



GALGOTIAS UNIVERSITY

School of Business Kaleidoscope

Year : 2016 , Session January to June, 2016



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Message from The Vice Chancellor



Dear students,

It gives me immense pleasure in welcoming, on behalf of the entire campus community of GalgotiasUniversity, the new entrants to one of India's top-ranked universities.

It's our commitment to nurture brilliant students who'll be amongst the most sought after by leading corporates, and who'll play a defining role in impacting the future of India. To enable this, we provide a truly wholesome education experience that's most enriching through learning from top faculty, maximum industry interaction, and all-around personality grooming.

I once again welcome the newly admitted students to the portals of this vibrant University and wish them memorable and rewarding study tenure and emerge as professionals with a distinctive edge. I would urge you to study with passion and work hard to reach your goal.

At GalgotiasUniversity, our goal is not only to dramatically impact your lives but to prepare you to impact the lives of millions across India and the world.

Wishing you all the very best.

PROF. (DR.) RENU LUTHRA

(Vice-Chancellor, Galgotias University)

Message from Dean, SOB



Sadananda Prusty , Ph.D
Dean School of Business, Galgotias University

Welcome to the School of Business, Galgotias University! We, as a Business School, work earnestly to equip students to take leadership positions in industry and society as socially responsible change agents. You will experience School's rigorous and progressive international pedagogies appropriate to your course content and your peer group. The case study method, based on the Harvard Business School Case Studies library is among the pedagogies used for most of the courses. The gap between theory and practice is narrowed through on-campus and on-site interaction with corporate leaders. This is a significant feature of the curriculum design of all the Programs offered by the school and students find numerous interaction windows through guest lectures, project work, seminars, industrial site visits, and summer internships. The school has been among the first to adopt the 'flipped classroom' approach where students are encouraged to access and internalize lectures and lecture material through online or on-campus library delivery and use class time for collaborative peer-to-peer learning. Besides the standardization and internalization of management principles, a great emphasis is placed on independent, out-of-the-box thinking. All course outlines are as per the AACSB format designed by our faculty members.

As a premier business school, we ensure excellent intellectual capital development through quality education for all our stakeholders. A team of excellent, experienced world-class faculty and a bank of industry experts is the driving force that embodies up-to-the-minute knowledge and process from across the world. The school has excellent international tie-ups with institutions and universities in Europe and the USA, which enable content development, research, student and faculty exchange. The school also has deep industry linkages at all stages of a student's education span and new courses are often designed in step with latent market demand for a particular human resource, such as the Business Analytics course designed and implemented in collaboration with IBM. The school is encouraging faculty members and students to involve in practical research projects carried on through Questioner software.

Industry has responded very positively to the quality education imparted by the school and placements stand at 100% with each student receiving multiple offers and excellent packages. I feel proud to mention that the list of recruiters grows with each passing year.

We invite you to visit our website or campus, interact with the students and the faculty, and be a part of the Galgotias University family.



Experience A Great Education Culture At One Of India's leading universities

Academic Instruction

Vision :

To be known globally for value-based education, research, creativity, and innovation

Mission :

- Establish state-of-the-art facilities for world-class education and research.
- Collaborate with industry and society to align the curriculum,
- Involve in societal outreach programs to identify concerns and provide sustainable ethical solutions.
- Encourage life-long learning and team-based problem solving through an enabling environment.

Outcome BASED EDUCATION (OBE)

Outcome-based education is student-centered instruction that focuses on measuring student performance i.e., outcomes. Outcomes include knowledge skills and attitudes. OBE involves steps of the definition of learning outcomes set target achievement, design of curriculum and syllabi, implement teaching-learning processes, specify assessment and evaluation schemes, derive attainment, review and take corrective actions based on attainment, put corrective actions back on to the system, and monitor continuous improvement. Students are advised to take benefit of this innovative and futuristic pedagogical approach STRATEGIES for Success

A) On-going Evaluation

- Students will be evaluated continuously, acquire marks for attendance and participation in the classroom; weekly assignments; minor and major projects fieldwork; feedback from group members, industry clients, and professors; and, CAT 1, 2, and final examinations. This system gives you many opportunities to prove (and improve) yourself for the duration of each semester.
- In this demanding program, you will be assessed on your performance, professionalism, and work ethic, every day, both in and out of the classroom. Faculty members are looking for stars, and our corporate partners rely on professors for their recommendations. The more you put into your education at Galgotias, the more you will get out of it, and the more successful your future will be.

B) Time Commitment Guidelines

- Success requires a real-time commitment. Nightly homework and weekly projects mean you can no longer float through the University year and expect to make it all up during a final exam. As a the guideline, students attend 100% of their lectures and dedicate another 45 hours weekly

Student Activity

Date of Event	Activity (Year 2016, Session January to June ,2016)	No of Students
16-04-2016	The Key Attributes of Successful Sales Professional	49

The Key Attributes of Successful Sales Profesional Organized by School of Business on 21st April , 2016

Key Resources Person: Dr. Animesh Singh, PhD, MBA in international Business
He has total experience of 19 years. He has done his PhD from Centre for Management Studies, Jamia Millia Islamia. He has worked for industry for 5.5 years. His areas of interest are International Business, Economics, Business Ethics and Human Values, and Marketing Courses. He has conducted many FDPs and MDPs programs. He also won best paper awards in management seminars and conferences.



Faculty Achievements

Type	Name of the Researcher	Title of the proceedings of the conference	Year of Publication
Book Chapter	Chauhan R., Singh H.	ZENITH International Journal of Multidisciplinary Research	2016
Journal	HELLEN EMMANUEL MESHACK & Vaishali Agarwal	ZENITH International Journal of Multidisciplinary Research	2016
Journal	Dr. Ramarcha Kumar	Zant World Press	2016
Journal	Bharti Motwani	Amity Business Review International	2016
Journal	Dome, M., M. and Prusty, Sadanada	International Journal of Logistics Systems and Management	2016
Journal	Natrajan, Nidhi	International Journal of Strategic Business Alliances IJSBA “Inder Science Publishers	2016
Journal	Garg, Adarsh and Prusty, Sadanand	Fusion: Entrepreneurship in a Microfinance Institution The Case Centre, for educators	2016

Editorial Team

Prof. Manisha Singh