

Quantum University, Roorkee

SELF ASSESSMENT REPORT FOR Master of Business Administration

Part A : Institution Details

1 Name and Address of the Institution

Quantum University, Roorkee,
Mandawar, 22km Mile Stone, Roorkee-Dehradun Highway (NH-73), Roorkee-247667, Uttarakhand

2 Name and Address of the Affiliating University, if applicable:

3 Year of establishment of the Institution

2018

4 Type of the Institution

Note : Edit institute type will cause changes in Criteria 1.1(program curriculum)

University(Autonomous Institution)

5 Ownership Status:

☐ Central Government	☒ Trust
☐ State Government	☐ Society
☐ Government Aided	☐ Section 25 Company
☒ Self financing	☐ Any Other(Please Specify)

6 Vision of the Institution:

To be a seat of learning where a student gains academic and professional excellence, stays connected with the inner self, imbibes respect for human values, and becomes a world citizen.

7 Mission of the Institution:

M1:To be a forward-looking, ever-evolving University of merit that shall continually strive to promote all-round excellence among all its stakeholders to create a rich, eternal legacy of trust.

M2:To imbibe values and ethics of global relevance such as gender and race equity, inclusive growth and also sustainable protection and care of the environment.

M3:To ensure a high core competence in students in their respective domains that cater to the changes in technology and dynamics of industry demand. The students should be adaptable to change and be life-long learners.

M4:To provide opportunities to students to nurture their skills in additional areas of knowledge, relevant to their times, through interdisciplinary pedagogy and robust Industry interface.

M5:To ensure wellness and well being of its students through a range of value addition programs and freedom to pursue ones passion in areas of interest, including sports, music, dance, theatre, community service, and many more.

M6:To be a stronghold of liberated students who believe in the rich cultural heritage of their country, but have a truly global orientation.

8 Details of all the programs offered by the institution:

Name of Program	Program Applied level	Start of year	Year of AICTE approval	Initial Intake	Intake Increase	Current Intake	Accreditation status	From	To	Program for consideration	Program for Duration
Master of Business Administration	PG	2018	N.A.	30	Yes	75	Applying first time	--	--	Yes	2

Sanctioned Intake for Last Five Years for the Master of Business Administration											
Academic Year						Sanctioned Intake					
2025-26						75					
2024-25						75					
2023-24						75					
2022-23						60					
2021-22						30					
2020-21						30					
2019-20						30					

9 Programs to be considered for Accreditation vide this application

S No	Level	Discipline	Program	Current Year Sanctioned Intake	Current Year Admission (in Nos.)
1	Post Graduate	Management	Master of Business Administration	75	66

10 Contact Information of the Head of the Institution and NBA coordinator, if designated:

Head of the Institution	
Name	Prof. (Dr.) Vivek Kumar
Designation	Vice Chancellor
Mobile No.	9760071971
Email ID	vicechancellor@quantumuniversity.edu.in

☒ NBA Coordinator, If Designated

Name	Dr.N.Murugalatha
Designation	Professor
Mobile No.	9756432932
Email ID	iqac@quantumuniversity.edu.in

PART B: Criteria Summary

Criteria No.	Criteria	Total Marks	Institute Marks
1	VISION, MISSION & PROGRAM EDUCATIONAL OBJECTIVES	50	50.00
2	GOVERNANCE, LEADERSHIP & FINANCIAL RESOURCES	100	100.00
3	PROGRAM OUTCOMES & COURSE OUTCOMES	100	100.00
4	CURRICULUM & LEARNING PROCESS	125	125.00
5	STUDENT QUALITY AND PERFORMANCE	100	88.23
6	FACULTY ATTRIBUTES AND CONTRIBUTIONS	250	250.00
7	INDUSTRY & INTERNATIONAL CONNECT	100	100.00
8	INFRASTRUCTURE	75	75.00
9	ALUMNI PERFORMANCE AND CONNECT	50	50.00
10	CONTINUOUS IMPROVEMENT	50	50.00
	Total	1000	988

Part B - Program Level Criteria

1 VISION, MISSION & PROGRAM EDUCATIONAL OBJECTIVES (50)

1.1 State the Vision and Mission of the Department and Institute (5)

Vision of the institute	To be a seat of learning where a student gains academic and professional excellence, stays connected with the inner self, imbibes respect for human values and environment.										
Mission of the institute	M1:To be a forward-looking, ever-evolving University of merit that shall continually strive to promote all-round excellence among all its stakeholders to ensure a high core competence in students in their respective domains that cater to the changes in technology and dynamics of industry demand. M2:To imbibe values and ethics of global relevance such as gender and race equity, inclusive growth and also sustainable 'protection' and 'care' of the environment. M3:To ensure a high core competence in students in their respective domains that cater to the changes in technology and dynamics of industry demand. M4:To provide opportunities to students to nurture their skills in additional areas of knowledge, relevant to their times, through interdisciplinary pedagogy. M5:To ensure wellness and well being of its students through a range of value addition programs and freedom to pursue one's passion in areas of interest. M6:To be a stronghold of liberated students who believe in the rich cultural heritage of their country, but have a truly global orientation.										
Vision of the Department	To be a resourceful centre for business education, nurturing ethical and visionary leaders with a global mindset, equipped with comprehensive knowledge and skills to excel in the business world.										
Mission of the Department	<table border="1"> <thead> <tr> <th>Mission No.</th><th>Mission Statements</th></tr> </thead> <tbody> <tr> <td>M1</td><td>Provide a holistic, interdisciplinary business education that emphasizes core principles, critical thinking, and practical skills.</td></tr> <tr> <td>M2</td><td>Foster an entrepreneurial and innovative mindset, enabling students to adapt to dynamic business environments.</td></tr> <tr> <td>M3</td><td>Cultivate ethical and socially responsible business practices, emphasizing sustainability and stakeholder engagement.</td></tr> <tr> <td>M4</td><td>Collaborate with industry and academia to offer experiential learning, internships, and networking opportunities for students.</td></tr> </tbody> </table>	Mission No.	Mission Statements	M1	Provide a holistic, interdisciplinary business education that emphasizes core principles, critical thinking, and practical skills.	M2	Foster an entrepreneurial and innovative mindset, enabling students to adapt to dynamic business environments.	M3	Cultivate ethical and socially responsible business practices, emphasizing sustainability and stakeholder engagement.	M4	Collaborate with industry and academia to offer experiential learning, internships, and networking opportunities for students.
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M4	Collaborate with industry and academia to offer experiential learning, internships, and networking opportunities for students.										

1.2 PEOs statements (5)

PEO No.	Program Educational Objectives Statements
PEO1	Graduates of the MBA program will successfully integrate core, cross-functional and inter-disciplinary aspects of management theories, models and world business, policy and social issues in a dynamic and complex world.
PEO2	Graduates of the MBA program will possess excellent communication skills, excel in cross-functional, multi-disciplinary, multi-cultural teams, and handle ambiguity and complexity.
PEO3	Graduates of the MBA program will be appreciative of the significance of Indian ethos and values in managerial decision making and exhibit values in their professional life.
PEO4	Graduates of the MBA program will be ready to engage in successful career pursuits covering a broad spectrum of areas in corporate, non-profit and social sectors.
PEO5	Graduates of the MBA program will be recognized in their chosen fields for their managerial competence, creativity & innovation, integrity & social responsibility, and effective and ethical leaders, managers, entrepreneurs, intrapreneurs and change-agents.

1.3 Dissemination among stakeholders (10)

Strategies for Dissemination of Vision, Mission & PEOs among Stakeholders

- **Multi-channel dissemination:** Display Vision, Mission and PEOs prominently on the university website, prospectus, admission material, student handbooks,
 - **Induction and orientation:** Communicate the Vision, Mission and PEOs during student induction, faculty/staff orientation and departmental induction progra
 - **Curriculum integration:** Ensure that Vision, Mission and PEOs are mapped with Programme Outcomes (POs), Course Outcomes (COs), curriculum structur
 - **Faculty awareness:** Conduct periodic faculty development/orientation sessions to explain the relevance of Vision, Mission and PEOs and their role in curricul
 - **Student awareness:** Organise departmental briefings, mentoring sessions, classroom discussions, seminars and student activities to reinforce awareness and u
 - **Department-level implementation:** Display the Vision, Mission and PEOs at the department level.
 - **Alumni and industry engagement:** Disseminate the Vision, Mission and PEOs during alumni meets, industry and Alumni interactions, placements and indus
 - **Continuous reinforcement and co-curricular event mapping:** The Vision, Mission and POs are continuously reinforced by systematically mapping t
- Institutional annual reports and quality-assurance initiatives.

Dissemination of Vision, Mission & PEOs among Stakeholders

	Vision	Mission	PEOs
University Website	✓	✓	✓
Prospectus	✓	✓	—
Admission Material	✓	✓	—
Student Handbooks	✓	✓	—
Campus Signage	✓	✓	✓
Student Induction	✓	✓	✓
Faculty/Staff Induction	✓	✓	✓
Syllabus	✓	✓	✓
Teaching Learning Activities	✓	✓	✓
Faculty development/ Orientation	✓	✓	✓
Mentoring Session	✓	✓	✓
Seminar	✓	✓	—
Alumni Meeets	✓	✓	—
Industry & Alumni Interaction	✓	✓	—
Instutional Event	✓	✓	✓
Co-curricular & extra Curricular activities	✓	✓	✓
Institutional Annual Reports	✓	✓	—
Quality- assurance Initiatives	✓	✓	—

1.4 Formulation process (15)

Process for defining the Vision and Mission of the Department, PEOs

In establishing the vision and mission of the department, PEOs, the following steps were followed:

Step 1: Review the Institutional Vision and Mission to ensure alignment with the University's Development Plan and the Graduate Attributes planned by the University.

Step 2: Constitute a Department Vision, Mission and PEO Committee comprising the Dean Academics, Members of BOM, HoD, Sr. faculty members, IQAC representatives.

Step 3: Collect stakeholder feedback through surveys, meetings, alumni interactions, employer feedback, exit surveys, SSG, and Board of Studies (BoS) meetings.

Step 4: Analyze the feedback and benchmark with AICTE, UGC, NBA guidelines, NEP, Graduate attributes as per identification by the University, and leading national universities.

Step 5: Draft the Department Vision, reflecting the long-term aspirations of the department.

Step 6: Formulate the Department Mission, defining the strategies and activities to achieve the Vision.

Step 7: Define the Program Educational Objectives (PEOs) based on the Vision, Mission, stakeholder expectations, industry requirements, and Program Outcomes (POs).

Step 8: Review and validate the draft Vision, Mission, and PEOs through the SSG, IQAC, and Board of Studies (BoS) and finally a committee consisting of Sr. faculty members.

Step 09: Obtain approval from the Academic Council and BOM.

Step 10: Disseminate the approved Vision, Mission, and PEOs through the department website, prospectus, student and faculty handbooks, classrooms, laboratories, and other appropriate media.

Process for Defining the Vision and Mission of the Department, PEOs



**Disseminate the approved Vision, Mission, and PEOs**

Through the department website, prospectus, student and faculty handbooks, classrooms, laboratories, orientation programmes, and display boards.

1.5 Consistency of PEOs with the mission (15)

Mapping of PEOs with Mission Statement-1 (M1)

PEOs	Justification of Mapping with Mission Statement-1 (M1)
PEO1	Strongly supports M1 by integrating management theories with real-world practices.
PEO2	Aligns with M1 through communication and teamwork across diverse contexts, enhancing interdisciplinary learning.
PEO3	Moderately supports M1 by embedding Indian ethos into managerial education, adding cultural depth.
PEO4	Reinforces M1 by preparing graduates for varied career paths and lifelong learning.
PEO5	Contributes to M1 by ensuring competence, creativity, and innovation rooted in holistic education.

Mapping of PEOs with Mission Statement-2 (M2)

PEOs	Justification of Mapping with Mission Statement-1 (M1)
PEO1	Supports M2 by applying frameworks to dynamic business and policy issues.
PEO2	Strongly aligns with M2 by preparing graduates to manage risk, ambiguity, and complexity.
PEO3	Supports M2 by encouraging value-centered leadership, which complements innovation.
PEO4	Strongly supports M2 by preparing graduates for entrepreneurial ventures and adaptability.
PEO5	Reinforces M2 through creativity, innovation, and recognition in diverse fields.

Mapping of PEOs with Mission Statement-3 (M3)

PEOs	Justification of Mapping with Mission Statement-1 (M1)
PEO1	Moderately supports M3 by addressing social issues in managerial solutions.
PEO2	Aligns with M3 through appreciation of diverse contexts and responsible teamwork.
PEO3	Strongly supports M3 by embedding Indian ethos and value-centered leadership.
PEO4	Moderately supports M3 by encouraging socially responsible career pursuits.
PEO5	Strongly supports M3 by emphasizing integrity, ethics, and sensitivity to social relevance.

Mapping of PEOs with Mission Statement-4 (M4)

PEOs	Justification of Mapping with Mission Statement-1 (M1)
PEO1	Strongly supports M4 by applying theories to real-world practices and industry contexts.
PEO2	Strongly aligns with M4 by excelling in multi-disciplinary, multi-cultural teams.
PEO3	Supports M4 by promoting leadership values, though less directly tied to industry collaboration.
PEO4	Strongly supports M4 by preparing graduates for diverse career pursuits and professional growth.
PEO5	Strongly supports M4 by ensuring graduates are recognized as ethical leaders and industry-ready professionals.

Mission–PEO Justification

Mission	PEO1	PEO2	PEO
M1: Provide a holistic, interdisciplinary business education that emphasizes core principles, critical thinking, and practical application.	Strongly supports M1 by integrating theories with real-world practices.	Enhances interdisciplinary learning through communication and teamwork.	Adds cultural depth v educati
M2: Foster an entrepreneurial and innovative mindset, enabling students to adapt to dynamic business environments.	Applies frameworks to dynamic business and policy issues.	Strongly prepares graduates to manage risk, ambiguity, and complexity.	Supports innovator centered lea
M3: Cultivate ethical and socially responsible business practices, emphasizing sustainability and stakeholder engagement.	Addresses social issues in managerial solutions.	Promotes responsible teamwork across diverse contexts.	Strongly supports eth leadersl

M4: Collaborate with industry and academia to offer experiential learning, internships, and networking opportunities for industry readiness and professional growth.	Strongly applies theories to industry contexts and practices.	Strongly aligns through excellence in multi-disciplinary, multi-cultural teams.	Supports industry c promoting leade
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PEO Statements	M1	M2	M3	M4
Graduates of the MBA program will successfully integrate core, cross-functional and inter-disciplinary aspects of management theories, models and frameworks with the real world practices and the sector specific nuances to provide solutions to real world business, policy and social issues in a dynamic and complex world.	3 ▾	2 ▾	2 ▾	3 ▾
Graduates of the MBA program will possess excellent communication skills, excel in cross-functional, multi-disciplinary, multi-cultural teams, and have an appreciation for local, domestic and global contexts so as to manage continuity, change, risk, ambiguity and complexity.	2 ▾	3 ▾	2 ▾	3 ▾
Graduates of the MBA program will be appreciative of the significance of Indian ethos and values in managerial decision making and exhibit value centered leadership.	2 ▾	2 ▾	3 ▾	2 ▾
Graduates of the MBA program will be ready to engage in successful career pursuits covering a broad spectrum of areas in corporate, non-profit organizations, public policy, entrepreneurial ventures and engage in life-long learning.	2 ▾	3 ▾	2 ▾	3 ▾
Graduates of the MBA program will be recognized in their chosen fields for their managerial competence, creativity & innovation, integrity & sensitivity to local and global issues of social relevance and earn the trust & respect of others as inspiring, effective and ethical leaders, managers, entrepreneurs, intrapreneurs and change-agents.	2 ▾	2 ▾	3 ▾	3 ▾

2 GOVERNANCE, LEADERSHIP & FINANCIAL RESOURCES (100)

2.1.1 Governance Structure and Policies (30)

2.1.1.1. Governing Structure (10)

The following table presents the institutional governing, academic and administrative bodies, along with their composition, major functions and responsibilities, and frequency of meetings. committee constitution.

Sl. No.	Name of the Body/Committee	Composition/Membership	Functions and Responsibilities	F
1.	Board of Governors (BoG)	Mr Ajay Goyal President, Quantum University, Dr Vivek Kumar Vice-Chancellor (Member Secretary), Prof. Dhyan Singh Arya Academician, Department of Hydrology, IIT Roorkee, Dr. Rajendra Prasad Mangain Academician, Prof. Doon University, Dehradun, Dr. Ranjeet Sinha Principle Sec./Sec., Dept of Higher Edu of UK, Dr. Vinod Sharma Administration/Corporate/Mgmt./IT etc., Mr. Dinesh Goyal administration/Corporate/Mgmt./IT etc., Mr. S.S. Banga administration/Corporate/Mgmt./IT etc., Prof A.K. Karnataka Academician, Mr Anil Goyal Entrepreneur, Mr Naresh Garg Entrepreneur, Mr Praveen Garg Entrepreneur, Mr Pankaj Gupta Entrepreneur, Mr. B.B. Pandey (Rtd IAS) Academician and Disting. Administration	Provides strategic direction, approves major policies and plans, and monitors the overall institutional and academic performance.	

2.	Board of Management	Dr. Vivek Kumar Vice-Chancellor, Mr. Shobhit Goyal Entrepreneur, Mr. Shanky Garg Entrepreneur, Mr. Sushil Agarwal Entrepreneur, Prof. A.K. Khare Academician, Dr Ranjeet Sinha Principal Sec./Sec., Dept. of Higher Edu. , Prof. Brij Mohan Singh Deans/Principals/Directors(QST), Prof. Manish Srivastava Deans/Principals/Directors (QSB) Dr. Santosh Verma Deans/Principals/Directors (QSHS) Prof. Satendra Kumar Professors, Prof. Murugalatha Professors, Mr Sandeep Rohilla Finance Officer, Prof. Amit Dixit Registrar (Member Secretary)	Ensures implementation of approved policies, administrative decisions and institutional development plans.
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3.	Academic Council	Dr. Vivek Kumar Vice Chancellor, Quantum University, Dr. Ashu Rani Sahai Vice Chancellor, Agra University, Dr. Amit Dixit Registrar (Member Secretary), Dr. N. Murugalatha Kannan Professor, Dr. Gaurav Aggarwal HOD, Quantum School of Agricultural Studies, Dr. Brij Mohan Singh Dean/Director QST, Dr. Satendra Kumar HOD, Department of Computer Science & Engineering, Dr. Rajeev Agarwal Director, GL Bajaj Institute of Technology, Dr. Manish Srivastava Dean , Dean/Director QSB, Dr. Varsha Gupta Associate Professor, Department of Humanities & Social Sciences, Dr. Santosh Kumar Verma Dean, School of Health Sciences, Dr. Himanshu Chaurasia Professor, Department of Pharmacy, Dr. Nirmesh Sharma Associate Professor, Department of Business Administration, Prof. K.G. Suresh Director , Habitat Center New Delhi, Prof. Sunil Parik Prof. NIFTEM Sonipat	Approves curriculum, academic regulations, examination-related academic policies and teaching-learning processes.	
4.	Finance Committee	Mr Ajay Goyal President, Mr Shobhit Goyal Member Mr Shanky Garg Member Mr Prakhar Goyal Member Mr. Sandeep Rohilla Member Secretary Dr. Vivek Kumar Invited Member	Oversees financial planning, budgeting, expenditure and resource allocation.	

5.	Board of Examination	Prof. Vivek Kumar Vice Chancellor, Prof. A.K. Khare Professor and Advisor, Mr. Mukesh Kumar Asstt Professor, Dr. Satendra Kumar Associate Professor, Dean Academics, Dr. Manish Srivastava Dean QSB, Dr. Amit Dixit Registrar, Mr. M. Kannan COE, Dr. Santosh Verma Professor	Supervises the conduct of examinations, evaluation processes and declaration of results.	
6.	Board of Studies	Dr. Nirmesh Sharma — Professor & Head BBA, Quantum University Prof. (Dr.) V.K. Singh — Head, Department of Management Studies & Dean, Faculty of Management Studies, GKV, Haridwar Mr. Shivam Goel — Director, Albest Industries & Presto Tech Pak, Bhagwanpur Ms. Kalpana Sharma — Sr. HR Executive, AXA Parenterals Ltd., Roorkee Dr. Pushpender Singh — Head, DEEPRO, Quantum University Dr. Mousmi Goel — Associate Professor & HOD MBA, Quantum University Dr. Amit Saini — Associate Professor, MBA, Quantum University Dr. Mehak — Associate Professor, Quantum University Dr. Vinay Pal Singh — Associate Professor, Quantum University Dr. Ankur Sharma — Associate Professor, Quantum University Dr. Ram Praveesh — Associate Professor, Quantum University	Recommends curriculum structure, syllabus revision, course content and academic improvements.	

		Prof. Vivek Kumar Vice-Chancellor, Er. Shobhit Goyal Member of Trust Board, Prof. A. K. Khare Advisor, Mr. Sandeep Rohilla Finance Officer, Dr. Somya Goyal Senior Faculty, Dr. A.K. Seth Senior Faculty, Dr. Murugalatha Senior Faculty, Prof. S.C SHARMA Department of ECE, IIT Roorkee, Prof. Ashu Rani, Vice Chancellor, Agra University Agra, Prof. Rajeev Agarwal Director, GLB, Gr. Noida, Mr. Dinesh Goyal Industrial Expert, Prof. Dr.Amit Dixit Dean Research, Dr. Santosh Kumar Verma Dean of Faculty HS, Dr. Brij Mohan Singh Dean of Faculty of Technology, Dr Gaurav Aggarwal Dean of Faculty Agri.		
7.	University Research and Advisory Board		Guides research policies, promotes innovation and monitors institutional research activities.	27/0 18/0 28/0 27/0 22/0 27/0

8.	IQAC Committee	Dr. Vivek Kumar Vice Chancellor	Ensures quality assurance, conducts academic audits, coordinates accreditation activities and promotes continuous improvement.	12/0
		Dr. Amit Dixit Registrar		16/0
		Dr. Satender Kumar Dean Academics		21/0
		Dr. Karan Babbar Dean, Student Welfare		05/0
		Dr. Gaurav Aggarwal Associate Dean, Department of Agriculture		12/0
		Dr. Himanshu Chaurasia Professor, Department of Pharmacy		02/0
		Dr. Amrita Kumari Assistant Professor, Department of Computer Science and Engineering		20/0
		Dr. Shobhit Srivastava Assistant Professor, Department of Mechanical Engineering		06/0
		Mr. Ankur Rana Assistant Professor, Department of Computer Application		22/1
		Dr. Asheesh Malik Assistant Professor, Department of Agriculture		14/0
		Ms. Saloni Arora Assistant Professor, Department of Applied Medical Sciences		
		Ms. Shalini Verma Assistant Professor, Department of Business Administration		
		Mr. Akshay Garg Assistant Professor, Department of Law		
		Er. Shobhit Goyal Member, Board of Management		
		Mr. Krishna Nandan Student Representative, B.Tech CSE IV Year		
		Mr. Ankur Jain Student Representative (Alumni)		
		Mr. Himanshu Tyagi Alumni Representative		
		Mr. Naresh Garg Industry Representative		
		Mr. Gautam Kapoor Industry Representative		
		Dr. Manish Srivastava Dean, Faculty of Business		
		Dr. Brij Mohan Singh Dean, Faculty of Technology		
		Dr. Mridula Singh Department of Computer Application		
		Dr. M. Kannan Department of Mechanical Engineering		
		Dr. Karan Babbar Department of Civil Engineering		
		Dr. Pushpendra Singh Department of Business Administration		
		Mr. Ravi Shankar Upadhyay Department of Media Studies & Design		

		Dr. Ira Rana Department of Law Dr. Vinay Pal Department of Commerce & Finance Dr. Varsha Gupta Department of Humanities & Social Sciences Dr. Ajay Kumar Sharma Department of Sciences Mr. Alok Prasad Department of Hospitality & Tourism Dr. Gaurav Aggarwal Department of Agricultural Studies Dr. N. Murugalatha Department of Paramedical Sciences Dr. Santosh Kumar Verma Department of Pharmacy Ms. Saloni Arora Department of Applied Medical Sciences Dr. N. Murugalatha Coordinator/Director, IQAC		
9.	NEP Implementation Committee	Dr. Satendra Kumar Dean Academics, Prof. Vinay Nangia Expert EX-Dean IIT, Roorkee, Prof. A.K. Khare Ex Pro VC, Uttar Pradesh Technical University, Lucknow Prof. H.S. Verma Vice Chancellor, Shakumbhari State University, Saharanpur, Mr. Shobhit Goyal Member BOM, Dr. Manish Sharma Dean Faculty of Technology, Quantum University Dr. Manish Srivastava Dean Faculty of Business, Dr. Nirmesh Associate Professor, Faculty of Business, Dr. Mausami Associate Professor, Faculty of Business Dr. Varsha Associate Professor, Faculty of Graduate Studies Dr. A.K. Seth Professor, Faculty of Graduate Studies Dr. Pushpendra Singh Nodal Officer, DEEPRO	Facilitates implementation of NEP guidelines, academic reforms and multidisciplinary educational practices.	15/0 20/0 20/1 01/0 25/0 10/0 06/1

10.	University Research Committee	Dr Brij Mohan Singh Dr Manish Shrivastava Dr AK Seth Dr Satender Kumar Dr Santosh Verma Dr Gaurav Aggarwal Dr Nirmesh Sharma Dr Mridula Dr Amit Dixit	Reviews and monitors University-level research policies, research performance and strategic research initiatives.	
11.	Research Development Committee	Dr. Vivek Kumar — Vice Chancellor and convener of RDC Dr. Amit Dixit — Dean, PhD Program/ Registrar Dr. Gaurav Aggarwal — Dean Research Dr. Manish Shrivastava — Dean, Faculty of Business & Management Dr. Brij Mohan Singh — Dean, Faculty of Technology Dr. Satender Kumar — Dean Academics Dr. Nirmesh Sharma — Coordinator, BBA Dr. Santosh Kumar Verma — Principal, School of Health Sciences Dr. Vinay Pal Singh — Associate Professor, Dept. of Commerce External Members Dr. Avdhesh Khare — Mechanical Engineering — Ex. Pro Vice Chancellor, UPTU Dr. S C Sharma — CSE — IIT Roorkee, Saharanpur Campus Dr. Durga Toshniwal — CSE — IIT Roorkee Dr. Sandip Vijay — CSE — Director, Tula's Institute, Dehradun Dr. Sangeeta Sidola — Assistant Professor, N & D — Government Degree College, Thathur, Tehri Garhwal Dr. Pankaj Madan — FMS, Management — Gurukul Kangri Deemed to be University Dr. K. Bhatia — CSE — Gurukul Kangri Deemed to be University Dr. Satyendra Mittal — Civil Eng — IIT Roorkee Dr. Debashish Ghosh — CSE — IIT Roorkee Dr. Meenakshi Tamta — Department of Home Science — Govt. PG College, New Tehri	Promotes research culture, facilitates project proposals and identifies funding opportunities.	07/0 14/0 26/0 17/0 07/0 17/0 23/0 30/0

12.	Research Ethics Committee	Dr. Santosh Kumar Verma — Chairperson	Ensures ethical standards in research and compliance with applicable research regulations.	20/0
		Dr. Gaurav Aggarwal — Member Secretary		28/0
		Dr. Shivani Tyagi — Convener		12/0
		Dr. Vipin Sharma — External Expert		16/1
		Dr. Kshitij Agrawal — External Expert		27/1
		Dr. Darshika Nigam — Member		
		Dr. Himanshu Chaurasia — Member		
		Dr. A. K. Seth — Member		
		Dr. Sandeep Kumar — Member		
		Dr. Mehak — Member		
		Dr. Ashish Saini — Member		
13.	Library Committee	Dr. Vivek Kumar	Monitors library resources, services, subscriptions and learning support systems.	20/0
		Vice Chancellor, Mr. Hemant Katiyal		14/0
		Librarian, Mr.Pushpender Singh		15/0
		Associate Professor, Department of Management		24/1
		Ms.Pooja Barthwal		
		Assistant Professor-Department of Agriculture		
		Dr.Murgulatha		
		Associate Professor-Department of Agriculture		
		Mr.Karan Babbar		
		Assistant Professor-Department of Civil		
		Mr.Himanshu Tyagi		
		Assistant Professor Department of Computer Science		
		Mr.Ankur Rana		
		Assistant Professor-Department of Computer Science		
		Dr.Ashok Seth		
		Professor-Department of Applied Science		
14.	Medal committee	Mr.Vaihav Rathi	Plans and organizes convocation ceremonies and related academic events.	18/1
		Assistant Professor-Department of Pharmacy		20/1
		Dr. Darshika Nigam		13/1
		Associate Professor-Department of Applied Medical Science		20/1
		Dr.Somya Goyal		
		Professor-Department of Business		
		Dr Vivek Kumar Vice Chancellor		
		Dr Satender Kumar Dean Academics		
		Dr M Kannan COE		
		Dr Karan Babbar PROPS Coordinator		
		Mrs Shalini Verma GP Coordinator		
		Mr Arjun Bhardwaj Senior Faculty		

15.	Examination Committee (Pre & Post)	Dr. M. Kannan – Controller of Examination (C.O.E.), Dr. Satender Kumar – In-Charge, Online Examinations, Mr. Vipin Kumar Saini – Centre Superintendent – Exam Conduction, Mr. Naveen Bahuguna – Deputy Centre Superintendent – Question Paper Generation and Distribution, Mr. Sohan Lal – Coordinator – Results Preparation and Compilation	Manages pre-examination and post-examination processes, including scheduling, logistics, evaluation and result-related activities.	10/0 26/0 23/0 08/0 25/0 09/0 19/0 06/0
		Prof. (Dr.) Vivek Kumar (President, Innovation Cell) Dr. Himanshu Chaurasia (Vice-President, IIC), HS Mr. Varun Tiwari, CEO (Genesis) Dr. Amrita Kumari (Convener, IIC & Coordinator IIC Portal), EEE Mr. Mukesh Kumar, Coordinator (IPR, Patents, Research Extension Activities & KAPILA), ME Dr. Nirmesh Sharma, Member, BBA Dr. Mausmi Goel, Member, MBA Dr. Ashish Saini, CSE Dr. Varsha Gupta, Member, Commerce Dr. Asheesh Malik, Agriculture Mr. Vaibhav Rathi, HS Mr. Amit Kumar, CSE Ms. Sakshi Sharma, CE Dr. Sandeep Kumar, HS Dr. Ankur Sharma, BBA Mr. Rohan Chaudhary, CSE Mr. Ankit Manori (Newly Joined, HM) Mr. Himanshu Verma (Newly Joined, CSE) Ms. Akansha Chauhan (Newly Joined, CSE) Ms. Akansha Jain (Newly Joined, HS) Mr. Shantanu Shekhar (Newly Joined, Law) Mr. Devendra Singh (Newly Joined, Media) Dr. Srishti Raturi, Convener, GENESIS	Promotes innovation, entrepreneurship, incubation, intellectual property and start-up activities.	
16.	Innovation Council / QUIC			

17.	Placement & CRC Committee	Dr. Pushpender Singh DEEPRO Mr. Manoj Bansal DEEPRO Ms. Nadia Aleem DEEPRO Mr. Shekhar Rana DEEPRO Mr. Ashish Kumar Department of Computer Science – B.Tech Mr. Abhishek Kumar Department of Computer Science – B.Tech Mr. Mayank Chauhan Department of Computer Science – B.Tech Mr. Rajashri Banerjee Department of Computer Science – B.Tech Mr. Anurag Chandna Department of Computer Applications – BCA + MCA Mr. Bhanu Pratap Department of Computer Applications – BCA + MCA Mr. Ankur Jain Department of Engineering – B.Tech Mechanical/Electrical/Civil + Diploma Dr. Himanshu Chaurasiya Department of Pharmacy – B.Pharm + D.Pharm Mr. Sourabh Chandra Department of Paramedical Sciences – BMRIT + BMLT + N&D + BPTP Mr. Sachin Kumar Department of Hospitality & Tourism – BHM + CHM Dr. Mehak Department of Business Administration – MBA Dr. Mehak Department of Business Administration – BBA Mr. Nishant Kumar Department of Law – BA LLB + BBA LLB Dr. Abhinav Srivastava Department of Media Studies & Design – B.Com + BA + BJMC + B.Sc. (Animation) Dr. Shivani Tyagi Department of Agricultural Studies – B.Sc. (Agriculture) Dr. Nishant Khandelwal Department of Sciences	Facilitates placements, internships, industry interaction, career counselling and employability enhancement.
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18.	Student Council	President – Mr. Prem Kumar (B.Tech CSE), Vice President – Mr. Satyam Kumar Singh (BBA 3rd Year), Secretary – Mr. Sumit Singh Bisht (B.Tech CSE Final Year), Treasurer – Ms. Sanvi Gupta (B.Sc N&D),	Represents student interests and supports student engagement, leadership and University activities.	
19.	Grievance / Compliance & Liaison Units	Dr Brij Mohan Singh-Convenor Mr Arjun- Co-Convenor Dr Satender Kumar Member Dr Manish Srivastava Member Dr Pushpender Singh Member Dr N. Murugalatha Member Dr Saloni Arora Member Dr Md Iqdal Member Mr Divyanshu Puri Student Member	Addresses grievances, ensures regulatory compliance and maintains liaison with relevant stakeholders and authorities.	
20.	ICC (Internal Complaints Committee)	Dr. N. Murugalatha Director IQAC, Dr. Saloni Arora Applied Medical Sciences (Convenor), Dr. Naznin Humanities & Social Sciences, Ms. Pooja Singh Pharmacy, Dr. Nirmesh Sharma Business Administration, Dr. Mousmi Goel Business Administration, Dr Noopur Jaiswal Humanities & Social Sciences, Ms Swarnim Law, Dr Varsha Commerce.	Addresses complaints related to sexual harassment and promotes gender sensitization and a safe working environment.	

21.	Sub-Specialty Group	Chairman SSG Dr. Manish Shrivastava Finance Prof. Pushpender Singh Dr. Mehak Dr. Amit Saini Dr. Sana Zaidi Marketing Dr. Nirmesh Sharma Dr. Ankur Sharma Dr. Ravikant Jaiswal Human Resource Management Dr. Mousmi Goel Ms. Shruti Rawat Ms. Shalini Verma Dr. Pooja Kohli General Management Dr. Ram Pravesh Dr. Ritu Bharti Mr. Varun Tiwari Mr. Varun Aggarwal	Provides subject-specific academic and professional inputs for curriculum enrichment, specialization and quality improvement.	2
				2
22.	University Academic Committee	Prof. Vivek Kumar — Vice Chancellor Dr. Manish Srivastava — Director, QSB Dr. Brij Mohan Singh — Director, QST Dr. Satender Kumar — Dean Academics Dr. M. Kannan — COE & Coordinator, ME Dr. Santosh Kumar Verma — Principal, Health Sciences Dr. N. Murghulatha — HOD, Paramedical Sciences Dr. Gaurav Agarwal — HOD, Agricultural Studies Mr. Alok Prasad — HOD, QSHT Dr. Mridula — HOD, Computer Applications Mr. Karan Babbar — Coordinator, Civil Engineering Dr. Nirmesh Sharma — Coordinator, BBA Dr. Varsha Gupta — Coordinator, HSS Ms. Saloni Arora — Coordinator, QSHS Dr. Ira Rana — Coordinator, Law Mr. Ravi Upadhyay — Coordinator (MS&D) Mr. Ankur Rana — Program Officer, CA Mr. Chunnu Lal — Program Officer, CSE Dr. Ajay Kumar Sharma — Coordinator, Sciences Dr. Vinay Pal — Coordinator, B.Com	Reviews University-level academic matters, monitors academic standards and recommends improvements in academic policies and practices.	1/10.
				3/12
				04/1.
				03/3.
				06/5.
				25/9.
				30/1.
				10/5.
				11/1.
				05/3.
				15/3.
				19/1.

23.	Anti-Ragging Committee	Dr Vivek Kumar Vice Chancellor, Dr. Amit Dixit Computer Science & Engineering Mr. Lalit Saini LMD Mr. M.kannan Mechanical Engineering Mr. Pushpender Singh Business Administration Mr. Karan Babbar Civil Engineering Dr. Manish Business Administration Mrs. Saloni Arora Applied Medical Sciences Dr. Ajay Kumar Sharma Sciences, Dr. Gaurav Aggarwal Agriculture Mr. Arjun Bhardwaj Law Mrs. Shalini Verma Business Administration Dr Varsha Gupta Business Administration Dr Santosh Kumar Verma Pharmacy Dr Nirmesh Sharma Business Administration Dr. N. Murugalatha Paramedical Sciences Dr. Satveer Singh CSE Dr. Noopur Jaiswal (Girls Hostel Warden) Mr. Sanjiv Kumar Tiwari (Asst. Hostel Warden) Mr. Gautam Kumar (Asst. Hostel Warden) Mr. Akash Singh (Asst. Hostel Warden) Mr. Pankaj Singh (Sports Officer) Ms Tulsi (Girls Hostel Asst. Warden) Dr Mousmi Goel Business Administration	Prevents and monitors incidents of ragging; creates awareness regarding anti-ragging regulations; receives and addresses complaints; ensures strict compliance with UGC/University anti-ragging guidelines; recommends appropriate disciplinary action in cases of violation.
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24.	School Research Committee (SRC)	Prof. (Dr.) Vivek Kumar — in the Chair Dr. Manish Srivastava — Convener (School of Business) Dr. Amit Dixit Dr. Satender Kumar Dr. Gaurav Aggarwal Dr. Vinay Pal Singh Dr. Varsha Gupta Dr. Amit Saini Dr. Nirmesh Sharma	Promotes and monitors research activities within the School; reviews research proposals and progress; facilitates research collaborations, publications, patents and funded projects; encourages interdisciplinary and innovative research; ensures adherence to research ethics and institutional research policies.
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25.	Discipline Committee	Mr. M. Kannan — Mechanical Engineering Mr. Pushpendra Singh — Business Administration Dr. Amit Dixit — Computer Science & Engineering Mr. Lalit Saini — LMD Mr. Satender Kumar — Computer Science & Engineering Mr. Karan Babbar — Civil Engineering Mrs. Saloni Arora — Applied Medical Sciences Dr. Ajay Kumar Sharma — Sciences Dr. Santosh Kumar Verma — Pharmacy Dr. Himanshu Chaurasiya — Pharmacy Mr. Chunnulal — Computer Science & Engineering Mr. Ankur Rana — Computer Applications Dr. Vinay Pal Singh — Commerce & Finance Mr. Arjun Bharadwaj — Law Dr. Gaurav Aggarwal — Agricultural Studies Mr. Ravi Upadhye — Media Studies Dr. Nirmesh Sharma — Business Administration Dr. Mousmi Goyal — Business Administration Dr. Akhilesh Yadav — Law Dr. Amit Saini — Business Administration Dr. Ankur Sharma — Business Administration Dr. Rajkumar — Computer Science & Engineering Mr. Abhishek Aggarwal — Sciences Mr. Sachin Pandey — Hotel Management Ms. Pooja Kholi — Business Administration Dr. Brijmohan — Dean, QST Dr. Manish Shrivastav — Dean, QSB	Maintains discipline and orderly conduct across the University; examines cases of misconduct or violation of university rules; conducts inquiries where required; recommends appropriate corrective or disciplinary measures in accordance with university regulations.	
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26.	Gender Sensitization Cell	Dr. Vivek Kumar – Vice Chancellor Dr. Amit Dixit – Computer Science & Engineering Mr. Pushpender Singh – Business Administration Dr. A.K. Seth – Sciences Mr. Karan Babbar – Civil Engineering Mrs. Gunjan Agarwal – Sciences Mrs. Saloni Arora – Applied Medical Sciences Dr. Ajay Kumar – Sciences Ms. Swarnim – Law Ms. Rimmi Chhabra – Computer Science & Engineering Ms. Neha Garg – MBA, 1st Year Ms. Kushi Puniya – MBA, 1st Year Ms. Rama Sharad – BBA, 2nd Year Ms. Sonali Sharma – BBA, 2ndYear Mr. Shivam Parakash – B.Tech, 3rd Year Mr. Harshit Panchal – BA LLB, 2nd Year Mr. Sarthak – BCA, 2nd Year	Promotes gender equality, dignity, inclusivity and a safe academic environment; conducts awareness and sensitization programmes; addresses concerns related to gender discrimination and harassment; promotes respect, equality and gender-sensitive practices across the University.
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Notice, Minutes of meeting and ATR of BOG (AY 2024-25)



Board of Governors



Date: 23.11.2024

Time: 02:30 PM-4:30 PM

11th Meeting of BOG

Venue: Conference Room

Sr. No	Name	Post/ Designation	Signature
1	Mr. Ajay Goyal	President, Quantum University	
2	Dr. Vivek Kumar	Member Secretary, Vice Chancellor, Quantum University	
3	Mr. Praveen Garg	Distinguished Person	
4	Prof. Dhyan Singh Arya	Member, BOG	Absent
5	Prof. A.R. Karnatak	Academician	Absent
6	Dr. Rajendra Prasad Mangin	Member, BOG	Online attended
7	Mr. Anil Goyal	Distinguished Person	Online attended
8	Mr. Nareish Garg	Distinguished Person	Online attended
9	Mr. Pankaj Gupta	Distinguished Person	
10	Mr. D.D. Pandey (Retd IAS)	Special Invitee	Absent
11	Prof. Vinod Sharma	Corporate Member	Absent
12	Mr. Dinesh Goyal	Corporate Member	Online attended
13	Mr. S.S. Banga	Corporate Member	Online attended

14. An A.S. Garg Representative of Govt. Online attended

Vivek Kumar
23/11/24Vice Chancellor
Quantum University
Rohtak, India

The DETAILED AGENDA
FOR
THE ELEVENTH MEETING
OF
THE BOARD OF GOVERNORS

DATE- Saturday, 23rd Nov'24, Timing: 02:30 PM-4
Venue: Conference Room, Quantum University, Ro

Item No. 11.1: To confirm the minutes of the Tenth meeting of 1
Quantum University dated on 4th March 2024.

Tenth meeting of BOG was conducted on 4th March 2024. The min
attached herewith. The minutes will be presented to the board in
(Appendix BOG 11.1)

Item No. 11.2: To present an Action Taken Report (ATR)
recommendations made in the last meeting of Board of G
Quantum University.

Item No.	Agenda	
10.1	To confirm the minutes of Ninth meeting of BOG held on 7 th Oct 2023.	Minutes
10.2	To present the Action Take Report (ATR) of 10 th meeting of the BOG on the decisions in the meeting	ATR
10.3	To consider and approve the second Institutional Development Plan (IDP 2023-28)	2 nd IDP
10.4	To consider and approve audited financial report for FY 2022-23	Report
10.5	To present the report regarding the 3rd convocation of Quantum University.	No fur

THE DETAILED AGENDA FOR THE ELEVENTH MEETING OF BOG, DATE: 23rd November

10.6	To apprise board regarding important decisions taken in 10th Meeting of BOM. 1) New Programs (i.e BPT, M.Pharm and B.Tech Electronic Engineering from AY 2024-25) 2) Student's Sanction Intake AY 2024-25 3) Admitted Students AY 2023-24 4) Faculty Post created for AY 2024-25 5) To apprise the board regarding research, innovations, community service and PDs	Following action have been taken: 1. Started BPT (30), B.Tech Electronic Engineering (30), M.Pharm (Pharmacuetics) (15), M.Pharm (Pharmacology) (15), from AY 2024-25. 2. No further action required. 3. No further action required. 4. No further action required. 5. No further action required.
10.7	To apprise the Board regarding the NAAC submission.	DVV is successfully conducted. Expected to have the peer team visit by NOV -DEC 2024.
10.8	Any other point with the permission of the chair.	No further point was discussed.

The Board of Governors is requested to approve the ATR.

Item 11.3: To apprise and seek approval of the BOG regarding the Annual Report of 2023-24 submission to the Government of Uttarakhand

The Draft of Annual Report (Appendix BOG 11.3) for the AY 2023-24 is attached herewith for the kind consideration of the BOG which will be presented in the meeting for the approval.

Item 11.4: To apprise the Board regarding various important decisions taken in the eleventh meeting of BOM held on 17th October 2024.

11.4.1: To apprise the board regarding initiation of New Programs i.e BPT (30 Seat intake), M.Pharm (Pharmacuetics- 15 Seats), M.Pharm (Pharmacology-15), B.Pharm (60 to 180), and B.Tech Electronic Engineering (30 Seat intake) from AY 2024-25.

THE DETAILED AGENDA FOR THE ELEVENTH MEETING OF BOG, DATE- 29th November 2024

Page 2 of 4

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Item 11.5 To consider and apprise the board

The 4th Convocation of Quantum University Honorable Governor of Uttarakhand is invite The Vice Chancellor of the University has pr Retd) for Award of Honoris Causa who's pr 11.5) for the approval of the BOM.

During the Convocation total 877 student completed all the academic requirements, which has been approved by Academic Co 2024. The medal tally for the students which 25th Nov, 2024. There are 6 PhD scholars requirements except the final PhD defense 2024 will be permitted by the Academic co Degree if they are able to complete all the in the PhD scholars are as follows:

S.N.	Scholar Name	Course
1	Anjali Kumar Bhatnagar	Management
2	Harvinder Singh	Management
3	Anshul Kumar Singh	CSE
4	Ashwani Kumar Vashishtha	CSE
5	Himanshu Gupta	CSE
6	Himanshu Tyagi	CSE

THE DETAILED AGENDA FOR THE ELEVENTH MEETING OF BOG



Item 11.6 To consider and approve the continuation of Appointment of Vice Chancellor.

Dr. Vivek Kumar is the Vice Chancellor of the Quantum University.

Please take reference of Section 18 (3), Uttarakhand Private University Act, 2023 (Uttarakhand Act no 02 of 2024) which states "Provided that the Vice Chancellor shall be eligible for reappointment subject to the approval of the Board of Governors".

The President of the BOG is pleased to reappoint him as Vice Chancellor. The University seeks the approval of BOG in this matter.

Item 11.7 To consider and approve the fee fixation committee as per the Section 52 of the Uttarakhand Private University Act, 2023 (Uttarakhand Act no 02 of 2024).

Quantum University is proposing the Fee Fixation Committee for FY 2024-25 for the period of Three years with immediate effect.

S. No	Name of the Person	Affiliation & Post
1.	Mr. Shobhit Goyal	Member of Board of Management, Convener
2.	Dr. Manish Shrivastava	Dean Faculty of Business, Quantum University, Rooskee, Member
3.	Mr. Harshit Gupta	Chartered Accountant, N Kumar Gupta Associates Dehradun, Member
4.	Dr. Amit Dutt	Registrar, Quantum University, Rooskee, Member
5.	Mr. Sandeep Rohilla	Finance Officer, Quantum University, Rooskee, Member Secretary

Members of BOG are requested to approve the Committee.

Item 11.8 Any other point with the permission of Chair

Shobhit Goyal
Member Secretary

THE DETAILED AGENDA FOR THE ELEVENTH MEETING OF BOG: DATE: 23rd November 2024

2024-25
Quantum University
Rooskee, India



MINUTES OF THE THE 11th MEETING OF THE BOARD OF GOVERNORS

DATE: Saturday, 23rd Nov. 24, To
Venue: Conference Room, Quantum University, Rooskee

The 11th meeting of Board of Governors was held at Quantum University, Rooskee in hybrid mode. The following members were present in the meeting:

S. No	Name	Position in B.O.G.
1	Mr. Ajay Goyal	President, Q.U.
2	Dr. Vivek Kumar	Vice-Chancellor
3	Prof. Dhyan Singh Arya	Academician (Hydrology, IIT)
4	Dr. Rajendra Prasad Mangai	Academician
5		Academician
6		Academician
7		Principal Sec.
8	Dr. Vinod Sharma	Administration
9	Mr. Umesh Goyal	Administration
10	Mr. S.S. Ranga	Administration
11	Prof. A.K. Kamatake	Academician
12	Mr. Arul Goyal	Distinguished
13	Mr. Nareish Garg	Distinguished
14	Mr. Praveen Garg	Distinguished
15	Mr. Parikaj Gupta	Distinguished
16	Mr. B.B. Pandey (Retd IAS)	Academician
17	Prof. (Dr) Vivek Kumar	Member Secy

At the onset of the meeting Shri Ajay Goyal welcomed all the members on the occasion of 9th anniversary of Quantum University. He requested the members to join in the blessings of Lord Ganesha and Mata Saraswati paying floral tributes, the Chairman sought the



proceedings of the meeting. After permission of the house, the President requested the Vice Chancellor and Member Secretary, BOG Dr. Vivek Kumar to take up the agenda points. The Vice Chancellor took up the detailed agenda points for the discussion.

Item No. 11.1: To confirm the minutes of the Tenth meeting of the Board of Governors of Quantum University dated on 4th March 2024.

The Tenth meeting of BOG was conducted on 4th March 2024. The minutes of the meeting were circulated today in the meeting. The minutes were presented to the board for final consideration. (Appendix BOG 11.1) All members of the board approved the minutes.

Item No. 11.2: To present an Action Taken Report (ATR) on the decisions / recommendations made in the last meeting of the Board of Governors (BOG) of Quantum University.

Item No.	Agenda	Action
10.1	To confirm the minutes of Ninth meeting of BOG held on 7 th Oct 2023.	Minutes were confirmed.
10.2	To present the Action Take Report (ATR) of 9 th meeting of the BOG on the decisions in the meeting.	ATR was confirmed.
10.3	To consider and approve the second Institutional Development Plan (IDP 2023-28).	2 nd IDP plan was approved.
10.4	To consider and approve audited financial report for FY 2022-23.	Report was approved.
10.5	To present the report regarding the 3 rd convocation of Quantum University.	No further action required.

MINUTES OF THE ELEVENTH MEETING OF BOG, 14th Oct 2024 (Page No. 002)

Page 2 of 11

Vivek Kumar
Vice Chancellor
Quantum University
Bhatnagar, India



proceedings of the meeting. After per Vice Chancellor and Member Secretary points. The Vice Chancellor took up B

Item No. 11.1: To confirm the minutes of Quantum University dated on 4th March 2024.

The Tenth meeting of BOG was on meeting were circulated today in the for final consideration. (Appendix BOG minutes)

Item No. 11.2: To present an Action Taken Report (ATR) on the decisions / recommendations made in the last meeting of the Board of Governors (BOG) of Quantum University.

Item No.	Agenda	Action
10.1	To confirm the minutes of Ninth meeting of BOG held on 7 th Oct 2023.	Minutes were confirmed.
10.2	To present the Action Take Report (ATR) of 9 th meeting of the BOG on the decisions in the meeting.	ATR was confirmed.
10.3	To consider and approve the second Institutional Development Plan (IDP 2023-28).	2 nd IDP plan was approved.
10.4	To consider and approve audited financial report for FY 2022-23.	Report was approved.
10.5	To present the report regarding the 3 rd convocation of Quantum University.	No further action required.

MINUTES OF THE ELEVENTH MEETING OF BOG, 14th Oct 2024 (Page No. 002)



Item 11.5 To consider and approve the board regarding 4th Convocation.

The Member Secretary informed the members of the board that the 4th Convocation of Quantum University is scheduled to be held on 30th Nov-2024. The Honorable Governor of Uttarakhand is invited to be the Chief Guest of the convocation.

During the Convocation total 87 students (including PhD scholars) who have completed all the academic requirements, will be conferred degree/ diploma/certificate which has been approved by Academic Council in its 11th Meeting dated 17th October 2024. The modal tally for the students which has been approved by the BOM dated on 23rd Nov, 2024. There are 6 PhD scholars who have successfully completed all the requirements for the PhD degree. The detail of the PhD scholars are as follows:

S.N	Scholar Name	Course	Academic Session (Enrollment Year)	University Enrollment Number
1.	Arjant Kumar Bhainagar	Management	July 2019	QU1902701001
2.	Harvinder Singh	Management	December 2019	QU1902701002
3.	Anshul Kumar Singh	CSE	July 2020	QU2005701003
4.	Ashwani Kumar Vashishtha	CSE	July 2020	QU2005701004
5.	Himanshu Gupta	CSE	July 2020	QU2005701005
6.	Himanshu Tyagi	CSE	July 2020	QU2005701006

The board members approved the 4th Convocation of the University.

Item 11.6 To consider and approve the continuation of Appointment of Vice-Chancellor.

MINUTES OF THE 11TH MEETING OF BOM, DATED 23rd November 2024

Page 4 of 11

Umesh Kumar
Vice Chancellor
Quantum University
Dehradun, India



The Member Secretary apprised the members of the Board regarding the appointment of the Vice Chancellor.

Dr. Vivek Kumar is the Vice Chancellor of Quantum University. According to the reference of Section 18 (3), UPEA (Uttarakhand Private Education Act no 02 of 2024) which states "The Vice Chancellor shall be eligible for reappointment subject to the approval of the BOM. The President of the BOM is pleased to reappoint Dr. Vivek Kumar as the Vice Chancellor of Quantum University. The members of the BOM approved the reappointment of Dr. Vivek Kumar as the Vice Chancellor of Quantum University.

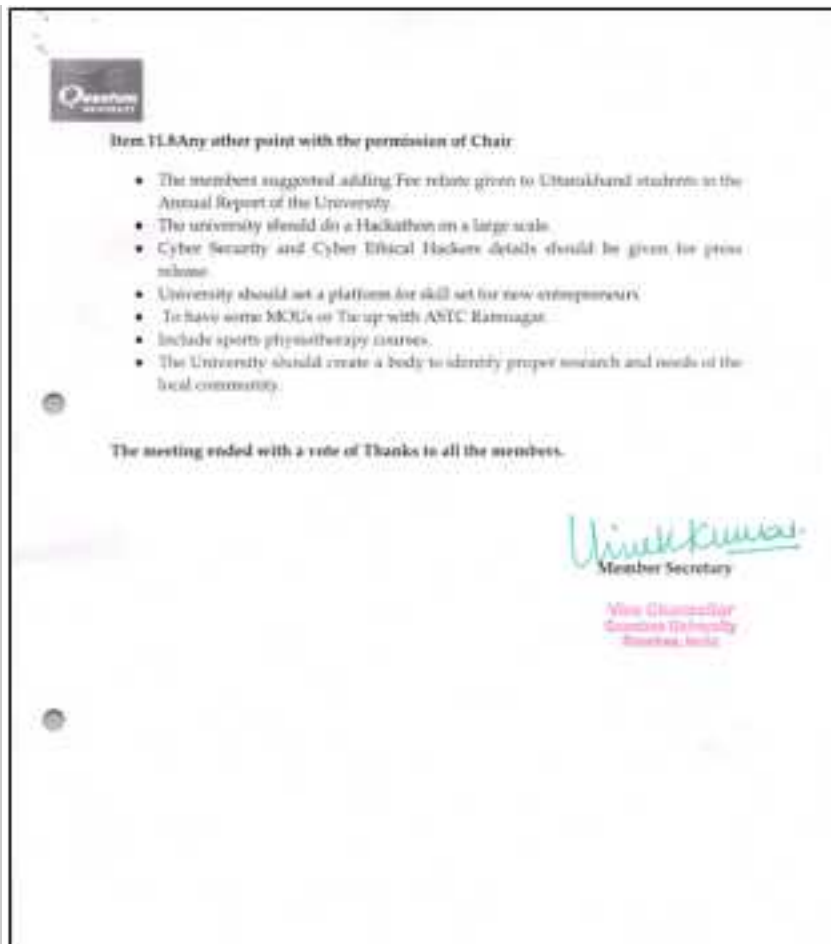
Item 11.7 To consider and approve the fee fixation for the Uttarakhand Private University Act, 2023 (UPEA).

The Member Secretary informed the members of the Board regarding the fee fixation for the Uttarakhand Private University Act, 2023 (UPEA). The Member Secretary proposed the fee for the period of Three years with immediate effect.

S. No	Name of the Person	Affiliation & Post
1.	Mr. Shobhit Goyal	Member of Board
2.	Dr. Manish Sharma	Dean Faculty of Management, Member
3.	Mr. Harshit Gupta	Chartered Accountant, Member
4.	Dr. Anil Dixit	Registrar, Quantum University
5.	Mr. Sandeep Bohla	Finance Officer, Member Secretary

The Members of BOM approved the fee fixation suggested to add one member from BOM also in it.

MINUTES OF THE 11TH MEETING OF BOM, DATED 23rd November 2024

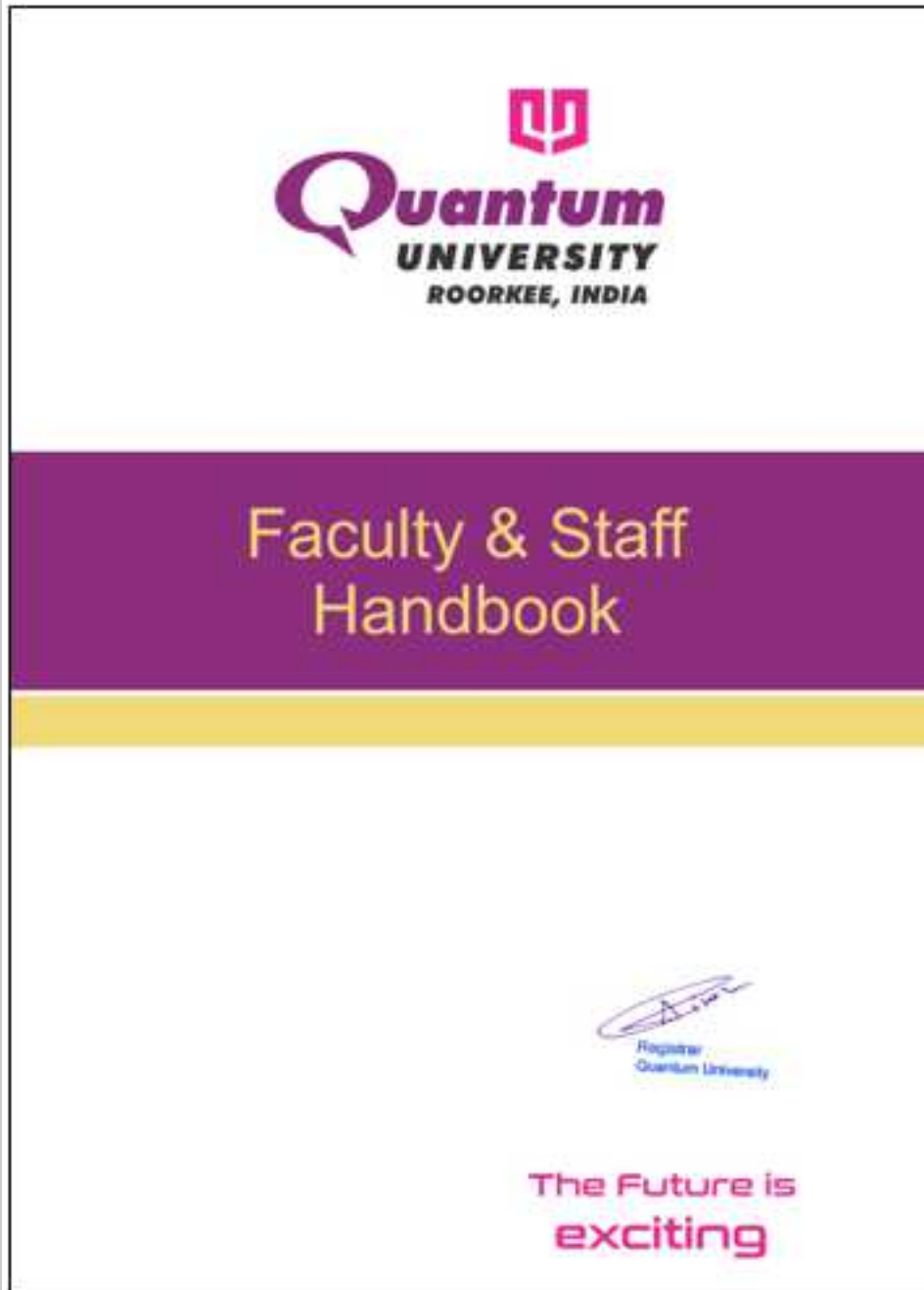


2.1.1.2. Service Rules (10)

Quantum University has a comprehensive Faculty & Staff Handbook containing the service rules and regulations applicable to faculty and staff members. The handbook i professional ethics, and leave rules.

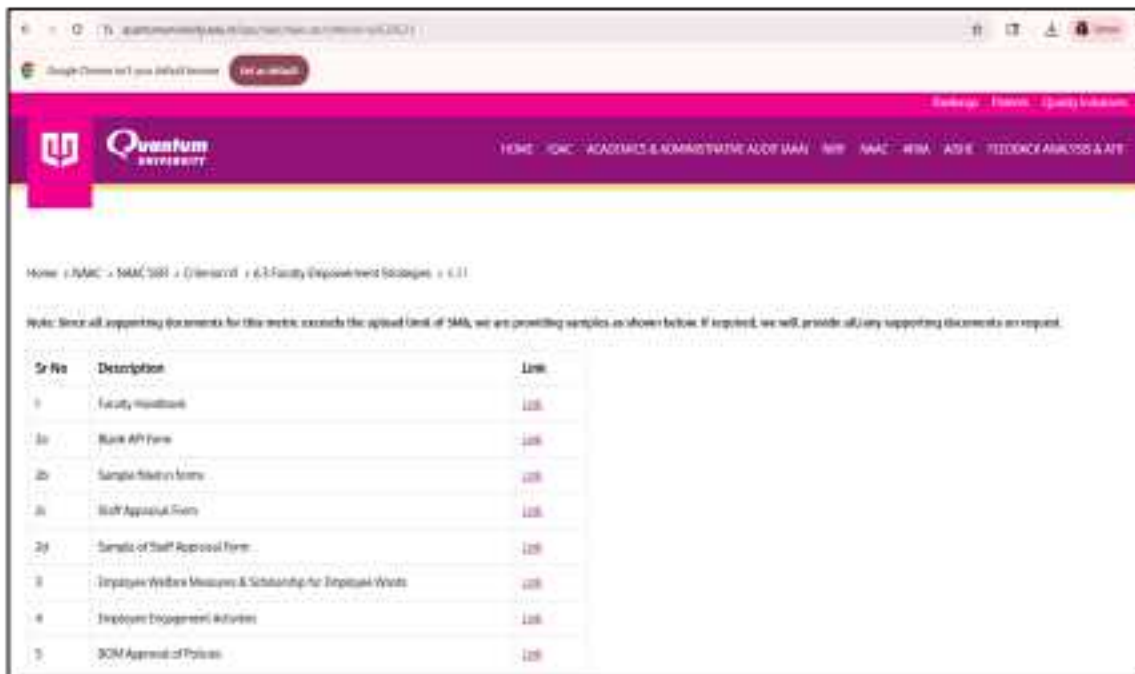
The Faculty & Staff Handbook was approved by the Board of Management in its 2nd meeting held on 23 June 2018 and is made available to all faculty and staff mem Induction/Orientation Programme. Employees are expected to familiarize themselves with the institutional rules and regulations and comply with them during their service.

The handbook is digitally available on the Institutional Website and a printed copy is maintained in the University Library for the reference of faculty and staff members. Thi



The handbook is also available on the Institutional Website for reference:

Institutional Website : <https://iqac.quantumuniversity.edu.in/media/docs/c7/7.1.10/faculty-handbook.pdf> (<https://iqac.quantumuniversity.edu.in/media/docs/c7/7.1.10/facult>
<https://iqac.quantumuniversity.edu.in/media/docs/c7/7.1.10/hv-handbook.pdf> (<https://iqac.quantumuniversity.edu.in/media/docs/c7/7.1.10/hv-handboo>



Home > NAAC > NAAC 500 > (Internal) > 6.3-Faculty Empowerment Strategies > 6.3.1

Note: Since all supporting documents for this metric exceeds the optimal limit of 5MB, we are providing samples as shown below. If required, we will provide all the supporting documents on request.

Sr No	Description	Link
1	Faculty Handbook	Link
2a	Blank APN Form	Link
2b	Sample Submission Form	Link
3a	Staff Appraisal Form	Link
3b	Sample of Staff Appraisal Form	Link
4	Employee Welfare Measures & Scholarship for Displaced Women	Link
5	Employee Engagement Activities	Link
6	BCM Approval of Policies	Link



Dr. Vivek Kumar, Honorable Vice-chancellor addressing Faculty and Staff



Dr. Satender Kuma

2.1.1.3. Policies (5)

The University has well-defined, documented and implemented policies of governance to ensure transparency, accountability, academic quality, stakeholder participation and effective institutional management, statutory bodies, faculty, administrative staff and students.

Table : Policy Approval score HR Policies

S. No	Policies
1	Faculty Appraisal Policy & API
2	Staff Leave Policy
3	Recruitment Policy and Promotion Policy
4	Maternity Leave Policy
5	Loan Facility for Staff and Faculty

Employee Welfare & Support Policies

S. No	Policies
1	Transport Support Policy
2	Divyangjan Policy
3	Sexual Harassment Policy
4	Day Care Centre Policy
5	Compliance Policy
6	SC, ST, and OBC Cell Policy

Performance, Incentives & Recognition

S. No	Policies
1	Incentive Policy for Regional , State, National
2	National International Award Policy
3	Research Paper Incentive Policy
4	Policy for Medals

Faculty Development & Academic HR Policies

S. No	Policies
1	SOP for Appointing Adjunct Faculty Member
2	(QGAP) Policy for Teaching Assistantship (Ver 1.0)
3	Policy for JRF SRF

Workplace Ethics & Conduct

S. No	Policies
1	Ethics Policy and Code of Conduct
2	Grievance Redressal Policy
3	Policy for Gender Equity

Administrative HR Framework

S. No	Policies
1	Faculty and Staff Handbook
2	ERP Policy Rights and Authorisation

Stakeholder Participation in Policy Development

The policies are formulated and reviewed through appropriate statutory and administrative bodies such as the Board of Management, Academic Council, Finance Committee, IQAC and other stakeholders.

Extent of Awareness Among Faculty and Students

Awareness regarding institutional policies is created through:

- Faculty and Staff Handbook
- Student Handbook
- Faculty and student orientation programmes

- University website and official communication channels
- Quantum University Website link: <http://iqac.quantumuniversity.edu.in/policies>

2.1.1.4. Strategic Plan (5)

The University has a well-defined and systematically implemented Strategic Plan for the period 2022–2027. The Strategic Plan provides the institutional roadmap for achieving academic excellence, engagement, and institutional growth. The Strategic Plan for the Academic Years 2022–27 was approved by the Board of Governors on 4 March 2024.

Subsequently, in accordance with the UGC Guidelines for Institutional Development Plans (IDP), the University reviewed and reframed its Institutional Development Plan to align it with the UGC guidelines, incorporating strategic objectives, measurable targets, implementation mechanisms, and monitoring processes across key institutional enabler parameters.

The revised Institutional Development Plan (IDP) was placed before the 13th Meeting of the Board of Management held on 8 November 2025 for seeking approval.

The Strategic Plan and revised IDP were developed through a participatory process involving the management, academic leadership, faculty members, administrative departments, IQAC, and statutory bodies, institutional committees, and review meetings. Progress is assessed against the identified goals and targets, and necessary modifications are incorporated based on institutional feedback.

The approved Strategic Plan and Institutional Development Plan (IDP) are available on the official University website for access by faculty, students and other stakeholders. The availability and monitoring of the implementation of the strategic objectives.

Link of Website :

Implementation of Strategic Plan

S. No.	Strategic Plan 2022–27	Corresponding IDP 2023–27	Implementation at Quantum University
1	Academic Excellence – curriculum improvement, NEP alignment, faculty development and student-centred learning	Academic Enablers	Curriculum revision in line with NEP 2020; implementation of multidisciplinary and flexible learning; outcome-based education; integration of skill development, blended learning and digital pedagogy
2	Research Empowerment – research centres, external funding, publications and interdisciplinary research	Research, Intellectual Property and Supportive Enablers (RIPSE)	Strengthening research ecosystem, faculty-student research, externally funded projects, research collaboration and IP creation
3	Entrepreneurship and Innovation Ecosystem – strengthening of QUIC, start-up policy and technology transfer	Research & IP Enablers + Networking Enablers	Promotion of incubation, start-ups, innovation activities, pre-incubation training, technology transfer and faculty consultancy
4	Industry Partnerships and Collaboration – joint research, internships and industry advisory input	Networking and Collaboration Enablers	Industry engagement in curriculum development, research, internships, training, placements and collaborative projects
5	Global Recognition and Collaboration	Networking and Collaboration Enablers	Development of national and international academic and research collaborations; promotion of knowledge exchange and wider institutional engagement
6	Infrastructure and Technology – laboratories, research facilities, computing resources and technology upgradation	Physical Enablers	Development and upgradation of laboratories, classrooms, research facilities and student support infrastructure
7	Digital Transformation – LMS, VR, AR and AI-enabled education	Digital Enablers + Academic Enablers	Expansion of ERP and LMS, digital learning, online resources, smart technologies and technology-enabled teaching-learning
8	Student Support and Experience – counselling, career development, extracurricular activities and student engagement	Academic Enablers + HR and Support Systems	Mentoring, career counselling, placement and internship support, skill development, scholarships and holistic student development
9	Welcoming and Inclusive Environment	Governance, Academic and HRM Enablers	Implementation of inclusive policies, gender sensitisation, equal opportunity
10	Holistic Well-being and Success	HRM and Academic Enablers	Faculty and student development, wellness initiatives, professional development and support systems
11	Social Impact and Community Engagement	Networking and Collaboration + Academic Enablers	Community outreach, sustainability activities, partnerships with NGOs/government agencies and socially relevant research
12	Resource Management and Financial Sustainability	Financial Enablers	Diversification of funding through grants, consultancy, industry collaboration, CSR and efficient budget utilisation
13	Human Capital – recruitment, retention and professional development	Human Resource Management Enablers	Faculty recruitment, retention, appraisal, FDPs/SDPs, leadership development and employee engagement

14	Continuous Evaluation and Improvement	Governance Enablers + IQAC Mechanisms	Academic audits, administrative review, stakeholder feedback, data-based decision-making and periodic strategic review
15	Achievement of Institutional Goals – Top 200 NIRF and NAAC Accreditation	Governance and Quality Assurance Framework	Strategic monitoring of academic quality and institutional performance through IQAC and statutory bodies

2.1.2. Faculty Empowerment (15)

2.1.2.1. Faculty development policies (5)

The University has well-defined Faculty Development and Human Resource (HR) Policies to ensure the continuous professional growth, competence, and well-being of faculty members. A structured Faculty Appraisal System (API Version 1 & 2) evaluates faculty performance in teaching, research, and institutional contributions. The outcomes support career progression, promotion, and professional development. The University ensures faculty quality through its Recruitment and Promotion Policy and promotes professional development through the Teaching Assistantship (QGAP), National/International Award Policy, and Research Paper Incentive Policy. Faculty welfare is supported through policies such as Staff Leave, Maternity Leave, Loan Facility, and Workfrom Home. All relevant policies and service conditions are documented in the University Policies and Procedures Manual.

Key Policies:

- Faculty Appraisal Policy (API Version 1 & 2)
- Recruitment and Promotion Policy
- Staff Leave and Maternity Leave Policies
- Loan Facility and Work from Home Policy
- Teaching Assistantship Policy (QGAP)
- National/International Award Policy
- Research Paper Incentive Policy
- Faculty and Staff Handbook

2.1.2.2. Decentralization, delegation of power and Collective decision making (10)

The University follows a decentralized and participative governance system. Administrative and financial powers are delegated to the Registrar, Deans, Heads of Departments and designated HoDs and in-charges are responsible for routine academic, administrative, procurement, laboratory, student activities, internships and departmental resource management within their procedures.

Major decisions related to academic planning, curriculum, strategic development, infrastructure and resource allocation are taken collectively through statutory bodies such as the Board of level decisions are discussed in faculty meetings and committees and forwarded to the competent authority wherever required.

This mechanism ensures transparency, accountability, effective delegation, optimal resource utilization and collective decision making across the University.

S.No.	Employee Name	Department	BOG	BOM	AC	IQAC	QLRC	NEP	BOS	MC	RDC	SRC	URAB	ARC	Ac
1	Dr. Aditya Lama	Agricultural Studies							√	√	√	√			
2	Dr. Anjay Singh Bisht	Agricultural Studies					√		√						
3	Dr. Asheesh Malik	Agricultural Studies							√						
4	Dr. Avinash Verma	Agricultural Studies							√						
5	Dr. Chhaya Sharma	Agricultural Studies							√						
6	Dr. Gaurav Aggarwal	Agricultural Studies		√	√	√			√		√	√		√	
7	Dr. Kanika Vyas	Agricultural Studies							√						
8	Dr. Murugalatha	N. Agricultural Studies			√				√			√			
9	Dr. Pramod Sharma	Agricultural Studies							√						
10	Dr. Rakesh Kumar	Agricultural Studies							√						
11	Dr. Shivani Tyagi	Agricultural Studies							√					√	
12	Dr. Shweta Sen	Agricultural Studies							√						
13	Dr. Swatantra Singh	Pratap Agricultural Studies							√						
14	Mr. Anjil Kumar	Agricultural Studies							√						
15	Mr. Naveen Chandra	Agricultural Studies							√						
16	Ms. Pooja Barthwal	Agricultural Studies							√						
17	Dr. Anisha Beniwal	Applied Medical Sciences							√						
18	Dr. Darshika Nigam	Applied Medical Sciences							√			√		√	
19	Dr. Poonam Yadav	Applied Medical Sciences							√						
20	Dr. Rajwinder Kaur	Applied Medical Sciences							√						
21	Dr. Shatakshi	Applied Medical Sciences							√						
22	Mrs. Saloni Arora	Applied Medical Sciences							√						
23	Ms. Nikita Tyagi	Applied Medical Sciences							√						
24	Ms. Renu Bala Sharma	Applied Medical Sciences							√						
25	Dr. Ashish Saxena	Business Administration							√						
26	Dr. Deepak Singhal	Business Administration					√		√						
27	Dr. Lokesh Verma	Business Administration							√		√	√			
28	Dr. Kumar Tyagi	Business Administration							√						
29	Dr. Manish Srivastava	Business Administration		√	√			√	√		√	√	√		

30	Dr. Mehak	Business Administration					√		√
31	Dr. Mousmi Goel	Business Administration	√	√	√	√	√		√
32	Dr. Mrinalini Singh	Business Administration					√		
33	Dr. Neeraj Saxena	Business Administration					√		
34	Dr. Nirmesh Sharma	Business Administration				√	√	√	√
35	Dr. Pushpender Singh	Business Administration		√		√	√		
36	Dr. Ram Pravesh	Business Administration					√		
37	Dr. Saumya Goyal	Business Administration					√		√
38	Mr. Girja Shankar	Business Administration					√		
39	Mr. Harish Kumar	Business Administration					√		
40	Mr. Rajeev Sharma	Business Administration					√		
41	Mr. Varun Agarwal	Business Administration					√		
42	Mrs. Shalini Verma	Business Administration					√		
43	Dr. Krishna Kumar	Civil Engineering					√		
44	Mr. Himanshu Kandpal	Civil Engineering					√		
45	Mr. Karan Babbar	Civil Engineering		√			√		
46	Mr. Mohit Kumar	Civil Engineering					√		
47	Mr. Pankaj Mishra	Civil Engineering					√		
48	Mr. Shivanshu Malviya	Civil Engineering					√		√
49	Dr. Ajay Khandelwal	Commerce & Finance					√		
50	Dr. Amit Saini	Commerce & Finance					√		
51	Dr. Priya Kushwaha	Commerce & Finance					√		
52	Dr. Ram Singh	Commerce & Finance					√		
53	Dr. Richa Agarwal	Commerce & Finance					√		
54	Dr. Varsha Gupta	Commerce & Finance		√		√	√		√
55	Dr. Vinay Pal	Commerce & Finance					√		√
56	Mr. Govind Singh	Commerce & Finance					√		
57	Mr. Mahesh Mishra	Commerce & Finance			√		√		
58	Dr. Ashish Saini	Computer Application			√		√		
59	Dr. Mahadev	Computer Application					√		
60	Dr. Satveer	Computer Application					√		√
61	Dr. Swati Rawat	Computer Application					√		
62	Mr. Aditya Sharma	Computer Application					√		
63	Mr. Amit Kumar	Computer Application					√		
64	Mr. Anurag Chandna	Computer Application					√		
65	Mr. Devendra Sood	Computer Application					√		
66	Mr. Gaurav Krishna	Computer Application					√		
67	Mr. Manveer Singh	Computer Application					√		

68	Mr. Mitender Kumar	Computer Application					√									√
69	Mr. Vineet Kumar	Computer Application					√									
70	Mrs. Anjali	Computer Application					√									
71	Dr. Aadarsh Malviya	Computer Science And Engineering					√									
72	Dr. Amit Dixit	Science And Engineering	√	√	√		√	√	√	√	√					√
73	Dr. Amrita Kumari	Science And Engineering					√				√					
74	Dr. Anish Gupta	Science And Engineering					√									
75	Dr. Chandani Sharma	Computer Science And Engineering			√		√									
76	Dr. Deepak Negi	Science And Engineering					√									
77	Dr. Dev Baloni	Science And Engineering					√				√					
78	Dr. Irphan Ali	Science And Engineering					√									
79	Dr. Mahendra Swain	Computer Science And Engineering					√									
80	Dr. Manish Sharma	Computer Science And Engineering	√	√	√		√	√		√	√	√				
81	Dr. Narendra Kumar Sharma	Computer Science And Engineering					√									
82	Dr. Sovit Kumar	Science And Engineering					√									
83	Dr. Rishi Kumar Sharma	Computer Science And Engineering					√									
84	Dr. Satender Kumar	Computer Science And Engineering	√	√	√		√	√		√	√	√				
85	Dr. Devendra Singh	Computer Science And Engineering					√									
86	Dr. Shahin Perwez	Computer Science And Engineering					√									
87	Dr. Vivek Kumar	Science And Engineering	√	√	√	√	√		√	√	√	√				
88	Mr. Alok Kumar	Science And Engineering					√									
89	Mr. Ankur Rana	Computer Science And Engineering			√		√									
90	Mr. Basudeo Singh Roohani	Computer Science And Engineering					√									
91	Mr. Bhupendra Ram	Computer Science And Engineering					√									
92	Mr. Chunnu Lal	Science And Engineering					√									
93	Mr. Deepak Bhatt	Science And Engineering					√									
94	Mr. Guru Prabhat	Science And Engineering					√									

95	Mr. Himanshu Tyagi	Computer Science AndEngineering Computer	√	√	√	
96	Mr. Rahul Kumar	Science AndEngineering Computer			√	
97	Mr. Rishi Kumar Sharma	Computer Science AndEngineering Computer			√	
98	Mr. Sagar Choudhary	Science AndEngineering Computer			√	
99	Mr. Vishal Vig	Science AndEngineering Computer			√	√
100	Mr. Vivek Kumar	Science AndEngineering Computer			√	
101	Mrs. Gurmeet Kaur	Science AndEngineering Computer			√	
102	Mrs. Madhulika Mittal	Science And Engineering Computer			√	
103	Mrs. Mohita Trehan	Science AndEngineering Computer			√	
104	Mrs. Priyanka Kapila	Science AndEngineering Computer			√	
105	Ms. Shalini	Science AndEngineering Hospitality& Tourism		√	√	
106	Dr. Saras Verma	Hospitality& Tourism			√	
107	Mr. Alok Prasad	Hospitality& Tourism	√		√	√
108	Mr. Parmesh Dutt	Hospitality& Tourism			√	
109	Mrs. Deepti Bhatt	Hospitality& Tourism		√	√	
110	Dr. Ankita Sundriyal	Humanities And SocialSciences			√	
111	Dr. Deepika Belwal	Humanities And SocialSciences			√	
112	Dr. Mohneesh Gupta	Humanities And SocialSciences			√	
113	Dr. Monita Mohan	Humanities And SocialSciences			√	
114	Dr. Naznin	Humanities And SocialSciences	√		√	
115	Dr. Noopur Jaiswal	Humanities And SocialSciences			√	
116	Dr. Ravindra Kumar	Humanities And SocialSciences			√	√
117	Dr. Veeke	Humanities And SocialSciences			√	
118	Dr. Vidya Verma	Humanities And SocialSciences			√	
119	Mr. Vaibhav Gupta	Humanities And SocialSciences			√	
120	Mrs. Neeta Sharma	Humanities And SocialSciences			√	
121	Dr. Kumar Amit Srivastava	Law			√	
122	Dr. Deepanshu Singh	Law			√	
123	Dr. Nempal Singh	Law			√	
124	Dr. Udaiveer Tyagi	Law			√	
125	Dr. Urmila Bharali	Law			√	
126	Mr. Arjun	Law	√	√	√	
127	Mr. Arvind KumarGupta	Law			√	
128	Mr. Dhruv Singh	Law			√	
129	Mr. Prashant Chauhan	Law			√	

130	Mr. Prateek Chakravarti	Law							√
131	Mr. Sanandan Chopra	Law							√
132	Ms. Divya Sood	Law							√
133	Dr. Ankur Sharma	Mechanical Engineering							√
134	Dr. Avadhesh Kumar Khare	Mechanical Engineering	√		√		√	√	√
135	Dr. Shobhit Srivastava	Mechanical Engineering							√
136	Dr. V.K. Goel	Mechanical Engineering							√
137	Mr. Ankur Jain	Mechanical Engineering							√
138	Mr. M. Kannan	Mechanical Engineering			√				√
139	Mr. Mukesh Kumar	Mechanical Engineering							√
140	Mr. Pritosh Tomar	Mechanical Engineering				√			√
141	Mr. Surinder Kumar	Mechanical Engineering							√
142	Mr. Pratap Singh	Media Studies							√
143	Mr. Mausam Kumar	Media Studies							√
144	Mr. Shankar Upadhyaya	Media Studies			√	√			√
145	Mr. Soumya Mohan Sharma	Media Studies							√
146	Mr. Tapeswar Yadav	Media Studies							√
147	Dr. Amit Kansal	Paramedical Sciences							√
148	Dr. Ravi Deval	Paramedical Sciences							√
149	Dr. Sunil Kumar	Paramedical Sciences							√
150	Mrs. Sonam Sethi	Paramedical Sciences							√
151	Ms. Deeksha	Paramedical Sciences							√
152	Ms. Dexsha Chandel	Paramedical Sciences						√	√
153	Dr. Kumar Sharma	Pharmacy							√
154	Dr. Himanshu Chaurasia	Pharmacy						√	√
155	Dr. Kumar Verma	Pharmacy	√		√			√	√
152	Mr. Ankur Kr. Goel	Pharmacy							√
156	Mr. Anurag Chourasia	Pharmacy							√
157	Mr. Vaibhav Kumar Rathi	Pharmacy			√				√
158	Mrs. Anjali Dixit	Pharmacy							√
159	Mrs. Mudita Mishra	Pharmacy							√
160	Mrs. Pooja Singh	Pharmacy							√
161	Mrs. Sarika Devi	Pharmacy							√
162	Ms. Aarti Prajapati	Pharmacy							√
163	Ms. Manisha Rauthan	Pharmacy							√
164	Ms. Meenakshi Tyagi	Pharmacy							√
165	Ms. Shaily Tyagi	Pharmacy							√
166	Ms. Uma Rawat	Pharmacy							√
167	Dr. Ajay Kumar Sharma	Sciences			√			√	√
168	Dr. Anamika	Sciences							√
169	Dr. Ashok Kumar Seth	Sciences				√		√	√
70	Dr. Chirag Malik	Sciences							√
171	Dr. Chiranjit Maji	Sciences							√
172	Dr. Singh Rana	Sciences							√
173	Dr. Nishant Khandelwal	Sciences							√

174	Dr. Rakhi Tyagi	Sciences	√
175	Dr. Rupali Mishra	Sciences	√
176	Dr. Sadanand	Sciences	√
177	Dr. Shaily Choudhary	Sciences	√
178	Dr. Shikha Singh	Sciences	√
179	Dr. Surendra Singh	Sciences	√

2.1.3. Effective Governance Indicators (15)

2.1.3.1. Grievance redressal mechanism (2)

Quantum University has a well-defined, transparent and time-bound grievance redressal mechanism for students, faculty and staff. Grievances can be submitted through review and resolution at different levels.

The grievance is first examined at the Departmental Level, followed by the School/University Level if required. Unresolved matters are escalated to the Institutional Level, redressal process is designed to be completed within 15 days. Periodic review of grievances is conducted by the Grievance Redressal Committee to identify trends and take

The Grievance Redressal Cell consists of the Convener, Co-Convener, Faculty Members and Student Representatives, ensuring fair, collective and impartial decision-making. Complaints Committee (ICC) for addressing specific grievances related to ragging and sexual harassment.

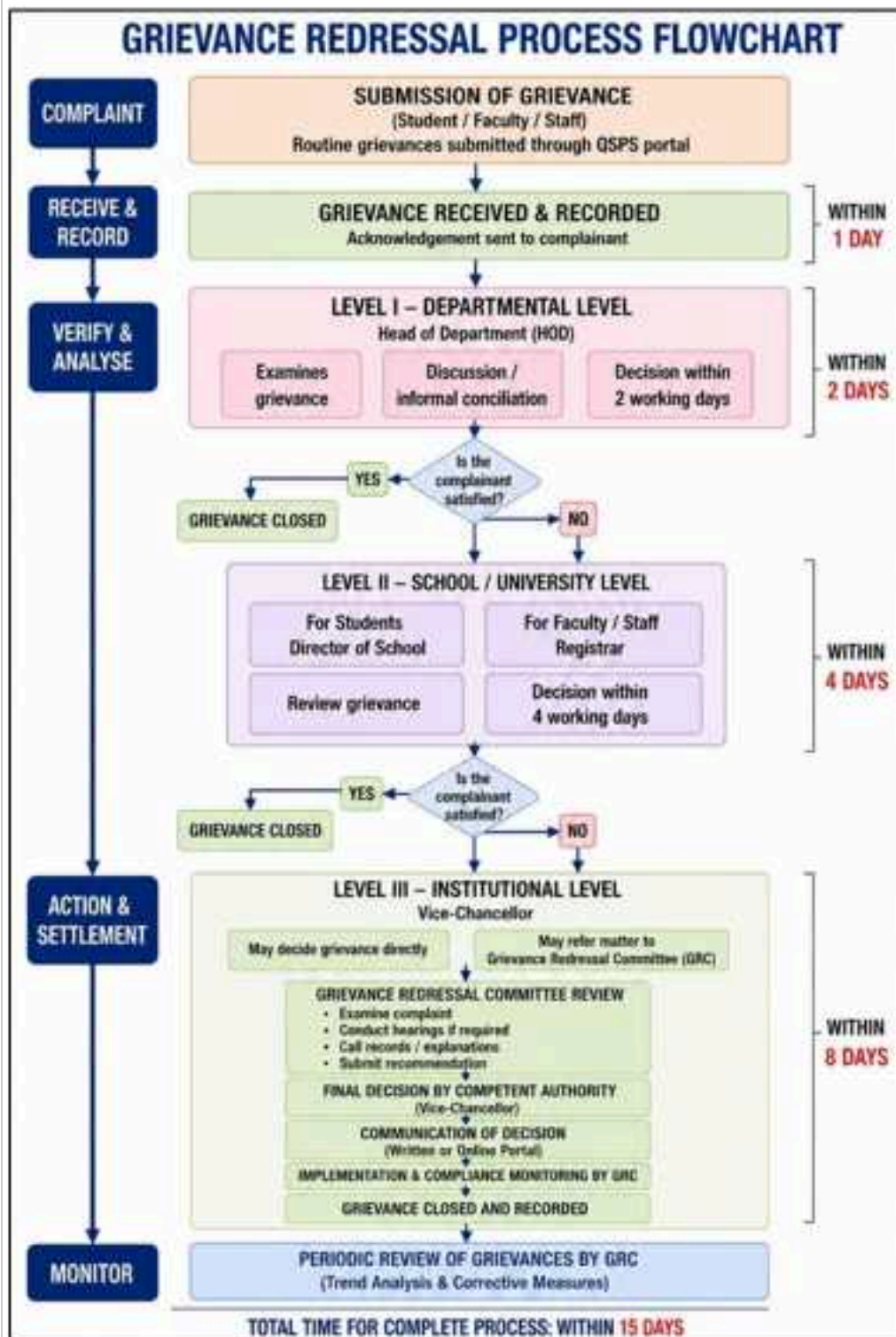


Table 2.1.3.1: Composition and Functions of Grievance Redressal and Related Committees

Committee / Cell	Composition	Role / Function
Grievance Redressal Cell (GRC)	- Convener - Co-Convener - Faculty Members - Student Representatives	Ensures fair, transparent and timely redressal of grievances of students, faculty and

Anti-Ragging Committee	• Convener • Faculty Members • Hostel Wardens	Prevents ragging, promotes awareness and ensures prompt action against ragging i
Anti-Ragging Squad	Constituted for active monitoring and vigilance	Conducts inspections, monitors sensitive areas and reports incidents to the Anti-Rag
Internal Complaints Committee (ICC)	• Convener • Faculty Members • External Member	Addresses complaints related to sexual harassment and gender-based discrimination

Quantum University, Rohtak

Office Order

Date: 18th August, 2024

Ref: 115/2024 GRIEVANCE REDRESSAL CELL

This is to inform you all that from today i.e. 18th August, 2024, the active members of the Students Grievance Redressal Cell are:

S.No	Name of Faculty Member	Designation	Contact No.	Email ID
1	Dr. Ina Rana	Convener	9851510936	ira.rana@quantumuniversity.in
2	Mr. Anshu Choudhary	Co-Convener	9307318187	anshu.chd@quantumuniversity.in
3	Mr. Hari Shankar	Member	99115 41889	hshankar.kumar@quantumuniversity.in
4	Mr. Vipin Kumar	Member	97399 31403	vipin.kumar@quantumuniversity.in
5	Dr. A. K. Saini	Member	9991540071	ak.saini@quantumuniversity.in
6	Mr. Anshu Choudhary	Member	9979461479	anshu.chd@quantumuniversity.in
7	Dr. Pooja Bhatnagar	Member	990453131	pbhatnagar@quantumuniversity.in
8	Mr. Kirti Sharma	Member	8658517724	ksharma.k@quantumuniversity.in
9	Mr. Anshu Choudhary	Member	990453131	anshu.chd@quantumuniversity.in
10	Mr. Pooja Bhatnagar	Member	99178 80398	pooja.bhatnagar@quantumuniversity.in
11	Mr. Shashi Varma	Member	8864879120	shashi.v@quantumuniversity.in
12	Mr. Abhinav Pandey	Students	9788153427	abhinavpandey09@gmail.com

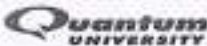
These appointments are under faculty orders.
This bears the approval of competent authority.

Hogwarts
Quantum University

CC to:

1. Vice-Chancellor
2. Director of Education
3. All Faculties
4. All Students

Figure 2.1.3.1 (b): Office Order for Grievance Redressal Cell

Office Order

Ref No.: 099/Rag/2024 Date: July 25, 2024

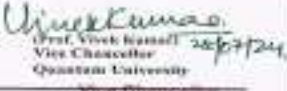
As per the UGC regulation & directives of Hon'ble Supreme Court, the Anti-Ragging Committee for Session 2024-25 is being constituted for the University as under:

S.No.	Name	Designation
1	Mr. M. K. Ramesh (Chief Patron)	Convener
2	Dr. Pushpinder Singh	Member
3	Dr. Gaurav Aggarwal	Member
4	Dr. Akshay Goyal	Member
5	Mr. Arjun Bhattacharya	Member
6	Dr. Anuj Kumar Sharma	Member
7	Mr. Anil Prasad	Member (Chief Warden)
8	Mrs. Shalini Verma	Member
9	Mrs. Saheli Arora	Member
10	Dr. Varsha Gupta	Member
11	Dr. Ramesh Kumar Verma	Member
12	Dr. Anurag Sharma	Member
13	Dr. N. Mangalika	Member
14	Dr. Satish Singh	Member
15	Mr. Kunal Bhatia	Member
16	Dr. Nagesh Kumar	Member (Girls Hostel Warden)
17	Mr. Singh Kumar Prasad	Member (Asst. Hostel Warden)
18	Mr. Chetan Kumar	Member (Asst. Hostel Warden)
19	Mr. Akash Singh	Member (Asst. Hostel Warden)
20	Mr. Harish Singh	Member (Sports Officer)
21	Ms. Vaid	Member (Girls Hostel Asst. Warden)

The Convener and members are required to be proactive and ensure the ZERO ragging policy of the University. This order is subject to the approval of the competent authority.



Registrar
Quantum University



Prof. Vivek Kumar
Vice-Chancellor
Quantum University

CC to:

1. Hon'ble Vice-Chancellor for kind information.
2. Hon'ble Registrar for kind information.
3. All Directors / Heads / HODs / Academic Coordinators / House Officers.
4. All Faculty / Staff Members through Email/ERP.

Figure 2.1.3.1 (c) Office Order for Anti Ragging Committee



Quantum University, Roorkee

Office Order

Ref No.: 099/IC/Reg./2024 Date: 08th August, 2024

Internal Complaints Committee

This is to inform you all that from today i.e. 08th August, 2024, the active members of the Internal Complaints Committee are:

S.No.	Name of Faculty Member	Designation	Contact No.	Email Id
1	Mrs. Saheli Arora	Convener	9756432932	saheli.a@quantumuniversity.in
2	Dr. N. Mangalika	Member	8000184807	mangalika.n@quantumuniversity.in
3	Dr. Neelam Jainwal	Member	8430461496	neelam.jain@quantumuniversity.in
4	Dr. Nagesh	Member	8909144807	nagesh.n@quantumuniversity.in
5	Dr. Nimish	Member	8279499556	nimish.n@quantumuniversity.in
6	Dr. Varsha Gupta	Member	7015560812	varsha.g@quantumuniversity.in
7	Mrs. Pooja Singh	Member	9760217991	pooja.s@quantumuniversity.in
8	Mrs. Swarnim Choudhary	Member	9027448099	swarnim.c@quantumuniversity.in
9	Mr. Deepak Bham	Member	8791422008	deepak.b@quantumuniversity.in
10	Mr. Ankur Jain	Member	9997123666	ankur.j@quantumuniversity.in
11	Dr. Anuj Singh	Member	8858150080	anuj.a@quantumuniversity.in
12	Mrs. Radhika Treemur Director President, Anti Corruption Foundation of India	External Member	7515888890	radhika@acfi.org

These appointments are until further order.
This bears the approval of the competent authority.



Registrar
Quantum University

CC to:

1. Hon'ble Vice-Chancellor for kind information.
2. Hon'ble Registrar for kind information.
3. All Directors / Heads / HODs / Academic Coordinators / House Officers.
4. All Faculty / Staff Members through Email/ERP.
5. All Students through Notice Board/ERP.

Figure 2.1.3.1 (d) : Office Order for Internal Complaints Comm

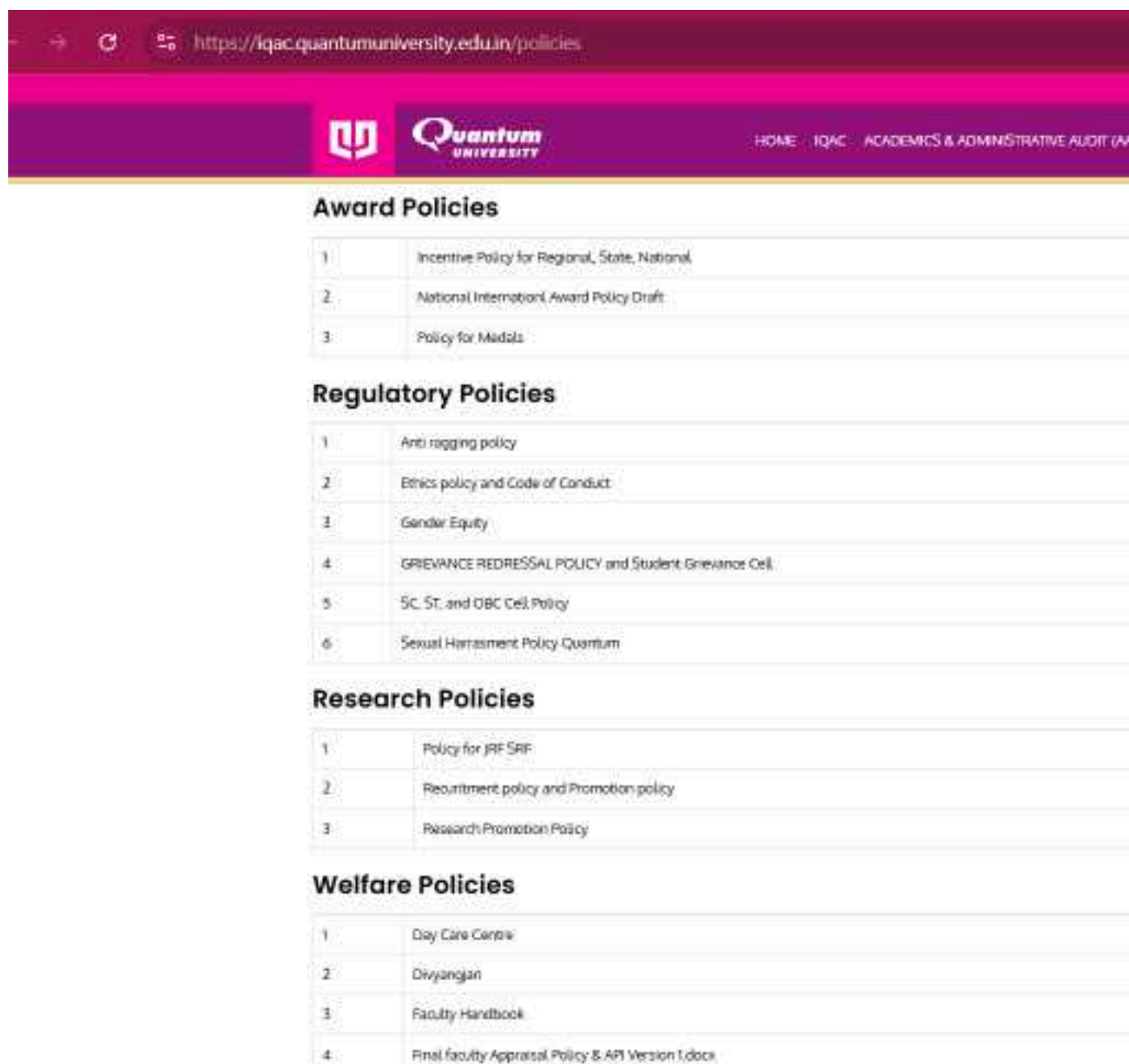
2.1.3.2. Transparency (5)

The university upholds the core principles of transparency, equity, and inclusiveness in all its academic and administrative practices. The institution ensures that unbiased, and student-centric environment for all stakeholders.

To promote effective communication and accessibility, the University ensures that all policies, guidelines, and regulatory documents are made readily available through multiple channels, such as the official University website, as well as through hard copies maintained at departmental offices and the central administrative

Furthermore, the University provides a comprehensive Student Handbook to all newly admitted students in soft formats at the commencement of the Orientation functionaries, including the Dean Academics, Heads of Departments, and Controller of Examinations, familiarize students with the institutional code of conduct, that students gain a clear understanding of the academic framework and institutional expectations from the outset.

Quantum University Website Link: <http://iqac.quantumuniversity.edu.in/policies>



Award Policies

1	Incentive Policy for Regional, State, National,
2	National International Award Policy Draft
3	Policy for Medals

Regulatory Policies

1	Anti rigging policy
2	Ethics policy and Code of Conduct
3	Gender Equity
4	GRIEVANCE REDRESSAL POLICY and Student Grievance Cell
5	SC, ST, and OBC Cell Policy
6	Sexual Harassment Policy Quantum

Research Policies

1	Policy for JRF SRF
2	Recruitment policy and Promotion policy
3	Research Promotion Policy

Welfare Policies

1	Day Care Centre
2	Divyangjan
3	Faculty Handbook
4	Final faculty Appraisal Policy & APF Version 1.docx

2.1.3.3. Leader and Faculty selection process (5)

RECOMMENDATIONS OF SELECTION COMMITTEE


Quantum
UNIVERSITY
WARRINGTON

Faculty Interview held on 30.09.2024 (Wednesday) at 10:00 AM at Quantum University for selection of Faculty in
the Department of Business Administration

1. The following candidates attended the interview

S. No.	Name of Candidates	S. No.	Name of Candidates	S. No.	Name of Candidates
1	Dr. Arjun Sharma	11		21	
2	Dr. Arjun Sharma	12		22	
3	Dr. Arjun Sharma	13		23	
4	Dr. Arjun Sharma	14		24	
5	Dr. Arjun Sharma	15		25	
6	Dr. Arjun Sharma	16		26	
7	Dr. Arjun Sharma	17		27	
8	Dr. Arjun Sharma	18		28	

2. The following candidates are recommended for appointment

S. No.	Name of Appointed Candidates	S. No.	Name of Appointed Candidates	S. No.	Name of Appointed Candidates
1	Dr. Arjun Sharma (Assistant Professor)	6		11	
2	Dr. Arjun Sharma (Assistant Professor)	7		12	
3	Dr. Arjun Sharma (Assistant Professor)	8		13	
4	Dr. Arjun Sharma (Assistant Professor)	9		14	
5	Dr. Arjun Sharma (Assistant Professor)	10		15	
6	Dr. Arjun Sharma (Assistant Professor)	11		16	
7	Dr. Arjun Sharma (Assistant Professor)	12		17	
8	Dr. Arjun Sharma (Assistant Professor)	13		18	

3. Signature of Selection Committee


[Dr. Sudhakar Verma, Professor, Assent Datta Jain University, Gwalior]
Expert Member (Selection Committee)


[Prof. V.S. Vats, (Ret.), Agri University, Agri]
Expert Member (Selection Committee)


[Dr. Manish Mishra, Dean, Faculty of Business & Management]
Member (Selection Committee)


[Dr. Shalini Gupta, Member of SCM]
Member (Selection Committee)


[Dr. Arun Dutt, Registrar]
Member Secretary (Selection Committee)


[Dr. A. K. Sharma, Professor, Nominated by Chancellor]
Member (Selection Committee)


[Prof. Vivek Kumar, Vice-Chancellor]
Chairman (Selection Committee)

Figure 2: Approval of Selection Committee

2.1.3.4. Stability of the academic leaders (3)

The University has demonstrated strong stability and continuity in academic leadership at the institutional, academic, school, and departmental levels. This continuity has ensured initiatives, and quality enhancement measures.

Stable leadership has supported effective governance, decentralized decision-making, faculty development, research growth, student support, and continuous quality improvement, con

S. No	Name	Designation
1.	Prof.(Dr) Vivek Kumar	Vice Chancellor
2.	Dr Amit Dixit	Registrar
3.	Dr Manish Shrivastava	Director/ Dean (QSB)
4.	Dr Brij Mohan Singh	Director/ Dean (QST)
5.	Dr Gaurav Aggarwal	Dean, School of Agriculture Studies
6.	Dr Santosh Kumar Verma	Dean, School of Health Sciences
7.	Dr Mousami Goal	Dean, School of Graduate Studies
8.	Dr Satender Kumar	Dean Academics
9.	Dr N. Murugalatha	Director, IQAC
10.	Dr Karan Babbar	Dean Student Welfare
11.	Dr M. Kannan	Controller of Examination

2.2.1. Budget Allocation, Utilization, and Public Accounting at Institute level (40)

2.2.1 a - Total Income at Institute level: For CFY,CFYm1,CFYm2 & CFYm3**Table 1 - 2025-26 (CFY)**

Total Income 752472582				Actual expenditure(till...): 639056110	
Fee	Govt.	Grants	Other sources(specify)	Recurring including salaries	Non Recu
715758227	0	27762655	8951700	472644906	15884713

Table 2 - 2024-25 (CFYm1)

Total Income 812666197				Actual expenditure(till...): 660420193	
Fee	Govt.	Grants	Other sources(specify)	Recurring including salaries	Non Recu
733443897	0	70605000	8617300	490344562	16068154

Table 3 - 2023-24 (CFYm2)

Total Income 946865388				Actual expenditure(till...): 734461253	
Fee	Govt.	Grants	Other sources(specify)	Recurring including salaries	Non Recu
692594388	0	250271000	4000000	469080103	25274531

Table 4 - 2022-23 (CFYm3)

Total Income 554020989				Actual expenditure(till...): 542537283	
Fee	Govt.	Grants	Other sources(specify)	Recurring including salaries	Non Recu
491152350	0	35706709	27161930	359175689	17305946

2.2.1 b- Summary of budget and the actual expenditure incurred (for the stand alone Management Insti

Items	Budgeted in 2025-26	Actual Expenses in 2025-26 till	Budgeted in 2024-25	Actual Expenses in 2024-25 till	Budgeted
Capital Expenditure					
Infrastructure Built-Up	2200000	2200527	1800000	1815426	1000000
Library ¹	4500000	4491029	1020000	9936275	1330000
IT Infrastructure	1000000	862952	7800000	7812963	1800000
Others Capital Expenditure, specify	4500000	4410177	1100000	1123885	4500000
Operational Expenditure					
Salary (Teaching, Non-teaching a	4550000	4540584	4560000	4579623	2450000
Capacity Development	1600000	1512813	4850000	4843892	2650000
Others Operational Expenditure , sp	5000000	4863113	5170000	5158187	6300000
Total	129100000	127319221	192800000	192959411	143600000

2.2.1.1. Adequacy of budget allocation (15)

The University prepares its annual budget through a systematic and participative process that takes into account the requirements of academic departments, administrative based on their planned academic, research, infrastructure, laboratory, training, outreach, and other institutional activities. The requirements are consolidated at the University expenditure trends, and available financial resources.

Based on the consolidated requirements, additional budget provisions, wherever required, are proposed by the Vice Chancellor and Registrar to ensure that essential budget is subsequently placed before the Finance Committee for scrutiny and approval. The overall budget is implemented after approval by the competent authority University financial policies, and applicable guidelines.

Funds are allocated under major heads such as infrastructure development, library resources, laboratory equipment and consumables, staff salaries, research and development outreach activities, SDG initiatives, entrepreneurship, and other institutional requirements.

The adequacy of the budget allocation is reflected in the effective utilisation of the approved funds during the assessment period. Across the assessment years, the University 100% of the approved allocations. This consistent utilisation indicates that the budget provisions were aligned with the actual academic, administrative, infrastructure

The close alignment between the budgeted allocation and actual expenditure demonstrates that the University's budgeting process is need-based, participative, planned supplemented by additional allocations wherever necessary, along with scrutiny and approval by the Finance Committee, ensures that adequate financial resources are available for institutional development activities.

2.2.1.2. Utilization of allocated funds (15)

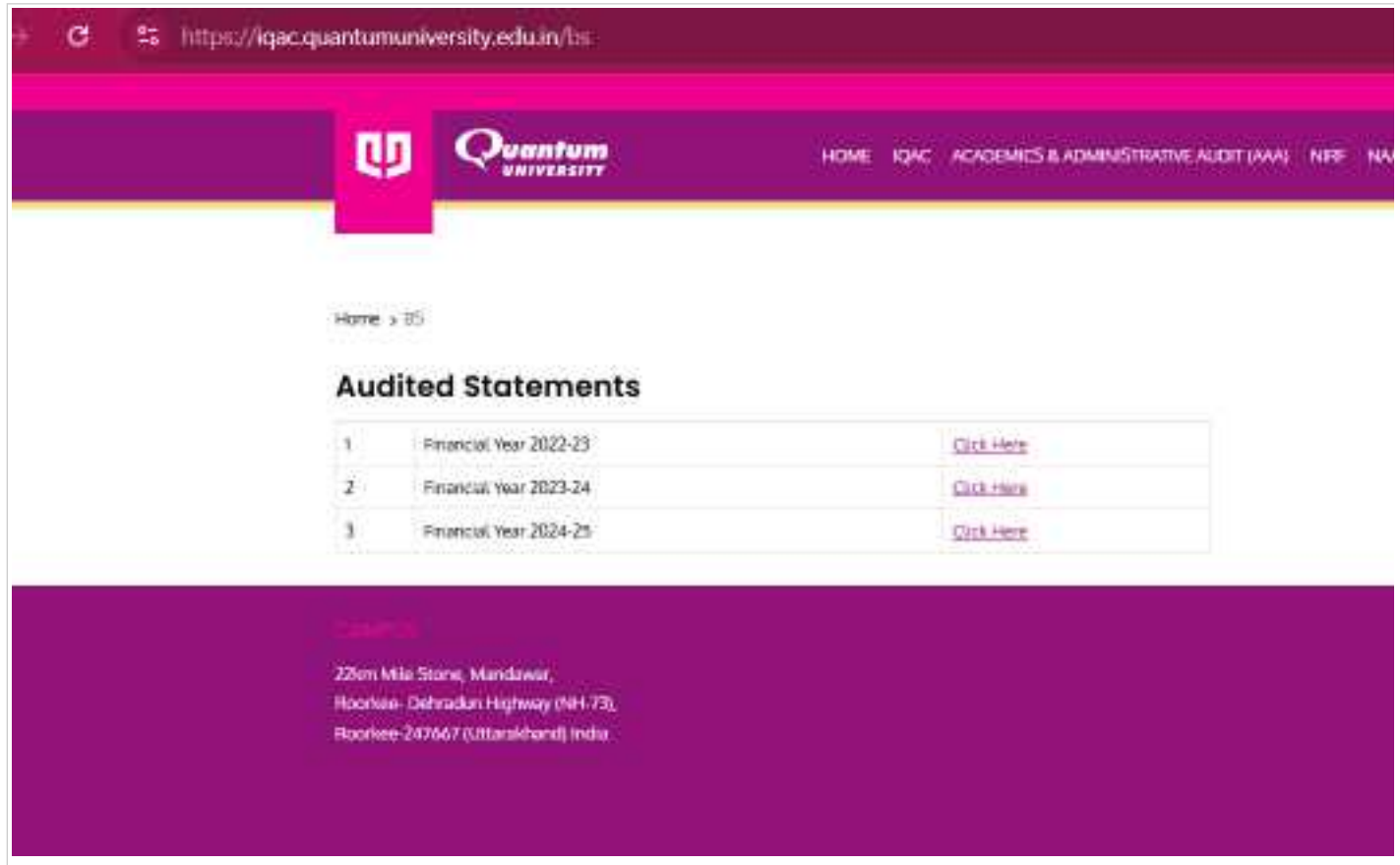
At the University, the utilisation of allocated funds is guided by the approved annual budget and the academic and administrative priorities of the University. After approval of activities and requirements in accordance with the prescribed financial procedures.

The allocated funds are utilised for various academic and institutional requirements, including teaching and learning, laboratory and library resources, research and development sustainability, entrepreneurship, and other essential institutional activities. Priority is given to requirements that contribute to effective academic delivery, student learning

Budget utilisation is monitored periodically against the approved allocations. Departments and functional units are expected to utilise the funds within the approved limits accounting. Any additional or emerging requirements are considered through the applicable approval mechanism of the University.

The University generally maintains a budget utilisation level of approximately 85–95% or above, depending on the nature of activities and requirements during the year approximately 90%. This reflects effective financial planning, appropriate allocation of resources, and utilisation of funds towards the academic and institutional objectives.

2.2.1.3. Availability of the audited statements on the institute's website (10)



The screenshot shows the website of Quantum University's Internal Quality Assurance Cell (IQAC). The header features the university's logo and navigation links: HOME, IQAC, ACADEMICS & ADMINISTRATIVE AUDIT (AAA), NFE, and NA. The main content area displays the title "Audited Statements" and a table with three entries, each with a "Click Here" link. A footer section provides the university's address in Roorkee, India.

S.No.	Financial Year	Click Here
1	Financial Year 2022-23	Click Here
2	Financial Year 2023-24	Click Here
3	Financial Year 2024-25	Click Here

Quantum University
225m Mile Stone, Mandawar,
Roorkee- Dehradun Highway (NH-73),
Roorkee-247667 (Uttarakhand) India.

3 PROGRAM OUTCOMES & COURSE OUTCOMES (100)

3.1 Establish the linkage between the Course Outcomes, the Program Outcomes (POs) and Program Specific Outcomes (20)

a. List the Program Outcome (PO)

POs	Statement
PO1	Apply knowledge of management theories and practices to solve business problems.
PO2	Foster Analytical and critical thinking abilities for data-based decision making.
PO3	Ability to develop Value based Leadership ability.
PO4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Note: Program may add up to three additional POs.

POs	Statement
PO6	Ability to develop entrepreneurial skills to grow in business world.

b. List the Program Specific Outcomes (PSOs), if any

PSOs	Statement
PSO1	The program will make the students ready to move in the corporate world, with all the necessary interpersonal skill set required in the corporate world.
PSO2	The program also focused in creating the entrepreneurial attitude among the students which further help the students in establishing their own venture.

Program Articulation Matrix

3.1.1. Course Outcomes (COs) (5)

Note : Number of Outcomes for a Course is expected to be around 6.

Course Name: Ciii Year of Study: YYYY – YY; for ex. C202 Year of study 2021-22

Course Name :	41104	Course Year :
---------------	-------	---------------

Course Name	Statements
404.1	The student will be able to understand the concept of marketing
404.2	The student will be able to apply the concept of segmentation, t
404.3	The student will be able to analyze the role of new product deve
404.4	The student will be able to evaluate the role of middle men and
404.5	The student will be able to understand the concept of digital ma

Course Name :	42105	Course Year :
---------------	-------	---------------

Course Name	Statements
405.1	Exemplify and determine the applicability of the concept of finar
405.2	Determine the important factors considered while taking long te
405.3	Analyzing and calculating the cost of capital, analyzing capital s
405.4	Analyzing the various factors helpful in taking working capital de
405.5	Evaluation of different dividend policy implemented in different c

Course Name :	43201	Course Year :
---------------	-------	---------------

Course Name	Statements
401.1	To enable students understand concepts of Project Manageme
401.2	To enable students analyze concepts of Execution in different t
401.3	To facilitate students to analyze concepts of key area like techni
401.4	To facilitate students to analyze concepts of financial viability.
401.5	To facilitate students to analyze concepts of project controls.

Course Name :	44201	Course Year :
---------------	-------	---------------

Course Name	Statements
401.1	Students will be able to understand the concept of strategic ma
401.2	Students will be able to do environmental scanning.
401.3	Students will be able to do strategy formulation needed for the c
401.4	Students will be able to apply strategies formulated.
401.5	Students will be able to evaluate the strategies formulated and i

C101 is the first course in first year and '1' to '6' are the outcomes of this course.

Note: Semester may be read as Trimester/Semester/Yearly as applicable

3.1.2. CO-PO Matrices (5)

Instructions -

Data of above tables are used in following tables. Alter the above table data will cause the loss of records in following tables. Click the button to load the data in following data in following Grids.

1 . course name : C1MB41104

Course	PO1	PO2	PO3	PO4	PO5	PO6
C1MB41104.1	3 ▾	2 ▾	3 ▾	2 ▾	2 ▾	2
C1MB41104.2	3 ▾	3 ▾	3 ▾	2 ▾	3 ▾	2
C1MB41104.3	3 ▾	2 ▾	3 ▾	3 ▾	2 ▾	2
C1MB41104.4	3 ▾	3 ▾	2 ▾	2 ▾	2 ▾	2
C1MB41104.5	3 ▾	2 ▾	2 ▾	2 ▾	2 ▾	2
C1MB41104	3	2.4	2.6	2.2	2.2	2

2 . course name : C1MB42105

Course	PO1	PO2	PO3	PO4	PO5	PO6
C1MB42105.1	3 ▾	3 ▾	3 ▾	3 ▾	3 ▾	3
C1MB42105.2	3 ▾	3 ▾	3 ▾	2 ▾	2 ▾	3
C1MB42105.3	3 ▾	3 ▾	3 ▾	3 ▾	3 ▾	3
C1MB42105.4	3 ▾	3 ▾	3 ▾	2 ▾	2 ▾	3
C1MB42105.5	3 ▾	3 ▾	3 ▾	2 ▾	2 ▾	3
C1MB42105	3	3	3	2.4	2.4	3

3 . course name : C2MB43201

Course	PO1	PO2	PO3	PO4	PO5	PO6
C2MB43201.1	3 ▾	2 ▾	2 ▾	2 ▾	2 ▾	3
C2MB43201.2	3 ▾	3 ▾	1 ▾	3 ▾	2 ▾	3
C2MB43201.3	3 ▾	2 ▾	3 ▾	2 ▾	2 ▾	3
C2MB43201.4	3 ▾	3 ▾	2 ▾	3 ▾	2 ▾	3
C2MB43201.5	3 ▾	1 ▾	3 ▾	2 ▾	1 ▾	2
C2MB43201	3	2.2	2.2	2.4	1.8	2.8

4 . course name : C2MB44201

Course	PO1	PO2	PO3	PO4	PO5	PO6
C2MB44201.1	3 ▾	3 ▾	3 ▾	3 ▾	2 ▾	3
C2MB44201.2	3 ▾	3 ▾	3 ▾	2 ▾	2 ▾	3
C2MB44201.3	3 ▾	3 ▾	3 ▾	3 ▾	3 ▾	3
C2MB44201.4	3 ▾	2 ▾	3 ▾	3 ▾	3 ▾	3
C2MB44201.5	3 ▾	3 ▾	3 ▾	3 ▾	3 ▾	3
C2MB44201	3	2.8	3	2.8	2.6	3

Note:

1. Enter correlation levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

If there is no correlation, put “-”

1 . Course Name : C1MB41104

Course	PSO1	PSO2
C1MB41104.1	3 ▾	3 ▾
C1MB41104.2	3 ▾	3 ▾
C1MB41104.3	3 ▾	2 ▾
C1MB41104.4	2 ▾	2 ▾
C1MB41104.5	3 ▾	3 ▾
Average	2.8	2.6

2 . Course Name : C1MB42105

Course	PSO1	PSO2
C1MB42105.1	3 ▾	3 ▾
C1MB42105.2	3 ▾	3 ▾
C1MB42105.3	3 ▾	3 ▾
C1MB42105.4	2 ▾	3 ▾
C1MB42105.5	2 ▾	2 ▾
Average	2.6	2.8

3 . Course Name : C2MB43201

Course	PSO1	PSO2
C2MB43201.1	3 ▾	3 ▾
C2MB43201.2	3 ▾	3 ▾
C2MB43201.3	3 ▾	3 ▾
C2MB43201.4	2 ▾	3 ▾
C2MB43201.5	3 ▾	2 ▾
Average	2.80	2.80

4 . Course Name : C2MB44201

Course	PSO1	PSO2
C2MB44201.1	3 ▾	2 ▾
C2MB44201.2	3 ▾	3 ▾
C2MB44201.3	2 ▾	3 ▾
C2MB44201.4	3 ▾	2 ▾
C2MB44201.5	3 ▾	3 ▾
Average	2.80	2.60

Note:

1. Enter correlation levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

If there is no correlation, put “-”

.....

3.1.3. Course-PO Mapping matrix of all courses in the program (10)

Course	PO1	PO2	PO3	PO4
AE1101	3	1.8	2.4	2.4
AE41161	2.20	2.20	2.00	1.60
AE42161	2.40	2.40	2.20	1.80
CS41106	2.8	1.8	2.1	2.2
MB41102	3	2.8	2.2	2.6
MB41103	3	2.2	2	2
MB41104	3	2.4	2.6	2.2
MB41105	2.8	2.2	2.4	2
MB41106	2.8	2.4	1.6	1.8
MB41107	3	3	2	2.4
MB41108	3	1.8	1.4	1.8
MB42101	3	3	3	3
MB42102	2.8	2.2	1.6	1.8
MB42103	3	2.2	2.4	2.4
MB42104	2.4	2.2	2.1	2
MB42105	3	3	3	2.4
MB42106	3	2.6	2	2.6
MB42107	2.8	2.2	1.8	2.8
MB42108	2.8	2.8	2.4	2.4
MB42109	3	2	3	2.6
MB43201	3	2.2	2.2	2.4
MB43202	2.6	2	2	1.8
MB43204	2.8	2.8	2.4	3
MB43206	2.6	2	1.6	2
MB43207	3	3	2.2	2.4
MB43208	2.6	2.4	1.8	2.6
MB43209	3	1.8	2.2	2.6
MB43210	2.6	2.2	2	1.8
MB43214	3	2.2	2.6	2.4
MB43215	3	2.6	3	2.6
MB43217	3	2.6	2.6	2.6
MB43223	2.8	2.4	1.6	2.2
MB43224	3	2.6	2	3
MB43225	2.6	2.4	1.8	2.6
MB43226	3	2.6	1.8	3
MB44201	3	2.8	3	2.8
MB44202	3	3	2.4	3
MB44205	3	3	2.4	2.6
MB44208	2.6	2.6	1.6	2.4
MB44210	3	2.4	2.6	2.6
MB44212	3	2.8	1.8	2.6
MB44215	3	2.2	3	1.8
MB44218	3	2	2.4	2.4
MB44223	2.8	2.4	1.8	2.2
MB44235	3	2.8	1.6	2.4
MB44238	3	2.2	1.8	1.8

PR41170	3	3	2.50	3
PR42170	3	3	2.50	3
PR44270	3	3	2	3
SI43270	3	2.50	2.00	3
VP43201	3.00	3.00	2.00	3

Course-PSO Mapping matrix of all courses in the program

Course	PSO1	PSO2
AE41101	2.4	2.4
AE41161	3	2
AE42161	3.00	2.00
CS41106	2.6	2.8
MB41102	2.2	2.8
MB41103	2.6	2.6
MB41104	2.8	2.6
MB41105	2.6	2.6
MB41106	2.1	2.6
MB41107	2.6	2.6
MB41108	2.6	2.6
MB42101	2.8	2.6
MB42102	3	2.6
MB42103	2.2	2.4
MB42104	2.8	2.6
MB42105	2.6	2.8
MB42106	2.8	2.4
MB42107	2.8	2.8
MB42108	2.8	2
MB42109	2.6	2.8
MB43201	2.8	2.8
MB43202	2	2.2
MB43203	2.6	2.6
MB43204	2.6	2.8
MB43206	2.6	2.8
MB43207	2.4	2.6
MB43208	2.8	2.8
MB43209	2.8	2.6
MB43209	2.6	2.8
MB43210	3	2.6
MB43211	2.6	2.8
MB43212	2.8	2.6
MB43213	2.6	2.6
MB43214	2.6	2.6
MB43214	3	3
MB43215	3	2.8
MB43216	2.8	2.8
MB43217	2.6	2.8

MB43218	2.8	2.8
MB43219	2.6	2.4
MB43221	2.6	2.8
MB43222	2.8	2.6
MB43223	2.8	2.6
MB43224	2.8	3
MB43225	2.8	2.8
MB43226	2.8	2.8
MB43227	2.4	2.6
MB43228	2.6	2.8
MB43229	2.6	2.6
MB43230	2.6	2.8
MB43235	2.6	2.4
MB43237	3	2.2
MB43242	2.4	2.6
MB43244	2.4	2.6
MB44201	2.8	2.6
MB44202	2.6	2.4
MB44203	2.4	2.6
MB44204	2	2.2
MB44205	2.8	2.6
MB44207	2.6	2.8
MB44208	2.8	2.8
MB44208	2.6	3
MB44209	2.6	2.8
MB44210	3	2.8
MB44212	2.6	2.8
MB44213	2.6	2.8
MB44214	2.8	2.8
MB44215	2.8	2.8
MB44217	3	2.8
MB44218	2.8	2.6
MB44220	2.8	2.6
MB44221	2.8	2.6
MB44222	2.8	2.8
MB44223	2.4	2.8
MB44224	2.8	2.8
MB44226	3	2.6
MB44227	2.6	2.6
MB44229	2.8	2.6
MB44230	3	2.6
MB44231	2.8	2.8
MB44232	2.8	2.8
MB44235	2.8	2.8
MB44236	2.6	2.4
MB44238	2	2.2
MB44271	2.6	2.6

MB44275	2.8	2.8
PR41170	3	2.50
PR42170	3.00	2.50
PR44270	3.00	2.00
SI43270	3.00	2.50
VP43201	3.00	2.00

3.2 Course Outcomes (40)

3.2.1 Describe the assessment tools and processes used to gather the data upon which the evaluation of Course Outcome is based (10)

The various assesment tools are as follows

The internal and external marks are being calculated as per university guidelines. The guidelines are as follows.




Evaluation Scheme (Internal & External)

Date: 21st March 2023

Table-Internal Marks Components

For all Theory Courses:

Components	Mid Sem Exam	Assignment I(A1)	Assignment II(A2)	Attendance	Total	Correction Factor
Weightage	40%	20%	20%	20%	100%	M*(2/3)
Marks	40	20	20	20	100	

For all Practical (Lab) Courses:

Components	Quiz I (Q1)	Quiz II (Q2)	Quiz III (Q3)	Lab Record	Attendance	Total	Correction Factor
Weightage	20%	20%	20%	20%	20%	100%	M*(2/3)
Marks	20	20	20	20	20	100	

BKS & UNDP Course (Practical Mode):

Components	Quiz I (Q1)	Quiz II (Q2)	Quiz III (Q3)	Quiz IV (Q4)	Quiz V (Q5)	Total	Correction Factor
Weightage	20%	20%	20%	20%	20%	100%	M*(2/3)
Marks	20	20	20	20	20	100	

For all Projects / Project Lab:

Components	Synopsis Presentation	Presentation II (P2)	Final Presentation & Viva Voce (PF)	Attendance	Total	Correction Factor
Weightage	20%	20%	60%	20%	100%	M*(2/3)
Marks	20	20	60	20	100	

For all Major Projects / Dissertation / Thesis Courses:

Components	Presentation (P1)	Presentation II(P2)	Pre Submission Presentation (PP)	Viva Voce	Total	Correction Factor
Weightage	20%	20%	30%	30%	100%	M*(2/3)
Marks	20	20	30	30	100	

For all Seminar Courses:

Components	Relevance of Topic	Presentation	Viva Voce	Attendance	Total	Correction Factor
Weightage	20%	30%	30%	20%	100%	M*(2/3)
Marks	20	30	30	20	100	

Internship:

Components	Certificate	Presentation	Internship Project Viva	Attendance	Total	Correction Factor
Weightage	30%	30%	20%	20%	100%	M*(2/3)
Marks	30	30	20	20	100	




End Semester Components**For Theory Courses:**

Exam (Physical Mode)	100 Marks
Weightage to final result 60%	60 Marks

For Practical Courses:

Online Mock Exam (90 Questions out of 90)	40 Marks
Practical Lab Record	20 Marks
Practical One Experiment Writing-up	20 Marks
Viva	20 Marks
Total	100 Marks
Weightage to final Result 60%	60 Marks

For IKS & UNDP Courses:

Quiz (100 MCQs)	100 Marks
Total	100 Marks
Weightage to final Result 60%	60 Marks

For Project Courses:

Project Report	30 Marks
Presentation	30 Marks
Viva	40 Marks
Total	100 Marks
Weightage to final Result 60%	60 Marks

For Seminar Courses/Internship:

Report	30 Marks
Presentation	30 Marks
Viva	40 Marks
Total	100 Marks
Weightage to final Result 60%	60 Marks

For Dissertation/Thesis Courses:

Dissertation/ Thesis Report	30 Marks
Presentation	30 Marks
Viva	40 Marks
Total	100 Marks
Weightage to final Result 60%	60 Marks




QUANTUM SCHOOL OF BUSINESS
DEPARTMENT OF MANAGEMENT STUDIES

Assignment: 1

Program: MBA

Semester: 4

Course Title: Strategic Supply Chain Management

Course Code: MB44141

Name of Faculty: Dr. Ram Praveesh

Session: 2024-2027

Date of Assigning:

Date of Submission:

S.N.	Assignment/Tutorial	CO	Bloom's Taxonomy	BL
1	TUTORIAL-1 - Discuss the core objectives and key drivers that necessitate SCM in modern business. Additionally, analyze how strategy formulation in SCM aligns with corporate strategy to create value - Examine the role of SCM as a profession by outlining the critical decisions and skills required at strategic, tactical, and operational levels. In this context, - Critically evaluate the different types of supply chains (e.g., efficient, responsive, risk-hedging, and agile)	2	Understand, Apply & Analyze	3

	TUTORIAL-3		
2	(1) Discuss the concept of Strategic Sourcing and its significance in modern supply chain management. (2) Examine the evolution of the Buyer-Supplier Relationship from an adversarial model to a partnership-oriented approach. 3. Analyze the importance of inventory in the context of a buyer-supplier partnership.	1	Under & App
3	1. Discuss the various modes of transportation and the key tradeoffs involved in their selection. How do factors affecting network effectiveness influence these transportation decisions? 2. Explain the different models for transportation and distribution. How do IT solutions such as EDI, e-Commerce, eProcurement, along with bar coding and RFID technology, enhance efficiency and visibility in the supply chain? 3. Analyze the advantages of using third-party logistics (3PL) providers. Additionally, evaluate the current state of Indian transport infrastructure and its impact on supply chain operations.	3	Under
4	1. Analyze how location and transportation strategies jointly affect profitability and quality management in a global firm. 2. Examine conflicts between ethical supply chains and mass customization using a cause-and-effect logic. 3. Compare Balanced Score Card with financial-only benchmarking for assessing a same-day delivery strategy.	3	Under

	TUTORIAL-3		
5	1. Evaluate if Balanced Score Card with e-business metrics is superior to benchmarking alone for location decisions. 2. Critically assess if ethical supply chains can sustain long-term profitability under mass customization. 3. Develop a framework to choose between responsiveness-driven vs efficiency-driven location strategy over five years.	3	Under

Bloom's Taxonomy and Bloom's Level

(BL-1: Remember, BL-2: Understand, BL-3: Apply, BL-4: Analyze, BL-5: Evaluate)

QUANTUM UNIVERSIT
EVEN SEMESTER (2025-2026)
ASSIGNMENT 2

Program: MBA
Course Title: Financial Management
Name of Faculty: Dr. Sana Zaidi
Max Marks: 30

Semester
Course
Section

S. No	Student ID	Student Name	Topic
1	25100031	ABDUL AAHAD	Financing Decisions in Startups: Zomato IPO Case Study Background: Zomato went public in 2021 with a high-growth, loss-making model. Core Issue: Why equity financing was preferred over debt. Focus: a) Ownership dilution vs financial risk b) Investor expectations & valuation c) Long-term sustainability of equity-heavy funding
2	25100014	ABHINAV KOUNDAL	
3	25100067	ABHINAV KUMAR	
4	25100038	ADITYA KUMAR	
5	25100064	ADITYA SHARMA	Profit vs Wealth Maximization: Apple Case Study Background: Apple emphasizes shareholder wealth through innovation and brand value. Core Issue: Conflict between short-term profits and long-term value creation. Focus: a) Share price growth vs accounting profits b) Strategic reinvestment decisions c) Market perception and brand equity
6	25100038	AMAN KUMAR	
7	25100017	ANGALI NEGI	
8	25100033	ANUSHEKA	
9	25100005	ANUSHEKA PANDEY	Sources of Finance Mtn: Reliance Industries Case Study Background: Reliance uses both domestic and global funding sources.
10	25100045	ARADHYA TANEJA	
11	25100050	ARPI SHARMA	Sources of Finance Mtn: Reliance Industries Case Study Background: Reliance uses both domestic and global funding sources.
12	25100025	ARPITA GOYAL	
13	25100015	ASHUTOSH KUMAR	Sources of Finance Mtn: Reliance Industries Case Study Background: Reliance uses both domestic and global funding sources.
14	25100031	AYUSH CHAUHAN	

			Core Issue: Optimal mix of long-term vs short-term finance Focus: a) Debt vs equity balance b) Cost and flexibility of funds c) Impact on expansion strategy
15	25100027	AYUSHI RAWAL	
16	25100013	DEEPAK SHI	Financial Decision-Making in Crisis: Air India Turnaround Case Background: Air India faced continuous losses before privatization. Core Issue: Financial restructuring and decision-making under stress. Focus: a) Cost control strategies b) Government intervention vs private ownership c) Financial sustainability
17	25100040	DHRUV AGARWAL	
18	25100044	JAY DUBEY	
19	25100030	KARTIK CHANDLA	
20	25100072	KHUSHI POONIA	
21	25100092	KUSHI BHATT	Optimal Capital Structure: Tesla Inc. Case Study Background: Tesla relied heavily on equity in early years. Core Issue: Trade-off between risk and control. Focus: a) High valuation and investor confidence b) Low debt strategy c) Growth vs profitability
22	25100028	LAKSHMI KUMAR	
23	25100066	LAXMI SAINI	
24	25100058	MANI GARG	
25	25100053	MANI SHARMA	
26	25100082	MANASHA ASLAM	Capital Structure Failure: Jet Airways Case Study Background: Heavy debt burden led to collapse. Core Issue: Poor capital structure decision
27	25100073	MANASHA GAUR	
28	25100068	MAHESHWARI SHUKLA	
29	25100036	MD INULAN	
30	25100010	MD MAHFOOZ EQBAL	

			Focus: a) Overdependence on debt b) Cash flow mismatch c) Lessons for financial managers
31	25100057	MEHAK FATIMA	Investment Failure: Kingfisher Airlines Case Study Background: Aggressive expansion with financial backing. Core Issue: Poor capital budgeting decisions. Focus: a) Overestimation of revenues b) Lack of cost control c) Financial mismanagement
32	25100078	MOHAMMAD BILAL KHAN	
33	25100006	MOHAMMAD TALHA KHAN	
34	25100083	MOHD WASIM IQBAL	
35	25100081	MUKUL MITTAL	
36	25100083	NANDINI TYAGI	Leverage Impact: Maruti Suzuki Case Study Background: Maruti maintains moderate leverage. Core Issue: Effect of operating and financial leverage. Focus: a) EBIT sensitivity b) Fixed vs. variable costs c) Profitability stability
37	25100055	NIKHIL PUNJIB	
38	25100048	NEHA DANT	
39	25100016	NINISH CHOUDHARY	
40	25840002	PRACHI SHARMA	
41	25100080	PRANAV CHAUHAN	EBIT-EPS Analysis: Infosys Case Study Background: Strong profitability with low debt. Core Issue: Choosing financing alternatives. Focus: a) Shareholder earnings comparison b) Debt vs. equity scenarios c) Risk-return trade-off
42	25100061	PRASHANT SINGH GUPTA	
43	25100033	PRATYAKSH TYAGI	
44	25100041	PRIYA PARNAR	
45	25100056	PRIVANSHU YADAV	

46	25100043	EDHAN KADCAR	Efficient Working Capital: D-Mart Case Study a) Background: Known for high inventory turnover. Core Issue: Managing working capital efficiently. Focus: b) Low credit period. c) Fast inventory cycles. d) Profitability impact.
47	25100046	SAJAL GOYAL	
48	25100013	SAKSHI MAHALWAL	
49	25100075	SANIYA ANSARI	
50	25100049	SANYAM JAIN	
51	25100049	SATYAM DUNGA	Receivables Management: Asian Paints Case Study Background: Strong dealer network with credit control. Core Issue: Balancing sales growth and liquidity. Focus: a) Credit policy. b) Collection efficiency. c) Impact on working capital.
52	25100059	SATTYAM MISHRA	
53	25100019	SHARLESH KUMAR	
54	25100032	SHREYA JAIN	
55	25100011	SHIVANGI JAINWAR	
56	25100021	SHIVANI	Dividend Policy: Tata Consultancy Services Case Study Background: Consistent dividend-paying company. Core Issue: Impact of stable dividends on investors. Focus: a) Investor confidence. b) Market valuation. c) Profit distribution strategy.
57	25100071	SHREYA DUBEY	
58	25100001	SNEHA GARG	
59	25100043	SNEHA SINGHAL	
60	25100035	SOYAB	
61	25100034	SPARSH GOYAL	Dividend vs. Retention: Infosys Case Study Background: Balance payouts and reinvestment. Core Issue: Growth vs shareholder returns. Focus: a) Retained earnings usage. b) Expansion funding. c) Shareholder expectations.

QUANTUM UNIVERSITY

ODD SEMESTER (Session 2024-25)

MID SEMESTER EXAMINATION

ROLL NO.

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Subject Code & Name: Economics for Managers MB41107

Program/Branch/Year: MBA1st Year/ SEM I

Time: 2 Hrs

Max Marks: 60

General Instructions: Read all instructions carefully.

1. Do not write anything on the question paper except your Roll No.
2. Answers should be written in clear and legible handwriting. Neatly labeled diagrams earn marks.
3. Students must clearly write the question number & sub-part of question attempting.
4. This question paper consists of 3 questions and all questions are compulsory carry 20 marks each.
5. Students are expected to take about 15 minutes each for Questions 1 to 3 and 10 minutes for reading the question paper and revision.

Note: BL refers to Bloom's Taxonomy Level indicating Level of Complexity of a question

Parts i) and ii) of each question are compulsory and each part carries 2 marks. Parts iii), iv) and v) carry 8 marks each and the student may attempt any 2 parts.

Q1.

- i. Managerial economics explains "what is, what was and what will be" that is economics. (1 Marks)
- ii. The term Managerial "which refers to functions of Management" comprises making and . (BL2, 1 Marks)
- iii. "Using Application of economics especially micro economics for better managerial decision making" Define the statement in the light of Scope of Managerial Economics. (BL2, 8 Marks)
- iv. Differentiate between Micro and Macroeconomics with some relevant examples. (8 Marks)

- v. Diagrammatically explain the concept of utility analysis and illustrate the relationship between Total Utility (TU) and Marginal Utility (MU).
(BL 2, 8 Marks)

Q2.

- I. Normally the demand curve will have a _____ shape.
 - a. Upward sloping
 - b. Downward sloping
 - c. Vertical
 - d. Horizontal
 (2 Marks)
- II. _____ is an assumption made while drawing the demand curve!
 - a. The demand curve must be linear
 - b. The price of substitutes should not change
 - c. The quantity demanded should not change
 - d. The price of the commodity should not change
 (2 Marks)
- III. Critically explain the law of demand with suitable example. Does psychology pose a major obstacle for quantity demanded at a given price.
(BL 3, 8 Marks)
- IV. Diagrammatically explain the properties of indifference curve. State the behavior of substitute goods.
(BL 3, 8 Marks)
- V. A) Given $E_d = 4$, if price of commodity X declines from 50 to 30, what would be the change in demand if current demand is 250 units. B) calculate elasticity of demand if price increases from 80 to 120 units with increase in income of consumer from 100 to 150.
(BL 3, 8 Marks)

Q3.

- I. The elasticity for the demand of durable goods is _____.
 1. Zero
 2. Equal to unity
 3. Greater than unity
 4. Less than unity
 (2 Marks)
- II. When the elasticity of demand for a commodity is very low, it shows that the commodity is a _____ product.
 - a) Has little importance in the total budget
 - b) Is a luxury
 - c) Is a necessity
 - d) None of the above
 (2 Marks)

- III. Define elasticity of demand. Explain any two methods of calculating elasticity of demand.
(BL 2, 8 Marks)
- IV. Explain the degree of elasticity of supply with suitable examples.
(BL 3, 8 Marks)
- V. "Change in Demand leads to shift in equilibrium point". Critically explain this statement with diagrammatic representation and suitable example.
(BL 4, 8 Marks)

END SEMESTER EXAMINATION*Even Semester 2022-2023***ROLL NO.**

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Subject Code & Name: MB4204 Operations Research**Program/Branch/Year:** MBA/SEM II JUNE 2023**Time:** 3 Hrs.**Max Marks:** 100**General Instructions:** Read all instructions carefully.

1. Do not write anything on the question paper except your Roll No.
2. Answers should be written in clear and legible handwriting. Neatly labeled the marks.
3. Students must clearly write the question number & sub-part of question that they.
4. Students are expected to take about 50 minutes for each Question Remain reading the question paper and revision.

This question paper consists of 6 questions. Question No. Q6 is Compulsory. Solve four questions out of Q1 to Q5. All questions carry 20 marks each.

Parts i), ii) and iii) of Q1 to Q5 carry 10 marks each and the student may attempt as Q1.

i) Explain important characteristic of the industrial situations to which L.P. method can

ii) Discuss the significance and scope of operation research in modern management systems

iii) Solve the Linear Programming Problem

Max. $z = 3x_1 + 5x_2 + 4x_3$, subject to the constraints:

$$2x_1 + 3x_2 \leq 8,$$

$$2x_2 + 5x_3 \leq 10,$$

$$3x_1 + 2x_2 + 4x_3 \leq 15,$$

$$x_1, x_2, x_3 \geq 0$$

Q2.

i) Explain unbalanced transportation problem? How would you obtain optimal solution

ii) "Assignment is the special case of transportation problem" justify your answer with an

iii) Obtain an initial feasible solution to following TP using the least cost method.

	A	B	C	D
a	1	2	3	4
b	4	3	2	0
c	0	2	2	1
Demand	4	6	2	6

Q3.

- i) Explain in detail with example
 a) maximin - minimax principle
 b) two person zero sum game.

ii) Solve (3X3) game by the simplex method of linear programming whose payoff matrix

		Player B		
		1	2	3
Player A	1	3	-1	-3
	2	-3	3	-1
	3	-4	-3	3

iii) Solve the following game and determine its value

$$B \begin{bmatrix} 4 & -4 \\ -4 & 4 \end{bmatrix}$$

Q4.

- i) Explain the arrival pattern and service discipline, the service channel and service discipline.
 ii) Discuss birth and death model (M/M/1) (∞ /FCFS).
 iii) Explain simulation discuss its advantages in solving the problem.

Q5.

i) Construct a network diagram for the project whose activity and precedence relations

Activity	A	B	C	D	E	F	G	H	I
Immediate predecessor	-	-	-	A	B	B	C	D	E

ii) Find the sequence that minimizes the total elapsed time (in hours) required to complete two machines

Task	a	b	c	d	e	f	g
Machine A	2	5	4	9	6	8	7
Machine B	6	8	7	4	3	9	5

iii) There are five jobs, each of which must go through the two machines A and B in the time are given below

Job	1	2	3	4
Machine A	5	1	9	3
Machine B	2	6	7	8

Determine a sequence for the five jobs that will minimize the total elapsed time.

Q6. Go through the case given below and answer the question given at the end

In a super market, the average arrival rate of customers is 10 every 30 minutes, follow the average time taken by a cashier to list and calculate the customer's purchase in the following exponential distribution.

- What is the probability that the queue length exceeds six?
- What is the expected time spent by a customer in the system?

Each question paper is also analyzed by Academic Audit committee and a detailed report is generated and shared with

QUESTION PAPER ANALYSIS & FEEDBACK REPORT

1. Course & Examination Details

- **Subject Code & Title:** MB42107 – Operations and Supply Chain Management
- **Program / Branch / Year:** MBA / 1st Year
- **Examination:** Mid-Semester Examination (Even Semester April 2026)
- **Duration:** 2 Hours
- **Maximum Marks:** 60

2. Difficulty Level Distribution

Difficulty Level	Marks	Percentage
Easy	12	~20%
Moderate	28	~47%
Difficult	20	~33%
Total	60	100%

Overall Difficulty Level: Moderate

3. Cognitive Load and Difficulty Analysis

Overall Cognitive Demand: The question paper demonstrates a moderate conceptual and application-oriented cognitive load, appropriate for MBA first-year students. It covers operations as an organizational function, Just-in-Time concepts, quality control, evolution of operations management, production systems, service system design, service to a reasonable balance between conceptual recognition, structured explanation, and applied operational reasoning.

Objective / Short-Answer Components: Each question begins with two compulsory 2-mark questions assessing foundational understanding such as:

- Transformation and conversion processes in operations systems
- Operations as a core organizational function
- Planning and control of operations for productivity and cost-saving
- Roles of operations managers in manufacturing and service organizations
- Definitions and functional areas related to operations management

These questions primarily evaluate conceptual recognition and basic understanding. The objective components are suitable for verifying minimum conceptual preparedness.

Descriptive Components: Each question includes three 8-mark sub-parts, out of which students are required to attempt any two. These questions require structured explanation.

- Application of Just-in-Time concepts to supply chain processes
- Quality control and its advantages and limitations
- Evolution of operations management as a discipline
- Service system design matrix, job shop and batch production systems
- Capacity planning, production planning and control, and demand forecasting

These components assess understanding, application, and moderate analytical ability. The descriptive questions are relevant for management students and require student inference.

Application-Oriented Components: The paper includes applied questions involving JIT in supply chain processes, quality control decision-making, service system design, and demand forecasting. These items require students to illustrate, analyze, and interpret operational concepts in practical contexts. The application orientation is appropriate, although

Inference

The paper exhibits a clear cognitive progression from conceptual understanding to applied and analytical discussion. It is academically suitable for mid-semester assessment of limited contemporary supply chain scenarios, and minor language inconsistencies restrict the assessment of higher-order managerial decision-making.

4. Question Quality Evaluation

Parameter	Observation
Conceptual clarity	Moderate to High – core operations and supply chain concepts are covered with appropriate thematic relevance
Syllabus alignment	High – the paper reflects major foundational topics in operations and supply chain management
Practical relevance	Moderate to High – JIT, quality control, service blueprinting, PPC, and forecasting provide applied orientation
Analytical depth	Moderate – several BL-4 questions are included, but data-based and evaluative analysis is limited
Language	Generally understandable, with minor grammatical, spacing, and wording issues requiring editorial refinement

5. Scoring Rubric – Paper Quality

Dimension	Max Score	Score
Structural compliance	2	1.8
Cognitive alignment	2	1.6
Marks–cognition justification	2	1.6
Academic rigor	2	1.5
Pedagogical suitability	2	1.7
Total	10	8.2

6. Bloom's Taxonomy Analysis (Marks-Based with Verification)

Cognitive Level	Marks	Percentage	Verification
Remember	4	~7%	Limited but present
Understand	20	~33%	Accurate
Apply	16	~27%	Appropriate
Analyze	20	~33%	Appropriate
Evaluate	0	0%	Not directly assessed
Create	0	0%	Not assessed
Total	60	100%	—

Verification Observation: The Bloom's distribution indicates a strong focus on understanding, application, and analysis. The objective questions are largely mapped to BL-2 explaining service system design, designing a service blueprint, and commenting on production planning and control. The marks distribution is suitable for a mid-semester limited design-oriented application in the service blueprint question.

7. Pedagogical and Academic Quality Evaluation

Strengths

- The paper covers a wide range of foundational operations and supply chain management areas.
- The structure combines compulsory objective questions with descriptive and applied components.
- Questions on JIT, service blueprinting, service system design, and PPC enhance practical relevance.
- The inclusion of BL-4 questions encourages analytical engagement beyond basic recall.

Limitations

- The paper lacks quantitative problem-solving on capacity, forecasting, inventory, or productivity analysis.
- Some question statements require grammatical and editorial refinement for formal academic presentation.
- Higher-order evaluative decision-making and contemporary supply chain issues are not sufficiently represented.

8. Overall Grading (Out of 10)

Parameter	Max Score	Score
Structure & clarity	2	1.8
Cognitive alignment	2	1.6
Application relevance	2	1.7
Analytical depth	2	1.6
Assessment standard alignment	2	1.5
Total	10	8.2

Final Grade: 8.2 / 10

9. Feedback & Action Points

Strengths

- The question paper is broadly aligned with the expected learning outcomes of Operations and Supply Chain Management.
- It assesses conceptual clarity, applied understanding, and analytical interpretation through a balanced question structure.
- The inclusion of service blueprinting and JIT-based questions provides meaningful managerial relevance.

Areas for Enhancement

- The paper should include numerical or data-based questions on capacity planning, forecasting, productivity, or inventory control.
- Question wording should be carefully proofread to remove grammatical errors and informal phrasing.
- The assessment should include more contemporary supply chain contexts such as digital operations, sustainability, resilience, and lean systems.

Recommendations

- Introduce short caselets involving operational bottlenecks, capacity decisions, demand fluctuations, or supply chain disruptions.
- Include at least one data-driven problem requiring calculation and interpretation of an operations metric.
- Add BL-5 questions requiring students to evaluate alternatives and justify managerial decisions.
- Ensure consistency in Bloom's level tagging, marks notation, spelling, spacing, and formal examination language before final printing.

10. Critical Observation

The question paper is academically relevant, syllabus-aligned, and suitable for Mid-Semester assessment in Operations and Supply Chain Management. It effectively evaluates production systems, capacity planning, PPC, and demand forecasting. However, to align more strongly with Outcome-Based Education and postgraduate management analysis, and contemporary supply chain decision scenarios.

11. Review Declaration

The question paper has been analyzed using a standardized academic audit framework, focusing on:

- Bloom's Taxonomy compliance
- Marks–cognition alignment
- Pedagogical suitability

The report has been prepared with the assistance of AI-based analytical tools for structuring and consistency, and has been duly reviewed and validated by the Academic /

Reviewed By:

Academic Audit Committee

Date: 17-04-2026

3.2.2 Record the attainment of Course Outcomes of all courses with respect to set attainment levels (30)

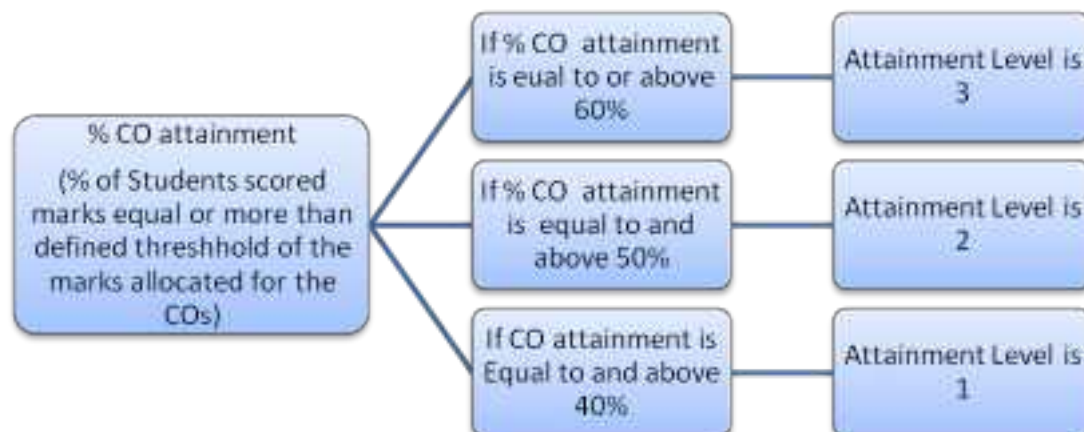
The Programme has established attainment levels for all Course Outcomes. The attainment targets are fixed based on student performance in assessments and the academic standards. For each CO, a **threshold level of 50% of the maximum marks allocated to the respective CO** is considered as the minimum benchmark for determining whether a student is scoring equal to or above the defined threshold.

Threshold for CO

- The threshold for all the **course outcomes is $\geq 50\%$** of the maximum marks allocated to CO for Mid term Exam and End term Exam
- The threshold for all the **course outcomes is $\geq 50\%$** of the maximum marks allocated to CO for Assignment (Written Assignments/Mini Projects/ Flipped Classes/ Lab Quizzes/ Practice sheets (in case VAP Courses)

Level of attainment

Here 3 levels of attainment are taken as 1-Low; 2-medium; 3- High. These 3 levels of Attainment can be defined as:



Thus, the attainment level of each Course Outcome is determined based on the percentage of students who score equal to or above the prescribed threshold marks in the institutional OBE Manual records the three attainment levels based on percentage CO attainment, with Level 3 representing the highest attainment category.

Measuring CO attainment through Internal Assessments

Method of CO-Attainment calculation based on Level of Attainment for a course

Each Question in mid sem examination, assignments and the End Semester Examination is mapped with the relevant Course Outcome(s). Then Marks corresponding to the students achieving marks equal to or above the threshold is calculated. Percentage CO attainment is computed and the percentage attainment is converted into the corresponding attainment level.

Marks assignment to Internal Components

Internal and External Assessment Components	Marks	Weightage
Mid Semester	60	20%
Assignment I (5questions of 6 Marks Each)	30	10%
Assignment II (either 5questions of 6 Marks Each or 2 questions of 15 marks each)	30	10%
End Semester Examinations	60	60%

Step-1: Data Collection

COs	Assignment I					Assignment II		Mid Term Exam
	Q-1	Q-2	Q-3	Q-4	Q-5	Q-1	Q-2	
CO 1	Y							Y
CO 2		Y						
CO 3			Y					
CO 4				Y		Y		
CO 5					Y		Y	
Average Marks	6	6	6	6	6	15	15	20

Computation of % CO Attainment

After mapping the questions to the course outcomes, the reference or the benchmark for each CO has been fixed. for example,

All the students scoring greater than or equal to threshold has been considered for computation of %CO attainment. Once the benchmark/threshold is set, then % attainment computation of CO attainment by any assessment tool used is:

% CO Attainment =

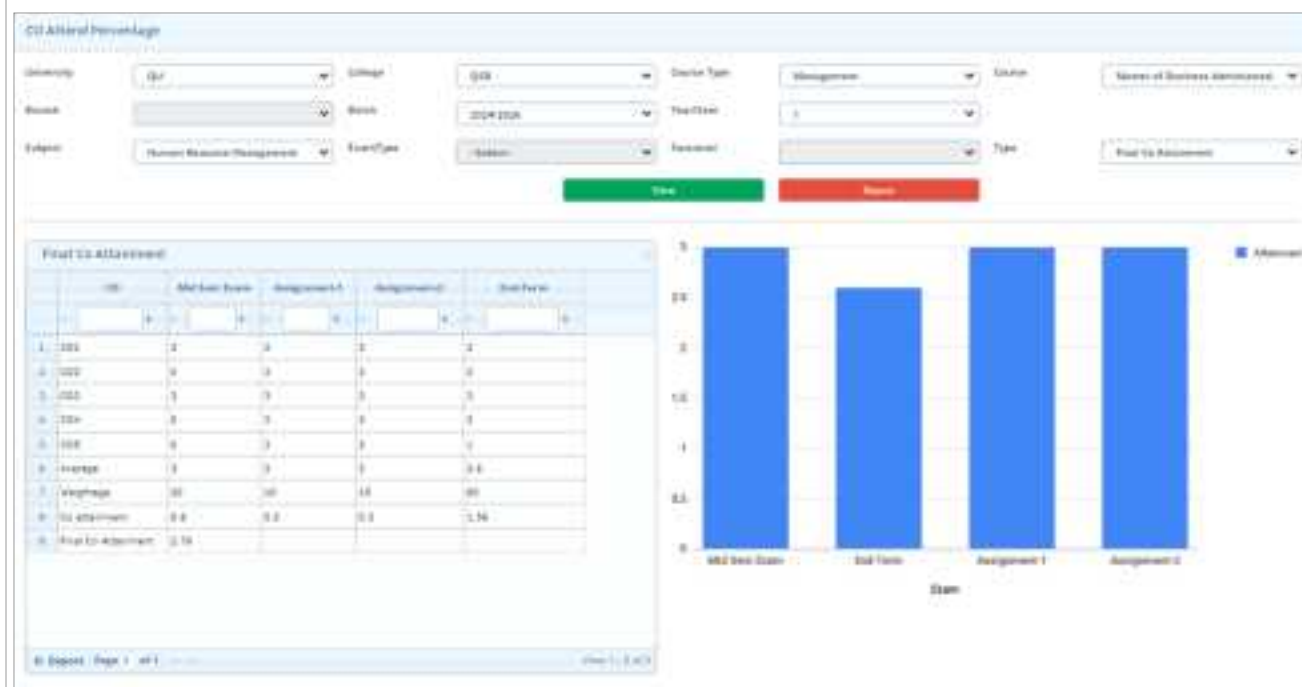
Assessment of Level of Attainment

SubjectCode

MB41117

Exam	Mid Sem Exam					Assignment-1					As
CO	CO1	CO2	CO3	CO1	CO2	CO3	CO4	CO5	CO1	CO2	
Total_Student	74	74	74	74	74	74	74	74	74	74	
Attainment_Student	70	69	69	70	70	70	70	70	70	70	
Attempted_Avg	20	20	20	6	6	6	6	6	6	6	
Threshold	10	10	10	3	3	3	3	3	3	3	
No of Student Above Threshold	56	26	45	70	70	70	70	70	70	70	
% of Student Above Threshold	80	37	65	100	100	100	100	100	100	100	
Levels	3	0	3	3	3	3	3	3	3	3	

Calculation of Direct Attainment



Indirect Attainment

Indirect CO attainment is measured through **Course Exit/Student Feedback**. Students rate their perception regarding the extent to which each Course Outcome has been attainment levels.

Feedback Rating	Attainment Level
≤1	0
>1 to ≤2	1
>2 to ≤3	2
>3 to ≤4	3

The University's OBE Manual uses student feedback on Course Outcomes as the indirect assessment mechanism and converts feedback scores into corresponding CO at

Final CO attainment Calculation

The final attainment of each Course Outcome is calculated by combining Direct and Indirect Assessment.

Final CO Attainment = 0.80 × Direct CO Attainment + 0.20 × Indirect CO Attainment

Thus, 80% weightage is assigned to direct evidence of student performance, while 20% weightage is assigned to indirect evidence obtained through student feedback.

PREPARING ATR FOR BASED ON CO ATTAINMENT AND PO/ PSO ATTAINMENT

S No.	Levels	
1	CO < 1	
2	1 < (CO) < 1.5	
3	1.5 <(CO) < 2.5	
4	2.5 <(CO) < 3	

As per university system If CO attainment is below 1.5, or declines comparing with last years' attainment for given course - Appropriate action is called for and revision in te

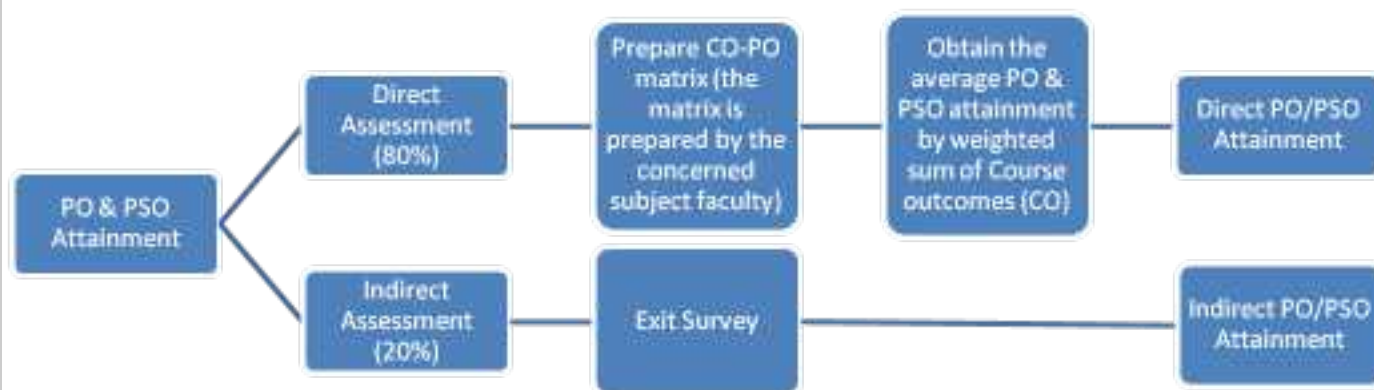
3.3 Attainment of Program Outcomes and Program Specific Outcomes (40)

3.3.1 Describe the assessment tools and processes used to gather the data to evaluate and Program Outcomes and Program Specific Outcomes (10)

The MBA Programme follows a structured Outcome-Based Education (OBE) framework for assessing and evaluating the attainment of Program Outcomes (POs) and Program Specific Outcomes (PSOs) through a combination of **direct and indirect assessment methods**.

The OBE framework prescribed by Quantum University establishes a systematic process involving CO–PO/PSO mapping, setting of attainment targets, measurement through actions for continuous improvement.

Process of PO Attainment



Direct Assessment

Process for Direct Assessment:

1. CO-PO matrix is developed for each course.
2. The PO attainment for given CO attainment in a course is computed as follows:
 - a. The Final CO attainment data is multiplied by CO-PO mapping strength (1, 2 or 3).
 - b. Value so derived is divided by 3 (Max possible attainment level)
3. Step a-b are repeated for each PO mapping with the course.
4. Step i-iii is repeated for all courses.
5. The average of PO attainment in individual Courses is the final direct PO/PSO attainment in the level of 1,2 &3.

Indirect PO Attainment

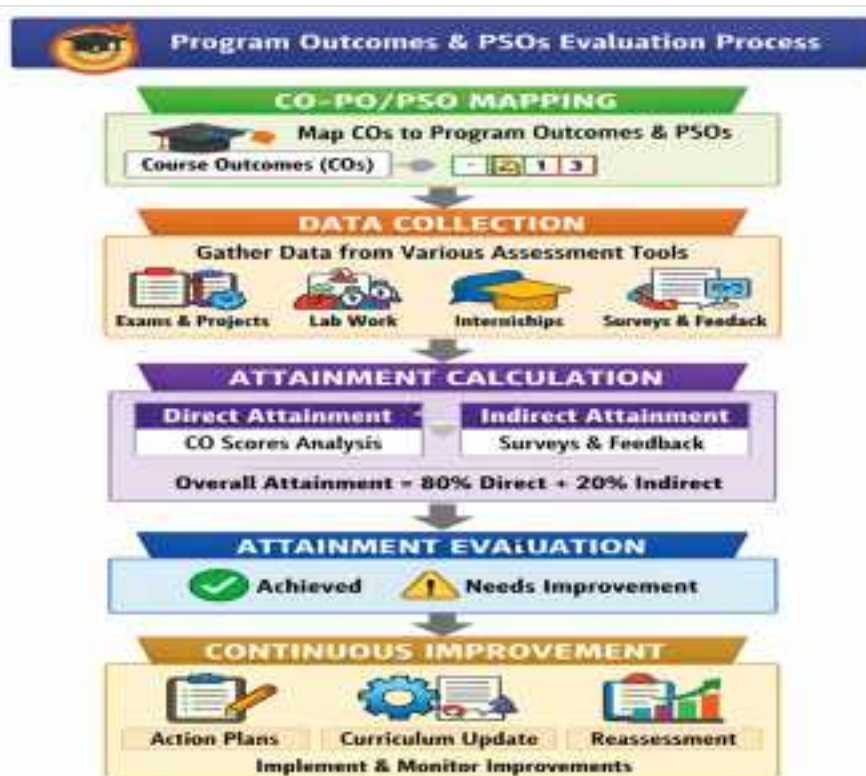
SI No.	Levels	Performance quality	Attainment of PO
1	Feedback Criteria £1	Unsatisfactory/ Does Not Meet Expectations	0
2	1 > (Feedback Criteria)£ 2	Satisfactory/ Marginal Expectations	1
3	2 >(Feedback Criteria)£ 3	Good/ Meets Expectation	2
4	3 >(Feedback Criteria)£4	Excellent/Exceeds Expectations	3

Indirect Attainment will be done on basis of Students feedback, Alumni feedback and Employers' feedback on equal weightage.

Overall PO/PSO attainment:

Data thus obtained is consolidated and average value is computed. The average value obtained is the final indirect PO attainment. The Overall PO/PSO attainment is calc

PO/PSO Attainment (Overall) = 0.8xDirect Attainment + 0.2x Indirect Attainment



3.3.2 POs and PSO attainment levels (30)

POs Attainment

Course	PO1	PO2	PO3	PO4	PO5	PO6
AE41101	2.92	1.75	2.33	2.33	2.04	2.14
CS41106	2.72	1.75	2.04	2.14	2.33	1.94
MB41102	2.93	2.73	2.15	2.54	2.05	2.73
MB41103	2.86	2.10	1.91	1.91	2.10	2.10
MB41104	2.69	2.15	2.33	1.97	1.97	1.79
MB41105	2.28	1.79	1.96	1.63	1.63	1.47
MB41106	2.44	2.09	1.40	1.57	1.75	1.57
MB41107	2.38	2.38	1.59	1.90	1.27	1.59
MB41108	2.94	1.76	1.37	1.76	2.94	2.54
MB42101	2.68	2.68	2.68	2.68	1.79	2.50
MB42102	2.71	2.13	1.55	1.74	1.74	2.13
MB42103	2.93	2.15	2.34	2.34	2.15	2.15
MB42104	2.30	2.11	2.01	1.91	2.11	2.30
MB42105	2.52	2.52	2.52	2.01	2.01	2.52
MB42106	2.90	2.52	1.94	2.52	1.94	1.94
MB42107	2.63	2.07	1.69	2.63	1.88	2.63
MB42108	2.74	2.74	2.35	2.35	1.96	2.15
MB42109	2.85	1.90	2.85	2.47	2.28	2.85
MB43201	2.84	2.09	2.09	2.28	1.71	2.65
MB43202	2.34	1.80	1.80	1.62	1.26	1.98
MB43204	2.72	2.72	2.33	2.92	1.95	1.75
MB43206	2.49	1.91	1.53	1.91	1.72	2.68
MB43207	2.79	2.79	2.05	2.24	1.49	2.79
MB43208	2.47	2.28	1.71	2.47	1.52	2.47
MB43209	2.94	1.76	2.16	2.55	1.96	2.94
MB43210	2.47	2.09	1.90	1.71	1.52	1.71
MB43214	2.84	2.08	2.46	2.27	2.27	2.27
MB43215	2.82	2.45	2.82	2.45	2.63	1.32
MB43217	2.84	2.46	2.46	2.46	2.46	1.51
MB43223	2.62	2.25	1.50	2.06	2.25	2.44
MB43241	2.87	2.48	1.91	2.87	1.72	1.91
MB43243	2.52	2.32	1.74	2.52	1.94	2.32
MB43245	3.00	2.60	1.80	3.00	1.80	3.00
MB44201	2.80	2.61	2.80	2.61	2.42	2.80
MB44202	2.82	2.82	2.25	2.82	1.69	2.44
MB44205	2.81	2.81	2.25	2.43	2.43	2.25
MB44208	2.43	2.43	1.50	2.25	1.87	1.87
MB44210	2.80	2.24	2.42	2.42	2.61	2.42
MB44212	2.78	2.60	1.67	2.41	2.78	1.67
MB44215	2.80	2.05	2.80	1.68	2.80	1.87
MB44218	2.85	1.90	2.28	2.28	1.33	2.85
MB44223	2.68	2.30	1.73	2.11	2.68	2.49
MB44235	2.49	2.32	1.33	1.99	1.66	1.66
MB44238	2.45	1.79	1.47	1.47	1.63	1.63
PR41170	2.85	2.85	2.38	2.85	2.38	2.85

PR42170	2.85	2.85	2.37	2.85	2.37	2.85
AE41161	2.10	2.10	1.91	1.53	1.91	1.72
AE42161	2.22	2.22	2.04	1.67	2.04	1.85
SI43270	2.81	2.34	1.87	2.81	2.81	2.34
VP43201	2.84	2.84	1.89	2.84	1.89	1.89
PR44270	2.88	2.88	1.92	2.88	1.92	1.92

Attainment Level

Course	PO1	PO2	PO3	PC
Direct Attainment	2.69	2.30	2.04	2.
InDirect Attainment	1.95	2.00	2.04	2.
Final Attainment	2.54	2.24	2.04	2.

PSOs Attainment

Course	PSO1	PSO2	Action
AE41101	2.33	2.33	Delete
AE41161	2.87	1.91	Delete
AE42161	2.78	1.85	Delete
CS41106	2.52	2.72	Delete
MB41102	2.15	2.73	Delete
MB41103	2.48	2.48	Delete
MB41104	2.51	2.33	Delete
MB41105	2.12	2.12	Delete
MB41106	1.83	2.27	Delete
MB41107	2.06	2.06	Delete
MB41108	2.54	2.54	Delete
MB42101	2.50	2.33	Delete
MB42102	2.91	2.52	Delete
MB42103	2.15	2.34	Delete
MB42104	2.68	2.49	Delete
MB42105	2.18	2.35	Delete
MB42106	2.71	2.32	Delete
MB42107	2.63	2.63	Delete
MB42108	2.74	1.96	Delete
MB42109	2.47	2.66	Delete
MB43201	2.65	2.65	Delete
MB43202	1.80	1.98	Delete
MB43204	2.53	2.72	Delete
MB43206	2.49	2.68	Delete
MB43207	2.24	2.42	Delete
MB43208	2.66	2.66	Delete
MB43209	2.74	2.55	Delete
MB43210	2.85	2.47	Delete
MB43214	2.46	2.46	Delete
MB43215	2.82	2.63	Delete
MB43217	2.46	2.65	Delete
MB43223	2.62	2.44	Delete
MB43241	2.68	2.87	Delete
MB43243	2.71	2.71	Delete

MB43245	2.80	2.80	Delete
MB44201	2.61	2.42	Delete
MB44202	2.44	2.25	Delete
MB44205	2.62	2.43	Delete
MB44208	2.62	2.62	Delete
MB44210	2.80	2.61	Delete
MB44212	2.41	2.60	Delete
MB44215	2.61	2.61	Delete
MB44218	2.66	2.47	Delete
MB44223	2.30	2.68	Delete
MB44235	2.32	2.32	Delete
MB44238	1.63	1.79	Delete
PR41170	2.85	2.38	Delete
PR42170	2.85	2.37	Delete
PR44270	2.88	1.92	Delete
SI43270	2.81	2.34	Delete
VP43201	2.84	1.80	Delete

Attainment Level

Course	PSO1
Direct Attainment	2.53
Final Attainment	2.46
InDirect Attainment	2.16

4 CURRICULUM & LEARNING PROCESS (125)

Autonomous Institution

4.1 Curriculum (50)

4.1.1 State the Process for Designing the Program Curriculum (10)

The MBA programme at Quantum University goes beyond the conventional delivery and focuses on developing competent, ethical, innovative and industry-ready : Alumni Feedback, Employer/Recruiter Feedback and Industry Expert Feedback (as given in Exhibit 2, 3 and 4). During course design, mapping of Course Out verified to ensure curriculum coherence and outcome-based education (OBE) compliance. Each courses COs are first framed by the concerned faculty in alignme strength of correlation (typically on a 1-3 scale) between each CO and the corresponding POs/PSOs. This mapping is reviewed by the Sub-Specialty Group and vali than placed in Board of Studies to confirm that all POs

and PSOs are adequately and proportionately addressed across the programs course basket, with no significant gaps or over-concentration on specific outcomes. exams) and indirect (course-end feedback) methods, and the resulting CO-PO-PSO attainment levels are analyzed to identify areas needing curriculum or pe improvement. The courses having weak attainment in alignment with the program outcome is taken into consideration. The department in consultation with the SSC unaligned with the need of the corporate world.

The Department follows a defined periodicity for collecting Course Outcome attainment after the completion of a semester. The Board of Studies reviews and app Course Attainment(given in Exhibit 2 and 2a), Action Taken Report on the given course attainment, consolidated stakeholder input, with final approval from tl continuous, evidence-based process. As given in the Exhibit 2 and 2a, pedagogical developments have been made in the subjects with weak attainments with referer identifying suggestions received, action taken, courses affected and the resulting improvement. This will ensure that stakeholder feedback is not merely collected but

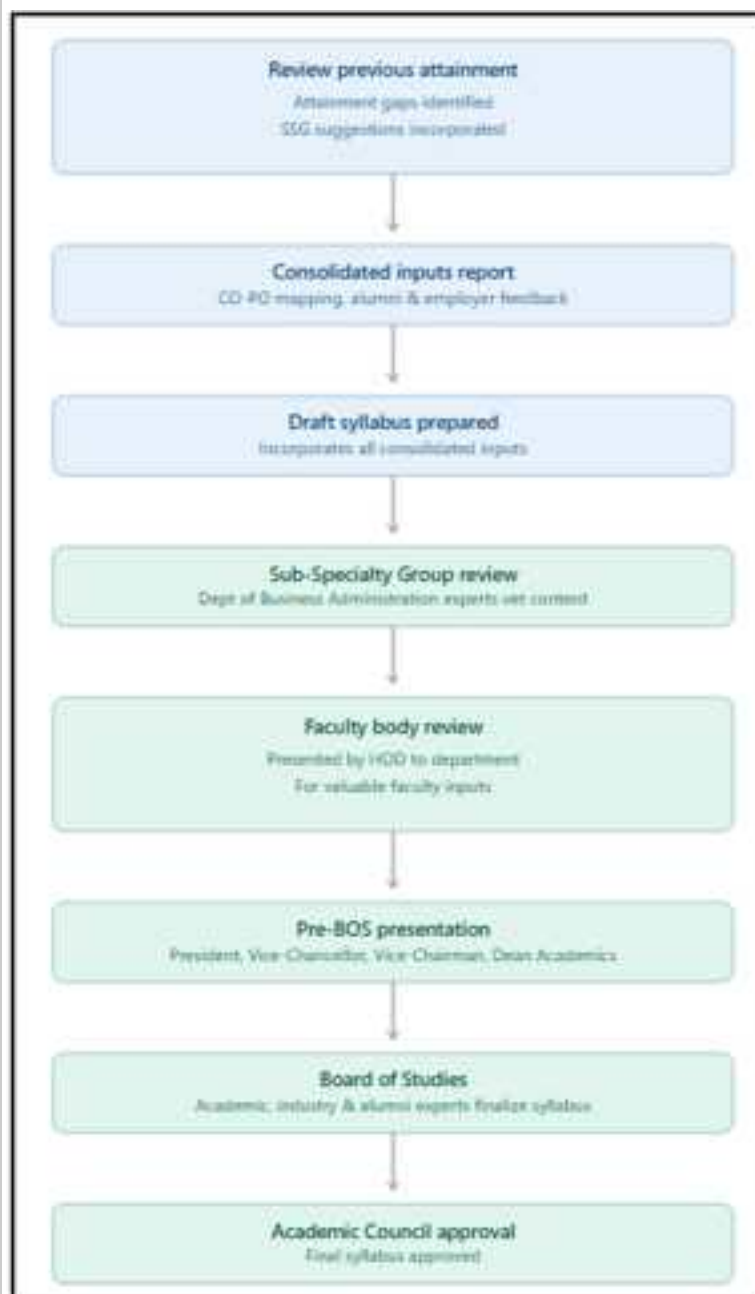


Exhibit 1: Chronological process of designing the Program Curriculum

Direct Attainment on the basis of Mapping/ Weightage of PO-PSOs

Table-10

PO/PSO Attainment Calculation for Batch 2023-25

Year /Sem	Course Code	Course	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
1	AE41101	Business Communication and Correspondence	2.92	1.75	2.33	2.33	2.04	2.14	2.33	2.33
1	CS41106	Information Technology Application for Managers	2.72	1.75	2.04	2.14	2.33	1.94	2.52	2.72
1	MB41102	Principles and Practice of Management	2.93	2.73	2.15	2.54	2.05	2.73	2.15	2.73
1	MB41103	Organizational Behaviour	2.86	2.10	1.91	1.91	2.10	2.10	2.48	2.48
1	MB41104	Marketing Management for Managers	2.69	2.15	2.33	1.97	1.97	1.79	2.51	2.33
1	MB41105	Statistics for Managers	2.28	1.79	1.96	1.63	1.63	1.47	2.12	2.12
1	MB41106	Financial Accounting for Managers	2.44	2.09	1.40	1.57	1.75	1.57	1.83	2.27
1	MB41107	Managerial Economics	2.38	2.38	1.59	1.90	1.27	1.59	2.06	2.06
1	MB41108	Human Resource Management for Managers	2.94	1.76	1.37	1.76	2.94	2.54	2.54	2.54

Direct Attainment on the basis of Mapping/ Weightage of PO-PSOs

Table-10

PO/PSO Attainment Calculation for Batch 2024-26

Year /Sem	Course Code	Course	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
1	AE41102	Managerial Communication	2.87	2.30	2.30	2.30	2.01	2.11	2.30	2.30
1	CS41106	Information Technology Applications for Managers	2.68	1.72	2.01	2.11	2.30	1.92	2.49	2.68
1	MB41112	Principles and Practices of Management	2.92	2.73	2.14	2.53	2.04	2.73	2.14	2.73
1	MB41103	Organizational Behaviour	2.88	2.69	2.11	2.50	2.02	2.69	2.11	2.69
1	MB41114	Marketing Management	2.78	2.22	2.41	1.95	1.95	1.85	2.59	2.41
1	MB41115	Business Research Methods	2.84	2.46	1.89	2.46	1.89	1.89	2.65	2.27
1	MB41116	Financial Accounting and Control	2.67	2.29	2.29	2.67	1.91	2.29	2.00	2.48
1	MB41107	Managerial Economics	2.11	2.11	1.41	1.69	1.69	1.41	1.83	1.83
1	MB41117	Human Resource Management	2.61	2.26	2.61	2.09	2.61	2.26	2.26	2.26

Exhibit 2: Comparative study of 2023-25 and 2024-26 CO weighted PO Attainment calculations

Sem-1 (BATCH 2023-25)					
Subject Code	Subject Name	Direct CO attainment	Column1	Indirect attainment	Final CO Attainment
AE41101	Business Communication and Correspondence	3	3.45	2.59	2.92
CS41106	Information Technology Application for Managers	3	3.41	2.56	2.91
MB41102	Principles and Practice of Management	3	3.51	2.63	2.93
MB41103	Organizational Behaviour	3	3.05	2.29	2.66
MB41104	Marketing Management for Managers	2.8	3.01	2.26	2.69
MB41105	Statistics for Managers	2.5	2.96	2.22	2.44
MB41106	Financial Accounting for Managers	2.64	3.37	2.53	2.62
MB41107	Managerial Economics	2.4	3.07	2.30	2.38
MB41108	Human Resource Management for Managers	3	3.57	2.68	2.94
SEM 1	Average	2.7	3.25	2.41	2.78

Sem-1 (BATCH 2024-26)					
Table2740					
Subject Code	Subject Name	Direct CO attainment	Column 1	Indirect CO attainment	Final CO Attainment
AE41102	Managerial Communication	3	3.16	2.37	2.87
CS41106	Information Technology Applications for Managers	3	3.15	2.36	2.87
MB41103	Organizational Behaviour	3	3.23	2.42	2.88
MB41107	Managerial Economics	2.1	2.89	2.17	2.11
MB41112	Principles and Practices of Management	3	3.49	2.62	2.92
MB41114	Marketing Management	2.93	2.89	2.17	2.78
MB41115	Business Research Methods	3	2.96	2.22	2.84
MB41116	Financial Accounting and Control	3	3.09	2.32	2.86
MB41117	Human Resource Management	2.76	2.65	1.99	2.61

Please Note: MB41105 (Statistics for Managers) of 2023-24 was replaced with Business Research Methods in 2024-26 with the code- MB41115

Exhibit 2a: Comparative study of 2023-25 and 2024-26 Direct CO Attainment

	A	B	C	D	E	F	G	H	I	J	K
	Timestamp	Company Name	Designation	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
1	05/10/2024 15:17:03	UM Autocomp	Regional Manager	2	4	4	3	2	2	4	3
2	05/01/2024 10:45:46	HDEC	Branch Manager	3	4	2	3	4	3	4	3
3	05/29/2024 11:33:22	MW300t	Branch Manager	3	2	2	4	3	1	4	2
4	05/19/2024 09:36:11	Arvind Fashion	Operations Manager	3	3	3	2	4	3	4	3
5	05/30/2024 16:11:34	Prodink IT	Team Lead	1	4	4	3	3	4	3	1
6	05/14/2024 09:20:12	SRVA Education	HR Manager	4	2	3	4	4	4	3	4
7	05/15/2024 13:04:33	ADITYA SHARMA	Director	3	4	3	3	4	3	3	4
8	05/07/2024 18:05:51	Value Prospect Consulting	Operations Manager	2	4	1	4	4	3	4	4
9	05/12/2024 15:03:28	Geat Developers	Team Lead	4	3	2	2	3	3	2	3
10	05/26/2024 17:35:52	Bagg Finance	HR Manager	4	2	3	4	3	2	3	3
11	05/10/2024 09:35:15	Chunguard	HR Manager	4	4	1	3	2	2	3	3
12	05/25/2024 15:20:16	IS7 & Associates	Team Lead	3	3	4	2	3	4	3	2
13	05/01/2024 17:04:12	Geat Developers	Regional Manager	4	3	2	2	4	3	3	2
14	05/20/2024 19:28:57	Ilira Health	Branch Manager	3	4	2	3	4	4	1	4

Exhibit 3: Feedback on curriculum by the Employer

Enrollment No	Student Name	Graduation Year	PO1	PO2	PO3	PO4	PO5	PO6	P501	P502	
22100045	LEISHANGTHEM PRINCELY	2024	4	4	4	4	4	4	2	3	4
22100028	AAYUSH GURJAR	2024	2	2	4	2	4	3	3	2	
22100016	ADITI SINGH	2024	4	4	2	4	2	3	3	4	
22100003	ADITYA SINGH RAGHUVANSHI	2024	3	3	2	3	4	3	2	4	
22100032	AJAY PUNDIR	2024	4	2	2	3	3	2	4	3	
22100029	AKASH CHAUHAN	2024	2	1	4	4	4	3	1	4	
22100025	ANIKET DHIMAN	2024	3	4	4	3	3	3	1	4	
22100050	ANJALI CHAUHAN	2024	4	3	2	3	2	4	4	3	
22100042	ARTI PAL	2024	3	3	3	1	4	4	3	4	
22100033	ASHISH CHOUDHARY	2024	4	4	4	3	1	4	3	3	
22100007	BADAL RAJ	2024	3	2	3	1	3	2	3	2	
22100031	EKTA KASHYAP	2024	4	3	1	4	4	4	4	2	
22100038	GANESH SHARMA	2024	3	2	4	3	3	4	4	4	
22100035	HITESH SINGH NAINWAL	2024	4	3	4	3	4	3	2	4	
22100020	ILMA KHALID	2024	3	3	4	4	3	4	4	4	
22100021	JAVED	2024	3	3	2	4	4	3	3	2	
22100006	JYOTI RANA	2024	3	2	4	3	2	4	4	4	
22100044	KASHISH SHARMA	2024	3	4	3	4	4	3	2	4	
22100019	LAXMI	2024	2	4	1	3	3	2	3	2	
22100026	MOHD UVAIS	2024	2	4	3	4	4	3	3	4	

Exhibit 4 : Alumni Feedback 2024, MBA

A comparative analysis of Course Outcome (CO) and Program Outcome (PO) articulation and attainment for Managerial Economics, as presented in Exhibit 2 and **achievement of organizational goals, contributing effectively to a team environment**", when the AY 2023 cohort is compared with the AY 2024–26 cohorts. On increase in the level of complexity of the course assessment design. Assignment 2 for this cohort was restructured into a hard-core experiential learning format involving data-handling, and analytical skill than students had been accustomed to at that stage of the program — resulting in a temporary dip in attainment levels. So, Department introduced additional sessions on Research Methodology and on Content Development and Analysis using AI. These sessions equipped students with real-world assignments — both individually and as part of a team — with greater confidence and rigor.

4.1.2 State the Components of the Curriculum (15)

Course Components	Curriculum Content (% of total number of credits of the program)	Total Credits
Program Core	54.8	66.5
Program Electives	23.1	28.0
Open Electives	0	0.0
Summer Project	0	0.0
Internships/Seminars	1.9	0.0
Final Dissertation	7.7	0.0
Any other (Please specify)	12.5	72.0
Total number of Credits		

4.1.3 Transaction of the Curriculum (10)

ID	Course Code	Course Title	Lecture (L)	Tutorial (T)	Practical (P)	Total Hours
1	AE41102	Managerial Communication-I	2	0	0	
2	MB41118	Management Principles & OB	3	0	0	
3	MB41114	Marketing Management	3	0	0	
4	MB41115	Business Research Methods	2	0	2	
5	MB41116	Financial Accounting & Control	3	0	0	
6	MB41107	Managerial Economics	3	0	0	
7	MB41117	Human Resource Management	3	0	0	
8	PR41170	Project I (Capstone Project)	0	0	0	
9	GP41280	General Proficiency	0	0	0	
10	MB42161	Business Analytics and Intelligence	0	0	4	
11	MB42113	Financial Management	3	0	0	
12	MB42114	statistical inference for Decision Making	3	0	0	
13	MB42107	Operations and Supply Chain	3	0	0	
14	MB42109	Entrepreneurship Development	3	0	0	
15	PR42170	Project II	0	0	0	
16	AE42161	PDP For Managers	0	0	4	
17	GP42280	General Proficiency	0	0	0	
18	MB43211	Strategic Analysis	3	0	0	
19	SI43270	Training Report and Viva Voce	0	0	12	
20	SE43261	GDPI	2	0	0	
21	GP43280	General Proficiency	0	0	0	
22	MB43212	Banking and Insurance Management	3	0	0	
23	MB43216	Financial Modelling	3	0	0	
24	MB43211	Corporate Tax Planning	3	0	0	

25	MB43214	Behavioral Finance	3	0	0	
26	MB43215	Modern Investment and Portfolio Management	3	0	0	
27	MB43221	Consumer Behaviour & Relationship Management	3	0	0	
28	MB43222	Digital Marketing & Analytics	3	0	0	
29	MB43223	Marketing of Services	3	0	0	
30	MB43224	Advance Marketing Research	3	0	0	
31	MB43225	Advertising & Brand Management	3	0	0	
32	MB43231	Industrial Psychology	3	0	0	
33	MB43232	Negotiation and Counseling	3	0	0	
34	MB43235	Industrial Relations and Labour Law	3	0	0	
35	MB43234	Human Resource Information System	3	0	0	
36	MB43233	Organizational Design and Management	3	0	0	
37	MB43241	Supply Chain Analytics	3	0	0	
38	MB43242	Procurement and Vendor Management	3	0	0	
39	MB43243	Operations Planning and Control	3	0	0	
40	MB43244	Material Management	3	0	0	
41	MB43245	Retail Distribution and Logistics	3	0	0	
42	MB43246	Quality Toolkit for Managers	3	0	0	
43	MB43251	International Economics and Policy	3	0	0	
44	MB43252	International Business Environment	3	0	0	
45	MB43253	EXIM Financing and Documentation	3	0	0	
46	MB43254	Foreign Exchange Management and	3	0	0	
47	MB43261	Data Exploration and Visualization	3	0	0	
48	MB43262	Data Analysis with R	3	0	0	
49	MB43266	Data Analytics & Visualizaton using Python	3	0	0	

50	MB43264	Block Chain Technology: A Management Perspective	3	0	0	
51	MB43265	Foundation of AI, Data Science and Data Analytics	3	0	0	
52	MB43271	Agriculture Marketing Management	3	0	0	
53	MB43272	Food Retail Management	3	0	0	
54	MB43273	Management of Agribusiness Operations	3	0	0	
55	MB43274	International Trade and Sustainability Governance	3	0	0	
56	MB43275	Contract Farming	3	0	0	
57	MB44212	Business Ethics and Corporate Governance	3	0	0	
58	MB44270	Project and Viva- Voce	0	0	0	
59	MB44211	Indian Financial System	3	0	0	
60	MB44212	Corporate Restructuring	3	0	0	
61	MB44213	Financial Econometrics	3	0	0	
62	MB44214	International Financial Management	3	0	0	
63	MB44215	Fintech and Sustainable Finance	3	0	0	
64	MB44221	Retail Management	3	0	0	
65	MB44222	International Marketing	3	0	0	
66	MB44223	Strategic Marketing	3	0	0	
67	MB44224	Sales Force Management	3	0	0	
68	MB44225	B2B Marketing	3	0	0	
69	MB44231	International Human Resource Management	3	0	0	
70	MB44232	HR Analytics	3	0	0	
71	MB44233	Performance & Reward Management	3	0	0	
72	MB44236	Compensation & Benefit Management	0	0	0	
73	MB44234	HRD	3	0	0	
74	MB44241	Strategic Supply Chain Management	3	0	0	

75	MB44242	SCM IT Infrastrctre	3	0	0	
76	MB44243	International Logistics Management	3	0	0	
77	MB44244	Maritime and Airport Management	3	0	0	
78	MB44245	Regulatory Compliances in Supply Chain Management	3	0	0	
79	MB44246	Inventory Management	3	0	0	
80	MB44251	International Human Resource Management	3	0	0	
81	MB44252	International marketing	3	0	0	
82	MB44253	International Financial Management	3	0	0	
83	MB44254	International logistics management	3	0	0	
84	MB44255	Legal Framework For International Business	3	0	0	
85	MB44261	Machine Learning and application	3	0	0	
86	MB44265	Data Analytic using Statistical and Computational	3	0	0	
87	MB44263	Managing Cyber Security Risks	3	0	0	
88	MB44264	Predictive Analytics using Big Data	3	0	0	
89	MB44271	Seed production technology & management	3	0	0	
90	MB44272	E-Commerce and Agri business	3	0	0	
91	MB44273	Farm business management	3	0	0	
92	MB44274	Agriculture risk management	3	0	0	
93	MB44275	Agri-supply chain management	3	0	0	
		Total	246	0	22	

4.1.4 Overall Quality and Level of Program Curriculum (15)

The curriculum comprises a well-balanced mix of core courses, functional specializations, open/minor electives, skill-enhancement modules, and value-added co-curricular industry-integrated learning, thereby ensuring the attainment of both cognitive and applied competencies. These experiential components are structured progressive **Dissertation** in Semester IV — reflecting the relevance of the syllabus to skill development and preparing students to be industry-ready at every stage of the program evaluation through individual and team performances. The total number of cases evaluated by students per year are approximately Eighty (80).

To further strengthen the overall quality of the curriculum, the Department has engaged students in value-added certifications from **Grant Thornton**; with the objective the Department has offered value-added programs in Communication and Professional Skills and Personality Development (PDP), and has conducted supplementary employability. This layered approach to skill-building — spanning technical, analytical, and interpersonal dimensions — reflects the Department's sustained commitment



MBA Version 2023

Quantum University, Roorkee

22 KM Milestone, Dehradun-Roorkee Highway, Roorkee (Uttarakhand)

Study & Evaluation Scheme Study Summary

Name of the Faculty	Faculty of Management Studies
Name of the School	Quantum School of Business
Name of the Department	Department of Management Studies
Program Name	MBA
Duration	2 Years
Medium	English

Evaluation Scheme

Type of Papers	Internal Evaluation	End Semester Evaluation	Total
	(%)	(%)	(%)
Theory	40	60	100
Practical/ Dissertations/Project Report/ Viva-Voce	40	60	100
Internal Evaluation Components (Theory Papers)			
Mid Semester Examination	60 Marks		
Assignment	30 Marks		
Assignment	30 Marks		
Attendance	30 Marks		
Internal Evaluation Components (Practical Papers)			
Quiz One	46 Marks		
Quiz Two	44 Marks		
Lab Records/ Mini Project	30 Marks		
Attendances	30 Marks		
End Semester Evaluation (Practical Papers)			
ESE Quiz	40 Marks		
ESE Quiz	40 Marks		

Adequate emphasis is also placed on emerging and contemporary areas such as digital business, data analytics, artificial intelligence in management, and sustainability. With this, the Department has introduced **IT-enabled courses** such as Information Technology for Managers into the MBA curriculum and has offered students increasingly demanded by data-driven organizations.

Curriculum delivery is supported by continuous internal assessment through quizzes, assignments, case-based learning, presentations, and sessional examination feedback-based improvement. To further ensure the overall quality of the curriculum, the Department consistently endeavors to cover course topics through case study world business scenarios and global best practices. Course-end and program-end feedback is systematically analyzed by the **Sub-Speciality Groups** and the IQAC.

Collectively, these measures ensure that the curriculum not only meets the prescribed academic rigor and credit framework but also maintains the flexibility, content well-articulated structure that balances breadth and depth of knowledge, remains responsive to stakeholder feedback, and is benchmarked against the requirements. **research articles** under faculty supervision, which enhances their research and analytical skills, and the curriculum enables them to participate in academic events well-rounded, continuously updated, and industry-aligned curriculum design underscores the overall quality and level of the MBA program at the Department of Business

A
DISSERTATION REPORT
ON
**"A COMPARATIVE STUDY OF FINANCIAL STATEMENTS
OF TCS AND WIPRO LTD."**
In Partial fulfillment for the award of the Degree of
MASTERS OF BUSINESS ADMINISTRATION
[Two year's full time regular degree]
Batch: 2024-26



Supervised By:
Dr. Meenakshi Goyal
Associate Professor
Quantum School Of Business
Quantum University Roorkhee

Submitted By:
Name: Neha Gaur
Course: MBA 4th Sem
Roll No. 2403400036


Dr. Meenakshi Goyal
Associate Professor
Quantum University Roorkhee

QUANTUM UNIVERSITY ROORKHEE
22 KM MILE STONE, MANDAWAH, ROORKEE- DEHRADUN
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Image: Sample Dissertation Report (Semester 4th)

International Journal of Science and Research:
(IJSR)
ISSN: 2278-0181

"A Study on The Role of Behavioral Finance in Investment Decisions"
Author's Name
Dr. Meenakshi
Submitted Under 7th Year, 2023-2025 Quantum School of Business,
Quantum University, Roorkhee, Uttarakhand, India

*Professor MBA, Coordinator of Quantum school of business,
Quantum University, Roorkhee, Uttarakhand, India

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Image: Students research articles under faculty supervision



Image: Value added certification from Grant Thornton

4.2 Learning Processes (75)

4.2.1 Describe Processes followed to improve quality of Teaching & Learning (20)

At Quantum University, Roorkee, the quality of teaching and learning in the MBA programme is improved through a structured, outcome-oriented, and technology-enabled



Process Flow

The academic calendar of the university is prepared and shared with all Departmental Heads at the outset of each academic session, and individual department institution-wide coordination and consistency. The MBA programme strictly follows this academic calendar, with clearly defined teaching weeks, internal assessments Semester-wise course plans, assessment schedules, management events and break periods are prepared and shared with students, and internal evaluations such as learning and assessment.

Quantum University, Roorkee Academic Calendar Session 2025-26			
Item Name	Start Date	End Date	MBA Activity Calendar
Reporting of MBA 1st Year to the campus	27/07/2025	28/07/2025	MBA Orientation (10 Days)
Reporting of 2nd, 3rd and 4th Year Class	04/08/2025		Reporting of 2nd Year
Commencement of 2nd, 3rd and 4th year Classes	05/08/2025		Commencement of 2nd Year classes
Raksha Bandhan Holiday	09/08/2025		
Commencement of MBA 1st Year Classes	11/08/2025		Commencement of MBA 1st Year Classes
	12/08/2025		Career Counselling Session
Orientation Program of 2nd, 3rd and 4th Year Class	13/08/2025	14/08/2025	MBA Senior Batch Orientation
Independence day Holiday	15/08/2025		
Shri Krishna Jamanstami Holiday	16/08/2025		
Reporting of First Year Students(Except MBA)	17/08/2025	18/08/2025	
Commencement of MBA 2nd Year Classes	18/08/2025		Commencement of MBA 2nd Year Classes
Orientation Program of First Year Students	20/08/2025	23/08/2025	Importance of Leadership in Professional Career
Commencement of First Year Classes	25/08/2025		NISM Workshop (4 Days)
Lab Quiz 1 on ERP All Years	15/09/2025	04/10/2025	Research Paper Preparation & IKS Activity
Fresher's Party	26/09/2025		
Abhiyakti and Kavyanjali	26/09/2025	27/09/2025	Industrial Visit
Gandhi Jayanti Holiday	02/10/2025		
Dussehra Holiday	03/10/2025		
Mid Semester Examination	11/10/2025	18/10/2025	Mid Semester Examination from 11-18 oct'25
Diwali Vacations	18/10/2025	23/10/2025	
		24/10/25	Guest Lecture on Digital Banking/Workshop on Use of AI Tools in Research
			Workshop on Entrepreneurship - "Create an Entrepreneur"
Lab Quiz 2 on ERP For All Years	10/11/2025	30/11/2025	Expert Session on "Research, Plagiarism, and Copyright: Ethical Use of IP"
Convocation	15/11/2025		
Feedback on Course (in ERP)	01/12/2025	06/12/2025	
Last Teaching Day of Odd Sem 2025-26	10/12/2025		
Commencement of BSE Lab Exam	15/12/2025	20/12/2025	
End Semester Examination	22/12/2025	08/01/2026	End Semester Examination

University Academic/ Activity calendar in adherence to the Department Events and Activities

Instruction methods are enriched through case-based learning, business simulations, real-world business examples, and live industry data integrated into core a marketing, finance, HR, operations, and emerging trends, and case studies from Harvard have also been procured based on the specialization of the faculty member Collaborative learning is encouraged through group discussions, team projects, peer reviews, role plays, and classroom debates that are formally incorporated into le



Students went through hands-on Business Simulation exercises

Technology-enabled and ICT-supported learning are systematically embedded in the MBA programme. Smart Boards have been adopted as a core teaching pedagogy to enhance student attention, conceptual clarity, and real-time doubt resolution as compared to conventional lecture methods. Video lectures have been developed and used across Classroom sessions have been arranged wherein students study pre-shared content in advance and utilize classroom time for discussion, problem-solving, and application centred participation.



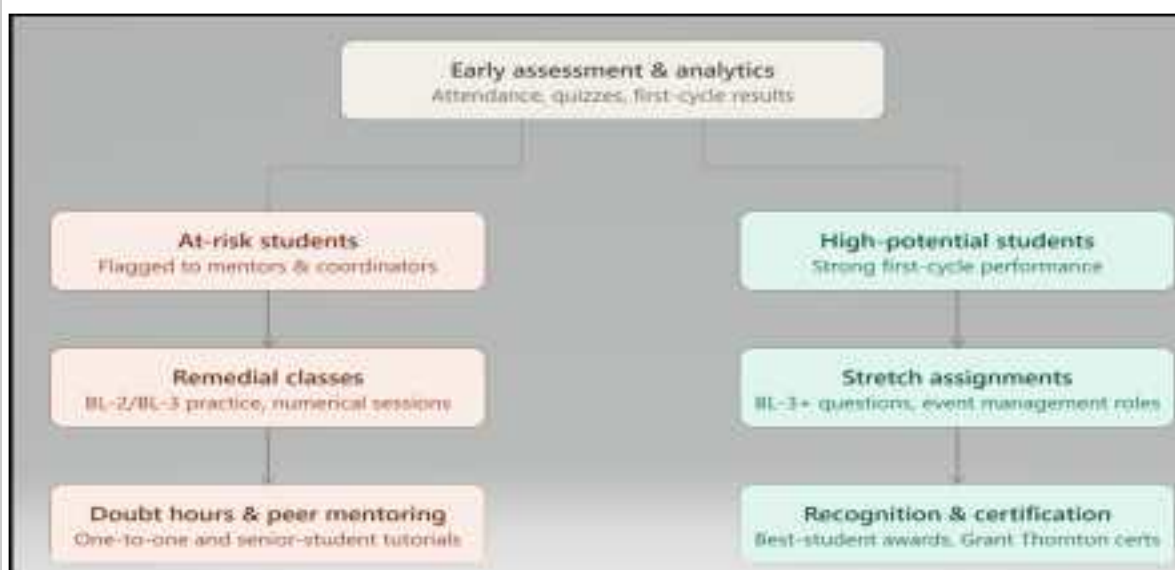
Teaching via smart boards for the better and quality inputs

A Learning Management System (LMS) hosts course materials, recorded lectures, assignments, rubrics, and assessment results, enabling blended and self-paced learning. Software, along with quantitative platforms like Excel, data-visualization tools, and other digital resources, all documented in lesson plans as mode of teaching. Data are adjusted accordingly through topic revisions, additional practice, or targeted exercises.

Quantum UNIVERSITY					
Learning Management System LMS LMS Summary Report					
LMS Summary Report					
Session	2025/26		University	QU	
Type	Study Material		Upload Type	Uploaded	
		College	Employee Name	Class	Subject
1	+	QSB	MOUSMI GOEL	QSGS/Bachelor of Commerce/5/NA/NA	Human Resource Management
2	+	QSB	SANA ZAIDI	QSB/Bachelor of Business Administration/3/NA/A/NA	Financial Accounting

Lecture notes uploaded on ERP-LMS for Business Administration subjects

Support mechanisms are in place to assist slow learners and ensure their steady academic progress. Early identification of at-risk students is done through analysis of students, focusing on model test questions at Blooms Taxonomy Level-2 (BL-2) and Level-3 (BL-3) to strengthen foundational understanding and application in quantitative and concept-intensive courses. Doubt clarification hours and one-to-one mentoring are scheduled within the term and recorded in faculty logs, while Attendance patterns, assignment submissions, and quiz performance are periodically monitored to intervene before students fall behind, collectively ensuring that no



Support strategies for the differential learner's

The impact of this support system is reflected in the journey of Mr. Abhay Gupta, who was identified early as a student needing additional academic support and was of 6.00 in Semester I, Abhay was guided through revision discipline, wider participation in case discussions, group work, and seminars, and an internship at Insurance. He progressed steadily to an SGPA of 6.77 in Semester II, 6.91 in Semester III, and 7.18 in Semester IV, while his CGPA rose correspondingly to 6.66, and under the value-added, employability-focused certifications. His transformation from a student flagged for early intervention to a self-directed, confident graduate demonstrates growth.

GROWTH TRAJECTORY

RECOGNISING GAPS

BUILDING DISCIPLINE

WIDER PARTICIPATION

INDUSTRY EXPOSURE

RESEARCH & CREATIVITY

STAGE-WISE JOURNEY & OUTCOMES

STAGE	PERIOD	FOCUS	KEY OUTCOME
1	Programme start	Identifying learning gaps; building a structured improvement plan	Clear direction & mentoring plan
2	Semester I	Establishing baseline; developing revision discipline	SGPA 6.00 CGPA 6.00
3	Semester II	Case discussions, group work, seminars, sports participation	SGPA 6.77 CGPA 6.40
4	Semester III	Internship at InsuranceDekho; professional & digital skills	SGPA 6.91 CGPA 6.38
5	Semester IV	Strongest academic phase; confident presentations	SGPA 7.18 CGPA 6.66
6	Throughout	Research paper; problem to publication, under mentor guidance	Published in academic journal
7	Transformation	From slow learner to self-directed, confident graduate	Holistic academic & professional growth



SUCCESS STORY OF A SLOW LEARNER ABHAY GUPTA, A TESTIMONIAL OF HIS GROWTH AND ACHIEVEMENTS

Bright and high-potential students are equally motivated through recognition, advanced opportunities, and leadership roles. For advanced learners, model test questions and evaluation, are administered to stretch their analytical and critical-thinking abilities beyond routine coursework. These students are also actively involved in developing leadership competencies outside the classroom, and "Best Student" awards per course or semester, along with certificates acknowledging academic excellence, are been facilitated for eligible students to enhance industry-relevant skills, improve employability, and provide an added professional credential aligned with current research-oriented projects, and internships in complex roles, often under faculty guidance for case studies, reports, or conference-oriented work, and are nominated for digital marketing, and leadership development to strengthen their profiles and career readiness. This differentiated approach for advanced learners is exemplified by Abhay Gupta, who translated into rapid academic momentum, with his CGPA rising from 7.73 in Semester I to a peak of 8.09 in Semester II as his analytical thinking and case-based learning flourished through Amazon and Netflix case work and mock interviews in Semester III, and by Semester IV had taken on leadership roles in event hosting and coordination while Abhay moved seamlessly into the role of Senior Officer, People, Learning & Development, at Pritam International Pvt. Ltd.

MENTOR-MENTEE SUCCESS STORY

Department of Business Administration | MBA 2024

GROWTH TRAJECTORY

FOUNDATION

SKILL BUILDING

INDUSTRY EXPOSURE

LEADERSHIP & RESEARCH

PROFESSIONAL ROLE

RECOGNITION

STAGE-WISE JOURNEY & OUTCOMES

STAGE	PERIOD	FOCUS	KEY OUTCOME
1	Pre-MBA	Identifying potential, direction & career orientation	Clarity on strengths & growth pathway
2	Semester I	Academic foundation, conceptual clarity, learning habits	CGPA 7.73
3	Semester II	Analytical thinking, communication, case-based learning	CGPA 8.09 (peak)
4	Semester III	Industry orientation via Amazon & Netflix case work, mock interviews	CGPA 8.05
5	Semester IV	Leadership (event hosting/coordination) & research publication	CGPA 7.74
6	Post-MBA	Application & interview process	Offer: Senior Officer, PLD, Pritam Intl. (Grade E-2)
7	May 2026	On-the-job performance	Certificate of Appreciation – Outstanding Performance

ACADEMIC PERFORMANCE & CAREER CULMINATION



CULMINATION OF THE JOURNEY

- **Role:** Senior Officer, People, Learning & Development (Grade E-2)
- **Organization:** Pitman International Pvt. Ltd.
- **Recognition:** Certificate of Appreciation, May 2026
- **Research:** Published paper on training effectiveness & employee performance

"A continuous developmental journey — from academic foundation to professional recognition."

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An Analysis on Employee Performance and their Retention

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Abstract:

Employee retention is very serious issue that is facing by Indian Industries due to Economic growth, shortage of skillful labors and employee's turnover. The challenging concern of the organization is Employee Retention. It is not only important to have the best and the most talented employees but it is also necessary to be able to retain them for long period of time. This study stressed on strategies of Employee Retention, as we all know that employees are big asset of the any organization or company. There are too many factors that affect the retention of employees. To retain committed and skilled employees in the organization or company, management should definitely take care of their employees. Organization should find out the reason of employee turnover and overcome this.

Today global explosion in business creates more opportunities and people are highly mobile not restricting to particular job. Human resources are the life-blood of any organization. Even though most of the organizations are now a days, found to be technology driven, yet human resources are required to run the technology. They are the most vital and dynamic resources of any organization. The purpose of this paper is to review the findings of research papers of various authors to derive the factors that affect the employee retention and different employee retention strategies that are adopted by organizations to retain its employees.

Keywords: Employee retention, Retention Strategies, Retention Factors.

I. Introduction:

The ability of a company to keep its employees is known as employee retention. It may also be referred to as a procedure whereby resources are encouraged and motivated to remain with an organization for an extended length of time in order to ensure the organization's sustainability.

Making all parties happy—employer and employees, is the ultimate goal of employee retention. It encourages devoted staff members to remain with the business for an extended period of time, which benefits all parties involved.



SUCCESS STORY OF AN ADVANCED LEARNER ADARSH MISHRA, A TESTIMONIAL OF GROWTH AND ACHIEVEMENTS

Feedback-driven continuous improvement is a core process underpinning these initiatives. Structured student feedback on course content, pedagogy, assessment pattern is collected post mid-term and end-term and analyzed at the programme level. The department coordinators use this feedback, along with performance data, to make modifications such as new case series, updated teaching tools, or enhanced project components are documented in the next terms plans, ensuring that the differentiated



Quantum University

Student Feedback on Course 2024-25 EVEN

Description :-

Excellent (E) =4, Very Good (VG)=3, Good (G)=2, Satisfactory (S) =1 & Not Satisfactory (NS)=0

Student ID :- 24100009

Student Name :- YASHWANT SINGH PANWAR

School :- QSE

Program :- Master of Business Administration

Year/Sem :- 2

Branch :- BBA

Course :- Cost and Management Accounting

Course Code :- MB42103

Teacher Name :- AMIT SAINI

SPQS 1 :- Your experience regarding content, relevance and rigour of the course taught to you

1 : NS (0)

2 : S (1)

3 : G (2)

4 : VG (3)

5 : E (4)

SPQS 2 :- The quality of class activities/tutorials/assignments/ lab assignments/ case studies, etc. given to you for achieving learning objective and course outcomes

1 : NS (0)

2 : S (1)

3 : G (2)

4 : VG (3)

5 : E (4)

SPQS 3 :- The pace of course coverage with regard to your pace of learning

1 : NS (0)

2 : S (1)

3 : G (2)

4 : VG (3)

5 : E (4)

SPQS 4 :- Quality of hand notes/textbooks/referential material / videos/ppts/online content provided by the faculty members

1 : NS (0)

2 : S (1)

3 : G (2)

4 : VG (3)

5 : E (4)

SPQS 5 :- Effectiveness of course delivery, teachers preparedness and innovativeness in the teaching

1 : NS (0)

2 : S (1)

3 : G (2)

4 : VG (3)

5 : E (4)

SPQS 6 :- Usefulness of ERP LMS/ other learning platforms towards efficient delivery of the course content

1 : NS (0)

2 : S (1)

3 : G (2)

4 : VG (3)

5 : E (4)

SPQS 7 :- The examination pattern & evaluation scheme of theory and practical (if applicable) for being timely, transparent, reliable, and balanced

1 : NS (0)

2 : S (1)

3 : G (2)

4 : VG (3)

5 : E (4)

SPQS 8 :- The Effectiveness of the course in preparing you to adopt new concepts/technologies useful for industry/job challenges/research & innovation

1 : NS (0)

2 : S (1)

3 : G (2)

4 : VG (3)

5 : E (4)

Curriculum Feedback Analysis Report

Feedback For: Feedback:

University: College: School Type:

Program: Branch:

Page Feedback Given Count:

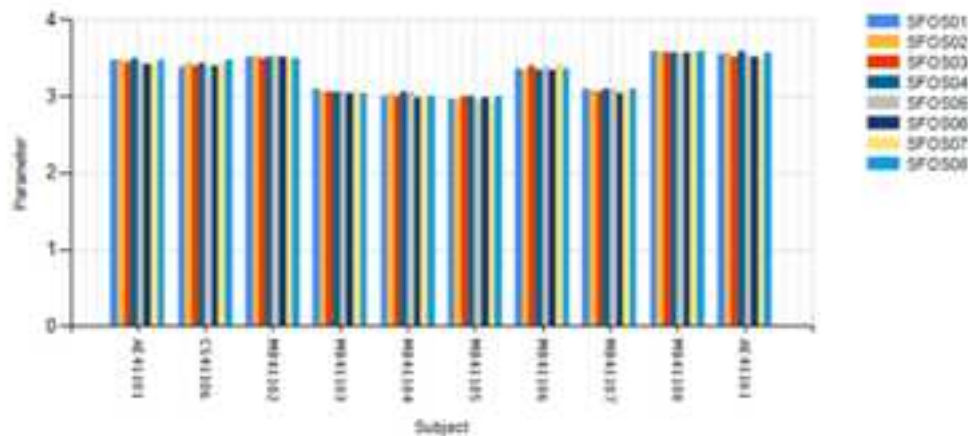
Parameters	Described	Observed	Deviation	Described	Observed	Deviation	Average Rating
	A	B	C	A	B	C	
1. Your experience regarding content (reading and topics) of the course taught to you	37.50	37.50	36.48	4.38	4.38	3.50	3.50
2. The quality of class activities (workshop/assignments) lab, assignments, case studies, etc. given to you for achieving learning objectives and course outcomes	34.5	35.11	35.84	4.2	4.37	3.10	3.10
3. The pace of course delivery with regard to new topic of learning	38.40	38.30	38.70	4.17	4.37	3.28	3.28
4. Quality of hand material/lecture/reference material/ video/interactive content provided by the faculty members	34.60	35.07	35.60	4.28	4.11	3.18	3.18
5. Effectiveness of course delivery (various presentations and involvement in the learning)	36.20	36.30	36.37	4.44	4.30	3.53	3.53
6. Suitability of (MR/MS) other learning platform towards efficient delivery of the course content	35.45	35.15	35.31	4.34	3.15	3.18	3.18
7. The evaluation system & evaluation scheme of theory and practical (if applicable) for being (theory, practical, writing, and project)	34.34	35.17	35.44	4.44	5.7	3.18	3.18
8. The Effectiveness of the course in preparing you to adopt new concepts/techniques useful for industry/job challenges present & imminent	33.33	34.33	34.34	4.33	4.34	3.27	3.27

Data Representation of Feedback Feedback on Curriculum (Students)

1st Semester 2023-24
No. of Students: 75

Subject Code	SFO501	SFO502	SFO503	SFO504	SFO505	SFO506	SFO507	SFO508	Total Avg.
AB41101	3.47	3.47	3.43	3.48	3.44	3.42	3.42	3.46	3.45
CS41106	3.38	3.43	3.39	3.44	3.39	3.39	3.41	3.40	3.41
MB41102	3.51	3.53	3.49	3.50	3.52	3.51	3.51	3.49	3.51
MB41103	3.09	3.06	3.03	3.05	3.05	3.03	3.08	3.03	3.05
MB41104	3.00	3.04	2.99	3.05	3.05	2.98	3.01	3.00	3.01
MB41105	2.96	2.96	2.99	2.99	2.94	2.98	2.90	3.00	2.96
MB41106	3.36	3.33	3.40	3.34	3.39	3.33	3.43	3.36	3.37
MB41107	3.09	3.08	3.05	3.10	3.09	3.03	3.08	3.09	3.07
MB41108	3.58	3.58	3.56	3.56	3.56	3.56	3.58	3.58	3.57
AB41101	3.54	3.56	3.51	3.58	3.53	3.50	3.48	3.56	3.53
Total Avg.	3.30	3.30	3.29	3.31	3.30	3.27	3.29	3.30	3.29

Student Feedback Chart - 1st Semester

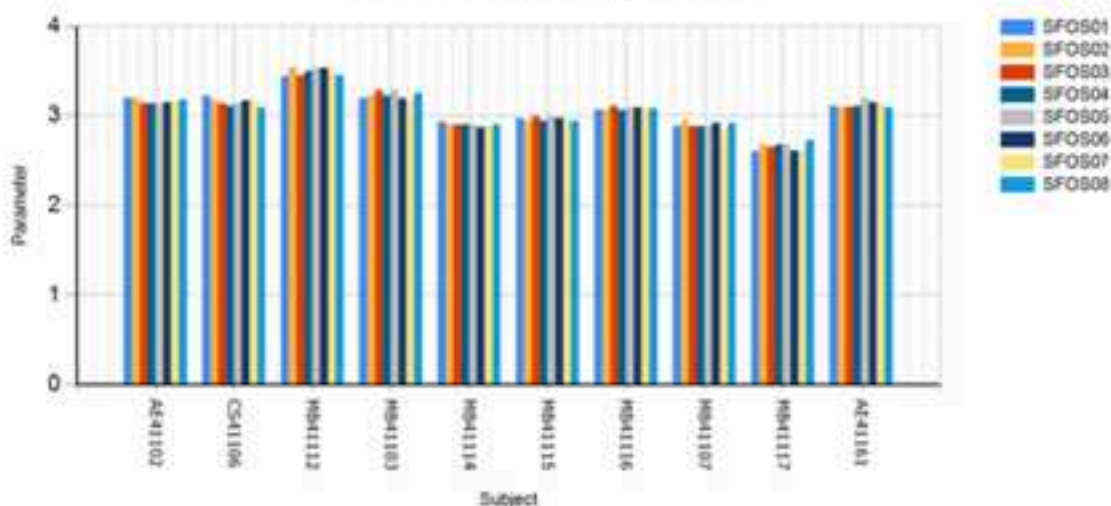


Data Representation of Feedback on Courses(Students)

1stSemester2024-25
No. of Students: 68

Subject Code	SFOS01	SFOS02	SFOS03	SFOS04	SFOS05	SFOS06	SFOS07	SFOS08	TotalAvg.
AE41102	3.20	3.20	3.14	3.14	3.14	3.15	3.15	3.18	3.16
CS41106	3.22	3.17	3.14	3.11	3.14	3.17	3.17	3.09	3.15
MB41112	3.44	3.54	3.45	3.50	3.53	3.53	3.50	3.45	3.49
MB41103	3.20	3.23	3.28	3.22	3.28	3.19	3.17	3.25	3.23
MB41114	2.93	2.90	2.90	2.90	2.90	2.87	2.88	2.90	2.89
MB41115	2.97	2.94	2.99	2.94	2.99	2.97	2.96	2.94	2.96
MB41116	3.07	3.07	3.11	3.06	3.10	3.09	3.09	3.08	3.09
MB41107	2.88	2.95	2.88	2.88	2.88	2.92	2.84	2.92	2.89
MB41117	2.60	2.68	2.65	2.68	2.68	2.61	2.61	2.73	2.65
AE41161	3.11	3.10	3.10	3.11	3.20	3.15	3.14	3.09	3.13
TotalAvg.	3.06	3.08	3.06	3.05	3.08	3.06	3.05	3.06	3.06

Student Feedback Chart - 1st Semester



Year-wise Consolidated Summary – Student Feedback on Curriculum & Action Taken

Year	Sem 1 Feedback Summary	Action Taken (Brief)
2023-24	84 students; Weakest-rated subjects: MB41105 – Business Research Methods (2.96), MB41104 – Marketing Management (3.01), MB41103 – OB(3.05)	The contents and pedagogies for the specified subjects like, OB, Marketing Management, HRM, and Financial Accounting have been revised. The specialization Business Analytics & Intelligence introduced to meet industry needs
2024-25	71 students; Weakest-rated subjects: MB41117 – Human Resource Management (2.65), MB41114 – Marketing Management (2.89), MB41107 – Managerial Economics (2.89)	To Provide students more of experiential learning in the given subjects refinement has been done like industry-linked pedagogy (guest lectures, live projects, field projects, certifications); project-based evaluation; tech-enabled learning (Power BI, Analytics workshops) have been introduced

Feedback on course and the required Action Taken for AY 2023-24 & 2024-25



4.2.2 Quality of continuous assessment and evaluation processes (40)

The university follows a systematic and transparent process for setting and evaluating internal semester question papers. To ensure that assessments are conducted across departments and institutes. The University Examination Department provides the necessary guidelines and procedures for conducting internal, mid-semester examinations. For each course, Course Outcomes (COs) and Program Outcomes (POs) are clearly defined and mapped with the assessment process. Question papers are prepared in a way that tests students' understanding, identifies their strengths and areas of improvement, and ensures that the assessment effectively measures the achievement of the intended course outcomes. The Controller of Examination (COE) issues clear guidelines and instructions to all departments regarding the complete examination process. These guidelines include the declaration of final results. The departments follow these instructions to ensure that the examination and evaluation processes are conducted in a fair, transparent, and consistent manner.

Process for Question Paper Setting, Scrutiny, Approval and Submission

STEP 1: Controller of Examination (COE)

Provides guidelines for setting question papers, including examination requirements and Bloom's Taxonomy (BL) levels.



STEP 2: Course Faculty

Prepares the question paper in accordance with COE guidelines, syllabus coverage, and prescribed BL levels.



STEP 3: SSG – Scrutiny / Subject Screening Group

Scrutinizes the question paper for syllabus coverage, CO-question mapping, BL-quality and appropriate difficulty level.



STEP 4: Revision (if required)

Course Faculty incorporates observations/suggestions made during SSG scrutiny and submits the revised question paper for verification.



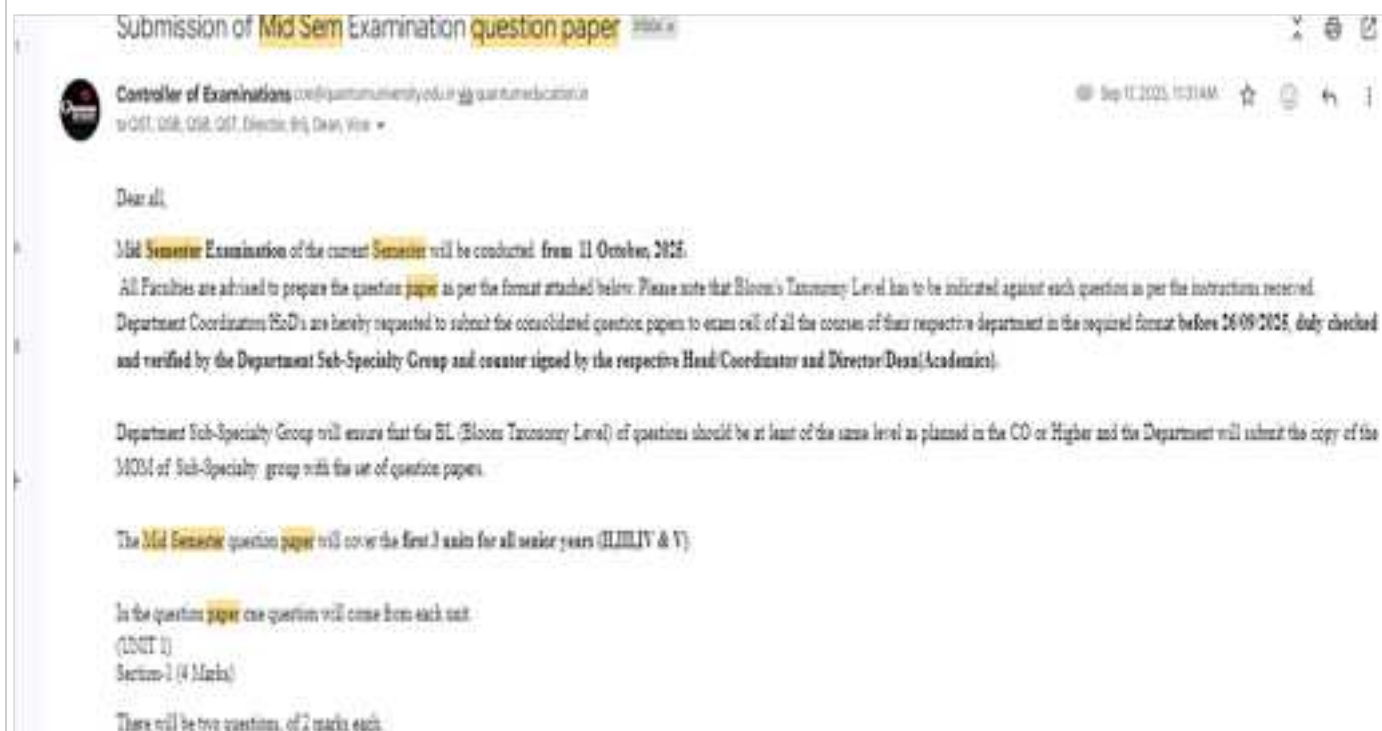
STEP 5: HOD / Director – Final Approval

Reviews and provides final approval, ensuring that the question paper meets the academic assessment requirements.



STEP 6: Examination Cell

Receives the approved question paper within the prescribed timeline and undertakes the printing and distribution process.



Continuous evaluation is based on



Evaluation Scheme (Internal & External)

Dated: 21st March, 2023

Table-Internal Marks Components

For all Theory Courses:

Components	Mid Sem Exam	Assignment I (A1)	Assignment II (A2)	Attendance	Total	Correction Factor
Weightage	40%	20%	20%	20%	100%	M*(2/3)
Marks	60	20	20	20	150	

For all Practical (Lab) Courses:

Components	Quiz I (Q1)	Quiz II (Q2)	Quiz III (Q3)	Lab Record	Attendance	Total	Correction Factor
Weightage	20%	20%	20%	20%	20%	100%	M*(2/3)
Marks	20	20	20	20	20	150	

IKS & UNDP Courses (Practical Mode):

Components	Quiz I (Q1)	Quiz II (Q2)	Quiz III (Q3)	Quiz IV (Q4)	Quiz V (Q5)	Total	Correction Factor
Weightage	20%	20%	20%	20%	20%	100%	M*(2/3)
Marks	20	20	20	20	20	150	

For all Projects / Project Labs:

Components	Synopsis Presentation	Presentation II (P2)	Final Presentation & Viva Voce (PF)	Attendance	Total	Correction Factor
Weightage	20%	20%	40%	20%	100%	M*(2/3)
Marks	20	20	60	20	150	

For all Major Projects / Dissertation / Thesis Courses:

Components	Presentation (P1)	Presentation II (P2)	Pre Submission Presentation (PP)	Viva Voce	Total	Correction Factor
Weightage	20%	20%	30%	30%	100%	M*(2/3)
Marks	20	20	45	45	150	

For all Seminar Courses:

Components	Relevance of Topic	Presentation	Viva Voce	Attendance	Total	Correction Factor
Weightage	20%	30%	30%	20%	100%	M*(2/3)
Marks	20	45	45	20	150	

Internship:

Components	Certificate	Presentation	Internship Project Viva	Attendance	Total	Correction Factor
Weightage	30%	30%	20%	20%	100%	M*(2/3)
Marks	45	45	30	30	150	

All the assignments and internal evaluation follow a outcome based questions the question distribution based on outcomes are as follows.

Assignment I

Assignment II

COs	Q-1	Q-2	Q-3	Q-4	Q-5	Q-1
CO 1	Y					
CO 2		Y				
CO 3			Y			

CO 4				Y		Y
CO 5					Y	
Average Marks	6	6	6	6	6	15

The Course Faculty prepares the Mid-Semester Examination question paper covering the prescribed syllabus of first three units, in accordance with the guidelines of 60 marks and consists of three questions, with all questions being compulsory. Each question carries 20 marks and consists of five sub-parts. Sub-parts (i) and (ii) are descriptive/numerical questions carrying 8 marks each, out of which students are required to attempt any two. Thus, each question carries 20 marks, and all three questions carry 60 marks.

Role of SSG (Sub Specialty Group)

The Sub Specialty Group (SSG) plays an important role in maintaining the quality of the assignments and question papers. The SSG checks the quality and relevance of the questions and ensures that the questions are properly aligned with the Course Outcomes (COs) and follow the appropriate Bloom's Taxonomy levels, as suggested in the guidelines. The SSG reviews the question papers and question bank and either approves it or suggests necessary changes and modifications wherever required. This process helps ensure that the questions are of high quality and meet the required standards.

Guidelines for Setting the Internal Question Paper

1. Frame the questions according to BL level & avoid direct/theoretical questions to the maximum extent possible.
2. Mention the appropriate Bloom's Taxonomy Level (BL) against each question.
3. Avoid repetition of identical, similar, or same-sense questions, including repetition across short- and long-answer questions.
4. For numerical subjects, include predominantly numerical and application-based questions, except prescribed short-answer questions.
6. Follow the prescribed question-paper format exactly, including numbering, sequence, brackets, symbols, and other formatting conventions.
7. Follow the prescribed folder and file naming structure for proper identification and submission.

A sample of Internal question paper and Assignment 1 and Assignment 2 is attached herewith. Assignment 1 is using lower level in Bloom Taxonomy and Assignment 2 is using higher level in Bloom Taxonomy.

QUANTUM SCHOOL OF BUSINESS
DEPARTMENT OF MANAGEMENT STUDIES

Assignment: 1

Program: MBA

Semester

Course Title: Strategic Supply Chain Management

Course

Name of Faculty: Dr. Ram Praveesh

Session

Date of Assigning:

Date of Submission

S.N.	Assignment/Tutorial	CO
1	<i>TUTORIAL-1</i> 1. Discuss the core objectives and key drivers that necessitate SCM in modern business. Additionally, analyze how strategy formulation in SCM aligns with corporate strategy to create value 2. Examine the role of SCM as a profession by outlining the critical decisions and skills required at strategic, tactical, and operational levels. In this context, 3. Critically evaluate the different types of supply chains (e.g., efficient, responsive, risk-hedging, and agile)	2

2	<i>TUTORIAL-3</i> (1) Discuss the concept of Strategic Sourcing and its significance in modern supply chain management. (2) Examine the evolution of the Buyer-Supplier Relationship from an adversarial model to a partnership-oriented approach 3. Analyze the importance of inventory in the context of a buyer-supplier partnership.	1	Understand & Apply	2 & 3
3	<i>TUTORIAL-3</i> 1. Discuss the various modes of transportation and the key tradeoffs involved in their selection. How do factors affecting network effectiveness influence these transportation decisions? 2. Explain the different models for transportation and distribution. How do IT solutions such as EDI, e-Commerce, eProcurement, along with bar coding and RFID technology, enhance efficiency and visibility in the supply chain? 3. Analyze the advantages of using third-party logistics (3PL) providers. Additionally, evaluate the current state of Indian transport infrastructure and its impact on supply chain operations.	3	Understand	2
4	<i>TUTORIAL-4</i> 1. Analyze how location and transportation strategies jointly affect profitability and quality management in a global firm. 2. Examine conflicts between ethical supply chains and mass customization using a cause-and-effect logic. 3. Compare Balanced Score Card with financial-only benchmarking for assessing a same-day delivery strategy.	3	Understand	2 & 3

	<i>TUTORIAL-3</i>	3	Understand	2 & 3
5	1. Evaluate if Balanced Score Card with e-business metrics is superior to benchmarking alone for location decisions. 2. Critically assess if ethical supply chains can sustain long-term profitability under mass customization. 3. Develop a framework to choose between responsiveness-driven vs efficiency-driven location strategy over five years.			

Bloom's Taxonomy and Bloom's Level

(BL-1: Remember, BL-2: Understand, BL-3: Apply, BL-4: Analyze, BL-5: Evaluate, BL-6: Create)

QUANTUM UNIVERSITY

EVEN SEMESTER (2025-2026)

ASSIGNMENT 2

Program: MBA

Course Title: Financial Management

Name of Faculty: Dr. Sana Zaidi

Semester: 2

Course Code: MB42113

Session: 2025-2026

Max Marks: 30

S. No	Student ID	Student Name	Topic	Groups
1	25100031	ABDUL AAHAD	Financing Decisions in Startups: Zomato IPO Case Study Background: Zomato went public in 2021 with a high-growth, loss-making model. Core Issue: Why equity financing was preferred over debt. Focus: a) Ownership dilution vs financial risk b) Investor expectations & valuation c) Long-term sustainability of equity-heavy funding	Group 1
2	25100014	ABHISHEK KOUNDAL		
3	25100067	ABHISHEK KUMAR OJHA		
4	25100038	ADITYA KUMAR		
5	25100064	ADITYA SHARMA		
6	25100038	AMAN KUMAR	Profit vs Wealth Maximization: Apple Inc. Case Study Background: Apple emphasizes shareholder wealth through innovation and brand value. Core Issue: Conflict between short-term profits and long-term value creation. Focus: a) Share price growth vs accounting profits b) Strategic reinvestment decisions c) Market perception and brand equity	Group 2
7	25100017	ANJALI NEGI		
8	25100022	ANSHIKA		
9	25100005	ANUSHKA PANDEY		
10	25100045	ARADHYA TANEJA		
11	25100050	ARPIT SHARMA	Sources of Finance Mix: Reliance Industries Case Study Background: Reliance uses both domestic and global funding sources.	Group 3
12	25100023	ARPITA GOYAL		
13	25100015	ASHUTOSH KUMAR CHOUDHARY		
14	25100031	AYUSH CHAUHAN		

15	25100027	AYUSHI RAWAL	Core Issue: Optimal mix of long-term and short-term finance. Focus: a) Debt vs equity balance b) Cost and flexibility of funds c) Impact on expansion strategy	
16	25100018	DEEPAKSHI	Financial Decision-Making in Crisis: Air India Turnaround Case Background: Air India faced continuous losses before privatization. Core Issue: Financial restructuring and decision-making under stress. Focus: a) Cost control strategies b) Government intervention vs private ownership c) Financial sustainability	Group 4
17	25100040	DHRUV AGARWAL		
18	25100044	JAY DUBEY		
19	25100020	KARTIK CHANDRA		
20	25100072	KHUSHI POONIA		
21	25100052	KRISH BHARTI	Optimal Capital Structure: Tesla Inc. Case Study Background: Tesla relied heavily on equity in early years. Core Issue: Trade-off between risk and control. Focus: a) High valuation and investor confidence b) Low debt strategy c) Growth vs profitability	Group 5
22	25100028	LAKSHMI KUMARI		
23	25100081	LAXMI SAINI		
24	25100038	MANIK GARG		
25	25100053	MANSI SHARMA		
26	25100082	MANTASHA ASLAM	Capital Structure Failure: Jet Airways Case Study Background: Heavy debt burden led to collapse. Core Issue: Poor capital structure decisions.	Group 6
27	25100073	MANTASHA GAUR		
28	25100066	MARKANDAY SHUKLA		
29	25100036	MD IMRAN		
30	25100010	MD MAHFOOZ EQBAL		

			Focus: a) Overdependence on debt b) Cash flow mismatch c) Lessons for financial managers	
31	25100057	MEHAK FATIMA	Investment Failure: Kingfisher Airlines Case Study Background: Aggressive expansion without financial backing. Core Issue: Poor capital budgeting decisions. Focus: a) Overestimation of revenues b) Lack of cost control c) Financial mismanagement	Group 7
32	25100078	MOHAMMAD BILAL KHAN		
33	25100006	MOHAMMAD TALHA KHAN		
34	25100083	MOHD WASIM IQBAL		
35	25100081	MUKUL MITTAL		
36	25100043	NANDINI TYAGI	Leverage Impact: Maruti Suzuki Case Study Background: Maruti maintains moderate leverage. Core Issue: Effect of operating and financial leverage. Focus: a) EBIT sensitivity b) Fixed vs variable costs c) Profitability stability	Group 8
37	25100033	NIDHI FINDER		
38	25100046	NEETA PANT		
39	25100016	NINMI CHOUDHARY		
40	25640002	PRACHI SHARMA		
41	25100080	PRANAV CHAUHAN	EBIT-EPS Analysis: Infosys Case Study Background: Strong profitability with low debt. Core Issue: Choosing financing alternatives. Focus: a) Shareholder earnings comparison b) Debt vs equity scenarios c) Risk-return trade-off	Group 9
42	25100061	PRASHANT SINGH GUSAIN		
43	25100023	PRATYAKSH TYAGI		
44	25100041	PRIYA PARMAR		
45	25100056	PRIYANSHU YADAV		

46	25100065	ROHAN KAKKAR	Efficient Working Capital: D-Mart Case Study	Group 10
47	25100008	SAJAL GOYAL		
		SAKSHI		
48	25100013	MAHALWAL		
49	25100075	SANTIYA ANJARI		
50	25100069	SANYAM JAIN	a) Background: Known for high inventory turnover. Core Issue: Managing working capital efficiently. Focus: b) Low credit period c) Fast inventory cycles d) Profitability impact	
51	25100049	SATYAM DUNGA	Receivables Management: Asian Paints Case Study	Group 11
52	25100058	SATYAM MISHEA		
53	25100019	SHAKESH KUMAR		
54	25100032	SHIKHA SAINI		
55	25100011	SHIVANGI JAISWAR	Background: Strong dealer network with credit control. Core Issue: Balancing sales growth and liquidity. Focus: a) Credit policy b) Collection efficiency c) Impact on working capital	
56	25100021	SHIVANI	Dividend Policy: Tata Consultancy Services Case Study	Group 12
57	25100071	SHREYA DUBEY		
58	25100001	SNEHA GARG		
59	25100062	SNEHA SINGHAL		
60	25100035	SOYAB	Background: Consistent dividend-paying company. Core Issue: Impact of stable dividends on investors. Focus: a) Investor confidence b) Market valuation c) Profit distribution strategy	
61	25100034	SPARSH GOYAL	Dividend vs Retention: Infosys Case Study Background: Balances payouts and reinvestment. Core Issue: Growth vs shareholder return. Focus: a) Retained earnings usage b) Expansion funding c) Shareholder expectations	Group 13

QUANTUM UNIVERSITY

ODD SEMESTER (Session 2024-25)

MID SEMESTER EXAMINATION



ROLL NO.

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Subject Code & Name: Economics for Managers MB41107

Program/Branch/Year: MBA1st Year/ SEM I

Time: 2 Hrs

Max Marks: 60

General Instructions. Read all instructions carefully.

1. Do not write anything on the question paper except your Roll No.
2. Answers should be written in clear and legible handwriting. Neatly labeled diagrams will fetch better marks.
3. Students must clearly write the question number & sub-part of question that they are attempting.
4. This question paper consists of 3 questions and all questions are compulsory. All questions carry 20 marks each.
5. Students are expected to take about 35 minutes each for Questions 1 to 3 and Remaining 15 minutes are for reading the question paper and revision.

Note: BL refers to Bloom's Taxonomy Level indicating Level of Complexity of a question

Parts i) and ii) of each question are compulsory and each part carries 2 marks. Parts iii), iv) and v) carry 8 marks each and the student may attempt any 2 parts.

Q1.

- i. Managerial economics explains "what is, what was and what will be" that is why we call it as _____ economics. (BL2, 1 Marks)
- ii. The term Managerial "which refers to functions of Management" comprises of Decision making and _____. (BL2, 1 Marks)
- iii. "Using Application of economics especially micro economics for better management decision making" Define the statement in the light of Scope of Managerial Economics? (BL2, 8 Marks)
- iv. Differentiate between Micro and Macroeconomics with some relevant examples (BL 2, 8 Marks)

- v. Diagrammatically explain the concept of utility analysis and illustrate the relation between TU and MU
(BL 2, 8 Marks)

Q2.

- I. Normally the demand curve will have a _____ shape.
- Upward sloping
 - Downward sloping
 - Vertical
 - Horizontal
- (BL 1, 2 Marks)
- II. _____ is an assumption made while drawing the demand curve?
- The demand curve must be linear
 - The price of substitutes should not change
 - The quantity demanded should not change
 - The price of the commodity should not change
- (BL 2, 2 Marks)
- III. Critically explain the law of demand with suitable example. Does psychological bias serves as major obstacle for quantity demanded as a given price.
(BL 3, 8 Marks)
- IV. Diagrammatically explain the properties of indifference curve. State the behaviour of IC for substitute goods.
(BL 3, 8 Marks)
- V. A) Given $E_d = 4$, if price of commodity X declines from 50 to 30, what would be change in demand if current demand is 250 units. B) calculate elasticity of demand if demand increases from 80 to 120 units with increase in income of consumer from 5000 Rs to 6000 Rs.
(BL 3, 8 Marks)

Q3.

- I. The elasticity for the demand of durable goods is _____.
- Zero
 - Equal to unity
 - Greater than unity
 - Less than unity
- (BL 1, 2 Marks)
- II. When the elasticity of demand for a commodity is very low, it shows that the product _____.
- Has little importance in the total budget
 - Is a luxury
 - Is a necessity
 - None of the above
- (BL 1, 2 Marks)

- III. Define elasticity of demand. Explain any two methods of calculating elasticity of demand
(BL 2, 8 Marks)
- IV. Explain the degree of elasticity of supply with suitable examples (BL2, 8 Marks)
- V. "Change in Demand leads to shift in equilibrium point". Critically explain with diagrammatic representation and suitable example.
(BL 4, 8 Marks)



4.2.3 Quality of student reports/dissertation (15)

The MBA programme at Quantum University follows a structured, transparent and outcome-based process for identification, allocation, monitoring, evaluation and meaningful research under appropriate faculty guidance, develop analytical and problem-solving abilities, and demonstrate attainment of relevant Programme Outcomes.

The identification and allocation of dissertation projects at Quantum University follows a systematic and student-centric approach. At the beginning of the project, students select topics of their interest. The proposed project titles are discussed with the faculty mentor and a synopsis is prepared for preliminary review.

The allocation of the faculty guide is based primarily on the faculty members' area of specialization, subject expertise and research interest, ensuring that students select a research topic, thereby providing students ownership of their research work.

The proposed title and synopsis undergo scrutiny and necessary corrections before final approval by the assigned mentor, Head of Department and Sub Specialty Group research work.



A 10-week structured project monitoring mechanism is followed for systematic supervision and evaluation

Week	Project Stage / Activity	Description
Week 1	Project Title suggested by faculty mentors to students	Students select topics according to spec
Week 2	Project Title Selection & Guide Allocation	Identify project titles, prepare abstracts.
Week 3	Finalization of Title	Approved titles finalized, followed by I
Week 4	Corrections & Approval by SSG	Student present incorporate suggested c

Week 5	Research, Data Collection & Initial Development	Student begin data collection & compil
Week 6	Progress Review-I	Evaluation of project progress and men
Week 7	Progress Review-II	Further project execution along with in
Week 8	Final Development & Report Preparation	Completion of project work, result anal
Week 9	Final Report Submission	Submission of complete project report i
Week 10	Viva Voce	Final evaluation by External & Internal

The MBA programme encourages students to undertake dissertations covering diverse areas of Marketing, Finance, Human Resource Management, Banking, En application of management concepts to real-world organizational and societal problems.

The dissertation topics are explicitly mapped with relevant POs and Sustainable Development Goals (SDGs). This ensures that the research work is not mere identification, research, data analysis, decision-making, communication, application of management knowledge and understanding of contemporary issues.

The diversity of topics also provides students opportunities to apply classroom learning to authentic organizational, economic, technological and social contexts. The

S.No.	Student	Dissertation Topic	PO Mapping	SDG Mapping
1	Aayushi	A Comparative Study Of E Banking Services With Reference To Selected Nationalised And Private Banks In Dehradun District	PO1, PO4	PO2,SDG 8, SDG 9, SDG 10, SDG 17
2	Adarsh Mishra	The Empirical Study Of Strategic Human Resource Management Practices Impacting Job Satisfaction Of Middle Level Managers Performance In IT Industry	PO1, PO3, PO5	PO2, PO4,SDG 8
3	Aditya Pundir	A Comparative Analysis Of The Economic Growth Pattern Of Developed Developing Least Developed And Emerging Economies	PO2, PO4	SDG 1, SDG 2, SDG 8, SDG 10
4	Akansha Saini	To Study Hurdles Faced By Women Entrepreneurs in organisations	PO1, PO3, PO6	PO2, PO4,SDG 5, SDG 8
5	Aman Panday	Analyzing The Impact Of Cryptocurrencies And Blockchain Technology On Traditional Financial Markets And The Future Of Financial Transactions.	PO2, PO6	PO4, SDG 8, SDG 9
6	Amreet Singh	A Study On Socio Economic Issues Of Handloom Weavers In Uttarakhand	PO2, PO4	SDG 1, SDG 8, SDG 10
7	Rohit Kumar	Development Of Agricultural And Industrial Waste Based Novel Formulation For Sustainable Agriculture	PO2, PO6	SDG 1, SDG 2, SDG 12, SDG 15
8	Anant Kumar	A Comparative Study Of The Performance Evaluation Of Primary Agricultural Marketing Co_Operative Societies Of Haridwar And Dehradun District	PO2, PO4	SDG 1, SDG 2, SDG 8, SDG 10
9	Arpit Rana	Comparative Study Of Best Practices Of Human Resource In Selected Startup Companies In Uttarakhand	PO1, PO3, PO5, PO6	PO2, PO4,SDG 8, SDG 9
10	Ayush Kumar	A Comparative Analysis Of The Performance Of National Insurance Company Ltd And ICICI Lombard Insurance Company Limited In India	PO1, PO2	SDG 8, SDG 10
11	Bahadur Kamboj	Role Of Social Media Marketing Campaign By Uttarakhand Govt For Promoting Girl Child Education	PO2, PO4, PO5	PO3,SDG 4, SDG 5, SDG 17

12	Deepak Singh Negi	Study the Impact of Merger of Vodafone & Idea on Telecom Industry	PO1, PO2	SDG 8, SDG 9
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The Dissertation is evaluated internally as well as externally. The weightage of each component are 40% and 60% respectively. The programme specifically use literature review, research methodology, data collection, analysis and overall progress, enabling mentors to provide corrective feedback at appropriate stages.

Internal Components

For all Major Projects / Dissertation / Thesis Courses:					
Components	Presentation (P1)	Presentation II(P2)	Pre Submission Presentation (PP)	Viva Voce	Total
Weightage	20%	20%	30%	30%	100%
Marks	30	30	45	45	150

Internal Presentation Evaluation Scheme – 30 Marks

Review	Progress Presentation	Parameter
I	First Progress Presentation	Research Problem, Objectives & Literature Review
		Research Methodology & Work Plan
II	Second Progress Presentation	Data Collection & Progress of Research Work
		Preliminary Data Analysis & Interpretation
III	Final Progress Presentation	Findings, Conclusions & Recommendations
		Presentation Skills, PPT Quality & Overall Defence

External Components

Component	Marks
Dissertation/Thesis Report	30 Marks
Presentation	30 Marks
Viva	40 Marks
Total	100 Marks
Weightage to Final Result (60%)	60 Marks

Dissertation/Thesis Report – 30 Marks

Parameter	Assessment Criteria
1. Research Problem, Objectives & Literature Review	Clarity and relevance of research problem and objectives; quality of literature review; identification of research gap.
2. Research Methodology, Data Analysis & Digital Tools	Appropriateness of research methodology, data collection, analysis and interpretation; effective use of Artificial Intelligence (AI) tools.
3. Findings, Conclusions, Recommendations & Academic Integrity	Clarity of findings, conclusions and recommendations; referencing, formatting and overall report quality of the dissertation.
	Grand Total

Quantum School of Business
Roorkee – Dehradun Highway, Mandawar, Roorkee, Uttarakhand
www.quantumuniversity.edu.in (http://www.quantumuniversity.edu.in)

Award List

Even Semester Practical Exam 2024 – 25

Subject Code: MB44270 Course : Master of Business Administration
Subject: Project and Viva-Voce Branch: 0
Section: 0 Exam Type: -

S.No	Name of the Student	Dissertation/Thesis Report (30)	Pr

Signature of Evaluator Head Examiner

Thus, monitoring is continuous rather than limited to the final submission.

This assessment structure provides a mechanism to assess individual performance through:

- Individual understanding of the research problem.
- Individual ability to explain methodology and analysis.
- Individual presentation and defence of findings.
- Responses to questions during viva voce.
- Quality and originality of the submitted dissertation.
- Ability to interpret results and provide meaningful recommendations.

Quantum University has established a defined quality framework for ensuring the academic and research quality of MBA dissertations. The quality of the dissertation collection, data analysis, interpretation, findings, conclusions and recommendations. Particular emphasis is placed on the appropriate use of digital tools and AI, along with the prescribed acceptable limits.

Thus, the dissertation system at Quantum University integrates faculty expertise, student participation, systematic topic scrutiny, continuous monitoring, PO mapping ensures that the MBA dissertation is a meaningful demonstration of students ability to apply management knowledge, undertake research, analyse problems and communicate findings.

The evaluation rubrics are as follows.

CO-PO & CO-PSO Mapping Matrix

Subject Name with Code	CO No	Course Outcomes	Blooms Level	PO 1	PO 2	PO 3
MBA-Research Project	CO 1	Formulate a research problem based on literature review and contextual analysis.	Analyze	3	3	2
	CO 2	Apply appropriate research design, data collection, and analysis methods to derive meaningful insights.	Apply	3	3	2
		Average		3.0	3.0	2

Evaluation Rubric

Criteria (Mapped COs)	Excellent (4)	Good (3)
Problem Identification & Literature Review (CO1)	Problem is clearly defined, highly relevant, and strongly supported by extensive literature.	Problem is clear with adequate literature support.
Research Methodology & Data Collection (CO2)	Methodology is highly appropriate, well-justified, and tools are correctly used.	Methodology is appropriate with minor gaps.
Data Analysis & Interpretation (CO2)	Advanced and accurate analysis with meaningful interpretation.	Logical analysis with good interpretation.
Presentation Skills (Mid & Pre-submission)	Highly professional, clear, confident, and well-structured presentation.	Good clarity and structure with minor issues.
Report Quality & Finalization	Well-structured report, minimal errors, <10% similarity, properly finalized.	Good report with few errors, acceptable similarity.

SUMMER INTERNSHIP**CO-PO & CO-PSO Mapping Matrix**

Subject Name with Code	CO No	Course Outcomes	Blooms Level
MBA-Summer Internship	CO 1	Understand the organizational structure, culture, and operational processes.	Understand
	CO 2	Apply theoretical concepts to solve practical business problems and derive actionable insights during the internship.	Apply
		Average	

Summer Internship Evaluation Rubric

Criteria (Mapped COs)	Excellent (4)	Good (3)	Average (2)
Organizational Understanding (CO1)	Exceptional understanding of organizational structure, culture, and processes.	Clear understanding of organizational structure and culture.	Basic understanding with some gaps.
Application of Theory & Task Execution (CO2)	Highly effective application of theory; executes tasks with complete independence.	Appropriate application of theory; requires minimal guidance for tasks.	Basic application with guidance.
Analysis & Practical Insights (CO2)	Advanced analysis with highly meaningful, actionable practical insights.	Logical analysis with good interpretation of practical scenarios.	Basic analysis.
Presentation Skills	Highly professional, clear, confident, and well-structured presentation.	Good clarity and structure with minor issues.	Average presentation.
Internship Report Quality & Finalization	Well-structured report, minimal errors, <10% similarity, properly finalized.	Good report with few errors, acceptable similarity.	Average report.

MEGA PROJECT**CO-PO & CO-PSO Mapping Matrix**

Subject Name with Code	CO No	Course Outcomes	Blooms Level	PO 1	PO 2	PO 3	PO 4	PO 5
MBA-Mega Project	CO 1	Identify complex business problems and formulate comprehensive project proposals.	Analyze	3	3	2	3	2
	CO 2	Design and implement robust methodologies to provide strategic recommendations.	Evaluate	3	3	3	3	3
		Average		3.0	3.0	2.5	3.0	2.5

Mega Project Evaluation Rubric

Criteria (Mapped COs)	Excellent (4)	Good (3)	Average
Problem Identification & Proposal (CO1)	Problem is clearly defined, highly relevant, and strongly supported by extensive literature.	Problem is clear with adequate literature support.	Problem literature
Methodology & Implementation (CO2)	Methodology is highly appropriate, well-justified, and implemented flawlessly.	Methodology is appropriate with minor gaps in implementation.	Methodo impleme
Analysis & Strategic Recommendations (CO2)	Advanced analysis with highly relevant, actionable strategic recommendations.	Logical analysis with good, feasible recommendations.	Basic ana recomme
Presentation Skills	Highly professional, clear, confident, and well-structured presentation.	Good clarity and structure with minor issues.	Average
Final Report Quality & Finalization	Well-structured report, minimal errors, <10% similarity, properly finalized.	Good report with few errors, acceptable similarity.	Average

SUMMARY OF MAPPING (2 COs per Course, 6 POs)

Course	CO No	Blooms Level	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2
Research Project	CO 1	Analyze	3	3	2	3	2	2	3	2
	CO 2	Apply	3	3	2	3	2	2	3	2
	Average		3.0	3.0	2.0	3.0	2.0	2.0	3.0	2.0
Summer Internship	CO 1	Understand	3	2	2	3	3	2	3	2
	CO 2	Apply	3	3	2	3	3	3	3	3
	Average		3.0	2.5	2.0	3.0	3.0	2.5	3.0	2.5
Mega Project	CO 1	Analyze	3	3	2	3	2	3	3	2
	CO 2	Evaluate	3	3	3	3	3	3	3	3
	Average		3.0	3.0	2.5	3.0	2.5	3.0	3.0	2.5

Sub. Code	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	CO Final Attainment
PR41170	3.00	3.00	2.50	3.00	2.50	3.00	3.00	2.50	2.85
PR42170	3.00	3.00	2.50	3.00	2.50	3.00	3.00	2.50	2.85
SI43270	3.00	2.50	2.00	3.00	3.00	2.50	3.00	2.50	2.81
PR44270	3.00	3.00	2.00	3.00	2.00	2.00	3.00	2.00	2.88

5 STUDENT QUALITY AND PERFORMANCE (100)

Table 5.1 Student Intake

Item	CAY(2025-26)	CAYm1(2024-25)	CAYm2(2023-24)
Approved Intake	75	75	75
Number of students admitted	66	70	75

Total number of students Admitted(within State + Outside State + Other Country) :

Table 5.2 Success Rate

Year of entry	Total number of students admitted	
2025-26 (CAY)	66	
2024-25 (CAYm1)	70	68
2023-24 (LYG)	75	75
2022-23 (LYGm1)	60	57
2021-22 (LYGm2)	30	22

5.1 Enrollment Ratio (Admissions) (20)

	N (From Table 3.1)	N1 (From Table 3.1)
2025-26 (CAY)	75	66
2024-25 (CAYm1)	75	70
2023-24 (CAYm2)	75	75

Average [(ER1 + ER2 + ER3) / 3] : 93.78

Assessment : 20.00

5.2 Success Rate (Students clearing in minimum time) (10)

Item	Latest Year of Graduation, LYG (2023-24)	Latest Year of Graduation minus 1
X Number of students admitted	75.00	60.00
Y Number of students who have graduated in minimum time	72.00	52.00
Success Index [SI = Y / X]	0.96	0.87

Average SI[(SI1 + SI2 + SI3) / 3]: 0.81

Assessment [10 * Average SI] : 8.10

5.3 Academic Performance (Percentage marks scored) (10)

Academic Performance	LYG (2023-24)
Mean of CGPA or mean percentage of all successful students(X)	7.26
Total number of successful students(Y)	72.00
Total number of students appeared in the examination(Z)	75.00
API [$X \cdot (Y/Z)$]:	6.97

Average API [$(AP1 + AP2 + AP3)/3$] : 6.43

5.4 Placement, Higher Studies and Entrepreneurship (40)

5.4.1. Placement (30)

Item	LYG(2023-24)
Total Number of students admitted in first year of the program (N)	75.00
No of students placed in the companies or government sector(X)	65.00
No. of students pursuing Ph.D. / Higher Studies (y)	1.00
No. of students turned entrepreneur (In the areas related to management discipline) (z)	1.00
$X+Y+(1.2 \cdot Z)$:	67.20
Placement Index [$(X+Y+(1.2 \cdot Z))/N$] :	0.90

Average Placement [$(P1 + P2 + P3)/3$] : 0.79

Assessment [$30 \cdot \text{Average Placement}$] : 23.70

5.4.2. Quality of Placement (10)

Item	CAYm1(2024-25)	CAYm2(2023-24)
No. of Students Placed:	65	51
Median Salary for Placement	400000	375000
Highest Salary	900000	900000

Provide the placement data in the below mentioned format with the name of the program and the assessment year:

Program Name : Master of Business Administration
Assessment Year : 2024-25 (CAYm1)

S.No	Student Name	Enrollment No	Name of the Emp
1	AARUSHI RANA	23100079	Pharmascent Ren
2	Aayushi	23100039	AngiaRx Life Scie
3	Abbas Ali	23100023	Wayspire Ed-Tech
4	Adarsh Mishra	23100059	Academor Private
5	Akansha Saini	23100094	CA Sajeb & Assoc
6	Aman Panday	23100006	Academor Private
7	Amreet Singh	23100063	Placify Technologi
8	Anant Kumar	23100046	Perfect Generator
9	Ankit Kumar	23100093	Shiv Shakti Float (
10	Anmol Sharma	23100004	Learning Routes F
11	Anuja	23100065	Winspark Innovati
12	Anurag Latiyan	23100011	NRI Vision Care P
13	Arpit Rana	23100078	iEnergizer IT Serv
14	Ayam Azam	23100005	Wayspire Ed-Tech
15	Ayush Kumar	23100074	Miraya Design Stu
16	Ayush Yadav	23100032	Capgemini Techno
17	Ayushi Sidhu	23270001	Wayspire Ed-Tech
18	Bahadur Kamboj	23100098	Academor Private
19	Deepak Singh Negi	23100103	Capline Services I
20	Devang Varshney	23100083	Ediglobe Consulti
21	Ekta Jain	23100104	Apurva Gupta & A
22	Farha Naaz	23100096	Jiyonwall India Pri
23	Gagan Rana	23100071	College Tour Prog
24	Garima Goyal	23100077	Fav Fairs Internati
25	Gunjan Sharma	23100027	Sirtech Line Privat
26	Hema Arya	23100042	New Tech Steels f
27	Himanshu Chouhan	23100047	Amardeep Design

28	Himanshu Tyagi	23100090	Academor Private
29	Kanika Saini	23100055	Saini Enterprises
30	Kartik Naman Gupta	23100014	Perfect Generator
31	Kavita Bhardwaj	23100067	BrainBees Solutio
32	Kuljeet Singh	23100029	Pritam Internation
33	Lakshmi Middha	23100088	See Technology P
34	Luxmi Rana	23100089	Sarita Charitable T
35	Mohd Kuddus	23100092	Rose Enterprises
36	Mohd Sahil Khan	23100052	Baby & Mom Reta
37	Navneet Verma	23100101	Binding Minds Inc
38	Neha	23100102	Capline Services I
39	Niyushi Agarwal	23100013	Academor Private
40	Paras Singh	23100036	Binding Minds Inc
41	Prachi Dhasmana	23100008	Baby & Mom Reta
42	Prashant Chaudhary	23100051	Windlas Biotech L
43	Rahil Rao	23100072	Rose Enterprises
44	Raja Babu Singh	23100058	Shiv Shakti Float C
45	Ritik Kumar	23100053	Alexia Panels Priv
46	Rohit Kumar	23100095	Marg ERP Limited
47	Sakshi Garg	23100028	Anurag Maheshwa
48	Sanidhya	23100037	Wayspire Ed-Tech
49	Sapna Rani	23100073	Capline Services I
50	Sarthak Podel	23100068	Bajaj Capital Limit
51	Sarthak Sharma	23100061	Academor Private
52	Shalini Srivastava	23100015	Midspace Infratec
53	Sheeba	23100038	Ebizon Netinfo Pri
54	Shivam Sharma	23100062	Academor Private

55	Shubham Tiwari	23100007	Ediglobe Consulti
56	Simran Pundir	23100044	Hi-Tech Solutions
57	Subhash Kumar	23100056	Capline Services I
58	Suraj Singh	23100066	Wayspire Ed-Tech
59	Tanishq Sharma	23100091	AA Calibration Se
60	Tannu Gupta	23100075	Gold Plus Glass Ir
61	Tejasvini Chouhan	23100025	Pyrax Polymars
62	Udit Kumar	23100012	NRI Vision Care P
63	Vaibhav Rana	23100097	AA Calibration Se
64	Vidushi Tyagi	23100070	Capline Services I
65	Vivek Saini	23100057	Pritam Internation

Assessment Year : 2023-24 (CAYm2)

S.No	Student Name	Enrollment No	Name of the Employer
1	Aayush Gurjar	22100028	Insplore Consultants Private
2	Abhishek Kataria	22100073	Fusion Industries Limited
3	Aditi Singh	22100016	Up Roar Learning Private L
4	Aditya Singh Raghuvanshi	22100003	Bajaj Finance Limited
5	Ajay Pundir	22100032	Leads Connect Services Pr
6	Aniket Dhiman	22100025	Padmavati Pipes & Fittings
7	Anjali Chauhan	22100050	Zunroof Tech Private Limite
8	Arti Pal	22100042	Digiflix TV Private Limited
9	Ashish Choudhary	22100033	I Leads Auxiliary Services F
10	Ayush Pundir	22100064	Value Prospect Consulting
11	Badal Raj	22100007	Bajaj Finance Limited
12	Ekta Kashyap	22100031	Up Roar Learning Private L
13	Himanshi Aggarwal	22100062	Maan Tech/College Tour
14	Hitesh Singh Nainwal	22100035	Digiflix TV Private Limited
15	Ilma Khalid	22100020	Intellipaas Software Solution
16	Ishu Rana	22100063	Digiflix TV Private Limited
17	Javed	22100021	Novotel Hotels & Resorts
18	Jyoti Rana	22100006	Ozone Group
19	Kanika Dabral	22100071	Dabur India Limited
20	Kashish Sharma	22100044	Maan Tech/College Tour
21	Km Shivani Pundir	22100066	Cotec Healthcare Private Li
22	Km Vishakha	22100070	Petofy
23	Laxmi	22100019	Investors Clinic Infratech Pr
24	Manisha Saini	22100072	Mascot Health Series Priva
25	Mohd Uvais	22100026	I Leads Auxiliary Services F
26	Nandini Agarwal	22100013	Maan Tech/College Tour
27	Nitin Negi	22100014	Learning Shala Academy P

28	Pragati Dubey	22100043	Aakash Educational Service
29	Pratik Kumar	22100005	EduKyu Private Limited
30	Priya Mussa	22100060	SRVA Education Private Lin
31	Puneet Solanki	22100030	Gold Plus Glass Industry Li
32	Rahul Pathak	22100012	First Connect Worldwide Pr
33	Ritwik Mishra	22100002	Investors Clinic Infratech Pr
34	Rohit Bhatt	22100034	Investors Clinic Infratech Pr
35	Sagar Gour	22100047	Fitelo Wellness Private Lim
36	Sayan Adhikary	22100015	Ozone Group
37	Shatabdi Nandan	22100027	QHT Clinic
38	Shivam Kumar Tiwari	22100011	First Connect Worldwide Pr
39	Shivank Kumar Dubey	22100018	Board of Open Schooling a
40	Shristi Pundir	22100065	Learning Shala Academy P
41	Sofia	22100036	Learning Routes Private Lir
42	Tanu Choudhary	22100048	Value Prospect Consulting
43	Urvashi Juyal	22100039	Ozone Group
44	Vanshika Bagga	22100052	Pritam International Private
45	Varun Verma	22100053	Padmavati Pipes & Fittings
46	Vidushi Jain	22100046	Bhupswati Network Private
47	Vidushi Panwar	22100022	Maven Workforce Private L
48	Vimal Kumar	22100040	Ozone Group
49	Vinayak Sharma	22100069	Digiflix TV Private Limited
50	Vishal Kumar	22100054	Drishti Group
51	Vivek Kumar	22100068	Prisha Policy Insurance Br

Assessment Year : 2022-23 (CAYm3)

S.No	Student Name	Enrollment No	Name of the Employer
1	Aditya Sharma	21100014	Value Prospect Consulting
2	Aman Verma	21100022	Hike Education Pvt Ltd
3	Anmol Aggarwal	21100020	Shoperty Consultants Pvt It
4	Anshika Singhal	21100010	Axis Bank
5	Ayush Gupta	21100030	Hike Education Pvt Ltd
6	Deepali Saini	21100011	Value Prospect Consulting
7	Deepika Sati	21100028	UAS International Group of
8	Dipti Yadav	21100009	Value Prospect Consulting
9	Himanshu Chauhan	21100024	GOLD PLUS GLASS INDU
10	Km Bharantika Pundir	21100013	Tech Mahindra Limited
11	Md Shahbaz	21100025	Drishti Group
12	Nidhi Singh	21100005	Adecco India Private Limite
13	Paras Jain	21100019	Up Roar Learning Private L
14	Paras Saini	21100026	Drishti Group
15	Siddhant Singh	21100006	Milestone Projects & Servic
16	Uzair Pathan	21100027	UM Autocomp Private Limit
17	Vikrant Tyagi	21100021	Shoperty Consultants Pvt It
18	Vipin Kumar	21100023	Drishti Group

5.5 Student Diversity (5)

Total Marks 5.00

Institute Marks
5.00

Year	Sactioned Intake	Gender	Within State	Outside State	Other Country	Management Stream	Other Streams	Fresher	Experienced*	Total
CAYm(2025-26)	75	M	12	25	0	12	25	37	0	37
		F	10	19	0	5	24	29	0	29
CAYm1(2024-25)	75	M	15	20	2	15	15	21	0	37
		F	15	19	0	5	5	29	0	34
CAYm2(2023-24)	75	M	11	32	0	7	7	36	0	43
		F	17	15	0	8	8	24	0	32

*Minimum 2 years

5.6 Professional Activities (15)

Total Marks 15.00

5.6.1 Students' participation in Professional societies/chapters and organizing management events (10)

Institute Marks

10.00

Departmental Club Activities – Department of Business Administration

To foster experiential and skill-based learning, the Department of Business Administration runs three domain-specific student clubs — the **Marketing Club**, **Human Resource Club**, **Finance Club** and **Entrepreneurship Club** — which regularly organize different type of competitions and interactive events for students across programs. Through these continuous, well-diversified activities across all three clubs, students gain hands-on exposure and industry-relevant skills that directly contribute to the attainment of Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	 Numbers of Activities performed by Departmental Club			
Years	MARQUITY MARKETING CLUB	SYNERGY SQUAD HR CLUB	DHAN SETU FINANCE CLUB	GENESIS ENTREPRENURSHIP CLUB
2022-23	03	03	-	2
2023-24	02	05	03	3
2024-25	03	01	09	3
2025-26	02	02	08	2

ACTIVITIES OF THE CLUBS**MARQUITY MARKETING CLUB**

S.NO	ACTIVITIES	DATE	LEVEL
1	INTELLECT QUEST Q- HUB	9/27/2023	
2	BUSINESS PLAN COMPETITION	9/30/2023	Intra university
3	BRAND AWARENESS ACTIVITY	10/13/2023	Intra university
4	BUSINESS PLAN	4/4/2024	Intra university
5	AD - MAD SHOW	4/5/2024,	Intra university
6	AD - MAD SHOW	3/28/2025	Intra university
7	POSTER FIESTA	10/7/2025	Intra university
8	ON- CAMPUS SALES CHANLLENGE	3/7/2025	Intra university
9	THE ULTIMATE SALES CHALLENGE	2/23/2026	Intra university
10	AD - MAD SHOW	3/27/2026	Intra university

SYNERGY SQUAD HR CLUB

S.NO	ACTIVITIES	DATE	LEVEL
1	ROLE PLAY	11/20/2023	Intra university
2	DEBATE COMPETETION	11/22/2023	Inter university

3	"JUST A MINUTE " AN EXTEMPORE ACTIVITY	12/4/2023	Intra university
4	INK & INSIGHT EVENT	3/12/2024	Intra university
5	OPEN MIC	9/7/2024	Inter university
6	CHAMAKATE SITARE	9/28/2024	Inter university
7	Q- TALK STUDENT CHAPTER	10/18/2024	Inter university
8	PROF. RAJNEESH MEMORIAL DEBATE	10/18/2024	Inter university
9	ROLE PLAY	11/17/2025,	
10	THE CORPORATE MAZE	3/28/2026	Intra university
11	ACE THE CASE	4/23/2026	Inter university

DHAN SETU FINANCE CLUB

S.NO	ACTIVITIES	DATE	LEVEL
1	BULL & BEAR BATTLE	4/5/2024	Intra university
2	KREEDA CARNIVAL	4/6/2024,	Inter university
3	BUDGET CONCLAVE	2/8/2024	Intra university
4	BUDGET CONCLAVE	2/10/2025,	Intra university
5	BULL & BEAR EVENT	4/15/2025	Inter university
6	KREEDA CARNIVAL	3/29/2025	Inter university
7	CONQUEST - BUSINESS QUZ COMPETITION	5/14/2025	Inter university
8	NATIONAL FINANCIAL LITERACY QUIZ	7/26/2025	Inter university
9	ARTHA & ITIHASA : THE KNOWLEDGE QUEST	10/7/2025	Inter university
10	MONEY TRAP: AN INSIDER LOOK	11/20/2025	Intra university
11	NIVESH SETU: POSTER PRSENTATION ON BANKING	11/26/2025	Intra university
12	COMMERCE ESCAPE ROOM	11/26/2025	Intra university
13	BUDGET CONCLAVE	2/10/2026	Intra university
14	NATIONAL FINANCIAL LITERACY QUIZ	2/12/2026	Intra university
15	THE FINANCE PLAYGROUND	3/13/2026	Inter university
16	KREEDA CARNIVAL	3/27/2026	Inter university
17	KNOW YOUR TAX: LEARN , CALCULATE & APPLY	3/20/2026	Intra university

18	NAVNI: THE MUTUAL FUND STRATEGY CHALLENGES	4/15/2026	Intra university
19	BUSSINESS PLAN PRESENTATION	5/5/2026	Intra university
20	BUSSINESS BATTLE FIELD	3/18/2026	Inter university
S.NO	ACTIVITIES	DATE	Level
1	Entrepreneurship Awareness sessions	11/28/2022	Intra university
2	workshop on cross-platform Tools for App Development	10/1/2022	Intra university
3	Srijan-startup Conclave Project Cum Prototype Expo & Demo Day	4/7/2023	Intra university
4	Workshop on Entrepreneurship Skills, Attitude and Behaviour development	4/12/2023	Intra university
5	Workshop on Business Model Canvas	5/31/2023	Intra university
6	workshop on intellectual property rights(IPR) and IP Management for startup	5/13/2024	Intra university
7	Leveraging Data Science in Management: A Practical Workshop	3/20/2024	Intra university
8	Three days Workshop on Internet of Things	3/30/2024	Intra university
9	Workshop on strategies for Stablising	17/02/2025	Intra university
10	IPR AND STARTUP WORKSHOP	5/3/2025	Intra university

5.6.2 Students' publications (5)

Institute Marks

5.00

Table 5.6.2.1: Students Publication

CAYm2 (2023-24)

S. NO.	Student Name	Enroll. No	Title	Journal Detail	ISSN
1	Adarsh Mishra	23100059	An Analysis on Employee Performance and their Retention	IOSR Journal of Business and Management (IOSR-JBM)	e-ISSN: 2278-487X, p-ISSN: 2319-7668 PP 01-08
2	Shubham Tiwari	23100007	A Study on Investors Perception towards the Stock Market	International Journal of Science and Research (IJSR)	ISSN: 2319-7064
3	Hema Arya	23100042	A Study to Assess the Impact of Digital Payment in India	International Journal of Scientific Research in Engineering and Management (IJSREM)	ISSN: 2582-3930
4	Deepak Singh Negi	23100103	Investigating The Integration Of Financial Markets In India: A Time Series Analysis	IJCRT	ISSN: 2320-2882
5	Anurag Latyan	23100011	Impact Of Skill India On Skill Development and Empoyability	IJIRT Volume 11 Issue 12 ISSN: 2349-6002	ISSN: 2349-6002
6	EKTA JAIN	23100104	INDIAS EXPORT IMPORT TRENDS AND COMPARATIVE ANALYSIS: A STUDY	IJCRT	ISSN: 2320-2882
7	Gagan Rana	23100071	A Comparative Analysis Of Online And Offline Employee Recruitment Process With Reference To Multinational Company	IJCRT	ISSN: 2320-2882
8	Udit Kumar	23100012	A Study on Role of It (Information Technology) In Banking Sector in India	IJIRT Volume 11 Issue 12	ISSN: 2349-6002
9	Shivam Sharma	23100062	A Study on Performance of Life Insurance Industry in India	IJIRT Volume 11 Issue 12	ISSN: 2349-6002
10	Neha Chaudhary	23100102	PERCEPTION OF JOB SEEKERS ON RECRUITMENT THROUGH ONLINE JOB PORTALS	www.ijrar.org (E-ISSN 2348-1269, P-	ISSN 2349-5138)
11	Kartik Naman Gupta	23100014	STRATEGIC MARKETING AND GLOBALIZATION IN TATA MOTORS	IJCRT	ISSN: 2320-2882
12	Kuljeet Singh	23100029	Competitor Analysis of Ultratech Cement in BPD Segment	International Journal of Research Publication and Reviews	1584-1590 November 2024
13	Sapna Rani	23100073	The Influence of Social Media Algorithms on User Behavior and Content Consumption's	www.ijrar.org (E-ISSN 2348-1269, P-	ISSN 2349-5138)
14	Akansha Saini	23100094	A Study on The Role of Behavioral Finance in Investment Decisions	International Journal of Science and Research	ISSN: 2319-7064
15	Sakshi Tyagi	23100024	Employee Retention and Satisfaction: A Comprehensive Analysis	www.ijrar.org (E-ISSN 2348-1269, P-	ISSN 2349-5138)
16	Amreet Singh	23100063	Impact Of Social Media On Consumer Behaviour	IJCRT	ISSN: 2320-2882
17	Sakshi Garg	23100028	Effect of Interest Rate Change on Probability of Banking Industry in India	https://www.ijariit.com	ISSN: 2454-132X
18	Shalini Srivastava	23100015	The Impact of Capital Structure on Firms Performance: a Systematic Review	December 2024 IJSDR Volume 8 Issue 12	ISSN: 2455-2631
19	Nirbhay Pandey	2402401037	A Research paper on the Importance of Soft Skills: Education beyond academic knowledge	IOSR Journal of Business and Management (IOSR-JBM)	ISSN: 2319-7668 PP 19-34
20	Shivangi Singh,	2402401056	The Impact of Human Resource Strategies on Operational Efficiency and Supply Chain Performance"	IOSR Journal of Business and Management (IOSR-JBM)	e-ISSN: 2278-487X, p-ISSN: 2319-7668 PP 35-39
21	Neha Gaur	2402401036	The Impact of IFRS Adoption on Share Price of Telecom Companies	International Journal of Scientific Research in Engineering and Management (IJSREM)	ISSN: 2582-3930

22	Vaishali	2402401068	Impact of AI on Employee Productivity in High-Pressure Work Environments	ICSSR CONFERENCE QSB
23	Tannu	240100029	The Adoption of Crypto currency: Current Trends, Barriers, and Future Prospects	ICSSR CONFERENCE QSB
24	Simran	2402401060	Examining the Relationship Between Different Leadership Styles and Levels of Employee Job Satisfaction	ICSSR CONFERENCE QSB
25	Nishu Saini	2402401038	Impact of Social Media Addiction and Academic Procrastination on Career Decision-Making Among University Students	ICSSR CONFERENCE QSB
26	Akansha Kamboj	240100022	"Digital Transformation in Retail Marketing: A Case Study	ICSSR CONFERENCE QSB
27	Zuweria	2402401071	"Impact of Compensation on employee Satisfaction and Employee Retention in Universities"	ICSSR CONFERENCE QSB
28	Shivam Kumar	2402401055	Impact of work environment on employee productivity – IT Sector	ICSSR CONFERENCE QSB
29	Mainsh Tamta	2402401032	THE IMPACT OF ARTIFICIAL INTELLIGENCE ON EMPLOYMENT: OPPORTUNITIES AND CHALLENGES	ICSSR CONFERENCE QSB
30	Mahima Saini	240100044	The Impact of Work-Life Balance on Employee Productivity: A Special Focus on Women Employees in Village Development Society	ICSSR CONFERENCE QSB
31	Vanshika Kamboj	2402401069	A Study on Investor Awareness and the Determinants of Investment Preference in Financial Market	International Journal of Research Publication and Reviews
32	Kartik Sharma	2402401027	AI Powerd Customer Services Enhancing Customer Loyalty through Mediating Role of Customer Efficiency and Customer Loyalty	ICSSR CONFERENCE QSB
33	Kirti Gupta	2402401028	Evaluating the Effectiveness of Entrepreneurship Education Programs on Developing Entrepreneurial Traits	ICSSR CONFERENCE QSB
34	Upansna Pawar	2402401066	A Study on Consumer Satisfaction & Perception towards Digital Payments with the Reference of Rural Area	ICSSR CONFERENCE QSB
35	Ayush GARG	2402401012	Psychological Pricing: Impact on Consumer Decision-Making	ICSSR CONFERENCE QSB
36	Prachi	240100057	Risk And Return Analysis of Selected Securities of BSE India Ltd	IOSR Journal of Business and Management (IOSR-JBM)
37	LAMJINGBA	2402401030	The Role of Supply Chain Management (SCM) in the Food & Beverage Industry	ICSSR CONFERENCE QSB
38	PANKAJ BENIWAL	2402401039	"AI-Powered Chatbots and their impact on Customer Service"	International Journal of Research Publication and Reviews

Journal
homepage:
www.ijrpr.com
ISSN 2582-
7421

e-ISSN: 2278-
487X, p-
ISSN: 2319-
7668 PP 36-41

Journal
homepage:
www.ijrpr.com
ISSN 2582-
7421

CAYm1 (2024-25)

S. NO.	Student Name	Enroll. No	Title	Journal Detail	ISSN
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			Nudging MSMEs (Micro, Small, and Medium Enterprises) Towards Sustainable Practices: A Behavioral Framework	International Journal for Novel Research in Economics, Finance and Management	www.ijnrefm.com Volume 3, Issue 6, Nov-Dec-2025, PP: 01-04
1	Md Mahfooz Iqbal,	25100010			
2	Bilal khan	25100078	The Role of Search Engine Optimization in E-Commerce Attracting and Converting Young Professionals	International Journal for Novel Research in Economics, Finance and Management www.ijnrefm.com Volume 3, Issue 6, Nov-Dec-2025, PP: 01-07	www.ijnrefm.com Volume 3, Issue 6, Nov-Dec-2025, PP: 01-07
3	Ms. Sakshi Mahalwal	25100013	A Study on Impact of Training on Employees Performance and Productivity in Banking Sector of Saharanpur, Uttar Pradesh	International Journal of Research Publication and Reviews	ISSN 2582-7421
4	Ms. Arpita Goyal	25100025	Diversity and Inclusion in Recruitment Practices: An Empirical Analysis of Organizational Commitment, Efficacy, and Psychological Barriers	International Journal of Research Publication and Reviews	ISSN 2582-7421
5	Mr Soyab	25100035	The Role of Influencer Marketing in Building Brand Trust Among Gen Z and Millennials	International Journal of Research Publication and Reviews	ISSN 2582-7421
6	Shivangi Jaiswar,	25100011	The Role of HR Practice in MSME and their Growth in Uttarakhand	International Journal of Research Publication and Reviews	ISSN 2582-7421
7	Anushka Pandey	25100005	IPO Underpricing in Emerging Markets: Evidence from India.	International Journal of Research Publication and Reviews	ISSN 2582-7421
8	Varun Raina	25100012	The Impact of Employee Engagement on Organizational Performance: A Study on McDonald's India	International Journal of Research Publication and Reviews	ISSN 2582-7421
9	Shivani	25100021	Financial Stress and Borrowing Behavior of University Students	International Journal of Research Publication and Reviews	ISSN 2582-7421

10	Viksit Saini,	25100060	Effectiveness of Customer Loyalty Programs in Driving Repeat Purchases: Evidence from Retail Chains	International Journal of Research Publication and Reviews	ISSN 2582-7421
11	Shailesh Kumar	25100019	Impact of Product Quality and Product Price on Consumer Purchase Decisions: Evidence from Make in India Products in Saharanpur (India)	International Journal of Research Publication and Reviews	ISSN 2582-7421
12	Manik Garg	25100058	Adoption and Usage of Digital Payment System: A Study on Customer Satisfaction	International Journal of Research Publication and Reviews	ISSN 2582-7421
13	Aditya Sharma	25100064	Role of Digital Marketing in Student Enrollment: Evidence from the Higher Education Sector	International Journal of Research Publication and Reviews	ISSN 2582-7421
14	Md Imran	25100036	Cross-Cultural Marketing Adaptation: Evaluating the Effectiveness of Global Brands in Local Markets	International Journal of Research Publication and Reviews	ISSN 2582-7421
15	Mantasha Gaur	25100073	The function of financial literacy in enhancing womens decision-making via microfinance	International Journal of Educational Innovations and Research	ISSN 3049-4052
16	MANTASH ASLAM,	25100082	A STUDY ON THE IMPACT OF RISING FUEL PRICES ON CONSUMER SWITCHING TO ELECTRIC AND CNG VEHICLES	International Journal of Research Publication and Reviews	ISSN 2586-7423
17	Ms. Shikha Saini	25100032	Factor Affecting Consumer Behaviour in Online Apparel Shopping	International Journal of Research Publication and Reviews	ISSN 2582-7421
18	Aman Kumar,	25100026	Role of digital Communities and User Generated content in brand Loyalty and Buying Behaviour		2582-7421
19	lAradhya Taneja	25100045	Sustainabilityand Green Marketing: Impact on Consumer Perception and Purchase Intention	International Journal for Novel Research in Economics , Finance and Management www.ijnrefm.com Volume 3, Issue 6, Nov-Dec-2025, PP: 01-12	www.ijnrefm.com Volume 3, Issue 6, Nov-

20	Ms Ayushi Rawal	25100027	A Study on Customer's Satisfaction Towards E-Banking Services	International Journal of Research Publication and Reviews	ISSN 2582-7421
21	Ms. Sakshi Mahalwal	25100013	A Study on Impact of Training on Employees Performance and Productivity in Banking Sector of Saharanpur, Uttar Pradesh	International Journal of Research Publication and Reviews	ISSN 2582-7421
22	Nimmi Choudhary	25100016	Crowdfunding for Social Goods: A behavioural Finance Study for Campaign Success Factors for Indian SDG Projects	International Journal of Research Publication and Reviews	ISSN 2582-7421
23	Kartik Chnadra ,	25100020	Trend Analysis of stock market with special rference to TATA motors and MRF Ltd	International Journal of Research Publication and Reviews	ISSN 2582-7421
24	Ms. Priya Parmar	25100041	Effectiveness of Rewards and Recognition Programs at Maruti Suzuki (FY 2021–2024)	International Journal of Research Publication and Reviews	ISSN 2582-7421
25	Deepakshi,	25100018	The Transformation and Evolution from Traditional to Digital Marketing: A Comparative Analysis of Channel Effectiveness and Consumer Perception	International Journal of Research Publication and Reviews	ISSN 2582-7421
26	Md Talha Khan,	25100006	An Analysis of SME IPO : Growth Potential and Investor Perception	International Journal of Research Publication and Reviews	ISSN 2582-7421
27	Krish Bharti	25100052	Brand Trust and Quality Perception in Local vs. Branded Product Preferences: Evidence from Indian Consumer Survey	International Journal of Science, Engineering and Technology An Open Access Journal	ISSN (Online): 2348-4098
28	Shivangi Singh	2402401056	The Impact of Human Resource Strategies on Operational Efficiency and Supply Chain Performance	IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668 PP 35-39 www.iosrjournals.org	e-ISSN: 2278-487X, p-ISSN: 2319-7668

			Impact of Digital Marketing Strategies on Consumer Buying Behavior: A Study on Indian E-commerce Platforms	International Journal of Sciences and Innovation Engineering	E-ISSN : 3049-0251
29	Ayush Garg	2402401002			
			Artificial Intelligence Applications for Advancing SDG4: Transforming Quality Education in the Digital Era	Transformatie AI Applications for the 2030 sustainable development Goal	PK PUBLISHERS & DISTRIBUTORS
30	Suraj Saini	2402401007			
			HR Marketing: Reversing Talent Acquisition through Strategic Brand Management	International Journal of Advance Research Publication and Reviews	ISSN: 3049-0103 (Online)
31	Ms. Sachi Baranwal	24100006			
			Exploring the Psychological Factors Affecting Women's Career Progression in Organisations	International Journal of Advance Research Publication and Reviews	ISSN: 3049-0103 (Online)
32	Aditi	2402401004			
			A Study on Material Flow Management on Tml–Pantnagar Assembly Line	International Journal of Research Publication and Reviews	ISSN 2582-7421
33	Manish Kumar	2402401032			
			Impact of smart phone usases on academic performanc among commerce students: Ana analysis of usases pattern and correlations	Journal o Advance and Future Research	2984-889X
34	Yashwant Singh Panwar	2402401070			
			Examining the Relationship Between Different Leadership Styles and Levels of Employee Job Satisfaction	Journal o Advance and Future Research	2984-889X
35	Ms. Simran Thakur	2402401060			
			A Study of HR Practices and Organizational Compliance at Tupperware India Pvt. Ltd	Journal o Advance and Future Research	2984-889X
36	Mr. Shivam Kumar	2402401055			
			A Study on the Impact of Soft Skills on Employability Readiness among Final Year Students	Journal o Advance and Future Research	2984-889X
37	1Mr. Sourav Prasad	210120001			
			Risk And Return Analysis of Selected Securities of BSE India Ltd	IOSR Journal of Business and Management (IOSR-JBM)	ISSN: 2319-7668 PP 36-41
38	Prachi Kamboj	241200057			

39	Abhay Tyagi	2402401001	A Study on Soft Skill and its Impact of Growth and Productivity in Service Industry	International Journal of Research Publication and Reviews	I SSN 2582 - 7421
40	JHUTAN SHIL	2402401026	The Role of Technology in Transforming Modern Supply Chain Management	IRE Journals Volume 9 Issue 6 ISSN: 2456-8880	ISSN: 2456-8880
41	Neha Gaur	2402401036	A Study on Financial Analysis of TCS and Wipro Ltd	International Journal of Advance Research Publication and Reviews	ISSN: 3049-0103 (Online)
42	Upasana Panwar	2402401066	Digital Transformation in Agriculture for Food Security and Sustainable Development (SDG 2)	PK PUBLISHERS & DISTRIBUTORS	9.78935E+12

6 FACULTY ATTRIBUTES AND CONTRIBUTIONS (250)

Total Marks 250.00

Faculty Information

Sr.No	Name	University Degree	Date of Receiving Degree	Research Paper Publications	Ph.D Guidance	Ph.D. granted during the Assessment Year	Current Designation	Date (Designated as Prof/Assoc. Prof.).	Initial Date of Joining	Association Type	At present working with the Institution(Yes/No)	It o c L
1	Dr. Manish Srivastava	MBA and Ph.D	23/09/2003	33	12	2	Professor	16/07/2021	16/07/2021	Regular	Yes	
2	Dr. Nirmesh Sharma	MBA and Ph.D	09/08/2011	39			Professor	01/08/2022	13/08/2021	Regular	Yes	
3	Dr. Saumya Goyal	MA and Ph.D	31/10/1992	02			Professor	15/07/2019	15/05/2018	Regular	Yes	
4	Dr. Mousmi Goel	M.Com and Ph.D	25/12/2014	25			Associate Professor	12/08/2020	12/08/2020	Regular	Yes	
5	Dr. Pushpender Singh	M.Com and Ph.D	09/09/2023	04			Associate Professor	14/08/2025	02/07/2018	Regular	Yes	
6	Dr. Ram Pravesh	MBA and Ph.D	15/02/2020	12			Associate Professor	10/08/2023	07/07/2022	Regular	Yes	
7	Dr. Mehak	MBA and Ph.D	14/09/2017	28			Associate Professor	01/08/2020	01/08/2020	Regular	Yes	
8	Dr. Prakhar Goyal	MBA and Ph.D	15/11/2025	02			Assistant Professor		27/07/2024	Regular	Yes	
9	Dr. Sana Zaidi	MBA and Ph.D	20/12/2024	07			Assistant Professor		12/02/2024	Regular	Yes	
10	Dr. Pooja Kohli	M.Com and Ph.D	28/10/2024	10			Assistant Professor		14/08/2024	Regular	Yes	
11	Dr. Mrinalini Singh	MBA and Ph.D	19/11/2016	02			Associate Professor	10/08/2020	10/08/2020	Regular	Yes	
12	Ms. Shruti Rawat	MBA	30/06/2012	40			Assistant Professor		01/06/2023	Regular	Yes	

6.1 Student-Faculty Ratio (SFR) (10)

Total Marks 10.00

UG

No. of UG Programs in the Department

PG

No. of PG Programs in the Department

Master of Business Administration			
Year of Study	CAY(2025-26)	CAYm1(2024-25)	CAYm2 (2023-24)
	Sanction Intake	Sanction Intake	Sanction Intake
1st Year	75	75	75
2nd Year	75	75	60
Total	150	150	135
Grand Total	150	150	135

SFR

No. of UG Programs in the Department No. of PG Programs in the Department

Description	CAY(2025-26)	CAYm1 (2024-25)	CAYm2 (2023-24)
Total No. of Students in the Department(S)	150 Sum total of all (UG+PG) students	150 Sum total of all (UG+PG) students	135 Sum total of all (UG+PG) students
No. of Faculty in the Department(F)	12 F1	12 F2	9 F3
Student Faculty Ratio(SFR)	12.50 SFR1=S1/F1	12.50 SFR2=S2/F2	15.00 SFR3=S3/F3
Average SFR	13.33 SFR=(SFR1+SFR2+SFR3)/3		

6.1.1. Provide the information about the regular and contractual faculty as per the format mentioned below:

	Total number of regular faculty in the department	Total number of contractual faculty in the department
CAY(2025-26)	12	0
CAYm1(2024-25)	12	0
CAYm2(2023-24)	9	0

Average SFR for three assessment years : 13.33

Assessment SFR : 10

6.2 Faculty Cadre (20)

Total Marks 20.00

Institute Marks

20.00

Year	Professors		Associate Professors		Assistant Professors	
	Required F1	Available	Required F2	Available	Required F3	Available
CAY(2025-26)	1.00	3.00	1.00	5.00	5.00	4.00
CAYm1(2024-25)	1.00	3.00	1.00	4.00	5.00	5.00
CAYm2(2023-24)	1.00	3.00	1.00	4.00	4.00	2.00
Average Numbers	1.00	3.00	1.00	4.33	4.67	3.67

Cadre Ratio Marks : $[(AF1 / RF1) + [(AF2 / RF2) * 0.6] + [(AF3 / RF3) * 0.4]] * 10 : [(3)+[(4*0.6)]+[(0.75*0.4)]] * 10 = 20.00$

6.3 Faculty Qualification (20)

Total Marks 20.00

	X	Y	F	$FQ = 1.5 \times [(10X + 4Y) / F]$
2025-26(CAY)	10	2	7.50	28.80
2024-25(CAYm1)	8	4	7.50	25.60
2023-24(CAYm2)	7	2	6.75	23.11

Average Assessment : 25.84

6.4 Faculty Retention (20)

Total Marks 20.00
Institute Marks
20.00

Description	2024-25(CAYm1)	2025-26(CAY)
No of Faculty Retained	9	9
Total No of Faculty	6	6
% of Faculty Retained	150	150

Average : 150.00

Assessment Marks : 20.00

6.5 Faculty Initiatives on Teaching and Learning (15)

The faculty teaching in MBA program continuously promotes innovations in teaching and learning with the objective of making management education effective, efficient and student-centric. Faculty members adopt diverse instructional strategies beyond conventional lecture-based teaching, including case-based learning, experiential, flipped and blended learning, industry and alumni interaction, business analytics, digital resources, quizzes, peer evaluation, differentiated learning and project-based learning to improve conceptual understanding, analytical ability, decision-making, communication, collaboration, creativity and application of managerial knowledge.

The following is a sample of the department's preferred methods and innovations in the teaching and learning process:

S. No.	Faculty	Pedagogical Innovation	Assessment Innovation
1	Dr. Manish Srivastava	Application-oriented teaching; company/brand cases; market analysis; competitor analysis; STP activities; strategy discussions; International marketing cases	Brand analysis; case-based question presentations; quizzes; situation-based formative feedback
2	Dr. Pushpender Singh	Case studies; simulations; live projects; role plays; classroom discussions; strategic and project-planning activities	Case analysis; project work; simulation presentations; application-based question evaluation
3	Dr. Mousmi Goel	Student-centric experiential learning; case studies; role plays; group discussions; collaborative activities; presentations;	Quizzes; case analysis; assignments; role-play evaluation; peer assessment; feedback
4	Dr. Mehak	Application-oriented, experiential and data-driven learning; cases; live projects; problem-solving; flipped/blended learning; boot camps	Bloom's Taxonomy-based questions; problems; quizzes; assignments; project peer evaluation
5	Dr. Nirmesh Sharma	Application-oriented legal learning; case studies; practical legal situations; business disputes; role plays; discussions	Case analysis; situation-based question presentations; analytical assignment
6	Dr. Sana Zaidi	Student-supportive, application-oriented Financial Accounting; numerical exercises; practical examples; step-by-step problem solving; cases	Application-based numerical problem quizzes; assignments; presentations; assessment
7	Dr. Ram Pravesh	Case-based, experiential and simulation learning; live projects; industry-oriented examples; group activities	Scenario-based cases; project evaluation; presentations; group assignments; project
8	Dr. Saumya Goyal	Real-world examples; contemporary economic developments; case discussions; analytical activities; group discussions; presentations	Analytical questions; case-based question assignments; presentations; interpretation
9	Dr. Prakhar Goyal	Experiential and entrepreneurial learning; case studies; business games; role plays; brainstorming; group discussions; project-based learning	Case analysis; business idea presentation projects; business plans; peer evaluation
10	Dr. Mrinalini Singh	Activity-based, collaborative and experiential learning; cases; classroom activities; group discussions; role plays; presentations	Quizzes; case analysis; assignments; projects; peer evaluation; application
11	Dr. Pooja Kohli	Data-driven and experiential learning; organizational cases; practical situations; analytical activities; hands-on HR Analytics	Case analysis; data interpretation; assignments; quizzes; presentations
12	Ms. Shruti Rawat	Role play; simulations; case studies; experiential activities; collaborative learning; workplace-based activities	Role-play evaluation; case analysis; assignments; presentations; group activity evaluation

Evidences

Group Discussion Activity

Students engaged in a collaborative group discussion to enhance communication, analytical thinking, teamwork and decision-making skills.



Experiential Learning Activity: Mock Interview Session

Students participating in a mock interview activity, taking on the roles of interviewer and interviewee to develop communication skills, interview techniques, confidence, and problem-solving abilities.



Research Paper Activity

Students participating in a research paper activity involving the identification of research problems, literature review, data collection and analysis, academic writing, research aptitude, analytical thinking, and academic writing skills.



Business Model Canvas Workshop

Students developing and analysing business ideas using the Business Model Canvas as part of an experiential and entrepreneurial learning activity.



Business Plan Competition

Students presenting innovative business ideas and business plans as part of an entrepreneurial learning and project-based assessment activity.



Hands-on Training on Business Simulation Software

Students participating in hands-on training using business simulation software, enabling them to apply theoretical concepts to realistic business scenarios, analyse and decision-making skills.



Role-Play Activity

Students participating in a role-play activity involving simulated real-life situations to develop communication, interpersonal, decision-making, problem-solving, and



There are videos made by faculty members, which are available on QLRC for reproduction and for further development. The Links are as follows.

http://qlrc.quantumuniversity.edu.in/v_content.php (http://qlrc.quantumuniversity.edu.in/v_content.php)

<https://drive.google.com/file/d/18VzdMHLhAT3NizCa1fg8ze1PgAV3SEsg/view> (<https://drive.google.com/file/d/18VzdMHLhAT3NizCa1fg8ze1PgAV3SEsg/view>)

E-content is developed by teachers :

Name of the teacher	Name of the module developed	Platform on which module is developed	Date of launching e content	Link to the relevant docume
For other MOOCs platform				
Dr. Mousmi Goel	Research methodology	Career Climb	6-15-2022	https://rynvf.courses.store/4utm_source%3Dother%26utm_referral%26utm_campaign%26utm_source%3Dother%26utm_referral%26utm_campaign%

Dr. Nirmesh Sharma	Marketing Management	Career Climb	6-8-2022
Dr. Nirmesh Sharma	Business Law	Career Climb	6-4-2022
Dr. Mousmi Goel	Type of Reseach	Youtube	7-14-2023
Dr. Mousmi Goel	Introduction of Research	Youtube	7-14-2023

The screenshot of QLRC page consists of vidoes from the University is given as

[QLRC Home About E-Resources Subscribed E-resources E-learning Open Support HELP/FAQ VLAB MCQ

video Lectures Developed By Faculties

Contents Developed by Faculties

Show 11 entries Search:

Sl No.	Name of the teacher	Name of the module developed	Links
1.	Dr. Lokesh Verma	International Financial Management	Click Here
2.	Dr. Mousmi Goel	Introduction to Research	Click Here
3.	Dr. Mousmi Goel	Type of Research	Click Here
4.	Mr. Churnu Lal	IEEE 754 Floating Point Representation \(How to calculate value of Exponent E\)	Click Here
5.	Mr. Churnu Lal	C Programming: The C Character Set, Constants, Variables and Keywords	Click Here
6.	Mr. Churnu Lal	Number Conversions: Binary to Any other Number System	Click Here
7.	Mr. Vivek Kumar	Basic C Programming	Click Here
8.	Mr. Vivek Kumar	Structures, class, overloading, overriding	Click Here
9.	Mr. Vivek Kumar	Core and Adv. python Programming	Click Here
10.	Mr. Vivek Kumar	Flask: Sell purchase web application	Click Here

Showing 3 to 10 of 11 entries

Previous 1 2 3 4 5 6 7 8 Next](https://rynvf.courses.store/4utm_source%3Dother%26utm_referral%26utm_campaign%(https://rynvf.courses.store/4utm_source%3Dother%26utm_referral%26utm_campaign%(https://rynvf.courses.store/4utm_source%3Dother%26utm_referral%26utm_campaign%(https://rynvf.courses.store/4utm_source%3Dother%26utm_referral%26utm_campaign%(https://youtu.be/wgfuN_GUhttps://youtu.be/aZKmHPE7</p>
</div>
<div data-bbox=)

The screenshot of video lecture is as follows.



6.6 Management Development Programme (5)

Total Marks 5.00

S.No.	Program Title	Duration	No. of Days	Resource Person	Participants
1	Advanced Negotiation Skills and Stakeholder Management	1-2 Nov 2023	2 Days	Dr. Pushpender Singh	10
2	Personal and Skill Development	7-8 Feb 2024	2 Days	Dr. Manish Shrivastava & Dr. Pushpender Singh	15
3	Team Building Mantras	26-27 Jul 2024	2 Days	Dr. Pushpender Singh	15
4	Effective Office Communication	17-18 Jan 2025	2 Days	Dr. Pushpender Singh	15
	Total		8 Days		55

Summary of Year-wise MDP conducted by Department of Business Administration

Detailed Program Reports:-

MDP 1: Advanced Negotiation Skills and Stakeholder Management

Program Title	Advanced Negotiation Skills and Stakeholder Management
Description	The MDP was conducted to make employees aware of negotiation skills for the sales force and management of stakeholders at ITC Ltd.
Venue/Organization	ITC Limited, Saharanpur
Duration	1-2 November 2023 (2 Days)
Resource Person	Dr. Pushpender Singh
Type of Training	Workshop
Training Methodology	Case Discussions, Role Play
Participants Attended	10
Mode of Organization	Organized by the Institution in an offline Mode

MDP 2: Personal and Skill Development

Program Title	Personal and Skill Development
Description	Quantum School of Business organized this Management Development Programme to strengthen leadership competencies among industry professionals in the context of rapidly evolving and competitive business environments.
Venue/Organization	Jyothy Labs, Roorkee (Uttarakhand)
Duration	7-8 February 2024 (2 Days)
Resource Person	Dr. Manish Shrivastava & Dr. Pushpender Singh
Type of Training	Interactive Presentation, Management Games
Training Methodology	Lectures
Participants Attended	15
Mode of Organization	Organized by the Institution in an offline Mode

MDP 3: Team Building Mantras

Program Title	Team Building Mantras
----------------------	-----------------------

Description	This workshop focused on strengthening collaboration and team cohesion among employees, equipping participants with practical strategies to build and sustain high-performing teams.
Venue/Organization	Amba Industries Pvt. Ltd.
Duration	26–27 July 2024 (2 Days)
Resource Person	Dr. Pushpender Singh
Type of Training	Workshop
Training Methodology	Case Discussions, Team Building exercises
Participants Attended	15
Mode of Organization	Organized by the Institution in an offline Mode

MDP 4: Effective Office Communication

Program Title	Effective Office Communication
Description	This training was designed to enhance participants communication skills, enabling them to effectively convey ideas, negotiate, and build strong working relationships with colleagues.
Venue/Organization	Shreya Life Sciences Pvt. Ltd.
Duration	17–18 January 2025 (2 Days)
Resource Person	Dr. Pushpender Singh
Type of Training	Interactive Lectures, Discussions, Role Play
Training Methodology	Presentation and Problem Solving
Participants Attended	15
Mode of Organization	Organized by the Institution in an offline Mode



The University has established a structured Faculty Performance Appraisal and Development System (FPADS) to assess, monitor and enhance the overall performance and professional development of its faculty members. The system recognizes that faculty members contribute to the University through multiple roles, including teaching, learning, student mentoring, curriculum development, research, innovation, institutional responsibilities, professional development, industry interaction and extension activities.

The API format is attached herewith



QUANTUM UNIVERSITY

Mandawar (22 Km milestone), Roorkee - Dehradun Highway (NH 73),
Roorkee-247167, Uttarakhand, India

Academic Performance Indicators (APIs)

Duration: Academic Year – 2025-26 (July 2025-June 2026)

Affix Recent
Passport size self-
attested Photograph
here

Date : _____

PART A GENERAL INFORMATION AND ACADEMIC BACKGROUND

1.	Name of Applicant (in Block Letters)			
2.	Father's Name			
3.	Mother's Name			
4.	Current Designation			
5.	Name of Department			
6.	Grade Pay			
7.	University Employee Code No.	8.	Place of Birth	
9.	Date of Joining	10.	Date of Birth	
11.	Marital Status	12.	Number of Wards	
13.	Nationality	14.	Gender	
15.	Category (Gen./SC/ST/OBC/Other)	16.	Mobile Number	
17.	Address for Correspondence with PIN Code			
18.	Permanent Address With PIN Code			
19.	E-mail			

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Signature of Applicant with date

Signature of API Committee

PART B
ACADEMIC PERFORMANCE

B.I: Teaching, Learning and Evaluation related Activities during the Year

S. No.	Nature of Activity	Max Score	Self-Assessment Score (to be filled by Employee)	Verified API Score (by the RO*)
1.	Lectures/seminars/tutorials/practical/contact hours undertaken (taken as percentage of lectures allocated) <i>(max 50 for 100% performance & proportionate score up to 80% performance, below which no score may be given)</i>	50		
2.	Involvement in Department/School as per allotment proctoring at departmental level to maintain the discipline etc.	15		
3.	Preparation and delivery of knowledge and instruction in accordance with the curriculum, along with syllabus enrichment through the provision of additional resources to students (such as videos, prepared notes, lecture plans, and encouragement to participate in university academic activities).	25		
4.	Involvement in updating curriculum/course contents, ATR/ Feedback Analysis, CO-PO attainment.	10		
5.	Completion of LMS* related work as per schedule or on time (uploading of PPTs, lecture plan, graded assignments, weekly test, attendance, case studies, project reports etc.).	15		
6.	Examination Invigilation duty (5 Marks), Question Bank preparation (5 Marks), Submission of mid-semester question papers (5 Marks), and Evaluation of answer sheets (5 Marks) — full marks for timely and complete performance; proportionate marks if partial or delayed.	20		
7.	Mentorship of assigned students, including academic guidance, career counseling, monitoring of progress, and providing personal and professional support as per institutional requirements <i>All assigned students mentored with regular follow-up and timely reports (10 Marks), partial follow-up and reporting (4-7 Marks), minimal follow-up (0-3 Marks)</i>	10		
Total Score		145		
Minimum Score Required		120		

- Faculty must not take leave without providing prior information or without making suitable alternative arrangements. In case of default, 5 marks shall be deducted from the total API score for each instance.

DAPC*: Department Academic Program Committee
LMS*: Learning Management System

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RO*: Reporting Officer

ACADEMIC PERFORMANCE**B.II: University Related Activities (Professional/ Co-Curricular Activities/ Extension Activities) during the Year**

University Responsibility (Any Designation Held)	Work Done (Y/N)	Score	RO's Name	Verified API Score (by the RO with initials)
1				
2				
3				
Representation in University Core Committees	Work Done (Y/N)	Score	RO's Name	Verified API Score (by the RO with initials)
1				
2				
Any other work assigned by the University/Department, including professional development activities such as organizing or participating in seminars, conferences, workshops, faculty development programs (FDPs), membership in professional associations, dissemination of knowledge, and publication of general articles not covered under Part C below.	Work Done (Y/N)	RO's Name	Verified API Score (Marks will be given by RO based on nature and quantum of work with initials)	
1				
2				

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Summary of Part B

Category	Criteria	API Score for the Year (2025-26)
B.I	Teaching, Learning and Evaluation related Activities (Maximum 145)	
B.II	University related Activities (Maximum 200)	
	Deduction of Marks (if Any)	
Total (345)		

(Signature of Applicant)
Name and Designation

(Perception of HOD/Coordinator)

.....

Signature and Name of HOD/Coordinator with seal

(Perception of Principal/ Director)

.....

Signature Principal/ Director with seal

Date:

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Signature of Applicant with date

Signature of API Committee

**PART C
RESEARCH PERFORMANCE**

Date:.....

Google Scholar Id:		Google Citation	
Scopus Id:		Scopus Citation	
Vidwan ID:			

C.I: RESEARCH CONTRIBUTION

i. Published Papers in Journals: (Web of Science/SCOPUS/PUBMED/ Indian Citation Index/ UGC) during the Year:

S. No.	Title of Paper	QO Affiliated Authors	Journal Name	ISSN Number (Online/Print)	Volume	Issue	Page Number	Year	Indexing	Thomson Reuters Impact factor only through (https://mjclarivate.com/hoi)	Citation Index	H- Index	Number of citations excluding self-citation	DOI or Web Address	Type of Authorship	Claimed Score	Verified Score*
1.																	
2.																	
Total Score																	

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Note: List to be Submitted in Separate Excel Sheet provided with the API Form

ii. Books and Chapters in Edited Volumes / Books Published during the Year:

S. No.	Title of the book	Chapter (If any)	Editor & publisher	ISBN/ISSN No.	Whether peer-reviewed	No. of co-authors	Whether you are main author (Yes or No)	Claimed Score	Verified Score*
1.									
2.									
Total Score									

iii. Papers in National/International Conference Proceedings during the Year:

S. No.	Title of Paper	Title of Conference	Editor & publisher	ISBN/ISSN No.	Whether peer-reviewed	No. of co-authors	Whether you are main author (Yes or No)	Claimed Score	Verified Score*
1.									
2.									
Total Score									

iv. Ongoing & Completed Research Projects and Consultancies during the Year:

Research Project										
S. No.	Title of Project	Name of the Funding Agency	Duration (Year)	Date sanction letter	Total grant sanctioned	Amount received in the Year	Category (Ongoing/ Completed)	Amount transferred to QO (Yes or No)	Claimed Score	Verified Score*
1.										
2.										
Total Score										

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Consultancy						
S. No.	Name of Consultancy Project	Consulting/Sponsoring Agency	Revenue Generated	Amount transferred to QI (Yes or No)	Claimed Score	Verified Score*
1.						
2.						
Corporate Training						
S. No.	Title of Programme	Agency Seeking Training	Revenue Generated	Amount transferred to QI (Yes or No)	Claimed Score	Verified Score*
1.						
2.						
Total Score						

v. Research Guidance to Students during the Year:

Research Guidance								
S. No.	Category	Number of Students Enrolled	Dissertation Submitted (Number)	Degree/ Awarded	Certificates	Claimed Score	Verified Score*	
	UG Students							
	PG Students							
	PhD Students							
Total Score								

vi. Patents published/awarded/applied during the Year:

S. No.	Patent Title	Patent status	Patent Number	Date of published/award	Claimed Score	Verified Score*
Total Score						

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vii. Involvement in making any Government Documentation during the Year:

S. No.	Title of Document	Level (Center or State)	Specifications (if International Level)	Duration of Involvement	Claimed Score	Verified Score*
Total Score						

C.II: FACULTY DEVELOPMENT

i. Conference/ E-Conference/Workshop/ E-Workshop/ Symposia/ E-Symposia/ FDP /E-FDP/ EDP /Seminars/ Webinars/Training Attended during the Year:

S. No.	Type (Conference/E-Conference/Workshop/ E-Workshop/ Symposia/ E-Symposia/ FDP /E-FDP/ EDP /Seminars/ Webinars/ Training)	Level (National/ International)	Name	Sponsored by	Organized at (Organization Name & Place)	Year	Date (From) DD/M/YY	Date (To) DD/M/YY	Participation/ Presented Paper/ Presented Poster/ Guest Speaker/ Chairmanship	Title of Paper/Poster	Claimed Score	Verified Score*
Total Score												
Note: List to be Submitted in Separate Excel Sheet provided with the API Form												

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ii. Details of Developed E Content during the Year:

S. No.	Name of Teacher	Name of Module	Platform on which module is developed	Date of Launching E-Content	Claimed Score	Verified Score*
Total Score						

iii. Honors and recognition received by teachers (Received awards, recognition, fellowships at State, National, International level from Government/Recognized Bodies) during the year:

S. No.	Type (University/State/National/International)	Name of Award	Date of Award	Awarding Agency	Claimed Score	Verified Score*
Total Score						

iv. Awards for Innovation, won by Institution/Teachers/Research Scholars/Students during the year:

S. No.	Title of the innovation	Awarding Agency	Date of award	Category	Claimed Score	Verified Score*
Total Score						

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Signature of Applicant with date

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v. Workshops/Seminars organized on Intellectual Property Rights (IPR) and Industry-Academia Innovative practices during the year:

S. No.	Title of workshop/seminar	Date	Responsibility taken	Sponsored by	National/International	Claimed Score	Verified Score*
Total Score							

vi. No. of Start-Ups guided on campus during the year:

S. No.	Incubation Centre	Name	Sponsored By	Name of the Start-up	Nature of Start-up	Date of Commencement	Claimed Score	Verified Score*
Total Score								

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Signature of Applicant with date

Signature of API Committee

SUMMARY OF SCORE PART C

Category	Criteria	API Score for the Year (2025-26)
C.I	Research Contribution	
C.II	Faculty Development	

(Signature of Applicant)
Name and Designation

Signature and Name of HOD/Coordinator
with seal

Signature of Principal/Director with seal
Date:

* HOD/Coordinator must verify that all attached supporting documents/proofs are complete before submission.

Signature of Applicant with date

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Signature of API Committee

RESEARCH PERFORMANCE

(Perception of the Reporting Officer)

Signature of Dean Research,
Date:

Enclosures with the API form: (To be attached by the Reportee)

1. Front page of the Published Articles
2. Front Page of Book and/or Chapter Published
3. Front Page of Conference Proceedings and front page of Paper Published
4. Acceptance Letter or Email of Project/Consultancies.
5. Bank Statement of Revenue Generation (If Revenue is directly transferred to University, then not required).
6. Copy of proof for any claim made in the form.
7. Any other relevant document.

Signature of Applicant with date

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Signature of API Committee

FINAL REPORT

Category	Criteria	Max. Score	Minimum to be scored by Assistant Professor Annually	Minimum to be scored by Associate Professor Annually	Minimum to be scored by Professor Annually	API Score for the Year (2025-26)
B.I	Academic Performance (Teaching, Learning and Evaluation Related Activities)	145	120	120	120	
B.II	Academic Performance (University Related Activities)	200	*ND	*ND	*ND	
C.I	Research Performance (Research Contribution)	*ND	50	70	90	
C.II	Research Performance (Faculty Development)	*ND	40	50	60	
Total			210	240	270	

(Remarks of the Accepting Authority)

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(Seal & Signature of the Accepting Authority)

Name & Designation

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Signature of API Committee

ACADEMIC CONTRIBUTION

Guidelines for Claim the Scores in Academic Contribution:

Category	Grade		
Principal/ Dean/ Director/ COE	70		
H.O.D/Dept Coordinator	50		
University Level		Department level	
Category	Grade	Category	Grade
Coordinator University Level Activities/CS /ERP coordinator/PNO	50	Convener/Organizer Dept Activities	10
Co- Coordinator University Level Activities/DCS/ERP member	25	Co-Convener/Co-Organizer Dept Activities	5
Convener/Organizer University Level Committees	25	Member of committee	3
Co-Convener/Co-Organizer University Level Activities/ NAAC Criteria Incharge	15	Dept Responsibilities (Event Incharge/Feedback Incharge/Admission Incharge/Lab Incharge/Time Table Incharge/SSG Incharge/HC Member & Any other responsibility assigned by H.O.D)	15
Exam cell member/Faculty PROPS Coordinator/VAC Coordinator/ Minor Coordinator/ IQAC Member	30	Mentor	30
Member of Committee	5	Warden/ACERS/ Mess Committee	20

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Signature of API Committee

RESEARCH PERFORMANCE

Guidelines for Claim the Scores in Research Contribution:

1. Published Papers in Journals: (WOS/SCOPUS/PUBMED/ Indian Citation Index/UGC) during the cycle.
The Research Score for papers would be augmented as follows: WOS/Scopus/ Indexed Journal:
(Impact Factor of Thomson Reuters will be considered. No Impact Factor devised by any other agency will be valid)

1.	Journal with no indexing	8 Points
1.	Indexed Journal	15 Points
2.	Scopus/Journal with impact factor- 0>1	20 Points
3.	Paper with impact factor between 1 and 2	30 Points
4.	Paper with impact factor between 2 and 5	40 Points
5.	Paper with impact factor between 5 and 10	45 Points
6.	Paper with impact factor >10	50 Points

Joint Publication:

- (a) Two authors: 50% of total value of publication for each author.
(b) More than two authors: 40% of total value of publication for the First/Principal/Corresponding Author and 40% of total value of publication for each of the joint authors.

2. Books and Chapters in Edited Volumes / Books Published:

Solo author of SCOPUS Indexed Book	50
Solo author of Book having ISBN No.	30
Scopus Indexed Book Joint Author	15
International Publishers Book Joint author with ISBN No.	10
National Publishers Book Joint author with ISBN No.	8
Chapter in Edited Book	05
Editor of Book by International Publisher	10
Editor of Book by National Publisher	08

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3. Papers in National/International Conference Proceedings [Proceedings Proof must attach]

International (Abroad)	10
International (Within Country)	8
National	5
State / University	2

Joint Publication:

- (a) Two authors: 50% of total value of publication for each author.
(b) More than two authors: 70% of total value of publication for the First/Principal/Corresponding Author and 30% of total value of publication for each of the joint authors.

4. Ongoing & Completed Research Projects and Consultancies

Completed Research Projects	
More than 20 lakhs	20
More than 10 lakhs	15
Less than 10 lakhs	10
Ongoing Research Projects	
More than 20 lakhs	15
More than 10 lakhs	10
Less than 10 lakhs	05
Consultancies	
Any type	03

✓ Joint Projects: Principal Investigator and Co-investigator would get 50% each.

5. Research Guidance to Students during the student during the period

PhD	
Degree Awarded	10/Per Student
Thesis Submitted	05/Per Student
M.Phil./PG dissertation	
Degree Awarded	03/Per Student
UG Students	
Degree Awarded	01/Per Student

6. Patents Published/Awarded during the period

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International (Published)	10
National (Published)	7
International & National (Granted)	20
7. Policy Document Prepared for Government:	
International	10
National	7
State	4

Guidelines for Claiming the Scores in Faculty Development Section:

1. Conference / Workshop/ Symposia Attended during the cycle ✓ For Paper/Poster Presentation; Score for International: 10, National: 7.5, Regional: 5 and State: 3 [No score Without certificate] ✓ For Participating Score for International: 5, National: 2.5, Regional/State/Local: 1 [No score Without certificate] ✓ Guest Speaker/ Chairmanship; Score for International 10, National 7.5, Regional 5 and State 3 [No score Without certificate] 1.1 For FDP/Seminars/Training Attended during the cycle ✓ For FDP/Seminars/Training Attended; Score for International: 5, National: 2.5, Regional/State/Local: 1 [No score Without certificate]
2. Details of Developed E Content: ✓ E-content developed by teachers will include: e-PG- Pathshala, CEC (under e-PG- Pathshala CEC (Under Graduate) SWAYAM other MOOCs platform NPTEL/NMECT/any other Government initiatives & Institutional (Learning Management System (LMS) etc. ✓ In development of e-content in 4 quadrants for a complete course/e-book may be assigned points equivalent to authoring a book at national level, contribution to development of e-content modules in complete course/paper/e-book may be awarded points same as that of contributed chapters in edited book and editor of e-content for complete course/paper/e-book may be awarded points same as that for editor of a book by National Publisher. ✓ Development of various quadrants of complete MOOCs may be given the weightage similar to authoring a book, contribution to development of modules in a complete MOOCs may be awarded points same as contributed chapters in edited book and coordinator of MOOCs for complete course may be awarded points same as that for editor of a book by National Publisher.

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A well defined policy for API based Performance Assessment and Annual salary Increment is available which shows the its implementation and effectiveness.



4. API Performance Levels

The API shall be measured on a scale beginning from 0 and extending beyond 500.

The API Score shall be converted into performance levels as follows:

API Score	API Level	Annual Increment
500 and above	Level 10	4 increments
400-499	Level 9	4 increments
300-399	Level 8	4 increments
200-299	Level 7	3 increments
175-199	Level 6	3 increments
150-174	Level 5	3 increments
125-149	Level 4	2 increments
100-124	Level 3	2 increments
75-99	Level 2	2 increments
50-74	Level 1	1 increment
0-49	Level 0	1 increment

Notes: An API Score of 500 or above shall be treated as Level 10. There shall be no upper ceiling for the API Score. Extra ordinary case will be reviewed by Vice-Chancellor for deciding the ceiling of facultyship.

5. Determination of API Score

The API Score shall be determined from the approved performance parameters applicable to the employee's category.

The parameters may include, as applicable:

For Faculty Members

- 1. Teaching-learning performance
- 2. Student feedback and academic outcomes
- 3. Research publications and research grants
- 4. Creativity and sponsored research
- 5. Innovation, patents and intellectual property
- 6. Academic administration and institutional responsibilities
- 7. Student mentoring and development



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- 8. Initiatives, contact and community engagement
- 9. Professional development and academic contributions
- 10. Contributions towards University-level initiatives

For Staff Members

- 1. Quality and timeliness of work
- 2. Adherence to performance
- 3. Productivity and efficiency
- 4. Attendance and punctuality
- 5. Service delivery to various faculty departments
- 6. Initiative and problem-solving
- 7. Technology adoption and process improvement
- 8. Teamwork and coordination
- 9. Compliance with University policies
- 10. Additional institutional responsibilities

The University may revise or modify the API parameters from time to time in accordance with institutional requirements.

6. Performance Assessment Process

The API assessment shall annually follow the following process:

Employee Self-Assessment → Reporting Officer Assessment → Reviewing Authority → Final Validation → API Level → Annual Increment

6.1 Self-Assessment

The employee shall submit the prescribed API statement along with supporting evidence within the stipulated timeline.

6.2 Assessment by Reporting Officer

The Reporting Officer shall verify the submitted information and supporting documents and assess the performance in accordance with the approved API framework.

6.3 Review and Validation

The assessment shall be reviewed by the designated authority (committee or senior administrator), transparency and uniform application of the API framework.

6.4 Final Approval



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The final API Score and corresponding increment shall be approved by the **Competent Authority** as prescribed by the University.

8. Evidence and Verification

Every claim included in the API shall, whenever applicable, be supported by documentary or digitally verifiable evidence.

There will be API committee approved by the Vice-Chancellor which will verify all documents and calculate API for each faculty members and staff.

The University may verify any API claim at any stage.

Submission of documents, including or submitted information shall be treated as a serious matter and may attract appropriate disciplinary action under the applicable University rules.

9. Annual Increment

The annual increment shall be calculated on the basis of the number of increments corresponding to the employee's final API Level.

For example:

- An employee achieving **API Level 10** shall be eligible for **5 increments**.
- An employee achieving **API Level 9** or **8** shall be eligible for **4 increments**.
- An employee achieving **API Level 7, 6 or 5** shall be eligible for **3 increments**.
- An employee achieving **API Level 4, 3 or 2** shall be eligible for **2 increments**.
- An employee achieving **API Level 1** or **0** shall be eligible for **1 increment**.

The monetary value of each increment shall be governed by the University's applicable salary structure and action table. An employee with API at 0 level will be awarded by Vice-Chancellor.

10. Minimum Performance Requirement

Every eligible employee shall continuously be entitled to a minimum of **one annual increment** subject to fulfillment of the basic conditions of service and satisfactory conduct.

However, withholding of increments may be governed separately by the University's disciplinary, service and employment rules.

The API-based system shall presently determine the **number of increments**, while disciplinary matters, unauthorized absence, sexual harassment or other service-wise violations shall be dealt with under the relevant University regulations.

11. Exceptional Performance

An API Score of **100** or above shall constitute the highest API Performance Level.

Employees achieving this level shall be eligible for the maximum **five (5) increments** provided under this Policy.

Page 4.2 of 10
Signature: _____
Date: _____

The University may separately recognize exceptionally high performance through institutional awards, appreciations, leadership opportunities or other recognition mechanisms, subject to the approval of the Competent Authority.

12. Appeal / Representation

An employee who believes that his/her API Score has not been correctly assessed may submit a representation to the designated authority within the prescribed period after commencement of the API result.

The representation shall clearly specify:

- The API parameter concerned;
- The error asserted;
- The basis of the employee's representation; and
- Supporting documentary evidence, wherever applicable.

The decision of the designated reviewing authority shall be final, subject to the University's applicable rules.

13. Confidentiality and Integrity

API records shall be treated as official performance records of the University.

All persons involved in the assessment process shall maintain confidentiality and shall ensure that the process is conducted objectively and without discrimination.

The API system shall not be used for personal, departmental or other extraneous considerations.

14. Review of the Policy

The University may review the API framework periodically to ensure that it remains aligned with:

- The University's Vision and Mission;
- Academic and administrative priorities;
- Quality assurance requirements;
- Research and innovation objectives;
- Stakeholder's practices;
- Institutional development goals; and
- Changes in applicable regulatory or statutory requirements.

Any amendments to this Policy shall be made with the approval of the Competent Authority.

Page 4.3 of 10
Signature: _____
Date: _____

15. Low API Score and Performance Counselling

Employees scoring a low API Score shall be provided timely counselling and guidance to help them identify performance gaps and improve their overall contribution to the University. The concerned **Head/Division** shall review the employee's performance, discuss the areas requiring improvement, and provide appropriate guidance and support for achieving the expected performance standards.

Where the API performance continues to remain below the expected level, or indicates a significant performance gap, the matter may be brought to the notice of the Vice-Chancellor. The Vice-Chancellor may personally counsel the employee, understand the challenges affecting performance, and provide appropriate motivational guidance. Whenever identified necessary, a **Performance Improvement Plan (PIP)** may be prescribed, specifying clear performance expectations, measurable objectives and a defined period for review.

The counselling process shall be **supportive, constructive and improvement-oriented**, with the objective of enabling every employee to realise his/her potential and contribute effectively to the University's academic and institutional goals. However, persistent under-performance despite adequate counselling, guidance and reasonable opportunity for improvement may be dealt with in accordance with the applicable University Service Rules and other relevant policies.

16. Effective Date

This Policy shall come into effect from the date approved by the Competent Authority and shall apply to the performance assessment cycle specified in the approval order.

Approved by:
Competent Authority
Date: 21-12-2023
Policy No.:
Effective From: 21-12-2023

Implementation and effectiveness

Name of Faculty	2022-23			2023-24			2024-25		
	API Score	API Level	Annual Increment	API Score	API Level	Annual Increment	API Score	API Level	Annual In
Dr. Nirmesh Sharma	381.5	8	4 Increment	405	9	4 Increment	477	9	4 Increme
Dr. Mehak	314	7	3 Increment	478	9	4 Increment	628	10	5 Increme
Ms. Shruti Rawat	282	6	3 Increment	227	4	3 Increment	357.5	8	4 Increme

As part of the annual Faculty Performance Appraisal exercise, this report records the developmental gaps identified during appraisal, the Faculty Development Plans (FDPs) recommended in response, and the outcome achieved by faculty on completion of the same.

Review of the Faculty Performance Appraisal across department pointed to recurring developmental needs in the following areas, which formed the basic recommendations:

1. Limited exposure to policy frameworks such as NEP 2020 and their implications for curriculum and credit structures.
2. Gaps in Outcome Based Education (OBE) practice - course design, curriculum mapping and outcome-based assessment.
3. Need for Case Study Writing skills and class room discussion
4. Need to strengthen integration of sustainability, SDGs and Indian Knowledge Systems into teaching.
5. Limited exposure to digital and online pedagogy - MOOC development, e-content creation and AI-enabled teaching tools.
6. Need for stronger research methodology, publication ethics and research-analytics capability.
7. Limited exposure to entrepreneurship, design thinking and intellectual property protection.
8. Need for domain-specific and industry-relevant functional upskilling across management specialisations.

Based on the gaps identified above, faculty were recommended to undertake specific FDPs. Two parallel modes of conduct are followed at the University (a) in-house organised at Quantum University during every semester break, and (b) external FDPs, where faculty are permitted and facilitated to attend relevant programmes at other universities and recognised bodies. All FDPs listed below have been completed by the concerned faculty.

In-House FDPs (Organised at Quantum University, Semester Break)

S.No.	FDP Title	Mode	Duration	Start Date
1	Harnessing the Power of Statistical Analysis in Academic Research Papers	Physical	5 days	18th Dec 2023
2	Case writing workshop on Business Transformation in action: lesson from real world case studies	Physical	5 days	21 Jan 2025
3	FDP on Case Writing and Analysis	Physical	5 days	27th Jan 2026

S.No.	FDP Title	Mode	Duration	Start Date
4	Teaching Innovation to Case Study: From Classroom Idea to Patent	Physical	5 days	6 Jul 2026

External FDPs (Faculty Deputed / Permitted to Attend)

S.No.	Faculty Name	FDP Title	Organising Institution	Mode	Duration	Start Date
1	Dr. Mousmi Goel	Research Methodology for Behavioural & Social Sciences	UGC-Malaviya Mission Teacher Training Centre with Somaiya Vidyavihar University, Mumbai	Online	7 days	16-Jan-24
2	Dr. Nirmesh Sharma	Five-Day FDP on IPR	INMANTEC, Ghaziabad	Online	5 days	8-Jun-24
3	Dr. Mehak	NEP 2020 Orientation & Sensitization Programme	Malaviya Mission Teacher Training Programme (MMTTP)	Online	10 days	29-Jul-24
4	Dr. Amit Saini	NEP 2020 Orientation & Sensitization Programme	Malaviya Mission Teacher Training Programme (MMTTP)	Online	10 days	13-Nov-24
5	Dr. Amit Saini	NEP 2020 Orientation & Sensitization Programme	MMTTP	Online	9 days	13-Nov-24
6	Dr. Mehak	Applied Entrepreneurship, Design Thinking and Innovation for Business Excellence	AICTE Training and Learning (ATAL) Academy	Online	6 days	16-Dec-24
7	Ms. Shruti Rawat	NEP 2020 Orientation & Sensitization Programme	Malaviya Mission Teacher Training Programme (MMTTP)	Online	8 days	30-Dec-24
8	Dr. Sana	NEP 2020 Orientation & Sensitization Programme	Malaviya Mission Teacher Training Programme (MMTTP)	Online	10 days	15-Jan-25
9	Dr. Nirmesh Sharma	Economic Sutras	IIM Ahmedabad	Online	12 weeks	12-Feb-25
10	Dr. Mousmi Goel	Sales & Distribution Management	NPTEL / SWAYAM	Online	8 weeks	17-Feb-25
11	Dr. Nirmesh Sharma	Salesforce Business Analyst Professional (Online Live FDP)	ICT Academy	Online	5 days	24-Feb-25
12	Dr. Nirmesh Sharma	AI-Driven Growth Shaping Indias Economy and Global Leadership	ATAL FDP, Rajiv Gandhi Institute of Technology, Mumbai	Online	6 days	24-Feb-25
13	Dr. Pushpender Singh	Environmental Audit: A Tool for Sustainable Industrialization	AICTE	Online	6 days	2-Mar-25
14	Dr. Amit Saini	Environmental Audit: A Tool for Sustainable Industrialization	AICTE Training and Learning (ATAL) Academy	Online	6 days	2-Mar-25
15	Dr. Amit Saini	Short-Term Programme in Research Methodology in Social Sciences	MMTTP	Online	8 days	6-Mar-25

S.No.	Faculty Name	FDP Title	Organising Institution	Mode	Duration	Start Date
16	Dr. Sana	Bibliometric Analysis & Systematic Literature Review	Bharathidasan Institute of Management	Online	4 weeks	11-Mar-25
17	Dr. Mousmi Goel	Idea Generation Method	ICT Academy	Online	5 days	17-Mar-25
18	Dr. Mehak	Understanding Research Methodologies: A Roadmap for Early Researchers	Jindal Global Business School, O.P. Jindal Global University, Sonipat	Online	5 days	17-Mar-25
19	Dr. Nirmesh Sharma	Advancing Excellence in Hospitality and Tourism Education: Trends, Technology, and Sustainability	Malaviya Mission, Assam University, Silchar	Online	6 days	21-Apr-25
20	Dr. Nirmesh Sharma	IP Utsav: IP Protection and Commercialisation	MoE Innovation Cell	Online	6 days	21-Apr-25
21	Dr. Mousmi Goel	NEP 2020 Orientation & Sensitization Programme	Malaviya Mission Teacher Training Programme (MMTTP)	Online	7 days	1-Jun-25
22	Dr. Pushpender Singh	Research Methodology and Publication Ethics	Star Foundation	Online	7 days	3-Jun-25
23	Dr. Mehak	E-Content Development, Online Pedagogy & Open Educational Resource	MMTTP	Online	6 days	4-Jun-25
24	Dr. Nirmesh Sharma	The Innovative Teaching Techniques Workshop	Yangpoo University Partners	Online	1 day	11-Jun-25
25	Ms. Shruti Rawat	Short Term Programme on Quantitative and Qualitative Research Methodology	Central University of Haryana	Online	6 days	28-Jul-25
26	Dr. Sana	Data, Dialogue and Discovery: Quantitative Approaches in Social Sciences	Dept. of Business Administration, NIT Kurukshetra	Offline	5 days	3-Aug-25
27	Dr. Nirmesh Sharma	Design Thinking & Innovation	ATAL FDP, NITTR Bhopal	Online	6 days	2-Oct-25
28	Dr. Mousmi Goel	Understanding Sustainable Development Goals (SDGs) in the Light of Indian Knowledge Systems	Gokul Global University & Nucleus of Learning and Development Organisation	Online	5 days	13-Oct-25
29	Dr. Mousmi Goel	'NEP Orientation & Sensitization'	Madam Mohan Malaviya Mission	Online	8 days	24-Nov-25
30	Dr. Mehak	MOOCs Development and Delivery	Madam Mohan Malaviya Mission	Online	7 days	12-Dec-25
31	Dr. Amit Saini	Entrepreneurship Development	GSFC University (with AIU-GSFCU-AADC)	Online	5 days	15-Dec-25

S.No.	Faculty Name	FDP Title	Organising Institution	Mode	Duration	Start Date
32	Dr. Nirmesh Sharma	Short Term Course on Outcome Based Learning: Design, Curriculum and Assessment	Bhagat Phool Singh Mahila Vishwavidyalaya (BPSMV), Sonipat	Online	6 days	24-Dec-25
33	Dr. Ram Parvesh	CASE: Shri Ram Temple – A FinTech Solution for a Large-Scale Project	IIM Mumbai	Online	1 week	11-Jun-26
34	Dr. Nirmesh Sharma	IKS Workshop by TKDL, New Delhi	TKDL	Online	3 days	22-Aug-26
35	Dr. Mehak	Artificial Intelligence: Hands-on AI for Teachers	Kurukshetra University	Online	6 days	8 th July 2026

The Faculty Performance Appraisal process at Quantum University has been effectively used to identify institution-wide training needs and translate them into targets delivered through a combination of in-house programmes during semester breaks and external programmes at other reputed institutions. T

6.8 Visiting / Adjunct Faculty (10)

Total Marks 10.00

Institute Marks
10.00

Year-wise Industry Interaction

Academic Year	Industry Interaction	Subjects	Visiting Faculties
2022-23	52	Digital Marketing Operations and Supply Chain Management	Mr. Shobhit Goyal
2023-24	54	Digital Marketing Operations and Supply Chain Management	Mr. Shobhit Goyal
2024-25	52	Digital Marketing Operations and Supply Chain Management	Mr. Shobhit Goyal
2024-25	52	Financial Management Modern Investment and Portfolio Management	Dr. T.P. Singh

The MBA programme maintained a consistent engagement of industry professionals, ensuring that students received regular exposure to practitioners and contemporary business practices. The sustained involvement of Visiting/Adjunct Faculty demonstrates the programmes commitment to experiential learning, industry relevance and continuous enhancement of the quality of management education.

6.9 Academic Research (70)

Total Marks 70.00

Consolidated Data of Research

	2022-23	2023-24	2024-25
Research paper in journal	5	16	48
Book Chapters	43	8	21
Books published	8	2	5

Details of Publication

List of Publication in CAYm1 (2024-25)

S. No.	Title	Authors	Journal Name	ISSN
1	Vocal for Local: The Indian insight	Dr. Nirmesh Sharma and Vibha Pundir	Juni Khyat(UGC CARE Group I Listed Journal)	ISSN: 2278-4632, Vol-14, Issue-7, June: 2024
2	Empowering Women Entrepreneurs Through Self-help Groups: A Study On Growth Amidst The Covid-19 Pandemic	Dr. Nirmesh Sharma and Vibha Pundir	Juni Khyat (UGC CARE Group I Listed Journal)	ISSN: 2278-4632
3	Role Of Social Media Marketing Campaign By Uttarakhand Govt For Promoting Girl Child Education	Dr. Nirmesh Sharma, Chalasani Siri	International Journal of Research and Analytical Reviews (IJRAR)	E ISSN-2348-1269
4	Food Security And Livelihood: A Case Of Uttarakhand State	Dr. Nirmesh Sharma	International Journal of Advance and Innovative Research	2394 - 7780
5	Impact of NPA on the Profitability of Banks	Dr. Nirmesh Sharma	Madhya Pradesh Journal of Social Sciences	0973-855X, Vol. 29, No.1, 2024
6	Measuring the Corporate Social Responsibility Ini	Dr. Mehak Arora and Shankar lal	IEEE Explore	
7	Factors Affecting Consumer Behavior In Online Apparel Shopping	Mr. Hitesh Singh Nainwal, Dr. Mehak Arora	International Journal of Research and Analytical Reviews (IJRAR)	E-ISSN 2348-1269, P- ISSN 2349-5138
8	Warehouse Management System and Business Performance: Case Study of a Regional Distribution Centre	Ajay Pundir, Dr. Mehak Arora	International Journal of Research and Analytical Reviews (IJRAR)	E-ISSN 2348-1269
9	Evaluating Employee Expectations And Satisfaction Levels In The BPO Sector: A Review Of Literature And Case Studies From Delhi/Ncr	Dr. Mehak Arora, Arpit Gupta, Manisha Maiduly	Annals of the Bhandarkar Oriental Research Institute	0378-1143
10	A Comprehensive Study of the Impact of Organizational Culture on HR Management Practices	Dr. Saumya Goyal	Evolutionary Studies in Imaginative Culture	ISSN 2472-9884
11	Exploring the Impact of Event Organization on Visitor Satisfaction at Theatre Festivals	Dr. Saumya Goyal	Evolutionary Studies in Imaginative Culture	ISSN 2472-9884
12	Analyzing the Correlation between Social Media Marketing and Consumer Purchase Behavior	Dr. Saumya Goyal	Evolutionary Studies in Imaginative Culture	ISSN 2472-9884

13	Investigating the Role of Leadership Styles on Organizational Culture and Innovation	Dr. Saumya Goyal	Evolutionary Studies in Imaginative Culture	ISSN 2472-9884
14	The Impact of Digital Marketing on Consumer Purchasing Decisions in the Garhwal Region	Dr. Nirmesh Sharma, Surendra .J, Ashwani Sharma	International Journal of Applied Marketing and Management	2455-0132
15	Role Of Digital Marketing On MSME In Post Covid Era	Dr. Nirmesh Sharma, Surendra S., Dr. Ashwini	Synergy Bi Annual Peer Reviewed	ISSN0972-7361
16	Embracing Industry 4.0: Pathways and Implications for Micro, Small, and Medium Enterprises (MSMEs) in India	Dr. Vinay Pal Singh & Prakhar Goyal	Educational Administration: Theory and Practice	ISSN:2148-2403
17	Industry 4.0 Adoption by Indian MSMEs and its Effects on Competitive Advantage and Firm Performance: An Empirical Analysis	Dr. Vinay Pal Singh & Prakhar Goyal	Educational Administration: Theory and Practice	E-ISSN: 2148-2403
18	The Relationship between IT Integration, Organizational Culture, and Supply Chain Performance	Prakhar Goyal	Evolutionary Studies in Imaginative Culture	ISSN 2472-9884
19	Examining the Influence of Digital Media Marketing on Consumer Purchase Intentions	Prakhar Goyal	Evolutionary Studies in Imaginative Culture	ISSN 2472-9884
20	Investigating the Effects of Cinematic Content on Psychological Attitudes towards Social Issues	Prakhar Goyal	Evolutionary Studies in Imaginative Culture	ISSN 2472-9884
21	The Role of Film-Based Learning Projects in Enhancing Communication Proficiency	Prakhar Goyal	Evolutionary Studies in Imaginative Culture	ISSN 2472-9884
22	The Impact of Human Resource Strategies on Operational Efficiency and Supply Chain Performance	Shivangi Singh, Dr Mehak Arora	IOSR Journal of Business and Management (IOSR-JBM)	2278-487X
23	"A Capability Approach to Training and Development in Higher Education: Enhancing Students Well-being and Career Freedom	Dr. Mehak Arora	IOSR Journal of Business and Management (IOSR-JBM)	2278-487X,
24	Measuring the Corporate Social Responsibility Initiatives of Companies in Uttarakhand, India	Dr. Mehak Arora, Shankar Lal	IEEE Xplore.	1111-1111
25	Impact of Corporate Social Responsibility on Financial Performance: Evidence from Indian Banks	Dr. Mehak Arora, Shankar Lal	IEEE Xplore	1111-1111
26	The Influence Of The Board Characteristics On The Environmental, Social, And Governance Performance Of The Nse-listed Companies	Dr. Mehak Arora, Shankar Lal	Journal of Economics and Sustainability	2637-1294

27	AI-Powered Chatbots and their impact on Customer Service	Pankaj Beniwal, Dr Mehak Arora	International Journal of Research Publication and Reviews	2582-7421
28	To study the tale of asset monetization in India	Dr. Nirmesh Sharma, Dr Vinay K. S.	JUNI KHAYAT	2278-4632
29	Creating a Digital Marketing Plan for a Start-Up: Strategies for Success	Dr. Nirmesh Sharma & Vinay Patni	The academic international journal of multidisciplinary research	2583-973X (Online)
30	To Study The Role Of Van Gujjars In Maintaining Sustainable Ecosystem In Uttarakhand	Dr. Nirmesh Sharma, Dr Vinay K. S.	International Journal of Advance and Innovative Research	2394-7780
31	Role of Digital Marketing on MSMEs in the Post-COVID-19 Era Opportunities, Challenges and Future Prospect	Surendra Jagwan and Dr Nirmesh	Synergy ITS journal of IT & Management	0972-7361
32	Revolutionizing the Fintech Landscape: An Empirical Investigation into the Impact of Service Quality on Customer Satisfaction and Usage Intention in Uttarakhand	Dr. Mousmi Goel	European Economic Letters	ISSN 2323-5233 Vol 15, Issue 4 (2025)
33	To Study The Factors Lead To Wastage In Potato Chips	Dr. Nirmesh Sharma	Juni Khayat	2278-4632
34	The Evolution of AI in Manufacturing: From Automation to Intelligence	Dr. Mousmi Goel	Springer Nature	23673370
35	Shifting Consumer Dynamics: Harnessing CSR and Social Entrepreneurship as Catalysts for Innovation	Dr Mousmi Goel	International Journal of Business Ethics in Developing Economies	
36	Impact of Digital Transformation on Employee Engagement & Productivity	Dr. Mousmi Goel	IJHMS	ISSN-2584-0045
37	Impact of Green Marketing on Consumer Perception toward house hold product	Dr. Mousmi Goel	IOSR	2278-487X
38	An Analysis of service Quality Dimension in Indian Rural Banking	Dr. Mousmi Goel	IOSR	2278-487X
39	To Develop Digital Marketing Strategies For Targeting Plywood Products To The Consumers In Uttarakhand.	Dr. Nirmesh Sharma & Rajesh N.	IOSR Journal of Business and Management (IOSR-JBM)	e-ISSN: 2278-487X, p-ISSN: 2319-7668 PP 76-79
40	"Effectiveness of Entrepreneurial Education Programmes Fostering Entrepreneurship Mindset, Innovation and Business Creation Skills For Undergraduates Students In Haridwar Region"	Dr. Nirmesh Sharma & Prabha N.	IOSR Journal of Business and Management (IOSR-JBM)	e-ISSN: 2278-487X, p-ISSN: 2319-7668 PP 80-86

41	To analyze how Automation and Artificial Intelligence are reshaping job markets and workforce dynamics"	Dr. Nirmesh Sharma	IOSR Journal of Business and Management (IOSR-JBM)	e-ISSN: 2278-487X, p-ISSN: 2319-7668 PP 61-67
42	A Decade Landscape of Digital Marketing Research (2014–2023): A Bibliometric Review of Global Trends, Themes, and Influential Contributions.	Dr. Nirmesh Sharma, Surendra& Dr Ashwani	IOSR Journal of Business and Management (IOSR-JBM)	e-ISSN: 2278-487X, p-ISSN: 2319-7668 PP 67-76
43	Digital Marketing And Branding-building Strong Online Presence For Marketers	Dr. Nirmesh Sharma, Surendra, Pranjali Rawat, Dr. Ashwini	library progress international journal	ISSN2320317X
44	Digital Marketing Needs Identification For Uttarakhand Tourist Zones Using BCG Matrix: A Strategic Case Approach	Dr. Nirmesh Sharma	International Journal of Hospitality, Management & Sciences	ISSN: 2584-0045 (Online)
45	The Role and Impact of Digital Advancements in Strengthening Organizational Efficacy and Promoting Excellence in Indias IT Sector	Ms. Shalini Verma & Dr. Manish Shrivastva	IOSR Journal of Business and Management (IOSR-JBM)	e-ISSN: 2278-487X, p-ISSN: 2319-7668 PP 42-47
46	Leveraging AI Insights to Boost Self Efficacy Efficiency and Operational Success	Ms. Shalini Verma & Dr. Manish Shrivastva	IEEE Xplore: 12 August 2025	979-8-3315-2605-4
47	Empowering Rural Uttarakhand: Unveiling the Key Drivers of Financial Inclusion	Dr Sana Zaidi , Rupali Khurana	Curiosity: the Journal of innovative Management	3107-6645
48	Dr. Sana Zaidi	Dr. Sana Zaidi	International Educational Journal of Science & Engineering	2581-6195

List of Publication in CAYm2 (2023-24)

S. No.	Title	Authors	Journal Name	ISSN
1	Literature Review: Service Quality Dimensions In Indian Rural Banking	Dr. Mousmi Goel, Dr. Nirmesh Sharma	Journal Of The Maharaja Sayajirao University Of Baroda	ISSN :0025-0422
2	Blockchain Technology –A Way For Secure Data Storage In Digital Consulting Platforms	Dr. Mousmi Goel, Dr. Nirmesh Sharma	Journal Of Management And Entrepreneurship	ISSN : 2229-5348
3	Factors Affecting The User's Preference Towards The Use Of UPI Services With Special Reference To Indore City	Dr. Mousmi Goel, Dr. Nirmesh Sharma	Journal Of The Oriental Institute	ISSN: 0030-5324

4	Factors Influencing Investors Decisions In Financial Assets With Reference To Professionals	Dr. Mousmi Goel, Dr. Nirmesh Sharma	Journal Of The Maharaja Sayajirao University Of Baroda	ISSN :0025-0422
5	The E-Learning Scenario: Effectiveness And Limitations With Reference To The University Students	Dr. Mousmi Goel, Dr. Nirmesh Sharma	International Journal Of Humanities, Law And Social Sciences	ISSN 2348-8301
6	Factors Affecting Job Satisfaction Of Nurses	Dr. Mousmi Goel, Dr. Nirmesh Sharma	Niu International Journal Of Human Rights	ISSN: 2394 – 0298
7	Paradigm shift in contemporary business education: Competency based KSA a new normal	Ms. Shalini Varma, Dr. Nirmesh Sharma and Dr Rubinapathan	Accent Journal of Economic, Ecology and Engineering	2456-1037
8	Impact of digitalization on flexible learning and teaching methods	Dr. Mousmi Goel and Dr Nirmesh Sharma	Eur. Chem. Bull.	ISSN 2063-5346
9	The Impact of Digital Marketing on Consumer Purchasing Decisions in the Garhwal Region	Dr. Nirmesh & Surendra J	International Journal of Applied Marketing and Management	ISSN Number: 2455-0132 Indexed: EBSCO, i-scholar database
10	Impact of self & organization efficacy on operational excellence of it companies: A moderating effect of employee attrition	Shalini Verma & Dr. Manish Srivastava	International Journal of Applied Engineering & Technology	ISSN NO. 2633- 4828
11	Corporate Social Responsibility of major Public and Public and Private Companies in energy Sector of India	Dr. Mehak Arora, Shankar Lal	International Journal of Applied Engineering & Technology	2633-4828
12	"Impact of Supply Chain Management Practices on the Overall Performance of the Sampuran Packaging Private Limited"	Ajay Pundir, Dr. Nirmesh Sharma	International journal of Research and Analytical Reviews (IJRAR.ORG)	E-ISSN 2348-1269
13	View of Digital Marketing And Branding Building A Strong Online Presence For Marketers	Surendra Jagwan, Dr. Nirmesh Sharma, Dr. Ashwani & P.Rawat	library progress international journal	
14	Tito's Goa: deciding the growth strategy for India?	Mokhalles Mohammad Mehdi, Nitesh Kumar, Dr. Manish Srivastava, Sunildro LS Akoijam, Tridib Ranjan Sarma	Emerald Emerging Markets Case Studies	2045-0621
15	Exploring hurdles faced by women entrepreneurs	Dr. Nirmesh Sharma & Ms. Vibha Pundir	Scopus indexed scientific culture	2408-0071
16	To study the merger of Vodafone & idea & its impact	Dr. Nirmesh Sharma & Aditya Raghuvanshi, Aditi Singh	Scopus indexed scientific culture	2408-0071

List of Publication in CAYm3 (2022-23)

S. No.	Title	Authors	Journal Name	ISSN
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1	Teaching -Learning Processes With Special Reference To The Innovation Strategies	Dr. Nirmesh Sharma Ms. Bimla Pandey	Sambodhi Indological Research Journal Of L.D.I.I	2249-6661
2	Customer Satisfaction Public And Private Banks: A Comparative Analysis Using Bank services In Haridwar	Dr. Mousmi Goel	Central European Management Journal	ISSN:2336-2693 E-Issn:2336-4890
3	Green Entrepreneurship: Prospects and Challenges	Dr. Nirmesh Sharma, Vibha Pundir, Dr. Mousmi Goel, Vipul Bhatt (https://ieeexplore.ieee.org/author/37089757133)	2022 International Conference on Fourth Industrial Revolution Based Technology and Practices (ICFIRTP) (https://ieeexplore.ieee.org/xpl/conhome/10059246/proceeding)	979-8-3503-4591-9
4	Price Discovery and Unpredictability Spillover in Metal Commodity Market in India: An Empirical Study	Dr. Mehak; Ram Singh; Vyomkesh Bhatt (https://ieeexplore.ieee.org/author/37089757413)	2022 International Conference on Fourth Industrial Revolution Based Technology and Practices (ICFIRTP) (https://ieeexplore.ieee.org/xpl/conhome/10059246/proceeding)	979-8-3503-4591-9
5	A Study On Adoption Of E-Banking Services In India	Dr. Govind Singh, Dr. Pushpinder Singh	Sambodhi Indological Research Journal Of L.D.I.I	2249-6661

Publications in Books and Books Chapters

Book and Book Chapter in CAYm1 (2024-25)

S. No.	Name of the teacher	Title of the book published	Title of the Chapter published	ISBN/ISSN number of the proceeding	Name of the publisher
1.	Dr. Nirmesh Sharma	SEXUAL HARASSMENT AWARENESS AND PREVENTION	Legal framework and their awareness in combating sexual harassment	978-81-19708-66-6	ABS BOOKS DELHI
2.	Dr. Nirmesh Sharma	Gender School & Society	Women as a Human Resource	978-81-19788-34-7	Shine Books International, Delhi
3.	Dr. Mousmi Goel	Innovative Financial Inclusion for Women Led Startup	Women Entrepreneurs: Source of Inclusion, Inspiration & Innovation	978-81-19680-19-1	Academic Publication
4.	Dr. Nirmesh Sharma	Advances in digital marketing in the era of artificial intelligence	Enhancing customer targeting in e-commerce and digital marketing through ai-driven personalization strategies	9.78E+12	Taylor-Francis
5.	Vyomkeshbhatt, Dr Mehak Arora	Managing economic growth, social inclusion & environmental protection for sustainable development	Green banking in the Indian milieu for industrial revolution 5.0: a sustainable financial paradigm	978-93-5879-880-7	Red'shine publication pvt. Ltd
6.	Shankar Lal, Dr Mehak Arora	Managing economic growth, social inclusion & environmental protection for sustainable development	Entrepreneurship development through management education system: an empirical analysis	ISBN: 978-93-5879-880-7	Red'shine publication pvt. Ltd
7.	Mr. Mahesh Mishra, Dr Mehak, Mr. Arpit Gupta	Managing economic growth, social inclusion & environmental protection for sustainable development	A comprehensive study of perception of young generation on financial inclusion in economy through mobile apps platform	ISBN: 978-93-5879-880-7	Red'shine publication pvt. Ltd.
8.	Arpit Gupta, Mr. Mehak arora	Managing economic growth, social inclusion & environmental protection for sustainable development	Factors influencing employee retention and attrition in ncrsites sector	ISBN: 978-93-5879-958-3	Red'shine publication pvt. Ltd.
9.	Dr. Nirmesh Sharma	Herbal medicines and nutritional benefits for health supplements	Business opportunities for herbal supplements	9.78E+12	Taylor & francis

10.	Dr. Nirmesh Sharma & Surendra jagwan	Book chapter-futuristic trends in management	Role of digital marketing in online business era	E-ISBN: 978-93-5747-630-0	Futuristic trends in management e-ip series
11.	Dr. Nirmesh Sharma	Environmental toxicology and sustainability	A study to emphasize various approaches to ensure managing envt. With ref. To sustainable development goals	978-81-965020-7-2	Adhyayan books delhi
12.	Dr. Nirmesh Sharma	MSME as a catalyst of economic growth: procedure, prospects & procuring finance	Book published	978-93-5879-363-5	Redshine
13.	Dr. Nirmesh Sharma	Managing economic growth ,social inclusion and environmental protection for sustainable development	Book published	978-93-5879-958-3	Reshine
14.	Dr. Nirmesh Sharma	advances in digital marketing in the era of artificial intelligence	Enhancing customer targeting in e-commerce and digital marketing through ai-driven personalization strategies	9.78E+12	Taylor & francis(crc press)
15.	Dr. Pushpender Singh & Mr. Govind Singh	MSME as a catalyst of economic growth: procedure, prospects & procuring finance	The significance of PPP model in MSME	978-93-5879-363-5	Redshine publications
16.	Dr. Nirmesh Sharma	Innovative financial inclusion for women led startups	Women serving as an active player in higher education	978-8-19680-19-1	Academic publication
17.	Dr. Mousmi Goel	Herbal medicines & nutritional supplements for health benefits	Business opportunities for herbal supplement	9.78E+12	Crc press
18.	Dr. Mousmi Goel, Dr. Varsha Gupta, Dr. Nirmesh Sharma	Managing digital transformation: inclusiveness for sustainable development & innovation		978-93-92446-94-8	Edwin group of journal
19.	Dr. Mehak Arora, Shankar Lal	Proceedings of the sustainability in emerging economies - integrating business excellence in management education (see-ibeme-2024)	Nexus of digital leadership and workplace dynamics: evidence from selected private universities in Uttarakhand, India	978-94-6463-696-3	Atlantis press, springer nature
20.	Dr. Mehak Arora, Mahesh Mishra, Arpit Gupta	2025	Navigating the metaverse: future frontiers of social media marketing	978-93-6581-198-8	Natals publication
21.	Dr. Nirmesh Sharma and Dr Anamika	Digital marketing: prospects and challenges		978-93-49078-44-4	Abs books
22.	Dr. Nirmesh Sharma	Ai powered quick e.commerce	The impact of digital marketing laws in boosting ecommerce in India	978-93-5857-878-2	Nitya publication-bhopal,mp
23.	Arun, Divyanshu & Dr. Nirmesh Sharma	Rethinking business for a sustainable future	Analysis of digital marketing strategies for promoting steel manufacturing industries in bhagwanpur industries area	978-93-48309-83-9	Research india press
24.	Dr. Nirmesh Sharma	Uttarakhand at 25: reflecting on a journey of development	Environment conservation and the sustainable development goals	978-81-19680-38-2	Academic publication
25.	Dr. Nirmesh Sharma	Mahakumbh: ek sanatanparampara	To study the influence of mahakumbh on local entrepreneurship and employment	978-81-989024-6-7	Infinity imaging system new delhi

26.	Dr. Mehak Arora	Sustainable practices, inclusive leadership, and gender equality in the digital industrial revolution		978-1-83608-650-5	Emerald publishing limited
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Book and Book Chapter in CAYm2 (2023-24)

S. No.	Name of the teacher	Title of the book published	Title of the Chapter published	ISBN/ISSN number of the proceeding	Name of the publisher
1	Dr. Mehak Dr. Mousmi Goel	Strategic Management and the Circular Economy	Introducing the CE Strategic Process	978-81-964456-2-1	Book World
2	Dr. Nirmesh Sharma	UNDP	Promoting social justice through inclusive institutions in India	978-93-5879-021-4	Red shine publication
3	Dr. Mousmi Goel	UNDP	inclusive and sustainable economic growth	978-93-5879-021-4	Red shine publication
4	Dr. Mousmi Goel	Transforming business decision making with Artificial Intelligence	Role of Blockchain technology in improving digital marketing	979-88-6347-371-0	Notion Press xpress
5	Dr. Mousmi Goel	UNDP	Women empowerment and gender equality	978-93-5879-021-4	Red shine publication
6	Ms. Shruti Rawat	Multidisciplinary perspective in Humanities and Sciences	Sustainable development: A survey on smart cities	978-81-19428-09-0	P K Publishers and distributor, New Delhi
7	Dr. Lokesh Verma, Dr. Pushpender Singh and M Kannan	Multidisciplinary perspective in Humanities and Sciences	Green innovation or industrial waste management	978-81-19428-09-0	P K Publishers and distributor, New Delhi
8	Dr. Nirmesh Sharma	Conference paper	Emergence and growth of digital financial inclusion in India		
9	Dr. Nirmesh Sharma	Managing Economic Growth , Social Inclusion and Environmental Protection For Sustainable Development	Book published	978-93-5879-958-3	RESHINE
10	Dr. Mehak Arora, Arpit Gupta, Mahesh Mishra	Management in the age of Globalization	Green Supply chain management initiatives by TCS and Dell in India	978-93-88361-80-4	Rudra publishers
11	Dr. Nirmesh Sharma		Environmental Toxicology & Sustainability	978-81-965020-7-2	Adhyayan Books Delhi

Book and Book Chapter in CAYm3 (2022-23)

S. No.	Name of the teacher	Title of the book published	Title of the Chapter published	ISBN/ISSN number of the proceeding	Name of the publisher
1	Dr. Nirmesh Sharma and Ms. Shalini Verma	Achievements: Indian Economy	A study of waste management practices by FMCG giants with reference to HUL, Mahindra and ITC	978-93-94336-09-4	JSR Publishing House, LLP
2	Dr. Nirmesh Sharma and Ms. Shalini Verma	Woman empowerment in achieving SDGs in India	Declension of women workforce participation in rural India with special reference to the rural societal norms	978-93-94336-22-3	JSR Publishing House, LLP
3	Dr. Nirmesh Sharma and Ms. Shalini Verma	Technology advancement in India	Digital entrepreneurship initiatives: A key driver of rural economic prosperity	978-93-94336-23-0	JSR Publishing House, LLP
4	Ms. Shruti Rawat and Dr. Nirmesh Sharma	Technology advancement in India	A Study of Rural marketing practices in Uttarakhand: Challenges and Opportunity	978-93-94336-23-0	JSR Publishing House, LLP
5	Dr. Mausmi Goel and Dr. Nirmesh Sharma	"New Facts of Woman Entrepreneurship in India"	Handicraft: An instrument of women development	978-93-90253-90-6	Current Publication Agra
6	Dr Bimla Pandey, Nirmesh Sharma and Mausmi Goel	"New Facts of Woman Entrepreneurship in India"	Human rights of women and their violations in India: A critical analysis	978-93-90253-90-6	Current Publication Agra

7	Dr. Nirmesh Sharma, Dr. Mausmi Goel and Dr Bimla Pandey	"New Facts of Woman Entrepreneurship in India"	Laws related to women in India	978-93-90253-90-6	Current Publication Agra
8	Dr. Nirmesh Sharma, Dr. Mausmi Goel and Ms Divya	"New Facts of Woman Entrepreneurship in India"	Affordable clean energy and climate action: A study of Uttarakhand women in achieving sustainable development goals	978-93-90253-90-6	Current Publication Agra
9	Dr. Mousmi Goel	Event Management Mastery: A complete Guide to Successful Events	Event Evaluation and measurement	978-93-5591-653-2	ML International
10	Dr. Mehak	Impact of Artificial Intelligence in UI & UX	Ethical consideration for AI in UI and UX	978-93-5591-649-5	ML International
11	Dr. Mousmi Goel	Revisiting Eco-critical Theory: An Understanding from Feminist Perspective	Feminism Engages Affective Ecologies, Empathy, Emotion, and Environment	978-93-5591-596-2	ML International
12	Dr. Nirmesh Sharma	Understanding Personality	Introduction to Personality Psychology	978-93-5591-626-6	ML International
13	Dr. Manish Srivastava	Understanding Personality	Theories of Personality	978-93-5591-626-6	ML International
14	Dr. Mousmi Goel	Understanding Personality	Motivation and Personality	978-93-5591-626-6	ML International
15	Ms. Shalini Verma Tanishka Jain	Understanding Personality	Personality and Health	978-93-5591-626-6	ML International
16	Ms. Shalini Verma	Understanding Psychological disorders	Substance-Related and Addictive Disorders: Types and Treatment	978-93-5591-559-7	ML International
17	Dr. Mehak	Understanding Psychological disorders	Borderline Personality Disorder	978-93-5591-559-7	ML International
18	Dr. Manish Srivastava and Dr. Mousmi Goel	Digital Economy for Contemporary Word		978-93-5591-634-1	ML International
19	Mr. Pushpendra Singh	Digital Economy for Contemporary Word	Small Business, Innovation and Public Policy in the IT Industry	978-93-5591-634-1	ML International
20	Dr. Nirmesh Sharma	Digital Economy for Contemporary Word	IT and Organizational change in Digital Economies	978-93-5591-634-1	ML International
21	Dr. Mousmi Goel	Digital Economy for Contemporary Word	Organizational change and the Digital Economy	978-93-5591-634-1	ML International
22	Dr. Mousmi Goel	Criminal Atrocities and Violence Against Women in India	Meaning, Nature and Kinds and Magnitude Of Crime, Arocities and Violence Against Women	978-93-5591-577-1	ML International
23	Dr. Nirmesh Sharma, Dr. Mausmi Goel (https://www.amazon.in/s/ref=dp_byline_sr_book_1?ie=UTF8&field-author=DR.NIRMESH+SHARMA&search-alias=stripbooks)	Digital Marketing Laws		978-81-964376-9-5	Book World
24	Dr. Nirmesh Sharma, Ms. Shruti Rawat	Digital Marketing Laws	Digital Marketing : An Introduction	978-81-964376-9-5	Book World
25	Ms. Shalini Verma	Digital Marketing Laws	Web Centric Business and its Significance	978-81-964376-9-5	Book World
26	Dr. Manish Shrivastav	Digital Marketing Laws	Social Media Marketing	978-81-964376-9-5	Book World
27	Dr. Mehak	Digital Marketing Laws	Secure Electronic Records: Authentication and Legal recognition of E.Records	978-81-964376-9-5	Book World

28	Mr. Pushpender	Digital Marketing Laws	Digital signatures	978-81-964376-9-5	Book World
29	Dr. Manish Srivastava & Dr. Nirmesh Sharma	Entrepreneurship Development		978-81-964376-6-4	Book World
30	Mr. Deepak Singhal & Dr. Mousmi Goel	Entrepreneurship Development	Introduction to Entrepreneurship	978-81-964376-6-4	Book World
31	Dr. Nirmesh Sharma	Entrepreneurship Development	Networking in entrepreneurship-Meaning and its concept	978-81-964376-6-4	Book World
32	Dr. Mousmi Goel & Ms. Bharti rani	Entrepreneurship Development	Entrepreneurship competencies	978-81-964376-6-4	Book World
33	Dr. Mehak	Entrepreneurship Development	Types of Entrepreneurial ownership	978-81-964376-6-4	Book World
34	Dr. Manish Srivastava, Mr. Deepak Singhal	Marketing and Its Insights		978-81-964376-8-8	Book World
35	Dr. Manish Srivastava	Marketing and Its Insights	Understanding Consumer behavior	978-81-964376-8-8	Book World
36	Dr. Mousmi Goel	Marketing and Its Insights	Tools of Modern Marketing	978-81-964376-8-8	Book World
37	Dr. Mehak	Marketing and Its Insights	Market Segmentation: Strategies &	978-81-964376-8-8	Book World
38	Dr. Nirmesh Sharma	International Human Resource Management – The Asian context	Developing Global Mindset: Global Leadership	978-81-964376-7-1	Book World
39	Prof. Pushpender & Ms. Shruti Rawat	International Human Resource Management – The Asian context	IHRM latest trends & issues	978-81-964376-7-1	Book World
40	Dr. Manish Srivastava & Dr. Nirmesh Sharma	The Great Consumer - Expedition in marketing tools and techniques		978-81-964456-8-3	Book World
41	Dr. Manish Srivastav	The Great Consumer - Expedition in marketing tools and techniques	Neuromarketing as a scale validation tool: Understanding individual differences based on the style of processing scale in affective judgments	978-81-964456-8-3	Book World
42	Mr. Pushpender	The Great Consumer - Expedition in marketing tools and techniques	Web-based shopping: consumers attitudes towards online shopping in Asia	978-81-964456-8-3	Book World
43	Dr. Mousmi Goel & Mr. Deepak Singhal	Rural and Non Urban Marketing		978-81-964456-3-8	Book World
44	Dr. Nirmesh Sharma	Rural and Non Urban Marketing	Rural Marketing in India: Challenges and Opportunities	978-81-964456-3-8	Book World
45	Dr. Manish Srivastav	Rural and Non Urban Marketing	A comparative study of growth, challenges and opportunities of FMCG Sector in Rural Market	978-81-964456-3-8	Book World
46	Mr. Pushpender Singh	Rural and Non Urban Marketing	Accessibility and Infrastructural Facilities in Rural Area	978-81-964456-3-8	Book World
47	Dr. Mousami Goel & Dr. Varsha Gupta	Rural and Non Urban Marketing	The Changing Face of Rural Marketing in Indian economy	978-81-964456-3-8	Book World

48	Dr. Mehak & Mahesh Mishra	Fintech for ESG and the Circular Economy: New insights into Revolution 4.0		978-81-964456-1-4	Book World
49	Dr. Manish Srivastava	Fintech for ESG and the Circular Economy: New insights into Revolution 4.0	Circular economy principles and their application to finance and investment	978-81-964456-1-4	Book World
50	Dr. Nirmesh Sharma	Fintech for ESG and the Circular Economy: New insights into Revolution 4.0	Big data and machine learning for ESG and circular economy	978-81-964456-1-4	Book World
51	Ms. Shalini Verma & Ms. Shruti Rawat	International Human Resource Management – The Asian context		978-81-964376-7-1	Book World

During the assessment period, 7 faculty members were awarded Ph.D./Fellowship qualifications while working in the institute. The faculty members include **Sana Zaidi, Prakhar Goyal and Pooja Kohli** from the faculty of MBA Program, and **Pallavi Bhardwaj, Shalini Verma, Shivangi Gupta and Ritu Bharti** from the faculty of BBA Program. These achievements reflect the institute's commitment to promoting research and academic excellence among its faculty.

S.No.	Name	Title Awarded	Year of Submission
1	Dr. Pallavi Bhardwaj	Delineation of Changing Paradigm of Entrepreneurship: A Configuration of Social Entrepreneurship	2023
2	Dr. Sana Zaidi	Financial Inclusion and Capacity Building: Evidence from Rural India	2024
3	Dr. Pooja Kohli	Impact of Worklife balance on the Job Performance of Women Police Personnel in Uttarakhand	2024
4	Dr. Ritu Bharti	Impact of Financial Inclusion on Socio-Economic Status of Rural Women in Uttarakhand	2024
5	Dr. Prakhar Goyal	Industry 4.0 technology adoption by Indian MSMEs: Effect on Competitive Advantage and Firm Performance	2025
6	Dr. Shivangi Gupta	Antecedents of Entrepreneurial Success: A Comprehensive Framework Comparing Male and Female Entrepreneurs success in India	2025
7	Dr. Shalini Verma	Impact of Self and Organization Efficacy on Operational Excellence of IT Companies: A moderating Effect of Employee Attrition	2025

6.10 Sponsored Research (20)

Total Marks 20.00

Assessment Year : 2024-25 (CAYm1)

Project Title	Duration	Funding Agency	Amount(in Rupees)
To Study the impact of social media on the business of Associated Alcohols Breweries Ltd.	One Year	Associated Alcohols Breweries Ltd.	315000.00
To study the factors affecting the growth of Associated Alcohols Breweries Ltd.	One Year	Associated Alcohols Breweries Ltd.	345000.00
To study the new approaches for the growth of Associated Alcohols Breweries Ltd.	One Year	Associated Alcohols Breweries Ltd.	310000.00
To suggest sustainable solutions for the growth of Associated Alcohols Breweries Ltd.	One Year	Associated Alcohols Breweries Ltd.	325000.00
			Total Amount(X): 1295000.00

Assessment Year : 2023-24 (CAYm2)

Project Title	Duration	Funding Agency	Amount(in Rupees)
Analytical Study of Agricultural Marketing in India	One Year	Dineshchandra R Agrawal I	385000.00
"AN ANALYTICAL STUDY ON THE IMPACT OF DIGITAL MARKETING ON THE GROWTH OF AGRICULTURAL MARKETING IN INDIA"	One Year	Dineshchandra R Agrawal I	395000.00
ANALYTICAL STUDY ON THE IMPACT OF DIGITAL MARKETING ON THE GROWTH OF AGRICULTURAL MARKETING IN INDIA	One Year	Dineshchandra R Agrawal I	340000.00
An Analytical Study Of The Impact Of Digital Marketing On The Growth Of Agricultural Marketing In India	One Year	Dineshchandra R Agrawal I	385000.00
THE IDEAL CORPORATE STRATEGY FOR THE GROWTH OF AGRICULTURAL MARKETING IN INDIA	One Year	Dineshchandra R Agrawal I	365000.00
			Total Amount(Y): 1870000.00

Assessment Year : 2022-23 (CAYm3)

Project Title	Duration	Funding Agency	Amount(in Rupees)
Assessing the impact of digital marketing on the growth of BRACE IRON AND STEEL	One Year	BRACE IRON AND STEEL	300000.00
Analyzing the potential for digital marketing in the growth of BRACE IRON AND STEEL	One Year	BRACE IRON AND STEEL	330000.00
Evaluating the effectiveness of digital marketing in the growth of BRACE IRON AND STEEL	One Year	BRACE IRON AND STEEL	300000.00
Evaluating the effectiveness of digital marketing in the growth of BRACE IRON AND STEEL	One Year	BRACE IRON AND STEEL	300000.00
			Total Amount(Z): 1230000.00

Cumulative Amount(X + Y + Z) = 4395000.00

6.11 Consultancy/Testing/Training (25)

Total Marks 25.00

Institute Marks

25.00

2024-25 (CAYm1)

Project Title	Duration	Funding Agency	Amount
Training of Sales Staff	1 Year	Strategic Marketing	885000.00
			Total Amount(X): 885000.00

2023-24 (CAYm2)

Project Title	Duration	Funding Agency	Amount
Training of Sales Staff	1 Year	Analco India Co	1180000.00
			Total Amount(Y): 1180000.00

2022-23 (CAYm3)

Project Title	Duration	Funding Agency	Amount
Training of Senior Sales Executives	1 Year	Kwality Mart	944000.00
			Total Amount(Z): 944000.00

Cumulative Amount(X + Y + Z) = 3009000.00

The Department of Business Administration at Quantum University has undertaken consultancy and professional training assignments that demonstrate the practical application of faculty expertise to industry requirements. The consultancy activities have primarily focused on Sales and Marketing, Negotiation Skills, Rural Marketing, Distribution Strategy, and Sales & Marketing Strategies, thereby reflecting the departments core academic and professional competencies.

Overall, the consultancy activities reflect a practical, industry-oriented approach to faculty engagement. The assignments are closely aligned with the expertise of the Department of Business Administration and provide opportunities for faculty members to apply their knowledge to real-world organizational challenges. The repeated engagement with industry and the involvement of multiple faculty members demonstrate the departments growing interface with industry and its contribution to executive development, sales effectiveness, marketing capability, negotiation skills and distribution strategy.

S.No.	Name of Faculty	Title of Constancy	Name of Company	Duration	Year
1	Dr. Pushpendra Singh, Dept of Business Administration	Training of Senior Sales Executives on "Negotiation Skills"	Kwality Mart	1 Year	2022-23
2	Dr. Mrinalini Singh, Department of Business Administration	Analyzing the potential for implementing sustainable packaging solutions for steel products to reduce waste and environmental impact.	BRACE IRON AND STEEL PRIVATE LIMITED	2 Years	2022-23
3	Dr. Nirmesh Sharma, Prof., Dept. of Business adminstartion	Assessing the impact of different maintenance strategies (e.g., reactive, preventive, predictive) on equipment reliability and downtime in the facility.	BRACE IRON AND STEEL PRIVATE LIMITED	2 Years	2022-23
4	Dr. Mrinalini Singh, Department of Business Administration	Evaluating the effectiveness of continuous improvement programs (e.g., Kaizen, Six Sigma) in driving operational excellence and quality improvement in the steel manufacturing facility.	BRACE IRON AND STEEL PRIVATE LIMITED	2 Years	2022-23
5	Dr. Mrinalini Singh, Department of Business Administration	Evaluating the effectiveness of inventory management systems in minimizing stockouts and optimizing material flow in the facility.	BRACE IRON AND STEEL PRIVATE LIMITED	2 Years	2022-23
6	Dr. Pushpendra Singh, Dept of Business Administration	Training of Sales Staff on Sales and Marketing Strategies.	Analco India Company	1 Year	2023-24
7	Dr. Nirmesh Sharma, Prof., Department of Business Adminstration	Analytical Study of Agricultural Policy in Select Drought Prone areas of Marathawada Region	Dinesh Chandra R Agrawal Infracon PV	1 Year	2023-24
8	Dr. Mausmi Goel, Associate Professor Department of Business Adminstration	An Analytical Study of Tax Planning Investment Avenues in Selected Private and Public Government salaried Taxpayers in Dehradun City	Dinesh Chandra R Agrawal Infracon PV	1 Year	2023-24
9	Dr. Mrinalini Singh, Department of Business Administration	An Analytical Study of Scientific creativity of upper primary school students of Haridwar District	Dinesh Chandra R Agrawal Infracon PV	1 Year	2023-24
10	Dr. Ram, Associate Prof., Dept. of Business adminstartion	The Ideal Corporate governance system in a mutual Fund	Dinesh Chandra R Agrawal Infracon PV	1 Year	2023-24
11	Dr. Pushpendra Singh, Dept of Business Administration	Analytical Study on Gender Budgeting	Dinesh Chandra R Agrawal Infracon PV	1 Year	2023-24
12	Dr. Nirmesh Sharma, Prof., Dept. of Business adminstartion	Training of Sales Staff on Sales and Marketing Strategies.	Strategic Marketing	1 Year	2024-25
13	Dr. Nirmesh Sharma, Prof., Dept. of Business adminstartion	To study the new approaches and strategies to market Uttarakhand Local products	ASSOCIATED ALCOHOLS BREWERIES LIMITED	1 Year	2024-25
14	Dr. Ram, Associate Prof., Dept. of Business adminstartion	To study the factors affecting setting up of entrepreneurial training and mentorship centre for womens in Bhagwanpur(Haridwar)	ASSOCIATED ALCOHOLS BREWERIES LIMITED	1 Year	2024-25
15	Ms. Shruti Rawat, Assistant Prof., Dept. of Business adminstartion	To Study the impact of social media marketing campaign by Uttarakhand government for promoting girl child education	ASSOCIATED ALCOHOLS BREWERIES LIMITED	1 Year	2024-25
16	Ms. Shruti Rawat, Assistant Prof., Dept. of Business adminstartion	To suggest sustainable solutions for ghost villages through community led initiatives	ASSOCIATED ALCOHOLS BREWERIES LIMITED	1 Year	2024-25

6.13 Preparation of teaching Cases (10)

Total Marks 10.00

The department considers case-based teaching as an important pedagogical methodology for developing students' critical thinking, analytical ability, communication skills and decision-making capabilities. It promotes both the use of existing management cases and the preparation of original teaching cases by faculty members. Faculty members develop cases around contemporary business situations, including situations emerging from newspapers, magazines and current business developments. These cases are aligned with the topics prescribed in the curriculum and are used for classroom discussion and application of management concepts.

The department also organises Case Writing Workshops to develop the case-writing capabilities of faculty members and encourage innovative pedagogy. Faculty members actively participate in these workshops and subsequently develop and write teaching cases in their respective areas of expertise. Recent Workshops are as follows

External Resource Person	Workshop	Date
Dr. Mokhalles Mehdi, Fortune Institute of International Business, New Delhi	Navigating Research in the AI Age: A Faculty-Centric Perspective	14 th -19 th July 2025
Mr. Karanjeet Singh Uppal, Principal Consultant , Next Gen Strategy	A FDP on Case Writing and Analysis	27 th -31 stJan, 2026
- Prof. Asthutosh Mohan, IMS, BHU, Varanasi. - Dr. Pushpendra Kumar Surya, Professor Kirori Mal College University of Delhi. - Dr. Himanshu Goel, Scientist, UCOST, India.	Teaching Innovation to Case Study: From Classroom Idea to Patent	6 th -10 th July 2026

A Five Days Faculty Development Program (FDP) on "CASE WRITING AND ANALYSIS"

27th - 31st Jan, 2026 | Harmony Hall, F-Block

RESOURCE PERSON



Mr Karanjeet Singh Uppal
Principal Consultant, NextGen Strategy
25 Years in Strategy, Case Writing,
AI driven analytics and Leadership

Participation Fee ₹ 999/-

An Initiative of :
Department of Business Administration,
Quantum University, Roorkee

www.quantumuniversity.edu.in



Use of Cases in the Classroom

The cases are used as an integral part of classroom teaching rather than merely as supplementary reading material. These cases are used in classroom teaching, evaluation through Assignments and end term examinations. More than 80 Cases per year are discussed in the classroom in various subjects. The cases are being used from books, journals, online resources and Licenced Harvard Cases. Before a case discussion, students are required to read and prepare the case, identify the key issues, analyse the available information and formulate possible solutions or recommendations. Relevant questions are developed at the end of the cases to guide students towards systematic analysis.

In the classroom, students discuss and analyse the cases individually and in groups formed at the beginning of the session. The faculty member facilitates the discussion by asking probing questions, encouraging alternative viewpoints and connecting students' responses with relevant management theories and concepts. Students may be asked to present the case summary, analyse specific issues or provide recommendations. The teaching methodology document specifically states that all students are expected to come prepared and that any student from a group may be asked to present the summary, answers or responses to questions, ensuring wider participation and individual accountability.

For example, in Marketing Management, cases relating to Aravind Eye Care System, Apple, Paper Boat, Amazon and Red Bull are used to facilitate application of concepts related to consumer behaviour, product, brand, distribution and promotion respectively.

Evaluation and Continuous Improvement

Case studies and related activities are also incorporated into the assessment process in the form of assignments and end semester examinations. Thus, students' ability to understand, analyse and apply concepts through cases is formally assessed along with their classroom participation and presentations.

The Case authored by our faculty members are as follows

1. Singh, Arun Kumar; Shrivastava, Manish (2024) Consumer's perception towards Herbalproducts with respect to Patanjali Ayurveda: An empirical study, Journal of ComputationalAnalysis & Applications, ISSN 1521-1398, v. 33, n. 2, p. 1022.
2. Mokhalles Mohammad Mehdi, Nitesh Kumar, Manish Srivastava, Sunildro LS Akoijam, TridibRanjanSarma (2024), Tito's Goa: deciding the growth strategy for India? Emerald Emerging Markets Case Studies, Vol 14 Issue 1.
3. Srivastava M. and Pegoo M KK (2018) Servo Lubricants: An Analysis of Brand Attitude, IUP Journal of Brand Management, March 2018, Volume 15 Issue 1, Page No. 45-54
4. Chaudhary P. & Srivastava M. (2018) "Sustainable Tea at Ambootia: A case Study", AMC Indian Journal of Entrepreneurship, January- March 2018 (Volume1, Issue 1).
5. Mehdi M. ,Srivastava M. & Bhagwath S. (2018) "United Airlines: Service Failure in Flight 3411", Case Center, Reference no. 517-0150-1.
6. Srivastava M., (2016), "Marketing Strategy for small Island Textile company: A case studyof Maurice des Textile (MDT) Mauritius", FIIB Business Review, April- June 2016,Volume 5 Issue 2, Page No. 23-36
7. Srivastava M., (2015), "Factors affecting Trust on International Brands: A study of Hypermarkets in Mauritius", International Journal of Business and Globalization , Volume15 Number 2, Page No. 1-21
8. Srivastava M. (2015) "Marketing Strategies for Air Mauritius Limited", Srusti ManagementReview, January- June 2015, Volume VIII Issue I, Page No. 23-30
9. Srivastava M. & Sharma P.(2009) "Spa Resorts in Uttarakhand – A case study of Anand Spa resort", Management Insight,, December 2009, Volume V Number 2, Page No. 16-22
10. Dr. MehakArora, Dr. Manish Srivastava: When Procedural Decision Becomes Strategic Plans: The Regulatory Prices at VIRA 91.

11. Dr.. Mousimi Agarwal, Dr. Ram Pravesh & Dr. Manish Srivastava: Wining the ZenZ play back thou How Bewdoof.com master costomer insights' Engagement and Loyalty.
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7 INDUSTRY & INTERNATIONAL CONNECT (100)	Total Marks 100.00
7.1 Industry Connect (60)	Total Marks 60.00

Master of Business Administration (MBA) Program at Quantum School of Business, Quantum University emphasizes that in today's highly dynamic and competitive business environment, strong industry integration is not merely an added advantage for a B-School, but a fundamental requirement for developing future-ready management professionals. This strategic alignment with industry creates a dynamic learning ecosystem that effectively bridges the gap between theoretical concepts and practical implementation. It equips students with industry-relevant skills, enhances employability, and prepares them to respond effectively to evolving business challenges.

The program focuses on bridging the knowledge-to-skill gap, strengthening employability, providing exposure to contemporary industry trends and innovations and facilitating mentorship, networking and professional development opportunities.

To achieve excellence in management education, the MBA program at Quantum School of Business adopts the following key initiatives:

1. Industry Interaction and Experiential Exposure

Continuous engagement with the corporate world is ensured through diverse experiential learning opportunities, including.

- **Internships:** Summer internships, industrial internships
- **Industrial Exposure:** Industrial visits, study tours and field visits
- **Knowledge Platforms:** Guest lectures, expert talks, industry seminars, webinars, panel discussions, conclaves, symposia, and entrepreneurial and leadership sessions.

2. Industry Liaison and Collaborative Initiatives

Strong institutional-industry relationships are developed through structured collaborations and value-added initiatives:

- **Executive Education Programs**, including Management Development Programs (MDPs).
- **Value-Added Courses (VACs) and Value-Added Programs (VAPs)** aligned with industry requirements.

Industry interaction and internship training constitute a critical component of the pedagogical framework of the **MBA Program at Quantum School of Business**. These experiential learning practices are systematically designed to integrate theoretical knowledge with practical application, thereby enhancing managerial competencies and professional preparedness among students.

Upon completion of the second semester, students are required to undertake a **summer internship** in reputed organizations across diverse sectors. This structured engagement provides comprehensive exposure to organizational processes, industry practices, and contemporary business challenges. It facilitates the application of conceptual frameworks acquired during classroom learning to real-world business situations.

The internship program spans multiple functional domains, including **Marketing, Finance, Human Resource Management, Operations Management, Entrepreneurship, and International Business**. Exposure to these areas enables the development of a holistic understanding of business operations and strategic decision-making.

In addition, the summer internship significantly contributes to the development of critical managerial capabilities such as analytical thinking, problem-solving skills, effective communication, teamwork, and ethical decision-making. It also enhances adaptability to dynamic business environments and strengthens overall employability.

The following section presents the broad categories under which MBA students have successfully undertaken their summer internships across various industries and functional areas:

Table 7.1.1.1: Sector-wise Classification of Industry/Summer Internships for the batches 2022-23, 2023-24 to 2024-25

S. No	Industry Category	Number of students		
		2024-25	2023-24	2022-23
1	Banking Financial Services and Insurance (BFSI)	8	7	2
2	Fast Moving Consumer Goods (FMCG)	5	4	2
3	Consulting / IT Consulting / HR Consulting	7	9	3
4	Engineering / Automobiles and Allied Sectors	18	17	10
5	Pharmaceutical / Health Care	4	4	2
6	Retail / Fashion / E-Commerce	2	1	1
7	Hospitality & Tourism	0	0	1
8	Real Estate	2	1	1
9	Information Technology & IT Enabled Services	8	8	4
10	Education and EduTech	1	1	4
11	Others (Manufacturing, Local Firms, Unspecified)	21	15	30
Total		76	67	60

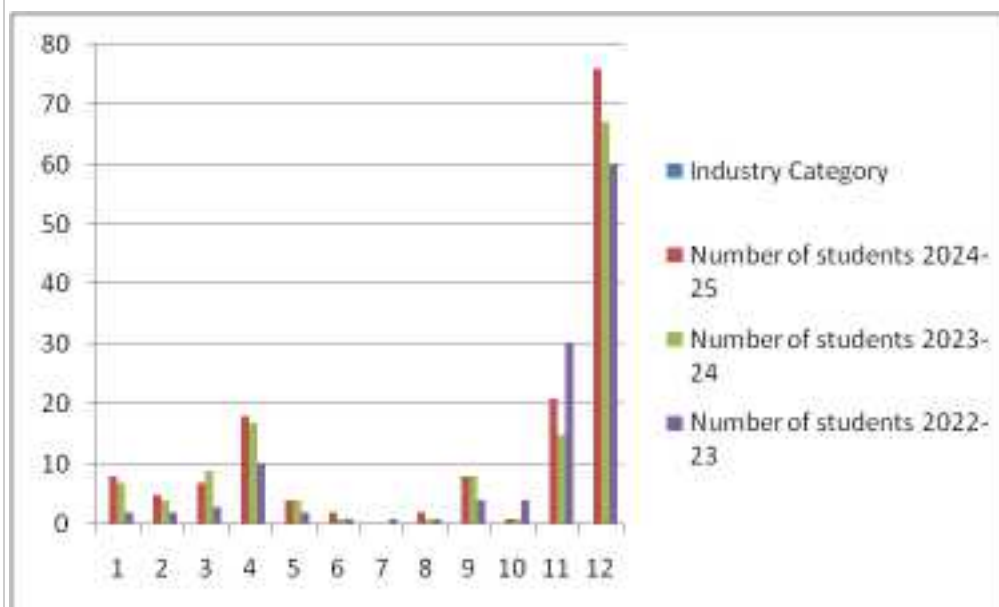


Figure 7.1.1.1: Sector-wise Classification of Industry/Summer Internships

Detail of Industrial Visits during the years 2022-23, 2023-24 & 2024-25

Industrial visits constitute a significant component of experiential learning within the MBA Program at Quantum School of Business. These visits are systematically integrated into the academic structure to facilitate the practical application of theoretical concepts and to provide exposure to real-world business environments.

Integration of industrial visits into the curriculum ensures a holistic learning approach that combines academic rigor with practical exposure, thereby enhancing students' readiness for the dynamic business environment.

The following section presents the list of industrial visits, field visits, and educational excursions organized for MBA students

Table 7.1.1.2: Detail of Industrial / Field Visits during the Years 2022-23, 2022-24 & 2023-25

Summary of Students Industrial and Field Visits

Year	No. of Visits
2022 - 23	5
2023 - 24	6
2024 - 25	5
Total	16

Table 7.1.1.3: MBA Industrial Visits 2022-23 to 2025-26

Sr. No.	Year	Company Name	Industry Details
1	2022-23	Alexia Panels	Dehradun-based manufacturing unit specializing in panel production. The company focuses on advanced fabrication techniques and quality control systems in industrial manufacturing.
2	2022-23	Pritam International	Bhagwanpur-based manufacturing/export-oriented industrial unit. The firm emphasizes export logistics, international trade practices, and supply chain efficiency.
3	2022-23	Gold Plus Glass	Laksar plant of a leading glass manufacturing company. The unit demonstrates modern glass processing technology and large-scale production management.
4	2022-23	Wipro Enterprise Ltd.	Haridwar-based FMCG and consumer care products manufacturing unit. The facility highlights automation, quality assurance, and sustainable production practices.
5	2022-23	ITC Industries	Haridwar unit of ITC engaged in FMCG and diversified business operations. The organization showcases integrated business models and efficient resource management systems.
6	2023-24	Tupperware	Dehradun unit involved in consumer goods and direct selling operations. The company demonstrates innovative marketing strategies and customer-centric distribution models.
7	2023-24	Alexia Panels	Dehradun-based panel manufacturing company. The unit provides insights into industrial production workflows and material handling systems.

8	2023–24	ITC Haridwar	Haridwar manufacturing facility of ITC Ltd. The plant emphasizes large-scale FMCG production, sustainability initiatives, and operational excellence.
9	2023–24	Tupperware	Dehradun-based consumer goods company (direct selling model). The organization highlights relationship marketing and entrepreneurial distribution networks.
10	2023–24	Alexia Panels	Dehradun-based industrial manufacturing unit. The facility showcases process optimization and industrial safety standards.
11	2023–24	Finolex Cables and Wires	Jhabreda plant of a leading electrical cables and wires manufacturer. The unit focuses on precision engineering, product quality, and technological innovation.
12	2024–25	Tupperware	Dehradun unit involved in consumer goods and direct selling operations. The company emphasizes branding strategies and consumer engagement practices.
13	2024–25	Gold Plus Glass	Laksar plant of a leading glass manufacturing company. The facility demonstrates energy-efficient production and advanced manufacturing systems.
14	2024–25	Pritam International	Bhagwanpur-based manufacturing/export-oriented industrial unit. The company highlights global supply chain integration and export compliance mechanisms.
15	2024–25	Wipro Enterprise Ltd.	Haridwar-based FMCG and consumer care products manufacturing unit. The plant focuses on operational efficiency and product innovation in competitive markets.
16	2024–25	Finolex Cables and Wires	Jhabreda plant of a leading electrical cables and wires manufacturer. The organization demonstrates industrial automation and standardized manufacturing processes.



Figure 7.1.1.2” Industrial visit to Alex Panels, Dehradun on 25/02/2025



Figure 7.1.1.3: Industrial visit to Wipro Consumer Care & Lighting Plant in Haridwar on 24/04/2025



Figure 7.1.1.4 Industrial visit to Tupperware India Pvt Ltd on 20/02/2024

Guest Lectures

Guest lectures constitute an important pedagogical tool within the MBA Program at Quantum School of Business, aimed at enriching classroom learning through industry and academic interface. These sessions facilitate the integration of theoretical knowledge with practical insights by bringing real-world experience into the academic environment.

Distinguished professionals from industry, academia, policy-making bodies, and allied sectors are invited to deliver expert sessions across various functional domains. Their interaction with students provides exposure to diverse industry perspectives, emerging trends, innovations, and contemporary business challenges. This enhances conceptual understanding and broadens the academic and professional outlook of students.

Furthermore, interactions with experienced professionals serve as a source of motivation and professional inspiration. The sharing of real-life experiences, case examples, and success stories fosters a deeper understanding of career pathways and organizational expectations.

Regular organization of guest lectures ensures that students remain updated with current industry developments and acquire practical insights that complement classroom instruction. These initiatives significantly contribute to the overall professional development and industry readiness of MBA students.

Table 7.1.1.4: Summary of Guest Lectures by Industry Experts

Year	No. of Industry Guest Visits
2022-23	8
2023-24	10
2024-25	4
2025-26	9

Table 7.1: Details of Guest-lectures, Expert-talks by Industry Experts during 2022-2023, 2023-24, 2024-25 and 2025-26**2025-**

S. No.	Year	Guest Name	Designation & Organization	Topic of the Lecture
1	2022-23	Mr. Uttam Keshri	Head of Palan-G Industries Pvt. Ltd.	Guest lecture on "Entrepreneurship & Innovation".
2	2022-23	Mr. Rajat Sikka	Head Academic Relations(North India), TCS	Guest lecture on "AI&ML".
3	2022-23	Mr. Ashwini Kumar Singh	Head HR., Finolex Wires and Cables.	Role of HR in employee wellbeing at work place
4	2022-23	CS Rajat Bansal	FLAB Udhyam, New Delhi.	Guest lecture on "Financial Literacy awareness".
5	2022-23	Mr. Amit Rath	Senior Sales Manager, Hotel Saffron Leaf(DDN)	Guest lecture on "Selling skills".
6	2022-23	Mr. Adarsh Srivastava	Chief Technical Officer, Mahindra and Mahindra	Role of Quality products in growth of Organisation
7	2022-23	Ms. Jyotima Prasad	GM, SaritaHanda Exports	Guest Lecture on "Financial Management for organisations.
8	2022-23	Mr. Shyamal Chaterjee	Director, Tupperware.	Guest Lecture on "Economics of Entrepreneurship".
9	2023-24	Mr. Shivam Chaudhary	Aurosundram Ply and Door Pvt. Ltd.	Guest lecture on "Entrepreneurship Skill, Attitude and Behavior Development".
10	2023-24	Mr. Rahul Vishnoi	Red Bricks Reality	
11	2023-24	Mr.Abhishek Sharma	Axis Bank	Guest lecture on "Investor awareness programme"
12	2023-24	Mr. Ujjwal Thapa	Quality Head, Amar Design	Guest lecture on " How to build your self-Brand"
13	2023-24	Mr.Gaurav Jain	State Bank of India	Guest lecture on "Investor awareness programme".
14	2023-24	Mr. Borat Das	Immortal Technologies Pvt Ltd	Guest lecture on "SEO Tools and Techniques for the development of Business".
15	2023-24	Mr. Deepmani Mishra	Avanti Bufa Pvt. Ltd.	Guest lecture on " Rust's Personality".
16	2023-24	Mr. Sachin Singh	Berger Paints	Webinar
17	2023-24	Mr. Vivek Srivastava	Godrej Interio(Plant Head)	Guest lecture on "Corporate Leadership insights
18	2023-24	Mr. Rishabh Agarwal	Bajaj Finance	Guest lecture on "Personality Development".
19	2024-25	Dr. Sudhir Kumar	Tanisha Systems Inc, Noida	Guest lecture on "Payroll Management
20	2024-25	Mr. Mayuresh Srivastava	Mindset Matters	A Session on "The Art and Science of Asking Questions"
21	2024-25	Mr.Sandeep Bhaskar	Bombay Stock Exchange	Expert Lecture on Basics of Security Market
22	2024-25	Mr. Yash pal Singh	Recliners India Pvt. ltd	Guest Lecture on Team Dynamics and Organisational Culture
23	2025-26	Mr. Puneet Goenka	Entrepreneur	My Journey as an Entrepreneur
24	2025-26	Maj Gen Sanjay Sharma	Ex Army Maj Gen	Management Lessons from Sikkim Earthquake 2011
25	2025-26	Raiv K Saini	BHEL	Selling in Artificial Intelligence Era

26	2025-26	Mr. Saumyadeep Pramanik	CEO , Zero Monk	Redefining tomorrow: Startups, IPR & Education Masterclass
25	2025-26	Mr. Sumit Jalan	Managing Director, Taksheela	Grit over IQ: Leadership Lessons from 12th Fail and My Journey from IIM to Entrepreneurship
26	2025-26	Mr. Sandeep Bhasker	Bombay Stock Exchange (BSE)	An Expert Lecture on "Online Investment Frauds and Grievance Redressal Management System
27	2025-26	Mr. Bharot Das	Immortal Technologies Pvt. Ltd., Gurugram	Decoding the Digital DNA
28	2025-26	Mr. Lakshya Rana	Aryavart Stambh	How to find a profitable business Idea
29	2025-26	Experts from BSE	Bombay Stock Exchange	Online Investment Frauds and Grievance Redressal Management System

7.1.2. Participation of Industry professionals in curriculum development, projects, assignments as examiners, in summer projects (15)

Institute Marks

15.00

Quantum School of Business recognizes that a curriculum stays relevant only when it is shaped in dialogue with the industry it prepares students for. To this end, the School draws on the sustained involvement of experienced industry professionals — as curriculum contributors, internship mentors, and evaluators — ensuring that academic content remains aligned with evolving business practices and employability expectations. This sustained academia–industry interface strengthens practical learning, keeps the curriculum responsive to emerging trends, and equips students with the professional readiness employers seek.

Summary of Participation of Industry professionals

year	Number of professionals in curriculum development	Number of Professional as evaluator
2022-23	01	15
2023-24	01	30
2024-25	01	22
2025-26	03	20

Participation of Industry professionals in Curriculum Development as BOS Members:

Sr. No.	Name of the Industry Expert	Name of Company	Participation of Industry Professional	Year
1.	Mr. Shivam Goel	Director, Albert Industries, Bhagwanpur, Roorkee	Curriculum Development	2022-23
2.	Mr. Shivam Goel	Director, Albert Industries, Bhagwanpur, Roorkee	Curriculum Development	2023-24
3.	Mr. Shivam Goel	Director, Albert Industries, Bhagwanpur, Roorkee	Curriculum Development	2024-25
4.	Khushboo Ansari	HR Manager, Mahalaxmi Industries, Roorkee	Curriculum Development	2025-26
5.	Mr. Shivam Goel	Director, Albert Industries, Bhagwanpur, Roorkee	Curriculum Development	2025-26
6	Mr. Rajeev Bhatnagar	Director, Kavin Creations, SIDCUL, Haridwar (Former GM BHEL, Haridwar)	Curriculum Development	2026-27
6	Rishab Agarwal	Manager, poonawalla fincorp LTD	Curriculum Development	2026-27

Complementing this classroom-industry dialogue, the MBA programme at Quantum School of Business places strong emphasis on experiential learning through summer internship projects, each guided by a designated industry mentor. Working directly within host organizations, students gain firsthand exposure to real-world business operations, sharpening their problem-solving ability and workplace readiness while bridging the gap between academic theory and industry practice. A representative sample of these industry-guided internships, spanning sectors from manufacturing and automotive to FMCG, finance, and digital marketing, is presented below.

Participation of Industry professionals in Summer Internship Projects

NO.	STUDENT's NAME	COMPANY NAME	INDUSTRY GUIDE NAME & DESIGNATION
1	Kanika Dabral	UNITECH, Saharanpur	Mr. Anuj Pundir Human Resources - Head
2	Manisha Saini	Pritam International, Roorkee	Mr. Kuldeep Verma Human Resources - Head
3	Vinayak Sharma	Ultima Switchgears Ltd	Mr. Deepak Deoli, Marketing Manager

4	Ayush Yadav	Alex Planes, Dehradun	Ms. Esther, Human Resources - Head
5	Gunjan Sharma	Disha Micro Credit, Saharanpur	Manoj Kumar, Operation Manager
6	Sanidhya	Tupperware India Pvt Ltd,Dehradun	Nandan Singh Negi, Head Marketing
7	Haripriya Mehta	Tata Motors, ,Pantnagar, U.K	Ms. Prabha Pandey, Finance Manager
8	Srishti Sharma	Everest Industries Limited, Roorkee	Mr Ashutosh Chauhan, HR Manager
9	Vanshika Kamboj	Ultra Craft Moulders Pvt Ltd, Haridwar	Dr. Manmeet Kaur- HR
10	Arpita Goyal	Tata Motors, ,Pantnagar, U.K	Mr. Jara C. Vishwakarma
11	Shikha Saini	Ashok Leyland, Pantnagar, U.K	Mr. Dherendra Patel
12.	Mansi Sharma	Hindustan Unilever limited, Haridwar	Mr. Virendra S.
13.	Ayushi Rawal	Everest Industries, Roorkee	Mr. Ashutosh Chauhan, HR
14.	SkashiMahalwal	Mrs. Bectors Food Specialties Limited	Mr. Vishal Srivastva , HR
15.	Rohan Kakkar	Tommy Hilfiger, Delhi	Mr. Amir Altaf, Retail Marketing Manager
16.	Abhinav Parashar	Axa Parenterals Limited, Roorkee	Mr. Reshu Goyal, HR Manager
17.	Isha Garg	Shree Ambha Industries	Ms. Nividita Choudhary, HR Manager
18.	Priyanshu Yadav	Gyanic G-Tek, Noida	Mr. Aditya Tiwari, Digital Marketing Manager
19.	Anjali Negi	ITC, SIDCUL, Haridwar	Mrs. Vidushi Praladekar, Head-Packaging
20.	Sneha Singhal	Angel One, Dehradun	Mr,Abhinav Negi, Marketing and Finance

Mentors for Student Projects

S.No.	Name	Batch	Organisation	Support Provided
1	Mr. Shivam Tiwari	2022-2024		Guides students in mentoring and project work
2	Ms. Nandini Aggarwal	2022-2024	Operation TL & Website Head, Lokks Lifestyle(ASHIN)	Guides students in mentoring and project work
3	Mr. Prashant Gautam	2024-2026	Senior Sales Executive,Fitelo	Guides students in mentoring and project work
4	Mr. Ayush Garg	2024-2026	Account Manager,Flipkart	Guides students in mentoring and project work

7.1.3. Initiatives related to industry including executive education, industry sponsored labs, and industry sponsorship of student activities (15)

Institute Marks

15.00

The department recognises industry engagement as a core pillar of its academic and developmental strategy. The Institute has actively mobilised industry participation and sponsorship for its flagship student activities, ensuring that events are not merely academic exercises but are co-owned and resourced by external industry partners. The details of the events and sponsorships are as follows

MARQUITY MARKETING CLUB

S.NO (http://s.no/)	ACTIVITIES	DATE	SPONSORSHIP
	BUSINESS PLAN COMPETITION	9/30/2023	Bhagwanpur Industries Association
	BRAND AWARENESS ACTIVITY	10/13/2023	Masala Country
	BUSINESS PLAN	4/4/2024	Bhagwanpur Industries Association
	AD - MAD SHOW	4/5/2024,	Bhagwanpur Industries Association
	ON- CAMPUS SALES CHANLLEGE	3/7/2025	Pearson Publication
	THE ULTIMATE SALES CHALLENGE	2/23/2026	Coffee Studio by JNC , Dominos
	AD - MAD SHOW	3/27/2026	Jyoti Laboratories Pvt. Ltd

SYNERGY SQUAD HR CLUB

S.NO (http://s.no/)	ACTIVITIES	DATE	SPONSORSHIP
	ROLE PLAY	11/20/2023	Masala Country
	DEBATE COMPETETION	11/22/2023	Masala Country
	"JUST A MINUTE " AN EXTEMPORE ACTIVITY	12/4/2023	Bhagwanpur Industries Association
	INK & INSIGHT EVENT	3/12/2024	Masala Country
	OPEN MIC	9/7/2024	Masala Country
	CHAMAKATE SITARE	9/28/2024	Bhagwanpur Industries Association
	THE CORPORATE MAZE	3/28/2026	CPIT Institute
	ACE THE CASE	4/23/2026	Tupperware Pvt.Ltd

DHAN SETU FINANCE CLUB

S.NO (http://s.no/)	ACTIVITIES	DATE	SPONSORSHIP
	KREEDA CARNIVAL	4/6/2024,	Bhagwanpur Industries Association
	BUDGET CONCLAVE	2/8/2024	Bhagwanpur Industries Association
	BUDGET CONCLAVE	2/10/2026	Swedeshi Pharma Pvt Ltd.
	NATIONAL FINANCIAL LITERACY QUIZ	2/12/2026	Pearson Publication
	THE FINANCE PLAYGROUND	3/13/2026	Cengage Publication
	KREEDA CARNIVAL	3/27/2026	Ritik Tour Travel
	KNOW YOUR TAX: LEARN , CALCULATE & APPLY	3/20/2026	Cengage Publication
	NAVNI: THE MUTUTAL FUND STRATEGY CHALLENGES	4/15/2026	Tapsya Academy
	BUSSINESS PLAN PRESENTATION	5/5/2026	Pearson Publication
10	BUSSINESS BATTLE FIELD	3/18/2026	Dominos (Roorkee)

GENESIS THE ENTREPRENEURSHIP CLUB

S.NO (http://s.no/)	ACTIVITIES	DATE	SPONSORSHIP
	Entrepreneurship Awareness sessions	11/28/2022	Masala Country
	workshop on cross-platform Tools for App Development	10/1/2022	Masala Country
	Srijan-startup Conclave Project Cum Prototype Expo & Demo Day	4/7/2023	Masala Country

workshop on intellectual property rights(IPR) and IP Management for startup	5/13/2024	U.COST
Workshop on strategies for Stablishing	17/02/2025	Supertech System India Private Limited
IPR AND STARTUP WORKSHOP	5/3/2025	U.COST

The department is having a simulation Lab which is sponsored by BizWiz Simulations with user license to provide practical exposure to our MBA Students.

The department has also a frontrunner in providing executive education mainly at Ph.D level. The scholars from Industry are as follows

Faculty Name	Ph.D. Registration	Award / Recognition	Collaborating Organisation
Mr. Dillvinder Singh Negi	December 2021	—	DRDO, Chandigarh
Mr. Ajay Chaudhary	July 2025	—	HDFC Ltd.
Mr. Vivek Garg	July 2025	—	Sequent Engineering & Control LLP, Haridwar
Mr. Harvinder Singh	December 2019	2024	Gambhir Nursery, Yamunanagar
Mr. Sanker Lal	December 2019	2026	—
Mr. Rahul Pathak	July 2025	—	SDGI Global University

7.1.4. Involvement of industry professional as members of various academic bodies/board (15)

Institute Marks

15.00

The University and Department has associated with distinguished professionals drawn from the manufacturing, industrial, media, and public-policy sectors, who bring a diverse range of managerial and technical expertise to the University's academic bodies. The details of this engagement are summarised below.

Industry Expert	Designation / Organisation	Year(s) of Association	Membership Body
Mr. Rajeev Bhatnagar	Director, Kavin Creations, SIDCUL Haridwar (Former GM, BHEL Haridwar)	2025–26	Board of Studies (BOS)(Dept of Business Administration)
Mr. Shivam Goel	Director, Albest Industries, Bhagwanpur	2022–23, 2023–24, 2024–25	Board of Studies (BOS)(Dept of Business Administration))
Dr. Sumit Raghunath	General Marketing Manager, Jagran Prakashan Limited	2021–22	Board of Studies (BOS)(Dept of Business Administration)
Prof. K.G. Suresh	Director, Habitat Center, New Delhi	2022–23, 2023–24, 2024–25	Academic Council

7.2 International Connect (40)

Total Marks 40.00

7.2.1. International Students (10)

Institute Marks

10.00

Quantum University is committed to promoting internationalization of its academic programmes and providing a conducive learning environment for students from different countries. The University facilitates the admission of international students through a transparent admission process and provides appropriate academic, administrative and student-support services to ensure their smooth integration into the University community.

During the MBA 2024–26 academic session, the Quantum School of Business has two international students, , enrolled in the MBA programme. Although the present enrolment of international students is limited to two students, the University considers this as an important step towards strengthening its international student profile.

The international student is provided the same academic facilities and learning opportunities as other students, including access to:

- Qualified and experienced faculty members and academic mentoring.
- Learning Management System (LMS), library and digital learning resources.
- ERP-based academic and administrative services.
- Classroom activities involving case studies, group discussions, presentations and experiential learning.
- Co-curricular, cultural, sports and student-development activities.
- Career guidance, mentoring and counselling support.
- Campus infrastructure and student welfare facilities.

The University follows an inclusive and student-centric approach, enabling international students to participate actively in classroom discussions, group projects, presentations, student clubs, cultural activities and other academic and institutional events. Such participation provides opportunities for cross-cultural interaction and contributes to the development of students global outlook, communication skills and intercultural competence.

The Quantum School of Business also encourages international exposure and global perspectives in management education through international academic interactions, contemporary management practices, international case studies, expert sessions and collaborative academic initiatives. These efforts support the Universitys objective of gradually enhancing the international character of its programmes.

The University maintains appropriate academic and administrative records of international students, including admission documentation, enrolment details, attendance, academic performance and participation in institutional activities. The concerned academic and administrative authorities monitor the students academic progress and provide necessary support whenever required.

Thus, even with a current international student strength of two in the MBA 2024–26 batch, Quantum University has established the necessary academic, administrative and student-support mechanisms for international students and is continuously working towards increasing international student enrolment and strengthening the global orientation of management education.

7.2.2. Student Immersion Programs (10)

Institute Marks

10.00

Quantum University has entered into a Memorandum of Understanding (MoU) with Taksheela Institute of Education (TIE), Kolkata, executed on 11 February 2026 and valid until March 2029. Under this MoU, TIE will facilitate a Global Immersion Program (GIP) exclusively for Quantum Universitys Business Administration Students, with the proposed destinations being Malaysia, Thailand, or Indonesia. TIE is responsible for designing and coordinating the program — including academic sessions, industry visits, workshops, accommodation, and on-ground support — along with ensuring student insurance coverage and emergency support throughout the immersion. Quantum University, in turn, nominates eligible students and manages internal coordination and documentation. This partnership marks the Universitys first formal MoU aimed at providing its students with a structured international immersion experience as part of their academic curriculum.

Certificate No.	IN-UK50587514501815Y
Certificate Issued Date	11-Feb-2026 11:51 AM
Account Reference	NONACC (SVY) UK1540104/ BHADWANPURI UK-ND
Unique Doc. Reference	SURIN-UKUK1540104/50587514501815Y
Purchased by	QUANTUM UNIVERSITY
Description of Document	Article 5 Agreement or Memorandum of an agreement
Property Description	-
Consideration Price (Rs.)	0 (Zero)
First Party	TAKSHEELA INSTITUTE OF EDUCATION
Second Party	QUANTUM UNIVERSITY
Stamp Duty Paid By	QUANTUM UNIVERSITY
Stamp Duty Amount (Rs.)	10 (Ten only)

Exhibit 1: Memorandum of Understanding (MoU) with Taksheela Institute of Education (TIE), Kolkata

7.2.3. Faculty Exchange Programs (10)

Institute Marks

10.00

Quantum University has built a broad network of international academic partnerships, formalized through Memoranda of Understanding (MoUs) for Faculty Exchange Programs with universities and professional bodies across multiple countries. These MoUs enable visiting faculty engagements, joint teaching and research collaboration, and continued online engagement with international academic communities. During 2025–2026, Quantum University signed nine such MoUs with institutions spanning Georgia, the Czech Republic, Iran, Belarus, Saudi Arabia, Iraq, Russia, and the United Kingdom.

Each MoU is signed under the category of Academic Cooperation, with faculty exchange as a core component of the agreement, along with faculty and student mobility, joint academic and research activities, and collaborative engagement — including virtual/online interaction.

The list (Exhibit 1) below reflects all Faculty Exchange Program MoUs signed by Quantum University with international institutions during this period.

University / Institution	Country	MoU's Status	Type of Agreement	Date of Agreement
Georgian Technical University	Georgia	Signed	Academic Cooperation	07 May 2025
Mendel University	Czech Republic	Signed	Academic Cooperation	10 Feb 2024
Northwest International University	Iran	Signed	Academic Cooperation	04 Oct 2026
International Black Sea University	Georgia	Signed	Academic Cooperation	13 Feb 2026
Vitbesk University	Belarus	Signed	Academic Cooperation	27 Feb 2026
King Fahd University of Petroleum and Minerals (KFUPM)	Saudi Arabia	Signed	Academic Cooperation	02 Apr 2026
Tishk International University	Iraq	Signed	Academic Cooperation	06 May 2026
Belgorod State University	Russia	Signed	Academic Cooperation	14 May 2026
Association of Certified Chartered Accountants (ACCA)	UK	Signed	Academic Cooperation	20 May 2026

Exhibit 1: MoUs signed by Quantum University with International Institutions

These Faculty Exchange Program MoUs offer faculties a wide range of benefits centered on genuine two-way academic exchange. They formally open the pathway for Quantum University faculty to visit partner universities across Georgia, the Czech Republic, Iran, Belarus, Saudi Arabia, Iraq, Russia, and the UK for guest lectures, short-term teaching assignments, and collaborative research, while equally enabling international faculty to visit Quantum University — building a reciprocal rather than one-directional relationship. With partner institutions spanning such varied academic and cultural contexts, faculty gain exposure to diverse pedagogical practices, research methodologies, and industry standards, enriching both their own professional development and the classroom experience they bring back to students.

Beyond the MoU network, Quantum School of Business, Quantum University, also organizes conferences every year wherein the international speakers delivered lectures(Exhibit 2) and the academicians outside geographical boundaries contributed their research articles. (Exhibit 3)This event reflects Quantum University’s realized instance of international academic engagements and the joint research outputs.

Exhibit 2:

INTERNATIONAL SPEAKERS

PRUDENCE’ 22— International Conference on "Change Management Practices in New Normal Scenario: Business Strategies in Socio-legal & Ethical Framework" (ICCM PNNS-2022) | 23 April 2022

S.No.	Speaker Name	Role	Designation	Organization/University	Country	Date(s)
1	Desiree David	Keynote Speaker	Faculty of Law; Admitted Attorney of the High Court	Nelson Mandela University	South Africa	23 Apr 2022

PRUDENCE25 — International Conference on "Innovation and Excellence: Managing the Digital Revolution" (IEMDR) | 11-12 April 2025

S.No.	Speaker Name	Role	Designation	Organization/University	Country	Date(s)
2	Dr Michael Baron	Keynote Speaker	Associate Professor of Business & Data Analytics / Academic Dean, Analytics Institute of Australia	Analytics Institute of Australia	Australia	11-12 Apr 2025

3	Dr. Luis Miguel Cardoso	Keynote Speaker	—	University of Coimbra	Portugal	11-12 Apr 2025
4	Dr Eng. Zdzislaw Polkowski	Keynote Speaker	Mathematics Instructor	ASharqiyah University	Oman	11-12 Apr 2025
5	Dr Prabha Kiran	Keynote Speaker	Faculty	Westminster International University, Tashkent	Uzbekistan	11-12 Apr 2025
6	Dr Muthmainnah	Keynote Speaker	Adjunct Professor, Department of Education	Universitas Al Asyariah Mandar, West Sulawesi	Indonesia	11-12 Apr 2025
PRUDENCE26 — International Conference on "Leveraging AI for Sustainable Management towards a Greener Future" (ICLASM 2026) 17-18 April 2026						
S.No.	Speaker Name	Role	Designation	Organization/University	Country	Date(s)
7	Dr. Michael Baron	Keynote Speaker	Associate Dean, Analytics Institute of Australia	Analytics Institute of Australia	Australia	17-18 Apr 2026
8	Dr. Chris Sotiropoulos	Keynote Speaker	CEO, Global Opportunities Commercialisation Pty Ltd	Global Opportunities Commercialisation Pty Ltd	Australia	17-18 Apr 2026
9	Dr. Muthmainnah	Keynote Speaker	Adjunct Professor, Department of Education	Global Nxt University, Kuala Lumpur	Malaysia	17-18 Apr 2026
10	Dr. Suesh Kr. Pandey	Keynote Speaker	Professor, College of Business, Hospitality and Tourism Studies	Fiji National University, Suva	Fiji	17-18 Apr 2026

7.2.4. Collaborative Research Projects (10)

Institute Marks

10.00

Quantum Universitys faculty actively engage in Collaborative Research Projects with the international academic community through the co-editing of scholarly volumes and the inclusion of chapter contributions from scholars based abroad. Such edited volumes require sustained coordination among editors and contributing authors across countries, typically carried out through online correspondence and remote editorial collaboration — reflecting the institutions engagement with international academic communities through both research collaboration and online initiatives.

One such initiative is the edited volume "Managing Change: Sustainable Practices, Inclusive Leadership, and Gender Equality in the Digital Industrial Revolution," edited by Dr. Mehak Arora, Dr. Manish Srivastava, and Mr. Arpit Gupta of Quantum University. The book comprises ten chapters, five of which were contributed by authors based at international institutions reflects direct collaborative research engagement between Quantum University faculty and scholars from other nations on themes of sustainability, digital transformation, and inclusive leadership.

S. No.	Corresponding/Principal Author	Affiliation & Country
1	Adil Ünal	Istanbul University, Turkey
2	Helena Lee, Rita Pidani and Shamu Rekha Loganathan	University of Newcastle, Singapore
3	Mafruha Hossain and Mohammad Thoufiqul Islam	Bangladesh University of Business and Technology, Bangladesh; University of Dhaka, Bangladesh
4	Zeynep Özmen Bol	Duzce University, Turkey

Direct collaborative research engagement between Quantum University faculty and scholars from other nations on themes of sustainability, digital transformation, and inclusive leadership

The second initiative is an edited volume on "Artificial Intelligence Applications in Advancing the 2030 UN SDG Agenda," which explores the role of Artificial Intelligence in accelerating progress towards the UN Sustainable Development Goals, jointly edited by Dr. Mousmi Goel, Prof. Manish Srivastava & Dr. Ram Pravesh of Quantum University, along with Dr. Babu George, Professor of Management, Alcorn State University, USA.

The collaboration reflects Quantum Universitys continued efforts to co-create scholarly research with academics from outside India, coordinated largely through online correspondence given the geographically dispersed editorial team. These initiatives demonstrate Quantum Universitys active participation in Collaborative Research Projects that extend beyond national boundaries, combining substantive research collaboration with the online coordination necessary to engage meaningfully with the international academic community.

ARTIFICIAL INTELLIGENCE APPLICATIONS IN ADVANCING THE 2030 UN SDG AGENDA

Edited by Dr. Manami Goel, Prof. Manish Srivastava, Dr. Ram Praveesh & Prof. Babu George

Ch.	Chapter title	Author(s)	Affiliation & place
1	Intelligent Transportation Systems in Industry 4.0: AI-Driven Pathways to Sustainable Infrastructure (SDG 9)	Boopathi S., R. Juthikumar, Preethi Ananthachari	School of Engineering, Amravati University, Hyderabad, India
2	Intelligent Tutoring Systems: A Boon or Curse for Students? Implications for Quality Education (SDG 4)	Mini Agarwal, Jyoti Sharma	CSE Department, MAIT
3	Sustainable AI-Enabled Financial Inclusion and Women's Empowerment: A Study in the Context of SDG 5	Rashi Alagh	Department of Commerce
4	Empowering Women Entrepreneurs through E-Commerce Platforms and Fintech-Enabled Financing	Varsba Gupta	Department of Commerce and Finance, Quantum University, Roorkee
5	Responsible AI for Women Empowerment: Addressing Gender Bias, Digital Divide, and Inclusive Development under SDG 5	Pallavi Patil	School of Management Sciences, Varanasi
6	Artificial Intelligence and Sustainable Development Goal 8: Promise and Peril for Decent Work in India	L R Niranjan, Shivakami Rajan	School of Business and Management, Christ University
7	When AI for SDGs Reinforces Inequality: Governing Data Colonialism, Algorithmic Bias, and Institutional Gaps in the Global South	Saswati Majhi	Humanities & Social Sciences, P P Savani University, Surat, Gujarat
8	Advancing Poverty Alleviation Through AI and Fintech in Charity Networks	Vernika Mishra, Reeta Tomar, Akhilesh Kumar Misra	Christ (Deemed to be University), Delhi NCR; SGT University, Gurugram
9	The Role of Higher Education Institutions in Enhancing Research Skills	Delight O. Idika, Anthony L. Anakwue, Glory E. Edoho, Jude U. Ofoegbu, Evelyn L. Orji, Benjamin Anahoranye	Institute of Education, University of Calabar, Nigeria
10	Renewable Energy Optimization (SDG 7): AI for Energy Efficiency and Smart Grids	Amirhossein Safdari, Amirhossein Mamouri	Faculty of Mechanical and Energy Engineering, Shahid Beheshti University, Tehran, Iran
11	AI Toward Zero Hunger (SDG 2): Smart Agriculture and Food Security	Parthasarathy Seethapathy, Kannan M	CSIR-IHBT, Palampur, HP; Amrita Vishwa Vidyapeetham, Coimbatore, India

Index of Edited Book Artificial Intelligence Applications in Advancing the 2030 UN SDG Agenda

8 INFRASTRUCTURE (75)

Total Marks 75.00

8.1 Classrooms & Learning facilities (25)

Total Marks 25.00

The Department has adequate and functional academic infrastructure to support effective teaching, learning, mentoring, and student engagement. The infrastructure is planned to meet the requirements of the curriculum and to facilitate contemporary pedagogical practices in management education.

The department has three dedicated classrooms, each equipped with smart classroom facilities to support technology-enabled teaching and learning. These classrooms enable faculty members to integrate presentations, multimedia content, digital learning resources, case studies, videos, interactive discussions and other technology-supported pedagogical approaches into regular classroom instruction.

The availability of smart classrooms facilitates a shift from conventional lecture-based teaching towards more interactive, participative and learner-centered pedagogies. Faculty members can use digital content and audio-visual resources to explain management concepts, demonstrate practical applications, conduct case-based discussions, and engage students in collaborative learning activities.

In addition to the three classrooms, it also has two dedicated tutorial rooms. These rooms provide an appropriate environment for small-group teaching, tutorials, academic mentoring, doubt-clearing sessions, presentations, student discussions, remedial support, and other academic activities requiring closer faculty–student interaction.

The department also has a separate library facility that supports students and faculty members in their academic and research activities. The library provides access to learning resources required for curriculum delivery, self-learning, reference work, and research.

For large-group academic activities, the department has Harmony Hall, an auditorium/conference facility that provides an appropriate venue for guest lectures, seminars, workshops, conferences, expert interactions, orientation programmes, student activities and other academic events.



Figure 8.1.1: Building Quantum School of Business (QSB)



Figure 8.1.2: Classroom with ICT-enabled facilities

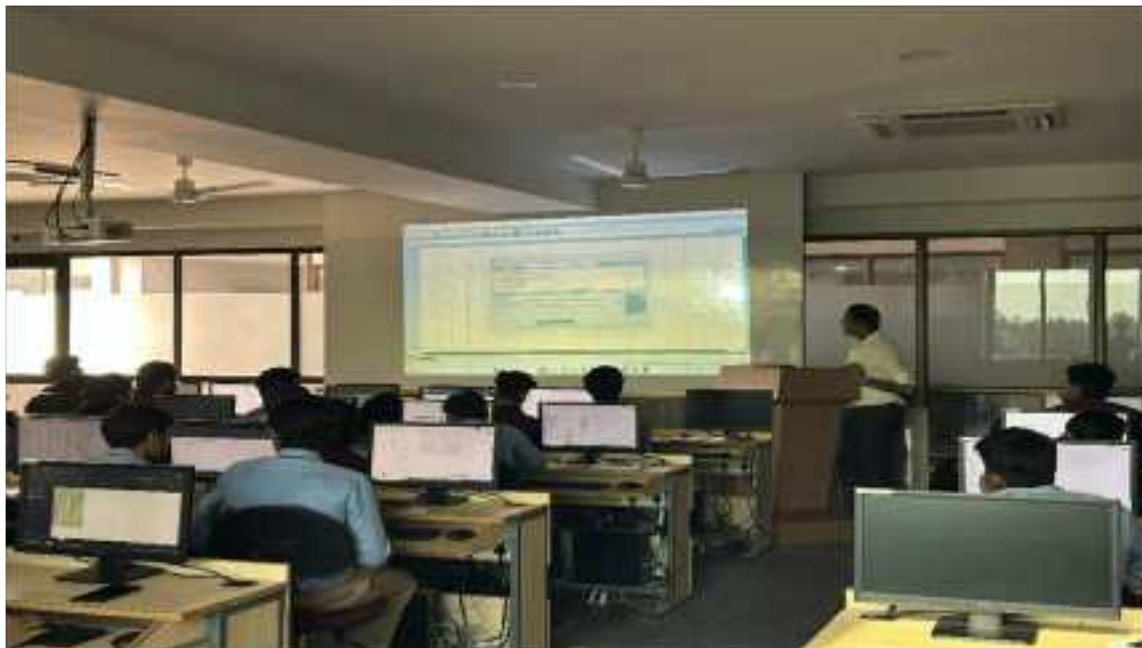


Figure 8.1.3: IT Lab



Figure 8.1.4: Inside Image of Harmony Hall of QSB

The overall infrastructure therefore comprises dedicated smart classrooms, tutorial spaces, a separate library, and a large academic interaction facility. These resources collectively support classroom teaching, experiential learning, academic mentoring, independent study and co-curricular academic activities.

Smart classrooms are designed to support digital teaching methodologies, enabling faculty members to deliver content through interactive and multimedia-rich formats. Lectures are supplemented with PowerPoint presentations, audio-visual tools and digital resources, allowing students to access learning materials anytime and anywhere with internet connectivity through QULRC (Quantum Learning Resource Center).



The institution is equipped with advanced ICT facilities, including interactive flat panels, projectors, video conferencing systems, and virtual classroom support. These facilities support digital teaching and learning methods and enable faculty members to integrate contemporary technological resources into classroom instruction. A robust IT ecosystem further provides access to e-books, virtual libraries, email services, and online platforms including YouTube for academic enrichment.

The campus is fully Wi-Fi enabled with a speed of 100 Mbps, promoting seamless connectivity across academic and administrative areas. The ICT-enabled classrooms empower faculty members to adopt innovative teaching methodologies and integrate online resources into daily instruction. The availability of internet connectivity facilitates access to digital learning resources and supports flexible learning beyond the conventional classroom environment.

The Computer Centre is well-equipped with modern systems, relevant software packages, and data-analysis tools to support academic and research activities. The laboratories also provide additional access for students and faculty members to engage in extra practice, skill enhancement, and innovative projects.

A well-designed Auditorium (Harmony Hall) facilitates expert lectures, conferences and large-scale academic interactions, thereby providing opportunities for academic engagement, collaboration and knowledge exchange.

Table 1: Details of available classrooms, tutorial rooms, laboratories, seminar halls and available support facilities

S.N	Description	Area (sq. m.)	E-learning / ICT Facility	Capacity of Students
1	Classroom – I	53.95	LCD Screen, Projector, Computer, Wi-Fi (50 Mbps)	60 students
2	Classroom – II	59.31	Interactive Flat Panel, Wi-Fi (50 Mbps)	60 students
3	Classroom – III	53.95	LCD Screen, Projector, Computer, Wi-Fi (50 Mbps)	60 students
4	Tutorial Room – I	Not specified	Tutorials, mentoring, doubt-clearing, presentations, student discussions and remedial support	30 Students
5	Tutorial Room – II	Not specified	Tutorials, mentoring, doubt-clearing, presentations, student discussions and remedial support	30 Students
6	Auditorium – Harmony Hall	169.30	Projector, Computer, Wi-Fi (100 Mbps)	180 students
7	Computer Laboratory	53.95	Computers, Projector, Screen, LAN (100 Mbps), Power Backup	80 students
8	Language Laboratory	59.31	Language Lab Software, Computers with LAN	30 students

9	Department Digital Library		Multimedia Computers,EBSCO ManagementElite, J.Gate, DELNET	10 single seated chairs for 10 students
10	LMS	Online		

Utilization of Learning Facilities

The learning facilities at Quantum School of Business are effectively utilized to support teaching, learning, academic engagement and student development. The LMS is regularly used by MBA students for accessing course materials, lecture notes and recorded lectures, submitting assignments, participating in discussion forums and completing quizzes and other learning activities. The Digital Library is utilized for accessing E-books, academic journals, research databases and case studies for coursework, assignments and research. The Virtual Classroom is used for live lectures, video conferencing discussions and presentations, enabling real-time interaction and collaborative learning. Students also utilize MOOCs, including courses in finance, marketing and data analytics, to supplement classroom learning and obtain additional certifications.

In addition, the two dedicated tutorial rooms are utilized for small-group teaching, tutorials, academic mentoring, doubt-clearing sessions, student discussions, presentations and remedial support, thereby facilitating closer faculty–student interaction.

Overall, these facilities are utilized to promote continuous learning, independent learning, collaborative learning, academic support and student engagement beyond conventional classroom teaching.

The department undertakes several initiatives to ensure effective and student-centred learning. Faculty members use ICT-enabled smart classrooms, interactive flat panels, projectors, multimedia resources, PowerPoint presentations, videos, case studies and digital learning resources to make classroom teaching more interactive and application-oriented. The department promotes small-group learning and individualized academic support through its two dedicated tutorial rooms, which are utilized for academic mentoring, doubt-clearing, remedial support, presentations and student discussions.

The department also facilitates continuous and flexible learning through the LMS, recorded lectures, digital learning resources, virtual classroom facilities and the QULRC (Quantum Learning Resource Center). Students are encouraged to use digital libraries, MOOCs and online courses to supplement classroom learning and develop additional knowledge and skills. Faculty members provide academic guidance and support through regular interaction, tutorials and discussion-based learning. The use of virtual classrooms enables live interaction and collaborative learning, while MOOCs provide opportunities for students to undertake additional courses and certifications beyond the prescribed curriculum.

These initiatives collectively support interactive learning, experiential learning, independent learning, collaborative learning, academic mentoring and remedial support, thereby enabling students to learn through multiple modes and access academic resources beyond the conventional classroom environment.

The Library at Quantum University is considered an important academic resource centre for teaching, learning, reference work, self-learning and research. It is designed to provide students and faculty with access to quality learning resources through both physical and digital modes. The library is supported by automated digital systems and provides access to print as well as electronic learning resources. There University has a Central as well as a Departmental library.

The Quantum Learning Resource Centre (QLRC) provides an integrated digital gateway to the University's learning resources. The QLRC portal provides access to text books, E-books, E-journals, Syllabi, Question papers and E-links. The portal also provides access to subscribed E-resources and E-learning platforms, thereby extending the availability of learning resources beyond the physical library.

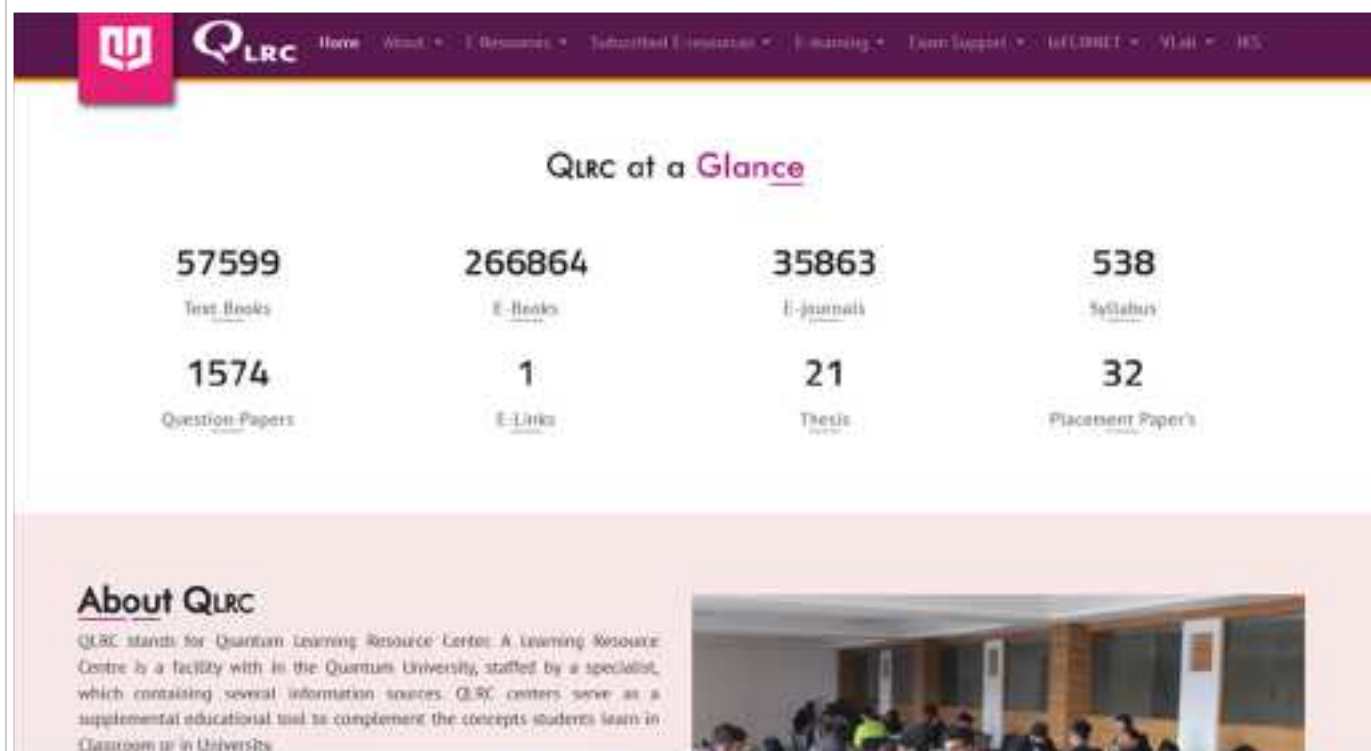


Figure 8.2.1: Quantum Learning Resource Centre (QLRC) – Digital Resource Portal

The physical and digital collections support the academic requirements of the Department. The Department records report 2,881 book titles and 9,574 book volumes for 2025–26, together with 12 journals. The e-resource collection includes 2,00,000 EBSCO E-book titles in 2025–26. The library also provides access to electronic journal resources through EBSCO Management Elite, J-GATE, Sage and DELNET.

The institutional E-resource record further identifies ProQuest, Sage, EBSCO Host, J-Gate, DELNET, World Technologies and Science Direct among the available national and international resources. These resources cover areas including management, business and economics, engineering and technology, social sciences and humanities, education, law and other academic disciplines.

The library is supported by digital connectivity and automated library services. The library has equipped with 100 Mbps internet bandwidth, barcode-based library operations, reprography facilities, 10 multimedia PCs and LMS as the library management software for 2024–25 and 2025–26. These facilities provide students and faculty with systematic access to physical and digital learning resources.

Availability of Relevant Learning Resources in Departmental Library including E-Resources and Digital Library

Particulars	2023–24	2024–25	2025–26
Books – No. of Titles	2,671	2,867	2,881
Books – No. of Volumes	7,804	9,560	9,577
Journals – No. published in India	12	12	12
E-books (EBSCO) – No. of Titles	1,70,000	1,80,000	2,00,000
E-Journal Subscription	EBSCO Mgt. Elite	EBSCO Mgt. Elite; J-GATE; Sage; DELNET	EBSCO Mgt. Elite; J-GATE; Sage; DELNET
Internet Bandwidth	50 Mbps	100 Mbps	100 Mbps
Barcode / RFID	Barcode	Barcode	Barcode
Reprography	Yes	Yes	Yes
Multimedia PCs	10	10	10
Library Management Software	LIBCYB & LMS	LIBCYB & LMS	LIBCYB & LMS

Additional E-Resources Available

S. No.	Resource	National / International	Major Coverage / Resource Type
1	K-Hub	National	Art and Humanities, Science, Hospitality and Tourism
2	ProQuest	International	Engineering Collection
3	Sage	International	Management
4	EBSCO Host	International	Business & Economics, Education, Language Arts, Literary Criticism, Medical and Performing Arts
5	J-Gate	National	Engineering and Technology, Social Science and Humanities
6	DELNET	National	Database – E-Journal & E-Book
7	Manupatra	National	Legal Database
8	World Technologies	International	Cover All Courses
9	NDLI	National	Large collection of e-books/e-content
10	Daisy India	National	E-library for disabled person
11	ScienceDirect	International	Database – E-Books & E-Journals

The available e-resources provide students with access to a broad range of academic material in addition to the physical collection. The QLRC portal also provides access to e-learning resources and online academic platforms, supporting independent learning and supplementary study.

The Library ensures convenient access to learning resources for students through physical and digital modes. The institution has implemented a user-friendly and automated Integrated Library Management System (ILMS) through LIBCYB. The system supports book accession, e-register maintenance, Online Public Access Catalogue (OPAC), search and retrieval of resources, online stock verification and circulation management.

The ILMS also supports report generation and interfaces with barcode scanners and printers. Secure user access, database security, backup and recovery, customizable search and borrower management facilitate systematic access to library resources and improve the efficiency of routine library operations.

The digital component of the library is strengthened through e-books and electronic resources accessible through LIBCYB and the Learning Management System (LMS). The subscribed databases and electronic resources provide students and faculty with additional academic material according to their learning and research requirements.

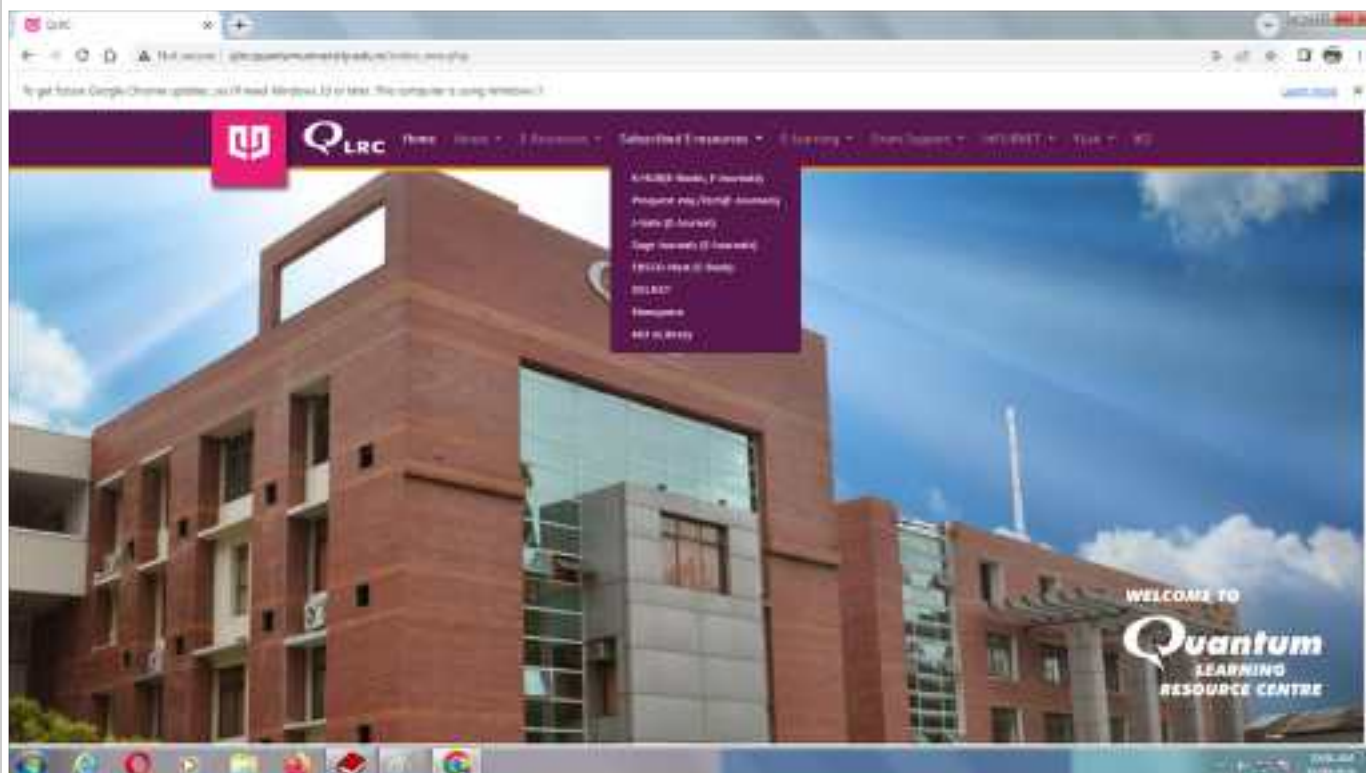
Accessibility and Library Support Facilities

Library Facility	Institutional Provision
Total Library Area	403.61 sq. m.
Seating Capacity	60 students
Working Hours	9:00 AM to 7:00 PM on all working days
ILMS	LIBCYB
Digital Learning Access	E-books and resources through LIBCYB and LMS
Newspapers	8 titles; multiple copies
Internet Bandwidth	100 Mbps
Multimedia PCs	10
Library Management Software	LIBCYB & LMS
Reprography	Yes

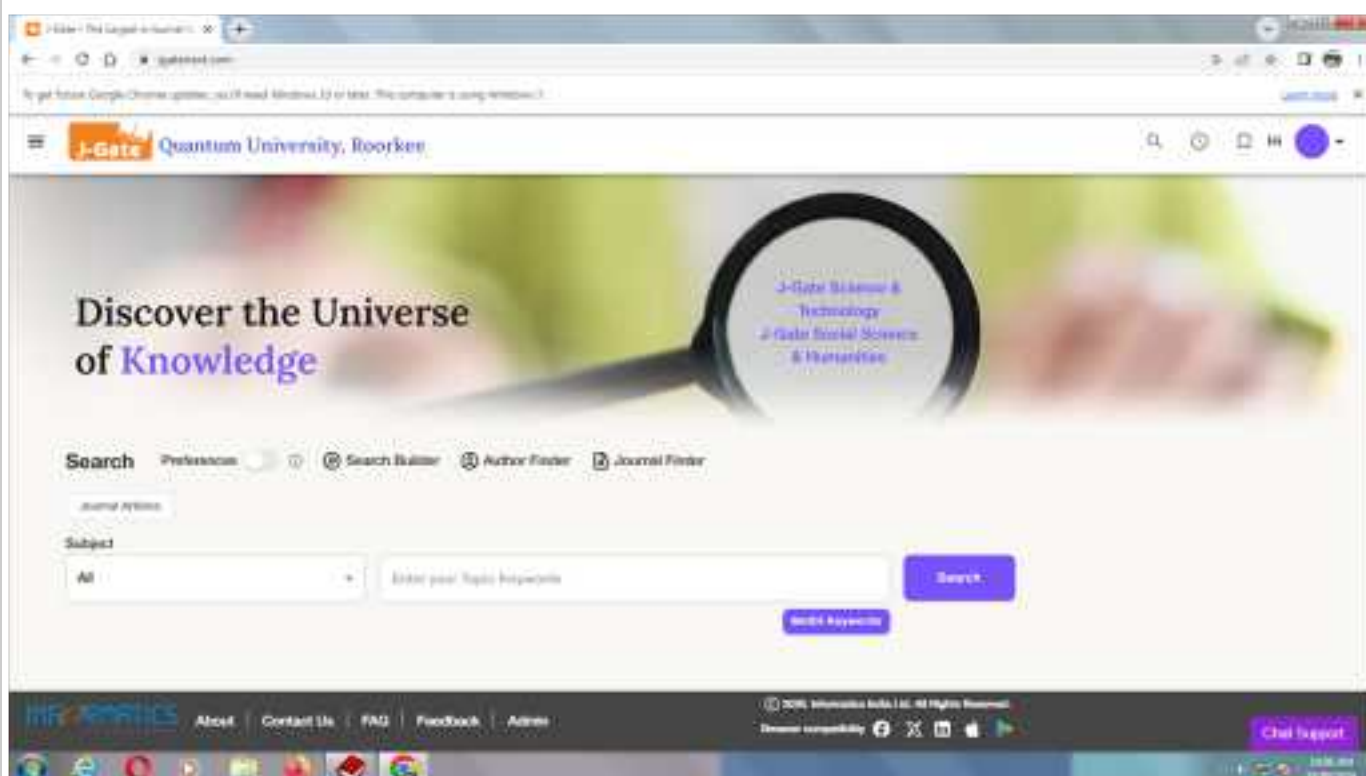
The QLRC digital portal further supports accessibility by bringing together institutional and subscribed learning resources in a single online environment. Students can access e-books, e-journals, syllabi, question papers, theses and placement papers, as well as links to e-learning resources and online academic platforms.

The library has a total area of 403.61 sq. m. with seating capacity for 60 students and is open from 9:00 AM to 7:00 PM on all working days. The library also subscribes to eight newspaper titles with multiple copies, supporting students awareness of current affairs, business trends and wider developments.

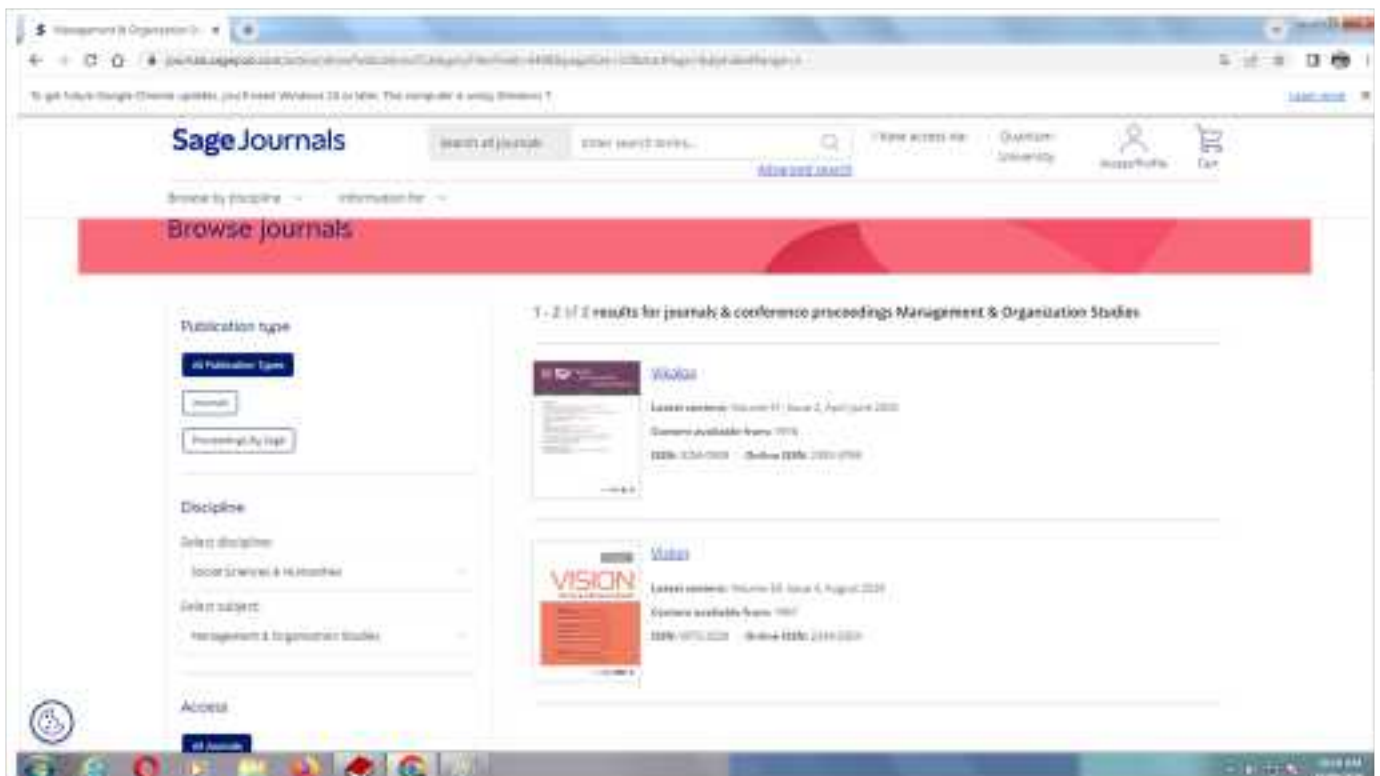
The Library and Quantum Learning Resource Centre together provide an integrated learning-resource environment combining physical books and journals with E-books, E-journals, Research databases, Question papers, theses, placement resources and online learning platforms. The combination of LIBCYB, LMS, OPAC, barcode-based services, digital databases and the QLRC portal supports curriculum delivery, self-learning, reference work, research and continuous academic learning.



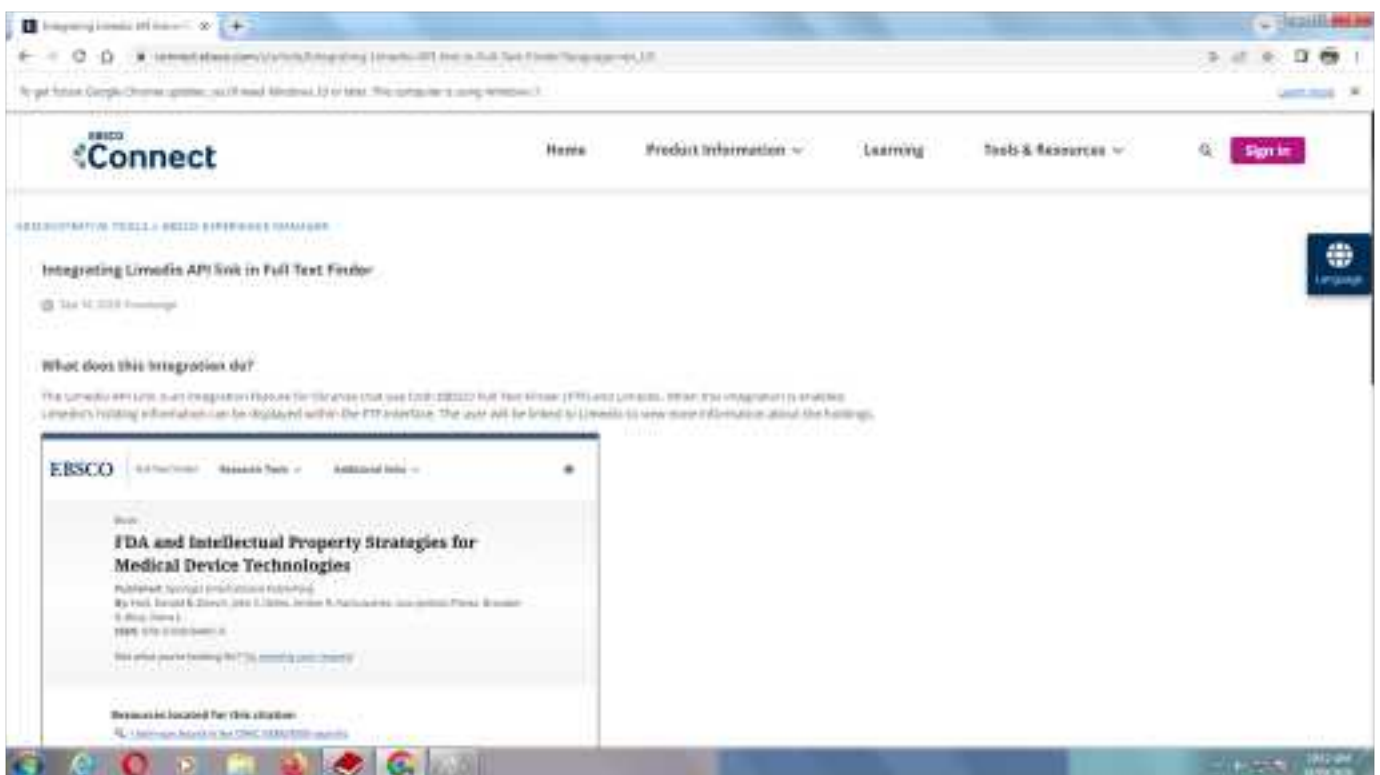
Quantum Learning Resource Centre (QLRC) – University Library Building and Portal



J-Gate – Electronic Journal and Research Database Access



Sage Journals – Electronic Journal Access



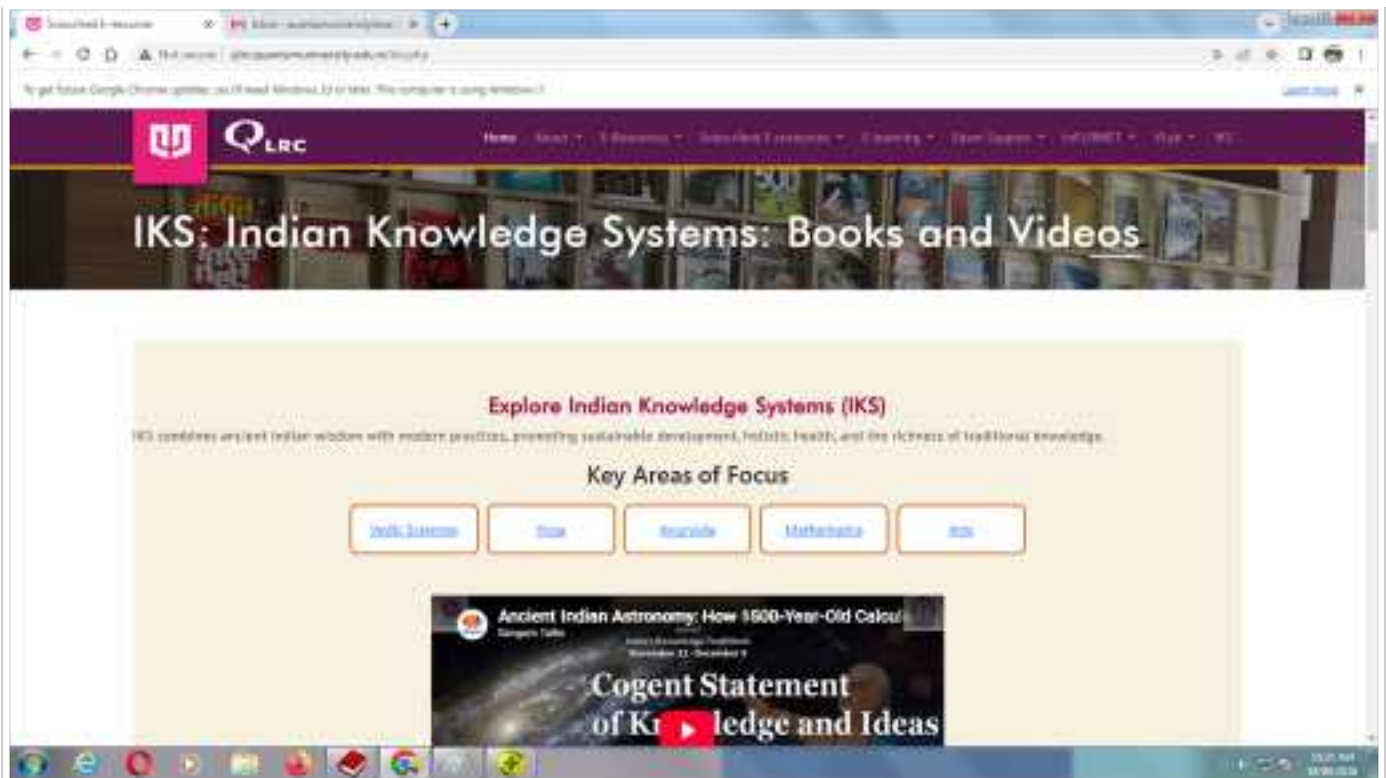
EBSCO – Electronic Research Resource Access



DELNET – Digital Library and Full-Text Resource Access



DELNET – E-Books, E-Journals and Subject-Specific Digital Resources



QLRC – Indian Knowledge Systems (IKS) Digital Resource Portal

The department has a robust and comprehensive IT infrastructure to support academic, research, administrative and student development activities. There is a dedicated Centre for Computer and Network at the institutional level for managing and maintaining the IT ecosystem. The Department has adequate PCs and desktops for students, faculty members, administrative activities and library use. The systems are equipped with essential software such as MS Office and MS Windows along with updated anti-virus protection. Laptops, printers and scanners are also available adequately to support teaching-learning, research and administrative activities. The campus provides 100 Mbps Internet and Wi-Fi connectivity, enabling students and faculty members to access digital learning resources, online platforms, research databases and other academic services.

The Department has also strengthened its IT infrastructure in line with the increasing importance of Business Analytics a

and data-driven decision making in management education. Business Analytics is offered as a specialization area. To support this specialization, a high-tech laboratory comprising approximately 60 high-configuration computer systems has been established. The laboratory is equipped with latest processors and 16 GB RAM, providing an appropriate computing environment for practical training in data analysis and business intelligence. The laboratory is equipped with analytical software including IBM SPSS Statistics, R Programming, Python and Power BI, along with Microsoft Office and Tally ERP.9.

The availability of both licensed analytical software and free/open-source analytical platforms provides students with exposure to different approaches to Business Analytics. In particular, Python and R provide students with access to programming-based statistical analysis, data processing, visualization and analytical modelling. Python is an open-source language that is freely usable and distributable, while R is a free and open-source environment for statistical computing and graphics.

The Business Analytics laboratory is therefore used to provide practical exposure in areas such as business analytics, HR analytics, Big data analytics and data visualization, which form an integral part of the curriculum.

Computer Centre Details

Particulars	2023-24	2024-25	2025-26
PCs/Laptops exclusively for students	85	85	85
PCs/Laptops in Library	10	10	10
PCs/Laptops in Administrative Office	6	6	6
PCs/Laptops for Faculty Members	6	6	6
PCs/Laptops in Language Lab	30	30	30
Internet Bandwidth (Mbps)	100	100	100
Legal Application Software	2	2	2
Printers for Students	4	4	4
A1 Size Color Printers	1	1	1
Legal System Software	1	1	1

The above facilities demonstrate the availability of adequate computing resources for students, faculty and administrative requirements. The institution has maintained **100 Mbps Internet bandwidth** during the assessment period and has adequate computers, printers and other IT facilities to support academic and administrative activities.

List of Software Available

Product	Description	Quantity
Microsoft Office 365	Windows OS, Office Suite, Server CALs, etc.	1
Library Management Software	LIBCYB & LMS	1
Digital Language Lab Software	LAN-based, multi-user – Wordworth	1 for 30 users
Plagiarism Detection Software	Professional Edition	1
Learning Management System	LMS	1

In addition to the institutional software listed above, the Business Analytics laboratory provides students with exposure to **IBM SPSS Statistics, R Programming, Python, Power BI, Microsoft Office and Tally ERP.9**. These facilities have been provided to strengthen practical learning and develop industry-relevant analytical competencies.

IT facilities

- As per the need of the curriculum, the institution regularly reviews and upgrades its IT facilities and maintains adequate computing facilities comprising hardware, software and networking resources.
- Suggestions and recommendations from stakeholders are considered for necessary upgradation of infrastructure to promote an effective teaching-learning environment.
- The IT infrastructure is upgraded in accordance with revisions in curriculum and requirements of newer software and technologies.
- Interactive boards and ICT tools are used to support technology-enabled teaching and learning.
- The institution provides licensed Microsoft software and services.
- The **Business Analytics laboratory** provides high-configuration computing facilities with analytical software such as IBM SPSS Statistics, R Programming, Python and Power BI.
- Free/open-source analytical platforms such as Python and R provide students with additional opportunities for practical data analysis and programming-based learning.
- The Digital Language Lab supports improvement in communication and soft skills.
- Open-source software is updated periodically as per academic requirements.
- Campus-wide CCTV surveillance is available for security.
- **10 KVA UPS backup** is available to ensure uninterrupted operations.
- Adequate printers are available according to institutional requirements.

The IT infrastructure is further supported through industry-oriented learning initiatives. The MBA programme offers industry-sponsored and collaborative Value-Added Courses aligned with current industry requirements. These programmes emphasize practical learning, skill development and application-oriented knowledge.

As part of these industry-supported initiatives, students are provided opportunities to undertake courses associated with **Grant Thornton**, including:

S. No.	Name of the VAP/VAC	Organization
1	Certificate in Business Intelligence using Power BI and Tableau	Grant Thornton
2	Microsoft 365 Excel Programme	Grant Thornton
3	Microsoft Excel Essentials Programme	Grant Thornton
4	Certificate in Generative Artificial Intelligence for Business	Grant Thornton
5	Certificate in Lean Six Sigma Green Belt E-Learning	Grant Thornton

The department has implemented a **Learning Management System (LMS)** to support digital teaching-learning activities. The LMS provides a common platform for teachers and students for sharing learning resources, conducting assessments and facilitating interaction and engagement. The system supports the integration of classroom teaching with digital learning resources and provides opportunities for students to access academic material beyond the physical classroom.

System-related core functionalities include **sharing of learning resources, assessment, external learning linkages, discussion forums and learner engagement**. Faculty members upload PowerPoint presentations, notes and e-content on the LMS, which can be accessed by students. Faculty members can create assignments and students can submit their assignments through the LMS.

The LMS also supports online learning activities and enables faculty members to monitor student participation and course completion. Students can access study material and participate in online academic activities through the system. The system also enables tracking of academic performance through data analytics tools.

The LMS facilitates continuous monitoring of student academic participation. Students requiring additional academic support can be identified through continuous evaluation, while high-performing students can be identified for advanced academic and professional opportunities. Students are also encouraged to participate in national and international events, undertake research and publication activities and engage in peer learning.

The LMS-based digital learning environment is further supported by industry-oriented E-learning initiatives. Students can complement classroom learning with analytical tools such as Python, R, IBM SPSS Statistics and Power BI, while industry-oriented programmes such as the Grant Thornton Lean Six Sigma Green Belt E-Learning programme provide additional opportunities for technology-enabled and application-oriented learning.

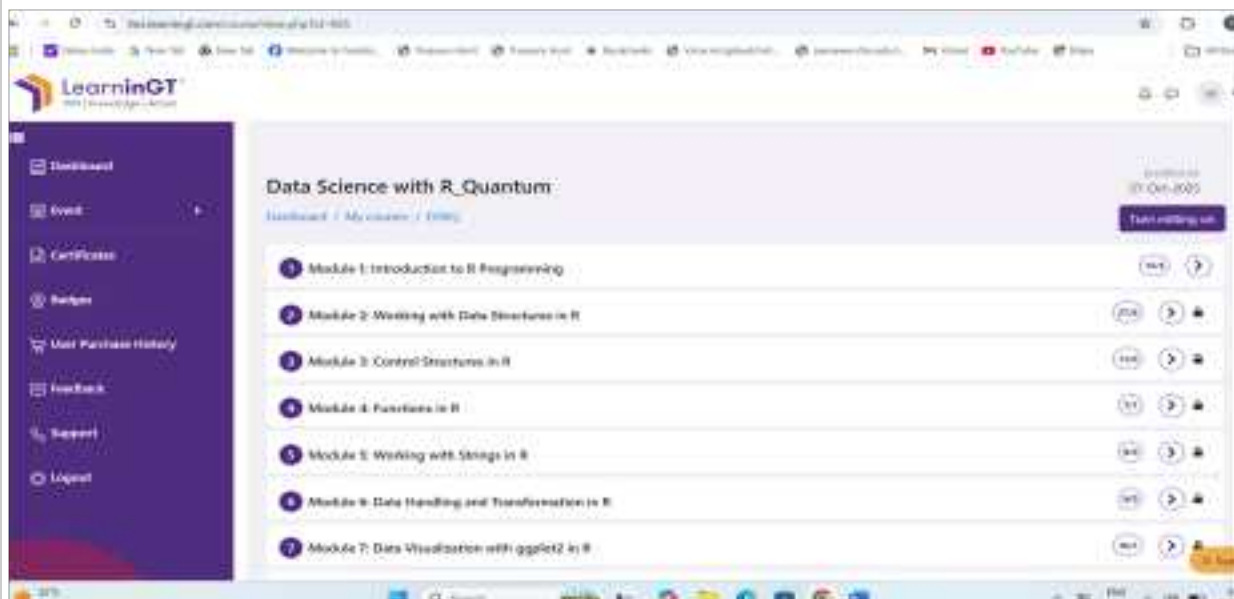
The combination of high-configuration computing facilities, analytical software, open-source tools, high-speed Internet connectivity, Business Analytics laboratory, industry-supported programmes and LMS facilities provides an integrated technology-enabled teaching-learning environment.



Inside Image of Computer lab at School of Business



Inside Image of Computer lab of School of Business



Learning Management System of Grant Thornton



Learning Management System of Quantum University

9 ALUMNI PERFORMANCE AND CONNECT (50)	Total Marks 50.00
9.1 Alumni association (10)	Total Marks 10.00

The Alumni Association was formed after the passing out of the first batch and was formally strengthened over the years to build a strong alumni network. The first Alumni Meet was successfully organized in 2025, followed by the second Alumni Meet in 2026. These meets are generally arranged once or twice a year to foster interaction and strengthen the bond between alumni and the Institute. During the COVID-19 pandemic, the Institute actively engaged with alumni through virtual platforms by organizing online talks and mentoring sessions for first-year students. Alumni are always encouraged to visit the Institute whenever they are available and are extended appropriate hospitality along with souvenirs. Social media platforms are extensively used to maintain continuous engagement with alumni, where they regularly share their personal and professional achievements as well as their current positions, helping the Institute stay connected with its extended community.

The link for the Alumni Association: https://drive.google.com/file/d/1RSGdUT_ziKxr4sPlq0VdfYFDLWK1hHtb/view?usp=drive_link
(https://drive.google.com/file/d/1RSGdUT_ziKxr4sPlq0VdfYFDLWK1hHtb/view?usp=drive_link)

Website link for Alumni: <https://alumni.quantumuniversity.edu.in/> (<https://alumni.quantumuniversity.edu.in/>)

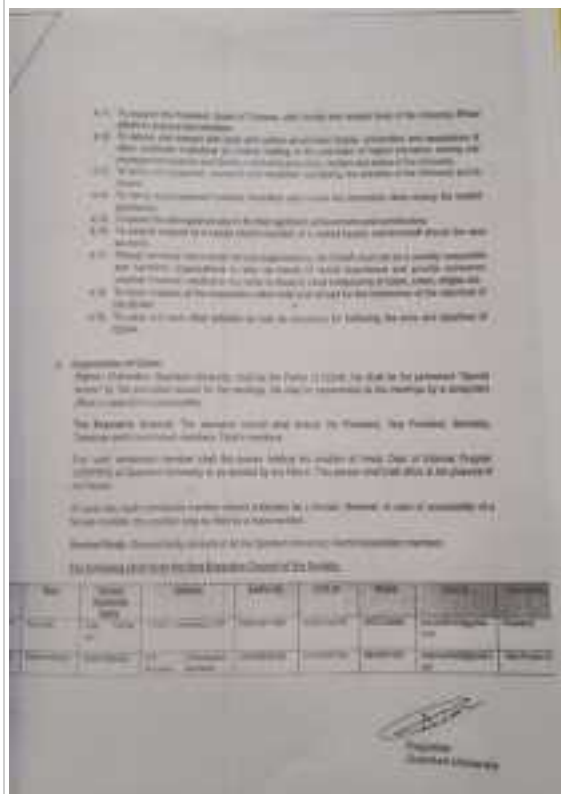


Figure 9.1.1: Alumni Association Registration

9.2 Involvement of alumni (25)

Total Marks 25.00

Alumni interaction plays a crucial role in strengthening the bond between an institution and its graduates. It provides a platform for knowledge sharing, networking, and fostering long-term relationships that contribute to institutional growth and student development.

The first Alumni Meet post-COVID-19 was successfully organized on **29th March 2025**. The event marked a significant step in reconnecting with alumni after the pandemic. Alumni from batches ranging from **2010 to 2024** were invited to participate.

The meet served as a platform for alumni to:

- Reconnect with peers and faculty
- Share professional experiences and career insights
- Engage with current institutional developments

The event witnessed enthusiastic participation and helped revive the alumni network after the disruption caused by the pandemic.

Building upon the success of the previous year, the second Alumni Meet was organized on **28th March 2026**. Alumni from batches **2010 to 2025** were invited for this event.

A total of **127 alumni** participated in the meet. Additionally, the 2026 meet introduced a **global dimension**, enabling alumni residing abroad to join virtually. Alumni from **Canada and London** actively participated through online mode.

With the inclusion of international attendees, the total participation reached **131 alumni**, making it a more diverse and inclusive event.





A dedicated success-stories segment during the Alumni Meet 2026 gave distinguished alumni a platform to share their professional journeys directly with current students and fellow alumni.

Alumni Success-Story Speakers, Alumni Meet 2026

S.No.	Alumnus (Batch)	Organisation	Contribution
1	Mr. Gursimran (Batch of 2014)	Honda	Shared career journey and professional insights with current students
2	Mr. Dipayan (Batch of 2019)	Adobe	Discussed transition from campus to a global technology career
3	Ms. Unnati (Batch of 2023)	Central Bureau of Investigation (CBI)	Shared experience of a public-service career path, inspiring students to explore diverse professions

Departmental Alumni-Interaction Sessions (2022–2026)

Beyond the annual Alumni Meet, the Department of Business Administration regularly organises standalone alumni interaction sessions and guest lectures for students throughout the academic year. Table below is a sample of the departments consolidated Alumni Interaction activity.

List of Alumni Interaction Sessions

Sr. No.	Name of Alumni	Batch	Company	Topic	Date
1	Ms. Anjani Tripathi	2015-17	J K Business School	Dynamics of soft skills in work culture	30 Jul 2022
2	Ms. Khusboo Ansari	2016-18	Mahalaxmi Industries	How communication plays an effective role in an organisation	08 Aug 2024
3	Ms. Alka Bhist	2016-18	The Juice Beauty, UAE	Role of goal in life	13 Aug 2024
4	Mr. Rishabh Aggarwal	2017-19	Manager, Poonawala Fincorp Ltd	Personality Development	03 Aug 2022
5	Mr. Gunjesh Kumar	2017-19	Manager, HDFC Bank	Awareness about banking frauds	23 Feb 2026

Sr. No.	Name of Alumni	Batch	Company	Topic	Date
6	Ms. Kalpana Sharma	2018-20	Wow Soft Tech Pvt. Ltd.	The power of positive attitude	30 Jul 2022
7	Mr. Saumay Sharma	2018-20	Wow Soft Tech Pvt. Ltd.	The role of an HR recruiter	29 Jul 2023



As part of the annual syllabus-revision exercise (Board of Studies, BOS-2025), the Quantum School of Business, through faculty coordinator, formally invited alumni to review the existing MBA syllabus and share suggestions for updates aligned with current industry requirements. Alumni responded with structured, actionable inputs:

Alumni Contribution to Curriculum Review (BOS-2025)

S.No.	Alumnus	Batch	Organisation	Key Suggestions
1	Mr. Rishabh Agarwal	MBA, Batch 2017-19	Manager, Poonawala Fincorp Ltd	Proposed a “Profitable Business Module” — structured, real-world business-simulation projects covering costing, pricing, margins, break-even analysis, USP and launch strategy — plus a “Real-Time Problem-Solving” component using campus-based scenarios to build decision-making skills.
2	Ms. Kalpana Sharma	MBA, Batch 2018-20	HR, AXA Parenterals, Roorkee	Recommended adding Advanced Excel, AI tools/ChatGPT, Data & Business Analytics, industrial visits/internships aligned to emerging job roles, and International Management/Market concepts.

These inputs spanning applied business-simulation projects, campus-based problem-solving exercises, and emerging-skill areas such as AI tools, data analytics, and international business are being considered by the Board of Studies for incorporation into the revised MBA curriculum.

Alumni also return to guide current students on academic projects and act as informal mentors, complementing faculty guidance with practical, industry-linked perspectives.

Alumni Mentors for Student Projects

S.No.	Alumnus	Batch	Support Provided
1	Mr. Prashant Gautam	2026	Guides students in mentoring and project work
2	Mr. Ayush Garg	2026	Guides students in mentoring and project work
3	Mr. Shivam Tiwari	2024	Guides students in mentoring and project work
4	Ms. Nandini Aggarwal	2024	Guides students in mentoring and project work

Alumni entrepreneurs are engaged through the universitys incubation cell, Genesis (Quantum University Innovation Council), to mentor current students on venture-building. Mr. Soumyadeep Pramanik, an alumnus and Founder & CEO of the ed-tech venture Zeromonk (also known as Zeros School), frequently returns to campus to lead startup bootcamps and innovation masterclasses for students

Alumni Entrepreneurs Engaging with the Institution

S.No.	Alumnus	Venture Founded	Engagement & Focus Areas
1	Mr. Soumyadeep Pramanik	Zeromonk (Zeros School) — educational communities, student courses, mentorship programmes and tech solutions	Leads startup bootcamps and innovation masterclasses (e.g., Prototype/Startup Toolkit Lab) through Genesis, covering idea-to-prototype transition, IPR basics, navigating the startup ecosystem, and overcoming fear of failure

Through these recurring sessions, Mr. Pramanik shares first-hand entrepreneurial experience with students, complementing the institutions formal incubation support with practical, alumnus-led mentorship.

Alumni also continue to support the institutions placement and internship efforts by facilitating opportunities for current students at their respective organisations:

Alumni Assisting in Student Internships and Placements

S.No.	Alumnus	Batch	Organisation	Support Provided
1	Ms. Sanidhya Choudhary	MBA, 2024	Pritam International, Bhagwanpur	Facilitates student internships and placements
2	Mr. Adarsh Mishra	MBA, 2025	Pritam International, Bhagwanpur	Facilitates student internships and placements

S.No.	Alumnus	Batch	Organisation	Support Provided
3	Mr. Himanshu Choudhary	MBA, 2024	Amardeep Designs, Bhagwanpur	Facilitates student internships and placements

Quantum University demonstrates a structured, multi-channel approach to alumni involvement an annual Alumni Meet with success-story interactions, recurring departmental guest sessions mapped to course/programme outcomes, a systematic outreach and record-keeping mechanism, alumni-driven curriculum feedback through the BOS process, alumni mentoring and project guidance, alumnus-led entrepreneurship mentoring through Genesis, and alumni support for student internships and placements.

9.3 Methodology to connect with Alumni and its implementation (15)

Total Marks 15.00

Alumni are an important part of the academic community and represent a continuing link between the institution and the professional world. The MBA Department of Quantum University therefore encourages meaningful and sustained interaction with its alumni. Alumni are invited to participate in academic and institutional activities and are encouraged to share their experiences with students and faculty. Their professional expertise can support students in areas such as career planning, industry awareness, professional networking, internships, placements, entrepreneurship and understanding the practical application of management concepts.

The Department has consequently developed a mechanism through which alumni can remain connected with the University beyond the completion of their academic programme.

1.Alumni Portal

The University has established a dedicated **Alumni Portal** to provide a digital platform for connecting alumni with the University.

<https://alumni.quantumuniversity.edu.in/> (<https://alumni.quantumuniversity.edu.in/>)

The portal provides a common digital platform through which alumni can remain connected with the University and access information related to alumni activities and institutional initiatives.

Methodology of Implementation

The Department follows the following mechanism:

1. Alumni information is maintained through the Universitys centralized systems.
2. Alumni are encouraged to remain connected with the University through the dedicated Alumni Portal.
3. The portal serves as an institutional platform for alumni communication and networking.
4. Information regarding alumni activities, events and initiatives can be disseminated through the alumni network.

2.Alumni Database

The MBA Department maintains alumni information through the **University ERP system**. The ERP serves as the primary institutional source for alumni-related data.

The database provides an organized mechanism for maintaining alumni information and enables the University and Department to identify and communicate with alumni when required. The communication is also being made through WhatsApp Group

Methodology of Implementation

The University ERP enables the institution to maintain relevant information about students after completion of their academic programme.

The database can be utilized for:

- Alumni contact and communication
- Event invitations
- Alumni meet participation
- Professional networking
- Industry interaction
- Mentoring opportunities
- Placement and internship support
- Collection of alumni feedback
- Identification of alumni willing to contribute to academic activities

3.Alumni Meet

The MBA Department actively participates in the Universitys annual alumni engagement initiative. The Alumni Meet is organized once every year during the Universitys Annual Fest – Dharohar.

The Annual Alumni Meet provides an opportunity for former students to revisit the campus, interact with faculty members and current students, reconnect with their classmates and strengthen their relationship with the University.

Implementation Mechanism

The annual event also provides the Department with an opportunity to identify alumni who can contribute as:

- Guest speakers
- Industry experts
- Mentors
- Placement partners
- Internship facilitators
- Professional network contacts

Frequency: Once every year.

Venue/Event: Annual Fest – *Dharohar*.

4. Engagement of Alumni

The Department considers alumni engagement to be more than an annual meeting. The objective is to develop continuous and meaningful engagement between alumni, faculty and current students.

Alumni are encouraged to contribute to the academic and professional development of students through their knowledge, experience and professional networks. The area of engagement are Guest lecture, Career Guidance, Industry interaction, Placement Support, Internship support, Networking, and Curriculum feedback etc.

5..Newsletters

The Management Department maintains regular institutional communication through its newsletters/publications. These publications provide an additional channel for communicating institutional developments, achievements, activities and important updates to various stakeholders, including alumni.

The Management Department has two major publications:

1. Q Darpan

Q Darpan is the Universitys/Management Departments Hindi-language newsletter. It provides information about institutional activities, achievements, events and other relevant developments.

2. Q Express

Q Express is the English-language newsletter that communicates institutional and academic developments, achievements, activities and other important updates.

The newsletters provide an additional communication mechanism for:

- Sharing institutional achievements
- Highlighting student and faculty accomplishments
- Communicating major academic activities
- Showcasing institutional events
- Sharing important University developments
- Maintaining alumni awareness about the institution

The MBA Department of Quantum University has established a structured mechanism for maintaining continuous connectivity with its alumni through a dedicated Alumni Portal, University ERP-based Alumni Database, Annual Alumni Meet, alumni engagement activities and institutional newsletters. The annual Alumni Meet conducted during *Dharohar* provides an important platform for alumni interaction and networking.

10 CONTINUOUS IMPROVEMENT (50)

Total Marks 50.00

10.1 Actions taken based on the results of evaluation of each of the POs and PSOs (20)

Total Marks 20.00

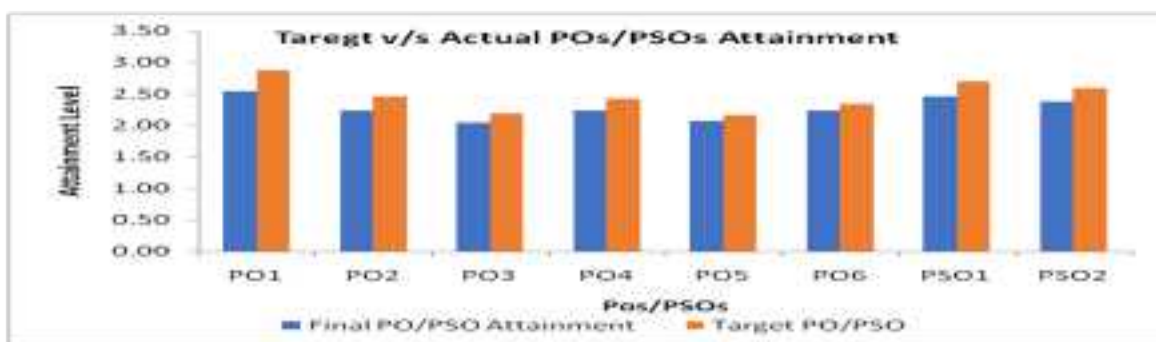
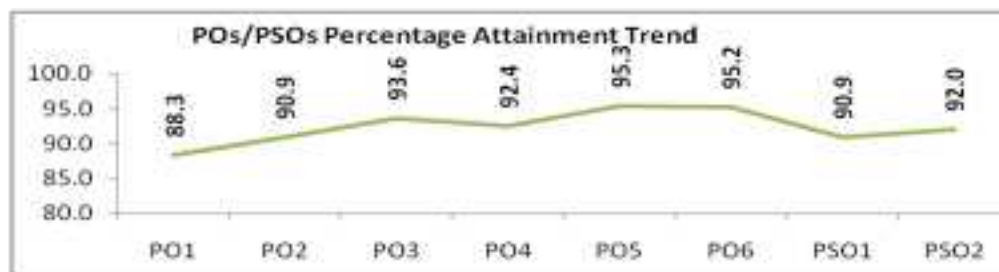
Assessment based PO Attainment for Batch 2023-25

	Direct PO Attainment (80%)	Indirect Attainment (20%)	Total PO Attainment
PO1	2.69	1.95	2.54
PO2	2.30	2.00	2.24
PO3	2.04	2.06	2.05
PO4	2.27	2.11	2.24
PO5	2.03	2.21	2.06
PO6	2.20	2.37	2.23
PSO1	2.53	2.16	2.45
PSO2	2.42	2.23	2.38

Comparison of Actual Attainment with Targeted Attainment**Batch 2023-25**

POs/PSOs	Final PO/PSO Attainment	Target PO/PSO*	Gap (Actual-Target)
PO1	2.54	2.88	-0.34
PO2	2.24	2.46	-0.22
PO3	2.05	2.18	-0.14
PO4	2.24	2.42	-0.18
PO5	2.06	2.16	-0.10
PO6	2.23	2.35	-0.11
PSO1	2.45	2.70	-0.25
PSO2	2.38	2.59	-0.21

*Target Attainment Level is average of COPO matrix, indicating Expected Outcome of the program

**Actions Taken Based on the Evaluation of each of the POs/ PSOs for the Batch 2023-25**

Based on the comparison of Program Outcome (PO) attainments for the current year with target PO/PSO attainment, it is observed that in case of majority of the POs and PSOs, department have attained more than 90% of targeted level of POs/PSOs outcome. PO5 and PO6 have indicated attainment above 95%, resulting in "No corrective action required"

In case of PO1, there is a noticeable gap of 0.34 indicating only 88% of actual attainment. Rest PO2, PO3 and PO4 along with PSO1 and PSO2 required little attention for necessary improvisation

A decline in the attainment of **PO1** against the prescribed target indicates a need to further strengthen students' ability to apply management concepts, theories, and practices to real-world business problems. The department has therefore initiated the following corrective and improvement measures:

So, based on SSGs recommendations following actions have been taken

PO	PO Statement	Action Plan for Improvisation
PO1 (0.34)	Apply Knowledge of Management Theories & Practices to solve Business Problems.	- Faculty incorporated contemporary business cases in courses such as Strategic Management, Marketing, HR, Finance and Operations to enable students to apply management theories to practical situations - Simulation-based activities and managerial role plays to be introduced to develop decision-making and application skills in realistic business situations. - Expert lectures, practitioner sessions and interaction with industry professionals need to emphasize to strengthened and exposing students to practical management challenges and their solutions.
PO2	Foster Analytical & Critical thinking abilities for data based decision making.	Students will be mandatorily engaged in research paper writing and presentations in conferences. Students Participation in inter or intra university literary events need to be focused on
PO3	Developing value-based leadership abilities required to effectively lead in an organization.	HR, Marketing and Finance Clubs have been strengthened as student-driven platforms. All the clubs have been introduced with activities such as leadership development sessions, role plays, case discussions on ethical dilemmas, leadership talks by industry experts, team leadership exercises and student-led events. Students were given responsibilities for planning and executing club activities.
PO4	Understanding, analyzing and communicating the global, economic, legal and ethical aspects of business.	The department initiated a review of the MBA curriculum to strengthen students' understanding of global business environments, international markets, cross-border business practices, and emerging global economic trends. Additional content related to global business scenarios, international trade, global economic developments, geopolitical influences on business, and cross-cultural management has been incorporated/identified for inclusion in relevant courses.
PSO1	The program prepared you to enter the corporate world with the necessary interpersonal skills.	Increased use of role plays, group discussions, presentations, case discussions and business simulations to improve communication, teamwork, negotiation and interpersonal skills. Strengthened soft-skill and employability training covering business communication, interview skills, presentation skills, professional etiquette, leadership and conflict management.
PSO2	The program helped you to develop an entrepreneurial attitude that can support you in establishing your own venture.	Strengthened entrepreneurship-oriented content through practical activities related to opportunity identification, business-model development, market validation and venture creation. Encouraged students to participate in E-Cell, innovation and entrepreneurship activities, including ideation challenges, business-plan competitions and startup-related events.

Assessment based PO Attainment for Batch 2024-26

	Direct PO Attainment (80%)	Indirect Attainment (20%)	Total PO Attainment
PO1	2.55	2.39	2.52
PO2	2.27	2.40	2.30
PO3	2.16	2.31	2.19
PO4	2.17	2.38	2.21
PO5	2.16	2.53	2.23
PO6	2.18	2.33	2.21
PSO1	2.37	2.35	2.36
PSO2	2.30	2.42	2.33

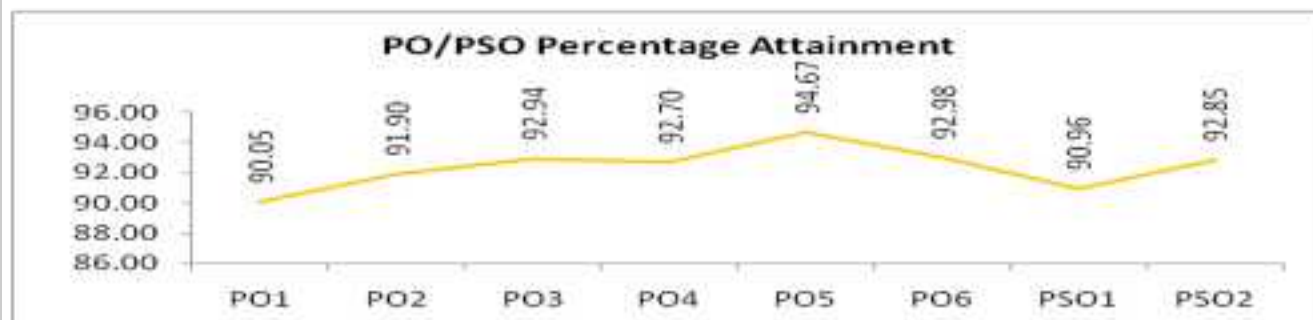
Comparison of Actual Attainment with Targeted Attainment

Batch 2024-26

POs/PSOs	Final PO/PSO Attainment	Target PO/PSO*	Gap (Actual-Target)
PO1	2.52	2.79	-0.28
PO2	2.30	2.50	-0.20
PO3	2.19	2.35	-0.17

PO4	2.21	2.38	-0.17
PO5	2.23	2.36	-0.13
PO6	2.21	2.38	-0.17
PSO1	2.36	2.60	-0.24
PSO2	2.33	2.51	-0.18

*Target Attainment Level is average of COPO matrix, indicating Expected Outcome of the program



Actions Taken Based on the Evaluation of each of the POs/ PSOs for the Batch 2024-26

Based on the comparison of Program Outcome (PO) attainments for the batch 2024-26 with target PO/PSO attainment, it is observed that department have attained more than 90% of targeted level of POs/PSOs outcome.

The gap was identified during the transition towards the implementation of the National Education Policy (NEP) and the consequent curriculum restructuring. Although certain curriculum changes were introduced for the 2023–25 batch, a more comprehensive revision was undertaken for the 2024–26 batch based on recommendations received from the Sub Speciality Group (SSG) and other key stakeholders.

The revised MBA curriculum incorporated significant changes in the overall course structure, with greater emphasis on industry relevance, employability, entrepreneurship, technology integration, and emerging business requirements. In particular, Artificial Intelligence (AI) and technology-enabled learning were integrated into the curriculum, along with the introduction/revision of courses and specializations aligned with evolving industry expectations.

As the revised curriculum was implemented for the 2024–26 batch, students and faculty were in the initial phase of adapting to the newly introduced courses, AI-enabled components, revised specializations, and enhanced experiential teaching-learning methodologies. Consequently, the attainment levels of PO1 to PO6 could not reach the targeted levels during the assessment period, and a bearable gap existed.

Recognizing this gap as an area for further improvement, the Department has formulated and initiated a structured action plan to strengthen the attainment of these POs. The interventions are intended to bridge the identified attainment gaps and ensure progressive improvement in PO attainment in subsequent assessment cycles

PO	PO Statement	Action Plan for Improvisation
PO1	Apply Knowledge of Management Theories & Practices to solve Business Problems.	SSG recommended to Conduct workshops on responsible use of generative AI, AI-assisted decision-making and emerging technologies in management. Review and upgrade existing courses by incorporating AI-enabled business applications and contemporary management practices.
PO2	Foster Analytical & Critical thinking abilities for data based decision making.	Department introduced “minor” basket and subjects like Excel modelling for Training students to convert business data into meaningful charts, dashboards and managerial insights. The department emphasized on statistical analysis, interpretation and data-based decision-making through practical exercises. All related contents were mapped in syllabus of “Business Statistic and analytics”

PO3	Developing value-based leadership abilities required to effectively lead in an organization.	Leadership workshops, case studies, role plays, management simulations, expert talks by industry professionals and assessment through group activities will be emphasized upon. Students to be assigned leadership responsibilities in clubs, committees, events, projects and student-led activities.
PO4	Understanding, analyzing and communicating the global, economic, legal and ethical aspects of business.	Subjects covering international contexts will be focused upon. Department also has introduced new program “MBA Global” covering vast range of new courses giving exposure to students in global, economic, legal and ethical aspects of business.
PO5	Developing the ability to work effectively in a team and contribute towards achieving organizational goals.	Field projects, mini projects/ live projects for students in batch 2026-28 has been made mandatory from semester 1 to make them work in team effectively
PO6	Developing entrepreneurial skills required to grow in the business world.	Students has been encouraged to join Genesis (University facility encouraging Innovations and Startups) and working on nurturing their business ideas. Guest lectures and workshops to strengthen their ideas and queries regarding financing problems and business development issues has been scheduled by department for students
PSO1	The program prepared you to enter the corporate world with the necessary interpersonal skills.	Structured sessions on business communication, presentation, negotiation, listening, professional etiquette, emotional intelligence and workplace communication will help to develop interpersonal skills Regular group discussions, personal interviews, presentations, role plays, email-writing and corporate communication exercises during BOOT CAMP and exposure of communication labs will help them Department will schedule Alumni/industry mentors to provide feedback on students communication and professional skills.
PSO2	The program helped you to develop an entrepreneurial attitude that can support you in establishing your own venture.	Department will ensure that Students prepare business plans and pitch them before an expert panel. This will improve Improved entrepreneurial confidence, creativity, risk assessment and venture-planning ability. Scheduled session for Regular interaction with entrepreneurs, startup founders and incubation mentors.

10.2 Academic Audit and actions taken thereof during the period of Assessment (10)

Total Marks 10.00

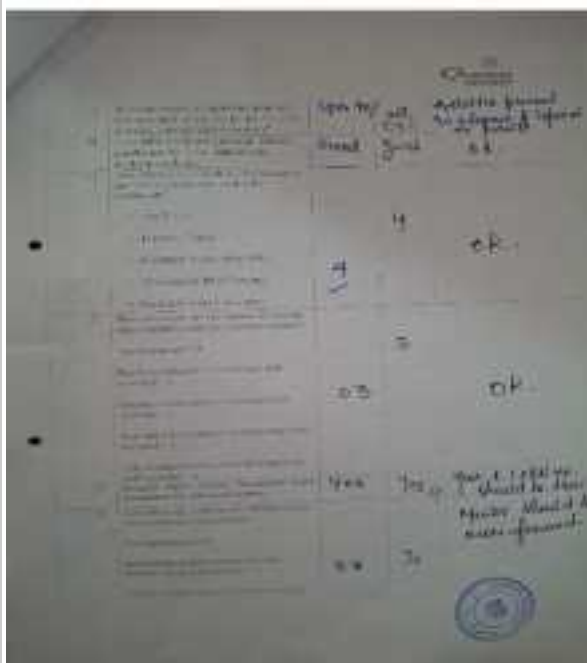
The Quantum University conducts both Internal and External Academic Audits as a part of its quality assurance mechanism and continuous improvement process. The primary aim of these audits is to evaluate academic practices, ensure proper documentation, assess the effectiveness of teaching-learning processes, and maintain compliance with accreditation requirements. the format of the same is attached below.

External Academic Audit

The External Academic Audit is conducted by an independent panel of senior academicians comprising Professors and Associate Professors invited from reputed external institutions, universities, and organizations. These experts are completely external to the university and bring with them diverse academic and industry experience. Their independence ensures objectivity, transparency, and an unbiased evaluation of departmental practices. This is fundamentally different from the internal audit, which is conducted by faculty members within the institution.

The External Academic Audit is conducted once every academic year as a formal quality review mechanism, which involves detailed and exhaustive verification of all records, the external audit adopts a selective and evaluative approach. It focuses on overall academic quality, effectiveness of systems, and outcomes rather than only checking the availability of documents.

Based on the observations and recommendations of the external audit, the department undertakes corrective and preventive actions. These include improving documentation quality, ensuring uniformity in records, strengthening academic processes, and aligning practices with suggested standards. Continuous follow-up is maintained to ensure effective implementation of the recommendations. Filled Sample Academic Audit and Action Taken Report is attached herewith



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QUANTUM UNIVERSITY, BOCHKEE 

Quantum School of Business
Department of Business Administration
(MSAABBA)
Semester 2024-25

**ACADEMIC & ADMINISTRATIVE AUDIT
ACTION TAKEN REPORT**

Introduction
The organization conducted an Academic & Administrative Audit in 2024-25 for the purpose of the academic, administrative and developmental activities of the University. The following activities were taken into consideration and recommendations were made to improve the academic & quality.

S. No.	Suggestion	Action Taken
1	Improve the level of learning in the school.	Faculty members completed their studies and available resources were used for learning.
2	Improve the level of education with Industrial Administration.	Work on strengthening skills, career development, and management for industrial management.
3	S.T. Trade in the department of management.	Faculty members & students working on various projects & research projects and publications were encouraged to research for better learning.
4	Review of M.A. Research could be in the department.	Research committee was organized to develop faculty and research on publishing in international journals.
5	Work on the level of research in the department.	Faculty members were encouraged to research on various topics and publish their research.

Provide students for M.A. Research.	Faculty members were encouraged to provide research for M.A. Research.
Conduct a research on the department.	Faculty members were encouraged to conduct research on the department.
Industrial M.A. should be done.	The department proposed for M.A. with industrial and professional experience for research, training, and placement.

Conclusion
Based on the recommendations made by A.A. team, all the activities were taken into consideration in order to improve the academic & quality.

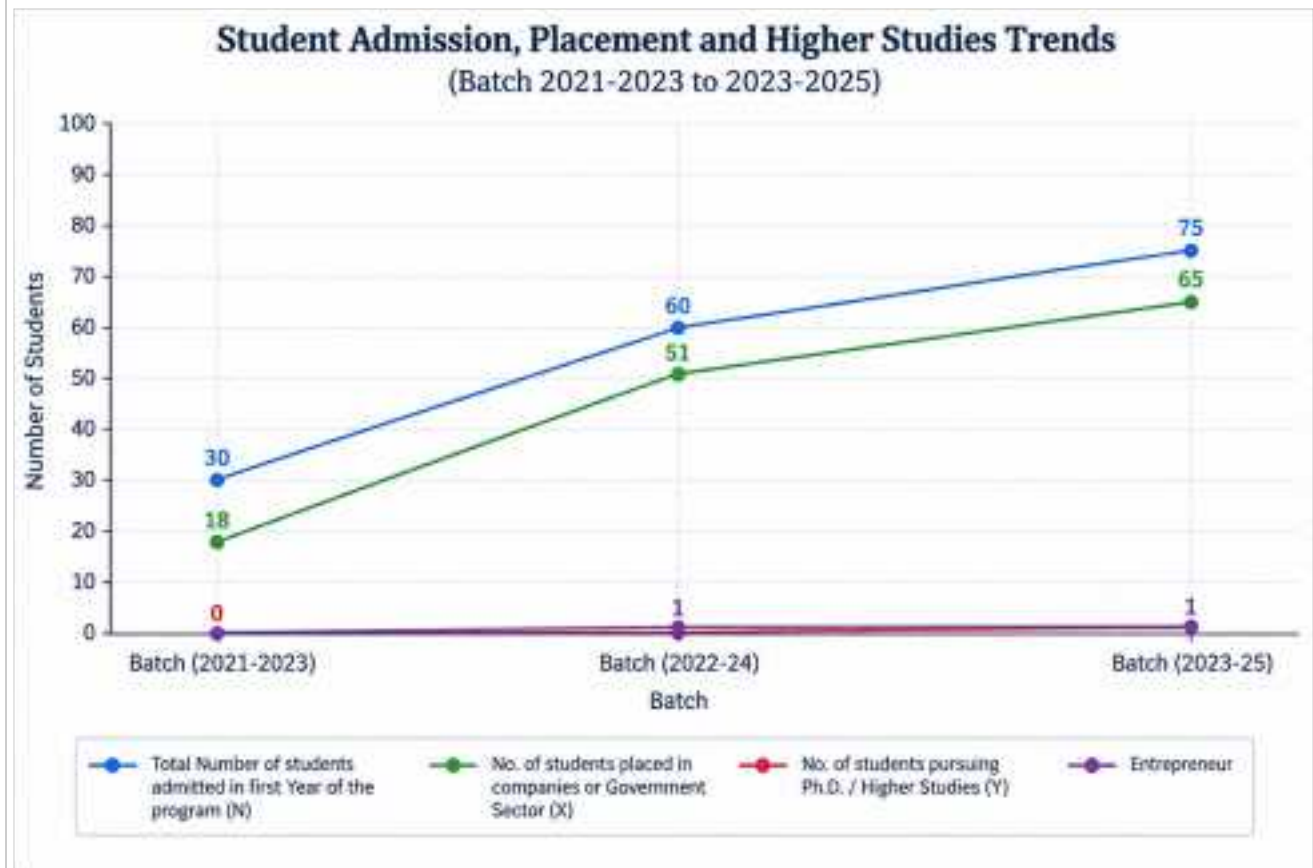
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Department of Business Administration
Quantum University



Documented External Academic Audit sheets reflecting evaluation of academic and administrative parameters as per quality standards.

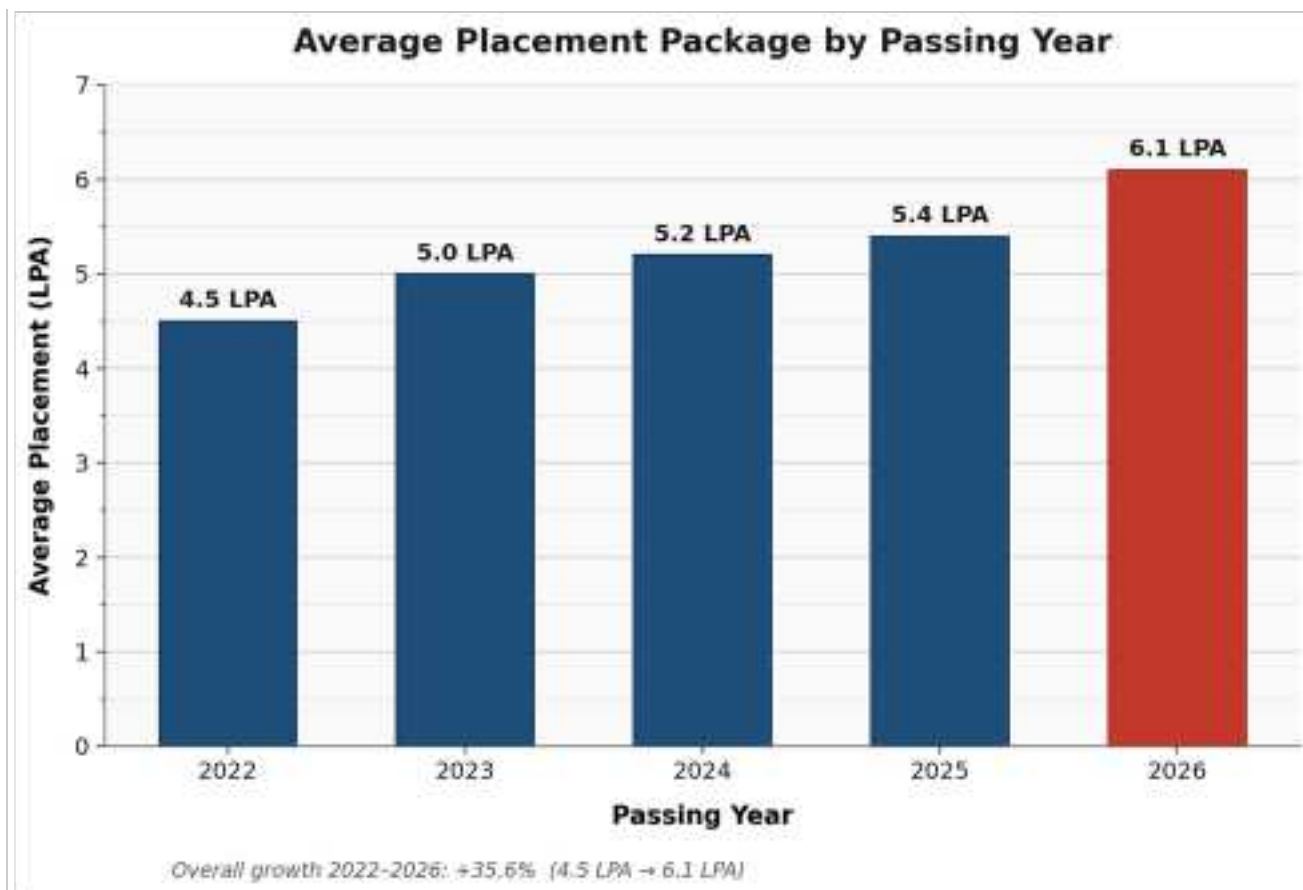
The Department always give importance to overall development of the students which is reflected through the placement trends. The data demonstrates substantial improvement in the number of students placed. The number increased from 18 students in the 2021–2023 batch (base year) to 51 in 2022–2024 and 65 in 2023–2025. With the first-year intake increasing from 30 to 75 students, the placement improvement is significant.

Item	Batch(2021-23)	Batch(2022-24)	Batch (2023-2025)
Total Number of students admitted in first Year of the program (N)	30	60	75
No. of students placed in companies or Government Sector (X)	18	51	65
No. of students pursuing Ph.D. / Higher Studies (Y)	0	0	1
Entrepreneur	0	1	1



Placement quality and industry engagement: The placement record also shows improvement in average package, recruiting companies and highest package. Average placement increased from 4.5 LPA in 2022 to 6.1 LPA in 2026 and the highest package rose from 7 LPA in 2022 to 13 LPA in 2026.

Passing Year	Average Placement	Selected Students	Highest Package
2022	4.5 LPA	15	7 LPA
2023	5.0 LPA	19	6.5 LPA
2024	5.2 LPA	52	9 LPA
2025	5.4 LPA	66	9 LPA
2026	6.1 LPA	21	13 LPA



The data establishes a clear and sustained improvement in placement performance, both in the number/proportion of students placed and in placement quality indicators.

Students pursuing Ph.D increased from 0 in the base year (201–2023) to 1 in the 203–2025 batch.

Batch	Students Admitted (N)	Students Pursuing Ph.D./Higher Studies (Y)
2021–2023 (Base Year)	60	0
2022–2024	75	0
2023–2025	75	1

The data clearly confirm the general perception about MBA as terminal program. Most of the students start working after completion of MBA. Although some of the students join for Ph.d also.

The number of Entrepreneures also has been steady which started with zero but increased to one in both the years ahead.

The available evidence reflects a strong improvement in student placement outcomes. The number of placed students increased from 18 in the 2021–2023 base batch to 66 in 2023–2025, while the placement proportion increased from 30.00% to 88.00%. Industry engagement also strengthened, with recruiting companies increasing from 52 in 2022 to 86 in 2026, average placement increasing from 4.5 LPA to 6.1 LPA, and the highest package reaching 13 LPA in 2026. Higher Studies and Entrepreneurship shows a positive movement.

10.4 Improvement in the quality of students admitted to the program (10)

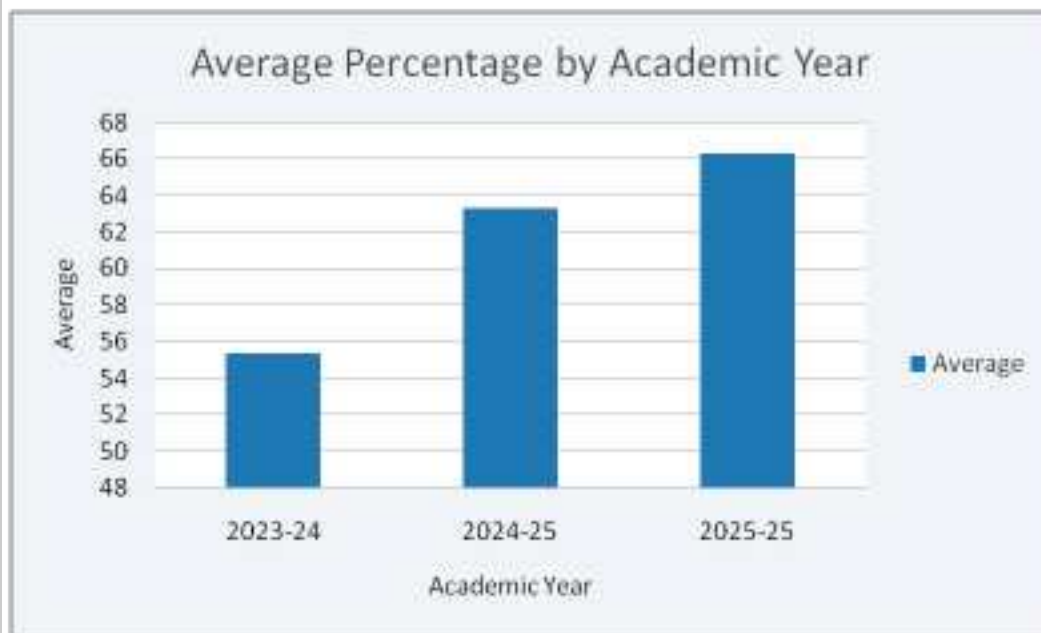
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Quantum University has adopted a progressive approach towards improving the quality and preparedness of students admitted to its MBA programme. The improvement is evident from the academic performance indicators and the increasing proportion of students entering the programme from professional/skill-oriented educational backgrounds.

The average percentage improvement has shown a consistent upward trend over the last three academic years. It increased from 55.39% in 2023–24 to 63.32% in 2024–25, representing an improvement of 7.93 percentage points. This further increased to 66.32% in 2025–26, registering another 3.00 percentage-point improvement. This reflects an overall improvement of approximately 19.7% during the period.

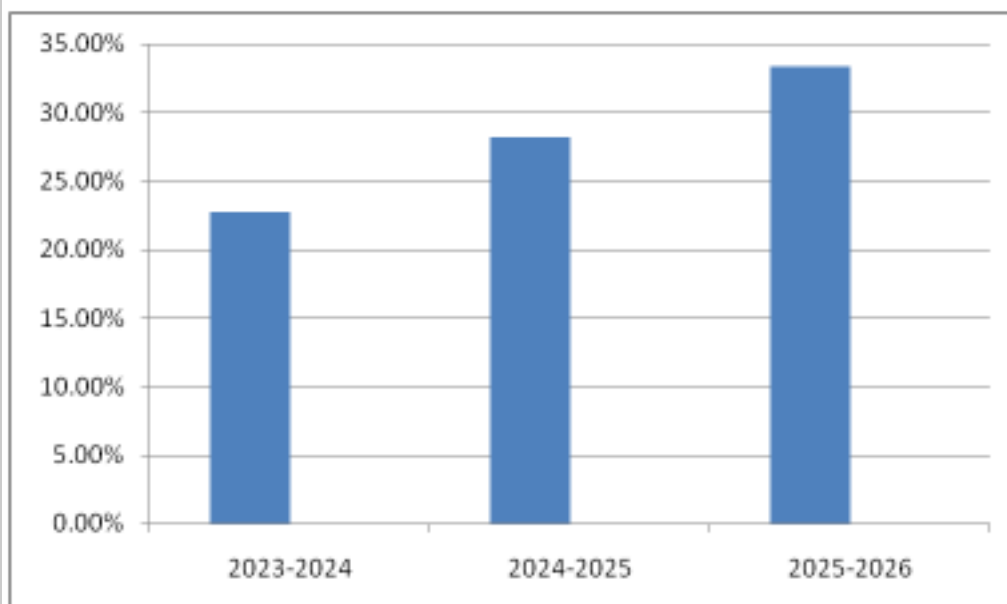
The improvement can be summarized as follows:

Academic Year	Average Percentage	Improvement
2023–24	55.39	—
2024–25	63.32	+7.93 points
2025–26	66.32	+3.00 points



A further indication of improvement in the quality and academic orientation of the admitted cohort is the increasing proportion of students coming from professional courses. In 2023–24, 17 out of 75 students (22.67%) enrolled in the MBA programme was from professional courses. This increased to 20 out of 71 students (28.17%) in 2024–25 and further to 22 out of 66 students (33.33%) in 2025–26.

Academic Year	Total Students	Enrolled Students from Professional courses	Percentage
2023-2024	75	17	22.67%
2024-2025	71	20	28.17%
2025-2026	66	22	33.33%



Thus, the data reflects **two positive trends**:

1. A sustained improvement in the academic performance indicator, rising from **55.39% to 66.32%** over the three-year period; and
2. A steady increase in the share of students from professional courses, rising from **22.67% to 33.33%**.

The increasing proportion of students with professional educational backgrounds provides a stronger foundation for MBA-level learning, as such students are likely to bring prior exposure to business, commerce, technology, management or other professionally oriented disciplines. The simultaneous improvement in the average percentage indicator suggests that the MBA programme is attracting an increasingly academically prepared student cohort and is progressively strengthening the quality of admissions and overall student profile.

Overall, the three-year trend demonstrates a positive and measurable improvement in the quality of students admitted to the MBA programme at Quantum University.

Annexure I**PROGRAM OUTCOMES (POs)**

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO6	Ability to develop entrepreneurial skills to grow in business world.
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Declaration

The head of the institution needs to make a declaration as per the format given -

- I undertake that, the institution is well aware about the provisions in the NBA's accreditation manual concerned for this application, rules, regulations, notifications and NBA expert visit guidelines in force as on date and the institutes shall fully abide by them.
- It is submitted that information provided in this Self Assessment Report is factually correct.
- I understand and agree that an appropriate disciplinary action against the Institute will be initiated by the NBA. In case, any false statement/information is observed during pre-visit, visit, postvisit and subsequent to grant of accreditation.

Head of the Institute

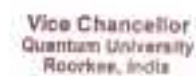
Name : Prof Vivek Kumar

Designation : Vice Chancellor

Signature :



Seal of The Institution :



Place : Roorkee

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