

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)							
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:							
<i>Course Code</i>		<i>Course Title</i>	<i>Brief Justification</i>					

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				
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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				
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:**

<i>Course Code</i>	<i>Course Title</i>	<i>Brief Justification</i>				
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				

	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:						
	<i>Course Code</i>		<i>Course Title</i>		<i>Brief Justification</i>		
	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				
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)						
10B	List of Employability Courses:						
	<i>Course Code</i>	<i>Course Title</i>	<i>Brief Justification</i>				
	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				

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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10C

List of **Entrepreneurship Development Courses:**

<i>Course Code</i>	<i>Course Title</i>	<i>Brief Justification</i>
IMBA18503CR	Entrepreneurship Development	development, and meeting local demand, which are critical for regional devel

10D	List of Skill development Courses:					
	<i>Course Code</i>	<i>Course Title</i>	<i>Brief Justification</i>			
			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			
	IMBA18404DCE	Service Operations				
11A	Does the programme have courses addressing Professional ethics/ gender/ human values/ environment/ sustainability & other values NEP2020/etc. (Y/N)					
11B	List of courses addressing Professional Ethics:					

<i>Course Code</i>	<i>Course Title</i>	<i>Brief Justification</i>				
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				

11C

List of courses addressing **Gender Issues:**

<i>Course Code</i>	<i>Course Title</i>	<i>Brief Justification</i>
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:**

<i>Course Code</i>	<i>Course Title</i>	<i>Brief Justification</i>
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	<p>Business Ethics and Corporate Social Responsibility</p>	<p>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</p>				

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

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.:**

<i>Course Code</i>	<i>Course Title</i>	<i>Brief Justification</i>
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<p>IMBA18303CR</p>	<p>Corporate Governance and Ethics</p>	<p>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</p>				

12A	Does the Department/Directorate/Institute/ Centre offer Diploma Programme? (Y/N)					
12B	Details of the Diploma Programmes offered by the institutions where the students of the institution have enrolled and successfully completed (2023)					
	<i>Programme Code</i>	<i>Name of Diploma Programme</i>	<i>Mode of Programme (Online/Offline)</i>	<i>Year of Offering/enrolment</i>	<i>Contact hours of course</i>	<i>Number of Students completing the course in the year</i>
13A	Does the Department/Directorate/Institute/ Centre offer Certificate Courses? (Y/N)					
13B	Details of the Certificate Courses offered by the institutions where the students of the institution have enrolled and successfully completed (2023)					
	<i>Course Code</i>	<i>Name of Certificate Course</i>	<i>Mode of Course (Online/Offline)</i>	<i>Year of Offering/enrolment</i>	<i>Contact hours of course</i>	<i>Number of Students completing the course in the year</i>

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

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

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/enrolment	Contact hours of course	Number of students enrolled in the year	Number of Students completing the course in the year

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

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

<i>Course Code</i>	<i>Name of the course pertaining to field projects/ Research Projects /Internship</i>	<i>Number of Credits</i>	<i>Number of students undertaking course</i>
IMBA181001CR	Internship and Training Project	6	34 students of batch 2018 did their internship in

17 Any other Relevant Information:

The Department has started offering PhD. Course from the year 2022

Signature of the Head/Director of

General Instructions:

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

	N
	Y
	Y

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	Y

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ue framework enshrined in	Y

	N
Completed during the last five years (2019-	
<i>Departmental website link to the relevant document</i>	<i>Number of students enrolled in the year</i>
	N
Completed during the last five years (2019-	
<i>Departmental website link to the relevant document</i>	<i>Number of students enrolled in the year</i>

	N
Completed during the last five years (2019-	
<i>Departmental website link to the relevant document</i>	<i>Number of students enrolled in the year</i>
Recognized platforms? (Y/N)	N
Institution have enrolled and successfully	
<i>Departmental website link to the relevant document</i>	<i>Number of students enrolled in the year</i>

	N
<i>Departmental website link to the relevant document</i>	

f the Department/Centre/Institute



