



DMS CHRONICLE

A NEWSLETTER PUBLISHED BY
DEPARTMENT OF MANAGEMENT STUDIES,
UNIVERSITY OF KASHMIR (NAAC
ACCREDITED A+)
MAR-DEC, 2024



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.

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

مِن الظُّلُمَاتِ إِلَى النُّورِ

तमसो मा ज्योतिर्गमय

The English Translation Of The Motto Is:

"From Darkness to Light"

Message from Head of the Department



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.

EVENTS CONDUCTED (MAR-DEC, 2024)

Research Methodology workshop (March, 2024)



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 (April, 2024)



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.

Guest Lecture (April, 2024)



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 (Apr, 2024)

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 (May, 2024)



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 (May, 2024)

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.

Mega Job Fest (May, 2024)





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.

Recruitment Drive by Amul (May, 2024)

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 (May, 2024)

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

Industry Visit (June, 2024)

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

Guest Lecture (June, 2024)



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

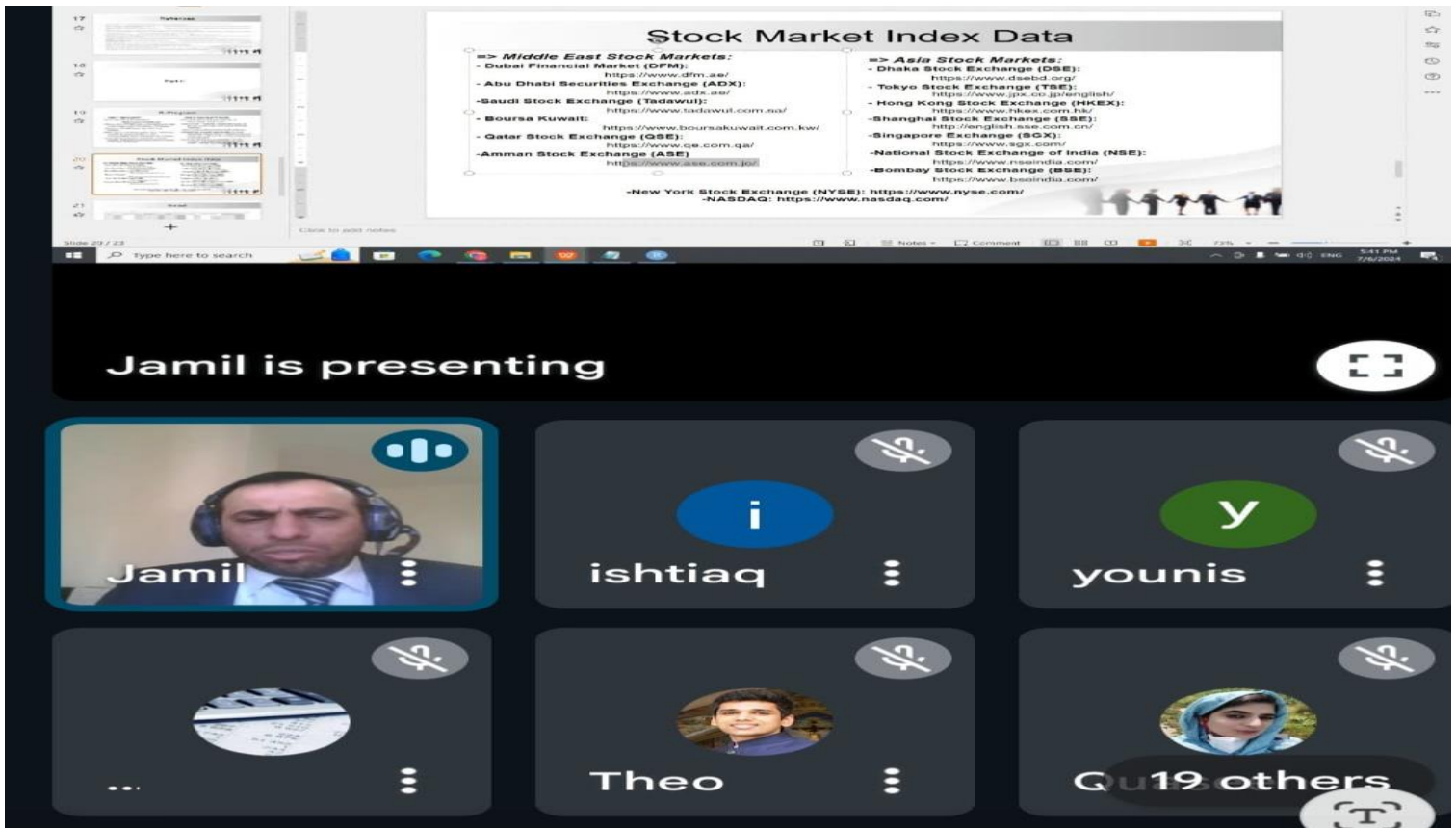
Guest Lecture (July, 2024)

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.

Financial Literacy Program (June, 2024)

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.

Online Research Talk (July, 2024)



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.

Investor Awareness Program (July, 2024)

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 (July, 2024)



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



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

tbs.uok.edu.in | 0194-2429870 | directortbs@uok.edu.in