Self-Study Report (SSR) - Criterion-1

Information to be submitted by Departments/Directorates/Centres for Each Progr

1	Department/Directora	ate/Centre/Institute:	Department of Management Studies, North Campus University of Kashmir
2	Name of the Programm	me 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?	
5A	Number of New Course	es introduced in the Programme sind	ce 2019?
5B	List of New Courses in	troduced since 2019:	
	Course Code	Course Title	Brief Description

b	Departmental website introduced in the Prog	link in support of New Courses ramme since 2019.			
6A	Dates of syllabus revis (2019-2023)	ions during the last five years.	last revision was in 2018		
6B	Departmental website revisions.	link in support of syllabus			
7	Are Programme Outcomes (POs) clearly mentioned in the syllabus? (Y/N)				
8	Are the Course Outcomes (COs) mentioned for each course of the programme? (Y/N)				
9A	Does POs & COs have relevance to local, regional & global developmental needs? (Y/N)				
9B	List of courses addressing Local Needs:				
	Course Code	Course Title	Brief Justification		

		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		
Course Code:		hospital-community		
IMBA18507DCE	Hospital Administration	relationships		

		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		
IMBA18407EDCE	Tourism Management	Kashmir		

IMP 449502CD		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		
IMBA18503CR	Furrebienementh Development	111000 01000		

		The course includes concepts and practices in rural marketing, which is crucial for understanding and addressing the
MBA18309DCE	Disaster Management	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		
		This course		
		focuses on the		
		unique aspects of		
		marketing in rural		
		areas, addressing		
		regional needs and		
		specifics of rural		
IMBA18805DCE	Rural Marketing	markets		
		This course		
		emphasizes the		
		role of		
		entrepreneurship in		
		economic growth,		
		social stability,		
		balanced regional		
		development, and		
		meeting local		
		demand, which are		
		critical for regional		
IMBA18503CR	Entrepreneurship Development	development		
		The course focuses		
		on the		
		management of		
		working capital,		
		crucial for the		
		financial health of		
		businesses in a		
IMBA18909DCE	Working Capital Management	regional economy		

IMBA18309DCE	Disaster Management	This course deals with disaster preparedness, mitigation, recovery, and rehabilitation, relevant for global concerns related to natural and man- made disasters		
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		

This course covers international		
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distribution,		
promotion		
strategies,		
understanding the		
global consumer,		
and emerging		
trends in		
international		
marketing,		
including the role of		
the WTO and		
global marketing		
IMBA18702CR International Business research		
10A Does the Programme offer focus on Employability/ Entrepreneurship/ Skill development	courses? (Y/N)	
10B List of Employability Courses:		
Course Code Course Title Brief Justification		
This course		
emphasizes the		
role of		
entrepreneurship in		
economic growth,		
Entropropourship Dovolopment social stability,		
Entrepreneurship Development balanced regional		
development, and		
meeting local		
demand, which are		
critical for regional		
IMBA18503CR development		

	IMBA18503CR	Entrepreneurship Development	development, and meeting local demand, which are critical for regional development
	Course Code	Course Title	Brief Justification
10C	List of Entrepreneu	rship Development Courses:	
	IIVIBATOTOOTOR	internship and Training Project	Scenarios
	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

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10D	List of Skill develop	ment 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 programm NEP2020/etc. (Y/N)	_	ofessional ethics/ gender/ human values/ environment/ sustainability & other
11B		essing 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	
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	

Course Code	Course Title	Brief Justification
		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
IMBA18002GE	Technical Writing	communication

	11D	List of courses address	ing Human Value Issues:	
I		Course Code	Course Title	Brief Justification

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11E	List of courses add	ressing 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 add	ressing Sustainability issues:	
	Course Code	Course Title	Brief Justification

	IMBA18506DCE		This course addresses environmental awareness and sustainability, in line with NEP2020's emphasis on environmental education
11G	List of courses address	ing Other Value Framework enshrin	ed in NEP2020/etc.:
	Course Code	Course Title	Brief Justification

	<u> </u>	TITIO COCIOCIO
		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
IMBA18303CR	Corporate Governance and Ethics	integrates the
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12A	Does the Department	:/Directorate/Institute/ Centre offe	r Diploma Programn	ne? (Y/N)			
12B	Details of the Diploma 2023)	a Programmes offered by the institu	itions where the stud	lents of the in	stitution have	enrolled and	successfully co
	Programme Code	Name of Diploma Programme	Mode of Programme (Online/Offline)	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
13A	Does the Department	:/Directorate/Institute/ Centre offe	er Certificate Course	s? (Y/N)			
13B	Details of the Certific 2023)	ate Courses offered by the instituti	ons where the studer	nts of the insti	itution have e	nrolled and s	uccessfully com
	Course Code	Name of Certificate Course	Mode of Course (Online/Offline)	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

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14A	Does the Department	/Directorate/Institute/ Centre offe	r Value-Added Cour	ses? (Y/N)			
14B	Details of the Value A 2023)	dded Courses offered by the institu	tions where the stud	ents of the ins	stitution have	enrolled and	successfully co
	Course Code	Name of Value-Added Course	Mode of Course (Online/Offline)	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
15A	Does the Department	/Directorate/Institute/ Centre offe	r Online Courses of	MOOCs, SWAY	/AM/e-PG Patl	nshala/ NPTE	L and other re
15B		rses of MOOCs, SWAYAM/e-PG Path last five years (2019-2023)	nshala/ NPTEL and of	ther recogniz	ed platforms	where the st	udents of the in
	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

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16A	Does the programm	ne have Field Projects/ Research Pro	jects /Internship in	the programm	ne? (Y/N)		
16B	Details of componer	nts of Field Projects / Research Proj	ects / Internships i	mplemented du	uring last fiv	e years (2019-2	2023)
	Course Code	Name of the course pertaining to p Research Projects / Internship	field projects/	Number of C	redits	Number of undertaking	
	IMBA181001CR	Internship and Training Project		6		Ja students did thoir in	tornship in
		Information:					

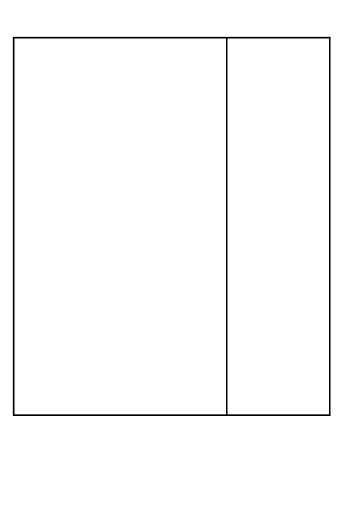
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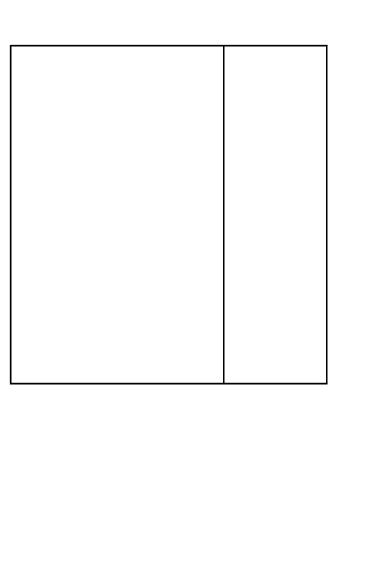
- 1. Kindly format the syllabus in light of the instruction and discussions held in past meetings and upload the syllabus on the Departm
- 2. Upload valid proofs on the Departmental Website.

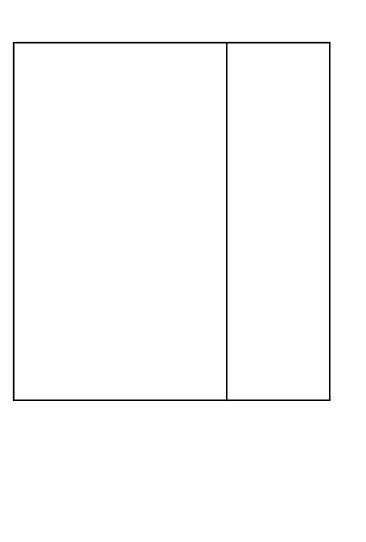
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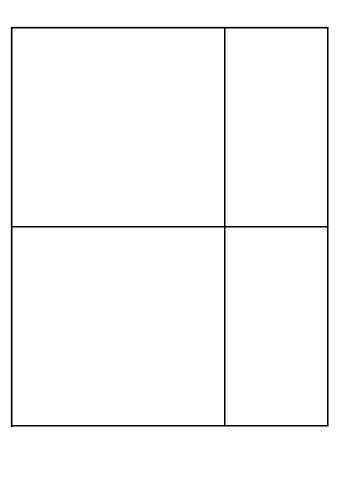
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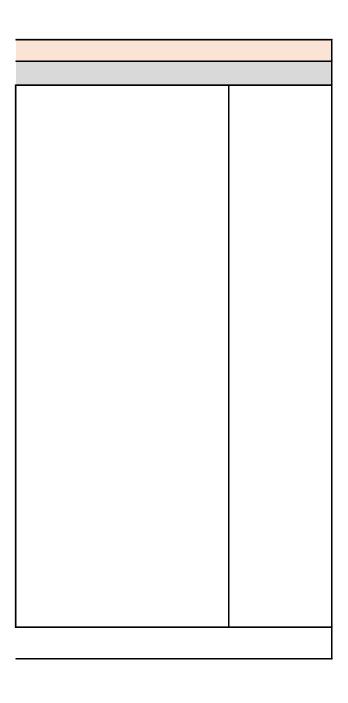




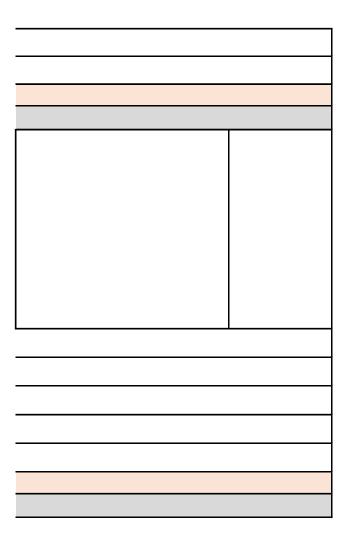
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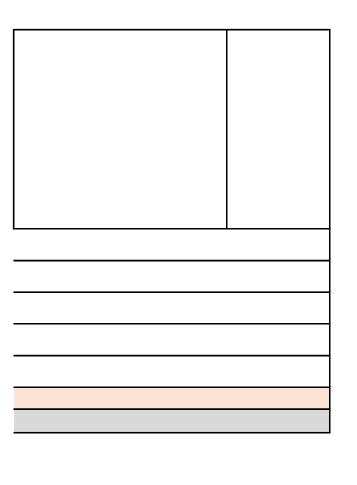
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	the year

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mpleted during the last five years (2019-		
Departmental website link to the relevant document	Number of students enrolled in the year	
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	N
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