

Aryabhatta College

Department of Management Studies

(Annual Report for the Academic Session 2023-24)

1) Name of Teacher in Charge: **Ms. Cherry Uppal**

2) Brief details of Faculty members:

- **Ms. Cherry Uppal**

She is an Assistant Professor in the Department of Management Studies at Aryabhatta College, University of Delhi. She is pursuing a Ph.D. at the Jindal School of Government and Public Policy (JSGP), O.P. Jindal Global University. She received a B.A. (H) in Economics from Hans Raj College, University of Delhi, and an M.A. in Economics from Panjab University, Chandigarh. She has been teaching for 12 years and has taught various subjects - Microeconomics, Macroeconomics, Statistics, and Econometrics to undergraduate and postgraduate students at several colleges of Panjab University and the University of Delhi. Her research area of interest is "Economics of Education". She has published various research papers in internationally referred Journals, Springer pertaining to Agriculture, education, and the health sector.

- **Mr. Pardeep Singh**

He is an Assistant Professor in the Department of Management Studies at Aryabhatta College, University of Delhi. He completed his graduation in B. A. (H) Business Economics from Sri Guru Nanak Dev Khalsa College, and did his post-graduation in M.Com. from Hansraj College, University of Delhi, and is currently pursuing his Ph.D. from the Department of Commerce, Delhi School of Economics. M.Phil. in Finance from the Department of Commerce, Delhi School of Economics. He has a teaching experience more than 9 years at the University of Delhi teaching various subjects including Business Mathematics, Business Statistics, Quantitative Techniques, Management Principles, and International Finance to undergraduate students. His area of specialization is Finance and Quantitative Techniques. He has authored research publications in journals of national and international repute.

- **Dr. Shipra Agrawal**

She has been teaching in Department of Management Studies, Aryabhatta College, University of Delhi since 2019. She has total teaching experience of 9 years. The area of specialization is Finance & Accounting, Human Resource Management and Organizational Behaviour. She teaches Subject: Financial Accounting and Analysis, Security Analysis and Portfolio Management, Finance for Everyone, Cost and Management Accounting, Wealth Management, Finance for non-Finance Executives, Operations Management etc.

- **Ms. Kavita**

She is an Assistant Professor in the Department of Management Studies at Aryabhatta College, Delhi University. She has received her Bachelor's and Master's degree in Commerce from Delhi University and is an alumna of Shaheed Bhagat Singh College (M). She has been teaching for more than seven years and has taught various subjects including Financial Management, Investment Banking and Financial Services, Business Analysis and Portfolio Management to students of BMS and B.Com. (H) course. Her area of Specialization is Finance and Corporate Law.

- **Dr. Girish Garg**

He is currently working as an Assistant Professor at Aryabhatta College, University of Delhi in Department of Management Studies. He completed his Ph.D. from G.D. Goenka University in 2022 for a thesis titled " Impact of Behavioural Biases on Mutual Fund Investors in Delhi and NCR Region". He has a double master's degree in commerce (M.Com.) and Economics (M.A. Economics) and received his undergraduate degree in Commerce from Rajdhani College, University of Delhi. He has 13 years of vast teaching experience, and his areas of expertise are finance, statistics, quantitative techniques, Economics and the business environment. He has published over 12 research papers in Scopus, ABDC, UGC Care, and other index journals. He has completed 11 certificate courses from reputed institutes in India (IITs and IIM) and abroad (Duke University, Yale University and Macquarie University).

- **Ms. Nitu Yadav**

She is an Assistant Professor in the Department of Management Studies at Aryabhatta College, University of Delhi. She received her Bachelor (B.B.A.) from Maharishi Dayanand University, and Master Degree (M.B.A.) from University of Mysore. She has been teaching for 5 years and has taught various subjects –International Finance, International Business, Management, Business Law, Human resource Management, Organizational Behaviour etc. at Maharishi Dayanand University and the University of Delhi. She has more than 4 years of corporate exposure, worked at Cargill India Pvt. Ltd. and Honda Motor India. She has published various research papers, attended National and International Conferences and Seminars.

- **Ms. Priyal Jain**

She is a visiting faculty in Department of Management Studies at Aryabhatta College, University of Delhi. She earned her Bachelor's degree in Commerce (B.Com.) from Mata Sundri College for Women, University of Delhi, and a Master's degree in Commerce (M.Com.) from Delhi School of Economics, University of Delhi. She was a rank holder during her undergraduate studies. She has a diverse teaching portfolio, including subjects such as Microeconomics, International Banking and Financial Services, and IT Skills. She has also published several research papers and actively participated in international seminars, reflecting her dedication to academic excellence and research.

- **Dr. Komal Singharia**

She is a visiting faculty in the Department of Management Studies, Aryabhata College. She completed her Ph.D. in 2024 from the Faculty of Management Studies, University of Delhi. She received her B.Com. (H) degree from Shri Ram College of Commerce and M.Com. degree from Department of Commerce, Delhi School of Economics, University of Delhi. She has presented papers at National/International conferences on diverse areas of Marketing. She has a teaching experience of 1 year. Her area of specialization is Marketing.

3) Student Strength

First Year	Second Year	Third Year
117	65	57

4) Details of publication work by the faculty members:

1. Babbar, V., Singh, J.K., Singh, S.K., & Garg, G. (2023). Smartphone Addiction is Driving Variable in Impulsive Buying Behaviour. *European Economics Letters*, 13(3), 92-100. (ABDC Indexed)
2. Nitu Yadav (2023). Does Outsourcing Human Resource have relationship with Firm' Efficiency and Employees Satisfaction in the Hospitality Industry, *Ajasra*, 13(1), 168-182. (UGC CARE GROUP 1)
3. Nitu Yadav (2023). Challenges in Outsourcing Human Resource - Literature Based Study. *ABS International Journal of Management*, 11(2), 12-17. (Peer reviewed)
4. Jain, P. (2024). Viksit Bharat: Green marketing strategies for sustainable development. In *Viksit Bharat@2047: Transforming Future of the Nation* (pp. 75–82). New Delhi Publishers. ISBN: 9789348120557 (Print) / 9789348120281 (eBook).

5) Participation of faculty members in seminars/workshops, etc.

- **Ms. Cherry Uppal**

- a) Completed a 4-week Faculty Induction/Orientation Programme organized by TLC, Ramanujan College, University of Delhi under the aegis of Ministry of Education, PMMMMTT from 22/10/2023 to 20/11/2023.
- b) Completed online two-week NEP 2020 Orientation & Sensitization Programme organised by MMTTC, SRCC, University of Delhi from 05/06/2024 to 14/06/2024.

- **Ms. Pardeep Singh**

- a) Completed a 4-week Faculty Induction/Orientation Programme organized by TLC, Ramanujan College, University of Delhi under the aegis of Ministry of Education, PMMMMTT from 22/01/2024 to 20/02/2024.
- b) Completed MMTC-NEP Orientation and Sensitization Programme Organized by the National Institute of Educational Planning and Administration from 11/03/2024 to 20/03/2024.
- c) Attended 5th National Level Workshop on NIRF India Rankings 2024 from 13/2/2024 to 14/12/2024 organised by Institute of Academic Excellence (IAE), Hyderabad.

- **Dr. Shipra Agrawal**

- a) Attended two days' workshop on "Nurturing Excellence in Social Science Research: Empowering Human Capital for Sustainable Indian Growth", organized by Institute of Business Management, GLA University, Mathura, Uttar Pradesh and Sponsored by ICSSR, New Delhi on 17/11/2023-18/11/2023.
- b) Completed a 4-week Faculty Induction/Orientation Programme for "Faculty in universities/colleges/Institutes of Higher Education" from 22/10/2023 to 20/11/2023 and obtained grade A+.
- c) Completed online two-week Interdisciplinary Refresher Course in "Research Methodology & Data Analysis" from 14/12/2023 to 28/12/2023 and obtained Grade A.
- d) Completed online two-week NEP 2020 Orientation & Sensitization Programme organised by MMTTC, Sri Guru Teg Bahadur Khalsa College, University of Delhi from 14/05/2024 to 24/05/2024.
- e) Attended International Seminar of Gandhi & his Critics: A contemporary Discourse held on 02/10/2023 to 04/10/2023 at Aryabhata College, University of Delhi.

- **Ms. Kavita**

- a) Completed a 4-week Faculty Induction/Orientation Programme for "Faculty in universities/colleges/Institutes of Higher Education" from 22/10/2023 to 20/11/2023 from Teaching Learning Centre, Ramanujan College, University of Delhi.
- b) Completed online two-week NEP 2020 Orientation & Sensitization Programme organised by MMTTC, Hansraj College, University of Delhi.

- **Dr. Girish Garg**

- a) Attended 6 Days FDP on Libre Office Suite Calc 6.3 on 09/10/2023 to 14/10/2023 from Bharati College, University of Delhi.
- b) Completed a 4-week Faculty Induction/Orientation Program on from 22/11/2023 to 21/12/2023 from Teaching Learning Centre, Ramanujan College, University of Delhi.
- c) Completed online two – week Refresher Course" on 08/03/2024 to 22/03/2024 organized by Teaching Learning Centre, Ramanujan College, University of Delhi.
- d) Completed online two-week NEP 2020 Orientation & Sensitization Programme organised by MMTTC, SRCC University of Delhi from 05/06/2024 to 14/06/2024.
- e) Attended a two days' workshop on 5th National Level Workshop on NIRF India Ranking 2024 on 13/12/2024 to 14/12/2024 organized by Institute of Academic Excellence (IAE), Hyderabad.

- **Ms. Nitu Yadav**

- a) Attended five Days FDP on Case Study Development and teaching through cases from 29/01/2024 to 02/04/2024 from IMS, Ghaziabad (University Courses Campus).

- **Dr. Komal Singharia**

- a) She presented a paper titled 'Unpacking the dynamics of freemium: Assessing ad exposure quality in music streaming services' at the 3rd International Marketing Conference (iMarC III) held at the Indian Institute of Management Shillong on 30/01/2024 to 31/01/2024.

6) Achievement of Students including their participation in various societies:

- **Internships**

- a) Ansh Kapoor has successfully completed his 9-week internship with Atomical during the period of 03/07/2023 to 28/08/2023.
- b) Varun Pandey has successfully completed 3 months internship with Mensa Brand Technologies Pvt. Limited for the period 19/06/2023 to 18/09/2023.
- c) Varun Pandey has successfully completed 6-week internship with Ogilvy& Mather Pvt Limited from 04/10/2023 to 15/11/2023.
- d) Ananya has successfully completed 3 months internship with EY for the period 21/06/2023 to 01/09/2023.
- e) Mayank has successfully completed the internship with Global Trade and Technology Council of India.
- f) Rohil Sood has successfully completed the internship with IIDE.
- g) Vishwas Pathak has successfully completed the internship with Younity.
- h) Garv Gupta has successfully completed the internship with Belly Fit Food and Beverages Pvt. Ltd. Niti Aayog.

- **Awards**

- a) Aman Yadav has secured I position in Innova-commerce Quiz in Avaahan -Annual Interdisciplinary Academic fest held from 25/01/2024 to 01/03/2024.
- b) Suyogya Swarrop has secured second position in the even Lord of the Land organized by Exceisior, The Commerce Society of Maitreyi College on 12/03/2024.
- c) Atishay Jain has secured second position in the "Delhi Quiz" event held by Prashnottare: The Quiz Club of Aryabhata College, University of Delhi.
- d) Ketan Mishra has secured second position in poetry competition organized by Guru Nank Dev Khalsa College, University of Delhi.

7) Co-curricular Programmes conducted by the Department

The Department has organized various seminars/ workshops on topics Sustainable Development, Digital Marketing, Resume Building, Public Speaking etc. to apprise students about the practical knowledge of the industry.

8) Library Budget sanctioned for the Department: **Rs. 1,45,000/-**

9) (Strengths, Weakness, Opportunities, Challenges) SWOC Analysis of the Department:

- **Strengths**

- a) Highly motivated students.
- b) Young and dynamic faculty.
- c) Industry exposure through internships and seminars.
- d) A focused and goal-oriented approach.

- **Weaknesses**

- a) Infrastructural constraints.
- b) Less than optimal teacher-student ratio.

- **Opportunities**

- a) Building stronger industry linkages.
- b) Growing industry awareness and demand for skilled professionals.
- c) Positive industry response to existing efforts.

- **Challenges**

- a) Improving courses to better prepare graduates for industry needs.

10) Future Plans of the Department

- **Promote Research and Innovation:** Foster a culture of creativity, problem-solving, and knowledge generation.
- **21st Century Skills Development:** Emphasize experiential learning, critical thinking, and analytical skills, aligning with NEP guidelines to bridge theory and practical gaps.
- **Enhance Placement Opportunities:** Broaden career prospects by attracting a wider range of companies from diverse industries