

STUDENT HANDBOOK

Master of Business Administration

Programme Code – **OBA310**

Session - **JULY 2023**

**Institute of
Distance &
Online
Learning**



AT A GLANCE

Name of the Programme	Programme Code	Eligibility	Duration
Master of Business Administration	OBA310	Bachelor degree in any discipline from recognized University/ Institution. Graduates of recognized professional programmes like CA/ ICWA etc. are also eligible to apply.	Min.: 02Years Max.: 04 Years

MASTER OF BUSINESS ADMINISTRATION (MBA)

- 1 Student Handbook will be available on your LMS also.
- 2 This Handbook is valid for the Admissions of JULY 2023 Session.
- 3 Examination form is to be filled through online mode only.

AT A GLANCE

Institute of Distance & Online Learning

Course Materials

Credit System

Student Support Services

Delivery Systems

Master of Business Administration

Salient Features of the Programme

Eligibility

Duration

Medium of Instruction

Programme Structure

Evaluation Method

Tentative Schedule of Operations

Grievance Redressal System

Study Material and Assignments

List of Faculty

Guidelines for submission of assignments

Assignments

Course outlines

PCP-Personal Contact Programme

Contact Us

1.0 INSTITUTE OF DISTANCE & ONLINE LEARNING (IDOL)

Over the years, Institute of Distance & Online Learning (IDOL), Chandigarh University has emerged as the best Distance Education Institute, which couples the experience of top industry leaders and renowned academicians to foster a global approach to life-long and real-world learning. The Institute of Distance & Online Learning (IDOL) has quickly evolved into a hub of eminent and distinguished scholars whose informed guidance ingrain their students with work-ready knowledge.

The programme offered by Institute of Distance & Online Learning (IDOL) provides superior Distance Education in Punjab, India, with a desire to deliver student-focused, quality education to students with diverse learning backgrounds. We seek to create excellence in Distance & Online Learning by providing the technology interface, i.e., a Learning Management System (LMS), between the institution and the learner so that quality education can be offered at an affordable cost while also making education convenient for everyone.

Our Learning Management System (LMS) keeps your curriculum, interactive sessions, faculty, etc. a Click Away. It enables learners to plan their studies according to their learning needs and provides enough scope to the experts to plan e-content.

1.1 COURSE MATERIAL

Learning materials are prepared for the courses by university in-house faculty. These materials are edited & audited as per CIQA guidelines of UGC-DEB Regulations of 2020 at the Institute of Distance & Online Learning (IDOL) before they are finally sent to the press for printing. Similarly, audio and video programmes are produced at the Institute of Distance & Online Learning (IDOL) in consultation with the in-house faculty, members of CIQA and Industry experts of Corporate Advisory Board of Chandigarh University. The materials are previewed and reviewed by the faculty as well as CIQA members and edited or modified wherever necessary before they are dispatched and uploaded on Learning Management System (CU LMS).

1.2 CREDIT SYSTEM

The University follows the 'Credit System' for most of its programmes. Each credit amounts to 30 hours of study comprising all learning activities. Thus, a four-credit course involves 120 hours of study. All commerce courses are 04 credit courses. This helps the student to understand the academic efforts one has to put in, in order to successfully complete a course. Completion of an academic programme (Degree) requires successful clearing of both, the continuous assignments and the term- end-examination of each course in a program.

1.3 STUDENT SUPPORT SERVICES

Institute of Distance & Online Learning (IDOL) has established a strong & quick responsive Learner Support System as per UGC -DEB Regulation 2020. Learner support service provide counselling facilities at periodic intervals online as well as offline; act as information center at university campus for all academic and, administrative information required by the Learner. *(Toll Free Number: 1800 121 38800).*

1.4 DELIVERY SYSTEM

The methodology of instruction in Institute of Distance & Online Learning (IDOL) is different from that of conventional universities. The Delivery system is more learners oriented and the learner is an active participant in the teaching-learning process. Most of the instruction is imparted through distance, rather than Face-to-Face communication. The Institute of Distance & Online Learning (IDOL) follows a multi-media approach for instructions. It comprises:

- **Print Material:** The printed material of the programme is supplied to the learners in the form of a single printed book/e-book, which is divided into Blocks and Units.
- **Audio-Visual Material Aids:** The learning package contains audio and video programmes which have been produced by the Institute of Distance & Online Learning (IDOL) for better clarity and enhanced understanding of the course material given to the Learner. These programmes are usually of 25-30 minutes duration. The audio programmes are run and video programmes are also screened at the learner support centre at the university campus during the hours of the counseling session. The information is also provided on the Institute of Distance & Online Learning (IDOL) website. (www.cuidol.in)
- **Counselling Sessions:** Normally, counseling sessions are held as per a schedule drawn beforehand by the Programme Coordinator/Course Coordinator. They are held on weekends, i.e., Saturday and Sunday.

2.0 MASTER OF BUSINESS ADMINISTRATION (MBA)

This programme is UGC-DEB recognized Post Graduate Degree programme designed to develop the skills required for careers in the field of Commerce. The programme is designed by in-house faculty taking suggestions from Board of Studies members keeping in view the latest industry requirements and practices. All the courses are contemporary, cover diverse areas of study in Commerce and are relevant to present-day needs. It is uniquely designed for both fresh graduates as well as a working professional.

2.1 SALIENT FEATURES OF THE PROGRAMME

Some of the salient features of the programme are:

- UGC-DEB approved Programme
- Contemporary curriculum and latest study material
- Affordable fee
- Flexible learning
- Earn while learning

2.2 ELIGIBILITY

Bachelor degree in any discipline from recognized University/Institution. Graduates of recognized professional programmes like CA/ ICWA etc. are also eligible to apply.

2.3 DURATION

The minimum duration of the programme is 02 years and the maximum duration is 04 years.

2.4 MEDIUM OF INSTRUCTION

The medium of Instruction for this programme is English.

2.5 PROGRAMME STRUCTURE

Courses	1 st Semester	2 nd Semest er	3 rd Semester	4 th Semester
Core	6(Six)	5 (Five)	2 (Two)	3 (Three)
Specialization	-	-	3 (Three)	2 (Two)

- The MBA Programme consists of 21 courses in all and includes:
 - Sixteen (16) Programme Core courses
 - Five (05) Courses from any one of the chosen specialization area
- In order to get an MBA degree a student has to complete 21 courses with a total credit weightage of 80 credits. They are as follows:
 - 14 Core Courses of 4 credit each = 56 credits.
 - 5 Courses from any one area of Specialization of 4 credits each = 20 credits
 - 2 courses of 2 credit each = 4 credits
- Programme structure of each of the MBA programme is presented below. The detailed course outlines are given in the Appendix I

Course code	Course Title	Course code	Course Title
<u>Semester-1 (6Courses)</u>		<u>Semester-2 (5Courses)</u>	
23ODMBT611	Business, Society and Law	23ODMBT651	People Management
23ODMBT612	Financial Reporting and Analysis	23ODMBT652	Business Research Methods
23ODMBT613	Leadership &Organizational Behavior	23ODMBT653	Entrepreneurship
23ODMBT614	Decision Science-I	23ODMBT654	Corporate Finance
23ODMBT615	Managerial Economics	23ODMBT655	Marketing Management
23ODMBT616	Managerial Competency Development		
<u>Semester-3 (5Courses)</u>		<u>Semester-4 (5 Courses)</u>	
23ODMBT721	Strategy, Business &Globalization	23ODMBT761	Logistics & Supply Chain Management
23ODMBT722	Operations and Quality Management	23ODMBP762	Project Management
		23ODMBT763	Business Ethics and Corporate Governance
And Three courses from any one area of the specialization		And Two courses from any one area of the specialization	

Specialization Courses to be opted in the III Semester

Finance		Human Resource Management	
23ODMBT731	Banking & Financial Services Management	23ODMBT737	Human Resource Analytics
23ODMBT732	Project Finance and Financial Modeling	23ODMBT738	Learning and Development
23ODMBT733	Tax Planning and Management	23ODMBT739	Compensation & Reward Management
Marketing Management		International Business	
23ODMBT734	Integrated Marketing Communication	23ODMBT740	Export Import Documentation
23ODMBT735	Marketing of Services	23ODMBT741	International Marketing Management
23ODMBT736	Customer Relationship Management	23ODMBT742	Globalization & Trade Agreements

Specialization Courses to be opted in the IV Semester

Finance		Human Resource Management	
23ODMBT781	International Finance	23ODMBT785	Employee Relation
23ODMBT782	Investment Management	23ODMBT786	Cross-Cultural Management
Marketing Management		International Business	
23ODMBT783	Marketing Analytics	23ODMBT787	International Trade
23ODMBT784	Consumer Behavior	23ODMBT788	International Banking & Forex

2.6 EVALUATION

The evaluation system of the programme for all the courses, except the project course, is based on two components:

- Continuous assessment in the form of Assignments (weightage: 30%):

This component carries a weightage of 30%. There will be two assignments per course. The assignment is to be submitted on Learning Management System (CULMS). Learners are required to attempt the assignments which are prescribed for that semester.

- End Term Examination (ETE) (weightage: 70%):

Term End Examinations will be held twice every year in the months of June and December notified as per the COE. The Learners are at liberty to appear in any of the examinations conducted by the University during the year. A Learner will be allowed to appear in the End Term Examination, only after He/she has registered for that course and submitted the assignment of that course.

Letter grade system is used in this programme. These letter grades are:

Letter Grade	Performance	Grade Point
A ⁺	Outstanding	10
A	Excellent	9
B ⁺	Very Good	8
B	Good	7
C ⁺	Average	6
C	Below Average	5
D	Marginal	4
E	Exposed	0
F	Fail/Poor	0
I	Incomplete	0

Following is the system of converting the overall letter grades to percentage equivalents:

A = 80% and Above

B = 60% to 79.9%

C = 50% to 59.9%

D = 40% to 49.9%

E = Below 40%

END TERM EXAMINATION (ETE)

The learners are required to fill in the Examination form to appear in the ETE each time i.e., for every exam (June/December). Learner has to apply afresh. The Examination Forms are accepted online through Learning Management System (CULMS) only as per the schedule of Academic Calendar.

Dates for submission of Examination Form

For June ETE	For December ETE	Late Fee
1st March to 31st March	1st September to 30th September	NIL
1st April to 15th April	1st October to 15th October	Rs. 1000/- (To be paid online to university through CULMS)

Please note that the dates mentioned above are subject to change. Please check the actual dates on the website/Announcement Section of CULMS.

Examination fee and Mode of Payment

Examination Fee	Mode of Payment
Rs 2000 /- all courses of semester	Credit Card/Debit Card/Net Banking

Examination fee once paid is neither refundable nor adjustable even if the learner fails to appear in the examination.

2.7 TENTATIVE SCHEDULE OF ACADEMIC DELIVERY

	Activities	July - December 2023 Semester	
i)	Dispatch of Study Material to begin	During first half of August till December.	
ii)	Counselling	June to September	
iii)	Submission of Assignments	30 th September 2023	15 th November 2023
iv)	Assignment feedback	13 th November 2023	15 th November 2023
v)	Term-end Examination	2 nd December 2023 to 30 th December 2023	
vi)	Dates for submission of Examination Forms -CULMS.	As notified by COE	
vii)	Dates for Online Re- registration for next semester	As per Academic Calendar available on CULMS & on website www.cuidol.in	

(Dates are subject to change due to unforeseen circumstances)

- Re-appear Examination fee is Rs. 200/- per course
- Examination Form should be filled up and submitted through LMS till November
- Term-end examination respectively. For exact dates/information please check LMS regularly.
- Examination Form is to be submitted Online only as per instructions/Guidelines available at LMS.

2.8 GRIEVANCE REDRESSAL

The Institute of Distance & Online Learning (IDOL) has a robust mechanism in place for redressal of student grievances. On the LMS student can submit their grievances online and track the responses through ticket numbers.

A Grievance Redressal committee has been set up at to respond to the grievances of the Learners. The Student Service Centre can be contacted at the contact details provided below:

1	General Enquiry (Student Support Services and Student Grievances)	Phone: 1800-121-388800
2	Associate Director, Institute of Distance & Online Learning (IDOL) – Member Secretary Grievance Committee.	Room no-201, Level 02, Academic Block A3, Chandigarh University, Mohali – 140413. Email id – ad.idol@cumail.in

3.0 STUDY MATERIAL AND ASSIGNMENTS

The Institute of Distance & Online Learning sends study material to the Learners by Registered post/ Speed Post and if a Learner does not receive the same for any reason; whatsoever, the Learners are required to write to the Institute of Distance & Online Learning (IDOL) and send email to slmsupport@cuidol.in.

The Institute of Distance & Online Learning has a provision to provide soft copy of the self-learning material in place of printed material. The soft copy of SLM is also available on CULMS.

Assignments for the current session are made available on the CULMS. Students are advised to download the same.

4.0 LIST OF FACULTY

Institute of Distance & Online Learning (IDOL)			
1.	Dr. Gurpreet Singh (Associate Director)	2.	Dr. Charanpreet Singh (Associate Professor)
3.	Dr. Sukhwant Kaur (Assistant Professor)	4.	Ms. Pallavi Jaggi (Assistant Professor)
5.	Ms. Amanpreet Kaur (Assistant Professor)	6.	Ms. Himanshi (Assistant Professor)
7.	Ms. Sukhveet Kaur (Assistant Professor)		

PROGRAMME COORDINATOR

Master of Business Administration (MBA)

-Ms. Himanshi (pc10mba@cuidol.in)

5.0 GUIDELINES FOR SUBMISSION OF ASSIGNMENTS AND APPEARING IN TERM-END EXAMINATIONS

5.1 ASSIGNMENTS

Assignments are part of the continuous assessment of the student. The submission of assignments is compulsory. The grade that you earn in your assignments will be counted in your final result. Assignments of a course carry 30% weightage while 70% weightage is given to the end term examinations. Therefore, you are advised to take your assignments seriously. You cannot appear for the end term examination for any course if you do not submit your assignment. Assignments are uploaded on the CULMS as per the Academic Calendar. The validity of the assignments is one year which implies that these assignments are to be attempted by the students who have taken admission in January and July cycles.

The main purpose of assignments is to test your comprehension of the learning materials you receive from university and also to help you get through the courses. The information given in the printed course materials is sufficient for answering the assignments. Please do not worry about the non-availability of extra reading materials for working on the assignments. However, if you have easy access to other books, you may make use of them. The University has the right not to entertain or even reject the assignments submitted after the due date. You are, therefore, advised to submit the assignments before the due date.

If you do not get passing grades in any assignment, you have to submit it again. For this, you have to ask for/obtain a fresh set of assignments for that course as applicable to that particular semester. However, once you get the pass grade in an assignment, you cannot re-submit it for improvement of grade. Assignments are not subject to re-evaluation except for factual errors, if any, committed by the evaluator. The discrepancy noticed by you in the evaluated assignments should be brought to the notice of the Programme Coordinator, so that the correct score is forwarded by him to the Examination Section.

In case you find that the score indicated in the assessment sheet of your assignments has not been correctly reflected or is not entered in your grade card; you are advised to contact the Programme Coordinator.

5.1 ASSIGNMENTS

The submission of TWO ASSIGNMENTS per subject is compulsory.

- Assignments carry 30% weightage while 70% weightage is given to the term-end examination. The average mark of two assignments will be awarded to students.
- 1st Assignment will be multiple choice-based questions available to the students on the LMS portal.
- 2nd Assignment will be having multiple choice-based questions available to the student on the LMS portal.

	Last Date of Submission
Assignment 1	30 th September 2023
Assignment 2	15 th November 2023

6.0 COURSE OUTLINE

SEMESTER-1

23ODMBT611- Business, Society and Law

Unit-1	Environmental analysis
Unit-2	Indian Economy
Unit-3	Indian Economy
Unit-4	Global Trends
Unit-5	Politics and Business
Unit-6	Business Laws
Unit 7	Business Laws
Unit 8	Finance Market
Unit 9	Finance Institutions
Unit 10	Finance Institutions and others
Unit 11	Economic Development
Unit 12	Government Role
Unit 13	Business Development
Unit 14	Technology and Development

SEMESTER-1

23ODMBT612- Financial Reporting and Analysis

Unit-1	Financial statement
Unit-2	Balance sheet
Unit-3	Inventory valuation
Unit-4	Income statement
Unit-5	Fundamentals of FSA
Unit-6	Types of FSA
Unit 7	Ratio analysis
Unit 8	Cash flow analysis
Unit 9	Annual report
Unit 10	Reporting regulations-I
Unit 11	Reporting regulations
Unit 12	Window Dressing-I
Unit 13	Window Dressing-II
Unit 14	Ethical issues

SEMESTER-1

23ODMBT613- Leadership & Organizational Behaviour

Unit-1	Leadership and its theories
Unit-2	Leadership and its theories
Unit-3	Group Behaviour and Dynamics
Unit-4	Group Behaviour and Dynamics
Unit-5	Change Management
Unit-6	Principles of Management
Unit 7	Planning
Unit 8	Organizing
Unit 9	Staffing
Unit 10	Leading
Unit 11	Nature and scope of organizational behavior
Unit 12	Personality
Unit 13	Perception
Unit 14	Motivation

SEMESTER-1

23ODMBT614- Decision Science-I

Unit-1	Introduction to statistics
Unit-2	Nature and sources of data
Unit-3	Situational/Descriptive Statistics
Unit-4	Situational/Descriptive Statistics
Unit-5	Correlation Analysis
Unit-6	Correlation Analysis
Unit 7	Regression Analysis
Unit 8	Regression Analysis
Unit 9	Index Number
Unit 10	Index Number
Unit 11	Index Number
Unit 12	Time series analysis
Unit 13	Trend Analysis
Unit 14	Trend Analysis

SEMESTER-1

23ODMBT615- Managerial Economics

Unit-1	Managerial Economics concepts
Unit-2	Fundamentals Demand
Unit-3	Fundamentals Demand
Unit-4	Consumer Behavior: Utility
Unit-5	Consumer Behavior: Utility
Unit-6	Production Analysis
Unit 7	Production Analysis
Unit 8	Cost and Revenue Analysis
Unit 9	Cost and Revenue Analysis
Unit 10	Market Structure
Unit 11	Macro Economics
Unit 12	Theories of Employment
Unit 13	Theories of Employment
Unit 14	Consumption Function

SEMESTER-1

23ODMBT616 – Managerial Competency Development

Unit-1	Decision Making
Unit-2	Drawing Inferences
Unit-3	Deciphering Market Conditions and Advanced Thinking
Unit-4	Emotional Intelligence
Unit-5	Building Alliances and Ethical Decision Making
Unit-6	Leadership
Unit 7	Business Ethics
Unit 8	Ethical Corporate Behaviour
Unit 9	Ethical Leadership and Ethical Dilemmas

SEMESTER-2

23ODMBT651 -People Management

Unit-1	Concepts of HRM
Unit-2	Job Analysis
Unit-3	HR Planning
Unit-4	Recruitment
Unit-5	Training & Development
Unit-6	Career Planning
Unit 7	Performance Appraisal
Unit 8	Compensation Management
Unit 9	HRIS & e-HR
Unit 10	Industrial Disputes
Unit 11	Trade Unions
Unit 12	Grievance Management
Unit 13	Contemporary Issues in HRM
Unit 14	Contemporary Issues in HRM

SEMESTER-2

23ODMBT652 – Business Research Methods

Unit-1	Foundations of Research
Unit-2	Problem Identification & Formulation
Unit-3	Literature Review
Unit-4	Formulation of Hypothesis
Unit-5	Research Design
Unit-6	Measurement
Unit 7	Sampling
Unit 8	Sampling
Unit 9	Data Collection
Unit 10	Processing and Analysis of Data
Unit 11	Processing and Analysis of Data
Unit 12	Processing and Analysis of Data
Unit 13	Interpretation of Data and Report Writing
Unit 14	Interpretation of Data and Report Writing

SEMESTER-2

23ODMBT653 –Entrepreneurship

Unit-1	Entrepreneurship basics
Unit-2	Entrepreneurial process
Unit-3	Entrepreneurial process
Unit-4	Entrepreneurship& Economy
Unit-5	Idea generation
Unit-6	Feasibility study
Unit 7	Feasibility study
Unit 8	Feasibility study
Unit 9	Report
Unit 10	HR planning
Unit 11	Financial plan
Unit 12	Financial plan
Unit 13	Legal issues
Unit 14	Legal issues

SEMESTER-2

23ODMBT654 –Corporate Finance

Unit-1	Corporate finance
Unit-2	Time value of money
Unit-3	Scope/Decisions of CF
Unit-4	Financial Analysis
Unit-5	Capital budgeting
Unit-6	Cost of capital
Unit 7	Current Assets Management
Unit 8	Working capital financing
Unit 9	Financing Decision
Unit 10	Capital structure
Unit 11	Dividend Decision
Unit 12	Dividend policies
Unit 13	Risk Management
Unit 14	Financial risk management

SEMESTER-2

23ODMBT655- Marketing Management

Unit-1	Introduction to Marketing
Unit-2	Marketing Environment
Unit-3	Buyer Behaviour
Unit-4	STP
Unit-5	Marketing Control
Unit-6	Product Classification and Decisions
Unit 7	Brand Management over PLC
Unit 8	Pricing Methods
Unit 9	Pricing Strategies
Unit 10	Promotion Fundamentals
Unit 11	Promotion Mix
Unit 12	Distribution
Unit 13	Distribution
Unit 14	Marketing Ethics

SEMESTER-3

23ODMBT721 – Strategy, Business and Globalization

Unit-1	Introduction, Nature and Scope of Strategic Management
Unit-2	Introduction, Nature and Scope of Strategic Management
Unit-3	Defining Strategic Intent
Unit-4	Internal Analysis
Unit-5	Internal Analysis
Unit-6	External Environmental
Unit 7	External Environmental
Unit 8	Grand Strategies
Unit 9	Grand Strategies
Unit 10	Tailoring Strategy to Fit Specific Industry
Unit 11	Strategy Implementation
Unit 12	Behavioral Issues in Implementation
Unit 13	Functional Plans and Policies
Unit 14	Strategic Evaluation and Control

SEMESTER-3

23ODMBT722 - Operations and Quality Management

Unit-1	Introduction to Operations Management
Unit-2	Introduction to Operations Management
Unit-3	Introduction to Manufacturing
Unit-4	Introduction to Manufacturing
Unit-5	Productivity
Unit-6	Introduction to Quality
Unit 7	Cost of Quality
Unit 8	Cost of Quality
Unit 9	Continuous Improvement Process
Unit 10	Continuous Improvement Process
Unit 11	Statistical Process Control
Unit 12	Control Charts
Unit 13	Control Charts
Unit 14	Six Sigma

SEMESTER-3

23ODMBT731 – Banking and Financial Services Management

Unit-1	Banking- Concept and Objectives
Unit-2	Merchant Banking
Unit-3	Merchant Banking
Unit-4	Merchant Banking in India
Unit-5	Financial Markets
Unit-6	Financial Markets
Unit 7	Financial Services
Unit 8	Insurance
Unit 9	Mutual Fund
Unit 10	Leasing &Hire Purchase
Unit 11	Leasing &Hire Purchase
Unit 12	Debt Securitization and Factoring
Unit 13	Debt Securitization and Factoring
Unit 14	Credit Rating

SEMESTER-3

23ODMBT732 – Project Finance & Financial Modeling

Unit-1	Project Finance
Unit-2	Project Finance
Unit-3	Project Risk and Mitigants
Unit-4	Project Risk and Mitigants
Unit-5	Sources of Financing
Unit-6	Project Evaluation
Unit 7	Project Evaluation Solutions
Unit 8	Credit Agreement
Unit 9	Financial Modeling
Unit 10	Financial Modeling
Unit 11	Basic Excel for Financial Modeling
Unit 12	Advance modeling technique
Unit 13	Investment Banking M & A
Unit 14	Valuation

SEMESTER-3

23ODMBT733 – Tax Planning & Management

Unit-1	Basics of Taxes
Unit-2	Basics of Taxes
Unit-3	Tax Planning
Unit-4	Methods of Tax Planning
Unit-5	Companies and Taxes
Unit-6	Companies and Taxes
Unit 7	Areas of Tax Planning
Unit 8	Areas of Tax Planning
Unit 9	Tax Planning and Financial Management
Unit 10	Financial Management
Unit 11	Business and Tax Planning
Unit 12	Special provisions
Unit 13	Taxation of non- residents
Unit 14	Deduction of tax at source

SEMESTER-3

23ODMBT734 - Integrated Marketing Communication

Unit-1	Integrated Marketing Communication
Unit-2	IMC tools
Unit-3	Integrated Marketing Communication
Unit-4	Integrated Marketing Communication
Unit-5	Understanding communication process
Unit-6	Communication process and model
Unit 7	Communication process and model
Unit 8	Planning for Marketing Communication (Marcom)
Unit 9	Planning for Marketing Communication (Marcom)
Unit 10	Developing the Integrated Marketing Communication Programme
Unit 11	Creative strategy in implementation and evaluation of marcom
Unit 12	Digital Media &Advertising
Unit 13	Digital Media &Advertising
Unit 14	Advertising Laws & Ethics

SEMESTER-3

23ODMBT735 – Marketing of Services

Unit-1	Introduction and Scope of Services
Unit-2	Services Marketing
Unit-3	Services Marketing Mix and Gaps Model
Unit-4	Service Design and Service Delivery
Unit-5	STP Strategy for Services
Unit-6	Consumer Behavior in Services Marketing
Unit 7	Service Development and Quality Improvement
Unit 8	Service Development and Quality Improvement
Unit 9	Customer Defined Service Standards
Unit 10	Customer Defined Service Standards
Unit 11	Integrated Services Marketing
Unit 12	Integrated Services Marketing
Unit 13	Marketing of Services
Unit 14	Marketing of Services
Unit 15	Emerging Issues in Service Marketing

SEMESTER-3

23ODMBT736 – Customer Relationship Management

Unit-1	Definitions
Unit-2	Types of CRM
Unit-3	Types of CRM
Unit-4	Models of CRM
Unit-5	Developing Managing and Using Customer Related Databases
Unit-6	Developing Managing and Using Customer Related Databases
Unit 7	Customer Management
Unit 8	Customer Experience
Unit 9	Customer Experience
Unit 10	CRM ecosystem
Unit 11	CRM ecosystem
Unit 12	Sales to service automation
Unit 13	People and software
Unit 14	People and software

SEMESTER-3

23ODMBT737 – Human Resource Analytics

Unit-1	Concept of HR Analytics
Unit-2	HR measurement journey
Unit-3	Understanding the organizational system
Unit-4	Understanding the organizational system
Unit-5	Measuring and reporting
Unit-6	HR Metrics
Unit 7	HR Framework
Unit 8	HR Framework
Unit 9	HR Framework
Unit 10	HR analytics
Unit 11	HR analytics
Unit 12	Data sources
Unit 13	HR analytics in business
Unit 14	HR analytics in business

SEMESTER-3

23ODMBT738 – Learning and Development

Unit-1	Basics of learning
Unit-2	Basics of learning
Unit-3	Training, Education and development
Unit-4	Overview of Training
Unit-5	Training need assessment
Unit-6	Training need assessment
Unit 7	Training designs
Unit 8	Training Methods
Unit 9	Training Methods
Unit 10	Training design and work environment
Unit 11	Training Evaluation
Unit 12	Training Evaluation
Unit 13	Career planning
Unit 14	Organization development

SEMESTER-3

23ODMBT739- Compensation & Reward Management

Unit-1	Introduction
Unit-2	Types of compensations
Unit-3	Compensation System Design Issues
Unit-4	Decision about compensation
Unit-5	Strategic compensation planning
Unit-6	Determining compensation
Unit 7	Wage concepts
Unit 8	Job evaluation systems
Unit 9	Compensation and Variable Pay
Unit 10	Executive compensation
Unit 11	Retention Strategy
Unit 12	Employee Benefits
Unit 13	Strategic Compensation Challenge
Unit 14	International Compensation

SEMESTER-3

23ODMBT740- Export Import Documentation

Unit-1	Preliminaries for Exports and Imports
Unit-2	Exports and Imports
Unit-3	Exporting Methods
Unit-4	Foreign Trade Policy
Unit-5	Foreign Trade Policy
Unit-6	Export Procedure & Documentation
Unit 7	Export Procedure & Documentation
Unit 8	Export Procedure & Documentation
Unit 9	Export Procedure & Documentation
Unit 10	Import Procedure & Documentation
Unit 11	Import Procedure & Documentation
Unit 12	Import Procedure & Documentation
Unit 13	Trade policies
Unit 14	Trade policies

SEMESTER-3

23ODMBT741- International Marketing Management

Unit-1	Introduction to International Marketing
Unit-2	International Marketing
Unit-3	International Trade Environment
Unit-4	Types of Agreements
Unit-5	International Market Entry Strategies
Unit-6	International Marketing Research
Unit 7	Approach to Marketing Research
Unit 8	International Product Policy and Planning
Unit 9	International Market Segmentation
Unit 10	International Pricing Policy
Unit 11	International Distribution and Logistics Planning
Unit 12	Direct and Indirect Channels
Unit 13	International Promotional Strategies
Unit 14	Legal and Ethical Issues in International Marketing

SEMESTER-3

230DMBT742- Globalization and Trade Agreements

Unit-1	Globalization
Unit-2	Globalization and the New Global Economy
Unit-3	Globalization and the New Global Economy
Unit-4	Transnational Corporations and the Globalization Process
Unit-5	Transnational Corporations and the Globalization Process
Unit-6	Transnational Corporations and the Globalization Process
Unit 7	Major Regional Trade Agreements
Unit 8	Regional and Multilateral Agreements
Unit 9	Regional and Multilateral Agreements
Unit 10	Global institutions
Unit 11	Financial Globalization
Unit 12	Indian Multinational Corporations
Unit 13	Indian Multinational Corporations
Unit 14	Globalization and Developing Countries

SEMESTER-4

23ODMBT761 – Logistics & Supply Chain Management

Unit-1	Introduction to Supply Chain Management
Unit-2	Inventory Management & Risk Pooling
Unit-3	Inventory Management & Risk Pooling
Unit-4	Inventory Management & Risk Pooling
Unit-5	Network Planning
Unit-6	Network Planning
Unit 7	Supply Chain Integration
Unit 8	Supply Chain Integration
Unit 9	Supply Chain Integration
Unit 10	Strategic Alliances
Unit 11	Procurement and Outsourcing Strategies
Unit 12	Global Logistics and Risk Management
Unit 13	Coordinated Product and Supply Chain Design
Unit 14	Information Technology

SEMESTER-4

23ODMBT762 – Project Management

Unit-1	Concept and Types
Unit-2	Systems approach in project management
Unit-3	Project Development
Unit-4	Project Development
Unit-5	Project Planning
Unit-6	Tools and Techniques
Unit 7	Structure and responsibilities
Unit 8	Project Scheduling
Unit 9	Project Scheduling
Unit 10	Risk Management
Unit 11	Project Control
Unit 12	Project Control
Unit 13	Project Management Information System
Unit 14	Project Management Information System

SEMESTER-4

23ODMBT763- Business Ethics and Corporate Governance

Unit-1	Definition & Nature Business Ethics
Unit-2	Definition & Nature Corporate Governance
Unit-3	Corporate Governance
Unit-4	Structure And Process Of Corporate Governance
Unit-5	Structure And Process Of Corporate Governance
Unit-6	Ethical Issues In International Business Practices
Unit 7	Ethical Issues In International Business Practices
Unit 8	Ethical Issues In International Business Practices

SEMESTER-4

23ODMBT781 – International Finance

Unit-1	Internationalization of Financial Function
Unit-2	Internationalization of Financial Function
Unit-3	Emerging Issues in International Finance
Unit-4	Balance of payments
Unit-5	Foreign Exchange Risk Management
Unit-6	Foreign Exchange Risk Management
Unit 7	International stock exchanges.
Unit 8	International Money Market Instruments
Unit 9	International Money Market Instruments
Unit 10	Parity conditions in international finance
Unit 11	Parity conditions in international finance
Unit 12	Financial Management of Multinational Firms
Unit 13	Financial Management of Multinational Firms
Unit 14	Financial Management of Multinational Firms

SEMESTER-4

23ODMBT782 - Investment Management

Unit-1	Investment
Unit-2	Investment, speculation and gambling
Unit-3	Investment Factors
Unit-4	Investment Avenues
Unit-5	Investment Avenues
Unit-6	Risk & Return
Unit 7	Concept of Risk
Unit 8	Investment companies
Unit 9	Asset allocation decisions
Unit 10	Developments in Investment Theory
Unit 11	Introduction to asset pricing models
Unit 12	Analysis and Management of Common Stock
Unit 13	Analysis and Management of Fixed Income Securities
Unit 14	Managing Mutual Funds

SEMESTER-4

23ODMBT783 – Marketing Analytics

Unit-1	Marketing Analytics
Unit-2	Pricing and promotion
Unit-3	Pricing and promotion
Unit-4	Brand architecture and brand equity
Unit-5	Brand architecture and brand equity
Unit-6	Customer Lifetime value
Unit 7	Customer analytics
Unit 8	Customer analytics
Unit 9	Data analysis
Unit 10	Data analysis
Unit 11	Data forecasting
Unit 12	Web analytics
Unit 13	Segmentation
Unit 14	Segmentation

SEMESTER-4

23ODMBT784 – Consumer Behavior

Unit-1	Consumer Behaviour
Unit-2	Marketing Segmentation and Positioning
Unit-3	Consumer Motivation
Unit-4	Consumer Personality
Unit-5	Consumer Perception
Unit-6	Consumer Learning and Consumer Behaviour
Unit 7	Consumer Attitudes
Unit 8	Consumer Behaviour and Marketing Communications
Unit 9	Cultural Influences on Consumer Behaviour
Unit 10	Social Class and Group Influences
Unit 11	Diffusion of Innovation
Unit 12	Consumer's Decision and the Decision Models
Unit 13	Consumer Decision-making Process
Unit 14	Consumer Decision-making Process
Unit 15	Organizational Buying Behaviour

SEMESTER-4

23ODMBT785- Employee Relation

Unit-1	Concept of Employee Relations
Unit-2	Collective Bargaining
Unit-3	Collective Bargaining
Unit-4	Trade Unions
Unit-5	Introduction to Industrial Disputes
Unit-6	Introduction to Industrial Disputes
Unit 7	Employee Grievance
Unit 8	Code of Discipline
Unit 9	Code of Discipline
Unit 10	The Employees Provident Fund & Miscellaneous Provisions Act, 1952
Unit 11	The Employees Provident Fund & Miscellaneous Provisions Act, 1952
Unit 12	Payment of Gratuity Act, 1972
Unit 13	Payment of Gratuity Act, 1972
Unit 14	ILO

SEMESTER-4

23ODMBT786-Cross Cultural Management

Unit-1	Culture & its dimensions
Unit-2	Culture & its dimensions
Unit-3	International Business Env't.
Unit-4	Diversity
Unit-5	Cross Cultural Communication
Unit-6	Cross Cultural Communication
Unit 7	Cross Culture management
Unit 8	Cross Culture negotiation & Decision making
Unit 9	Cross Culture negotiation & Decision making
Unit 10	IHRM
Unit 11	IHRM
Unit 12	Challenges faced by Global Manager and Role of ethics
Unit 13	Challenges faced by Global Manager and Role of ethics
Unit 14	Expatriate Management

SEMESTER-4

23ODMBT787- International Trade

Unit-1	Theoretical Foundations of International Trade
Unit-2	Stages of Internationalization
Unit-3	Composition & Direction of trade
Unit-4	Theories of international trade
Unit-5	International Product Life cycle theory
Unit-6	Trade policy
Unit 7	International Trade Pricing Decisions
Unit 8	Legal Framework for foreign trade in India
Unit 9	International Trade Regulation
Unit 10	Finance and International Trade
Unit 11	The Ricardian Theory
Unit 12	The Motivation for International Trade and Specialization
Unit 13	Trade Policy Effects with Perfectly Competitive Markets
Unit 14	The Welfare Effects of Trade Policies

SEMESTER-4

23ODMBT788- International Banking & FOREX

Unit-1	International Banking
Unit-2	International Commercial Banking
Unit-3	International Commercial Banking
Unit-4	Risk management for International banks
Unit-5	International Loans Syndication
Unit-6	International Banking and Development
Unit 7	International Banks and Financial Markets
Unit 8	International Banks and Financial Markets
Unit 9	Foreign Exchange Markets
Unit 10	International Money Market Instruments
Unit 11	International and Banking Law Regulation
Unit 12	International and Banking Law Regulation
Unit 13	Forex Markets in India
Unit 14	International Banking and other parts

7.0 PCP – PERSONAL CONTACT PROGRAMME

PCP plays a very significant role in the field of distance education (DE). The PCP is organized to solve distance learning problems. Advancement of new technologies, online tutorials, and Personal Contact Programme (PCP) makes distance education more flexible. PCP is organized for the counseling and guidance of learners.

PCP develops confidence among the students and helps him to solve the educational problem. Under PCP, the learners get an opportunity to interact with the faculty members. Also they get aspiration for further studies. It provides additional learning to the learners.

Personal Contact Programmes, conducted at University Campus, Gharuan, Punjab, for various courses, provide the students opportunity for conceptual understanding of the courses and also for learning by interacting with university faculty and fellow students.

Below are some glimpses of the Personal Contact Programme –



Students of CU-IDOL PCP Batch (Jan 2021) – 25th Oct to 30th Oct, 2021 Dr. Nitya Prakash,
Director – IDOL and the staff of CHANDIGARH UNIVERSITY

7.0 PCP – PERSONAL CONTACT PROGRAMME



CU-IDOL PCP students with Dr. S.S. Sehgal, Registrar, Dr. B. Priestly Shan, Dean Academic Affairs, Dr. Nitya Prakash, Director – IDOL and the staff of CHANDIGARH UNIVERSITY



7.0 PCP – PERSONAL CONTACT PROGRAMME



7.0 PCP – PERSONAL CONTACT PROGRAMME



7.0 PCP – PERSONAL CONTACT PROGRAMME



8.0 CONVOCAATION CEREMONY 2023

चंडीगढ़ यूनिवर्सिटी में इंस्टीच्यूट ऑफ डिस्टेंस एंड ऑनलाइन लर्निंग के दीक्षांत समारोह में 225 डिग्रीयां दी



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ਚੰਡੀਗੜ੍ਹ ਯੂਨੀਵਰਸਿਟੀ ਵਿਖੇ-2022 ਬੈਚ ਦੀ ਸਾਲਾਨਾ ਕਨਵੋਕੇਸ਼ਨ

● ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਆਪਣੇ ਸੋਢਾਂ ਦਾ ਟੀਚਾ ਸਿੱਧੇ ਤੋਂ ਉੱਚੇ ਗੇਟ ਨਿਰੰਤਰ ਰੱਖਣਾ ਚਾਹੀਦਾ ਹੈ। ਅਧਿਆਪਕ ਜ਼ਰੂਰੀ।

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चंडीगढ़ विश्वविद्यालय में दीक्षांत
समारोह में छात्रों को मिली डिग्रियां

संशोधन प्रणाली में प्रयोग: जीव विज्ञान एवं जीवशास्त्र विभाग के 2022 में केवल एक ही वर्ष में 120 विभिन्न प्रयोग



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 २०. १०० कर्मों में से १

9.0 CONTACT US

For specific queries related to Admission, Study Material, Assignment, Examination, Counseling etc. the students may contact the following:

Sl. No.	Issues	Authority to be contacted
1	Identity Card, Fee Receipt, Bonafide Certificate, Migration, Certificate, Scholarship Forms, change of name, correction of name/address	helpdesk@cuidol.in
2	Non-receipt of study material and assignments	slmsupport@cuidol.in
3	Change of Elective/Medium/opting of left Over electives/Deletion of excess credits	Programme Coordinator – pc10mba@cuidol.in
4	Queries related to DMCs/Degree	dmc.odl@cuidol.in
5	General Queries	academic.support@cuidol.in
6	Queries related to Assignment Marks	support@cuidol.in
7	Issue of Hall Ticket	exam@cuidol.in
8	Declaration of Result	exam@cuidol.in



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