

2. PROFILE

2.1 BASIC INFORMATION

Name and Address of the College	
Name	SHEILA RAHEJA SCHOOL OF BUSINESS MANAGEMENT AND RESEARCH
Address	Sheila Raheja School of Business Management and Research, Raheja Education Complex, Kher Nagar, Opp. Chhatrapati Shivaji Ground, Bandra (East).
City	Mumbai
State	Maharashtra
Pin	400051
Website	https://www.srbs.edu.in

Contacts for Communication					
Designation	Name	Telephone with STD Code	Mobile	Fax	Email
Director	Harish Kumar S. Purohit	022-31218777	7498437373	-	srbs@srbs.edu.in
IQAC / CIQA coordinator	Rahul Sanghavi	022-31218758	9004466303	-	iqac@srbs.edu.in

Status of the Institution	
Institution Status	Self Financing

Type of Institution	
By Gender	Co-education
By Shift	Regular

Recognized Minority institution	
If it is a recognized minority institution	No

Establishment Details	
-----------------------	--

State	University name	Document
Maharashtra	University of Mumbai	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
AICTE	View Document	15-05-2023	12	Approved for current academic year

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	Sheila Raheja School of Business Management and Research, Raheja Education Complex, Kher Nagar, Opp. Chhatrapati Shivaji Ground, Bandra (East).	Urban	4066	4252

2.2 ACADEMIC INFORMATION

Details of Programmes Offered by the College (Give Data for Current Academic year)						
Programme Level	Name of Programme/Co course	Duration in Months	Entry Qualification	Medium of Instruction	Sanctioned Strength	No.of Students Admitted
UG	BMS,Management,Management Studies	36	H.S.C 45% for General Category & 40% for Reserved Category	English	144	143
PG	MMS,Management,Management Studies	24	Passed minimum 03 years duration Bachelor's degree with 50% marks in aggregate and Entrance Exam compulsory i.e. CET, CMAT, CAT, XAT, ATMA, and GMAT.	English	120	94
Doctoral (Ph.D)	PhD or DPhil ,Management ,Commerce and Management	36	Post-Graduate in Management / Commerce, PET/ SET/ NET.	English	5	0

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	2				3				8			
Recruited	2	0	0	2	2	0	0	2	1	7	0	8
Yet to Recruit	0				1				0			
Sanctioned by the Management/Society or Other Authorized Bodies	0				0				6			
Recruited	0	0	0	0	0	0	0	0	2	4	0	6
Yet to Recruit	0				0				0			

Non-Teaching Staff						
	Male		Female		Others	Total
Sanctioned by the UGC /University State Government						8
Recruited	3		3		0	6
Yet to Recruit						2
Sanctioned by the Management/Society or Other Authorized Bodies						2
Recruited	2		0		0	2
Yet to Recruit						0

Technical Staff				
	Male	Female	Others	Total
Sanctioned by the UGC /University State Government				1
Recruited	1	0	0	1
Yet to Recruit				0
Sanctioned by the Management/Society or Other Authorized Bodies				1
Recruited	1	0	0	1
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/LLD/DM/MCH	0	0	0	0	0	0	0	0	0	0
Ph.D.	2	0	0	2	0	0	0	0	0	4
M.Phil.	0	0	0	0	0	0	0	0	0	0
PG	0	0	0	0	0	0	0	0	0	0
UG	0	0	0	0	0	0	0	0	0	0

Temporary Teachers										
Highest Qualification	Professor			Associate Professor			Assistant Professor			Total
	Male	Female	Others	Male	Female	Others	Male	Female	Others	
D.sc/D.Litt/LLD/DM/MCH	0	0	0	0	0	0	0	0	0	0
Ph.D.	0	0	0	0	0	0	1	2	0	3
M.Phil.	0	0	0	0	0	0	0	0	0	0
PG	0	0	0	0	0	0	2	9	0	11
UG	0	0	0	0	0	0	0	0	0	0

Part Time Teachers										
Highest Qualification	Professor			Associate Professor			Assistant Professor			Total
	Male	Female	Others	Male	Female	Others	Male	Female	Others	
D.sc/D.Litt/LLD/DM/MCH	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
UG	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
		9	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	153	24	0	0	177
	Female	114	23	0	0	137
	Others	0	0	0	0	0
PG	Male	114	6	0	0	120
	Female	91	5	0	0	96
	Others	0	0	0	0	0
Doctoral (Ph.D)	Male	1	0	0	0	1
	Female	1	0	0	0	1
	Others	0	0	0	0	0

Provide the Following Details of Students admitted to the College During the last four Academic Years

Category		Year 1	Year 2	Year 3	Year 4
SC	Male	20	23	28	22
	Female	17	20	17	14
	Others	0	0	0	0
ST	Male	1	1	2	2
	Female	0	0	1	2
	Others	0	0	0	0
OBC	Male	16	14	11	19
	Female	12	14	20	22
	Others	0	0	0	0
General	Male	139	159	211	257
	Female	97	127	162	180
	Others	0	0	0	0
Others	Male	10	10	12	13
	Female	6	5	4	3
	Others	0	0	0	0
Total		318	373	468	534

Institutional preparedness for NEP

<p>1. Multidisciplinary/interdisciplinary:</p>	<p>SRBS, established under the aegis of "Bombay Suburban Art & Craft Education Society", offers Undergraduate BMS and Postgraduate MMS programs along with a recognized Ph.D. Research Centre in Management Studies. Our parent society also runs institutions in the domain of Architecture, Hotel Management and School of Art. SRBS is affiliated to University of Mumbai and adheres to its rules and regulations. In addition to the curriculum prescribed by the University of Mumbai SRBS has provided Value added/ Add on Courses, "Campus to Corporate" conducted for MMS students and "Basic Computer skills on MS office (Word, Excel and PowerPoint)" conducted for BMS students. These</p>
--	---

	<p>Value added/ Add on certificate courses offer flexible and innovative curricula. This also takes care of credit-based courses and projects in the areas of community engagement and service, environmental education, and value-based towards the attainment of a holistic and multidisciplinary education with the implementation of NEP 2020 in University of Mumbai and its affiliated Institute. SRBS offers programs in management education at UG level with specialization in Finance, Marketing & HR. Also following specializations are available to PG level students who are pursuing MMS Program Finance, Marketing, HR & Operations. It also offers Ph.D. Program in Management Studies, thereby integrating the multidisciplinary approach as per guidelines of the University of Mumbai. The Institute is assessing the modalities of implementing for offering a multidisciplinary flexible curriculum that enables multiple entry and exits at the end of 1st, 2nd and 3rd years of undergraduate education while maintaining the rigor of learning. University of Mumbai will issue guidelines towards implementation of NEP from the next academic year 2024-2025 onwards for all the affiliated colleges.</p>
<p>2. Academic bank of credits (ABC):</p>	<p>SRBS encouraged students to register for Digi Lockers. The institute has initiated the process for fulfilling the requirement of Academic bank of credits as proposed in NEP 2020. The registration process of the students under Academic bank of credits (ABC) was carried out as per the guidelines of University of Mumbai in the A.Y. 2022-2023. ABC workshop was organized by University of Mumbai on 17/3/2023, after the workshop the faculties encouraged MMS and BMS students to register for ABC. Sessions were organized in the computer centre. Faculty members guided students towards achieving 100% registration of ABC ID generation of all students. SRBS has implemented the practice of preparing Course Outline well in advance to cover in detail information regarding textbook, reference/reading material, assignments, and assessment criteria for their respective courses. However, the curriculum/syllabus of the programs are delivered within the approved framework provided by the University of Mumbai. At the same time all faculties are encouraged to design their own curricular and pedagogical approaches when it comes</p>

	<p>to delivering their courses including Value Added/Add on courses. Our faculty member, Prof. Sandeep Kudtarkar had worked as an expert professor on the Student Learning Assessment (SLA) Project ‘PARAKH’. It was an AICTE initiative, under which the assessment of the student’s cognitive capacity was tested and a report was provided to AICTE. Students were informed about their strengths and weaknesses in their chosen field of studies and Prof. Sandeep Kudtarkar received an honorarium of Rs. 19,000/- from AICTE.</p>
<p>3. Skill development:</p>	<p>SRBS believes in a paradigm shift in the student’s personality and we conducted Mock GDs, Mock interviews, and language lab sessions to improve the employability factor of the students. In addition to the curriculum prescribed by the University of Mumbai SRBS has also conducted Value added/ Add on Courses, “Campus to Corporate” conducted for MMS students and “Basic Computer skills on MS office (Word, Excel and PowerPoint)” conducted for BMS students. In addition to various domain specific sessions and master class/ guest session series by industry experts, SRBS also organized competitions for BMS & MMS students namely, “Investment & Trading Yoddha” & “Fin-Pitch”. A large number of students from MMS and BMS participated in the “Investment & Trading Yoddha” competition. The activity gave students a live experience of money management, risk management, position size, decision making, critical thinking and analytical ability using their general and financial awareness. Different concepts of finance such as portfolio management, investment, maximization of wealth and net worth were also experienced by the students as they (each student) were given a virtual fund of Rs.10 Lakhs to create their own portfolio. Such competition helps in understanding of global factors in addition to national factors to be kept under constant vigil which will affect the decision making of the investors. The activity was a big success as the students showed great interest along with the pleasure of real life learning. “Fin-Pitch” competitions taught them good communication and social skills, being flexible to their customers, understanding every customer’s needs, time management, consistency, conciseness, developing emotional intelligence, selling multiple products, identifying target markets,</p>

	<p>and knowing their domain competitors. Also, students got an exposure on multiple mutual funds products, Mediclaim Policies & Insurance Policies and how it works in the real world. Faculties from SRBS have completed Universal Human Values (UHV) FDP course of AICTE. This UHV FDP course helps in developing humanistic, ethical, Constitutional, and universal human values of truth (satya), righteous conduct (dharma), peace (shanti), love (prem), nonviolence (ahimsa), scientific temper, citizenship values, and also life-skills among faculty members of SRBS. These UHV certified faculty members conduct sessions during orientation programs when the students just enter at the beginning of their academic journey with SRBS. The continuous interaction of our faculty members with students through mentor-mentee approach strengthens students' learning curve to face the real corporate world in addition to acquiring academic degrees.</p>
<p>4. Appropriate integration of Indian Knowledge system (teaching in Indian Language, culture, using online course):</p>	<p>Understanding India's great diversity and cultural legacy, SRBS organized events like Marathi Bhasha Divas, Navratri Festival, Ganesh Utsav, Diwali celebration, Marathi Bhasha Samvardhan, International Yoga Day. SRBS students visited Nita Mukesh Ambani Cultural Centre (NMACC) with a sole purpose of promoting understanding towards Indian language, Arts and culture by integrating IKS as a part of the co-curricular activities. Every Year SRBS celebrates Vigilance awareness week, National Unity Day, Constitution Day, Independence Day & Republic Day, International women's Day, National voters Day. Students successfully organized HR Professional Day in addition to the inter collegiate cultural fest "Svagam". These activities help students to develop a sense of responsibility and accountability as a responsible citizen there by respecting and participating in the cultural diversity of our great nation.</p>
<p>5. Focus on Outcome based education (OBE):</p>	<p>OBE is a student-centric learning model that helps Institutes to measure Learning Outcomes and enables students to develop skill sets for holistic development. The curriculum of the MMS Program is prescribed by the University of Mumbai, where Program Outcome PO(s) are derived from Graduate Attributes. The POs and the Course Outcome CO(s) are mapped with each other using the correlation</p>

	<p>scale of 1 to 3. The progression of the teaching and learning process can be tracked through Continuous Assessment which includes Direct and Indirect Assessments. Direct attainment of COs is determined from Continuous Internal Evaluation and Semester End Examination of students. At SRBS the proportional weight of CIE: SEE is 40:60 and DA: IA is 80:20. Faculties of SRBS attended the Faculty Development Program of “Outcome Based Education: Paradigm Shift in Higher Education” organized by the Ministry of Education.</p>
<p>6. Distance education/online education:</p>	<p>SRBS uses facilities like Google Meet, Google Classroom, Zoom, Jio Meet to its students. During Covid affected period SRBS conducted online sessions through Google Meet & Google Classroom. And, their examinations were conducted successfully with a proctoring facility as per the guidelines of University of Mumbai. The institute has ICT tools, Smart Class room, Wi-Fi enabled campus, Computer Centre, LCD Projector and Internet in all classrooms. As per the subjects and student’s requirement in-house tailor-made digital notes are shared through Google Classroom. Faculties have also attended various FDP, Workshops, Industry Sessions, Seminars etc. in online mode including FDP on “Inculcating Universal Human Values in Technical Education” organized by All India Council for Technical Education (AICTE), & Faculties participate and obtained Grade “A” in One-Week Online National Faculty Development Program organized by SFIMAR, Mumbai and Guru Angad Dev Teaching Learning Centre, SGTB Khalsa College, University of Delhi under the Pandit Madan Mohan Malviya National Mission on Teachers and Teaching (P.M.M.M.N.M.T.T.) of Ministry of Education.</p>

Institutional Initiatives for Electoral Literacy

<p>1. Whether Electoral Literacy Club (ELC) has been set up in the College?</p>	<p>Yes, Electoral Literacy Club (ELC) was formed on 21st November 2023 at SRBS as per directives of Election Commission of India. ELC functions jointly with DLLE Unit of SRBS and is a platform to engage students through activities and to sensitize them on their electoral rights and familiarize eligible voters</p>
---	--

	with the electoral process of registration and voting.
<p>2. Whether students' co-ordinator and co-ordinating faculty members are appointed by the College and whether the ELCs are functional? Whether the ELCs are representative in character?</p>	<p>In democracy, it is not simply enough to inform voters about election dates but also to help the electorates take an informed decision, it is quintessential to sensitize them about the importance of participating in the electoral process. SRBS appointed students' coordinators and faculty members in the ELC so that they can create awareness. ELC of SRBS is functional and representative in character as given below: Nodal Officers: Dr. Samadhan Khamkar (Professor) and Dr. Prasad Supekar (Assistant Professor) and Convenor: Ms. Sonali Shiralkar (Assistant Professor). ELC: Executive Committee members include Student representatives across all the programs and they are Mr. Shardul Nage, Ms. Kasturi Mosamkar from MMS and from BMS - Ms. Jhanvi Mehta and Mr. Vimit Kundra.</p>
<p>3. What innovative programmes and initiatives undertaken by the ELCs? These may include voluntary contribution by the students in electoral processes-participation in voter registration of students and communities where they come from, assisting district election administration in conduct of poll, voter awareness campaigns, promotion of ethical voting, enhancing participation of the under privileged sections of society especially transgender, commercial sex workers, disabled persons, senior citizens, etc.</p>	<p>The young and future voters constitute a sizable part of India's democratic polity and its future hence electoral participation of youth is vital for democracy. Thus, SRBS organized "Voters Awareness Campaign" which was celebrated with great enthusiasm from 29/11/2023 to 02/12/2023. The event aimed to promote civic responsibility, enhance voter awareness, and encourage voter registration among students. It comprised various activities, including a voter registration awareness drive, voters' rights campaign, a guest speaker session on voter registration, a poster-making competition, and the showcasing of a documentary film on 60 years of Election Commission of India. Following list of Activities conducted by ELC of SRBS: (1) Voter Registration Awareness Drive in BMS & MMS Section (Date 29/11/2023) (2) Graduate Voters Registration Awareness for MMS students (Date: 29/11/2023) (3) Voter Rights Awareness Campaign in Local Vicinity including our sister Institutions (Date: 30/11/2023) (4) Poster Making Activity: Voting Rights in India (Date: 1/12/2023) (5) Documentary film on 60 Years of Election Commission of India (Date: 2/12/2023)</p>
<p>4. Any socially relevant projects/initiatives taken by College in electoral related issues especially research projects, surveys, awareness drives, creating content, publications highlighting their contribution to</p>	<p>The young and future voters constitute a sizable part of India's democratic polity and its future hence electoral participation of youth is vital for democracy. Thus, SRBS organized "Voters Awareness</p>

<p>advancing democratic values and participation in electoral processes, etc.</p>	<p>Campaign” which was celebrated with great enthusiasm from 29/11/2023 to 02/12/2023. The event aimed to promote civic responsibility, enhance voter awareness, and encourage voter registration among students. It comprised various activities, including a voter registration awareness drive, voters' rights campaign, a guest speaker session on voter registration, a poster-making competition, and the showcasing of a documentary film on 60 years of Election Commission of India. Following list of Activities conducted by ELC of SRBS: (1) Voter Registration Awareness Drive in BMS & MMS Section (Date 29/11/2023) (2) Graduate Voters Registration Awareness for MMS students (Date: 29/11/2023) (3) Voter Rights Awareness Campaign in Local Vicinity including our sister Institutions (Date: 30/11/2023) (4) Poster Making Activity: Voting Rights in India (Date: 1/12/2023) (5) Documentary film on 60 Years of Election Commission of India (Date: 2/12/2023) To highlight the contribution to advancing democratic values and participation in electoral processes, the college disseminates the information regularly related to registration of voters with the help of activities like Creating content, Awareness drives, celebration of National Voters Day, and Poster making competition etc.</p>
<p>5. Extent of students above 18 years who are yet to be enrolled as voters in the electoral roll and efforts by ELCs as well as efforts by the College to institutionalize mechanisms to register eligible students as voters.</p>	<p>A Guest Session on “Voter Rights Awareness Campaign” by inviting Booth Level Officer of Election Office, Government of Maharashtra, was well appreciated and remarked “GOOD JOB, WITH LOVE” by Guest Speaker. Students above 18 years age are sensitized to be a registered voter by way of voter awareness drive, ELC of the Institute will ensure to continue to create awareness. It was a resounding success in promoting civic engagement, encouraging students to actively participate in the democratic process. Voting gives citizens a voice, an opportunity to participate in the democratic process and make the government more representative of the people. This activity not only increased voter awareness but also fostered a sense of responsibility among the students towards shaping the future of society and nation.</p>