

SBS RAK BRANCH CAMPUS – UAE

ANNUAL ACADEMIC REPORT

AY 2021-2022

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LIST OF ABBREVIATIONS

BBA	Bachelor of Business Administration
MBA	Masters in Business Administration
RAKEZ	Ras al Khaimah Educational Zone
FDP	Faculty Development Program
HCM	Healthcare Management
BBA	Bachelor of Business Administration
DBA	Doctor of Business Administration
IACBE	International Accreditation Council for Business Education
ACBSP	Accreditation Council for Business Schools and Programs

Quick Facts about

Chairman: Dr. Hemant Kumar

SBS RAS AL KHAIMAH BRANCH CAMPUS – UAE
LOCATED IN RAKEZ,

SBS SWISS BUSINESS SCHOOL, ZURICH
SWITZERLAND, IS THE MAIN CAMPUS.

ALL PROGRAMS BBA, MBA, MSc HCM, DBA ARE
ACCREDITED BY ACBSP & IACBE

Academic Dean Dr. Rajesh Pai

Board of Directors:

Dr. Hemant Kumar

Dr. Rajesh Pai

Graduates 2021-22:

BBA: NA

MBA: 172

STUDENT ENROLMENTS 2021-22:

BBA: 44

MBA: 181

Degree Awarded in 2021-2022:

BBA: NA

MBA: 126

Employees, as of 2021-22:

Total full and part-time employees: 36

Full-time and part time faculty: 7

Total full and part-time staff: 43

This Annual Report and Factbook is prepared and published by SBS RAK – UAE BRANCH CAMPUS presenting the overall institution's facts and figures for the year 2021-22. All the information shared is the actual figures and facilities for the benefit of the stakeholders to know and assess the real situation. It contains information on various parameters as mentioned in the tables and graphs below, it covers data on board Directors, academics, students, graduates, departments, activities, employees, and all other relevant information on feedback received on activities carried out during the academic year. You are an important stakeholder of the institution and we welcome suggestions on this Factbook.

EXECUTIVE SUMMARY

This annual report for the academic year 2021-22 gives the actual situation of the institution for the benefit of the stakeholder and readers about how the institution progressed in meeting its vision and mission.

The institution is the branch campus of SBS Swiss Business School, Zurich, Switzerland which offers undergraduate and graduate programs that are accredited by International Accrediting Agencies like IACBE & ACBSP

During the academic year 2021-22 remarkable event like COVID 19 has shown its impact on the institution owing to the unprecedented pandemic scenario classes could not be conducted on campus due to restriction imposed by the government of UAE as a result it was necessary to deliver the courses online. SBS RAK – UAE, like all other educational institutions has to adapt to the online teaching. A sudden shift from the conventional teaching methods to Microsoft Teams platform and the E-Learning needed training to faculty members and the staff. Students needed learning support services as a result E-books and online resources were procured for pursuing the vision and mission of the institution and to meet its academic goals. Online teaching methodologies were adopted successfully by the faculty members to adapt to the situation. The E-Learning support services were facilitated by the Microsoft Teams platform and it provided unhindered access to the stakeholders during COVID - 19. To continue additional learning opportunities few Industry visits, and Guest Lectures by industry experts were conducted online but it was on a low key. Continuous Student feedback mechanism was conducted and it helped in understanding the needs of the students and teaching staff and serve them better during this period.

I. ACADEMIC DEAN'S MESSAGE

Dear Faculty, Staff, and Students,

It is with great pleasure that I present the annual report of SBS RAK UAE Branch Campus's academic achievements and milestones. The past year has been a testament to our collective dedication, resilience, and unwavering pursuit of academic excellence.

Throughout the academic year, our esteemed faculty members have continued to inspire and challenge our students, fostering a culture of intellectual curiosity and critical thinking. Their commitment to scholarship and teaching has resulted in remarkable academic achievements, innovative research, and impactful contributions to their respective fields.

Our students have consistently demonstrated their intellectual prowess and commitment to learning. They have excelled academically, earning accolades and recognition for their outstanding achievements. Their engagement in various research projects, internships, and experiential learning opportunities has not only enriched their educational experience but has also contributed to the advancement of knowledge and the betterment of society.

In the face of unprecedented challenges posed by the COVID-19 pandemic, our institution demonstrated remarkable resilience and adaptability. We swiftly transitioned to remote learning, ensuring the continuity of education while prioritizing the health and safety of our students, faculty, and staff. This successful transition would not have been possible without the dedication and collaborative efforts of our entire community.

Our commitment to fostering an inclusive and diverse learning environment remains steadfast. We have continued to prioritize initiatives aimed at promoting equity, diversity, and inclusion within our academic programs, recruitment efforts, and campus culture. By embracing diverse perspectives and experiences, we enhance our collective learning and better prepare our students for a globalized world.

As we move forward, we remain dedicated to the continuous improvement of our academic programs and the enhancement of the student experience. We will continue to invest in state-of-the-art facilities, cutting-edge technologies, and professional development opportunities for our faculty, ensuring that they have the resources they need to deliver a world-class education.

As we reflect on the achievements of the past year, let us also look forward with optimism

and enthusiasm. Together, we will continue to strive for academic excellence, embrace innovation, and empower our students to become compassionate, responsible, and impactful global citizens.

Sincerely,

Dr. Rajesh Pai
Academic Dean, SBS RAK UAE Branch Campus

II. INTRODUCTION

This document reflects facts and figures about the institutional resources and its efforts in pursuing its Vision. The annual report provides facts relating to events, activities and academic and programs. The document represents the status of institutional outcomes as they are and it enables the stakeholder to understand the progress of the institution on predefined parameters. It helps the reader to assess of the institution in a fair manner and form opinions.

III. ABOUT ORGANIZATION

SBS RAK – UAE offers internationally accredited Business Management courses, offered at its Main campus in Zurich Switzerland to serve the UAE community and help in developing trained manpower on the lines of vision and mission and equips students with skills and competencies required to serve the community in an effective manner. The branch has been operating in RAKEZ for the last 10 Years and has Alumni placed at various capacities in the private and government sectors of UAE serving the community.

A. Vision

SBS Swiss Business School, RAK Branch Campus aims to become the leading Business school in the region, recognized for developing manpower who can contribute innovatively to business, applied management, and leadership to manage the multicultural groups at the national, and regional levels.

B. Mission

SBS Swiss Business School, RAK Branch Campus is dedicated to fostering academic excellence, providing students with a robust academic foundation and applied business and management programs at the undergraduate, and graduate levels, and engaging them in lifelong learning activities its mission is to provide them with competent professional skills that enable them to become responsible global citizens competent in solving problems innovatively in a diverse, dynamic society.

C. Goals and Objectives

i. Institutional Goal:

1. As a branch campus SBS RAK UAE is dedicated to serve the community in UAE and the region with internationally accredited higher education programs of the main campus at undergraduate, graduate and DBA levels to fulfill the growing needs of society and develop responsible citizens in an inclusive manner without any bias and discrimination in any form or intent.
2. To review existing programs to match national and regional trends and recommend main campus for the updates.
3. To enhance knowledge, skills, and competencies among students for managing various functional roles in businesses.
4. To ensure improvements in teaching, research, and community engagement.
5. To involve internal and external stakeholders in achieving the mission
6. To develop ethical business leaders.

ii. Institutional Objectives:

1. To serve the stakeholders in the region with dedication in the field of higher education offering internationally accredited programs to enable learners contribute to upliftment of society.
2. To impart quality education to a diverse student body, in UAE and the region in an inclusive manner without biases or discrimination on any grounds.
3. To be mindful of national needs of UAE and expand its higher education programs to meet the changing needs of the employment scenario and national directions.
4. To include alumni in the growth and development of the SBS RAK UAE campus.
5. To develop collaborative relations with the industry and community to organize impactful activities that benefit the stakeholders.

6. To be mindful of the cultural, social and ethical values of the nation while executing our institutional functions
7. To regularly assess the institutional risk in all aspects of services provided and ensure a safe and secure environment to the stakeholders.

D. LICENSE & ACCREDITATION DETAILS

LICENSE

[SBS RAK Branch Campus License](#)

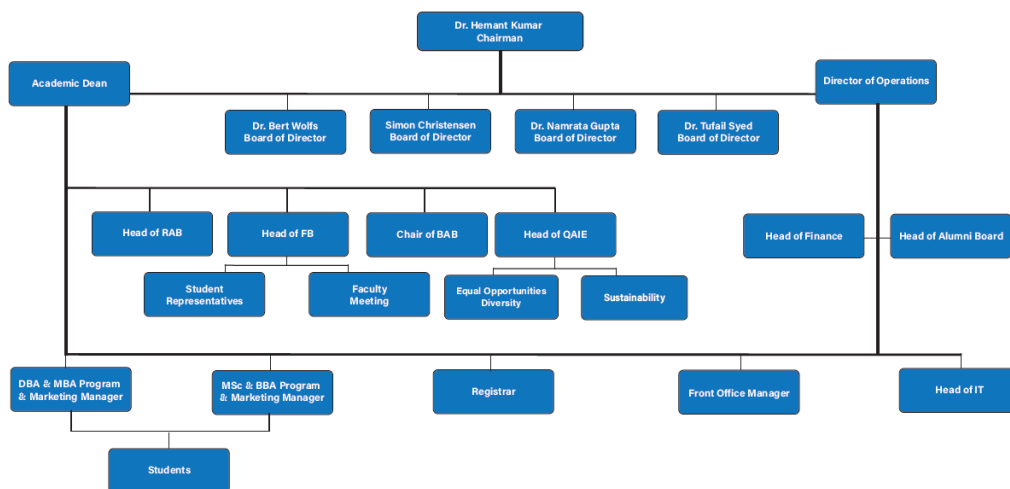
ACCREDITATION DETAILS

The SBS Main Campus Programs are accredited by following accreditation bodies:

Accreditation body
IACBE
ACBSP
BAC
EDUQUA

E. Organization Structure

ORGANIZATION CHART



F. Programs Offered

Bachelor of Business Administration:

Your undergraduate business education is your launching pad into this dynamic world. And no matter what career path you choose—from finance, marketing, management or e-business – the lessons you absorb as an undergraduate will help shape your future. Our course has been designed to cater to the ever so changing professional landscape. Therefore, a student from our course will develop highly prized- in their capacity as a company executive or a business owner.

Our faculty hold decades of experience teaching in their respective fields. We aim to bestow upon our students their years of experience through precisely planned lessons that contain theories, models and expert accounts of relevant case studies. We are excited to invite you onto our course, held at our state-of-the-art campus in Ras al Khaimah

Master of Business Administration

The SBS Swiss Business School RAK – UAE MBA offers a strategic balance of theory and practice. The course is structured sequentially to allow program participants to build upon studied concepts and techniques.

Practical face-to-face classes will complement online learning using comprehensive education material and an interactive learning management system that enables you to stay connected with your fellow students throughout the program.

At SBS Swiss Business School RAK – UAE , we aim to build capacity for success. Therefore, participants are encouraged to apply their acquired learning to contexts within their organisation throughout the program. This ensures concepts and theory developed during the program are easily transferred back into your workplace, enabling you to graduate with practical knowledge and skills essential for significant leadership roles across various organisational types.

MSc in Healthcare Management

SBS RAK – UAE works closely with its industry partners and knowledge and skills in areas critical for business success. This ensures you graduate with the confidence to lead in an increasingly dynamic and competitive healthcare environment.

The Course has been designed to be completed in one year, taught by leading academics and experts to help you become the best in that industry.

Our Master of Science in Health Care Management Program uniquely combines business teaching with applied research. It equips you with skills and knowledge for a management career in the global health care sector.

We strongly believe in a work-applied learning approach for this educational program. Knowledge and skills learned should be applied at the workplace.

Doctor of Business Administration

The Doctorate is the terminal qualification offered within the university education system. Upon successful completion, you are afforded the salutation of Dr. within your prefix. While also signaling that you are now part of an elite group of individuals that are the most upstanding members of society.

Our programme seeks to encourage DBA students to use existing organizational models and theories and analyses and evaluate them to influence practices within their respective fields. You will imbibe ideas from expert teachers and researchers- enabling you to create your unique piece of research to add to the educational ecosystem.

IV. HIGHLIGHTS OF SBS RAK – UAE IN AY 2021-22

A. Milestones

The MBA (Digital Marketing) is an analytics pathway through our dynamic and modern MBA degree – designed to create marketing business leaders of the future.

The swiftly changing business contexts, technological advancements and social transformations mean marketing operations now highly rely upon generation, interpretations and analysis of digital data. This course seeks to develop the numerical and analytical skills needed to decipher data sets that are relevant to marketers. It produces a particular focus upon two principal domains in its design – big data and customer relationship management (CRM). This allows marketers to make sense of data and aid marketing decision making. Our programme will significantly benefit students with solid numerical skills and an aptitude for data analysis relevant to business decision making. Everything about our MBA is geared towards your career development, ensuring you graduate with a clearer vision of your future, so you can be sure you're learning the leadership skills that employers need, and our expert faculty have the depth of knowledge to turn your passion and ambition into a realizable goal.

B. Admissions

YEAR	BBA	MBA	MSc HCM	DBA
2021-22	44	181	71	55
2020-21	66	133	18	30
PERCENTAGE CHANGE OVER PERIOUS YEAR	A decrease of 33% than previous year in admissions	An increase of 36% than previous year in admissions	An increase of 294% than previous year in admissions	An increase of 83% than previous year in admissions

C. LEARNING SUPPORT RESOURCES

Library

SBS Swiss Business School, RAK - Library stocks	
List of books	Quantity
Human Resources Management	98
Financial Management	202
Economics	218
Advertisement	52
Business Communication	72
Accounting	212
Managing Information Systems	148
Leadership	130
Innovation	85
Marketing	177
Management	147
Managerial Statistics	107
Mathematical tools	68
Project Management	84

Public relationship	102
Consumer Behavior	98
Total	2000

SBS E-Library

SBS Swiss Business School Branch Campus, RAK affords its students access to the EBSCO E-Library of the parent campus in Switzerland. The university E-library plays a crucial role in providing students, faculty, and staff with easy access to a wide range of academic resources and services. In line with the university's commitment to promoting digital learning and research, the e-library serves as a central hub for students to enhance their academic journey and access valuable information.

RESOURCES PURCHASED TO PROVIDE ONLINE TEACHING

- Microsoft Teams

D. TEACHING ACTIVITIES

E. TEACHING STAFF RESEARCH ACTIVITIES

NAME OF THE FACULTY	CO-AUTHORS	TITLE OF THE PAPER	JOURNAL NAME	SCOPUS RANK
<i>Dr. Rajesh Pai</i>	Mário Nuno Mata, José Moleiro Martins, Shubham Vishnudev Joshi, Anabela Batista Correia , João Xavier Rita, Jéssica Nunes Martins	Effect Of Social Media Activity on Profitability of Banks In UAE	Webology (ISSN: 1735-188X) Volume 19, Number 2, 2022	
<i>Dr. Rajesh Pai</i>	Bhakti More	Sustaining social entrepreneurship through networks in Dubai, United Arab Emirates	Journal of Social Entrepreneurship	
<i>Dr. Saigeeta</i>	Nawal Louzi, Haitham M.Alzoubi,Muhammad Turki Alshurideh, Mounir El Khatib, Taher M. Ghazal	Psychological & Prototypical Model of Execution	<u>Vol. 5 No. 2s (2022): Special Issue on Role of Psychology in Education and Management Studies</u>	
<i>Dr. Saigeeta</i>	S. Senthil Kumar	Green Human Resource Management: In Indian Information Technology Industry	Arab Journal of Administration Quarterly Regional Refereed Journal, eISSN 2663-4473, ISSN 1110-5453	

<i>Dr Dalia Ali Mostafa Hemdan</i>	Hasnan, S., & Ur Rehman, S.	CEO power dynamics and firms' reported earnings quality in Egypt: Moderating role of corporate governance	Pakistan Journal of Commerce and Social Sciences (PJCSS), 15(1), 1-30. Scopus Indexed	
<i>Dr Dalia Ali Mostafa Hemdan</i>	Hasnan, H., Rehman, S. U.	CEO duality political connection and firms' reporting earnings quality in Egyptian firms. International Transaction	Journal of Engineering, Management, & Applied Sciences & Technologies, 12(10), 12A10U, 1-12. http://doi.org/10.14456/ITJEMAST.2021.210 , WOS Journal.	
<i>Dr Saif UR Rehman</i>	Mawra, H., Islam, T	[Q1] What you see is what you get: Assessing in-game advertising effectiveness.	Journal of Research in Interactive Marketing. Web of Science, JCR with IF 10.176, Emerald Publisher.	
<i>Dr Saif UR Rehman</i>	Khan, H	Q1] Adoption of eco-friendly cars. Mediated effects of attitude and moderation role of gender diversity across the UAE market. Application of extended version of the theory of planned behavior.	Annals of Operations Research. Web of Science, JCR with IF 4.854, Springer Publisher	
<i>Sredharran Sampath</i>	Bose, I	Balance Scorecard and Organizational sustainability: an empirical study from the perspectives of middle management executives of retail banking division of Emirates NBD Bank, UAE, 'Pragyan:	Journal of Management (Vol.13, Issue 2, December), 'School of Management Studies, IMS Unison University, Dehradun, India' (ISSN:0974-5509	

F. Sports Activities

The committee is responsible variety of campus activities including the following:

- Organizing various sports events, tournaments, and competitions throughout the academic year. These events provide opportunities for students to showcase their athletic abilities, foster healthy competition, and promote teamwork and sportsmanship.
- It ensures the availability and maintenance of sports facilities, equipment, and resources. It works closely with the university administration to allocate adequate resources for the development, upkeep, and enhancement of sports infrastructure, ensuring a safe and conducive environment for sporting activities.
- Also, the committee supports and nurtures the talents of university athletes and sports teams. It provides guidance, mentorship, and necessary resources to help athletes excel in their respective sports disciplines, at the university level
- The committee endeavours to create a vibrant sports culture within the university community. It promotes the values of fair play, sportsmanship, teamwork, and discipline among all participants.

G. Community Service activities

The committee among other functions performs the following roles:

- Provide leadership and guidance for the university's social events
- Planning and Executing Events: The committee is responsible for planning, coordinating, and executing a wide range of events throughout the academic year. These events include academic conferences, cultural festivals, sports tournaments, workshops, guest lectures, company visits, and social gatherings.
- Promoting Diversity and Inclusion: The committee actively promotes diversity and inclusion by organizing events that celebrate different cultures, perspectives, and identities within the university community. It ensures that events are accessible, inclusive, and respectful of various backgrounds and experiences.
- Community Service and Outreach: The committee seeks opportunities to engage in community service initiatives and outreach programs. It collaborates with local organizations and schools, create meaningful partnerships and contribute to the broader community's well-being.

H. Infrastructure Upgrades

The Facility Management Committee has specific roles and responsibilities:

- **Maintenance and Upkeep:** The committee aims to ensure that university facilities are well-maintained, functional, and meet the needs of students, faculty, staff, and visitors. This includes regular inspections, repairs, and improvements to infrastructure, mechanical systems, electrical systems, and other essential components.
- **Safety and Security:** The committee prioritizes the safety and security of individuals within university facilities. It establishes and enforces safety protocols, conducts risk assessments, and implements measures to mitigate potential hazards. The committee also collaborates with campus security and emergency response teams to ensure timely and effective responses to incidents.
- **Space Planning and Utilization:** The committee optimizes the allocation and utilization of university spaces to support the various needs of academic departments, administrative units, and student organizations. It assesses space requirements, develops allocation guidelines, and oversees space utilization to ensure maximum efficiency and effectiveness.
- **Sustainability and Environmental Responsibility:** The committee promotes sustainable practices within university facilities, aiming to reduce environmental impact. It explores energy-saving initiatives, waste management strategies, and sustainable building practices. The committee also encourages awareness and education regarding environmental responsibility among the university community.

I. Events

V. INFRASTRUCTURE AND FACILITIES

DETAILS OF FACILITIES

FACILITY	CAPACITY	AREA COVERED (m ²)
Total Land Area	7200 SQM	7200
Classrooms	5	378.35
Computing Centers	1	50
Library Center (With Reading Facility, discussion rooms & conference room with audio visual)	1	108.12
Discussion Rooms	1	16
Meeting Room	1	25.375
Printing Facility		
Medical facility		
Common Room	2	75.46
Faculty Rooms	6	33.325
Server Room	1	30.25
Praying room	1 Male + 1 Female rooms	42.9
Administrative Rooms	3	112.5
Canteen	1	116.28
Wash Room males and females	18+2 Special needs	111.13
Wash room for people of determination	2	
Parking Spaces	Car-50	750
	Bus-5	100
Health and Safety equipment	1 First aid facility	
	Trained First-Aider	
Facilities for people of determination	Reserved Seat – IT Room	
	Reserved Seat – Library	
	Washroom-2(Male & Female)	
SPORTS FACILITY	CAPACITY	AREA COVERED (m²)
Basketball	1	671
Football	1	671
Table tennis	1	4.2
Billiard	1	4.6

A. PROFESSIONAL RELATIONSHIPS

WITH ORGANIZATIONS, NETWORKING CERTIFICATION PROGRAMS

List of corporates having tie ups with SBS Swiss Business School RAK branch campus



VI. ACADEMICS

All the programs are offered as per the approved curriculum and syllabus outline of the main campus to meet the required ECTS credits for BBA, MBA, MSc, and DBA programs are delivered in accordance with the requirement to meet graduate skill and competency requirements.

Amid the COVID-19 pandemic, SBS RAK responded to government circulars by suspending on-campus instruction and swiftly transitioning to online remote course instruction and learning starting from mid-spring 2020. The institution proactively adopted online teaching methodologies, allowing faculty members to adapt to the new situation successfully. The E-Learning was facilitated through the Microsoft Teams platform by providing unhindered access to the stakeholders.

Training programs conducted to teaching staff and department staff.

Department	Seminar/Workshop/Training
Academic Staff	Plagiarism Training from SBS
Admission Team	Sales Training
Non- Academic Staff	Communication Workshop

Sales Training



Teaching hours at different levels

Program	Student work load	Time spent on class room learning	Time spent on self-learning
BBA	1135 hours	537 hours	598 hours
MBA	576 hours	288 hours	288 hours
MSC	636 hours	318 hours	318 hours
DBA	334 hours	167 hours	167 hours

A. TEACHING METHODS used

General Teaching pedagogy adopted at different levels of programs are

BBA

1. Lectures
2. Group discussions
3. Assignment
4. Case study
5. Internship
6. Presentation

Masters level

1. Lectures
2. Group discussions
3. Assignment
4. Case study
5. Dissertation
6. Presentation

DBA

Taught hours

1. Lectures
2. Group discussions
3. Assignment
4. Case study
5. Dissertation
6. Presentation

Research Hours

1. Independent Research Work under the supervision of the supervisor

Internal and external evaluations

With reference to the evidence of this [External Evaluators report](#)

Online teaching and assessments

online teaching used during covid in the academic year included the following approaches of teaching and learning:

- i. Course Delivery (Refer Course files)
 - a. Assignment based course delivery for Entrepreneurship & Innovation courses
 - b. Video based learning
 - c. Case Study
 - d. Project based learning
 - e. Experiential Learning,
 - f. Problem Solution Approach
 - g. Collaborative Learning Approach
 - h. Simulation based learning
 - i. Learners Autonomy

B. Guest lectures

GUEST LECTURE		
Activity	Number of Activity AY 2020-21	Number of Activity AY 2021-22
Guest Lecture	2	1(referencing from sbs)
Industry visit	0	3
Seminar	2 (BBA)	2(presentations by dba)
Any other	NIL	NIL

Total	4	6
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HISTORICAL DATA

Year wise Number of Industry input activities conducted – for all programs AY 2019-20 & 2020-21

Alumni Guest lecture	-	-	-	-
Guest Lecture	-	2	-	2
Industry visit	2	2	4	2
Seminar	-	2	-	1
Total	2	6	4	5

STUDENT PROFESSIONAL SKILLS DEVELOPMENT PROGRAM

Student Development programs organized for the academic year

AY 2020-21 PSDP program details

1	Referencing guidelines	Dr. Azra Fatima
2	Personality Developments and career objectives	Mr. Obed

PROGRAM OUTCOMES MEASUREMENT

BBA program learning outcomes analysis 2021

Learning outcomes	Learning Outcome	
LO1	Students will demonstrate knowledge of principles of business administration.	
LO2	Students will demonstrate a high level of global mindedness.	
LO3	Students will exhibit a strong civic engagement and behave ethically in their community.	
LO4	Students will demonstrate writing skills necessary for effective management in an international environment	
LO5	Students can identify and use appropriate quantitative skills necessary for decision-making in daily business situations.	
LO6	Students will demonstrate effective interpersonal skills essential for working with and managing a team.	

MBA Program learning outcomes analysis during 2021

Learning outcomes	Learning Outcome	
LO1	Students will demonstrate an understanding of leadership and the nature of management within organizations operating in a multicultural environment.	
LO2	Students will demonstrate a high level of global-mindedness.	
LO3	Students will exhibit a strong civic engagement and behave ethically in their community	

LO4	Students will demonstrate an understanding of how capital markets function and be able to perform valuation of assets and capital structure.	
LO5	Students will demonstrate an ability to perform ratio analysis, develop cash flow statements and use general accounting principles to help manage organizations.	

MBA Program learning outcomes analysis during 2021

Learning outcomes	Learning Outcome	
LO1	Students will demonstrate an understanding of leadership and the nature of management within organizations operating in a multicultural environment.	
LO2	Students will demonstrate a high level of global-mindedness.	
LO3	Students will exhibit a strong civic engagement and behave ethically in their community	
LO4	Students will demonstrate an understanding of how capital markets function and be able to perform valuation of assets and capital structure.	
LO5	Students will demonstrate an ability to perform ratio analysis, develop cash flow statements and use general accounting principles to help manage organizations.	

MSC Course learning outcomes analysis during 2021

Learning outcomes	Learning Outcome	
LO1	Students will be able to apply appropriate technological and quantitative methods and tools to the solution of practical management problems.	
LO2	Students will be able to evaluate and integrate ethical considerations when making business decisions	
LO3	Students will be able to demonstrate the ability to recognize and gather data, and to analyze and	

	synthesize the information for problem solving of practical management.	
LO4	Students will be able to integrate theory and practical application across business functional areas for the purpose of strategic analysis, planning, implementation, and control.	
LO5	Students incorporate diversity and multicultural perspectives when making business decisions	
LO6	Students will be able to demonstrate effective teamwork skills essential for working with a team.	
LO7	Students will be able to communicate using advanced oral communication skills necessary for success in the business environment.	
LO8	Students will be able to communicate using advanced written communication skills necessary for success in the business environment.	

DBA Course learning outcomes analysis during 2021

Learning outcomes	Learning Outcome	
LO1	To demonstrate an understanding of the state-of-the-art knowledge in the field of the student's research.	
LO2	Students will demonstrate a high level of global mindedness.	
LO3	Students will exhibit a strong civic engagement and behave ethically in their community.	

GRADUATES EMPLOYER SURVEY

Indicators	Strongly Disagree	Disagree	Agree	Strongly Agree	No Answer
devises and sustains arguments and solves problems within business administration	0.00%	0.00%	40.00%	40.00%	20.00%
gathers and interprets relevant data to inform judgments that include reflection on daily business situations	0.00%	0.00%	20.00%	60.00%	20.00%
communicates information, ideas, problems and solutions in an international environment	0.00%	0.00%	40.00%	40.00%	20.00%
has developed those learning skills that are necessary for her/him to continue to undertake	0.00%	0.00%	40.00%	40.00%	20.00%

further study with a high degree of autonomy					
works in a more efficient and effective way after the studies compared to before the studies	0.00%	20.00%	40.00%	20.00%	20.00%
...will recommend the SBS program(s) to others.	0.00%	0.00%	40.00%	20.00%	40.00%
...know someone who also wants to profit from an SBS program	0.00%	20.00%	0.00%	20.00%	60.00%

ATMS-DBA-EMPLOYER SURVEY Number of Responses: 11					
Indicators	Strongly Disagree	Disagree	Agree	Strongly Agree	No Answer
demonstrates a systematic understanding of international management and mastery of the skills and methods of research associated with that field	0.00%	0.00%	18.18%	81.82%	0.00%

has demonstrated the ability to conceive, design, implement and adapt a substantial process of research with scholarly integrity	0.00%	0.00%	9.09%	90.91%	0.00%
has made a contribution through original research that extends the frontier of knowledge by developing a substantial body of work, some of which merits publication	0.00%	0.00%	18.18%	81.82%	0.00%
is capable of critical analysis, evaluation and synthesis of new and complex ideas	0.00%	0.00%	27.27%	72.73%	0.00%
can communicate with their peers, the larger community and with society in general about their areas of expertise	0.00%	0.00%	45.45%	54.55%	0.00%
can be expected to be able to promote, within academic and professional contexts, technological, social or cultural advancement in a knowledge based society	0.00%	0.00%	18.18%	81.82%	0.00%
works in a more efficient and effective way after the studies compared to before the studies	0.00%	0.00%	9.09%	90.91%	0.00%
...will recommend the SBS program(s) to others	0.00%	0.00%	9.09%	90.91%	0.00%
...know someone who also wants to profit from an SBS program	0.00%	0.00%	18.18%	54.55%	27.27%
Total	0.00%	0.00%	19.19%	77.78%	3.03%

ATMS-MBA-EMPLOYER SURVEY					
Number of Responses: 29					
Indicators	Strongly Disagree	Disagree	Agree	Strongly Agree	No Answer
devises and sustains arguments and solves problems within business administration	3.45%	0.00%	51.72%	44.83%	0.00%
gathers and interprets relevant data to inform judgments that include reflection on daily business situations	6.90%	3.45%	48.28%	37.93%	3.45%
communicates information, ideas, problems and solutions in an international environment	3.45%	3.45%	41.38%	51.72%	0.00%
has developed those learning skills that are necessary for her/him to continue to undertake further study with a high degree of autonomy	6.90%	0.00%	48.28%	44.83%	0.00%
works in a more efficient and effective way after the studies compared to before the studies	3.45%	6.90%	44.83%	41.38%	3.45%
...will recommend the SBS program(s) to others	3.45%	0.00%	37.93%	48.28%	10.34%
...know someone who also wants to profit from an SBS program	3.45%	0.00%	41.38%	13.79%	41.38%
Total	4.44%	1.97%	44.83%	40.39%	8.37%

ATMS-MSc-EMPLOYER SURVEY					
Number of Responses: 10					
Indicators	Strongly Disagree	Disagree	Agree	Strongly Agree	No Answer
demonstrates knowledge and understanding that provides a basis or opportunity for originality in developing and/or applying ideas, often within a research context	10.00%	0.00%	20.00%	50.00%	20.00%
can apply her / his knowledge and understanding, and problem solving abilities in new or unfamiliar environments within broader (or multidisciplinary) contexts related to business administration	10.00%	10.00%	30.00%	30.00%	20.00%
has the ability to integrate knowledge, and formulate judgements with incomplete or limited information	20.00%	0.00%	30.00%	30.00%	20.00%
can handle complexity that include reflecting on social and ethical responsibilities linked to the application of her / his knowledge and judgements	10.00%	0.00%	40.00%	40.00%	10.00%
can communicate her / his conclusions, and the knowledge and rationale underpinning these, to specialist and non-specialist	10.00%	0.00%	40.00%	30.00%	20.00%

audiences clearly and unambiguously					
has the learning skills to allow her / him to continue to study in a manner that may be largely self-directed or autonomous	10.00%	0.00%	30.00%	40.00%	20.00%
works in a more efficient and effective way after the studies compared to before the studies	20.00%	0.00%	20.00%	50.00%	10.00%
...will recommend the SBS program(s) to others	10.00%	0.00%	20.00%	50.00%	20.00%
...know someone who also wants to profit from an SBS program	10.00%	0.00%	30.00%	30.00%	30.00%
Total	12.22%	1.11%	28.89%	38.89%	18.89%

VII. RESEARCH

A. List of Research Articles published

NAME OF THE FACULTY	CO-AUTHORS	TITLE OF THE PAPER	JOURNAL NAME	SCOPUS RANK
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Dr. Rajesh Pai	Mário Nuno Mata, José Moleiro Martins, Shubham Vishnudev Joshi, Anabela Batista Correia, João Xavier Rita, Jéssica Nunes Martins	Effect Of Social Media Activity on Profitability of Banks In UAE	Webology (ISSN: 1735-188X) Volume 19, Number 2, 2022	
Dr. Rajesh Pai	Bhakti More	Sustaining social entrepreneurship through networks in Dubai, United Arab Emirates	Journal of Social Entrepreneurship	
Dr. Saigeeta	Nawal Louzi, Haitham M.Alzoubi, Muhammad Turki Alshurideh, Mounir El Khatib, Taher M. Ghazal	Psychological & Prototypical Model of Execution	<u>Vol. 5 No. 2s (2022): Special Issue on Role of Psychology in Education and Management Studies</u>	
Dr. Saigeeta	S. Senthil Kumar	Green Human Resource Management: In Indian Information Technology Industry	Arab Journal of Administration Quarterly Regional Refereed Journal, eISSN 2663-4473, ISSN 1110-5453	
Dr Dalia Ali Mostafa Hemdan	Hasnan, S., & Ur Rehman, S.	CEO power dynamics and firms' reported earnings quality in Egypt: Moderating role of corporate governance	Pakistan Journal of Commerce and Social Sciences (PJCSS), 15(1), 1-30. Scopus Indexed	
Dr Dalia Ali Mostafa Hemdan	Hasnan, H., Rehman, S. U.	CEO duality political connection and firms' reporting earnings quality in Egyptian firms. International Transaction	Journal of Engineering, Management, & Applied Sciences & Technologies, 12(10), 12A10U, 1-12. http://doi.org/10.14456/ITJEMAST.2021.210 , WOS Journal.	
Dr Saif UR Rehman	Mawra, H., Islam, T	[Q1] What you see is what you get: Assessing	Journal of Research in Interactive	

		in-game advertising effectiveness.	Marketing. Web of Science, JCR with IF 10.176, Emerald Publisher.	
Dr Saif UR Rehman	Khan, H	Q1] Adoption of eco-friendly cars. Mediated effects of attitude and moderation role of gender diversity across the UAE market. Application of extended version of the theory of planned behavior.	Annals of Operations Research. Web of Science, JCR with IF 4.854, Springer Publisher	
Sredharran Sampath	Bose, I	Balance Scorecard and Organizational sustainability: an empirical study from the perspectives of middle management executives of retail banking division of Emirates NBD Bank, UAE, 'Pragyan:	Journal of Management (Vol.13, Issue 2, December), 'School of Management Studies, IMS Unison University, Dehradun, India' (ISSN:0974-5509	

HISTORICAL DATA

Faculty members research output

AY 2017-18-AY 2020-21

Row Labels	Book Chapter	Case Study	Conference Publications & Presentations	Entire Book	Journal	Grand Total
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AY 2017-18	0	0	6	0	0	6
AY 2018-19	0	0	5	0	0	5
AY 2019-20	0	0	2	0	0	2
AY 2020-21	0	0	3	0	0	2

A. List of Conference presentations

Faculty	Conference details
Dr. Saigeeta	Mahesh R. Pillai, Saigeeta Kukuluru. (2021): First Virtual International Conference titled "Foreseeing the Future of Human Resources Post COVID-19: Challenges and Opportunities" held on 17th-18th March 2021. Department of Human Resource Management, City University College, Ajman.
Dr. Saigeeta	Sudhakar. Kata, Saigeeta. Kukuluru, (2017): Conference on Global perspectives on Business and Management, Skyline university college, "Regional Trends in Foreign Direct Investment Flows: Accelerating or Decelerating".
Dr. Rajesh Pai	Enhancing stakeholder value in securities ecosystem landscape- Middlesex University, Dubai (2019)
Dr. Rajesh Pai	Does Sector abruptly affect abnormal returns of Investors Pre & Post M&A- IMA, USA (2018)
Mr. Amit Kapoor	Virtual Career Professional Development week held by Amity University, Dubai (2020)
Sredharran Sampath	Poster Presentation done in RAK Medical & Health Sciences University, RAK, UAE - RAK International Psychiatry Congress, April 2019
Sredharran Sampath	Paper entitled " Emerging Challenges for Sustainable Business " has been presented in Jayam College of Engineering and Technology, Dharmapuri, Tamilnadu, India. (Co-author and Co-presented: Dr. Fayaz Ahmed)
Dr Saif UR Rehman	Consumer's behavior in social commerce in the international conference —global issues in multidisciplinary academic research

	(GIMAR-2015) held at Hotel Grand Flora Dubai, UAE on January 05-06, 2015.
Dr. Saif UR Rehman	Moderating effect of price discounts on switching intentions of satisfied customers in international conference on advances in social sciences, Economics and Management Study at University of Birmingham in 16-17 November, 2014

A. List of Book ChapterS PUBLISHED

S. No	Faculty name	Title	Year of Publication	Name of the Publisher
1	Sredharran Sampath	Decision Intelligence Analytics and the Implementation of Strategic Business Management (pp.199-205, Chapter 18).		EAI/Springer

VIII. SERVICES

List of Community Services activities conducted during AY 2021-22 is given below. (covid)

Sl. No	Event	Date	Number of participants
1	Cultural (Ethnic Day) Celebrations	2022	50
2	World Environmental Day Tree Planting	June 2022	10

COMMUNITY SERVICES ACTIVITIES – AY 2020- 2021

	AY 2015-16	AY 2016-17	AY 2017-18	AY 2018-19	AY 2019-20	AY 2020-21	Overall	Average

Community Services	World Environmental Day	World Environmental Day	World Environmental Day	World Environmental Day	World Environmental Day	World Environmental Day		
Total	1	1	1	1	1	1	6	1

IX. MARKETING DEPARTMENT

A. New Enrollment (Admission) Statistics ay 2020-21

Program	Total Number of Students Enrolled
	BBA
MBA	133
MSc HCM	18
DBA	30
TOTAL	247

i. Enrollment Statistics

a. New Enrollment– PROGRAM

PROGRAM	AY 2019-20	AY 2020-21
BBA	59	66
MBA	119	133
MSC	16	18
DBA	25	30
Total	219	247

b. New Enrollments Nationality wise – BBA

SR.#	NATIONALITY	BBA	OVERALL

				TOTAL	%
		2020-21	2021-22		
1	AFGHAN	3	2	5	4.50%
2	BANGLADESHI	10	3	13	11.80%
3	EGYPTIAN	1	1	2	1.80%
4	EMIRATI	1	0	1	0.90%
5	FILIPINO	1	1	2	1.80%
6	GREEK	2	0	2	1.80%
7	INDIAN	23	6	29	26.36%
8	IRANI	2	0	2	1.80%
9	JORDANIAN	4	4	8	7.27%
10	LEBANESE	1	1	2	1.80%
11	MOROCCAN	2	1	3	2.72%
12	PAKISTANI	8	4	12	10.90%
13	SRI LANKAN	1	1	2	1.80%
14	SYRIAN	7	5	12	10.90%

15	FRENCH	0	1	1	0.90%
16	GABONAISE	0	1	1	0.90%
17	MALIAN	0	2	2	1.80%
18	NEPALESE	0	1	1	0.90%
19	PALESTINIAN	0	4	4	3.63%
20	RUSSIAN	0	1	1	0.90%
21	SOMALI	0	1	1	0.90%
22	SOUTH AFRICAN	0	1	1	0.90%
23	SUDANESE	0	3	3	2.72%
TOTAL		66	44	110	

c. Enrollments Nationality Wise – MSC

SR.#	NATIONALITY	MSC	OVERALL	
			TOTAL	%

		2020-21	2021-22		
1	BRITISH	2	4	6	6.74%
2	EMIRATI	6	22	28	31.40%
3	INDIAN	3	19	22	24.70%
4	JORDANIAN	2	6	8	8.98%
5	KAZAKH	2	2	4	4.49%
6	RUSSIAN	1	5	6	6.74%
7	PHILLIPPINE	2	9	11	12.35%
8	PAKISTANI	0	4	4	4.49%
TOTAL		18	71	89	

d. Enrollments Nationality Wise – MBA

SR.#	NATIONALITY	MBA		OVERALL	
		2020-21	2021-22	TOTAL	%
2	BRITISH	3	3	6	1.94%
3	BAHRINI	2	6	8	2.58%
4	EGYPTIAN	18	18	36	11.65%
5	EMIRATI	9	15	24	7.76%
6	INDIAN	16	16	32	10.35%
7	JORDANIAN	9	9	18	5.82%
8	IRISH	4	4	8	2.58%
9	KAZAKH	2	4	6	1.94%
10	LEBANESE	10	15	25	8.09%
11	PHILLIPPINE	8	8	16	5.17%
12	KOREAN	4	4	8	2.58%
13	PALESTINIAN	17	17	34	11.00%
14	SAUDI	2	2	4	1.29%
15	SUDANESE	3	16	19	6.14%
16	SYRIAN	5	5	10	3.23%
17	MORROCAN	2	2	4	1.29%

18	RUSSIAN	1	1	2	0.60%
19	SRI LANKAN	3	10	13	4.20%
20	IRAQI	1	1	2	0.64%
21	ITALIAN	1	1	2	0.64%
22	TUNISIAN	2	11	13	4.20%
23	TURKISH	3	10	13	4.20%
24	PAKISTANI	2	2	4	1.29%
TOTAL		128	181	309	

e. Enrollments Nationality Wise – DBA

SR.#	NATIONALITY	MBA		OVERALL	
		2020- 21	2021- 22	TOTAL	%
2	EMIRATI	13	22	35	41.17%
3	INDIAN	5	9	14	16.47%
4	JORDANIAN	2	6	8	9.41%
5	KAZAKH	2	2	4	4.70%
6	RUSSIAN	3	5	8	9.41%
7	PHILLIPPINE	2	8	10	11.76%
TOTAL		30	55	85	

f. Under graduate (UG) Nationality wise enrollments-

SR.#	NATIONALITY			
		BBA	OVERALL	%

1	AFGHAN	3	2	5	4.50%
2	BANGLADESHI	10	3	13	11.80%
3	EGYPTIAN	1	1	2	1.80%
4	EMIRATI	1	0	1	0.90%
5	FILIPINO	1	1	2	1.80%
6	GREEK	2	0	2	1.80%
7	INDIAN	23	6	29	26.36%
9	IRANI	2	0	2	1.80%
10	JORDANIAN	4	4	8	7.27%
11	LEBANESE	1	1	2	1.80%
12	MOROCCAN	2	1	3	2.72%
13	PAKISTANI	8	4	12	10.90%
14	SRI LANKAN	1	1	2	1.80%
15	SYRIAN	7	5	12	10.90%
16	FRENCH	0	1	1	0.90%
17	GABONAISE	0	1	1	0.90%
18	MALIAN	0	2	2	1.80%
20	NEPALESE	0	1	1	0.90%
22	PALESTINIAN	0	4	4	3.63%
23	RUSSIAN	0	1	1	0.90%
	TOTAL	66	44	110	100.00%

g. BBA Region wise enrollments

Region	2020 - 2021		2021-2022	
	Number	%	Number	%

Africa	3	4.55%	10	22.73%
Asia	50	75.76%	22	50.00%
Northern America	0	0.00%	0	0.00%
GCC / M.E.	10	15.15%	10	22.73%
UAE	1	1.52%	0	0.00%
West / South West	4	3.64%	2	4.55%
TOTAL	66	100.00%	44	100.00%

h. MBA Region Wise Enrollments

Region	2020-2021		2021-2022	
	Number	%	Number	%
Africa	10	8	20	11
Asia	65	51	70	39
Northern America	5	4	11	6
GCC / M.E.	3	2	15	8
UAE	25	19	35	19
West / South West	20	16	30	17
TOTAL	128	100	181	100

i. MSc HCM Region wise enrollments

Region	2020-2021		2021-2022	
	Number	%	Number	%
Africa	2	11	6	8
Asia	5	28	19	27
Northern America	2	11	5	7
GCC / M.E.	2	11	15	22
UAE	5	28	20	28
West / South West	2	11	6	8
TOTAL	18	100	71	100

j. DBA Region wise enrollments

Region			Total	
	Number	%	Number	%
Africa	3	10	5	9
Asia	8	27	17	32
Northern America	2	7	5	9
GCC / M.E.	7	23	11	20
UAE	9	30	14	25
West / South West	1	3	3	5
TOTAL	30	100	55	100

k. BBA Enrollments - Gender-Wise

Gender	AY 2019-20	AY 2020-21	AY 2021-22
Male	14	15	19
Female	45	51	25
Total	59	66	44

MBA ENROLLMENTS - GENDER-WISE

	AY 2019-20	AY 2020-21	AY 2021-22
MALE	91	105	140
FEMALE	28	28	41
TOTAL	119	133	181

MSc. HCM ENROLLMENTS - GENDER-WISE

	AY 2019-20	AY 2020-21	AY 2021-22
MALE	12	13	42
FEMALE	4	5	29
TOTAL	16	18	71

DBA ENROLLMENTS - GENDER-WISE

	AY 2019-20	AY 2020-21	AY 2021-22
MALE	17	22	42
FEMALE	8	8	13
TOTAL	25	30	55

X. ADMINISTRATION AND EXAMINATION DEPARTMENT

A. Class and Lab Size

Class Size	Fall 2020	Spring 2021
Less than 10 Students	-	-
10-29 Students	-	-
29-39 Students	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
39-49 Students	-	-
49 -59 Students	-	-
More than 60 Students	-	-

B. Lab Size

Computer Lab Size	Fall 2020	Spring 2021
Less than 10 Students	-	-
10-19 Students	-	-
20-29 Students	<input type="checkbox"/>	<input type="checkbox"/>
More than 30 Students	-	-

C. Progression Rate

- i. BBA, MBA, MSc AND DBA PROGRESSION
a. Graduates during AY 2020-21

Program	Number of Graduates
BBA	NA
MBA	126
MSc	17
DBA	NA
TOTAL	143

A. GRADUATION DETAILS

Graduation Honors AY 2020-21

BBA Number of Students	MBA Number of Students	MSc Number of Students	DBA STUDENTS
-	126	17	-

TOPPERS OF 2021-2022

Major	Student Name	Honor
MBA	OSAMA ELSAYED NASR ELDIN ELSAYED MANSOUR	Eminent Graduate
MSc	AVEGALE SARMIENTO	Eminent Graduate
DBA	MONA MOTAWE	Eminent Graduate

B. Cancellation Rate

PARTICULAR	AY 2019 - 2020				AY 2020 - 2021				AY 2021 - 2022			
	BB A	MB A	MS c	DB A	BB A	MB A	MS c	DB A	BB A	MB A	MS c	DBA
CANCELLATION	6	6	1	3	7	7	1	2	5	9	4	3
POSTPONEMENT	0	10	1	0	0	7	1	0	0	9	1	0
GRAND TOTAL C/P	6	16	2	3	7	14	2	2	5	18	5	3

XI. STUDENTS SERVICES DEPARTMENT

A. Counseling

S. No.	COUNSELING CATEGORY	2020		2021	
		TOTAL STUDENTS FOR COUNSELING DETAILS	TOTAL COUNSELLED	TOTAL STUDENTS FOR COUNSELING DETAILS	TOTAL COUNSELLED
1	Re-Activation Counseling	5	5	8	8
2	Cancellation Counseling	3	3	5	5
3	Postponement Counselling	8	8	12	12
4	Graduation counselling	9	9	11	11
5	Low GPA Students	11	11	15	15
6	Low Attendance	8	8	9	9
10	Course Withdrawal	5	5	7	7

B. CLaSS REPRESENTATIVE (cr) Committee and CLASS REPRESENTATIVE Feedback

CRs	2020	2021	2022
BBA 1	COVID	COVID	Farah Al MahrmeH The CR committee will work closely with the

			administration to explore options for more flexible scheduling, considering the diverse needs of our cohort.
BBA 2	COVID	COVID	Mohammed Khubaib Bilal It was noted that our Year 2 batch has shown great enthusiasm in participating in various social and community engagement initiatives.
BBA 3	COVID	COVID	Mohammed Khaled Jamal Ayoub Discussions were initiated regarding the upcoming graduation ceremony, including venue options, guest speakers, and other relevant details. The CR committee will work closely with the school administration to ensure a memorable and inclusive graduation ceremony that reflects the achievements and experiences of our cohort.

C. Events

No.	Events planned	Date of conduct	Number of participant's
1	Cultural (Ethnic Day) Celebrations	2022	50
2	World Environmental Day Tree Planting	June 2023	10
3	World Environmental Day Tree Planting	June 2022	5

XII. HUMAN RESOURCE DEPARTMENT

New faculty & Staff members

A. List of full-time faculty members joined during AY 2021-22

SL.No	Faculty Name
1	Dr. Dalia Ali Mostafa Hemdan
2	Dr. Saif Ur Rehman
3	Ms. Rawan Mazen Jaber Ahmad

A. List of Full Time Staff Members joined during AY 2020-21

SL. No	Staff Name
1	Antony Rendle Xavier
2	Sarfaraz Karim
3	Shalu Arun
4	Sethu Omanakuttan

B. FULL TIME FACULTY BY GENDER

Gender	Count	%
Male	3	75%
Female	1	25%

C. NATIONALITY WISE DISTRIBUTION

SR.#	NATIONALITY	OVERALL	
		TOTAL	%
1	INDIAN	4	100.00%
TOTAL		4	

ACADEMIC SUPPORT SERVICES STAFF DURING AT 2020-21

S. No	Department	Count
1	Administration	2
2	Computing	1
3	Dean Office	1
4	Finance	2
5	Registrar	1
6	Human Resources	1
7	Quality assurance	0
8	Library	1
9	Maintenance	1
10	Marketing,	2
11	Media & Communications	1

12	Security	1
13	Sports	0
14	Student Services	0
15	Transportation	0
	Total	14

XIII. COMPUTING

Supporting facilities includes learning support services rendered by computing and library departments.

COMPUTING DEPARTMENT

Computer Hardware Resources

The following table provides the details of IT hardware resources available during the academic year 2020-21

1	APC Smart UPS 2200	1
3	Etisalat Router HG8240	1
4	Mediatix Router C7 Series	1
5	Aruba Instant Switches 1930 Switch / 10GbE SFP	1
6	Fortinet FG-60F	1
7	Cisco Wireless Access Point WAP4410N	1
8	Wireless Access Point CBW240AC	6
9	Security Cameras	24
10	Hikvision 32" Monitor	2
11	IP Cameras IPC	6
12	4TB HDD Surveillance	1
13	Network Video Recorder DS7616NIK2	1
14	NEC DT300	36
15	MS Office 2019 Professional Plus	45
16	Kaspersky License	45
17	Hitachi CPEX252N	1
18	Hitachi CPDX250	1
19	Hitachi CPEX252N	1
20	Hitachi CPDX250	1
21	Hitachi CPDX250	1

22	LG TV 50" MCR64833101(rev00)	1
23	LG TV 50" MCR64833101(rev00)	1
24	WD Elements Hard Drive 4TB	1
25	Seagate 1TB Hardd rive	1
26	Toshiba 4 TB Hard drive	1
27	OneTouch Hard Drive 1 TB	1
28	HP Officejet 2620 All in One	1
29	HP LaserJet MFP M478-9F	1
30	MultiXpress K220ND	1
31	HP LaserJet MFP M478-9F	1
32	Logitech Brio 4K Webcams	4
33	Wireless Microphone	4

IT infrastructure – Hardware

Parameters (KPIs)	Benchmark	Achievement Status
Infrastructure		
Data Center and Business Continuity Management (Cloud Based Services)	Uptime	100% All our cloud services have 100% uptime status and are optimized for scalability
	Scalability	
Computer Lab (H/W)	Asset Inventory Accuracy	100%
	User Support and Assistance	93%

Nos. of Computers/Laptop	Total Number of Computers/Laptops	20
Implementation of new hardware		
Network Security Management	Firewall Rule Compliance	100%
	Security Awareness Training	
Software		
ERP	Data Accuracy Integration with External Systems	95%
LMS	Integration with External Systems Scalability	100%
Mobile Apps	N/A	N/A
DMS	File Accessibility Collaboration and Sharing User Adoption	100%
Microsoft Licenses & New Application	License Utilization License Renewal Management	100%

XIV. LIBRARY

Resources	AY 2020-21 Planned	AY 2020-21 Status
Reference Books		
i.	1950+50	2000
Periodicals		
i. Journals	EBSCO https://my.sbs.edu	EBSCO https://my.sbs.edu
ii. Magazines		

E-JOURNALS & DATABASES		
E-BOOKS		
Library Area (in square meters)	108.12	108.12
Study rooms	1	1
Seating Capacity	35	35
Number of computers	29	29
Storage Racks	9	9
Staff Requirement	1	1

XV. SPORTS

Below is the list of events organized by the Sports department at SUC during the Academic Year 2020-21:

Due to COVID, no activities were conducted.

INSTITUTIONAL CALENDAR

ACTIVITIES	BBA	MBA	MSC	DBA
COMMENCEMENT OF CLASS [OLD INTAKE]	19.09.2021	NA	NA	11.09.2021
COMMENCEMENT OF CLASS [NEW INTAKE]	19.09.2021	04.09.2021	04.09.2021	11.09.2021
ORIENTATION DAY	14.09.2021	11.09.2021	11.09.2021	29.09.2021
TUTION FEES PAYMENT	07 th of every month	Before each class	Before each class	Before each class
STATEMENT OF ACCOUNT	Within 2 to 3 working days	Within 2 to 3 working days	Within 2 to 3 working days	Within 2 to 3 working days
GRADUATION CEREMONY	16.10.2022	16.10.2022	16.10.2022	16.10.2022

DISSERTATION/INTERNSHIP/THESIS	Internship - 01.07.2022	NA	By end of the course	Dissertation - June & November
EXAM DATES				
DISSERTATION/INTERNSHIP/THESIS	Internship - 01.07.2022			
EXAM DATES START DATE	10.11.2021	01.10.2021	01.10.2021	12.11.2021
END DATES	18.11.2021	20.10.2021	20.10.2021	26.11.2021
RESULT PUBLICATION OF MID-TERM EXAM	09.12.2021	NA	NA	NA
MITIGATION EXAM – MID-TERM	28.11.2021-09.12.2021	NA	NA	NA
DEADLINE TO SUBMIT THE DISSERTATION/INTERNSHIP/ THESIS	31.08.2022,	NA	After completion of all courses	Dissertation - June & November
DISSERTATION/INTERNSHIP PRESENTATION	NA	NA	NA	12.02.2022
LAST DAY OF THE CLASS	09.06.2022	21.08.2022	12.11.2022	17.02.2024
FINAL EXAM WEEK	13.06.2022 – 30.06.2022	NA	NA	NA
RESULT PUBLICATION OF FINAL EXAM	21.07.2022	Grades will be released within three weeks of the submission date	Grades will be released within three weeks of the submission date	Grades will be released within three weeks of the submission date
RESIT/MITIGATION EXAM	01.08.2022 – 10.08.2022	Immediately after student request	Immediately after student request	Immediately after student request

RESULT PUBLICATION OF RESIT/MITIGATION EXAM	31.08.2022	Grades will be released within two weeks of the submission date	Grades will be released within two weeks of the submission date	Grades will be released within two weeks of the submission date
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