



2018-19 **PLACEMENT** B R O C H U R E

Department of Management Studies

University of Kashmir
Hazratbal Srinagar Kashmir



Bank

MUSH



Message from Vice Chancellor

The global business environment is characterized by uncertainty, fierce competition and rapid technological innovations. Organisations are striving hard to overcome and excel these challenges. Organizations are constantly looking for competent capable management professionals endowed with skills and competencies to succeed in complex and uncertain environment. This has resulted in huge responsibility on the management institutes to upgrade their curriculum in accordance with the needs of the industry and provide an ideal environment for grooming future business leaders.



It gives me immense pleasure to state that the Department of Management Studies, University of Kashmir (NAAC accredited Grade 'A') has dedicated its efforts towards extending the horizons of management education and developing capable management professionals. As a result of these efforts, the Department has emerged as one of the premier management institutes of the country. The Department has been consistently ranked among the leading business institutes.

All this has been possible due to active and cooperation of the corporate world.

I would like to take this opportunity to invite you to visit our campus and recruit from the Department of Management Studies. I am hopeful that you will find the current batch of students highly competent, disciplined and dedicated.

Prof. Talat Ahmad



NATIONAL APEX CHAMBER

Cap Building of Existing

Workshop

September 201

Kashmir University, Ha





Message from Head

The Department of Management Studies, University Of Kashmir (NAAC Accredited Grade-A) has emerged as a premier management institute providing quality management education. Our endeavor is to create a blend of state of the art infrastructure, dedicated faculty, committed students and a strong interface with the industry.

We at the Department of Management Studies have been successful in developing a friendly and supportive learning environment aimed at grooming the corporate leaders of tomorrow, who are not



only capable of excelling in their professional lives but are also sensitive about their social responsibilities and human values. The Department has focused on developing industry oriented pedagogy to prepare the students for the challenges of the corporate world. Regular industrial visits and interactive sessions are organized with senior corporate executives to provide an insight into actual corporate environment.

The current batch Masters in Business Administration (MBA), Masters in Business Administration – Financial Management (MBA-FM), Masters in Tourism and Travel Management (MTTM) and Integrated Masters in Business Administration (IMBA) is available for placement and we shall be looking forward to your visit in our campus for recruitment.

Prof. Mushtaq Ahmad Darzi



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: A Reality

“The Department strives to achieve and sustain excellence as one of the leading business schools by providing the 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 vision and mission include:

- | | |
|--|-------------------------------|
| ■ collaboration and respect; | ■ innovation and empowerment; |
| ■ academic freedom and intellectual rigor; | ■ accountability and |
| ■ institutional integrity and service; | ■ sustainability. |
| ■ access, affordability, and excellence; | |
| ■ active learning and discovery; | |
| ■ diversity, fairness, and equity; | |





The University

Amidst the world famous Nigeen and Dal Lakes, cradled in the lap of the Himalayan Mountains, lies the renowned University of Kashmir, which is characterized by a bright mission and a determined mission to provide educational facilities to students in the subjects of their choice, matching their aptitude and potentialities and to promote research in various disciplines. In line with this, the motto of the university, “from darkness to light” endeavors to illuminate the society with the light of knowledge.

The University of Kashmir accredited as Grade ‘A’ Institution by the National Assessment and Accreditation Council of India (NAAC) offers challenging and innovative programmes in all branches initiating from Undergraduate to Post-graduate courses and Doctoral programmes. In order to make higher education more accessible to people living in remote areas of Kashmir valley, university has established Satellite Campuses at Anantnag (South Campus), Baramulla (North Campus), Kupwara, Kargil and Leh. 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 Department of Management Studies, University of Kashmir

The Department of Management Studies, established in 1991, engrafted in the university is one of the emerging and upcoming institutions of management studies of India. It has a proud and rich history of producing effective and responsible managers who have served various national and international organizations on their respective journeys to growth and success. It also offers quality management education using rigorous multifaceted pedagogy and creates opportunities for its students to develop their understanding of business, social and political environment.

The serene ambience and academic culture of the Department with its improved infrastructure provides an ideal environment for the pursuit of academic excellence in management education and research. While the Department has achieved high standards of excellence in its academic programmes, it intends to achieve and sustain excellence as one of the leading business departments in India and abroad.

The Department undertakes a diverse range of academic and professional activities aimed at dissemination and application of management knowledge and practice. These activities include:

- Two-year (full time) Post-graduate programme leading to the degree of Master of Business Administration (MBA)
- Two-year (full time) Post-graduate programme leading to the degree of Master of Business Administration-Financial Management (MBA-FM).
- Two-year (full time) Post-graduate programme leading to the degree of Master of Tourism and Travel Management (MTTM).
- Five-year (Integrated) programme leading to the degree of integrated Master of Business Administration (IMBA)
- Research programme leading to Ph.D.
- Management Development Programmes for working executives and entrepreneurs for improving their managerial and administrative skills.
- Consultancy services to the organizations for solving their problems and upgrading their management practices.



DEPARTMENT OF MANAGEMENT STUDIES
شعبہ مطالعات انتظامیہ





Core Faculty

Prof. Mushtaq A Darzi
Professor and Head.

(Accounting & Finance)
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Professor

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The Visiting Faculty

The core faculty of the Department is supplemented by the visiting faculty holding high-ranking positions in leading management institutions, government and industry. Each year eminent academicians and practitioners are invited to visit department as visiting faculty to interact with the students. Their 'Real World' experience breaths vitality and practicality into academic programme of the Department which ensures a comprehensive and competitive education for students in areas that are essential to meet the growing demands of the business. Some prominent experts who visited the department in the recent past include:

Professor S.K.Jain

Vice Chancellor SMVD University Katra
Jammu (Former Director, Business School
IIT Delhi)

Professor Vithala R. Rao

Graduate School of Business Cornell
University, New York, USA

Prof. Lalita

Manarai University of Delaware, USA

Professor D.K.Panday

Dean School of Economics and
Commerce, Central University of
Assam

Professor S. P. Bansal

Vice Chancellor, Indira Gandhi University
Meerpur, Rewari, Haryana

Prof. Aga Iqbal

University of Massachusetts

Professor D.K.Panday

Dean School of Economics and
Commerce, Central University of
Assam.

Professor Farquan Qamar

Vice Chancellor Central University of
Himachal Pradesh

Professor Mohammad Akbar

Indian Institute of Management
Lucknow

Prof. D.V. Sheshadri

IIM Bangalore

Professor Vijay Mahajan

Department of Marketing, Mecoob's
Business School, University of Texas at
Austin, USA

Professor Sandeep Kulshreshtha

Director, Indian Institute of Tourism &
Travel Management (IITTM) Gawallior
M.P

Dr. Thomas A. Burnhan

Marketing Department Santa Clara
University, USA Dr. Doug Stone CM
Partners, Cambridge,

Professor Pradip Khandwala

Former Director, IIM Ahmedabad.

Prof. Ajay Manarai

University of Delaware
(USA)

Prof. Ghazali Bin Musa

University of Malay,
Malaysia

Prof. Sampada Kumar Sain

Deptt. Of Tourism,
Hospitality and Hotel Management,
Indira Gandhi National Tribal University,
MP

Prof. zafer U Ahmed

Kuwait University
Kuwait

Prof. Puja Padhi

IIT-Mumbai



Placement and Counseling

The Department has a well organized placement cell which keeps close liaison with the corporate sector for the summer and final placement of students. Every year a placement brochure is prepared containing brief bio-data of the final semester students, and sent to nearly all reputed business organizations. The aim of the cell is to enable the students to make better, more informed and creative career choices. The cell maintains extensive files of recruitment literature, annual reports and articles, and other published material about firms for the reference of students. Moreover, it invites senior managers and consultants to share their experiences with the students through lectures, question and answer sessions and informal get together. The activities of the placement center are managed by the placement officer.

The Department is proud of its success that its students have been placed in the following prestigious organizations:







Master of Business Administration

Two year full time Master of Business Administration (MBA) seeks to develop postgraduates who can excel in the area of business and management. The programme also intends to develop research and critical thinking skill among the budding managers. The programme aims at imparting professional education and training in modern management techniques to enable budding managers to manage business operations effectively and meet the challenges of growing organizations in the dynamic business world. Quality education, practical training in leading organizations of India, attractive environment and corporate connections are the main features of the MBA programme. The programme has been made intellectually exciting. The curriculum design and pedagogy emphasize the development of students' skills and abilities to apply management theories and concepts to live problems in business and industry. The students are challenged to move beyond analytical framework to implement, which greatly accelerates their development of sound business judgment.

The programme mixes teamwork with competition, and teaches the skills that enable students to grasp new ideas and seize new opportunities. The programme consists of four semesters each of six months duration. The first two semesters are devoted to a comprehensive core course in the major functional and general management areas. All the courses in the first and second semester are compulsory. In the next two semesters, students are offered to choose specialization areas in various fields of interest. All courses are reviewed and redesigned from time to time keeping in view the rapidly changing economic scenario, needs of the industry and the latest developments in the specific subject areas. The Department is offering dual specializations in its MBA programme, which include:

- Marketing Management
- Human Resource Development
- Finance
- Information Technology
- Production and Operations Management.





Master of Business Administration (MBA)

Choice Based Credit System

Semester: MBA 1 st SEM							
Core Papers	Title	Paper Category		Hours /Week			Credits
				L	T	P	
MBA17101CR	Management and Organizational Behavior	Core		3	1	-	4
MBA17102CR	Accounting for Managers	Core		3	1	-	4
MBA17103CR	Quantitative Methods	Core		3	1	-	4
Discipline Centric Electives (DCE)	Note: All the candidates are required to opt three courses from Discipline Centric Courses (DCE) including MBA17104DCE titled "Seminar in Contemporary Business Practices" which is compulsory.						
MBA17104DCE	Seminar in Contemporary Business Practices	DCE		-	2	-	2
MBA17105DCE	Managerial Economics	DCE		2	1	-	3
MBA17106DCE	Computer Applications in Management	DCE		2	1	-	3
MBA17107DCE	Business Communication	DCE		2	1	-	3
Note: All the Students are required to earn 4 Credits either from Generic Electives offered by the Sister Departments or from Open Electives offered by other Departments or a Combination of both. The courses offered by the department under Generic and Open Electives are as follows:							
Generic Electives (GE)	Title	Paper Category		Hours / Week			Credits
				L	T	P	
MBA17001GE	Applied Operations Research for Business & Economics	GE		1	1	-	2
MBA17002GE	Leadership and Organizational Dynamic	GE		1	1	-	2
MBA17003GE	Financial Statement Analysis	GE		1	1	-	2
Open Electives (OE)	Title			Hours / Week			Credits
				L	T	P	
MBA17001OE	Leadership Development	OE		1	1	-	2
MBA17002OE	Technical Writing	OE		1	1	-	2
MBA17003OE	Basic Econometrics	OE		1	1	-	2



Semester: MBA 2 nd SEM						
Course Code	Title	Paper Category	Hours /Week			Credits
			L	T	P	
MBA17201CR	Human Resources Management	Core	3	1	-	4
MBA17202CR	Marketing Management	Core	3	1	-	4
MBA17203CR	Managerial Finance	Core	3	1	-	4
Discipline Centric Electives (DCE)	Note: All the candidates are required to opt three courses from Discipline Centric Courses (DCE) including MBA17204DCE titled “Seminar in Contemporary Business Practices” which is compulsory.					
MBA17204DCE	Seminar in Contemporary Business Practices	DCE	-	2	-	2
MBA17205DCE	Production and Operations Management	DCE	2	1	-	3
MBA17206DCE	Research Methodology	DCE	2	1	-	3
MBA17207DCE	Public Administration	DCE	2	1	-	3
Note: All the Students are required to earn 4 Credits either from Generic Electives offered by the Sister Departments or from Open Electives offered by other Departments or a Combination of both. The courses offered by the department under Generic and Open Electives are as follows:						
Generic Electives (GE)	Title	Paper Category	Hours/Week			Credits
			L	T	P	
MBA17004GE	HR in Business Organizations	GE	1	1	-	2
MBA17005GE	Database Management Systems		1	1	-	2
MBA17006GE	Marketing of Services		1	1	-	2
MBA17007GE	Managing Relationships		1	1	-	2
Open Electives (OE)	Title	Paper Category	Hours /Week			Credit
			T	P		
MBA17004OE	Introduction to Data Analysis for Research	OE	1	1	-	2

Semester: MBA 3 rd SEM						
In this semester it is mandatory for all the students to choose any two specializations out of five specializations in addition to common core course MBA17301CR. However, papers placed at serial No.1 as core subjects in each specialization are mandatory. In addition to core courses, all students are required to opt for any three Discipline Centric Electives, selecting one from each specialization and MBA17302DCE titled “Seminar in Contemporary Business Practices” is compulsory.						
Course Code	Title	Paper Category	Hours /Week			Credits
			L	T	P	



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MBA17301CR	Strategic Management	Core	3	1	-	4
Discipline Centric Electives (DCE)						
MBA17302DCE	Seminar in Contemporary Business Practices	DCE	-	2		2
1. Marketing Specialization						
MBA17303CR	Marketing of Services	Core	3	1	-	4
MBA17304DCE	International Marketing	DCE	2	1	-	3
MBA17305DCE	Business Marketing	DCE	2	1	-	3
MBA17306DCE	Brand Management	DCE	2	1	-	3
MBA17307DCE	Advertising Management	DCE	2	1	-	3
2. Finance Specialization						
MBA17308CR	Security Analysis and Portfolio Management	Core	3	1	-	4
MBA17309DCE	Working Capital Management	DCE	2	1	-	3
MBA17310DCE	Indian Financial System	DCE	2	1	-	3
MBA17311DCE	Management Control System	DCE	2	1	-	3
MBA17312DCE	Behavioral Finance	DCE	2	1		3
3. Human Resources Management Specialization						
MBA17313CR	Human Resources Development: Strategies and Systems	Core	3	1	-	4
MBA17314DCE	Management of Training and Development	DCE	2	1	-	3
MBA17315DCE	Organizational Development	DCE	2	1	-	3
MBA17316DCE	Managing Interpersonal & Group Process	DCE	2	1	-	3
MBA17317DCE	Labour Welfare and Legislations	DCE	2	1	-	3
4. Production and Operations Management Specialization						
MBA17318CR	Production Planning and Control	Core	3	1	-	4
MBA17319DCE	Service Operations Management	DCE	2	1	-	3
MBA17320DCE	Purchasing and Materials Management	DCE	2	1	-	3
MBA17321DCE	Applied Operations Research	DCE	2	1	-	3
MBA17322DCE	Goal Programming in Management	DCE	2	1	-	3
5. Information Technology Management Specialization						



MBA17323CR	Knowledge Management	Core	3	1	-	4
MBA17324DCE	Data Warehousing and Data Mining	DCE	2	1	-	3
MBA17325DCE	Machine Learning Systems	DCE	2	1	-	3
MBA17326DCE	Enterprise Resource Planning	DCE	2	1	-	3
MBA17327DCE	Geographical Information Systems	DCE	2	1	-	3

Note: All the Students are required to earn 4 credits either from Generic Electives offered by the Sister Departments or from Open Electives offered by other Departments or a Combination of both. The courses offered by the department under Generic and Open Electives are as follows:

Generic Electives (GE)	Title	Paper Category	Hours /Week			Credits
			L	T	P	
MBA17008GE	Green Marketing	GE	1	1	-	2
MBA17009GE	Data Analysis Using Excel	GE	1	1	-	2
MBA17010GE	Man Power Development	GE	1	1	-	2
Open Electives (OE)	Title	Paper Category	Hours /Week			Credits
			L	T	P	
MBA17005OE	Conflict Management and Negotiation Skills	OE	1	1	-	2
MBA17006OE	Managerial Skill development	OE	1	1	-	2
MBA17007OE	Managing Across Cultures	OE	1	1	-	2

Semester: MBA 4th SEM

In this semester all students are required to opt **three** core courses (**one** course titled “Business Ethics and Corporate Governance” **MBA17401CR** and **two** courses from their area of **specialisation**) and three **DCE courses** (one course titled “Seminar in Contemporary Business Practices” **MBA17402DCE** and **two** DCE course from their area of specialisation).

Course Code	Title	Paper Category	Hours /Week			Credits
			L	T	P	
MBA17401CR	Business Ethics and Corporate Governance	Core	3	1	-	4

Discipline Centric Electives (DCE)

MBA17402DCE	Seminar in Contemporary Business Practices	DCE	-	2	-	2
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1. Marketing Specialization

MBA17403CR	Strategic Marketing	Core	3	1	-	4
MBA17404DCE	Sales and Distribution Management	DCE	2	1	-	3
MBA17405DCE	Consumer Behavior	DCE	2	1	-	3
MBA17406DCE	E-Commerce	DCE	2	1	-	3
MBA17407DCE	Retail Management	DCE	2	1	-	3

2. Finance Specialization						
MBA17408CR	Project Appraisal, Finance and Management	Core	3	1	-	4
MBA17409DCE	Financial Risk Management	DCE	2	1	-	3
MBA17410DCE	Corporate Tax Planning and Management	DCE	2	1	-	3
MBA17411DCE	Micro Finance	DCE	2	1	-	3
MBA17412DCE	Islamic Banking and Finance					
3. Human Resources Management Specialization						
MBA17413CR	Management of Industrial Relations	Core	3	1	-	4
MBA17414DCE	Organizational Change and Development	DCE	2	1	-	3
MBA17415DCE	International Human Resources Management	DCE	2	1	-	3
MBA17416DCE	Management Development	DCE				
MBA17417DCE	Human Resources Planning & Development	DCE				
4. Production and Operations Management Specialization						
MBA17418CR	Total Quality Management	Core	3	1	-	4
MBA17419DCE	Logistics Management	DCE	2	1	-	3
MBA17420DCE	Supply Chain Management	DCE	2	1	-	3
MBA17421DCE	Transportation Management	DCE	2	1	-	3
MBA17422DCE	World Class Manufacturing	DCE	2	1	-	3
5. Information Technology Management Specialization						
MBA17423CR	E-Business	Core	3	1	-	4
MBA17424DCE	Advanced Data Base Management Systems	DCE	2	1	-	3
MBA17425DCE	Multi Media Management	DCE	2	1	-	3
MBA17426DCE	Telecommunication for Business	DCE	2	1	-	3
MBA17427DCE	Office Automation Management					
Elective B:- All students shall be required to earn 4 credits under generic and open electives from any company in or outside state, they will be placed for internship and training project. This course shall bear Course Code: MBA17428GE. The courses offered by the department under Generic and Open Electives are as follows:						
Generic Electives (GE)	Title L	Paper Category	Hours /Week			Credits
			L	T	P	
MBA17011GE	Financial Appraisal of Projects	GE	1	1	-	2
MBA17012GE	Organizational Psychology	GE	1	1	-	2
MBA17013GE	Global Brand Management	GE	1	1	-	2
MBA17014GE	Organizational Effectiveness and Change	GE	1	1	-	2



Open Electives (OE)	Title	Paper Category	Hours /Week			Credits
			L	T	P	
MBA17008OE	Corporate Accounting and Reporting Strategic Management and Innovations	OE	1	1	-	2
MBA17009OE		OE	1	1	-	2

Note:

1. The department shall be offering two year MBA program with Dual Specialization and candidate opt any two of the following specializations:

- i. Marketing,
- ii. Human Resources Management,
- iii. Finance,
- iv. Production and Operations Management, and
- v. Information Technology Management.

2. The scheme for MBA shall consist of 96 credits, comprising of 48 core credits, 32 Discipline Centric Elective credits and 16 Generic /Open Elective credits.

3. The minimum pass percentage in each paper shall be 40% as prescribed by the university under CBCS.

4. Seminar in Contemporary Business Practices shall be evaluated on the basis of viva to be conducted by the following panel of experts at the end of the semester:

- i) Head of the Department as Chairman;
- ii) One External Examiner from the panel submitted by Head of the Department and approved by the Hon'ble Vice Chancellor;
- iii) Two teachers (Professor / Associate Professor) of the department nominated by the Head of the Department.

5. The internship and training project (MBA17428GE) shall be evaluated by company supervisor and by external examiner followed by project viva-voce conducted by the panel of experts. The evaluation of Internship and Training Project shall consist of three parts. Firstly, evaluation shall be done by the company supervisor where student is placed and shall have weightage of 1 credit. Secondly, evaluation shall also be done by the external evaluator, to be appointed by the Head, Department of Management Studies, University of Kashmir from the panel and shall have weightage of 2 credits. Lastly, evaluation shall be made by the following panel of experts through Viva-Voce of the students and shall have weightage of 1 credit:

- a) Head, Department of Management Studies as Chairman;
- b) One External Examiner from the panel submitted by Head of the Department and approved by the Hon'ble Vice Chancellor;
- c) Two teachers (Associate Professor/ Professor) of the department to be nominated by the Head of the Department.

6. The department shall organize Business Study Tour at the end of 1st Semester in order to expose students to the practical knowledge of the various management concepts being used by the various companies while pursuing their operational activities.



THE DEPARTMENT OF MANAGEMENT STUDIES



Name	Specialization	Project Title	Email	Photograph
Aabid Riyaz Sofi	Marketing, IT	Marketing Assistance Scheme of JKSICOP	abidsufi2@gmail.com	
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Anayat Sultan	Finance, Marketing	Analysis of Working Capital Management in J&K bank	inaayatsmailbox@gmail.com	



Asif Ali	Marketing, HR	Digital products and services offered by J&K bank and their role in transforming banking in Kashmir	AsifAli77777@icloud.com	
Ateeb Bin Fayaz	Finance, Marketing	The indian public & private domestic airlines: Market analysis of aviation industry	janateeb32@gmail.com	
Athara	Finance, HR	Analysis of recruitment and selection at Reliance Jio Infocomm Ltd.	arabaqu@gmail.com	
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Bisma Bisati	Finance, HR	Analysis of recruitment and selection at Reliance Jio Infocomm Ltd.	bismabisati10.ba@gmail.com	








Bisma Gul	IT, Finance	Implementation of ERP in RSP SAIL	malikbismagul@gmail.com	
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Hanan Mushtaq	Finance, HR	Recruitment & Selection of HDFC	syedshah683@gmail.com	
Hilal Mukhtar	HR, Marketing	Service Quality Review of POS machine	hilal.mukhtar725@gmail.com	
Iflah Aalam Buch	HR, Marketing	Analysis of recruitment and selection at Reliance Jio Infocomm Ltd.	iflahaalambuch@gmail.com	



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Ishfaq Ahmad Dar	Finance, Marketing	Export finance	ishfaqquyoom@gmail.com	
Jameemah Majeed	Finance, Marketing	Comparative Study of NPAs of HDFC and PNB	jameemah7@gmail.com	
Jhasra Parvaiz	HR, Marketing	customer satisfaction towards Reliance Jio network	hakim.jhasra@gmail.com	
Mehraan Gulzar	HR, Marketing	Basic banking and marketing mix of HDFC Bank	mehransofi75@gmail.com	



Mehreen Parvez	HR, Finance	Employee Retention	mehreensofi87@gmail.com	
Mir Basit Hilal	Finance, Marketing	A study on change in traditional banking to internet banking on jkbank consumers	mirbasiit@gmail.com	
Mir Salika	Marketing, HR	Role of digital marketing in real estate	mirsalika844@gmail.com	
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Muhammad Azhar Mir	Finance, Marketing	Investors awareness about Risk Hedging instruments with special reference to ludihana Stock Exchange	azharmir94@aol.com	
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Saqib Mehraj Naquishbandi	Marketing, IT	Release order Scheme of SICOP	saqibnaqshbandi92@gmail.com	



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Shah Faheem	Finance, Marketing	Fundamental Analysis of Religare Health Insurance Company	esseff59@gmail.com	
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Syed Mohammad Aasim Bukhari	IT, Finance	Impact of technology on banking sector	aasim.bukhari93@gmail.com	
Tarif Gojjar Awan	HR, Marketing	Role of Digital Marketing in real estate	aw1423196@gmail.com	



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Waseem Chesti	Finance, Marketing	Working Capital Management of J&K bank	chastiwaseem@gmail.com	



Yafas Manzoor Raja	Finance, HR	Succession Planning in J&K Bank	yafasraja@gmail.com	
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Master of Business Administration

(Financial Management)

MBA Financial Management is one of the most sought after specializations in MBA. Companies are looking for skilled financial professionals, who can effectively design and manage the financial operations of the organisation. In view of this Two year full time Master of Business Administration (MBA- Financial Management) was launched by the department. The programme seeks to develop postgraduates who can excel in the area of business and management with special focus on financial management. The programme also intends to develop research and critical thinking skill among the budding managers. It aims at imparting professional education and training in modern management techniques to enable budding managers to handle business operations effectively and meet the challenges of growing organizations in the dynamic business world. Quality education, practical training in leading organizations of India, attractive environment and corporate connections are the main features of the MBA-FM programme.





MBA (Financial Management)

Choice Based Credit System (Effective from Session, 2017)

MBA (Financial Management) Semester 1 st							
Core Papers	Title	Paper Category	Hours / Week			Credits	
			L	T	P		
MBA(FM)17101CR	Management and Organizational Behavior	Core	3	1	-	4	
MBA(FM)17102CR	Accounting for Managers	Core	3	1	-	4	
MBA(FM)17103CR	Quantitative Methods	Core	3	1	-	4	
Discipline Centric Electives (DCE)	Note: All the candidates are required to opt three courses from Discipline Centric Courses (DCE) including MBA (FM)17104DCE titled “Seminar in Contemporary Business Practices” which is compulsory.						
MBA(FM)17104DCE	Seminar in Contemporary Business Practices	DCE	-	2	-	2	
MBA(FM)17105DCE	Managerial Economics	DCE	2	1	-	3	
MBA(FM)17106DCE	Computer Applications in Management	DCE	2	1	-	3	
MBA(FM)17107DCE	Business Communication	DCE	2	1	-	3	
Note: All the Students are required to earn 4 Credits either from Generic Electives offered by the Sister Departments or from Open Electives offered by other Departments or a Combination of both. The courses offered by the department under Generic and Open Electives are as follows:							
Generic Electives (GE)	Title	Paper Category	Hours /Week			Credits	
			L	T	P		
MBA(FM)17001GE	Insurance Management	GE	1	1	-	2	
MBA(FM)17002GE	Micro Economics	OE	1	1	-	2	
MBA (Financial Management) Semester 2 nd							
Core Papers	Title	Paper Category	Hours /Week			Credits	
			L	T	P		
MBA(FM)17201CR	Human Resources Management	Core	3	1	-	4	
MBA(FM)17202CR	Marketing Management	Core	3	1	-	4	
MBA(FM)17203CR	Managerial Finance	Core	3	1	-	4	
Discipline Centric Electives (DCE)	Note: All the candidates are required to opt three courses from Discipline Centric Courses (DCE) including MBA (FM)17204DCE titled “Seminar in Contemporary Business Practices” which is compulsory.						



MBA(FM)17204DCE	Seminar in Contemporary Business Practices	DCE	-	2	-	2
MBA(FM)17205DCE	Production and Operations Management	DCE	2	1	-	3
MBA(FM)17206DCE	Research Methodology	DCE	2	1	-	3
MBA(FM)17207DCE	Public Administration	DCE	2	1	-	3

Note: All the Students are Required to earn 4 Credits either from Generic Electives offered by the Sister Departments or from Open Electives offered by other Departments or a Combination of Both. The courses offered by the department under Generic and Open Electives are as follows:

Generic Electives (GE)	Title	Paper Category	Hours /Week			Credits
			L	T	P	
MBA(FM)17003GE	Financial Derivatives	GE	1	1	-	2
MBA(FM)17004GE	Applied Operations Research for Business & Economics	GE	1	1	-	2

MBA (Financial Management) Semester 3rd

Core Papers	Title	Paper Category	Hours / Week			Credits
			L	T	P	
MBA(FM)17301CR	Strategic Management	Core	3	1	-	4
MBA(FM)17302CR	Security Analysis & Portfolio Management	Core	3	1	-	4
MBA(FM)17303CR	Indian Financial System	Core	3	1	-	4
Discipline Centric Electives (DCE)	Note: All the candidates are required to opt three courses from Discipline Centric Courses (DCE) including MBA(FM)17304DCE titled “Seminar in Contemporary Business Practices” which is compulsory.					
MBA(FM)17304DCE	Seminar in Contemporary Business Practices	DCE	-	2	-	2
MBA(FM)17305DCE	Working Capital Management	DCE	2	1	-	3
MBA(FM)17306DCE	Management of Commercial Banks	DCE	2	1	-	3
MBA(FM)17307DCE	Management Control System	DCE	2	1	-	3
MBA(FM)17308DCE	Behavioral Finance	DCE	2	1	-	3
MBA(FM)17309DCE	Corporate Tax Planning and Management	DCE	2	1	-	3

Note: All the Students are Required to earn 4 Credits either from Generic Electives offered by the Sister Departments or from Open Electives offered by other Departments or a Combination of both. The courses offered by the department under Generic and Open Electives are as follows:



Generic Electives (GE)	Title	Paper Category	Hours / Week		Credits		
			L		T	P	
MBA(FM)17005GE	Corporate Accounting and Reporting	GE	1	1	-	2	
MBA(FM)17006GE	Corporate Valuation and Restructuring	GE	1	1	-	2	
MBA (Financial Management) Semester 4th							
Core Papers	Title	Paper Category	Hours / Week		Credits		
			L	T	P		
MBA(FM)17401CR	Project Appraisal, Finance and Management	Core	3	1	-	4	
MBA(FM)17402CR	Macro-Economic Policy and Analysis	Core	3	1	-	4	
MBA(FM)17403-CR	Corporate Valuation and Restructuring	Core	3	1	-	4	
Discipline Centric Electives (DCE)	Note: All the candidates are required to opt three courses from Discipline Centric Courses (DCE) including MBA(FM)17404DCE titled “Seminar in Contemporary Business Practices” which is compulsory.						
MBA(FM)17404DCE	Seminar in Contemporary Business Practices	DCE	-	2	-	2	
MBA(FM)17405DCE	Financial Risk Management	DCE	2	1	-	3	
MBA(FM)17406DCE	Derivatives Operations and Analysis	DCE	2	1	-	3	
MBA(FM)17407DCE	International Financial Management	DCE	2	1	-	3	
MBA(FM)17408DCE	Islamic Banking and Finance	DCE	2	1	-	3	
MBA(FM)17409DCE	Micro-Finance	DCE	2	1	-	3	
Note: All the Students shall be required to earn 4 credits under generic and open electives from any company in or outside the state, they will be placed for internship and training project. This course shall bear the code MBA (FM)17410GE. The courses offered by the department under Generic and Open Electives are as follows:							
Generic Electives (GE)	Title	Paper Category	Hours / Week		Credits		
			L	T	P		
MBA(FM)17007GE	Public Finance	GE	1	1	-	2	
MBA(FM)17008GE	Macro Economics	GE	1	1	-	2	

Note:

1. The Department shall be offering two year MBA (Financial Management) programme with Specialization in finance.
2. The scheme for MBA (Financial Management) shall consist of 96 credits, comprising of 48 core credits, 32 Discipline Centric Elective credits and 16 Generic /Open Elective credits.
3. The minimum pass percentage in each paper shall be 40% as prescribed by the university under CBCS.







4. Seminar in Contemporary Business Practices shall be evaluated on the basis of viva to be conducted by the following panel of experts at the end of the semester:
- i) Head of the Department as Chairman;
 - II) One External Examiner from the panel submitted by Head of the Department and approved by the Hon'ble Vice Chancellor;
 - III) Two teachers (Professors / Associate Professor) of the department nominated by the Head of the Department.
5. The internship and training project (MBA (FM)17410GE) shall be evaluated by company supervisor and by external examiner followed by project viva-voce conducted by the panel of experts. The evaluation of Internship and Training Project shall consist of three parts. Firstly, evaluation shall be done by the company supervisor where student is placed and shall have weightage of 1 credit. Secondly, evaluation shall also be done by the external evaluator, to be appointed by the Head, Department of Management Studies, University of Kashmir from the panel and shall have weightage of 2 credits. Lastly, evaluation shall be made by the following panel of experts through Viva-Voce of the students and shall have weightage of 1 credit:
- a) Head, Department of Management Studies as Chairman;
 - b) One External Examiner from the panel submitted by Head of the Department and approved by the Hon'ble Vice Chancellor;
 - c) Two teachers (Professor/ Associate Professor) of the department to be nominated by the Head of the Department.



THE DEPARTMENT OF MANAGEMENT STUDIES




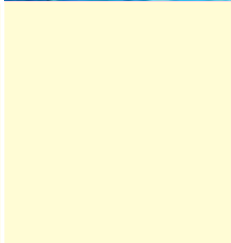




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Aaliya Shabir	Digital Products Offered by HDFC Bank	HDFC Bank Nowgam	ashaan078@gmail.com	
Aamir Bashir Dar	Loan Sanction and Recovery Process by PNB	PunjabNational Bank	abu4576@gmail.com	
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Mir Muhib Khursheed	J&K Bank Noid Sector 18	Financial Services Provided By J&K BANK	mirmuhibkhursheed@gmail.com	
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Musaib Bin Nazir	Bajaj Capital	Wealth Creation, Management and Financial Planing	najarmusaib@gmail.com	
Nazia Nazir	HDFC Bank Residency Road	Comprative Study Of NPS's Of HDFC	naziahandoo78@gmail.com	
Sadaf Nazki	J&K Bank Boulevard	Working Capital Management	sadafirsanazki@gmail.com	
Safoora Shabir	J&K Bank Zonal Office MA Road	Role of J&K Bank in SSI	Safoorabhat1@gmail.com	
Shabir Ayoub Najar	J&K Bank Zoonimar Branch	Loans and Advances	njshabir@gmail.com	



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Master of Tourism and Travel Management (MTTM).

Travel, Tourism and Hospitality is one of the rapidly growing sectors of economy and our state is endowed with a huge potential to emerge as world's leading tourist destination. There is a growing demand for trained professionals in the area of travel, tourism and hospitality. In view of these facts, the Department of Management Studies, University of Kashmir launched Masters programme in Tourism and Travel Management (MTTM). The programme aims at providing the students a comprehensive understanding of tourism sector and to develop their skills for professionally managing such organizations. Industry oriented curriculum has been designed to keep pace with the developments in the tourism sector. Projects, presentations, case studies, field trips and discussions make the learning more interesting and result oriented. Regular interaction sessions are organized with eminent persons from tourism industry, academia.

Master of Tourism and Travel Management (MTTM)

Choice Based Credit System Scheme

Semester1 st							
Course Code	Title	Paper Category	Hours /Week			Credits	
			L	T	P		
MTTM17101CR	Tourism Principles and Practices	Core	3	1	-	4	
MTTM17102CR	Management and Organisational Behaviour	Core	3	1	-	4	
MTTM17103CR	Travel Agency Management & Tour Operations	Core	3	1	-	4	
Discipline Centric Electives (DCE)	Note: All the candidates are required to opt three courses from Discipline Centric Courses (DCE) including MTTM17104DCE titled "Seminar in Contemporary Business Practices" which is compulsory.						
MTTM17104DCE	Seminar in Contemporary Business Practices	DCE	-	2	-	2	
MTTM17105DCE	Tourism Geography	DCE	2	1	-	3	
MTTM17106DCE	Hospitality Management	DCE	2	1	-	3	
MTTM17107DCE	Tourism Communication	DCE	2	1	-	3	
Note: All the students are required to obtain / earn 4 credits either from Generic Electives offered by sister departments or from Open Electives offered by other departments or a combination of both. The courses offered by the department under Generic and Open Electives are as follows:							
Generic Electives							
MTTM17001GE	Fundamentals of Tourism	Generic	1	1	-	2	
Open Electives							
MTTM17001OE	Ecotourism Development	Open	1	1	-	2	
Semester2 nd							
MTTM17201CR	Tourism Marketing	Core	3	1	-	4	
MTTM17202CR	Tourism Policy, Planning and Development	Core	3	1	-	4	
MTTM17203CR	Accounting for Tourism Managers	Core	3	1	-	4	
Discipline Centric Electives (DCE)	Note: All the candidates are required to opt three courses from Discipline Centric Courses (DCE) including MTTM17204DCE titled "Seminar in Contemporary Business Practices" which is compulsory.						
MTTM17204DCE	Seminar in Contemporary Business Practices	DCE	-	2	-	2	
MTTM17205DCE	Leadership Adventure Camp	DCE	2	1	-	3	
MTTM17206DCE	MICE Tourism	DCE	2	1	-	3	
MTTM17207DCE	Research Methodology	DCE	2	1	-	3	
	Human Resource Management in Tourism						



Note: All the students are required to obtain / earn 4 credits either from Generic Electives offered by sister departments or from Open Electives offered by other departments or a combination of both. The courses offered by the department under Generic and Open Electives are as follows:

Open Electives (OE)	Title	Paper Category	Hours/Week		Credits	
			L	T	P	
MT*TM17002OE	Tourism Products of Jammu and Kashmir	Open	1	1	-	2

Semester 3rd

MT*TM17301CR	Ethical, Legal & Regulatory Aspects in Tourism	Core	3	1	-	4
MT*TM17302CR	Adventure Tourism Management	Core	3	1	-	4
MT*TM17303CR	Heritage Tourism Management	Core	3	1	-	4
Discipline Centric Electives (DCE)	Note: All the candidates are required to opt three courses from Discipline Centric Courses (DCE) including MT*TM17304DCE titled "Seminar in Contemporary Business Practices" which is compulsory.					
MT*TM17304DCE	Seminar in Contemporary Business Practices	DCE	-	2	-	2
MT*TM17305DCE	Aviation and Cargo Management	DCE	2	1	-	3
MT*TM17306DCE	Strategic Tourism Management	DCE	2	1	-	3
MT*TM17307DCE	Quantitative Methods in Tourism	DCE	2	1	-	3

Note: All the Students are required to earn 4 credits either from Generic Electives offered by the Sister Departments or from Open Electives offered by other Departments or a Combination of both. The courses offered by the department under Generic and Open Electives are as follows:

Generic Electives	Title	Paper	Hours/Week			Credits
			L	T	P	
MT*TM17002GE	Tourism Business Opportunities	Generic	1	1	-	2

Semester 4th

MT*TM17401CR	Tourism Information system	Core	3	1	-	4
MT*TM17402CR	Destination Management	Core	3	1	-	4
MT*TM17403CR	Sustainable Tourism Development	Core	3	1	-	4
Discipline Centric Electives (DCE)	Note: All the candidates are required to opt three courses from Discipline Centric Courses (DCE) including MT*TM17404DCE titled "Seminar in Contemporary Business Practices" which is compulsory.					

MTTM17404DCE	Seminar in Contemporary Business Practices	DCE	-	2	-	2
MTTM17405DCE	Entrepreneurship Development in Tourism	DCE	2	1	-	3
MTTM17406DCE	Financial Management in Tourism	DCE	2	1	-	3
MTTM17407DCE	Tourist Transport Management	DCE	2	1	-	3

Note: All Students shall be required to earn 4 credits under Generic and Open electives from any tourism company, hotel and destination management organisation in or outside state they will be placed for **Internship and Training Project**. This course shall bear course code: **MTTM17408GE**. The courses offered by the department under Generic and Open Electives are as follows:

Generic Electives (GE)	Title	Paper	Hours /Week			Credits
			L	T	P	
MTTM17003GE	Community Based Tourism	Generic	1	1	-	2
MTTM17004GE	MICE Tourism	Generic	1	1	-	2

Note:

- The department shall be offering two year **Master of Tourism and Travel Management (MTTM)** programme and the scheme shall consist of 96 credits, comprising of **48 core credits, 32 Discipline Centric Elective credits and 16 Generic /Open Elective credits**.
- The minimum pass percentage in each paper shall be 40% as prescribed by the university under CBCS.
- Seminar in Contemporary Business Practices shall be evaluated on the basis of viva to be conducted by the following panel of experts at the end of the semester:
 - Head of the Department as Chairman;
 - One External Examiner from the panel submitted by Head of the Department and approved by the Hon'ble Vice Chancellor;
 - Two teachers (Professors / Associate Professors) of the department nominated by the Head of the Department.
- The Internship Training Project (MTTM17408GE) shall be evaluated by company supervisor and by an external examiner followed by project viva-voce conducted by the panel of experts. The evaluation of Internship and Training Project shall consist of three parts. Firstly, evaluation shall be done by the company supervisor where student is placed and shall have weightage of 1 credit. Secondly, evaluation shall be done by the external evaluator, to be appointed by the Head, Department of Management Studies, University of Kashmir from the panel and shall have weightage of 2 credits. Lastly, evaluation shall be made by the following panel of experts through Viva-Voce of the students and shall have weightage of 1 credit:
 - Head, Department of Management Studies as Chairman;
 - One External Examiner from the panel submitted by Head of the Department and approved by the Hon'ble Vice Chancellor;
 - Two teachers of the department to be nominated by the Head of the Department.
- The National Study Tour shall be organised during the program in order to expose students and enable them to grasp practical knowledge of the tourism concepts being used by the various properties and tourism organisations while pursuing their operational activities. The National Study Tour shall cover places of tourist interest located in and outside the state. Evaluation shall be done, by the faculty accompanying the tour, on a 5 point scale- A, B, C, D & E on a proper Performa to be designed by the department with regard to his/her participation, work responsibilities shared, behaviour, conduct, etc. during the tour. Evaluation report shall be sent by the department directly to the Controller of Examination. The grade shall be reflected in the marks sheet but shall not count in the total marks obtained by the candidate in the MTTM programme.









Profile
MTTM
Students









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Insha Shafi	uminu55@gmail.com	Front Office Management of Centaur Hotel, Srinagar	









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Faisal Rashid	lawayraju@gmail.com	Travel & Tourism	



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Faheem Yousuf Shah	fyshah2015@gmail.com	Functioning of Travel Agency: A Case Study of Welcome Travels, New Delhi	
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Mohammad Aamir Wani	amirwani1361@gmail.com	On the Job Training Exposure in Hospitality Sector	




Aamir Zahoor	amir.arf.az@gmail.com	Training and Development in Aviation	
Syed Zubair Iqbal		Khyber Himalayan Resort & Spa-A Study of Food & Beverage Department	
Syeda Sujun Un Nissa	syedasujan09@gmail.com	Marketing Strategies of Travel Agency: A Case Study of its Travels and Tours Pvt. Ltd	
Arooj Ali Mir	aroojmir007@gmail.com	Marketing & Sales	
Omair Yasin Khan	khanomair@outlook.com	Human Resources Department of Holiday Inn by IHG	
Mehrukh Ashraf	mehrukhashraf707@gmail.com	A Study on Working of Travel Agency (With Special reference of ITS Travels and Tours)	



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Irfan Nazeer	baazirfan@gmail.com	Front Office Management of the Centaur Lake View Hotel	
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Master of Business Administration (IMBA)

The Integrated MBA is an intensive program specifically designed to develop the reflective managers of tomorrow, by helping them acquire critical reasoning skills and develop strategic thinking. The programme is designed to develop students' operational and strategic capabilities and competencies in management from both human resource and techno-centric perspectives. The students learn, through a multidisciplinary approach, to appreciate the scope, range and depth of management processes, models, tools, techniques and their impact on organizational performance. In fact, these programmes help students to acquire an understanding of the various aspects of business. The Integrated Programme aims to:

- Provide intensive theoretical and practical knowledge of management.
- Provide an integrated perspective of management functioning along with a fair amount of exposure to real life cases and technical know how.
- Enable students to become reflective practitioners in the area of management;
- Provide a theoretical underpinning of management tools, techniques and processes in addition to systems thinking and organizational development.
- Develop students' operational and strategic capabilities and competencies in management.
- Develop research and critical thinking skills.

Thus, the Programme combines academic rigor with professionally relevant knowledge, offering a holistic and integrated approach to business issues that help students to think and act strategically in their management practice. The Department is offering double specialization in its Integrated MBA programme. These specializations include: **Marketing Management, Human Resource Management, Finance and Information Technology**





Semester: IMBA 1 st						
Course Code	Title	Paper Category	Hours /Week			Credits
			L	T	P	
IMBA-CR-101	Principles of Management	Core	3	2	-	4
IMBA-CR-102	Financial Accounting	Core	3	2	-	4
IMBA-CR-103	Managerial Economics	Core	3	2	-	4
Note: All the candidates are required to opt any two of the following allied papers						
IMBA-EA-104	Computer Applications in Management	Allied	3	2		4
IMBA-EA-105	Business Communication	Allied	3	2		4
IMBA-EA-106	Business Mathematics	Allied	3	2		4
IMBA-EA-107	Office Management	Allied	3	2		4

Semester: IMBA 2 nd						
Course Code	Title	Paper Category	Hours /Week			Credits
			L	T	P	
IMBA-CR-201	Organizational Behaviour	Core	3	2	-	4
IMBA-CR-202	Managerial Costing	Core	3	2	-	4
IMBA-CR-203	Business Statistics	Core	3	2	-	4
Note: All the candidates are required to opt any two of the following allied papers						
IMBA-EA-204	Economic Environment of Business	Allied	3	2	-	4
IMBA-EA-205	Data Base Management Systems	Allied	3	2	-	4
IMBA-EA-206	Business Laws	Allied	3	2	-	4
IMBA-EA-207	Event Management	Allied	3	2		4



Semester: IMBA 3 rd						
Course Code	Title	Paper Category	Hours /Week			Credits

			L	T	P	
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IMBA-CR-301	Management Accounting	Core	3	2	-	4
IMBA-CR-302	Operations Research	Core	3	2	-	4
IMBA-CR-303	Corporate Governance and Ethics	Core	3	2	-	4

Note: All the candidates are required to opt any two of the following allied papers

IMBA-EA-304	Indian Financial System	Allied	3	2	-	4
IMBA-EA-305	Business Environment	Allied	3	2	-	4
IMBA-EA-306	Business Analysis and Valuation	Allied	3	2	-	4
IMBA-EA-307	Business Process Re-engineering	Allied	3	2	-	4

Semester: IMBA 4th

Course Code	Title	Paper Category	Hours /Week			Credits
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			L	T	P	
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IMBA-CR-401	Financial Management	Core	3	2	-	4
IMBA-CR-402	Human Resource Management	Core	3	2	-	4
IMBA-CR-403	Marketing Management	Core	3	2	-	4

Note: All the candidates are required to opt any two of the following allied papers

IMBA-EA-404	Production and Operations Management	Allied	3	2	-	4
IMBA-EA-405	Decision Support System	Allied	3	2	-	4
IMBA-EA-406	Management of Public Enterprises	Allied	3	2	-	4
IMBA-EA-407	Tourism Management	Allied	3	2	-	4

Semester: IMBA 5th

Course Code	Title	Paper Category	Hours /Week			Credits
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			L	T	P	
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IMBA-CR-501	Organizational Effectiveness and Change	Core	3	2	-	4
IMBA-CR-502	Income Tax Law and Practice	Core	3	2	-	4
IMBA-CR-503	Entrepreneurship Development	Core	3	2	-	4

Note: All the candidates are required to opt any two of the following allied papers



IMBA-EA-504	System Analysis and Design	Allied	3	2	-	4
IMBA-EA-505	Environmental Science	Allied	3	2	-	4
IMBA-EA-506	Hospital Administration	Allied	3	2	-	4
IMBA-EA-507	Service Operations	Allied	3	2	-	4

Semester: IMBA 6th

Course Code	Title	Paper Category	Hours /Week			Credits
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			L	T	P	
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IMBA-CR-601	Research Methodology	Core	3	2	-	4
IMBA-CR-602	Public Administration	Core	3	2	-	4
IMBA-CR-603	Consumer Behavior	Core	3	2	-	4
IMBA-CR-604	Comprehensive Viva-Voce	Core	-	4	-	2

Note: All the candidates are required to opt any two of the following allied papers

IMBA-EA-605	Export Management and Documentation	Allied	3	2	-	4
IMBA-EA-606	Sales and Distribution Management	Allied	3	2	-	4
IMBA-EA-607	Production Planning and Control	Allied	3	2	-	4
IMBA-EA-608	Foreign Direct Investment Management	Allied	3	2	-	4

Semester: IMBA 7th

Note: In this semester, it is mandatory for all students to earn 4 credits from outside the faculty out of total 24 credits.

Course Code	Title	Paper Category	Hours /Week			Credits
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			L	T	P	
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IMBA-CR-701	Strategic Management	Core	3	2	-	4
IMBA-CR-702	International Business	Core	3	2	-	4
IMBA-CR-703	Customer Relationship Management	Core	3	2	-	4

Note: All the candidates are required to opt any two of the following allied papers

IMBA-EA-704	Total Quality Management	Allied	3	2	-	4
IMBA-EA-705	Management of Training and Development	Allied	3	2	-	4
IMBA-EA-706	Internet and Web Management	Allied	3	2	-	4
IMBA-GE-707	General Elective (to be earned form outside faculty)	Allied	3	2	-	4



Semester: IMBA 8 th						
Course Code	Title	Paper Category	Hours /Week			Credits
			L	T	P	
IMBA-CR-801	Service Marketing	Core	3	2	-	4
IMBA-CR-802	Business Marketing	Core	3	2	-	4
IMBA-CR-803	Management of Industrial Relations	Core	3	2	-	4
Note: All the candidates are required to opt any three of the following allied papers						
IMBA-EA-804	Rural Marketing	Allied	3	2	-	4
IMBA-EA-805	Advertising and Brand Management	Allied	3	2	-	4
IMBA-EA-806	Materials Management	Allied	3	2	-	4
IMBA-EA-807	Dynamic Programming in Management	Allied	3	2	-	4

Semester: MBA 9 th						
<ol style="list-style-type: none"> In this semester, every student has to study two main Core papers and three specialization courses. In this semester, it is mandatory for all the students to choose any two specializations out of four specializations offered for IMBA. All students are required to opt for any Two Allied specialization Papers, selecting one from each specialization, and have to compulsorily study One Core Specialization Paper (paper at Serial No. 1 in each specialization is a Core Specialization Paper) from each specialization. In addition to above papers, it is also mandatory for all the students to earn 4 credits from outside the faculty out of total 26 total credits in this semester. 						
Course Code	Title	Paper Category	Hours /Week			Credits
			L	T	P	
IMBA-CR-901	Organizational Theory and Development	Core	3	2	-	4
IMBA-CR-902	Comprehensive Viva-voce	Core	-	4	-	2
1. Marketing Specializations						
IMBA-CR-903	Strategic Marketing	Core	3	2	-	4
IMBA-EA-904	Marketing Engineering	Allied	3	2	-	4
IMBA-EA-905	Relationship Marketing	Allied	3	2	-	4
IMBA-EA-906	Product Management	Allied	3	2	-	4
IMBA-EA-907	E-Marketing	Allied	3	2	-	4
2. Finance Specialization						
IMBA-CR-908	Working Capital Management	Core	3	2	-	4
IMBA-EA-909	Financial Risk Management and Derivatives	Allied	3	2	-	4
IMBA-EA-910	Corporate Tax Planning and Management	Allied	3	2	-	4
IMBA-EA-911	Islamic Banking and Finance	Allied	3	2	-	4
IMBA-EA-912	Management Control System	Allied	3	2	-	4

3. Human Resources Management Specialization

IMBA-CR-913	Human Resource Development	Core	3	2	-	4
IMBA-EA-914	International Human Resource Management	Allied	3	2	-	4
IMBA-EA-915	Managing Interpersonal & Group Processes	Allied	3	2	-	4
IMBA-EA-916	Counseling Skills for Managers	Allied	3	2	-	4
IMBA-EA-917	Manpower Development for Technological Change	Allied	3	2	-	4

4. Information Technology Management Specialization

IMBA-CR-918	Knowledge Management	Core	3	2	-	4
IMBA-EA-919	Data Warehousing and Data Mining	Allied	3	2	-	4
IMBA-EA-920	Machine Learning Systems	Allied	3	2	-	4
IMBA-EA-921	Enterprise Resource Planning	Allied	3	2	-	4
IMBA-EA-922	Geographical Information Systems	Allied	3	2	-	4
IMBA-EO-923	Industrial Relations	Open	3	2		4

Semester: MBA 10th

1. In this semester, in addition to **Two Core Specialization Papers (i.e. paper at Serial No. 1 in each specialization is a Core Paper)**, it is mandatory for all the students to opt for any **two allied papers**, selecting one for each of the two specializations, which the candidate has already selected in the 9th Semester.

Course Code	Title	Paper Category	Hours /Week			Credits
			L	T	P	

IMBA-CR-1001	Internship and Training Project	Core	-	-	-	8
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1. Marketing Specializations

IMBA-CR-1002	International Marketing	Core	3	2	-	4
IMBA-EA-1003	Retail Management	Allied	3	2	-	4
IMBA-EA-1004	Service Science Engineering Management and Design	Allied	3	2	-	4
IMBA-EA-1005	Supply Chain Management	Allied	3	2	-	4
IMBA-EA-1006	Marketing of Financial Products	Allied	3	2	-	4

2. Finance Specialization

IMBA-CR-1007	Security Analysis and Portfolio Management	Core	3	2	-	4
IMBA-EA-1008	Project Appraisal, Finance and Management	Allied	3	2	-	4
IMBA-EA-1009	Asset Liability Management	Allied	3	2	-	4
IMBA-EA-1010	Behavioral Finance	Allied	3	2	-	4
IMBA-EA-1011	Micro Finance	Allied	3	2	-	4

3. Human Resources Management Specialization

IMBA-CR-1012	Strategic HRM	Core	3	2	-	4
IMBA-EA-1013	Compensation Management	Allied	3	2	-	4
IMBA-EA-1014	Participative Management	Allied	3	2	-	4
IMBA-EA-1015	Labour Legislations	Allied	3	2	-	4
IMBA-EA-1016	Management Development	Allied	3	2	-	4



4. Information Technology Management Specialization

IMBA-CR-1017	E-Business	Core	3	2	-	4
IMBA-EA-1018	Advanced Data Base Management Systems	Allied	3	2	-	4
IMBA-EA-1019	Multi Media Management	Allied	3	2	-	4
IMBA-EA-1020	Telecommunication for Business	Allied	3	2	-	4
IMBA-EA-1021	Office Automation Management	Allied	3	2	-	4
IMBA-EO-1022	General Management	Open	3	2	-	4

Note:

- The IMBA course shall have dual specialization and candidates shall opt any two of the following specializations:
 - Marketing,
 - Human Resources Management,
 - Finance, and
 - Information Technology Management.
- The IMBA scheme shall consist of 220 credits comprising of 128 Core Credits, 84 Elective Credits and 8 Open Elective Credits.
- The candidate shall be required to earn 4 credits each out of 84 Elective Credits in the 7th and 9th Semesters from outside the faculty, as Open Electives.
- The minimum pass percentage in each paper shall be 40% as prescribed by the university under CBCS.
- 20% marks out of total marks for each theory paper shall be earmarked for continuous (internal assessment/ assignment) and remaining 80% for semester end examination. Total marks for internal assessments shall be 20 for each paper and there shall have two internal assessment tests and one assignment. 1st internal assessment test shall be conducted at the end of 9th week covering 2/3 units of the syllabus and 2nd internal test shall be conducted in the 15th week covering rest of the syllabus.
- All students have to complete Internship and Training Project during 10th semester. This project shall be evaluated by company supervisor and by external examiner followed by project viva-voce conducted by the panel of experts. The evaluation of Internship and Training Project shall consist of three parts. Firstly, evaluation shall be done by the company supervisor where student is placed and shall have weightage of 20% marks. Secondly, evaluation shall also be done by the external evaluator, to be appointed by the Head, Department of Management Studies, University of Kashmir and shall have weightage of 30% marks. Lastly, evaluation shall be made by the following panel of experts through Viva-Voce of the students and shall have weightage of 50% marks:
 - Head, Department of Management Studies
 - One External Examiner (To selected by the Head, Department of Management Studies, from panel of experts approved by the competent university authorities)
 - Two faculty members of the Department of Management Studies, University of Kashmir (to be nominated by the Head, Department of Management Studies on rotation basis).
- The Department shall organize Business Study Tour at the end of 5th Semester in order to expose the students to grasp practical knowledge of the various management concepts that being used by the various companies while pursuing their operational and strategic activities.
- The Head, Department of Management Studies, University of Kashmir shall constitute separate committees for the conduct of Comprehensive Viva, carrying two (2) credits each at end of 6th and 9th semesters, for the students of Department of Management Studies, University of Kashmir and for students of North Campus, University of Kashmir. Each committee shall consist of following members:-
 - One Professor of Department of Management Studies, University of Kashmir as Chairman.
 - Two faculty members of Department of Management Studies, University of Kashmir.
 - One External Examiner (To be selected by the Head, Department of Management Studies from panel of experts approved by the competent university authorities)





Profile
IMBA
Students









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Name	Specialization	Project Title	Email	Photograph
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Asra Mahajan	Marketing/IT	Study of Service Quality in J&K Bank	mahajanasra@gmail.com	
Ayman Showket	Marketing and IT	Digital banking in J&K Bank	Aymankhan 360@gmail.com	
Tahawur Banday	Marketing & IT	Analysis of Digital Products & Social Media of J & K Bank	tahawurbandaypeerbagh@gmail.com	
Abdul Manan Wani	Marketing & IT	A study of evolution from conventional to digital banking on j&k bank customers	manan612@gmail.com	









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Bareen Gungroo	Marketing and IT	A study on leveraging web analytics tools to understand customer behaviour, create sales funnels and generate leads.	bareenimtiaz@gmail.com	
Rufaida Siddique	Marketing and IT	Digital Banking in J&K Bank	siddiquirufida20@gmail.com	
Mahi Amin	Marketing and IT	Awareness of IT driven products and services of J&K Bank	mahiiaamin00@gmail.com	
Tuba Hamid	Marketing and IT	A study on analysis of customer satisfaction level towards digital products provided by JK Bank.	tuba36hameed@gmail.com	



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Faizan Bashir	Marketing and IT	Customer satisfaction and perception towards digital banking services offered by JK Bank	Faizanbashir38@gmail.com	
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Nida Rashid	Marketing & IT	Study of purchase influencing factor with respect to life insurance	nidhabeigh@gmail.com	



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Syed Fuzail	Marketing & It	A Study on Enuiry Management at Tata Motors	syed.fuzail19@gmail.com	
Nousheen Jan	Marketing & IT	Expectation-Importance-Performance Analysis as a Strategic Tool for Tourism Marketers	nousheenmuzaffar7@gmail.com	
Umi Roman	Marketing & I.T	Risk management in jkbfsl	ummeroman2321@gmail.com	



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Department of Management Studies

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