

School of Basic and Applied Sciences

Minutes of Meeting (Held on 1st October 2021)

A meeting of Board of Studies for the Department of Mathematics, Physics and Chemistry, Lingaya's Vidyapeeth, Faridabad was held on 1st October 2021. The meeting was conducted under the Chairmanship of Prof. (Dr.) Pankaj Kumar Mishra, Dean School of Basic and Applied Sciences, Lingaya's Vidyapeeth, Faridabad, Haryana. The meeting was attended by the members detailed in attached attendance sheet.

The Following Points were Discussed and Recommended:

AGENDA 1: Discussion and Recommendation on the proposed amendments in the scheme and Syllabus 2021 of

A. B.Sc Hon. Physics and M.Sc Physics Scheme and Syllabus

Department of Physics recommended that as per the emerging trends and market needs, the revision of scheme and syllabus of previous curricula is required. Some innovative and Important Suggestion given by Dr. Piyush Dua (external academic expert) is being incorporated and Scheme and Syllabus revised accordingly.

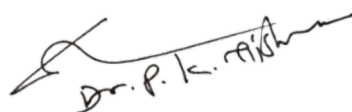
A new course is been introduced and will be implemented from the academic year 2021-22.

- **Renewable Energy and Energy Harvesting (BPH-209)**

B. B.Sc Hon. Chemistry and M.Sc Chemistry Scheme and Syllabus

Department of Chemistry recommended the revision of scheme and syllabus of B.Sc Hon. Chemistry of these courses: These courses will be implemented from the academic year 2021-22.

- Analytical Methods in Chemistry (BCH-207)
- Industrial Chemical and Environment (BCH-307)
- Green Chemistry (BCH-308)



Dr. P. K. Mishra

One new course is also been introduced in the scheme and syllabus of M.Sc Chemistry and will be implemented from the academic year 2021-22.

- Nanotechnology and Photochemistry (MCH-203)

Some innovative and Important Suggestion given by Dr. Shailey Singhal (external academic expert), is being incorporated and Syllabus/ Scheme revised accordingly.

C. B.Sc Hon. Mathematics and M.Sc Mathematics Scheme and Syllabus

Department of Mathematics proposed the revision of scheme and syllabus of these courses. Dr. Md Idrish Qureshi (external academic expert) appreciates the efforts put by Department to innovate the Syllabus/ Scheme as per the need of Industry.

D. Merging of First Year for all B.Sc Hon. Degree Programme (Mathematics, Physics and Chemistry).

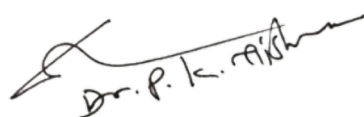
Dean academics proposed the merging of Ist Year Scheme and Syllabus of all the B.Sc Hon. Degree Programme (Physics, Chemistry and Mathematics).

Intension of doing so is to encourage the more strong foundation futuristic multi-disciplinary research competencies. On this agenda Dr. Piyush Dua (external academic expert) suggested to check the same with the UGC Guidelines. Minimum criteria for the same credits got satisfied with the UGC and other accreditation bodies.

AGENDA 2: Discussion and Recommendation on the outcomes of:

- a. Feedback and suggestions received from stake holders (students, faculty, Alumni, Industry, experts from Academia and Research etc.) on the previous curriculum and syllabi.**

The Dean, School of Basic and Applied Sciences briefed that based upon the feedback received from various stakeholders and to ensure the prospects of students as per the industry trends, there is a need of redesigning the curriculum and syllabi in the department. All members present in the meeting have shown their consent for the same and amendments required needs to be framed shortly.



Dr. P. K. Arora

b. Incorporating the skills and subject as per industry trends and future prospects for designing and developing of curriculum and syllabi of the programs.

In each of the B.Sc Hon. Degree Programme, one credit course of PDP will continue for the students to learn the skill and relevant subject as per the industry trends and future prospects.

AGENDA 3: Discussion and Recommendation on:

How to incorporate emerging, enduring and cutting-edge technologies in the curriculum and syllabus for progressive professional careers including Research, Innovation and entrepreneurship.

Discussion were done amongst all the members with the closure to fulfill the above need, The Department has devoted the last semester (final year) of B.Sc and M.Sc Program for Research and Innovations. Laboratories are also devised in a manner to go with the respective course in order to inculcate critical skills in students.

AGENDA 4: Discussion and Recommendation on:

Introduction of New/Emerging Specializations/Programs as per Global trends.

Department of Physics presented that the department has introduced seven new courses in B.Sc (Hon.) Physics with reframing the syllabi; it was made sure that the newly introduced courses are in line with UGC norms and regulations are followed. The Expert appreciated the brainstorming done by the department faculties in this regard.

AGENDA 5: Discussion and Recommendation on mapping of advance pedagogies for achieving excellence in Teaching and Learning.

All the department of School is actively using the E-resources and Virtual labs. Graph based experiments using software's are being carried out. Expert strongly emphasized to use simulation tools for teaching to bridge the gap caused during pandemic period

AGENDA 6: Discussion and Recommendation on various knowledge resources including e-books, Videos, and other reference materials to each course.

The department informed to panel that we have MOOC courses like NPTEL, SWAYAM and students are registered. Expert emphasized to encourage students more to register on such platforms. A large number of various knowledge resources viz. e-books, Videos and other reference materials to teach course is being procured by Central Library and Promoted by Faculty.

AGENDA 7: Discussion and Recommendation on NEP 2020.

a. Four Years Undergraduate Program with option to exit after third year:

New Education Policy is much awaited and will be the game changer in the history of Indian Education system. As suggested by NEP-2020, Four year Under Graduate Program is much needed to promote the culture of innovation and research in the University. However there will be an option for exit at third year to the students on demand. Panel appreciates the efforts of the School and suggested to design the FYUP.

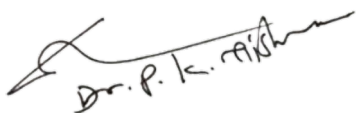
b. Integrated Degree

As suggested by NEP-2020, Integrated Degree Program will be the milestone to achieve the culture of innovation and research in the University. Panel suggested the following programs under the cadre:

1. Integrated B.Sc + M.Sc (FYUP)

2. Integrated M.Sc + Ph.D.

All the above suggestions and recommendations are hereby submitted to Academic Council for the final approval.



Prof. (Dr.) Pankaj Kumar Mishra,
Dean School of Basic and Applied Sciences



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School of Basic & Applied Sciences

Department of Mathematics

Minutes of Meeting held on July 20' 2022

Resolution: The report on the MOM of BOS meeting of School of Basic & Applied Sciences was approved by the Academic Council under following conditions. The details are as follows:

BSc Maths programme for 2nd and 3rd year students the credits changes from 4(L)+1(T) to 5(L)+1(T).

The new scheme needs to be informed to the Academics and Examination.

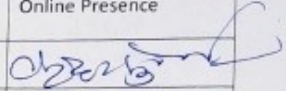
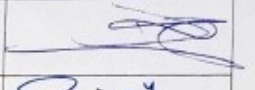
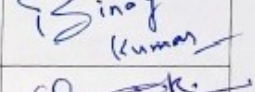
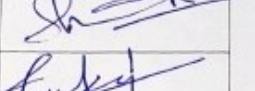
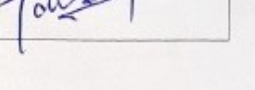
The change of BMS 207 (Discrete Mathematics) to BMS 207 (Number Theory) needs to be informed to the Academics and Examination.

Agenda 4 of the MOM will be the future plan.

Agenda 6 of the MOM will be implemented by covering only 2 subjects out of 5 subjects ie. (Optimization Techniques and Mathematical Statistics).

Department of Mathematics
School of Basic & Applied Sciences

The following members were attended in Board of Studies Meeting on July 20, 2022 at 3:00 PM

S. no	Name	Designation	Position	Signature
1	Prof. (Dr.) Idris Qureshi	Professor	Academic expert	Online Presence
2	Prof. (Dr.) K K Gautam	Professor	Chairperson	
3	Dr. D K Singh	Associate Professor	Member	
4	Dr. Binay Kumar	Asst. Professor	Member	
5	Dr. Shadab	Asst. Professor	Member	
6	Dr. Pankaj Gulati	Asst. Professor	Member	

A meeting of Board of Studies for Department of Mathematics, Lingaya's Vidyapeeth, Faridabad was held on July 20, 2022 at 3:00 PM in online Mode. The meeting was conducted under the chairmanship of (Prof.) Dr. K.K Gautam, Dean, School of Basic & Applied Sciences, Faridabad, Haryana. The meeting was attended by the members detailed in the attached attendance sheet below.

The following points were discussed & recommended:

Agenda Item No. 1: Discussion of Previous BoS meeting.

The Minutes of the meeting were already shared with the members and expert for the healthy discussion and improvements.

Agenda Item No. 2: Discussion and recommendation on proposed amendments in B.Sc. Hons. Mathematics Scheme and Syllabus 2021-2024.

The Expert reviewed the amended scheme and syllabus and appraised that the credits should be according to UGC rules.

Agenda Item No. 3: Discussion and Recommendation on

Introducing the new course Number Theory in B.Sc. Hons. Mathematics Scheme and Syllabus 2021-2024.

The External Expert recommended to add the course Number Theory (BMH-207) for the concrete development of the concept of Mathematics in the students also suggested software related course like Mathematics and R.

Agenda Item No. 4: Discussion and recommendation on

Incorporation the value-added courses (dual certification program) to enhance Skill and Employability.

The academic expert suggested different value-added courses like

- Data analysis using R software
- Application of Optimization
- Introduction to SPSS
- Data science and artificial intelligent
- Introduction to Mathematica.

Agenda Item No. 5: Discussion and recommendation on incorporating research-based project for final year students.

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The expert has suggested to organize at-least one symposium, workshop and conference to create research environment in collaborations with the institutions of national repute and research centers also suggested to different research area like Data science, artificial intelligence, Evolutionary computation , optimization and Mathematical modeling.

Agenda Item No. 6: Discussion and recommendation for open elective papers

Optimization technique
Econometrics
Mathematical modelling
Mathematical Statistics
Data analysis using R

The expert recommended and enlightened wide applications of the above useful courses for the industry needs specifically mathematical modelling, mathematical statistics and econometrics.

Agenda Item No. 7: Discussion and recommendation of organizing workshop and seminar on latest advancement in science and technology to generate ideas, new thinking and learning the best practice from expert.

The expert and the members recommended to organize symposium, workshops and conferences for the conducive research environment.

Agenda item No 8: curriculum for implementation of NEP 2020.

Three Years Undergraduate Program with option to exit after one/two years subject to condition to provide them "certificate for one year completion", and "diploma for two years completion".

The expert appraised that NEP needs to be adopted by University and should be implemented from the upcoming semester. The department should have certain structured plan for implementing NEP for 3 Year/ 4 Year program.

All the above suggestions and recommendations are advised to submit to Academic council for the final approval.

Prof. (Dr.) K K Gautam
Name and Signature of School/Head

The following members were attended in Board of Studies Meeting on July 20, 2022 at 3:00 PM

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S. No	Name	Designation	Position
1	Prof. (Dr.) Idris Qureshi	Professor	Academic expert
2	Prof. (Dr.) K K Gautam	Professor	Chairperson
3	Dr. D K Singh	Associate Professor	Member
4	Dr. Binay Kumar	Asst. Professor	Member
5	Dr. Shadab	Asst. Professor	Member
6	Dr. Pankaj Gulati	Asst. Professor	Member

Implementation of BoS for Department of Mathematics

Amended 2nd and 3rd year credits in B.Sc. Hons. Mathematics Scheme and Syllabus 2021-2024 as per UGC rules.

Introduce the new course Number Theory in 2nd year in B.Sc. Hons. Mathematics Scheme and Syllabus 2021-2024.

Introduce two open elective papers as Optimization technique and Mathematical Statistics in B.Sc. Hons. Mathematics Scheme and Syllabus 2021-2024.

Organize a workshop or seminar on latest advancement in science and technology to generate ideas, new thinking and learning the best practice from expert.

Implementing of NEP 2020 for three year B.Sc. Hons. Mathematics Program with option to exit after one/two years subject to condition to provide them "certificate for one year completion", and "diploma for two years completion".

School of Basic & Applied Sciences

Department of Chemistry

Minutes of meeting (Held on 20th July 2022)

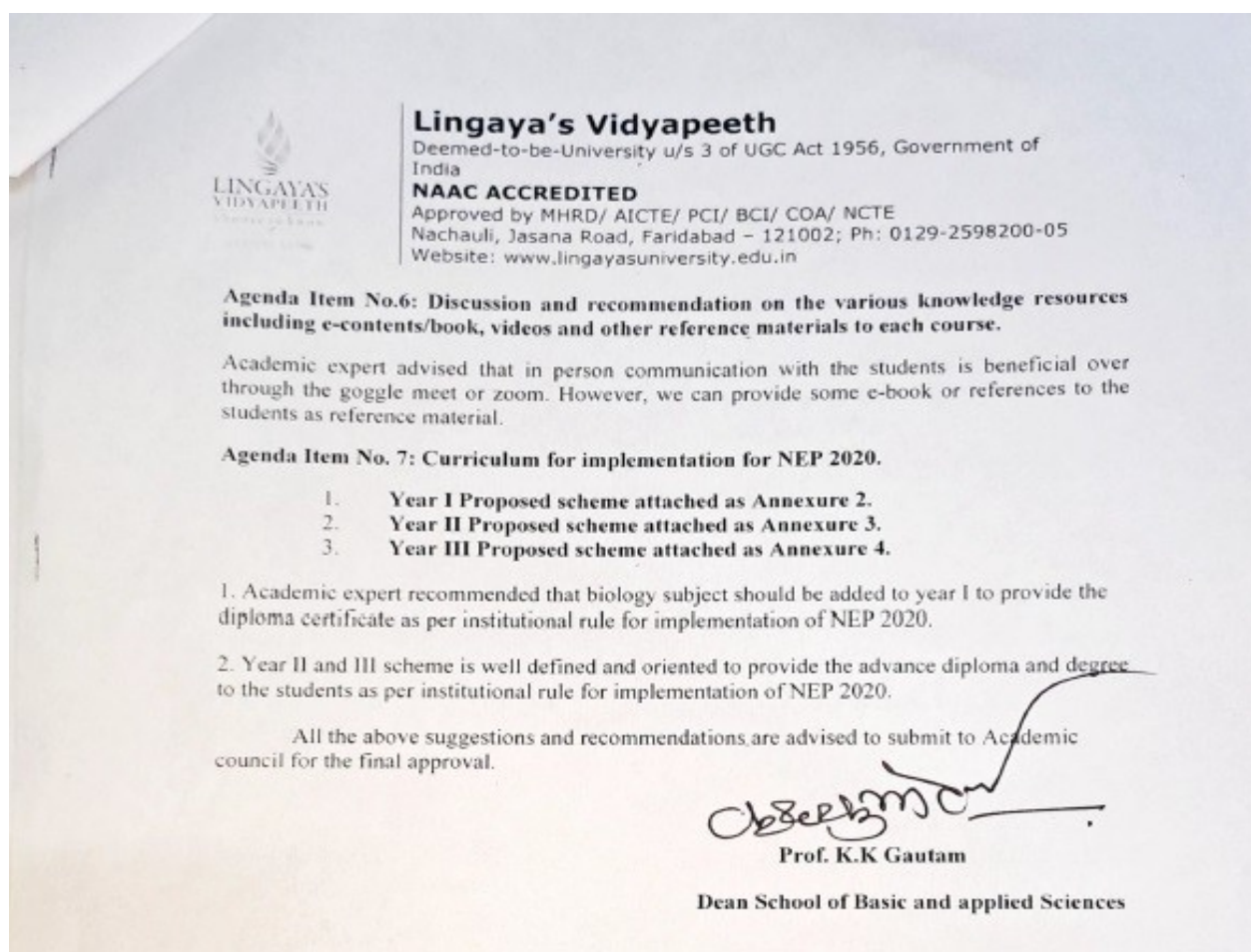
Resolution: The report on the MOM of BOS meeting of Department of Chemistry was approved by the Academic Council under following conditions. The details are as follows:

Change in course code of Chemistry of cosmetics & perfume Lab from BCS-209 to BCS-257 should be informed to Academics and Examination with documents.

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Industrial visit for UG students in Vth semester and for PG students in III sem has been added in scheme 2021-24 for BSC 357 with 2 credits should be informed to the Academics and Examination.
 Agenda 7 of the MOM will be the future plan.



The meeting Board of studies for Department of Chemistry was held on 20/07/2022 at **11.00 am in online mode** under the chairmanship of Prof. K.K Gautam, Dean School of Basic and Applied Sciences, Lingaya's Vidyapeeth, Faridabad, Haryana. The meeting was attended by the following members.

Name	Designation	Position
Dr. Karan Singh	Associate Professor	Academic Expert
Mr. Sunil Sharma	Engineer (Thermo	Industrial Expert

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	fisher)	
Prof. K.K Gautam	Dean and Professor	Chairperson
Dr. Anurakshee Verma	Asst. Professor	Member
Dr. Rizwan Arif	Asst. Professor	Member
Dr. Rashmi Singh	Asst. Professor	Member
Mr. Parmod Kumar	Teaching Assistant	Member

The following points were discussed and recommended:

Agenda Item No.1: Confirmation of previous BOS minutes of meeting attached as Annexure 1.

The previous BOS minutes of meeting was shared with Academic and Industrial expert and confirmed by them.

Agenda Item No.2: The review and endorsement on proposed amendments in B.Sc Hons Scheme and Syllabus of 2021-2024 and discussion about the proposal for curriculum based industrial visit and workshop for UG and PG students.

Both the Academic and industrial expert reviewed the amended scheme and syllabus and suggested that scheme is well defined but advise to reduce the credits from 142 to 120-125.

They also suggested to incorporate curriculum based industrial visit and workshop for UG students in Vth semester and for PG students in III sem.

Agenda Item No. 3: Discussion and suggestions on the outcomes of incorporation of skill enhancement (English and communication skill) and Ability enhancement courses for value addition to the curriculum along with the elective courses (Fuel chemistry, Polymer Chemistry, Industrial Chemistry, Nanotechnology and its applications, Analytical methods, Spectroscopy) as per industrial trends and future prospectus in syllabi of the programs.

The Academic as well as Industrial expert encourages the amended scheme and syllabus. On the basis of the review, they advised no need to add any other courses. All the amended AEC and skill based courses is fruitful for students as per industrial trends and future prospectus.

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Agenda Item No. 4: Discussion about the scientific problems arises during the project or effects on the human health and environment in the form of assignments and questions.

During the discussion, we have proposed some scientific problem based project as an assignment such as 1. Rainy or tap water analysis associated with problems on human health and environment.

2. Analysis of different polluted places of soil & effect on environment.
3. Harmful impact on excessive use of pesticides on crop
4. Negative impact of excessive use of polyethene and suggestion on alternate resources.

They recommended that scientific problem should be relevant with scheme and syllabus and also useful for the students as per industrial trends.

Agenda Item No. 5: Discussion about the Academic Research Aspects for B.Sc and M.Sc final year students.

Both the expert advised about the academic research aspect that synopsis write up and presentation should be included in previous semester and experimental work should be in last semester for UG and PG students. We can allow our students for industrial internship in last semester for completion of project. They have suggested some of the industries are as follows:

Jubilant, Noida

Active pharmaceutical ingredients (API), Baddi

Thermo fisher, Noida

Kimia Biosciences Ltd, Gurgaon

Agenda Item No.6: Discussion and recommendation on the various knowledge resources including e-contents/book, videos and other reference materials to each course.

Academic expert advised that in person communication with the students is beneficial over through the goggle meet or zoom. However, we can provide some e-book or references to the students as reference material.

Agenda Item No. 7: Curriculum for implementation for NEP 2020.

Year I Proposed scheme attached as Annexure 2.

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Year II Proposed scheme attached as Annexure 3.

Year III Proposed scheme attached as Annexure 4.

1. Academic expert recommended that biology subject should be added to year I to provide the diploma certificate as per institutional rule for implementation of NEP 2020.
2. Year II and III scheme is well defined and oriented to provide the advance diploma and degree to the students as per institutional rule for implementation of NEP 2020.

All the above suggestions and recommendations are advised to submit to Academic council for the final approval.

Implementation (Recommendation) after BOS with expert (held on 20th July) from Department of Chemistry

As per the suggestion, Curriculum based industrial visit for UG students in Vth semester and for PG students in III sem has been added to the amended scheme.

As per UGC and industrial trend for future prospective of the students, we have added skill enhancement (English and communication skill) and Ability enhancement courses for value addition to the curriculum along with the elective courses (Fuel chemistry, Polymer Chemistry, Industrial Chemistry, Nanotechnology and its applications, Analytical methods, Spectroscopy) in syllabi of the programs.

As per discussion, we will provide real time problem based project as an assignment such as :

- a) Rainy or tap water analysis associated with problems on human health and environment.
- b). Analysis of different polluted places of soil & effect on environment.
- c). Harmful impact on excessive use of pesticides on crop
- d). Negative impact of excessive use of polyethene and suggestion on alternate resources

4. We will allow our students for industrial internship in last semester for completion of project. Some of the industries are as follows:

- a). Jubilant, Noida
- b).Active Pharmaceutical Ingredients (API), Baddi
- c).Thermo fisher, Noida
- d). Kimia Biosciences Ltd, Gurgaon.

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We will provide some e-book or references to the students as reference material.

School of Basic & Applied Sciences

Department of Physics

School of Basic & Applied Sciences

Minutes of Meeting held on July 20' 2022

Resolution: The report on the MOM of BOS meeting of Department of Physics was approved by the Academic Council under following conditions. The details are as follows:

Out of 7 proposed open elective only Physics of earth and Atmospheric physics will be implemented.

Agenda 6 of MOM, VAC to be converted to Industrial visit as credit based system.

Credit hours changes in the new scheme have to be informed to the Academics and Examination.

Agenda item No 7: Discussion and recommendation to conduct workshops/ seminars for students to enhance their presentation skills. Few titles purposed for workshops and seminars to be held:

- Latest trends in physics for interdisciplinary advancement
- Recent trends in material science
- Emerging trends in theoretical and experimental physics
- Advancements of women in science and technology.
- Recent trends in crystal growth and nano materials.

Agenda item No 8: Discussion and suggestions on NEP 2020:

Three Years Undergraduate Program with option to exit after one/two year.



Prof. (Dr.) K.K. Gautam

Dean, School of Basic and Applied Sciences.

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Agenda: Board of Studies

The Board of Studies meeting is to be conducted on 20th July 2022 in the Department of Physics, School of Basic and Applied Sciences.

Agenda for the BOS are as following:

Agenda Item No. 1: Confirmation of Minutes of previous BOS held on 1-10-2021.

Agenda Item No. 2: Discussion and recommendation on proposed amendments in B.Sc. Hons. Physics Scheme and Syllabus 2021-2024.

Agenda Item No. 3: Discussion and Recommendation on incorporating the skills and subject as per industry trends and future prospectus for designing and developing of Curriculum and syllabi of the program.

Industry based courses are as follow:

Analog system and applications/Lab
Digital system and applications/Lab
Physics of devices and communications/Lab
Experimental Techniques/Lab
Electrical circuits and Network Skills.
Basic Instrumentation Skills

Agenda Item No. 3: Discussion and recommendation on

Research-oriented project in 6th semester of B. Sc. Hons. Physics to give the students experimental knowledge of research. Areas of research projects are as follow:

1. Material science
2. Nanotechnology
3. Polymers
4. Energy storage devices
5. Electronics
6. Photonics

Research based dissertation in 6th semester of B. Sc. Hons. Physics to enhance the writing skills and enable them to write the research article/ review.

Agenda Item No. 4: Discussion and recommendation on Discipline Specific Course (DSC), 1. Nuclear and particle physics,

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2. Nano materials and applications,
3. Renewable energy and energy harvesting
4. Applied optics
5. Medical physics

Agenda item No 5: Discussion and recommendation on Value Added Courses (VAC) for Upcoming session.

Agenda item No 6: Discussion and recommendation on Open Elective Courses (OEC) for upcoming session

Open elective courses are as follow:

Physics of Earth
Atmospheric Physics
Biological Physics
Classical Dynamics
Communication System
Astronomy and Astrophysics

Agenda item No 7: Discussion and recommendation to conduct workshops/ seminars for students to enhance their presentation skills. Few titles purposed for workshops and seminars to be held:

Latest trends in physics for interdisciplinary advancement
Recent trends in material science
Emerging trends in theoretical and experimental physics
Advancements of women in science and technology.
Recent trends in crystal growth and nano materials.

Agenda item No 8: Discussion and suggestions on NEP 2020:

Three Years Undergraduate Program with option to exit after one/two year.


Registrar



Prof. (Dr.) K.K.Gautam

Dean, School of Basic and Applied Sciences

Date: 16/09/2021

To:
Dean Academic Affairs
Lingaya's Vidyapeeth (Deemed to be university)
Faridabad HR


Respected Sir, greetings!

Subject: Seeking Approval for external experts of BOS (SOCM)

It is humbly submitted to you that SOCM is planning for BOS 2021 for which I would like to propose the followings as external expert members.


1. Dr Rahul Pratap Singh Kaurav 'Associate professor' Fortune Institute of International Business, Delhi (from academia)
2. Mr Harsh Trivedi Head Sales Operation Wingreens Pvt. Ltd (from Industry)

Kindly approve. so I can send them formal invitation and appointment letter for BOS

Regards,

Prof. (Dr.) Ambrish Sharma
Associate Dean
School of Commerce & Management
Lingaya's Vidyapeeth (Deemed-to-be University)

Encls:

1. CV Dr RPS Kaurav
2. CV mr harsh Trivedi

ok

16/9/21

Date: 28/9/21

To,
Dean Academic Affairs
Lingaya's Vidyaapeeth
Ludhiana

Subject: Approval for Expert Payment invited for BOS (SOCM)

Respected Sir,

It is humbly submitted to you that School of Commerce & Management Successfully conducted their BOS on 20-9-2021. As Hon'ble PVC Sir has already approved their mail of BOS 2021, So kindly make their honorarium as per the Policy, i.e. Rs. 5000/- per each expert.

Sr. No.	Name	Designation	Affiliation	Amount	Account No.
1	Dr. Rahul Pratap Singh Kaurav	Associate Professor	Fortune Institute of International Business, Delhi (Academician)	Rs.5000/-	50100235030110 HDFC bank IFSC CODE: HDFC0001780
2	Mr. Harsh Trivedi	Head Sale Operation	Wingreens Pvt. Ltd (Industry)	Rs.5000/-	026301516933 ICICI BANK IFSC CODE: ICIC0000263

HOD
School of Commerce & Management
Lingaya's Vidyaapeeth (RBD.)
Prof. (Dr.) Ambrish Sharma
Associate Dean
Socm

28/9/2021

Director Academic
Affairs

To:
Dean Academic Affairs
Lingaya's Vidyapeeth (Deemed to be university)
Faridabad HR

Date: 16/09/2021

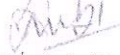
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Regards, 
Prof. (Dr.) Ambrishi Sharma
Associate Dean
School of Commerce & Management
Lingaya's Vidyapeeth (Deemed-to-be University)

- Encls:
1. CV Dr KPS Kaurav
 2. CV mr harsh Trivedi

ok



16/9/21

HOD
School of Commerce & Management
Lingaya's Vidyapeeth (Deemed-to-be University)

To,

Dr Rahul Pratap Singh Kaurav 'Associate professor'

Fortune Institute of International Business, Delhi

Sub: Appointment as External member of BOS in SOCM

Dear Sir,

It is a matter of great pleasure to inform you that the university management has approved your name as an outside member to the Board of Studies (BOS) of SOMC. As per our ordinance your tenure as outside members of BOS of SOMC shall be for 3 years.

We look forward to your active participation as a member of BOS.

Sincerely yours

Prof. Dr. Ambrish Sharma 'Associate Dean'
School of Commerce and Management
LPGGAH, PATEETH
Faujdarabad-121002, Haryana

Cc.

1. Pro-Vice Chancellor
2. Dean – Academics Affairs
3. Registrar
4. BOS file





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Dr. RAHUL PRATAP SINGH KAURAV

Experience in higher education within core domains of Marketing, Tourism, and Statistical Software Packages, available for variety of assignments

Keywords: Associate Professor, Teaching, Research, Managerial Economics, Marketing Management, Services Marketing, Marketing Research, Tourism Concepts-Economics-Marketing, Sales Management, SPSS, Data Analytics, Tableau, Bibliometric Analysis, Meta-Analysis, Qualitative Analysis, MAXQDA, NVIVO

Who am I?

I am into academics since July 2008. I am working as an Associate Professor with Fortune Institute of International Business (FIIB), Delhi. Here I am responsible for teaching, training, research, and accreditations. My teaching and research interests include *Marketing Management, Marketing Research, Services Marketing, Research Methodology, Managerial Economics, and Tourism Concepts-Economics-Marketing*. I am professionally acquired trainer for quantitative and qualitative software of research. I have published 36 research papers in national and international journals of repute, five full papers as chapters in edited books and more than 20 research papers in conference proceedings. I had some Contractual Assignments with online program of *University of Liverpool, USA* as DBA thesis supervisor. I am also associated with the *BITS-Pilani* as an adjunct faculty.

My ideas for future

Having spent more than six years in corporate and 13+ year in academics, I can clearly see myself inclined to work for and contribute to superior classroom experience for my learners. I want to be a part of the group that is dedicated to the cause of education, research, training and consultancy particularly in the areas of Marketing including services and Information System. I love to have a variety of assignment through multiple modes. Preference would be to be a part of a team that faces constant challenges and works in an environment of creativity.

Work experience

Designation	Institute/Organization	Tenure	Responsibilities
Associate Professor	Fortune Institute of International Business, Delhi	July 2021 to till date	Teaching/ Trainings Research/ Consultancy Accreditation E/FPM Supervision
Assistant Professor	Prestige Institute of Management, Gwalior	June 2013 to July 2021 8+ years	Teaching/ Trainings Research/ Consultancy International Collaborations Ph.D. Supervision
Adjunct Faculty	BITS-Pilani	December 2017 to till date 3+ years	Online/ off-sight teaching of WILP (Work Integrated Learning Programme) students
Doctoral Thesis Supervisor – Online	Laureate Online Education International University of Liverpool - Online	November 2015 to March 2021 5 years and 4 Months	Online supervising students of Ph.D. and DBA Involve students in online discussion and crafting strategies for their research
Asst. Professor	Boston College, Gwalior	July 10, 2008 to May 25, 2013 4.10 years	Teaching Research Guiding for research project
Visiting/Guest Faculty	Indian Institute of Tourism and Travel Management (IITTM), Gwalior	July 2012 to December 2012 6 months	Teaching

Professional qualification/ eligibilities

Sl. No.	Examination/Degree	Institute/University	Subject	Year
08	NET	UGC	Tourism Administration and Management	December 2015
07	MTM Masters of Tourism Management	IGNOU, New Delhi	Tourism Management	June 2015
06	Ph.D. #	Jiwaji University, Gwalior [Click for notification]	Management	January 2014
05	NET	UGC	Management	June 2012
04	MBA	ITM, Gwalior offered by PTU, Jalandhar	Marketing, and Information Technology	September 2008
03	CResM Certificate in Research Methodology	Indian Institute of Tourism and Travel Management, Gwalior	Research Methodology, and SPSS	2013
02	Dip. in IT Diploma in Information Technology	NIIT	Information Technology	2003
01	Cert. In Computing Certificate in Computing	IGNOU	Information Technology	2004

Title: Assessing impact of internal marketing on business performance.

Professional certifications and licenses

License	Affiliating organisation	Role
01 MAXQDA Professional Trainer	VERBI Software – Consult -Sozialforschung GmbH Invalidenstr�a�e 74 10557 Berlin, Germany	Web link
02 ISTD Life Time Member	Indian Society for Training & Development, Delhi	

Academic qualification

Examination/Degree	Institute/University	Subject	Year of Completion
BA	Jiwaji University, Gwalior	Economics, Political Science, Sociology	2020
B.Sc.	Jiwaji University, Gwalior	Biology	2006
Higher Secondary School Certificate (12 th)	M.P. Board, Bhopal	Biology	2001
High School Certificate (10 th)	M.P. Board, Bhopal	All subjects	1999

Research/ Consultancy projects

Title	Dur.	Agency	Yr.	Role	Budget
Attracted in total `14,85,000 (approx. \$20357 USD) to my institutions					
Supported projects					
04	Deciphering Rurality in Rural Tourism	24 months	ICSSR	January, 2018 – December, 2019	`7,50,000/- First instalment released `1,87,500/- Ongoing
03	Conceptualizing and measuring social readiness for entrepreneurial orientation: A cross-sectional study	18 months	ICSSR	September 1, 2016 – March 30, 2018	Co-Investigator `4,00,000/- First instalment released `1,60,000/- Second instalment released `1,60,000/- Completed
02	A study of impact of tourism development on commercialization of local tourism enterprises (with special reference to Gwalior-Chambal region of Madhya Pradesh)	18 months	UGC	2011-2012	Co-Investigator `1,35,000/- Likely to be returned because principle investigator has been transferred from Gwalior to Bhopal
01	Phase 2: Expectations of consumer by privatization of MPSEB for next agencies: A study in Gwalior	6 months	Collaborative by Essel Group and pManifold	April-September, 2014	Principle-Investigator `1,20,000/-
	Phase 1: Expectations of consumer by privatization of MPSEB for next agencies: A study in Gwalior	6 months	Collaborative by Essel Group and pManifold	April-September, 2012	Co-Investigator `80,000/-
					Total: `2,00,000/-

Syllabus and course designing/ Member of expert committees

			Dates	Role
04	Vardhman Mahaveer Open University, Kota	Curriculum designing for Undergraduate program in Tourism Meeting at IITTM, Gwalior	April 21-22, 2013	Resource Person
03	Commission for Scientific & Technical Terminology, (Dept. of Higher Education) MHRD	Development of Fundamental Glossary of Tourism Meeting at IITTM, Noida	October 26- 28, 2015	Expert member of the committee
02	Commission for Scientific & Technical Terminology, (Dept. of Higher Education) MHRD	Development of Fundamental Glossary of Tourism Meeting at IITTM, Noida	January 02- 05, 2016	Expert member of the committee
01	Commission for Scientific & Technical Terminology, (Dept. of Higher Education) MHRD	Development of Fundamental Glossary of Tourism Meeting at MDSU, Ajmer	February 13- 17, 2016	Expert member of the committee

e-Contents (MOOCS)

Title	Course	Agency	Link
M13- Destination Management Organisations (DMOs) - importance, types	P13- Destination Management	e-PG Pathshala	Click for Link
M14-Roles of DMOs- IDD and EMD	P13- Destination Management	e-PG Pathshala	Click for Link
M15-Destination Management Companies (DMCs)	P13- Destination Management	e-PG Pathshala	Click for Link
M33-Destination organizing	P13- Destination Management	e-PG Pathshala	Click for Link
M39-Destination Crisis Management	P13- Destination Management	e-PG Pathshala	Click for Link
M40-Culinary Tourism and Destination Management	P13- Destination Management	e-PG Pathshala	Click for Link

Ph.D. Supervision

	Name	Affiliation	Stage	Department	University
05	Sushil Laddhu	Co- Supervisor	RDC Done	Management	Jiwaji University, Gwalior
					Title: The effect of advertising appeals on advertising attitude and purchase intention
04	Shantanu Sahu	Supervisor	Defended Pre-Ph.D. Submission VIVA	Management	Jiwaji University, Gwalior, India
					Title: Assessing the effect of E-service quality and customer satisfaction on e-wom: An empirical investigation of Indian retail stores
03	Maheem Deshwal	Supervisor	RDC Done	Tourism	Jiwaji University, Gwalior, India
02	Pramita Gurjar	Supervisor	RDC Done	Tourism	Jiwaji University, Gwalior, India
01	Priyanka Singh	Supervisor	RDC Done	Tourism	Jiwaji University, Gwalior, India

Professional affiliations

Designated Affiliation	Organization/Body	Responsibilities	Other details
Associate Editor	Prestige International Journal of Management and IT – Sanchayan	Attracting good manuscripts, managing reviews, and editing the final manuscripts	Details July 2020 – till date
Associate Member	International Society for Development and Sustainability (ISDS), Japan	Promoting the publication opportunities within India	[May 2021 – till date]
Country Coordinator	ISLP (International Statistical Literacy Project), Auckland	Organising national events and promote statistical literacy	Click for details [June 2014 – till date]
Member	IACSIT (International Association of Computer Science and Information Technology), Singapore	Local coordination for activities of IACSIT	Membership Number: 80333275
Research Fellow	CMS (Centre for Marketing Science), Dhaka, Bangladesh	Coordination activities of CMS in Madhya Pradesh	[June 2012 – till date]
Life Member	GMA (Gwalior Management Association), Gwalior, India	Coordination of activities for GMA	[January 2009 – till date]
Member of Editorial Board	JMVE (Journal of Management: Values and Ethics), Gwalior, India	International liaison, inviting entries and reviewing papers for journal	http://www.jmveindia.com/team.html [October 2012 - March 2017]
Associate Editor	APJMER (Asia Pacific Journal of Management and Entrepreneurship Research), Bengaluru, India	International Liaison and Inviting entries & editing for final publication	http://www.lebanonfoundation.org.in/html/mgt_editorial.html [January 2013 -December 2017]
Academic Research Member	MSI (Marketing Science Institute), USA	Promoting India operations of MSI	[January 2017 – till date]
Member	IEDRC (International Economics Development Research Center), China	Helping them in their events in India	[May 2017 – till date]

Books (09)

- 09 Kaurav, R. P. S., Gursoy, D., & Chowdhary, N. (Eds.) (2021). *An SPSS Guide for Tourism, Hospitality and Events Researchers*. London: Routledge. ISBN: Paperback: 9780429281068; Hardback: 9780367236571; eBook: 9780429281068 <https://doi.org/10.4324/9780429281068> [Click for Link]
- 08 Bhakar, S. S., Kaurav, R. P. S., Agarwal, V., & Gupta, M. (2019). *Digital Strategies for Organisational Success*, (eds.), USA: SSRN-Elsevier. ISBN: 978-93-5311-464-0 [Click for Link].
- 07 Bhakar, S. S., Gulati, C., & Kaurav, R. P. S., Saxena, H. (2018). *Measure Manage & Facilitate Change to Harness Organisational Potential*, (eds.), New Delhi: Bharti Publications. ISBN: 978-93-85000-81-2 [Click for Link].
- 06 Bhakar, S. S., Rajput, S., Gulati, C., & Kaurav, R. P. S. (2016). *Strengthening Strategies, Shaping Policies, and Empowering Personnel: Key to organizational Competitiveness, Vol-2*, (eds.), New Delhi: Bharti Publications. ISBN: 978-93-85000-81-2.
- 05 Kaurav, R. P. S., Prakash, M., & Singh, S. K. (2017). *Destination Management: Marketing the Destination Internally*, Germany: LAP Lambert Academic Publishing. ISBN: 978-3-330-06635-9 [Click for Link].
- 04 Bhakar, S. S., Rajput, S., Gulati, C., & Kaurav, R. P. S. (2016). *Strengthening Strategies, Shaping Policies, and Empowering Personnel: Key to organizational Competitiveness*, (eds.), New Delhi: Bharti Publications. ISBN: 978-93-85000-42-3 [Click for Link].
- 03 Bhakar, S. S., Kaurav, R. P. S., Parashar, P., & Sankpal, S. (2016). *Sustainable Competitive Advantage through Integrated Marketing Communication*, (eds.), New Delhi: Bharti Publications. ISBN: 978-93-85000-42-3 [Click for Link].
- 02 Tomar, R. S. & Kaurav, R. P. S. (2012). *Marketing Management: An Emerging Perspective*, First Edition, New Delhi: Har-Anand Publications Pvt. Ltd. ISBN: 978-81-241-1692-0 [Click for link].
- 01 Prakash, M., Kaurav, R. P. S. & Sharma, A. (2012). *Services: Trends and Insights*, First Edition, New Delhi: Wisdom Publications. ISBN: 978-93-81505-23-6.

Study material (03)

- 03 Developed one block or two units of Study Material of *Digital Marketing and E-CRM* for Odish State Open University, Sambalpur, Odisha. (Certificate in E-Commerce, CEC) Under CCA 4.0.
- 02 Developed two units of Study Material of *Management Information System* for Vardhman Mahaveer Open University, Kota, Rajasthan. (B.Com. & B.B.A. 2nd year) ISBN: 978-81-8496-318-2.
- 01 Developed two units of Study Material of *e-Commerce* for Vardhman Mahaveer Open University, Kota, Rajasthan. (B.Com. & B.B.A. 3rd year) ISBN: XXX-XX-XXXX-XXX-X

Research papers in journals (36)

| International

- 22 Kanta, K.N.M.; Kaurav, R.P.S.; Allam, U.S.; Srivalli, P. (2021). Wildlife tourism: A synthesis of past, present, and future research agenda. *Enlightening Tourism. A Pathmaking Journal (ISSN 2174-548X)*, 11(2), 390-427. [[Click for link](#)] SCOPUS
UGC-CARE list Group II
- 21 Kaushal, N., Ghalawat, S., & Kaurav, R. P. S. (2021). Nepotism concept evaluation: A systematic review and bibliometric analysis, *Library Philosophy and Practice (ISSN 1522-0222)*, 4896. [[Click for link](#)] SCOPUS
UGC-CARE list Group II
- 20 Rajput, S., Bhakar, S. S., & Kaurav, R. P. S. (2020). Establishing relationship between antecedents of impulse buying, *Pacific Business Review International (ISSN 0974-438X)*, 13(4), 113-129. [[Click for link](#)] WOS-ESCI
UGC-CARE list Group II
- 19 Kaurav, R. P. S., Suresh, K. G., Narula, S. & Baber, R. (2020). New Education Policy, 2020: Qualitative (contents) analysis and twitter mining (sentiment) analysis, *Journal of Content, Community & Communication (Print ISSN 2395-7514 | e-ISSN 2456-9011)*, 12(1), 4-13. [[Click for link](#)] SCOPUS
UGC-CARE list Group II
- 18 Nathani, N., Kaurav, R. P. S., & Pathak, R. (2020). Factors of entrepreneurial readiness in society, *Journal of Asia Entrepreneurship and Sustainability (Print ISSN 1177-4541)*, 16(3), 3-24. [[Click for link](#)] ABDC-C
- 17 Triantafyllou, G., Toanoglou, M. Eirni, S., & Kaurav, R. P. S. (2020). How Web of Science is shaping the research on publications on wine tourism: Bibliometric analysis approach, *Journal of Tourism Quarterly (ISSN 2689-2294)*, 2(3-4), 67-78. [[Click for link](#)]
- 16 Chowdhary, N., Kaurav, R. P. S., & Sharma, S. (2020). Segmenting the domestic rural tourists in India, *Tourism Review International (ISSN 1943-4421)*, 24(1), 23-36. [[Click for link](#)] WOS-ESCI, SCOPUS, ABDC-C, SJR Q3
- 15 Baber, R., Upadhyay, Y., Kaurav, R. P. S., & Baber, P. (2020). Application of 'masstige' theory and approaches for the marketing of smartphone brands in India. *International Journal of Business and Emerging Markets*, 12(3), 296-312. [[Click for link](#)] SCOPUS
UGC-CARE list Group II
- 14 Mehra, A., Paul, J. & Kaurav, R. P. S. (2020). Determinants of mobile apps adoption among young adults: theoretical extension and analysis, *Journal of Marketing Communications (ISSN 1352-7266)*, 26(4), 1-29. [[Click for link](#)] SCOPUS
ABDC-B
SJR Q1
- 13 Baber, R., Kaurav, R. P. S., & Paul, J. (2020). Impact of individual market orientation on selling and customer orientation, *Journal of Strategic Marketing (ISSN 0965-254X)*, 28(4), 288-303. [[Click for link](#)] WOS-ESCI
SCOPUS
ABDC-A
SJR Q2
- 12 Kaurav, R. P. S., Rajput, S., & Baber, R. (2019). Factors affecting the acceptance of e-learning by students: A study of e-learning programs in Gwalior, India, *South Asian Journal of Management (ISSN 0971-5428)*, 26(1), 76-95. [[Click for link](#)] ABDC-C
- 11 Kaurav, R. P. S., Prakash, M. & Baber, R. (2018). The applications of internal marketing variables to destination marketing organizations, *TOURISMOS: An International Multidisciplinary Refereed Journal of Tourism (ISSN 1790-8418)*, 12(2), 23-37. [[Click for link](#)] SCOPUS
UGC-CARE list Group II
- 10 Baber, R., Upadhyay, Y., & Kaurav, R. P. S. (2018). Individuals' Motivation for Joining a Social Group: Examining Their Homogeneity, *Asia-Pacific Journal of*

- Management Research and Innovation (ISSN 2319510X)*, 13(1-2), 1-9. [[Click for link](#)]
- 09 Kaurav, R. P. S., Prakash, M., Chowdhary, N., & Briggs, D. A. (2016). Internal Marketing: Review for next generation businesses, *Journal of Services Research (ISSN 0972-4702, 2581-3412)*, 16(1), 82-95. [[Click for link](#)] ABDC-C
UGC-CARE list Group I
- 08 Baber, R., Kaurav, R. P. S., Williams, R. L. (2015). How travelers differ in their preferences regarding hotel selection: Empirical evidence from travelers in India, *Asian Journal of Tourism and Hospitality Research (ISSN 1908-8388)*, 8-9(1), 15-26. [[Click for link](#)] ABDC-C
- 07 Kaurav, R. P. S., Paul, J., & Chowdhary, N. (2015). Effect of internal marketing on hotels: Empirical evidences for internal customers, *International Journal of Hospitality and Tourism Administration (ISSN 1525-6480 print | 1525-6499 online)*, 16(4), 311-330. [[Click for link](#)] WOS-ESCI
SCOPUS
ABDC-B
SJR Q2
- 06 Kaurav, R. P. S., Baber, R., Chowdhary, N., & Kapadia, S. (2015). Destination performance: Importance of redefining DMOs, *Asia Pacific Journal of Innovation in Hospitality and Tourism (ISSN 2289-1471)*, 4(1), 125-142. [[Click for link](#)] SCOPUS
- 05 Kaurav, R. P. S., Prakash, M., Verma, J. P., & Chowdhary, N. (2015). Does internal marketing influences organisational commitment? Empirical evidences from hotels in Gwalior, *Current Issues of Tourism Research (ISSN 2048-7878)*, 4(2), 19-26. [[Click for link](#)]
- 04 Kaurav, R. P. S. (2015). Assessing impact of internal marketing: on business performance: Doctoral dissertation summary, *European Journal of Tourism Research (ISSN 1994-7658/ 1314-0817)*, 10(1), 136-139. [[Click for link](#)] WOS-ESCI
SCOPUS
SJR Q3
- 03 Kaurav, R. P. S. (2014). Redefining sustainable tourism in Indian perspective: Seven steps approach, *Journal of Marketing and Operations Management Research (ISSN: 1949-4912)*, 2(1), 43-50. [[Click for link](#)]
- 02 Kaurav, R. P. S. & Prakash, M. (2011). Internal marketing – A gizmo to bind employees' power in tourism enterprises, *South Asian Journal of Tourism and Heritage (ISSN 0974-5432)*, 4(2), 173-183. [[Click for link](#)]
- 01 Kaurav, R. P. S., Shukla, U. N. & Prakash, M., (2011). Managerial culture – 'Mental Gear': A study for the employees' disposal in tourism enterprise, *International Journal of Business Economics and Management Research (ISSN 2229-4848)*, 2(2), 112-120. [[Click for links](#)]

| National

- 15 Kaurav, R. P. S. & Yadav, S. (2017). Inclination towards entrepreneurship: A study of undergraduate students in management programme, *Journal of Entrepreneurship and Management, (ISSN: 2277-6850)*, 6(3), 35-42. [[Click for link](#)] UGC Sr. No.: 48123
- 14 Kaurav, R. P. S. & Verma, J. P. (2017). Attributes contributing in the positioning: Multidimensional analysis of hotels in Gwalior, *International Journal of Applied Marketing and Management (ISSN: 2455-0132)*, 6(3), 29-34. UGC Sr. No.: 48097
- 13 Kaurav, R. P. S. & Chowdhary, N. (2016). The roles of destination marketing organizations (DMOs) in travel and tourism, *Marketing Mastermind (ISSN: 9770972515000-02)*, 13(2), 15-18. UGC Sr. No.: 43007

- 12 Baber, R. & Kaurav, R. P. S. (2015). Criteria for hotel selection: A study of travellers, *Pranjana: The Journal of Management Awareness (ISSN: 0971-9997)*, 18(2), 52-59. UGC Sr. No.: 38329
- 11 Baber, R., Kaurav, R. P. S., & Baber, P. (2014). Predictors of individual market orientation: A study of Indian financial organisation, *Prestige International Journal of Management & IT – Sanchayan (ISSN: 2277-1689)*, 3(2), 50-58. [[Click for link](#)] UGC Sr. No.: 45039
- 10 Shukla, U. N., & Kaurav, R. P. S. (2014). Competencies of frontline executives: A suggestive framework, *Shodh-Dhara (ISSN: 0975-3664)*, 2&3 (1), 261-264. [Grade 'A' | Impact Factor: 5.10].
- 09 Kaurav, R. P. S. (2014). Preferences for internal marketing and organisational commitment: Empirical evidences from hotels, *Pranjana: The Journal of Management Awareness (ISSN: 0971-9997)*, 17(1), 25-36. [[Click for link](#)] UGC Sr. No.: 38329
- 08 Kaurav, R. P. S., & Prakash, M. (2014). The evolution and appearance of the internal marketing concept (IMC): Literature review in the context of 4Ps, *Pramanik (ISSN: 2249-118X)*, 3(1), 158-165.
- 07 Baber, R., Upadhyay, Y., & Kaurav, R. P. S. (2014). Antecedents and consequences of individual marketing orientation, *Prabandhan: Indian Journal of Management (ISSN: 0975-2854)*, 7(4), 37-47. [[Click for link](#)] UGC Sr. No.: 38263
- 06 Kaurav, R. P. S., & Prakash, M. (2013). How internal marketing produces quality in tourism and tourism related businesses, *Productivity (ISSN: 0032-9924 | e-ISSN: 0976-3902)*, 53(4), 311-319. UGC Sr. No.: 31809
- 05 Kaurav, R. P. S. (2012). Internal marketing practices for elders': A study of tourism hotels, *Journal of Management Value & Ethics (ISSN 2249-9512)*, 3(4), 81-85.
- 04 Singh, H.P., Kaurav, R. P. S. & Saxena, A. (2012). Global Media and Journalism, *Saaransh: RKG Journal of Management (ISSN 0975-4601)*, 3(2), 78-81. UGC Sr. No.: 45958/ 49347
- 03 Kaurav, R. P. S. & Chowdhary, N. (2012). Cultural Impacts of Tourism: A Literature Review in Indian Perspective, *Syndicate: The Journal of Business*, 11(1), 01-14.
- 02 Kaurav, R. P. S., Shukla, U. N. & Singh, H. P., (2011). Decision making styles of consumer in malls: A study with reference to malls in Gwalior, *Journal of Business Analysis (ISSN 2231-1165)*, 1(1), 180-187.
- 01 Kaurav, R. P. S., Chowdhary, N. & Shukla, U. N., (2011). Impact of internal marketing on external marketing in tourism enterprises: A study in the focus of Madhya Pradesh, *Journal of Global Information and Business Strategy (ISSN 0976-4925)*, 2(1), 15-24.

Case studies (06)

| International

- 05 Bhakar, S. S., Kaurav, R. P. S., Dumblekar, V., Sharma, V., Patel, D., Sanyal, J., Agarwal, M. & Chaturvedi, A. (2015). Scheming employees milk: Employee welfare schemes, A case study published by *European Case Clearing House*, Reference No. 415-154-1 [Reference number of teaching notes: 415-154-8] [[Click for details](#)].
- 04 Bhakar, S., Dua, B., Jain, K., Kaurav, R. P. S., Narang, K, & Garg, P. (2014). Are monetary and non-monetary rewards great motivators, A case study published by *European Case Clearing House*, Reference No. 415-069-1 [Reference number of teaching notes: 415-069-8] [[Click for details](#)].
- 03 Bhakar, S., Dua, B., Kaurav, R. P. S., Jain, K., Narang, K, & Garg, P. (2014). Ignorance of the health and safety issues at Overcent Pvt. Ltd., A case study published by *European Case Clearing*

House, Reference No. 615-029-1 [Reference number of teaching notes: 615-029-8] [[Click for details](#)].

- 02 Bhakar, S., Dua, B., Kaurav, R. P. S., Jain, K., Narang, K, & Garg, P. (2014). Channelize energies for constructive change, A case study published by *European Case Clearing House*, Reference No. 415-065-1 [Reference number of teaching notes: 415-065-8] [[Click for details](#)].
- 01 Nathani, N., Sandhar, S., Kulshrestha, K. & Kaurav, R. P. S. (2009). Sleepless nights at Nidra Ltd., A case study published by *European Case Clearing House*, Reference No. 610-008-01 [Reference number of teaching notes: 610-008-08] [[Click for details](#)].

National

- 01 Singh, K., & Kaurav, R. P. S. (2013). Responsibility to manage pilgrim destination: Study on HolaMohalla at Shri Anandpur Sahib, *Scholarly Research Journal for Interdisciplinary Study* (pISSN 2319-4766/ eISSN 2278-8808), Vol. 1, No. 3, pp. 180-193.

Chapters in edited books (12)

- 12 Kaurav, R.P.S., Chowdhary, N., & Gursoy, D. (2020), Why research in tourism, hospitality, and events? Kaurav, R. P. S., Gursoy, D. and Chowdhary, N. (Eds.) *An SPSS Guide for Tourism, Hospitality and Events Researchers*, Routledge, pp. 1-19. [ISBN: 9780367236588] [[Click for details](#)].
- 11 Kaurav, R.P.S., Gursoy, D. & Prakash, M. (2020), Why do we need SPSS? Kaurav, R. P. S., Gursoy, D. and Chowdhary, N. (Eds.) *An SPSS Guide for Tourism, Hospitality and Events Researchers*, Routledge, pp. 1-19. [ISBN: 9780367236588] [[Click for details](#)].
- 10 Kaurav, R.P.S., Baber, R. and Rajput, S. (2020), Technology-driven tourism and hospitality industry as a tool for economic development: A bibliometric analysis, Hassan, A. and Sharma, A. (Eds.) *The Emerald Handbook of ICT in Tourism and Hospitality*, Emerald Publishing Limited, pp. 469-486. [ISBN: 978-1-83982-689-4] <https://doi.org/10.1108/978-1-83982-688-720201030> [[Click for details](#)].
- 09 Sharma, S., & Kaurav, R. P. S., (2017). Marketing Destinations to Domestic Travelers, eds. D. Gursoy & C.G. Chi, *The Routledge Handbook of Destination Marketing*, pp. 123-132, London and New York: Routledge, Inc [ISBN: 978-1-315-10116-3] [[Click for details](#)].
- 08 Kaurav, R. P. S., Sharma, S. (2017). Familiarization (FAM) Trip, eds. L. L. Lowry, *The SAGE International Encyclopedia of Travel and Tourism*, pp. 471-472, Thousand Oaks: SAGE Publications, Inc [ISBN: 978-14-83368-94-8] [[Click for details](#)].
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- 06 Kaurav, R. P. S., Kumar, V., Thomas, G., Baber, R. (2016). Internal marketing and destination performance, eds. S.P. Bansal, S. Kulshrestha, V. Kumar, & P. K. Gautam, *Tourism Innovations and challenges in the age of M-Commerce*, pp. 203-211, New Delhi: Bharti Publications [ISBN: 978-93-85000-35-5].
- 05 Kaurav, R. P. S., Singh, C. B., Mukherjee, K., Bhardwaj, A. Pandey, A. & Chauhan, S. (2016). Motives behind holiday journey: Cluster analysis approach, eds. S.S. Bhakar & G. Mathur, *A Systematic Guide from Research to Manuscript*, pp. 295-306, New Delhi: Bharti Publications [ISBN: 978-93-85000-87-4].

- 04 Mehra, A., Kaurav, R. P. S., & Baber, R. (2015). An evaluation of customer perception of service quality in internet banking, eds. S.S. Bhakar & S. Bhakar, *A Procedural Guide to Write a Research Paper*, pp. 184-196, New Delhi: Bharti Publications. [ISBN: 978-93-85000-07-2].
- 03 Kaurav, R. P. S., Kaur, J., & Singh, K. (2013). Rural tourism: Impact study - An integrated way of development of tourism for India. In R. K. Miryala (Ed.), *Changing Paradigms of Rural Management* (pp. 313-320). Hyderabad: Zenon Academic Publishing. [ISBN: 978-81-926819-0-0].
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Publications in conference proceedings (22)

| International

- 09 Kaurav, R. P. S., Yadav, S., Baber, R., & Shukla, U.N. (2016). Effect of internal marketing on organizational commitment and job satisfaction: Insights from bank employees, In S. S. Bhakar, S. Rajput, C. Gulati, R. P. S. Kaurav (Eds.), *Strengthening strategies, shaping policies, and empowering personnel: Key to organizational competitiveness, Vol. I*, in international conference proceedings, organized by Prestige Institute of Management, Gwalior, India, in January 2017. pp. 232-242. New Delhi: Bharti Publications. [ISBN: 978-81-933172-7-3]
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- 06 Singh, P., Kushwah, R. S., & Kaurav, R. P. S. (2015). Enterprising behaviour in tourism: An assessment of students' intent, In S. S. Bhakar, R. Banerjee, A. Maheshwari, & S. Rajput (Eds.), *Creative and Innovative Excellence for World in Motion, Vol. I*, in international conference proceedings, organized by Prestige Institute of Management, Gwalior, India, in January 2015. pp. 416-425. New Delhi: Bharti Publications. [ISBN: 978-9381212-98-1]
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- 03 Mehra, A., Sharma, A., Kaurav, R. P. S., & Rajput, S. (2012). Business opportunities in automobile sector (cars) after Copenhegan summit, eds. Bhakar, S. S., Singh, T., Yadav, K. K. & Mehra, A. 'Transformation and survival of business organisation' in an international conference proceeding, organized by Prestige Institute of Management, Gwalior, in December 2011. pp. 349-357, New Delhi: Macmillan Publishers India Ltd. [ISBN: 978-935-059-061-4]
- 02 Kaurav, R. P. S., Mehra, A. & Gupta, B. (2011). Internal Marketing issues in educational institutions: a special reference to Gwalior city, eds. Bhakar, S. S., Nathani, N., Singh, T. & Bhakar, S. 'Global business recession: Lessons learnt' in an international conference proceeding, organized by Prestige Institute of Management, Gwalior, in January 2011, pp. 308-311, New Delhi: Cresnet Publishers. [ISBN: 978-81-910494-2-8]
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| National

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- 12 Kaurav, R. P. S., Baber, R., Shukla, U.N., Prakash, M., & Singh S.K. (2016), Attractions of gwalior as tourist destination: IPA as evaluation tool, in conference proceedings of national Marketing Seminar at Prestige Institute of Management, Gwalior, *Sustainable Competitive Advantage through Integrated Marketing Communication*, pp. 382-393, New Delhi: Bharti Publications [ISBN: 978-93-85000-42-3]. ISBN: [\[Click for Link\]](#)
- 11 Garg, M., Kulshrestha, P., Mishra, S. & Kaurav, R. P. S., (2016), Determinants of investment: Investors behaviour in Gwalior, in conference proceedings of national Finance Seminar at Prestige Institute of Management, Gwalior, *Financial Matters in Global Perspectives*, pp. 154-166, New Delhi: Bharti Publications [ISBN: 978-93-85000-28-7].
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- 09 Kaurav, R. P. S. (2013). Internal marketing: 7 methods and 21 maneuvers to improve capabilities of your squad, In A. K. Tyagi, G. Thomas, & A. K. Singh (Eds.), *Evolving Management Paradigms in Manufacturing & Service Sectors* (pp. 183-186). Gwalior: IPS Group Publishing [ISBN: 978-81-922218-0-3].
- 08 Kaurav, R. P. S., Chahar, D. S. (2012). Ethics in management research: Dilemmas for global economic perspective, In V. Agrawal (Ed.), *Indian Economy & International Perspective* (pp. 491-497). Jaipur: Indus Valley Publications [ISBN: 81-8182-527-8].

- 07 Kaurav, R. P. S., Chahar, D. S. & Ishrat, S. (2012). Word of Mouth: Persuasiveness and pervasiveness Critical Analysis for Tourism Industry in Global Perspective, in a UGC Sponsored national conference's proceedings, organized by Bhagawat Sahai Govt. College, Gwalior, in January 2012. pp. 344-353, Jaipur: Indus Valley Publications. [ISBN: 81-88719-68-4]
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- 05 Kaurav, R. P. S., Prakash, M. & Singh H.P., (2011). Medical tourism: A changing business scenario for India, in a digital CD format of seminar proceedings for various digital libraries of national institutes, With 2nd serial number.
- 04 Singh, H.P., Jindal, S. & Kaurav, R. P. S., (2011). Adult Education and E-Learning, *Proceedings of the National Conference on 'Turbulent Business Environment: The Road Ahead'*, 11-12 February 2011, Published by giBS, Rohini, New Delhi, pp. 116-121.
- 03 Shukla, U.N. & Kaurav, R. P. S., (2010). *Who should finance higher education in India*, in conference proceedings of MPPURC, *Participation of private sector in development of higher education in Madhya Pradesh: Challenges and opportunities*, pp. 78-85.
- 02 Bhakar, S.S., Mehra, A. & Kaurav, R. P. S., (2010). *Relationship between overall internet banking service quality and customer satisfaction and their comprehensive effect on corporate brand image and customer retention – A study in India*, in conference proceedings of giBS, *Innovative strategies for value creation and management*, pp. 1-14.
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Popular Article (01)

| International

- 01 Kaurav, R. P. S., & Hooda, D. S. (2015). Event report of national statistical literacy poster competition 2014-15, *ISLP Newsletter: Newsletter of the international Statistical Literacy Project*, 8 (1), 3. [[Click for link](#)]

Events Organized/Participated

	Name of Event	Organized/Sponsored	Role	Duration
Events Organized				
07	10th International Conference Themed <i>Digital Strategies for Organizational Success</i>	Prestige Institute of Management, Gwalior Approved by MHA (Ministry of Home Affairs) and MEA (Ministry of External Affairs) Sponsored by AIMS and MPCST	Coordinator	January 5-7, 2019

06	9th International Conference on General Management Themed <i>Measure, manage & facilitate change to harness organizational potential</i>	Prestige Institute of Management, Gwalior Approved by MHA (Ministry of Home Affaires) and MEA (Ministry of External Affairs)	Co-coordinator	January 6-8, 2018
05	8th International Conference on General Management Themed <i>Strengthening strategies, shaping policies, and empowering personnel: Key to organizational competitiveness</i>	Prestige Institute of Management, Gwalior Approved by MHA (Ministry of Home Affaires) and MEA (Ministry of External Affairs)	Co-coordinator	January 7-9, 2017
04	1st National Conference of Marketing Themed <i>Sustainable Competitive Advantage through Integrated Marketing Approach</i>	Prestige Institute of Management, Gwalior	Coordinator	October 2015
03	National Statistical Literacy Poster Competition (NSLPC) 2014-15	Prestige Institute of Management, Gwalior Dean (Research), Jaypee University of Engineering and Technology, Guna	Coordinator	October 2014
02	4 th International 'Boot camP' Pre-conference workshop	Prestige Institute of Management, Gwalior	Coordinator	January 2014
01	National workshop of Six Sigma	Vikrant Institute of Management, Gwalior	Coordinator	April 2012

Events Participated

	Name of Event	Organized/Sponsored	Paper presented (Title)	Duration
<i>International Conferences</i>				
16	TOURMAN 2021	International Hellenic University, Thessaloniki, Greece	India as a preferred destination: An international perspective	21-23 rd May 2021
15	Global Conference of Services and Retail Management (GLOSERV)	University of South Florida, Florida	Motivations of young tourists for spiritual travel in India	1-3 rd April 2021

University of Naples Federico II, Italy				
14	Managing Tourism Across Continents (MTCON)	University of South Florida, Florida	Motivations of young tourists for spiritual travel in India	1-3 rd April 2021
13	10 th Conference on Excellence in research and Education (CERE 2019)	Indian Institute of Management, Indore IIM-Indore	Hierarchy of factors of entrepreneurial readiness in society: An AHP approach	3-5 th May 2019
12	International Conference on 'Technology innovation and management for sustainable development' TIMS-7	ITM University, Gwalior	Addition to the 'masstige' theory and approaches for the marketing of smartphone brands in an emerging market	29-30 th March 2019
11	International Conference on 'Digital strategies for organizational success'	Prestige Institute of Management, Gwalior Sponsored by AIMS and MPCST	Content marketing: concepts and its relevance in the tourism industry Antecedents of HR challenges in tourism industry – with reference to Agra Cryptocurrency technology: Prospects in the success of different organisation	5-7 th January 2019
10	International Conference on 'Rurality, ruralism, and rural tourism: Challenges and coping strategies'	Department of Tourism and Hospitality Management, Jamia Millia Islamia, Delhi	Segmenting the tourist by motivation for rural tourism in India	15-17 th November 2018
09	Soochow Forum for International Young Scholars	Dongwu Business School, Soochow University, China	--- Invited Speaker ---	8-10 th April 2018
08	International Conference on 'Strategies for inclusive growth and sustainable development in India'	School of Economics, Devi Ahilya University, Indore Development Foundation, Indore	Factors in store atmosphere inducing impulse buying: A study on recent development in retail industry	27-28 th January 2018
07	International Conference on 'Measure, manage, &	Prestige Institute of Management, Gwalior	Relationship between internal marketing, organisational commitment, & job	7-8 th January 2018

	<i>facilitate change to harness organizational potential'</i>		satisfaction: Insights for banking professionals	
06	International Conference on 'Strengthening strategies, shaping policies and empowering personnel: Key to organizational competitiveness'	Prestige Institute of Management, Gwalior	Evaluating relationship between internal marketing and employee engagement: Evidences from banking employees Defining the concept of consumer confusion	7-9 th January 2017
05	International Conference on 'Innovation and Emerging Trends in Business Management and Information technology'	School of commerce and business studies, Jiwaji University, Gwalior	Effects of online reviews on online purchase intentions	25-27 th September 2016
04	6 th International Conference on 'Creative and Innovative Excellence for World in Motion'	Prestige Institute of Management, Gwalior	Enterprising behaviour in tourism: An assessment of students' intent Brand India, policies and possibilities: Case to promote destinations How market orientation can be developed?	10-12 th January 2015
03	4 th Biennial International Conference on 'Entrepreneurship, Tourism, Environment & Energy'	Maharshi Dayanand Sarswati University, Ajmer	Entrepreneurial inclination of tourism students in modern day	11-12 th October, 2014
03	5 th International Conference on 'Sustainability Management and Power of Innovation.'	Prestige Institute of Management, Gwalior	Impact of tourism in transitional economy: A study in India perspectives Market orientation and business performance in tertiary sector	10-12 th January 2014
02	5 th International Seminar on 'Employment Generation in Developing Countries: Challenges and Opportunities.'	Swami Shukdevanand PG College, Shahjahanpur, UP UGC Sponsored	Medical tourism: An employment generation formula for India in internet age	23-24 th February 2013
01	1 st International Conference on 'Global Business Recession: Lessons Learnt.'	Prestige Institute of Management, Gwalior	Internal marketing issues in educational institutions: A special reference to Gwalior city	8-10 th January 2010

National Conferences

26	3 rd National HR Seminar on ' <i>Integrating Indian management philosophy with modern management for human excellence</i> '	Prestige Institute of Management, Gwalior	Does emotional intelligence always affect job satisfaction? Internal marketing and moderating role of employees: Study of tour operators and travel agencies	17 th November 2018
25	National Seminar on ' <i>Global Advancement in HRM: Innovations & Practices</i> '	Prestige Institute of Management, Gwalior	Measuring impact relationship between internal marketing, organization commitment and job satisfaction	19 th November 2016
24	National Seminar on ' <i>Frontier Global Economy: Issues and Challenges in New Millennium.</i> '	BVM College of Management Education, Gwalior, MP	Sources and types of confusion: A study in perspectives of tourism	19 th June 2016
23	National Seminar on ' <i>Contemporary Issues in Commerce and Management.</i> '	Govt. KRG Post Graduate (Autonomous) College, Gwalior, MP Sponsored by IQAC, Govt. KRG PG College, Gwalior	Hotel selection criteria: CFA Approach	8 th May 2016
22	National Seminar on ' <i>Global Issues, Trends & Opportunities in Tourism and Hospitality Sector.</i> '	SOS – Tourism and Travel Management, Jiwaji University, Gwalior, MP	Tourist dilemma: Confusion in deciding destination of visit Hitchhiking: Issues and challenges in India	12-13 th March 2016
21	National Seminar on ' <i>Service Integration for Value Generation in Tourism and Allied Services.</i> '	The Business School (TBS), University of Jammu, Jammu Under UGC SAP-DRS-II	Assessment of hotel selection criteria for tourist Dimensions of wellness tourism in India	26-27 th February 2016
20	National Seminar on ' <i>Redefining the Human Resource Paradigm in Changing Cultural, Social & Economic Environment.</i> '	Prestige Institute of Management, Gwalior	A new beginning at the spark golf resort – A case study	1 st November 2014

19	National Seminar on ' <i>Social Ethics of Technology and Business in Entrepreneurship Management.</i> '	Madhav Institute of Technology and Science, Gwalior Sponsored by NSTEDB, Ministry of Science and Technology, Govt. of India, New Delhi	Entrepreneurial inclination of tourism students in Gwalior	18-20 th October 2014
18	Indo-Global Education Summit, 2013	The Indus Foundation, USA	---	9 th November 2013
17	National Conference	Institute of Professional Studies, Gwalior	Internal marketing: 7 methods and 21 maneuvers to improve capabilities of your squad	17-18 th March 2013
16	National conference on ' <i>Tourism and Cultural Heritage of Rajasthan: Issues and Challenges.</i> '	Centre for Tourism and Heritage Research, Dayanand College, Ajmer UGC Sponsored	Repositioning Punjab as cultural heritage destination	8-9 th December 2012
15	National conference on ' <i>Tourism and Cultural Heritage of Rajasthan: Issues and Challenges.</i> '	Centre for Tourism and Heritage Research, Dayanand College, Ajmer UGC Sponsored	Internal Marketing: 7 methods and 21 tactics to improve capabilities of service squad	8-9 th December 2012
14	National research seminar on ' <i>Indian Economy and Internal Perspective.</i> '	Dr. B.S. Govt. College, Gwalior UGC Sponsored	Ethics in management research: Dilemmas for Global Economic Perspective	23-24 th August 2012
13	National Conference	Madhav Mahavidyalaya, Gwalior UGC Sponsored	Internal Marketing Practices: An Investigation of International Tourism Hotels for Elders	March 2012
12	National seminar on ' <i>Achievements of India on World Economic Forum.</i> '	Dr. B.S. Govt. College, Gwalior UGC Sponsored	Word of mouth: Persuasiveness and pervasiveness critical analysis for tourism industry in global perspective	28-29 th January 2012

11	National conference on ' <i>Environmental Accounting, Sustainable Development & Environmental Protection.</i> '	Center for Tourism and Heritage Research, Dayanand College, Ajmer UGC Sponsored	Impact of online social networks on travel behaviour and information search: usage of social network by foreign travellers on Indian Visit-a demographic profile	9-11 th January 2012
10	1 st National Conference on ' <i>Tourism, Culture and Travel Literature.</i> '	FACET, Ajmer CTHR, Ajmer Dept. of Tourism, Govt. of Rajasthan Sponsored	Impact of online social networks on travel behaviour and information search: Usage of social network by foreign travellers on Indian Visit	27-28 th September 2011
09	National seminar on ' <i>Services Sector: An Agenda for India's Growth.</i> '	NIILM, Greater Noida	Medical tourism: A changing business scenario for India	4 th March 2011
08	National conference on ' <i>Contemporary Business Scenario: Opportunities & Challenges.</i> '	TIT, Bhopal	Decision-making styles of consumer in malls: A study with reference to malls in Gwalior	26-27 th February 2011
07	National seminar on ' <i>Role of Private Sector in Development of Higher Education in M.P.</i> '	Madhya Pradesh private universities regulatory commission, Bhopal	Who should finance higher education in India	27 th October 2010
06	National Conference	giBS, New Delhi	Relationship between overall internet banking service quality and customer satisfaction and their comprehensive effect on corporate brand image and customer retention- a study in India (in Absentia)	12-13 th February 2010
05	National conference on ' <i>Impact of Global Financial Crisis on Indian Economy and Employment Opportunities.</i> '	Department of Management Technology, ITM Universe, Gwalior	e-Commerce careers: a survey of the online marketplace	8-9 th August 2009
04	National Conference on ' <i>Innovation and Adaptability: Twin Engine of Sustained Growth.</i> '	Prestige Institute of Management, Gwalior	Mass-Customization through synchronization of technology, economy, and innovation	29-30 th March 2009
03	National seminar of Indian Commerce Association, MP State Chapter	KRG College, Gwalior	Emerging Networks in Telecom Industry and their Application	27-28 th February 2009

**Indian commerce
association (MP
Chapter)**

02	National seminar on 'Env. Crisis and its Solution.'	Govt. PG College, Morena MPCST, Bhopal Sponsored	Strategic fight with environmental crisis: A management perspective	7-8 th February 2009
01	National seminar on 'Current Status and Importance of Copyright and IPR Issues	Jiwaji University, Gwalior	---	27-28 th December 2008
FDPs/ MDPs/ Workshops				
24	FDP "Structural Equation Modelling"	Manipal Institute of Management AICTE-ATAL Academy	-	17-21 st May 2021
23	Research Academy Program	University of South Florida, Florida Association of North America Higher Education International	-	31 st March 2021
22	The Power of Storytelling through Data	Centre for marketing in Emerging Economies, IIM, Lucknow	-	07 th June 2020
21	Learning, Pedagogy and Effective Use of Case Methodology	ASM Group of Institutions, Pune	-	17-21 st May 2020
20	10 th National Research Methodology Workshop	Prestige Institute of Management, Gwalior	The effect of variety seeking, brand image, & social self on brand love and word of mouth	30 th August – 03 rd September 2018
19	17 th National Case Writing Workshop	Prestige Institute of Management, Gwalior	Cosmo's value pricing	20-22 nd April 2018
18	NPTEL online certificate	NPTEL-IIT, Toorkee	Marketing Research and Analysis	July-Sep 2017
17	15 th National Case Writing Workshop	Prestige Institute of Management, Gwalior	Effective Leadership is What Matters at the End Trends to be set, but what come next	24-26 th April 2016

16	7 th National Research Methodology Workshop	Prestige Institute of Management, Gwalior	Positioning of restaurants in Gwalior: Multidimensional Scale (MDS) approach	20-23 th August 2015
15	14 th National Case Writing Workshop	Prestige Institute of Management, Gwalior	Developed one case for 'The Case Centre, US'	24-26 th April 2015
14	Faculty Development Programme	ABV-Indian Institute of Information Technology and Management, Gwalior	<i>Multivariate and Advanced Data Analysis in Marketing</i>	14-20 th March 2015
13	6 th National Research Methodology Workshop	Prestige Institute of Management, Gwalior	Christmas holiday journey decision: A study of factors and clusters	21-24 th August 2014
12	13 th National Case Writing Workshop	Prestige Institute of Management, Gwalior	Developed one case for 'The Case Centre, US'	25-27 th April 2014
11	5 th National Research Methodology Workshop	Prestige Institute of Management, Gwalior	Motives behind holiday journey: Cluster analysis approach	29 th Aug – 1 st Sep, 2013
10	12 th National Case Writing Workshop	Prestige Institute of Management, Gwalior	Developed two cases for 'The Case Centre, US'	26-28 th April 2013
09	Faculty Development Programme	ABV-Indian Institute of Information Technology and Management, Gwalior	<i>e-Marketing</i>	30-31 st March 2013
NMEICT Sponsored				
08	Faculty Development Programme	EDC, Madhav Institute of Technology and Science, Gwalior	---	29 th December 2012 – 11 th January 2013
		Sponsored by Department of Science and Technology (DST), New Delhi		
07	National workshop on 'Ecotourism Activities in Protected Areas'	Madhya Pradesh Ecotourism Development Board, Bhopal	---	4-5 th December 2012
		Sponsored by Forest Department, Govt. of M.P.		

06	National workshop on 'Six Sigma – Yellow Belt.'	Vikrant Institute of Management, Gwalior	---	23-24 th April 2012
05	3 rd National Research Methodology Workshop	Prestige Institute of Management, Gwalior	An evaluation of customer perception of service quality in internet banking	28-31 st August 2011
04	Case writing workshop 'Case Folio – 2010.'	giBS, New Delhi	---	27 th November 2010
03	1 st National Research Methodology Workshop	Prestige Institute of Management, Gwalior AICTE Sponsored	Effect of ecological behaviour on purchase intention: A demographic Study	28-31 st August 2009
02	8 th National Workshop for case writing	Prestige Institute of Management, Gwalior	Developed one case "Sleepless nights at Nidra Ltd." published by <i>European Case Clearing House</i> , Reference No. 610-008-01.	2-4 th March 2009
01	Entrepreneurship Development Programme	Madhav Institute of Technology and Science, Gwalior Sponsored by NSTEDB, Ministry of Science & Technology, Govt. of India, New Delhi	---	28 th March – 12 th April 2006

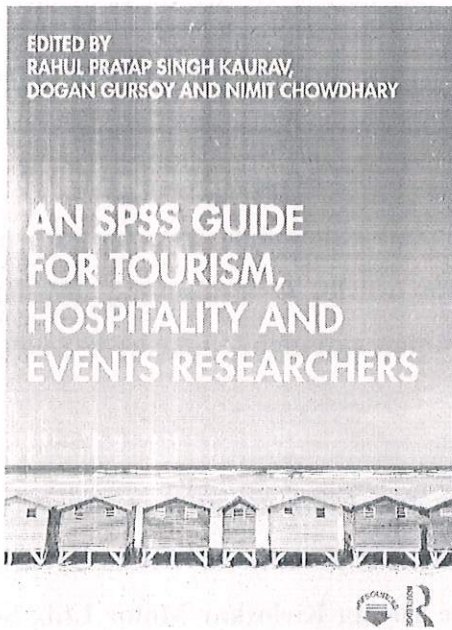
Personal details

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Date of birth	January 10, 1984		
Marital status	Married	Wife name	Mrs. Neeraj Kaurav
Children	Daughter: Born in 2006	Son:	Born in 2011
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Nationality	Indian	Voter id card no.	DSQ 1365121
PAN	ASBPK9478R	Driving License No.	MP32N-2006-0011576
		Passport No.	I have a valid passport

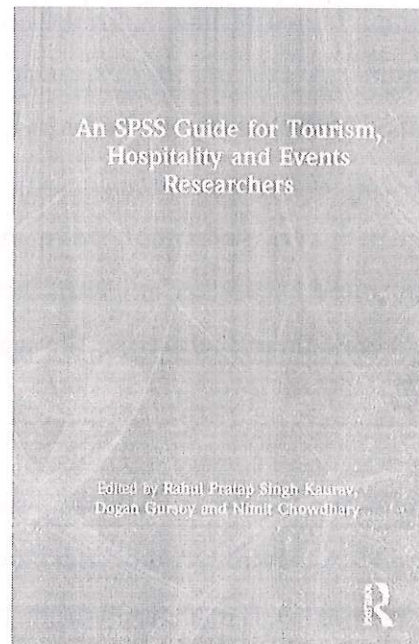
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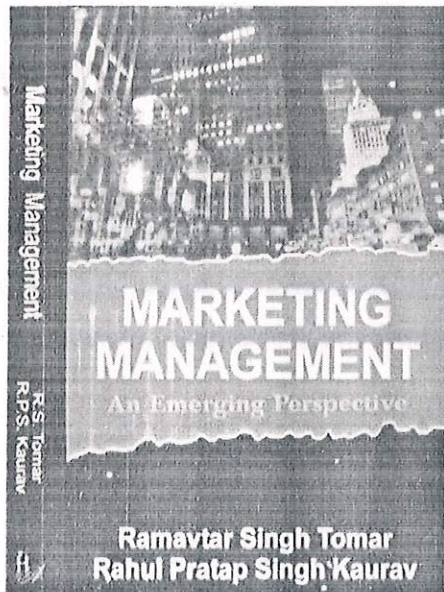
@ More referees available on request.



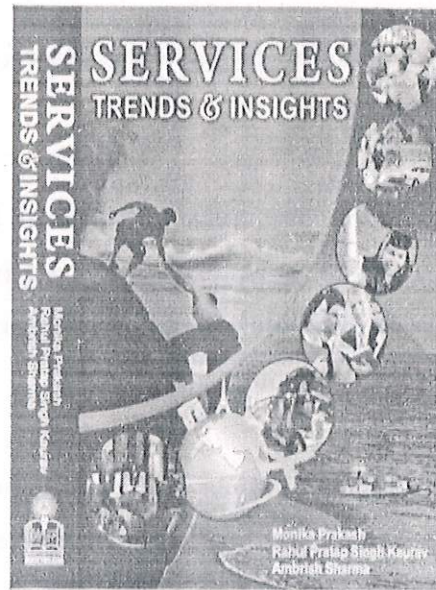
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ISBN 9780367236571



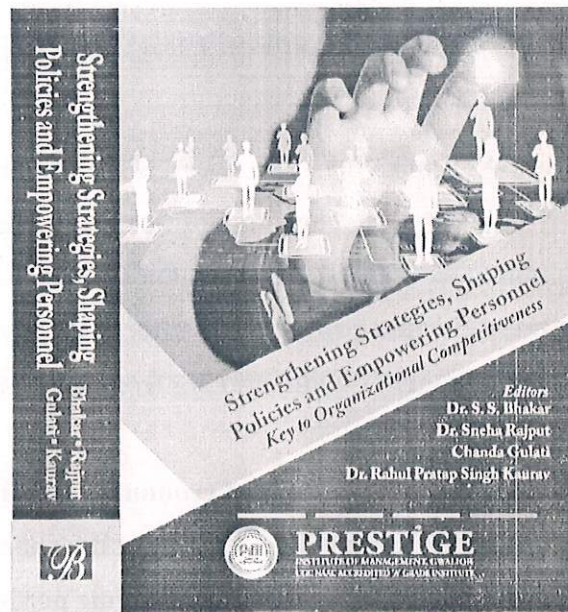
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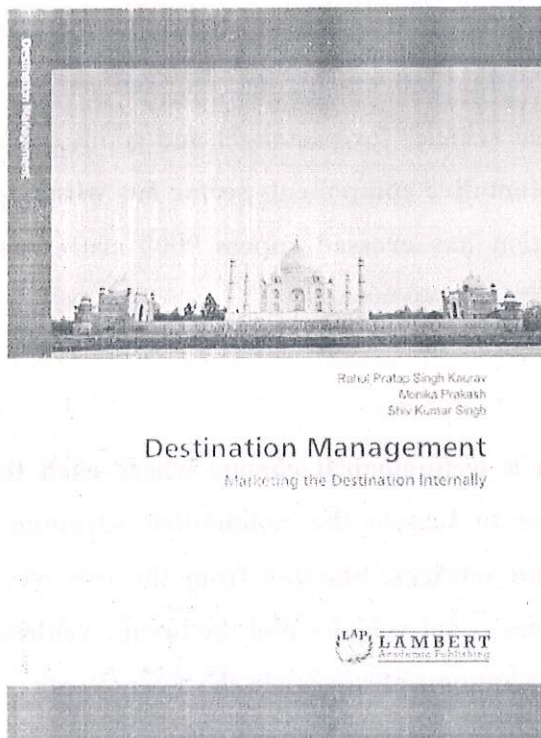
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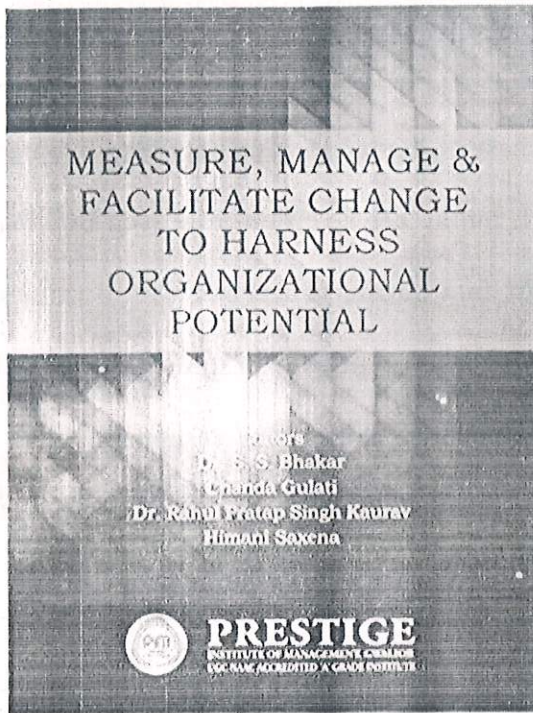
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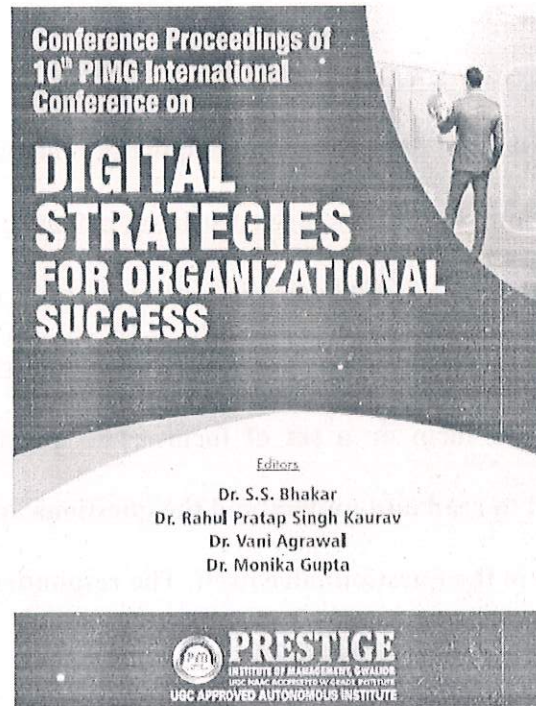
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ISBN: 978-93-85000-81-2



ISBN: 978-93-5311-464-0

Harsh Trivedi

Email Id: harshved@gmail.com

Mobile: 9768016555, DOB – Jan'1984

WORK EXPERIENCE

10 years plus of work experience across FMCG, Retailing and ECOM with specialization in strategy

Buying & Merchandising, Key Account Management, Team Management with a proven record of delivering on stretched targets and working in high performing environments.

Achievements across Companies & Roles:

- 2020 to 2021 – Started my own venture, android based application dedicated to all food lovers
- 2018 to 2020 – Had successfully grown Elicious (Baramati Agro) brand distribution across all the chains (FRL, MRL, Reliance, Walmart, Tesco, Nature's Basket, Big Basket) awarded as best KAM (Baramati Agro Ltd)
- 2016 to 2017 – Hypercity ECOM business grew as a market place added a delta of approx. 10 crores from exit 2016 numbers
Also involved as key member to create and launch Hypercityfresh.com, got best employee of the month two times (Hypercity)
- 2015 to 2016 – Had successfully grown biscuit and sauce category by 18% and 60% respectively post a year where business had de-grown (Hypercity)
- 2014 to 2015 – Had successfully grown savories category by incorporating football fever fest and snacks fest (Big Bazaar)
- 2012 to 2014 – Had successfully grown Gourmet Food business by 71% GOLY with HC, PC and Food range (Hypercity)
- 2011 to 2012 – Had successfully managed to get 95% automation done for inventory and stock availability (Hypercity)
- 2009 to 2011 – Worked as a KAM and grown Ching's brand by 30%, got listing done in all major Key accounts, Increased Share Of Shelf (Capital Focus)

Wingreens Pvt. Ltd. (Apr 2021 to till date)

Position – Head Sales Operation

- Responsible for sales operation of Modern Trade and E-Com for Pan India
- Responsible for Sales Forecasting, Fill Rate, New products launch plan, Go to Market Strategy and Sales planning

Fortunedge Retail LLP (Sep 2020 to Mar 2021)

Position – Co-Founder

- Led Startup development and roll out
- Built Wopnow (Android Application) – The authentic international food products
- Participated in all aspect of business development from market research and finance to operation and marketing, ensuring that the company's vision was followed

Baramati Agro Ltd. (Feb 2018 to July 2020)

Position – NKAM (Modern Trade)

Key Responsibilities

- Responsible for Frozen Division business for Future Retail Ltd, More Retail Ltd, Tesco, Reliance, Walmart, Booker and Big Basket for Pan India.
- To establish Elicious & Freshious brand, make sure it's presence across all the stores in respective formats
- Responsible for TOT and JBP closer
- Responsible for chain profitability in consideration of monthly sampling, promoter and offer budgeting
- Monthly offer plan and analyze the performance of the given offer
- Involved in 360-degree marketing activity like sampling, digital media plan and product innovation
- Responsible for online product availability, marketing budget as per the category, hiring online visibility
- Managing proper visibility and merchandising across stores
- Distributor maintenance; Market coverage; Route planning; and coordination of stockiest sales

HyperCity Retail India Ltd. (Apr '2016 to Jan '2018)

Manager Ecommerce

Key Responsibilities

- Responsible for FMCG performance for online business (Amazon Now, ZopNow, Hypercityfresh.com)
- Acted as a key member in developing, establishing and managing Hypercity online business (Hypercityfresh.com), Running customer acquisition, Brand and promotion campaign, involved in digital marketing, google analytics
- Responsible for selling online properties such as Home page banner, Theme store, Brand store
- Discussion with top brands for category captaincy to drive the profitable business
- Finding evolving categories such as super & health food, Micro green, Seeds, Plant Water to cater the needs of customers
- Strategize online merchandising / pricing to improve the ASP and ABV
- Designing the e-com transformation journey across all identified markets for the company - moving from the current to the future-ready model that is India's most admired Omni channel retailer (Click and collect, click and delivered, pick and collect)
- Responsible for Navigation Flow and CDT (Customer Decision Tree) to select demanded product on finger tip
- Developing Promotional strategy for e-commerce channel by understanding the model as well competitive and business trends.
- Creating online store like breakfast, personal touch and Diwali gifting, Baby Care

HyperCity Retail India Ltd. (Feb '2015 to Mar '2016)

Asst. Category Manager (Pan India – Ready Food)

Key Responsibilities

- Handled Ready Food Category (Biscuits, Chocolate, Namkeen, Sweets, Sauce, Jams & Spread)
- Understanding of category management (Attended category management program conducted by Nielsen) which helped to get this successfully implemented for Parle (Biscuit Category) and Frito-Lay (snacks category)
- Decision making in important role like assortment planning, TOT closure and Promotional plan
- Focus on upcoming and evolving food trend like ready meal kit, Energy Bars, Dips and sweet from different country, Truffle Chocolate
- Innovation and bring newness in category by catering new ideas to customers
- Strategized consumer engagement activity like Nacho fest, Healthy alternative, Range offers, Cuisine ingredient collection
- To increase the demand and reduce the shrinkage strategized more promotional packs in Chocolate category resulted in increased ASP

Future Retail (Big Bazaar) (Feb '2014 to Jan '2015)

Dy. Category Manager (Pan India – Ready Food)

Key Responsibilities

- Responsible for Namkeen and Sweet category for pan India, Coordinated 14 regional teams for execution and monthly sales planning
- Build strong vendor relations and put together solid business plans, including strong and detailed promotional programs.
- Initiative events like Munching fest and Football fever resulted 20% GOLY
- Launch margin driving products and promoted challenging brands

HyperCity Retail India Ltd. (Apr '2012 to Jan '2014)

Asst. Category Manager (Pan India -Gourmet Food)

Key Responsibilities

- Responsible for Imported Food (Specially Waitrose from UK)
- Increased the reach of the gourmet products to Indian consumers by increasing Point of Purchase
- Accountable for best assortment, Pricing as per the category, product display, shelving strategy, upcoming food trend
- Prepared a product launching chart for cuisine like Mediterranean, Thai, Japanese, Mexican and Italian to fill the gap in assortment
- Attending trade fairs, exhibitions National & International (Anuga 2013 – Germany)
- Creating initiatives, designing events, planning of merchandising and execution of these marketing events for increasing sales drive.
- Identifying high margin and volume drivers to achieve top line and bottom line store sales.

HyperCity Retail India Ltd. (Apr '2011 – Mar '2012)

Buyer (Instant Food)

Key Responsibilities

- Managing inventory levels to control costs and avoid stock out situations. Ensuring stocks at the distribution center and stores
- Handled Key account like Nestle, HUL, Kellogg's for all category (Ready Food, Instant Food and Beverages)

- Coordinating with vendors for 100% fill rate, maintaining availability of KPI lines at store level & planning for promotion stock

Capital Foods Pvt. Ltd. (Feb '2010 – Mar '2011)

Position - KAM – Modern Trade

Key Responsibilities

- Handling key accounts including Food Bazar, D-Mart, Hypercity, Star Bazar and grew them by 30% with the team of 8 sales executive
- Working towards augmenting demand generation and target achievement, creating long term strategies with the clients
- Play a central role in steering Key Account Management in coordination with respective retail chain; with aim to continuously improve share of shelf vs. competitors and to amplify impact of product visibility on consumers
- Adeptly executed numerous sales promotional activities (Wet Sampling, cross selling, identifying more POS, participated in plus promotion)
- Strategized Category dressing, plan-o-gram improvement & visibility with key retail chain

(Sep '2009 - Feb '2010)

Position - Management Trainee

Key Responsibilities

- Planning regional sales to optimize account wise opportunities.
- Planning for market specific budget & allocations of consumer promotions.
- Played a key role in managing channel sales by monitoring the activities of 7 distributors and CFA

Educational Qualification:

PGDM with specialization in Retail Management & Marketing, from ITM Business School, Mumbai (07-09)
B.Sc. - IT (Gwalior)

Ref No: LV/BOS/SOCM/2021

Date: 15-09-2021

Agenda: Board of Studies

The Board of Studies meeting of BBA, B. Com(H), BMI, and MBA programmes is proposed to be held on 20/09/2021 in Online Mode at 1:00 AM viva Google-meet meeting

Meeting Link:

Agenda for the BOS:- <https://meet.google.com/qdx-fdxj-sgw>

Agenda Item No. 1: Discussion and recommendation on proposed amendments in BBA, B. Com (H), BMI, and MBA Scheme/ Syllabus – Version B.com 2021- 2024, MBA 2021-23, BBA 2021-24 & BMI 2021-25

Agenda Item No. 2: Discussion and recommendation on the designing of the PEOs, PSOs, POs and COs of B.COM, BBA, BBA-MBA and MBA and how to attain these parameter attach with curriculum of each programme.

Agenda Item No. 3: Discussion and Recommendation on the outcomes of:

a. Feedback and suggestions received from Stake holders

Students: For the academic year 2020-21, students' feedback is sought from around 140 students about the curriculum and teaching learning process. Majority of the student population agreed that the syllabus is very much challenging, and the allocation of credits is appropriate in relation to the level of course work. According to them they learn new things that updated with the market demand. Majority of the students strongly agreed that the syllabus is covered by the teachers on time and the content provided in the syllabus is well sequenced and equipped with necessary technical skills required for their professional areas. It is observed that 88% of the respondents agreed that the courses are in tune with their respective field of specialisation.

For the academic year 2020-21, students' feedback is sought from around 140 students about the curriculum and teaching learning process. Majority of the student population agreed that the syllabus is very much challenging, and the allocation of credits is appropriate in relation to the level of course work. Majority of the students strongly agreed that the syllabus is covered by the teachers on time and the content provided in the syllabus is well sequenced and equipped with necessary technical skills required for their professional areas. It is observed that 84% of the respondents agreed that the courses are in tune with their respective field of specialisation.

Faculty: Feedback on various aspects of curriculum is sought from 14 faculty members of Lingaya's Vidyapeeth for the academic session 2020-21. The aspects such as provision of adequate time and resources for framing syllabus, coverage of both theoretical and practical components in the syllabus, the coherence of the syllabus with Programme Outcomes, involvement of the field experts while designing the syllabus, focus on necessary technical/teaching skills, ensuring components that inculcate ethical values, enlisting reference books, focus on flexible curriculum based on current trends, updated elective courses etc.

Feedback on various aspects of curriculum is sought from 14 faculty members of Lingaya's University, for the academic session 2020-21. The aspects such as provision of adequate time and resources for framing syllabus, coverage of both theoretical and practical components in

the syllabus, the coherence of the syllabus with Programme Outcomes, involvement of the field experts while designing the syllabus, focus on necessary technical/ teaching skills, ensuring components that inculcate ethical values, enlisting reference books, focus on flexible curriculum based on current trends, updated elective courses etc.

Alumni: The contribution of alumni to the activities of the University is substantial especially in the development of the curriculum. Nearly 15 alumni have given their feedback for the academic year **2020-21**. The feedback from the alumni reveals that 100% of them feel proud to be a part of the institution and are willing to contribute to the development of the institution. Majority of alumni rated the developmental activities rendered by the University for their overall development as highly efficient. While expressing their view on the career guidance and counselling as well as placement cell, 100% of them agreed that ample on-campus and off-campus opportunities in terms of PPO and final jobs are provided by the institution & Marketing Management syllabus need to be split into two parts i.e, Basics of Marketing and in semester II Marketing Management to elaborate all the concepts of marketing management.

The contribution of alumni to the activities of the deemed University is substantial especially in the development of the curriculum. Nearly 15 alumni have given their feedback for the academic year **2020-21**. The feedback from the alumni reveals that 100% of them feel proud to be a part of the institution and are willing to contribute to the development of the institution. Majority of alumni rated the developmental activities rendered by the Lingaya's Vidyapeeth for their overall development as highly efficient. While expressing their view on the career guidance and counselling as well as placement cell, 100% of them agreed that ample on-campus and off-campus opportunities in terms of PPO and final jobs are provided by the institution.

Parents: Feedback obtained from the parents is considered as vital for the development of any educational institution. Parents' feedback is taken from approximately 15 parents about the curriculum and the institution for the year **2020-21**. Majority of the parents expressed that the simplicity and fairness of the admission procedure of the University is excellent. Academic discipline in terms of timely conduction of lectures, practical and other activities is highly appreciated by them. Feedback obtained from the parents is considered as vital for the development of any educational institution. Parents' feedback is taken from approximately 15 parents about the curriculum and the institution for the year **2020-21**. Majority of the parents expressed that the simplicity and fairness of the admission procedure of the University is excellent. Academic discipline in terms of timely conduction of lectures, practical and other activities is highly appreciated by them on the previous curriculum and syllabi.

b. Incorporating the skills and subject as per industry trends and future prospectus.

c. Analysis of the outcomes from the Vision Documents of Regional/National Federal bodies and International/National Professional societies.

for designing and developing of Curriculum and syllabi of the programs.

Agenda Item No. 4: Benchmarking of proposed Curriculum and Syllabi as per the standards of New Economic Policy (NEP) 2021.

Agenda Item No. 5: Discussion and recommendation on

a. Department Open Electives and Induction of Interdisciplinary courses to incorporate C.B.C.S.

We introduce some new challenging courses for the benefit of the student:

1. MBA –LOGISTICS & SUPPLY CHAIN MANAGEMENT
2. MBA – ENTREPRENURESHIP
3. MBA – RURAL & AGRI BUSINESS
4. MBA– FAMILY BUSINESS MANAGEMENT
5. MBA- BLOCK CHAIN
6. DIGITAL MARKETING

7. BUSINESS ANALYTICS

Some short term courses are also introduced:

- A. Certification Course in Social Media Management
- B. Certification Course in Digital Marketing Course
- C. Certification Course in Business Analytics
- D. Certification Course in NCFM for Financial Markets

b. How to incorporate emerging, enduring, and cutting-edge technologies in the curriculum and syllabus for progressive professional careers including Research, Innovation and entrepreneurship.

Agenda Item No. 6: Discussion and recommendation on:

Introduction of New/Emerging Specialisations/Programs as per Global Trends.

- Introduction of Digital marketing in BCOM, BBA- BMI, MBA
- Introduction of Business analytics in MBA

Agenda Item No. 7: Discussion and recommendation on mapping of advance pedagogies for achieving excellence in Teaching and Learning.

Agenda Item No. 8: Discussion and recommendation of 40% (Maximum) total credits to be linked with MOOCs wherever applicable based on availability on National and International standard resource platforms.

Agenda Item No.9: Discussion and recommendation on various knowledge resources including e-Books, Videos and other reference materials to each course.

Agenda item No 10: Discussion and suggestions on NEP 2020:

- a. Four Years Undergraduate Program with option to exit after third year.
- b. Integrated Degree

Agenda Item No. 11: Any other issue with the permission of the Chair.

(B) 15/11/2020

HOD
School of Commerce & Management
University of Delhi

Ambrish
Name and Signature of School/ Head
Dr. Ambrish Sharma
Associate Dean
SOCM

Action Taken Report

Items Discussed:

S.No.	Item Discussed	Discussions	Compliance	Status
1	"Basics of Marketing" subject	In case of B.com syllabus, instead of the subjects 'Basics of Marketing' and 'Marketing Management', the experts suggested that the subject name can be refamed as 'Marketing Management I' and 'Marketing Management II'.	Ms. Alisha Kumar and Ms. Priyanka Chauhan	In progress...
2	Specialization in B.com	A change in specialization of B.com course that could be incorporated are the subjects 'Taxation' and 'Financial Planning/Analysis' The subject 'Business Statistics' could be added as a separate specialization in B.com as recommended by the experts. So total specialization would be: <ul style="list-style-type: none"> ➤ Finance ➤ Marketing ➤ Human Resource ➤ Business Statistics 	Ms. Alisha Kumar and Ms. Priyanka Chauhan	In progress...
3	PEO II	Experts asked for the justification with subjects name for PEO II that was answered by Professor Dr. Ambrish Sharma.	All concern	In progress...
4	Hierarchy of outcome or objective	Experts suggested that when we execute syllabus, a hierarchy must be followed which is as: PEO – Programme Education Objective PO - Programme Objective PSO - Programme Specific Objective CO -- Course Objective	All concern	In progress...
5	CBCS and MOOC course	Experts propounded that students need to be encouraged to get benefit of CBCS i.e., Choice Based Credit System through MOOC and other courses of various categories.	All concern	In progress...
6	Teaching Methodology	An advise was. given by the experts regarding teaching pedagogy to be incorporated in the form of projects, case study, quiz and field survey.	All concern	In progress...

HOD

School of Commerce & Management

Lingaya's Vidyapeeth (FED.)

Prof. (Dr.) Ambrish Sharma

Associate Dean

Socm

**MINUTES OF THE MEETING OF BOARD OF STUDIES WITH
MANAGEMENT FACULTY**

HELD VIA ONLINE PLATFORM ON MONDAY, 20 SEPTEMBER 2021

The following points were discussed at length and put forth by the experts Dr. Rahul Pratab Singh Kaurav and Harsh Trivedi along with Associate Dean – Dr Ambrish Sharma:

- It was decided to add the subject Marketing Management I and Marketing Management II in scheme and syllabus.
- Since no subject difference was observed in BBA and B.COM specialization so:-
 - (i) Taxation subject to be added in B.COM Course
 - (ii) Financial Planning / Analysis to be added in B.COM Course
- To write the full form of subject BECSR i.e., Business Ethics and Corporate Social Responsibility.
- PEO 2 to be removed. Instead add entrepreneurship in B. Com course as a PO2.
- The sequencing of scheme and syllabus should be like:
Firstly, PEO - Program Education Objective
Then, PLO - Program Learning Objective
Lastly, PSO - Program Specific Objective
- Business Statistics subject to be added as a separate specialization.
- In Agenda 5, instead of adding specialization, it should be based upon CBCS i.e., Choice Based Credit System system or mechanism.
- Since the total credit is very high, according to UGC it should be around 60-65.
- To make students aware about organizational culture, software's such as Tableau to be used in the system
- Replace Business analytics with marketing analytics using K2.

- To encourage the habit of reading books among students, presentation and summarization of content is required to be made as a part of weekly activity.

HOD
School of Commerce & Management
Lingay Vidyapeeth (FBD.)

School of Commerce & Management

Board of Studies Members Constitution

Internal Members

LV Faculty Members

S.No	Name	Designation	U/S (BoS Policy)	Position	Contact No	Email
1	Dr. Ambrish Sharma	Prof. & Associate Dean	2	Chairperson	9457059571	dr.ambrish@lingavasvidyapeeth.edu.in
2	Dr. Rachna Kalsan	Assistant Professor	2	Member	8295472725	rachna@lingavasvidyapeeth.edu.in
3	Dr. Richa Khugshal	Assistant Professor	2	Member	783887291	richa@lingavasvidyapeeth.edu.in
4	Mr. Naseeb Singh	Assistant Professor	2	Member	9817917039	naseeb@lingavasvidyapeeth.edu.in
5	Ms. Alisha Kumar	Assistant Professor	2	Member	9811059158	alisha@lingavasvidyapeeth.edu.in
6	Ms. Priyanka Chauhan	Assistant Professor	2	Member	8920211218	pryanka@lingavasvidyapeeth.edu.in

LV Students

S.No	Name	Program & Sem.	Roll No.	Position	Contact No	Email
1	Mr. Bhubnesh	Bcom 5th Sem	19 Bcom 04	Member	8527810569	19bcom04@lingavasvidyapeeth.edu.in
2	Ms. Akshita	Bcom 3rd Sem	20 Bcom 10	Member	9811964495	20bcom10@lingavasvidyapeeth.edu.in
3	Harshit Mishra	BBA 5th Sem	19 BBA 26	Member	6387070623	19bba26@lingavasvidyapeeth.edu.in
3	Ms. Nayanmoni Gogoi	BBA 3rd Sem	20 BBA 03	Member	8383054497	20bcom03@lingavasvidyapeeth.edu.in

LV Alumni

S.No	Name	Designation	Specialization	Position	Institution with Address	Contact No	Email
1	Shalini Singh	Business Operation Associate	Financial Management		Accenture Solution Pvt. Ltd.	8826681070	2107shalini@gmail.com
2	Khushboo Sharma		Human Resource			9910706914	khushboosharmadec5@gmail.com

External Experts

From Academics

S.No	Name	Designation	Specialization	Email	CV Attached	U/S (BoS Policy)	Position	Insti	Contact No
1	Dr. Rahul Pratap Singh Kaurav	Associate Professor	Research	rsinghkaurav@gmail.com	Yes	2	Member	Fortune Institute of	9826569573

From Industry

S.No	Name	Designation	Specialization	Email	CV Attached	U/S (BoS Policy)	Position	Organization with Address	Contact No
1	Mr. Harsh Trivedi	Head Sales Operation	Marketing & Retail	harshvedi@gmail.com	Yes	2	Member	Wingreens Pvt. Ltd.	9768016555

Lingaya's Vidyapeeth (Faridabad)
School of Commerce & Management
BMI- BOS details (2021-25)

BMI I sem

Code	Subject Name	Status	Explanation
BBA111	Principles of Management	No Change	
BMA401	Business Statistics	No Change	
BBA113	Financial Accounting	No Change	
BBA115	Business Economics	No Change	
BEN401	General English	No Change	
BCS101	Computer Applications for Business	No Change	
BCS151	Computer & Accounting Lab	No Change	
PD-101	Induction & Nurturing Hobbies	No Change	

BMI II sem

Code	Subject Name	Status	Explanation
BBA112	Cost Accounting	No Change	
BBA402	Quantitative Analysis	No Change	
BCS102	Business Communication	No Change	
BBA114	Business Organization & Environment	No Change	
BBA116	Production Management	No Change	
BBA118	Business Law	No Change	
PDP-102	People Connect	No Change	
SS*	* Social Services	No Change	

BMI III sem

Code	Subject Name	Status	Explanation
BBA211	Marketing Management	No Change	
BBA213	Human Resource Management	No Change	
BCE401	Environmental Science	No Change	
BBA215	Business Ethics and Corporate Social Responsibility	No Change	
A217	Indian Economy	No Change	
BCS403	E-Commerce	No Change	
PDP201	Personality Development and Grooming	No Change	
SS*	*SOCIAL SERVICE	No Change	

BMI IV sem

Code	Subject Name	Status	Explanation
BBA212	Financial Management	No Change	
BBA214	Strategic Management	No Change	
BCS404	Management Information System	No Change	
BBA216	Entrepreneurship Development	No Change	
BBA218	Income Tax Laws and Practices	No Change	
BBA220	Sales and Distribution Management	No Change	
PDP-202	Life Skills	No Change	

BMI V sem

Code	Subject Name	Status	Explanation
BMA403	Operation Management	No Change	

BBA311	Service Marketing	No Change	
BBA313	Research Methodology	No Change	
BBA315	Project Management	No Change	
BBA314	Corporate Governance	No Change	
BBA319	Goods and Services Tax (GST)	No Change	
BBA001	Seminar	No Change	
PDP492	Professional Career and Skills	No Change	

BMI VI sem

Code	Subject Name	Status	Explanation
BBA001	Industrial Training and Project	No Change	
BBA321	International Accounting	No Change	
PDP 302	Problem solving skills	No Change	

Specialisation- International Business

BBA322	International Business Operations	No Change	
BBA323	WTO & International Trade Policy	No Change	
BBA324	Export Import Procedure & Documentation	No Change	

Specialisation- Financial Management

BBA325	Financial Markets & Institutions	No Change	
BBA326	Introduction to Derivatives	No Change	
BBA327	Personal Financial Planning	No Change	

Specialisation- Marketing Management

BBA328	Retail Marketing	No Change	
BBA329	Digital Marketing	No Change	
BBA330	Marketing of Financial Services	No Change	

Specialisation- Human Resource Management

BBA331	Strategic Human Resource management	No Change	
BBA332	Training & Development	No Change	
BBA333	Career Counselling and Development	No Change	

Specialisation- Digital Marketing

BCM 326	Fundamentals of Digital Marketing	New introduced	As per the requirement of today's era
BCM 328	Social Media Marketing	New introduced	As per the requirement of today's era
BCM 330	Content Marketing	New introduced	As per the requirement of today's era

Specialisation- Business Analytics

BCM 336	Data Analytics	New introduced	As per the requirement of today's era
BCM 338	Data Analytics Modelling	New introduced	As per the requirement of today's era
BCM 440	Financial Planning and Performance	New introduced	As per the requirement of today's era

BMI VII sem

Code	Subject Name	Status	Explanation
MBA201	Strategic Management & Analysis	No Change	
MBA 205	Business Statistics	Shifted to Sem I	This is the Basic subject.
MBA203	Financial Markets	No Change	
MBA205	Decision Science(to be added)	New added	As per the requirement of today's era
Specialisation- Human Resource Management			
MBA 207	Performance Management	No Change	
MBA 209	Compensation Management	No Change	

MBA 211	Organizational Design	No Change	
Specialisation- Financial Management			
MBA 213	Financial Services	No Change	
MBA 215	Security Analysis and Portfolio Management	No Change	
MBA 217	Strategic Cost Management and Control	No Change	
Specialisation- International Business			
MBA 219	International Business Environment	No Change	
MBA 221	International Logistics & Supply Chain Management	No Change	
MBA 223	International Trade (Practices, Procedures & Documentations)	No Change	
Specialisation- Marketing Management			
MBA 225	Digital Marketing	New added in place of Consumer Behaviour	This subject provides the basic knowledge of digital marketing.
MBA 227	Integrated Marketing Communication	No Change	
MBA 229	Product & Brand Management	No Change	
Specialisation- Business Analytics			
MBA 231	Basic Analytics using R	New added	As per the requirement of today's era
MBA233	Data Mining	New added	As per the requirement of today's era
MBA235	Marketing Analytics	New added	As per the requirement of today's era

BMI VIII sem			
Code	Subject Name	Status	Explanation
MBA 209	Managing Diversity	No Change	
MBA 204	Corporate Social Responsibility & Governance	No Change	
MBA 206	Project Management	No Change	
MBA 004	Dissertation Submission viva voce	No Change	
Specialisation- Human Resource Management			
MBA 208	International Human Resource Management	No Change	
MBA 210	Strategic Human Resource Management	No Change	
MBA 212	Cross Cultural Management	No Change	
Specialisation- Financial Management			
MBA 214	International Finance	No Change	
MBA 216	Strategic Financial Management	No Change	
MBA 218	Financial Derivatives	No Change	
Specialisation- International Business			
MBA 220	Mergers and Acquisitions	No Change	
MBA 222	International Project Management	No Change	
MBA 224	FOREX Management & Currency Derivatives	No Change	
Specialisation- Digital Marketing			
MBA226	International Marketing	No Change	
MBA228	Social Media Marketing	Replace with Strategic Management	As this subjects students were already learn this in the IIInd semester
MBA230	Service Marketing	No Change	
Specialisation- Business Analytics			
MBA232	Retail Analytics	New added	As per the requirement of today's era
MBA234	Workforce Analytics	New added	As per the requirement of today's era
MBA236	Data warehousing Analytics	New added	As per the requirement of today's era

Lingaya's Vidyapeeth (Faridabad)
School of Commerce & Management
BBA- BOS details (2021-24)

BBA I sem

Code	Subject Name	Status	Explanation
BBA111	Principles of Management	No Change	
BMA401	Business Statistics	No Change	
BBA113	Financial Accounting	No Change	
BBA115	Business Economics	No Change	
BEN401	General English	No Change	
BCS101	Computer Applications for Business	No Change	
BCS151	Computer & Accounting Lab	No Change	
PD-101	Induction & Nurturing Hobbies	No Change	

BBA II sem

Code	Subject Name	Status	Explanation
BBA112	Cost Accounting	No Change	
BMA402	Quantitative Analysis	No Change	
BCS102	Business Communication	No Change	
BBA114	Business Organization & Environment	No Change	
BBA116	Production Management	No Change	
BBA118	Business Law	No Change	
PDP-102	People Connect	No Change	
SS*	* Social Services	No Change	

BBA III sem

Code	Subject Name	Status	Explanation
BBA211	Marketing Management	No Change	
BBA213	Human Resource Management	No Change	
BCE401	Environmental Science	No Change	
BBA215	Business Ethics and Corporate Social Responsibility	No Change	
BBA217	Indian Economy	No Change	
BCS403	E-Commerce	No Change	
PDP201	Personality Development and Grooming	No Change	
SS*	*SOCIAL SERVICE	No Change	

BBA IV sem

Code	Subject Name	Status	Explanation
BBA212	Financial Management	No Change	
BBA214	Strategic Management	No Change	
BCS404	Management Information System	No Change	
BBA216	Entrepreneurship Development	No Change	
BBA218	Income Tax Laws and Practices	No Change	
BBA220	Sales and Distribution Management	No Change	
PDP-202	Life Skills	No Change	

BBA V sem

Code	Subject Name	Status	Explanation
BMA403	Operation Management	No Change	
BBA311	Service Marketing	No Change	
BBA313	Research Methodology	No Change	
BBA315	Project Management	No Change	
BBA314	Corporate Governance	No Change	
BBA319	Goods and Services Tax (GST)	No Change	

BBA001	Seminar	No Change	
PDP492	Professional Career and Skills	No Change	

BBA VI sem

Code	Subject Name	Status	Explanation
BBA001	Industrial Training and Project	No Change	
BBA321	International Accounting	No Change	
PDP 302	Problem solving skills	No Change	

Specialisation- International Business

BBA322	International Business Operations	No Change	
BBA323	WTO & International Trade Policy	No Change	
BBA324	Export Import Procedure & Documentation	No Change	

Specialisation- Financial Management

BBA325	Financial Markets & Institutions	No Change	
BBA326	Introduction to Derivatives	No Change	
BBA327	Personal Financial Planning	No Change	

Specialisation- Marketing Management

BBA328	Retail Marketing	No Change	
BBA329	Digital Marketing	No Change	
BBA330	Marketing of Financial Services	No Change	

Specialisation- Human Resource Management

BBA331	Strategic Human Resource management	No Change	
BBA332	Training & Development	No Change	
BBA333	Career Counselling and Development	No Change	

Specialisation- Digital Marketing

BCM 326	Fundamentals of Digital Marketing	New introduced	As per the need of market demand & we employed our students with the new concepts.
BCM 328	Social Media Marketing	New introduced	As per the need of market demand & we employed our students with the new concepts.
BCM 330	Content Marketing	New introduced	As per the need of market demand & we employed our students with the new concepts.

Specialisation- Business Analytics

BCM 336	Data Analytics	New introduced	As per the need of market demand & we employed our students with the new concepts.
BCM 338	Data Analytics Modelling	New introduced	As per the need of market demand & we employed our students with the new concepts.
BCM 440	Financial Planning and Performance	New introduced	& we employed our students with

Lingaya's Vidyapeeth (Faridabad)
School of Commerce & Management
B.com (H) BOS details (2021-24)

B.com I sem			
Code	Subject Name	Status	Explanation
BMA102	Business Statistics	No Change	
BCM103	Financial Accounting	No Change	
BCM105	Business Economics	No Change	
BEN401	General English	No Change	
BCS101	Computer Applications for Business	No Change	
BCM109	Business Law	Shifted from Sem III	This is the basic law subject therefore we shifted it to Ist semester. Moreover most of the reputed universities has this subject in their first semester only.
PDP-101	Induction & Nurturing Hobbies	No Change	
BCM-107	Leadership and Team Development	New Added	This subject has been introduced to polish the skills of students and imbibing in them team spirit and leadership qualities. This syllabus includes leadership styles, types, Strength and weakness of the organization.
PCM 101	Principles of Management	Shifted to Sem III	POM is a general management subject. In this semester we want student to concentrate more on commerce and accounts subjects .

B.com II sem			
Code	Subject Name	Status	Explanation
BMA402	Quantitative Analysis	No Change	
BCM 104	Cost Accounting	No Change	
BCM102	Business Organization & Environment	No Change	
BCM150	Lab for Financial Modeling	No Change	
BCM106	Auditing	No Change	
BCM108	Financial Modeling	No Change	
PDP-102	People Connect	No Change	
SS*	Social Service	No Change	

B.com III sem			
Code	Subject Name	Status	Explanation
BCM201	Marketing Management	No Change	
BCM203	Human Resource Management	No Change	
BCM205	Business Ethics and Corporate Social Responsibility	No Change	
BCM207	Indian Economy	No Change	
BCM 209	Principles of Management	Shifted from Sem I	This subject is shifted from first sem to third sem to introduce student about the general management subjects as well. Moreover most of the universities includes this subject in their third semester.
BCM 213	Management Accounting	No Change	
PDP201	Personality Development and Grooming	No Change	
BCM 211	Business Data Analytics Essentials	No Change	
BCM 209	Business Law	Shifted to Sem I	Business Law has been shifted to first semester as in this semester student concentrates more on management subjects.
BCE 211	Environmental Science	Deleted	This subject has been deleted from the current semester. As there is no requirement for the BCOM student to study this subject.

B.com IV sem			
Code	Subject Name	Status	Explanation
BCM202	Financial Management	No Change	
BCS402	Management Information System	No Change	
BCM204	Entrepreneurship Development	No Change	
BCM206	Income Tax Laws and Practices	No Change	
BCM208	Corporate Accounting	No Change	
BCM210	Corporate Law	No Change	

PDP- 202	Life Skills	No Change	
SS*	*Social Service	No Change	

B.com V sem			
Code	Subject Name	Status	Explanation
BCM301	Research Methodology	No Change	
BCM303	Corporate Governance	No Change	
BCM305	Goods and Services Tax (GST)	No Change	
BCM307	Labour Laws & Industrial Relations	No Change	
BCM309	Investment Management	No Change	
BCM001	Summer Training Project	No Change	
BCM 311	Advertising and Brand Management	New added	This subject is mainly introduced to generate awareness among the students related with the functioning of advertising and vitality of brand management in the market. It's syllabus includes basics about advertising industry, customer behaviour, advertising effectiveness.
PDP 492	Professional Career and Skills	No Change	

B.com VI sem			
Code	Subject Name	Status	Explanation
BCM302	Banking & Insurance Law	No Change	
BCM304	Forensic Accounting	No Change	
BCM 306	Fundamentals of Investment	New added	This syllabus has been added to the VI Semester to introduce the student with the investment procedure, portfolio analysis, derivatives and so on.
BCM 306	International Accounting (IFRS)	Deleted	This subject has been deleted from the current semester as this subject has no relevance with the bcom students. Also international accounting standards are already included in our accounts subject. There is no such subject named as international accounting included in any university.
BCM002	Viva-Voce	No Change	
PDP 302	Problem solving Skills	No Change	
Specialisation (Finance)			
BCM308	Financial Markets & Institutions	No Change	
BCM310	Introduction to Derivatives	No Change	
BCM312	Personal Financial Planning	No Change	
Specialisation (Marketing)			
BCM314	Retail Marketing	No Change	
BCM 316	Sales and Distribution Management	New added	This subject has been added in the marketing specialization so students got to learn about the sales and distribution management which is vital for the marketing student.
BCM 316	Digital Marketing	Deleted	This subject has been deleted as we have introduced digital marketing as our specialization.
BCM318	Marketing of Financial Services	No Change	
Specialisation (Human Resource Management)			
BCM320	Strategic Human Resource management	No Change	
BCM322	Training & Development	No Change	
BCM324	Career Counseling and Development	No Change	
Specialisation (Digital Marketing)			
BCM 326	Fundamentals of Digital Marketing	New	We have introduced this subject under the specialization of digital marketing to introduce students with the basics of digital marketing. Its syllabus includes introduction, digital marketing management, digital marketing presence, interactive marketing.
BCM 328	Social Media Marketing	New	We have introduced this subject under the specialization of digital marketing to introduce students with the social media marketing. Its syllabus includes introduction, social marketing campaign, web site planning & overview.
BCM 330	Content Marketing	New	We have introduced this subject under the specialization of digital marketing to introduce students with the basics of content marketing. Its syllabus includes introduction, identifying the target audience, collecting content ideas, using social media.

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School of Commerce & Management
MBA- BOS details (2021-23)

MBA I sem

Code	Subject Name	Status	Explanation
MBA101	Management Concepts and Applications	No Change	
MBA103	Economic Analysis and Policies	No Change	
MBA105	Legal Aspects of Business	No Change	
EN401	Business Communication	No Change	
MA401	Business Statistics	Shifted from Sem III & Replace Qualitative Techniques	This subject is introduced in replacement of Quantitative Analysis. Business Statistics will give the base knowledge to the students and QT is the advanced subject.
MCS401	Computer Applications for Business	No Change	
BA107	Financial Accounting, Reporting & Analysis	No Change	
MBA109	Human Resource Management	No Change	
MBA111	Basics of Marketing	New added	Split into two parts
ES451	LAB for Computer Applications for Business	No Change	
MBA113	Enterprise Analysis & Desk Research	New added	This subject is added in place of Managerial Skills. As per the requirement of today's era
SS-01	Social Service	No Change	
MBA 111	Managerial Skills for effectiveness	Deleted	Repeated

MBA II sem

Code	Subject Name	Status	Explanation
MBA102	Organizational Behavior	No Change	
MBA104	Business Environment	No Change	
BA106	TQM (Total Quality Management)	No Change	
MBA108	Operations and supply chain Management	Name changed from Production and operation management	As per the requirement of today's era
MBA110	Marketing Management-II	Name changed from Marketing management	Split into two parts
MBA112	Financial Management		
MBA114	Business Research Methods (merge)	Name changed and merge with/from Research Methodology	As per the requirement of today's era & this provide knowledge of research and quantitative tools for research
BA116	Entrepreneurship Development	New added	This is the new subject in the syllabus to give the boost for future entrepreneurs so that they can explore better investment opportunities. As per the requirement of today's era
MBA002	Seminar	No Change	
BA004	Geopolitics & World Economic Systems(value added course)	New added	This subject introduced from skill enhancement subject. As per the requirement of today's era
SS-02	Social Services	No Change	
BA 116	Managerial Skills for effectiveness	Deleted	Repeated

MBA III sem

Code	Subject Name	Status	Explanation
MBA201	Strategic Management & Analysis	No Change	
BA 205	Business Statistics	Shifted to Sem I	This is the Basic subject therefore shifted to Sem I
MBA203	Financial Markets	No Change	
BA205	Decision Science	New added	As per the requirement of today's era
Specialisation- Human Resource Management			
MBA 207	Performance Management	No Change	
BA 209	Compensation Management	No Change	
MBA 211	Organizational Design	No Change	
Specialisation- Financial Management			
BA 213	Financial Services	No Change	
MBA 215	Security Analysis and Portfolio Management	No Change	
MBA 217	Strategic Cost Management and Control	No Change	
Specialisation- International Business			
MBA 219	International Business Environment	No Change	
BA 221	International Logistics & Supply Chain Management	No Change	

MBA 223	International Trade (Practices, Procedures & Documentations)	No Change	
Specialisation- Marketing Management			
MBA 225	Consumer Behaviour	No Change	
MBA 227	Integrated Marketing Communication	No Change	
MBA 229	Product & Brand Management	No Change	
Specialisation- Business Analytics			
	Introduction of Business Analytics	New added	As per the requirement of today's era or market demand
	Data Mining	New added	As per the requirement of today's era or market demand
	Marketing Analytics	New added	As per the requirement of today's era or market demand
Specialisation- Digital Marketing			
	Introduction to Digital Marketing	New added	As per the requirement of today's era or market demand
	E- Mail Marketing	New added	As per the requirement of today's era or market demand
	Mobile Marketing	New added	As per the requirement of today's era or market demand
Specialisation- Logistics & Supply Chain Management			
	SUPPLY CHAIN PLANNING	New added	As per the requirement of today's era or market demand
	GLOBAL LOGISTICS MANAGEMENT	New added	As per the requirement of today's era or market demand
	PURCHASING & VENDOR MANAGEMENT	New added	As per the requirement of today's era or market demand
Specialisation- Entrepreneurship			
	Entrepreneurship Development	New added	As per the requirement of today's era or market demand
	Entrepreneurial Finance	New added	As per the requirement of today's era or market demand
	Project Management	New added	As per the requirement of today's era or market demand
Specialisation- Rural & Agri Business			
	Agribusiness Environment and Policy	New added	As per the requirement of today's era or market demand
	Management of Agribusiness Cooperatives	New added	As per the requirement of today's era or market demand
	Agricultural and Rural Marketing	New added	As per the requirement of today's era or market demand
Specialisation- Block Chain Management			
	Blockchain fundamental	New added	As per the requirement of today's era or market demand
	Blockchain Technical concepts and cases	New added	As per the requirement of today's era or market demand
	Cryptocurrencies & Fintech	New added	As per the requirement of today's era or market demand
Specialisation- Family Business Management			
	Family Business Governance	New added	As per the requirement of today's era or market demand
	Family Business Management	New added	As per the requirement of today's era or market demand
	Strategies and Practices of Family Owned Enterprises	New added	As per the requirement of today's era or market demand

MBA IV sem			
Code	Subject Name	Status	Explanation
MBA 209	Managing Diversity	No Change	
A 204	Corporate Social Responsibility & Governance	No Change	
MBA 206	Project Management	No Change	
A 004	Dissertation Submission viva voce	No Change	
Specialisation- Human Resource Management			
MBA 208	International Human Resource Management	No Change	
A 210	Strategic Human Resource Management	No Change	
MBA 212	Cross Cultural Management	No Change	
Specialisation- Financial Management			
MBA 214	International Finance	No Change	
MBA 216	Strategic Financial Management	No Change	
A 218	Financial Derivatives	No Change	
Specialisation- International Business			
MBA 220	Mergers and Acquisitions	No Change	

MBA 222	International Project Management	No Change	
MBA 224	FOREX Management & Currency Derivatives	No Change	
Specialisation- Marketing Management			
MBA226	International Marketing	No Change	
MBA228	Social Media Marketing	Replace with Strategic Management	As this subjects students were already learn this in the 11nd semester
MBA230	Service Marketing	No Change	
Specialisation- Digital Marketing			
MBA232	Search Engine Optimisation	New added	As per the requirement of today's era or market demand
MBA234	Social Media Marketing	New added	As per the requirement of today's era or market demand
MBA236	Retail marketing	New added	As per the requirement of today's era or market demand
Specialisation- Business Analytics			
MBA 238	Workforce Analytics	New added	As per the requirement of today's era or market demand
MBA 240	Data Warehouse Analytics	New added	As per the requirement of today's era or market demand
MBA 242	Basic Analytics using R	New added	As per the requirement of today's era or market demand
Specialisation- Logistics & Supply Chain Management			
	STOREKEEPING AND WAREHOUSE MANAGEMENT	New added	As per the requirement of today's era or market demand
	SUPPLY CHAIN PERFORMANCE MANAGEMENT	New added	As per the requirement of today's era or market demand
	International Legislation and Compliance	New added	As per the requirement of today's era or market demand
Specialisation- Entrepreneurship			
	Technology Innovation and Sustainable Enterprise	New added	As per the requirement of today's era or market demand
	Technology Innovation and Sustainable Enterprise	New added	As per the requirement of today's era or market demand
	Business Plan and Ethics	New added	As per the requirement of today's era or market demand
Specialisation- Rural & Agri Business			
	Agribusiness Financial Management	New added	As per the requirement of today's era or market demand
	Agricultural Marketing Management	New added	As per the requirement of today's era or market demand
	Agricultural Information Systems	New added	As per the requirement of today's era or market demand
Specialisation- Block Chain Management			
	Blockchain Applications & New Business Models	New added	As per the requirement of today's era or market demand
	Blockchain & Sustainable Development	New added	As per the requirement of today's era or market demand
	Blockchain design and their application	New added	As per the requirement of today's era or market demand
Specialisation- Family Business Management			
	Entrepreneurship and growing the family business	New added	As per the requirement of today's era or market demand
	Interpersonal practice with families	New added	As per the requirement of today's era or market demand
	Managing Family owned Business	New added	As per the requirement of today's era or market demand

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Mansab Singh

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PROGRAM WISE LIST OF MOOC COURSES											
S No	SCHOOL	PROGRAM	SEMESTER	Course Name	Platform 1 (SWAYAM)		Platform 2 (edX)		Platform 3 (Coursera)		Plat
					Avl(Yes/No)	% of similarity	Avl(Yes/No)	% of similarity	Avl(Yes/No)	% of similarity	Name of the platform
1	School of Commerce and Management	BBA211/BC M201	III	Marketing Management	Yes	40-50%					
2		BCM305	V	GST	Yes	50					
3		MBA109	I	Human Resource Management	Yes	60					
4		MBA 215	III	Security analysis and portfolio management(SAP M)	Yes	60					

Sheet1 Sheet2 Sheet3

Dr. Rahul Pratap Singh-Ka...

Dr Rachna Kalsan

harsh trivedi

Dr. Ambrish Sharma

Naseeb Singh

Alisha Kumar

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Agenda Item No.9: Discussion and recommendation on various knowledge resources including e-Books, Videos and other reference materials to each course.

Agenda item No 10: Discussion and suggestions on NEP 2020:

- a. Four Years Undergraduate Program with option to exit after third year.
- b. Agenda Item No. 11: Any other issue with the permission of the Chair.

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Agenda Item No.9: Discussion and recommendation on various knowledge resources including eBooks, Videos and other reference materials to each course.

Agenda item No 10: Discussion and suggestions on NEP 2020:

- a. Four Years Undergraduate Program with option to exit after third year.
- b. Agenda Item No. 11: Any other issue with the permission of the Chair.

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School of Humanities & Social Sciences Department of English

The Board of Studies Meeting of the Department of English was held on 8th June 2021 from 1:30pm onwards in the Board Room 203, Central Block, Lingaya's Vidyapeeth, Faridabad. The external academic expert had joined via online Google meet link <https://meet.google.com/aau-novs-mgu>.

The following members were present:

1.	Dr. Pankaj Kumar Mishra	Dean Academics	Member Secretary
2.	Dr. Priya Raghav	HoD Incharge	Chairperson
3.	Dr. Vidhushi Sharma	Professor English, NDIM	External Academic Expert
4.	Ms. Vandana Kaushik	Assistant Professor, English	Member
5.	Dr. Rashmi Maniar	Assistant Professor, English	Member
6.	Ms. Lavanya Paluri	Assistant Professor, English	Member
7.	Dr. Manisha Singh	Assistant Professor, English	Member

Agenda Item No.		Agenda
BOS/HSS/ENG/2021	1:	Welcome address and opening remarks by the Chairperson, Board of Studies Meeting
BOS/HSS/ENG/2021	2:	Confirmation of the Minutes of the previous Board of Studies Meeting.
BOS/HSS/ENG/2021	3:	<ul style="list-style-type: none"> Review of Syllabus of BA (H) English and change(s) required/proposed in syllabus. Introduction to new courses Distribution of Core, DSE, AECC, SEC & GE Course(s)
BOS/HSS/ENG/2021	4:	Clubs & CSR activities
BOS/HSS/ENG/2021	5:	Any other point with the permission of the Chair.

The Minutes follow:

1. The Chairperson, Board of Studies welcomed Dr. Vidhushi Sharma, the external academic expert for the BOS and all members on behalf of the department of English and School of Humanities & Social Sciences.
2. The Minutes of the previous Board of Studies of the School of Humanities & Social Sciences were communicated to the members.

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3. The department presented the proposed changes in B.A. (H) English. The expert approved the changes with the following recommendations:
 - The external academic expert and the members of Board of Studies meeting had discussed and agreed on the introduction of following *new courses* (Annexure:1):-
 - BEN-107: Indian Writing in English
 - BEN-206: British Romantic Literature
 - BEN-207: British Literature: 19th Century
 - BEN-102A: Modern Indian Writings in English Translations
 - BEN-102B: Literature & Cinema
 - BEN-209A: Understanding Drama
 - BEN-209B: World Literature
 - BEN-204B: Travel Writing
 - BEN-203: Gender Sensitization
 - BEN-GE-232B: Contemporary India: Women & Empowerment
 - BEN-GE-332B: Web Content Writing
 - The expert has consented to categorise the courses as per the norms prescribed by UGC.
4. The Club and CSR activities proposed by the department were found to be appropriate by the academic expert.
5. The expert has suggested making the classes interactive and providing students with hands on training to make them industry ready.

The members had a detailed interaction among themselves. Based on the suggestions given by the members, BOS resolved to forward the recommendations to the Academic Council for further approval. The BoS meeting ended with vote of thanks to the expert and all members by the Chairperson of the BoS.



Dr. Priya Raghav

HoD Incharge, School of Humanities and Social Sciences.

Annexure: 1

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SEMESTER-I

COURSE CODE	COURSE TITLE	COURSE-WISE CLASS	L-T-P	CREDITS
BEN-107	Indian Writing in English	CORE	4-1-0	5

Proposed Unit-Wise Syllabus:

- **Unit-1:** An Introduction to Indian Writing in English; Indian English Literature & its Readership; Themes & Contexts of Indian English Novels; The Aesthetics of Indian English Poetry; Modernism in Indian English Literature
- **Unit-2:** Anita Desai: *Voices in the City*/R.K. Narayan: *The Man-eater of Malgudi*/*Swami and Friends*
- **Unit-3:** Shashi Deshpande: *That Long Silence*
- **Unit-4:** Kamala Das: *A Hot Noon in Malabar*, *My Grandmother's House*; Nizzim Ezekiel: *Enterprise*/*Night of The Scorpion*
- **Unit-5:** Mahesh Dattani: *Tara*/*Final Solutions*

SEMESTER-IV

COURSE CODE	COURSE TITLE	COURSE-WISE CLASS	L-T-P	CREDITS
BEN-206	British Romantic Literature	CORE	4-1-0	5

Proposed Unit Wise Syllabus:

- **Unit-1:** William Blake. The Lamb, The Chimney Sweeper, The Tyger, The Introduction to The Songs of Innocence.
- **Unit-2:** Mary Shelly: Frankenstein
- **Unit-3:** William Wordsworth. Tintern Abbey/Daffodils, The Solitary Reaper
- **Unit-4:** Samuel Taylor Coleridge. Kubla Khan, Dejection: An Ode

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- **Unit-5:** Percy Bysshe Shelley- Ode to the West Wind, Ozymandias, John Keats- Ode to a Nightingale, Ode to a Grecian Urn, Ode to Autumn

SEMESTER-III

COURSE CODE	COURSE TITLE	COURSE-WISE CLASS	L-T-P	CREDITS
BEN-207	British Literature 19 th Century	CORE	4-1-0	5

Proposed Unit-Wise Syllabus

- **Unit-1:** Jane Austen: *Mansfield Park/Emma/Pride and Prejudice*
- **Unit-2:** Charles Dickens: *Great Expectations/Oliver Twist*
- **Unit-3:** George Eliot: *The Mill on the Floss/Silas Marner*
- **Unit-4:** Alfred Tennyson. *Ulysses, Crossing the Bar*, Christina Rossetti: *The Goblin Market*
- **Unit-5:** Robert Browning. *My Last Duchess, Porphyria's Lover, Andrea del Sarto*. Thomas Hardy: *The Darkling Thrush*

SEMESTER-II

COURSE CODE	COURSE TITLE	COURSE-WISE CLASS	L-T-P	CREDITS
BEN-102A	Modern Indian Writings in English Translations	DCE	4-1-0	5

Proposed Unit Wise Syllabus

- **Unit-1:** Introduction to Indian literature and its various phases; the importance of translated works in the contemporary literary world etc.
- **Unit-2:** Short Stories- Premchand: *The Shroud*, Ismat Chughtai: *The Quilt*, Gurdial Singh: *A Season of No Return*.
- **Unit-3:** Poetry- Rabindra Nath Tagore- *Light, Oh Where is the Light?* and *Where the Head is Held High*, from *Gitanjali*, G. M. Muktibodh: *Brahmrakshas*
- **Unit-4:** Dharamveer Bharati- *AndhaYug*, tr. Alok Bhalla.

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- **Unit-5:** G. Kalyan Rao *Untouchable Spring*, tr. Alladi Uma and M. Sridhar/Vijay Tendulkar: *Sakharam Binder*

SEMESTER-II

COURSE CODE	COURSE TITLE	COURSE-WISE CLASS	L-T-P	CREDITS
BEN-102B	Literature and Cinema	DCE	4-1-0	5

Proposed Unit Wise Syllabus

- **Unit-1:** James Monaco- *The Language of Film: Signs and Syntax*, in *How to Read a Film: The World of Movies, Media & Multimedia* (New York: OUP, 2009) chap. 3, pp. 170– 249.
- **Unit-2:** William Shakespeare, *Romeo, and Juliet*, and its adaptations: *Romeo & Juliet* (1968; dir. Franco Zeffirelli, Paramount); and *Romeo + Juliet* (1996; dir. Baz Luhrmann, 20th Century Fox).
- **Unit -3:** Bapsi Sidhwa, *Ice Candy Man* and its adaptation *Earth* (1998; dir. Deepa Mehta, Cracking the Earth Films Incorp.)
- **Unit -4:** Amrita Pritam, *Pinjar: The Skeleton and Other Stories*, tr. Khushwant Singh (New Delhi: Tara Press, 2009) and its adaptation: *Pinjar* (2003; dir. C.P. Dwivedi, Lucky Star Entertainment).
- **Unit -5:** Ian Fleming, *From Russia with Love*, and its adaptation: *From Russia with Love* (1963; dir. Terence Young, Eon Productions).

SEMESTER-III

COURSE CODE	COURSE TITLE	COURSE-WISE CLASS	L-T-P	CREDITS
BEN- 209A	Understanding Drama	DCE	4-1-0	5

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Proposed Unit-Wise Syllabus:

- **Unit-1:** Drama and Theatre
- **Unit-2:** Understanding Drama
- **Unit-3:** Aspects of drama
- **Unit-4:** Different Types of Drama
- **Unit-5:** Developments in 20th-Century Drama

SEMESTER-III

COURSE CODE	COURSE TITLE	COURSE-WISE CLASS	L-T-P	CREDITS
BEN-209B	World Literature	DCE	4-1-0	5

Proposed Unit Wise Syllabus:

- **Unit-1:** Ben Okri: *The Famished Road*/I Speak of The City Octavio Paz
- **Unit-2:** J. M. Coetzee: *Disgrace*/V.S. Naipaul: *A Bend in The River*
- **Unit-3:** Khalid Hosseini: *The Kite Runner*/And the Mountains Echoed
- **Unit-4:** Anne Frank: *The Diary of a Young Girl*/Betty Mahmoody: *Not Without My Daughter*
- **Unit-5:** Franz Kafka: *The Metamorphoses*/*The Trial*

SEMESTER-IV

COURSE CODE	COURSE TITLE	COURSE WISE CLASS	L-T-P	CREDITS
BEN-204B	Travel Writing	DCE	4-1-0	5

Proposed Unit-Wise Syllabus:

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- **Unit-1:** Ibn Batuta: *The Court of Muhammad Bin Tughlaq*
- **Unit-2:** Mark Twain: *The Innocent Abroad* (Chapter VII, VIII and IX) (Wordsworth Classic Edition)
- **Unit-3:** Ernesto Che Guevara: *The Motorcycle Diaries: A Journey around South America* (the Expert, Home land for victor, The city of viceroys), Harper Perennial
- **Unit-4:** William Dalrymple: *City of Dijnn* (Prologue, Chapters I and II) Penguin Books Rahul Sankrityayan: *From Volga to Ganga* (Translation by Victor Kierman) (Section I to Section II) Pilgrims Publishing
- **Unit-5:** Nahid Gandhi: *Alternative Realities: Love in the Lives of Muslim Women*, Chapter 'Love, War and Widow', Westland, 2013

SEMESTER-III

COURSE CODE	COURSE TITLE	COURSE-WISE CLASS	L-T-P	CREDITS
BEN-203	Gender Sensitization	AECC	3-0-0	3

Proposed Unit-Wise Syllabus:

- **Unit 1:** Sex, Gender, and Sexuality
 - 1.1 Introduction to debates on the social construction of sex and gender
 - 1.2 Cultural construction of masculinity and femininity
 - 1.3 Understanding sexual preference as a right
- **Unit 2:** Gender, Family, Community, and the State
- **Unit 3:** Gender Rights and the Law
 - 3.1 Right to property
 - 3.2 Personal laws
 - 3.3 Violence against women
- **Unit 4:** Sexual harassment

4.1 Rape

4.2 Domestic violence

- **Unit 5:** Understanding Intersections of Gender, Caste, Class, Region, Religion, and Disability

SEMESTER-IV

COURSE CODE	COURSE TITLE	COURSE-WISE CLASS	L-T-P	CREDITS
BEN-GE-232B	Contemporary India- Women & Empowerment	GE	3-1-0	4

Course Outcomes: At the end of the course, students should be able to:

- ★ CO1: Describe social constructions of gender and patriarchy
- ★ CO2: Interpret contemporary representations of women femininities, gender- parity and power.
- ★ CO3: Examine the historic role of Women's movements in India
- ★ CO4: Develop a nuanced understanding of how to perceive, read, understand, interpret and intervene ethically in debates on the subject.
- ★ CO5: Analyze the role of feminism and female voices in the prescribed texts

Unit-Wise Syllabus:

- **Unit-1:** Social Construction of Gender (Masculinity and Femininity) and Patriarchy
- **Unit-2:** History of Women's Movements in India (Pre-independence, post-independence) Women, Nationalism, Partition, Women and Political Participation
- **Unit-3:** Women and Law, Women and the Indian Constitution, Personal Laws (Customary practices on inheritance and Marriage), (Supplemented

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by a workshop on legal awareness)

- **Unit-4:** Women and Environment: State interventions, domestic violence, female feticide, sexual harassment
- **Unit-5:** Female Voices: Rokeya Shekhawat Hossein. Sultana's Dream.

Suggested Readings:

1. Chopra, R. (ed.). (2006). Reframing Masculinities: Narrating the Supportive Practices of Men. Orient Black swan. Delhi.
2. Geetha, V. (2006). Gender. Bhatkal & Sen. Calcutta.
3. Gerda Lerner, (1985). Creation of Patriarchy, Oxford University Press. London.
4. Glover, D. & C. Kaplan. (2009). Genders. Routledge. New York.
5. Gnew, Sneja.(1991).A Reader in Feminist Knowledge. Routledge. New York.
6. John. M. E. (ed). (2008). Women's Studies in India: A Reader. Penguin India. New Delhi.
7. Adolescent Girls Empowerment Program (AGEP) & Health and Life Skills Curriculum. (2013). UK Aid and Population Council.
8. Agochiya Devendra (2009), Every Trainer's Hand Book, (2nd Edn.), Sage Publications, California.
9. Boydell Tom et al., (1996), Identifying Training Needs, University Press India Ltd.
10. Butler, Judith. & Joan Scott. (eds.). 1992. Feminists Theorize the Political. Routledge. New York.
11. Cherry Smith. (1997). 'Queer Notions', in Sandra Kemp and Judith Squires (eds.). Feminisms. Oxford University Press. New York.
12. Connell, R W. (1987). Gender and Power. Polity Press. Cambridge

SEMESTER-VI

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COURSE CODE	COURSE TITLE	COURSE WISE CLASS	L-T-P	CREDITS
BEN-GE-332B	Web Content Writing	GE	3-1-0	4

Course Outcomes: At the end of the course, students should be able to:

- ✦ CO1: Explain the importance of web content writing
- ✦ CO2: Examine the types of content writing skills, process and principles of writing.
- ✦ CO3: Develop an understanding of the audience
- ✦ CO4: Create blogs and e books
- ✦ CO5: Apply SEO guidelines for effective content development for E Commerce Sites

Unit-Wise Syllabus

- **Unit-1:** Basics of Content Writing: An Introduction – The concept of Content Writing, Importance of Content Writing, Scopes & Types of Content Writing, Skill, Roles & Functions of Content Writing
- **Unit-2:** Content Writing: Processes and Principles & Tools, Principles & Techniques of non-fiction writing, Story-Telling Techniques, Understanding the basics of Social Media
- **Unit-3:** Understanding Blogging: An Introduction to Blogging, What is blogging and e book? How to write an e book? How to start blogging? How to avoid plagiarism? How to write plagiarism free copies?
- **Unit-4:** Visual & Interactive Content: Infographics, Images, Screenshots, Videos, Memes, GIFs, Quizzes, Polls, Interactive White Papers

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- **Unit-5:** Content for E-Commerce: Effective Writing for E-Commerce Sites, Product Description that sells, SEO, SEO guidelines

Suggested Readings:

1. Jones, Colleen. Clout: The Art and Science of Influential Web Content. New Riders, CA, USA. ISBN-13: 978-0321733016, ISBN-10: 0321733010.
2. Robinson Joseph. Content Writing Step-by-step. Amazon digital services LLC-- KDP print US, 2020. ISBN: 9798603871929.
3. Feldar, Lynda. Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound. New Riders, CA, USA. ISBN-13: 978-0321794437, ISBN10: 9780321794437.
4. James, Anthony. Blog Writing: The Content Creation Blueprint. Amazon digital services LLDKDP print US, 2018.
5. Nielsen, Jakob and Budiu, Raluca. Mobile Usability. New Riders, CA, USA. ISBN13: 978-0321884480, ISBN-10: 0321884485.
6. Redish, Janice. Letting Go of The Words: Writing Web Content That Works. Morgan Kaufmann. ISBN: 0123859301.
7. Williams, Andy. How to Write Great Website Content in 2019? Independently published. ISBN: 1731384467



Dr. Priya Raghav

HoD Incharge, School of Humanities and Social Sciences.



Registrar



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School of Humanities & Social Sciences Department of Psychology

The Board of Studies Meeting of the Department of Psychology was held on 8th June 2021 from 11:30am to 1:30pm in the Board Room 203, Central Block, Lingaya's Vidyapeeth, Faridabad. The external academic expert had joined via online Google meet link <https://meet.google.com/aaunovs-mgu>.

The following members were present:

1.	Dr. Pankaj Kumar Mishra	Dean Academics	Member Secretary
2.	Dr. Ankur Tyagi	HoD	Chairperson
3.	Dr. Manisha Singh	Assistant Professor, Psychology	Member
4.	Ms. Sanchari Maity	Assistant Professor, Psychology	Member
5.	Ms. Parul	Assistant Professor, Psychology	Member
6.	Dr. Rashmi Maniar	Assistant Professor, English	Member
7.	Ms. Lavanya	Assistant Professor, English	Member

Agenda Item No.		Agenda
BOS/HSS/PSY/2021	1:	Welcome address and opening remarks by the Chairperson, Board of Studies Meeting
BOS/HSS/PSY/2021	2:	Confirmation of the Minutes of the previous Board of Studies Meeting.
BOS/HSS/PSY/2021	3:	<ul style="list-style-type: none"> Review of Syllabus of BA (H) Psychology and change(s) required/proposed in syllabus. Introduction to new courses Distribution of Core, DSE, AECC, SEC & GE Course(s)
BOS/HSS/PSY/2021	4:	Clubs & CSR activities
BOS/HSS/PSY/2021	5:	Any other point with the permission of the Chair.

The Minutes follow:

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1. The Chairperson, Board of Studies welcomed Professor (Dr.) Renuka Joshi, the external academic expert for the BOS and all members on behalf of the department of Psychology and School of Humanities & Social Sciences.
2. The Minutes of the previous Board of Studies of the School of Humanities & Social Sciences were communicated to the members.
3. The department presented the proposed changes in B.A. (H) Psychology. The expert approved the changes with the following recommendations:
 - The external academic expert and the members of Board of Studies meeting had discussed and agreed on the introduction of following *new courses* (Annexure:1):-
 1. **Semester-I**
BPSY-GE-132B: Psychology of Language
BPSY-GE-132C: Youth Psychology
 2. **Semester-VI**
BPSY-GE-332A: Training and Development
4. The expert has consented to categorise the courses as per the norms prescribed by UGC.
4. The Club and CSR activities proposed by the department were found to be appropriate by the academic expert.
5. The expert has suggested making the classes interactive and providing students with hands on training to make them industry ready.

The members had a detailed interaction among themselves. Based on the suggestions given by the members, BOS resolved to forward the recommendations to the Academic Council for further approval. The BoS meeting ended with vote of thanks to the expert and all members by the Chairperson of the BoS.



Dr. Ankur Tyagi

HoD, Department of Psychology.

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Annexure: 1

SEMESTER-II

COURSE CODE	COURSE TITLE	COURSE- WISE CLASS	L-T-P	CREDIT S
BPSY-GE-132B	Psychology of Language	GE	3-1-0	4

Unit Wise Syllabus:

Unit-1 Linguistics and Psychology - What is psycholinguistics and what issues are of interest?

- Historical Origins Behaviorism Influence of Noam Chomsky. Biological Foundations of Language - Neurological mechanisms of language production and comprehension - Aphasia and implications for normal language processing - Hemispheric differences - Evolution of language - Language in other animal species - dolphins, bees, and primates

Unit -2 Perception of Language - Articulatory phonetics and the production of speech sounds - Acoustical phonetics and the physical characteristics of speech - Categorical perception - Models of speech perception - Reading behaviour

Unit -3 Linguistic Diversity - Variations due to socioeconomic status - Eubonics and Black English - Gender differences in language behavior - What do they reflect? - Relationship between thought and language - Does one's linguistic system influence perception, memory, and thinking?

Unit- 4 Language Development - Factors influencing language acquisition - Stages of language development: The preverbal child, acquisition of phonology, the lexicon and grammar - Emergence of linguistic awareness and meta-linguistic skills - Development grammar - Emergence of linguistic awareness and meta-linguistic skills - Development of conversational skills - Language acquisition in the school - reading behavior.

Suggested Reading:

1. David W.Carroll (2003). Psychology of Language (4 th ed). Wadsworth Publishing Co Inc.

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SEMESTER-II

COURSE CODE	COURSE TITLE	COURSE- WISE CLASS	L-T-P	CREDITS
BPSY-GE-132C	Youth Psychology	GE	3-1-0	4

Unit Wise Syllabus:

Unit-1: Introduction: Defining youth; Youth across cultures; Formulation of youth identity; Concerns of youth in Indian context.

Unit-2: Youth development and Relationships: Relationship with family members and friends; Romantic relationships; Youth culture: Influence of globalization.

Unit-3: Today's Youth: Issues and challenges: Youth and risk behaviours; Employment and education

Unit-4: Developing Youth: Positive youth development; Building resources: Hope, Optimism and Resilience.

Suggested Readings:

1. B.B. Brown, R. Larson, and T. S. Saraswathi. 2002. The world's youth: Adolescence in eight regions of the globe. New York: Cambridge University Press.
2. I.A. Connidis. 2010. Family ties and aging. Sage.
3. L. Heinz and R.R. Ansbacher. 1956. The individual psychology of Alfred Adler. New York: Basic Books

SEMESTER-IV

COURSE CODE	COURSE TITLE	COURSE- WISE CLASS	L-T-P	CREDITS
BPSY-232B	Contemporary India: Women and Empowerment	GE	3-1-0	4

Course Outcomes: At the end of the course the student will be able to:

Unit-1: Social Construction of Gender (Masculinity and Femininity) and Patriarchy

Unit-2: History of Women's Movements in India (Pre-independence, post-independence) Women, Nationalism, Partition, Women and Political Participation

Unit-3: Women and Law, Women and the Indian Constitution, Personal Laws (Customary practices on inheritance and Marriage), (Supplemented by workshop on legal awareness)

Unit-4: Women and Environment: State interventions, domestic violence, female feticide, sexual harassment

Unit-5: Female Voices: Rokeya Shekhawat Hossein. Sultana's Dream.

Suggested Readings:

1. Chopra, R. (ed.). (2006). Reframing Masculinities: Narrating the Supportive Practices of Men. Orient Black swan. Delhi.
2. Geetha, V. (2006). Gender. Bhatkal & Sen. Calcutta.
3. Gerda Lerner, (1985). Creation of Patriarchy, Oxford University Press. London.
4. Glover, D. & C. Kaplan. (2009). Genders. Routledge. New York.

SEMESTER VI

COURSE CODE	COURSE TITLE	COURSE- WISE CLASS	L-T-P	CREDITS
BPSY-GE-332A	Training & Development	GE	3-1-0	4

Unit Wise Syllabus:

Unit-1: Organization vision & plans, assessment of training needs, setting training objectives, designing training programmes, Spiral model of training.

Unit-2: Tasks of the training function: Building support, overall training capacity, developing materials, strategic planning, networking, designing training programmes.

Unit-3: Training methods: On the job training, job instruction training, apprenticeship, coaching, job rotation, syndicate method, knowledge-based methods, lecture, conferences, programmed learning, simulation methods, case study, vestibule training, laboratory training, in-basket exercise, experiential methods, sensitivity training, e-training.

Unit-4: Management Development Programme Methods: -Understudy, Coaching, Action Learning, Role Play, Management Games, Seminars, University related programmes, special

projects, behavioural modelling, job rotation, case study, multiple management, sensitivity training. Post training: Training evaluation, Training impact on individuals and organizations, Evaluating Programmes, Participants, Objectives.

Unit-5: Organizational Development (OD): Definition Foundations of OD, Managing the OD Process, Action Research and OD. OD Interventions: Overview of OD Interventions, Team Interventions Inter-group and Third-Party Peace-making Interventions. Comprehensive OD Interventions, Structural Interventions and the Applicability of OD, Training Experiences. Issues in Consultant –Client Relationships, System Ramifications, Power, Politics and OD.

Suggested Readings:

1. Blanchard P.Nick& Thacker James: Effective Training, Systems, Strategies and Practices, Pearson.
2. French Wendell, Bell Cecil and VohraVeena: Organisation Development, Behavioral Science Interventions for Organisation Improvement, Prentice Hall.
3. Lynton Rolf &PareekUdai: Training & Development, Prentice Hall.
4. Bhatia S.K.: Training & Development, Deep & Deep Publishers.

SEMESTER VI

COURSE CODE	COURSE TITLE	COURSE- WISE CLASS	L-T-P	CREDITS
BPSY-GE-332B	Web Content Writing	GE	3-1-0	4

Unit Wise Syllabus:

Unit-1: Basics of Content Writing: An Introduction – The concept of Content Writing, Importance of Content Writing, Scopes & Types of Content Writing, Skill, Roles & Functions of Content Writing

Unit-2: Content Writing: Processes and Principles & Tools, Principles & Techniques of non-fiction writing, Story-Telling Techniques, Understanding the basics of Social Media

Unit-3: Understanding Blogging: An Introduction to Blogging, What is blogging and e book? How to write an e book? How to start blogging? How to avoid plagiarism? How to write plagiarism free copies?

Unit-4: Visual & Interactive Content: Infographics, Images, Screenshots, Videos, Memes,

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GIFs, Quizzes, Polls, Interactive White Papers

Unit-5: Content for E-Commerce: Effective Writing for E-Commerce Sites, Product

Description that sells, SEO, SEO guidelines

Suggested Readings:

1. Jones, Colleen. Clout: The Art and Science of Influential Web Content. New Riders, CA, USA. ISBN-13: 978-0321733016, ISBN-10: 0321733010.
2. Robinson Joseph. Content Writing Step-by-step. Amazon digital services LLC--KDP print US, 2020. ISBN: 9798603871929.



Dr. Ankur Tyagi

HoD, Department of Psychology.



Registrar

