

Alignment of mission and vision of university with Institute


School of Management Commerce and Liberal Arts, Swarnnim Startup and Innovation University				
	University	Institute	Key words Alignment	Explain how the institute supports or reflects the university's mission.
Mission	To create budding entrepreneurs capable of competing globally by honing their innovative and startup skills	<p>to help business students improve their analytical and problem solving abilities to become budding entrepreneurs.</p> <p>to offer students a globally top notch, career focused, value based education.</p> <p>to support students total personality development by fostering excellence in effective leadership and innovative thinking</p> <p>to project future business trends and outline the tactics required to deal with the globally competitive world</p>	Budding, Entrepreneurs, globally	<p>The Institute Mission are aligned with Universities Mission for the keywords Entrepreneurs, globally in the form of:</p> <ol style="list-style-type: none"> 1. Subjects being taught have global orientation. (Syllabus File) 2. Subjects being taught have entrepreneurship orientation for all programs. (Syllabus File) 3. The activities conducted for students are focusing on understanding global trend. (Events and Activities File) 4. The activities conducted for students are building entrepreneurial mindsets. (Events and Activities File)


Vision	To be a globally competent institution imparting education founded on innovation and entrepreneurship.	To create a new dimension of management skills that are innovative , which will lead to improved decision making and globally excellent managerial competence that lays down the foundation of entrepreneurship.	Globally, innovative, innovation	<p>The Institute Vision are aligned with Universities Vision for the keywords innovative, innovation in the form of:</p> <ol style="list-style-type: none"> 1. The pedagogical practices of Experiential Exercises and Case Discussions make the students approach the problems in an innovative way. 2. Students are engaged in Experiential Projects, Internships and Research Projects that teaches them innovative practices in community, industry and research. 3. Subjects like critical and logical thinking encourages them to think out of the box
Key words	Budding, Entrepreneurs, globally, innovative, globally, innovation	Budding, Entrepreneurs, globally, innovative, globally, innovation		

Activities undertaken for the University and Vision Mission Alignment includes:

1. **Budding, Entrepreneurs, globally**- Entrepreneurship courses imbibed in curriculum, Students participation in events related to Entrepreneurship
2. **Globally, innovative, innovation**- Global practices being taught through curriculum, International experts lectures


SWARNIM STARTUP & INNOVATION UNIVERSITY											
SWARNIM SCHOOL OF MANAGEMENT, COMMERCE & LIBERAL ARTS											
MBA - TEACHING SCHEME BATCH 2023-25											
MBA Semester – I											
Sr. No.	Subject Code	Subject title	Teaching scheme per week				Examination				Total
			Theory	Tutorial	Practical	Credits	Internal		External		
							Th	Pr	Th	Pr	
1	MBA101MAE	Managerial Economics	4	-	0	4	50	-	50	-	100
2	MBA102PPM	Principles & Practices of Management	3	-	0	3	50	-	50	-	100
3	MBA103MAM	Marketing Management	4	-	0	4	50	-	50	-	100
4	MBA104ORB	Organization Behavior	4	-	0	4	50	-	50	-	100
5	MBA105POM	Production and Operation Management	3	-	0	3	50	-	50	-	100
6	MBA106AFM	Accounting for Managers	3	-	2	4	50	-	50	-	100
7	MBA107S	Entrepreneurship and Startups	3	-	0	3	50	-	50	-	100
		Total	24	-	1	25	350	0	350	0	700

MBA Semester – II											
Sr. No.	Subject Code	Subject title	Teaching scheme per week				Examination				Total
			Theory	Tutorial	Practical	Credits	Internal		External		
							Th	Pr	Th	Pr	
1	MBA201BUS	Business Statistics	3	-	2	4	50	-	50	-	100
2	MBA202HRM	Human Resource Management	4	-	0	4	50	-	50	-	100
3	MBA203ITM	Information Technology for Mangers	3	-	2	4	25	25	25	25	100
4	MBA204FIM	Financial Management	3	-	2	4	50	-	50	-	100
5	MBA205PSE	Professional Skills & Etiquettes	2	-	0	2	-	25	-	25	50
6	MBA206BRM	Business Research Methods	3	-	2	4	50	-	50	-	100
7		<u>Experiential Project</u>	0	-	6	3	-	50	-	50	100
		Total	18	-	7	25	300	100	300	100	650

SWARNIM STARTUP & INNOVATION UNIVERSITY											
SWARRNIM SCHOOL OF MANAGEMENT, COMMERCE & LIBERAL ARTS											
BBA - Honors TEACHING SCHEME BATCH 2023-27 (NEP)											
BBA - H (NEP) Semester – I											
Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)				Examination				Total
			Theory	Tutorial	Practical	Credits	Internal		External		
							Th	Pr	Th	Pr	
Major/ Core	BBA230101	Principles of Management	4	0	0	4	50	-	50	-	100
Major/ Core	BBA230102	Financial Accounting	4	0	6	4	50	-	50	-	100
Minor	BBA230103	Marketing Management	4	0	0	4	50	-	50	-	100
MDC	BBA230104	Office Automation	2	0	4	4	25	25	25	25	100
AEC	AEC230101	Communication Skills	2	0	0	2	25	-	25	-	50
	SEC230101	Foundation of Entrepreneurship	2	0	0	2	25	-	25	-	50
IKS	IKS230101	Indian Economy & Business Model	2	0	0	2	25	-	25	-	50
Total Credits Earned						22	250	25	250	25	550


Trisha

Dr. B. B. Chaudhary
 SWARNIM SCHOOL OF MANAGEMENT
 COMMERCE AND LIBERAL ARTS

BBA - II (NEP) Semester – II											
Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)				Examination				Total
							Internal		External		
			Theory	Tutorial	Practical	Credits	Th	Pr	Th	Pr	
Major/ Core	BBA230201	Organizational Behavior	4	0	0	4	50	-	50	-	100
Major/ Core	BBA230202	Fundamentals of Economics	4	0	0	4	50	-	50	-	100
Minor	BBA230203	Financial Management	2	0	4	4	50	-	50	-	100
MDC	BBA230204	Foundation in Statistical Methods	1	0	6	4	50	-	50	-	100
AEC	AEC230202	Logical & Critical Thinking	2	0	2	2	25	-	25	-	50
	SEC230202	Identifying Entrepreneurial Opportunities	2	0	0	2	25	-	25	-	50
VAC	VAC230201	Environmental Studies	2	0	0	2	25	-	25	-	50
Total Credits Earned						22	275	0	275	0	550


Wohalmya

Bhambhani *Bansabhi*
 SWARNIM SCHOOL OF MANAGEMENT
 COMMERCE AND LIBERAL ARTS

BBA - H (NEP) Semester – III											
Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)				Examination				Total
							Internal		External		
			Theory	Tutorial	Practical	Credits	Th	Pr	Th	Pr	
Major/ Core	BBA230301	Business Environment	4	0	0	4	50	-	50	-	100
Major/ Core	BBA230302	Management Information System	1	0	6	4	25	25	25	25	100
Major/ Core	BBA230303	Corporate Social Responsibility	4	0	0	4	50	-	50	-	100
MDC	BBA230304	Introduction to Psychology	4	0	0	4	50	-	50	-	100
AEC	AEC230303	Financial Literacy	2	0	0	2	25	-	25	-	50
	SEC230303	Marketing Strategies for Start Ups	2	0	0	2	25	-	25	-	50
IKS	IKS230302	Understanding India	2	0	0	2	25	-	25	-	50
Total Credits Earned						22	250	25	250	25	550

Wahab

Rhendi *Chausabhi*
 SWARNIM SCHOOL OF MANAGEMENT
 COMMERCE AND LIBERAL ARTS

BBA - H (NEP) Semester – IV											
Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)				Examination				Total
							Internal		External		
			Theory	Tutorial	Practical	Credits	Th	Pr	Th	Pr	
Major/ Core	BBA230401	Production & Operations Management	4	0	0	4	50	-	50	-	100
Major/ Core	BBA230402	Business Law	4	0	0	4	50	-	50	-	100
Major/ Core	BBA230403	Project Management	4	0	0	4	50	-	50	-	100
Minor	BBA230404	Human Resource Management	4	0	0	4	50	-	50	-	100
AEC	AEC230404	Soft Skills	2	0	0	2	25	-	25	-	50
	SEC230404	Finance and Funding for Start Up	2	0	0	2	25	-	25	-	50
VAC	VAC230402	Emerging Technologies	0	0	4	2	-	25	-	25	50
Total Credits Earned						22	250	25	250	25	550


Wahaj

Bhaskar *Dausabhi*
 SWARNIM SCHOOL OF MANAGEMENT
 COMMERCE AND LIBERAL ARTS


BBA - Honours TEACHING SCHEME BATCH 2023-27 (NEP)

BBA - H (NEP) Semester – V

BBA - II (NEP) Semester – V

Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)				Examination				Total
			Theory	Tutorial	Practical	Credits	Internal		External		
							Th	Pr	Th	Pr	
Major/ Core	BBA230501	Research Methodology	4	0	0	4	50	-	50	-	100
Minor	BBA230502	Strategic Management	4	0	0	4	50	-	50	-	100
							-	-	-	-	
Major		One Major with two papers	8	0	0	8					
		Paper 1					50	-	50	-	100
		Paper 2					50	-	50	-	100
Minor		One Minor with one paper	4	0	0	4					
		Paper 1					50	-	50	-	100
Finance	BBA230503A	Advanced Financial Management									
	BBA230503B	Cost & Management accounting									
Marketing	BBA230504A	Services Marketing									
	BBA230504B	Consumer Behavior									
HR	BBA230505A	Industrial & Labor Laws									
	BBA230505B	Organizational Development and Change									
	SEC230505	Start Up Pitch & Projects	2	0	0	2	-	25	-	25	50
Total Credits Earned						22	250	25	250	25	550

SWARNIM SCHOOL OF MANAGEMENT
COMMERCE AND LIBERAL ARTS

BBA - H (NEP) Semester – VI											
Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)				Examination				Total
			Theory	Tutorial	Practical	Credits	Internal		External		
							Th	Pr	Th	Pr	
Major/ Core	BBA230601	Tax Planning & Practices	4	0	0	4	50	-	50	-	100
SEC/Internship	BBA230602	Internship	0	0	8	4	-	50	-	50	100
Major		One Major with two papers	8	0	0	8					
		Paper 1					50	-	50	-	100
		Paper 2					50	-	50	-	100
Minor		One Minor with one paper	4	0	0	4					
		Paper 1					50	-	50	-	100
Finance	BBA230603A	International Financial Management									
	BBA230603B	Security Analysis and portfolio management									
Marketing	BBA230604A	Integrated Marketing Communication									
	BBA230604B	International Marketing									
HR	BBA230605A	Compensation Management									
	BBA230605B	Strategic Human Resource Management									
	AEC230605	Content Creation And Creative Writing	2	0	0	2	25	-	25	-	50
Total Credits Earned						22	225	50	225	50	550

2. Kishor Singh

Dr. B. S. Dausabhi
SWARNINJI SCHOOL OF MANAGEMENT
COMMERCE AND LIBERAL ARTS

BBA - Honors TEACHING SCHEME BATCH 2023-27 (NEP)

BBA - II (NEP) Semester – VIII (With Research)

Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)				Examination				Total
			Theory	Tutorial	Practical	Credits	Internal		External		
							Th	Pr	Th	Pr	
RP	HRBBA230801	Research Project	0	0	12	6	-	75	-	75	150
Major/ Core	HRBBA230802	Advanced Research - II	0	0	8	4	-	50	-	50	100
Major		One Major with two papers	8	0	0	8					
		Paper 1					50	-	50	-	100
		Paper 2					50	-	50	-	100
Minor		One Minor with one paper	4	0	0	4					
		Paper 1					50	-	50	-	100
Finance	HRBBA230803A	Indian Financial System									
	HRBBA230803B	Risk Management									
Marketing	HRBBA230804A	Integrated Marketing Communication									
	HRBBA230804B	Marketing Analytics									
HR	HRBBA230805A	Emotional Intelligence									
	HRBBA230805B	HRD Instruments & Mechanism									
Total Credits Earned							150	125	150	125	550

SWARNIM SCHOOL OF MANAGEMENT
COMMERCE AND LIBERAL ARTS

INTERNATIONAL WEBINAR BLOOMSBURY INSTITUTE



BLOOMSBURY INSTITUTE LONDON

Webinar on

The Impact of Macro Economic Factors on Business Operations

04 SEP. 2023 | 02:30 PM Onwards

SPEAKER
Mr Amadou's Jammeh
Principal Lecturer and Course Leader of undergraduate degree Business courses

Join Link
<https://meet.google.com/jpg-jiva-qcg>

www.swarnim.edu.in

#ExperienceTheReal



BLOOMSBURY INSTITUTE LONDON

WEBINAR ON
Trust and Tech
Public Attitudes to
ARTIFICIAL INTELLIGENCE

26 Sept. 2023 | 02:30 PM Onwards

SEMINAR HALL
Swarnim Startup & Innovation University

Organized by
SWARNIM
SCHOOL OF MANAGEMENT, COMMERCE & LIBERAL ARTS

Speaker
Dr Jamie Cawthra
Senior Lecturer, Business Management



BLOOMSBURY INSTITUTE LONDON

RECENT TRENDS IN Interviewing for Recruitment

15 Sept. 2023 | 02:45 PM Onwards

Swarnim Startup & Innovation University

Organized by
SWARNIM
SCHOOL OF MANAGEMENT, COMMERCE & LIBERAL ARTS

Speaker
Dr Marcus Astley
Head of School of Business and Management

www.swarnim.edu.in

અગ્રણ્યોએ નેટવર્કિંગની નિયતિ ફંડિંગના સોર્સ અવેલેબલ થઈ શકે માટે બુટકેમ્પ યોજાયો



BOOT CAMP

અમદાવાદ સ્વાર્ણમ સ્ટાર્ટઅપ એન્ડ ઈનોવેશન



STARTUP INITIATIVES



'Entreprenaari 2.0' hosted at Swarnim University



Swarnim Startup and Innovation University organised 'Entreprenaari 2.0' with a view to encourage, support and promote women entrepreneurs by providing them with a platform to meet and network with angel investors, mentors from industries as well as government officials. The event was organised under the aegis of Women Development Cell of the University, which is headed by Nikita Adi Jain. Some 88 entrepreneurs participated in the event and showcased their small and large businesses including handmade jewellery, apparel, herbal cosmetic products, and food products, among others.

ENTREPRENARI-2.0





SWARNIM STARTUP & INNOVATION UNIVERSITY ACTIVITY REPORT 2024

Institute and Department	Swarnim School of Management Commerce and Liberal Arts
Event	“Blind Art”- An Hunar Munch club activity
Date of the event	8/8/2024
Duration	10:15 AM to 12:15 PM
Participants	Students of BBA, BCOM and BA.
Department Coordinator	Dr. Sourbhi Chaturvedi Director School of Management Commerce and Liberal Arts.
Faculty Mentors	Dr. Varsha Patel. Dr. Shashikat Bhagat. HOD, UG Program HOD, Liberal Arts.
Faculty Coordinator	Ms. Dhanushi Mayank Surana. Assistant Professor (Coordinator)
Number of Participants	51 (Students and Volunteers)

Objective of the event:

Objective:

1. Encourage students to reevaluate their reliance on visual cues and explain new ways of experiencing and interpreting art.
2. Creates a multisensory experience that engages the sense of touch, or sometimes even sound, and to convey emotions and ideas.

Flow of Event:

1. Briefing them about the activity.
2. Pairing them up in a group of 2 (1 will be blind folded and 1 will verbally guide them.)
3. Basic instructions given regarding the activity.

Significance/Outcome:

1. Inspire new forms of artistic expression and creativity, pushing the boundaries of traditional art.
2. Creates a sense of community and connection among partners/ teammates.
3. Increase of communication skills, team work and talent.
4. Expressing their different forms of happiness while doing the art.
5. Inculcating clarity of instruction and good listening skills.

Conclusion-

The **Blind Art** event has successfully showcased the talents of the students, promoting inclusivity and challenging perceptions. Through their artwork, participants have demonstrated that creativity knows no boundaries and that art can be experienced and appreciated in many ways.

The competition has provided a platform for students to express themselves, build confidence, and connect with others. By concluding the same, we celebrate the achievements of the participants, the power of art to transform lives, and the importance of inclusivity and accessibility in the art world.

Photographs







School of Management, Commerce and Liberal Arts

Institute / Department	Swarnnim school of management and liberal arts
Activity / event	VYAPARI ANTAKSHARI under Business Baazigar Club
Date	15 oct,2024
Duration	2 hour
Participants / Branch / Institution	SMCLA
Total No. of participants	50
Name of speaker / guest	-
Faculty coordinator	Prof.Archana Vijayvargiya

OBJECTIVE OF THE EVENT:

- To get more knowledge about Brands, Companies and their information.
- To inspire students for brand building , teamwork, cognitive thinking

FLOW OF ACTIVITY:

- Student were divide into 5 teams and each team have 6-7 members
- Teams get 10sec to decide and say any company or brand name by given alphabet .
- And 15sec to give a extra information or tagline of that company
- There were 3 rounds

SIGNIFICANCE / OUTCOME:

- Students get exercised beyond the syllabus
- Gained experience of teamwork and communication

- Gained more data about fresh brands

CONCLUSION:

- Got know such creative thoughts with joyful game.
- Students got valuable insights of business domain

Photos:





Swarnnim Startup & Innovation University Activity Report 2024

Institute / Department	School of Management Commerce and Liberal Arts
Activity / Event Name	Business Idea 2024
Date of the event	23rd April 2024
Duration	3:00 Hrs (From 1:00 PM to 4:00 PM)
Participant's Branch/Institutes	Open to all students of different schools of university
Total Number of Participants	4 teams participated, 50 students participated as audience
Name of Mentor/Principal	Dr. Kavita Kshatriya Maam (Dean Academic) Dr. Sourbhi Chaturvedi & Dr. Varsha Patel
Name of Speaker / Guest	Mr. Jiten Thakkar Sir(Incubation Manager)
Faculty Coordinator Details (Name, Designation, Contact Details)	Prof. Archana Vijayvargiya Asst. Professor SMCLA
Student Coordinator Details (If any)	Arpit Singh Rajput, Riya Dodiya, Pooja Chauhan, Neel Mordiya, Harshad Pamar

Objective of the event:

It is an event that helps to develop and introduce new ideas, technologies, or approaches that differentiate the business from competitors and enhance its competitiveness. Provide the

platform to students designing the business model in a way that allows for growth and expansion, whether in terms of geographic reach, product lines, or customer base.

Developing a business idea offers students an opportunity to apply theoretical knowledge gained in the classroom to real-world scenarios. It serves as a hands-on learning experience that enhances their understanding of entrepreneurship, business strategy, marketing, finance, and management.

Flow of Event:

Event started with a welcome speech. Speech started with a heart full Welcome to our Dean Academics Dr Kavita Kshatriya Ma'am, Incubation Manager Mr. Jitem Thakkar Sir), Director SMCLA Dr. Sourbhi Chaturvedi Ma'am, HOD SMCLA Dr. Varsha Patel Ma'am, All Faculty members and students.

All participated teams explained their business model and Pitch their business idea in front of judge. After business pitch there were question answer round, judges asked the questions and teams handled the questions and answered.

Announcement of Result:

Mr. Jiten Thakkar Sir (Incubation Manager) announced the winning teams and running teams. Sir shared his suggestion and valuable feedback to all participants.

Darpan Sirwani and his team was the Winner. Twinkle & team and Harshad & Team was the Runner

Vote of Thanks:

We urged each and every participant wholeheartedly, not just for the sake of winning, but for the invaluable learning experience it offers.

We extended our heartfelt gratitude to Dr Kavita Kshatriya Ma'am, Mr. Jiten Thakkar Sir, Dr. Sourbhi Chaturvedi ma'am, Dr. Varsha Patel Ma'am the organizing committee for putting their efforts for this event, to our faculty advisors for their guidance and support, and to all the participants for their enthusiasm and participation.

Significance/Outcome:

Below mentioned are some key learning outcomes of the activity

Beyond academic and professional development, the business planning process can facilitate personal growth by challenging students to set goals, overcome obstacles, and persevere in the pursuit of their entrepreneurial aspirations. It fosters self-confidence, self-awareness, and a sense of achievement.

The process of creating a business plan fosters an entrepreneurial mindset characterized by innovation, adaptability, resilience, and a willingness to take calculated risks. These attributes are valuable not only in business but also in various aspects of life and career.

Conclusion:

Business Idea 2024 has covered Crafting a business plan that helps students hone a range of skills essential for entrepreneurial success, including critical thinking, problem-solving, communication, research, financial analysis, and project management. These skills are valuable not only for starting a business but also for future career endeavors.





