

Department of Business Administration

Message from HoD's Desk



Guru Nanak Dev Engineering College (GNDEC) started a 2-year Full Time MBA programme from the academic session 2007-2008 with an initial intake of 60 students. Continuing with the legacy, the B.B.A which is three-year full-time program has been introduced from 2021 with an intake of 60 students. The programmes are affiliated to PTU (IKG Punjab Technical University), Jalandhar and duly approved by AICTE (All India Council Of Technical Education).

With a focus of providing quality and professional education to the students, the Department of Business Administrations at GNDEC shares the vision to be a leading institution for Business education and research in the region. The B.B.A and M.B.A programme provides a foundation in general management functions and a range of specialist options to cater to the ever-increasing demand of managerial talent in the industry.

The mission of the department is to impart world class education at Graduate, Post-Graduate and Doctoral level. The Department endeavours to provide to the corporate world skilled managerial manpower in the numerous areas of management.

The Department of Business Administration has widely experienced and competent faculty to impart quality education to the budding managers. Besides department faculty, the college provides faculty from the other departments to teach specialized subjects like Information Technology for Management, Applied Operations Research and Research Methodology etc. In addition to BBA/ MBA Programme, the eligible faculty of the department is engaged in guiding the Ph.D. students of the Punjab Technical University, Kapurthala-Jalandhar Highway Kapurthala.

The department has requisite and state of the art infrastructure like Wi-Fi campus, rich library, e-resources (EBSCO, J-gate and e-books), class rooms with LCD Projectors, seminar room, computers installed with software etc. Being the department of autonomous institution, the department revises curriculum to cater to the changing business environment and expectations of the industry. The alumni of the department have found berth in Honda, Volkswagen, Kracher, Sonalika Tractors, ICICI, Mathoot Finance, HDFC Bank, AXIS Bank, Life Style, Coca-Cola etc.

Dr.Parampal Singh,
Head, Department of Business Administration.

Department at Glimpse

Rs.4,50,133/- Grant received from AICTE, New Delhi under AQIS SCHEME to conduct two weeks FDPs – ONLINE 2 FDPs conducted by Department of Business Administration.

- **AICTE Sponsored under(AQIS) Scheme Two Weeks FDP on “Innovative Pedagogical Methodologies and Tools for Effective Learning in Engineering Education from 26th October to 7th November,2020 through online mode.”**



Organising Team -AICTE Sponsored Ist FDP

AICTE (New Delhi), AICTE Quality improvement scheme (AQIS) sponsored Faculty Development Program organized by Department of Business Administration Guru Nanak Dev Engineering College, Ludhiana on "Innovative Pedagogical Methodologies and Tools for Effective Learning in Engineering Education" from 26th October, 2020 to 7th November, 2020 through online mode. Go to meeting app has been purchased for this faculty development program and 150 participants PAN India were participated in this program.

[Click youtube gndec.ac.in to View Inaugural Session](#)

[Click you tube gndec.ac.in to View Valedictory Session](#)

- **AICTE Sponsored under(AQIS) Scheme Two Weeks FDP on "Innovative Pedagogical Methodologies and Tools for Effective Learning in Engineering Education from 07th December,2020 to 21st December,2020" through Online mode."**



Organising Team -AICTE Sponsored 2nd FDP

AICTE (New Delhi), AICTE Quality Improvement Scheme (AQIS) sponsored Faculty Development Program organized by Department of Business Administration, Guru Nanak Dev Engineering College, Ludhiana on "Innovative Pedagogical Methodologies and Tools for Effective Learning in Engineering Education" from 07th December, 2020 to 21st December, 2020 through online mode. Go to meeting app has been purchased for this Faculty Development Program and 80 participants from PAN India participated in this Faculty Development Program (FDP).

First day i.e., on 07th December, 2020, Inaugural session has been taken by Dr. K. Srinivas Head ICT & Project Management Unit, National Institute of Educational

Planning and Administration (NIEPA), Deemed to be University, Ministry of Education, Govt. of India. He opened his session with a quote from Alvin Toffler and highlighting the ways in which the lockdown period can be utilized by the faculties and students to the optimum level in enhancing their technology and digital capabilities. He laid ample stress on building the competencies of Teachers for the online teaching by encouraging them to adapt to the new technological pedagogies as well as by releasing control of learning to the students. Dr.Srinivas concluding remarks emphasized on the necessity that instructor must take the role of facilitator of information while giving the solutions.

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Technical Education Quality Improvement Programme (TEQIP)-III) Guru Nanak Dev Engineering College, Ludhiana sponsored Two Weeks Student Development Programme on “Enhancing Students’ Employability through Interdisciplinary Engagement” from 1st February - 13th February,2021.”



Chief Guest SDP Ms.Sandeep Riat, MD Akal Spring Ltd., Mr.G.S.Sidhu,Head IT,Cremica Food Industries & Principal Dr.Sehjpal Singh,GNDEC Ludhiana

TEQIP-III sponsored Student Development Program organized by Department of Business Administration & Department of Computer Applications, Guru Nanak Dev Engineering College, Ludhiana on “Enhancing Students' Employability through Interdisciplinary Engagement” from 1st February, 2021 to 15th February,2021 through offline mode. The program was held at Campus in Testing and Consultancy Cell at GNDEC Campus. Nearly 80 students of Final year of B.Tech (All Branches)/MBA/MCA has been participated in this program.

[Click Here to View SDP](#)

Publications

- **Ripudaman Kaur, Parampal Singh.** (2020) Emotional Intelligence and its impact on the Job Performance among frontline bank employees.In: Suraj Punj Journal For Multidisciplinary Research ISSN NO: 2394-28860.

Sr. No.	Name of Event	Faculty Coordinator	Duration	Date(s)	Sponsor(s)
1	FDP on Innovative Pedagogical Methodologies and Tools for Effective Learning in Engineering Education"	Dr. Navdeep Kaur	Two Weeks	26th October, 2020 to 7th November, 2020	AICTE, New Delhi.
2	FDP on Innovative Pedagogical Methodologies and Tools for Effective Learning in Engineering Education"	Dr. Navdeep Kaur	Two Weeks	07th December-21st December,2020.	AICTE, New Delhi.
3	SDP on Enhancing Students' Employability through	Dr.Navdeep Kaur & Prof. Dinesh Anand	Two Weeks	1st February, 2021 to 15th February, 2021	TEQIP-III

	Interdisciplinary Engagement				
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Events Organized by Faculty of Business Administration FDPs/Conferences/STCs/SDTs/Workshops/Webinars etc.)

Events Attended by Faculty of Business Administration. (FDPs/Conferences/STCs/SDTs/Workshops/Webinars etc.)

Sr. No.	Name of Faculty	Name of Event	Duration	Date(s)	Organizing Institute
1	Amanjot Kaur Gill	Professional Development Training Programme for Faculty & Administrators of Project Institutions of Technical Education Quality Improvement Programme – III (TEQIP – III)	3 Days	7-9 Dec 2020	NPIU-IIMV
2	Amanjot Kaur Gill	Curriculum Implementation	4 Days	20-24 April 2020	NITTTR CHD
3	Amanjot Kaur Gill	Teaching and Learning for Accreditation in Technical Education	5 Days	27 April- 1 May 2020	NITTTR CHD
4	Amanjot Kaur Gill	Academic Leadership Enhancement in Technical Institutions	5 Days	4-8 May 2020	NITTTR CHD
5	Amanjot Kaur Gill	Modes of Teaching and Learning in Lockdown	One Day	11 May 2020	NPTEL
6	Dr. Navdeep Kaur	How to conduct evidence-based research	One Module	17 April,2020	Elsevier Research Academy
7	Dr. Navdeep Kaur	Discover how metrics can boost funding and networking opportunities	One Module	11 May,2020	Elsevier Research Academy
8	Dr. Navdeep Kaur	Funding Hacks for Researchers	One Module	11 May,2020	Elsevier Research Academy

Sr. No.	Name of Faculty	Name of Event	Duration	Date(s)	Organizing Institute
9	Dr. Navdeep Kaur	The key to successful academic collaborations	One Module	14 May,2020	Elsevier Research Academy
10	Dr. Navdeep Kaur	How to manage and publish your research data	One Module	17 April,2020	Elsevier Research Academy
11	Dr. Navdeep Kaur	How to produce highly visible research: Useful tips for researchers	One Module	14 May,2020	Elsevier Research Academy
12	Dr. Navdeep Kaur	Research collaborations	One Module	14 May,2020	Elsevier Research Academy
13	Dr. Navdeep Kaur	How researchers store, share and use data	One Module	17 April,2020	Elsevier Research Academy
14	Dr. Navdeep Kaur	How to secure funding - ECR edition	One Module	11 May,2020	Elsevier Research Academy
15	Dr. Navdeep Kaur	The Fundamentals of Digital Marketing	One Module	10 May,2020	Google Digital Garage
16	Dr. Navdeep Kaur	Industry 4.0	36 hours course	5 July,2020	Globsyn Business School Online
17	Dr. Navdeep Kaur	Assertiveness Skills for Professional Development.	One Module	09 June,2020	St. Xavier's P.G. College
18	Prof.Amarpreet Kaur	Building Your Research Acumen	One Week	30 May,2020-11 July,2020 (on every consecutive Saturday)	GNSU, Jamuhar, Bihar
19	Prof.Amarpreet Kaur	Research Methodology	One Day	11 June,2020	Bhaktavatsalam Memorial College for Women, Chennai
20	Prof.Amarpreet Kaur	Academic Enhancement on Research Methodology	4 Days	26-29 June,2020	IRA, Jaipur

Sr. No.	Name of Faculty	Name of Event	Duration	Date(s)	Organizing Institute
21	Prof.Amarpreet Kaur	Supply Chain Management:Challanges & Strategies	One Week	13-17July,2020	Dr.B.R.AmbedkarNational Institute of Technology,Jalandhar

Miscellaneous (Lab Upgradation, Infrastructure augmentation etc.)

- All class rooms are wi-fi enabled and Latest ICT Techniques. -Replacement of convention CRT Monitors WITH LED ones. (You can add any miscellaneous details related to your department here which you feel should be added in Newsletter)

Student's Corner



Participating MBA Team in CII-Majestic Skill-Will-Lead at GNDEC, Ludhiana.



Chief Guest Mr.Mahesh Munjal CEO Majestic Autos Ltd. along with Industry Experts & Principal Dr.Sehijpal Singh GNDEC, Ludhiana.



LMA-Student Form-Interactive Expert Talk held in GNDEC,Ludhiana.



Interactive Expert Talk by Dr.Kamal K.Jain Professor, IIM Indore held in GNDEC,Ludhiana



31st Road Safety Week Interactive Expert Talk by Sh.Rajan Sharma ACP Traffic Zone II Ludhiana held in GNDEC,Ludhiana.



Industrial Visit at Avon Cycles Pvt.Ltd, Ludhiana.

Student's Achievements



MBA student Harshveer Singh Sekhon Roll No.2028024 won two (2) Gold and one (1) Bronze Medal in 25th National Road Cycling Championship.