

## Evaluation Report of the Departments

The self-evaluation of every department may be provide separately in about 3-4 pages, avoiding the repetition of the data.

1. Name of the programme: BBA
2. Year of Establishment: 1998
3. Name of programmes/Courses offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., etc.): NA
4. Names of Interdisciplinary courses and the departments/units involved: NA
5. Annual/semester/choice based credit system (programme wise): Trimester
6. Participation of the department in the courses offered by other departments: NA
7. Courses in collaboration with other universities, industries, foreign institutions, etc.: NA
8. Details of courses/programmes discontinued (if any) with reasons: NA
9. Number of Teaching posts

	<b>Sanctioned</b>	<b>Filled</b>
Professors	2	2
Associate Professors	3	3
Asst. Professors	10	10

\*the term 'sanctioned' refer to the minimum required by affiliating university.

\*\*Filled refers to the actual staff strength.

10. Faculty profile with name, qualification, designation, specialization, (D.Sc./D.Litt./Ph.D./M.Phil. etc.,)

Name	Qualification	Designation	Specialization	No. of Years of Experience	No. of Ph.D. Students guided for the last 4 years
Dr. Jagmohan Taluja	Ph.D	Professor	Marketing	41	2
Dr. M S Verma	Ph.D	Professor	Marketing	41	8
Dr. Parminder Bajaj	Ph.D	Associate Professor	Finance	14	

Mr. Cherian George	MBM	Associate Professor	Marketing	36	
Dr. Amisha Gupta	Ph.D	Associate Professor	Finance	13	
Mr. Sunny Seth	M.Sc. (Maths)	Asst. Professor	Maths	8.5	
Ms. Akansha Kansal	MBA	Asst. Professor	Marketing	6	
Ms. Sarita Solanki	MBA	Asst. Professor	ED	5	
Ms. Asha Thomos	MBA	Asst. Professor	Marketing	8	
Ms. Ritu Munjal	MA	Asst. Professor	Maths	11	
Ms. Ambika Bhatia	M.Phil	Asst. Professor	Finance	12	
Ms. Richa Dabas	MBA	Asst. Professor	Finance	14	
Ms. Priyanka Gandhi	M.Phil	Asst. Professor	Finance	9	
Ms. Deepali Ratra	M.Phil	Asst. Professor	Marketing	10	
Ms. Bhavpreet Kaur	LLM	Asst. Professor	Law	8	

11. List of senior visiting faculty:

S. No.	Name	Qualification	Company & Designation
1	Mr. Sumit Chaudhary	MA (SW), PGDPM (FMS, Delhi), DLL, DTD, L.L.B.	CMD, Third Millenium Pvt. Ltd.
2	Col. Nageshwant Vaid	M.Sc.	Retd. Col
3	Mr. Hitesh Minocha	PGDM	Consultant
4	Mr. Suneel Keshwani	M.Com	Consultant
5	Mr. Vikul Goyal	MBA	

12. Percentage of lectures delivered and practical classes handled (programme wise) by temporary faculty

Nil

13. Student-Teacher Ratio (programme wise): 20 : 1

14. Number of academic support staff (technical) and administrative staff; sanctioned and filled

	Sanctioned	Filled
--	------------	--------

Administrative Staff	6	6
Technical Staff	12	12*

\*approved by governing board

\*\* The number referred to the total technical staff

15. Qualifications of teaching faculty with DSc/D.Litt/Ph.D/MPhil/PG.

The details of qualification of teaching faculty is given in S.No. 10.

16. Number of faculty with ongoing project from a) National b) International funding agencies and grants received.

Nil

17. Departmental prokect funded by DST – FIST; UGC, DBIT, ICSSR, etc. and total grants received

Nil

18. Research Centre/facility recognized by the University

Nil

19. Publications:

- A) Publication per faculty
- Number of papers published in peer reviewed journals (national/international) by faculty and students
- Number of publications listed in International Database (For Eg: Web of Science, Scopus, Humanities International Complete, Dara Database – International Social Science Directry, EBSCO host, etc.)
- Monographs-
- Chapter in Books-
- Books Edited
- Books with ISBN/ISSN number with details of publishers
- Citation Index
- SNIP
- SJR
- Impact factor
- H-index

S. No.	Faculty Name	Conference	Organised by	Topic of Paper Presented / Published	Date
1	Dr. Parminder	International	IJEMR Journal	An Analysis of the performnce of	Vol 5 Issue 2

	Bajaj	Journal IJEMR		popular stocks in cash market and futures market	February
2	Dr. Parminder Bajaj	National Conference on Make in India - Emerging Trends in Trade and Innovations for Effective Entrepreneurship	MSME Technology Development Centre Agra, and RDIAS	An overview of Entrepreneurship in Rural India and various challenges faced by rural entrepreneurs	April 17-18 2015
3	Dr. Parminder Bajaj	Conference on Brand Management	IIT , Delhi	Ecotourism: A Tool for Rebranding Tourism in Millennial Generation	16th-17th April, 2016
4	Mr. Sunny Seth	National Seminar on ERA of Skill Development Inspire, Innovative, And Integrate	Asian Business School Noida	Developing a framework for measuring the effectiveness of innovative measures adopted at secondary education level to overcome the phobia of learning and applying mathematics in retail life scenarios.	13th August, 2016
5	Ms. Sarita Solnaki	Doctoral Research in International Context	National Institute of Food Technology Entrepreneurship & Management	Impact of Entrepreneurship Development Programmes	29-30 August 2014
6	Ms. Sarita Solnaki	int. Journal of Exclusive Management Research		Impact of entrepreneurial Development programme on potential entrepreneur, on	ISSN No. 2249-2585 (Online) and ISSN 2249-8672 (Print)

				perceived benefit and actual benefit	
7	Ms. Priyanka Gandhi	Int. Conference of Management and Behavioural Sciences	Society of Management and Behavioural Sciences	Latest Trend of Learning: EBM Learning Model - A Review of Literature	09-Mar-13
8	Ms. Richa Dabas	National Conference on Sustainable Business Practices for Emerging Global Markets	School of Business Studies, Vivekananda Institute of Professional Studies	Measuring Service Quality in Online Banking : A theoretical Perspective.	27th -28th November, 2015

20. Areas of consultancy and income generated

Nil

21. Faculty as member in

a) National committees b) International Committees c) Editorial Boards.

National Committee: 2

Editorial Boards: 2

22. Student projects

a) Percentage of students who have done in-house projects including inter departmental/programme:100%

b) Percentage of students placed for project in organizations outside the institution i.e. in Research laboratories/Industry/other agencies:5%

23. Awards/Recognition received by faculty and students

Faculty: 3

Students: 15

24. List of eminent academics and scientist/visitors to the department

1	Mr. Gyanesh Prasad - Sales Head, Corporate wireless group, Reliance Communication
2	Mr Yuvraj Shekhavat- Assistant Manager, Learning & Management, Tachouse
3	Mr Kumud Ranjan- Associate Director, Snapdeal

4	Mr Nitin Dewan- Head-International Business & Exhibitions AVN Logistics Solutions Pvt Ltd
5	Ms Rashmi Aggarwal, Trainer
6	Mr Rajkamal Sharma, Head-Exports(NESTLE)
7	Ms. Deepty Aggarwal, Head- Human Capital Division and Mr.Rishabh Kapoor, Channel Sales Head- Canon India
8	Retd. Liet. Ms. Rita Gangwani
9	Mr Gaurav Vashisth, Executive Director, Panache Tech Solutions (P) Ltd
10	Dr. M. P. Singh Director, SMI Group, Jabel Ali Free Zone, Dubai
11	Dr.Vasudha Bhatnagar, Associate Professor, Department of Computer Science,Delhi university
12	Dr. M.P. Jaiswal, Dean : Research & Accreditation, MDI, Gurgaon
13	Ms. Shalli Goel, Corporate Trainer
14	Mr. Anurag Batra, Chairman and Editor-in-Chief BW, Business world,
15	Mr. Rajnish Dutta, Sr President-Human Capital-Lending division, Yes Bank
16	Mr. Rajeev Sahdev, Sr. Vice President, Moser Baer
17	Mr. Rajkamal Chauhan, Regional Head-North & East, Cushman & Wakefield
18	Mr. Rajesh Tripathi, Vice President & Head- Human Resources, GHCL
19	Mr. Prateek Dubey, Zonal Manager, PEC North,Hindustan Coca Cola Beverages
20	Mr. Surajeet Banerjee, Senior VP-HR, DLF Universal Limited
21	Mr. Deepak Behl, Director (HR), The Grand,
22	Mr.Ahmad Sabih Kidwai, Director-HR, Schneider Electric
23	Mr. Biju Sebastian, Head HR, Apollo Tyres
24	Mr. Vishnu Dev, Director-Staffing Manpower Group
25	Mr. S Y Siddhiqui, Chief Mentor Maruti Suzuki India Ltd.
26	Dr. Mamta Mittal
27	Dr. Pratima Mittal
28	Dr. Anil Jain
29	Dr. G S Popli
30	Dr. Ruchi Singhal
31	Dr. Shakuntala Kumar

32	Dr Neeta Dhabhai
33	Mr. Gajendra Khare, Founder of SCS Universal
34	Mr. Shailaja Ranjan
35	Ms Annelies First Secretary , Embassy of the Kingdom of Belgium
36	Mr. Pradeep Katyal, COO, Ritu Kumar
37	Mr. Sanjeev Kingar , Area Controller, Shoppers Stop
38	Ashmit Alag, Principal Director, Transform Group.
39	Dr. Manish Chandekar, Technical Expert from CII
40	Ms. Kanika Pahwa, Head of Marketing- North Region, Max, Lifestyle International
41	Mr. Kritidipta Lahkar, Director - Kids Apparel, Jabong.
42	Mr. RahulChitale, CTO, Askme.com
43	Mr. Rajeev Agarwala, Co-founder, Baysil
44	Mr. Manish Aneja, Senior Software Engineer Lead, IBM
45	<u>Mr Love Chopra, cofounder, careerguide.com</u>
46	Mr. Vivek, training and development manager IBNC
47	Mr. Neelmani Gautam, Birlasoft
48	Mr. RakeshVij, chief business officer, Aricent.
49	Mr. Vaibhav Gupta, Adobe and Mr. Sandeep, Dell.
50	Mr. Syed Emam, Head Sales Strategy & Media Solutions - Yahoo India
51	Ms. Nidhi Gulia, Marketing -Lead, Yahoo India
52	Mr. Tarun Bansal, Managing Director, Blue Pigeon
53	Mr. Pankaj Belwariar, VP Sales, Sakal Media Group
54	H. E. Mr. Armen Martirosyan - Ambassador of Armenia
55	Dr. Sumeet Jerath IAS , Additional DG- Foreign Trade
56	Dr. Amiya Chandra, Joint DGFT
57	Mr. H.S. Bains, AGM (FED)- RBI, New Delhi
58	Mr. Laxman Joshi- Director & Head Trade Products, Deutsche Bank, Mumbai,
59	Mr. Jamal Mecklai, CEO- Mecklai Finance, Mumbai
60	Mr. Abheek Barua- Chief Economist, HDFC Bank
61	Mr. Ajay Rastogi - Ex-Managing Director, Deutsche Bank, Mumbai
62	Mr. Dinesh Gandhi - DGM (Treasury), Maruti Suzuki India Ltd)
63	Mr. Kunal Tyagi, Assistant Manager Business Development, National Stock Exchange

64	Mr. Dishanshu Tripathi, Regional Manager – North, ICICI direct - Centre for Financial Learning
65	Dr. Nitin Seth, Auckland Institute of Studies
66	Mr. Himanshu Moolchandani from IBM
67	Mr. Kanwaljit Singh, Head (Testing & Quality), Logic Eastern India Pvt. Ltd.
68	Dr. Amit Pareenja, Business Development Manager, Vodafone Global Enterprise
69	Mr Pankaj Gupta, HR Associate, Acidaes Solutions Pvt. Ltd (CRMNext).
70	Mr. ASHU MALHOTRA, the Chief HR Executive Officer at JABONG.COM
71	Mr. Amitesh Tyagi, director Nimble Venture Ltd
72	Mr. Deepak Goel, Founder, Karmacircles
73	Ms. Suchita Salvan, CEO of LBB
74	Mr. SK Saini, Chief commercial officer, Tata Power Delhi Distribution Ltd.
75	Mr. Brajamohan Panigraha, TPDDL
76	Mr. Kirandeep Singh, Co-founder, Udaaan - an initiative by alumni from IITs
77	Mr. Yuvraj Singh, Assistant Manager – L&D, The Andragogy Consulting House
78	Ms Srishti Sharma, Unit HR Head, Shoppers Stop
79	Ms Preeti Sinha, Chief People Officer, Air Net Services.
80	Mr. Harish Yadav, National Accounts Manager, On Mobile Global Ltd.
81	Mr. Suman Kumar, AGM Corporate Sales, HT Media Ltd.
82	Mr. Rohit Kumar Jain, Sr. VP & Regional Head, Eastern Financiers Ltd.
83	Mr. Pankaj Belwariar, VP Sales, Sakal Media Group
84	Mr. Divyankar Goel, AGM Sales & Marketing, Hettich India
85	Ms. Jyoti Kamaal, MD, Pan Asia Marketing Solutions
86	Mr Pankaj Gupta, HR Associate, Acidaes Solutions Pvt. Ltd
87	Mr. Abhishek bhambani, Product Manager, Future Brands
88	Mr. Abhinav Sharma, Founder, Focus Digit
89	Mr Kishore Chakraborty (Ex Vice President-Consumer Insight & HFD)-McCann Erickson
90	Ms. Kumari Nivedita, Asst. Manager HR, Coal India Ltd.
91	Mr Sunil Aggarwal (Ex VP-IDBI Bank).
92	Ms. Nitasha Kapoor, Senior Consultant, Kelly Services India Pvt. Ltd.
93	Mr. Sunil Dua, Sr. Regional Head-Academics, TIME Institute



94	Mr Kailash Chandra Giri (Ex- CEO & Managing Director-Imperial Bank, Uganda).
95	Mr. Vivek Gupta, IMS Proschool
96	Mr Manu Lauria, chairman of board of Dkop Labs pvt ltd,
97	Prof. (Dr.) K.K. Aggarwal, Chancellor, K R Mangalam University
98	Mr. Karan Chaturvedi, City Technical Developer Evangelist, IBM Ecosystem Development Team
99	Mr. Sanjeev Agrawal, CIO- Executive Vice President (IT) at Apollo Munich Health Insurance Co. Ltd.
100	Mr. Nitin Manchanda, SEO Head at Askme.com
101	Mr. Sandeep Amar, CEO – Zee Digital
102	Mr. G.R Raghavender (Joint Secretary, Ministry of Commerce and Industry) .
103	Mr. Sudhanshu Malhotra (CEO), Webcom Technologies
104	Mr. Harshdeep Rapal (CEO, Freelance Company)
105	Mr. Naresh Gupta (CSO, Bang in the Middle)
106	Mr. Shashwat Sharma, Category Head, Hindustan Unilever.
107	Mr. John Sarkar, Special correspondent, Times of India

25. Seminars/ Conferences/ Workshops organized & the source of funding

- National: 80
- International: 10
- Source of funding: Internal Resources

26. Student profile programme/course wise:

Name of the Course/programme (refer question no. 4)	Applications received	Selected	Enrolled		Pass percentage
			*M	*F	
BBA	Centralized counseling through IPU	Centralized counseling through IPU	76	44	

\*M=Male \*F=Female

27. Diversity of students

Name of the Course	% of students from the same state	% of students from other State	% of students from abroad
BBA	85	15	NA

28. How many students have cleared national and state competitive examinations such as NET, SLET, GATE, Civil services, Defence services, etc.?

CET: 90%

CAT/MAT: 10%

29. Student progression

<b>Students progression</b>	<b>Against % enrolled</b>
UG to PG	75.2% (85 students)
PG to M.Phil.	-
PG to Ph.D.	-
Ph.D. to Post-Doctoral	-
<b>Employed</b>	100% (28 students)
<ul style="list-style-type: none"> <li>• <b>Campus selection</b></li> <li>• <b>Other than campus recruitment</b></li> </ul>	-----

30. Details of Infrastructural facilities

a) Library

We have well stocked library with the latest books, periodicals, journals and magazines, which provide voluminous information in every subjects. JIMS also has membership of British Council Division, Delnet. NDL and ISTE. JIMS Library has a collection of over 46807 volumes of books (25682 in management library and 21125 in I.T. Library). JIMS subscribes to 130 periodicals including 5 foreign Journals and 95 Indian Journals like Decision, Vision, Abhigyan and magazines like Harvard Business Review, Fortune and Economist etc. The library is enriched with e-journals of cengage LearningProquest Sage Publications, and springer-EEC.

b) Internet facilities for Staff & Students

The whole campus is wired and wireless with 64 mbps connectivity. It has wifi facility also.

c) Class rooms with ICT facility

JIMS has ultra modern class rooms with auditorium type of seating equipped with the latest equipments like LCD Projectors, Cordless Microphones, Combination of White Boards, Chalk Boards and screen etc.

d) Laboratories: Computer Lab, Communication Lab

31. Number of students receiving financial assistance from college, university, government or other agencies

2

32. Details on students enrichment programmes (special lectures/ workshop/ seminar) with external experts.

<b>Guest Lecture / Special Lecture / Industrial Visit / Other Event</b>			
<b>(2015-16)</b>			
<b>S. No.</b>	<b>Seminar / Conferences / Workshops</b>	<b>Speaker / Resource Person</b>	<b>Date</b>
1	"Delivering Formidable Performance"	Mr Gaurav Vashisth	10th July 2015
2	International Manager "Challenges & Opportunities"	Mr M.P Singh	14th July 2015
3	Session on "Not every one can be a entrepreneur"	AIMA	16th July'15
4	Guest Lecture- "Rapid on boarding"	Mr. Vivekanand Vivek	29th July,2015
5	ABCD of Marketing	Ms. Katyayni Singh	8th Aug'15 (Saturday)
6	Career Development Workshop by IIM Alumni	Abhishek Goyal, Ajit Sehgar, Kapil Gahlot, Siddharth Ghosh, Sumanth Kapoor	1st September'15
7	Guest Lecture on Footwear Retail	Mr. Alok Mukherjee	2nd sept,2015
8	Guest Lecture- "Indian Retail- Next6 Growth Story with Challenges & Opportunities"	Shailja Raj Ranjan & Gajendra P.K Khare	10th Oct,2015
9	European Union	Ms Annelies(Embassy of the Kingdom of Belgium)	13th Oct 2015
10	Guest Lecture-Yahoo	Mr. Syed Imam & Ms. Nidhi Gulia	19th oct,2015
11	Session on 'Starting your startup'	Tarun Bansal, MD, Blue Pigeon	19th Oct.,'15
12	How to gain edge in Placements	Mr. Sunil Keshwani	21st Oct.,'15
13	Session on Brand Management and Advertising	Pankaj Belwariar, VP-sales, Sakal Media	26th Oct.'15
14	PPP (Professional Preparation for Placements (2nd Yr) -	Lt.Rita Gangwani	28th Oct.,15
15	Session on Entrepreneurship	Mr. H P Singh	7th Nov'15
16	Workshop - 'PPP'	Lt.Rita Gangwani	23rd Nov'15

17	Guest Lecture	Mr. Vaibhav Pandey	28th Nov'15
18	Guest Lecture- Entrepreneurship-Challenges and Opportunities	Ms. Sonal Jindal-An Entrepreneur, Owner of MEDUSA	8th Dec, 15
19	Guest Lecture by Prof. R.P. Maheshwari	Prof. RP Maheshwari	17th Dec'15
20	The retail upsurge in e- commerce and startup nuances	Mr. Gaurav Vashisht	20th Jan 2016
21	Guest Lecture by Ms. Ranita Ghosh on "MBA: Career opportunities and Corporate Expectations"	Ms. Ranita Ghosh	22nd Jan' 2016 (Friday)
22	Guest Lecture on 'Issues and Challenges in Sales and Marketing'	Dr. Amit Preenja	23rd Jan' 2016 (Saturday)
23	HR analytics workshop	Mr. Pankaj Gupta	25th Jan' 2016
24	Session on E-Commerce Business in India	Mr. Ashu Malhotra	28th Jan' 2016
25	Dlf Emporio Visit	Mr. Gurpreet Khanuja	30th Jan,2016
26	Converting Summer Internship to PPO	Mr Sandeep Mann	3rd Feb 2016
27	Financial Modelling	Mr. Kirandeep Singh (IIT Alumnus and Co-founder, Udaaan - an initiative by group of IIT alumni.)	4th Feb' 2016
28	Pardigm shift in HR role from "HERE TO WHERE" (Interaction with alumni)		6th Feb' 2016 (Saturday)
29	Guest Lecture-Customer experience management & loyalty programme	Ms. Jyoti Kamaal	9th Feb 2016
30	Guest lecture-Doorsteps to career success	Mr. Sumit Chaudhari	17th Feb,2016
31	Workshop on "Encountering GD's and PI's	Ms Ranita Ghosh	18th Feb 2016
32	Guest Session on 'Career in Marketing'	Mr. Abhishek Bhambani	20th Feb' 2016 (Saturday)
33	Guest Session on Supply Chain Management in E-commerce	Mr. Abhinav Kumar	24th Feb.' 2016
34	Guest Lecture- Steps for Success in Retail & Fashion	Mr. Ashu Malhotra	29th Feb,2016
35	"Emerging trends in Payment Systems in India"	Mr Suneel Aggarwal(Ex VP-IDBI Bank)	4th March 2016
36	Workshop on Customs Clearance of Export and Import Carg	FIEO Workshop	11th March 2016
37	"Functioning,Challenges & Career Oppurtunities in treasur)	Mr Kailash Giri(Ex-CEO & Managing Director-	16th March 2016

		Imperial Bank(Uganda)	
38	HR practices in Coal India Ltd.'	Mr. Kumar Nivedita	4th March, 2016
39	"Sales and Marketing Strategies of Hindustan Levers"	Mr. Shashwat Sharma, Category Head, Hindustan Unilever	4th April 2016
40	Session on 'Competency Integrity for Finance jobs' by Ms.Natasha Kapoor	Ms. Natasha Kapoor	12th Mar' 2016 (Saturday)
41	Financial Modelling: Session –II	Mr. Kirandeep Singh	16th March,2016
42	Financial Modelling workshop	Mr.Vivek Gupta, IMS-Pro	19th March,2016
43	Guest Lecture On “Startup Early”	Mr. Sandeep Amar, CEO – Zee Digital and a startup evangelist	2nd April,2016
44	Power Dressing Workshop	Ms. Ruchika Dugal	4th April,2016
45	Guest Lecture on "Sales and Marketing Strategies of Hindustan Levers"	Mr. Shashwat Sharma, Category Head, Hindustan Unilever	4th April,2016

### 33. Teaching methods adopted to improve student learning

Teaching methodology for a quality education has witnessed a sea change in the philosophy of management education at JIMS.

The pattern of management education at JIMS has transformed from mainly one sided communication i.e. classroom lecturers to interactive sessions through case discussions, presentations on strategic issues, business environment, leading through knowledge, book review, sectoral presentation, seminars, workshops and conferences. Management students are given more of field projects and industry interactive projects where they have interaction with the work culture. The programmes are more focused towards applied knowledge and practical issues. Numerous efforts have been undertaken to bridge the gaps between theory and practice. The assessment tools are more contemporary, for example MCQ tests, simulation exercises, etc. have been incorporated. The students have to submit their assignments through intranet / internet and the assessment of their assignments and projects are also done on line. IVRS systems has been installed which provides details about the courses, marks and attendance of the students in a semester automatically after entering a password. Introduction of the bulletin board has been developed on intranet for internal messaging of faculty and staff members.

### 34. Participation in Institutional Social Responsibility (ISR) and Extension activities

The institute had been discharging its social responsibility in various ways over the past two decades. It is highly encouraging to note that the staff members, the students contribute towards this with a lot of enthusiasm and commitment. The Governing

board of the institution and the society are always willing to undertake any such project the CSR activities of JIMS include:

1. Karmaarth
2. Eco-Club
3. Blood Donation Camps
4. Cloth Donation Camps
5. Swachh Bharat Abhiyan
6. Miscellaneous Activities
  - Cyclothon 2011 – Save Girl Child Campaign
  - Silent Play on Pathankot Air Force Incident by Patriotic Club JIMS on Republic
  - JIMS Patriotic Club Organized The Quit India Movement
  - JIMS Patriotic Club Organized Nukkad Natak and Kite Flying Competition

### 35. SWOC analysis of the department and Future plans

#### **Strengthes**

As a self financing private sector professional institute JIMS is known for ensuring an excellent ROI ( return on investment). Our commitment and dedication along with excellent location had made us one of the most sought after institutes in India. It has been possible because:-

- We like what we do
- We stir and select the best
- We don't just teach, we give a complete learning experience
- Our dedicated faculty is our Strength
- We are a pool of resources for the renowned companies
- We take pride in the facilities that we offer

#### **Weaknesses**

- The institute is located in Delhi. Presently, its campus is restricted to once acre land only. In the capital city, land is scarce. Moreover, the only land allotting authority in Delhi is DDA is no longer allotting land for institutional purpose.
- The institute is unable to provide outdoor sports facility to students within the campus.
- The institute does not have an extension counter of any bank.

#### **Opportunities**

The institute is no longer looking for additional programs and/or increasing students intake. Our entire focus is currently on improving the quality. This will provide us an opportunity to come into the elite category of professional institutions in private sector. Apart from national accreditation, we are also working towards regional and international accreditations. AMDISA has found us fit for SAQS accreditation (South Asian Quality Standard) and the process to get this accreditation is on.

### **Challenges**

A lot of professional institutions are coming up both in the private sector as well as in the public sector. Many reputed professional colleges are increasing their capacities. Another challenge lies in our limited exposure in terms of foreign universities. The reputed professional institutes in other countries decline our offer due to statutory hurdles. These are some of the challenges that the institute faces. However we are hopeful that we shall be able to overcome all obstacles.

### **Future Plans**

- Further improvement in academic performance
- Encouraging students to get admission in reputed national institutes (IIMs) and international universities.
- Encouraging the spirit of entrepreneurship and self employments.