



SELF STUDY REPORT

FOR

1st CYCLE OF ACCREDITATION

ASIAN SCHOOL OF BUSINESS

PLOT NO-A2, SECTOR 125, NOIDA
201303

www.asb.edu.in

Submitted To

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

BANGALORE

(Draft)

1. EXECUTIVE SUMMARY

1.1 INTRODUCTION

The vision of Asian School of Business is to promote excellence in the field of education and to meet the ever-increasing demand of quality professionals in the growing business world. At present, we offer BBA & BCA courses in affiliation with the CCS University. ASB facilitates tailored courses to provide students with an industry-relevant degree. Students get practical experience, attend seminars and prepare internship reports. They are encouraged to attend leadership training workshops and conferences for but not limited to public speaking, group dynamics, problem solving and evaluating techniques.

With its comprehensive courses, we aim not only to enlighten the learning experience of students but also enrich and inspire them. It aims to develop knowledge, skills, value, ethics and expertise among students through its unique curriculum and modern pedagogies, thereby, bringing a reform in education.

We always strive to persistently engage in varied activities and initiatives to ensure success of each and every student in their career. The academic environment generated by the interaction between professionals of various disciplines will have a stimulating influence, especially in the formative years of young students and it helps them to develop an integrated personality and a greater competitive spirit. ASB boasts of eminent industry professionals with extensive teaching and research experience from various disciplines as its faculty. It is home to students from different cultural backgrounds and perspectives, thereby, making the learning experience more creative, engaging and dynamic.

Vision

Growth with Vision

The vision of Asian School of Business is to promote excellence in the field of education and to meet the ever-increasing demand of quality professionals in the growing business world. At present,

Mission

In the current global context, we believe in developing the aspiring leaders and entrepreneurs who manage and create powerful organizations in the emerging corporate landscape. Asian School of Business aims at creating highly intellect business mindset, promote best business practices and innovative techniques to attain desired organization goal and contribute to nation's economy at large.

1.2 Strength, Weakness, Opportunity and Challenges(SWOC)

Institutional Strength

- We are enriched with a passionate team of teaching Faculty from diverse backgrounds. The faculty comprises teaching professionals from good academic backgrounds and relevant industrial verticals

with expert domain knowledge and experience.

- We invite Guest faculty with exceptional domain understanding to help students to get excellent grasp over specific topics.
- Teaching Faculty's knowledge and skill help in training our students even beyond curriculum. Institute encourages faculty mentoring students for research.
- We focus on all-round development of students thereby placing equal emphasis on academic as well as non academic activities.
- Centre for Skills Development (CSD) intends to prepare the students adequately for their chosen objective in life is operative.
- In terms of infrastructure, ASB is second to none with State of Art facilities including laboratories, well equipped Library Resource Center and access to Wi-Fi facility.
- Parent Group is 26 years old brand having a very good image in the field of media education and training.

Institutional Weakness

- Lack of adequate up-gradation of curriculum from the university side according to change in technology.

Institutional Opportunity

- Keeping pace with the society and economy, we have to imbibe the new techniques of research and pedagogy for seamless transfer of knowledge from the faculty to the students.
- We are in the process of starting an in house research publication so as to provide ample space to students and teachers to express their ideas and thoughts in productive way, going beyond the regular activities of class room.

Institutional Challenge

- Networking and strengthening relationship with stakeholders.
- More focus on trainings for faculty and students.
- Overcoming resistance of parents of students in grooming them to be entrepreneurs

1.3 CRITERIA WISE SUMMARY

Curricular Aspects

In sync with vision and mission, we do take necessary steps so as to get the skill levels of the students to the requisite benchmark so that they perform as per what is expected out of them once they join corporate. With its unique teaching pedagogy, we are able to transform students into an intellectual professionals. We generally practise the **Blended Learning Methodology** consisting of Internal Exposure as well as External Exposure. On one hand we have Multi-disciplinary programs and projects, student centered pedagogy by making use of

Multimedia in classrooms (power point presentation, audio, visuals), Case Studies, Games, Simulations, Role Plays along with Guest Lectures, Scenario Analysis, Group Discussions, Quizzes, One on One Discussion and on other hand we have **Industry Visits, Conferences, Live Projects, Summer Internships, Workshops** and various **Research based Projects**.

We do have **Guest Lectures** as an integral part of the pedagogy with Corporate heads being invited to share their valuable insights from their rich experience about contemporary business issues, the challenges they have face and how they deal with them. These sessions serve as an ideal platform for the students to supplement their theoretical knowledge with first hand perspectives from some of the stalwarts of the industry.

We have the **Research and Development Cell** responsible for the formulation of the overall guidelines related to research and publication. It provides a forum where knowledge and understanding of business can be exchanged between the academic and the corporate world. The cell also organizes other events to enhance the industry interaction that includes **National Seminars, International Conferences, Faculty Development Programs**.

For providing students International exposure, we have entered into MOU with University of California School of Cinematic Arts, Los Angeles (USA) that creates platform for international exposure to students.

We do conduct various events like **Business Plan Competitions, Business Quizzes, Seminars** and **Guest Lectures on Entrepreneurship** with eminent speakers from Industry.

Teaching-learning and Evaluation

Our institute is affiliated to Ch. Charan Singh University, Meerut and adheres to the syllabus as prescribed by the University. We follow number of guidelines and methods to carry out a continuous internal evaluation system at the institute level. This allows us to ensure the timely understanding of each concept individually historically as well.

The students are given the syllabus in detail with the exact splitting of the portion. After each topic is taught in detail, students are informed about the term exams through a notice well in advance.

For ensuring quality, concerned faculty has to match the Course Outcomes (CO's) and Program Outcomes (PO's) of the subject while setting the Question Papers.

The question paper pattern gets designed in a way that it helps in evaluation of knowledge as well as skill component of the students. In order to put emphasis on evaluating the skill development of students, the personnel setting Question Papers need to follow **Blooms Taxonomy** as well and the questions asked need focus more on evaluating whether the students have developed skills to **analyse** and **evaluate** the situations and they thereby would be able to **design** or **create** a probable solution for a particular problem.

In other words, we ensure that the focus is to test the students on the “skill development” rather than simply evaluating them on “understanding” factor.

Research, Innovations and Extension

- Promoting the research culture among faculty and students by providing suitable research friendly environment.
- Motivating the students and faculty to do interdisciplinary and innovative research which is useful for the industry and society.
- Involving the faculty and students in industrial consultancy.
- Promoting industry linkage by creating student chapters of Professional Bodies.
- Organizing national level technical symposiums, workshops, seminars, conferences and FDPs.

- Encouraging faculty members to interact with industries to address real-world problems.

- Awards to faculty members for their excellence in teaching, research, publications, funded projects, consultancy services etc.
- We do carry out annual National Seminars and Conferences

Infrastructure and Learning Resources

Campus

We have a lush green campus situated in the heart of Noida corporate centre in Sector 125, Noida. The campus is equipped with all amenities and technology provides a rich learning environment.

Auditorium

Auditorium is equipped with most modern and audio visual facilities and can accommodate more than 250 people. It is well furnished with acoustics and is fitted with a projector, effective and modern lighting and is centrally air conditioned. All major functions like conferences, seminars, workshops and other academic and literary activities are held here.

Lecture Halls

Classrooms provide the most conducive atmosphere for dynamic and focused discussion. They are designed as auditoriums with step-up seating to facilitate discussions and to promote maximum interface between the faculty members and the students. They are equipped with state-of-the-art facilities like projectors and audio-visual systems. The air-conditioning in the classrooms creates the right atmosphere for long hours of study.

Centre for Information Technology (CIT)

The computer centre has advanced computing facilities to provide unbridled free 24x7 internet access to all the students round the year. The computers are of advanced configuration and latest softwares are available to provide IT training facilities. The multimedia ready computers, operating in Wi-Fi campus, provide a wonderful back and support to the students and teachers in extending the best quality learning and teaching environment.

Cafeteria

The Institute provides canteen facilities within the campus. The kitchen has modern and state of the art mechanized cooking range. Every effort is made to see that the standard hygiene levels are maintained.

Sports Facility

Indoor as well as Outdoor facilities are available and the sports kit is readily available for the games like Basketball, Table Tennis, Snooker, Chess, Badminton etc.

Knowledge Resource Centre

It is well-stocked with Indian and International books and journals covering all areas of management and computer applications to meet needs of everyone. It has over 6000 books with 2000 titles and renowned print and online journals (National and International). The fully equipped library runs on automated software with the latest multimedia facilities. It has modern collection of books related to management and IT subjects.

Student Support and Progression

Outcome Based Education

The institute follows a strict outcome based education system where in the focus is on skill development. Evaluation during examination puts lot of emphasis on skill development part rather than simple learning aspects of the students. Departmental committees as a result of their rigorous assessment evaluate each student's performance and advise teaching plans based on their ability for effective teaching and learning process to ensure better results. Attention to each student and his/her needs is given by faculty.

Crafter Prodigy Program

In addition to this, we have Crafter Prodigy Program going in the campus. Under the Centre for Skill Development (CSD) at Asian School of Business, a thriving and impactful mentoring program "Crafter Prodigy Program" is in place where customised attention is the focus. Every student is assigned to a "crafter" who gives personalised attention towards identifying the strengths and weaknesses of the individual student and focusses on building his / her capabilities and skills needed to succeed in a dynamic global economy; in other words, crafting the "prodigy".

Innovation and Creativity

Student centered methods are an integral part of the pedagogy adopted by the faculty. The institute has made a conscious effort to shift from the traditional teacher centric approach to a student centric one. Experimental learning, participative learning and problem solving methodologies are used for enhancing learning experiences. The teacher's role is that of a facilitator who supports self development of knowledge, holistic development and skill development through participatory learning activities such as:

- Internship/Project Work, live projects, Seminars, Workshops, presentations etc.
- Group Discussion, organizing exhibitions, Intercollegiate competitions, Interactive guest lectures,

Brainstorming, Role play and industrial visits etc.

- Free access to the internet and e-journals make them self-reliant and self-regulating learners.

Core Academic Team constantly motivates the faculty to go beyond the tried and tested teaching methods to investigate and innovate so that there is efficient learning. The dynamics of globalization, evolving new technologies, explosion of knowledge on one hand and rapidly changing attitudes, learning interests and goals of students on the other hand, have made innovation essential for the teacher.

Governance, Leadership and Management

Perspective Plan and Participation of Faculty in Decision Making Bodies of Institute

- Continuous improvement is achieved by adhering to ISO and NAAC guidelines.
- Review meetings are regularly conducted by Director and HODs for ensuring continuous improvement.
- Policies to be implemented in the department level are conveyed by the Head of Departments through department meetings.
- Top management extends its fullest support for all activities to develop, implement and continuous improvement of the institute.

Reinforcing culture of excellence

- Promoting the research culture among faculty and students by providing suitable research friendly environment.
- Motivating the students and faculty to do interdisciplinary and innovative research which is useful for the industry and society.
- Involving the faculty and students in industrial consultancy.
- Promoting industry linkage by creating student chapters of Professional Bodies.
- Organizing national level technical symposiums, workshops, seminars, conferences and FDPs.
- Awards to faculty members for their excellence in teaching, research, publications, funded projects, consultancy services etc.

Institutional Values and Best Practices

Best Practice 1

Title: Effective Learning through Blended Learning Methodology

Objectives

- To develop interactive class room teaching to bring out inherent academic knowledge of the students.

- To offer hands on experience and hence improve the students on Skill Development quotient.

Context

- Quality teaching is important for producing the intellectual capital and to compete with other countries. It is important to create the classroom teaching in an interactive way by faculty members. Also, it is essential to provide the learning materials to the students at various possible locations everywhere in the campus.

Practices

- Providing good learning environment with neat & comfortable seating, Board & marker and uninterrupted power supply for electrical appliances like LCD, lighting and ventilation.
- Academics, industrial experts and alumni are involved in framing curriculum and syllabus.
- Crafter Prodigy Program to ensure that all students are crafted in the best possible way.
- Teaching with live cases and examples for easy understanding and creating opportunities to students to interact with their opinions.
- Value added courses/frequent guest lecturers /invited talks by the practitioners are arranged to give more exposure on real time challenges and industrial practices.
- Field/Industry visits and Internship training provides hands on experiences to the students which makes them to have rich understanding in their area of interest.
- Students are given opportunity to do industrial research projects.
- It is a regular practice to encourage the students to make presentations in National/ International seminar and conferences.

Best Practice 2

Title: Decentralized Administration

Objectives

- Introduction of decentralized administration to facilitate quick decision making related to academic and administrative activities.
- To ensure complete transparency and to take prompt and systematic follow up actions.
- To minimize the work burden of the superiors.
- To generate more opportunities in the growth and self development of faculty members by including them in the various administrative committees.
- To promote the managerial and administrative skills of the faculty to take up leadership positions by delegating the power and responsibility.

2. PROFILE

2.1 BASIC INFORMATION

Name and Address of the College	
Name	ASIAN SCHOOL OF BUSINESS
Address	Plot No-A2, Sector 125, NOIDA
City	NOIDA GAUTAM BUDDH NAGAR
State	Uttar pradesh
Pin	201303
Website	www.asb.edu.in

Contacts for Communication					
Designation	Name	Telephone with STD Code	Mobile	Fax	Email
Principal	ANBHUTI DWIVEDI	0120-4594200	9897008945	0120-4594201	iqac@asb.edu.in
IQAC / CIQA coordinator	DINESH CHANDRA SHARMA	0120-4594202	9997028108	0120-4594203	knowledgeheads@gmail.com

Status of the Institution	
Institution Status	Private

Type of Institution	
By Gender	Co-education
By Shift	Regular

Recognized Minority institution	
If it is a recognized minority institution	No

Establishment Details	
Date of establishment of the college	01-07-2015

University to which the college is affiliated/ or which governs the college (if it is a constituent college)

State	University name	Document
Uttar pradesh	Choudhary Charan Singh University	View Document

Details of UGC recognition

Under Section	Date	View Document
2f of UGC		
12B of UGC		

Details of recognition/approval by stationary/regulatory bodies like AICTE,NCTE,MCI,DCI,PCI,RCI etc(other than UGC)

Statutory Regulatory Authority	Recognition/Approval details Institution/Department programme	Day,Month and year(dd-mm-yyyy)	Validity in months	Remarks
No contents				

Details of autonomy

Does the affiliating university Act provide for conferment of autonomy (as recognized by the UGC), on its affiliated colleges?	No
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Recognitions

Is the College recognized by UGC as a College with Potential for Excellence(CPE)?	No
Is the College recognized for its performance by any other governmental agency?	No

Location and Area of Campus				
Campus Type	Address	Location*	Campus Area in Acres	Built up Area in sq.mts.
Main campus area	Plot No-A2, Sector 125, NOIDA	Urban	1	4852

2.2 ACADEMIC INFORMATION

Details of Programmes Offered by the College (Give Data for Current Academic year)						
Programme Level	Name of Programme/Course	Duration in Months	Entry Qualification	Medium of Instruction	Sanctioned Strength	No.of Students Admitted
UG	BBA,Management	36	senior secondary pass	English	240	151
UG	BCA,Computers	36	Senior Secondary Pass	English	120	59

Position Details of Faculty & Staff in the College

Teaching Faculty												
	Professor				Associate Professor				Assistant Professor			
	Male	Female	Others	Total	Male	Female	Others	Total	Male	Female	Others	Total
Sanctioned by the UGC /University State Government	0				0				0			
Recruited	0	0	0	0	0	0	0	0	0	0	0	0
Yet to Recruit	0				0				0			
Sanctioned by the Management/Society or Other Authorized Bodies	3				6				32			
Recruited	2	1	0	3	1	5	0	6	8	24	0	32
Yet to Recruit	0				0				0			

Non-Teaching Staff				
	Male	Female	Others	Total
Sanctioned by the UGC /University State Government				0
Recruited	0	0	0	0
Yet to Recruit				0
Sanctioned by the Management/Society or Other Authorized Bodies				26
Recruited	7	19	0	26
Yet to Recruit				0

Technical Staff				
	Male	Female	Others	Total
Sanctioned by the UGC /University State Government				0
Recruited	0	0	0	0
Yet to Recruit				0
Sanctioned by the Management/Society or Other Authorized Bodies				6
Recruited	6	0	0	6
Yet to Recruit				0

Qualification Details of the Teaching Staff

Permanent Teachers										
Highest Qualification	Professor			Associate Professor			Assistant Professor			Total
	Male	Female	Others	Male	Female	Others	Male	Female	Others	
D.sc/D.Litt.	0	0	0	0	0	0	0	0	0	0
Ph.D.	2	1	0	1	5	0	2	1	0	12
M.Phil.	0	0	0	0	0	0	0	0	0	0
PG	0	0	0	0	0	0	6	23	0	29

Temporary Teachers										
Highest Qualification	Professor			Associate Professor			Assistant Professor			Total
	Male	Female	Others	Male	Female	Others	Male	Female	Others	
D.sc/D.Litt.	0	0	0	0	0	0	0	0	0	0
Ph.D.	0	0	0	0	0	0	0	0	0	0
M.Phil.	0	0	0	0	0	0	0	0	0	0
PG	0	0	0	0	0	0	0	3	0	3

Part Time Teachers										
Highest Qualification	Professor			Associate Professor			Assistant Professor			Total
	Male	Female	Others	Male	Female	Others	Male	Female	Others	
D.sc/D.Litt.	0	0	0	0	0	0	0	0	0	0
Ph.D.	0	0	0	0	0	0	0	0	0	0
M.Phil.	0	0	0	0	0	0	0	0	0	0
PG	0	0	0	0	0	0	0	0	0	0

Details of Visting/Guest Faculties				
Number of Visiting/Guest Faculty engaged with the college?	Male	Female	Others	Total
		1	5	0

Provide the Following Details of Students Enrolled in the College During the Current Academic Year

Programme		From the State Where College is Located	From Other States of India	NRI Students	Foreign Students	Total
UG	Male	0	0	0	0	0
	Female	0	0	0	0	0
	Others	0	0	0	0	0

Provide the Following Details of Students admitted to the College During the last four Academic Years					
Programme		Year 1	Year 2	Year 3	Year 4
SC	Male	1	0	2	7
	Female	0	1	1	2
	Others	0	0	0	0
ST	Male	0	0	1	0
	Female	0	0	0	1
	Others	0	0	0	0
OBC	Male	0	6	15	18
	Female	0	0	1	7
	Others	0	0	0	0
General	Male	24	49	90	134
	Female	6	11	25	49
	Others	0	0	0	0
Others	Male	0	0	0	0
	Female	0	0	0	0
	Others	0	0	0	0
Total		31	67	135	218

3. Extended Profile

3.1 Program

Number of courses offered by the institution across all programs during the last five years

Response: 79

File Description	Document
Institutional Data in Prescribed Format	View Document

Number of programs offered year-wise for last five years

2018-19	2017-18	2016-17	2015-16	2014-15
2	2	2	1	NA

3.2 Students

Number of students year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
417	228	93	29	NA

File Description	Document
Institutional Data in Prescribed Format	View Document

Number of seats earmarked for reserved category as per GOI/State Govt rule year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
180	150	90	60	NA

File Description	Document
Institutional Data in Prescribed Format	View Document

Number of outgoing / final year students year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
67	30	NIL	NIL	NA

File Description	Document
Institutional Data in Prescribed Format	View Document

3.3 Teachers

Number of full time teachers year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
41	39	24	12	NA

File Description	Document
Institutional Data in Prescribed Format	View Document

Number of sanctioned posts year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
12	17	14	14	NA

File Description	Document
Institutional Data in Prescribed Format	View Document

3.4 Institution

Total number of classrooms and seminar halls

Response: 28

Number of computers

Response: 108

Total Expenditure excluding salary year-wise during the last five years (INR in Lakhs)

2018-19	2017-18	2016-17	2015-16	2014-15
249.19	234.30	238.85	226.18	NA

4. Quality Indicator Framework(QIF)

Criterion 1 - Curricular Aspects

1.1 Curricular Planning and Implementation

1.1.1 The institution ensures effective curriculum delivery through a well planned and documented process

Response:

The objective of all academic programmes at ASB is to produce excellent professionals who can translate theory into practice and are capable of identifying and solving management problems at local and global level.

Additional Diplomas / Certification Courses

Executive Certificate Program in Social Media Marketing & Business Analytics

This Diploma enables students to understand how to use the Internet as an effective marketing channel. It shall enable them to engage with customers online in a more practical manner and to plan and implement end-to-end lead generation through the online mode.

Additional diploma in Media Applications

This course is designed to give rise to future professionals, rather than mere 'degree holders'. It keeps in mind the needs of industry where the students would ultimately find employment and therefore have a completely different approach to learning.

Additional Diploma in Corporate Communication

This diploma aims to improve the knowledge and skills of students such as effective written and oral communication, business acumen, ethical awareness, digital strategies or flexible thinking.

Certification Program in Foreign Languages

This Diploma would provide students an exposure to multinational companies and make them learn and understand opted foreign language.

Program Outcomes of BBA Program

Objective of BBA program at ASB is to equip students with the ability to integrate the knowledge from various disciplines, develop logical & critical thinking wherein they can recognize and solve problems, weigh & understand ethical issues and communicate effectively.

PO1: Business Environment and Domain Knowledge

Students will be able to identify and analyze economic, socio - cultural, political and legal factors present

in the national and global business environment which have an influence over the conduct of business and gain the knowledge of various domains relevant to business.

PO2: Skill Development and Pragmatic Approach for Innovative Solutions

Students will be able to practically apply the concepts, tools and techniques learnt during the program in real life business situations for devising optimal and innovative solutions to business problems.

PO3: Critical Thinking, Business Analysis and Problem Solving

Students will develop competencies in quantitative and qualitative analysis techniques along with the ability to think and analyze critically and apply the conclusions of rational decision-making process to problem solving in functional areas such as Marketing, Finance, Human Resources and Business Strategy.

Programme Objectives of BCA Program

Bachelor of Computer Applications provides an integrated set of learning opportunities for students interested in mastering the skills and knowledge necessary for effectively participating in modern technical organizations.

PO1: Domain Knowledge & Its Application

Apply knowledge of computing fundamentals, mathematics, and domain knowledge of computing models from defined problems and requirements.

PO2: Analytical Ability & Innovative Approach to Problem Solving

Create, select, adapt and apply appropriate techniques, resources, and modern computing tools to complex computing activities providing innovative solutions to complex computing problems by designing or evaluating systems, components and processes.

PO3: Effective Communication

Effective Communication with the computing community/society about complex computing activities by writing effective reports, design documentation, effective presentations.

1.1.2 Number of certificate/diploma program introduced during the last five years

Response: 15

1.1.2.1 Number of certificate/diploma programs introduced year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
3	7	5	0	NA

File Description	Document
Details of the certificate/Diploma programs	View Document

1.1.3 Percentage of participation of full time teachers in various bodies of the Universities/ Autonomous Colleges/ Other Colleges, such as BoS and Academic Council during the last five years

Response: 110.34

1.1.3.1 Number of teachers participating in various bodies of the Institution, such as BoS and Academic Council year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
11	11	7	3	NA

File Description	Document
Details of participation of teachers in various bodies	View Document

1.2 Academic Flexibility

1.2.1 Percentage of new Courses introduced out of the total number of courses across all Programs offered during last five years

Response: 100

1.2.1.1 How many new courses are introduced within the last five years

Response: 79

File Description	Document
Minutes of relevant Academic Council/BOS meetings.	View Document
Details of the new courses introduced	View Document

1.2.2 Percentage of programs in which Choice Based Credit System (CBCS)/Elective course system has been implemented

Response: 0

1.2.2.1 Number of programmes in which CBCS/ Elective course system implemented.

File Description	Document
Name of the programs in which CBCS is implemented	View Document
Minutes of relevant Academic Council/BOS meetings.	View Document

1.2.3 Average percentage of students enrolled in subject related Certificate/ Diploma programs/Add-on programs as against the total number of students during the last five years

Response: 50.01

1.2.3.1 Number of students enrolled in subject related Certificate or Diploma or Add-on programs year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
224	135	81	0	NA

File Description	Document
Details of the students enrolled in Subjects related to certificate/Diploma/Add-on programs	View Document

1.3 Curriculum Enrichment

1.3.1 Institution integrates cross- cutting issues relevant to Gender, Environment and Sustainability, Human Values and Professional Ethics into the Curriculum

Response:

Main Objective of emphasising on Environmental issues is to develop and sustain a world in which people are aware of about environment and the problems associated with it and committed to work individually as well as collectively towards solutions of current problems and prevention of ones that may arise in future. For this purpose, we offer an academic subject **“Environmental Studies”** to students so as to make them aware about the various environmental challenges we as a society are facing.

We also have one of our Student Activity Clubs working on the same lines. The Environment Club, **Prakriti** tries to serve the cause of nature and society at large by organising several events to generate awareness about the environment. Groups of young and self driven students take it upon themselves to spread awareness across the campus and the area nearby as well.

The institute believes in creating managers with a human face and this is possible only when the “future managers” understand and appreciate the social realities and work closely with the local community. From the view point of making our students as worthy citizens, we have an academic subject **“Business Ethics”**

that promotes reflection on the ethical domain of economic decision making and develops the students capacity to analyse and argue the ethical dimension. The principal philosophical ethical theories are discussed and their applicability to business is examined. A range of practical applications which individuals are likely to encounter in the years to follow are examined. It includes ethics related to negotiations, whistleblowing, privacy, conflicts of interest and discrimination.

One of our Student Activity Clubs, The CSR Club - **Corporate Social Conscience** undertakes various activities such as volunteering in NGOs, working with local community, discussion forums and lectures for knowledge dissemination with various society organisations and civil society members.

1.3.2 Number of value added courses imparting transferable and life skills offered during the last five years

Response: 4

1.3.2.1 Number of value-added courses imparting transferable and life skills offered during the last five years

Response: 4

File Description	Document
Details of the value-added courses imparting transferable and life skills	View Document
Brochure or any other document relating to value added courses.	View Document

1.3.3 Percentage of students undertaking field projects / internships

Response: 49.16

1.3.3.1 Number of students undertaking field projects or internships

Response: 205

File Description	Document
Institutional data in prescribed format	View Document

1.4 Feedback System

1.4.1 Structured feedback received from 1) Students, 2) Teachers, 3) Employers, 4) Alumni and 5) Parents for design and review of syllabus-Semester wise/ year-wise

A. Any 4 of the above

B. Any 3 of the above

C. Any 2 of the above

D. Any 1 of the above

Response: A.Any 4 of the above

File Description	Document
URL for stakeholder feedback report	View Document

1.4.2 Feedback processes of the institution may be classified as follows:

A. Feedback collected, analysed and action taken and feedback available on website

B. Feedback collected, analysed and action has been taken

C. Feedback collected and analysed

D. Feedback collected

Response: B. Feedback collected, analysed and action has been taken

File Description	Document
Any additional information	View Document
URL for feedback report	View Document

Criterion 2 - Teaching-learning and Evaluation

2.1 Student Enrollment and Profile

2.1.1 Average percentage of students from other States and Countries during the last five years

Response: 32.62

2.1.1.1 Number of students from other states and countries year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
151	85	53	0	NA

File Description	Document
List of students (other states and countries)	View Document
Institutional data in prescribed format	View Document

2.1.2 Average Enrollment percentage (Average of last five years)

Response: 35.69

2.1.2.1 Number of students admitted year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
218	135	67	X	NA

2.1.2.2 Number of sanctioned seats year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
360	300	180	120	NA

File Description	Document
Institutional data in prescribed format	View Document

2.1.3 Average percentage of seats filled against seats reserved for various categories as per applicable reservation policy during the last five years

Response: 8.19

2.1.3.1 Number of actual students admitted from the reserved categories year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
35	20	0	X	NA

File Description**Document**

Institutional data in prescribed format

[View Document](#)

2.2 Catering to Student Diversity

2.2.1 The institution assesses the learning levels of the students, after admission and organises special programs for advanced learners and slow learners

Response:

Under the Centre for Skill Development (CSD) at Asian School of Business, a thriving and impactful mentoring program “Crafter Prodigy Program” is in place where customised attention is the focus so that students acquire necessary knowledge and skills. Every student is assigned to a “crafter” who gives personalised attention towards identifying the strengths and weaknesses of the individual student and focusses on building his / her capabilities and skills needed to succeed in a dynamic global economy; in other words, crafting the “prodigy”.

A complete dossier incorporating an Individual Development Plan is created in beginning, mapping the entire journey of the prodigy through knowledge and skill development, to a well-groomed competent professional ready to take on the world.

The various parameters that are taken into consideration for Individual Development Plan include Effective Communication Skills, Personality Development, Self-Motivation, Attitude and Motivation, Self-esteem, emotional Intelligence, Assertiveness, Mechanics of public speaking, self-management and self-confidence.

This Individual Development Plan emphasises on identifying and developing individual learning and development needs of students and covers various behavioural as well as communication aspects.

As far as academics are concerned, we do assess the learning level of students soon after the admission process is done with and plan for a two-week Foundation Classes for the students whom we feel need to improve on some specific subjects.

File Description	Document
Any additional information	View Document
Link for Additional Information	View Document

2.2.2 Student - Full time teacher ratio

Response: 10.17

2.2.3 Percentage of differently abled students (Divyangjan) on rolls

Response: 0

2.2.3.1 Number of differently abled students on rolls

File Description	Document
Institutional data in prescribed format	View Document

2.3 Teaching- Learning Process

2.3.1 Student centric methods, such as experiential learning, participative learning and problem solving methodologies are used for enhancing learning experiences

Response:

We at **Asian School of Business** do take necessary steps so as to get the skill levels of the student to the requisite benchmark so that he performs as per what is expected out of him when he works in the corporate sector. We follow a unique teaching pedagogy is able to transform its student into an intellectual professional. We generally practise the **Blended Learning Methodology** consisting of Internal Exposure as well as External Exposure. On one hand we have Multi-disciplinary programs and projects, student centered pedagogy by making use of Multimedia in classrooms (power point presentation, audio, visuals), Case Studies, Games, Simulations, Role Plays along with Guest Lectures, Scenario Analysis, Group Discussions, Quizzes, One on One Discussion and on other hand we have **Industry Visits, Conferences, Live Projects, Summer Internships, Workshops** and various **Research based Projects**.

We do have **Guest Lectures** as an integral part of the pedagogy with Corporate heads being invited to share their valuable insights from their rich experience about contemporary business issues, the challenges they have face and how they deal with them. These sessions serve as an ideal platform for the students to supplement their theoretical knowledge with first hand perspectives from some of the stalwarts of the industry.

We do conduct various events like **Business Plan Competitions, Business Quizzes, Seminars** and **Guest Lectures on Entrepreneurship** with eminent speakers from Industry.

We do believe that in the current dynamic market scenario you need to be more innovative so as to create a cutting edge as compared to others. The habits of successful entrepreneurs are becoming increasingly

valuable in the modern workplace. Global development is entering a phase where entrepreneurship will increasingly play a more important role. There have been lot of success stories worldwide of successful entrepreneurs who started the ball rolling despite being at academics only.

We do have **Entrepreneurship Development and Incubation Centre** that provides a space to hone the creativity and promotes overall skill-sets by providing on-going mentoring to students. It helps them to translate virtual business ideas into practical ventures and to encourage innovation through entrepreneurship. Ultimate aim is to have SEED Funding for the projects that are viable so that the things can be taken forward on a large scale.

2.3.2 Percentage of teachers using ICT for effective teaching with Learning Management Systems (LMS), E-learning resources etc.

Response: 85.37

2.3.2.1 Number of teachers using ICT

Response: 35

File Description	Document
List of teachers (using ICT for teaching)	View Document
Provide link for webpage describing the " LMS/ Academic management system"	View Document

2.3.3 Ratio of students to mentor for academic and stress related issues

Response: 26.06

2.3.3.1 Number of mentors

Response: 16

2.3.4 Innovation and creativity in teaching-learning

Response:

Student centred methods are an integral part of the pedagogy adopted by the faculty. The institute has made a conscious effort to shift from the traditional teacher centric approach to a student centric one. Experimental learning, participative learning and problem solving methodologies are used for enhancing learning experiences. The teacher's role is that of a facilitator who supports self-development of knowledge, holistic development and skill development through participatory learning activities such as:

- Internship/Project Work, live projects, Seminars, Workshops, presentations etc.
- Group Discussion, organizing exhibitions, Intercollegiate competitions, Interactive guest lectures, Brainstorming, Role play and industrial visits etc.

- Free access to the internet and e-journals make them self-reliant and self-regulating learners.

Core Academic Team constantly motivates the faculty to go beyond the tried and tested teaching methods to investigate and innovate so that there is efficient learning. The dynamics of globalization, evolving new technologies, explosion of knowledge on one hand and rapidly changing attitudes, learning interests and goals of students on the other hand, have made innovation essential for the teacher. Incentives given by the management for faculty research also encourage the faculty to explore new approaches to teaching. The innovative quotient of the teacher is reflected in the individual unit planner where the teacher states the diversified methodologies/teaching aids employed in teaching. The impact of innovative teaching is studied through student feedback which seeks the students' opinion on innovativeness of the faculty. Some of them are as:

- Incorporating recent methodologies
- Teaching through projects / cases

2.4 Teacher Profile and Quality

2.4.1 Average percentage of full time teachers against sanctioned posts during the last five years

Response: 207.06

File Description	Document
Year wise full time teachers and sanctioned posts for 5 years	View Document

2.4.2 Average percentage of full time teachers with Ph.D. during the last five years

Response: 7.66

2.4.2.1 Number of full time teachers with Ph.D. year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
6	3	2	X	NA

File Description	Document
List of number of full time teachers with PhD and number of full time teachers for 5 years	View Document

2.4.3 Teaching experience per full time teacher in number of years

Response: 7.93**2.4.3.1 Total experience of full-time teachers**

Response: 325

2.4.4 Percentage of full time teachers who received awards, recognition, fellowships at State, National, International level from Government, recognised bodies during the last five years**Response:** 0**2.4.4.1 Number of full time teachers receiving awards from state /national /international level from Government recognised bodies year-wise during the last five years**

2018-19	2017-18	2016-17	2015-16	2014-15
0	0	0	0	NA

File Description**Document**

Institutional data in prescribed format

[View Document](#)**2.4.5 Average percentage of full time teachers from other States against sanctioned posts during the last five years****Response:** 49.3**2.4.5.1 Number of full time teachers from other states year-wise during the last five years**

2018-19	2017-18	2016-17	2015-16	2014-15
10	6	6	5	NA

File Description**Document**

List of full time teachers from other state and state from which qualifying degree was obtained

[View Document](#)**2.5 Evaluation Process and Reforms****2.5.1 Reforms in Continuous Internal Evaluation(CIE) system at the institutional level****Response:**

Our institute is affiliated to Ch. Charan Singh University, Meerut and adheres to the syllabus as prescribed

by the University. We follow number of guidelines and methods to carry out a continuous internal evaluation system at the institute level. This allows us to ensure the timely understanding of each concept individually historically as well.

The students are given the syllabus in detail with the exact splitting of the portion. After each topic is taught in detail, students are informed about the term exams through a notice well in advance.

For ensuring quality, concerned faculty has to match the Course Outcomes (CO's) and Program Outcomes (PO's) of the subject while setting the Question Papers.

The question paper pattern gets designed in a way that it helps in evaluation of knowledge as well as skill component of the students. In order to put emphasis on evaluating the skill development of students, the personnel setting Question Papers need to follow **Blooms Taxonomy** as well and the questions asked need focus more on evaluating whether the students have developed skills to **analyse** and **evaluate** the situations and they thereby would be able to **design** or **create** a probable solution for a particular problem.

In other words, we ensure that the focus is to test the students on the “skill development” rather than simply evaluating them on “understanding” factor.

2.5.2 Mechanism of internal assessment is transparent and robust in terms of frequency and variety

Response:

The semester evaluation is done on the basis of university evaluation and internal evaluation. University examination Evaluation holds 2 components:

1. Written Paper-75 marks (100% weightage)
2. Internal Marks (25 Marks / 100% Weightage)

The minimum passing marks in each paper shall be 40% of the total marks of internal assessment and university examination taken together. However, the minimum passing marks in aggregate shall be 50% marks in each semester, all subjects taken together.

If a student fails in 1 or 2 subjects or has less than 50% aggregate in a particular semester, he/she has to appear in these subjects in the subsequent semester (Odd semester backlog with odd semester and even with even semester) but in case a student fails in 3 or more subjects, the student will have to appear in all the subjects of that semester after completion of the 6th semester.

Anything related to university examination will be informed to students through institute notice board and due procedures shall be followed.

Internal Evaluation: Comprises of Sessional Mid-term and Sessional End-term examinations and continuous class evaluation.

Continuous class evaluation includes:

- Assignments: 10 marks
- Class activities: 10 marks
- Participation in Events and Activities: 5 marks

Total internal marks to be submitted to university per semester per subject are 25 marks which are divided as follows:

2 written examinations (Sessional Mid-term and Sessional End-term) of 75 marks each scaled down to $7.5 + 7.5 = 15$ marks per subject

Continuous class evaluation for the semester (Sessional Mid-term and Sessional End-term) of 25 marks each scaled down to $5 + 5 = 10$ marks per subject

Conduct of the Examination

1. Regular rounds to be taken by the COE and members of examination department to ensure smooth functioning of the examination.
2. Examinations to be conducted in only in those rooms where CCTV cameras are installed.
3. Flying squads are to be formed during each set of examinations to curb cheating / use of unfair means during the examination.

Unfair Practices

Students are prohibited from resorting to unfair practices in the examinations or any of the other evaluation components as per the rules and regulations laid down by the Institute.

If students are found to be resorting to unfair practices or behaving in an indisciplined manner or causing disturbance to others, they will be expelled from the examination hall and their answer script shall be seized as per regulations of Ch. Charan Singh University, Meerut.

2.5.3 Mechanism to deal with examination related grievances is transparent, time-bound and efficient

Response:

Students interested in rechecking /revaluation/ copy of their evaluated transcripts may follow the prescribed guidelines. The applications for revaluation / rechecking/ copy of transcript/ internal revaluation may be collected from and submitted to the Controller of Examinations within 10 days from the date of announcement of the result on Student Notice Board. In case the last date falls on Holiday or Sunday, then next working day will be considered as the last day of submission.

The prescribed fee is as under:

S. No.	Particulars	Fees
1	Rechecking of Transcript	Rs. 500/- per paper
2	Revaluation of Transcript	Rs. 500/- per paper
3	Copy of Transcript	Rs. 750/- per paper
4	Internal Re-evaluation	Rs. 300/- per paper

- 1. Rechecking of Transcript:** On receiving the application and prescribed fee from the student, marks allotted in the transcript would be re-totaled to check calculation error if any.
- 2. Revaluation of Transcript:** On receiving the application and prescribed fee, the transcript of the student would be re-evaluated by the subject specialist.
- 3. Copy of Transcript:** On receiving the application and prescribed fee, the copy of transcript for the subject applied for will be shown and discussed with the student on a specific date of appointment.
- 4. Internal Re-evaluation:** On the request of the student with prescribed fee and application form, internal marks of the student in the applied subject would be re-checked and corrected if required.

2.5.4 The institution adheres to the academic calendar for the conduct of CIE

Response:

We have an **Academic Calendar** and follow it religiously. The same is mentioned in our prospectus as can be seen on our website at <https://asb.edu.in/wp-content/uploads/2019/04/asb-prospectus-2019-web.pdf>

We have **Academic Calendar** and **Event Calendar**.

Academic Calendar- ASB

Examination Schedule

<i>Semester</i>	<i>Sessional Mid Term Exams</i>	<i>Sessional End Term Exa</i>
Odd Semester 1st / 3rd / 5th	October 6 - October 17, 2018	December 7-December 1
Even Semester 2nd/ 4th / 6th	March 26 – April 5, 2019	May 6-May 16, 2019
Odd Semester 1st / 3rd / 5th	October 14- October 24, 2019	December 9-December 1
Odd Semester 1st / 3rd / 5th	March 16 – March 26, 2020	May 4 – May 14, 2020

- The dates in academic calendar are tentative.

Date	Day	ASIAN SCHOOL
3-Aug-19	Saturday	MDP 1: CONSUM
17-Aug-19	Saturday	ASB ORIENTAT
21-Aug-19	Wednesday	INTRODUCTION
24-Aug-19	Saturday	HOLIDAY - JAN
28-Aug-19	Wednesday	IT Club Activity
31-Aug-19	Saturday	NEDC Entrepren
4-Sep-19	Wednesday	Abhivyakti - DR CLUB (BBA), Co
7-Sep-19	Saturday	FRESHERS PAR
11-Sep-19	Wednesday	Buzz - MEDIA APPLICATION C
18-Sep-19	Wednesday	Prakriti- ENVIR Synergize togetH
25-Sep-19	Wednesday	Technocrats- IT C
9-Oct-19	Wednesday	Abhivyakti - DRA
26-Oct-19	Saturday	HOLIDAY - DIW
8-Jan-20	Wednesday	Abhivyakti - DRA
11-Jan-20	Saturday	KESSET 2020 -
15-Jan-20	Wednesday	Buzz - MEDIA C
22-Jan-20	Wednesday	Prakriti- ENVIR GAMING CLUB
29-Jan-20	Wednesday	Technocrats- IT C
1-Feb-20	Saturday	ASB INTERNAT PRACTICE
5-Feb-20	Wednesday	Abhivyakti - DRA
12-Feb-20	Wednesday	Buzz - MEDIA C
19-Feb-20	Wednesday	Prakriti- ENVIR GAMING CLUB
26-Feb-20	Wednesday	Technocrats- IT C
27-Feb-20	Thursday	ANNUAL SPOR
28-Feb-20	Friday	ANNUAL SPOR
29-Feb-20	Saturday	ANNUAL SPOR
21-Mar-20	Saturday	CONVOCAION
25-Mar-20	Wednesday	Abhivyakti - DRA
1-Apr-20	Wednesday	Buzz - MEDIA C
8-Apr-20	Wednesday	Prakriti- ENVIR GAMING CLUB
15-Apr-20	Wednesday	Technocrats- IT C
1-Jun-20	Monday	ONE WEEK FDP
2-Jun-20	Tuesday	
3-Jun-20	Wednesday	
4-Jun-20	Thursday	

5-Jun-20	Friday	
6-Jun-20	Saturday	
File Description		
Document		
Any additional information		View Document

2.6 Student Performance and Learning Outcomes

2.6.1 Program outcomes, program specific outcomes and course outcomes for all programs offered by the Institution are stated and displayed on website and communicated to teachers and students

Response:

Program Educational Objectives (PEOs) of BBA Program

Objective of BBA program at ASB is to equip students with the ability to integrate the knowledge from various disciplines, develop logical & critical thinking wherein they can recognize and solve problems, weigh & understand ethical issues and communicate effectively. Within this broad framework following **program educational objectives** are stated:

PEO 1: Provide students with attitude and aptitude to identify, analyze and develop business opportunities as well as solve business problems

PEO 2: Develop the ability in students for strategic planning, leadership and team building across borders

PEO 3: Instil and hone the skills in students by knowledge transfer for making them competent management professionals through application of the acquired knowledge and skills; and to develop their written and oral communication competencies to enhance managerial effectiveness

Program Outcomes of BBA Program

The BBA program has following intended outcomes that are duly aligned with the educational objectives listed above. These program outcomes are:

PO1: Business Environment and Domain Knowledge

Students will be able to identify and analyze economic, socio - cultural, political and legal factors present in the national and global business environment which have an influence over the conduct of business and gain the knowledge of various domains relevant to business. This helps in understanding the functioning of businesses and identifying potential business opportunities.

PO2: Skill Development and Pragmatic Approach for Innovative Solutions

Students will be able to practically apply the concepts, tools and techniques learnt during the program in

real life business situations for devising optimal and innovative solutions to business problems.

PO3: Critical Thinking, Business Analysis and Problem Solving

Students will develop competencies in quantitative and qualitative analysis techniques along with the ability to think and analyze critically and apply the conclusions of rational decision-making process to problem solving in functional areas such as Marketing, Finance, Human Resources and Business Strategy.

PO 6: Global Exposure and Cross-Cultural Functioning

Students will be able to develop a global outlook and an understanding of cross-cultural functioning of business.

Programme Objectives of BCA Program

Bachelor of Computer Applications provides an integrated set of learning opportunities for students interested in mastering the skills and knowledge necessary for effectively participating in modern technical organizations.

Program Outcomes of BCA Program

PO1: Domain Knowledge & Its Application

Apply knowledge of computing fundamentals, mathematics, and domain knowledge of computing models from defined problems and requirements.

PO2: Analytical Ability & Innovative Approach to Problem Solving

Create, select, adapt and apply appropriate techniques, resources, and modern computing tools to complex computing activities providing innovative solutions to complex computing problems by designing or evaluating systems, components and processes.

PO3: Effective Communication

Effective Communication with the computing community/society about complex computing activities by writing effective reports, design documentation, effective presentations.

PO4: Value Based Leadership Abilities and Entrepreneurial Potential

Understand the principles of leadership and team building based on values and develop the attitude for taking calculated risks necessary for realizing the entrepreneurial potential.

2.6.2 Attainment of program outcomes, program specific outcomes and course outcomes are evaluated by the institution

Response:

The accomplishment of effective program outcomes, program specific outcomes and course outcomes becomes fundamental for the successful running of an educational institute of any sort. To ensure the same, the institute follows the system of evaluation.

The internal examinations (Sessional Exam) and End Term Examination are formulated keeping this in mind. The question papers are therefore mapped using the Course Outcomes and Blooms Taxonomy.

For ensuring quality, concerned faculty has to match the Course Outcomes (CO's) and Program Outcomes (PO's) of the subject while setting the Question Papers. The evaluation is rigorous. It is done by adjoining the marks acquired by the students to their corresponding Course Outcomes. The marks of descriptive questions as well as objective questions are considered.

The question paper pattern gets designed in a way that it helps in evaluation of knowledge as well as skill component of the students. In order to put emphasis on evaluating the skill development of students, the personnel setting Question Papers need to follow **Blooms Taxonomy** as well and the questions asked need focus more on evaluating whether the students have developed skills to **analyse** and **evaluate** the situations and they thereby would be able to **design** or **create** a probable solution for a particular problem.

In other words, we ensure that the focus is to test the students on the “**skill development**” rather than simply evaluating them on “**understanding**” factor.

2.6.3 Average pass percentage of Students

Response: 75.26

2.6.3.1 Total number of final year students who passed the examination conducted by Institution.

Response: 73

2.6.3.2 Total number of final year students who appeared for the examination conducted by the institution

Response: 97

File Description	Document
Institutional data in prescribed format	View Document

2.7 Student Satisfaction Survey

2.7.1 Online student satisfaction survey regarding teaching learning process

Response:

Criterion 3 - Research, Innovations and Extension

3.1 Resource Mobilization for Research

3.1.1 Grants for research projects sponsored by government/non government sources such as industry ,corporate houses, international bodies, endowment, chairs in the institution during the last five years (INR in Lakhs)

Response: 5

3.1.1.1 Total Grants for research projects sponsored by the non-government sources such as industry, corporate houses, international bodies, endowments, Chairs in the institution year-wise during the last five years(INR in Lakhs)

2018-19	2017-18	2016-17	2015-16	2014-15
5	0	0	0	NA

File Description

Document

List of project and grant details

[View Document](#)

e-copies of the grant award letters for research projects sponsored by non-government

[View Document](#)

3.1.2 Number of research projects per teacher funded, by government and non-government agencies, during the last five year

Response: 0.01

3.1.2.1 Number of research projects funded by government and non-government agencies during the last five years

Response: 1

3.1.2.2 Number of full time teachers worked in the institution during the last 5 years

Response: 78

File Description

Document

Funding agency website URL

[View Document](#)

3.2 Innovation Ecosystem

3.2.1 Institution has created an ecosystem for innovations including incubation centre and other initiatives for creation and transfer of knowledge

Response:

We do believe that in the current dynamic market scenario you need to be more innovative so as to create a cutting edge as compared to others. The habits of successful entrepreneurs are becoming increasingly valuable in the modern workplace. Global development is entering a phase where entrepreneurship will increasingly play a more important role. There have been lot of success stories worldwide of successful entrepreneurs who started the ball rolling despite being at academics only.

A student can't learn to swim at the library and they can't learn entrepreneurship solely in a classroom. To learn entrepreneurship, one must do it in one form or the other. We do have **Entrepreneurial Development and Incubation Centre (EDIC)**. Its aim is get the SEED funding for the projects that are viable. In addition, it also aims at building entrepreneurial mindset and inculcating leadership and professional business skills in the students. Entrepreneurship development is the need of hour and most necessary tool for sustainable development, business growth, employment generation and empowerment is what we believe in. We invite top industry professional wherein they share their high valued experiences, guide student towards innovative thinking, benefits of new ventures, self-development and attributes for being an effective & efficient leader.

We do conduct various events like **Business Plan Competitions, Business Quizzes, Seminars and Guest Lectures on Entrepreneurship** with eminent speakers from Industry.

We also do have an **Entrepreneurship Club, SEED** that provides a space that hones the creativity and promotes overall skill-sets by providing on-going mentoring. It helps the students to translate virtual business ideas into practical ventures and to encourage innovation through entrepreneurship.

3.2.2 Number of workshops/seminars conducted on Intellectual Property Rights (IPR) and Industry-Academia Innovative practices during the last five years

Response: 4

3.2.2.1 Number of workshops/seminars conducted on Intellectual Property Rights (IPR) and Industry-Academia Innovative practices year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
1	1	1	1	NA

File Description	Document
List of workshops/seminars during the last 5 years	View Document
Any additional information	View Document

3.3 Research Publications and Awards

3.3.1 The institution has a stated Code of Ethics to check malpractices and plagiarism in Research

Response: Yes

File Description	Document
Institutional data in prescribed format	View Document
Any additional information	View Document

3.3.2 The institution provides incentives to teachers who receive state, national and international recognition/awards

Response: Yes

File Description	Document
Any additional information	View Document

3.3.3 Number of research papers per teacher in the Journals notified on UGC website during the last five years

Response: 0.1

3.3.3.1 Number of research papers in the Journals notified on UGC website during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
11	4	1	X	NA

File Description	Document
List of research papers by title, author, department, name and year of publication	View Document

3.3.4 Number of books and chapters in edited volumes/books published and papers in national/international conference proceedings per teacher during the last five years

Response: 0.48

3.3.4.1 Total number of books and chapters in edited volumes / books published, and papers in national/international conference-proceedings year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
7	7	0	X	NA

File Description	Document
List books and chapters in edited volumes / books published	View Document

3.4 Extension Activities

3.4.1 Extension activities in the neighbourhood community in terms of impact and sensitising students to social issues and holistic development during the last five years

Response:

The institute lays great importance to the betterment of the community and giving back what it gets. To instil vital morals in all its students, the institute focuses on sensitizing the students to social issues and holistic development.

We do have student activity clubs functioning at our place since the inception of the institute that provide students with a chance to improve their managerial skills and at the same time, they can pursue some non academic activities that are of interest to them.

Though we do have 11 student activity clubs in all, but the ones that focus most on sensitising students to social issues and holistic development are as follows:

The CSR Club: Corporate Social Conscience

As part of Institute's Corporate Social Responsibility (CSR) Initiatives, CSR Club reflects the parallel extension of simplicity, cooperation, unwarranted support & kindness. The institute intends to be an institute of difference not only by excelling in education delivery or by boasting of world class infrastructure but by integrating value added activities into the course curriculum.

One such attempt is to integrate 'corporate social responsibility' in the course curriculum. The institute believes in creating managers with a human face and this is possible only when the 'to be managers' understand and appreciate the social realities and work closely with the local community. Towards our commitment to such objectives, the institute undertakes various activities in the field of CSR such as volunteering in NGOs, working with the local community, discussion forums and lectures for knowledge dissemination, exchange of ideas, and sharing best practices related to CSR with various key stakeholders such as the companies, government, civil society organizations and civil society members.

The Entrepreneurship Club: SEED

It aims to cater to the needs of aspiring entrepreneurs as well as to shape the mindset of strategic thinkers. The club is primarily responsible to:

- foster entrepreneurship skills amongst the business and IT students.
- provide experiential learning opportunities for students.
- bridge the gap between strategic concepts learned in the classroom and the complex challenges faced in today's business environment.
- provide networking opportunities to students with entrepreneurs, investors as well as strategy leaders in the commercial and academic world.
- to develop entrepreneurial mindset among business and IT students for planning successful startups.

File Description	Document
Link for Additional Information	View Document

3.4.2 Number of awards and recognition received for extension activities from Government /recognised bodies during the last five years

Response: 0

3.4.2.1 Total number of awards and recognition received for extension activities from Government /recognised bodies year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
0	0	0	0	NA

File Description	Document
Number of awards for extension activities in last 5 years	View Document

3.4.3 Number of extension and outreach Programs conducted in collaboration with Industry, Community and Non- Government Organizations through NSS/ NCC/ Red Cross/ YRC etc., during the last five years

Response: 7

3.4.3.1 Number of extension and outreach Programs conducted in collaboration with Industry, Community and Non- Government Organizations through NSS/ NCC/ Red Cross/ YRC etc., year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
2	2	2	1	NA

File Description	Document
Number of extension and outreach programs conducted with industry,community etc for the last five years	View Document

3.4.4 Average percentage of students participating in extension activities with Government Organisations, Non-Government Organisations and programs such as Swachh Bharat, Aids Awareness, Gender Issue, etc. during the last five years

Response: 35.1

3.4.4.1 Total number of students participating in extension activities with Government Organisations, Non-Government Organisations and programs such as Swachh Bharat, Aids Awareness, Gender Issue, etc. year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
42	30	32	24	NA

File Description	Document
Average percentage of students participating in extension activities with Govt. or NGO etc.	View Document
Any additional information	View Document

3.5 Collaboration

3.5.1 Number of linkages for faculty exchange, student exchange, internship, field trip, on-the-job training, research, etc during the last five years

Response: 8

3.5.1.1 Number of linkages for faculty exchange, student exchange, internship, field trip, on-the-job training, research, etc year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
3	2	2	1	NA

File Description	Document
Number of Collaborative activities for research, faculty etc.	View Document

3.5.2 Number of functional MoUs with institutions of National/ International importance, Other Institutions, Industries, Corporate houses etc., during the last five years (only functional MoUs with ongoing activities to be considered)

Response: 6

3.5.2.1 Number of functional MoUs with institutions of national, international importance, other universities, industries, corporate houses etc. year-wise during the last five years (only functional MoUs with ongoing activities to be considered)

2018-19	2017-18	2016-17	2015-16	2014-15
2	2	1	1	NA

File Description	Document
e-copies of the MoUs with institution/ industry/ corporate house	View Document
Details of functional MoUs with institutions of national, international importance, other universities etc during the last five years	View Document

Criterion 4 - Infrastructure and Learning Resources

4.1 Physical Facilities

4.1.1 The institution has adequate facilities for teaching- learning. viz., classrooms, laboratories, computing equipment, etc.

Response:

Infrastructure

Campus

We have a lush green campus situated in the heart of Noida corporate centre in Sector 125, Noida. The campus is equipped with all amenities and technology provides a rich learning environment with Wi-Fi enabled building and technological support to facilitate teaching, learning and personality development.

Auditorium

Auditorium is equipped with most modern and audio visual facilities and can accommodate more than 250 people. It is well furnished with acoustics and is fitted with a projector, effective and modern lighting and is centrally air conditioned. All major functions like conferences, seminars, workshops and other academic and literary activities are held here.

Lecture Halls

The classrooms provide the most conducive atmosphere for dynamic and focused discussion. The classrooms are designed as auditoriums with step-up seating to facilitate discussions and to promote maximum interface between the faculty members and the students. They are equipped with state-of-the-art facilities like projectors and audio-visual systems. The air-conditioning in the classrooms creates the right atmosphere for long hours of study.

Theatre Hall

The academic life at ASB goes beyond the curriculum. For cultural and social functions, the theatre hall with a large capacity at the campus provides an ideal platform for students to express themselves in public for speech, theatre, plays and general entertainment.

Knowledge Resource Centre

It is well-stocked with Indian and International books and journals covering all areas of management, computer applications and law to meet needs of everyone. It has over 6000 books with 2000 titles and renowned print and online journals (National and International). The fully equipped library runs on automated software with the latest multimedia facilities. It has a modern collection of books and periodicals primarily related to management and IT subjects.

Centre for Information Technology (CIT)

The computer centre has advanced computing facilities to provide unbridled free 24x7 internet access to all the students round the year. The computers are of advanced configuration and latest software's are available to provide holistic IT training facilities. The entire campus is interconnected with internet & intranet with broadband connection.

Cafeteria

The Institute provides canteen facilities within the campus. The kitchen has modern and state of the art mechanized cooking range. Every effort is made to see that the standard hygiene levels are maintained.

Sports Facility

Indoor as well as Outdoor facilities are available and the sports kit is readily available for the games like Basketball, Table Tennis, Snooker, Chess, Badminton etc.

Recreation Centre

A world class amphitheatre for student activity with a student lounge with facilities for television and various indoor games.

Medical Facility

On campus medical facility is available so as to provide immediate first aid in case of any emergency.

Wi-Fi and LAN facilities are provided and internet for the students for instant accessibility of knowledge is issued. This allows students to surf the internet for academic purposes such as researches, doubts, project work and more.

Each department is equipped with sufficient number of computers. The teachers are given access these computers.

File Description	Document
Link for Additional Information	View Document

4.1.2 The institution has adequate facilities for sports, games (indoor, outdoor), gymnasium, yoga centre etc., and cultural activities

Response:

Sports Facility

The institute utilizes a lot of its resources to provide an environment to its students where they are encouraged to indulge in sports and extra-curricular activities. This ensures a holistic development and an

all-rounded personality.

Students are trained in sports under the guidance of qualified and specialized coaches. Every week, one hour is allotted for the sports in the time table thus enabling the students to pursue sports. The students utilize these hours constructively to develop their physical skills as well as explore their interests.

Indoor as well as Outdoor facilities are available and the sports kit is readily available for some indoor and outdoor games like Basketball, Table Tennis, Snooker, Chess and Badminton.

The institute conducts Athleema, Annual Inter College Sports Festival to boost the overall development of students along with education. Every season of Athleema is graced by well-known dignitaries and sports celebrities. It's an event filled with the vibrancy, colourfulness and eagerness of the young participants of colleges and universities spread over Delhi/NCR who wish to showcase their talent in the respective sports categories

Cultural Activities

The institute believes in all-round development of its students. It constantly encourages them to take part in extra-curricular activities to spark their interests and cultivate leadership qualities as well as team spirit.

Every year the institute conducts Kesshet, Annual Inter College Cultural Festival to provide students an opportunity to show case their talent on a common platform.

File Description	Document
Link for Additional Information	View Document

4.1.3 Percentage of classrooms and seminar halls with ICT - enabled facilities such as smart class, LMS, etc

Response: 100

4.1.3.1 Number of classrooms and seminar halls with ICT facilities

Response: 28

File Description	Document
Number of classrooms and seminar halls with ICT enabled facilities	View Document
Link for additional information which is optional	View Document

4.1.4 Average percentage of budget allocation, excluding salary for infrastructure augmentation during the last five years.

Response: 82.2

4.1.4.1 Budget allocation for infrastructure augmentation, excluding salary year-wise during the last five years (INR in Lakhs)

2018-19	2017-18	2016-17	2015-16	2014-15
196	167	216	200	NA

File Description	Document
Details of budget allocation, excluding salary during the last five years	View Document
Audited utilization statements	View Document

4.2 Library as a Learning Resource

4.2.1 Library is automated using Integrated Library Management System (ILMS)

Response:

The institute library follows set norms of the competent authorities. The library has special designated areas for normal use as well as for purpose of reading. Approximately 20000 different volumes of books are available. A dedicated staff helps the students find the necessary titles. The books are indexed, categorized according to programs and subjects and arranged alphabetically.

The software contains details about the author's name, title and publishing house. Upon an enquiry, the librarian searches in the software and helps the students locate the book. The students are able to borrow books for a period of 10 days at a go and at one point of time, student can have 3 books with him / her. All the books are bar coded and a reference ID is provided. The issue and return of the books are also digitized.

Name of the ILMS software: **Koha Library System**

Nature of automation (fully or partially): **Fully**

Koha has all the modules one would expect in a fully-functional library software- acquisition, serials, members, circulation, cataloguing, reports and tools. Koha is Standards compliant - MARC 21 (or UNIMARC) for cataloguing, Z39.5 for copy cataloguing, UTF-8 for non-English catalog data and SIP2 for RFID integration.

4.2.2 Collection of rare books, manuscripts, special reports or any other knowledge resources for library enrichment**Response:**

Title	Author
Essential and Practices of Radio Management	Kak, Anil
Handbook of Print Journalism	Paul, Priscilla
History of Indian Cinema	Saran, Renu
The Indian Media Business	Kohli, Vanita
Apprenons Le Frangais	Batra, Simran/ Ranjit, Mahitha
The Goal: a process of ongoing improvement	Goldratt, Eliyahu M.
5 Minds for the Future	Gardner, Howard
50 best business ideas: that changed the world	Wallis, Ian
Be a super sales person; includes II exhaustive checklist for Fail proof selling	Gonda, Cyrus M; Khan, kalim
CEO Succession	Harvard Business Review
Chanding Minds: The Art & Science of Changing our own Other Peoples Minds	Gardner, Howard
Written Communication: That Inform & Influence	Harvard Business Review
Waiting for Business	Harvard Business School Press
Winning Negotiations that Preserve Relationships	Harvard Business School Press

Word Power	Kuberkar, Ranjeet; Dhakadey, Anmol
Harvard Business School Press	Top Line Growth
Topics in Corporate Accounting: As Per Companies Act, 2013	Monga, J.R.

4.2.3 Does the institution have the following:

- 1.e-journals
- 2.e-ShodhSindhu
- 3.Shodhganga Membership
- 4.e-books
- 5.Databases

A. Any 4 of the above

B. Any 3 of the above

C. Any 2 of the above

D. Any 1 of the above

Response: B. Any 3 of the above

File Description	Document
Details of subscriptions like e-journals,e-ShodhSindhu,Shodhganga Membership etc	View Document

4.2.4 Average annual expenditure for purchase of books and journals during the last five years (INR in Lakhs)

Response: 4.57

4.2.4.1 Annual expenditure for purchase of books and journals year-wise during the last five years (INR in Lakhs)

2018-19	2017-18	2016-17	2015-16	2014-15
5.20	5.18	5.96	1.92	NA

File Description	Document
Details of annual expenditure for purchase of books and journals during the last five years	View Document
Audited statements of accounts	View Document

4.2.5 Availability of remote access to e-resources of the library

Response: Yes

4.2.6 Percentage per day usage of library by teachers and students

Response: 15.28

4.2.6.1 Average number of teachers and students using library per day over last one year

Response: 70

4.3 IT Infrastructure

4.3.1 Institution frequently updates its IT facilities including Wi-Fi

Response:

The institute aims at providing the futuristic facilities to its students so that they can utilize these resources to reach greater heights. To enable this, the institute frequently updates most of the IT facilities in order to provide students with best of the facilities.

All the classrooms are equipped with LCD projectors and most of them are supported by audio visual systems as well.

Entire campus is monitored by CCTV that helps to monitor all the activities around the campus.

The institute is facilitated with 170 computers that are accessible to the students as well as the faculty for academic and co-curricular purposes. Printers are arranged in the office, staffrooms, library and examination department.

Wi-Fi is available throughout the campus and students are provided accessibility to this facility as well.

Borrowing of books in the library is fully digitized as we use Koha Library Software. Each book has its own unique barcode and so is the case with ID card of every student. Details of both of them are input in the system while borrowing a book. This allows for easy tracking of books in the library.

Information about upcoming events is available on the website and other social sites of the institute. This information includes the time and date along with details about the event. Following the completion of the event, pictures and minutes of the event are also uploaded for easy access. This allows the students and even their parents to be aware of the programs being conducted in institute as well.

4.3.2 Student - Computer ratio

Response: 3.86

4.3.3 Available bandwidth of internet connection in the Institution (Lease line)

>=50 MBPS

35-50 MBPS

20-35 MBPS

5-20 MBPS

Response: >=50 MBPS

File Description	Document
Any additional information	View Document

4.3.4 Facilities for e-content development such as Media Centre, Recording facility, Lecture Capturing System (LCS)

Response: Yes

File Description	Document
Facilities for e-content development such as Media Centre, Recording facility,LCS	View Document
Link to photographs	View Document

4.4 Maintenance of Campus Infrastructure

4.4.1 Average Expenditure incurred on maintenance of physical facilities and academic support facilities excluding salary component, as a percentage during the last five years

Response: 98.73

4.4.1.1 Expenditure incurred on maintenance of physical facilities and academic support facilities excluding salary component year-wise during the last five years (INR in Lakhs)

2018-19	2017-18	2016-17	2015-16	2014-15
249	234	238	216	NA

File Description	Document
Details about assigned budget and expenditure on physical facilities and academic facilities	View Document

4.4.2 There are established systems and procedures for maintaining and utilizing physical, academic and support facilities - laboratory, library, sports complex, computers, classrooms etc.

Response:

Laboratory

The laboratories in the institute are furnished according to the statutory rules.

Procedure for installation of new machinery or software

- Inquiry is made based on the requirement
- Quotations are compared and best is selected and recommended in order of preference.
- Purchase order is raised
- Product or software is received by respective departments.
- Preferred location is identified for installation and computer specifications are identified for making the required software compatible.
- Installation is done in the lab area in the presence of the concerned lab in-charge.
- Demo is delivered by the vendor to the lab in-charge and lab technicians for proper utilization.
- Following the demo, the lab in-charges and lab technicians practically carry out the respective experiment and take necessary readings and run the software.
- Lab-in-charges record the details of consumable and non-consumable equipment in respective registers.
- After receiving verification from the HoD, the same is duly attested by the Director.

Utilization

- With respect to the time table, the students conduct experiment in their assigned labs with assistance and supervision from the lab-in-charges and lab technicians.

- Consumable and non consumable materials registers are updated periodically.
- Regular cleaning of the machines is done by the support team in the presence of lab technicians.
- Fire Safety equipment is maintained in labs as a precautionary measure.

Maintenance

Before the commencement of the academic year, a lab audit is conducted and a report on the requirement of new equipment, replacement of the old equipment and modernization of machines/software is prepared along with requirement of consumables, non-consumables as per the university guidelines to conduct experiments.

Library

Procurement of learning resources:

- The librarian recommends the list of learning resources to be procured
- Any book, journal, online database or any learning resource is added only after selection process by subject experts.

Procedure of procurement of Books/Reports:

Initiation of Acquisition:

Concerned faculty recommends books to be procured in their respective subjects. Students also recommend books based on their requirement. These requirements are endorsed by the concerned faculty member.

Invoice Processing:

All indents made by the faculty are routed through the Director for approval. The order is made online, by print or via email depending on the convenience of the library and accessibility. Reliable vendors are chosen based on their response to queries, availability of books and adherence to terms and conditions. At the same time, Vendor panel is updated from time to time based on performance.

Accessioning:

Entries are made in the bill register at the security point of the institute. Bills together with the books are sent to Library. The details of the Invoice and books are made in the Accession Register and accession numbers are given to the books.

Processing books:

Stamping – Library Stamp is put on the backside of the title page, on secret page and on the last page. Bar Codes and Round labels are pasted on the title page and are laminated with Cello tape. Due Date Slip and book cards are prepared. New arrivals are sent to New Additions Rack, Reference Section or Reserve

Shelf.

Circulation Policy:

- Three library cards are provided to each student
- Student can borrow one book on each card and borrowing period is 10 days.
- Renewal is allowed if there is no demand for the same book from other students.
- If the books are lost or damaged, the borrower has to replace a new copy of the same.
- Reference books will not be issued to be carried outside the library.
- Students are advised not to bring their personal belongings & books in to the Library, except a note book for making notes.
- Identity Card is compulsory for getting access to the library.

Classrooms

The environment of students when they study plays a pivotal role in their performance. It therefore becomes extremely necessary to provide them with a surrounding that is peaceful, comfortable and spacious. The institute takes necessary steps to make this possible.

Utilization

- Before the commencement of the academic year, depending on the intake of students, Head of Departments propound the requirement of classrooms to the Director.
- The classroom allocation is done by the Director and the HoDs in a meeting and the same is communicated to the faculty and students of the respective departments.

Maintenance

- The benches and windows are cleaned and mopping of the class rooms is done everyday.
- In case of any damage to the projector, internet or the audio systems, the class mentor brings it to the notice of the HOD by registering the problem in the breakdown register.

Sports

A sports committee is created to handle the matters and concerns related to sports. A meeting is held every month to discuss matter. Issues like the following are discussed in these meetings:

- Financial - Budget preparation, allocation of budget
- Organization - planning, executing and conduct of competition

Procurement process

The institute requires sporting gear for all the sports practiced. It follows the given procedure to procure the same:

- A list of the required sports equipment is prepared by the concerned department for each academic year separately.
- The formulated requirement proposal is submitted by the committee to the concerned authorities.
- A copy of the same list is also submitted to the Director for further approval.
- On approval, a purchase order is placed to a supplier.
- On receiving the materials, the same are entered in the stock register after verification of the invoice with material supplied.

Utilization process

- Students are permitted to utilize and take sports material with prior notice from the Sports Incharge. They must enter the details of material in the register.
- The concerned authority makes a note on return of the same in the register.
- In case of any damage observed, the same is recorded in the register pending further action.

A first aid box is always available for the students in case of any emergency.

Criterion 5 - Student Support and Progression

5.1 Student Support

5.1.1 Average percentage of students benefited by scholarships and freeships provided by the Government during the last five years

Response: 0

5.1.1.1 Number of students benefited by scholarships and freeships provided by the Government year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
0	0	0	0	NA

File Description

Document

Average percentage of students benefited by scholarships and freeships provided by the Government during the last five years

[View Document](#)

Average percentage of students benefited by scholarships and freeships provided by the Government during the last five years

[View Document](#)

5.1.2 Average percentage of students benefited by scholarships, freeships, etc. provided by the institution besides government schemes during the last five years

Response: 2.37

5.1.2.1 Total number of students benefited by scholarships, freeships, etc provided by the institution besides government schemes year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
7	5	2	1	NA

5.1.3 Number of capability enhancement and development schemes –

1. For competitive examinations
2. Career counselling
3. Soft skill development
4. Remedial coaching
5. Language lab

- 6. Bridge courses
- 7. Yoga and meditation
- 8. Personal Counselling

A. 7 or more of the above

B. Any 6 of the above

C. Any 5 of the above

D. Any 4 of the above

Response: D. Any 4 of the above

File Description	Document
Details of capability enhancement and development schemes	View Document

5.1.4 Average percentage of student benefited by guidance for competitive examinations and career counselling offered by the institution during the last five years

Response: 75

5.1.4.1 Number of students benefited by guidance for competitive examinations and career counselling offered by the institution year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
417	228	93	0	NA

File Description	Document
Number of students benefited by guidance for competitive examinations and career counselling during the last five years	View Document

5.1.5 Average percentage of students benefited by Vocational Education and Training (VET) during the last five years

Response: 65.71

5.1.5.1 Number of students attending VET year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
218	135	67	23	NA

File Description	Document
Details of the students benefitted by VET	View Document

5.1.6 The institution has a transparent mechanism for timely redressal of student grievances including sexual harassment and ragging cases

Response: Yes

File Description	Document
Details of student grievances including sexual harassment and ragging cases	View Document

5.2 Student Progression

5.2.1 Average percentage of placement of outgoing students during the last five years

Response: 0.37

5.2.1.1 Number of outgoing students placed year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
1	0	0	0	NA

File Description	Document
Details of student placement during the last five years	View Document

5.2.2 Percentage of student progression to higher education (previous graduating batch)

Response: 4.48

5.2.2.1 Number of outgoing students progressing to higher education

Response: 3

File Description	Document
Details of student progression to higher education	View Document

5.2.3 Average percentage of students qualifying in State/ National/ International level examinations during the last five years (eg: NET/ SLET/ GATE/ GMAT/ CAT/ GRE/ TOEFL/ Civil Services/State government examinations)

Response: 17.5

5.2.3.1 Number of students qualifying in state/ national/ international level examinations (eg: NET/ SLET/ GATE/ GMAT/ CAT/ GRE/ TOEFL/ Civil services/ State government examinations) year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
10	3	0	0	NA

5.2.3.2 Number of students who have appeared for the exams year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
20	15	0	0	NA

File Description	Document
Number of students qualifying in state/ national/ international level examinations during the last five years	View Document

5.3 Student Participation and Activities

5.3.1 Number of awards/medals for outstanding performance in sports/cultural activities at national / international level (award for a team event should be counted as one) during the last five years.

Response: 0

5.3.1.1 Number of awards/medals for outstanding performance in sports/cultural activities at national/international level (award for a team event should be counted as one) year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
0	0	0	X	NA

File Description	Document
Number of awards/medals for outstanding performance in sports/cultural activities at national/international level during the last five years	View Document

5.3.2 Presence of an active Student Council & representation of students on academic & administrative bodies/committees of the institution

Response:

Asian School of Business

List of Club Heads

S. No.	Club Name	Position	Student Name	Bat
1	Abhivyakti - The Dramatics Club	President	Nishchay Shrivastava	BBA
		Secretary	Tushar Maheshwari	BBA
2	Athleema - The Sports Club	President	Prakrity Chettri	BBA
		Secretary	Vaibhav Batra	BBA
3	Bulls & Bear - The Finance Club	President	Siddharth Bhardwaj	BBA
		Secretary	Sakshi Chaudhary	BBA
4	Buzz - The Media Club	President	Jayant Gaur	BBA
		Secretary	Siddharth Chanana	BBA
5	CSR Club	President	Siddhant Razdan	BBA
		Secretary	Yashveer Singh	BBA
6	Mark Techos - The Marketing Club	President	Piyush Vijay	BBA
		Secretary	Sanyam	BBA
7	Prakriti - The Environment Club	President	Alok Singh	BBA
		Secretary	Shrestha Chakraborty	BBA

8	SEED - The Entrepreneurship Club	President	Rishabh Kumar Pandey	BBA
		Secretary	Luv Sharma	BBA
9	HR Club	President	Urmi Verma	BBA
		Secretary	Simran Agarwal	BBA
10	Technocrats - The IT Club	President	Kunal Singh	BBA
		Secretary	Sanjeev Jena	BBA
11	UTSAV - The Cultural Club	President	Mohd. Umer	BBA
		Secretary	Sanchi Rathore	BBA
12	Gnosis - The Literary Club	President	Pratik Chaudhary	BBA
		Secretary	Shweta Ojha	BBA

Asian School of Business

List of Club Heads - Executives

S. No.	Club Name	Section	Student Name
1	Abhivyakti - The Dramatics Club	A	Sahil Manghat
		A	Shubham Pandey
		B	Rakshit Sharma
		C	Diksha Waghate
2	Athleema - The Sports Club	A	Abhishek Bansal
		A	Yash Verma
		B	Anmol Guleria
		C	Yash Kumar
3	Bulls & Bear - The Finance Club	A	Kunal Khanna
		A	Tulsi Gupta
		B	Ronal Bhansali
		C	Siddharth Gupta
4	Buzz - The Media Club	A	Avni Thaman
		A	Ayaan Syeed
		B	Anandita Sethi
		C	Aryaka Chauhan
5	CSR Club	A	Rahul Meena
		A	Khushi Singh

		B	Riya Jain		
		C	Ritika Patidar		
6	Mark Techos - The Marketing Club	A	Zenden Sequeira		
		A	Harsh Kumar		
		B	Sajan Kumar		
		C	Gargi Sachdeva		
7	Prakriti - The Environment Club	A	Sonali Tanwar		
		A	Amit Kr. Ambuj		
		B	Samshad Alam		
		B	Yash Kansal		
		C	Ali Mudabbir Kazmi		
8	SEED - The Entrepreneurship Club	A	Paras Agarwal		
		A	Nirnay Sahu		
		B	Niyati Gautam		
		C	Vikhyat Modi		
		C	Asish Kumar Chandra		
9	HR Club			A	Su
				B	Ta
				B	An
		10	Technocrats - The IT Club	A	Ra
				A	Na
				B	Ku
		11	UTSAV - The Cultural Club	A	Ma
				A	Pr
				B	An
				B	Ar
		12	Gnosis - The Literary Club	A	Di
				A	Sa
				B	Ro
				B	Ay

Asian School of Business				
List of Students – R&D Cell				
S. No.	Student Name			
1	Pratik Chaudhary			
2	Simran Agarwal			

5.3.3 Average number of sports and cultural activities/ competitions organised at the institution level per year

Response: 2

5.3.3.1 Number of sports and cultural activities / competitions organised at the institution level year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
2	2	2	2	NA

File Description	Document
Number of sports and cultural activities / competitions organised per year	View Document

5.4 Alumni Engagement

5.4.1 The Alumni Association/Chapters (registered and functional) contributes significantly to the development of the institution through financial and non financial means during the last five years

Response:

The institute is extremely proud of every one of its alumni. Most of them are already successful in their careers as jobs or higher education with some having made a name for themselves in the field of entrepreneurship. Since we do not have a registered Alumni Association (shall be done soon though), we follow informal ways to link the alumni with the current batches of students and the alumni mentor the current batches of students through the networking forums to the best of their abilities. They share their experiences, knowledge and advice the students accordingly. Through these interactions, a strong bond is created between the passed-out students and the current ones.

Some guest lectures are organized where the alumni are invited to share their experience. This gives students a window of opportunity to learn from people in the working field. Those who are in fields that interest the students can be requested to help students with their projects. Many field visits are also organized to these industries hosted by the alumni.

5.4.2 Alumni contribution during the last five years(INR in Lakhs)

? 5 Lakhs

4 Lakhs - 5 Lakhs

3 Lakhs - 4 Lakhs

1 Lakh - 3 Lakhs

Response: <1 Lakh

File Description	Document
Alumni association audited statements	View Document

5.4.3 Number of Alumni Association / Chapters meetings held during the last five years

Response: 0

5.4.3.1 Number of Alumni Association /Chapters meetings held year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
0	0	0	X	NA

File Description	Document
Number of Alumni Association / Chapters meetings conducted during the last five years.	View Document

Criterion 6 - Governance, Leadership and Management

6.1 Institutional Vision and Leadership

6.1.1 The governance of the institution is reflective of an effective leadership in tune with the vision and mission of the institution

Response:

Vision

Growth with Education

The vision of Asian School of Business is to promote excellence in the field of education and to meet the ever-increasing demand of quality professionals in the growing business world.

Mission

In the current global context, we believe in developing the aspiring leaders and entrepreneurs who manage and create powerful organizations in the emerging corporate landscape. Asian School of Business aims at creating highly intellect business mindset, promote best business practices and innovative techniques to attain desired organization goal and contribute to nation's economy at large.

Perspective Plan and Participation of Faculty in Decision Making Bodies of Institute

- Continuous improvement is achieved by adhering to ISO and NAAC guidelines.
- Review meetings are regularly conducted by Director and HODs for ensuring continuous improvement.
- Policies to be implemented in the department level are conveyed by the Head of Departments through department meetings.
- Top management extends its fullest support for all activities to develop, implement and continuous improvement of the institute.

Reinforcing culture of excellence

- Promoting the research culture among faculty and students by providing suitable research friendly environment.
- Motivating the students and faculty to do interdisciplinary and innovative research which is useful for the industry and society.
- Involving the faculty and students in industrial consultancy.
- Promoting industry linkage by creating student chapters of Professional Bodies.
- Organizing national level technical symposiums, workshops, seminars, conferences and FDPs.
- Awards to faculty members for their excellence in teaching, research, publications, funded projects, consultancy services etc.

File Description	Document
Any additional information	View Document

6.1.2 The institution practices decentralization and participative management

Response:

The Management, Director and Faculty are always stepping in together for designing and proper applications of the quality policy and plans. Strategy development, deployment and review innovative teaching learning, research, evaluation and constant improvement are circulated in the form of website publication, printed displays and through student's calendar. It is reviewed during the Management Review meetings conducted on yearly basis.

All departments' heads are invited to submit their carefully processed budget proposal for every academic year with a monthly break up to the accounts department. This budget proposal is formulated after lengthy discussions at department meetings organized by the head of the department. They arrive on a conclusive summary after discussing the essential requirements to fulfill the needs of the department including the budget required for student development activities like guest lectures, seminars, workshops and conferences.

Along with this, lab-in charges are also asked to come up with a proposal of their requirements including purchase of new equipment, repairs and maintenances, service, training and up gradation.

All proposals from various persons in charge, faculty and students are discussed in department meetings, reviewed and forwarded to the reporting authority for further processing. Director and Assoc. Dean consolidate all the budget proposals received from the subordinates and organize a meeting to eliminate redundancy.

Modified proposed budget combined with the budgets of all departments is forwarded for the Chairman's approval. Chairman then calls the leadership team for a meeting and accounts for further refinement of the budget. A final proposed budget including all anticipated income and expenditure prepared by the accounts department is presented to the governing body for approval. Any objections or concerns by the members are discussed, recorded and decisions with majority of acceptance are made for making changes in the proposals.

Approvals of budgets are communicated to all individuals who proposed them, through proper channels. Accounts department releases funds on a monthly basis, as planned. Through effective decentralization, the institute practices successful delegation and enhances the productivity of the institute. Through participative management, each person in-charge handles their allotted activity and ensures its complete and constructive delivery.

Identifying needs and championing organizational development

- For championing organizational development, the needs are identified in accordance with the Vision and Mission of the institute.

- Opportunities are provided for each member of the organization to develop their skills in academic, non-academic and research activities.
- Increase the effectiveness of the organization and its functioning in terms of goals and achievements.
- The organizational development is geared up by the

Feedback from the stakeholders

Interaction with faculty members

Appraisal system of staff members

Examination result analysis

Students Placement activities

1. Interaction with stakeholders

S. No.	Stakeholder	Interaction
1.	Students	Student grievances and expectations are received through Class room interaction, Class Committee Meeting, Counselling and Mentoring, Periodic Feedback, Student Club Activities.
2.	Industry	Guest Lectures, Internship, Industry Visits, Project works, value added workshops, Board of Studies Meetings, Academic Council and Governing Meetings

6.2 Strategy Development and Deployment

6.2.1 Perspective/Strategic plan and Deployment documents are available in the institution

Response:

The first step towards real progress is brainstorming ideas. All stake holders of the institute are involved in the process. Their inputs and suggestions are considered while developing the strategic plan. The tasks are divided based on their merit and the facilities to fulfill them into three major categories. These are formulated as lists under yearly plans.

Each department has progress to make, which is why every department makes its suggestion to improve the quality of the institute. Once the plans are approved by higher authority, every department is instructed to work on their strategic plan to achieve their goal. Constant support from the corresponding departments is offered alongside.

Firstly, the primary and secondary goals were decided and strategic decisions were made. Then the process of achieving this task was discussed at length and formulated. This included the start end points of the

process. It contained an overview of exactly how the task was to be completed.

A SWOT analysis was then conducted on the department incharge of the concerned task. Their strengths, weaknesses, opportunities and threats were listed to prepare for the upcoming activity. Through SWOT analysis, the team was able to utilise strengths of their group, understand their weaknesses, grab opportunities and overcome threats.

Once the weaknesses and threats are identified, steps are taken to overcome these challenges. A list of the weaknesses and threats is made and the possible solution to each is proposed. Start dates and end dates are assigned to the solution along with a person incharge who has to solve this particular challenge within the given time frame.

Teaching and learning

- 1.The institute has the strategy of including inputs from various industry experts and academic institutions to improve the teaching–learning process.
- 2.The course on teaching pedagogy is conducted on need basis to adopt innovation in learning.
- 3.Special teaching for academically weaker students to improve their performance.
- 4.Improving the student evaluation process by following the Bloom’s Taxonomy so that active learning is encouraged and skill development related to the subject is given more importance.

Research and Development

- 1.Undertaking various funded projects for the benefits of society,
- 2.Creating opportunities for interested students in research activities.
- 3.Encouraging innovations, research publications and facilitating the protection of intellectual properties.
- 4.To increase the developmental research activities, outstanding researchers are encouraged and rewarded.

Industry Interaction

1. Leveraging the membership of various industrial bodies to transform the students to get a significant exposure to industry developments.
- 2.Designing of industry based curriculum and syllabi.
- 3.Students and faculty are empowered with industrial knowledge by strengthening the interaction with industry through summer internships, industrial visits, live projects, guest lectures etc.

Internationalization

1. Institute has entered into MOU with University of California School of Cinematic Arts, Los Angeles (USA) that creates platform for international exposure to students.
2. The institute has been conducting international conferences and visits by foreign Professors and delegates to equip our students to get international exposure.

Students and faculty are encouraged to participate in international conferences and publish their papers in international journals.

6.2.2 Organizational structure of the institution including governing body, administrative setup, and functions of various bodies, service rules, procedures, recruitment, promotional policies as well as grievance redressal mechanism

Response:

BOARD OF GOVERNERS										
CHAIRMAN										
DIRECTOR-ACADEMICS										
ASSOCIATE ACADEMICS	DEAN	ASSOCIATE PLACEMENTS	DEAN	DEAN- EXAMINATIONS	DEAN-DEPARTMENT OF WELFARE	DEPARTMENT STUDENT	HEAD-			
FACULTY					HOSTEL WARDEN					
IQAC					GRIEVANCE CELL					
R&D CELL										

6.2.3 Implementation of e-governance in areas of operation

1. Planning and Development
2. Administration
3. Finance and Accounts
4. Student Admission and Support
5. Examination

- A. All 5 of the above
- B. Any 4 of the above
- C. Any 3 of the above
- D. Any 2 of the above

Response: A. All 5 of the above

File Description	Document
Screen shots of user interfaces	View Document
Details of implementation of e-governance in areas of operation Planning and Development,Administration etc	View Document

6.2.4 Effectiveness of various bodies/cells/committees is evident through minutes of meetings and implementation of their resolutions

Response:

Various committees, cells and bodies are constituted as per the norms or requirement to oversee academic and administrative operations at the institute.

All meetings are supported by a note taker and minutes of the meeting are recorded. Every meetings end by listing out actionable items and recommendations including requests for approvals and conclusions. All actionable tasks are reviewed in the next meetings for progress. Following meeting are held from time to time, their approvals are followed up and converted into actionable items.

1. Board of Advisors Meetings
2. Board of Governors Meetings
3. Collaborative Faculty Meetings (Director with all Faculty)
4. Collaborative Meetings (Director with all Personnel)
5. Core Academic Team Meetings (Director with HODs)
6. EDIC Meetings (Convener EDIC with members)
7. IQAC Meetings (Convener with members)
8. Examination Department Meetings (HOD – Examinations with faculty)
9. Grievance Cell Meetings (HOD – DSW with members)

6.3 Faculty Empowerment Strategies

6.3.1 The institution has effective welfare measures for teaching and non-teaching staff

Response:

An institute is only as good as its members. Our institute understands this and appreciates the efforts of its staff and recognizes their hard work as well as acknowledges their needs and requirements. Result is that the institute has a very strong welfare policy for its teaching and non-teaching staff.

Performance of each member of the faculty as well as the non-teaching staff is evaluated by the institute. Increments are given to better performers on the basis of the appraisal system of the institute. Performance appraisal starts with tracking of individual accomplishments in terms of self rating for all parameters like attendance, results, paper presentations, publications, conferences, workshops, seminars attended etc. Further ratings are provided by the HODs followed by the Director.

The institute encourages the faculty who are pursuing research work to avail two weeks of break over a period of one year.

All teaching and non-teaching staff come together for a once in a month affair “**AEG Hangout**” within or outside the campus in periphery of Delhi NCR wherein they have fun and frolic.

In addition to this, all teaching and non-teaching staff come together for once in a year affair “**AEG Social**” wherein the personnel are taken to a resort for “**AEG Corporate Meet**” for a duration of 3 days. This acts as a stress buster and also an opportunity for all personnel to interact with ones from other departments.

A Grievance Redressal Cell is also in place and all faculty concerns, if any are addressed properly.

6.3.2 Average percentage of teachers provided with financial support to attend conferences/workshops and towards membership fee of professional bodies during the last five years

Response: 7.47

6.3.2.1 Number of teachers provided with financial support to attend conferences / workshops and towards membership fee of professional bodies year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
7	5	0	0	NA

File Description

Document

Details of teachers provided with financial support to attend conferences, workshops etc. during the last five years

[View Document](#)

6.3.3 Average number of professional development /administrative training programs organized by the institution for teaching and non teaching staff during the last five years

Response: 1.75

6.3.3.1 Total number of professional development / administrative training programs organized by the Institution for teaching and non teaching staff year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
2	2	2	1	NA

File Description	Document
Details of professional development / administrative training programs organized by the Institution for teaching and non teaching staff	View Document

6.3.4 Average percentage of teachers attending professional development programs viz., Orientation Program, Refresher Course, Short Term Course, Faculty Development Program during the last five years

Response: 7.41

6.3.4.1 Total number of teachers attending professional development programs, viz., Orientation Program, Refresher Course, Short Term Course, Faculty Development Programs year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
9	3	0	X	NA

File Description	Document
Details of teachers attending professional development programs during the last five years	View Document

6.3.5 Institution has Performance Appraisal System for teaching and non-teaching staff

Response:

Employees are the most fundamental parts of any organization. The institute respects and acknowledges the contribution of all its members. It also rewards them duly. Any employee of the institute is evaluated in two broad categories. These two categories are functional and behavioral.

Under the first category, an employee is scrutinized based on their teaching skills. They are given ratings based on their effectiveness in delivering the task that they are employed for. They are also examined for their enhancing personality. A good employee is the one who enhances their work quality with their tremendous talent and never-ending effort. This enhancement improves their quality of work and proves beneficial for the institute. They are rated based on course skills. Their experience in the industry along with the duration of their association with the institute are taken into account. The overall capability of an employee to do their job effectively while also enriching the academic experience of the students is examined and rated.

The second category consists of an employee's attitude and commitment towards organisation. An employee's attitude becomes very important along with their qualification and effectiveness. An employee's punctuality, grooming and dedication are among many other parameters under which they are evaluated.

There are three stages of rating that are taken into consideration. The first one is a self-rating done by the employee himself/herself. They are to rate themselves based on a self-evaluation in the above given categories. In the functional category they turn in a rating whereas in the behavioral category they submit a description. This is then given to the HoD of their department or the reporting officer who conducts his/her own evaluation and either accepts or rejects an employee's self- evaluation report. This is the most crucial stage as the HoDs or the reporting officer made in charge know the employees individually and are most aware of their performance. Once the second stage is passed and the heads have submitted their own ratings, the report goes to higher authorities. They too conduct their own evaluation of the employee. An average of all three ratings is then calculated and made into a single component. This is called the institutional rating.

The institute's rating is the deciding factor of an employee's appraisal. Along with this, an employee's contribution towards the institute is also taken into consideration. For example, their initiatives to certain clubs or activities that are not specifically restricted to their departments are noticed and duly credited. This adds to their report and provides some weightage.

After taking into account all above mentioned criteria, a finally report is drafted in response to the proposal submitted by the employee. This report, if positive finally leads to an increment which can be claimed by the employee. In case an employee is not satisfied with the decision of the institution he/she have the right to raise a grievance which will also we duly addressed and acted upon.

6.4 Financial Management and Resource Mobilization

6.4.1 Institution conducts internal and external financial audits regularly

Response:

All account books are maintained by the accountants as per the admissions and fee regulatory committee. Internal accountants verify the books every now and then and entries done by one accountant are verified by other one as well. If any errors are found, they are analyzed and fixed as soon as possible. Any doubts or concerns raised are recorded and that is clarified once in a week by the internal auditor who is nominated by the institute.

External auditor verifies all the account books once a year and provides inputs to incorporate the required changes as per the statutory requirements.

Internal Audit - Inter department Staff member are allotted for internal audit as per the schedule during the end of every semester.

External Audit - Done every semester in random manner.

The audited income and expenditure statement for the financial years will be shown during the physical visit by the concerned team.

6.4.2 Funds / Grants received from non-government bodies, individuals, Philanthropists during the last five years (not covered in Criterion III) (INR in Lakhs)

Response: 0

6.4.2.1 Total Grants received from non-government bodies, individuals, philanthropists year-wise during the last five years (INR in Lakhs)

2018-19	2017-18	2016-17	2015-16	2014-15
0	0	0	0	NA

File Description	Document
Details of Funds / Grants received from non-government bodies during the last five years	View Document

6.4.3 Institutional strategies for mobilisation of funds and the optimal utilisation of resources

Response:

There are different sources of funds for the institution.

Students Tuition Fees – Tuition fees have two types of components. There are students who pay directly to institute and for those who are entitled to get fee reimbursement from Uttar Pradesh state government, government releases to the institute after verifying the eligibility of the student. This is released in instalments from the government. At the same time, tuition fees is collected yearly.

Research and Development Cell of the Institute is also able to generate funds via seminars and conferences that are held at regular intervals.

All the major financial transactions are analyzed and verified by the governing body under different heads like Research & Development Cell, Corporate Resource Cell, Software & Internet charges, Library Books /

Journals, Repair & maintenance, Printing & Stationery Equipment, Consumables, Furniture & Fixtures.

1. Institute adheres to Utilization of budget approved for academic expenses and administrative expenses by management.
2. After final approval of budget the purchasing process is initiated by purchase committee which includes all head of departments and account officer, accordingly the quotations called and after the negotiations purchase order are placed.
3. The payments is released after delivery of the respective goods it is done as per the terms and conditions mentioned in Purchase order.
4. All transaction has transparency through bills and vouchers. The bill payments are passed after testing & verification of items and only authorized person operates the transaction through bank.
5. Respective faculty member ensures that whether suitable equipment/machinery with correct specification is purchased.
6. The entire process of the procurement of the material is monitored by the Purchase committee and Director at institute level.
7. Financial audit is conducted by chartered accountant every financial year to verify the compliance.

6.5 Internal Quality Assurance System

6.5.1 Internal Quality Assurance Cell (IQAC) has contributed significantly for institutionalizing the quality assurance strategies and processes

Response:

The Internal Quality Assurance Cell was started in the year 2017 to monitor the quality of services being provided by the institute to its stakeholders. IQAC committee is formed and approved by the governing body to take care of Quality assurance strategies and processes. Asian School of Business is committed to continually improve the infrastructure, enhance the faculty competencies and empower the students to self-learning. IQAC enables the institute to focus on this mission and never falter from their goal.

Reviewing of the quality policy is done once in every semester and the revision place as and when required by the IQAC committee. Parameters related to the enhancing of the quality of the institute like workshops, conferences, FDP's, paper publications, innovations in teaching are considered after the approval of IQAC Committee.

Encouraging students to be a part of application oriented industrial projects, focussing on various methods to improve slow learners, periodic updating of guidelines to improve teaching learning and evaluation, emphasising on more skill based question papers for exams, random checking of examination answer sheets is also what IQAC does focus upon at Asian School of Business.

File Description	Document
Any additional information	View Document

6.5.2 The institution reviews its teaching learning process, structures & methodologies of operations and learning outcomes at periodic intervals through IQAC set up as per norms

Response:

Example 1: Course files

Course files of every course are used to bring objectivity and strategize the course of teaching and learning for every topic. The faculty goes through the syllabus and ensure that all the registered students fulfill the pre-requisites of the course. They check if the students have a fair knowledge of the basics, so that they are able to understand the teaching.

Upon cross-checking pre-requisites the faculty start their event schedule that they plan in the beginning of the academic year. A proper plan for each topic and its delivery is made by the faculty. At the end of every topic, the faculty conducts a pre-planned revision and Mapping of the course outcome is done along with the program outcome.

Course files have proven to be great guiding tools that provide the teacher direction and a sense of clarity while teaching. It is about a 40 odd page document including a few basic details like Lesson and Session Plan, pedagogies followed, revision questions, case studies etc.

Example 2: IQAC Cell

The institution has Internal Quality Assurance Cell (IQAC) headed by the Convener. A senior faculty is assigned by the convener to review the teaching learning process periodically.

The cell reviews the teaching learning process four times in a semester by inspecting the continuous assessment records. It ensures the quality of teaching learning by verifying records like faculty log book, faculty contributions in publications, research etc.

The cell provides feedbacks and suggestions to the head of the institution for further improvement.

6.5.3 Average number of quality initiatives by IQAC for promoting quality culture per year

Response: 1

6.5.3.1 Number of quality initiatives by IQAC for promoting quality year-wise for the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
2	1	1	0	NA

File Description	Document
Number of quality initiatives by IQAC per year for promoting quality culture	View Document

6.5.4 Quality assurance initiatives of the institution include:

1. Regular meeting of Internal Quality Assurance Cell (IQAC); timely submission of Annual Quality Assurance Report (AQAR) to NAAC; Feedback collected, analysed and used for improvements
2. Academic Administrative Audit (AAA) and initiation of follow up action
3. Participation in NIRF
4. ISO Certification
5. NBA or any other quality audit

A. Any 4 of the above

B. Any 3 of the above

C. Any 2 of the above

D. Any 1 of the above

Response: B. Any 3 of the above

File Description	Document
Details of Quality assurance initiatives of the institution	View Document

6.5.5 Incremental improvements made during the preceding five years (*in case of first cycle*) Post accreditation quality initiatives (*second and subsequent cycles*)

Response:

Outcome Based Education

The institute follows a strict outcome based education system where in the focus is on skill development. Evaluation during examination puts lot of emphasis on skill development part rather than simple learning aspects of the students. Departmental committees as a result of their rigorous assessment evaluate each student's performance and advise teaching plans based on their ability for effective teaching and learning

process to ensure better results. Attention to each student and his/her needs is given by faculty.

Crafter Prodigy Program

In addition to this, we have Crafter Prodigy Program going in the campus. Under the Centre for Skill Development (CSD) at Asian School of Business, a thriving and impactful mentoring program “Crafter Prodigy Program” is in place where customised attention is the focus. Every student is assigned to a “crafter” who gives personalised attention towards identifying the strengths and weaknesses of the individual student and focusses on building his / her capabilities and skills needed to succeed in a dynamic global economy; in other words, crafting the “prodigy”.

EDIC (Entrepreneurship Development and Incubation Centre)

The construction of this centre was a step taken by the institute to prepare the students for their future journey as entrepreneurs. With a distinctive vision of providing a path for young minds to follow and develop their skills, the EDIC is one its kind. Allowing them to pursue their dreams along with a sense of direction, the EDIC helps those with a view to shape the global economy. Man aim of the Centre is to get SEED funding for the viable projects.

It facilitates the ideas and recommendations of today’s youth and allows them to transform these ideas into upcoming venture by providing them the necessary resources to execute their well-thought out plans in the future. It aims at assisting the students to come up with their ideas and help them further depending upon its feasibility.

Criterion 7 - Institutional Values and Best Practices

7.1 Institutional Values and Social Responsibilities

7.1.1 Number of gender equity promotion programs organized by the institution during the last five years

Response: 4

7.1.1.1 Number of gender equity promotion programs organized by the institution year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
1	1	1	1	NA

File Description

List of gender equity promotion programs organized by the institution

Document

[View Document](#)

7.1.2

1. Institution shows gender sensitivity in providing facilities such as:

1. Safety and Security
2. Counselling
3. Common Room

Response:

Safety and Security

1. Hostels has a warden who provides mentoring, emotional security, counselling and monitoring the progress of students in hostel. Students are accessible to the warden at all times. The problem is to sort out or discuss important issues during the given contact time between students and warden for every week.
2. At the same time, we do have 200 CCTV cameras operating inside the campus that add to the safety and security of the students. These cameras do cover all walkways, lecture halls, staircases, lifts, canteen, playground, library, labs.
3. In addition to this, Ragging is strictly banned in our entire campus.
4. Each block has a fire extinguisher for security purposes.
5. If anybody is suffering from illnesses, a Medical Room is set up to provide medical care.
6. All students need to wear institute IDs and hence it will be easy to track anyone who may not be a student of the institute.

Counselling and Common Room:

1. Sexual Harassment Cell to handle gender-based issues.
2. Grievance Cell handles all the issues related to all types of grievances of students.
3. We do have the Crafter Prodigy Program going in the campus. Every student is assigned to a “crafter” who gives personalised attention towards identifying the strengths and weaknesses of the individual student and focusses on building his / her capabilities and skills needed to succeed in a dynamic global economy; in other words, crafting the “prodigy”.

The common room will be provided for the students who are in sick during the class hours.

7.1.3 Alternate Energy initiatives such as:**1. Percentage of annual power requirement of the Institution met by the renewable energy sources**

Response: 100

7.1.3.1 Annual power requirement met by the renewable energy sources (in KWH)

Response: 450

7.1.3.2 Total annual power requirement (in KWH)

Response: 450

File Description	Document
Details of power requirement of the Institution met by renewable energy sources	View Document

7.1.4 Percentage of annual lighting power requirements met through LED bulbs

Response: 20

7.1.4.1 Annual lighting power requirement met through LED bulbs (in KWH)

Response: 9

7.1.4.2 Annual lighting power requirement (in KWH)

Response: 45

File Description	Document
Details of lighting power requirements met through LED bulbs	View Document

7.1.5 Waste Management steps including:

- **Solid waste management**
- **Liquid waste management**
- **E-waste management**

Response:

Our institute emphasises to maintain a green and eco-friendly campus. The initiation has been taken in these areas concerned with environment are as follows:

Solid waste management

Simple steps such as those mentioned below help play an instrumental role in reducing and managing the excessive waste generated in our campus.

In the Campus Canteen and Hostel Mess:

1. Shop and cook smartly to avoid waste.
2. Make a list before grocery shopping day to avoid bringing in unnecessary food products.
3. Make the students aware of importance of food and the impact of food wastage.

In the Office Room and Class Room:

1. Papers are reused so as to save resources and investment on the purchase of new materials.
2. Collecting and separating the biodegradable and the non-biodegradable waste in green color and red color dustbins respectively in each floor of the building.
3. Preventing the generation of waste has been done by the in charge of cleaning duty People.
4. Make sure the halls are clean and to remove old posters or anything scribbled over.
5. Campus is plastic-polythene free zone that makes the campus eco-friendly.

Liquid waste management

1. Mineral water plant using Reverse Osmosis technique has been installed to cater to drinking water needs of the institute.
2. The administration department monitors consumption of water all over the space and takes appropriate action to conserve water.

E-Waste Management

- All Electronic waste CPU's, Hard disks, Laboratory Equipment scrap is sent to the market for sale in scrap

- Old but workable computers, printers etc discarded by departments are donated
- The cartridges of printers are refilled outside the institute campus
- UPS Batteries are recharged and repaired by the suppliers from time to time.

7.1.6 Rain water harvesting structures and utilization in the campus

Response:

- The water conservation team monitors the consumption in all the buildings and takes appropriate action to conserve water.
- The waste water from bath rooms and wash basins are taken for waste water treatment plant and the recovered water is used for gardening applications.
- Students are encouraged to use water wisely and only when necessary. They also act immediately upon witnessing any wastage and take necessary action to stop it.
- Hence, if this continues to be implemented then huge quantity of harvested rain water will be collect for recharging ground water and other uses eventually reducing the problem of water scarcity.
- There are two water harvesting system deployed in the campus.

File Description	Document
Any additional information	View Document

7.1.7 Green Practices

- **Students, staff using**
 - a) **Bicycles**
 - b) **Public Transport**
 - c) **Pedestrian friendly roads**
- **Plastic-free campus**
- **Paperless office**
- **Green landscaping with trees and plants**

Response:

Students, staff using

1. **Bicycles**
2. **Public Transport**
3. **Pedestrian friendly roads**
4. **Plastic-free campus**
5. **Paperless office**

6. Green landscaping with trees and plants

Efforts for Carbon Neutrality

1. Campus is smoke free and use of tobacco products is completely banned.
2. Few trees are planted every year in the campus.
3. Campus is plastic-polythene free zone and this makes the campus eco-friendly.
4. The institute has taken up steps to prevent the emission of carbon dioxide.
5. The dead leaves and the waste papers are not allowed to be put on fire.

In addition, Regular emission testing of vehicles of the institute has been adopted in the campus for carbon neutrality.

7.1.8 Average percentage expenditure on green initiatives and waste management excluding salary component during the last five years

Response: 0.87

7.1.8.1 Total expenditure on green initiatives and waste management excluding salary component year-wise during the last five years(INR in Lakhs)

2018-19	2017-18	2016-17	2015-16	2014-15
2.5	2.5	2	1.25	NA

File Description	Document
Green audit report	View Document
Details of expenditure on green initiatives and waste management during the last five years	View Document

7.1.9 Differently abled (Divyangjan) Friendliness Resources available in the institution:

1. Physical facilities
2. Provision for lift
3. Ramp / Rails
4. Braille Software/facilities
5. Rest Rooms
6. Scribes for examination
7. Special skill development for differently abled students
8. Any other similar facility (Specify)

A. 7 and more of the above

B. At least 6 of the above

C. At least 4 of the above

D. At least 2 of the above

Response: C. At least 4 of the above

File Description	Document
Resources available in the institution for Divyangjan	View Document

7.1.10 Number of Specific initiatives to address locational advantages and disadvantages during the last five years

Response: 8

7.1.10.1 Number of specific initiatives to address locational advantages and disadvantages year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
2	2	2	2	NA

File Description	Document
Number of Specific initiatives to address locational advantages and disadvantages	View Document

7.1.11 Number of initiatives taken to engage with and contribute to local community during the last five years (Not addressed elsewhere)

Response: 14

7.1.11.1 Number of initiatives taken to engage with and contribute to local community year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
4	4	4	2	NA

7.1.12	
Code of conduct handbook exists for students, teachers, governing body, administration including Vice Chancellor / Director / Principal /Officials and support staff	
Response: Yes	
File Description	Document
URL to Handbook on code of conduct for students and teachers , manuals and brochures on human values and professional ethics	View Document
7.1.13 Display of core values in the institution and on its website	
Response: Yes	
File Description	Document
Provide URL of website that displays core values	View Document
7.1.14 The institution plans and organizes appropriate activities to increase consciousness about national identities and symbols; Fundamental Duties and Rights of Indian citizens and other constitutional obligations	
Response: Yes	
File Description	Document
Details of activities organized to increase consciousness about national identities and symbols	View Document
7.1.15 The institution offers a course on Human Values and professional ethics	
Response: Yes	
File Description	Document
Provide link to Courses on Human Values and professional ethics on Institutional website	View Document
7.1.16 The institution functioning is as per professional code of prescribed / suggested by statutory bodies / regulatory authorities for different professions	
Response: Yes	
File Description	Document
Any additional information	View Document

7.1.17 Number of activities conducted for promotion of universal values (Truth, Righteous conduct, Love, Non-Violence and peace); national values, human values, national integration, communal harmony and social cohesion as well as for observance of fundamental duties during the last five years

Response: 8

7.1.17.1 Number of activities conducted for promotion of universal values (Truth, Righteous conduct, Love, Non-Violence and peace); national values, human values, national integration, communal harmony and social cohesion as well as for observance of fundamental duties year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
2	2	2	2	NA

File Description

Document

List of activities conducted for promotion of universal values

[View Document](#)

7.1.18 Institution organizes national festivals and birth / death anniversaries of the great Indian personalities

Response:

India is a land of multi-ethnicity where people of different languages and cultures live together with peace and harmony. India is a worldwide known for its cultural diversities and color festivals. Apart from these festivals, we also have national festivals such as Gandhi Jayanti, Independence Day and the Republic Day.

26 January is a day of pride for every citizen of this great country and we celebrate this day as a festival in our campus every year.

15 August is celebrated every year to mark the independence of India and so do we inside our campus. It culminates with distribution of sweets to all the staff of our institute.

We also celebrate the birthday of second president of India Dr. Sarvepalli Radhakrishnan as Teachers Day in campus every year. Students express their gratitude and appreciation for the teachers on this day.

Some of the other festivals like Holi and Diwali are also celebrated with lot of fervour.

7.1.19 The institution maintains complete transparency in its financial, academic, administrative and auxiliary functions

Response:

1. The institute believes in high moral values and strong ethics. Through its teaching and functioning, it strives to inculcate these values in its students and faculty as well.
2. Through courses on human values, the institute emphasises on the need for every student to be compassionate and considerate. This helps the students attain a holistic development.
3. Fee structure is open and transparent. It is available in detail to all students and parents.
4. Salaries of all employees are deposited in bank accounts to maintain clarity.
5. All departmental budgets are proposed by concerned authorities and reviewed fairly without any bias.
6. Students are involved in decision making to use their input. They are also fairly informed about all changes concerning them. Their attendance and marks are provided to them with a provision of rectifying any justified mistake that they appeal for. Parents are also duly notified about their children's performance and attendance.
7. Through these practices, the institute has been able to communicate freely and openly with all its stakeholders without any malice. Transparency is maintained by the institute all the time to maintain the institution's core values. Through its practices, the institute emanates strong ethical values.

7.2 Best Practices**7.2.1 Describe at least two institutional best practices (as per NAAC Format)****Response:****Best Practice 1**

Title: Effective Learning through Blended Learning Methodology

Objectives

- To develop interactive class room teaching to bring out inherent academic knowledge of the students.
- To offer hands on experience and hence improve the students on Skill Development quotient.

Context

1. Quality teaching is important for producing the intellectual capital and to compete with other countries. It is important to create the classroom teaching in an interactive way by faculty members. Also, it is essential to provide the learning materials to the students at various possible locations everywhere in the campus.

Practices

1. Providing good learning environment with neat & comfortable seating, Board & marker and uninterrupted power supply for electrical appliances like LCD, lighting and ventilation.
2. Academics, industrial experts and alumni are involved in framing curriculum and syllabus.
3. Crafter Prodigy Program to ensure that all students are crafted in the best possible way.
4. Teaching with live cases and examples for easy understanding and creating opportunities to students to interact with their opinions.
5. Value added courses/frequent guest lecturers /invited talks by the practitioners are arranged to give more exposure on real time challenges and industrial practices.
6. Field/Industry visits and Internship training provides hands on experiences to the students which makes them to have rich understanding in their area of interest.
7. Students are given opportunity to do industrial research projects.
8. It is a regular practice to encourage the students to make presentations in National/ International seminar and conferences.

Best Practice 2

Title: Decentralized Administration

Objectives

1. Introduction of decentralized administration to facilitate quick decision making related to academic and administrative activities.
2. To ensure complete transparency and to take prompt and systematic follow up actions.
3. To minimize the work burden of the superiors.
4. To generate more opportunities in the growth and self development of faculty members by including them in the various administrative committees.
5. To promote the managerial and administrative skills of the faculty to take up leadership positions by delegating the power and responsibility.

Context

1. Decentralized administration makes it possible for the head of the institution to delegate power and responsibility to others and to concentrate on other high level activities of institution.
2. Various committees have been formed to facilitate quick decision making related to academic and administrative activities, ensure complete transparency and objectivity and take prompt and systematic follow up actions. Delegation of responsibility enhances the moral and motivates the subordinates to perform their duties with commitments and improves the overall administrative and academic efficiency of the institution.
3. Communication between the head of the institution and subordinates strengthen their relationship and results in smooth administration.

Practices

1. Various committees have been framed to review/monitor the functioning of institute periodically. Following are some of the best practices:
2. Based on the requisitions of the Heads of the Department, the new staff members have been recruited by a selection committee.
3. Heads of the department are independent to assign the prestigious responsibilities to the right person in his/her department.
4. Annual budget required for the department development is prepared by the HOD concerned in consultation with his/her faculty team that enables to prepare the annual budget for the institute.
5. The purchase committee authorized to finalize the procurement based on the comparative statements prepared by the HODs.
6. Heads of the Department are consulted for change in intake and addition/deletion of programs.
7. The faculty members have organized International/National level seminars and conferences.
8. Senior faculty members have a good role to interact with the industries in securing consultancy work.
9. Controller of Examinations is completely independent to take care of all examination related activities.
10. Placement cell independently interact with the industries to fill the gap between institution and industry.

File Description	Document
Link for Additional Information	View Document

7.3 Institutional Distinctiveness

7.3.1 Describe/Explain the performance of the institution in one area distinctive to its vision, priority and thrust

Response:

Vision

Growth with Education

Mission

In the current global context, we believe in developing the aspiring leaders and entrepreneurs who manage and create powerful organizations in the emerging corporate landscape. Asian School of Business aims at creating highly intellect business mindset, promote best business practices and innovative techniques to attain desired organization goal and contribute to nation's economy at large.

In sync with vision and mission, we do take necessary steps so as to get the skill levels of the students to the requisite benchmark so that they perform as per what is expected out of them once they join corporate. With its unique teaching pedagogy, we are able to transform students into an intellectual professionals. We

generally practise the **Blended Learning Methodology** consisting of Internal Exposure as well as External Exposure. On one hand we have Multi-disciplinary programs and projects, student centered pedagogy by making use of Multimedia in classrooms (power point presentation, audio, visuals), Case Studies, Games, Simulations, Role Plays along with Guest Lectures, Scenario Analysis, Group Discussions, Quizzes, One on One Discussion and on other hand we have **Industry Visits, Conferences, Live Projects, Summer Internships, Workshops** and various **Research based Projects**.

We do have **Guest Lectures** as an integral part of the pedagogy with Corporate heads being invited to share their valuable insights from their rich experience about contemporary business issues, the challenges they have face and how they deal with them. These sessions serve as an ideal platform for the students to supplement their theoretical knowledge with first hand perspectives from some of the stalwarts of the industry.

We have the **Research and Development Cell** responsible for the formulation of the overall guidelines related to research and publication. It provides a forum where knowledge and understanding of business can be exchanged between the academic and the corporate world. The cell also organizes other events to enhance the industry interaction that includes **National Seminars, International Conferences, Faculty Development Programs**.

For providing students International exposure, we have entered into MOU with University of California School of Cinematic Arts, Los Angeles (USA) that creates platform for international exposure to students.

At the same time, we have been conducting international conferences and visits by foreign Professors and delegates to equip our students to get international exposure. In addition to that, students and faculty are encouraged to participate in international conferences and publish their papers in international journals.

We do believe that in the current dynamic market scenario you need to be more innovative so as to create a cutting edge as compared to others. The habits of successful entrepreneurs are becoming increasingly valuable in the modern workplace. Global development is entering a phase where entrepreneurship will increasingly play a more important role. There have been lot of success stories worldwide of successful entrepreneurs who started the ball rolling despite being at academics only.

A student can't learn to swim at the library and they can't learn entrepreneurship solely in a classroom. To learn entrepreneurship, one must do it in one form or the other. We do have **Entrepreneurial Development and Incubation Centre (EDIC)**. Its aim is to focus on building entrepreneurial mindset and inculcating leadership and professional business skills in the students. Entrepreneurship development is the need of hour and most necessary tool for sustainable development, business growth, employment generation and empowerment is what we believe in. We invite top industry professional wherein they share their high valued experiences, guide student towards innovative thinking, benefits of new ventures, self-development and attributes for being an effective & efficient leader.

We do conduct various events like **Business Plan Competitions, Business Quizzes, Seminars** and **Guest Lectures on Entrepreneurship** with eminent speakers from Industry.

We also do have an **Entrepreneurship Club, SEED** that provides a space that hones the creativity and promotes overall skill-sets by providing on-going mentoring. It helps the students to translate virtual business ideas into practical ventures and to encourage innovation through entrepreneurship.

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5. CONCLUSION

Additional Information :

Institute has recently entered into MOU with University of California School of Cinematic Arts, Los Angeles (USA) that creates platform for international exposure to students. Selected students have wonderful opportunity of getting an enriching international exposure with ten days educational trip to the beautiful city of Los Angeles where they undergo a practical workshop on Business of Entertainment at the USC campus. This workshop complements the lessons they learn during their classes of diploma in Business of Entertainment.

Concluding Remarks :

The objective of all academic programmes at ASB is to produce excellent professionals who can translate theory into practice and are capable of identifying and solving management problems at local and global level. The approach towards teaching is more practical where knowledge is imparted for practical applications in the corporate world.

This under-graduate program equips the students with an in-depth understanding of management theory coupled with intensive industry exposure. The course curriculum is designed after in-depth study of the requirements of all stakeholders and the ever-changing demands of the industry. The salient features of the program are emphasised on enhancing the students' soft skills and maximizing the industry interface through varied initiatives. The Academic Programs also offer tremendous flexibility and learning opportunities through a credit-based approach.

The curriculum is flexible and includes lectures, case studies, role plays and integrative exercises. The focus of teaching students is to build up their ability to solve various problems associated with business enterprises. Students get a platform to make themselves familiar with the fast changing global business scenario. It is ensured that students get exposure to Industry as well and for that we have regular Summer Internships and Live Projects for them from time to time.

In addition to this, we provide 5 additional diplomas to students to make them more of job ready once they leave the campus.