



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

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

**Volume -I
Issue - IV (2018-19)**

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 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



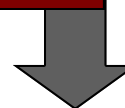
Founded in 1987, Shaheed Sukhdev College of Business Studies is a constituent college of University of Delhi, 100% funded by Government of NCT of Delhi. Accredited **Grade A** by NAAC, we are committed to produce leaders of tomorrow. In the very recent survey by India Today (June 2019), SSCBS has been ranked as the **second best college in India** for undergraduate education in management.

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 PG Diploma in Cyber Laws [PGDCL]. 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. In academic year 2018-19, we placed **92%** of students registered for seeking placement.

About Internal Quality Assurance Cell (IQAC)



As per the requirement of National Assessment and Accreditation Council (NAAC), Internal Quality Assurance Cell (IQAC) for 2018-19 was constituted in the college. The IQAC has representatives of all stakeholders, viz., Faculty, Administration, Students, Parents, Alumni, Recruiters and Industry representatives.

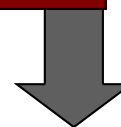
This year IQAC had three meetings to take stock of all academic and non-academic developments in the college. After various meetings, the IQAC's AQAR (Annual Quality Assurance Report) 2018-19 was compiled and adopted during the year. As a part of IQAC initiatives, the college has invited eminent resource persons from the corporate world industry and academics who share their insights and experiences to help raise the academic and non-academic standards of the college .

The IQAC deliberations over the year centered around ways on strengthening the mentor mentee program, to make available medical facilities for the college fraternity, looking at ways of boosting the involvement of parents in college activities, recruiters and alumni feedbacks for enhancing the value offerings of the college, increasing the research output and effectively utilizing the world-class infrastructure of the college.

Internal Quality Assurance Cell



Composition of IQAC, SSCBS



S. No.		Name
1	Chariperson	Dr. Poonam Verma, Principal
2	Management Nominee	Prof. Anu Gupta Aggarwal
3	Employer/ Industrialist/ Stakeholder / Parent	Mr. Manish Goyal
4		Mr. Yogesh Saini
5		Mrs. Bindu
6		Mr. Dheeraj Jain
7	Teachers	Dr. Sanjay Kumar Goyal
8		Dr. Hamendra Kr Porwal
9		Ms. Kavita Rastogi
10		Dr. Tarannum Ahmad
11		Dr. Anuja Mathur
12		Dr. Anamika Gupta
13		Dr. Ajay Jaiswal
14		Dr. Rishi Rajan Sahay
15		Dr. Amrina Kausar
16		Dr. Sushmita
17		Mr. Onkar Singh
18	Sr. Admin Officers	Mr. Surender Kr Jairath
		Mr. Sumit Lamba
19		Ms. Deepti Khatri
20		Mr. Deepak Tiwari
21	Alumni	Mr. Ritesh Hemrajan
22		Ms. Lavanya
23	Students	Ms. Ananya Jain
24		Ms. Aditi Arora
25		Ms. Bhavika Gupta
26		Mr. Rahul Malhotra
27	Coordinator, IQAC	Dr. Preeti Rajpal Singh

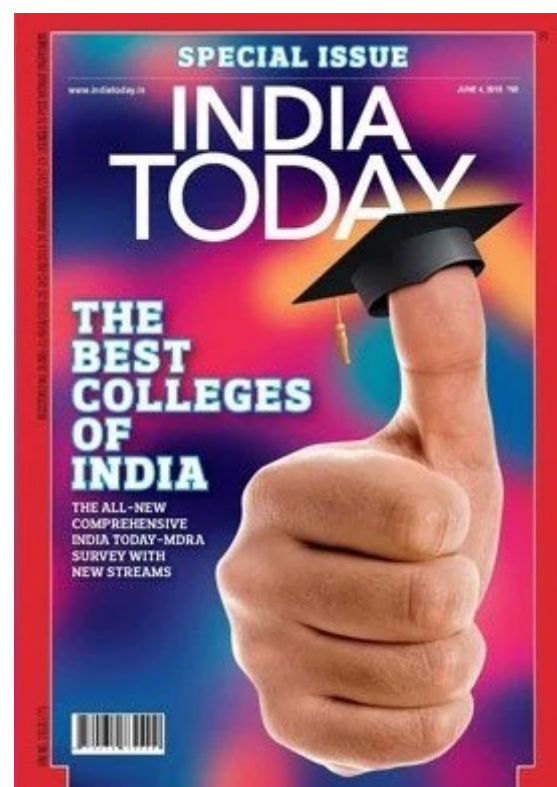
INDIA Today Ranking

SSCBS has been **ranked No.2** among 25 colleges by India Today rankings released on May18, 2019.

INSTITUTE AND CITY	INTAKE QUALITY & GOVERNANCE	ACADEMIC EXCELLENCE	INFRASTRUC- TURE & LIVING EXPERIENCE	PERSONALITY & LEADERSHIP DEVELOPMENT	CAREER PROGRESSION & PLACEMENT	OBJECTIVE SCORE	PERCEPTUAL SCORE	OVERALL SCORE
	240	270	180	210	300	1200	800	2,000
SVKM'S NMIMS ANIL SURENDRA MODI SCHOOL OF COMMERCE, MUMBAI	172.2	228.9	142.2	185.7	287.2	1,016.2	767.7	1,783.9
SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES (SSCBS), NEW DELHI	209.3	219.1	142.5	152.1	289.0	1,012.0	768.9	1,780.9
DEPARTMENT OF MANAGEMENT STUDIES, CHRIST (DEEMED TO BE UNIVERSITY), BENGALURU	165.0	209.7	146.9	140.9	267.4	929.9	756.4	1,686.3
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI	193.5	163.0	152.7	158.4	253.4	921.0	735.5	1,656.5
MADRAS CHRISTIAN COLLEGE (AUTONOMOUS), CHENNAI	177.1	152.4	146.5	156.2	245.6	877.8	768.5	1,646.3

Further, India Today has ranked SSCBS first in the following criteria-

College with the best value for money
Highest salary offered
Lowest tuition fee
Placement
Admission process



OTHER MAJOR ACHIEVEMENTS

FIRST TIME ON CAMPUS

11 Offers
18 LPA

DE Shaw & Co

ASSOCIATE - FINANCIAL RESEARCH

The student placement has been highly successful with the highest package of **INR 18 Lakhs p.a.** and the average package of **INR 6.9 lakhs p.a.**

Students of the BMS program at SSCBS made the college proud by **winning the first prize at MICA IMPETUS**, the biggest undergraduate case study competition by MICA.



MICA
IMPETUS
THINK LIKE A MICAN

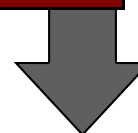
SSCBS students have also won the **first prize at Lufthansa Impact Week 2018**

CHEERS TO ENACTUS SSCBS!



IQAC INITIATIVES IN THE YEAR

SSCBS widens it's curriculum horizon! Introduces Post Graduate Diploma



Envisioning the compelling need for professionals in the niche area of cyber security, **Institute of Cyber Security and Law along with University of Delhi**, has started one year post graduate diploma in cyber security and law.

Our college was the only college in the University Of Delhi, to be selected to start the **Post Graduate Diploma in Cyber Security and Law (PGDCSL)**. The college runs this course in the public-private partnership model, Lucideus Tech. Pvt. Ltd. is a private knowledge partner for this course. This is an advanced Penetration Testing & Information Security Training Engineering Program.

Certificate Courses give the students an edge



- **Data Analytics:** Expecting to build a solid foundation of business analytics, this course is started for imparting knowledge of machine learning and statistical methods for data analysis. The course provides sufficient knowledge of python programming language to use for machine learning algorithm and python/R programming for statistical methods, neural networks and deep learning .
- **Applied Financial Technology:** The Certificate Course on Applied Financial Technology at Shaheed Sukhdev College of Business Studies, Delhi is jointly offered in association with YStart Innovation Labs under academic guidance of Department of Financial Studies (South Campus, University of Delhi). This 40-hours Course has been designed by YStart Innovation Labs under the academic direction of Department of Financial Studies (University of Delhi, South Campus) and University of Strathclyde (Glasgow, Scotland). The Course aims to make the students aware about the fast emerging technological disruptions in the field of financial technology (FinTech) by means of industry professionals and subject matter experts.

IQAC INITIATIVES IN THE YEAR

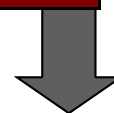
Lufthansa Impact Week 8th-11th October, 2018

SSCBS collaborated with Lufthansa German Airlines to hold first ever workshop by them in Asia on design thinking, innovation and entrepreneurship. It was held for total period of six days in joint collaboration with AUD, DPSRU and SSCBS / SIIF. The workshop had 155 students and 35 coaches from these three institutes, and 25 coaches from Lufthansa Germany, and all these 200+ participants grouped in 21 teams were hosted at SSCBS, and generated as many great ideas. This gave our college immense popularity, praise and visibility across India and global network of Lufthansa.



IQAC INITIATIVES IN THE YEAR

Incubation of Start-ups



SSCBS Innovation and Incubation Foundation (SIIF) held one comprehensive evaluation session for business proposals during this academic year, as the primary focus had been on supporting the ideas (27) approved in preceding 4 cohorts. More than 100 ideas were discussed through walk-ins / applications / references, and “Start-up Hunt” held jointly with TiE-NCR, DPSRU, and ANDC. All these which were further filtered / strengthened to have presentations at the evaluation panel held in November 2018. The pitches also included presentations from the existing incubatees which were ready for investment.

As an outcome of evaluation panel,

- **Funding for 5 existing incubatees was approved**
- **Next round of funding for 1 existing funded incubatee was approved**
- **3 new ideas were approved for incubation support without funding**
- **2 new ideas were approved were provided incubation + funding support.**

New initiatives / Associations

SIIF helped Yuva, e-cell team of the college to develop area within first floor of the campus where its members could interact with students for handling queries related to entrepreneurship.

SIIF is in active discussions with newly opened incubation cell at School of Open Learning, DU to derive synergy in mutual best practices.

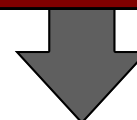
Events – internal and external

SIIF actively helped Alumni Relations and Outreach Cell (AROC) at the college to hold Alumni Meet on February 24th, 2019. This was held after a long gap of about 6 years and was well attended by nearly 180 alumni.

SIIF collaborated with three other incubators of Delhi under the current initiative, and with TiE-NCR to build sector-based pipeline. TiE-NCR carried out marketing and visibility for the start-up hunt, and four incubators – SIIF, ANDC-IIF, DPSRU-IIF and AIACTR-IIF – had evaluations at their respective institutes to identify good potential start-ups.

IQAC INITIATIVES IN THE YEAR

SSCBS developed a Formal Feedback Mechanism!



College makes all efforts to ensure that feedback obtained is authentic and free from any bias and maintain the confidentiality wherever required.

Over the years we have worked upon the feedback received from various stakeholders which has helped making SSCBS what it is today.

Students

Feedback from all the students on the curriculum and the delivery of lectures through a comprehensive online questionnaire twice, mid semester and end semester. **The Student Satisfaction Survey is also taken from the graduating batch.**

Structured feedback received from all the stakeholders?

TEACHERS	EMPLOYERS	ALUMNI	PARENTS
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

As a follow up of the last year's informal feedback the college revived its alumni association and developed Alumni Research and Outreach Cell (AROC). Alumni meet was held to strengthen the alumni connect. **A formal feedback mechanism has been initiated from the alumni from this year.**

Recruiters and Alumni

IQAC INITIATIVES IN THE YEAR

Placement and SSCBS Support to Final Year Students

The Placement Season 2018-19 extended from August 2018 to June 2019 and witnessed 175+ offers extended to approximately 200 registered students. 70+ companies from sectors including consulting, insurance, knowledge services, real estate, media, investment banking, PR, FMCG, IT, shipping, and financial services recruited from our college. Some of our coveted recruiters include Bain Capability Network, FTI Consulting, DE Shaw Group, Boston Consulting Group, EY, KPMG, Deloitte, Grant Thornton, CBRE, Inmobi, Praxis Global, Verity Knowledge Solutions, United Airlines, Ken Research and Wingify. Bain Capability Network and KPMG were the biggest recruiters with 15 and 16 offers respectively. DE Shaw Group extended 11 offers and offered the highest package of INR 18 LPA. The average package was INR 7 LPA and around 80% of the registered students were placed till 10th May 2019.



The Placement Cell also witnessed a surge in the number of companies looking to hire experienced professionals and recruiting great talent from the alumni batches.

SSCBS Support for Placements to Final Year Students

Workshops and Seminars: Sessions hosted by third year students placed at prominent companies were organized for the first and second year students covering topics such as resume building, case interviews, guesstimates and quantitative finance. A session by Ms. Harleen Chadha was also organized on the theme 'Unleash the Leader Within'. KPMG India organized the semi-final round of their KICC competition at SSCBS.

Orientation for Placement and Internship Season 2019-20 was organised on 22nd April 2019.

Buddy Project aims to support second year students preparing for placements by seeking the assistance of the third-year placed students.

Placement Support through consolidated support material for the students provide an insight to the psychology of the recruiters in addition to the kind of questions the students may be asked.

IQAC INITIATIVES IN THE YEAR

Extension Activities

Project AVYA

A community based approach, aims to provide potable water solutions to urban slum communities by developing low cost, customised household filtration systems. This project was inaugurated on 31st March 2019 by the **Dr. Udit Raj, Minister of Parliament**.

Project PRAVAAH

It aims to provide holistic clean air solutions to each section of the society at affordable cost and enabling the skilled unemployed youth to raise their own livelihood. This Project will begin by the end of March.

ROTARACT SSCBS

Rotaract is the youth wing of Rotary International, which is a renowned global network of 1.2 million neighbours, friends, leaders and problem solvers across the globe. Rotaract Club of SSCBS was incepted in the college in the month of October' 18 and aims at bringing social changes with efficient scalability.

Rotaract SSCBS was adjudged the “Best Rotaract Club” in District 3012 for the month of January 2019



IQAC INITIATIVES IN THE YEAR

Extension Activities

Verve, the street play society of the college is a group of enthusiastic group of people with an aim to raise concerns that matter, making everyone realize the immense power they possess, the power to raise voices against injustice, to go against the conventions that weigh us down and breaking perceptions to initiate a movement and initiate a process of change. The society comprises of research based theatre and education of audience through the medium of artistic inspiration.

In the academic year 2018-2019, Verve produced its Annual Street Play Production ‘**Emotional Atyachaar**’, dealing with the issue of mental illnesses arising out of distressed relationships. The play was performed on more than 40 occasions. To promote non competitiveness and to reach the most relevant audience, the play was performed at more than 20 public locations.

On 11th April, 2019, Verve performed its second Street Play Production ‘**Vote Tu-De**’ in Shaheed Sukhdev College of Business Studies under ‘**Voter’s Awareness**’ campaign by Election Commission with the motive of encouraging youth to actively participate in the voting process during the general elections 2019.

To promote the ideals of non-competitiveness and social awareness, **Verve organised 12th Edition of its Annual Event, Manthan 2019- An International Street Theatre Festival**, from 22nd February, 2019- 2nd April, 2019. During this period, More than 160 street theatre performances, involving 3000 artists, were organised across 13 countries like Nigeria, Kenya Morocco, South Africa with 24 international performances worldwide and in 63 cities in India. 23rd February witnessed ‘**Manthan Mohatsav**’ an event under which 45 teams from Delhi Collegiate Theatre Circuit performed their street plays at 17 different public locations in Delhi including locations like Jama Masjid, Humayun’s Tomb, Lal Quila, New Delhi Railway Station and so on. Likewise, ‘**Manthan Ekaai**’ was organised on 27th March across the globe on the occasion of World Theatre Day, a day that witnessed 6 International performances, 25 teams performing at 9 public locations all over Delhi and performances in 12 States all together .The closing ceremony of Manthan 2019 was organised on 2nd April 2019 in the warm presence of two respected theatre practitioners Mr. Arvind Gaur, who is associated with Asmita Theater and Mr. Fahad Khan, who has dedicated his life to teach theatre to blind children and both of them believed purely in the idea that theatre can change lives.

BEST PRACTICES

1. One of the major projects undertaken is listed below:

ENACTUS, or Entrepreneurial Action through Us, is an international not for profit organization that works with business leaders and university students across the globe to develop outreach projects that improve the quality of life of people in need. SSCBS has a long association with Enactus. Many projects have been implemented by SSCBS chapter of Enactus. Enactus SSCBS is currently running 5 projects Raahat, Khidki, Udaan, Avya, and Pravah. Sensitization towards Social Issues SSCBS takes all initiatives to make the student community an active agent of change in the process of development of the society.

2. One of the other major initiatives is the street play festival – MANTHAN organized by SSCBS 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. 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. Manthan'18 was organized in 51 cities at 130 different locations in 21 states of India and to increase the gamut of the festival, the team has organized street play performances in 10 other countries (Canada, Panama, Czech Republic, Afghanistan, Kenya, Nigeria, Bangladesh, Zambia, and Nepal).

FUTURE PLAN OF ACTION

1. To enhance efforts towards extension activities by continuing to support social entrepreneurship and inclusive development.
2. To provide strong all round support to the students by strengthening the mentor ship program and providing professional counseling services for the college family.
3. To continue to make efforts to keep the course curriculum current and topical.
4. To identify and provide support to students who need more in-depth attention and learning guidance.
5. To continue to offer relevant value add courses to strengthen the academic capabilities of the students.
6. To grow our global worldview by providing opportunities such as international conferences /symposia / FDPs.
7. To broaden the research capabilities of the college fraternity by providing research based platforms such as a college journal.
8. To continue to provide more growth opportunities to the students of the college by engaging more actively with our recruitment partners for driving curriculum changes and personality enhancement support.



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