

January to December 2024

# DMS CHRONICLE

## *A Newsletter*

*The Department of Management Studies is a professional school of management functioning within the University of Kashmir. It was established in the year 1991, with the objective to provide high quality management education to students. The department offers quality management education using rigorous multifaceted pedagogy with an effective interface with industry to translate its mission into action. It creates opportunities for its students to develop their understanding of business, social and political environment, to enlarge their ability not only to adjust to change but to become catalyst, and to enhance their ability to conceptualize, decide and communicate.*



**A NEWSLETTER Published by**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**UNIVERSITY OF KASHMIR**  
NAAC ACCREDITED A+  
HAZRATBAL SRINAGAR, KASHMIR

## Newsletter

### Vision

"The Department of Management Studies envisions itself as an international community of business scholars; engaged in the pursuit of knowledge; and serving human society in general and business in particular, especially through the creative use of inter-disciplinary approaches and cyber-technology."

### Mission

"The Department strives to achieve and sustain excellence as one of the leading business schools by providing opportunities for personal growth and development, skill enhancement or professional job advancement through the provision of high-quality education and research to individuals who wish to make career in the field of business."

### Goals

To achieve its stated mission, the Department has formulated the following goals:

- To achieve academic excellence through hard work, critical thinking and effective decision-making;
- To enable the students to acquire knowledge, enrich skills and develop right attitudes and ideologies through a carefully integrated curriculum of business, ethics and technology that will lead to satisfaction and productivity in their chosen careers and
- To recruit, retain and develop quality faculty.

### Core Values

The core values that bind faculty, staff, and students together and contribute to realization of the Department's vision and mission include:

- Collaboration and respect;
- Academic freedom and intellectual rigor;
- Institutional integrity and service;
- Access, affordability, and excellence;
- Active learning and discovery;
- Diversity, fairness, and equity;
- Innovation and empowerment;
- Accountability and
- Sustainability.



**Prof. Bashir Ahmad Joo**  
Head,  
Department of Management Studies,  
University of Kashmir.



## Message

Established in 1991, The Business School went on to become an iconic institution in the field of management education & has been playing an incredible role in the growth of corporate sector and management education in India. Today's business environment is characterized by the need to constantly innovate and to reinvent oneself in order to sustain and grow one's stature in the industry. With management education at an inflection point, we at TBS groom future business leaders by following a judicious blend of theory and practice by using highly innovative teaching pedagogy. Our endeavour is to produce great thinkers and problem solvers, who go on to make this world a better place to live.

We have a rich intellectual pool of students and alumni. In the contemporary era, where Globalization, Liberalization and Innovation are the buzz words, the institute has nurtured itself to meet the emerging challenges, sentiments and opportunities that are going to present themselves to the new economic order. Quality of our students, gives us the enough reasons to believe that we will very soon reach to the pinnacle of excellence in management education. They are bright and innovative, are grounded well in both theory and practice, have a 'can do' attitude, have a holistic view of life and are caring citizens of the society. These fertile brains possess all the necessary ingredients to carve out a niche for themselves in the corporate arena.

Our MBA, Integrated MBA (IMBA) & MBA (FM) programmes are unique blend of strategic thinking, pragmatism in implementation, challenging to go through and cutting-edge on relevance. We have developed a culture of rigorous analysis, where we encourage our students to search for facts and then go on to identifying and questioning underlying assumptions and view a business situation from multiple perspectives. We teach students the theories and concepts to analyse how and why markets behave in the way they do; and how and why people and organizations behave in the manner they do and use multiple methods to impart the required knowledge and develop the skills and attitudes through lectures, cases, simulations, field surveys and team assignments.

We look forward to welcome you for being part of our Department.

**Prof. Bashir Ahmad Joo**



## ABOUT THE UNIVERSITY

The University of Jammu and Kashmir was founded in the year 1948. In the year 1969 it was bifurcated into two full-fledged Universities: University of Kashmir at Srinagar and University of Jammu at Jammu. The University of Kashmir is situated at Hazratbal in Srinagar. It is flanked by the world famous Dal Lake on its eastern side and Nigeen Lake on the western side. The Main Campus of the University spread over 247 acres of land is divided into three parts – Hazratbal Campus, Naseem Bagh Campus and Mirza Bagh Campus (serving residential purpose). Additional land has been acquired at Zakura near the main campus for further expansion of the University. The tranquil ambience of the Campus provides the right kind of atmosphere for serious study and research.

Over the Years University of Kashmir has expanded substantially. It has established Satellite Campuses at Anantnag (South Campus) , Baramulla (North Campus) and Kupwara (Kupwara Campus) to make higher education more accessible to people living in remote areas of Kashmir valley. The University has also established a Sub-Office at Jammu to cater to the needs of the candidates enrolled with the University from outside Kashmir.

The University is committed to provide an intellectually stimulating environment for productive learning to enhance the educational, economic, scientific, business and cultural environment of the region. The University offers programmes in all the major faculties; Arts, Business & Management Studies, Education, Law, Applied Sciences & Technology, Biological Sciences, Physical & Material Sciences, Social Sciences, Medicine, Dentistry, Engineering, Oriental Learning and Music & Fine Arts. It has been constantly introducing innovative/ new programmes to cater to the needs and demands of the students and the society.

Over the years, the University has marched towards excellence in its programmes and activities. It has been re-accredited as Grade-A+ University by the National Assessment & Accreditation Council (NAAC) of India. This is recognition and reflection of the high standard of quality in teaching and research at the University of Kashmir.

### The University Motto





## Events Conducted (2024)

### RESEARCH METHODOLOGY WORKSHOP

The department conducted a 3 day Research Methodology workshop on “Structural Equation Modelling using AMOS and SMART-PLS” from 7th to 9th March, 2024. The speaker for the workshop was Dr. Shaliesh Kaushal from the Department of Business Administration, University of Lucknow who enabled the research scholars to understand the concept as well as tools for effective model construction and evaluation.



### GUEST LECTURE

The department organized a guest lecture on 19th April, 2024, by an alumnus, Mr. Shahid Mir presently working as Staff Coordinator at Medecins Sans Frontieres (MSF), OCG-Geneva. He shared his valuable experiences with the students of IMBA programme, guiding them in securing internships and jobs in reputed organizations across the globe.

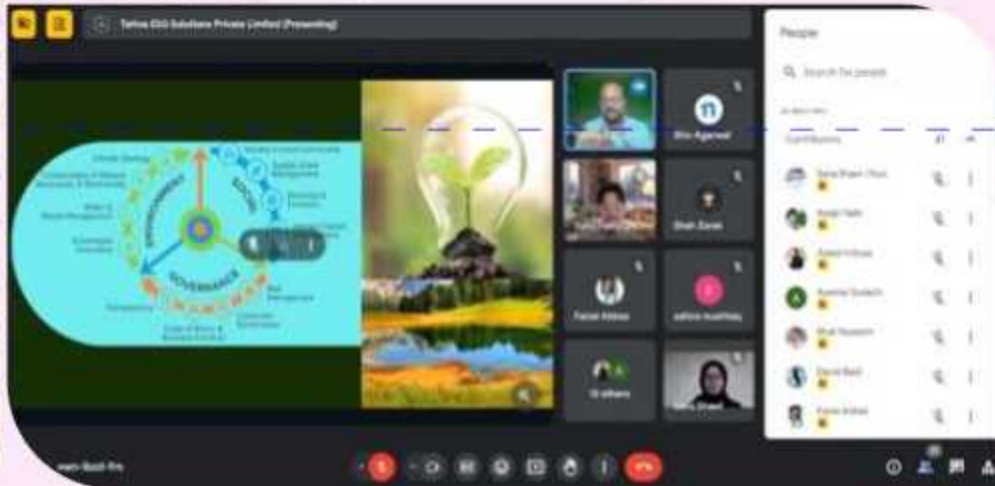




## Newsletter

### GUEST LECTURE

A guest lecture on the topic, 'ESG (Environment, Social and Governance) Reporting' was conducted for the students of MBA (FM) programme in online mode on 20th April, 2024 by Mr. Balamuralikrishna Simma, Founder, ESG Academy in collaboration with One Varsity, an organization aimed at bridging the gap between academia and industry in higher education sector. Mr. Simma talked about the significance of ESG Reporting as a vital tool for companies to transparently communicate their sustainability efforts and performance across environmental, social, and governance dimensions.



### CAMPUS RECRUITMENT DRIVE by Qul Fruits

The Department organized a Campus Recruitment Drive by Qul Fruits on 25th Apr, 2024 for the students in the terminal semesters offering them suitable job opportunities

### GUEST LECTURE by KAS OFFICER

The department organized a Guest Lecture conducted by Mr. Tahir Mohi u Din Wani, KAS, State Taxes Officer, Srinagar on May 03, 2024. The session introduced students to the strategies and ways to prepare themselves for Civil Services exams



### GUEST LECTURE

The department organized a Guest Lecture conducted by Mr. Abdul Hamid, Chairman, Rahim Group of Companies on May 14, 2024. The session was meant to help the students embark successfully on their career journey.



## Newsletter

### Mega Job Fest

The department organized a mega job fest in which more than 22 companies including Axis Bank, Munjal Shova, Decathlon, Maharaja White Line, Tech Mahindra, Just Dial, PayTM, Hoping Minds, Solitare Infosys, etc Over 2200 candidates registered for the fest and more than 200 candidates got selected by different companies.





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### RECRUITMENT DRIVE by Amul

The department organized a recruitment drive conducted by Amul for which a written test was conducted on May 30, 2024 for selecting the candidates.



### ONLINE INTERVIEW by ASIAN PAINTS

An online interview of the shortlisted candidates was conducted by Asian Paints on May 30, 2024.

### INDUSTRIAL VISIT

The students were taken for a Plant visit to Amul (JKMPCL), Chashmashahi, Srinagar on June 05, 2024

### GUEST LECTURE



A Guest Lecture was conducted for the students by Dr. Mohammed Mutaher Zerger, Assistant Vice President, Lenskart on June 06, 2024





## Newsletter

### FINANCIAL LITERACY PROGRAM

Financial Literacy and Awareness Program was conducted in collaboration with Reserve Bank of India by Shri Anoop Kumar Sharma, Assistant General Manager, Reserve Bank of India on June 28, 2024



Srinagar, June 28: To enhance the financial literacy of students and to equip them with essential knowledge about banking and financial management, the Department of Management Studies, University of Kashmir (KU), Friday organised a daylong 'Financial Literacy Programme' in collaboration with the Reserve Bank of India (RBI) here.

### GUEST LECTURE

The guest lecture was conducted on the topic, 'Life After MBA' by Prof. Shalni Gupta, former Vice chancellor, Desh Bhaghat University on July 02, 2024



### INVESTOR AWARENESS PROGRAM

An Investor Awareness Program was conducted in collaboration with Securities and Exchange Board of India (SEBI) and Association of Mutual Funds in India (AMFI) on July 15, 2024.

### ICICI RECRUITMENT DRIVE

ICICI Lombard conducted a Recruitment Drive for the students on July 08, 2024





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### Online Research Talk

Prof. Jamil J. Jaber, Assistant Professor, Department of Banking and Finance at The Applied Science Private University delivered an online research talk on the topic, 'Predicting Stock Market Volatility Using MODWT with Neural Network Models (HyFIS and FS.HGD)' on July 6, 2024



### OUTREACH PROGRAM

The Department conducted outreach programme on 12th September, 2024 for higher secondary school students of North Kashmir to sensitize them about different career options in Management Studies



### STUDENT BRINGS LAURELS TO THE DEPARTMENT IN PENCAK SILAT COMPETITION

Mehran Raja, a student of IMBA 1st Semester won Gold in the Pencak silat inter college and trials for All india pencak silat competition





## Newsletter

### FAREWELL of OUTGOING STUDENTS

The department organized a farewell for the outgoing MBA and MBA (FM) 4th Semester students on 26th and 27th September, 2024



### INDUSTRIAL VISIT TO AMUL

The department organized Industrial Visit to Amul Plant for MBA and MBA-FM students to provide them the real business exposure



### OUTREACH PROGRAMME

The Department conducted outreach programme on 15th October, 2024 for higher secondary school students of Boys Higher Secondary School, Magam Handwara to sensitize them about different career options in Management Studies





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### FRESHERS PARTY

The department organized a freshers party for the new batch of MBA and MBA (FM) students on 16<sup>th</sup> October, 2024 in Gandhi Bhawan



### Workshop on National Education Policy (NEP)

The department organized a workshop on National Education Policy (NEP) for Management Programmes under the auspices of School of Business Studies, University of Kashmir on 21<sup>st</sup> October, 2024





# Newsletter

## Chirgish 2024

The department organized a three-day mega business fest "Chirgish-2024" (6<sup>th</sup> – 8<sup>th</sup> Nov, 2023) which served as a dynamic platform for students to showcase their talent, skills, and entrepreneurial ventures. The fest witnessed active participation from students across various departments, creating an encouraging entrepreneurial environment



### KU Hosts 'Chirgish Fest' To Ignite Entrepreneurial Spirit

**Srinagar:** To promote student entrepreneurship through practical initiatives and to help them realize their skills and confidence to start up their own business ventures, the University of Kashmir (KU) has organized a three-day mega business fest "Chirgish-2024" from November 6 to 8 at the campus of the University of Kashmir, Srinagar.

The event is being organized by the Department of Management Studies, University of Kashmir, Srinagar. The fest is being organized to provide a platform for students to showcase their talent, skills, and entrepreneurial ventures. The fest is being organized to create an encouraging entrepreneurial environment for students.

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### KU encourages entrepreneurial ecosystem; mentors students to earn while they learn: VC

Says 'Practical initiatives equip future leaders with skills, confidence to thrive in competition'

**Srinagar:** The Vice-Chancellor (VC) of the University of Kashmir (KU) has encouraged students to start their own businesses and to learn while they earn. He said that practical initiatives equip future leaders with skills and confidence to thrive in competition.

The VC said that the university is committed to creating an entrepreneurial ecosystem for its students. He said that the university is providing various facilities and support to its students who are interested in starting their own businesses.

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### Ph.D. AWARDED

The department awarded Ph.D. degrees to six candidates in the year 2024.  
List of scholars who qualified Ph.D. in 2024:

S. No	Name of scholar	Name of Supervisor	Date of award
01	Mr. Aijaz Ahmad Bhat	Prof. Ajaz Akbar Mir	02-07-2024
02	Ms. Simtiha Ishaq	Prof. Bashir Ahmad Joo	14-08-2024
03	Ms. Shabina Shafi	Prof. Iqbal Ahmad Hakeem	26-11-2024
04	Ms. Aiman Fayaz	Prof. Farzana Gulzar	05-11-2024
05	Ms. Yusra Showkat Bakshi	Prof. Mushtaq Ahmad Darzi	31-12-2024
06	Mr. Mudasir Ahmad Tass	Prof. Iqbal Ahmad Hakeem	11-06-2024

### GUEST LECTURE

A Guest Lecture was conducted for the students by Mr. Ravinder Rana on Capital Budgeting on 12<sup>th</sup> November, 2024



### Industrial Visit

The department organized Industrial Visit to Kanwal Industries Pvt. Ltd. for IMBA students on 5<sup>th</sup> Dec, 2024





### **BOARD of STUDIES MEETING**

The Department conducted Board of Studies meeting for implementation of NEP Scheme on 22nd October, 2024.



### **Published By:**

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# Newsletter



We are open to  
feedback/suggestions to  
help us shape the lives of  
tomorrow's leaders



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