Evaluative Report of the Department

1	Name of the Department	FACULTY OF MANAGEMENT STUDIES
2	Year of establishment	**1968**
3	Is the Department part of a School/Faculty of the university?	**Faculty of the University (University Department)**
4	Names of Programs / Courses offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., etc.)	
	• **Doctoral Program in Management Studies (Ph.D)** • **Two-year full time Master's Program in Business Administration (MBA)** • **Two-year full time Master's Program in Business Administration (International Business) MBA (IB)** • **Two-year full time Master's Program in Agri-Business Administration MBA (Agri Business)** • **One-Year part time P.G. Diploma in Business Administration (PGDBA)** • **One-Year part time Diploma in Microfinance & Entrepreneurship** • **One-Year part time Diploma in Leisure & Hospital Management** • **Six-Month part time Certificate program in Health Care Management**	
5	Interdisciplinary courses and departments involved	**MBA AB (Institute of Agricultural Sciences)**
6	Courses in collaboration with other universities, industries, foreign institutions, etc.	**No**
7	Details of programs / courses discontinued, if any, with reasons	**Nil**
8	Examination System: Annual/ Semester/Choice Based Credit System	**Semester with Choice Based Credit System)**

9	Participation of the department in the courses offered by other departments
	Teachers of the Department are invited to engage classes in the following programs held in other departments of the University:

Name of the Faculty member	Subject engaged	Course	Department/ Faculty
Prof. R.K. Pandey	Tourism Management	Tourism Management	Department of History of Arts, Faculty of Arts, BHU
Prof. R.K. Pandey	Refresher Courses & Orientation Programs		UGC Academic Staff College, BHU.
Prof. P.S. Tripathi	Petroleum Economics & Management	M.sc. Petroleum Geoscience	Department of Geology, Faculty of Science, BHU
Prof. Usha Kiran Rai	Advertising Management	Masters in Applied Arts	Faculty of Visual Arts, BHU
Prof. Usha Kiran Rai	Marketing Management	Masters in Tourism Management	Department of History of Arts, Faculty of Arts, BHU
Prof. Usha Kiran Rai	Advertising Management	Masters in Tourism Management	Department of History of Arts, Faculty of Arts, BHU
Prof. Usha Kiran Rai	Communication	Masters in Tourism Management	Department of History of Arts, Faculty of Arts, BHU
Prof. Usha Kiran Rai	Advertising Management	MAMC	Department of Mass Communication, Faculty of Arts, BHU
Prof. Usha Kiran Rai	Marketing Management	MAMC	Department of Mass Communication, Faculty of Arts, BHU
Prof. Deepak Barman	Quantitative Techniques	Refresher Course	UGC Academic Staff College, BHU
Prof. Alok Kumar Rai	Principles of Management Marketing Management	MABM	Dept. of Agricultural Economics, IAS, BHU
Prof. Alok Kumar Rai	Principles of Management	MA in Mass Communication	Dept of Journalism and Mass Communication, Faculty of Arts, BHU
Dr. R.K. Lodhwal	MPMIR III and IV Semester		Department Of Psychology, Faculty of Social Science, BHU
Dr. R.K. Lodhwal	MABM II and III Semester		Department of Agriculture Economics, Institute of Agricultural Science, BHU
Dr. R.K. Lodhwal	MTA III Semester		Faculty of Arts, BHU

Name of the Faculty member	Subject engaged	Course	Department/ Faculty
Dr. R.K. Lodhwal	MFT III and IV Semester		Faculty of Commerce, BHU
Dr. R.K. Lodhwal	PGDNCC		Bal Roga Vibhag (Ay.), Institute of Medical Science, BHU
Dr. Madan Lal		MPMIR	Department of Psychology, Faculty of Social Sciences, BHU
Dr. Shashi Srivastava		PGDNC	Faculty of Ayurveda, BHU Varanasi
Dr. Shashi Srivastava		Hospital Management	IMS BHU (RGSC)
Dr. Shashi Srivastava		Academic	Faculty of LAW BHU
Dr. Shashi Srivastava		Gyanwani	IGNOU, Varanasi centre
Dr. Anurag Singh	Sales Management	MFM-RI	Faculty of Commerce, BHU
Dr. Anurag Singh	Marketing Management	MPMIR	Department of Psychology, Faculty of Social Sciences, BHU
Dr. Anurag Singh	Miscellaneous Insurance -2	MFM-RI	Faculty of Commerce, BHU
Dr. Anurag Singh	Sales Management	MFM-RI	Faculty of Commerce, BHU
Dr. Anindita Chakraborty	MPMIR		Department of Psychology, Faculty of Social Sciences, BHU

Besides the above, faculty members also engage in-campus / off-campus training sessions being held for executives and officials of industrial houses.

10	Number of teaching posts sanctioned and filled (Professors/Associate Professors/Asst. Professors)

	Sanctioned	Filled
Professor	**04 +01 (MoU)**	**11 (5+9 CAS)**
Associate Professors	**11**	**03 (1 against post + 2 under CAS)**
Asst. Professors	**10**	**08**

11	Faculty profile with name, qualification, designation and specialization (D.Sc./D.Litt./ Ph.D./M.Phil., etc.) **Attached as Annexure: 1 (A)**

12	List of senior Visiting Fellows, faculty, adjunct faculty, emeritus professors	**Attached as Annexure: 1(B)**
13	Percentage of classes taken by temporary faculty – programme-wise information	Nil
14	Programme-wise Student Teacher Ratio	**10:1**
15	Number of academic support staff (technical) and administrative staff: sanctioned, filled and actual :	

Designation	Existing	Vacant/remarks
Asstt. Registrar	01	Part Time engagement
Section Officer	01	-
Sr. Assistant	01	-
Sr. Clerk	01	-
Jr. Clerk	01	
Sr. P.A./ Steno Grade 1)	01	
SPA	03	
Library Attendant	02	01
Chowkidar	01	01
Peon	03 (including one on contractual basis)	01
Total	15	

16	Research thrust areas recognized by funding agencies

Following Thrust areas have been cultivated by the Faculty in the recent years:

- → **Entrepreneurship**
- → **International Business**
- → **Retail Marketing**
- → **Supply Chain Management**
- → **Customer Relationship Management**
- → **Value Chain Analysis**
- → **Microfinance and Entrepreneurship**
- → **Insurance**
- → **Health care management**
- → **Hospital Management**

17	Number of faculty with ongoing projects from	
	a) national	**11**
	b) international funding agencies	**Nil**
	c) Total grants received.	**1.3 Crores**
	Give the names of the funding agencies and grants received Project-wise.	
	Details enclosed as Annexure: 2	
18	Inter-institutional collaborative projects and grants received	
	a) National Collaboration:	

During the assessment period, Faculty engaged/ conducted Collaborative projects / activities with the following organizations/ Institutions:

- **Allahabad Bank (Professorial Chair)**
- **ICICI Prulife to conduct (One year PG Diploma in Mgmt. and Insurance)**
- **IDXL Training India Pvt. Ltd. supported program (In process)**
- **School of Management Sciences, Varanasi**
- **Entrepreneurship Development Institute, Gandhinagar (for holding FDP)**
- **Rural Electrification Corporation (National Training Programs)**
- **Alliance University, Bangalore**
- **Mahamaya Technical University, GB Nagar**
- **GLA University Mathura**
- **Invertis University Bareilly**
- **National Institute of Technology, Kurukshetra**
- **National Botanical Research Institute (CSIR) Lucknow**
- **North Eastern Hill University, Tura Campus, Meghalaya**
- **Integral University, Lucknow**
- **AMDISA**
- **Association of Indian Universities**
- **UNDP**
- **SPSS South Asia**
- **NABARD**
- **Power Finance corporation**
- **Bharat Petroleum Corporation Ltd.**
- **PHD Chamber of Commerce**
- **ICICI Foundation**
- **Rashtriya Chemicals & Fertilizers**
- **Bank of Baroda**

	↪ State Bank of India ↪ IDBI Bank ↪ Punjab National Bank ↪ Union Bank ↪ SIDBI
	b) International collaboration:
	Claflin University, USA **Wilkies University, USA** **Ethiopian Civil Service College, Ethiopia.** **University of Lausitz, Germany** **School of Business, The University of Kansas, USA** **School of Agriculture & Computer Sc., Tennessee State University, USA** **Institute of Customer Relationship Management (iCRM) USA/ Malaysia** **Global Strategic Management Inc., USA** **World Health Organization**
19	Departmental projects funded by DST-FIST; UGC-SAP/CAS, DPE; DBT, ICSSR, etc.; total grants received.	**SAP – DRS 1 (UGC)** **(2007-2012)** **Grants received: 30 Lakhs**
20	Research facility / centre with	**Not Applicable**
	state recognition	
	national recognition	
	international recognition	
21	Special research laboratories sponsored by / created by industry or corporate bodies	
	Not Applicable	

22	Publications:	Pl. see **Annexure: 3**
	* Number of papers published in peer reviewed journals (national / international)	173
	* Monographs	**Not Applicable**
	* Chapters in Books	43
	* Edited Books	14
	* Books with ISBN with details of publishers	28
	* Number listed in International Database (For *e.g.* Web of Science, Scopus, Humanities International Complete, Dare Database - International Social Sciences Directory, EBSCO host, etc.)	
	* Citation Index – range / average	**Not Applicable**
	* SNIP	**Not Applicable**
	* SJR	**Not Applicable**
	* Impact Factor – range / average	**Not Applicable**
	* h-index	**Not Applicable**
23	Details of patents and income generated	
	Not Applicable	
24	Areas of consultancy and income generated	
	Activities of Business clinic	
25	Faculty selected nationally/ internationally to visit other laboratories in India and abroad	
	Not Applicable	
26	**Faculty serving in**	Pl. see **Annexure: 4**
	a) National committees	07
	b) International committees	
	c) Editorial Boards	17
	d) any other (please specify)	

27	Faculty recharging strategies	
	➥ **Encouraging faculty to obtain sponsored research projects** ➥ **Encouraging faculty to attend national/ international academic events and providing full/ partial financial assistance.** ➥ **Providing seed money at Faculty level to organize seminars / conferences / case-writing workshops.** ➥ **Deputing the faculty to visit various industrial organizations and interact with corporate people to familiarize with the latest trends in corporate world.** ➥ **Participation in Refresher Courses, Seminars, Conferences, workshops, FDPs, organized in the Faculty and other reputed academic institutions.**	
28	Student projects	
	percentage of students who have done in-house projects including inter-departmental projects	**100%**
	percentage of students doing projects in collaboration with other universities / industry / institute	**100%**
29	Awards / recognitions received at the national and international level by	**Details attached as** **Annexure: 5**
	Doctoral / post doctoral fellows	**34 NET / JRF**
	Students	
30	Seminars/ Conferences/Workshops organized and the source of funding (national / international) with details of outstanding participants, if any.	**Attached as** **Annexure: 6**
31	Code of ethics for research followed by the departments	
	The Faculty strictly follows the code of ethics for research purposes and the researchers are required to duly acknowledge the sources of information they use for research purposes. DRC Comprising of all Professors, one Associate Professor and one Assistant Professor on rotation will closely monitor the observance of Code of Ethics. RPC for each research student is constituted…… The researches already being carried are permanently displayed on the web site so as to ensure there is no duplication of topics.	

32	Student profile course-wise:						

Information for 2010-12 Batch

Name of the Course (refer to question no. 4)	Applications received	Selected		Pass percentage	
		Male	Female	Male	Female
MBA & MBA IB (session 2010-12)	2026	78	14	100%	100%
MBA AB	339	35	11	100%	100%
PGDBA					
COC of UGC					

33	Diversity of students

Name of the Course (refer to question no. 4)	% of students from the same university	% of students from other universities within the State	% of students from universities outside the State	% of students from other countries
Ph.D.	17%	67%	13%	3%
MBA	15%	34%	36%	15%
MBA IB	18%	32%	35%	15%
MBA AB	10%	39%	51%	Nil
PGDBA				
COC				

34	How many students have cleared Civil Services and Defence Services examinations, NET, SET, GATE and other competitive examinations? Give details category-wise.

Civil Services	Defense Services Exam.	NET	SET	GATE	Other Competitive Exams
Information not available	Information not available	**34 (NET / JRF)**	Information not available	Information not available	Information not available

35	Student progression

Student progression	Percentage against enrolled
UG to PG	NA
PG to M.Phil.	Not Applicable
PG to Ph.D.	8%
Ph.D. to Post-Doctoral	3%
Employed • Campus selection	87%
Other than campus recruitment	7%
Entrepreneurs	6%

36	Diversity of staff

Percentage of faculty who are graduates	
of the same university	69
from other universities within the State	17
from universities from other States	14
from universities outside the country	Nil

37	Number of faculty who were awarded Ph.D., D.Sc. and D.Litt. during the assessment period	01 (Ph.D.) 02 Faculty members are pursuing D.Lit.
38	Present details of infrastructural facilities with regard to	
	a) Library	Yes
	b) Internet facilities for staff and students	Yes
	c) Total number of class rooms	07
	d) Class rooms with ICT facility	07
	e) Students' laboratories	Computer Lab Meditation Lab Communication Lab Psycho Spiritual Cell
	f) Research laboratories	Not applicable
39	List of doctoral, post-doctoral students and Research Associates	**Annexure: 7 & 8**
	a) From the host university	
	b) From other universities	

40	Number of post graduate students getting financial assistance from the university.
	52 (for year 2012-13; financial assistance in the form of Fee concession)
41	Was any need assessment exercise undertaken before the development of new programme(s)? If so, highlight the methodology.
	Department council considers the proposals from individual faculties and has details discussions and also gets feedback from different stakeholders in the process. The PPC formulates the future course of action based on this input.
42	Does the department obtain feedback from
	a. Faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize the feedback?
	Yes. The practicable suggestions are incorporated in the teaching pedagogy and also incorporated in the curriculum at the time of revision.
	b. Students on staff, curriculum and teaching-learning-evaluation and how does the department utilize the feedback?
	Yes. The practicable suggestions are incorporated in the teaching pedagogy and also incorporated in the curriculum at the time of revision.
	c. Alumni and employers on the programmes offered and how does the department utilize the feedback?
	Yes. The practicable suggestions are incorporated in the teaching pedagogy and also incorporated in the curriculum at the time of revision.
43	List the distinguished alumni of the department (maximum 10)
	• **Mr. D.K. Mehrotra, CMD, LIC of India** • **Mr. Tapaas Chakravarti, Managing Director & Chief Executive Officer, DQ Entertainment Ltd.** • **Mr. Rakesh Kohli, Chief Executive Officer, Stag International** • **Mr. Sameer Kapoor, Chief Executive Officer, NDTV India, New Delhi Television Ltd.** • **Ms. Ranjita Saran Head of Tech. Excellence for the Asia Pacific operations, TCS** • **Mr. Arun Sehgal, Vice President (HR & A), GlaxoSmitKline Consumer Healthcare Ltd.** • **Mr. Rajiv Gujral, Chief Operating Officer & Sr. Vice President (Mergers, Acquisitions & Development), The Indian Hotels Company Ltd.** • **Mr. Swarup Choudhury, Director (Fin. Services Sector, ASEAN/South Asia), IBM India** • **Mr. Arvind Kr. Gupta, Director In Charge, Basmati Export Devp. Foundation, APEDA** • **Mr. Bejon Misra, Past Chairman, Consumer Coordination Council**

44	Give details of student enrichment programs (special lectures / workshops / seminar) involving external experts.
	Experiential learning, add-on courses, live projects, involving the students in the various co-curricular and extra-curricular activities.
45	List the teaching methods adopted by the faculty for different programs.
	Structured Lectures **Seminars** **Case Studies** **Hands - on Training** **Project Assignments** **Role Playing** **Business Games** **Company Visits** **Guest Lectures** **Panel Discussions**
46	How does the department ensure that program objectives are constantly met and learning outcomes are monitored?
	With the help of continuous evaluation and placement of the students. Also from feedbacks received from corporate recruiters and alumni network.
47	Highlight the participation of students and faculty in extension activities.
	Faculty encourages students to participate and hold several co-curricular and extra curricular activities. These include Cultural - Sports events and Social Service Activities. Please see the Annexure: 9 for detailed programs organized as Extension activities.
48	Give details of "beyond syllabus scholarly activities" of the department.
	Seminar/ Con/WORK **Business Plan Competitions** **Brain Storming Sessions** **Panel Discussions** **Year Long Lecture Series**
49	State whether the program/ department is accredited/ graded by other agencies? If yes, give details.
	UGC, NAAC
50	Briefly highlight the contributions of the department in generating new knowledge, basic or applied.
	BHU Management Review - A Journal of Contemporary Management Research **Business Clinic** **Knowledge forum** **Seminars and Conferences on topical issues.** **Publication of Books and research papers**

51	Future plans of the department.
	Thrust : Up-gradation of the Faculty into a full-fledged Institute of Management Studies **Thrust Areas:** ➙ **Entrepreneurship, especially social entrepreneurship,** ➙ **Rural management and Management of MSME's,** ➙ **Services management**
52	Detail any five Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department.
	Strengths:
	▪ **Good student teacher ratio** ▪ **High ROI for students** ▪ **Core faculty- all having doctorate degree and rich academic & industry experience** ▪ **Enormous scope for interdisciplinary exposure and research.** ▪ **Good industry orientation as well as quality placement** ▪ **Part of a well established internationally known center of learning**
	Weaknesses:
	▪ **Locational disadvantage** ▪ **Limited autonomy** ▪ **High degree of centralization** ▪ **Non proximity to industrial hubs** ▪ **Resource constraints.**
	Opportunities:
	▪ **Corporate Training, Consultancy and Research** ▪ **Knowledge Portal & Institutional networking** ▪ **Potential to be a mentor institution in the region** ▪ **National / International Collaborations** ▪ **Inter-disciplinary research**
	Challenges:
	▪ **Competitive environment** ▪ **Setting up State of the Art Educational infrastructure to combat the challenges from private sector.** ▪ **Sustenance of Quality placements against economic slowdown** ▪ **Industry requirement based updation of Syllabi** ▪ **Attracting best students and Faculty**

Post-accreditation Initiatives

If the university has already undergone the accreditation process by NAAC, please highlight the significant quality sustenance and enhancement measures undertaken during the last four years. The narrative may not exceed ten pages.

Significant Quality Sustenance & Enhancement Measures

During the last four years the Faculty has made sincere efforts to enrich its academic endeavors and upgraded the infrastructural facilities. Eight faculty positions were filled adding the academic strength of the department. The Faculty has made active efforts to engage with industry / corporate world through several interactive initiatives. it has also organized a large no. of seminars / conferences/ Faculty Development Programs / Quality Improvement Programs that helped in updating the knowledge of the participants and facilitated networking to strengthen the academic associations with other leading institutions. It has also signed 4 MoUs with foreign universities to start exchange programs. The Faculty established a Business Clinic to serve the needs of the local industries.

A new building has come up alongside the existing one and it will serve as a Corporate Resource Center. The Faculty has identified to focus in particular the research areas like – Microfinance, Supply Chain Management, Entrepreneurship, Women Empowerment, Customer relationship Management, Value Chain Analysis and Management of medium and Small Enterprises. The faculty has a strong research base and around 100 research scholars are presently pursuing their doctoral program in the Faculty. The Faculty has thoroughly restructured its syllabi of MBA, MBA IB and MBA AB programs which came into effect from session 2012-13. The Faculty follows Choice Based Credit System under semester pattern. The weightage of continuous evaluation component vis-vis end semester examination has been increased. A large no. of projects funded by UGC, AICTE ICSSR and MHRD are going on in the Faculty.