Self-Study Report (SSR) - Criterion-1

Information to be submitted by Departments/Directorates/Centres for Each Programme Offered

1	Department/Directorate/Centre/Institute:	Department of Management Studies, North Campus University of Kashmir			
2	Name of the Programme Offered:	Integrated MBA and PhD.			
3	Departmental website link of the complete/updated syllabus:	https://northcampus.uok.edu.in/downloads/20231107104808391.pdf			
4	Number of Courses in the Programme?				58 to be opted for out of 105
5A	Number of New Courses introduced in the Programme since 2019?				0
5B	List of New Courses introduced since 2019:				
	Course Code	*Course Title*	*Brief Description*		
5C	Departmental website link in support of New Courses introduced in the Programme since 2019.				
6A	Dates of syllabus revisions during the last five years. (2019-2023)	last revision was in 2018			
6B	Departmental website link in support of syllabus revisions.				
7	Are Programme Outcomes (POs) clearly mentioned in the syllabus? (Y/N)				N

8	Are the Course Outcomes (COs) mentioned for each course of the programme? (Y/N)									Y
9A	**Does POs & COs have relevance to local, regional & global developmental needs? (Y/N)**									Y
9B	List of courses addressing **Local Needs:**									
	Course Code	*Course Title*	*Brief Justification*							
	Course Code: IMBA18507DCE	Hospital Administration	This course focuses on understanding hospital administration, addressing the needs of beneficiaries and hospital as a corporate organization. It covers hospital philosophy, types and classification of hospitals, organizational structure, and hospital-community relationships							
	IMBA18407EDCE	Tourism Management	This course includes the growth of travel agencies, modern travel agency functions, package tours, hospitality management, types of accommodations, and hotel management. It is tailored to the tourism development needs of Jammu and Kashmir							

IMBA18503CR	Entrepreneurship Development	The course addresses economic growth, employment opportunities, social stability, balanced regional development, export promotion, import substitution, and meeting local demand, particularly focusing on the role of small businesses and entrepreneurship in these areas						
IMBA18309DCE	Disaster Management	This course covers the nature and types of natural and man-made disasters in India, the disaster management cycle, prevention, preparedness, mitigation, disaster response planning, and relief-rehabilitation development. It is particularly relevant due to the region's vulnerability to natural disasters						

Course Code	Course Title	Brief Justification					
IMBA18805DCE	Rural Marketing	The course includes concepts and practices in rural marketing, which is crucial for understanding and addressing the unique marketing needs in rural areas, including those in Kashmir					

9C | List of courses addressing **Regional Needs:**

Course Code	Course Title	Brief Justification					
IMBA18805DCE	Rural Marketing	This course focuses on the unique aspects of marketing in rural areas, addressing regional needs and specifics of rural markets					
IMBA18503CR	Entrepreneurship Development	This course emphasizes the role of entrepreneurship in economic growth, social stability, balanced regional development, and meeting local demand, which are critical for regional development					
IMBA18909DCE	Working Capital Management	The course focuses on the management of working capital, crucial for the financial health of businesses in a regional economy					

Course Code	Course Title	Brief Justification						
IMBA18309DCE	Disaster Management	This course is relevant for regions prone to natural and man-made disasters, covering disaster preparedness, mitigation, recovery, and rehabilitation						

9D List of courses addressing **Global Needs:**

Course Code	Course Title	Brief Justification						
IMBA18913CR	Human Resource Development: Strategies and Systems	This course introduces students to the changing global HRD scenario and various HRD strategies and systems in different organizational setups						
IMBA18914DCE	International Human Resource Management	This course addresses global challenges in HRM, focusing on issues arising from globalization, the presence of multinationals, and the diversity of the global workforce						
IMBA18309DCE	Disaster Management	This course deals with disaster preparedness, mitigation, recovery, and rehabilitation, relevant for global concerns related to natural and man-made disasters						

Course Code	Course Title	Brief Justification						
IMBA181013CR	Strategic Human Resource Management	This course links HRM functions to corporate strategies in a global context, addressing workforce diversity, global competition, and global sourcing of labor						
IMBA18702CR	**International Business**	This course covers international distribution, promotion strategies, understanding the global consumer, and emerging trends in international marketing, including the role of the WTO and global marketing research						

10A	**Does the Programme offer focus on Employability/ Entrepreneurship/ Skill development courses? (Y/N)**		Y
10B	List of **Employability Courses**:		

Course Code	Course Title	Brief Justification						
IMBA18503CR	Entrepreneurship Development	This course emphasizes the role of entrepreneurship in economic growth, social stability, balanced regional development, and meeting local demand, which are critical for regional development						

	Course Code	Course Title	Brief Justification					
	IMBA181001CR	Internship and Training Project	This course requires students to complete an internship and training project, providing practical work experience and skills development. The project is evaluated by both company supervisors and external examiners, focusing on real-world business scenarios					

10C	List of **Entrepreneurship Development Courses**:

Course Code	Course Title	Brief Justification
IMBA18503CR	Entrepreneurship Development	This course emphasizes the role of entrepreneurship in economic growth, social stability, balanced regional

10D	List of **Skill development Courses**:

Course Code	Course Title	Brief Justification

	IMBA18404DCE	Service Operations	This course includes employee training and skill development as part of service operations management. It covers the design of service operations, the use of technology in service operations, and the importance of skill development in the service sector						

11A	Does the programme have courses addressing Professional ethics/ gender/ human values/ environment/ sustainability & other value framework enshrined in NEP2020/etc. (Y/N)	Y
11B	List of courses addressing **Professional Ethics:**	

Course Code	Course Title	Brief Justification						
IMBA18303CR	**Corporate Governance and Ethics**	This course is relevant for instilling professional ethics and corporate social responsibility in students						

Course Code	Course Title	Brief Justification						
IMBA18506DCE	Environmental Studies	This course addresses environmental awareness and sustainability, in line with NEP2020's emphasis on environmental education						
IMBA18805DCE	Rural Marketing	This course integrates the concepts of sustainability, social responsibility, and ethical marketing practices						

11C	List of courses addressing **Gender Issues:**	
	Course Code	*Course Title*	*Brief Justification*

	IMBA18002GE	**Technical Writing**	This course includes a unit on gender sensitivity in communication. It aims to familiarize students with the mechanics of writing and enable them to write effectively across different genres. The course covers personal and social communication, including cross-cultural communication and gender sensitivity, equipping students with the skills to engage in diverse communication contexts and understand the importance of considering gender perspectives in communication						

11D	List of courses addressing **Human Value Issues:**

Course Code	Course Title	Brief Justification

		This course aims to expose students to the ethical dimensions of business decisions and develop an understanding of corporate social responsibility and corporate governance. It covers various aspects of business ethics, including personal ethics, morality, religion, etiquette, law, economics, management professional code, moral and non-moral standards, ethical relativism, moral development and reasoning, and ethical decision-making models. The course also					
	Business Ethics and Corporate Social Responsibility						

11E	List of courses addressing **Environment Issues**:		
	Course Code	*Course Title*	*Brief Justification*

IMBA18506DCE	Environmental Studies	This course addresses environmental awareness and sustainability, in line with NEP2020's emphasis on environmental education							

11F	List of courses addressing **Sustainability issues**:								
	Course Code	*Course Title*	*Brief Justification*						
	IMBA18506DCE	Environmental Studies	This course addresses environmental awareness and sustainability, in line with NEP2020's emphasis on environmental education						

11G	List of courses addressing **Other Value Framework** enshrined **in NEP2020/etc.**:	
	Course Code	*Course Title*	*Brief Justification*

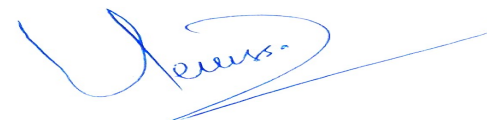|								
IMBA18303CR	Corporate Governance and Ethics	This course is designed to expose students to the ethical dimensions of business decisions and develop an understanding of corporate social responsibility and corporate governance. It covers business ethics, personal ethics, morality, religion, etiquette, law, economics, management professional code, moral and non-moral standards, ethical relativism, moral development and reasoning, and ethical decision-making models. Additionally, it integrates the						

12A	Does the Department/Directorate/Institute/ Centre offer Diploma Programme? (Y/N)	N
12B	Details of the Diploma Programmes offered by the institutions where the students of the institution have enrolled and successfully completed during the last five years (2019-2023)	

Programme Code	Name of Diploma Programme	Mode of Programme (Online/Offline)	Year of Offering/enrolment	Contact hours of course	Number of students enrolled in the year	Number of Students completing the course in the year	Departmental website link to the relevant document	Number of students enrolled in the year

13A	Does the Department/Directorate/Institute/ Centre offer Certificate Courses? (Y/N)	N

13B	Details of the **Certificate Courses** offered by the institutions where the students of the institution have enrolled and successfully completed during the last five years (2019-2023)

Course Code	Name of Certificate Course	Mode of Course (Online/Offline)	Year of Offering/enrolment	Contact hours of course	Number of students enrolled in the year	Number of Students completing the course in the year	Departmental website link to the relevant document	Number of students enrolled in the year

14A	Does the Department/Directorate/Institute/ Centre offer Value-Added Courses? (Y/N)	N

14B	Details of the **Value Added Courses** offered by the institutions where the students of the institution have enrolled and successfully completed during the last five years (2019-2023)

Course Code	Name of Value-Added Course	Mode of Course (Online/Offline)	Year of Offering/enrolment	Contact hours of course	Number of students enrolled in the year	Number of Students completing the course in the year	Departmental website link to the relevant document	Number of students enrolled in the year

15A	Does the Department/Directorate/Institute/ Centre offer Online Courses of MOOCs, SWAYAM/e-PG Pathshala/ NPTEL and other recognized platforms? (Y/N)	N

| 15B | Details of **Online Courses of MOOCs, SWAYAM/e-PG Pathshala/ NPTEL and other recognized platforms** where the students of the institution have enrolled and successfully completed during the last five years (2019-2023) |

Course Code	Name of the Course	Mode of the Course- offered by the HEI or Online (Specify the platform like MOOCS, SWAYAM, etc.)	Year of Offering/en rolment	Contact hours of course	Number of students enrolled in the year	Number of Students completing the course in the year	Departmental website link to the relevant document	Number of students enrolled in the year

16A	Does the programme have Field Projects/ Research Projects /Internship in the programme? (Y/N)	N

| 16B | Details of components of **Field Projects / Research Projects / Internships** implemented during last five years (2019-2023) |

Course Code	Name of the course pertaining to field projects/ Research Projects /Internship	Number of Credits	Number of students undertaking course	Departmental website link to the relevant document
IMBA181001CR	Internship and Training Project	6	34 students batch 2018 in	

17	Any other Relevant Information:

The Department has a PhD. Course from the 2022

Signature of the Head/Director of the Department/Centre/Institute