

**DEPARTMENT OF BUSINESS ADMINISTRATION  
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**

**DEPARTMENT PROFILE**

Established in 2003, the Department of Business Administration has been engaged in offering quality management education and research. Through effective research, teaching and extension activities, the department constantly seek to strengthen the ongoing process of management and extend the frontiers of management knowledge. Being conscious of its commitment and obligations to the society, it has continuously striven towards upgrading and fine-tuning the skills and insights of the students through well-designed and industry-focused courses. It facilitates and promotes academic dialogue with active industry participation on the contemporary issues relating to national relevance from time to time. As of today, it offers two-year full time MBA (General), MBA (Business Economics), MBA 5-year (Integrated Programme) along with M.Phil. and Ph.D. programme from the University campus. In addition, it also offers two-year MBA program and one-year PGDBM through distance education mode under UC DL. Students from the department are well received by the Corporate Sector for training and placement. In the process, the department has committed faculty and dedicated staff and making available to our students a scholastic infrastructure conducive for learning. The main motive is to prepare a class of proficient scholars and professionals with ingrained human values and commitment to expand the frontiers of knowledge for the advancement of society.

A number of projects funded by UGC are being carried out by the faculty in the department. Teaching and research programs are supported by a central library (Books/Journals/Video/CDs/Online Journals etc.).

**COURSES OFFERED BY THE DEPARTMENT**

1. MBA- Two Year
2. MBA- Two Year (Business Economics)
3. MBA- Five Year (Integrated Programme)
4. M. Phil.
5. Ph.D.

**DEPARTMENTAL RESEARCH COMMITTEE**

1. Prof. Sultan Singh, Chairperson
2. Dr. Arti Gaur, Member
3. Dr. Rajneesh Ahlawat, Member
4. Dr. Sanjeet Kumar, Member

### UGBOARD OF STUDIES (BBA)

Sr. No.	Name	Designation
1	Chairperson, Department of Business Administration, CDLU, Sirsa	Chairperson (Ex-officio)
2	Prof. Sultan Singh, Department of Business Administration, CDLU, Sirsa	Member
3	Dr. Rajnesh Ahlawat, Assistant Professor, Department of Business Administration, CDLU, Sirsa.	Member
4	<b>Outside Experts</b> 1. Prof. M.C. Garg, HSSB, GJUS&T, Hisar 2. Prof. Ipshita Bansal, Department of Management, BPS Khanpur Kalan, Sonipat.	Member

### UGBOARD OF STUDIES (BTM)

Sr. No.	Name	Designation
1	Dean, Faculty of Commerce and Management	Chairperson
2	Sh. Vijay Sharma, Assistant Professor, Government College for Women, Bhodia Khera, Fatehabad.	Member
3	Prof. S.S, Boora, Department of Tourism Management, Kurukshetra University, Kurukshetra.	Outside Expert
4	Prof. Ashish Dahiya, Institute of Tourism and Hotel Management, MDU, Rohtak.	Outside Expert

### FACULTY OF COMMERCE AND MANAGEMENT

Sr. No.	Name	Designation
1	Dean of the Faculty	Chairperson
2	Chairperson, Department of Business Administration	Member
3	Chairperson, Department of Commerce	Member
4	Prof. Sultan Singh, Department of Business Administration, CDLU, Sirsa	Member
5	<b>One Associate Professor</b> Dr. D.P. Warne, Associate Professor, Department of Commerce <b>One Assistant Professor</b> Dr. Rajneesh Ahlawat, Assistant Professor, Department of Business Administration	Member  Member
6	Assistant Registrar (Academic)	Secretary

## POST GRADUATE BOARD OF STUDIES

Sr. No.	Name	Designation
1	Chairperson, Department of Business Administration	Chairperson (Ex-officio)
2	Prof. Sultan Singh, Department of Business Administration, CDLU, Sirsa	Member
3	Dr. Rajneesh Ahlawat, Assistant Professor, Department of Business Administration	Member
4	Dr. Sanjeet Kumar, Assistant Professor, Department of Business Administration	Member
5	Prof. Harbhajan Bansal, HSSB, GJUS&T, Hisar	Outside Expert
6	Prof. B.S. Bodla, USM, KUK	Outside Expert

## MEMBERS OF ACADEMIC COUNCIL

1. Prof. Sultan Singh








## MEMBERS OF UNIVERSITY COURT

1. Prof. Sultan Singh

## ADDITIONAL ASSIGNMENTS

1. Prof. Sultan Singh (i) Director, UCDL  
(ii) Director, IQAC
2. Dr. Sanjeet Kumar Incharge, Atal Incubation Cell
3. Dr. Arti Gaur Co-ordinator, NSS

## FACULTY MEMBERS

S. No.	Name	Photo	Designation	Specialization	E-mail Id. and Contact No.
1	Prof. Sultan Singh		Professor & Chairperson	Banking and Finance	profsultansingh@gmail.com Contact No. 01662 234234 (O)
2	Dr. Arti Gaur		Assistant Professor	Finance	artigaur2009@gmail.com
3	Dr. Rajneesh Ahlawat		Assistant Professor	Marketing	ahlawat123@rediff.com
4	Dr. Sanjeet Kumar		Assistant Professor	Finance	sanjeettanwar@yahoo.com
5	Dr. Himani Sharma		Assistant Professor (on EOL upto 02/05/2018)	Finance	himanisharmacdlu@gmail.com
6	Mr. Sameesh Khunger		Assistant Professor (on contract)	Finance & Marketing	sameeshkhunger@gmail.com Contact No. 9996648967
7	Ms. Sonia Boora		Assistant Professor (on contract)	Finance & Marketing	soniasaniwal@gmail.com
8	Mr. Sachin		Assistant Professor (on contract)	Finance & Marketing	sharma.osho@gmail.com Contact No. 9812547906
9	Mr. Parveen Vashisth		Assistant Professor (on contract)	Marketing & HRM	vashisthparveen@gmail.com Contact No. 9416072172
10	Mr. Ankur Sangwan		Assistant Professor (on contract)	Marketing, HR and Operations Research	sangwankur@gmail.com sangwankur@ymail.com Contact No. 9017132099

11	Mr. Vipin Kumar		Assistant Professor (on contract)	Marketing & HRM	vipinarora.cdlu@gmail.com Contact No. 9255130023
12	Mr. Vivek Jangid		Assistant Professor (on contract)	Finance, Accounting & Marketing	vivekjangid2@gmail.com Contact No. 9813133063
13	Dr. Amit Kumar		Assistant Professor (on contract)	Marketing & HRM	amitcdlu@gmail.com Contact No. 9896130906
14	Dr. Sahila Chaudhry		Assistant Professor (on contract)	Banking, Finance and Marketing	sahila.singh@gmail.com
15	Mr. Parveen Kumar		Assistant Professor (on contract)	Finance & Marketing	parveenbharat86@gmail.com Contact No. 7206894880

### MAJOR RESEARCH PROJECTS SANCTIONED BY UGC

S. No.	Project Title	Project Investigator	Amount (₹)	Status
1	Women Entrepreneurs in India: Performance, Problems and Opportunities	Dr. Sanjeet Kumar & Dr. M. C. Garg	6,88,800/-	Completed
2	Management of E-Banking Risk in Indian Banking Sector-A Comparative Study of Selected Public, Private and Foreign Banks	Prof. Sultan Singh	5,71,200/-	Completed
3	Impact of Institutional Credit on the Income and Employment of Farmers in Haryana	Dr. Arti Gaur	4,54,300/-	Completed

## **COURSES/PROGRAMMES OFFERED BY THE DEPARTMENT**

The Department of Business Administration runs the following courses:

<b>Name of the Course/Programme</b>	<b>Mode</b>	<b>Seats</b>
1. MBA- Two Year	(Regular)	100
2. MBA- Two Year (Business Economics)	(Regular)	40
3. MBA- Five Year (Integrated Programme)	(SFS)	60
4. M. Phil.	(SFS)	15
5. Ph.D.	(Regular)	Professor (08 Seats) Associate Professor (06) Assistant Professor (04)

### **ELIGIBILITY FOR ADMISSION**

For MBA (2 year) General and Business Economics programme, the candidate seeking admission must be graduate in any stream with at least with 50 percent marks in aggregate (47.5 percent marks for SC/ ST candidates).

For MBA (5 year) programme, the candidate seeking admission must have passed 10+2 in with at least with 50 percent marks in aggregate (47.5 percent marks for SC/ ST candidates).

The Department provides instruction for one-year (two-semester) course of Master of Philosophy in Management (M.Phil.) Degree by papers/research/project/practical/ fieldwork/seminars under Self-Financing Scheme. Along with theory papers, the students have to write a dissertation to be submitted by the students not later than 31st December falling after the end of Second Semester Examination. For admission, a person who has passed the Master's degree with at least 55 percent marks (52.25 percent for SC/ ST/ DAP candidates) in the management from this University or an examination recognized as equivalent thereto shall be eligible to join the first semester of this programme.

The Department admits students for research leading to the Doctor of Philosophy (Ph.D.) Degree under regular mode. A wide range of area such as General Management, Banking, Finance, Marketing, Human Resource and International Business are covered under Ph.D. programme. A candidate seeking admission in Ph. D. programme must have obtained 55 percent marks (52.25 percent for SC/ ST candidates) at Post Graduate degree (or equivalent) level in the subject chosen for the research or an allied subject (the alliance and/or equivalence for this purpose only).

**FACULTY INFORMATION**

<b>S. No.</b>	<b>Name</b>	<b>Qualification</b>	<b>Designation</b>	<b>Specialization</b>	<b>Experience (in years)</b>
1	Prof. Sultan Singh	Ph. D.	Professor	Finance	31
2	Dr. Arti Gaur	Ph. D.	Assistant Professor	Finance	11
3	Dr. Rajneesh Ahlawat	Ph. D.	Assistant Professor	Marketing	13
4	Dr. Sanjeet Kumar	Ph. D.	Assistant Professor	Finance	10
5	Dr. Himani Sharma*	Ph. D.	Assistant Professor	Finance	10
6	Mr. Sameesh Khunger	NET	Assistant Professor (on contract)	Finance & Marketing	8
7	Ms. Sonia Boora	NET	Assistant Professor (on contract)	Finance & Marketing	8
8	Mr. Sachin	NET	Assistant Professor (on contract)	Finance & Marketing	8
9	Mr. Parveen Vashisth	NET	Assistant Professor (on contract)	Marketing & HRM	6
10	Mr. Ankur Sangwan	NET (HRM) & (Management)	Assistant Professor (on contract)	Marketing, HR and Operations Research	6
11	Mr. Vipin Kumar	NET	Assistant Professor (on contract)	Marketing & HRM	6
12	Mr. Vivek Jangid	NET	Assistant Professor (on contract)	Finance & Marketing	4
13	Dr. Amit Kumar	Ph. D.	Assistant Professor (on contract)	Marketing & HRM	4
14	Dr. Sahila Chaudhry	Ph. D.	Assistant Professor (on contract)	Banking, Finance and Marketing	2
15	Mr. Parveen Kumar	NET	Assistant Professor (on contract)	Finance & Marketing	4

\*Dr. Himani Sharma is on EOL upto 02/05/2018.

## **FACILITIES**

A wide range of facilities are provided by the Department for its students keeping in mind their varied needs. Some of those are as follow:

**Air-Conditioned Computer Lab:** - Computer Lab with 30 dedicated desktops, with high end processors, connected with LAN for internet access, have latest version of Windows, MS Office, SPSS, etc.

**Training and Placement Cell:** - Training and Placement Cell was established with the aim of providing full assistance to students in getting training and placement in reputed corporate entities, which it has been doing consistently right from the inception. Over the time, it has established itself as a bridge between students and corporates by providing them right guidance and timely assistance.

**Students-Teacher Interaction Cell:** - Students-Teachers Interaction Cell works rigorously towards solving the problems faced by the students. Students freely convey their problems directly to the teachers at the time of meetings, and efforts are made to resolve the issues raised in the meeting at the earliest possible time.

**Grievance Redressal Cell:** - This cell is established keeping in view the grievances of the students. The cell composed of senior teachers and students for redressing their problem in time to time.

**24 X 7 WI-FI for Internet Access:** - The campus is the Wi-Fi (wireless) enabled and provides sufficient opportunity to the Students-turned-Managers and teachers to use the laptop, computer and cell phone most effectively in their learning and application processes. Students can search on the Net referring to many journals and publications available online in the University library, etc. They can access the web anytime.

**Well Class Rooms:** - Spacious and ventilated class rooms with clean black boards, which help the students in getting unique experience.

**Availability of Screen Projectors:** - The campus has advanced LCD screen projectors, overhead projectors to help the students in delivering their presentation through power point in seminars, etc.

**Cultural Cell:** - This cell is created keeping in view the interest/hobbies of the students in variety of field. The cell is supposed to organize cultural programme and to conduct extra-curricular activities for the students.

**Sanitization facilities:** - The campus is equipped with various sanitization facilities such as water purifier along with water cooler for drinking water, Clean and Ventilated Class Rooms, Clean Toilets, etc.



**Medical Facilities:** - The campus has in house medical facility at University Health Center in which free of cost medical treatment is provided to the students by well experienced doctors.

**New Courses:-** The department is going to introduce a new 2 year course MBA (Hons.) from July 2018.

**Student Lecture Feedback:** - From July 2018, it has been mandatory for the studentsto give their feedback with regards to teaching, lecture schedule etc. and their suggestions will be given due weightage.

**Alumni Meet:** - The department organized the alumni meet from time to time, in which all passed out students, who are placed at reputed companies, visits the campus to refer the present students of the department for jobs in their respective companies.

## STUDENTS ENROLLED IN PH. D

Sr. No.	Name of Student	Registration No.	Title	Supervisor	Status
1	Neha Gulhar	114675007	Effect of Organizational Culture on Job Satisfaction in I.T. Sector	Dr. Himani Sharma	Ph.D. Thesis Submitted
2	Samta Soni	114675006	Service Quality and Customer Satisfaction: A Comparative Study of Public and Private Sector Banks	Dr. Himani Sharma	Ph.D. Thesis Submitted
3	Khushbu	124675006	Structural Diversification of India's Foreign Trade Portfolio: An Empirical Study Structural Diversification of India's Foreign Trade Portfolio: An Empirical Study	Dr. Arti Gaur	Ph.D. Thesis Submitted
4	Pooja	114675013	A Study of Talent Management Practices of Indian Service Sector	Prof. Sultan Singh	Ph.D. Thesis Submitted
5	Neeru Puniya	124675005	Impact of Information Technology on Customers' Satisfaction: A Study of Public and Private Sector Banks	Dr. Sanjeet Kumar	Ph.D. Thesis Submitted
6	Gaurav	124675012	Impact of Television Digitization on Viewer Satisfaction and Marketers' Media Planning in India	Dr. Rajneesh Ahlawat	Ph.D. Thesis Submitted
7	Reena Malik	124675011	Branding and Positioning Strategies of Electronic News Media in India	Dr. Rajneesh Ahlawat	Ph.D. Thesis Submitted
8	Anupal Mongia	124675009	Branding and Positioning Strategies of Business Schools: A Comparative Study of Public and Private Institutions in India	Dr. Rajneesh Ahlawat	Ph.D. Thesis Submitted
9	Kuldip Singh	124675018	A Study of Indo-China Trade Relations	Dr. Rajneesh Ahlawat	Ph.D. Thesis Submitted
10	Amandeep Kaur	124675002	Role of Microfinance Institutions in Promotion of Self Help Groups in Haryana	Prof. Sultan Singh	Ph.D. Thesis Submitted
11	Azad Singh	124675016	Employee Attrition and Retention Strategies in Insurance Industry	Dr. Rajneesh Ahlawat	Ph.D. Thesis Submitted
12	Parveen Kumar	124675015	Relationship Marketing Strategies of Print vs. Online News Media	Dr. Rajneesh Ahlawat	Ph.D. Thesis Submitted

13	Sushil Kumar	124675017	Marketing of Mutual Fund Schemes: A Study with Special Reference to Retail Investors	Dr. Rajneesh Ahlawat	Ph.D. Thesis Submitted
14	Nishant	114675014	Microentrepreneurship through Microfinance: A Study of Haryana	Dr. Surneder Mor	Under process
15	Ashok Kumar	114675011	Managerial Efficiency of Public Distribution System: A Comparative Study of the States of Haryana and Punjab	Prof. Sultan Singh	Under process
16	Sangeeta	124675014	E-Recruitment Strategies using Social Networking Sites in India	Dr. Rajneesh Ahlawat	Under process
17	Sarika Yadav	124675010	Impact of Information and Communications Technology on Teaching-Learning Process in Business Schools: A Study of National Capital Region	Dr. Rajneesh Ahlawat	Under process
18	Arvind Kumar	124675013	Impact of Brand Equity on Customer Relationship Management: A Study of Public Relations Industry in National Capital Region	Dr. Rajneesh Ahlawat	Under process
19	Rakesh Kumar	15146750001	Impact of Foreign Direct Investment on Productivity and Profitability of Private Sector Banks	Prof. Sultan Singh	Under process
20	Deepak Kumar	15146750002	Impact of Credit Risk Management on Profitability and Liquidity of Public Sector Banks	Dr. Sanjeet Kumar	Under process
21	Prashant Kumar	15146740003	Patterns and Behaviour of Women Investors: An Empirical Study with Reference to State of Haryana	Dr. Sanjeet Kumar	Under process
22	Garima Singh	15146740001	Organizational Citizenship Behaviour and Job Performance: A Study of Employees in Private Sector Banks	Dr. Sanjeet Kumar	Under process
23	Shri Krishan Duhan	15146740002	A Study of Buying Behaviour of E-Retail Consumers	Dr. Rajneesh Ahlawat	Under process
24	Surender Kumar Shilla	15146740004	Impact of Real Estate Industry's Reforms on Retail Consumers	Dr. Rajneesh Ahlawat	Under process