quarterly	FIN. MGT
24	IUP Journal of Knowledge Management	Quarterly	MGT
25	IUP Journal of Management Research	Monthly	MGT
26	IUP Journal of Marketing Management	Quarterly	MKT
27	IUP Journal of Operations Management	Quarterly	OP. MGT
28	IUP Journal of Organization Behavior	Quarterly	HRM
29	IUP Journal of Supply Chain Management	Quarterly	OP. MGT
30	IUP Journal of Soft Skills	Quarterly	COMM.
31	Indian Journal of Finance	Monthly	FIN. MGT
32	Indian Journal of Marketing	Monthly	MRK
33	Indian Journal of Human Development	Tri-annual	HRM
34	Indian Journal of Corporate Governance		HRM
35	Prabandhan: Indian Journal of Management	Bi-Monthly	MGT
36	Pragjanan Journal of Social and Management Science	Quarterly	MGT
37	Southern Economist	Monthly	ECO
38	VINIMAYA	Quarterly	FIN. MGT
39	Journal of Accounting and Finance	Quarterly	FIN. MGT
40	Journal of Commerce and Accounting Research	Quarterly	ACC.

41	The Technoarete Transactions on Intelligent Data Mining and Knowledge	Thrice Annual	IT
42	An EP Journal of Vocational and Technical Education	Thrice Annual	IT
43	Global Journal of Educational Administration	Thrice Annual	HRM
44	Journal of Information Technology and Education System	Thrice Annual	IT
45	Journal of Knowledge Management and Information Technology	Thrice Annual	IT
46	Journal of Operations Management and Information Technology	Thrice Annual	IT
47	EP Journal of Heat and Mass Transfer	Thrice Annual	GEN
48	Asia Pacific Jnl.of Management, Research & Innovation	Quarterly	MGT
49	Foreign Trade Review	Quarterly	ECO
50	Global Journal of Emerging Market Economics	Quarterly	MRK
51	IIM Kozhikode Society & Management	Quarterly	MGT
52	Journal of Creative Communications	Monthly	COMM.
53	Indian Journal of Public Administration	Quarterly	HRM
54	Jindal Journal of Business Research	Quarterly	GEN
55	Journal of Emerging Market & Finance	Thrice Annual	FIN. MGT
56	Journal of Entrepreneurship	Semi annual	ENT
57	Journal of Human Values	Semi annual	HRM
58	Management and Labour Studies	Quarterly	ECO
59	Review of Market Integration	Quarterly	MRK
60	South Asian Journal of Business Management Cases	Quarterly	MGT
61	Vikalpa: The Journal For Decision Making	Quarterly	HRM
62	SEDME	Quarterly	MGT
63	Vision	Quarterly	MGT
64	Journal of South Asian Development	Semi annual	FIN. MGT
65	IUP Journal of Financial Risk Management	Quarterly	FIN. MGT
66	Focus : Journal of Intl. Business	Bi-annual	FIN. MGT
67	Current Contents in Management : Marketing	Monthly	MRK
68	Current Index of Management : Marketing	Monthly	MRK

**2d. List of National Magazines:-**

<b>Sl. No.</b>	<b>Name of the Magazine</b>	<b>Duration</b>
01	Business Manager	Fort Nightly
02	Business Today	Fort Nightly
03	Business World	Weekly
04	Civil Services Chronicle	Monthly
05	Competition Success Review	Monthly
06	Dalal Street	Fort Nightly
07	Economic and Political Weekly	Weekly
08	Effective Executive	Monthly
09	Electronics For You	Monthly
10	Frontline	Fort-Nightly
11	India Today	Weekly
12	Kurukshetra	Monthly
13	Management Accountant	Monthly
14	Outlook	Weekly
15	Outlook Business	Weekly
16	OutLook Money	Weekly
17	Pratyogita Darpan	Monthly
18	Readers Digest	Monthly
19	The Sports Star	Weekly
20	University News	Weekly
21	Yojana	Monthly
22	The Indian Banker	Monthly
23	Chartered Accountant	Monthly
24	Competition Affairs	Monthly
25	The Week	Weekly

**3. List of News Letters: -**

<b>Sl. No.</b>	<b>Name of the News Letters</b>	<b>Duration</b>	<b>Subject</b>
1	XIME	Annual	HRM

**4. List of News Papers Subscribed: -**

<b>Sl. No.</b>	<b>Name of the News Paper</b>	<b>No. of Copies</b>
1.	Bangalore Mirror	1
2.	Business Line	1
3.	Business Standard	1
4.	Deccan Herald	1
5.	Economic Times	2

6.	Financial Express	1
7.	Indian Express	1
8.	The Times of India	2
9.	The Hindu	1

## 5. Library Management Software:

- Library is enriched with SLIM++ Library Management Software for the purpose of Transactions of Library Books to staff and students, with Bar Code compatibility, Serial control system and Fine management.
- Library Books are classified as per the Dewey decimal Classification 20th Edition (Library of Congress)

## 6. Databases (For Students and faculty access)

- **Centre for Monitoring Indian Economy (CMIE)** (Prowess, Industrial Outlook and Economic Outlook)
- **EBSCOhost:** - E-Books collection holds more than 23400 e-books.
- **J-Gate (Social & Management Science):** - J-gate comprising books and journals more than & million Articles from 12000+ journals
- **DELNET** Institutional Membership
- **DELNET - World E-Book Library accessing facility:** - More than 4,00,00,000 books and 1,12,000 journals, 35 Lakhs E-books
- Tie up with **IIM-Ahmedabad NICMAN PROJECT** for the access of Online Resources for Reference for the usage by faculty members and Students
- Faculty, Staff and Students can access **Dalal Street** Journal online.
- Enriched with online access of **SAGE Publications** journals
- Collaboration with **British Council Library** for access to the Digital Library, which includes e-books, e-magazines, e-newspapers, e-resources, e-journals and e-learning.
- **NDLI Club Member:** - National Digital Library of India (NDLI) is a virtual repository of learning resources which is repository with search/browse facilities.
- Subscriber of Harvard Business School Publishing both Hardcopy and digital.

#### **7. KMC (Library) Infrastructures: -**

- Library is equipped with 3 systems for the Library organization activities and 2 Barcode Scanners
- Library is furnished with 2 additional systems from which students access the catalogue of the books available in the Library.
- Seating Capacity: 90 Students can be accommodated in the reference section of the Library.

Apart from which around 130 students can use the 3D centre (reading room) which is connected to the KMC for their reading and project work activity.

- Audio and Visual Room services is provided with DVD and Video Cassette Player to view Management related CD's, DVD's, Video Cassettes in the AV Room of KMC. 2 Multimedia PCs are dedicated for this purpose.
- Reprographic Services are provided at Nominal charges to the Users.
- Scanning Facility is provided.
- Apart from normal borrowing, overnight borrowing service is also provided based on the request of the user.

## **IT Infrastructure and Learning Management System**

### **IT Infrastructure:**

#### **Software Details**

Part Number	Product Description	Quantity Ordered	Coverage Period
312-04097	Microsoft® Exchange Server Standard All Languages License & Software Assurance Open Value Level E 1 Year Academic AP	1	2024-12-01 - 2025-11-30
5FV-00004	Microsoft® O365 E3 Edu Open Faculty All Languages Subscription Open Value Level E 1 Month Academic AP Add-on CCAL/ECAL/Office Pro Plus Renewal	35	2024-12-01 - 2025-11-30
2UJ-00011	Microsoft® Desktop Education All Languages License & Software Assurance Open Value Level E 1 Year Academic Enterprise	21	2024-12-01 - 2025-11-30
GU3-00001	Microsoft® O365 A1 Edu Open Student All Languages Subscription Open Value No Level 1 Month Academic	250	2024-12-01 - 2025-11-30
9EM-00292	Microsoft® Win Server Standard Core All Languages License & Software Assurance Open Value 16 Licenses Level E 1 Year Academic AP	1	2024-12-01 - 2025-11-30
S2Y-00002	Microsoft® M365 Apps Enterprise Open Student All Languages Subscription Open Value No Level 1 Month Academic Student Use Benefit	250	2024-12-01 - 2025-11-30

License ID	Product	Type	MAK Activations-Available
V9963981	Windows Server 2016 Standard	MAK	45
V9963981	Windows 10 Enterprise 2016 LTSC	MAK	50
V9963981	Windows 8 Enterprise N VDA - Windows 8 Enterprise N	MAK	50
V9963981	Windows Server 2016 MultiPoint Server Premium - Windows Server 2016 MutiPoint Server Premium	MAK	45
V9963981	Windows 8 Enterprise N	MAK	50

V9963981	Windows 7 Enterprise K Upgrade - Windows 7 Enterprise K	MAK	50
V9963981	Windows 8.1 Enterprise N VDA - Windows 8.1 Enterprise N	MAK	50
V9963981	Office LTSC Professional Plus 2021	MAK	50
V9963981	Windows 11 Enterprise LTSC 2024	MAK	50
V9963981	Windows 7 VECD for SA N Upgrade - Windows 7 Enterprise N	MAK	50
V9963981	Windows 8 Enterprise K	MAK	50
V9963981	Windows 7 Enterprise N	MAK	50
V9963981	Windows 7 Enterprise K	MAK	50
V9963981	Windows 7 Enterprise K VDA Upgrade - Windows 7 Enterprise K	MAK	50
V9963981	Windows 7 Professional Upgrade - Windows 7 Professional	MAK	50
V9963981	Windows Server 2019 Essentials	MAK	500
V9963981	Windows 10 Enterprise LTSC 2019	MAK	50
V9963981	Windows 11 Education N - Windows 10/11 Education N	MAK	50
V9963981	Windows 7 Enterprise N with SP1 - Windows 7 Enterprise N with Service Pack 1	MAK	50
V9963981	Windows 8.1 Pro N - Windows 8.1 Professional N	MAK	50
V9963981	Windows 7 Enterprise N Upgrade with SP1 - Windows 7 Enterprise N with Service Pack 1	MAK	50
V9963981	Windows 10 Enterprise 2015 LTSC - Windows 10 Enterprise LTSC	MAK	50
V9963981	Windows 10 Pro / Windows 10 Pro for Workstations - Windows 10 Professional	MAK	150
V9963981	Office LTSC Professional Plus 2024	MAK	100
V9963981	Windows 8 Pro - Windows 8 Professional	MAK	50
V9963981	Windows 10 Enterprise N 2015 LTSC - Windows 10 Enterprise N LTSC	MAK	50
V9963981	Windows 7 Professional K with SP1 - Windows 7 Professional K with Service Pack 1	MAK	50

V9963981	Windows 7 Enterprise with SP1 - Windows 7 Enterprise with Service Pack 1	MAK	50
V9963981	Windows 7 Enterprise VDA - Windows 7 Enterprise	MAK	50
V9963981	Office Professional Plus 2019	MAK	50
V9963981	Windows 11 Pro / Windows 11 Pro for Workstations - Windows 10/11 Pro - Windows 10/11 Pro for Workstations	MAK	150
V9963981	Windows 11 Enterprise N LTSC 2024	MAK	50
V9963981	Windows 7 Enterprise VDA Upgrade - Windows 7 Enterprise	MAK	50
V9963981	Windows 7 Professional N with SP1 - Windows 7 Professional N with Service Pack 1	MAK	50
V9963981	Windows 10 Enterprise N 2016 LTSC	MAK	50
V9963981	Windows 8.1 Enterprise	MAK	50
V9963981	Windows 7 Professional	MAK	50
V9963981	Windows 7 Enterprise N VDA Upgrade - Windows 7 Enterprise N	MAK	50
V9963981	Windows 10 Education N	MAK	50
V9963981	Windows 8 Enterprise VDA - Windows 8 Enterprise	MAK	50
V9963981	Core Infrastructure Server Standard - Windows Server 2022 Standard	MAK	45
V9963981	Core Infrastructure Server Standard - Windows Server 2025 Standard	MAK	45
V9963981	Windows 8.1 Enterprise VDA - Windows 8.1 Enterprise	MAK	50
V9963981	Windows 7 VECD for SA N - Windows 7 Enterprise N	MAK	50
V9963981	Windows 7 Professional K	MAK	50
V9963981	Office Professional Plus 2013	MAK	50
V9963981	Windows 10 Pro N / Windows 10 Pro N for Workstations - Windows 10 Professional N	MAK	50
V9963981	Windows 8.1 Enterprise N	MAK	50



V9963981	Windows 7 VECD N - Windows 7 Enterprise N	MAK	50
V9963981	Windows 8 Pro K - Windows 8 Professional K	MAK	50
V9963981	Windows Server 2025 Standard	MAK	45
V9963981	Windows 7 Enterprise	MAK	50
V9963981	Windows 8.1 Pro K - Windows 8.1 Professional K	MAK	50
V9963981	Windows 7 Enterprise Upgrade - Windows 7 Enterprise	MAK	50
V9963981	Windows 7 Professional Upgrade with SP1 - Windows 7 Professional with Service Pack 1	MAK	50
V9963981	Windows 8.1 Pro - Windows 8.1 Professional	MAK	50
V9963981	Windows 7 Enterprise Upgrade with SP1 - Windows 7 Enterprise with Service Pack 1	MAK	50
V9963981	Windows 8 Pro N - Windows 8 Professional N	MAK	50
V9963981	Windows 7 Enterprise N VDA - Windows 7 Enterprise N	MAK	50
V9963981	Windows 7 Professional K Upgrade - Windows 7 Professional K	MAK	50
V9963981	Windows 7 Enterprise K VDA - Windows 7 Enterprise K	MAK	50
V9963981	Windows Server 2022 Standard	MAK	45
V9963981	Windows 10 Enterprise LTSC 2021	MAK	50
V9963981	Windows 7 Professional K Upgrade with SP1 - Windows 7 Professional K with Service Pack 1	MAK	50
V9963981	Windows 7 Enterprise N Upgrade - Windows 7 Enterprise N	MAK	50
V9963981	Windows 10 Enterprise N LTSCÂ 2019	MAK	50
V9963981	Windows 10 Enterprise N LTSCÂ 2021 - Windows 10 Enterprise N LTSC 2021	MAK	50
V9963981	Windows 11 Education - Windows 10/11 Education	MAK	50
V9963981	Windows 7 Professional N	MAK	50
V9963981	Windows 7 Enterprise K Upgrade with SP1 - Windows 7 Enterprise K with Service Pack 1	MAK	50

V9963981	Windows 8 Enterprise	MAK	50
V9963981	Windows 7 Professional N Upgrade - Windows 7 Professional N	MAK	50
V9963981	Windows Thin PC	MAK	500
V9963981	Windows 8.1 Enterprise K	MAK	50
V9963981	Windows 8 Enterprise K VDA - Windows 8 Enterprise K	MAK	50
V9963981	Office Professional Plus 2016	MAK	50
V9963981	Windows 7 Professional with SP1 - Windows 7 Professional with Service Pack 1	MAK	50
V9963981	Windows 7 Enterprise K with SP1 - Windows 7 Enterprise K with Service Pack 1	MAK	50
V9963981	Office Professional Plus 2013 with SP1	MAK	50
V9963981	Windows 10 Education	MAK	50
V9963981	Windows 8.1 Enterprise K VDA - Windows 8.1 Enterprise K	MAK	50
V9963981	Windows 7 VECD N Upgrade - Windows 7 Enterprise N	MAK	50
V9963981	Windows 7 Professional N Upgrade with SP1 - Windows 7 Professional N with Service Pack 1	MAK	50
V9963981	Windows Server 2019 Standard	MAK	45
V9963981	Windows 11 Pro N / Windows 11 Pro N for Workstations - Windows 10/11 Pro N - Windows 10/11 Pro N for Workstation	MAK	50
V9963981	Win 7 - MAK	MAK	50
V9963981	Windows Thin PC MAK	MAK	500
V9963981	Office 365 Open Plan A3 Faculty	OSA	All
V9963981	M365 Apps for enterprise Open Stu	OSA	All
V9963981	Office 365 Education Open Students	OSA	All

### **Hardware Details**

<b>S. No.</b>	<b>Particulars</b>	<b>Qty.</b>
1	Number of PCs Installed	300
2	Number of Installed Printers	30
3	Number of Laptops	400
4	Speakers	34
5	Headset	06
6	Web Camera	04
7	Projectors	19
8	Server	06
9	Security Server (Sophos)	01
10	Amplifier & Mic System	13
11	Access Points	45
12	Switches	20
13	Routers	02
14	Voltage Stabilizer	01
15	Mixer	03
16	Xerox Machines	02
17	DVR CCTV	17
18	EPABX	01
19	Fax Machines	03

### **Learning Management System**

IBA uses Moodle as its LMS. This is deployed at a VPN hosted externally (<http://69.49.229.125/moodle/login/index.php>) and is accessible to all registered users of Moodle, namely the students and the faculty. The current installed version is 3.11. The current number of active users is around 400.

Moodle has been used primarily as:

- an online course outline,
- a calendar of events,
- online evaluation
- grade book for the students
- repository of question bank and archived courses to be shared and used by the faculty

It is used by the internal and external faculty of IBA and students.

### **Residential & Mess Facilities**

Solely to meet the requirements of the PGDM program, IBA has residential facilities that can easily accommodate 600 students. The residential wing consists of 2 boys' hostel and 1 girl's hostel with a capacity of 300, 200 and 100 respectively as well as a fully vegetarian mess serving 4 meals a day – breakfast, lunch, evening snacks and dinner.

Hostel features:

- Round the clock Wi-Fi connectivity
- Uninterrupted water connection (both hot & cold)
- Drinking water available on all floors
- Common room with flat screen TV and D2H connection
- Laundry exclusively for students and a general store for daily utilities
- Fire extinguishing equipment available at numerous key locations within hostel premises
- Generator connection to all hostels as well as rechargeable LED emergency lights set up at key locations within hostel premises
- Round the clock security with CCTV surveillance along with stationed security guards
- Various occupancy options

<b>Sharing options</b>	<b>Remarks</b>
Single sharing	Boys & Girls hostel
Double sharing	Boys & Girls hostel
Triple sharing	Boys hostel only
Double sharing with attached toilet	Boys & Girls hostel
Single sharing with attached toilet	Girls hostel only

## Sports Facility

### Indoor and Outdoor Sports Facilities

PGDM program at IBA is not just about academics. The emphasis is given to the all-round development of the individual in all aspects of their lives. The infusion of co-curricular aspects of the program allows students to develop their personality and explore their values to become more self-aware individuals that contribute holistically to society.

With this belief IBA has ensured good **recreation facilities** and activities that allow students to develop other parts of their personality. The campus has facilities like basketball and volleyball courts among outdoor games along with table tennis, chess and carrom equipment among indoor games in the **sports complex**. The sports complex also consists of a contemporary gymnasium for students to work on their physical health.

The IBA campus also houses an **amphitheater** which serves as host to cultural events like **Archish, Kalakshetra, festival celebrations** etc.

DETAILS OF RECREATIONAL AND OPEN SPACE FACILITY	
Number of Recreational Facility	4
FACILITY AVAILABLE	TOTAL CAPACITY
An <b>amphitheatre</b> to host Management & Cultural IBA events like IBA International Conference, Archish (IBA National Level Annual Management Fest), TEDxIBABangalore, etc.	800+ seating capacity
A mini stadium, which includes Volleyball, Basket Ball court	522 Sqm
IBA Sports Complex, which facilitates indoor games like Table Tennis & Carom	424 Sqm
State of the Art modern Gymnasium for the fitness enthusiasts	329 Sqm

### Medical Facility

The physical and mental health of students is of vital importance for their performance in the program, not only to excel academically but also to show up as their best selves in the world. In order to ensure students are well taken care of IBA has enabled the availability of an in-campus doctor who is a general physician. Students can consult the doctor whenever in need, who prescribes them and if possible, provides them medical support as per diagnosis. The doctor also refers certain cases to specialist doctors keeping IBA management informed as well, the expenses for which are mostly taken care by IBA. IBA also ensures availability of vehicles at all times in the campus should there be any kind of medical emergency.