



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

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

**Volume -I  
Issue - II (2016-17)**

## About SSCBS



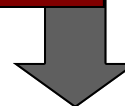
Shaheed Sukhdev College of Business Studies (SSCBS) is one of the premier institutions of the University of Delhi, imparting path-breaking education in the fields of Management and Information Technology. It was established in August 1987 by the Delhi Administration on the initiation of UGC and the Ministry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

## 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.

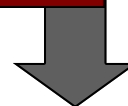
We offer full time regular courses: Bachelor of Management Studies [BMS], Bachelor of Business Administration (Financial & Investment Analysis) [BBA (FIA)], B.Sc. (H) Computer Science, and Bachelor of Technology (B.Tech.) in Computer Science degree program.

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)



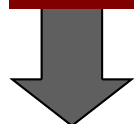
As per the requirement of National Assessment and Accreditation Council (NAAC), Internal Quality Assurance Cell (IQAC) has been constituted by the college. The IQAC has representatives of all stakeholders, viz., Administration, Faculty, Students, Alumni and Recruiters. The IQAC has also been tasked with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

Fresh and diverse opinions add to the perspectives of the IQAC. The Governing Body of the college has invited eminent resource persons to serve as honorary members of the Academic Audit Committee. This committee has been graced with the presence of Prof. (Dr.) Manoj K. Sharma (Former Prof., IIT-D and Dean, Faculty of Management, UPTU, UP, India and currently CEO, DTU-IIF) and Lt. Gen. (Retd.) R. Roy. (UYSM, AVSM, YSM; retired senior army officer).

During the year, the IQAC has met twice and has decided on a Road Map of action plans to improve the quality of college functioning and has also taken stock of the progress made on various aspects of the road map.



## 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

### SSCBS gets Own Campus

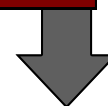
With a sense of great pride, a feeling of reaching out towards the stars and hope for the future, Shaheed Sukhdev College of Business Studies is moving into its new home – a spanking new multi-storied campus in Rohini, Delhi. 30 years in the making, this move heralds a new chapter in the story of SSCBS.



Spread over 5 acres, our new campus incorporates all the latest amenities and facilities including a 500-seater auditorium, amphitheatre, sports facilities (indoor and outdoor), a large library area, air-conditioned classrooms and administrative & common use areas, staff accommodation, hostels (for both boys and girls), cafeteria and much more. Environmentally conscious, energy efficient, water wise and intelligently constructed with care, this campus would usher in a bold and exciting new phase for SSCBS.

## IQAC INITIATIVES IN THE YEAR

### SSCBS becomes the only college to have Start-up Incubation Centre!



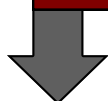
The college now has a fully functional Incubation Centre in the premises, supporting the students of the college with their entrepreneurial ambitions.

The company, SSCBS Innovation and Incubation Foundation (SIIF) was incorporated on October 6, 2016.

During July – December, 2016, students of the college have been coached and motivated to develop new innovative ideas and start-ups. External industry experts, entrepreneurs and alumni of college were invited to meet students and also to hold idea review sessions.

Rigorous process to select the CEO was carried out in December 2016. Selection Committee of 5 members included VC-NSIT, industry veterans and Principal-SSCBS. Based on the recommendations of the Selection Committee, Mr. Naresh Priyadarshi, joined SIIF as full-time CEO on January 9, 2017. He is an alumnus of SSCBS (class of 1991), and IIM Ahmedabad (class of 1997), with 25 years of experience in corporate leadership, people development, strategy and management consulting, in India and abroad.

### Entrepreneurial Ventures that deserve an Applaud!



1. **Bookyzia**: Providing books on rent instead of costly procurement of books, helping the students have more books available within same level of fund.
2. **GrowFree**: Growing mushrooms using unconventional growing base material.
3. **Hardman Technologies**: Development of 3-D printers using local components and developing service centres.
4. **Prince Academy**: Using technology to develop and disseminate video based contents on different courses at graduation level.
5. **ReneYou**: Development of induction cooker using innovative solar panels and increasing the sales penetration for unconventional energy based equipment.

## IQAC INITIATIVES IN THE YEAR

### College bids adieu to the last batch of B. Tech. Students

This year, the college bade farewell to our one and only batch of B.Tech. (Computer Science) students (Batch of 2013-17). Composed of versatile and talented individuals, this batch contributed enormously to the college as a whole. They have also done well at the task of raising the SSCBS flag across the world. Students from this batch have been selected for PG/Masters level courses at some of the most prestigious institutions across the world, including University of Texas at Dallas, University of Southern California at Los Angeles, Boston University, XLRI (Xavier School of Management, India) and IIIT's (Indian Institute of Information Technology) among others.

### SSCBS Collaborates with CIMA for an Extended Course for it's Students

CIMA Accreditation Team has given SSCBS to Advance Route 1 (an elite partnership) to Shaheed Sukhdev College of Business Studies. CIMA and SSCBS have signed LOI dated 22 April 2016, wherein BBA & BMS students get an exemption of 9 papers from CIMA qualifications.

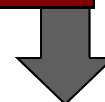
CIMA (The Chartered Institute of Management Accountants), founded in 1919, is the world's leading and largest professional body of management accountants, with members and students operating in 178 countries, working at the heart of business. CIMA members and students work in industry, commerce, the public sector and not-for-profit organisations. CIMA works closely with employers and sponsors leading-edge research, constantly updating its qualification, professional experience requirements and continuing professional development to ensure it remains the employers' choice when recruiting financially-trained business leaders.

This year, 50 students applied, out of which 40 students enrolled. 10 students have successfully completed the respective levels.



## 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.

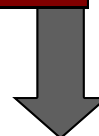
The details of a few such programs held in / organised by the college are as follows:

1. 5 day Training on Financial Markets in SSCBS for two batches. (July-August. 2016).
2. Career Counseling Session by Mr. Saurabh Garg (Adobe Systems). (26 August 2016).
3. Talk titled 'Are you ready for the VUCA world' by Mr. Lokesh Mehra (Oracle Systems). (23 September 2016).
4. Seminar by Prof. Shankarshan Basu (IIM-B) on “Contemporary Issues in Derivative markets in India” at SSCBS in association with IIM, Bangalore. November 2016.
5. Special Talk on “Indian Economy after Demonetization” by Prof. S.C. Sharma, Dean, ICFAI Business School, Gurugram, India at SSCBS on 16 December 2016.
6. Workshop on “Inventory Management” by Prof. C.K. Jaggi (Department of Operational Research, DU) at SSCBS on 06 January 2017.
7. Career Counseling Session by Mr. Saurabh Garg (Adobe Systems). (03 February 2017).
8. Joint debate competition with Jagannath International Management School, Kalkaji at India International Centre, New Delhi via the Debating Society of the college. (13 February 2017).
9. Workshop on Six Sigma (Green Belt) at SSCBS. (01 March 2017). The target audience/participants were the students of the college pursuing their bachelors degree. Guest speaker / resource person was Col. Santosh K. Dabral who is a certified Six Sigma Master Black Belt and currently is serving as Chief Operating Officer (COO) in Metal Forgings Pvt. Ltd., a Steel Flange Manufacturing Company.
10. North East Festival (Under the Prime Minister’s “Ek Bharat Shrestha Bharat Abhiyan”) focusing on the rich culture of the states of Assam and Sikkim. (21-24 February 2017 and 06-10 March 2017).
11. Seminar on “Student and Investor Awareness” in collaboration with NCDEX. (07 April 2017).
12. Workshop on “Excel, E-views and SPSS” for NCCMP Batch 10. (08-09 April 2017).

## IQAC INITIATIVES IN THE YEAR

### Enactus Makes SSCBS Proud!

### Wins National Championship



Enactus National Championship Capping off strenuous multiyear efforts in the support of the underprivileged and the marginalised, our Enactus chapter won the Enactus National Championship 2016, earning the right to represent India at the Enactus World Championship and raise awareness of the splendid efforts put by the student members of Enactus SSCBS. Projects such as Akshar (environment friendly range of stationary products), Udaan (women empowerment and rural literacy), Raahat (safe sanitation for urban slum communities) and Khidki (alleviating childhood malnutrition) have touched thousands of lives and brought hope and welfare to people who have hitherto slipped through the cracks in the system.



## IQAC INITIATIVES IN THE YEAR

### Summer Internships: An Integral Part of Holistic Development

The college has summer internships as part of the course curriculum, providing corporate exposure and learning and helping to enrich the theoretical classroom learning of the students and the college lays great emphasis on them and encourages the students to expend strenuous effort during this period. Summer internships are usually undertaken at leading companies like BCG, EY, KPMG, PwC, CBRE, Deloitte, Ogilvy, M&C Saatchi, American Express, Aon Hewitt, Alamac, B9 Beverages, Inshorts, Teach for India, Nearbuy, Sberbank and others. In 2016 – 17, companies such as MetLife, Invest India, Willis Towers Watson and Futures First among others especially came to the college for recruiting interns.

The students recognised for their efforts in the internships are awarded:

1. Archit Pahwa (Interned at Tata Power Solar Systems Limited)
2. Shikhar Lohia (Interned at Ogilvy & Mather)
3. Vedika Gulati (Interned at American Express)

## SUMMER INTERNSHIP



GOAL



SKILLS



KNOWLEDGE



MENTORING



PRACTICE



OPPORTUNITY

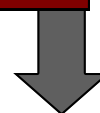


TRAINING



## IQAC INITIATIVES IN THE YEAR

### CONVERGENCE – The Annual National Corporate Convention



**Convergence'17** aimed at mulling over the most contentious theme: **Youth Unconventional** pertaining to business, economics and technology; discussing these with the respective industry experts.

At Convergence'17, we embraced the real life journey of people in their professional areas of interest and brought into limelight some huge and strong personalities. These personalities have been an inspiration for the country and will continue to do so. The extraordinary youth have taken the modern India by a storm. Imbued with ideas, they have fingers on their pulse, so they are best suited for nation and economy. When young people come together they counter each other, face challenges, bring strong opinions to the table and they are invincible. The new Entrepreneurs of our country are sure to bring success and a change in our working system. The nation has pragmatic as well as educated amateur politician, who focus on getting rid of the problems rather than minting money. They are social media wizards who use every platform lucratively. This year, Convergence'17 honoured some of the greatest and most **inspirational souls** to have touched our lives in so many ways and having been adventurous and daring gems of their times.

Convergence expanded itself from being a business summit to that of serving as forum with speakers from all walks of life to imbibe in us the values and qualities of an indomitable spirit that we need to have to take our generation forward. A session by Kunal Arora, Rajpal Singh, Sharad Singhand Vikas Jain (**The Road Not Taken – Odyssey of Life**) talked about making **unconventional career choices** and working hard to achieve goals. Rahul Tyagi took the session on **Ethical Hacking – The Double-edged Sword** of Digital World and educated the participants about safeguarding their digital identity and utilising the powers afforded to us via the medium of the internet. The final session (The Six Yards Caped Crusader) with its glittering panel of amazing individuals, Priya Bhargava, Manan Chaturvedi, Nidhi Mohan Kamal and Geet gave the participants a glimpse into their world of **self-confidence**, a **desire to excel regardless of the odds**, social service and dedication.

The event was held on 20 Jan. 2017 at V.P. Chest Auditorium, North Campus, University of Delhi, striving towards imparting awareness about conventional paths in life.

## STUDENTS' ACHIEVEMENTS

- **Anupam Gupta**

1. Best Intern award - Enactus SSCBS, India, 2016
2. Published research paper on Social Engineering - Human resource vulnerability, (IJIR Vol. 2, Issue 10)
3. Published Research paper Business Paradigms in Cyberspace, in IJIR Vol. 2, Issue 10
4. Joining University of Texas at Dallas for PG/masters level program

- **Anmol Wassan**

1. Secured 1st prize in Web designing competition at Keshav Mahavidyalaya, University of Delhi in their annual tech event, "Blitzkreig '17".
2. Secured 1st prize in Web designing competition at Hansraj College, University of Delhi in their annual tech event, "Cynosure '17".
3. Interned as Web Developer at Lcharmin Tech. Pvt. Ltd.
4. Interned as Web Developer and SEO at TruCar.in.
5. Selected as a keynote speaker on Open-Source and Wikipedia Education Program at SSPM College of Engineering, Kankavali, Maharashtra in their annual tech event, "Virtuostic 2K17".
6. Earned an opportunity to visit Wikimania 2017, the annual Wikimedia conference at Montréal, Québec, Canada during 09-13 August 2016 with fully sponsored trip by Wikimedia Foundation.

- **Mohd. Ameen Zain**

1. Renowned National Level .22 Rifle Shooter, secured Silver Medal in Delhi State Rifle Shooting Championship, Cleared Pre-nationals and then in 60th National Shooting Championship in Small Bore Rifle and Pistol Events which was held at Balewadi Stadium in Pune From 12-26 December, 2016 after scoring Minimum Qualifying Score Became National Renowned Indian Shooter.



## IN-HOUSE PROJECT

Students have undertaken a number of in-house web-based projects.

These projects enable the smooth functioning of the student centric administrative activities of the college. These include:

**Web-based Time Table Management System (Displays the class-wise time table as day-wise and teacher-wise time table on-demand).**

**Web-based Attendance and Waivers Management System (The faculty can enter the attendance details online and the students can see their attendance in their respective login-ids).**

**Web-based Internal Assessment Management System (Facilitates internal assessment record management and enables the students to view their scores in their respective login-ids).**

**Web-based Feedback System (Students provide feedback through the online system. Compiled feedback is sent as a report to individual authorities).**



## BEST PRACTICES

1. Placement and Summer Internships Goal Better career opportunities Context College has a Career Development Centre (CDC), the Placement Cell of the college which serves as an interface between the students and the recruiters, offering a host of services in the areas of placements, internships, live projects, personal counseling and support, assistance in resume building and soft skills development. Practice Lectures and sessions with industry practitioners and regular industry interaction via industry visits, pre-placement talks, workshops and compulsory summer internships for the second year students help bring the academic and the corporate world closer for them. Out of 160 students, 107 students got the placement in an organization. 48 recruiters visited the campus and offered 125 offers.

2. Commitment for the Society Goal to develop socially responsible students. Context College has collaborated with Enactus (Entrepreneurial Action through Us), an international not for profit organization that works with business leaders and university students across the globe to develop outreach projects. Practice SSCBS chapter of ENACTUS has undertaken several outreach projects. Some of the projects are listed below: Project Akshar is a social enterprise that aims to empower marginalized communities (currently victims of drug abuse and domestic violence) by producing low cost environment friendly notebooks and marketing them to schools, educational institutions and corporates. Project Udaan, initiated in 2015 in the Kaloi district of Haryana, aims at imparting quality education and digital literacy to rural India by setting up computer labs that utilize e-waste and build sustainable entrepreneurial models that empower women. Project Raahat works towards eradicating open defecation and providing safe sanitation in urban slum communities. Project Khidki, our latest project, aims to eradicate malnutrition in children of the age bracket 06 years following a CMAM (Community based Management of Acute Malnutrition) approach. Evidence of Success Awards and Achievements: 1 Winner at Enactus India National Competition 2017 2 Blue Dart Grant 2017 Media Coverage: from many leading newspapers Problems Encountered and Resources Required Infrastructure structure in terms of rooms allocation for the society will help a lot. Hostel facilities for the students working late in the premises will encourage students to work till late in the college.

## FUTURE PLAN OF ACTION

1. Promoting environmental consciousness amongst the college fraternity.
2. Promoting social entrepreneurship through various projects.
3. Organizing street plays to improve social awareness
4. Organizing Blood Donation Camps
5. Promoting entrepreneurial support / startups for students in the form of funding and monitoring
6. Providing / improving employability of the students through CV building, placement and internship opportunities
7. Organize management related simulations in order to enable students to learn numerous management skills and to give an opportunity to the organizing team to learn the nuances of budgeting, finance, logistics, brainstorming and ideating, managing corporate relations



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