

Placement Brochure

2023-24



Department of Management Studies

University of Kashmir
Hazratbal Srinagar, Kashmir

Placement Business

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 interdisciplinary approaches and cyber-technology."

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.

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."

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.



Placement Brochure

Prof. (Mrs.) Nilofer Khan
Vice Chancellor,
University of Kashmir,
Hazratbal, Srinagar - 190006
Jammu and Kashmir (India)



Message

I am pleased to share the Placement Brochure for the academic year 2023-2024 from the Department of Management Studies, University of Kashmir. This brochure serves as a testament to the excellence and accomplishments of our students, reflecting the commitment of the university to provide a world-class education and foster a culture of innovation. The Department of Management Studies has consistently demonstrated a dedication to academic rigor, holistic development, and industry relevance. As we present this comprehensive compilation of profiles and achievements of our graduating students, I am confident that you will be impressed by the calibre and potential of our young minds.

Heartiest congratulations to all the graduating students, on reaching this significant milestone. Your hard work, perseverance, and academic achievements have prepared you to take on leadership roles in the professional world. I am certain that the skills and knowledge you have acquired during your time at the Department of Management Studies will serve as a strong foundation for your future endeavours.

I would like to invite our industry partners and recruiters to explore the rich and diverse talent pool of the department. The Department of Management Studies is dedicated to producing graduates who not only possess academic proficiency but are also equipped with the practical skills and industry insights necessary to excel in today's competitive business landscape.

I encourage recruiters to actively engage with our placement process, visit our campus, and interact with our students. Your collaboration is vital in bridging the gap between academia and industry, ensuring that our graduates seamlessly transition into the professional world.

As we celebrate the achievements of our students and anticipate their promising futures, I extend my best wishes to all stakeholders involved in the placement process.

Thank you for your continued support and collaboration.



Prof. Nilofer Khan



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

Message

I am delighted to present the Placement Brochure for the academic year 2023-2024 from the Department of Management Studies at the University of Kashmir. This brochure encapsulates the achievements, skills, and potential of our graduating students who are poised to make a significant impact in the corporate world.

In our relentless pursuit of academic excellence and holistic development, the Department of Management Studies has nurtured a pool of talented individuals ready to take on challenges and contribute to the dynamic business environment. Our curriculum, enriched by industry insights and practical exposure, equips students with the skills required to excel in their professional careers.

This Placement Brochure serves as a testament to the dedication and hard work of our students, the guidance of our esteemed faculty, and the collaborative efforts with our industry partners. It provides a comprehensive overview of the academic programs, achievements, and profiles of our graduating students.

I extend my sincere gratitude to our industry partners for their continued support and collaboration. Your involvement in the placement process is invaluable, and we appreciate the opportunities you provide for our students to showcase their talents and capabilities.

To our graduating students, I extend my heartfelt congratulations. Your hard work, dedication, and perseverance have brought you to this pivotal moment. As you embark on the next phase of your journey, remember that the Department of Management Studies is proud to have played a part in shaping your future.

I invite recruiters to engage with us, visit our campus, and discover the exceptional talent that our department has to offer. Together, let us build a bridge between academia and industry, fostering a symbiotic relationship that benefits both the corporate world and the next generation of business leaders.

Thank you for your continued support, and I look forward to a successful and mutually beneficial placement season.

Prof. Bashir Ahmad Joo



About the University

The University of Jammu and Kashmir, established in 1948, underwent a significant transformation in 1969, dividing into two distinct institutions: The University of Kashmir in Srinagar and the University of Jammu in Jammu. The University of Kashmir is located at Hazratbal in Srinagar, nestled between the renowned Dal Lake on the east and Nigeen Lake on the west. Its main campus, sprawling across 247 acres, is divided into three sections: Hazratbal Campus, Naseem Bagh Campus, and Mirza Bagh Campus (primarily for residential purposes). Additional land at Zakura near the main campus has been acquired to facilitate further expansion.



The serene campus environment fosters an ideal atmosphere for dedicated study and research. Over the years, the University of Kashmir has grown significantly, establishing Satellite Campuses in Anantnag (South Campus), Baramulla (North Campus), and Kupwara (Kupwara Campus), thus bringing higher education within reach of remote areas in the Kashmir valley. To cater to candidates from outside Kashmir, the University has also set up a Sub-Office in Jammu.

The University is devoted to creating an intellectually stimulating environment that promotes productive learning, enriching the educational, economic, scientific, business, and cultural landscape of the region. The University offers diverse programs across major faculties, including 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 continually introduces innovative programs to meet the evolving needs of students and society.

Over the years, the University has made remarkable strides in the quality of its programs and activities. It has received Grade-A+ accreditation from the National Assessment & Accreditation Council (NAAC) of India, underscoring the institution's commitment to delivering high standards of teaching and research.



The Department of Management Studies

The Department of Management Studies, established in 1991 and affiliated with the university, is rapidly emerging as a prominent institution for management studies in India. It boasts a rich history of nurturing effective and responsible managers who have contributed to the growth and success of both national and international organizations. The department is committed to providing high-quality management education through a comprehensive and dynamic pedagogical approach, fostering an environment that enables students to comprehend the intricacies of the business, social, and political landscape.

Nestled within a serene and academically rich ambience, the department has continuously improved its infrastructure, creating an ideal setting for the pursuit of excellence in management education and research.

While the department has already achieved high academic standards, it is determined to establish itself as a leading business department in India and on the global stage.

The Department is engaged in a diverse array of academic and professional activities, all aimed at disseminating and applying management knowledge and best practices. These activities encompass:

- A two-year full-time Post-graduate program leading to a Master of Business Administration (MBA) degree.
- A two-year full-time Post-graduate program leading to a Master of Business Administration-Financial Management (MBA-FM) degree.
- A five-year integrated program culminating in an Integrated Master of Business Administration (IMBA) degree.
- Research program leading to Ph.D.
- Management Development Programs tailored for working executives and entrepreneurs, enhancing their managerial and administrative skills.
- Consultancy services offered to organizations seeking solutions to their challenges and improvements in their management practices.



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Staff



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Core Faculty



Prof. Bashir Ahmad Joo
Professor & Head
Corporate Finance/ Security
Analysis & Portfolio Management /
Financial Risk Management
email: bjazia2000@yahoo.co.in



Prof. S. Mufeed Ahmad
Professor
(Human Resource Management
and Industrial Relations)
email: mufeed@uok.edu.in



Prof. Mushtaq
Ahmad Darzi
Professor
(Accounting & Finance)
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Prof. Iqbal Ahmad Hakim
Professor
(Quantitative Techniques
& Marketing)
email: prof.iqbal.hakim@gmail.com



Prof. Mushtaq A Siddiqi
Professor
(Marketing & HRM)
email: drmushtaq@gmail.com



Prof. Tariq Ahmad Lone
Associate Professor
(Computer Applications &
Image Processing)
email: tariq380@gmail.com



Dr. Farzana Gulzar
Associate Professor
(Marketing & Finance)
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Dr. Ishtiaz Hussain
Qureshi
Associate Professor
(Strategic Marketing &
Research Methodology)
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Dr. Ajaz Akbar Mir
Associate Professor
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Dr. Rafi A Khan
Scientist - B
(Business Intelligence &
Datamining)
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Dr. Sumaira
Sr. Assistant Professor
(Marketing Management)
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Mr. Irshad Ahmad Malik
Sr. Assistant Professor
(Finance)
email: irshadmf@gmail.com

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The Visiting Faculty

The core faculty of our department is complemented by distinguished visiting faculty members who hold prominent positions in renowned management institutions, government agencies, and industry. Each year, we extend invitations to eminent academicians and practitioners to serve as visiting faculty, providing students with the invaluable opportunity to engage with real-world expertise. Their wealth of practical experience infuses our academic programs with vitality, ensuring that our students receive a comprehensive and competitive education in areas crucial for meeting the ever-evolving demands of the business world. Notable experts who have graced our department with their presence in recent times include.

Prof. S.K. Jain

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

Prof. Farquan Qamar

Vice Chancellor
Central University of
Himachal Pradesh

Prof. Pradip Khandwala

Former Director,
IIM Ahmedabad

Prof. Vithala R. Rao

Graduate School of
Business Cornell University,
New York, USA

Prof. Mohammad Akbar

IIM, Lucknow

Prof. Ajay Manarai

University of Delaware,
USA

Prof. Lalita

University of Delaware,
USA

Prof. D. V. Sheshadri

IIM, Bangalore

Prof. D. K. Panday

Dean School of Economics
and Commerce, Central
University of Assam

Prof. Vijay Mahajan

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

Prof. Sampada Kumar Sain

Department of Tourism,
Hospitality and Hotel
Management, Indra Gandhi
National Tribal University, MP

Prof. Sandeep Kulshreshtha

Director, IITTM,
Gwalior, MP

Prof. Ghazali Bin Musa

University of Malay,
Malaysia

Prof. Zafer U Ahmad

Kuwait University, Kuwait

Prof. Aga Iqbal

University of Massachusetts,
USA

Prof. Puja Padhi

IIT-Mumbai, Mumbai

Prof. S. P. Bansal

Vice Chancellor, Indira Gandhi University
Meerpur, Rewari, Haryana

Prof. Thomas A. Burnham

Marketing Department Santa Clara University, USA

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Placement and Counselling

The Department boasts a meticulously organized placement cell, a cornerstone of our commitment to ensuring the successful placement of our students in the corporate sector, both for summer internships and final career placements. Every year, our dedicated placement team connects our final-semester students with a wide array of reputable business organizations. Our placement cell's mission is to empower students to make informed and innovative career decisions. Central to this mission is the placement office, which plays a pivotal role in the entire process. The placement office maintains an extensive repository of recruitment literature, annual reports, articles, and other valuable information about various firms, offering a valuable resource for our students' reference.



Furthermore, the placement office arranges engaging sessions where senior managers and industry consultants are invited to share their wealth of experience with our students. These interactions take the form of lectures, question-and-answer sessions, and informal gatherings, fostering a dynamic exchange of ideas. The adept management of these crucial activities falls under the purview of the placement officer, a linchpin of our

department's success in preparing students for the job market. We take immense pride in our students' remarkable achievements, as they have secured coveted positions in prestigious organizations such as:"

<i>Bajaj Allianz</i>	J&K Bank	HDFC Bank	Airtel	ICICI Lombard	FRITO LAYS (PEPSI)	AXIS Bank
CEMTAC Cements	Amul (GMCFL)	Berger Paints	Valliant Business Media	Roman Technologies	TVS Motors	
<i>Shiva Management & Consulting (Dubai)</i>		Dubiz (Dubai)	TATA MOTORS	Dial A Bank	Hindustan Unilever	Honda Power
<i>Raqwani Constructions (Saudi Arabia)</i>		HDFC Bank	Planet Spark	I Qusar	INDOFIL Chemicals	Tap Technologies
PHILIPS INDIA	Greaves India	Reliance Jio	Amazon	LG Electronics	IOC	Sail
ESCORT Mahavali	Asian Paints	Yes Bank	Extra Marks	Tata Security Systems	ICICI Prudential	Godlass Nerolac Paint

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*Master of
Business Administration*

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.

Choice Based Credit System MBA General

Semester: MBA 1st							
Core Papers	Title	Paper Category	Hours /Week			Credits	
			L	T	P		
MBA18101CR	Management and Organizational Behavior	Core	3	1	-	4	
MBA18102CR	Accounting for Managers	Core	3	1	-	4	
MBA18103CR	Quantitative Methods	Core	3	1	-	4	
MBA18104CR	Managerial Economics	Core	3	1	-	4	
Discipline Centric Electives (DCE)	Note: All the candidates are required to opt for three courses from Discipline Centric Courses (DCE) including MBA18105DCE titled "Seminar in Contemporary Business Practices"						
MBA18105DCE	Seminar in Contemporary Business Practices	DCE	-	2	-	2	
MBA18106DCE	Computer Applications in Management	DCE	2	1	-	3	
MBA18107DCE	Business Communication	DCE	2	1	-	3	
MBA18108DCE	Business Law	DCE	2	1	-	3	
Note: All the Students are required to earn 2 Credits either from Generic Electives offered by the Sister Departments or from Open Electives offered by other Departments. The courses offered by the departments under Generic and Open Electives are as follows:							
Generic Electives (GE)	Title	Paper Category	Hours /Week			Credits	
			L	T	P		
MBA18001GE	Financial Appraisal of Projects	GE	1	1	-	2	
Open Electives (OE)	Title		Hours /Week			Credits	
			L	T	P		
MBA18001OE	Manpower Development	OE	1	1	-	2	

Choice Based Credit System MBA General

Semester: MBA 2nd						
Core Papers	Title	Paper Category	Hours /Week			Credits
			L	T	P	
MBA18201CR	Human Resource Management	Core	3	1	-	4
MBA18202CR	Marketing Management	Core	3	1	-	4
MBA18203CR	Managerial Finance	Core	3	1	-	4
MBA18204CR	Production and Operations Management	Core	3	1	-	4
Discipline Centric Electives (DCE)	Note: All the candidates are required to opt for three courses from Discipline Centric Courses (DCE) including MBA18205DCE titled "Seminar in Contemporary					
MBA18205DCE	Seminar in Contemporary Business	DCE	-	2	-	2
MBA18206DCE	Practices	DCE	2	1	-	3
MBA18207DCE	Research Methodology	DCE	2	1	-	3
MBA18208DCE	Public Administration	DCE	2	1	-	3
	Entrepreneurship Development					
Note: All the Students are required to earn 2 Credits either from Generic Electives offered by the Sister Departments or from Open Electives offered by other Departments. 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	
MBA18002GE	Managing Across Cultures	GE	1	1	-	2

Choice Based Credit System MBA General

Semester: MBA 3rd

In this semester, all the students must choose any two specializations out of five specializations. In addition to common core course MBA18301CR, two DCE courses viz MBA18302DCE & MBA18303DCE and papers placed at Serial No. 1 as core subjects in each specialization are mandatory. In addition to these courses, all students are required to opt for two DCE selecting one each from their area of specialization.

Core Papers	Title	Paper Category	Hours /Week			Credits
			L	T	P	
MBA18301CR	Strategic Management	CORE	3	1	-	4
Discipline Centric Electives (DCE)						
MBA18302DCE	Business Ethics and Corporate Governance	DCE	-	1	-	4
MBA18303DCE	Seminar in Contemporary Business Practices	DCE	2	2	-	2
1. Marketing Specialization						
MBA18304CR	Marketing of Services	CORE	3	1	-	4
MBA18305DCE	International Marketing	DCE	2	1	-	3
MBA18306DCE	Business Marketing	DCE	2	1	-	3
MBA18307DCE	Brand Management	DCE	2	1	-	3
MBA18308DCE	Advertising Management	DCE	2	1	-	3
2. Finance Specialization						
MBA18309CR	Security Analysis and Portfolio Management	CORE	3	1	-	4
MBA18310DCE	Working Capital Management	DCE	2	1	-	3
MBA18311DCE	Indian Financial System	DCE	2	1	-	3
MBA18312DCE	Management Control System	DCE	2	1	-	3
MBA18313DCE	Behavioral Finance	DCE	2	1	-	3

Choice Based Credit System MBA General

Core Papers	Title	Paper Category	Hours /Week			Credits
			L	T	P	
3. Human Resources Management Specialization						
MBA18314CR	Human Resources Development: Strategies and Systems	CORE	3	1	-	4
MBA18315DCE	Management of Training and Development	DCE	2	1	-	3
MBA18316DCE	Organizational Development	DCE	2	1	-	3
MBA18317DCE	Managing Interpersonal & Group Dynamics	DCE	2	1	-	3
MBA18318DCE	Labor Welfare and Legislation	DCE	2	1	-	3
4. Production and Operations Management Specialization						
MBA18319CR	Production Planning and Control	CORE	3	1	-	4
MBA18320DCE	Service Operations Management	DCE	2	1	-	3
MBA18321DCE	Purchasing and Materials Management	DCE	2	1	-	3
MBA18322DCE	Applied Operations Research	DCE	2	1	-	3
MBA18323DCE	Goal Programming in Management	DCE	2	1	-	3
5. Information Technology Management Specialization						
MBA18324CR	Knowledge Management	CORE	3	1	-	4
MBA18325DCE	Advanced Data Base Management Systems	DCE	2	1	-	3
MBA18326DCE	Machine Learning Systems	DCE	2	1	-	3
MBA18327DCE	Enterprise Resource Planning	DCE	2	1	-	3
MBA18328DCE	Geographical Information Systems	DCE	2	1	-	3
<p>Note: All the Students are required to earn 2 credits either from Generic Electives offered by the Sister Departments or from Open Electives offered by other Departments. The courses offered by the department under Generic and Open Electives are as follows:</p>						
Generic Electives (GE)/OE	Title	Paper Category	Hours/Weeks			Credits
			L	T	P	
MBA18003GE	Conflict Management and Negotiation Skills	GE	1	1	-	2
MBA18002OE	Managerial Skill Development	OE	1	1	-	2

Choice Based Credit System MBA General

Semester: MBA 4 th						
<p>In this semester all students are required to opt for four core courses two courses titled Internship and Training Project (MBA18401CR)& and Comprehensive Viva (MBA18402CR)and two courses from their area of specialisation]. In addition, Students shall also opt for two DCE courses selecting one each from their area of specialisations.</p>						
Core Papers	Title	Paper Category	Hours /Week			Credits
			L	T	P	
MBA18401CR	Internship and Training Project	CORE	-	-	12	6
MBA18402CR	Comprehensive Viva	CORE	-	2	-	2
1. Marketing Specialization						
MBA18403CR	Strategic Marketing	CORE	3	1	-	4
MBA18404DCE	Sales and Distribution Management	DCE	2	1	-	3
MBA18405DCE	Consumer Behavior	DCE	2	1	-	3
MBA18406DCE	E-Commerce	DCE	2	1	-	3
MBA18407DCE	Retail Management	DCE	2	1	-	3
2. Finance Specialization						
MBA18408CR	Project Appraisal, Finance and Management	CORE	3	1	-	4
MBA18409DCE	Financial Risk Management	DCE	2	1	-	3
MBA18410DCE	Corporate Tax Planning and Management	DCE	2	1	-	3
MBA18411DCE	Micro Finance	DCE	2	1	-	3
MBA18412DCE	Islamic Banking and Finance	DCE	2	1	-	3

Choice Based Credit System MBA General

Core Papers	Title	Paper Category	Hours /Week			Credits
			L	T	P	
3. Human Resources Management Specialization						
MBA18413CR	Management of Industrial Relations	CORE	3	1	-	4
MBA18414DCE	Organizational Change and Development	DCE	2	1	-	3
MBA18415DCE	International Human Resources Management	DCE	2	1	-	3
MBA18416DCE	Management Development	DCE	2	1	-	3
MBA18417DCE	Human Resources Planning & Development	DCE	2	1	-	3
4. Production and Operations Management Specialization						
MBA18418CR	Total Quality Management	CORE	3	1	-	4
MBA18419DCE	Logistics Management	DCE	2	1	-	3
MBA18420DCE	Supply Chain Management	DCE	2	1	-	3
MBA18421DCE	Transportation Management	DCE	2	1	-	3
MBA18422DCE	World Class Manufacturing	DCE	2	1	-	3
5. Information Technology Management Specialization						
MBA18423CR	E-Business	CORE	3	1	-	4
MBA18424DCE	Data Warehousing and Data Mining	DCE	2	1	-	3
MBA18425DCE	Multi Media Management	DCE	2	1	-	3
MBA18426DCE	Telecommunication for Business	DCE	2	1	-	3
MBA18427DCE	Office Automation Management	DCE	2	1	-	3
<p>Note: All the Students are required to earn 2 credits either from Generic Electives offered by the Sister Departments or from Open Electives offered by other Departments</p> <p style="text-align: center;">The courses offered by the department under Generic and Open Electives are as follows:</p>						
Generic Electives (GE)	Title	Paper Category	Hours/Weeks			Credits
			L	T	P	
MBA18004GE	Marketing of Services	GE	1	1	-	2
MBA18005GE	Global Brand Management	GE	1	1	-	2

Choice Based Credit System MBA General

Note:

1. The department shall be offering two-year MBA program with **Double Specialization** and candidate shall have to 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.**

Above mentioned specializations will be offered subject to the availability of resources in the Department and minimum of five students opting for the specialization.

2. The scheme for MBA shall consist of **102 credits**, comprising of **60 core credits (54 credits for core papers and 06 credits for Internship and Training Project), 34 Discipline Centric Elective credits** and **08 Generic /Open Elective credits.**
3. The minimum pass percentage in each paper shall be 40% as prescribed by the university under CBCS.
4. 20% marks out of total marks for each theory paper shall be earmarked for continuous internal assessment and remaining 80% for semester end examination.
5. Seminar in contemporary business practices shall be a 02 credit DCE for which Department shall identify current global scenario of Business Practices. These issues shall be communicated by Department/Faculty to the students for interactive discussions, seminar etc. This course & comprehensive viva shall be evaluated on the basis of viva & presentations to be conducted by the following panel of experts at the end of the semester:
 - i) Head, Department of Management Studies 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.
6. Students shall have to undergo 06 to 08 weeks of internship in any sector/company/organization of their choice. This internship not only bridges the gap between theoretical and practical applications but also enhances the skill set and knowledge required to thrive in the corporate world. Students will also get an opportunity to understand the corporate world better, be a good team player, understand what their customers and clients require from them in addition to prepare them for better placement opportunity. Based on this internship the students shall be required to write and submit a project report to the Department immediately after the completion of the internship. The **Internship and Training Project (MBA18401CR)** 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 02 credits. 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 02 credits. Lastly, evaluation shall be made by the following panel of experts through Viva-Voce of the students and shall have weightage of 02 credits:
 - 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.
7. The department shall organize **Business Study Tour** at the end of 1st Semester in order to expose students grasp practical knowledge of the various management concepts being used by the various business organizations while pursuing their operational activities.

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Student profile of MBA General

Name	Specialisation	Project Title	email	Photograph
Farhan	HRM IT	Inventory Management at Eicher Motors	farhan.wani48@gmail.com	
Mehak Jan	Marketing, HRM	Service Quality of HDFC Bank	mehakimtiyaz7@gmail.com	
Rashid Ahmad Ganie	Finance and Marketing	Loans and Advances Provided by J&K Bank	raashidganie12@gmail.com	
Haris Bilal Wani	HRM, IT	Human Resource Management in J&K Bank	harisbwani@gmail.com	

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Student profile of MBA General

Name	Specialisation	Project Title	email	Photograph
Danish Nazir Kalla	Marketing, HRM	How to Increase Pringle Footprints in Kashmir Valley (Srinagar)	danishnazir65@gmail.com	
Mehvish Aijaz	Marketing, HRM	Recruitment and Career Progression	mehvish0765@gmail.com	
Naumaan Showkat Dar	Marketing IT	Inventory Management	numaanshowkat99@gmail.com	
Sheikh Ahtisham Ashraf	Marketing HRM	Relationship Between Management and Employees	sheikhahtisham384@gmail.com	





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Student profile of MBA General

Name	Specialisation	Project Title	email	Photograph
Beenish	Marketing, HRM	Performance Appraisal J&K Bank	beenishbhat987@gmail.com	
Jasim Ali	HRM, IT	Human Resource Management in J&K Bank	alijasim0087@gmail.com	
Yamin Hamid	Marketing, HRM	Impact of Training and Development of Employee Performance	yaminlone8@gmail.com	
Fasil Shabir	Marketing, Finance	Financial Products of J&K Bank	princefasil42@gmail.com	

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Student profile of MBA General

Name	Specialisation	Project Title	email	Photograph
Sharihan Hamid	Marketing, HRM	Role of Relationship Marketing in Byjus	sharihan.hamid23320@gmail.com	
Mohammad Ilyas Rather	HRM, Finance	Service Quality and Customer Delight in in J&K Bank	ratherilyaz007@gmail.com	
Shayaq Hassan Wani	Marketing, Finance	Financial Inclusion	shayiqwani19@gmail.com	
Sadiya Hilal	Marketing, HRM	Customer Satisfaction with Reference to J&K Bank	sadiyashah321@gmail.com	





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Student profile of MBA General

Name	Specialisation	Project Title	email	Photograph
Fazil Fayaz	Marketing, HRM	Customer Relationship Management	iamfazilrather@gmail.com	
Sanam Tariq	Marketing, HRM	Customer Relationship Management	tariqsanaan@gmail.com	
Zeeshan Ahmad	Marketing, HRM	Customer Experience Management (CEM) in Personal Loan	ehmadzee6959@gmail.com	
Mohammad Abdul Bari	Marketing, IT		mr.muhammadbdulbari@gmail.com	

Placement Brochure

Student profile of MBA General

Name	Specialisation	Project Title	email	Photograph
Yasir Yaqoob Bhat	Marketing, HRM		yasirbhat284@gmail.com	
Hafsah Javeed	Marketing, HRM	Comparative Analysis of J&K Bank and Marketing Strategies with other Banks	hafukawoosa@gmail.com	
Ahraz Amin	Marketing, HRM	Training and Development Program in J&K Bank	ahrazamin97@gmail.com	
Musaib Jeelani	Marketing, HRM		musaibjeelani.mj@gmail.com	

Placement Brochure

Student profile of MBA General

Name	Specialisation	Project Title	email	Photograph
Inam ul Haq	Marketing, HRM		inamgani@gmail.com	
Umer Imtiyaz	Marketing, Finance	Working Capital Assessment	rangrezumer089@gmail.com	
Mohsin Yasin Bhat	HRM, Finance	Working Capital	mohsinbinyasin@gmail.com	
Sheikh Rasikh Rashid	Marketing, Finance	Lending	sheikhrasikh1@gmail.com	
Syed Abrar Masarat	Marketing, Finance	Financial Inclusion	abrarsyed619@gmail.com	

Placement Brochure

Student profile of MBA General

Name	Specialisation	Project Title	email	Photograph
Mehreen Jan	Marketing, HRM	Impact of Training and Development on Employee Performance with Special Reference to J&K Bank	rafiqmeheen65@gmail.com	
Marvie Shabir	HRM	Training Need Analysis with Special Reference to J&K Bank	marveeshabir8@gmail.com	
Mohmad Wasif Wahid	Marketing, HRM	Marketing Strategy of Zapbuild	wacifwahid11@gmail.com	
Sameer Ahmad	Marketing, Finance		sameeofficial777@gmail.com	
Tabinda Rafiq Malik	Marketing, HRM	A Study of Customer Satisfaction Towards Samsung Mobile Phones	maliktabinda406@gmail.com	

Placement Brochure

*Master of
Business Administration
Financial Management*

MBA in Financial Management

MBA in Financial Management stands out as one of the most sought-after specializations in the field of MBA. In today's business landscape, companies are actively in search of skilled financial professionals who possess the expertise to efficiently design and manage the financial operations of their organizations. Recognizing this demand, our department has introduced the Two-year full-time Master of Business Administration (MBA-Financial Management) program.

This specialized program is dedicated to cultivating postgraduates who not only excel in the broader areas of business and management but also place a special emphasis on financial management. Furthermore, the program aims to develop research and critical thinking skills among aspiring managers. Its core objective is to provide professional education and training in contemporary management techniques, equipping emerging managers to effectively navigate the complexities of business operations and successfully meet the challenges posed by evolving organizations in the dynamic business world.

The MBA-FM program is characterized by its commitment to delivering high-quality education, providing practical training opportunities in India's leading organizations, creating an appealing learning environment, and establishing valuable corporate connections. Our program is designed to shape students into financial management experts prepared to address the demands of today's ever-changing business landscape."

Choice Based Credit System MBA Financial Management

Semester: MBAFM 1st							
Core Papers	Title	Paper Category	Hours /Week			Credits	
			L	T	P		
MBAFM18101CR	Management and Organizational Behavior	Core	3	1	-	4	
MBAFM18102CR	Accounting for Managers	Core	3	1	-	4	
MBAFM18103CR	Quantitative Methods	Core	3	1	-	4	
MBAFM18104CR	Managerial Economics	Core	3	1	-	4	
Discipline Centric Electives (DCE)	Note: All candidates are required to opt for three courses from Discipline Centric Courses (DCE) including MBAFM18105DCE titled "Seminar in Contemporary Business						
MBAFM18105DCE	Seminar in Contemporary Business Practices	DCE	-	2	-	2	
MBAFM18106DCE	Computer Applications in Management	DCE	2	1	-	3	
MBAFM18107DCE	Business Communication	DCE	2	1	-	3	
MBAFM18108DCE	Business Law	DCE	2	1	-	3	
Note: All the Students are required to earn 2 Credits either from Generic Electives offered by the Sister Departments or from Open Electives offered by other Departments. 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		
MBAFM18001GE	Insurance Management	GE	1	1	-	2	
MBAFM18002GE	Operations Research	GE	1	1	-	2	

Choice Based Credit System MBA Financial Management

Semester: MBAFM 2nd						
Core Papers	Title	Paper Category	Hours /Week			Credits
			L	T	P	
MBAFM18201CR	Human Resource Management	Core	3	1	-	4
MBAFM18202CR	Marketing Management	Core	3	1	-	4
MBAFM18203CR	Managerial Finance	Core	3	1	-	4
MBAFM18204CR	Production and Operations Management	Core	3	1	-	4
Discipline Centric Electives (DCE)	Note: All the candidates are required to opt for three courses from Discipline Centric Courses (DCE) including MBAFM18205DCE titled "Seminar in Contemporary Business Practices" which is compulsory.					
MBAFM18205DCE	Seminar in Contemporary Business Practices	DCE	-	2	-	2
MBAFM18206DCE	Research Methodology	DCE	2	1	-	3
MBAFM18207DCE	Public Administration	DCE	2	1	-	3
MBAFM18208DCE	Entrepreneurship Development	DCE	2	1	-	3
Note: All the Students are required to earn 2 Credits either from Generic Electives offered by the Sister Departments or from Open Electives offered by other Departments. 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	
MBAFM18002GE	Corporate Valuation and Restructuring	GE	1	1	-	2
MBAFM18004GE	Corporate Accounting and Reporting	GE	1	1	-	2

Choice Based Credit System MBA Financial Management

Semester: MBAFM 3rd						
Core Papers	Title	Paper Category	Hours /Week			Credits
			L	T	P	
MBAFM18301CR	Strategic Management	Core	3	1	-	4
MBAFM18302CR	Security Analysis & Portfolio Management	Core	3	1	-	4
MBAFM18303CR	Indian Financial System	Core	3	1	-	4
Discipline Centric Electives (DCE)	Note: All candidates are required to opt four courses from Discipline Centric Courses (DCE) including MBAFM18304DCE titled "Seminar in Contemporary					
MBAFM18304DCE	Seminar in Contemporary Business Practices	DCE	-	2	-	2
MBAFM18305DCE	Macro-Economic Policy and Analysis	DCE	2	1	-	3
MBAFM18306DCE	Working Capital Management	DCE	2	1	-	3
MBAFM18307DCE	Management of Commercial Banks	DCE	2	1	-	3
MBAFM18308DCE	Management Control System	DCE	2	1	-	3
MBAFM18309DCE	Corporate Tax Planning and Management	DCE	2	1	-	3
Note: All students are required to earn 2 Credits either from Generic Electives offered by the Sister Departments or from Open Electives offered by other Departments. 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	
MBAFM18005GE	Introduction to Data Analysis for Research	GE	1	1	-	2

Choice Based Credit System MBA Financial Management

Semester: MBAFM-4 th						
Core Papers	Title	Paper Category	Hours /Week			Credits
			L	T	P	
MBAFM18401CR	Project Appraisal, Finance and Management	Core	3	1	-	4
MBAFM18402CR	Corporate Valuation and Restructuring	Core	3	1	-	4
MBAFM18403CR	Comprehensive Viva	Core	-	2	-	2
MBAFM18404CR	Internship and Training Project	Core	-	-	12	6
Discipline Centric Electives (DCE)	Note: All candidates are required to opt two courses from Discipline Centric Courses (DCE).					
MBAFM18405DCE	Financial Risk Management	DCE	2	1	-	3
MBAFM18406DCE	Derivatives Operations and Analysis	DCE	2	1	-	3
MBAFM18407DCE	International Financial Management	DCE	2	1	-	3
MBAFM18408DCE	Islamic Banking and Finance	DCE	2	1	-	3
MBAFM18409DCE	Micro-Finance	DCE	2	1	-	3
Note: All students are required to earn 2 Credits either from Generic Electives offered by the Sister Departments or from Open Electives offered by other Departments. 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	
MBAFM18006GE	Green Marketing	GE	1	1	-	2

Choice Based Credit System MBA Financial Management

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 **102 credits**, comprising of **60 core credits (54 credits for core papers and 6 credits for internship and training project)**, **34 Discipline Centric Elective credits** and **8 Generic /Open Elective credits**.
3. 20% marks out of total marks for each theory paper shall be earmarked for continuous internal assessment and remaining 80% for semester end examination.
4. The minimum pass percentage in each paper shall be 40% as prescribed by the university under CBCS.
5. Seminar in contemporary business practices shall be a 02 credit DCE for which Department shall identify current global scenario of Business Practices. These issues shall be communicated by Department/Faculty to the students for interactive discussions, seminar etc. This course & comprehensive viva shall be evaluated on the basis of viva & presentations to be conducted by the following panel of experts at the end of the semester:
 - i) Head, Department of Management Studies 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.
6. Students shall undergo 06 to 08 weeks of internship in any sector/company/organization of their choice. This internship not only bridges the gap between theoretical and practical applications but also enhances the skill sets and knowledge required to thrive in the corporate world. Students will also get an opportunity to understand the corporate world better, be a good team player, understand what their customers and clients require from them in addition to prepare them for better placement opportunity. Based on this internship, the students shall be required to write a project report and submit it to the Department immediately after the completion of the internship.

The Internship and Training Project (**MBAFM18404CR**) 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 02 credits. 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 02 credits. Lastly, evaluation shall be made by the following panel of experts through Viva-Voce of the students and shall have weightage of 02 credits:

- ⊛ 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 (Professor/Associate Professor) of the department to be nominated by the Head of the Department.





Placement Brochure

Student profile of MBA Financial Management

Name	Internship Organisation	Project Title	email	Photograph
Shahzan Ali	J&K Bank	Working Capital	hyderbeigh4@gmail.com	
Owais Rasheed	J&K Bank Financial Services (JKBFSL)	A Study on Technical Analysis on The Banking Sector (India)	owaisrasheed16.6@gmail.com	
Waseem Razaq	J&K Bank	Working Capital	rajaw8411@gmail.com	
Shahid Masoom	J&K Bank	Working Capital Analysis	sk5750084@gmail.com	





Placement Brochure

Student profile of MBA Financial Management

Name	Internship Organisation	Project Title	email	Photograph
Sameer Ahmad	J&K Bank Financial Services (JKBFSL)	Consumer Perception Towards Stock Marketing	Sameerahmad113311@gmail.com	
Shakir Hameed Bhat	J&K Bank	Working Capital	bhatshakir892@gmail.com	
Ahtisaam Farooq	J&K Bank	Non-Performing Assets	ahtisaamfarooq511@gmail.com	
Sadia Bashir	J&K Bank Financial Services	Risk Management (JKBFSL)	sadiabashirbhat@gmail.com	





Placement Brochure

Student profile of MBA Financial Management

Name	Internship Organisation	Project Title	email	Photograph
Zarka Zahoor	J&K Bank	Credit Risk Management	zarkazahoor10@gmail.com	
Burhan Ashraf	J&K Bank Financial Services (JKBFS)	A Study on Investors Awareness in Option Trading	burhan163469@gmail.com	
Tanzilla Rahim	J&K Bank	Retail Banking Digital	khantynah@gmail.com	
Namiya Javaid	J&K Bank	Credit Facility Under Govt. Sponsored Schemes	bhataidah786@gmail.com	

Placement Brochure

Student profile of MBA Financial Management

Name	Internship Organisation	Project Title	email	Photograph
Uzma Bilal	J&K Bank	Credit Facility Under Govt. Sponsored Schemes	uzmabilal150@gmail.com	
Ahnab Shreen	J&K Bank	Non-Performing Assets	ahnabshreen@gmail.com	
Moin Nissar Wani	J&K Bank Financial Services (JKBFS)	Product and Service Offered at JKBFSL	moinnissarwani@gmail.com	
Abdul Basit Thoker	J&K Bank Financial Services (JKBFS)	Fundamentals of Nifty 50	basitamin107@gmail.com	






Placement Brochure

Student profile of MBA Financial Management

Name	Specialisation	Project Title	email	Photograph
Maleeha Reshi	J&K Bank	Housing Loan	reshimaleeha@gmail.com	
Mubashir Mateen Shah	J&K Bank Financial Services (JKBFS)	Products and Services Offered at JKBFSL	mubshah8@gmail.com	
Adil Nazir	J&K Bank	Loans and Advances	narhaan145@gmail.com	
Sadakat Nazir	J&K Bank	Credit Risk Management	sadakatnazir94@gmail.com	
Basit Ali	J&K Bank	Working Capital Management	basitali6465@gmail.com	

Placement Brochure

Student profile of MBA Financial Management

Name	Specialisation	Project Title	email	Photograph
Anzar Hussain Ahangar	J&K Bank Financial Services (JKBFS)	Nifty Bank Technical Analysis	anzerhussain44@gmail.com	
Mohammad Suhail Najar	Incedo	A Study of Accounts Payable at Incedo	suhailnajar00000@gmail.com	
Huzaif Mukhtar Shah	J&K Bank	Various Loans Provided	huzaifshah09@gmail.com	
Ghazia Kundangar	J&K Bank	Comparative Financial Statement Analysis of J&K Bank	ghaziakundangar@gmail.com	
Numaan Dhar	J&K Bank Financial Services (JKBFS)	Risk Management by JKBFSL	numaandhar7@gmail.com	

Placement Brochure

Student profile of MBA Financial Management

Name	Specialisation	Project Title	email	Photograph
Mansoor Ahmad Nanda	J&K Bank	Non-Performing Asset	mansoor.nanda19@gmail.com	
Monid Bashir Reshi	J&K Bank	Study of Loans and Advances	reshimonis07@gmail.com	
Arbaz Nazir Khan	J&K Bank	Non-Performing Asset	arbaezkhan@gmail.com	
Ubaid Nazir Bhat	J&K Bank	Fundamental Analysis of Nifty 50	ubaidb460@gmail.com	
Raja Basit	J&K Bank	Non-Performing Asset	bsyedraja@gmail.com	

Placement Brochure

Integrated Master of Business Administration

Integrated MBA

The Integrated MBA is an intensive program meticulously crafted to shape the reflective managers of the future, equipping them with critical reasoning skills and fostering strategic thinking. This program is specifically designed to cultivate students' operational and strategic competencies in management, encompassing both human resource and techno-centric perspectives. Through a multidisciplinary approach, students gain an appreciation for the breadth and depth of management processes, models, tools, techniques, and their profound impact on organizational performance. These programs provide students with a comprehensive understanding of various facets of business.

The Integrated Program aims to:

- Furnish students with intensive theoretical and practical knowledge of management.
- Offer an integrated view of management practices, complemented by exposure to real-life cases and technical expertise.
- Empower students to evolve into reflective practitioners in the field of management.
- Provide a solid theoretical foundation for management tools, techniques, and processes, along with systems thinking and organizational development.
- Enhance students' operational and strategic capabilities and competencies in management.
- Foster research and critical thinking skills.

As a result, the program seamlessly blends academic rigor with practical, industry-relevant knowledge, offering a holistic and integrated approach to addressing business challenges. This approach empowers students to think and act strategically in their management endeavors. Additionally, our Department offers the opportunity for double specialization within the Integrated MBA program, with specializations including Marketing Management, Human Resource Management, Finance, and Information Technology."

Choice Based Credit System IMBA

Semester: IMBA 1st						
Course Code	Title	Paper Category	Hours /Week			Credits
			L	T	P	
IMBA18101CR	Principles of Management	Core	3	1	-	4
IMBA18102CR	Financial Accounting	Core	3	1	-	4
IMBA18103CR	Managerial Economics	Core	3	1	-	4
Discipline Centric Electives (DCE)	Note: All the candidates are required to opt three courses from Discipline Centric Courses (DCE) including IMBA18104DCE titled "Seminar in Contemporary Business Practices"					
IMBA18104DCE	Seminar in Contemporary Business Practices	DCE	-	2	-	2
IMBA18105 DCE	Computer Applications in Management	DCE	3	1	-	4
IMBA18106 DCE	Business Communication	DCE	3	1	-	4
IMBA18107 DCE	Business Mathematics	DCE	3	1	-	4
IMBA18108 DCE	Event Management	DCE	3	11	-	4

Semester: IMBA 2nd						
Course Code	Title	Paper Category	Hours /Week			Credits
			L	T	P	
IMBA18201CR	Organizational Behaviour	Core	3	1	-	4
IMBA18202CR	Managerial Costing	Core	3	1	-	4
Note: All the candidates are required to opt any two of the following DCE papers						
IMBA18204 DCE	Economic Environment of Business	DCE	3	1	-	4
IMBA18205 DCE	Data Base Management Systems	DCE	3	1	-	4
IMBA18206 DCE	Business Laws	DCE	3	1	-	4

Choice Based Credit System IMBA

Semester: IMBA 3 rd						
Course Code	Title	Paper Category	Hours /Week			Credits
			L	T	P	
IMBA18301CR	Management Accounting	Core	3	1	-	4
IMBA18302CR	Operations Research	Core	3	1	-	4
Discipline Centric Electives (DCE)	Note: All the candidates are required to opt three courses from Discipline Centric Courses (DCE) including IMBA18304DCE titled "Seminar in Contemporary Business Practices"					
IMBA18304 DCE	Seminar in Contemporary Business Practices	DCE	-	2	-	2
IMBA18305 DCE	Business Environment	DCE	3	1	-	4
IMBA18306 DCE	Business Process Re-engineering	DCE	3	1	-	4
IMBA18307 DCE	Macroeconomic Policies	DCE	3	1	-	4
IMBA18308 DCE	Business Analysis and Valuation	DCE	3	1	-	4
IMBA18309 DCE	Disaster Management	DCE	3	1	-	4

Semester: IMBA 4 th						
Course Code	Title	Paper Category	Hours /Week			Credits
			L	T	P	
IMBA18401CR	Financial Management	Core	3	1	-	4
IMBA18402CR	Human Resource Management	Core	3	1	-	4
IMBA18403CR	Marketing Management	Core	3	1	-	4
Note: All the candidates are required to opt any two of the following DCE papers						
IMBA18404 DCE	Service Operations	DCE	3	1	-	4
IMBA18405 DCE	Decision Support System	DCE	3	1	-	4
IMBA18406 DCE	Management of Public Enterprises	DCE	3	1	-	4
IMBA18407 DCE	Tourism Management	DCE	3	1	-	4

Choice Based Credit System IMBA

Semester: IMBA 5 th						
Course Code	Title	Paper Category	Hours /Week			Credits
			L	T	P	
IMBA18501CR	Production and Operations Management	Core	3	1	-	4
IMBA18502CR	Income Tax Law and Practice	Core	3	1	-	4
IMBA18503CR	Entrepreneurship Development	Core	3	1	-	4
Discipline Centric Electives	Note: All the candidates are required to opt four courses from Discipline Centric Courses (DCE) including IMBA18504DCE titled "Seminar in Contemporary Business Practices" and a non-					
IMBA18504 DCE	Seminar in Contemporary Business Practices/Project Report	DCE	-	2	-	2
IMBA18505 DCE	Organizational Effectiveness and Change	DCE	3	1	-	4
IMBA18506 DCE	Environmental Science	DCE	-	-	-	-
IMBA18507 DCE	Hospital Administration	DCE	3	1	-	4
IMBA18508 DCE	System Analysis and Design	DCE	3	1	-	4

Semester: IMBA 6 th						
Course Code	Title	Paper Category	Hours /Week			Credits
			L	T	P	
IMBA18601CR	Research Methodology	Core	3	1	-	4
IMBA18602CR	Public Administration	Core	3	1	-	4
IMBA18603CR	Consumer Behavior	Core	3	1	-	4
Note: All the candidates are required to opt any two of the following DCE papers						
IMBA18604 DCE	Export Management and Documentation	DCE	3	1	-	4
IMBA18605 DCE	Sales and distribution management	DCE	3	1	-	4
IMBA18606 DCE	Production Planning and Control	DCE	3	1	-	4
IMBA18607 DCE	Foreign Direct Investment Management	DCE	3	1	-	4

Choice Based Credit System IMBA

Semester: IMBA 7 th						
Course Code	Title	Paper Category	Hours /Week			Credits
			L	T	P	
IMBA18701CR	Strategic Management	Core	3	1	-	4
IMBA18702CR	International Business	Core	3	1	-	4
IMBA18703CR	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 IMBA18704DCE titled "Seminar in Contemporary Business Practices"					
IMBA18704 DCE	Seminar in Contemporary Business	DCE	-	2	-	2
IMBA18705 DCE	Practices	DCE	3	1	-	4
IMBA18706 DCE	Total Quality Management	DCE	3	1	-	4
Note: All the Students are required to earn 2 Credits either from Generic Electives offered by the Sister Departments or from Open Electives offered by other Departments. The courses offered by the						
Generic Electives (GE)	Title	Paper Category	Hours/Week			Credits
			L	T	P	
IMBA18001GE	Leadership and Organizational Dynamics	GE	1	1	-	2
Open Electives (OE)	Title	Paper Category	Hours/Week			Credits
			L	T	P	
IMBA18001OE	Leadership Development	OE	1	1	-	2

Choice Based Credit System IMBA

Semester: IMBA 8th						
Course Code	Title	Paper Category	Hours /Week			Credits
			L	T	P	
IMBA18801CR	Money & Capital Market	Core	3	1	-	4
IMBA18802CR	Business Marketing	Core	3	1	-	4
IMBA18803CR	Management of Industrial Relations	Core	3	1	-	4
Discipline Centric Electives (DCE)	Note: All the candidates are required to opt three courses from Discipline Centric Courses (DCE) including IMBA18704DCE titled "Seminar in Contemporary Business Practices"					
IMBA18804DCE	Seminar in Contemporary Business Practices	DCE	-	2	-	2
IMBA18805DCE	Rural Marketing	DCE	3	1	-	4
IMBA18806DCE	Advertising and Brand Management	DCE	3	1	-	4
IMBA18807DCE	Materials Management	DCE	3	1	-	4
Note: All the Students are required to earn 2 Credits either from Generic Electives offered by the Sister Departments or from Open Electives offered by other Departments. 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	
IMBA18002GE	Technical Writing	GE	1	1	-	2
Open Electives (OE)	Title	Paper Category	Hours /Week			Credits
			L	T	P	
IMBA18002OE	Data Analysis Using Excel	OE	1	1	-	2

Choice Based Credit System IMBA

Semester: IMBA 9th

In this semester, it is mandatory for all the students to choose any two out of four specializations. In addition to a common core course IMBA18901CR; discipline centric course IMBA 18902DCE and papers placed at Serial No. 1 as core subjects in each specialization are mandatory. In addition to these courses, all students are required to opt for two DCEs selecting one from each of their specializations.

Course Code	Title	Paper Category	Hours /Week			Credits
			L	T	P	
IMBA18901CR	Organizational Theory and Development	Core	3	1	-	4
IMBA18902DCE	Seminar in Contemporary Business Practices	DCE	-	2	-	2
1. Marketing Specializations						
IMBA18903CR	Strategic Marketing	Core	3	1	-	4
IMBA18904DCE	Services Marketing	DCE	3	1	-	4
IMBA18905DCE	Customer Relationship Management	DCE	3	1	-	4
IMBA18906DCE	Relationship Marketing	DCE	3	1	-	4
IMBA18907DCE	E-Marketing	DCE	3	1	-	4
2. Finance Specialization						
IMBA18908CR	Security Analysis and Portfolio Management	Core	3	1	-	4
IMBA18909DCE	Working Capital Management	DCE	3	1	-	4
IMBA18910DCE	Corporate Tax Planning and Management Islamic	DCE	3	1	-	4
IMBA18911DCE	Banking and Finance	DCE	3	1	-	4
IMBA18912DCE	Management Control System	DCE	3	1	-	4

Choice Based Credit System IMBA

3. Human Resources Management Specialization						
IMBA18913CR	Human Resource Development: Strategies and Systems	Core	3	1	-	4
IMBA18914DCE	International Human Resource Management	DCE	3	1	-	4
IMBA18915DCE	Managing Interpersonal & Group Processes	DCE	3	1	-	4
IMBA18916DCE	Counseling Skills for Managers	DCE	3	1	-	4
IMBA18917DCE	Manpower Development for Technological Change	DCE	3	1	-	4
4. Information Technology Management Specialization						
IMBA18918CR	Knowledge Management	Core	3	1	-	4
IMBA18919DCE	Data Warehousing and Data Mining	DCE	3	1	-	4
IMBA18920DCE	Machine Learning Systems	DCE	3	1	-	4
IMBA18921DCE	Enterprise Resource Planning	DCE	3	1	-	4
IMBA18922DCE	Geographical Information Systems	DCE	3	1	-	4
Note: All the Students are required to earn 2 Credits either from Generic Electives offered by the Sister Departments or from Open Electives offered by other Departments. 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	
IMBA18003GE	Strategic Management and Innovations	GE	1	1	-	2
Open Electives (OE)	Title	Paper Category	Hours /Week			Credits
			L	T	P	
IMBA18003OE	Organizational Psychology	OE	1	1	-	2

Choice Based Credit System IMBA

Semester: IMBA 10th

In this semester all students are required to opt for four core courses (two courses titled Internship and Training Project (IMBA181001CR) & Comprehensive Viva (IMBA181002CR) and two courses from their area of specialisation). In addition, Students shall also opt for two DCEs courses selecting one each from their area of specialisations, which the candidate has already selected in the 9th Semester.

Course Code	Title	Paper Category	Hours /Week			Credits
			L	T	P	
IMBA181001CR	Internship and Training Project	Core	-	-	12	6
IMBA181002CR	Comprehensive Viva	Core	-	-	-	2
1. Marketing Specializations						
IMBA181003CR	International Marketing	Core	3	1	-	4
IMBA181004DCE	Retail Management	DCE	3	1	-	4
IMBA181005DCE	Service Science Engineering Management and Design	DCE	3	1	-	4
IMBA181006DCE	Supply Chain Management	DCE	3	1	-	4
IMBA181007DCE	Marketing of Financial Products	DCE	3	1	-	4
2. Finance Specialization						
IMBA181008CR	Project Appraisal, Finance and Management	Core	3	1	-	4
IMBA181009DCE	Financial Risk Management	DCE	3	1	-	4
IMBA181010DCE	Asset Liability Management	DCE	3	1	-	4
IMBA181011DCE	Behavioral Finance	DCE	3	1	-	4
IMBA181012DCE	Micro Finance	DCE	3	1	-	4

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3. Human Resources Management Specialization						
IMBA181013CR	Strategic HRM	Core	3	1	-	4
IMBA181014DCE	Compensation Management	DCE	3	1	-	4
IMBA181015DCE	Participative Management	DCE	3	1	-	4
IMBA181016DCE	Labor Legislations	DCE	3	1	-	4
IMBA181017DCE	Management Development	DCE	3	1	-	4
4. Information Technology Management Specialization						
IMBA181018CR	E-Business	Core	3	1	-	4
IMBA181019DCE	Advanced Data Base Management Systems	DCE	3	1	-	4
IMBA181020DCE	Multi Media Management	DCE	3	1	-	4
IMBA181021DCE	Telecommunication for Business	DCE	3	1	-	4
IMBA181022DCE	Office Automation Management	DCE	3	1	-	4
Note: All the Students are required to earn 2 Credits either from Generic Electives offered by the Sister Departments or from Open Electives offered by other Departments. 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	
IMBA18004GE	Crisis Management	GE	1	1	-	2
Open Electives (OE)	Title	Paper Category	Hours /Week			Credits
			L	T	P	
IMBA18004OE	Database Management System	OE	1	1	-	2

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Note:

1. The IMBA course shall have **double specialization** and candidate shall have to opt any **two** of the following specializations:
 - i. Marketing,
 - ii. Human Resources Management,
 - iii. Finance, and
 - iv. Information Technology Management.

Above mentioned specializations will be offered subject to the availability of resources in the department and minimum of five students opting for the specialization.
2. The IMBA scheme shall consist of **224 credits** comprising of **126 Core Credits, 90 Elective Credits** and **8 Open Elective Credits**.
3. The minimum pass percentage in each paper shall be 40% as prescribed by the university under CBCS.
4. 20% marks out of total marks for each theory paper shall be earmarked for continuous internal assessment and remaining 80% for semester end examination.
5. Seminar in contemporary business practices shall be a 02 credit DCE for which Department shall identify current global scenario of Business Practices. These issues shall be communicated by Department/Faculty to the students for interactive discussions, seminar etc. This course & comprehensive viva shall be evaluated on the basis of viva & presentations to be conducted by the following panel of experts at the end of the semester:
 - 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 of the department nominated by the Head of the Department.

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6. Students shall be undergoing 06 to 08 weeks of internship in any sector/company/organization of their choice. This internship not only bridges the gap between theoretical and practical applications but also enhances the skill sets and knowledge required to thrive in the corporate world. Students will also get an opportunity to understand the corporate world better, be a good team player, understand what their customers and clients require from them in addition to prepare them for better placement opportunity. Based on this internship the students shall be required to write a project report and submit it to the Department immediately after the completion of the internship.

The **Internship and Training Project (IMBA181001CR)** 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 02 credits. 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 02 credits. Lastly, evaluation shall be made by the following panel of experts through Viva-Voce of the students and shall have weightage of 02 credits:

- d) Head, Department of Management Studies as Chairman;
 - e) One External Examiner from the panel submitted by Head of the Department and approved by the Hon'ble Vice Chancellor;
 - f) Two teachers (Professor/Associate Professor) of the department to be nominated by the Head of the Department.
7. The department shall organize **Business Study Tour** at the end of 5th Semester in order to expose students grasp practical knowledge of the various management concepts being used by the various companies while pursuing their operational activities.





Placement Brochure

Student profile of IMBA

Name	Internship Organisation	Project Title	email	Photograph
Yasir Yousuf	Marketing, IT	Digital Marketing and SEO Practices	yasirkhkan@gmail.com	
Irfan Qadir	Marketing, HRM	Perception of Corporate Customers Towards Services of J&K Bank	irfanasianku7455@gmail.com	
Syed Faisal Ahmad Shah	Marketing Finance	Financial Ratios Analysis J&K Bank	syedshahfaisal1299@gmail.com	
Qasim Ali Mirza	Marketing, IT	A Study of Consumer Preferences Towards Automotive Lubricants	qasimirza9191@gmail.com	

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Student profile of IMBA

Name	Internship Organisation	Project Title	email	Photograph
Khalid Farooq	Marketing, Finance	Opening Savings Account by Meeting Customers	khalidfarooq444@gmail.com	
Aakif Mohammad	Marketing, HRM	Recruitment and Selection of PNG MetLife India Insurance Co.Ltd in J&K	aakifmohammad943@gmail.com	
Hanan Rasool	Marketing, HRM	Customers Satisfaction Towards J&K Bank	imhananrasool@gmail.com	
Obair Qadri	Marketing, IT	Analysis of Cement Industry in Kashmir	qadriobair@gmail.com	

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Student profile of IMBA

Name	Internship Organisation	Project Title	email	Photograph
Adnan Ahmad Khan	Marketing, HRM	Employee Engagement & Satisfaction		
Shohaab Shabir Bisati	Marketing, IT	Analysis of Cement Industries of Kashmir	shihaabbisati@gmail.com	
Masooma Jan	Marketing Finance	Overall Functioning of Jammu & Kashmir and Ladakh Finance Corporation	zainualee1@gmail.com	
Absar Ahmad Dar	Marketing, IT	An Analysis of Customer Based Brand Equity of J&K Bank	darabsar@protonmail.com	

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Student profile of IMBA

Name	Internship Organisation	Project Title	email	Photograph
Arwah Fatima	Marketing, HRM	Market Share and Competition in the Water Dispenser Market	fatimasfatima07@gmail.com	
Farkhanda Firdous	Marketing, IT	Marketing Analysis of Mahan Air	farkhandabutt0@gmail.com	
Mohammad Ovais	Marketing, IT	An Analysis of Customer-Based Brand Equity of J&K Bank	owaisf58@gmail.com	
Ifla Jan	Marketing, Finance	A Study of Loans Provided by the HDFC Bank	sheikhifla15@gmail.com	





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Student profile of IMBA

Name	Internship Organisation	Project Title	email	Photograph
Farwa Fatima	Marketing, Finance	A Study on Customer Perception & Experience of Net Banking Offered by HDFC Bank	farwafatimajoo@gmail.com	
Lone Rameez	Marketing, HRM	A Study of Marketing Strategies of Aleph Enterprises	ubaidlone2015@gmail.com	
Mir Tabish Zafar	Marketing, HRM	A Study of Marketing Strategies of Aleph Enterprises	mirtabish57@gmail.com	
Kahkashan Khurshid	Marketing, IT Finance	Digital Marketing & Web Development for Rooman Technologies	kahkashan.khurshid@gmail.com	





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Student profile of IMBA

Name	Internship Organisation	Project Title	email	Photograph
Enam ul Haq	Marketing, IT	Enhancing Financial Efficiency in Supply Chain Management: A Case Study at Tata Advance Systems Ltd.	enamisperfect@gmail.com	
Muqqadas Mehnoor	HRM, Finance	Why Option Trading is not Gambling: An Experience in JKBFSL	muqqadasmehnoor@gmail.com	
Saqlain Ahmad Shah	Marketing, IT	Introduction to Cyber Security	saqi7shah99@gmail.com	
Iqra Javeed	Finance, IT	Fintech and its Future in Banking Sector	iqrajavidzaz@gmail.com	





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Student profile of IMBA

Name	Internship Organisation	Project Title	email	Photograph
Qirat Kamili	Finance, IT	Fintech and It's Future in Banking Sector Technology	qirat019@gmail.com	
Serat Manzoor	Marketing, IT	Basics of Cyber Security	serat.manzoor15@gmail.com	
Maryam Chowdhary	Marketing, IT	Basics of Cyber Security	maryam.chowdhary43@gmail.com	
Aiman Mahajan	Marketing, HRM	Performance Management System	mahajanaiman@gmail.com	

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Student profile of IMBA

Name	Internship Organisation	Project Title	email	Photograph
Peer Basharat	Marketing, HRM	Customer Satisfaction of Technology Driven Products/ Services Provided by J&K Bank	peerbasharat2020@gmail.com	
Madiya	HRM, Finance	Employee Satisfaction and Khyber Group	ellinamir26@gmail.com	
Subby Jan	HRM Finance	Non-Performing Assets Management	sheikhsubby218@gmail.com	
Aiman Mahajan	HRM, Finance	Overall Working of SFC	symanfaiz423@gmail.com	


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Student profile of IMBA

Name	Internship Organisation	Project Title	email	Photograph
Nida Shah	Finance	Effectiveness of Training and Development in ICICI Bank	shahnida939@gmail.com	
Mehreen Bashir	HRM, Finance	Effectiveness of Training and Development	mehreenbashir480@gmail.com	
S M Irfan	Marketing, IT	Digital Marketing	smirfan172@gmail.com	
Wasil Amin Kirmani	Marketing, HRM	Study of Customer Satisfaction Towards Products & Services of the J&K Bank	wasilkirmani@gmail.com	






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Student profile of IMBA

Name	Specialisation	Project Title	email	Photograph
Owais Ali	Finance, Marketing	Working Capital Management of J&K Bank	parwaaneh05@gmail.com	
Mohammad Uzair Mir	Finance, Marketing	Assessment of Market Penetration Strategies for HDFC Bank in EEG (Emerging Enterprises Group)	uzair_mir@outlook.com	
Filzah Showkat	Marketing, HRM	Performance Management System	filzahshowkat@gmail.com	
Ridha Masoodi	Finance, IT	Assessment Financial Statements of J&K Bank	pirzadaridha@yahoo.in	
Qidwah	Marketing, HRM	Digital Banking	qidwahmir@gmail.com	

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Student profile of IMBA

Name	Specialisation	Project Title	email	Photograph
Basit Shafi	Marketing, HRM	Perception of Customer Towards J&K Bank	basitshafi123123@gmail.com	
Mohammad Aleem Wafai	Marketing, HRM	Consumer Behaviour	aleemdk@gmail.com	
Yawar Farooq	Marketing, IT		yawarfarooq715@gmail.com	
Farisa	Marketing, IT	A Comparative Analysis of On-Page and Off-Page Search Engine Optimisation	farisakarimi61@gmail.com	
Shabir Ahmad Wani	Marketing, HRM	Consumer Satisfaction	sahirwani019@gmail.com	

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University of Kashmir

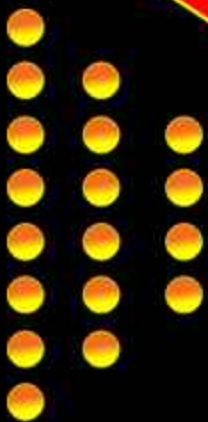
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