

ICccR & HRM
UNIVERSITY OF JAMMU

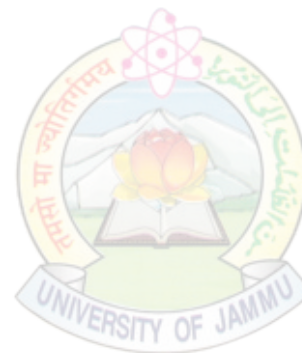
Admission Brochure

(SESSION-2017)

ACADEMIC PROGRAMMES

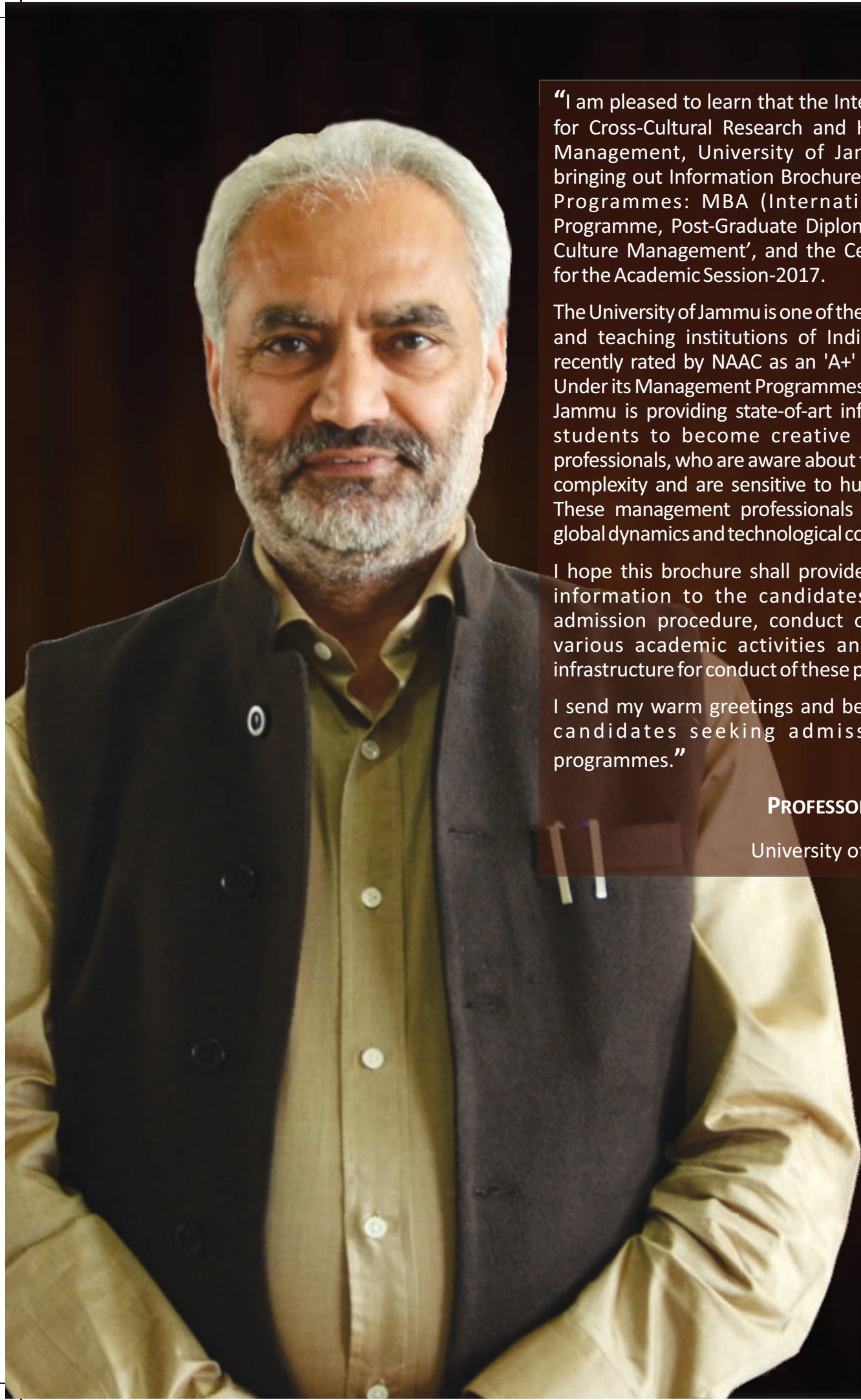


**INTERNATIONAL CENTRE FOR CROSS CULTURAL RESEARCH AND
HUMAN RESOURCE MANAGEMENT**
'developing people with ultimate flexibility'



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“I am pleased to learn that the International Centre for Cross-Cultural Research and Human Resource Management, University of Jammu, Jammu is bringing out Information Brochure for its Academic Programmes: MBA (International Business) Programme, Post-Graduate Diploma in ‘Composite Culture Management’, and the Certificate Courses for the Academic Session-2017.

The University of Jammu is one of the premier research and teaching institutions of India and has been recently rated by NAAC as an 'A+' Grade University. Under its Management Programmes, the University of Jammu is providing state-of-art infrastructure to its students to become creative and innovative professionals, who are aware about the organizational complexity and are sensitive to human dimensions. These management professionals are also alive to global dynamics and technological concerns.

I hope this brochure shall provide all the relevant information to the candidates pertaining to admission procedure, conduct of examinations, various academic activities and the available infrastructure for conduct of these programmes.

I send my warm greetings and best wishes to the candidates seeking admission to these programmes.”

PROFESSOR R. D. SHARMA
Vice Chancellor
University of Jammu, Jammu



“I am pleased to know that the Academic Brochure of International Centre is being published. We at University of Jammu are creating clusters of thought leadership across faculty and students. International Centre for Cross-Cultural Research and Human Resource Management (ICccR & HRM) is providing the requisite international experience to the students through comprehensive curricula in its Academic Programmes: MBA (International Business) and Post Graduate Diploma in ‘Composite Culture Management’.

I extend my good wishes to the aspirants of these programmes.”


PROFESSOR DESH BANDHU GUPTA
Dean Academic Affairs
University of Jammu, Jammu

A middle-aged man with grey hair, a mustache, and black-rimmed glasses is seated at a wooden desk. He is wearing a light yellow button-down shirt. He is holding a blue pen in his right hand and is writing on a spiral-bound notebook. On the desk, there is also a roll of paper and some other papers. In the background, there is a black office chair and a small statue of Lord Ganesha on a shelf.

“I am glad to know that the International Centre for Cross-Cultural Research and Human Resource Management (ICccR & HRM) is bringing out its Academic Brochure for admission to the MBA (IB), Post Graduate Diploma in ‘Composite Culture Management’ and the ‘Certificate Courses’ for the Academic Session 2017. These courses have been designed keeping in view the international environment. These courses are a full package in itself having employment potential, knowledge exploration and skill development.

International Centre for Cross-Cultural Research and Human Resource Management (ICccR & HRM) is imparting quality education to students through capable faculty members, who are using appropriate teaching pedagogy to develop these professionals.”

PROFESSOR KESHAV SHARMA
Dean, Faculty of Business Studies
University of Jammu, Jammu

A close-up portrait of Professor Neelu Rohmetra, a woman with dark hair pulled back, smiling warmly at the camera. She is wearing a dark blue coat and a light blue scarf with a gold and brown paisley pattern. The background is a bright, sunny outdoor setting with bare tree branches and a clear blue sky.

“International Centre for Cross-Cultural Research and Human Resource Management (ICccR & HRM) is a forward-thinking Centre where world-class education and research is undertaken. The academic programmes at International Centre under the Faculty of Business Studies are driven by international perspective to nurture global managers in a holistic manner.

At ICccR & HRM, we focus on unleashing the latent potential and empowering the participants in various academic programmes with knowledge, skills and the requisite attitude to perform and excel in diverse and cross-national setups.”

PROFESSOR NEELU ROHMETRA
Founder Director, ICccR & HRM
University of Jammu, Jammu

University of Jammu

Vision

The University of Jammu strives for :

- Achieving world class excellence in teaching, research and knowledge transfer, and making valuable contributions to the socio-economic development of the region, and country.
- Imparting quality education to the students, promoting their all round development by participation in sports, extracurricular and other socially relevant activities, and inculcating the skill of decision making, and democratic values
- Providing state-of-the-art facilities and opportunities for academic growth and to carry out research in the modern areas, particularly, of applied nature, and technology
- Promoting preservation and integration of the cultural diversity of the region, state and country.

University of Jammu : Overview

Established in 1969 following bifurcation of the erstwhile University of Jammu and Kashmir, University of Jammu is spread over seven Offsite Campuses at Kathua, Bhaderwah, Udhampur, Poonch, Ramnagar, Reasi and Kishtwar. Recently accredited as an 'A+' Grade University by the National Assessment and Accreditation Council of India (NAAC), University of Jammu has a mission to become a globally recognized institution of rigorous academic research and teaching. The University offers around 42 post-graduate degree/diploma courses and 15-undergraduate courses including Five-Year Integrated Law. The University hosts faculties including Sciences, Life Sciences, Arts, Social Sciences, Business Studies, Education, Behavioural Sciences, Law, Oriental Learning, Medicine, Engineering, Music and Fine Arts and Ayurvedic Medicine. The University offers Doctoral Programmes (Ph.D) across all the disciplines/faculties. The University has 29 Government Colleges and around 110 Private Colleges affiliated to it. The University of Jammu is a Wi-Fi Campus with excellent IT facilities.

The University hosts well equipped Central Library: 'Dhanvantri', with over 5 Lac books with

EBSCO, LIBSYS software, CD-ROM database, INFLIBNET, RFID and interconnected computer terminals and the International Resource Centre. The University also hosts the state-of-the-art General Zorawar Singh auditorium, well equipped gymnasium and fitness/health centre, child day-care centre, canteens and cafeteria. The University also provides separate hostel facility for boys and girls. The University also has Human Resource Development Centre for undertaking training of faculty members across disciplines, Directorate of Distance Education for distance learning programmes, Department of Life-Long Learning, Women Studies Centre, Centre for Strategic Studies, International Centre for Cross-Cultural Research and Human Resource Management, Directorate of Quality Assurance, etc. Organising Conferences/Seminars/ Workshops/ Youth Festivals/Cultural, Literary and Sports activities is a regular feature in the University. University is actively engaged in extension and outreach activities. Over four thousand students join the post-graduate courses on the campus each Academic Session (includes the figure for private/affiliated colleges).



INTERNATIONAL CENTRE FOR CROSS-CULTURAL RESEARCH
AND HUMAN RESOURCE MANAGEMENT
(ICccR & HRM)
UNIVERSITY OF JAMMU, JAMMU
PREMISES INAUGURATION
by
Professor Mohan Paul Singh Ishar
Vice-Chancellor
University of Jammu, Jammu
AUGUST 01, 2014

ICccR & HRM : OVERVIEW

International Centre for Cross-Cultural Research and Human Resource Management (ICccR & HRM) was established in the University under the aegis of Faculty of Business Studies (erstwhile Faculty of Management Studies) in the year 2008. The Mission of the Centre reads as: “developing people with ultimate flexibility”.

International Centre Objectives:

- Promotion of international cooperation in education and research;
- To offer Post-Graduate Certificate/Diploma/ Degree/Doctorate programmes in the area of Cross-Cultural Management, International Management / Business and Human Resource Management;
- Undertaking joint research projects;
- Organizing visits and exchange programmes;
- Organizing Seminars / Workshops / Conferences on the Subject;
- To conduct Management Development Programmes / Trainings.

Infrastructure and ICT

ICT Studio

- The Centre provides Video Conferencing facility to the students and the faculty, whereby interactions are a possibility through Webinar and networks. Formal interactions are hosted with the academicians and the corporate experts through virtual/e-learning mode.
- Interactive sessions, panel discussions and workshops are organized and conducted in the designated smart/interactive classrooms.
- Wi-Fi facility is available in the Centre.
- The facilitators make use of the technology to support teaching-learning process.
- The air-conditioning in the classrooms creates the right atmosphere for long hours of learning.

In-house Library

The International Centre has its own duly equipped in-house library with books covering all the functional areas of management and also the domain of cross-cultural management and international business. The library also contains original classic management books as well as the leading Indian and international management

journals like Harvard Business Review, Journal of International Business Studies, International Journal of Cross-Cultural Management, Vikalpa, Prajnan, etc. The International Centre has access to online research databases subscribed by University of Jammu like EBSCO, etc.

Academics

In line with the Vision of University, the International Centre for Cross-Cultural Research and Human Resource Management has undertaken various academic and research initiatives to promote the understanding of international business and organizational functioning in the global set up. Subsequent to its establishment, the International Centre has undertaken various academic initiatives in line with the mandate behind its establishment. One of the major objectives listed for the International Centre include running of short term / long term Courses at the Post Graduate level. The newly introduced MBA (International Business) programme in 2011-12 aims at emphasizing upon integrating the functions of management with the cross-cultural and international mindset in the world of business. The International Centre is duly engaged in promoting inter-disciplinary academic collaborations, teaching and research. The University Grants Commission under Innovative Programme for Teaching and Research in Inter-disciplinary and Emerging areas has sanctioned



1-Year full-time Post Graduate Diploma in “Composite Culture Management”, at International Centre, which started in the Academic Session 2013. Similarly, the three-Months' Certificate Courses in “Business Communication Skills”, Entrepreneurial and Project Management Skills”, “Cross-Cultural International Management”, “International Perspectives of Marketing Management” and “Human Resource Practices and Labour Laws” respectively are offered as evening programmes at the International Centre as value addition stance, in which the students from across disciplines can get enrolled.

Research Areas

Some of the ongoing research studies/projects at the International Centre are in the following areas so as to promote education, training and consultancy and Research:

- Enterprise & Entrepreneurship issues across cultures
- Gender Studies
- Organizational Climate & Work Ethics
- Cross-Cultural Competencies and Organization Management
- Multiculturalism & Innovation
- Cultural Studies
- Cross-Cultural Communication/Intercultural

Negotiation

- Knowledge Creation & Transfer
- Diversity Management Studies
- Other Extension & Outreach Projects

UNICEF supported Capacity Building Project for Census, 2011 Jammu Province, Jammu and Kashmir State, India

UNICEF supported Census Project was conducted for Jammu Province under the coordinatorship of Prof. Neelu Rohmetra. Intensive training programmes for more than 100 batches were conducted for Master trainers in Phase I and Phase II for the Jammu Province which helped to train the enumerators for data collection and compilation. The training programmes were conducted in batches from December, 2009 till Feb-March, 2011. The Capacity Building Training Programmes were conducted by the Master Trainers Facilitators for all the districts of Jammu. The Project involved team work and field visits. Several three-day long intensive training programmes were conducted with the support of the Census Department, Government of India and the alliance partner, TARAA Human Development and Facilitation Consultants Pvt. Ltd.



National and International Collaborations

The International Centre is working with international partners as:

- The Technical University of Cluj-Napoca, CLUJ NAPOCA, Romania, 2008-13 (The process of renewal is under consideration)
- West University of Timisoara, Romania (under consideration)

National Collaborative Initiatives:

The International Centre shall also act as a nodal centre at University of Jammu for offering Skill Development Programs in collaboration with Global Village Foundation, Concentrix Ltd and NASSCOM Foundation for which Professor Neelu Rohmetra shall act as the Nodal Facilitator for the University of Jammu and shall also be coordinating with the colleges and campuses of the region for the purpose. The underlying objective of the Skill Development Initiative is to provide training to create a scalable and sustainable ecosystem that brings together Government, Corporate and Academia. As a part of CSR initiative undertaken by the Concentrix Ltd and NASSCOM Foundation, 2-Month Certificate Programme on Skill Development was launched at two nodal centres namely ICccR & HRM and Kathua Campus, the University of Jammu that aim to develop the employability skills of youth across the region.

As one of its major initiatives ICccR & HRM is engaging with World Trade Center, Noida for facilitating joint industry programmes in training, research projects, innovation and entrepreneurship. Ms. Khair-UI Nissa, Director, WTC Noida, is regularly visiting the Centre and interacting with the faculty and students and supports the Centre in its initiatives. The formal agreement in the matter is under consideration.

The International Centre has also been associated and partnered with UNICEF and Ministry of Home Affairs supported capacity building project for National Census: 2011-12, with Prof. Neelu Rohmetra as the Project Coordinator for the Jammu Province.

Various Academic visitors from premier institutions

in the country like Indian Institute of Foreign Trade (IIFT), New Delhi, IIM-Ahmedabad, IIT-Bombay and Shri Mata Vaishno Devi University (SMVDU), Katra and the like regularly visit the Centre for interactions to create opportunities for professional development of the students for promoting employability and entrepreneurship.

Faculty Development

Faculty Development Programmes/brainstorming sessions for the faculty members of ICccR & HRM is a regular feature at ICccR & HRM, for which mentors from premier institutes in the country are invited to conduct sessions in curriculum development and structuring, teaching pedagogy, case development etc. The most recent Faculty Development Programme has been conducted in collaboration with National Institute of Technical Teachers Training and Research (NITTTR) Chandigarh, December 01-05, 2014 (ICT based).

NITTTR was established by Ministry of Human Resource Development, GOI in collaboration with Royal Netherlands Government in 1967.

Hostel Facility

Requests for hostel facility in Academic Programmes [MBA (IB) & PGD-CCM] shall be considered as per University norms/guidelines.

Placements

To be looked after centrally by the Office of Dean Student Placements.

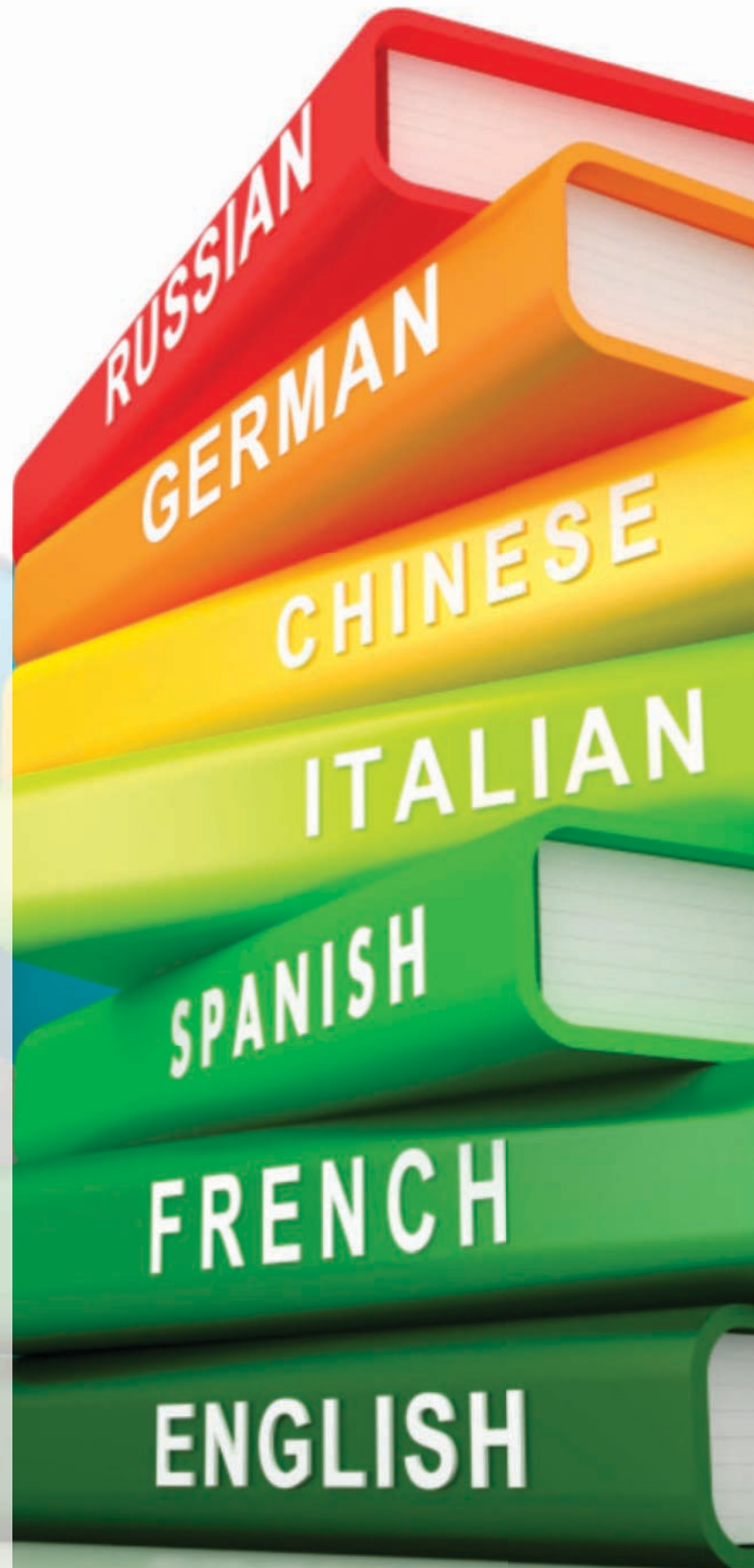


Foreign Language Proficiency

Having an understanding of more than one language in order to conduct business has become inevitable in the wake of globalization of the marketplace.

“FRENCH” is the second largest spoken international language in the world after English. French is spoken in more than 27 countries across the world. Speaking more than one language is a skill which increases one’s ability professionally. The corporate world tends to prefer candidates who speak one or more foreign languages. Many multinational companies from France have their foothold in India for the past many decades. French is the official language of many international organizations like UNO, WHO, & EUROPEAN COMMISSION. In short, job career prospects for French knowing students are considered as higher in today’s context. French is the preferred or official language of many international organizations and businesses. France is one of the four largest industrial economies in the world. Many popular US brands are actually French-owned.

Realising the significance of French language in the international context, the Academic Programmes [MBA (IB) and the Post Graduate Diploma in Composite Culture Management] French Language is an important and mandatory component of the course curriculum. The students are also a part of “CLUB DE FRANCAIS” (FRENCH LANGUAGE CLUB). Further, the new Choice Based Credit System curriculum incorporates the provision of German and Chinese Languages as other alternate options for the students to choose their foreign language based on their interest etc.



Academic Programmes



MBA (International Business) MBA (IB)

The MBA (IB) Programme is offered by the International Centre for Cross Cultural Research and Human Resource Management (ICccR & HRM) w.e.f. Academic Session 2011. The admission to the MBA (IB) programme is strictly made in order of merit as per the prescribed University Statutes for this programme on self supporting basis. The programme has also received the approval of Academic bodies and the AICTE with intake capacity of 30 seats in a batch.

• **WHY MBA (International Business) at ICccR & HRM**

Today's complex business world requires confidence, vision and strategies that yield substantial business results. Towards meeting the collective demand for extraordinary leaders, we at ICccR & HRM offer a global curriculum based on the real-world challenges facing management and organization.

At International Centre, we test your assumptions, question your usual ways of thinking and initiate you to unanticipated ways of doing and executing roles and responsibilities. Here we train you to lead change, overcome competitive challenges, address strategy gaps and make the most of every opportunity for growth and development.

The programme has been designed with special emphasis on international perspectives of all the functional streams of management, i.e., Marketing, HRM, Finance, Production, Operations, Cross Cultural Management, etc., which differentiate this programme from the general management programmes. The programme aims at the holistic development of the students. The uniqueness of the programme is reflected through a carefully designed course structure that integrates economic concerns with management principles in international settings.

The industrial visits, summer projects, live projects, social awareness programmes, cultural events, community service activities, international conferences, sports and different club activities, form an integral part of the curricula.

• **Business Case Method**

The Case methodology is one of the most effective tools to harness leadership skills amongst the management students. Harvard Business Review (HBR) case studies are often used as methodology for teaching the students pursuing MBA (IB) programme at ICccR & HRM. Besides, the case studies generated through the research projects/empirical research are shared in class room situations to promote experiential learning.

• **Global Curriculum**

Today's economy transcends global boundaries and cultural realities. Our MBA (IB) programme brings in the current global business practices from around the world to cater to your goals, career, and the aspirations. International Centre serves as incubator for field-based research and hub for seeking collaboration amongst business, government and higher education portfolios.

• **Participant Mix**

Stay at International Centre offers a dynamic learning environment where you and a diverse group of business peers from a range of functions, industries and countries share ideas and develop an enlightened perspective around economic/ business trends and the best practices. The participant mix in the programme offers an opportunity to imbibe values, practices and knowledge from across disciplines and backgrounds.



• Self-development & Extension Initiatives

Students at ICccR & HRM are not just trained in developing managerial, personal & professional skills but simultaneously trained towards a humanistic care for the society, the people & the nation & shoulder social responsibilities.

Students at ICccR & HRM are thus, encouraged towards self development & extension activities. An 'International Business Club' and a 'Cultural Club' have been formalized with an objective to train MBA (IB) students in management acumen. Students at International Centre actively engage in community outreach programmes and cultural and literary pursuits including book reviews, industry analysis and role plays.

The 'International Business Club' further has specialized committees as 'Core Committee', 'Literary Committee' and the 'Social Committee', which work in their respective areas with the objective of upgrading their management as well as knowledge skills.

Some of the major International Business Club activities include:

Mock group discussion

Mock personal interviews

Case study/Industry analysis including SWOT

Management Book Reviews

Role plays/Brain Storming

Extension and Outreach activities

'Go Green' and 'Stay Swach' drives

Self-Development Lab sessions are also conducted in a feedback focussed format with a view to focus on real & transformative personal development.



Course Structure MBA (7B)

(Choice Based Credit System)

Semester I

PSIBTC 0101	Principles of Management: International Perspectives
PSIBTC 0102	Business Economics
PSIBTC 0103	Marketing Management
PSIBTC 0104	Culture, Society and Organizational Behaviour
PSIBTC 0105	Accounting for Decision Making
PSIBTC 0106	Quantitative Techniques
PSIBTC 0107	India's Foreign Trade and Trade Policy
PSIBTC 0108	Foreign Language (French/Chinese/German)
PSIBTC 0109	Viva-Voce

Semester II

PSIBTC 0201	International Business Environment
PSIBTC 0202	International Marketing Management
PSIBTC 0203	International Human Resource Management
PSIBTC 0204	Financial Management
PSIBTC 0205	International Trade Procedures and Documentation
PSIBTC 0206	Global E-Business
PSIBTC 0207	Seminar on International Communication and Business Etiquettes
PSIBTC 0208	Seminar on Business Research Methods
PSIBTC 0209	Foreign Language (French/Chinese/German)
PSIBTC 0210	Viva-Voce

6-8 Weeks Summer Training at the end of Semester II

Semester III

PSIBTC 0301	Competitive Strategy for Global Markets
PSIBTC 0302	International Economics
PSIBTC 0303	International Business Laws



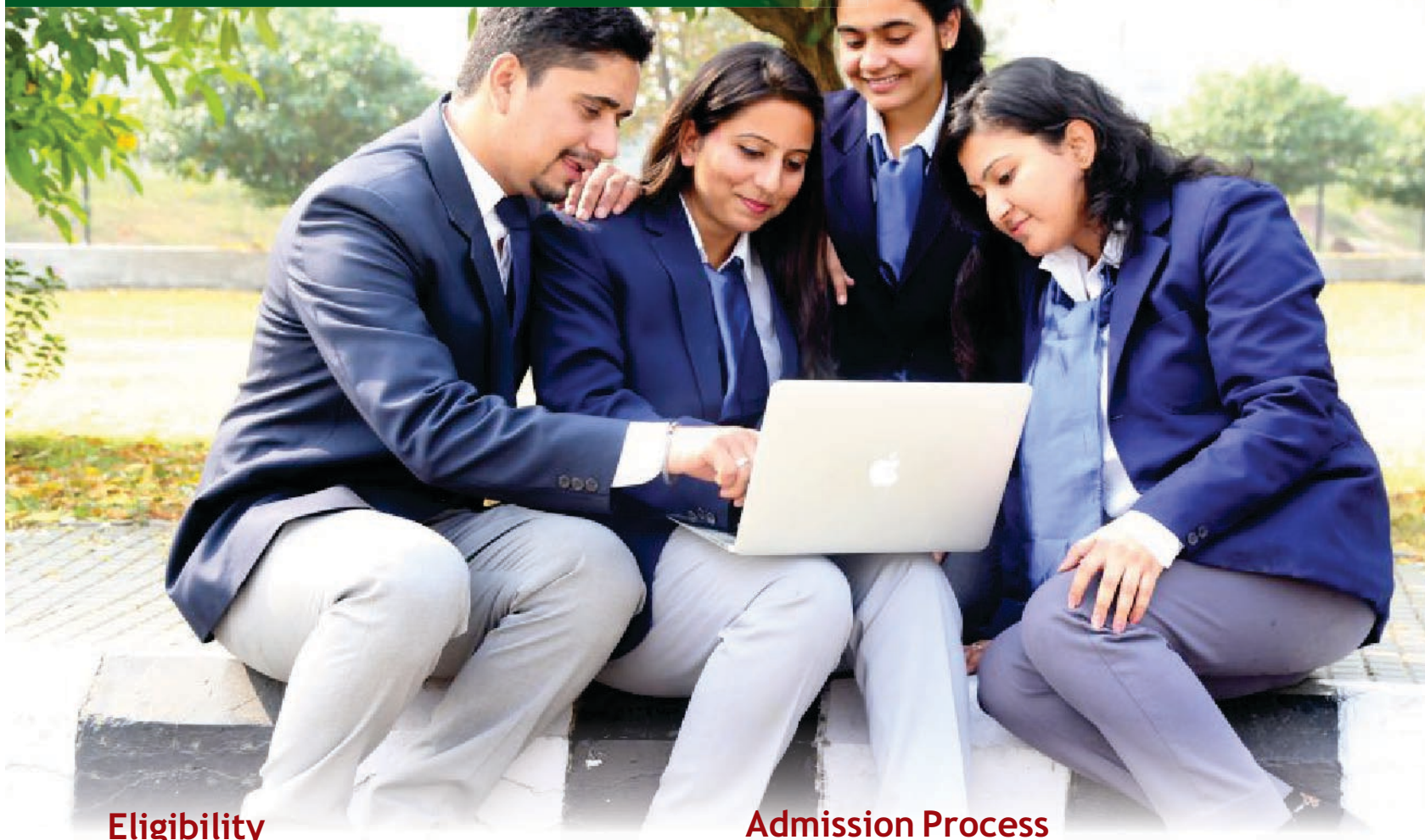
PSIBTC 0304	Consumer Behaviour: International Perspectives	PSIBTE 0409*	Global Sourcing and Business Development
PSIBTC 0305	International Financial Management	PSIBTE 0410*	Import and Export Management
PSIBTC 0306	Cross-Culture and Diversity Management	PSIBTE 0411*	Business Innovations and Creativity Management
PSIBTC 0307	International Trade Logistics and Supply Chain Management	PSIBTE 0412*	Comparative Management
PSIBTC 0308	Summer Training Report Evaluation (Internal Evaluation with Presentations)	PSIBTE 0413*	International Banking
PSIBTC 0309	Foreign Language (French/Chinese/German)	PSIBTE 0414*	International Services Marketing
PSIBTC 0310	Viva-Voce	PSIBTE 0415*	International Retail Management
Semester IV			
PSIBTC 0401	International Project Management	EXAMINATION THE MBA (IB) COURSE SHALL CONSTITUTE TOTAL OF 132 CREDITS, OUT OF WHICH 4 CREDITS SHALL BE EARNED BY THE STUDENT BY EXERCISING HIS/HER OPTION IN FAVOUR OF ANY COURSE OFFERED BY OTHER DEPARTMENTS, OTHER THAN ICccR & HRM, IN SEMESTER III AND SEMESTER IV SEMESTER EXAMINATION: 60 MARKS ASSESSMENT: 40 MARKS DISTRIBUTION OF ASSESSMENT (40 MARKS) (WHEREVER APPLICABLE) MINOR I (20 Marks) 1. MID-SEMESTER TEST (MST): 15 Marks 2. SNAP TEST: 05 Marks MINOR II (20 Marks) 1. CASE STUDY BASED TEST: 10 Marks 2. ASSIGNMENT: 05 Marks 3. PRESENTATION BASED UPON ASSIGNMENT: 05 Marks	
PSIBTC 0402	Corporate Governance and Social Responsibility		
PSIBTC 0403	WTO- Implications on International Business		
PSIBTC 0404	International Financial Markets and Institutions		
PSIBTC 0405	Seminar on International/ Cross-Cultural Business Negotiations		
PSIBTC 0406	Comprehensive Viva-Voce		
<i>*Students may choose to opt for any two papers from the following electives:</i>			
PSIBTE 0407*	Management of Multinational Corporations		
PSIBTE 0408*	Entrepreneurship Development		

Academic Calender 2017-18

Start of Class Work (Semester Ist and IIIrd)	:	July, 2017
Minor I	:	Mid September, 2017
Minor II	:	Mid October, 2017
End Semester Exam (Semester Ist and IIIrd)	:	First Week of December, 2017
Winter Break	:	Third/Fourth Week of December, 2017
Start of Class Work (Semester IIInd and IVth)	:	Second week of January, 2018
Minor I	:	Ist Week of March, 2018
Minor II	:	Ist Week of April, 2018
End Semester Exam	:	May, 2018
Summer Internship (After Semester IIInd)	:	June to July, 2018

Admission Details

MBA (IB)



Eligibility

The prospective candidate must hold a Bachelor's Degree with at least 50% marks or equivalent CGPA in any discipline from a recognized Indian University or any other equivalent examination with 50% marks. The candidates who have appeared or are appearing in the final year Bachelor's Degree Examination in the admission year as the case may be, can also apply provisionally. However, such candidates shall have to produce the proof of having appeared and / or passed their Bachelor's Degree Examination with the requisite percentage of marks by the date as may be specified by the University of Jammu.

Admission Process

The candidates who have appeared in the relevant CAT (Common Admission Test) conducted by the IIMs / relevant AIMA-MAT (September - May as applicable to the Admission Year/Academic Session)/CMAT are required to apply separately to University of Jammu, Jammu-180006. The candidates are expected to satisfy that they fulfil all eligibility requirements failing which the University shall not be held responsible.

Selection for admission to the course shall be made on the basis of:

- (a) valid CAT/MAT/CMAT score;

- (b) weightage of the academic record; and
- (c) group discussion and personal interview to be conducted by the Admission Committee duly constituted and approved by the University of Jammu.

The evaluation criteria and the weightage thereof for the purpose of selection of a candidate to the Course shall be as follows:

(i)	Written Entrance Test Weightage	70%
(ii)	Personal Interview Weightage	10%
(iii)	Group Discussion Weightage	10%
(iv)	Academic Record Weightage	10%

The admission of a candidate shall be strictly in order of merit. All admissions shall be made as per the prescribed Statutes governing the MBA (International Business) MBA (IB) programme.

No admission shall be made after five days of the decision of the Appellate Committee or after fifteen days from the commencement of the class work whichever is later. All appeals whatsoever relating to admission shall be entertained within

one week of the closing of the admission process. Name/s of the candidate/s provisionally selected for admission shall be notified from time to time on the Notice Board of the Department. The candidates in their own interest are required to keep in touch with the Department and comply with the instructions issued from time to time vide various admission notices in this regard. The selection shall be cancelled and no complaint entertained in case of non-compliance to such admission notice(s).

Intake for the MBA (International Business) MBA (IB)

30 seats in order of open merit*

*The course is self-supporting in nature.

Calculation of Marks for Academic Record

Academic record shall be determined on the basis of performance in the following examinations:

a)	10th, 11th or 12th Class examination whichever is most advantageous to the candidate	5 marks
b)	Qualifying examination	5 marks
	<u>Total</u>	<u>10 marks</u>





The calculation of the marks for the academic record shall be made as under:

PERCENTAGE OF MARKS OBTAINED					
Examination Passed	upto 60%	upto 65%	upto 70%	upto 75%	Above 75%
(a) 10th, 11th or 12th	01	02	03	04	05
(b) Qualifying Examination	01	02	03	04	05

Explanation

- (a) Credit shall be given for the examination in which the candidate has secured the highest marks provided the examination is conducted by a Board / University.

- (b) (i) For the candidates who have passed the final examination of the Bachelor's Degree, aggregate marks of all the years / semesters obtained by them shall be taken into account for the purpose of evaluation as above; and
- (ii) For the candidates who have not passed the final examination at the time of Application/Group Discussion and Personal Interview, aggregate marks obtained by them in all the University Examinations prior to the final year/semester examination shall be taken into account for the purpose of evaluation as above.

Fee Structure*

MBA (IB)

The course is self-supporting in nature.

(A) Rs. 2.00 Lakh (One-time payment at the time of admission)**

(B)	Semester 1	Fee(Rs.)
1.	Admission Fee	330.00
2.	University Sports Fee	330.00
3.	University Development Fee	480.00
4.	Magazine/University News Bulletin Fee	100.00
5.	Corpus Fund	165.00
6.	Library Fee	165.00
7.	Stationery Fee	200.00
8.	Games Fee	370.00
9.	Cultural / Literary Fee	120.00
10.	Social Activities Fund	110.00
11.	Student Assistance/Aid Fund	310.00
12.	Reading Room Fee	120.00
13.	Identity Card	45.00
14.	Miscellaneous	45.00
15.	Medical Assistance Fee	90.00
16.	NSS	100.00
17.	Library Development Fund	330.00
18.	Library Deposit (Refundable)	590.00
19.	Examination Fee	590.00
20.	Examination Form Fee	70.00
21.	Examination Development Fee	215.00
22.	Smart Card Fee	100.00
23.	Internal Quality Assurance Fund	160.00
24.	Insurance Fee	90.00
25.	Eligibility Fee	940.00
26.	Red Cross Fee	20.00
27.	Digitalization and Networking Fund	165.00
28.	Examination Maintenance Fund	110.00
29.	Training and Placement Fund	
	a. Summer Training: 2,500.00	
	b. Placement Fund: 4,000.00	6,500.00
30.	Course Material Fund	5,000.00
31.	Computer and Internet Fee	3,700.00
32.	Management Activity/Club	1,900.00
33.	Special Development Fund	4,500.00
34.	Induction Charges	1,400.00
35.	Student Corporate Activities	1,200.00
	Semester-II	4,500.00
	Semester-III	6,500.00
	Semester-IV	4,500.00

* May include examination/other fees as notified by University from time to time.

** May be considered to be paid in two / four equal instalments on case-to-case basis.

E. & O. E.

Post-Graduate Diploma: Composite Culture Management (PGD-CCM)

Admission through JUET



In an increasingly global world, business environments include people from different cultural backgrounds. In the multinational context, diversity management essentially refers to heterogeneity of the workforce within and across nations. Addressing cross-cultural considerations in diversity management is thus seen as a strategic function for seeking competitive advantage. Culturally intelligent management and culturally intelligent workforce define the success of business today. Consequently, the leading business schools across the world are now training their students around building cross-cultural competence and preparing them for future workplaces.

In this backdrop, ICccR & HRM, University of Jammu has launched its 1-year Post Graduate Diploma in 'Composite Culture Management' (full-time), admission for which shall be made through JUET from the academic session 2017.

The University Grants Commission, New Delhi has sanctioned 1-year Post-Graduate Diploma in 'Composite Culture Management' in favour of the International Centre, beginning Academic Session August 2012-2013, under the 'Innovative Scheme Programme in Teaching and Research in Interdisciplinary and Emerging Areas'. The University Council has duly approved the Programme.

Programme Objective and Approach: The key objective of the programme is to groom the participants with competencies to work across cultures and develop strong general management orientation alongwith adequate grounding in various management functions and its functional areas.

The PGD-CCM programme is seen as an add-on opportunity to the participants who come from various disciplines and can groom themselves with management acumen, skills and competencies. The PGD-CCM programme offers an unparalleled learning opportunity that prepares its participants to look at the world with wider yet inclusive perspective, to be able to lead confidently in diverse and complex diaspora. The programme has catered to students from various disciplines/educational backgrounds like Sociology, Mathematics, Management, Psychology, English, Physical Education, Urdu, Life-long Learning, Economics, Bio-Chemistry, Education, Commerce, Hindi, History, Chemistry, Tourism, Public Administration etc., in the previous batches.

Intake for PG Diploma in Composite Culture Management

The total intake for the course shall be 30 seats (including 33% reserved category seats as per University norms).

Eligibility

A Candidate must have passed/appeared in the Final year of Bachelor's Degree examination in any stream.

Course Structure (1 Year/2 Semesters)

Semester I

PGD-CCM-101	Culture, Society & Organizations
PGD-CCM-102	International Business Environment
PGD-CCM-103	Cross-Cultural Psychology
PGD-CCM-104	Diversity Management

PGD-CCM-105

Cross-Cultural Communication (Internal)
Foreign Language (Internal)

Semester II

PGD-CCM-201

Strategic Management:
Managing Across Cultures
International Human Resource Management

PGD-CCM-202

PGD-CCM-203

PGD-CCM-204

PGD-CCM-205

Corporate Finance
International Marketing
Business Etiquettes
Across Cultures (Internal)
Foreign Language (Internal)

PGD-CCM-206

Examination/Assessment Details

- Semester Examination: 80 Marks and Internal Assessment: 20 Marks
- Distribution of Internal Assessment (20 Marks), wherever applicable shall be as under:

Class Test: 10 Marks

Assignment I: 05 Marks

Assignment II/Class Attendance: 05 Marks

Fee Structure*

(PGD-CCM)

The course is self-supporting in nature.

(A) Semester 1	Fee(Rs.)
1. Admission Fee	330.00
2. University Sports Fee	330.00
3. University Development Fee	480.00
4. Magazine/University News Bulletin Fee	100.00
5. Corpus Fund	165.00
6. Library Fee	165.00
7. Stationery Fee	200.00
8. Games Fee	370.00
9. Cultural / Literary Fee	120.00
10. Social Activities Fund	110.00
11. Student Assistance/Aid Fund	310.00
12. Reading Room Fee	120.00
13. Identity Card	45.00
14. Miscellaneous	45.00
15. Medical Assistance Fee	90.00
16. NSS	100.00
17. Library Development Fund	330.00
18. Library Deposit (Refundable)	590.00
19. Examination Fee	590.00
20. Examination Form Fee	70.00
21. Examination Development Fee	215.00
22. Smart Card Fee	100.00
23. Internal Quality Assurance Fund	160.00
24. Insurance Fee	90.00
25. Eligibility Fee	940.00
26. Red Cross Fee	20.00
27. Digitalization and Networking Fund	165.00
28. Examination Maintenance Fund	110.00
29. Student Training & Development Workshops/Seminars	1,000.00
30. Special Development Fund	1,000.00
31. Management Club Activities	1,000.00
32. Corporate Interface (Industrial visit, guest lectures etc.)	500.00
33. Course Fee	1,000.00

(B) Semester II

Examination related fees /any other fees as per University norms applicable for semester II for such courses.

E. & O. E.

* The fees structure is subject to revision as approved by the University Authorities from time to time.

Certificate Courses

The Centre also offers 3-Months' Certificate Courses in :

- Business Communication Skills;
- Entrepreneurial and Project Management Skills;
- Cross-Cultural International Management;
- Human Resource Management Practices and Labour Laws;
- International Perspectives of Marketing Management; and
- International Business and Foreign Trade

These Certificate Courses have been introduced as add-on Courses which are offered in line with the guidelines as per the University Council Resolution No. 69.89 dated 09.02.2010 pertaining to such like courses. Candidates desirous of joining such a course(s) shall not have the status of University students and shall have no right for any sort of concession such as Library, Railway etc. However, reading room facilities of the Departmental Library, may be extended to such students.

These courses are announced keeping in view the students' needs from time to time and shall be offered keeping in view the minimum number & financial viability as per University norms.



Important Instructions for Applicants



- Candidates interested in seeking admission to the MBA (IB) Course are required to apply separately to University of Jammu along with relevant CAT/MAT score card etc.
- Incomplete/late application forms shall be rejected and no further correspondence shall be entertained in this regard.
- Final selection to these courses will be strictly based on the admission process applicable for a particular course.
- Please attach a Character Certificate (latest) from the Head of the Institution last attended or from a Gazetted Officer.
- Please make it sure that you have written your name, address, CAT/MAT Registration number (if applicable), the telephone number etc. at the prescribed columns in the application form.
- No certificate shall be entertained after the form is received in the Centre. Details of enclosures must be specified.
- The candidates called for group discussion and personal interview shall have to produce all the required certificates in original, along with photocopies of the same and copy of CAT/MAT score card (if applicable), failing which their candidature shall not be considered.
- If a selected candidate fails to produce original certificates and deposit the required fee within the specified period, his / her selection to the course shall be cancelled and the seat thus falling vacant shall be allotted to the candidate next in order of merit.
- The candidates in their own interest should remain in touch with the Centre regarding the declaration of result/selection list(s) and other admission related information.

- The candidates having any grievance may apply on the appeal form, available from the University. The appeal form with all formalities duly completed shall have to be submitted within the dates notified for the purpose by the University.
- In case of any discrepancy/dispute, the Statutes/Regulations/Guidelines governing the concerned programme of the University coupled with the general Statutes of the University wherever applicable, shall be followed. All legal disputes relating to the programmes shall be subject to the jurisdiction of Jammu only.
- If a student wishes to discontinue from the Course within the days of admission process, refund of the charges/fees paid by him may be authorised after deducting the following:
 - (i) “all such fees as are transferred or transferable for deposit in the University chest;
 - (ii) such percentage of fee forming part of the local funds of the Department actually spent for or on behalf of the student concerned, as may be decided by the Head of the Department concerned”.

Code of Conduct

- All the students getting enrolled for the MBA (IB) and PG Diploma programmes are expected to adhere to the prescribed dress code during the programme.
- All students enrolled for the MBA (IB) and PG Diploma programmes shall adhere to punctuality strictly. Every student enrolled for the programmes shall have to attend a minimum of 75% of the total number of lectures / classes in each Subject in each Semester, failing which the student shall not be allowed to appear in the mid- semester and term-end examinations.
- Each student enrolled for the programme is expected to actively participate in the extra-curricular activities.
- The Centre organizes various self-development training programmes/workshops for the benefit of the students. Attendance in such sessions is compulsory and wherever required the students shall have to bear the training expenses in the interest of the course.
- The Centre holds corporate interactions and other activities, which are beneficial for the students. Attendance in all such activities is compulsory.
- The students shall be expected to strictly adhere to the timelines related to the submission of assignments, presentations or examinations or as the case may be.
- A candidate admitted to the course shall not take up any employment or engage himself / herself in any business or profession or attend any other course of instruction or appear in any other examination of the University/any other institution or agency as long as he/she remains on the rolls of University of Jammu for MBA (IB) and PG Diploma programmes only. This clause is not applicable to Certificate Courses.

Ban on Ragging

What constitutes Ragging*

Ragging constitutes one or more of any of the following acts:

- Any conduct by any student or students whether by words spoken or written or by an act which has the effect of teasing, treating or handling with rudeness a fresher or any other student;
- Indulging in rowdy or indisciplined activities by any student or students which causes or is likely to cause annoyance hardship, physical or psychological harm or to raise fear or apprehension therefore in any fresher or any other student;
- Asking any student to do any act which such student will not in the ordinary course do and which has the effect of causing or generating a sense of shame, or torment or embarrassment so as to adversely affect the physique or psyche of such fresher or any other student;
- Any act by a senior student that prevents, disrupts or disturbs the regular academic activity of any other student or a fresher;
- Exploiting the services of a fresher or any other student for completing the academic tasks assigned to an individual or a group of students.
- Any act of financial extortion or forceful expenditure burden put on a fresher or any other student by students;
- Any act of physical abuse including all variants of it: sexual abuse, homosexual assaults, stripping, forcing obscene and lewd acts, gestures, causing bodily harm or any other danger to health or person;
- Any act or abuse by spoken words, emails, post, public insults which would also include deriving perverted pleasure, vicarious or sadistic thrill from actively or passively participating in the discomfiture to fresher or any other student;
- Any act that affects the mental health and self-confidence of a fresher or any other students-with or without and intent to derive a sadistic pleasure or showing off power, authority or superiority by a student over any fresher or any other student

Administrative Action in the Event of Ragging*

- Suspension from attending Classes and Academic privileges.
- Withholding/Withdrawing Scholarship/Fellowship and other benefits.
- Debarring from appearing in any Test/Examination or other Evaluation process.
- Withholding Results.
- Debarring from representing the Institution in any Regional, National or International Meet, Tournament and Youth Festival, etc.
- Suspension/Expulsion from the Hostel.
- Rustication from the Institution for the period ranging from one to four semesters.
- Cancellation of Admission.
- Expulsion from the Institution and consequent debarring from Admission to any other Institution for a specified period.
- Filing of First Information Report (FIR) with the Police and Local Authorities, under the appropriate Penal provisions.

Provided that where the persons committing or abetting the act of Ragging, are not identified, the University shall resort to collective punishment.

***Source: As per the information circulated by the Office of Dean Students Welfare, University of Jammu.**

Faculty Profile



Professor Neelu Rohmetra (Director)

Ph.D (Management); Post-Doc Commonwealth UK;
IVLP-USA; Fulbright Fellow (USA)

*Organisation Behaviour, Human Resource
Development and Cross Cultural Management*



Dr. Pallvi Arora (MBA; Ph.D)

Assistant Professor

International Business, OB and Cultural Studies



Dr. Isha Sharma (MBA; Ph.D)

Assistant Professor

*Human Resource Management,
OB and Strategic Management*



Dr. Ridhi Sharma (MBA; Ph.D)

Lecturer

Human Resource Management and Marketing



Dr. Dalip Raina (MBA; Ph.D)

Lecturer

Human Resource Management and Marketing



Dr. Bhanu Pratap Singh (MBA; Ph.D)

Lecturer

Finance and Marketing



Ms. Shivani Rana (MBA)

Lecturer

Human Resource Management and Marketing



Mr. Vishal Sharma (MBA)

Lecturer

Supply Chain Management and Marketing

Events Organised (Select)

- National Round Table on “The Global Business Scenario and India's Way Ahead”, November 23, 2016.
- 2nd National Business Plan Competition under the theme: Think Big-2016, November 16-17, 2016.
- Cultural Heritage Walk to Mubarak Mandi Complex, October 26, 2016.
- Session on “Opportunities and Challenges in International Business”, October 25, 2016.
- Three Day Workshop on Recruitment Skills in association with MindBridge Asia, Chandigarh, September 22-24, 2016.
- Weeklong Independence Day Celebrations under theme 'Azadi-70-Yaad Karo Kurban!', August 13-19, 2016.
- Initiation Ceremony for the fresh batch of MBA (International Business), August 19, 2016.
- Management Students Seminar on 'Emotional Intelligence and Spiritual Intelligence', April 28, 2016.
- Brain Storming Session on “Thinking like an Entrepreneur”, April 21, 2016.
- Investor Awareness Programme in association with Centre for Investment, Education & Learning (CIEL), March 29, 2016.
- Cultural Event 'Saksham', February 24, 2016.
- Session on 'Business, Society and Policy Connect', February 17, 2016.
- Two-day Level II Workshop on 'Conscious Leadership and Social Change', February 11-12, 2016.
- Programme on 'Roadmap to Success' in association with Global Talent Company Ltd., Thailand, Bangkok, January 29, 2016.
- Visit to Jagti Camp, November 05, 2015.
- National Business Plan Competition, November 03, 2015.
- Interactive Session with Director, World Trade Centre, Noida, April 15, 2015 (Ms. Khair ull Nissa, Gurgaon).
- Awareness Seminar on ‘Enterprise and Entrepreneurship’, February 02, 2015.
- ICT based faculty Development Programme, December 01-05, 2014.
- Harvard Business School Case Based Analysis/Workshop, August 08, 2014 (Facilitator: Prof. Dinesh Sharma, IIT-Mumbai).
- Management Students' Conclave on the themes “Building International Careers” and “Enterprise and Entrepreneurship”, November 19, 2013.
- Workshop on “Doing Business Internationally: Asia vs Europe” April 4, 2013 (Facilitator: Prof. Vipin Gupta, California State University, San Bernardino, USA).
- NLP workshop in association with Randstand India Ltd., October 08-09, 2012 (Facilitator: Dare Marcus).
- 3rd International Conference on “Cross-Cultural Management: Practice and Research”, March 2011.
- 2nd International Conference on “Cross-Cultural Management: Practice and Research”, February 2010.
- 1st International Conference on “Cross-Cultural Management: Practice and Research”, February 2009.



Visitors

DIGNITARIES

- Sh. N.N. Vohra, Hon'ble Governor, J&K State and Chancellor, University of Jammu.
- Sh. Devinder Rana, then Political Advisor to the Hon'ble Chief Minister, J&K State.

ACADEMIC VISITORS

- Prof. Rakesh Mohan Joshi, Chairperson, International Relations and Research, Indian Institute of Foreign Trade (IIFT), New Delhi
- Prof. Ashok Ogra, Director, Apeejay Institute of Mass Communication, New Delhi.
- Sh. Raj. K. Nehru, appointed founding Vice-Chancellor of India's First Skilling University, Vishwakarma Skill Development University, Haryana
- Prof. S.K. Jain, then Vice Chancellor, Shri Mata Vaishno Devi University, Katra
- Prof. Gulshan Sachdeva, Director, Europe Area Studies, Centre for European Studies, School of International Studies, Jawaharlal Nehru University, New Delhi
- Dr. Debasis Chakraborty, from IIFT, New Delhi
- Prof. Vijay Vancheswar from International Management Institute (IMI), New Delhi
- Prof. Dipankar Sengupta, Department of Economics, University of Jammu
- Professor Ravikesh Srivastava, Dean Academics, IMT Ghaziabad
- Prof. Masayuki Susai, Trustee Nagasaki University, Japan.
- Prof. Ion Voicu Sucala, Technical University, Cluj Napoca, Romania.
- Prof. Aahad Ahmad, NTU, Singapore.
- Prof. A.K. Sahejpal, Punjab University, Chandigarh.
- Prof. Rajen K. Gupta, MDI, Gurgaon.
- Prof. Rajen Saxena, Vice-Chancellor, NMIMS University, Mumbai.
- Prof. Harish Choudhary, Indian Institute of Technology, New Delhi.
- Prof. Anup Singh, Vice Chancellor, Nirma University ,

Ahmedabad.

- Prof. Neharika Vohra, IIM-Ahmedabad.
- Prof. Dinesh Sharma, Shailesh J. Mehta School of Management, IIT- Mumbai.
- Dr. Sabeha Mufti, Professor, Media Education Research Centre (MERC), Kashmir University, Srinagar.
- Prof. Purnima Singh, Indian Institute of Technology, New Delhi.
- Prof. Vipin Gupta, California State University, San Bernardino, USA.
- Prof. Sita Vanka, University of Hyderabad, Hyderabad.
- Prof. A.S. Sidhu, Guru Nanak Dev University, Amritsar.
- Dr. Manoj Kumar, IIM-Rohtak.
- Dr. Forret Monica, Director, Department of Managerial Studies, St. Ambrose University
- Prof. Roshan Lal Raina, IIM- Lucknow.
- Prof. S.B. Dash, then at IIM- Lucknow.
- Prof. S. Bhargava, then at Department of Management, IIT, Mumbai.
- Prof. A.M. Shah, The Business School, University of Kashmir, Srinagar.
- Prof. S.K. Kalra, MDI, Gurgaon.
- Prof. Kanika Bhal, IIT-Delhi.
- Prof. Poonam Puri, Manchester Metropolitan University, UK.
- Prof. Shabir, Dean, Faculty of Business Studies, University of Kashmir
- Dr. Marko Saravanja, Chancellor, Regenesys Business School, Johannesburg, South Africa
- Dr. Richa Arora, Country Head, Regenesys Business School- India
- Prof. D. Mukhopadhyay, Professor, School of Business, SMVDU
- Prof. A.S. Sidhu, Professor, Guru Nanak Dev University, Amritsar
- Dr. Suparn Sharma, Associate Professor, School of

Visitors

Business, SMVDU

- Professor Poonam Dhawan, Dean Academic Affairs, University of Jammu
- Prof. Keshav Sharma, Registrar and Dean Business Studies, University of Jammu
- Mr. Ashish Kumar Isher, SKUAST, Jammu

CORPORATE AND GOVERNMENT OFFICIALS

- Mr. D.K. Bakshi, Chief Mentor and CEO, Global Talent Company Ltd., Bangkok, Thailand.
- Mr. Vidya Bhushan Dhar from Posera Inc., Totonto, Canada.
- Mr. Deepak Manchanda, Professional Speaker and Member, CAPS (Canadian Association of Professional Speakers) from Canada).
- Subedar Major and Honorary Captain Bana Singh, PVC , a retired Indian soldier, and a recipient of the nation's highest military award, the Param Vir Chakra).
- Dr. M.I. Parray, Director JKEDI, J&K State
- Mr. Saheel Yaqoob Alaqband, Assistant Director (Metallurgy), MSME, J&K State.
- Ms. Khair-ul-Nissa, Director, WTC, Noida
- Mr. Sahil Mahajan, Alumnus The American Graduate School of International Management, Glendale Arizona, USA (Proprietor Pace Hyundai, Jammu)
- Ms. Ashima Koul, Managing Director, Yakjah Reconciliation and Development Network
- Dr. Anil Khandelwal, Ex-Chairman and MD, Bank of Baroda
- Mr. Annil Suri, Vice President, Jammu Chapter NHRDN and Former Chairman, Federation of Industries, Jammu
- Sh. Rakesh Gupta, President, Chamber of Commerce and Industries, Jammu
- Mr. Manish Loomba, Head Sales and Marketing, Radikal Foods Ltd., New Delhi,
- Mr. Imran Ahmad, Circle Head Operations, Ericsson Jammu and Kashmir,
- Ms Jyotsna Fotedar, Project Head Consultants

Thailand, Malasiya, India and Singapore

- Mr. Manjot K.S.Gill, Mindbridge Asia Consulting Firm
- Ms. Khair-ul-Nissa, Director, World Trade Center, Noida
- Sh. KK Goyal, Assistant Director, MSME-DI, Jammu,
- Deepika Rana, Development Officer, JK Handicrafts
- Mr. Manish Trehan, CEO, Philos Consulting, Gurgaon
- Dr. Haseeb Drabu, Economic Expert and Former Chairman, J&K Bank.
- Mr. Dharminder Khajuria, Chief Operating Officer, Bharti Airtel Limited, J&K Circle
- Mr. Anil Kumar, DGM-HR, ONGC Academy Dehradun.
- Mr. Marcus Dare, Randstad India Ltd., Chennai
- Lydia Barraza, Cultural Affairs Officer, Embassy of United States of America
- Mr. Thothari Raman, Chairman, SEAA Trust, New Delhi
- Sh. Mustaq Ahmad, Chairman and CEO, J&K Bank Ltd.
- Mrs. Aruna, C. Newton, Infosys, Bangalore
- Mr. G.P. Rao, Reliance Group, Kuala Lampur, Malaysia
- Sh. Aquil Busrai, Executive Director- HR, IBM, Gurgaon.
- Ramakrishna, Head-HR, Loop Mobile.
- Sh. Pankaj Soota, VP (Business Head), Bharti Airtel, Jammu.
- Ms. Jyotsna Ray, CEO & Director, TARAA Human Development and Facilitation Consultants Pvt. Ltd., New Delhi
- Mr. Akhil Chopra, Associate Trainer, Centre for Investment Education & Learning
- Mr. Pankaj Sodi, Relationship Manager, ICICI Prudential Mutual Fund.
- Ms. Sonali Gupta, an entrepreneurial consultant and an alumni of BITS Pilani and IIM Bangalore)
- Mr. Gurvinder Singh, Manager, Axis Bank Ltd.

Moments Captured





Azaadi 70 Celebrations

Yaad Karo Qurbani



Community Outreach & CSR

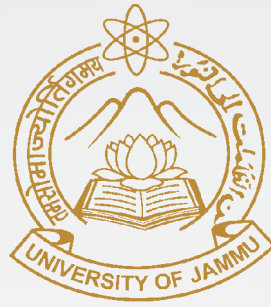


Learning Through Doing @ ICcCR & HRM









ICccR & HRM
UNIVERSITY OF JAMMU



Contact at:

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Founder Director

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