

Department of Business Administration

Govt. Degree College Udhampur

**Recognized by University Grant Commission (UGC) with 2(f)
and 12 (b), Affiliated to University of Jammu**

About Department

- ❑ **Year of establishment: 2002**
- ❑ **Posts sanctioned (Teaching):2016-2019 (03); 2019-2021 (02)**
- ❑ **Present position of posts:03**
- ❑ **Programmes offered: UG (BBA)**
- ❑ **Futuristic approach:** To enable students with multifaceted talent and to generate better employment opportunities .

Vision and Mission of the Department

Vision:

To be the centre of excellence in business management, developing transformative knowledge leadership.

Mission:

- ❑ To be among the top league in University B-Schools in India.
- ❑ To develop state of the art infrastructure including digital academic and research resources for achieving excellence in management education.
- ❑ To catalyze research for building excellence in the area of management by collaborating with Government, Industry and academia for the larger benefit of all the stakeholders in the process.
- ❑ To design and develop innovative strategies for effective teaching- learning pedagogy in management.
- ❑ To train young professionals to inculcate command as well as ability to shoulder corporate responsibilities and excellence with humility and sense of ownership and be socially relevant.

Departmental facilities

- ❑ **No of computers available in the department for Staff :1**
- ❑ **Internet facility : Yes**
- ❑ **ICT Enabled class rooms and labs availability : Yes (1 smart classroom)**
- ❑ **No. of Journals in hard copy form: Yes**
- ❑ **No. of e-books and e-Journals available through library related to your subject: Yes**

Details of books in the library

Detail of books available in library related to the subject:

Total No. of books of BBA in the library is 472.

Author and book-wise details are as follows:

Detail of Books

Journals available in the library are as follows:

- 1. customer relationship management**
- 2. supply chain management**

Teaching staff

- No of sanction posts: 02.
- Present status: 04 (03-Permanent and 01-Academic Arrangement)

Name of the Faculty	Designation	Qualification	Specialization
Dr. Pallavi Bhagat	Assistant Professor (HOD)	Ph.D	Management
Mr. Kaku Ram	Assistant Professor	MBA	Management
Dr. Ridhi Sharma	Assistant Professor	Ph.D	Management
Mr. Yogesh Sharma	Lecturer (Academic Arrangement)	MBA	Management

Faculty Profile/achievements

Name of the Faculty with Qualification	Detail of achievements (workshops, conferences, other programmes)	Detail of publications with full detail	Additional responsibilities (Member)
Dr. Pallavi Bhagat	2-Week Faculty Development Programme on "RESEARCH METHODOLOGY" , Teaching Learning Centre, Ramanujan College University of Delhi, October 01- October 15, 2020	Arora, N., & Bhagat, P. (2016). Workplace spirituality and employee engagement leading to organizational citizenship behaviour. <i>International Journal of Education and Management Studies</i> , 6(3), 395.	Skill enhancement courses of sem 4 & 6 of BCOM/BBA /BCA
	Faculty Development Programme on MOOCs and MOODLE Based Learning Management System, Indira Gandhi University, Meerpur, Rewari., June 15-22, 2020	Arora, N., & Bhagat, P. (2016). Well-being: Exploring its meaning at workplace. <i>Indian Journal of Health & Wellbeing</i> , 7(10).	Industrial skill committee; College Beautification committee ; Transport and GEN set committee ; College Beautification committee/Green Audit Committee ; Committee against Sexual harassment (CASH)& Equal Opportunity Cell ; Transport and GEN set committee
	7 days online FDP on "Contemporary Research practices in social sciences", Amity University, 30 May-5 June 2020	Bhagat, P., & Arora, N. (2021). The Impact of Job Crafting on Workplace Well Being in Teaching Professionals. <i>Anwesh</i> , 6(1), 14.	Proctorial Board for maintenance of Discipline
		BOOK:Entrepreneurship, Skill Development and Rural Livelihoods Chapter :The role of social media in engaging employees at workplace (Dr Neelika Arora and Pallavi Bhagat); 2017; ISBN no. 978-93-86608-12-3	

Faculty Profile/achievements

Name of the Faculty with Qualification	Detail of achievements (workshops, conferences, other programmes)	Detail of publications with full detail	Additional responsibilities
Dr. Ridhi Sharma	42 nd GOC , HRD centre university of Jammu (2-7-2019 to 22-7-2019)	“ Effect of Advergame on Young Children : A qualitative analysis” International Journal of Ethics in Developing Economies Vol9 issue 1, pp 24-31 (2020)	Acted as a member of admission committee for BBA 5th sem GDC udhampur , session 2021
	One week FDP on “Open source tool for research “ from University of Delhi under the aegis of HRD ministry		Organized one day hands on training , orientation and exhibition workshop on carrer opportunities in agricultural sector at GDC udhampur as a member of Career counselling committee.
	Two weeks FDP on “ Advanced Concepts for developing MOOCS from July 02 -17 july , 2020 , University of Delhi , HRD ministry		
	One week FDP on “qualitatiive data analysis from dec 21-28 with A+ grade , university of Delhi, ministry of Education.		

Faculty Profile/achievements

Name of the Faculty with Qualification	Detail of achievements (workshops, conferences, other programmes)	Detail of publications with full detail	Additional responsibilities (Member)
Prof. Kaku Ram	Presented a paper titled Language Tools and Language Hierarchy ensuring Social Dynamics Contemporary Orbit in National Conference On Routing The Rootless: Exploring The Literatures Of The Indigenous Cultures" organized by Government Degree College, Udhampur on 1 st & 2 nd December, 2017		Acted as an active member of various important committees of the college like Career counseling, placement cell, scholarship, PMSSS, Canteen committee, Student welfare committee, library committee, etc.
	Presented a paper titled Changing Status-Quo improving Higher Education through various means in two days International Conference on "Quality Enhancement of Higher Education in India & Changing Paradigm" organized by Bilaspur University, Bilaspur C.G. as on 4th & 5th January 2018		Organized a Tour of 4 th and 6 th semester students of BBA department, Government Degree College Udhampur, to Chenab Textile Mills, Kathua as on 8 th of April, 2017
	Presented a paper titled Viability of IT and Computer Association in E-Commerce in Two Day National Conference On "Emerging Trends In Advanced Computing And Information Technology (ETACIT-2018) organized by Department of Computer Science IT, Kathua Campus, University of Jammu on February 24 th -25 th 2018.		Imparted training on "Personality Development" to the front line staff of Udhampur Postal Division on 17-09-2017 at Government Degree College, Udhampur.

Faculty Profile/achievements

Name of the Faculty with Qualification	Detail of achievements (workshops, conferences, other programmes)	Detail of publications with full detail	Additional responsibilities (Member)
Prof. Kaku Ram	Presented a paper titled Relevance of IT in Business Intelligence in the National Conference on Recent Advances in Computer Sciences and IT (NCRACIT) organized by Department of Information Technology, and Engineering, School of Engineering and Technology, Baba Ghulam Shah Badshah University, Rajouri, Jammu and Kashmir as on 24 th -25 th of April,2018.		Coordinated two days program on Digital marketing, Entrepreneurship and Supply Chain Management held on 4 th and 6 th October, 2017 at Government Degree College, Udhampur.
	Presented paper titled Biodiversity a big challenge to sustainability in One Day National Seminar on Technology, Tradition, Heritage and Culture "Concoction for Consciousness: Progression, Identity-Fomation and Subjectivation", Organized by G.D.C Udhampur (J&K) on March26, 2019.		Deputed as Executive Magistrate 1 st Class during COVID-19 Pandemic at various Quarantine and Covid care Centers of Udhampur District for one year (From 28 th of march 2020-28 th of march 2021).
	Presented paper titled Synergistic effects of Organizational Learning on Organization and performance in three days International Conference on Global Challenges, Innovation and Sustainability of Mankind "UNRAVELLING THE MIND'S EYE" Organized by Govt. Degree College Udhampur In Collaboration with Indian Science Congress Association (ISCA) from October 31 st to November 2 nd , 2019.		Attended two week FDP on “Higher Education in the post Covid-19 Era: Challenges, Strategies and Innovations” held from 14 th -27 th of February, 2022 organized by center for hospitality and tourism, School of Management Studies, Baba Ghulam Shah Badshah University, Rajouri, Jammu and Kashmir.

Supporting staff

- Sanctioned strength : NA
- Present position: 01

Name of the supporting staff	Designation
Mr Mohinder Kumar	orderly

Glimpses of achievements



Glimpses of achievements



Glimpses of achievements



Objectives of the Department

- Followed academic calendar
- Time table – 18 hours per head and per week
- Examination details: As per university guidelines
- Academic flexibility: Imparted industrial visits, summer internships and project presentation for the final semester students.
- Professional skill: Training are organized for the students for minimum 45 days as summer training Projects where they get the practical knowledge about the implications of the subject.

Outcomes of the Departmental activities year wise

- Two days workshop organised by the department from 4-5 October 2017 by “IIM Calcutta” and “makeinter.com” (Carpe-diem).
- Taking assistance of smart classes for imparting knowledge among students through teaching-learning process.

Enrolment of the students Year wise

Year	Number of sanctioned seats	Number of students admitted
2020-21	30	30
2019-20	30	45
2018-19	30	35
2017-18	30	30
2016-17	30	28

Results

- Results year wise, class wise as well as its analysis (6th semester students)

Year	Number of students appeared in the final year examination	Number of students passed in final year examination	Pass percentage
2020-21	26	26	100
2019-20	27	25	92.5
2018-19	16	15	93.75
2017-18	30	27	90
2016-17	13	12	92.03

Students Achievements

- Regarding students achievements under the heading like “we are proud of you” ‘Pride of the Department’ or any other title

Year	Class	Name of the student	Overall Rank in university examination
2016-17	BBA	PRIYA THAKUR D/O SH UTTAM SINGH	2ND
2018-19	BBA	AKSHITA ABROL D/O SH JUGAL KISHORE ABROL	10TH
2019-20	BBA	MRIDHU MAGOTRA D/O SH VIRENDER KUMAR	5TH
2020-21	BBA	KEERTI SHARMA D/O SH HANS RAJ SHARMA	1 st
020-21	BBA	SUMIKSHA GUPTA D/O SH RAVI GUPTA	2ND
020-21	BBA	RIYA GUPTA D/O SH VIJAY KUMAR	6TH
020-21	BBA	RIYA GUPTA D/O SH RAMESH KR GUPTA	9TH

Students Achievements in sports

- Regarding students achievements under the heading like “we are proud of you” ‘Pride of the Department’ or any other title

Year	Class	Name of the student	Sport	Overall Rank in university examination
2019-20	BBA	Ritik Jandial	Badminton (Inter-College)	Gold
2019-20	BBA	Vansh Mahajan	Badminton (Inter-College)	Gold
2018-19	BBA	Amit Kumar	Boxing (Inter-College)	Gold
2019-20	BBA	Samaksh	Basketball (Inter-University)	Participation
2021-22	BBA	Ria Pandita	Basketball (Inter-College)	Runner Up

Students Achievements



Student Progression

Sno.	Name of Student	Year	Post Graduation	Work Place
1	Praish Gupta	2017	MBA	Unicharm India Pvt Ltd
2	Tania	2017	MBA	Decathlon Tec Infotree
3	Kamakshi	2017	MBA	ANZ
4	Vanshika	2017	MBA	Bharti Airtel
5	Vishav Pandoh	2018	MBA	Marketing Officer, Union Bank of India
6	Kanav Kalsotra	2018	MBA	NA
7	Rashi Mahajan	2018	MBA Hospitality & Tourism	NA
8	Karan Bucha	2018	MBA	Deputy Manager, ICICI bank
9	Vishwaasdeep	2018	MBA	Self Employed
10	Megha Abrol	2018	NA	Cabin Crew, Spicejet Airlines

Student Progression

11	Chetan Kumar	2018	MA Economics	NA
12	Shubam Abrol	2018	NA	Medical Representative, Aristo Pharmaceutical Ltd.
13	Abhijeet Sharma	2018	MBA Marketing	Territory Sales Manager, Airtel India
14	Neha Rani	2018	M.COM	NA
15	Roshali Bharadwaj	2018	MBA	Research Analyst, Panum Group
16	Priyal sharma	2018	MCA	NA
17	Asmita Sallan	2018	MBA	NA
18	Vignesh jamwal	2018	MBA Marketing	Area Sales Manager, Cars 24
19	Arjun Gupta	2018	MBA Marketing	Business
20	Udit Mahajan	2018	MBA Marketing	Assistant Manager, IDBI
21	Luckdeep	2018	MBA Marketing & HR	Trader, Raw Business
22	Tania Devi	2018	MBA	NA
23	Nipun Mahajan	2019	Pursuing MBA	NA
24	Srijina Khajuria	2019	MBA	ICICI Prudential
25	Arjun Gupta	2019	MBA	NA

Student Progression

26	Akshit Gupta	2019	Pursuing MBA	NA
27	Mohd Adil	2019	Pursuing MBA	NA
28	Shagun Kasav	2020	Pursuing MBA	NA
29	Manali Shrama	2020	Pursuing MBA	NA
30	Rakhi Gupta	2020	Pursuing MBA	NA
31	Simran	2020	Pursuing MBA	NA
32	Ashu Thakur	2020	Pursuing MBA	NA
33	Shipali	2020	Pursuing MBA	NA
34	Sayam	2020	Pursuing MBA	NA
35	Gursimran	2020	Pursuing MBA	NA
36	Kashish	2020	Pursuing MBA	NA
37	Rakhi	2020	Pursuing MBA	NA
38	Priya	2020	Pursuing MA	NA
39	Parmeet	2020	Pursuing MA	NA
40	Sarv	2020	Pursuing PGDBM	NA
41	Shamli	2020	Pursuing BEd	NA
42	Sunali	2020	Pursuing BEd	NA
43	Vandana Thakur	2020	NA	Relationship executive, ICICI Bank
44	Riya Gupta	2021	MA English	NA
45	Shubam	2021	Pursuing MBA	NA
46	Kavisha	2021	Pursuing MBA	NA
47	Amisha	2021	Pursuing MBA	NA
48	Ruchika	2021	Pursuing MBA	NA

Teaching learning Methodology opted:

- ❑ **Experiential learning** (Internship, survey etc.): the students are made to present the project reports prepared by them on the basis of their summer internships which is an important part of their curriculum.
- ❑ **Participative learning** (Students are encouraged to involve in group discussions and give presentations on the different topics allotted to them from the syllabi or any other current issue)
- ❑ **Problem solving** (Students are also made familiar with different problems faced by the organizations by discussing various Case Studies in the classrooms)

Mode of Assessment

- ❑ Internal Exam (Theory and Practical where applicable, as per Univ. guidelines with marks breakup/ date sheets/ question papers/ projects/field visit reports etc.)
- ❑ Class tests : As per the University of Jammu Guidelines.
- ❑ Assignments : As per the University of Jammu Guidelines.
- ❑ Attendance : As per the University of Jammu Guidelines.
- ❑ Activities: As per the University of Jammu Guidelines.
- ❑ Assessment of students in any other form: Group discussions or power-point presentations organized for the students.

SWOC/SWOT ANALYSIS

Departmental Strengths:

BBA degrees are a combination of theory, practical knowledge application, and personality development.

Overall good result in the university examinations.

Students have shown a good record in their career progression.

Cooperative learning approach (group discussion..... In class). Integrating technology (slide presentation, power point, etc...). Retaking some tests.

Collaborative projects, student centered assignments, videos (with periodic questioning).

Makes the students understand the corporate culture through the summer internships in the business organizations.

the students.

Graduates from all different streams can join the MBA course, but if you are a BBA graduate, you will fare much better than others.

Departmental Weakness:

No field trips in the curriculum included.

Students should have much access to the corporate world and opportunities for students in jobs is lesser as compared to those who pursue MBA.

Departmental Opportunities:

The students have a clear understanding of various concepts that will come their way during higher studies (MBA as well as Research).

Departmental Challenges/ Threats:

The placement in the organizations on the basis of BBA in this particular area is very less and it is a major threat to the department.