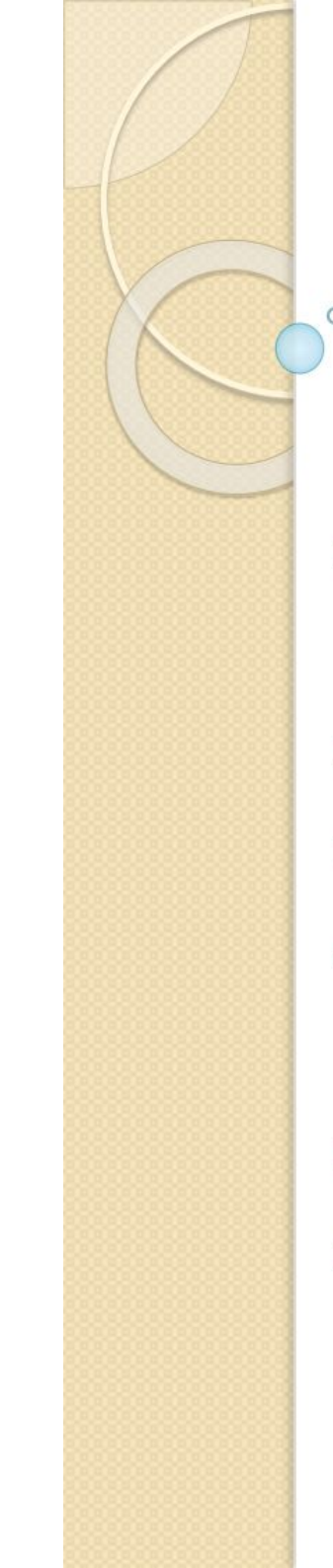


Durga Mahavidyalaya, Raipur



Department of Management

Welcomes You All!



Department of Management

Brief Profile of the Department:

- UG Course: Bachelor of Administration (BBA)
- Year of Establishment: 2009
- Number of Seats: 40
- Affiliation: Pt. Ravishankar Shukla University, Raipur
- Approved by AICTE since 2024
- NEP 2020 Curriculum followed from 2024

Faculty Profile & Publication

S. N o	Name of Faculty	Designation	Educational qualification			Experience	Publication		
							Research Papers		Book Chapter
			PhD	NET	PG		National	International	
1.	Dr. Suchitra Rathi	Head of the Department	2015	2007	MBA Specialization: Major: HRM Minor: Marketing Management	24 years	08	04	2
2.	Prof. Chetna Nayak	Assistant Professor	Pursuing	-	MBA Specialization: Major: Finanace Minor: HRM Marketing Management	8 years			



Faculty Support from Other Departments

- Commerce Department – for practical subjects like Financial Accounting, Business Taxation
- Education Department – for Languages (Hindi & English)
- Computer Science Department – IT related subjects
- Psychology Department – Generic Elective

Faculty Excellence

Dr. Suchitra Rathi

BOS Member:

- ITM University, Raipur: from January 2021 to 2024
- Pt. RSU, Raipur: from 2012 to 2015

Examination Work: IGNOU, Pt.RSU, ITM, Bastar University, MATS, CSVTU

- PhD Thesis Evaluation
- External Examiner
- Paper Setting
- Paper Valuation

Faculty Excellence: Glimpses

Dr. Suchitra Rathi as an External examiner in PhD Viva-voce



Dr. Suchitra Rathi as a Resource Person at Columbia College conducting workshop on Self Awareness – “Know Yourself”



Objectives of the Department

■ Vision

To prepare our Students to become future business **leaders, entrepreneurs and socially responsible professionals** who adapt themselves in the dynamic corporate world with a global perspective.

■ Mission

- To make students learn, adapt and lead with **essential skills** required to sustain themselves in the changing environment.
- To inculcate foundation of **human values** for conducting ethical business practices and becoming socially conscious professionals.

■ Goals

To equip students with comprehensive knowledge and necessary skills required to develop their career in entrepreneurship or professional job.

Programme Outcome (Management)

- **Professional development:** To develop students professionally to handle business issues and develop solutions.
- **Team Member:** To develop students to be a better team member with sensitivity & mutual understanding.
- **Bridge the gap:** To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching methodology.
- **Social consciousness:** To develop socially, ethically responsible business leaders.
- **Skill Enhancement:** To sharpen soft and hard skills among the students.
- **Career development:** To promote entrepreneurial skills and job specific skills among students.

Course Outcome (BBA)

BBA program aims to equip students with a **strong foundation** and develop their knowledge, Skills & Abilities (KSA) in areas like:

- **Theoretical and Practical Knowledge of:**
 - Functional areas of Management (HR, Marketing, Finance & Production)
 - Accounting & Economics
 - Environmental Awareness (Internal, External, Natural)
 - Language Proficiency (Hindi & English)
 - Decision Making & Numerical Ability
 - Ethics & CSR
 - IT (Computer Fundamentals, MIS)
- **Problem Solving & Analytical Skills**
- **Communication & Interpersonal Skills**
- **Leadership & Entrepreneurial Skills**
- **Ethics & Social Responsibility**

Curriculum Planning & Delivery

- **Curriculum Planning & Monitoring**

- Departmental Academic Calendar
- Time-table
- Departmental Meeting
- Daily Diary
- Course status

- **Curriculum Delivery**

- Classroom teaching through various methods
- Student centric methods with experiential learning

Teaching Learning Methods

- Interactive, experiential, and application-oriented learning methods are used which are as follows:
- Traditional Chalk & Duster Method
- Case studies: Zomato, Byju
- Role plays
- Extempore & Presentations
- Assignments, Field Work & Projects
- Industrial Visits: Parle G
- Guest Lectures by Academicians & Industry People
- Group Discussions
- Movie Review: Rocket Singh –Salesman of the Year
- Newspaper reading: Daily News Analysis (DNA)
- Quizzes (subjective, business related topics)
- Feedback System (Strengths, improvement areas are discussed)

- **Assessment Method:**

- Class/Unit Test
- Assignment
- Viva-voce (Internal/External)
- Pre-University Exam
- University Exam

- **Interaction with Parents**

- Healthy discussion for improvement of student

■ **Mentor–Mentee Harmony**

• **We care for our students**

- Mentors are assigned to all the students.
- Our Faculty-Mentors provide student with emotional and instrumental support & guidance

□ **Mentoring activities are conducted for the Students for:**

- Self-awareness
- Encouragement and motivation
- Career guidance - preparing them for future challenges
- building confidence in them
- fostering their all-round growth

Amenities and Resources

■ **Library**

- Physical & e-library facility is available for students & Staff.
- Faculties & Staff are getting registered on INFLIBNET, thus getting access to a nationwide network.
- Koha software is used which is an open source Integrated Library System
- Recent initiative: small Departmental Library

■ **Remedial and Tutorials**

- Remedial classes & Tutorials are conducted time to time to sort the doubts of Students in all subjects.
- Slow learners are taken care of through mentoring and remedial classes.
- Remedial Classes are part of our regular class time-table.

E-Content & Study Material

- Relevant & updated E-content is provided to students in the form of PDF and PPT through official WhatsApp group and also uploaded on the official website of the college.
- Pictures, diagrams are inserted to draw attention and make it more interesting.
- Question Bank is maintained in the department and is accessible to the students

Add-on-Course

Topic: “Essentials of Entrepreneurship”

- Date: 1/04/2023 to 15/04/2023
- Duration: 30 hours
- Number of Students Enrolled: 16
- Number of Students attended: 16



Student Excellence: Proud Moment

Muskan Agrawal Batch: 2018-2021 secured position in the merit list of Pt. Ravishankar Shukla University, Raipur (C.G)



PT. RAVISHANKAR SHUKLA UNIVERSITY : RAIPUR (C.G.)
- :: NOTIFICATION :: -

No.\ 266 \Conf.\Merit List\2021

Raipur, dated 29/ 01 /2022

The Merit List of the following candidates who have appeared at B.B.A. 6th Sem. Semester examination May-June 2021 of this university is declared as under:-

// B.B.A. 6 th Semester May-June-2021 //						
S.N.	Roll No.	En. No.	Name of candidate	Div.	Pos.	Total Marks Out of 3100
1.	1812423076	AD/09452	Hemal Patel	I	I	2457
2.	1812023088	AD/08340	Yukta Agarwal	I	II	2443
3.	1819923023	AD/14992	K.Garima	I	III	2422
4.	1812423109	AD/09472	Muskan Agrawal	I	IV	2410
5.	1812023086	AD/08255	Mayuri Choudhary	I	V	2409
6.	1812023136	AD/08259	Minal Kesharwani	I	VI	2375
7.	1812423057	AD/09487	Rajesh Kumar	I	VII	2360
8.	1815423005	AD/10967	Pallavi Rathi	I	VIII	2351
9.	1812023115	AD/08262	Muskan Agrawal	I	IX	2339
10.	1812023108	AD/08326	Taniya Khemka	I	X	2321

नोट:- प्रावीण्य सूची अधिसूचना में त्रुटि होने पर विश्वविद्यालय द्वारा परिवर्तन / सुधार कर सही प्रावीण्य सूची घोषित की जा सकेगी। यदि किसी व्यक्ति को आपत्ति हो तो कृपया प्रकाशन की तिथि से 15 दिवस के अंदर आवेदन करें, इसके पश्चात आपत्ति पर विचार नहीं किया जावेगा।

Note:- In case of the mistake (if any) in Notification of the Merit List University may change and declare amended /corrected Merit List.If any one is having any claim is/are requested to file application within 15 days of it's publication afterwards it can not be possible to entertain the same.

Checked

27.1.22

By order

20.1.22

Registrar

Copy to:-

1. The Principal concerned colleges/ Head, SOS Pt. RSU, Raipur.
2. The Dean, DSW, Pt. R.S.U., Raipur.
3. The Dy. Registrar (Exam.) & Incharge Degree cell, Pt. R.S.U., Raipur.
4. The Secretary to Kulpati/P.A. to Registrar, Pt. RSU, Raipur
5. The Editors of all local news papers for publication of the merit list as a news item

Asstt. Reg./ O.S.D.(Conf.)

BBA Result Analysis: 2018 - 2023

Year	BBA VI Semester		
	Appeared Students	Passed Students	Percentage
2022 - 2023	08	06	75 %
2021 - 2022	14	14	100 %
2020 – 2021	08	08	100 %
2019 – 2020	02	02	100 %
2018 - 2019	06	03	50 %



Participation of Students

- Our Students are excelling in diverse areas from academics to non-academics.
- Excellent participation by our Students in Sports, Cultural, NCC & NSS activities at College level and also at University level.

Udit Kshetrapal: BBA I Year

First position in Basketball Event in College.

Runner-up in Basketball tournament at Pt. RSU University.



Bhawana Yadav: BBA Final Year NCC Cadet (Army Mela, etc)



Akansha Nirmalkar: BBA II Year

Player of Pt.RSU net Ball Team: Played in Jaipur net ball national tournament for Pt. RSU team at all India level.



Social Responsiveness:

Faculty & Students from Department of Management donating blood in blood donation camp organized by College



Extra Curricular Activities

Objective:

- To foster holistic development
- To blend of academics with non-academic activities
- To develop knowledge, skills & abilities (KSA).

Extra-curricular activities in various forms are conducted by the Department:

- **Industrial Visits:** to link the 'World of knowledge' with the 'World of work'.
- **Skill Enhancement Programmes:** Programmes like 'Ad-Mad-Show', are conducted to enhance team-spirit, empathy and presentation skills.
- **Guest Lectures/Seminars**
- **Career Guidance Talks**
- **Business Quizzes:** brainstorming sessions in the form of quizzes are conducted to develop business acumen.

Ad-Mad-Show



Industrial Visit to Parle G



Seminars

Preparation for CAT & Career in Management: Mr. Shailendra Singh, Director, Career Launcher



Adapt, Evolve, Lead: Essential Skills for the AI Revolution & Management Career: Mr. Shyam Verma, Founder-Director, Miracles



Business Quiz



Lecture Series

Topic: **Entrepreneurship**

Resource Person: Dr. Suchitra Rathi



Topic: **Artificial Intelligence**

Resource Person: Prof. Kheman Lal Sahu



National Entrepreneurship Day

Seminar on Life stories of Successful Entrepreneurs & Business Plan

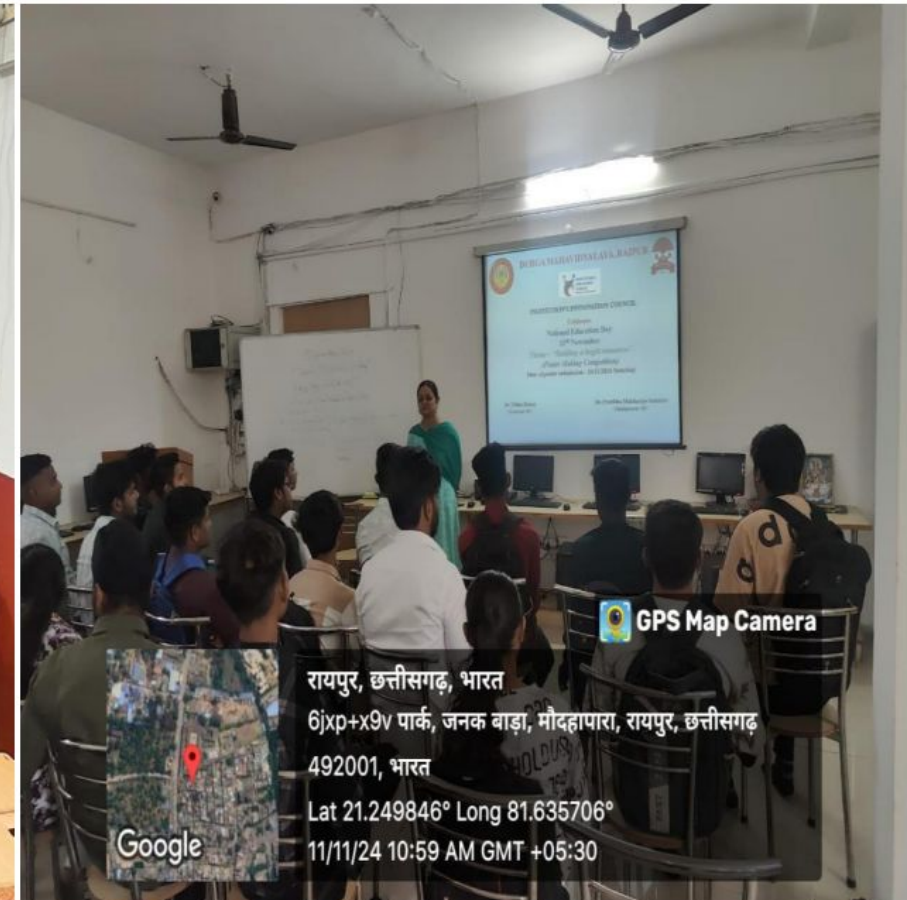


Bring Your Idea into Life: Business Plan Competition



National Education Day

Building a Bright Tomorrow: Poster Making Activity



National Creativity & Innovation Day

“AI Integrated Digital Marketing”



WORLD
creativity
AND
INNOVATION
DAY



SWOC Analysis

Strengths:

- We are part of one of the **reputed and oldest College** in Raipur.
- Cost Factor: Management education is normally expensive. **Fee quite less** as compared to other colleges in the city.
- Good Team: good **team** of teachers & students
- Our Students: sincere and active, **readiness** to learn, get involved in activity
- Mentor-Mentee Relationship: **healthy relationship** between teachers and students

Weaknesses:

- Communication Skill:
 - BBA is an English medium course.
 - Needs to be enhanced

SWOC Analysis

Opportunities:

- NEP: more exposure to value added courses and interest areas, thus better understanding and knowledge.
- Institution Innovation Council (IIC): more exposure to entrepreneurship & innovation
- Smart Classrooms & projectors: exposure to modern tools of presentation

Challenges:

- Post-covid impact on students – attendance issue
- Lack of interest in books

Alumni Success Stories

- To develop a bonding with our Alumnus, department has created Alumni group on WhatsApp and grand Alumni meet was conducted by the College for all the departments on 16th February, 2025.

Alumni Success Stories:

- Our alumni students are the matter of pride for us. They stand out with their accomplishments, serving as role models for current and future students.
- They are doing good in diverse areas.
- Some are pursuing MBA/PGDM from reputed Institutions
- Some doing jobs and acquiring professional skills and building network
- There are few students who have started doing their own business at a small scale level.



Forward Looking Plans

- **Skill Enhancement Programmes:** To organize more skill enhancement programmes
- **Employable Skills:** To prepare students for employability
- **Entrepreneurship:** To provide more exposure and guidance for entrepreneurship
- **Admission & Result:** More efforts on our improvement areas ie result & admission
- **Alumni & Parents:** To enhance our bonding with alumni students and parents
- **CSR/Community Outreach Programmes:** To develop sensitivity among the students

