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# SYMBIOSIS CENTRE FOR MANAGEMENT STUDIES, NOIDA

Symbiosis International (Deemed University), Pune

(Established under Section 3 of UGC Act 1956 vide Notification No.F.9- 12/2001-U.3 of the Government of India)

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## Curriculum Feedback Collection Analysis and Action Taken Report for Academic Year 2024-25



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Dr. Nidhi Phutela

Director

Symbiosis Centre for Management Studies, Noida



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Name of the Institute: Symbiosis Centre for Management Studies, Noida		
Name of the Program: Bachelors of Business Administration/ Bachelors of Business Administration (Hons) with research		
Alumni Feedback for Design and Review of Syllabus		
Academic Year 2024-25		
The feedback is taken from alumni through online mode during the alumni meet and by circulating google forms. The feedback collected is analyzed and appropriate actions are taken on the suggestions given by the alumni.		
No. of Respondents: 10		
Summary of Feedback Analysis and Action Taken:		
Sr. No.	Particulars/Action Point	Action Taken
1	Alumni of SCMS-Noida expressed satisfaction with the existing courses, noting their relevance to societal needs and employability. Some suggested adding contemporary, skill-oriented courses such as Data Visualization with Power BI, People Analytics, and Marketing Analytics using AI Tools. They emphasized that such additions would enhance practical learning and strengthen analytical applications across domains like Human Resources, Marketing, and Finance.	The program structure already incorporates several courses aimed at developing practical and analytical skills. Under the Business Analytics specialization, students can select from a wide range of contemporary courses aligned with industry trends and their career aspirations. Additionally, the curriculum is periodically reviewed to integrate emerging subjects such as People Analytics, Power BI Applications, and AI-Driven Marketing Analytics to enhance industry relevance.

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Name of the Institute: Symbiosis Centre for Management Studies, Noida		
Name of the Program: Bachelors of Business Administration/ Bachelors of Business Administration (Hons) with research		
Industry Experts' Feedback for Design and Review of Syllabus		
Academic Year 2024-25		
The feedback is taken from industry experts through online mode during the internship drives and online guest sessions and campus placements. The feedback collected is analyzed and appropriate actions are taken on the suggestions given by the industry experts.		
No. of Respondents: 5		
Summary of Feedback Analysis and Action Taken:		
Sr. No.	Particulars/Action Point	Action Taken
1	Industry experts found the courses offered at SCMS-Noida to be satisfactory and aligned with market expectations. However, they recommended greater integration of Artificial Intelligence (AI) applications across disciplines and the inclusion of more practical-oriented sessions. They also suggested introducing contemporary courses on FinTech, Machine Learning, and related emerging technologies to strengthen students' industry readiness and technological competence.	Although the program structure already includes several courses on programming and analytics, additional measures have been taken to strengthen industry alignment. A series of webinars and expert talks on emerging trends in Artificial Intelligence (AI), FinTech, and Machine Learning applications in business have been organized to provide students with practical insights and real-world exposure to evolving technological developments.

  
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Name of the Institute: Symbiosis Centre for Management Studies, Noida		
Name of the Program: Bachelors of Business Administration/ Bachelors of Business Administration (Hons) with research		
Students Feedback for Design and Review of Syllabus		
Academic Year 2024-25		
The feedback is taken from students through online mode during the online open house discussion with the Director. The feedback collected is analyzed and appropriate actions are taken on the suggestions given by the students.		
No. of Respondents: 118		
Summary of Feedback Analysis and Action Taken:		
Sr. No.	Particulars/Action Point	Action Taken
1	Students expressed high satisfaction with the program structure and its alignment with industry needs. However, they recommended increasing the number of lab-oriented courses, hands-on workshops, and industrial visits to strengthen practical exposure. They also suggested incorporating more educational excursions and offering Choice-Based Credit System (CBCS) options, particularly within the Analytics specialization, to enhance flexibility and experiential learning opportunities.	The students' feedback was duly considered, resulting in the introduction of case-based and business scenario-based workshops in courses such as Business Analytics and Financial Management to enhance experiential learning. The impact of Artificial Intelligence on Digital Marketing has also been integrated into the curriculum. Furthermore, the program structure for the 2024–28 batch was revised in accordance with CBCS guidelines to offer greater flexibility and academic choice.

  
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Name of the Institute: Symbiosis Centre for Management Studies, Noida		
Name of the Program: Bachelors of Business Administration/ Bachelors of Business Administration (Hons) with research		
Faculty Feedback for Design and Review of Syllabus		
Academic Year 2024-25		
The feedback is taken from faculties in online meet during the faculty meetings with the director. The feedback collected is analyzed and appropriate actions are taken on the suggestions given by the faculty.		
No. of Respondents: 24		
Summary of Feedback Analysis and Action Taken:		
Sr. No.	Particulars/Action Point	Action Taken
1	The faculty members at SCMS-Noida expressed overall satisfaction with the existing course structure and its relevance to industry and academic standards. Some recommended integrating basic research components within analytical courses to strengthen students' inquiry and problem-solving skills. A few faculty members also showed interest in proposing new interdisciplinary courses, subject to comprehensive research, feasibility analysis, and academic review to ensure curriculum quality and coherence.	The faculty's recommendation to integrate research elements has been implemented. Consequently, several research-oriented topics have been added to the Business Analytics course curriculum for the 2024-28 batch, enhancing students' analytical and inquiry skills.

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### Minutes of the 1<sup>st</sup> Meeting of Quality Improvement Cell (QIC) virtually held on July 26, 2024 from 2.30 pm at SCMS Noida.

The following members attended the meeting.

S. No	Name & Institute	Designation
1	Dr. Nidhi Phutela	Chairperson, QIC
2	Dr. Nidhi Natrajan	Teaching Member
3	Dr. Priya Grover	Teaching Member
5	Dr. Anindita Bhattacharjee	Teaching Member
6	Dr. Alpana Agarwal	Teaching Member
8	Ms. Sandhya Sharma	Administrative Member
9.	Mr. Jay Aditya Luthra	Alumni
10.	Ms. Yana Bedi	Student
11.	Dr. Rinku Sanjeev	Member Secretary, QIC
12.	Ms. Jayti Brahmhatt	University Representative, QMB

The following members expressed their inability to attend the said meeting and were granted a leave of absence.

1	Mr. Abhishek Singh	External Member
2	Dr. Kirti Priya Gupta	Teaching Member
3	Dr. Vikrant Vikram Singh	Teaching Member
4	Mr. Ashok Kumar Sharma	Administrative Member

Director and QIC Chairperson Dr. Phutela opened the meeting with the welcome of all the Members and external Experts to the QIC meetings.



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## ITEM NO. 1

### Overview of the institution's profile

An overview about the institute profile shared with all members.

**Resolution Item No.1: QIC: 26.07.2024**

*Resolved that the Institute profile, is shared by Dr. Nidhi Phutela, Director and Chairperson QIC, SCMS NOIDA.*

## ITEM NO. 2

### To introduce the New QIC members for AY 2023-24

Information about the new members and QIC reconstitution for AY 2024-25 shared with all members.

**Resolution Item No.2: QIC: 26.07.2024**

*Resolved that the new members of QIC for AY 2024-25, are hereby introduced by Dr. Nidhi Phutela, Director and Chairperson QIC, SCMS NOIDA.*

## ITEM NO. 3

### To confirm the minutes of the meeting (MoM) and Review of Action Taken Report (ATR) of the Fourth QIC Meeting for AY 2023-24 held on May 17, 2024.

Minutes of the fourth QIC Meeting and review of Action Taken Report ATR for AY 2023-24, held on May 17, 2024, were discussed and confirmed.

**Resolution Item No.3: QIC: 26.07.2024**

*Resolved that the minutes of the fourth QIC meeting for AY 2023-24, held on May 17, 2024 are duly reported to all QIC members SCMS NOIDA and QMB representative, who acknowledged and appreciated the work done by QIC, SCMS NOIDA.*



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### ITEM NO. 4

#### **Discussion on Plan of Action and Academic calendar AY 2024-25**

The annual plan for QIC, as framed by the director, academics department and QIC jointly for AY 2024-25 was presented and discussed. Criteria wise annual plan of action for QIC was presented by Dr. Rinku Sanjeev, Member secretary- QIC, SCMS Noida, with the status of respective plans.

Plans were developed in the following areas-

#### **1. *Curricular Aspects***

##### **Plan 1.1: Curriculum revision aligned with changing Global Environment for BBA (Hons.) by May 2025**

Curriculum review and revision for five new courses in BBA (Hons.) reflect significant global trends in curriculum of BBA (Hons.) 2024-28 batch. It will enhance student employability as well as better readiness for contemporary programs in post graduate education

##### **Plan 1.2: Introduction of three new valued added courses and improving student enrolment to 30 percent in these courses by May 2025**

Enhancing curriculum quality through experiential learning and academic projects and promoting quality education by introducing three new value-added courses (VAC) on emerging industry trends for AY 2024-25. Three new COIL courses in collaboration with international universities will be offered for a better student learning experience and exposure to holistic world view and high corporate readiness.

#### **2. *Teaching Learning and Evaluation***

##### **Plan 2.1: Implementing Pedagogical interventions with the aid of digital resources in 25-30 percent courses by May 2025**



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To enhance the quality of academic delivery, 25-30 percent of courses will be enhanced with the usage of library subscribed e-resources and IT facilities. This will ensure quality enhancement in the teaching-learning process, and greater student engagement.

### 3. *Research, Innovations and Extension*

**Plan 3.1: Conduction of Faculty Development Programs (FDPs) in the domain of research methodology, IPR, and Staff development program (SDP) on workplace Skills by May 2025.**

Organisation of Two Faculty Development Programs (FDPs) in the domain of research methodology and one FDP on IPR for targeting Publications in Q1 and Q2 journals, creation of new research networks and one patent publication for design innovation. One staff development program (SDP) on workplace Skills will be organised by May 2025 for increased workplace efficiency.

**Plan 3.2: Seeking research projects from government and government bodies and MDP/Consultancy projects from industry by May 2025**

To establish the footprint of SCMS NOIDA in the domain of research for industrial efficiency the QIC of SCMS NOIDA plans to increase efforts to get consulting and research projects from industry and govt. bodies like DST, ICSSR, AICTE, and also increase the number of MDPs organised by the institute. It was reported that following applications are in the process.

- Application for government funded projects by five faculty members
- MDP for executives of major Indian conglomerate in three locations

**Plan 3.3: Applying for Awards from Govt. and Govt. recognized bodies for outreach/extension programs by Institute Social Responsibility Cell (ISR) by May 2025**

QIC of SCMS NOIDA plans to apply for two govt. recognized awards for activities/ projects aligned with the social objectives of Symbiosis Community Outreach Program and Extension (SCOPE) to enhance visibility of institution by government recognition for ISR activities.



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#### 4. *Infrastructure and Learning Resources:*

##### **Plan 4.1: Additions to library resources and upgradation of Information Technology (IT) infrastructure by May 2025**

QIC of SCMS NOIDA plans to upgrade the library, digital resources, and other learning infrastructure by procurement of Course and reference books for revised curricular requirements and addition of reference material as well as subscribing digital resources. It also plans the updating of hardware resources. It ensures the courses to be delivered with the aid of subscribed library resources for improvement in academic delivery and processes.

#### 5. *Student Support and Progression:*

##### **Plan 5.1: Assisting 100 percent students for their career progression through Corporate Affair Cell (CAC) activities by May 2025**

QIC of SCMS NOIDA through its Corporate Affairs Cell (CAC) will conduct four placement skills workshops / Counselling sessions on resume preparation, interview preparation and development of mental and emotional resilience for all eligible students for the student's placement readiness for the development of skill base in students to prepare them for corporate endeavours

##### **Plan 5.2: Five activities to support student's mental wellness and emotional solidity through the initiatives of Mentoring Cell by May 2025**

The QIC and institute mentoring cell plans to conduct activities focusing on – 1. Institutional support for emotional wellbeing, 2. Team building 3. Mental health, 4. Motivation and upliftment, 5. Academic Mentoring. This will ensure holistic resilience building in all the students through better emotional management and mental wellbeing activities.

##### **Plan 5.3: Promoting a student driven culture through Five flagship activities and multiple club activities by Student Affair Council (SAC) by May 2025**

The verticals of the Student Affairs Council (SAC) plans to organize twenty activities/ events in cultural, Sports and co-curricular domains and competitions by Student clubs and Cells to foster leadership and management skills along with team spirit in students by May 2025.



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## **Plan 5.4: Strategic Partnership with alumni for better networking and institute visibility through Alumni meet and Alumni Talk Series by May 2025**

QIC of SCMS NOIDA in collaboration with Alumni Cell plans to organize Alumni meet for the AY 2024-25 as well as invite alumni for guest lectures to engage alumni in institute working by inviting them as resource person for experience sharing & mentoring.

## **6. Governance, Leadership and Management:**

### **Plan 6.1: Organizing Two Quality Awareness Programs for Teaching and Non-Teaching staff by May 2025**

QIC is planning to conduct two Orientation/training sessions on NAAC awareness as well as practices to improve institutional quality for all stake holders in quality improvement initiatives. It will foster better maintenance and flow of academic and non-academic institutional data with respect to quality enhancement.

### **Plan 6.2: One administrative training for Staff Members**

QIC of SCMS Noida plans to conduct one staff training/workshop for skill enhancement. This will help in professional development of non-teaching staff and improvement in institutional metrics of efficiency and effectiveness.

## **7. Institutional Values and Best Practices:**

### **Plan 7.1: One Gender Sensitization Workshop/Sessions on prevention of sexual harassment and promotion of gender equity by May 2025**

QIC of SCMS NOIDA and ISR Cell plans to organize an event highlighting gender issues and raising awareness to propagating gender equity among all the stakeholders.

### **Plan 7.2: Expanding the boundaries of institute social responsibility with two international collaboration by May 2025**

Collaborating with two international universities to identify prominent social issue and promoting joint effort to resolve those issues



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## 8. *SDGs/NEP/UTSAH*

**Increase focus on promotion of sustainable development goals (SDGs 3,4,5,8) through curricular and co-curricular measures**

QIC of SCMS Noida in collaboration with the ISR Cell and the sustainability cell of the institute plans to hold workshops and events to increase awareness about SDGs. For this purpose the following initiatives will be reinforced.

- Introduction of SDGs as a topic in majority of courses
- Active involvement of Institute Sustainability Cell in various activities concerning (SDG 3,4,5,8)

This will ensure deeper understanding and awareness about SDGs among 100 percent stake holders.

9. **Academic Calendar for AY 2024-25 was Shared with the QIC members and QMB representatives for formal approval.**

### *Resolution Item No.4: QIC: 26.07.2024*

*Resolved that the QIC annual plan and academic calendar for the AY 2024-2025 was presented before all QIC members SCMS NOIDA and QMB representative, who noted and approved the same for implementation. The Academics Department, Institute Research Cell, Student Affairs Council, Corporate Affairs Cell, Institute Social Responsibility Cell, Mentoring Cell, International Cell, Alumni Cell and Administration department will be jointly executing the action plan along with QIC, SCMS NOIDA.*

## **ITEM NO. 5**

**Strengths, weaknesses, opportunities, and challenges (SWOC) analysis of SCMS Noida of SCMS Noida for AY 2024-25**

Dr. Nidhi Phutela discussed about the Strength, Weakness, Opportunities and challenges analysis for SCMS Noida for AY 2024-25.



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## *Resolution Item No.5: QIC: 26.07.2024*

*Resolved that all QIC members of SCMS NOIDA and QMB representative noted and acknowledged the SWOC of SCMS Noida as compiled by the QIC of SCMS Noida for the AY 2024-2025.*

### **ITEM NO. 6**

#### **Review of existing MoUs/Collaborations for Academic Quality Improvement.**

The following collaborations are executed/within pipeline in the areas of academic and social initiatives.

- **Within SIU:** Collaborations with SIFIL, SCEW, SCMS Hyderabad and SIBM Hyderabad
- **National Institutions:** Collaborations in the field of ISR with Rotary Noida Blood Bank, Warriors without Cause, Mala Smriti Home, Deep Blind Welfare Organisation, Girl Up Meera, Slum Swaraj Foundation, Setu Foundation, Shrishti Foundation, Pehchan Foundation, Shukai Centre, Leher Foundation, RobinHood Army and Chhanv Foundation.
- **International Institutions:** Collaborations in the areas of academic (COIL courses and student exchange) as well as for ISR activities with Florida International University, University of Galway, Amsterdam University of Applied Sciences, Universidad Católica del Maule, University of Wollongong, University of Auckland,
- **Industry Collaboration:** Collaborations with reputable business organizations such as L&T, IDFC First Bank, SAP Labs India Pvt. Ltd in the area of MDPs and projects.

## *Resolution Item No.6: QIC: 26.07.2024*

*Resolved that all QIC members SCMS NOIDA and QMB representative noted the various collaborations of SCMS Noida, with national and international universities, Non-government organizations and Industrial houses in the area of academic, research, social responsibility and training endeavours for AY 2024-25*



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## ITEM NO. 7

### **Discussion on the progress of Criteria wise NAAC AQAR (2023-24) preparation.**

It is informed to the QIC that the data collection for all the seven criteria is in progress. The document upload will finish by August 18, 2024.

*Resolution Item No.7: QIC: 26.07.2024*

*Resolved that all QIC members SCMS NOIDA and QMB representative noted the status of NAAC AQAR (2023-24) preparation.*

## ITEM NO. 8

### **Review of Research Progression of Constituent (compare with previous AY).**

The number of research achievements in terms of projects, patents and publications are presented for QIC reporting with comparison with last AY (2023-24).

*Resolution Item No.8: QIC: 26.07.2024*

*Resolved that all QIC members SCMS NOIDA and QMB representative noted the status of research progression for AY 2024-25 in comparison with AY (2023-24)*

## ITEM NO. 9

### **Reporting of Student Progression.**

The student progression for AY (2023-24) was presented in terms of students' placement, admission in higher education and students' achievement in state/national/ international level for the information of QIC.

*Resolution Item No.9: QIC: 26.07.2024*

*Resolved that all QIC members SCMS NOIDA and QMB representative noted the status of student progression in the terms of students' achievements, placements and higher education.*

## ITEM NO. 10

### **Discussion for proposed initiatives for Alumni Engagement.**



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The QIC of SCMS Noida in collaboration with the Alumni Cell is planning to conduct following alumni engagement activities

- One Alumni Meet is planned in October
- Two Alumni Talk sessions are planned to be conducted in the month of August and September.

The objective is to keep healthy connections between alumni and their alma mater.

**Resolution Item No.10: QIC: 26.07.2024**

**Resolved that all QIC members SCMS NOIDA and QMB representative noted and approved the proposed initiatives for alumni engagement for AY 2024-25.**

### **ITEM NO. 11**

**Discussion on measures to increase participation in developing online content by faculty for MOOCs, Swayam, NPTEL, etc.**

The QIC of SCMS Noida plans to conduct an FDP on MOOCs creation and usage for all faculty members to encourage MOOC and other online content creation.

**Resolution Item No.11: QIC: 26.07.2024**

**Resolved that all QIC members SCMS NOIDA and QMB representative noted the proposed initiatives for creation of MOOC and other online content by faculty members for AY 2024-25.**

### **ITEM NO.12**

**Discussion on proposed NEP Initiatives**

The QIC of SCMS Noida plans the following initiatives in line with NEP implementation:

- Curricular initiatives: To adopt innovative teaching pedagogy in line with NEP curriculum
- Co-curricular initiatives: To conduct at least 2 workshops on 21<sup>st</sup> century skills

**Resolution Item No.12: QIC: 26.07.2024**

**Resolved that all QIC members SCMS NOIDA and QMB representative noted and approved the proposed initiatives for NEP implementation for AY 2024-25**



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### ITEM NO.13

#### **Discussion on planned SDG Initiatives**

The QIC of SCMS Noida plans the following initiatives in line with SDG implementation:

- Curricular initiatives: Sessions by experts on SDGs
- Co-curricular: Doing collaborative work on environment, waste management and water bodies with NGOs and International Universities.

These initiatives will create an awareness about SDGs as well as fostering implementation of SDGs in the various activities of the institute.

*Resolution Item No.13: QIC: 26.07.2024*

*Resolved that all QIC members SCMS NOIDA and QMB representative noted and approved the proposed initiatives for SDG awareness and implementation for AY 2024-25*

### ITEM NO.14

**Open floor for suggestions and feedback from QIC members and other.**

As there was no other point for discussion, the meeting concluded with a vote of thanks to the Chair and all present.

<b>Resolution/action items from Agenda Points</b>	<b>Person Responsible / Action Taken</b>	<b>Deadline/ Target Dates</b>
<b>Resolution 1:</b> Inclusion of New Members in QIC Constitution	Dr. Nidhi Phutela	Done
<b>Resolution 2:</b> Annual Planning for AY 2024-25	Dr. Rinku Sanjeev	Done
<b>Resolution 3:</b> Implementation of NEP initiatives for AY 2024-25	Dr. Nidhi Natrajan	Planned/ In Process



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<b>Resolution 4:</b> Implementation of Pedagogical interventions with the aid of digital resources	<b>All Faculty Members</b>	<b>Planned/ In Process</b>
<b>Resolution 5:</b> Conduction of workshop/seminar/guest lecture for the faculty members in research methodologies and IPR	Dr. Alpana Agarwal	Planned/ In Process
<b>Resolution 6:</b> Organization of Flagship events and club events by Student Affair Council (SAC)	Mr. Abhinav Pal	Planned/ In Process
<b>Resolution 7:</b> Enhancement of international initiatives through various activities	Dr. Priya Grover	Planned/ In Process
<b>Resolution 8:</b> Identification the various areas of institutional working, contributing to achievement of SDGs	Dr. Anindita Bhattacharjee and Dr. Shinu Vig	Planned/ In Process
<b>Resolution 9:</b> Alumni Engagement Activity	Dr. Dolly Gaur	Planned/ In Process
<b>Resolution 10:</b> Preparation of NAAC AQAR (2023-24)	All Criterion In charge and QIC Coordinator	In Process

  
QIC Coordinator

QIC-01/26-07-2024



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SCMS-NOIDA

  
Director



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## Action Taken Report

QIC Meeting 26/07/2024

Resolution/action items from Agenda Points	Action Taken	Status
<b>Resolution 1:</b> Inclusion of New Members in QIC Constitution	Revision of QIC constitution based on NAAC guidelines	Closed
<b>Resolution 2:</b> Annual Planning for AY 2024-25	The annual plan for AY 2024-25 has been finalised based on inputs from Director, QIC, Academics, IRC, ISR, SAC, CAC, Alumni Cell and QMB	Closed
<b>Resolution 3:</b> Implementation of NEP initiatives for AY 2024-25	Curriculum changes as per NEP for Batch 2024-28. New Courses Introduced in the First semester- Business Awareness, CSR and Public Image	Closed
<b>Resolution 4:</b> Implementation of Pedagogical interventions with the aid of digital resources	The faculty members gave assignments to be prepared using the subscribed e-resources thereby enhancing the consumption of digital resources.	Closed
<b>Resolution 5:</b> Conduction of workshop/seminar/ guest lecture for the faculty members in research methodologies and IPR	One workshop on research proposal preparation is planned during November.	In process
<b>Resolution 6:</b> Organization of Flagship events and club events by Student Affair Council (SAC)	Two flagship events "SYMCHARCHA" and "BIZCON" were organised by SAC till date.	In process
<b>Resolution 7:</b> Enhancement of international initiatives through various activities	One global talk series session on "Trends and Challenges in International Business" organised on Nov 20,2024 by International Cell in collaboration with QIC.	In process



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Resolution/action items from Agenda Points	Action Taken	Status
<b>Resolution 8:</b> Identification the various areas of institutional working, contributing to achievement of SDGs	One new program objective has been added to address SDG 4 ISR and Mentoring cell initiatives aligned with SDGs 3, 4, 5, 8, 12, 15	In process
<b>Resolution 9:</b> Student Support activities for augmentation of Alumni relation AY 202324	The Alumni Cell in association with QIC has organised one Alumni Meet on October 25, 2024.	In process
<b>Resolution 10:</b> Preparation of NAAC AQAR (2023-24)	AQAR 2023-24 Data has been submitted and is undergoing verification.	Closed



  
Dr. Nidhi Phutela  
Director



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## Minutes of the 2<sup>nd</sup> Meeting of Quality Improvement Cell (QIC) virtually held on November 21, 2024 from 2.30 pm at SCMS Noida.

The following members attended the meeting.

S. No	Name & Institute	Designation
1	Dr. Nidhi Phutela	Chairperson, QIC
2	Dr. Priya Grover	Teaching Member
3	Dr. Anindita Bhattacharjee	Teaching Member
4	Dr. Alpana Agarwal	Teaching Member
5	Dr. Rinku Sanjeev	Member Secretary, QIC
6	Dr. Vikrant Vikram Singh	Teaching Member
7	Ms. Sandhya Sharma	Administrative Member
8	Mr. Jay Aditya Luthra	Alumni
9	Ms. Yana Bedi	Student
10	Mr. Ashok Kumar Sharma	Administrative Member
11	Mr. Abhishek Singh	External Member
12.	Ms. Jayti Brahmhatt	University Representative, QMB

The following members expressed their inability to attend the said meeting and were granted a leave of absence.

1	Dr. Nidhi Natrajan	Teaching Member
2	Dr. Kirti Priya Gupta	Teaching Member

Director and QIC Chairperson Dr. Phutela opened the meeting with the welcome of all the Members and external Experts to the QIC meetings.



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## ITEM NO. 1

To review and Confirm the Minutes of the Meeting (MOM) and Action Taken Report (ATR) of the First QIC Meeting for AY 2024-25 held on July 26, 2024.

Minutes of the First QIC Meeting and review of Action Taken Report ATR for AY 2024-25, held on July 26, 2024, were discussed and confirmed.

### **Resolution Item No.1: QIC: 21.11.2024**

*Resolved that the minutes of the first QIC meeting for AY 2024-25, held on July 26, 2024 are duly reported to all QIC members SCMS NOIDA and QMB representative, who acknowledged and appreciated the work done by QIC, SCMS NOIDA.*

## ITEM NO. 2

### **Discussion and Review of Plan of Action and Academic Calendar for AY 2024-25**

The annual plan for QIC, as framed by the director, academics department and QIC jointly for AY 2024-25 was reviewed and the performance against the plan has been reported. Criteria wise annual plan of action for QIC was presented by Dr. Rinku Sanjeev, Member secretary- QIC, SCMS Noida, with the status of achievement of the respective plans.

Plans were developed in the following areas-

#### **1. Curricular Aspects**

##### **Plan 1.1: Status of achievement for curriculum revision for BBA (Hons.) (achievement reported)**

New courses introduction/replacement/repositioning of old courses

1. Batch 23-27- Eight new courses introduced/replaced/repositioned
  - Credit Changes- 22 credits
2. Batch 24-28- Three New courses introduced
  - Credit changes-06 credits



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## **Plan 1.2: Introduction of three new valued added courses and improving student enrolment in these courses. (Achievement reported)**

One VAC on SPSS is approved by PRC and QIC has been forwarded to BOS for formal approval.

Two COIL courses have been conducted in collaboration with the University of Arkansas. The course are as follows:

1. "Role of Cross-Cultural Advertisements in Promoting Consumer Health and Fitness". This course, conducted in partnership with the University of Arkansas, USA., and SCMS Hyderabad, took place from 17 September 2024 to 17 October 2024.
2. "Currency Exchange Rates and Purchasing Power Parity". This course, conducted in partnership with the University of Arkansas, USA, and SCMS Hyderabad, took place from 17 September 2024 to 22 October 2024.

## **2. Teaching Learning and Evaluation**

### **Plan 2.1: Implementing Pedagogical interventions with the aid of digital resources (Achievement reported)**

The faculty members provided assignments to be prepared using the subscribed e-resources thereby enhancing the consumption of digital resources.

The following e-resources were utilized

1. Academic databases such as ProQuest and CMIE for academic assignments
2. eBook subscriptions such as Taxman's, McGraw hill and Pearson for additional academic inputs.
3. Research databases such as Emerald, Scopus, WOS, Jstore and Science Direct for research assignments.
4. Writing and statistical resources such as Grammarly and Statista for data collection and academic writing.



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### 3. *Research, Innovations and Extension*

**Plan 3.1: Conduction of Faculty Development Programs (FDPs) in the domain of research methodology and IPR. (Achievement reported)**

One workshop on Writing Research Project Proposal for Extramural Funding is planned during November, 2024.

One design patent application titled “Workforce Supervision and Management Device” is filed.

**Plan 3.2: Seeking research projects from government and government bodies and MDP/Consultancy projects from industry (Achievement reported)**

Application for Govt. funded projects (ICSSR) has been made by several faculty members.

MDP for executives of L&T has been conducted at Faridabad, Lonavala and Bhuvneshwar Training Centre.

**Plan 3.3: Applying for Awards from Govt. and Govt. recognized bodies for outreach/extension programs by Institute Social Responsibility Cell (ISR) (Achievement reported)**

The ISR Cell received letter of Appreciation from various NGOS for collaborative ISR projects and service learning.

### 4. *Infrastructure and Learning Resources:*

**Plan 4.1: Additions to library resources and upgradation of Information Technology (IT) infrastructure (Achievement reported)**

- Installation of SSDs for faster data access and upgradation of operating systems.
- 237 new books have been received as per revised curriculum requirements.

### 5. *Student Support and Progression:*

**Plan 5.1: Assisting 100 percent students for their career progression through Corporate Affair Cell (CAC) activities (Achievement reported)**



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1. One Workshop on "Overcoming Self-Doubt" for students registered for placements was organized on October 17, 2024. This workshop aims to enhance their decision-making abilities and boost their confidence.
2. HR conclave on the topic "HR Renaissance: circular, regenerative and antifragile strategies" was organised on 8<sup>th</sup> October 2024.

### **Plan 5.2: Activities to support student's mental wellness and emotional solidity through the initiatives of Mentoring Cell (Achievement reported)**

- Co Build 4.0 with the theme "Stronger together Better Together", was organised on August 30, 2024. It is a team building activity organised for 2024-28 batch.
- SYMAHOTSAV was organised on October 24, 2024. It is an annual cultural event organised during festive season.

### **Plan 5.3: Promoting a student driven culture through institute flagship activities and multiple club activities by Student Affair Council (SAC) (Achievement reported)**

1. Two flagship events "SYMCHARCHA" and "BIZCON" have been organised by SAC till date.

The remaining flagship events will be held during the even semester.

2. The Business Analytics Club, in collaboration with the Quality Improvement Cell (QIC), organized a workshop series titled "Insight Series: Skill Building Through Data Analysis Across Business Functions" from October 3rd to 5th, 2024. This workshop series was to demonstrate the application of business analytics tools in the various business domain.

### **Plan 5.4: Strategic Partnership with alumni for better networking and institute visibility through Alumni meet and Alumni Talk Series by May 2025**

The Alumni Cell in association with QIC has organised one Alumni Meet on October 25, 2024.

## **6. Governance, Leadership and Management:**

### **Plan 6.1: Organizing Two Quality Awareness Programs for Teaching and Non-Teaching staff by May 2025**



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Training Session on CO-PO Attainment documentation and reporting was organized by academic department for all faculty members.

## **Plan 6.2: One administrative training for Staff Members**

Planned to be conducted in the Even semester.

## **7. Institutional Values and Best Practices:**

### **Plan 7.1: One Gender Sensitization Workshop/Sessions on prevention of sexual harassment and promotion of gender equity by May 2025**

A workshop titled "Redefining Gender Narratives and Shaping Self-Esteem", was organized on September 24, 2024. It aligns with (SDG 5: Gender Equality, SDG 10: Reduced Inequalities and SDG 17: Partnership for the goals).

Blood Donation Drive

Animal Care Drive

Academy Drive

Diwali drive

Cleanliness Drive

Clothes Donation Drive

### **Plan 7.2: Expanding the boundaries of institute social responsibility with two international collaboration by May 2025**

Collaborative Virtual Industry-Based Project in partnership with Symbiosis Institute of Business Management (SIBM), Hyderabad; the University of Wollongong, Dubai (UOWD); Amsterdam University of Applied Sciences (AUAS); and Akita University, Japan. This project, conducted from 26 September 2024 to 8 November 2024, was supported by SAP Labs India Pvt Ltd under its successful global initiatives for student engagement and learning

## **8. SDGs/NEP/UTSAH**

**Increase focus on promotion of sustainable development goals (SDGs 3,4,5,8) through curricular and co-curricular measures**



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The following activities were conducted in collaboration with QIC to achieve the mentioned SDGs

- SYMAHATOSAV SDG 3 & 4
- “Redefining Gender Narratives and Shaping Self-Esteem”, SDG 5
- Insight Series: Skill Building Through Data Analysis Across Business Functions, SDG 8
- HR Conclave SDG 8

### **Resolution Item No.2: QIC: 21.11.2024**

*Resolved that the status of achievement of QIC annual plan for the AY 2024-2025 was presented before all QIC members SCMS NOIDA and QMB representative, who noted and approved the same. The Academics Department, Institute Research Cell, Student Affairs Council, Corporate Affairs Cell, Institute Social Responsibility Cell, Mentoring Cell, International Cell, Alumni Cell and Administration department will be jointly executing the remaining activities of the action plan along with QIC, SCMS NOIDA.*

### **ITEM NO. 3**

#### **Review of existing MoUs/Collaborations for Academic Quality Improvement.**

The following collaborations are executed/within pipeline in the areas of academic, research and social initiatives.

- **Within SIU:** SCEW, SCMS Hyderabad and SIBM Hyderabad
- **National Institutions:** Warriors without Cause, Pehchan Foundation, Chhanv Foundation, Vrikhit foundation, ExploreiT, Incentive Foundation, I gift life foundation, Titliya (For service learning and ISR activities)
- **International Institutions:** Durham University, UK, A Sisterhood, a UK-based NGO
- **Industry Collaboration:** L&T, SAP Labs, IDFC First Bank

### **Resolution Item No.3: QIC: 21.11.2024**

*Resolved that all QIC members SCMS NOIDA and QMB representative noted the various collaborations of SCMS Noida, with national and international universities, Non-government organizations and Industrial houses in the area of academic, research, social responsibility and training endeavours for AY 2024-25*



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## **ITEM NO. 4**

### **Discussion on the progress of Criteria wise NAAC AQAR (2023-24) preparation.**

It is informed to the QMB that the AQAR 2023-24 Data has been submitted and is undergoing verification by Criteria in Chagres-SIU and QMB.

***Resolution Item No.4: QIC: 21.11.2024***

***Resolved that all QIC members SCMS NOIDA and QMB representative noted the status of NAAC AQAR (2023-24) preparation.***

## **ITEM NO. 5**

### **Review of Research Progression of Constituent (compare with previous AY).**

The number of research achievements in terms of projects, patents and publications are presented for QIC reporting for the current year till date in comparison with last AY (2023-24).

***Resolution Item No.5: QIC: 21.11.2024***

***Resolved that all QIC members SCMS NOIDA and QMB representative noted the status of research progression for AY 2024-25 in comparison with AY (2023-24)***

## **ITEM NO. 6**

### **Reporting of Student Progression and Student Support Initiatives**

The student progression for AY (2024-25) was presented in terms of students' placement, admission in higher education and students' achievement in state/national/ international level for the information of QIC.

***Resolution Item No.6: QIC: 21.11.2024***

***Resolved that all QIC members SCMS NOIDA and QMB representative noted the status of student progression in the terms of students' achievements, placements and higher education.***



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## **ITEM NO. 7**

### **Discussion on Stakeholder feedback**

The QMB and QIC members were informed about the various measures used to collect stakeholder feedback. They were also informed about the analysis and action taken on the collected feedback.

***Resolution Item No.7: QIC: 21.11.2024***

***Resolved that all QIC members SCMS NOIDA and QMB representative noted the various measures used to collect stakeholder feedback and the outcomes of its analysis and the action taken.***

## **ITEM NO. 8**

### **Reporting of Alumni Engagement Initiatives.**

One Alumni Meet has been organized 25th October, 2024.

***Resolution Item No.8: QIC: 21.11.2024***

***Resolved that all QIC members SCMS NOIDA and QMB representative noted the alumni engagement initiatives taken during the current AY 2024-25.***

## **ITEM NO. 9**

### ***Discussion on measures to increase participation in developing online content by faculty for MOOCs, Swayam, NPTEL, etc.***

The faculty members have been asked to identify topics for MOOC creation and implementation is planned for even semester.

***Resolution Item No.9: QIC: 21.11.2024***

***Resolved that all QIC members SCMS NOIDA and QMB representative noted the status of MOOC and other online content by faculty members for AY 2024-25.***



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## **ITEM NO.10**

### **Reporting of Quality improvement initiatives at the institute level by QIC**

The various quality improvement initiatives were discussed during the annual plan achievement deliberations.

*Resolution Item No.10: QIC: 21.11.2024*

*Resolved that all QIC members SCMS NOIDA and QMB representative were reported the various quality improvement initiative for AY 2024-25*

## **ITEM NO.11**

### **Reporting and review of Best practices and Institutional Distinctiveness (Achievements).**

The QIC and QMB members were informed about the following best practices identified for the ODD semester.

- Service Learning in collaboration with NGOs
- Global Talk Series and COIL courses in collaboration with International Universities.

*Resolution Item No.11: QIC: 21.11.2024*

*Resolved that all QIC members SCMS NOIDA and QMB representative were informed about the best practices identified for ODD semester for AY 2024-25*

## **ITEM NO.12**

### **Reporting of Constituent contribution to QMB initiatives**

The QIC at SCMS Noida has contributed to the various initiatives of QMB by following activities.

- Conduction of timely QIC meetings
- Prompt reporting of QIC initiatives
- Regularly attending meetings and providing inputs in ASK QMB.

*Resolution Item No.12: QIC: 21.11.2024*

*Resolved that all QIC members SCMS NOIDA and QMB representative were informed about the QIC contribution for QMB initiatives for AY 2024-25*



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## ITEM NO.13

**Open floor for suggestions and feedback from QIC members and other.**

As there was no other point for discussion, the meeting concluded with a vote of thanks to the Chair and all present.

Resolution/action items from Agenda Points	Person Responsible / Action Taken	Deadline/ Target Dates
<b>Resolution 1:</b> Re-emphasizing of digital resources to improve academic delivery	All Faculty Members	Planned/ In Process
<b>Resolution 2:</b> Conduction of workshop/seminar/ guest lecture for the faculty members for SDG inclusion in curricular practices	Dr. Shinu Vig and Dr. Sunita Dwivedi	Planned/ In Process
<b>Resolution 3:</b> Implementation of NEP initiatives for AY 2024-25	Dr. Nidhi Natrajan	Planned/ In Process
<b>Resolution 4:</b> Organization of Flagship events and club events by Student Affair Council (SAC)	Mr. Abhinav Pal	Planned/ In Process
<b>Resolution 5:</b> Finalization of NAAC AQAR for AY 2023-24	All Criterion In charge and QIC Coordinator	Planned/ In Process
<b>Resolution 6:</b> Planning of Administrative training for administrative staff	QIC	Planned/ In Process
<b>Resolution 7:</b> Increase in the number of research publications for AY 2024-25	All Faculty Members	Planned/ In Process
<b>Resolution 8:</b> Career progression workshop by Corporate Affairs Cell	Dr. Vartika Kapoor	Planned/ In Process



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Resolution/action items from Agenda Points	Person Responsible / Action Taken	Deadline/ Target Dates
<b>Resolution 9:</b> Alumni Engagement Activity	Dr. Dolly Gaur	Planned/ In Process
<b>Resolution 10:</b> Organisation of International Conference in collaboration with SIBM and International University	INCONSYM Conference Team	In Process

  
QIC Coordinator

QIC-02/21-11-2024



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QIC Meeting 21/11/2024

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<b>Resolution 4:</b> Implementation of Pedagogical interventions with the aid of digital resources	The faculty members gave assignments to be prepared using the subscribed e-resources thereby enhancing the consumption of digital resources.	Closed
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<b>Resolution 9:</b> Student Support activities for augmentation of Alumni relation AY 202324	The Alumni Cell in association with QIC has organised one Alumni Meet on October 25, 2024.	In process
<b>Resolution 10:</b> Preparation of NAAC AQAR (2023-24)	AQAR 2023-24 Data has been submitted and is undergoing verification.	Closed



  
**Dr. Nidhi Phutela**  
Director



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**Minutes of the 3<sup>rd</sup> Meeting of Quality Improvement Cell (QIC) virtually held on February 06, 2025 from 2.30 pm at SCMS Noida.**

The following members attended the meeting.

S. No	Name & Institute	Designation
1	Dr. Nidhi Phutela	Chairperson, QIC
2	Dr. Kirti Priya Gupta	Teaching Member
3	Dr. Priya Grover	Teaching Member
3	Dr. Anindita Bhattacharjee	Teaching Member
4	Dr. Alpana Agarwal	Teaching Member
5	Dr. Rinku Sanjeev	Member Secretary, QIC
6	Dr. Vikrant Vikram Singh	Teaching Member
7	Ms. Sandhya Sharma	Administrative Member
8	Ms. Yana Bedi	Student
9	Mr. Shantam Jain	University Representative, QMB

The following members expressed their inability to attend the said meeting and were granted a leave of absence.

1.	Mr. Abhishek Singh	External Member
2	Dr. Nidhi Natrajan	Teaching Member
3	Mr. Jay Aditya Luthra	Alumni
4.	Mr. Ashok Kumar Sharma	Administrative Member

Director and QIC Chairperson Dr. Phutela opened the meeting with the welcome of all the Members and external Experts to the QIC meetings.

### **ITEM NO. 1**

To review and Confirm the Minutes of the Meeting (MOM) and Action Taken Report (ATR) of the Second QIC Meeting for AY 2024-25 held on November 21, 2024.

Minutes of the Second QIC Meeting and review of Action Taken Report ATR for AY 2024-25, held on November 21, 2024, were discussed and confirmed.



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## Resolution Item No.1: QIC: 06.02.2025

*Resolved that the minutes of the second QIC meeting for AY 2024-25, held on November 21, 2024 are duly reported to all QIC members SCMS NOIDA and QMB representative, who acknowledged and appreciated the work done by QIC, SCMS NOIDA.*

## **ITEM NO. 2**

### **Discussion and Review of Plan of Action and Academic Calendar for AY 2024-25**

The annual plan for QIC, as framed by the director, academics department and QIC jointly for AY 2024-25 was reviewed and the performance against the plan till date has been reported. Criteria wise annual plan of action for QIC was presented by Dr. Rinku Sanjeev, Member secretary- QIC, SCMS Noida, with the status of achievement of the respective plans.

Plans were developed in the following areas-

#### **1. Curricular Aspects**

##### **Plan 1.1: Status of achievement for curriculum revision for BBA (Hons.)**

The following revisions to program structure of BBA (Hons.) have been approved by PRC.

1. Replacement of Business Analytics (4 credit) by R – Programming (2 credits) and Introduction to Python (2 credits)
2. Replacement of Introduction to Sustainable Development (3 credit) by Emotional intelligence for personal growth (3 credit)

##### **Plan 1.2: Introduction of three new valued added courses and improving student enrolment in these courses.**

A COIL course on “Global Perspectives in Cross-Cultural Marketing” which is a six-week collaboration between students from the University of Arkansas, Symbiosis Centre for Management Studies, Noida and Symbiosis Centre for Management Studies, Hyderabad will be conducted from February 2025 to March 2025. This course will explore cross-culture marketing’s role in promoting sustainability (SDGs 16 & 17) through interdisciplinary research and collaboration.



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## 2. *Teaching Learning and Evaluation*

### **Plan 2.1: Implementing Pedagogical interventions with the aid of digital resources**

Faculty Members are instructed to use the LMS platform for all course related activity such as marking live attendance, continuous evaluation, uploading course content and resources for all the students. This adds to the technology enabled learning as proposed in the annual plan.

## 3. *Research, Innovations and Extension*

### **Plan 3.1: Conduction of Faculty Development Programs (FDPs) in the domain of research methodology and IPR. (Achievement reported)**

One Online ATAL FDP on “Empowering Educators to Lead Sustainable Development: Integrating SDGs into Business Education” was organized during 20-25 January 2025.

One FDP on “Publishing in Applied Academic Journals” was organized on January 24, 2025. The resource person was Prof. William Newbury, Florida International University, College of Business, USA

One design patent application titled “ Workforce Supervision and Management Device” is granted and published.

One design patent application titled “ AI powered investment risk management device” is filed.

### **Plan 3.2: Seeking research projects from government and government bodies and MDP/Consultancy projects from industry (Achievement reported)**

EDP for middle management executives of L&T has been conducted at Faridabad, Lonavala and Bhuvneshwar Training Centre. The training has been conducted by in house faculty members.

### **Plan 3.3: Applying for Awards from Govt. and Govt. recognized bodies for outreach/extension programs by Institute Social Responsibility Cell (ISR) (Achievement reported)**

The ISR Cell received letter of Appreciation from various NGOS for collaborative ISR projects and service learning.



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## 4. Infrastructure and Learning Resources:

### Plan 4.1: Additions to library resources and upgradation of Information Technology (IT) infrastructure (Achievement reported)

- SPSS software purchased for classrooms.
- 355 new books have been received as per revised curriculum requirements.
- 17 magazines and 6 journal subscriptions have been renewed
- DELNET subscription has been renewed.

## 5. Student Support and Progression:

### Plan 5.1: Assisting 100 percent students for their career progression through Corporate Affair Cell (CAC) activities (Achievement reported)

1. One Workshop on topic 'Stronger together- Building resilience in teams' on December 3, 2024 was organized by CAC in collaboration with QIC. The Resource Person was Mr. Sahil Dharia, Founder & Chief Executive, Soothe Healthcare.
2. CAC and Mentoring Cell in collaboration with QIC organized a seminar on the topic “ College to career: Gain an edge in the Job Market.” on 15<sup>th</sup> January, 2025. The resource persons were FICCI representatives.

### Plan 5.2: Activities to support student’s mental wellness and emotional solidity through the initiatives of Mentoring Cell (Achievement reported)

- CAC and Mentoring Cell in collaboration with QIC organized a seminar on the topic “ College to career: Gain an edge in the Job Market.” on 15th January, 2025. The resource persons were FICCI representatives.
- Faculty member are continuously interacting with their allotted Mentees for academic mentoring. This interaction is facilitated based on mentees request.

### Plan 5.3: Promoting a student driven culture through institute flagship activities and multiple club activities by Student Affair Council (SAC) (Achievement reported)

Three Flagship events are planned on the following dates:

- SYMUNC: April 4 & 5, 2025
- SYMAROH: April 10 & 11, 2025
- SYMUDYAM: April 22 & 23, 2025



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## **Plan 5.4: Strategic Partnership with alumni for better networking and institute visibility through Alumni meet and Alumni Talk Series by May 2025**

The Alumni Cell is planning to organize Alumni Interaction with students under the "Alumni Talk Series".

### **6. Governance, Leadership and Management:**

#### **Plan 6.1: Organizing Two Quality Awareness Programs for Teaching and Non-Teaching staff by May 2025**

All the NAAC criteria in charges were made aware about the revised data collection, submission and verification of the Institute data by NAAC.

This is done to ensure promptness and more vigilance in criteria in charges data collection and compilation efforts.

#### **Plan 6.2: One administrative training for Staff Members**

Planned to be conducted in the Even semester.

### **7. Institutional Values and Best Practices:**

#### **Plan 7.1: One Gender Sensitization Workshop/Sessions on prevention of sexual harassment and promotion of gender equity by May 2025**

ISR cell will organize an activity on Creating awareness about Women Health and Hygiene in collaboration with Soothe Healthcare on Feb. 7, 2025.

Blood Donation Drive  
Animal Care Drive  
Academy Drive  
Diwali drive  
Cleanliness Drive  
Clothes Donation Drive



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## Plan 7.2: Expanding the boundaries of institute social responsibility with two international collaboration by May 2025

Symbiosis Centre for Management Studies (SCMS) Noida and Symbiosis Institute of Business Management (SIBM) Hyderabad in collaboration with the University of York, UK and IDFC First Bank are conducting an International Collaborative Virtual Industry-Based Project (CVIBP) from December 2024 to March 2025. The project, structured as a case competition, provides students with real-world industry cases fostering cross-cultural collaboration and application-based learning.

### 8. *SDGs/NEP/UTSAH*

#### Increase focus on promotion of sustainable development goals (SDGs 3,4,5,8) through curricular and co-curricular measures

- The COIL course on “Global Perspectives in Cross-Cultural Marketing” is mapped to SDG 16 & 17.
- Collaborative Virtual Industry-Based Project (CVIBP) is aligned with SDG 8 and 9.
- SCMS-NOIDA signed an MoU with The NGO Empowering Minds to create partnership on Mental Health and Well-being aimed at advancing United Nations Sustainable Development Goals (“SDGs”), particularly: SDG 3, SDG 4, SDG 6, SDG 8, SDG 17.

#### **Resolution Item No.2: QIC: 06.02.2025**

*Resolved that the status of achievement of QIC annual plan for the AY 2024-2025 was presented before all QIC members SCMS NOIDA and QMB representative, who noted and approved the same. The Academics Department, Institute Research Cell, Student Affairs Council, Corporate Affairs Cell, Institute Social Responsibility Cell, Mentoring Cell, International Cell, Alumni Cell and Administration department will be jointly executing the remaining activities of the action plan along with QIC, SCMS NOIDA.*

### ITEM NO. 3

#### Review of existing MoUs/Collaborations for Academic Quality Improvement.

Symbiosis Centre for Management Studies-NOIDA (SCMS-NOIDA), signed an MoU with The NGO *Empowering Minds* to create partnership on Mental Health and Well-being, where various skill development programs will be shared with beneficiaries.



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The objectives of the MOU are:

- Conducting awareness campaigns for improving quality of life
- Raising awareness about sanitization and hygiene issues
- Enriching teaching pedagogies for better learning and future prospectus.

These activities are aimed at advancing United Nations Sustainable Development Goals (“SDGs”), particularly: SDG 3, SDG 4, SDG 6, SDG 8, SDG 17.

**Resolution Item No.3: QIC: 06.02.2025**

***Resolved that all QIC members SCMS NOIDA and QMB representative noted the various collaborations of SCMS Noida, with national and international universities, Non-government organizations and Industrial houses in the area of academic, research, social responsibility and training endeavours for AY 2024-25***

## **ITEM NO. 4**

**Discussion on the progress of Criteria wise NAAC AQAR (2023-24) preparation.**

AQAR 2023-24 Data has been submitted to NAAC.

**Resolution Item No.4: QIC: 06.02.2025**

***Resolved that all QIC members SCMS NOIDA and QMB representative noted the status of NAAC AQAR (2023-24) preparation.***

## **ITEM NO. 5**

**Review of Research Progression of Constituent (compare with previous AY).**

The number of research achievements in terms of projects, patents and publications are presented for QIC reporting for the current year till date in comparison with last AY (2023-24).



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Items	2023	2024 (till date)
Projects- Submitted Granted	Three Nil	Two
Patents Granted Filed	Two Two	1 1
Publications Published Submitted	81	96 65

### ***Resolution Item No.5: QIC: 06.02.2025***

***Resolved that all QIC members SCMS NOIDA and QMB representative noted the status of research progression for AY 2024-25 in comparison with AY (2023-24)***

### **ITEM NO. 6**

#### **Reporting of Student Progression and Student Support Initiatives**

The following student achievement were reported for the period Nov. 2024 to Feb. 2025.

- One Student Completed E-Startups and Social Media Strategies course at NTU's GEM Trailblazer Summer School.
- MUN Awards : 3 ( Best Journalist, Best caricaturist and Best Photographer) at the prestigious IIT Roorkee Model United Nations Conference held on the 18th and 19th of January, 2025.
- One Student won 1<sup>st</sup> prize at IdeateX – A Startup Competition, held on February 2, 2025. The student participated in this prestigious event focused on the themes of Green Energy, Net Zero, and Sustainability.

### ***Resolution Item No.6: QIC: 06.02.2025***

***Resolved that all QIC members SCMS NOIDA and QMB representative noted the status of student progression in the terms of students' achievements, placements and higher education.***

### **ITEM NO. 7**

#### **Reporting of Alumni Engagement Initiatives.**

The Alumni Cell is planning to organize Alumni Interaction with students under the “Alumni Talk Series”.



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**Resolution Item No.7: QIC: 06.02.2025**

**Resolved that all QIC members SCMS NOIDA and QMB representative noted the alumni engagement initiatives being taken during the current AY 2024-25.**

## **ITEM NO. 8**

**Discussion on measures to increase participation in developing online content by faculty for MOOCs, Swayam, NPTEL, etc.**

Faculty has been instructed to identify the areas in which courses can be developed for MOOC platforms.

**Resolution Item No.8: QIC: 06.02.2025**

**Resolved that all QIC members SCMS NOIDA and QMB representative noted the status of MOOC creation and other online content by faculty members for AY 2024-25.**

## **ITEM NO.9**

### **Reporting of NEP initiatives**

- The All India Council for Technical Education's (AICTE) Training and Learning (ATAL) Academy's Faculty Development Programs (FDPs) are aligned with the National Education Policy (NEP) 2020. The FDPs are designed to help teachers develop their skills and knowledge, and to prepare them to implement changes in the higher education system.
- One Online ATAL FDP on "Empowering Educators to Lead Sustainable Development: Integrating SDGs into Business Education" was organised in collaboration with STLRC Pune during 20-25 January 2025.

**Resolution Item No.9: QIC: 06.02.2025**

**Resolved that all QIC members SCMS NOIDA and QMB representative were informed about the NEP Initiatives by QIC for AY 2024-25**



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### ITEM NO.10

#### Reporting of SDG initiatives

- The COIL course on “Global Perspectives in Cross-Cultural Marketing” is mapped to SDG 16 & 17.
- Collaborative Virtual Industry-Based Project (CVIBP) is aligned with SDG 8 and 9.
- SCMS-NOIDA signed an MoU with The NGO Empowering Minds to create partnership on Mental Health and Well-being aimed at advancing United Nations Sustainable Development Goals (“SDGs”), particularly: SDG 3, SDG 4, SDG 6, SDG 8, SDG 17.

**Resolution Item No.10: QIC: 06.02.2025**

***Resolved that all QIC members SCMS NOIDA and QMB representative were reported about the curricular and co-curricular initiatives taken to build SDG awareness for AY 2024-25***

### ITEM NO.11

#### Reporting of Quality improvement initiatives at the institute level by QIC

- Symbiosis Centre For Management Studies- Noida in collaboration with the University of York and Symbiosis Institute of Business Management, Hyderabad jointly organized INCONSYM 2025 the International Conference on the theme “Business, Technology, and Sustainability: Planet, People & Profit” on January 30-31, 2025 in Hybrid Mode.
- Pre-Conference workshops on Publishing in Applied Academic Journals on January 24, 2025. The Resource Person was Prof. William Newburry, Florida International University, College of Business, USA
- Pre-Conference workshops on How to Publish in Top-Tier Journals: Navigating the Market and Maximizing Impact on January 30, 2025. The Resource Person was Prof. Ernesto D.R. Santibanez Gonzalez, University of Talca, Chile
- Pre-Conference workshops on 'Human Flourishing, Purpose, and Sustainable Business' on January 30, 2025. The Resource Person was Professor Wendy Purcell, Rutgers University, USA
- Pre-Conference workshops on 'Transformative research and evaluation: Ways of impacting people, communities and businesses' on January 30, 2025. The Resource Person was Professor Bob Townley, School for Business and Society at the University of York

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*Resolution Item No.11: QIC: : 06.02.2025*

*Resolved that all QIC members SCMS NOIDA and QMB representative were reported the various quality improvement initiative for AY 2024-25*

## **ITEM NO.12**

### **Reporting of Constituent contribution to QMB initiatives**

The QIC at SCMS Noida has contributed to the various initiatives of QMB by following activities.

- Conduction of timely QIC meetings
- Prompt reporting of QIC initiatives
- Regularly attending meetings and providing inputs in ASK QMB.
- Timely collection and submission of AQAR data and prompt reporting to QMB

*Resolution Item No.12: QIC: 06.02.2025*

*Resolved that all QIC members SCMS NOIDA and QMB representative were informed about the QIC contribution for QMB initiatives for AY 2024-25*

## **ITEM NO.13**

**Open floor for suggestions and feedback from QIC members and other.**

As there was no other point for discussion, the meeting concluded with a vote of thanks to the Chair and all present.



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Resolution/action items from Agenda Points	Person Responsible / Action Taken	Deadline/ Target Dates
<b>Resolution 1:</b> Conduction of VAC on the topic "Data Analysis through SPSS" after due approval	Academic Department	Planned
<b>Resolution 2:</b> Addition of new digital resources to improve academic delivery	All Faculty Members	In Process
<b>Resolution 3:</b> Conduction of COIL courses on Sustainable Development goals and international cultural sensitivity by International Cell	Dr. Priya Grover	Planned
<b>Resolution 4:</b> Organization of Flagship events and club events by Student Affair Council (SAC)	Mr. Abhinav Pal	Planned/ In Process
<b>Resolution 5:</b> Conduction of workshops on improving self-confidence and interview readiness by Corporate Affairs Cell	Dr. Vartika Kapoor	Planned
<b>Resolution 6:</b> Planning of Staff Development Program for Administrative Staff	QIC	Planned
<b>Resolution 7:</b> Increase in the number of research publications for AY 2024-25	All Faculty Members	In Process
<b>Resolution 8:</b> Activities by Institute Social responsibility (ISR) cell and Sustainability cell in line with SDGs	Dr. Anindita Bhattacharjee and Dr. Shinu Vig	Planned
<b>Resolution 9:</b> Activities by Academic Clubs for co-curricular inputs by Industry experts	All Academic Club	Planned
<b>Resolution 10:</b> Conduction for Live projects in collaboration with Industry by Corporate Affairs Cell	Dr. Vartika Kapoor	Planned
<b>Resolution 11:</b> Conduction of Collaborative Virtual Industry-Based Project in collaboration with reputable industry partners and international universities	Dr. Priya Grover	Planned

  
QIC Coordinator

QIC-03/06-02-2025



  
Director



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## Action Taken Report

QIC Meeting 06/02/2025

Resolution/action items from Agenda Points	Action Taken	Status
<b>Resolution 1:</b> Conduction of VAC on the topic "Data Analysis through SPSS" after due approval	The planned VAC is conducted from 15th April 2025 and will be completed by 30th May 2025	In Process
<b>Resolution 2:</b> Addition of new digital resources to improve academic delivery	1. Integration of SWAYAM course for academic delivery 2. Business Simulation 3. Use of LinkedIn post for continuous evaluation in the course Emotional Intelligence for Personal Growth	Closed
<b>Resolution 3:</b> Conduction of COIL courses on Sustainable Development goals and international cultural sensitivity by International Cell	COIL Course on 1. "Innovative approaches towards a sustainable society from April to May,2025. 2. "Global Perspectives in Cross-Cultural Marketing: Advancing Sustainable Development Goals through Inclusive and Responsible Strategies."from 5th February to 19th March 2025, 3. "The Dynamics of Monetary Policy, GDP Growth Rate, and Interest Rates: A Cross-Border Perspective." Held from 11th February to 18th March 2025. 4. "Cultural Message Implications from a Cross-Cultural Perspective."(March 3 to April 7, 2025)	In Process

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Resolution/action items from Agenda Points	Action Taken	Status
<b>Resolution 4:</b> Organization of Flagship events and club events by Student Affair Council (SAC)	<ol style="list-style-type: none"><li>1. SYMUNC (MUN Conference) conducted on April 4 &amp; 5, 2025</li><li>2. SYMAROH(Cultural Fest) conducted on April 10 &amp; 11, 2025</li><li>3. SYMUDYAM (Entrepreneurship event) April 22 &amp;23, 2025</li><li>4. SYMPERIA (Sports Event) conducted on April 25 &amp; 26, 2025</li></ol>	Closed
<b>Resolution 5:</b> Conduction of workshops on improving self-confidence and interview readiness by Corporate Affairs Cell	<ol style="list-style-type: none"><li>1. Session on "Overcoming Self-Doubt" (Feb. 28, 2025)</li><li>2. Session on "Handling Rejections Positively" (March 1, 2025)</li><li>3. Session on "Interview Excellence – Impress, Influence, and Succeed" (March 24, 2025)</li></ol>	Closed
<b>Resolution 6:</b> Planning of Staff Development Program for Administrative Staff	Session on "From Conflict to Collaboration: Transforming Workplace Dynamics" (March 28th & 29th, 2025)	Closed
<b>Resolution 7:</b> Increase in the number of research publications for AY 2024-25	AY 2024-25: 33 (till April)	In Process
<b>Resolution 8:</b> Activities by Institute Social responsibility (ISR) cell and Sustainability cell in line with SDGs	Stree: Breaking Chains with her Fearless Smile (March 7-12, 2025) in sync with SDG 3,4,10 and 17 Book Collection and Donation Drive from March 25th to April 8th, 2025 Institute Social Responsibility (ISR) Club is organizing an event called "Medha" - a talent hunt dedicated to differently abled individuals (April 11,2025)	Closed



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Resolution/action items from Agenda Points	Action Taken	Status
<b>Resolution 9:</b> Activities by Academic Clubs for co-curricular inputs by Industry experts	<ol style="list-style-type: none"><li>1. Finance Club- Budget Conclave 2025</li><li>2. Business Analytics Club – Data Dilemma (March 19-20, 2025)</li><li>3. IB Club- Guest Lecture (March 21, 2025)</li><li>4. Marketing Club- Connect to convert Branding, advertising and PR (April 03, 2025)</li></ol>	Closed
<b>Resolution 10:</b> Conduction for Live projects in collaboration with Industry by Corporate Affairs Cell	<ol style="list-style-type: none"><li>1. Soothe Healthcare Pvt Ltd. (10th April 2025-15th May 2025)</li><li>2. Genesis Pac Assist Pvt Ltd. (16th April 2025- 15th May 2025)</li></ol>	In process
<b>Resolution 11:</b> Conduction of Collaborative Virtual Industry-Based Project and Global Talk Series in collaboration with reputable industry partners and international universities	<ol style="list-style-type: none"><li>1. Collaborative Virtual Industry-Based Project (March 1 to March 21, 2024)</li><li>2. Global Talk Series on Cost of Capital in the U.S. Domestic, Multinational and Global Companies (27th March, 2025)</li></ol>	In process



  
Dr. Nidhi Phutela  
Director



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Founder: Prof. Dr. S. B. Mujumdar, M. Sc., Ph. D. (Awarded Padma Bhushan and Padma Shri by President of India)

SIU/ACAD/2025/1104

Date: 18/03/2025

To  
The Director  
Symbiosis Centre for Management Studies  
NOIDA.

Reference: SIU letter no **SIU/ACAD/2024/2930** dated 10/07/2024, **SIU/ACAD/2024/3846** dated 18/09/2024 regarding of programme structure of batch 2024-2028.

**Subject: Approval of the Revised Programme Structure of Bachelor of Business Administration - Honours/ Honours with Research, batch 2024-28.**

Dear Madam,

Please find attached the revised programme structure of Bachelor of Business Administration - Honours/ Honours with Research Programme Structure batch 2024-28.

The revised programme structure supersedes the previously approved programme structures referred in the above letter.

Sr. No.	Programme	Revision No.
1	Bachelor of Business Administration - Honours/ Honours with Research	R02

Thanking you.

Sincerely,

**Dr. Asmita Dani**  
Director- Academics

Copy to: Controller of Examinations, SIU

**Symbiosis Centre for Management Studies, NOIDA**  
**Bachelor of Business Administration - Honours/Honours with Research**  
**Programme Structure 2024-28**

1.	<b>OBJECTIVE</b>	<ul style="list-style-type: none"> <li>- To provide an environment that facilitates the holistic development of the student's personality.</li> <li>- To foster thinking minds that are sensitive to societal needs and issues thus making them good human beings and responsible members of society.</li> <li>- To stimulate research interest among students.</li> <li>- To empower students for an early entry into the corporate world.</li> </ul>				
2.	<b>DURATION (IN MONTHS)</b>	48 (Full Time) With Multiple Entry and Multiple Exit Options				
3.	<b>INTAKE</b>	300				
4.	<b>RESERVATION</b>	<b>a) SC (In Percentage)</b>	<b>b) ST (In Percentage)</b>	<b>c) Differently abled (In Percentage)</b>	<b>d) Defence (In Percentage)</b>	
		<b>I. Within the sanctioned intake</b>	15	7.5	3	0
		<b>II. Over and above the sanctioned intake</b>	<b>a) Kashmiri Migrants (In Seats)</b>		<b>b) International Students (In Percentage)</b>	
			2	20		
5.	<b>ELIGIBILITY</b>	<p>Passed Standard XII (10+2) or equivalent examination from any recognised Board with a minimum of 50% marks or equivalent grade (45% Marks or equivalent grade for Scheduled Caste / Scheduled Tribes).</p> <p>Students who wish to opt for Honours with Research must earn a 7.5 CGPA and above at the end of Semester-6.</p> <p>Eligibility Criteria for the Multiple entries would be as per University's Lateral Entry Rules for FYUG Programmes.</p>				
6.	<b>SELECTION PROCEDURE</b>	<ol style="list-style-type: none"> <li>1. Symbiosis Entrance Test (SET)</li> <li>2. Personal Interaction and Written Ability Test (PI-WAT) for shortlisted candidates based on SET</li> <li>3. The selection Procedure for the Multiple Entry would be as per the University's Lateral Entry Rules for FYUG Programmes.</li> </ol>				

7.	<b>MEDIUM OF INSTRUCTION</b>	English				
8.	<b>PROGRAMME PATTERN</b>	Semester				
9.	<b>COURSE &amp; SPECIALIZATION</b>	<p><b>As per Annexure A</b></p> <p><b>List of Majors Offered- (Choose any one)</b></p> <ol style="list-style-type: none"> <li>1. Business Analytics</li> <li>2. Finance</li> <li>3. Human Resource Management</li> <li>4. International Business</li> <li>5. Marketing Management</li> </ol> <p><b>List of Minors Offered- (Choose any one excluding the one chosen as a Major)</b></p> <ol style="list-style-type: none"> <li>1. Business Analytics</li> <li>2. Finance</li> <li>3. Human Resource Management</li> <li>4. International Business</li> <li>5. Marketing Management</li> </ol>				
10.	<b>FEE</b>		<b>Academic Fee p. a.</b>	<b>Institute Deposit</b>	<b>Total</b>	
		<b>Indian Students (Amount in INR)</b>		3,71,000	20,000	3,91,000
		<b>International Students</b>	<b>NRI/ PIO/ OCI Category (Amount in US\$)</b>	7,090	275	7,365
			<b>Foreign National Category (Amount in US\$)</b>	1,300	275	1,575
<p><b>Note</b> - The exiting students will have to complete the additional 4 credit vocational course for the award of a Certificate/ Diploma by paying additional fees at the time of intimation of the exit. The additional fees of 4 credit vocational course will be informed in due course of time.</p>						
11.	<b>ASSESSMENT</b>	The courses will have 60% Continuous Assessment and 40% Term End [University] examination however, some courses (not more than 30% of the total programme credits) may have 100% Continuous Assessment.				

12.	<b>STANDARD OF PASSING</b>	The assessment of the student for each examination is done based on relative performance. Maximum Grade Point (GP) is 10 corresponding to O (outstanding). For all courses, a student is required to pass both Continuous Assessment and Term End examinations separately with a minimum Grade Point of 4 corresponding to Grade P. Students securing less than 40% marks in any head of passing will be declared FAIL. The University awards a Certificate/Diploma/ Degree to the student who has achieved a minimum CGPA of 4 out of a maximum of 10 CGPA for the Programme.
13.	<b>AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE</b>	<p><b>Certificate</b> in Business Administration will be awarded at the end of the semester-2 by taking into consideration the performance of all semester examinations subject to obtaining a minimum 4.00 CGPA out of 10 CGPA and the successful completion of the 4 credit Vocational Course in the summer.</p> <p><b>Diploma</b> in Business Administration will be awarded at the end of the semester-4 by taking into consideration the performance of all semester examinations subject to obtaining a minimum 4.00 CGPA out of 10 CGPA and the successful completion of the 4 credit Vocational Course in the summer.</p> <p><b>Bachelor</b> of Business Administration with the applicable Major and applicable Minor will be awarded at the end of the semester-6 by taking into consideration the performance of all semester examinations subject to obtaining a minimum of 4.00 CGPA out of 10 CGPA.</p> <p><b>Bachelor</b> of Business Administration <b>Honours</b> with the applicable Major and applicable Minor will be awarded at the end of the semester-8 by taking into consideration the performance of all semester examinations subject to obtaining a minimum 4.00 CGPA out of 10 CGPA.</p> <p><b>Bachelor</b> of Business Administration <b>Honours with Research</b> with the applicable Major and applicable Minor will be awarded at the end of the semester- 8 by taking into consideration the performance of all semester examinations subject to obtaining a minimum 4.00 CGPA out of 10 CGPA.</p>



14. CLASSIFICATION OF CREDITS AND NUMBER OF NON-CREDIT COURSES												
Semester	Major	Minor	Multi-disciplinary	Ability Enhancement	Skill Enhancement	Common Value Added	Summer Internship	Research Project / Dissertation	Total Credits	No. of Mandatory Non-Credit Course/s	No. of Non-Credit Audit Course/s	
1	9	4	0	2	3	2	0	0	20	0	As per the Student's Choice	
2	6	4	3	2	3	2	0	0	20	0		
3	8	4	3	2	3	2	0	0	22	1		
4	11	4	3	2	0	0	0	0	20	2		
5	16	4	0	0	0	0	4	0	24	1		
6	16	4	0	0	0	0	0	0	20	0		
<b>Total</b>	<b>66</b>	<b>24</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>6</b>	<b>4</b>	<b>0</b>	<b>126</b>			
<b>Honours</b>												
7	16	4	0	0	0	0	0	0	20	0		
8	16	4	0	0	0	0	0	0	20	0		
<b>Total</b>	<b>98</b>	<b>32</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>6</b>	<b>4</b>	<b>0</b>	<b>166</b>			
<b>Honours with Research</b>												
7	16	4	0	0	0	0	0	0	20	0		
8	4	4	0	0	0	0	0	12	20	0		
<b>Total</b>	<b>86</b>	<b>32</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>6</b>	<b>4</b>	<b>12</b>	<b>166</b>			

1. The students exiting the Programme after Semester – 2 OR Semester - 4 should complete vocational courses of total 4 credits in the summer to obtain the Certificate/Diploma.
2. Passing Mandatory Non-Credit Courses is a requirement for the award of the degree.

This Programme Structure is aligned with the norms laid down by the University and is approved by the Academic Council.  
Hereafter changes (if any) which conform to the policy on "Curriculum Development and Review" would be permissible, subject to revision of the Programme Structure, following the specified processes.

**Symbiosis Centre for Management Studies, NOIDA**  
**Bachelor of Business Administration - Honours/ Honours with Research**  
**Programme Structure 2024-28**

## Annexure A

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
<b>Semester - 1</b>							
<b>Discipline-Specific Courses/Major Courses</b>							
THM6044	0210220101	Fundamentals of Statistics		2	30	20	50
T2864	0210220102	Business Awareness		1	25	0	25
T5991	0210220103	CSR and Public Image		2	30	20	50
<b>Major Course (Choose Any One Course from the following Courses)</b>							
T3218	0210220104	Basics of Management Information Systems	Business Analytics	4	60	40	100
TM2126	0210220105	Fundamentals of Accounting	Finance	4	60	40	100
T2264	0210220106	Human Resource Management	Human Resource Management	4	60	40	100
T6156	0210220107	Principles of Microeconomics	International Business	4	60	40	100
T2465	0210220108	Fundamentals of Marketing	Marketing Management	4	60	40	100
<b>Total Required Credits</b>				<b>4</b>	<b>60</b>	<b>40</b>	<b>100</b>
<b>Minor Course</b>							
T2863	0210220109	Management		4	60	40	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
		Essentials					
<b>Ability Enhancement Course</b>							
T6427	0210220110	Communication Skills - Foundation Course		2	30	20	50
<b>Skill Enhancement Courses</b>							
THM6012	0210220111	Presentation and Reporting Skills		3	75	0	75
<b>Common Value-Added Course</b>							
TM2005	0210220112	Environmental Studies: Our Common Earth		2	50	0	50
<b>Grand Total</b>				<b>20</b>	<b>360</b>	<b>140</b>	<b>500</b>
<b>Semester - 2</b>							
<b>Discipline-Specific Courses/Major Courses</b>							
TM2147	0210220201	Basics of Digital Business Ecosystem		2	30	20	50
<b>Major Course (Choose Any One Course from the Following Courses)</b>							
T7486	0210220202	Data Base Management Systems	Business Analytics	4	60	40	100
T2668	0210220203	Management Accounting	Finance	4	60	40	100
T2581	0210220204	Organisational Behaviour	Human Resource Management	4	60	40	100
T6148	0210220205	Principles of	International	4	60	40	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
		Macroeconomics	Business				
TM2136	0210220206	Consumer Behaviour and Insights	Marketing Management	4	60	40	100
<b>Total Required Credits</b>				<b>4</b>	<b>60</b>	<b>40</b>	<b>100</b>
<b>Minor Course</b>							
T2780	0210220207	Introduction to Contemporary Business Practices		4	60	40	100
<b>Ability Enhancement Course</b>							
T6426	0210220208	Communication Skills – Advanced Course		2	30	20	50
<b>Skill Enhancement Course</b>							
T3742	0210220209	Data Analytics using MS-Excel		3	75	0	75
<b>Common Value-Added Courses</b>							
T2835	0210220210	Sustainability Studies		2	50	0	50
<b>Multidisciplinary Courses</b>							
<b>(Choose Any One Course from the University Basket of Multidisciplinary Courses given in Annexure B)</b>							
-	-	MD1		3	75	0	75
<b>Grand Total</b>				<b>20</b>	<b>380</b>	<b>120</b>	<b>500</b>
<b>Note: For the student with PRN 24021022590 "Basics of Digital Business Ecosystem" (0210220201) will be waived off.</b>							
<b>Vocational Courses (Summer)</b>							
<b>(Only for students who wish to exit after the First Year with a Certificate)</b>							
TE7281	0210220211	Open Source Tools for Data Science		4	100	0	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
<b>Note: Students exiting at the end of the second semester and earning 40 credits will be awarded a "Certificate in Business Administration" provided they successfully complete the additional 4 credits of vocational courses offered during the summer term.</b>							
<b>Semester - 3</b>							
<b>Discipline-Specific Courses/Major Courses</b>							
T2213	0210220301	Business Statistics		2	30	20	50
T1744	0210220302	Business Laws		2	30	20	50
<b>Major Courses (Choose Any One Course)</b>							
T3665	0210220303	Business Analytics	Business Analytics	4	60	40	100
T2456	0210220304	Financial Management	Finance	4	60	40	100
TM2141	0210220305	Industrial Relations and Employment Related Laws	Human Resource Management	4	60	40	100
T6133	0210220306	International Economics	International Business	4	60	40	100
TM2134	0210220307	Sales and Distribution	Marketing Management	4	60	40	100
<b>Total Required Credits</b>				<b>4</b>	<b>60</b>	<b>40</b>	<b>100</b>
<b>Minor Courses (Choose Any One from the following courses other than the chosen Major)</b>							
T3665	0210220303	Business Analytics	Business Analytics	4	60	40	100
T2456	0210220304	Financial Management	Finance	4	60	40	100
TM2141	0210220305	Industrial Relations	Human Resource	4	60	40	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
		and Employment Related Laws	Management				
T6133	0210220306	International Economics	International Business	4	60	40	100
TM2134	0210220307	Sales and Distribution	Marketing Management	4	60	40	100
<b>Total Required Credits</b>				<b>4</b>	<b>60</b>	<b>40</b>	<b>100</b>
<b>Ability Enhancement Courses (Choose Any One Course)</b>							
T6184	0210220308	Basic German I		2	50	0	50
T6186	0210220309	Basic French I		2	50	0	50
<b>Total Required Credits</b>				<b>2</b>	<b>50</b>	<b>0</b>	<b>50</b>
<b>Skill Enhancement Courses</b>							
THM6045	0210220310	Statistical Analysis using SPSS		3	75	0	75
<b>Common Value-Added Course</b>							
T6218	0210220311	Glimpses of India: Post Independence		2	50	0	50
<b>Mandatory Non-Credit Course</b>							
TH4788	0210220312	Health and Wellness Module I		0	0	0	0
<b>Multidisciplinary Courses (Choose Any One Course from the University Basket of Multidisciplinary Courses given in Annexure B)</b>							
-	-	MD2		3	75	0	75
<b>Grand Total</b>				<b>22</b>	<b>430</b>	<b>120</b>	<b>550</b>

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
<b>Semester - 4</b>							
<b>Discipline-Specific Course/Major Course</b>							
T2858	0210220401	Indian Banking and Financial System		4	60	40	100
T1497	0210220402	Company Law I		2	30	20	50
F0001	0210220403	Flexi-credit Course		1	25	0	25
<b>Major Courses (Choose Any One from the following courses)</b>							
TE7019	0210220404	Big Data Analytics	Business Analytics	4	60	40	100
T2108	0210220405	Portfolio Management	Finance	4	60	40	100
TM2142	0210220406	Learning and Development	Human Resource Management	4	60	40	100
T1085	0210220407	General Agreement on Tariff and Trade	International Business	4	60	40	100
TM2135	0210220408	Retail Marketing	Marketing Management	4	60	40	100
<b>Total Required Credits</b>				<b>4</b>	<b>60</b>	<b>40</b>	<b>100</b>
<b>Minor Courses (Choose Any One from the following courses other than the chosen Major)</b>							
TE7019	0210220404	Big Data Analytics	Business Analytics	4	60	40	100
T2108	0210220405	Portfolio Management	Finance	4	60	40	100
TM2142	0210220406	Learning and Development	Human Resource Management	4	60	40	100
T1085	0210220407	General Agreement on Tariff and Trade	International Business	4	60	40	100
TM2135	0210220408	Retail Marketing	Marketing	4	60	40	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
			Management				
<b>Total Required Credits</b>				<b>4</b>	<b>60</b>	<b>40</b>	<b>100</b>
<b>Ability Enhancement Courses</b>							
<b>(Choose any one course) Choose part two of the same language selected in the Sem-3</b>							
T6185	0210220409	Basic German II		2	50	0	50
T6187	0210220410	Basic French II		2	50	0	50
<b>Total Required Credits</b>				<b>2</b>	<b>50</b>	<b>0</b>	<b>50</b>
<b>Mandatory Non-Credit Course</b>							
SMC001	0210220411	Vasudhaiva Kutumbakam		0	0	0	0
TH4789	0210220412	Health and Wellness Module II		0	0	0	0
<b>Multidisciplinary Courses</b>							
<b>(Choose Any One Course from the University Basket of Multidisciplinary Courses given in Annexure B)</b>							
-	-	MD3		3	75	0	75
<b>Grand Total</b>				<b>20</b>	<b>360</b>	<b>140</b>	<b>500</b>
<b>Vocational Courses (Summer)</b>							
<b>(Only for students who wish to exit after the Second Year with a Diploma)</b>							
TE7281	0210220413	Open Source Tools for Data Science		4	100	0	100
<b>Total Required Credits</b>				<b>4</b>	<b>100</b>	<b>0</b>	<b>100</b>
<b>Note: Students exiting at the end of the fourth semester and earning 82 credits will be awarded a "Diploma in Business Administration," provided they successfully complete the additional 4 credits of vocational courses offered during the summer term.</b>							

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
<b>Semester – 5</b>							
<b>Discipline-Specific Courses/Major Courses</b>							
TM2103	0210220501	Basics of Strategic Management		2	30	20	50
T2860	0210220502	Operations Management		3	45	30	75
T2208	0210220503	Research Methodology		4	60	40	100
T2488	0210220504	Introduction to Sustainable Development		3	45	30	75
<b>Major Courses (Choose Any One from the following courses)</b>							
TE7010	0210220505	Data Warehousing and Mining	Business Analytics	4	60	40	100
TM2123	0210220506	Mergers and Acquisitions	Finance	4	60	40	100
TM2139	0210220507	Performance Management System	Human Resource Management	4	60	40	100
T1049	0210220508	International Organization	International Business	4	60	40	100
T3680	0210220509	Digital Marketing	Marketing Management	4	60	40	100
<b>Total Required Credits</b>				<b>4</b>	<b>60</b>	<b>40</b>	<b>100</b>
<b>Minor Courses (Choose any One from the Following Courses other than the chosen Major)</b>							
TE7010	0210220505	Data Warehousing and Mining	Business Analytics	4	60	40	100
TM2123	0210220506	Mergers and Acquisitions	Finance	4	60	40	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
TM2139	0210220507	Performance Management System	Human Resource Management	4	60	40	100
T1049	0210220508	International Organization	International Business	4	60	40	100
T3680	0210220509	Digital Marketing	Marketing Management	4	60	40	100
<b>Total Required Credits</b>				<b>4</b>	<b>60</b>	<b>40</b>	<b>100</b>
<b>Summer Internship</b>							
T2904	0210220510	Summer Internship		4	100	0	100
<b>Mandatory Non-Credit Course</b>							
SMC002	0210220511	Core Environmental Studies		0	0	0	0
<b>Grand Total</b>				<b>24</b>	<b>400</b>	<b>200</b>	<b>600</b>
<b>Semester – 6</b>							
<b>Discipline-Specific Courses/Major Courses</b>							
T2351	0210220601	Technological Entrepreneurship		3	45	30	75
T2245	0210220602	Creativity and Innovation		2	30	20	50
T2276	0210220603	Cross Cultural Management		3	45	30	75
T8000	0210220604	Service Learning		4	60	40	100
<b>Major Courses (Choose Any One from the following courses)</b>							
T3604	0210220605	Essentials of Business Intelligence	Business Analytics	4	100	0	100
TM2125	0210220606	Project Finance and	Finance	4	60	40	100



Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
		Infrastructure Financing					
TM2143	0210220607	Workforce Analytics	Human Resource Management	4	60	40	100
T6437	0210220608	Behavioral Economics & its Application	International Business	4	60	40	100
T2519	0210220609	Marketing Communication – Advertising, PR and Events	Marketing Management	4	60	40	100
<b>Total Required Credits</b>				<b>4</b>	<b>60</b>	<b>40</b>	<b>100</b>
<b>Minor Courses</b>							
<b>(Choose any One from the Following Courses other than the chosen Major)</b>							
T3604	0210220605	Essentials of Business Intelligence	Business Analytics	4	100	0	100
TM2125	0210220606	Project Finance and Infrastructure Financing	Finance	4	60	40	100
TM2143	0210220607	Workforce Analytics	Human Resource Management	4	60	40	100
T6437	0210220608	Behavioral Economics & its Application	International Business	4	60	40	100
T2519	0210220609	Marketing Communication - Advertising PR and Events	Marketing Management	4	60	40	100
<b>Total Required Credits</b>				<b>4</b>	<b>60</b>	<b>40</b>	<b>100</b>
<b>Grand Total</b>				<b>20</b>	<b>300</b>	<b>200</b>	<b>500</b>

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
<p><b>Note: Students exiting at the end of the sixth semester and earning 126 credits will be awarded a "Bachelor of Business Administration" degree. Total Credits at the end of the Third year (Major 66, Minor 24, Multidisciplinary 9, Ability Enhancement Courses 8, Skill Enhancement Courses 9, Summer Internship 4, Common Value-Added Courses 6).</b></p>							
<b>Semester - 7</b>							
<b>(Honours / Honours with Research)</b>							
<b>Discipline-Specific Courses/Major Courses</b>							
T2352	0210220701	Business Modelling and Business Plan		4	60	40	100
T2207	0210220702	Operations Research		4	60	40	100
T2783	0210220703	Corporate Governance and Ethics		2	30	20	50
T1722	0210220704	Critical Thinking Skill and Collaborative Problem-Solving Skills		2	30	20	50
<b>Major Courses</b>							
<b>(Choose Any One from the following courses)</b>							
T3689	0210220705	Advanced Programming in Python	Business Analytics	4	100	0	100
TM2124	0210220706	Wealth Management and Taxation	Finance	4	60	40	100
TM2140	0210220707	Compensation Management	Human Resource Management	4	60	40	100
T6463	0210220708	Global Political Economy	International Business	4	60	40	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
TM2133	0210220709	Marketing Analytics	Marketing Management	4	60	40	100
<b>Total Required Credits</b>				<b>4</b>	<b>60</b>	<b>40</b>	<b>100</b>
<b>Minor Courses</b>							
<b>(Choose any One from the Following Courses other than the chosen Major)</b>							
T3689	0210220705	Advanced Programming in Python	Business Analytics	4	100	0	100
TM2124	0210220706	Wealth Management and Taxation	Finance	4	60	40	100
TM2140	0210220707	Compensation Management	Human Resource Management	4	60	40	100
T6463	0210220708	Global Political Economy	International Business	4	60	40	100
TM2133	0210220709	Marketing Analytics	Marketing Management	4	60	40	100
<b>Total Required Credits</b>				<b>4</b>	<b>60</b>	<b>40</b>	<b>100</b>
<b>Grand Total</b>				<b>20</b>	<b>300</b>	<b>200</b>	<b>500</b>
<b>Semester - 8</b>							
<b>(Honours)</b>							
<b>Discipline-Specific Courses/Major Courses</b>							
T2781	0210220801	Global Business Environment		4	60	40	100
TM2047	0210220802	Managing Digital Transformation		2	30	20	50
T2729	0210220803	Indian Ethos and Values for		2	30	20	50

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
		Management					
T6782	0210220804	Developing Global Leadership Skills		4	60	40	100
<b>Major Courses (Choose Any One from the following courses)</b>							
TE7022	0210220805	Predictive Analytics	Business Analytics	4	100	0	100
TM2122	0210220806	Capital Formation	Finance	4	60	40	100
T2292	0210220807	HRD Instruments	Human Resource Management	4	60	40	100
T1086	0210220808	International Banking and Finance	International Business	4	60	40	100
TM2137	0210220809	Marketing Strategy and Implementation	Marketing Management	4	60	40	100
<b>Total Required Credits</b>				<b>4</b>	<b>60</b>	<b>40</b>	<b>100</b>
<b>Minor Courses (Choose any One from the Following Courses other than the chosen Major)</b>							
TE7022	0210220805	Predictive Analytics	Business Analytics	4	100	0	100
TM2122	0210220806	Capital Formation	Finance	4	60	40	100
T2292	0210220807	HRD Instruments	Human Resource Management	4	60	40	100
T1086	0210220808	International Banking and Finance	International Business	4	60	40	100
TM2137	0210220809	Marketing Strategy and Implementation	Marketing Management	4	60	40	100
<b>Total Required Credits</b>				<b>4</b>	<b>60</b>	<b>40</b>	<b>100</b>

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
<b>Grand Total</b>				<b>20</b>	<b>300</b>	<b>200</b>	<b>500</b>
<b>(Honours with Research)</b>							
<b>Major Courses</b>							
TM2047	0210220802	Managing Digital Transformation		2	30	20	50
T2729	0210220803	Indian Ethos and Values for Management		2	30	20	50
<b>Minor Course</b>							
T2781	0210220801	Global Business Environment		4	60	40	100
<b>Research Project</b>							
T2812	0210220810	Research Project		12	180	120	300
<b>Grand Total</b>				<b>20</b>	<b>300</b>	<b>200</b>	<b>500</b>
<p><b>Note: Total Credits at the end of the Fourth Year for "Bachelor of Business Administration - Honours" - 166 (Major 98, Minor 32, Multidisciplinary 9, Ability Enhancement Courses 8, Skill Enhancement Courses 9, Summer Internship 4, Common Value-Added Courses 6).</b></p> <p><b>Total Credits at the end of the Fourth Year for "Bachelor of Business Administration - Honours with Research" - 166 (Major 86, Minor 32, Multidisciplinary 9, Ability Enhancement Courses 8, Skill Enhancement Courses 9, Summer Internship 4, Research Project 12, Common Value-Added Courses 6).</b></p>							



**Symbiosis Centre for Management Studies, NOIDA**  
**Bachelor of Business Administration - Honours/ Honours with Research**  
**Programme Structure 2024-28**

**SUMMARY**

Semester	100% Continuous Assessment Credits	Term End (University) Examination Credits	Total Credits	Total Marks
<b>Finance/Human Resource Management/International Business/Marketing Management</b>				
<b>1</b>	6	14	20	500
<b>2</b>	8	12	20	500
<b>3</b>	10	12	22	550
<b>4</b>	6	14	20	500
<b>5</b>	4	20	24	600
<b>6</b>	0	20	20	500
<b>Total</b>	<b>34</b>	<b>92</b>	<b>126</b>	<b>3150</b>
<b>Honours</b>				
<b>7</b>	0	20	20	500
<b>8</b>	0	20	20	500
<b>Total</b>	<b>34</b>	<b>132</b>	<b>166</b>	<b>4150</b>
<b>Honours with Research</b>				
<b>7</b>	0	20	20	500
<b>8</b>	0	20	20	500
<b>Total</b>	<b>34</b>	<b>132</b>	<b>166</b>	<b>4150</b>



Business Analytics				
1	6	14	20	500
2	8	12	20	500
3	10	12	22	550
4	6	14	20	500
5	4	20	24	600
6	4	16	20	500
<b>Total</b>	<b>38</b>	<b>88</b>	<b>126</b>	<b>3150</b>
Honours				
7	4	16	20	500
8	4	16	20	500
<b>Total</b>	<b>46</b>	<b>120</b>	<b>166</b>	<b>4150</b>
Honours with Research				
7	4	16	20	500
8	0	20	20	500
<b>Total</b>	<b>42</b>	<b>124</b>	<b>166</b>	<b>4150</b>

