



**SHAHEED SUKHDEV COLLEGE  
OF BUSINESS STUDIES  
(SSCBS)  
UNIVERSITY OF DELHI**

**Internal Quality Assurance Cell (IQAC)  
Newsletter**

**Volume -I  
Issue - I (2015-16)**

## About SSCBS



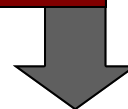
Shaheed Sukhdev College of Business Studies (SSCBS) is one of the premier institutions of the University of Delhi, imparting path-breaking education in the fields of Management and Information Technology. It was established in August 1987 by the Delhi Administration on the initiation of UGC and the Ministry of Human Resources.

At present, the college offers three full time graduate courses leading to the award of Bachelor of Business Studies, Bachelor of Business Administration (Financial Investment Analysis) and B.Sc. (H) Computer Science. The college is also running one batch, currently in 3<sup>rd</sup> year of Bachelor of Technology (B.Tech.) in Computer Science degree program, admitted under FYUP in 2013-14.

The college emphasizes an interactive mode of education, supported with innovative teaching methodologies. It is designed to stimulate inquiring minds and provide significant exposure to the realities of business processes and challenges. Industry interaction is achieved through guest lectures, industrial tours, industry based project work and summer training.

The strength of the college lies in its highly qualified faculty having industrial experience, dynamic students, supportive non-teaching staff and an enterprising and encouraging governing body.

## The Principal's Note



**Dr. Poonam Verma**  
**Chairperson, IQAC**  
**Principal, SSCBS**



Founded in 1987, Shaheed Sukhdev College of Business Studies is a constituent college of University of Delhi, 100% funded by Government of NCT of Delhi. Accredited **Grade A** by NAAC, we are committed to produce leaders of tomorrow.

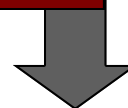
We offer full time regular courses: Bachelor of Business Studies, Bachelor of Business Administration (Financial Investment Analysis) B.Sc.(H) Computer Science, and Bachelor of Technology (B.Tech.) in Computer Science degree program.

Once the students are on board, we ensure they interact and collaborate well. Our faculty, staff, students and alumni actively work in cohesion to create conducive environment where every student develops roots of responsibility and wings of freedom leading to their **holistic development** and **lifelong learning**. The students in return have brought laurels to the college, society and country consistently since inception of the college.

Our SSCBS family, our facilities and our vision – every element is focused on benefitting and developing each one of our students. We teach, coach, counsel, and impart life skills through a wide array of **student activities**. We make it a mutual learning process, standing behind every student and enjoying with them as well. We have a supportive, learning environment with each one of us duly engaged, accessible to our students, and many other lighter opportunities to interact with each other through societies, social upliftment initiatives, alumni talks, industry visits etc. Our diverse and wide ranging **societies** have won great accolades, prizes and fans across India and globe, universities, institutes and colleges, and people at large.

Our college was the first undergraduate college in DU to dedicated placement support. As an indicator of overall development and strong management teaching inputs transforming 10+2 students into young professionals with high industry acceptance level, we have an excellent **placement** track record all through the years since inception.

## About Internal Quality Assurance Cell (IQAC)



As per the requirement of National Assessment and Accreditation Council (NAAC), Internal Quality Assurance Cell (IQAC) has been constituted by the college. The IQAC has representatives of all stakeholders, viz., Administration, Faculty, Students, Alumni and Recruiters. The IQAC has also been tasked with implementing the Academic Audit for a regular strategic overview of the activities.

### Composition of IQAC, SSCBS

S. No.	Name
1	Dr. Poonam Verma, Principal, Chairperson
2	Mr. O.M. Aggarwal
3	Mr. Harmit Singh Ahluwalia
4	Mr. Anurag Sunder
5	Mr. Jiten Chopra
6	Mr. Asheet Makhija
7	Mr. Chirag Mittal
8	Mr. Rubin Dante
10	Dr. Hamendra Kr Porwal
11	Ms. Kavita Rastogi
12	Dr. Tarannum Ahmad
13	Dr. Anuja Mathur
14	Dr. Anamika Gupta
15	Ms. Deepti Khatri
16	Mr. Surender Kr Jairath
17	Mr. Ajitabh Saxena
18	Mr. Sachin Kumar
19	Mr. Anumpam Gupta
20	Ms. Samridhi Singhal
21	Mr. Ayush Mohanty
22	Dr. Sanjay Kumar Goyal, Coordinator

## IQAC INITIATIVES IN THE YEAR



### College Motto:

Under IQAC initiative the staff council of the college has accepted and approved the motto of the college as

**विचारः परमं ज्ञानम्**

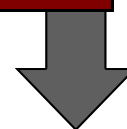
**(Vicharah Paramam Gyanam)**

with the aim of strengthening the connect that the students have with the college and provide more direction to the efforts of the college towards higher achievements.

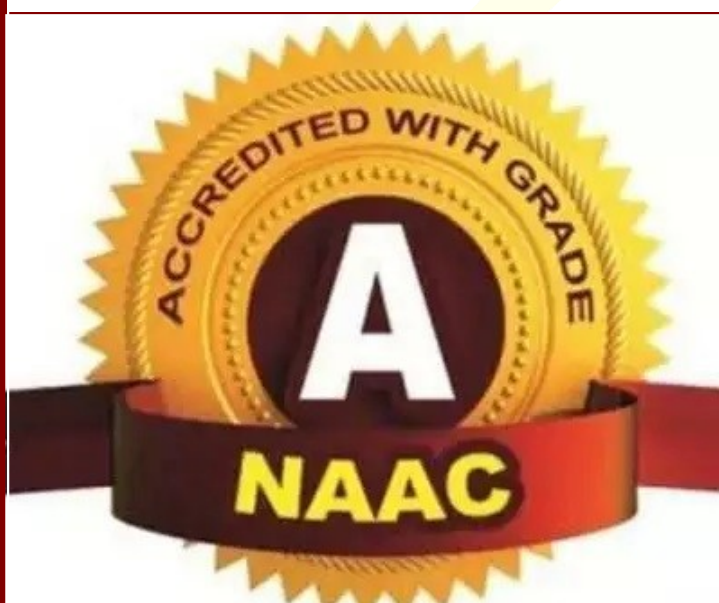


## IQAC INITIATIVES IN THE YEAR

### SSCBS gets National Accreditations



#### **NAAC: (National Assessment and Accreditation Council)**



The NAAC peer team visited the college campus during 27-29 January 2016. The college Accredited with a CGPA of 3.16 on a four point scale at A Grade valid for a period of five years from 19/02/2016. The original certificate of accreditation with the quality profile is awaited.

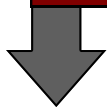
#### **AICTE: (All India Council for Technical Education)**

The AICTE accreditation process was initiated in 2015 for the B.Tech. (Computer Science) program. AICTE team has visited the college campus and approved the B.Tech. (Computer Science) course to run in the same premises/campus in the field of technical education.



## IQAC INITIATIVES IN THE YEAR

### Introduction of Choice Based Credit System (CBCS)



The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education in India. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates.

Subjects were divided as:

1. Core Course
2. Elective Course
  - A. Discipline Specific Elective
  - B. Generic Elective
3. Ability Enhancement Compulsory Course
4. Project Work/ Dissertation/ Internship

### Extension activities at SSCBS

The college is actively involved in various extension activities to extend its support to the society.

1. Rahaat a University of Delhi Innovation Project was among the few innovation projects to win I – Seed B Plan with a team of 20 students from SSCBS.
2. Akshar Accessible India was Awarded Grant by KPMG with a team of 15 students from SSCBS.
3. Udaan project was awarded Walmart Women Economic Grant 2015-2016 by KPMG with a team of 18 students from SSCBS.
4. Enactus was awarded IIT Kanpur Social Challenge award by IIT Kanpur to a team of 55 students from SSCBS.
5. Enactus was awarded by Mahindra Rise Grant by Mahindra Group to a team of 55 students from SSCBS & Enactus was awarded by Unilever a Unilever Grant 2015-2016 to a team of 55 students from SSCBS.

## IQAC INITIATIVES IN THE YEAR

### SSCBS to have Start-up Incubation Centre

Shaheed Sukhdev College of Business Studies has been selected by the Govt. of NCT of Delhi for setting up an Incubation Centre for promoting Entrepreneurship. It is one of the 6 Delhi based institutions and the only undergraduate college chosen. The college has been given an initial grant of ₹ 1.5 Crore by the Govt. The amount was handed over to the Principal by the Hon'ble Deputy Chief Minister of Delhi, Sh. Manish Sisodia at distribution ceremony in the Delhi Secretariat on 07th March, 2016. Students from the Entrepreneurship Society of the college (Yuva) also represented the college and shared their experiences with their own start-ups. The college aims utilise these funds to promote entrepreneurship and entrepreneurial ventures among the students of the college and beyond in an inclusive and beneficial manner.

### Entrepreneurial Ventures that deserve an Applaud

1. **Instago:** One of the major success stories of the past year, Instago was started by Nakul Khanna and Anmol Ahlawat, both ex members of YUVA. Instago is a meta cab aggregator service that raised an Angel level round of funding last year. Yuva has been actively involved with Instago, helping them not only in terms of publicity through our social media outlets but also generate downloads by directly assisting their on-ground marketing efforts.
2. **Notebookd:** Started up by present YUVA president, Mayank Manchanda, Notebookd aimed to help students learn better by making a platform wherein students could freely share their class notes with each other. The start-up is presently bootstrapping
3. **Contyxt:** Run by another Yuva alumni, Contyxt is a data analytics start-up that helps people customise their Facebook newsfeed so that they can utilise their time spent online better. Yuva assisted Contyxt to raise their first round of pre-seed funding last year when some present Yuva members introduced Contyxt to a set of investors.
4. **Diskount Karde:** Run by Harshit Joshi, DKD is a consumer tech firm that boasts of clients like ISL and Pune IPL team amongst others. It raised a round of 5 million rupees, which has helped it sustain itself.
5. **Surpy:** Run by Ankit Saini, Surpy is an offbeat micro event management start-up already catering to a number of clients.
6. **BLT:** Run by Durgesh Rawat, Akhil, Alankrita Mitra, Ankit Saini and Ayush Mohanty; BLT deals in providing educational trips to students. Eduventure, as we call it, enables the participants to realise the start-up culture. Also will soon come up with a magazine.



## IQAC INITIATIVES IN THE YEAR

### SSCBS gets to participate in UK-India Education and Research Initiative (UKIERI-2015)



The college participated in the UK-India Education and the Research Initiative (UKIERI), an initiative of University of Delhi. As a part of the initiative students from United Kingdom Universities, such as London School of Economics, University of Edinburgh, Kings College, University College London and University of Manchester among others, visited the college. This year 48 students from UK Universities visited the college on August 27 to August 29, 2015.

The visiting students were exposed to the teaching pedagogy and class room environment. They attended a workshop on dramatics and street play and participated in an information technology quiz. The college societies like Kriti (creative society), Verve (street play society), Dhvani (music society) and Blitz (dance society) showcased their performances for the visitors. The UK students keenly participated and joined in the dance performances and in rangoli making.

A visit to Dilli Haat at INA Market, Delhi was arranged for them. This exposed them to Indian culture and handicrafts. The UK Students showed keen interest in the handicrafts and were excited about carrying souvenirs back home.

The UK students also visited the production centre of Project Akshar (social initiative project of the college) at Maidan Garhi, Delhi. The students interacted with the beneficiaries of the project- drug rehabilitation and human trafficking victims. They showed their support for the cause by buying Akshar notebook made of recycled paper, the proceeds of which go to the rehabilitated victims.

Subsequently as part of the UKIERI – SIP (Study India Program) two students of the college will be visiting the United Kingdom in June 2015. They are likely to visit Oxford University, London School of Economics, Oxford Brookes University and House of Parliament amongst others.

## IQAC INITIATIVES IN THE YEAR

### Capacity Building Workshops & Seminars at SSCBS

The college is actively involved in conducting special lectures/workshops/seminars/ that are aimed at capacity building in terms of research and imbibing research culture among the faculty members.

The details of a few such programs held in the college are as follows:

1. Workshop on “MS Excel (Basic to Advanced)” for students and FDP for faculty (17-21 August, 2015).
2. Guest lecture on “Environment and Disaster Management” for the students (September, 2015).
3. Seminar on “IFRS / New Indian Accounting Standards” by ICA for faculty and students (12 October, 2015).
4. Workshop on "Soft Skill development" (20 October 2015).
5. Workshop on Six Sigma in the college (26-31 October, 2015).
6. Workshop on “MS Office Tripod” for students (7-8 November, 2015).
7. Seminar on “Corporate Valuation and Financial Forecasting” for faculty and students (10 Nov 2015).
8. Workshop on "Designing, transacting, Accessing and Delivering MOOCs with Moodle Platform" (24 November 2015).
9. Seminar on “Entrepreneurship” for students delivered by Anmol Ahlawat and Nakul Khanna, Founder of Instago (7 January, 2016).
10. Workshop on “MS Excel (Basic to Advanced)” for students (27-29 January, 2016).
11. Talk on “Management Opportunities for an IT Professional” by Malvika Gaur, Google Play Analytics, Google, Hyderabad.

## COLLEGE INNOVATION PROJECTS

### Quantifying the impact of corporate operations on Environment

**Duration:** August 2015 to August 2016

**Mentor:** Prof. Sanjay Sehgal, Department of Financial Studies, University of Delhi (South Campus)

**Principal Investigator:** Dr. Kumar Bijoy

**Team Members (Faculty):** Dr. Sushmita, Mr. Onkar Singh

**Team Members (Students):** Aakash Singla, Parth Mahajan, Moksh Garg, Nitish Dewan, Jashan Gupta, Karan Sharma, Samridhi Singhal, Kriti Bansal, Harshul Jain, Sukriti Jain.

### Shramdaan for Skilling India: Harnessing youth power for development

**Principal Investigator:** Dr. Rohini Singh

**Team Members (Faculty):** Dr. H.K. Porwal, Dr. Preeti Rajpal Singh.

**Team Members (Students):** Alvin Divyank Lakra, Anubha Sagar, Anushka Negi, Pranav Mittal, Harshit Bajaj, Mohd. Rumman, Dhanishtha Anand, Sukriti Goel, Parmeet Sethi, Aditya Kohli, Paras Mahajan, Perna Bhatia

### Project Raahat

**Duration:** August 2015 to August 2016

**Mentor:** Mr. K.K. Sharma, Executive Engineer, DUSIB

**Principal Investigator:** Dr. Anuja Mathur

**Team Members (Faculty):** Dr S. K. Goyal and Dr. Sameer Anand

**Team Members (Students):** Aniruddh Gupta, Naman Bansal, Nikhil Garg, Sunidhi Sebait, Vani Kapoor, Garima Goel, Abhishek Arora, Akshay Raheja, Dhruv Gupta, Suryansh Agarwal.

### Sustainable Business Strategies: A Study of Select Indian Enterprises

**Duration:** August, 2015 to July, 2016.

**Mentor:** Prof. Sushil, Professor, Department of Management Studies, Indian Institute of Technology, Delhi.

**Principal Investigator:** Dr. Nidhi Kesari.

**Team Members (Faculty):** Dr. Rishi Rajan Sahay and Mrs. Kishori Ravi Shankar.

**Team Members (Students):** Rhea Khurana, Satpreet Singh, Puran Rathore, Saachi Rawat, Vibhor Goel, Vartika Agarwal, Shreya Khandelwal, Shubham Swaroop, Tanvi Binani, Tanishka.

## COLLEGE INNOVATION PROJECTS

### Web Based Automation for the Self-Assessment of an Educational Institute

**Duration:** September 2015 to August 2016

**Mentor:** Dr. Naveen Kumar, Associate Professor, Department of Computer Science, University of Delhi

**Principal Investigator:** Dr. Anamika Gupta

**Team Members (Faculty):** Dr. Poonam Verma, Dr. Gurjeet Kaur

**Team Members (Students):** Lakshay Bhambri, Himanshu Rohilla, Hittu Garg, Aditya Gupta, Aseem Upadhyay, Rohit Chauhan, Harshita Arora, Aarti Sharma, Karan, Arush.

### E-waste management: A social responsibility towards sustainability

**Duration:** September, 2015 to March, 2016.

**Mentor:** Col. R. Johri, ME (Environmental Engineering), Senior Fellow and Organising Secretary, IWF, The Energy and Resources Institute (TERI)

**Principal Investigator:** Mr. Ramesh Kumar

**Team Members (Faculty):** Ms. Neha Rajput and Mr. Abhimanyu Verma.

**Team Members (Students):** Anuraag Gupta, Kanika Budhiraja, Priya Sharma, Priyanka Goyal, Samarth Wahi, Sanat Kumar Sahu, Shubham Tomar, Sugandha Priya, Swati Kumawat, Vikrant Kadian.

### Financial Literacy among Indian Youth: A Study of University of Delhi's Students

**Duration:** Aug, 2015 -present

**Mentor:** Prof C.P. Gupta, Ex-Dean, Faculty of Commerce & Business Studies, DU.

**Principal Investigator:** Mr. Narander Kumar Nigam.

**Team Members (Faculty):** Ms. Saumya Jain and Mr. Raj Kumar.

**Team Members (Students):** Alok Chandan, Charvi Gupta, Falak Kathuria, Gurpreet Kaur Chugh, Harnav Juneja, Madhujot Madan, Nee-laksh Arora, Rajit Uboweja, Saadhika Chawla, Sarthak Kumar.

### Quantify the impact of IFRS adoption on Corporate Reporting Practices in India: An Empirical Investigation

**Mentor:** C.A Kamal Garg and Mayank Jain

**Principal Investigator:** Mr. Neeraj Kumar Sehrawat.

**Team Members (Faculty):** CA Madhu Totla, Dr. Abhishek Tandon

**Team Members (Students):** Anant Gupta, Ayan Pandey, Mansimar, Ritvik Gupta, Divyam Aggarwal, Kamakshi, Pankhuri, Shreya Bansal, Debasish.

## ALUMNI MEET 2015-16

### Alumni Meet: Silver Jubilee – Batch of 1991 (BBS)



In the summer of 1991, CBS bade farewell to its second batch of students, continuing the trend of producing a succession of students who would go on to achieve great heights in their chosen professions.

Sanjeev Murgai as CEO of Dent Aids, Nara Ramakrishnan as VP of Semtech, Rajiv Sethi from Radius Consulting lead the list of illustrious SSCBS alumni from this batch. Students from this batch have reached great heights in their chosen professions, with many of them successfully placed in senior managerial positions in reputed multi-national companies.

Twenty five years hence, it is with fond memories that the college welcomed back its second batch of students. Coming from different professions and different locations, they brought with them their memories of time spent at SSCBS when they came to the college on March 28, 2016.

Tinged with nostalgia, happy memories and a genuine regard for the institution they had graduated from, these “students” become students for a day, re-living their memories as they took a walk around the campus, interacted with the teachers who had taught them and good naturedly behaved like students once again.

The teachers and the administrative staff honoured the alumni who were in the college during their period, bringing for them mementoes that reflected upon the love and admiration that the faculty had in their hearts.



## Students' Achievements

1. The recipient of the **Best All-Round Student Award** for the year 2015-16 is – **Madhujot Madan (BMS)**. She has consistently shown excellent performance in academics as well as extra-curricular activities.
2. **Padmashree Dinesh Nandini Ramkrishna Dalmia Foundation** has instituted an award for the **Most Promising Student Entrepreneur**. This year the award is being given to **Nikhil Chainani (BMS)** for showcasing extraordinary entrepreneurial skills.
3. This year, the college has instituted a special award, **Bravehearts**, to recognise the efforts put in by differently-abled students in attending and participating in the college. **Siddhant Arora (BMS)** has been awarded the same.
4. Student contributions to the college include their efforts towards the two flagship events of the college. This year, **Tanya Semwal (BMS)** and **Tanvi Binani (BMS)** for **Convergence** and **Aman Budhiraja (BMS)** for **Crescendo** are being recognised for their contributions to these events.

## Strengthening the Financial Literacy

The college signed collaborated with NSE and BSE to create Financial Ambience and thus Financial Literacy and to develop Financial Mission Centre at the college premises.

Certificate courses were initiated to encourage students to come forward and keenly participate in the activities. NSE Certified Capital Markets Professional (NCCMP) course gave the students certification in Capital Market Dealer Module. On the other hand, the college, under the partnership with BSE offered a course in Market Basics and Algorithmic (Algo) trading for undergraduate students in the Delhi/NCR region. The course content had been developed using inputs from the BSE, faculty of the college, students of the college and industry professionals amongst other stakeholders and focused on holistic development of the students in the finance field.

## BEST PRACTICES

**1. Innovation Projects:** The purpose of innovation project was to rekindle the lost spark of innovation. It aimed to have a holistic approach by including a relatively neglected but important aspect of team research, namely team goal commitment or the team members attachment to the team goal. It is to encourage the stakeholders of the institution to aspire, choose, discover and thereby accelerate the pace of development of a research environment. It mobilizes each individual to become research mavericks that succeed in bypassing the early approved processes. It instills a culture of cross-functional collaboration, continuous learning cycles, and clear decision pathways that help enable innovation. Context Every year University of Delhi offers innovation projects to college faculty and students, to promote and enhance the research environment in the colleges. The college was assigned seven Innovation Projects. The list of projects is given below:

1. SSCBS 301 Quantify the impact of Corporate Operations on Environment
2. SSCBS 302 Shram Daan for Skilling India: Harnessing youth Power for Development
3. SSCBS 303 Raahat
4. SSCBS 304 Sustainable Business Strategies: A Study of Select Indian
5. SSCBS 305 Web Based Automation for Self-Assessment of an Academic Institution
6. SSCBS 306 E-waste Management: A social responsibility towards sustainability
7. SSCBS 307 Financial Literacy among Indian Youth: A Study of University of Delhi Students Evidence

All the innovation projects allotted to the college have been successfully completed. A number of workshops and seminars were held to emphasize and educate others about the ideas and the output of these projects.

Research papers from the innovation projects have been presented and published in renowned conferences and journals.

**2. Sensitization Using Theatre:** The Goal is to sensitize the student community about various social issues. Context SSCBS organizes an annual street play festival “Manthan” wherein it joins hands with the street theatre societies of colleges across the globe. It is an effort to transform the mindset of the viewers with a belief that the power to do so lies within them. Practice From its humble beginnings at the Jantar Mantar in 2007 with just three performances, it has today evolved into the largest street theatre festival in India with an International footprint. In its 10th iteration, Manthan reached out to an audience, larger than 5 lakh, across 45 cities in Brazil, Russia, Nigeria, Nepal, and India. Evidence of Success SSCBS has developed street plays on themes such as whistle blowing, civic sense indifference, political consciousness, religious fanaticism, censorship of art, and Naxalism.

## FUTURE PLAN OF ACTION

1. To move into our new campus at Rohini, with a world class infrastructure
2. To set up a Student Council with democratically elected student office bearers
3. To encourage both the faculty members and the nonteaching staff to attend seminars, workshops and trainings for their professional and personal growth
4. To undertake socially useful projects
5. To approach the Government of the NCT of Delhi for giving grant to the college for setting up a dedicated incubation centre in the college premises with an idea to promote entrepreneurship amongst the college fraternity and the public at large
6. To sign MoUs with institutions of national and international importance with an object of providing add-on programs to the students



**Internal Quality Assurance Cell**  
**Shaheed Sukhdev College of Business Studies**  
**University of Delhi**

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