



BGU
BIRLA GLOBAL
UNIVERSITY



ANNUAL REPORT (2023-24)

CONTENT

About Us

Board of Governors

Academic Programmes

- About Schools
- Programmes & Programme Structures
- Student Enrolment & Diversity
- Ph.D. Programme
- MOOCS & Value-added Courses

Faculty Resources

University Highlights

- 6th Convocation
- NAAC Accreditation
- Implementation of NEP 2020
- International Student Exchange
- BGU Foundation Day
- Annual Alumni Meet

Library Resources

IT & Key Initiatives

Training & Placement

- Summer Internships
- Final Placement

Research & Publications

FDPs & MDPs

Seminars, Conclaves & Symposium

Faculty Achievements

Student Activities

- Club & Conduits
- Cultural
- Sports
- Industry Tours

Student Achievements

NSS & Outreach

University Committees

ABOUT US

Nestled in the vibrant capital city of Bhubaneswar, Odisha, Birla Global University stands as a beacon of knowledge in eastern India's higher education realm. With just a decade of its existence, the institution has carved a niche for itself on national and international platforms, embodying the illustrious Birla legacy of fostering value-based education. Guided by its vision to strive for excellence and innovation, the university is dedicated to nurturing holistic and responsible individuals. Its commitment extends beyond imparting knowledge, aiming to shape future leaders who are academically proficient, socially conscious, and globally competent.

Established by the enactment of the Birla Global University Odisha Act, 2015, the university boasts an exceptional faculty pool comprising highly experienced educators and researchers from diverse academic disciplines, ensuring a transformative learning experience for the students. Complementing the faculty's prowess is the university's world-class infrastructure, set amidst a sprawling, lush green campus in Gothapatna under the city limits of Bhubaneswar. This serene environment fosters a conducive atmosphere for learning, creativity, and personal growth. The university seamlessly integrates tradition with modernity. Aligning its curriculum and pedagogy with the National Education Policy 2020, the university emphasises multidisciplinary learning, research-driven initiatives, and a student-centric approach.

With its foundation firmly rooted in the principles of value, innovation, and excellence, this university continues to inspire and empower its students, preparing them to meet the challenges of an ever-evolving global landscape committed to taking the state of Odisha to the global arena in the sphere of higher education.

The Honourable Governor of Odisha is the university's Chancellor and Smt. Jayashree Mohta is the Chairperson of the Board of Governors-

The university operates seven schools. The schools offer the following programmes:

1. Birla School of Management- BBA (Hons.), MBA, & Ph.D.
2. Birla School of Communication- BAJMC (Hons.), MAJMC & Ph.D.
3. Birla School of Commerce- B. Com (Hons.), M. Com & Ph.D.
4. Birla School of Social Sciences & Humanities- MA/M.Sc. in Financial Economics, BA in Economics, Ph.D. (Economics & English)
5. Birla School of Law- Five-year BBA, L.L.B (Hons.), LLM & Ph.D.
6. Birla School of Applied Sciences- B.Sc. (Hons.) Data Science, BCA, MCA & Ph.D. (in Computer Science)
7. Birla School of Engineering & Technology- B.Tech in Computer Science

Note:

Birla School of Engineering & Technology started in 2024

Birla School of Economics started in 2025

VISION, MISSION & VALUES

Vision

To create and disseminate knowledge in a global context while pursuing Excellence, innovation and Inclusiveness.

Mission

- 1) To globalize through international collaborations and the exchange of students and faculty.
- 2) To strive for excellence in teaching and research.
- 3) To continuously innovate pedagogy and course content.
- 4) To encourage diversity and inclusiveness.

Values

- o **Honesty and Integrity** – We believe in being truthful and adhering to the highest ethical standards in personal and professional conduct.
- o **Empathy** – We recognize the need for human development and respect diverse social, cultural and economic perspectives.
- o **Transparency** – We believe in openness and assume responsibility as well as accountability in all our dealings and actions.
- o **Freedom** – We value the freedom of thought and expression to develop one's creativity and innovation in pursuit of academic excellence.
- o **Respect** – We foster a culture of respecting self and others.
- o **Collaboration** – We encourage teamwork and partnership in all endeavours for knowledge creation, acquisition and dissemination.

BOARD OF GOVERNORS (2023-24)

Smt. Jayashree Mohta	Chairperson, Birla Academy of Art & Culture	Chairperson
Shri Vikash Kandoi	Director, Royal Touch, Fablon Pvt. Ltd	Member
Dr. P. P Mathur	Vice-Chancellor, Birla Global University	Member
Dr. H Chaturvedi	Director, BIMTECH, Greater Noida	Member
Dr. P. K Mishra	IAS (Retd.), Former Secretary, Govt. of India	Member
Shri Debesh Acharya	Member of Legislative Assembly, Odisha	Member
Shri Bishnubrata Routray	Member of Legislative Assembly, Odisha	Member
Shri Bikram Kumar Panda	Member of Legislative Assembly, Odisha	Member
Shri Aravind Agarwal	IAS, Principal Secretary, Higher Education Department	Member
Mrs. Usha Padhee	IAS, Principal Secretary, Skill Dev. & Tech. Education Department	Member
Dr. Mihir Ku. Das	Academic Consultant, Odisha State Higher Education Council	Member
Dr. Parameswar Nayak	Dean, Birla School of Management	Member
Dr. Samson Moharana	Dean, Birla School of Commerce	Member
Dr. Lalit Kumar Deb	Dean, Birla School of Law	Member
Dr. B. K Das	Registrar, Birla Global University	Secretary

ACADEMIC PROGRAMMES

Birla School of Management

The Birla School of Management is one of the flagship schools of BGU. A top B-School of India, Birla School of Management (BSoM) has been at the forefront of modern education, creating opportunities for its students to be future global business leaders and entrepreneurs with the best knowledge and the latest technical know-how. The school provides unique experiential and blended learning platforms to its students on a technologically enabled campus where they are constantly moulded by a pool of competent and committed faculty resources who engage them both inside and outside the classrooms, providing them with excellent learning experiences, facilitated by smart classrooms with multimedia facilities.

The Birla School of Management was earlier known as Birla Institute of Management Technology (BIMTECH), Bhubaneswar. BIMTECH, Bhubaneswar, was set up in the year 2013 by the Birla Academy of Art and Culture. It became part of Birla Global University in 2016. Within seven years of its existence, Birla School of Management has made its presence felt and earned a name for its value-driven quality education and successful placement of students. The school offers the following Programmes:

BBA

The university offers a 3-year and 4-year BBA (Honours/Honours with Research) Programme with multiple entry and exit options as per NEP, 2020 from the 2023-24 Academic Year. The Programme provides rigorous training in Business Management encompassing areas such as General Management, Marketing, Human Resource Management, Finance, Operations Management, Business Analytics and Digital Marketing. The emphasis is on developing the holistic development of the students through multidisciplinary courses and issues affecting business and problem solving, such as managing change within an increasingly dynamic environment and developing business skills across organisations and sectors. The new curriculum is designed to align with the UGC's latest curriculum framework and credit distribution.

Curriculum Framework of a 3-Year & 4-Year BBA

Sl. No	Course Type	Number of Courses	Total Credit
1	Discipline-specific Major Courses	15	60
2	Interdisciplinary Minor Courses	6	24
3	Multidisciplinary Courses	3	9
4	Ability Enhancement Courses	3	8
5	Skill Enhancement Courses	3	9
6	Value-added courses	3	6
7	Internship	1	2
8	Community Engagement Project	1	2
	Total	35	120

4-Year BBA(Hons.)/ BBA(Hons.) with Research

Sl. No	Course Type	Number of Courses	Total Credit
1	Discipline-specific Major Courses	20	80
2	Interdisciplinary Minor Courses	8	32
3	Multidisciplinary Courses	3	9
4	Ability Enhancement Courses	3	8
5	Skill Enhancement Courses	3	9
6	Value-added courses	3	6
7	Internship	1	2

8	Community Engagement Project	1	2
9	Research Project with Dissertation	1	12
	Total	43	160

BBA Programme Structure

Semester	Course Title	Credit
I	Principles of Management	4
	Managerial Economics	4
	Business Law and IPR	3
	English Language & Communication	3
	IT & Analytics	3
	Health & Wellness	1
	Environmental Science (EVS)	2
	Total Credits Semester 1	20
II	Organisational Behaviour	4
	Financial Accounting	4
	Cyber Law and Security	3
	Business Communication & Presentation	3
	Programming Skills	3
	Indian Knowledge System (IKS)- 3	3
	Total Credits Semester 2	20
2nd Year		
III	Principles of Marketing	4
	Quantitative Methods	4
	Entrepreneurship	4
	Entrepreneurship	4
	Introduction to AI	3
	Creativity, Communication & Career Success	3
	Business Writing	2
	Total Credits Semester III	20
IV	Human Resource Management	4
	Consumer Behaviour	4
	Cost Management Accounting	4

	Ethics & Responsible Business	4
	Creativity, Communication & Career Success	4
	Research Methodology	4
Total Credits Semester IV		20
3rd Year		
V	Strategic Management	4
	Operations Management	4
	Leadership and Team Management	4
	Financial Management	4
	Summer Project	2
	Community Engagement	2
Total Credits Semester V		20
VI	Financial Statement Analysis	4
	MIS	4
	Digital Marketing	4
	Operations Research	4
	Business Environment	4
	Total Credits Semester VI	20
	Total Credits after three years	

4TH YEAR BBA (HONS.)/ BBA (HONS. WITH RESEARCH

Course Title with Credit Distribution

Semester	HR	Marketing	Finance	Operations	Business Analytics
VII	HR Planning & Employee Engagement (4 credit)	CRM (4 credit)	Banking Theories and Practices (4 credit)	TQM (4 credit)	Statistical Data Modelling using R (4 credit)
(Major)					

	Performance & Compensation Management (4 credit)	B2B (4 credit)	Corporate Accounting (4 credit)	Project Management (4 credit)	Data Visualization (4 credit)
	Employee Health & Well Being (4 credit)	E-Commerce (4 credit)	Financial Statement Analysis (4 credit)	Supply Chain & Logistics Management (4 credit)	Data Mining & Warehousing (4 credit)
	Industrial Relations & Employee Welfare (4 credit)	Rural Marketing (4 credit)	Capital Market (4 credit)	Service Operation Management (4 credit)	Introduction to Business Analytics (4 credit)
	Total Credits Semester VII				20
(Minor)	Advanced Research Methodology (4 credit)	Advanced Research Methodology (4 credit)	Advanced Research Methodology (4 credit)	Advanced Research Methodology (4 credit)	Advanced Research Methodology (4 credit)
VIII	Human Resource Development (4 credit)	Retail Management (4 credit)	Income Tax and GST (4 credit)	Strategic Operations Management (4 credit)	Python for Business Analytics (4 credit)
(Major)					
(Minor)	HR Analytics (4 credit)	Bottom of Pyramid (4 credit)	Financial Analytics (4 credit)	Technology & Innovation Management (4 credit)	AI & Machine Learning (4 credit)

	Research & Dissertation (12 credits)	Research & Dissertation (12 credits)	Research & Dissertation (12 credits)	Research & Dissertation (12 credits)	Research & Dissertation (12 credits)
	Total Credit 20				
	Total Credits after 4 Years of BBA				160 Credit

MBA

It is a two-year full-time programme spread over four semesters that led to the Master of Business Administration degree. It is the flagship Programme of the Birla School of Management, which has enjoyed high credibility in the corporate world over the years. Many of our alums have occupied significant leadership positions in the corporate hierarchy, and some have been successful entrepreneurs. Hundreds of students nationwide apply for a seat in the full-time MBA. Admissions are conducted through a rigorous entrance procedure. Students undergo a gamut of courses in the first year, followed by an intensive focus on their areas of double specialisations in the second year, like Marketing, HR, Finance, Operations & Business Analytics.

Programme Structure

Semester	Course Title	Credit
	VALUE-ADDED COURSES: FUNDAMENTALS OF MANAGEMENT	
	Understanding Self	(Non-Credit)
	Principles of Management	
	Oral Proficiency for Managers	
	Introduction to Management Accounting	
	Introduction to Economics	
	Introduction to Statistics	
Semester	Course Title	Credit
I	Accounting for Decision Making	2
	Managerial Economics	2
	Marketing Management	2

	Organisational Behaviour	2
	Statistics for Management	2
	Business Communication	3
	Production and Operations Management	2
	Financial Management	2
	Human Resource Management	2
	Social Immersion Project	3
	Total Credits Semester-I	22
Semester	Course Title	Credit
II	Cost and Management Accounting	2
	International Business for Decision Making	2
	Management Information System and Excel Modelling	2
	Consumer Behaviour	2
	Research Methodology	2
	Advance Business Communication	3
	Decision Modelling and Optimization	2
	Leadership and Change Management	2
	Developing Self for Corporate Readiness	3
	Elective-I	3
	Elective-II	3
		Total Credits Semester-II
Semester	Course Title	Credit
III	Ethics and Responsible Business	2
	Business Law & IPR Management Business	2
	BM-303 CAPSTONE	
	CAPSTONE Business Simulation	2
	Design Thinking & Entrepreneurship	3
	Summer Project	6
	Elective – III	3
	Elective – IV	3
	Elective – V	3
Elective – VI	3	

	Elective- VII	3
	Elective- VIII	3
	Total Credits Semester-III	33
Semester	Course Title	Credit
IV	Strategic Management	2
	Elective – IX	3
	Elective – X	3
	Academic Dissertation	4
	Total Credits Semester-IV	12
	Total Credits after two years	93

Birla School of Commerce

The Birla School of Commerce was established in 2017 to create a new generation of techno-savvy accounting and finance professionals. The school aims to transform commerce education and assist in skilling, reskilling and upskilling in commerce. The school also has several academic collaborations with prominent professional bodies like the Institute of Company Secretaries of India & Institute of Cost Accountants of India to impart hands-on industry experience to the students. The school offers M. Com and B. Com (Hons.), innovative and value-based professional courses. The details of the courses are given below:

B. COM (Hons.)

The programme offered by BSoC is in line with NEP 2020 and aims to offer various career options to students. The course focuses on the areas of accounting and finance. It also intends to provide different skill-based knowledge to the students like Financial Planning, New Venture Planning & Startup Finance, Business Data Analytics, Financial Modelling, Computerized Accounting, Data Analytics, Data Visualization and Artificial Intelligence for Business. Students are required to undergo SIP during summer breaks and to complete a research project under the guidance of faculty members during the summer break after the sixth semester so that they develop a knack for research and critical thinking.

Students opting for B. Com have a variety of career options. In line with NEP 2020, the new course provides multiple entry and exit options. Students may opt for a 3-year B.Com or a 4-year B.Com degree with research. They may venture into the job market, starting from Corporate Finance, Accounting, Budgeting and Financial Analysis, Banking, Insurance, Stock Market operation, Investment Banking, Financial Planning, Mutual Fund, Consultancy and Tax Practice including GST etc. They may also choose higher education options such as M. Com, MBA or other professional courses like C.A, ICWA, C.S, CFA and ACCA.

Programme Structure

Semester	Course Title	Credit
I	Financial Accounting	4
	Marketing & Management Business Organisation Management Or Statistics & Analytics Business Organisation Management	4
	Business Law & IPR	3
	Business Communication	3
	Personality Development & Corporate Readiness	3
	Environmental Science	2
	Health & Wellness	1
	Total Credits	20
Semester	Course Title	Credit
II	Financial Management	4
	Marketing & Management Business Statistics Or Statistics & Analytics Business Statistics	4
	Cyber Security & Law	3
	Verbal Ability	3
	Quantitative & Logical Thinking	3
	Indian Knowledge System	3
	Total Credits	20
	Additional 4 Credit SIP/VOC (Tally and New Venture Planning & Development)	4
	Exit Option After Year-1	44

Semester	Course Title	Credit
III	Cost & Management Accounting	4
	Financial Markets & Institutions	4
	Marketing & Mgt Business Economics Or Statistics & Analytics Business Economics	4
	Introduction to Artificial Intelligence	3
	Business Report Writing	2
	Spreadsheet for Business	3
	Total Credits	20
Semester	Course Title	Credit
IV	Corporate Accounting	4
	Securities Market Operations	4
	Auditing & Corporate Governance	4
	Corporate Law	4
	Marketing & Management Marketing Management Or Statistics & Analytics Business Mathematics	4
Total Credits	20	
	Additional 4 Credit VOC (Tally and New Venture Planning & Development)	4

	Exit Option After Year-2	84
--	---------------------------------	-----------

Semester	Course Title	Credit
V	Income Tax Law & Practice	4
	Corporate Reporting	4
	Financial Statement Analytics	4
	Marketing & Mgt Human Resource Management Or Statistics & Analytics Data Analytics In Business Decision	4
	Project	4
	Total Credits	20
Semester	Course Title	Credit
VI	Investment Analysis & Portfolio Management	4
	GST & Customs Duty	4
	Personal Finance & Planning	4
	Forensic Accounting & Audit	4
	Marketing & Management Organisation Behaviour Or Statistics & Analytics Data Visualisation	4
	Total Credits	20

Exit Option After Year 3		
Semester	Course Title	Credit
VII	Options, Futures & Derivatives	4
	Financial Modelling	4
	Corporate Restructuring & Business Valuation	4
	Financial Technology	4
	Marketing & Management Business Research Methodology Or Statistics & Analytics Business Research Methodology	4
	Total Credits	20
Semester	Course Title	Credit
VIII	Recent Topics in Accounting & Finance	4
	Marketing & Management Digital Marketing Or Statistics & Analytics Project Management	4
	Systematic Literature Review Publication/ Conference Presentation Final Project & Viva Or International Business Sustainable Finance Entrepreneurship and Incubation	12
	Total Credits	20
	Total Credits after four years	160

M.Com

The M.Com. The programme focuses on accounting, finance, and banking insurance. It also intends to provide students with different skill-based knowledge, like financial analysis & modelling, computer applications in Business, Global Financial Reporting & Disclosure, Data

Science for Business, Banking Technology, Entrepreneurship, etc. Keeping in mind the changing facets of the Indian economy, the course has been designed carefully to facilitate students acquiring knowledge and skills in their subjects to become employable in the market. Students can go for summer internship Programmes to gain insight into real-life business operations. They must submit a report on the same, thus strengthening their research skills.

Students opting for M.Com have a variety of career options in the job market, including Corporate Finance, Accounting, Budgeting And Financial Analysis, Banking, Insurance, Stock Market Operation, Investment Banking, Financial Planning, Mutual Fund, Consultancy, and Tax Practice, Including GST etc. They can also opt for teaching, research, or entrepreneurship. Students can opt for value addition courses in Digitalization, Financial Technology, Global Financial Reporting and Tax Practice.

Programme Structure

Semester	Course Name	Credit
I	Statistics For Management	3
	Corporate Financial Accounting	3
	Emerging Business Laws	3
	Digital Marketing	3
	Financial Institutions & Markets	3
	Business Economics	3
	Total Credits Semester I	18
II	Advanced Management Accounting	3
	Global Financial Reporting & Disclosure	3
	Research Methodology in Business	3
	Computer Application in Business	3
	Management Concepts and Practices	3
	Financial Planning	3
	Total Credits Semester II	18
III	Advanced Financial Management	3
	Forensic Accounting and Auditing	3
	Insurance & Risk Management	3
	Summer Internship (Project Report -50, Presentation and Viva Voce -50)	3

	(A) Accounting & Finance Investment Analysis and Portfolio Management International Finance	3
	(B) Banking & Insurance Management Of Financial Institutions Banking Technology	3
	Total Credits Semester III	18
IV	Direct Tax Law & Practice	3
	Goods & Service Tax	3
	Financial Analysis & Modelling	3
	Business Intelligence	3
	(A) Accounting & Finance Financial Risk Analytics Options, Futures and Derivatives	3
	(B) Banking & Insurance Insurance & Fintech Data Analytics for Business	3
	Total Credits Semester IV	18
Total Credits after two years		72

Birla School Of Communication

The Birla School of Communication (BSoComm) is one of the top journalism and mass communication schools that offer outcome-based Programmes like MAJMC and BAJMC (Hons.). The Programme follows the latest curriculum, which is industry-centric and skill-based. This facilitates students' fulfilment of their academic needs and objectives as the system provides enriched learning opportunities. The desired outcome drives the curriculum, pedagogy and assessment process. The outcome-based education system is a methodical and evaluative process executed to secure learning know-how compatible with the original goals and objectives, thereby providing a basis for the effectiveness and continuous quality improvement of the Programmes offered by the school. The school aims to produce graduates with professional excellence in media and communication with imaginative and innovative capabilities who can meet the challenges of the constantly evolving media industry. The vibrant, lush, green, student-friendly campus representing our country's culture and Birla's legacy encourages activities beyond the classroom that promote building leadership and a modest spirit. It offers the following programmes:

BAJMC (Hons.)

The full-time Bachelor of Journalism & Mass Communication (BAJMC) Programme is spread over four years and spaced out over eight semesters aligned with NEP. 2020. The program follows CBCS (Choice Based Credit System), which encourages an interdisciplinary approach, allowing students to choose any subject offered by various university schools. The programme ensures quality and contemporary connections with the undergraduate course structures in apex J-schools across the globe. The syllabus incorporates lively theoretical lectures, hands-on practical sessions, tutorials, classroom presentations, and take-home assignments. Furthermore, field trips, study tours, projects, and an intensive internship structure help add to the depth of learning in the Programme.

The BAJMC curriculum focuses on theoretical and historical perspectives of communication and demonstrates an understanding of the history & evolution of media. The Programme also provides a full range of technical knowledge, theoretical skills and artistic manifestation required to become an accomplished media professional in a digital era where media, art and communication converge, engaging a varied landscape of screens, platforms and audiences. Courses in the Programme are of four types: core, elective ability enhancement and skill enhancement courses. The curriculum, pedagogy and assessment process are based on continuous learning and a systematic evaluative process.

Programme Structure

Semester	Course Title	Credit
I	Introduction to Communication	4
	Photography	4
	Principles Of Management	3
	Professional Writing	3
	Introduction To Camera and Lighting	3
	Environmental Science	2
	Health and Wellness	1
Total Credit Semester I		20
II	Print Journalism	4
	Digital Media	4
	Cyber Security	3
	English Language Skill	3
	Audio Visual Editing	3
	Indian Knowledge System	3

Total Credits Semester II		20
III	TV and Radio Journalism	4
	Media and Cultural Studies	4
	Health Communication	4
	Gender Justice	3
	Soft Skills and Personality Development	2
	Radio Jockeying	3
Total Credits Semester III		20
IV	Public Relations	4
	Advertising	4
	Data Journalism	4
	Development Communication	4
	Mobile Journalism	4
Total Credits Semester IV		20
V	Digital Storytelling	4
	Media Laws And Ethics	4
	Digital Filmmaking	4
	Strategic Communication	4
	Project	2
	Community Engagement	2
Total Credits Semester V		20
VI	Event Management	4
	Entertainment and OTT Media	4
	Brand Communication and Management	4
	Media Industry and Management	4
	Film Appreciation	4
Total Credits Semester VI		20
VII	Media Research	4
	Digital Humanities	4
	Global Communication	4
	Media Advocacy and Governance	4

	Media Sociology	4
Total Credits Semester VII		20
VIII		
	Research Ethics	4
	Digital Media & Entrepreneurship	4
	Dissertation	12
Total Credits Semester VIII		20
Total Credits after 4 Years		
160		

MAJMC

Masters in Journalism & Mass Communication is a two-year course which trains students in various domains of mass communication like Print Journalism, Broadcast Journalism (radio and television), Advertising, Public Relations, Digital and Data Journalism, Health and Science Communication, Graphic Designing and Event Management. Special emphasis is given to research and project work in media and communication studies, and students are encouraged to do research to understand social problems and formulate their solutions. They are also encouraged to share their knowledge through writing research papers. The MAJMC course is spread over four semesters. The course provides an opportunity for students to gain training and knowledge in various fields, such as print journalism, broadcast journalism, web journalism, public relations, media management, etc. It also instils in the student's intellect the ability to understand media, society, and culture.

Programme Structure

Semester	Course Title	Credit
Semester – I		
I	Mass Communication: Concepts and Theories	3
	Journalistic Writing for Print Media	3
	Programme Production for TV & Radio	3
	Introduction to Advertising	3
	Screenwriting	3
	Media Literacy	3
	Photography	3

Total Credits Semester 1		18
	Title of Paper	Credit
II	Strategic Communication and Public Relations	3
	Digital Filmmaking	3
	Media Business, Laws & Ethics	3
	Health and Science Communication	3
	Event Management	
	Webcasting and Vlogging Essentials	3
Total Credits Semester II		18
Semester	Title of Paper	Credit
III	Internship	6
	Mobile Journalism	3
	Global Media	
	Film Appreciation	3
	Public Relations Writing	3
	PR Campaign Planning and Execution	3
	Stakeholder Relations & Reputation Management	3
	Multimedia Journalism	3
	Digital Formats & Storytelling	3
	Immersive Media	3
	Total Credits Semester III	
Semester	Title of Paper	Credit
IV	Dissertation	4
	Documentary Production	3
	International and Intercultural Communication	
	Podcasting	3
	Advertising Copywriting	3
	Digital Advertising and Brand	3

	Communication	
	Data Journalism	3
	Entrepreneurial Journalism	3
	Total Credits Semester IV	19
	Total credits after 2 years	79

Birla School of Social Sciences and Humanities

The Birla School of Social Sciences and Humanities (BSOSS&H) is dedicated to providing cutting-edge education in social sciences and humanities. The school focuses on skill development with a blend of theory and practice. The course curriculum encourages students to do internships and projects, attend workshops and write research articles. It provides an opportunity to study interdisciplinary courses across the schools. It has a pool of experienced faculty members who have been exposed to academic research and have published in journals of repute. Apart from regular teaching-learning activities, the school organises seminars, conferences, and special lectures inviting people from academia and industry. Weekly seminars on current topics of interest are regularly organised. Students are given training for personality development and corporate readiness. The school offers an MA/M.Sc. in Financial Economics and a Ph.D. in Economics and English.

MA/M.SC in Financial Economics

M.Sc. in Financial Economics is a specialised two-year full-time Programme designed to help students bridge the gap between economic theory and the practical realities of finance. Globally, the financial sector has seen tremendous expansion and dramatic and extreme changes with sophisticated operations, increasing the need for financial practitioners. This Programme was created to fulfil the growing need for finance and economics professionals from financial institutions, businesses, and government agencies. The course integrates economics, finance, statistics, and mathematics to provide thorough instruction in financial economics. This Programme assists students in developing analytical abilities, which will equip them for various employment and research prospects. The M.Sc. in Financial Economics Programme emphasises holistic growth through interactive classrooms, case studies, group discussions, seminars, guest lectures from industry experts, projects, events, and workshop training. The courses are developed in close collaboration with all stakeholders, including students, alumni, and industry experts.

Programme Structure

Semester	Course Title	Credits
I	Microeconomics	3

	Statistics	3
	Mathematical Economics	3
	Financial Management	3
	Financial Institutions and Markets	3
	Generic Elective Course –I	3
Total Credits Semester I		18
II	Macroeconomics	3
	Basic Econometrics	3
	Financial Statement Analytics	3
	Financial Technology and Computational Finance Using R and Excel	3
	Research Methodology	3
	Generic Elective Course –II	3
Total Credits Semester II		18
III	Summer Internship	6
	International Trade and Operations	3
	Applied Financial Econometrics	3
	Innovation and Venture Capital	3
	Programme Elective Course-I	3
	Programme Elective Course-II	3
Total Credits Semester III		21
IV	Dissertation	6
	Public Finance and Sustainability	3
	Strategic Financial Management	3
	Programme Elective Course-III	3
	Programme Elective Course-IV	3
Total Credits Semester IV		18
Total Credits after two years		75

Birla School of Law

The Birla School of Law (BSoL) was established in 2018 as the best destination for aspiring new-generation lawyers. It is committed to redefining ‘quality’ in legal education with state-

of-the-art facilities, the best infrastructure and the finest faculty. The school provides quality teaching in the field of law and interdisciplinary studies. Students are provided opportunities for internships and placement. Our students also participate in advocacy and legal aid activities and are encouraged to conduct independent research in a specific area(s) of interest. The courses incorporate the most recent developments in the field of law. The course is tailored to meet the legal profession's requirements, and it is supported by an advisory group comprising some of the industry's most prominent figures. Besides, the university has entered into multiple MoUs and collaborates with other universities, law firms, and civil societies to facilitate internships and research opportunities for BSoL students.

Birla School of Law is approved by the Bar Council of India. In addition to the mandatory courses offered throughout the ten-semester Programme, the school has added numerous value-added courses and Programmes for the benefit of the students, all of which are designed to bring the students to par with the standards of legal education offered in the world's best universities. Knowledge of the law is transmitted through a teaching-learning process where various skills, such as advocacy, legal writing, research, and time management, support teaching.

BBA. LL.B. (Hons.)

BBA.LL.B. (Hons.) is a five-year integrated dual degree Programme that combines management studies and legal studies in a completely independent way. The course prepares students for employment in a variety of fields and allows them to boost their market value. Candidates with a strong understanding of management and a thorough understanding of the law have the best of both worlds to manage several jobs within a company effectively. The program allows students to apply their knowledge and skills in the management or legal fields, making them far more valuable to corporations and enterprises.

Programme Structure – BBA L.L.B (H)

Semester	Course Title	Credit
I	Business Law and IPR	4
	Managerial Economics	4
	Principles of Management	3
	Fundamentals of General English and Communication Skills	2
	Legal Methods	4
	Health and Wellness	1
	Environmental Science	2
	Internship	
	Total Credit Semester I	20

II	Special Contracts	4
	Cyber Security and Law	4
	Organisational Behaviour	4
	Financial Accounting	3
	English Literature and Legal Language	2
	Indian Knowledge System	3
	Internship	
	Total Credits Semester II	20
III	Jurisprudence	4
	Law of Torts, Including Motor Vehicles Act & Consumer Protection Act (CPA)	4
	Right to Information	3
	Principles of Marketing	4
	Introduction to Artificial Intelligence	3
	Communication Skills	2
	Internship	
	Total Credits Semester III	20
IV	Family Law-I	4
	Constitutional Law-I	4
	Law of Crimes-I	4
	Human Resource Management	4
	Cost Management Accounting	4
	Internship	
	Total Credits Semester IV	20
V	Law of Crimes II	4
	Constitutional Law II	4
	Family Law II	4
	Strategic Management	4
	Financial Management	4
	Internship	
	Total Credits Semester V	20

VI	Law of Evidence	4	
	Law of Transfer of Property	4	
	Administrative Law	4	
	Corporate Law	4	
	Business Environment	4	
	Internship		
	Total Credits Semester VI	20	
VII	Civil Procedure Code and Limitation Act	4	
	Public International Law	4	
	Honours/Elective-I Mergers and Acquisitions	4	
	Principles of International Criminal Law (Including Transnational Crimes)		
	Honours/Elective-II International Trade Law	4	
	Criminology		
	Corporate Accounting	4	
	Internship		
		Total Credits Semester VII	20
VIII	Environmental Law	4	
	Honours Elective-III Insurance Law	4	
	Comparative Criminal Procedure		
	Honours/Elective IV Competition Law	4	
	Penology and Victimology		
	Interpretation of Statutes and Principles of Legislation	4	
	IPR Management and Litigation	4	
	Internship		
		Total Credits Semester VIII	20
	IX	Principles of Taxation	4

	Labour & Industrial Law I	4
	Private International Law	4
	Honours/Elective V	4
	Law of Corporate Governance	
	Offences Against Vulnerable Groups	
	Honours/ Elective VI	4
	Investment Law	
	Prison Administration and Correctional Justice	
	Mediation with Conciliation	3
	Health Law	3
	Human Rights, Humanitarian & Refugee Law	4
	Clinical Paper and Internship	0
	Total Credits Semester IX	20
X	Labour & Industrial Law II	4
	Clinical Paper Drafting Pleading and Conveyance	4
	Honours/Elective VII	4
	Bankruptcy And Insolvency Laws	
	Forensic Evidence and Law	
	Honours/Elective VIII	4
	Law on Corporate Finance	
	Socio-Economic Offences	
	Clinical Paper-Professional Ethics and Professional Accounting	5
	Clinical Paper-Alternative Disputes Resolution	4
	Clinical Paper- Moot Court Exercise and Internship	5
	Internship	
	Total Credits Semester X	20
	Total Credits after five years	200

Birla School of Applied Sciences

The Birla School of Applied Sciences (BSoAS) is one of India's most promising new educational institutions. Its applied science Programmes are designed to mentor graduates in developing professional management skills and preparing them to lead in workplaces requiring highly technical expertise. The school offers a comprehensive array of academic, research, training, and extension Programmes to equip students with industry-relevant skills, knowledge, and understanding.

BSoAS currently specialises in innovative courses, including B.Sc. in Data Science, BCA, MCA, and Ph.D. Programmes. The university provides full-time 3-year and 4-year B.Sc. in Data Science and BCA Programmes, incorporating multiple entry and exit options in line with NEP 2020 guidelines. These courses are carefully designed to enable students to thrive in Industry 4.0 and prepare for the evolving demands of Industry 5.0, particularly in computer science. The curriculum and pedagogy are aligned with the National Education Policy (NEP 2020) and industry requirements. To meet the growing popularity of these courses, BSoAS engages a distinguished team of academicians, practitioners, industry experts, and entrepreneurs to deliver knowledge-enhancing classes. In addition to its robust academic framework, BSoAS emphasises research and innovation in cutting-edge fields such as machine learning, data science, cloud computing, the Internet of Things (IoT), and blockchain technology

B.Sc. in Data Science

The B.Sc. in Data Science (BSc. DS) is a three-year, full-time undergraduate programme that integrates concepts from computer science, business analytics, and artificial intelligence. Data science is an interdisciplinary field that encompasses the application of statistics, big data analytics, machine learning, and related methodologies to identify and analyse real-world problems or phenomena through data. This course is highly regarded among students in India and abroad due to its increasing relevance and diverse career prospects in technology, consultancy, market research, and energy sectors. Graduates of this Programme will develop expertise in Programming, machine learning, data wrangling, data interpretation, software engineering, and data visualisation, among other skills.

The core subjects of the B.Sc. in Data Science Programme include Machine Learning, Cloud Computing, Data Visualization, Python Programming, Operating Systems, and additional related disciplines. This comprehensive curriculum is designed to equip students with the knowledge and skills required to excel in the rapidly evolving field of data science.

BCA

The Bachelor of Computer Applications (BCA) is a three-year, full-time undergraduate programme that is highly sought after in Information Technology (IT). The Programme

provides students with foundational knowledge in computer applications and software development, preparing them for advanced careers.

As the IT industry continues to expand at an exponential pace, it generates a vast array of job opportunities. The demand for professionals skilled in computer science is on the rise, driven by the digitisation of many traditionally manpower-based roles. This comprehensive and multi-disciplinary Programme offers a variety of elective tracks, enabling students to pursue careers in roles such as software engineer, system engineer, software quality engineer, system Programmer, system analyst, IT professional, data analyst, data scientist, cloud specialist, networking specialist, and cybersecurity specialist.

Programme Structure

Semester	Subject Name	Credits
I	Problem-Solving Using C	2
	English Communication Skills	2
	Computer System Architecture	4
	Mathematical Foundations	4
	Principles of Management	3
	Health and Wellness	1
	Environmental Science	2
	Problem-Solving Using C Lab	1
	English Communication Skills Lab	1
Total Credits Semester I		20
Semester	Subject Name	Credits
II	Data Structure Using C	3
	Object Oriented Programming Using Java	2
	Technical Communication	2
	Probability and Statistics	4
	Indian Knowledge System (IKS)	3
	Cyber Security	3
	Data Structure Using C Lab	1
	Object-Oriented Programming Using Java	1

	Lab	
	Technical Communication Lab	1
Total Credits Semester II		20
Semester	Subject Name	Credits
III	Database Management Systems	2
	Visual Communication	2
	Data Mining Using Python	3
	Computer Network	4
	Introduction to Artificial Intelligence	4
	Financial Institution & Market	3
	Data Mining Using Python Lab	1
	Database Management Systems Lab	1
Total Credits Semester III		20
Semester	Subject Name	Credits
IV	Operating Systems	4
	Web Technology	3
	Machine Learning	3
	Optimisation Techniques	4
	Cloud Computing	4
	Web Technology Lab	1
	Machine Learning Lab	1
Total Credits Semester IV		20
Semester	Subject Name	Credits
V	Cloud Computing Management	3
	DSE-I	4
	DSE-II	4
	Software Engineering Using UML	4
	Cloud Computing Management Lab	1
	Social Responsibility and Community Engagement	2
	Internship	2
	Total Credits Semester V	
Semester	Subject Name	Credits

VI	Theory of Computation	4
	Blockchain Technologies	4
	DSE-III	4
	Seminar	2
	Project	6
Total Credits Semester VI		20
Semester	Subject Name	Credits
VII	Research Methodology	4
	Data Visualization and Interpretation	3
	DSE-IV	4
	Introduction to Big Data	4
	Cryptography and Network Security	4
	Data Visualization and Interpretation Lab	1
Total Credits Semester VII		20
Semester	Subject Name	Credits
VIII	Natural Language Processing	4
	R Programming For Machine Learning*	4
	Seminar/Research Report Writing and Presentation	2
	Research Report/ Industrial Training	10
Total Credits Semester VIII		20
Total credits after four years		160

MCA

The Master of Computer Applications (MCA) is a two-year professional Postgraduate Programme designed for individuals seeking advanced education in computer applications, Programming, and software development. This Programme offers a balanced blend of theoretical knowledge and practical skills, providing students with a comprehensive understanding of various aspects of computer applications.

The curriculum encompasses a wide range of topics, including software development, hardware systems, networking, Information Technology (IT), Artificial Intelligence (AI), Machine Learning (ML), and more. It equips students with the expertise required to excel in the dynamic and evolving field of computer science. The MCA Programme is an excellent choice for graduates of Bachelor of Computer Applications (BCA) seeking to advance their careers with more specialised job roles. Additionally, professionals or graduates from other relevant disciplines who wish to pivot into the field of computer applications will find the MCA Programme an ideal platform to transform their careers. The course opens up abundant opportunities in both public and private sectors, making it a highly sought-after qualification in the industry.

Programme Structure

Semester	Title of Paper	Credits
I	Programming in C	3
	Computer System Architecture	4
	Discrete Mathematics	4
	Web Technology	2
	Database Management System	3
	Technical Communications	2
	Programming in C Lab	1
	Web Technology Lab	1
	Database Management System Lab	1
	Technical Communications Lab	1
Total Credits		20
Semester	Title of Paper	Credits
II	Data Structures & Analysis of Algorithm	3
	Data Mining and Data Warehousing	3
	Principles of Operating System	3
	Quantitative Techniques / Numerical Analysis	3
	Python Programming	3
	Programme Elective – I	3
	Data Structure & Analysis of Algorithms Lab	1
	Python Programming Lab	1
	Seminar	1
Total Credits		21
Semester	Title of Paper	Credits
III	Computer Networks	3
	Machine Learning Techniques	3
	Cloud Computing	3
	Software Engineering using UML	3
	Programme Elective-II	3
	Programme Elective-III	3
	Machine Learning Techniques Lab	1
	Minor Project / Industrial Internship-I	2
Total Credits		21
Semester	Title of Paper	Credits
IV	Industrial Internship / Major Project and Grand Viva	16
Total Credits		16

Total Credits after 2 years	78
------------------------------------	-----------

Ph.D. Programme

The Doctoral Programme at Birla Global University, Bhubaneswar, offers an opportunity for in-depth research and academic exploration across diverse disciplines, including Management, Journalism & Mass Communication, Commerce, Economics, Law, Computer Science, and Interdisciplinary Studies. Candidates aspiring to join the Programme must possess a Master's degree or an equivalent professional degree with at least 55% marks in aggregate or its equivalent grade, as recognised by the statutory regulatory body or an accredited foreign institution. The Programme emphasises flexibility and inclusivity, accommodating candidates with valid UGC-NET/CSIR-NET qualifications or equivalent fellowships to participate directly in the interview process. Designed to foster rigorous academic research, the Ph.D. The programme spans at least two years, excluding coursework, and allows a maximum duration of six years. Women researchers and individuals with disabilities exceeding 40% are eligible for an additional two years and special leave provisions, ensuring an equitable and supportive research environment.

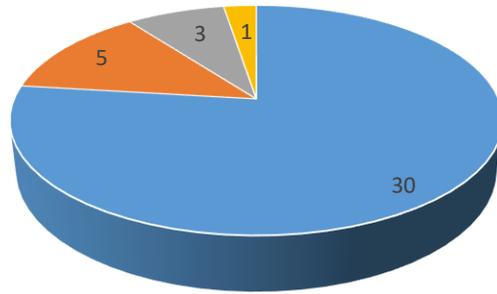
The Programme is structured to encourage scholars to contribute to knowledge advancement and address critical issues within their fields. Offering interdisciplinary opportunities enables candidates to tackle complex, cross-domain challenges, fostering innovation and societal impact. With a strong emphasis on quality, ethical research practices, and mentorship from experienced faculty, the doctoral Programme at Birla Global University, Bhubaneswar, equips scholars to excel in academia, industry, or policy-making roles.

The total number of students admitted into the PhD Programme during the last 5 years is 39.

School-wise Admission

School Name	No. of Scholars admitted
School of Management	30
School of Law	5
School of Communication	3
School of Economics	1

No. of Scholars admitted

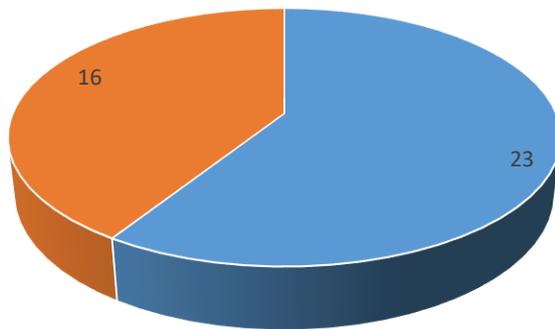


■ School of Management ■ School of Law
■ School of Communication ■ School of Economics

Gender

Male	Female
23	16

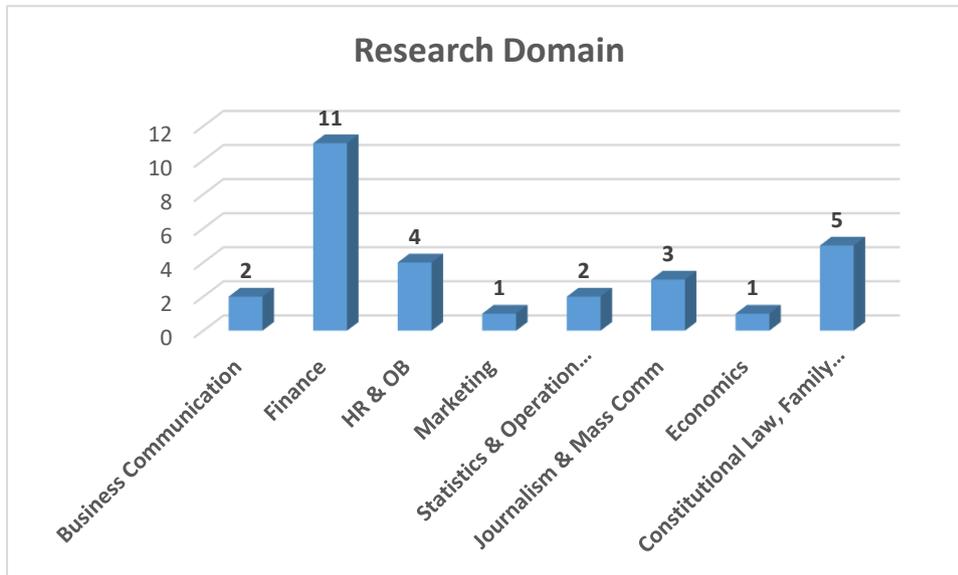
Gender Details



■ Total Male ■ Total Female

Research Areas	No. of Scholars
Business Communication	2
Finance	11
HR & OB	4
Marketing	1
Statistics & Operation Research	2

Journalism & Mass Communication	3
Economics	1
Constitutional Law, Family Law & Criminal Law	5



Five doctoral students completed their Ph.D. Programmes successfully during the year and were awarded PhD degrees under the Birla School of Management. The details of the PhD scholars are provided below:

Name of the Scholar	School	Thesis Title
Biswa Prakash Jena	Birla School of Management	Influence of Job Crafting and Developmental Idiosyncratic Deals on Job Content Plateau and Career Commitment of Indian ITES Executives
Priyadarsini Pattnaik	Birla School of Management	Impact of AI-Driven Product Recommender System on Online Apparel Purchase Intentions
Sharanika Dhal	Birla School of Management	Role of Different Competencies on the Job Performance of Nursing Professionals Working in Private Hospitals
Volety Naga Sreedhar	Birla School of Management	Inter-Role Conflict and Well-Being among Earning Couples in Major Indian Cities

Sarmistha Apat	Birla School of Management	Effects of Training on Team Performance of Women Self-Help Groups in Odisha
----------------	----------------------------	---

FEE STRUCTURE

Type of Degree	Course	Fee in INR
Doctoral Programmes	<ul style="list-style-type: none"> ○ Management ○ Commerce ○ Journalism and Mass-Communication ○ English ○ Law ○ Computer Science ○ Economics 	<p>Rs 2,10,000 (Tuition Fee and Registration Fee)</p> <p>An additional Exam Fee of Rs 50,000 is to be paid at the time of Thesis Submission.</p>

Type of Degree	Course	Duration in Years	Fees per Year in INR
	MBA (Electives: Marketing, HR, Finance, Operations, Business Analytic, and Digital Marketing)	2	3,75,000
	M.Com	2	60,000

Post-Graduation Degrees	MA/M.Sc (Financial Economics)	2	75,000
	MAJMC	2	75,000
	MCA	2	1,00,000
Graduation Degrees	BBA/ BBA(H)/BBA (Hons. with Research)	3 or 4	1,50,000
	B. Com/ B.Com (Hons./Hons with Research)/BAJMC/ (Hons./Hons. with Research)/BCA/Hons./Hons with Research	3 or 4	1,00,000
	BBA L.L.B (Hons.)	5	1,20,000
	B.Sc.-Data Science (Hons./Hons. with Research)	3 or 4	1,00,000

International Students (For Ph.D. Scholars only)

- **2, 25,000 INR equivalent foreign currency (Includes tuition fee & registration fee)**
- **An additional Exam Fee of Rs.50,000 is to be paid at the time of Thesis Submission.**
- **Boarding and Lodging are to be charged additionally.**

Ph.D. Duration: Minimum 3 years & Maximum 6 years.

MOOCS & VALUE- ADDED COURSES

The university has signed an MOU with Coursera to provide these courses through its platform. During the academic year 2023-24, UG and PG students enrolled for 282 courses and the cumulative count of courses completed by students is 2841. The majority of the courses were chosen from the fields of business, computer science and data science. The MOOCS and value-added courses offer diverse specialisations catering to varied career interests and enhance corporate readiness to address real-world challenges. This initiative underscores the university's commitment to providing flexible, cutting-edge learning opportunities that empower students to excel in their respective fields.

No of Courses Enrolled in 2023-24	No of Certificates
282	2841

School-wise Details

Name of the School	Name of the Programme	No. of courses	Cumulative Count of Courses Completed by Students
Birla School of Management	MBA	8	1299
	BBA	11	209
Birla School of Applied Science	BCA	7	77
	BSc.Ds	4	48
	MCA	7	123
Birla School of Commerce	B.Com	126	773
	M.Com	37	163
Birla School of	BAJMC	34	61

Management	MAJMC	29	57
Birla School of Law	BBA.LLB	19	31

STUDENT STRENGTH AND DIVERSITY

The university has seen a consistent progression in the number of student enrolments every year. This upward trend could be attributed to several factors, including the institution's expanding academic programmes, improved campus facilities, enhanced student support services, and highly efficient and dedicated faculty members. This trend further indicates that the institution is becoming increasingly popular or expanding its offerings to attract more students. A male-female ratio of the 2023 admission batch is shown below, suggesting that the institution is equally appealing to both male and female students. A balanced gender ratio can indicate an inclusive environment where students of all genders feel encouraged to apply and pursue their academic goals.

Moreover, the university's growing student population will likely include individuals from various cultural, socio-economic, and geographical backgrounds. This diversity enriches the academic experience, providing students with a broader perspective on global issues and enhancing the learning environment. The University is trying to foster an inclusive culture that supports equity among the students by creating a platform where they feel more valued and included with their positive participation in numerous events and activities in a safe and nurturing environment. The institution's diverse student body fosters mutual respect and understanding, where students can engage with different viewpoints and develop a deeper appreciation for cultural and social differences. This variety strengthens the academic community and prepares students to thrive in a globalised world, where collaboration and cross-cultural communication are essential skills.

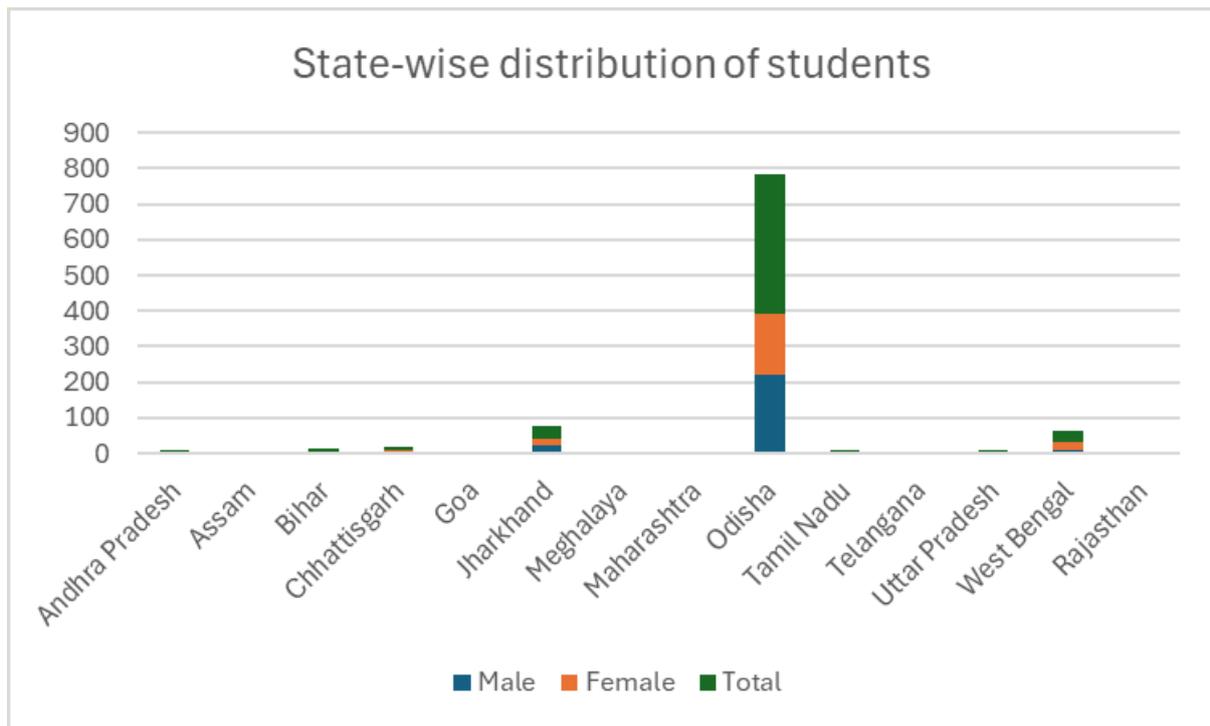
Admission Year	Total no. of students	Male	Female
2023-24	507	275	232

Number of Students Enrolled into Different Programmes During 2023-24

Name of the School	Programme	Enrolled students	Male	Female
Birla School of Management	MBA	189	95	94
	BBA (Hons.)	118	76	42
Birla School of Commerce	MCOM	9	4	5
	BCOM	67	42	25
Birla School of Social Science & Humanities	MA/MSC in Financial Economics	4	1	3
Birla School of Communication	MAJMC	11	5	6
	BAJMC	15	4	11
Birla School of Law	BBA., LLB. (Hons.)	26	9	17
Birla School of Applied Sciences	BSCDS	13	7	6
	MCA	31	15	16
	BCA	24	17	7

Students from different States

The university has received students from different parts of the country. A comprehensive state-wise breakdown of the student intake in 2023 admission has been provided below:



SI No	State	Male	Female	Total
1	Andhra Pradesh	2	1	3
2	Assam	1	-	1
3	Bihar	2	4	6
4	Chhattisgarh	3	6	9
5	Goa	1	-	1
6	Jharkhand	23	16	39
7	Meghalaya	1	-	1
9	Maharashtra	-	2	2
10	Odisha	220	172	392
11	Tamil Nadu	2	1	3
12	Telangana	1	1	2
13	Uttar Pradesh	1	2	3
14	West Bengal	11	21	32
15	Rajasthan	2	-	2

FACULTY RESOURCES

The faculty of the university boasts of extensive experience in higher education. More than 90% of the faculty hold doctoral degrees, reflecting their strong academic and research credentials. They have successfully supervised numerous PhD scholars, contributing to the academic growth of future researchers. Additionally, their commitment to scholarly excellence is evident in their publications in high-quality, peer-reviewed journals, showcasing their expertise and thought leadership in their respective fields.

Birla School of Management

Prof. (Dr.) Parameswar Nayak	Professor & Dean
Dr. Pradipta Kumar Sanyal	Associate Professor
Dr. Anubha Ray	Associate Professor
Dr. Archana Choudhary	Associate Professor
Dr. Manas Kumar Pal	Assistant Professor
Dr. Satyakama Mishra	Assistant Professor
Dr. Snigdha Mohapatra	Assistant Professor

Dr. Manidatta Ray	Assistant Professor
Dr. Purnendu Kumar Patra	Assistant Professor
Ms. Saswati Tripathy	Assistant Professor
Dr. Biswajit Acharjya	Assistant Professor
Dr. Siddharth Misra	Assistant Professor
Dr. Suwendu Kumar Pratihari	Assistant Professor
Dr. Sonal Trivedi	Assistant Professor
Dr. Rojalin Sahoo	Assistant Professor
Dr. Piyush Gupta	Assistant Professor
Dr. Vivek Mishra	Assistant Professor

Birla School of Communication

Dr. Shiv Shankar Das	Assistant Professor & Head of the School
Mr. Suresh Kumar Golle	Assistant Professor
Dr. Gyanaranjan Mishra	Assistant Professor
Ms. Anwasha Padhi	Assistant Professor
Mr. Mehul Agarwal	Assistant Professor

Birla School of Commerce

Dr. Samson Moharana	Professor & Dean
Ms. Lopamudra Nayak	Assistant Professor
Dr. Radha Krishna Mishra	Assistant Professor
Mr. Aswini Kumar Bhuyan	Assistant Professor
Dr. Nandita Bhattacharjee	Assistant Professor

Mr. Dilesh Rawal	Assistant Professor
CMA. Ajit Kumar Sabat	Academic Associate

Birla School of Social Science & Humanities

Dr. Samson Moharana	Dean In-charge
Dr. Ajit Kumar Dash	Assistant Professor
Dr. Amritkant Mishra	Assistant Professor

Birla School of Law

Dr. Lalit Kumar Deb	Professor & Dean
Dr. Bhavana Sharma	Associate Professor
Dr. Mitashree Tripathy	Assistant Professor
Dr. Elisha Kanungo	Assistant Professor
Mr. Yogendra Singh	Assistant Professor
Mr. Soubhagya Sundra Nanda	Assistant Professor
Mr. Prithivi Raj	Assistant Professor
Mr. Swagat Dash	Assistant Professor
Ms. Ashna Siddiqui	Academic Associate
Ms. Ishani Acharya	Academic Associate

Birla School of Applied Sciences

Dr. Sanjay Kuanar	Associate Professor and Head of the School
Dr. Bandita Sahu	Assistant Professor
Dr. Manaswini Jena	Assistant Professor
Dr. Rajashree Nayak	Assistant Professor
Ms. Tanaya Priyadarshini Pradhan	Academic Associate

UNIVERSITY HIGHLIGHTS

CONVOCATION 2023

Where Success Meets a New Horizon!

Birla Global University celebrated its 6th Annual Convocation for the students of the post-graduate batches of 2021-23 and the undergraduate batches of 2020-23 at its campus on 25 November 2023. Shri SP Shukla, Chairman -Mahindra Defence & Aerospace, Mahindra Agri & Micro-irrigation, CIE Automotive India & President Society of Indian Defence Manufactures graced the occasion as chief guest. Sri Sudarsan Pattnaik, Padma Shree Awardee and international sand artist, graced the ceremony as the Guest of Honor. The University bestowed the honorary degree of D.Lit. (Honoris Causa) on the two illustrious individuals for their distinguished contributions in their respective fields.

Smt. Jayashree Mohta, Chairperson, Birla Global University and Birla Academy of Art & Culture, presided over the convocation ceremony. Prof (Dr). P. P. Mathur, Vice Chancellor, Birla Global University, welcomed the dignitaries, students, and parents and presented the university's annual report. The Chairperson, Smt. Jayashree Mohta and the esteemed guests presented the degrees and gold medals to the students. Registrar Dr. B.K. Das conducted the ceremony. The members of the Board of Governors, Board of Management, faculties, students and parents attended the convocation.





Chairperson, Birla Global University, and the Chief Guest, addressing the graduating students.

NAAC ACCREDITATION

The university received accreditation from the National Assessment and Accreditation Council (NAAC) in August 2024, reaffirming its commitment to high academic standards and quality education. The university is a private university recognised by the University Grants Commission (UGC) under Section 2(f) of the UGC Act, 1956. It is also a member of the Association of Indian Universities (AIU). Additionally, BGU holds membership in the prestigious Association to Advance Collegiate Schools of Business (AACSB).



Members of the NAAC Peer Team on the Campus

IMPLEMENTATION OF NEP 2020

Adopting the National Education Policy, 2020 (NEP 2020) represented a transformative step towards aligning higher education with the holistic and multidisciplinary learning vision. By implementing the principles of NEP 20, the university aims to enhance education quality, inclusivity, and flexibility, equipping students with the skills and knowledge required to thrive in a dynamic global environment. The university has implemented NEP since 2023 and has registered in the UTSAH Portal. Dr. Anubha Ray, Associate Professor at Birla Global University, is designated as the NEP Coordinator of the university. Academic Bank of Credit (ABC) has also been implemented with multiple entry and exit options. The new curriculum was designed to incorporate internships, project-based learning, and skill-development modules with a special focus on digital skills, coding, entrepreneurship, and soft skills to align with industry demands and enhance employability. As per the UGC's directions, the university has also nominated three students as NEP SAARTHIs (Student Ambassador for Academic Reforms in Transforming Higher Education in India) through a proper selection process. The nominated SAARTHIs are:

1. Archita Mohapatra, Semester III, MBA (2023-25)
2. Adyasha Mishra, Semester V, MBA (2023-25)
3. Jeetdan Gadhavi, Semester III, BBA.LLB (2023-28)

INTERNATIONAL EXCHANGE PROGRAMME

The International Student Exchange Programme of the university offers students a unique opportunity to broaden their academic and cultural horizons by studying at partner institutions abroad. Through this Programme, students immerse themselves in diverse cultures, enhance their global perspectives, and develop valuable skills such as adaptability and cross-cultural communication. The students often benefit from exposure to different teaching methodologies, access to specialised courses, and the chance to build an international network. The university has MoU with Multimedia University, Malaysia, ESSCA School of Management, France, Koziminiski University, Poland, University of Ljubljana, Slovenia. In 2023-24, three MBA students went to the ESSCA School of Management, France, to complete a semester.



MBA (2022-24) students visited ESSCA School of Management as a part of International Student Exchange Programme

BGU FOUNDATION DAY

Birla Global University celebrated its seventh foundation day on 1st April 2023 with Sri Bishnupada Sethi IAS, Principal Secretary Higher Education Government of Odisha as Chief Guest and Guest of Honour Dr Gayatribala Panda, renowned poet, writer and winner of Kendra

Sahitya Akademi award 2022. The Programme witnessed a beautiful cultural event showcasing Odissi dance and music performed by the students of the university.

Lighting of the lamp by the Chief Guest



Faculty and staff members during the celebration



ANNUAL ALUMNI MEET 2024

The university's alumni remain an integral part of our journey, shaping the legacy and future of our institution. Through collaborative initiatives and events like the Annual Alumni Meet, Special Alumni Meet for the passing out batches, Alumni General Body Meet, Alumni Talk Series, and Mentorship Programmes, the university has created a platform to celebrate alumni achievements and inspire collective growth. Feedback on the curriculum is obtained from the alumni on a regular basis.

In January 2024, Birla Global University organised ***Birla Lumiere 3.0: Annual Alumni Meet*** of Birla Global University. The Vice-Chancellor Prof. P.P Mathur addressed the alumni about their significant role in building the university. The university also organised the Alumni Connect Programme and Special Alumni Meet for the passing-out students.

The cultural extravaganza at the heart of the annual alumni meet was nothing short of a spectacular showcase of talent and charm! The stage came alive with the rhythmic beats and graceful moves of the beloved students, who, with every dance performance, painted a vibrant picture of unity and celebration. The evening reached its crescendo with the soul-stirring musical performance by a famous singer, Mr. Mrinmay.



Alumni with Faculty Members



**Mr. Somatirtha Purohit, Secretary,
Alumni Association addressing the fellow alumni**



Cultural Meet during the Annual Alumni Meet

Alumni Connect Programme

Alumni Connect Programme is designed to help the students cultivate a network of professional contacts in the professional world. Under this Programme, students have had the opportunity to engage with the alumni through:

- Talk Series
- Alumni Mentorship Programme

Besides, alumni testimonials were posted on the BGU social media platforms. Their achievements were also published as ***“Our Alumni, Our Pride”***.



Students with Alumni during the Alumni Talk Series

LIBRARY RESOURCES

Central Library

"An investment in knowledge pays the best interest." – Benjamin Franklin

The BGU Central Library exemplifies this timeless truth, serving as a cornerstone of learning and discovery. By seamlessly integrating research and education, the library offers a thoughtfully curated collection of print and digital resources designed to empower undergraduates, postgraduates, and research scholars.

Situated at the heart of the Activity Plaza, the Central Library, along with the Departmental Library for SOL, provides free access to a wealth of knowledge for students, faculty, staff, and scholars. With over 25,500 books, 48 national and international journals, 14 magazines, and 11 premier online databases, the library spans disciplines from Engineering and Management to Law and Humanities. Its year-long textbook lending Programme and the regular introduction of new resources ensure the continuous enrichment of its users.



Library at BGU

Housed in a fully air-conditioned, two-story reading space, the library combines comfort with cutting-edge technology. Powered by the KOHA Library Management System and WEB OPAC for remote access, it extends its reach beyond physical walls. More than just a repository of resources, the library actively fosters academic excellence by promoting high-quality research, supporting institutional repositories, and advancing open-access initiatives.

Holdings of information resources at the library:

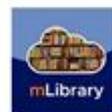
Particular	Items as of July 2024
Printed Books	25500
e-Books	2700
Bound Volumes	800
Thesis	5
Current Subscription Print Journals	48
Current Subscription Online Journals	32900
Print Magazines	14
Newspapers	09

Details of Online Databases

The Central Library at BGU provides access to a wide range of online databases to support the academic and research needs of students, faculty, and researchers. These databases are curated to offer reliable, comprehensive, and up-to-date resources across various disciplines.

- J-Gate: Covers content from January 2001 onwards with over 8,400 full-text resources in Social Sciences, Management, Arts, and Humanities.
- ProQuest ABI/Inform Global: Offers more than 23,500 resources from 1990 onwards, focusing on Business, Economic Conditions, Management, Accounting, and Finance.
- CMIE Prowess IQ: Comprises financial data of over 54,000 Indian companies, including listed and unlisted entities, from 1989 to the present, with stock data starting in 1991.
- SCC Online: A comprehensive legal research database with resources on Indian law across 13 key areas, including Constitutional, Corporate, and Environmental law.
- HeinOnline: Provides extensive legal documents, including journals, historical texts, case law, and government documents, with citation tools for legal and academic writing.
- AIR Online: Offers diverse legal research tools and resources for case analysis, articles, and commentary, catering to professionals and academic users.
- Manupatra: Covers legal and business modules, including Supreme Court updates, tribunal orders, government notifications, acts, and legal drafts.
- EBC Reader: A digital platform offering a wide range of legal commentaries, statutes, case law, and journals published by the Eastern Book Company.

Instead, we are subscribing to HBR Cases specifically for MBA students. The faculty members are utilizing these cases as they are aligned with their course content.



The BGU Central Library is a cornerstone of academic and research activities at the university, serving students, faculty, and researchers with its extensive collection and facilities. Here's an overview of its usage details.

Usage Report (July 2023–June 2024)

Description of Items (Journal Database)	Total Usages
AIR Online	3325
CMIE Prowess IQ	1243
EBC Reader	1929
J-Gate	336
HeinOnline	2992
Knimbus (Remote Access tool)	9243
Manupatra	5728
ProQuest ABI/Inform	4217
SCC online	7972
Turnitin	1717

Library Services

Book Lending Service

Every student is allowed to borrow books based on their borrowing entitlement. The entitlement defines how many books each student can borrow at a time, typically varying based on the student's level, such as undergraduate or postgraduate.

New Arrival of Books

The library features a New Arrival Display to keep users updated on the latest additions to its collection, enabling students and faculty to explore new titles and advancements in their fields. Recently acquired books are prominently showcased on the New Arrival Stand for convenient access and visibility.

Must-Read Books Service

This newly introduced service highlights "Must-Read Books" from the library's collection. The service aims to attract readers by showcasing highly recommended books featured in Reader's Digest, Discovery.com, and other reputed sources.

Library Newsletter: Online

To keep the library community informed, the library will publish a Library Newsletter that updates users on recent activities, events, new acquisitions, services, and other important information related to the Library.

Previous year Question Papers

The library provides access to the question papers from previous years. These can be downloaded either through the M-Library mobile app or from the library's website.

Reference/Referral Service

Library users can seek help at the Circulation Desk for queries or locating materials, and unresolved issues can be referred to the librarian.

OPAC (Online Public Access Catalogue)

The library offers an OPAC system, allowing users to search for books, periodicals, and other resources in the physical library collection.

Remote Access Tools (Knimbus/M-Library)

The library provides remote access tools like Knimbus and M-Library to facilitate access to digital resources. These platforms allow students and Faculty to access e-resources, databases, and journals remotely.

Browsing Centre: First Floor

The library provides a browsing centre equipped with high-speed Wi-Fi access. This space allows students to work on their assignments, access e-resources, and study in a quiet, focused environment.

Reprographic Services:

We offer reprographic services free of charge for faculty members and at a minimal cost for students.

Reader Engagement Programmes

The library encourages all students to join Reader Engagement Programmes, such as the Book Reading Club, led by the librarian. The club hosts activities promoting reading, discussion, and knowledge sharing.

Library Users Records July 2023–June 2024

Month	User
Jul-23	965
Aug-23	523
Sep-23	846
Oct-23	135
Nov-23	2421
Dec-23	1234
Jan-24	1080
Feb-24	1225
Mar-24	839
Apr-24	921
May-24	2149
Jun-24	118
Jul-24	1002

Activities & Events

Training session on CMIE Prowess IQ

A Hands-on Training Session on the CMIE Prowess IQ Database was conducted on 19-Jan-2024 (Friday). Students of MBA and B.Com. Participated in the Session. Mr. Tamal Singh Sengar, from CMIE, gave hands-on practices to the students on how to access and download the information by using this Database and clear their doubts.



Online training session on Turnitin

Faculty members participated in an online training session on Turnitin on 15 September 2023. Experts provided practical demonstrations on how to use the platform to check for plagiarism and ensure academic integrity. The students were guided on how to submit assignments, interpret similarity reports, and address common issues.

IT & KEY INITIATIVES

The past academic year has seen a series of impactful enhancements in line with the IT and ERP with the objectives to support institutional operations with advanced technology solutions. These activities reflect the university's commitment to providing a digital infrastructure that is resilient, efficient, and responsive to the needs of our academic and administrative community.





Infrastructure and Network Enhancements

A 4-node Hyper-Converged Infrastructure (HCI) was deployed to optimise data management and resource usage. Network capabilities were enhanced with new Wi-Fi installations in classrooms and upgraded internet bandwidth from 300 Mbps to 1 Gbps. Wi-Fi in hostels was also improved. New CCTV cameras were also installed across classrooms and key areas, enhancing campus security.

Automation and Digital System Advancements

The operations was streamlined, and the manual workload was reduced through automation via CAMU's ERP system. The HR-App for faculty and staff successfully completed its trial phase, offering a centralised platform for more efficient human resource management. Additionally, an online recruitment portal was launched to manage faculty and staff hiring, significantly improving the efficiency of the recruitment process.

E-Learning and Video Conferencing Support

Two advanced e-learning studios was set up to provide enhanced support for digital and remote learning. Expanded web-based videoconferencing facilities have been actively utilised for online classes and institutional events, ensuring the uninterrupted delivery of education.

Equipment and Resource Upgrades

New interactive panels, desktops, and high-speed scanning systems have been purchased for classrooms and labs, significantly improving access to technology resources. The audio-visual capabilities have been enhanced with upgraded sound systems, including microphones and speakers in classrooms and seminar halls, as well as new filmmaking equipment for the TV studio. Additionally, Google Workspace (Education Plus) licenses have been acquired for both students and faculty, fostering better collaboration and providing seamless access to cloud-based resources.

Continuous Service Improvements

To enhance the functionality of language labs, new headphones and other essential resources were provided, improving the learning experience. Additionally, annual renewals for the

Microsoft campus license and antivirus protection have been completed, ensuring that all systems remain secure and up-to-date.

Through several initiatives, the IT and ERP Cell has advanced the institution's mission to provide a robust digital framework that meets the growing needs of its stakeholders, laying the groundwork for further improvements in the coming year.

TRAINING & PLACEMENT

The university is known for its academic rigour, holistic development Programmes, and strong industry partnerships, which contribute to the university's high placement success. BGU has built a reputation for offering continuous training and excellent placement opportunities to its students. The placement report emphasises the university's ability to cater to diverse sectors, showcasing strong employer relationships and the high employability of its graduates. The figures below reveal the placement scenario, with students securing positions across a variety of industries, including finance, technology, retail, and consulting.

Placement Statistics in 2023-24:

- Highest CTC (Cost to Company): ₹16.22 Lacs
- Average CTC of Top 10 Students: ₹13.2 Lacs
- Overall Average CTC: ₹6.4 Lacs
- Average Job Opportunities per Student: 8
- Percentage of New Recruiters: 40%

These statistics demonstrate a positive trend in terms of compensation and job opportunities for students at BGU. The presence of new recruiters (40% in the latest cycle) highlights the growing reputation of the university among employers and its appeal as a source of fresh talent.

Companies Participating in Recruitment

BGU saw participation from a wide array of companies from multiple industries, signalling the university's broad appeal to diverse sectors. Below is a list of prominent companies that visited BGU for campus recruitment:

The wide variety of companies represented the diverse career paths available to the graduates. This breadth of opportunity is indicative of the skills, adaptability, and employability of students across multiple domains. BUG's ability to attract 40% new recruiters in its placement drive highlighted its growing reputation among industry leaders.

The university's placement report demonstrates the institution's success in preparing its students for the workforce. The university's emphasis on diversity, holistic development, and career support has significantly contributed to the high success rate of its placements.



SIP Details

(MBA 2023-25 Batch)

Statistics of the Summer Placement

Total No of Students: 183

No of Companies Visited: 95

No of new companies visited: 43

No of Sectors: 27

Marketing: List of Companies

Aditya Birla Fashion &
Retail

Amul

Argus News

Bajaj Finance

Bank Of India

Berger Paints

Bharti Airtel

Bira 91

Biz Secure Labs

City International

Daikin Air Conditioning

Dalmia Cement

DCB Bank

Decibel India

Espirit Toyota

Global Policy Research
Foundation

Godrej Properties

Honda

IOCL

ITC

Kantar IMRB

KEI Wires And Cables

Kinakey

Mahindra Aditya Motors

Manipal Hospital

Maruti Suzuki

Mayfair Hotels & Resorts

MP Productions

Myanatomy

Nandighosh Roadx

National Insurance Company

Naturell India

Odisha FC

Okinawa Motors

Om Associates (P&G)

Orbit Motors

Oripol Industries

Pioneer Management Consulting

Pix Transmissions

Rama Motocorp

Ravexim Muneris

Reliance Jio Infocomm

Renault

RSB Transmissions

SBI Life

Shri Ram Finance Corporation

Sudha Dairy

Tata Steel

Tax2win

Tm International Logistics

Unicharm

Varun Beverages

Ventura Securities

Finance: List of Companies

India Rare Earths Limited(Irel)

Aditya Birla Capital

ARSS

Axis Bank

Bank Of Baroda

Bank Of India

Daikin Air Conditioning

Dalmia Cement

DCB Bank

Excel Fincap

Fxuav Technologies

Grab A Grub Service

HDFC AMC

Hexagon Broking

Hindalco Industries

Icici Prudential Asset Management

IDBI Bank

IDCO

IOCL

Larsen & Toubro

Mahanadi Coalfields Limited

Maithon Power

Manipal Hospital

Motilal Oswal Financial Services.

Nalco

Nippon India Mutual Fund

Odisha Capital Market & Enterprises

Odisha Power Transmission Corporation

Pal Movers

Parker's Consulting & Ventures

Pepsico

Prudent Corporate
Advisory

Rhi Magnestia

Services 1up

HR: List of Companies

Airport Authority of India

Archer And Bull

Godrej Properties

Haldiram's

Hindustan Copper

Hirakud FRP

Shri Ram Finance
Corporation

Smifs Limited

State Bank of India

Tata Power

Hi-Tech Medical College

Hotel Swosti

ISBR Group Of
Institutions

Manipal Hospital

Maruti Suzuki Power
Train Plant

Tata Steel

Wbsedcl

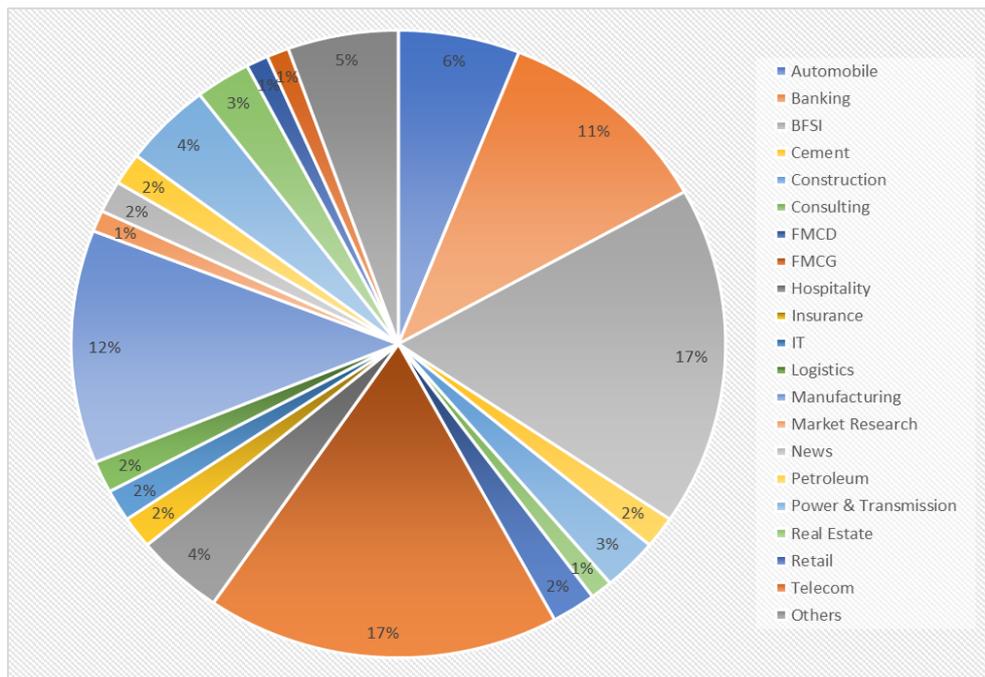
Wise Finserv

Nalco

Odisha Power
Transmission Corporation

Tata Steel

Sector wise SIP placement



RESEARCH & PUBLICATIONS

Research and publication in the academic year 2023-24 significantly increased in number and enhanced the institution's reputation, fostering intellectual growth and collaboration among faculty. A total of 42 papers in Scopus and Web of Science indexed journals and 11 book chapters were published. The faculty also presented research papers in international and national conferences and seminars.

Dr. Ajit Kumar Dash, Assistant Professor

- Mishra, A., Kumar Dash, A., Pandey, S. N., & Agarwal, A. (2023). Dynamic spillover among the sectoral indices: Evidence from first and second waves of COVID-19. *International Journal of Financial Engineering*, 10(03), 2350020.
- Ratakonda, D. T., Dash, A. K., & Mishra, A. (2024). Farmers' Perception and Adaptation Strategies Towards Climate Change: A Village Level Study in India. *Nature Environment & Pollution Technology*, 23(1).
- Mishra, A., Dash, A. K., & Agarwal, A. (2023). Quest of dynamic linkages between monetary factors and food inflation in India. *Theoretical & Applied Economics*, 30(2).
- Behera, D. K., Padmaja, M., & Dash, A. K. (2024). Socioeconomic determinants of happiness: Empirical evidence from developed and developing countries. *Journal of Behavioral and Experimental Economics*, 109, 102187.

Dr. Amritkant Mishra, Assistant Professor

- Mishra, A., & Sakuja, V. (2023). Return volatility transmission among Asian stock exchanges: Evidence from a heterogeneous market outlook. *Risk and Decision Analysis*, 9(2-4), 73-85.
- Mishra, A., Kumar Dash, A., Pandey, S. N., & Agarwal, A. (2023). Dynamic spillover among the sectoral indices: Evidence from first and second waves of COVID-19. *International Journal of Financial Engineering*, 10(03), 2350020.
- Ratakonda, D. T., Dash, A. K., & Mishra, A. (2024). Farmers' Perception and Adaptation Strategies Towards Climate Change: A Village Level Study in India. *Nature Environment & Pollution Technology*, 23(1).
- Mishra, A. (2024). Right to food in India: examining the reality from legal and economic perspectives. *International Journal of Human Rights and Constitutional Studies*.

Dr. Anubha Ray, Associate Professor

- Ray, A., Sarangi, P., Purohit, B., & Dash, S. R. (2023). Three Language Formula in National Education Policy, 2020 of India: From the Stakeholder's Perspectives. *Journal of Higher Education Theory & Practice*, 23(13).
- Ray, A. (2024). Integrating Generative AI and Sustainability in English Language Teaching. *Journal of Informatics and Research*.

Dr Archana Choudhary, Associate Professor

- Jena, B. P., Choudhary, A., Pal, M. K., & Misra, S. (2024). The effect of job content plateau on career commitment: exploring moderated and mediated role of proactive personality and job crafting. *Management Research Review*, 47(11), 1777-1791..
- Jena, B. P., Choudhary, A., Pal, M. K., & Misra, S. (2024, May). Job content plateau and career commitment: the mediating role of developmental i-deals and the moderating role of proactive personality. In *Evidence-based HRM: a Global Forum for Empirical Scholarship*. Emerald Publishing Limited.
- Joshi, M. P., Pandit, D., Tiwari, S. R., & Choudhary, A. (2024). Entrepreneurship education and entrepreneurial communities in India: does gender really play a role?. *Journal of Enterprising Communities: People and Places in the Global Economy*, 18(2), 392-414.
- Mohapatra, S., & Choudhary, A. (2024). Hiring process and contemporary methods: an empirical insight using Grey relational analysis. *International Journal of Productivity and Quality Management*, 42(1), 1-14.
- Choudhary, A., Jena, B. P., & Patre, S. (2024). Unveiling the veil of workplace Loneliness: A Theory-Concept-Methodology (TCM) framework. *Psychology Hub*, 41(1).
- Chintaluri, M. G., Bala Subramanian, R., & Choudhary, A. (2023). Team Member's Promotion: Injustice or Promotion in Haste?. *Asian Journal of Management Cases*, 09728201231189949.
- Choudhary, A. (2023). Does organizational size influence the service quality of government hospitals?. *Organizatsionnaya Psikhologiya*, 13(3), 120-130.
- Choudhary, A. (2023). Does organizational size influence the service quality of government hospitals?. *Organizatsionnaya Psikhologiya*, 13(3), 120-130.
- Subramanian R, B., & Choudhary, A. (2023). Attrition problems at food delivery app companies: is there a way out?. *Emerald Emerging Markets Case Studies*, 13(4), 1-15.

Mr. Aswini Kumar Bhuyan, Assistant Professor

- Bhuyan, A. K., Baid, C., Baid, D., & Mishra, M. (2023). Tone, Readability, and Firm Performance: A Study of Chairman's Letter Across India and China. In *Paradigm Shift in Business: Critical Appraisal of Agile Management Practices* (pp. 51-75). Cham: Springer Nature Switzerland.

Dr. Bhavana Sharma, Associate Professor

- Sharma, Bhavana (2023). Right to food in India: examining the reality from legal and economic perspectives. *International Journal of Human Rights and Constitutional Studies*.
- Sharma, Bhavana (2023). Analysing the role of international law in preserving refugee rights with special reference to India. *Treaty on the Arrival of the Age of Human Migration and Fundamental Rights: Beyond Cross-border Walls*, Conhecimento (Brazil International Publication).

Dr. Biswajit Acharya, Assistant Professor

- Acharjya, B. (2024). Examining career intention and training participation of unemployed youths in skill development Programmes using the theory of planned behaviour: An Indian perspective. *International Journal of Electronic Finance*.
- Acharjya, D. P., & Acharjya, B. (2024). An integrated partial least square and rough set approach for studying pilgrimage attitude towards cultural heritage of Odisha. *Journal of Ambient Intelligence and Humanized Computing*, 1-17.
- Devi, S. L., Das, S., & Acharjya, B. (2024). A bibliometric analysis of skill development training and employability: towards a future research agenda. *International Journal of Enterprise Network Management*, 15(3), 286-301.
- Acharjya, B. (2024). 'Federated Learning in Healthcare: Advancements, Challenges, and Future Directions' in *Computational Intelligence Enhanced Federated Learning in Smart Healthcare*, Nova Science Publisher

Dr. Elisha Kanungo, Assistant Professor

- Kanungo, E. (2024). 'Analysing the role of international law in preserving refugee rights with special reference to India' in *Treaty on the Arrival of the Age of Human Migration and Fundamental Rights: Beyond Cross-border Walls*, Conhecimento

Dr. Gyanrajan Mishra, Assistant Professor

- Mishra, Gyanranjan (2023). Educational Apps and Students' Response towards Them" published in Indian Journal of Natural Sciences, *International Bimonthly*.
- Mishra, Gyanranjan (2023). ICT Enabled Agriculture in Developing Countries: Analysis of Socio-Economic Condition of Farmers" *Third Concept*.

Dr. Manas Kumar Pal, Associate Professor

- Behera, D. K., Padmaja, M., & Dash, A. K. (2024). Socioeconomic determinants of happiness: Empirical evidence from developed and developing countries. *Journal of Behavioral and Experimental Economics*, 109, 102187.

- Jena, B. P., Choudhary, A., Pal, M. K., & Misra, S. (2024). The effect of job content plateau on career commitment: exploring moderated and mediated role of proactive personality and job crafting. *Management Research Review*, 47(11), 1777-1791.
- Published a chapter on 'Community Involvement Through Entrepreneurship: Art of Pattachitra and Community of Chitrakars' in *The Kaleidoscope*, VSRD Academic Publishing.

Dr. Manidatta Ray, Associate Professor

- Mishra, D., Muduli, K., Sevcik, L., Jana, S. K., & Ray, M. (2023). Combating associated issues for sustainable agri-food sectors. *Sustainability*, 15(13), 10096.
- Published a chapter on 'On approximation of piecewise linear membership functions and its application to solve solid transportation problem with fuzzy cost coefficients' in *Modeling and Applications in Operations Research*, CRC Press 2023
- Published a chapter on 'Quality control in the era of iot and automation in the context of developing nations' in *Smart Technologies for Improved Performance of Manufacturing Systems and Services*, CRC Press 2023

Dr. Parameswar Nayak, Professor and Dean

- Kadikilo, A. C., Nayak, P., & Sahay, A. (2024). Barriers to research productivity of academics in Tanzania higher education institutions: the need for policy interventions. *Cogent Education*, 11(1), 2351285.
- Dash, I., Nayak, P., Tomar, S., Alli, S. F., & Jain, S. (2024). Role of Emotional Intelligence on Entrepreneurial Intention and Entrepreneurial Attitude: A Systematic Literature Review and Future Research Agenda. *Academy of Marketing Studies Journal*, 28(1).
- Kadikilo, A. C., Kulshrestha, R., Sahay, A., & Nayak, P. (2023). Research promotion strategies to enhance research productivity in Tanzanian higher educational institutions. *Review of Education*, 11(3), e3436.
- Sahoo, A. K., Dash, A., & Nayak, P. (2023). Perceived risk and benefits of e-health consultation and their influence on user's intention to use. *Journal of Science and Technology Policy Management*.
- Patnaik, P., Nayak, P., & Misra, S. (2023). Effects of emotion on instagram users' purchase decisions in the era of digitalisation.
- Sreedhar, V. N., & Nayak, P. (2024). Perspective study on identification of high-impact processes for advancing Diversity, Equity and Inclusion (DEI) in Indian organisations. *Human Systems Management*, 43(2), 165-180.
- Published a chapter on 'Personalised Product Recommendation and User Satisfaction: Reference to Industry 5.0' (co-authored by Priyadarsini Patnaik, & Siddharth Misra) in *Advanced Research and Real-World Applications of Industry 5.0*, IGI Global

Dr. Mitashree Tripathy, Assistant Professor

- Tripathy, M., Tripathy, S., & Mishra, I. (2023). Exploring Wellbeing through Job Crafting and Meaningful Work to Promote Sustainability in the Backdrop of Indian Ancient Wisdom. *PURUSHARTHA-A journal of Management, Ethics and Spirituality*

Dr. Nandita Bhattacharjee, Assistant Professor

- Bhattacharjee, N., & Pati, A. P. (2023). Exploring the Performance Dimensions of Indian Shadow Banks Through the CAMELS Framework. *Business Perspectives and Research*

Dr. Piyush Gupta, Assistant Professor

- Gupta, P., Anand, A., Singh, J., Rana, S., & Kumar, A. (2023). Study on artificial intelligence (AI) initiatives in e-service delivery systems: a service process perception model. *International Journal of Services Operations and Informatics*.
- Jindal, P., Mittal, A., Gupta, P., & Chaudhry, R. (2024). Mediating Role of Psychological Safety on Support at the Workplace and its Association with Organization Performance: Context of Indian IT Sector. *The Open Psychology Journal*
- Gupta, P., Sachan, A., & Mishra, V. (2024). Perceived service process in e-service delivery system: B2C online retailer's performance ranking by TOPSIS. *International Journal of Services Technology and Management*.
- Mishra, V., & Gupta, P. (2024). Role of online trust, motivation, and social media usage behaviour on fake news sharing of Zoomers: moderating role of media literacy. *International Journal of Technology Marketing*.
- Khan, M. Z., Kumar, A., Liu, Y., Gupta, P., & Sharma, D. (2024). Modeling enablers of agile and sustainable sourcing networks in a supply chain: a case of the plastic industry. *Journal of Cleaner Production*.
- Gupta, P., Mishra, V., & Rana, S. (2024). An exploratory study of the impact of perceived fake news on brand attachment: mediating role of brand trust and consumer-brand identification. *International Journal of Technological Learning, Innovation and Development*.
- Gupta, P., 'Resource planning and inventory management in the supply chain' in *Supply Chain Management: Strategic Implementation in Manufacturing*, CRC, T&F
- Gupta, P., 'Metaverse Marketing: A Guide to Reaching the Next Generation of Consumers' in *Review of Management Literature*, published by Emerald Publishing

Mr. Prithivi Raj, Assistant Professor

- Palanivel, R. V., Raj, P., & Dey, S. The Upheaval of Family Economy Without Contribution of Women: A Critical Study.
- Raj, P. Navigating the Procedural Landscape of Immigration Law: Investigative Processes and Trials.

- Raj, P. (2023). Fostering Intergenerational Equity and Ethical Responsibility in the Blue Economy.
- Raj, P. (2023). Judicial Stewardship of Secularism and Religious Sentiments in India: A Comprehensive Examination. *Vidhi Aagaz Group* 6(5).
- Raj, P. (2023). Workers' Participation in Management Towards Empowerment and Organisational Success: Insights from South Asian Countries. *Maharishi Journal of Law and Society*.
- Raj, P. (2023). Reimagining Judicial Enforcement of Constitutional Conventions in India: Balancing Tradition, Authority, and Democratic Governance in *Comparative Public Law*, IIP (Iterative International Publishers), First Edition, December 2023.

Dr. Radha Krishna Mishra, Assistant Professor

- Mishra, L., Mishra, R. K., Swain, B., & Misra, S. (2024). Evolution of Bikalananda Kar Rasagola: a palatable process. *International Journal of Process Management and*

Ms. Saswati Tripathy, Assistant Professor

- Tripathy, M., Tripathy, S., & Mishra, I. (2023). Exploring Wellbeing through Job Crafting and Meaningful Work to Promote Sustainability in the Backdrop of Indian Ancient Wisdom. *PURUSHARTHA-A journal of Management, Ethics and Spirituality*

Dr. Shiv Shankar Das, Associate Professor

- Das, Shiv Shankar (2023). Use of Media Literacy in Countering Negative Impact of On-Screen Violence, 27, *Communication Today*, 27(1-2) ISSN 0975-217X
- Das, Shiv Shankar (2023). The Emergence of Mobile Journalism in India: Current Practices and New Insights *International Journal of Research and Analytical Reviews* 10(3)
- Das, Shiv Shankar (2023). The Art of Writing Documentary Film Reviews: Confluence of Cinema and Critique. *International Journal of English Language, Literature and Translation Studies* 10(3) ISSN-2349-9451

Dr. Snigdha Mohapatra, Associate Professor

- Apat, S., & Mohapatra, S. (2024). Process for empowering rural women: finding a path to benchmark capacity building initiatives. *International Journal of Process Management and Benchmarking*, 16(1), 126-138.
- Mohapatra, S., & Choudhary, A. (2024). Hiring process and contemporary methods: an empirical insight using Grey relational analysis. *International Journal of Productivity and Quality Management*, 42(1), 1-14.
- Dhal, S., & Mohapatra, S. (2024). Quality improvement and competencies of nurses: a combat mechanism for the COVID-19 scenario. *International Journal of Productivity*

PAPERS PRESENTED AT NATIONAL AND INTERNATIONAL CONFERENCES

Dr. Anubha Ray, Associate Professor

Micro-writing with Artificial Intelligence and Brainstorming Skills at International Conference on Innovations on Business & Management (ICIMB24), Shri Ram Institute of Higher Education, Kanpur, India, 2024.

Ms. Ashna Siddiqui, Academic Associate

Unsustainable Sustainable Development Goals 2030?" at International Conference on Interplay of Law and Society: Challenges and Way Forward, SVKM NMIMS, Indore

Mr. Aswini Kumar Bhuyan, Assistant Professor

Developing a Dictionary for Tone Measurement in the context of Management Discussion and Analysis at the 9th Global Business Environment (GBE) International Conference on "Corporate Democracy, Open Innovation and Growth in Developing Economies", International Management Institute Bhubaneswar.

Dr. Bandita Sahu, Assistant Professor

Task Assignment of Cooperating Robot in Multi-Robot Environment at International Conference on Machine Learning, Internet of Things, and Bigdata, GIET University, Gunupur

Dr. Biswajit Acharya, Assistant Professor

Impact of Behavioral Biases and Risk Perception on Investment Decision Making: The Case of Retail Investors" at the 18th International Conference on Business Management (ICBM), University of Sri Jayewardenepura, Nugegoda, Sri Lanka

Dr. Bhavana Sharma, Associate Professor

- A Study on Effectiveness & Performance of SMEs in Indian Society at Sustainable Societies – 2023, Uzbek State University of World Languages, Tashkent, Uzbekistan & Walden University, Minneapolis, Minnesota USA.
- Analysing the Role of International Law in Preserving Refugee Rights at Human Rights & its Emerging Issues, Xavier Law School, XIM University, Bhubaneswar.

Dr. Elisha Kanungo, Assistant Professor

Analysing the Role of International Law in Preserving Refugee Rights at Sustainable Societies – 2023, Xavier Law School, XIM University, Bhubaneswar

Dr. Gyanrajan Mishra, Assistant Professor

- Digital Media and Democratic Discourse: Exploring The Democratic Potentials of Digital Media and Political Socialization of Youths in Odisha at National Media Conclave, IMS, Utkal University
- Personalization and Engagement: The Key to Successful Content Creation on Odia OTT Platforms” at BGU Research Conclave 2024, Birla Global University
- Up-skilling India: The Role of OTT Platforms in Providing Affordable and Accessible Education” at Three-day national seminar on ‘Transforming India: The Significance of Digital Education in Accomplishing Viksit Bharat @ 2047’, Birla Global University and CEC-UGC
- Upholding Cultural Diversity: Challenges and Prospects in the Impact of Hyperlocal Localization on OTT Platforms” at National Conference on Viksit Bharat @ 2047: The Way Forward - Challenges and Prospects, KIIT School of Mass Communication

Ms. Lopamudra Nayak, Assistant Professor

- ESG, A Reality or Myth: A Case Study of Indian Companies at National Conference on Changing Dynamics of Economic & Financial Sector: Issue and Challenges for Sustainable Development, Birla Global University

Dr. Manaswini Jena, Assistant Professor

Deep Neural Networks Performance Comparison for Handwritten Text Recognition” at International Conference On “Mobile Radio Communications & 5G Networks, (MRCN-2023), University Institute of Engineering & Technology (UIET), Kurukshetra University, Kurukshetra from 25th-26th August, 2023

Dr. Mitashree Tripathy, Assistant Professor

- Assessing Management Students' Perception Towards Online-Learning During Covid-19 Crisis in India at SIMS 13th Annual International Research Conference at Symbiosis International University.
- A Moderated Mediation Model Exploring Well-being, through Virtues, Job Crafting, and Meaningful Work to promote Sustainability in the backdrop of Vedas at the International Conference on Indian Knowledge Systems for Sustainable Well-being at SMS Varanasi.

Dr. Piyush Gupta, Assistant Professor

- Scale development of e-service process quality: A multiple-item scale for measuring customer perception of e-service process quality at 9th PAN IIM World Management Conference-2023, IIM Sambalpur.
- Metaverse in Banking and Finance: A bibliometric analysis with Systematic Literature Review at BIITM-ORSI Joint International Conference on Managerial Excellence & Sustainable Growth: IT & Operational Issue, BIITM Bhubaneswar

Mr. Prithivi Raj, Assistant Professor

- Striking A Balance: Examining The Implementation and Impact of Blue Laws in India at the International Conference on Law and Emerging Issues, School of Law, Auro University.
- Workers' Participation in Management towards Empowerment and Organisational Success: Insights from South Asian Countries at International Conference on Comparative Labour Laws in South-Asia: Labour and Management Perspective, Maharishi University, U.P.
- Blue Economy Strategies for Sustainable Development: Balancing Growth and Conservation at International Conference on Marine Conservation & Sustainability: Celebrating 50 Years of MARPOL, CUSAT, Kochi & ICAR-CIFT, Kochi
- The Evolution of State Sovereignty in the Digital Age: Analysing the Impact of Increasing Technological Reliance in the Face of Cyber Threats and Attacks at International Conference on Revolutionary Technologies and Evolutionary Laws: Challenges and Opportunities, School of Law, Mahindra University, Hyderabad
- Utilising Smart Contracts to Automate and Secure Intellectual Property Transactions on the Blockchain to Ensure Fair Compensation and Transparent Agreements at International Conference on IPR & Technology: Innovation and Creation for Sustainable Development with Inclusive Approach, NUSRL, Ranchi
- Legal mechanisms for Enhancing Protection and Welfare in the Unorganised Sector: Challenges and Reforms at International Conference on Labour and Employment Law: Contemporary Issues and Challenges, KIIT School of Law and National Labour Association, New Delhi

Ms. Saswati Tripathy, Assistant Professor

Fostering Job Embeddedness for Doctors in the Era of AI and Global Diversity: Navigating the Great Resignation and Great Layoff at Eastern Academy of Management International Conference 2024, Taipei, Birla Global University

Dr. Shiv Shankar Das, Associate Professor

- "Why do we Root for the Bad Guys? Decoding the Psychology behind Audience Perception" at BGU Research Conclave, Birla Global University
- "The Synergy between Digital Humanities and Media Studies: Review and Future Prospects" at Three-day national seminar on 'Transforming India: The Significance of

Digital Education in Accomplishing Viksit Bharat @ 2047', Birla Global University

- The Role of Folk Media in Government PR at Two-day National Conference on Unveiling the Power of Authentic Journalism: Communication in the Digital Era, Berhampur University

Dr. Snigdha Mohapatra, Associate Professor

- Green HR Practices at Godrej Group of Companies at Business Strategies and Sustainability, Trident School of Management, Bhubaneswar

Mr. Yogendra Singh, Assistant Professor

- Legal Mechanisms for the protection of Indigenous people: An Evaluation of Global Practices at International Seminar on Rights of Indigenous People, Department of Legal Studies, LCIT College of Commerce & Science, Bodri, Bilaspur
- An inquiry into the constitutional rights of the mentally ill prisoners in India at One Day National seminar on constitutional sentinel: Safeguarding rights and liberties in India, Department of Law, Aliah University

FDPs, MDPs & WORKSHOPS

Organising Faculty Development Programmes (FDPs), Management Development Programmes (MDPs), and Conferences is vital for the growth and reputation of an educational institution. The university organised FDPs, Workshops and MDPs on various topics of importance during the year 2023-24. Eminent resource persons were invited to deliberate on various topics with hands-on training. Our faculty resources were also invited as resource persons for the FDPs and MDPs.

FDPs

Curriculum Design & Teaching Pedagogy: Emerging Trends in Law

The university conducted a One Week Faculty Development Programme virtually on "Curriculum Design & Teaching Pedagogy: Emerging Trends in Law" from the 1st to the 6th of July 2024. The Programme comprehensively explored emerging trends in law curriculum design and pedagogy. Participants engaged in dynamic discussions, workshops, and learning sessions aimed at enhancing their understanding of and implementation of innovative teaching methods within legal education. The speakers offered comprehensive lectures covering various aspects of teaching pedagogy and curriculum design, exploring advanced strategies, best practices and innovative approaches.

Teaching, Learning, and Research: In the New Technological Era

The university organised a One-Week Faculty Development Programme (FDP) on "Teaching, Learning, and Research: In the New Technological Era" starting on 26 June 2023. The

Programme aimed to provide participants with a comprehensive understanding of teaching, learning, and research in the context of the latest technological advancements. Encompassing quantitative and qualitative research methodologies, it highlighted the significance of the National Education Policy (NEP) 2020 and the Higher Education Institutions (HEIs) accreditation process. Esteemed speakers from prestigious institutions such as IITs, IMI, XIM, KIIT, Utkal University, and CYSD shared their expertise as resource persons for the Programme.



Faculty Members with the Resource Persons

MDP

Finance for Attorneys at JSA Law, Bangalore

The two-day Management Development Programme (MDP) on “Finance for Attorneys” was successfully conducted at **JSA Law, Bangalore**, on 29th and 30th September 2023. The Programme aimed to empower legal professionals with a comprehensive understanding of financial concepts and their application in legal practice. Designed specifically for attorneys with limited exposure to finance, the MDP focused on bridging the knowledge gap and enhancing their ability to tackle finance-related aspects in legal cases and corporate advisory roles. The Programme witnessed enthusiastic participation from over 25 attorneys, including partners, associates, and in-house counsel from JSA Law and other legal firms in Bangalore. The Programme received overwhelmingly positive feedback from participants, who appreciated the interactive format, practical examples, and relevance of the content to their professional roles. The facilitators were lauded for simplifying complex financial concepts and tailoring the sessions to the needs of legal professionals.



Participants with the Resource Persons at the MDP

WORKSHOPS

Machine Minds: A Workshop on ML and Data Science

BGU organised a one-week FDP on "Machine Minds: A Workshop on ML and Data Science" on 13th September 2023. Dr Rakesh Chandra Balabantaray, Dean and Associate Professor of Computer Science & Engineering at IIIT Bhubaneswar, graced the occasion as the esteemed Chief Guest for the inaugural ceremony. The week was full of insightful sessions, hands-on workshops, and endless opportunities to expand knowledge in the world of Machine Learning and Data Science.

Crafting and Effective Contract

The university organised a workshop on 'Crafting and Effective Contract' on 26 February 2024. The resource person was Mr. Vumesh Verma, Managing Partner of Corp. Comm. Legal Firm. On 26 February 2024, the university entered into an academic MOU with the firm.



Machine Learning Education Workshop at BGU

Cyber Security & Ethical Hacking

The university organised a technical workshop on “Cyber Security & Ethical Hacking”, on January 31, 2024 and offered participants a deep dive into cybersecurity fundamentals and ethical hacking techniques, equipping them with practical knowledge and skills crucial for addressing modern digital threats and ensuring secure computing environments.

IPR in 2023

The university conducted a two-day workshop on “IPR in 2023”. The resource person was Adv Atul Singh Raman, Managing Partner, 4seeingIP Advocate, Delhi. The workshop aimed to provide practical knowledge to the faculty and staff members as well as from other institutions and make them aware of Intellectual Property Rights.

Android App Development

To enhance skills in Android app development, on January 13, 2024, the university hosted a highly engaging and insightful hands-on session titled "Android Odyssey." This session provided an invaluable opportunity for aspiring developers to dive deep into mobile application creation, equipped with essential knowledge and practical experience. The event was designed to offer a comprehensive learning experience, starting with an introduction to the core concepts of Android development.

SEMINARS, CONCLAVES & SYMPOSIUMS

Regional Investors' Awareness

On the eve of World Investor Week 2023, Birla Global University organised a **Regional Investors' Awareness Seminar** in collaboration with the BSE-Investors Protection Fund (BSE-IPF) and SEBI on 13 October 2023. Mr Vikas SS, General Manager, SEBI ERO, and Mr Soumya Ranjan Sahoo, Officer, BSE-IPF, joined the session as esteemed speakers and addressed the need for awareness towards investment in financial securities. Additionally, a B-Quiz was organised for all the students of B.Com and M.Com, and Mr. Sahoo awarded the winners cash prizes and certificates.



Regional Investors' Awareness Seminar

Viksit Bharat @2047

Birla Global University organised a one-day seminar on '**The Viksit Bharat @2047, The Vision of the Country**' on 19 January 2024 with the aim of seeking ideas from the students for a developed India. Rtn. Jayashree Mohanty, District Governor of Rotary International, Co-founder & President of Luminous Infoways, Member of the StartupTaskforcee, and founding chair of CII IWN, graced the seminar as Chief Guest. Prof. Bhabani Shankar Nayak, Professor of Business Management, London Metropolitan University was the guest of honour. The esteemed guest spoke about various aspects, such as women's empowerment and challenges that can be converted into opportunities. She emphasised the importance of improving the health and education sectors to achieve economic goals in our country.



Seminar on Viksit Bharat: Shaping India's Future

Transforming India: The Significance of Digital Education in Accomplishing "Viksit Bharat @2047"

In the accomplishment of the vision of Viksit Bharat @ 2047, the university organised a **Three-Day National Seminar on "Transforming India: The Significance of Digital Education"** in collaboration with CEC-UGC, New Delhi, from March 13-15, 2024. The inaugural session commenced with Revered Chief Guest Prof. J. B. Nadda, Director, CEC, addressing the gathering in the august presence of the Esteemed Vice Chancellor, Prof. P. P. Mathur and Hon'ble Registrar, Dr. B. K. Das. Dr. Shiv Shankar Das, Chairman of the Organizing Committee, delivered the Welcome Address, followed by Dr. Gyanaranjan Mishra, the Convenor, introduced the seminar's theme. The seminar featured plenary sessions and panel discussions on topics like emerging technologies, digital media, business innovations, and digital economy, with eminent speakers from leading institutions. Cultural performances enriched the event. The seminar concluded with a valedictory session.



Guests and delegates during the three-day National Seminar

HR for Future Workplace

The Birla School of Management, Birla Global University, organized an HR conclave titled "HR for Future Workplaces" on 3rd November 2023. The event was inaugurated by the esteemed Chief Guest, Shri Ramesh Chandra Joshi, Director (Finance) at NALCO, and the Guest of Honour, Shri Anil Sinha, Advisor and Head HR at Jay Shree Tea & Industries Ltd. and former CHRO of the Aditya Birla Group. In his inaugural speech, Shri Ramesh Chandra Joshi highlighted the complementary role of technology in HR, emphasising that while technology can enhance HR functions, innovative solutions will always originate from human ingenuity. Shri Anil Sinha reflected on the evolution of HR from an administrative function to a strategic role, underscoring its importance as a business partner, strategic innovator, and organisational champion.

Shri Vipul Singh, former Senior Vice President and Head HR at ADP, who had joined online stressed the critical need to develop digital and analytical skills to meet the demands of future job roles. Prof. P. P. Mathur emphasized the importance of an effective HR function in organizations and highlighted how uncertainty fosters opportunities to develop and enhance human potential. The conclave featured engaging panel discussions on topics such as "Future of Jobs and HR Skills" and "The Need for HR Innovation," with insightful contributions from industry leaders and academic experts. The conclave witnessed overwhelming attendance from students and delegates, creating a vibrant platform for meaningful discussions on the future of HR.



Delegates and guests during the HR Conclave

Research Conclave

The university organised a research conclave on February 27th, 2024, focused on technology, management, humanities, social sciences, and law. It allowed researchers to discuss and showcase their latest findings and innovations across diverse academic disciplines, fostering interdisciplinary dialogue and collaboration. Speakers included Prof. Asoka Kumar Das, Vice Chairperson, Odisha State Higher Education Council; Dr Tapan K Panda, Vice-Chancellor, KIIT DU; Prof. Rabi N. Subudhi, Professor, Quantitative Methods, Decision Sciences, KIIT DU, and Prof. Samaresh Mishra, Professor, School of Computer

Engineering and Director-Student Affairs, KIIT DU.



Delegates and guests during the Research Conclave

INTERNATIONAL SYMPOSIUM

Vision Zero- An Issue of Daily Management Behaviour

The university organised an International Symposium on "Vision Zero- An Issue of Daily Management Behaviour" on 16th February 2024. The inaugural session was graced by eminent dignitaries like Dr. Mark Fuelemann, International Specialist-Health, Safety & Wellness and Founder, Practice & Experience GmbH, Switzerland as the Chief Guest, Mr. Mark Wright, Managing Director, Health & Safety Index, Sydney, Australia as the Guest of Eminence, Dr. Lalit R Gabhane, Director General, National Safety Council of India as the Guest of Honour, Mr. Bimal Kanti Sahu, Former Insurance Commissioner, ESIC, Ministry of Labour, Govt. of India and Founder Director, IGFP, India as the Speaker. Prof. (Dr.) P.P. Mathur, Vice Chancellor, Birla Global University, Prof. (Dr) B.K. Das, Registrar, Birla Global University and Dean of various schools and faculties attended the symposium.

A panel discussion on "Occupational Health, Safety and Well-being- National and Local Perspectives" chaired by Mr. Bimal Kanti Sahu, and Dr. Krishna Nirmalya Sen, Head- EHS (M&M), Larsen & Toubro Ltd., Kolkata, India, Dr. Somnath, Director- Hyderabad Medical Centre & Sr. Consultant Diabetes- Medicine, TX Hospital, Hyderabad, India, Dr. Kiran Kanti Panda, EHS Consultant and Former Advisor - EHS, ArcelorMittal Nippon Steel India Ltd., India, and Dr. Srikanta Kanungo, Scientist-D (Public Health) & Nodal Officer MPH Programme, ICMR- Regional Medical Research Centre, Bhubaneswar, India as the speaker.



During the Inaugural Session of the International Symposium

INVITED LECTURES

Apart from classroom lectures, the university conducted several special lectures as an extension of the curriculum, a few of which are mentioned below:

Women and Intellectual Property

IPR Cell organised a guest talk on Women and IP: Accelerating Innovation and Creativity on the occasion of World Intellectual Property Day on April 26, 2023, with Mr Bijay Kumar Sahu, Regional Manager & Head, NRDC-Mo MSME- Intellectual Property Facilitation Centre (IPFC) as the resource person. The objective of the event was to raise awareness about the importance of women accelerating innovation and creativity and to demonstrate how closing the IP gender gap would benefit everyone in society. The event also created awareness that innovation and creativity are the drivers of economic growth.

Mental Health Awareness

Birla School of Law organised a guest lecture on 2 May 2023 on the topic "Mental Health Awareness". Ms. Selina Pattnaik, an NLP practitioner, was invited to deliver the lecture and create awareness about the types of mental health practitioners, their respective specialisations, and the areas they deal with. There were a lot of interactive activities with the students to test their cognitive skills, beliefs and language. She also helped us understand that experiences are stored by us in language and that by simply changing our language, we can change how we perceive the situation. The entire event was interactive, introspective and eye-opening.

The talk was insightful and focused on the quality education of the Sustainable Development Goal (SDG-4) of the United Nations. The emphasis was on sensitising the students about their responsibility and accountability in creating social capital and the need for social immersion as a

part of their regular academic curriculum. Insights were given on Swami Vivekananda's philosophy on the Spiritual foundation and Materialistic foundation of human value to develop and strengthen one's Spiritual Quotient (SQ), Intelligent Quotient (IQ) and Emotional Quotient (EQ) of life.

Active Citizenship Towards Participatory Governance

Birla School of Management, BGU, hosted a special lecture and interactive session with Shri Jagadananda, Mentor, Co-Founder, and Member Secretary, Centre for Youth and Social Development (CYSD), Bhubaneswar, on the topic "Active Citizenship Towards Participatory Governance" held on 31 August 2023.

Immersive Engagement of Students in Socially Impactful Project of VK-AICYAM

The university hosted a special lecture and interactive session with Shri Anup Kumar Mahapatra, convener of Vivekananda Kendra Academy for Indian Culture, Yoga and Management (VK-AICYAM) on the topic "Scope for Immersive Engagement of MBA Students in Socially Impactful Projects of VK- AICYAM, a Brand Institution" on 9th September 2023 as part "Social Immersion Project: Responsible Management and Corporate Citizenship," being offered to MBA students.

The talk was insightful and focused on the quality education of the Sustainable Development Goal (SDG-4) of the United Nations. The emphasis was on sensitising the students about their responsibility and accountability in creating social capital and the need for social immersion as a part of their regular academic curriculum. Insights were given on Swami Vivekananda's philosophy on the Spiritual foundation and Materialistic foundation of human value to develop and strengthen one's Spiritual Quotient (SQ), Intelligent Quotient (IQ) and Emotional Quotient (EQ) of life.



Guests and delegates during the Special Lecture series

Startup Lecture

Entrepreneurship, a major driver of economic growth, is credited with spurring transformation, creating new markets, innovating, and creating wealth. To help students inculcate and foster new ideas, the Birla School of Commerce, in collaboration with the Center for Innovation, Incubation, and Entrepreneurship, BGU organised a Startup Lecture on 7th November 2023. Dr. Kamallesh Mishra, President of Seafood Exporters Association of India, Odisha Region, and Adjunct Professor of Marketing, Kirloskar Institute of Management, joined as the key speaker. Professor Samson Moharana, Dean of Birla School of Commerce and Chairperson, Center for Innovation, Incubation, and Entrepreneurship, BGU, opened the session by focusing on the importance of entrepreneurship.



The Resource Person during the Start-up Lecture

Appreciative Intelligence for Innovation and Leadership

Prof. Tojo Thatchenkery, Professor and Director, Organization Development and Knowledge Management Programme, Schar School of Policy and Government at George Mason University, USA delivered a special lecture on "Developing Your Appreciative Intelligence for Innovation and Leadership" to the students of MBA and BBA Programme of Birla Global University on December 8, 2023. The session was graced by Prof. P. P. Mathur, Vice Chancellor; Prof. B K Das, Registrar; Prof. P. Nayak, Dean, Birla School of Management; faculty members and students. During his address, Professor Tojo highlighted the significance of Appreciative Intelligence by weaving together individual stories, cultural viewpoints, and illustrations from nature and various industries. He emphasised the importance of encouraging a shift towards a more positive and innovative mindset among youngsters.



Prof. Tojo Thatchenkery addressing the participants

FACULTY ACHIEVEMENTS

Sl no	Name of the awardee	Name of the award / Recognition	Name of the awarding body	Year	Category of award (innovation/ technology transfer)
1	Dr. Suwendu Kumar Pratihari	Best paper award for "Environmental Disclosure and Financial Performance: An analysis of Carbonex Indexed Companies," in the FDP Conference cum Reunion, IIM Ahmedabad, May 26-27, 2023.	IIM Ahmedabad	2023	Best Paper
2	Dr. Sonal Trivedi	Awarded best paper presenter award titled " Fintech and Banking: A SLR and Future Research Scope" in the International Seminar on Accounting, Finance, Business and Social Science at Assam University, Silchar	Assam University, Silchar	2023	Best Paper
3	Dr. Archana Choudhary	Certificate of Appreciation "Prep- Preneur"	Start-up Odisha	2023	Innovation
4	Dr. Archana Choudhary & Ph.D Scholar Mr. Biswa	Best Paper award for the paper "Job Crafting as a Mediator Between Job Content Plateau and Career Commitment: A Study of Indian Executives"	9th PAN IIM World Management Conference	2023	Best Paper Award
4	Dr. Biswajit Acharjya	Vivekananda Prize	Institute of Researchers	2023	Research and Innovation

STUDENTS' ACTIVITIES & ACHIEVEMENTS

Clubs & Conduits

Beyond academics, students participated in various activities through clubs, conduits, NSS, and CSR. The student-driven clubs and conduits organised quizzes and inter-school and intra-school competitions, which keep the students engaged throughout the year. The names of the clubs/conduits are mentioned below, along with the activities that were organised during the year.

University Level Clubs/Conduits & Committees

Name of the Club/Conduit	Activities
Cultural Conduit	All religious festivals, Theatre, Intramural & Inter-college Competitions of dance & song, Annual Cultural Fest- Spectra
Sports Conduit	All sports-related activities such as inter-school, intramural competitions, Annual Sports Fest- ATOS
NSS Committee	All NSS-related activities such as Blood Donation Camps, Cleanliness Drives, and the Each One, Teach One Program, Awareness Campaigns
Student Editorial Club (The Literary Lens)	Annual Magazine- Indradhanush, & Newsletter- Darpan
Alumni Student Relations Club (ASRC)	Organising Alumni Engagement Activities such as Alumni Talk Series, Our Alumni, Our Pride Campaign, Annual Alumni Meet

School-level Clubs/Conduits & Committees

Name of the Club	Affiliated School
Communication Club (Evocative Voices)	Birla School of Management
Marketing Club	
HR (Hrudaya) Club	
Finance Club	
Editorial Club	
Operation Club	
Pro Bono Club	Birla School of Law
Legal Aid Society	Birla School of Law
Tech Track Club	Birla School of Applied Sciences
Creative Communications Club	Birla School of Communication
Film Club	
Photography Club	
Radio Club	

1. **Marketing Club-** The club organised a guest lecture on the topic "Branding in the Digital Era", featuring Shri. Raj Athwal, the esteemed President of Odisha FC, on 11 March 2024. Shri. Athwal shared insights into how branding in the digital era has evolved by leveraging online platforms and technologies to create and maintain a strong identity and presence for a company or individual. He touched upon some key aspects, such as maintaining consistency across all digital platforms, including social media, websites, and mobile apps, using social media and other digital channels to engage with football fans, creating relevant and valuable content, such as blog posts, videos, and podcasts and last but not the least - tailoring the message to increase fan engagement.
2. **Creative Communications Club, Film Club and Radio Club-** Birla School of Communication collaboratively organised an in-house event on the occasion of World Mental Health Day named, 'Maybe I should talk to someone?' on 11th October 2023. The event witnessed wholehearted participation with the intention of making life more kind, collaborative, and lively!
3. **The Evocative Voices (Communication Club)-** The club of Birla School of Management organised an Inter-school Debate Competition in which more than 100 students across all schools participated in the events. The winners were given away cash prizes and certificates.
4. **Student Editorial Club-** The students of the club collected essays, poems, stories from the students across all schools, edited the write ups and other creative submissions with the help of a faculty editor and are instrumental in publishing the *Annual Magazine of the university- Indradhanush*.
5. **The Pro-Bono Club** of School of Law, Birla Global University, has been a beacon of social awareness and justice throughout 2023-24 guided by the Department of Justice, Union Ministry of Law and Justice, the club organised impactful Programmes and visits to their adopted village, orphanages, special schools, and old age homes. These efforts aimed to educate communities about fundamental rights and duties, with a focus on vulnerable groups. The club has also organised virtual

training sessions on diverse legal subject matters such as Lok Adalat, legal mediation, Probono services, and celebrated events like Human Rights Day, Constitution Day, International Women's Day and National Voters Week among others. The Pro Bono Club also released the *Nyaya Bandhu* newsletter under the Research, Documentation & Reporting initiative in compliance with directives from the Department of Justice.

6. **The Legal Aid Society** is a student-led initiative committed to promoting legal awareness, social justice, and access to legal remedies among underprivileged and marginalized communities. The primary objective of the society is to bridge the gap between legal knowledge and public awareness by empowering individuals with information about their rights, duties, and available legal resources. It also aims to provide law students with practical exposure to the functioning of the justice system through interactive and educational experiences. The Legal Aid Society typically conducts a variety of activities focused on promoting legal literacy, community outreach, and practical learning for students. These include organising awareness drives, legal education sessions, interactive workshops, and field visits that provide insights into the functioning of the legal system. The society engages with various sections of society to disseminate knowledge about legal rights and duties, while encouraging law students to apply their academic learning in real-life contexts. Through these initiatives, the society fosters a sense of social responsibility, enhances legal understanding, and bridges the gap between legal theory and practice.

7. **The Photography Club** of the School of Communication conducted a two-day workshop on Photography and Videography, titled *Chitra Utsav*, in collaboration with Nikon India from March 6-7, 2024. The event was graced by documentary filmmaker and journalist Mr. Surya Shankar Das, renowned photographer Mr Satyam Bhuyan and Technical Officer at Nikon India, Mr Dikhit Das, in engaging panel discussions, interactive sessions and a photography competition.



Students participating in various club activities

INDUSTRY TOURS OF BGU STUDENTS

Industrial tours are considered a compulsory part of curriculum activities for the development of the students. Its main aim is to provide students with an insight into the internal functioning of companies in the corporate world. On January 8th and 9th, 2024, MBA 1st-year students visited Hindustan Coca-Cola Beverages Private Limited. The industry excursion provided students with experiential learning opportunities, offering insights into the operational intricacies of a renowned multinational corporation, Coca-Cola. Additionally, they familiarised themselves with the company's environmental initiatives, production capabilities, organisational culture, and the implementation of automation concepts within Coca-Cola's manufacturing facilities.

On January 19 and 20 2024, a group of students from the Birla School of Communication had the privilege of participating in the Silver Jubilee celebrations of the Biju Patnaik Film and Television Institute Odisha (BPFTIO) in Cuttack. The students actively participated in a number of activities, including engaging sessions with industry professionals, film screenings, and networking opportunities. This hands-on experience provided students with invaluable insights into Odisha's dynamic film and television landscape.

On November 3rd, 2023, the students of Birla School of Communication went on a one-day field trip to the National Public Service Broadcaster—Doordarshan—Bhubaneswar Regional Office (Doordarshan Kendra). It was an excellent opportunity for the students to observe the television news production process, including the various stages and types of equipment and techniques involved.

On 20 January 2024, the students from the Birla School of Communication embarked on an educational field trip to the Maritime Museum of Odisha State. The museum is a treasure trove of information on the maritime history of India. During the visit, the students had the unique opportunity to learn about the intricate shipbuilding process, from the design phase to the final construction. The students learned about the different types of communication equipment used on board ships and how they help ensure the safety of sailors at sea. They could see and study different marine life specimens, including fish, crustaceans, and other sea creatures.



Students during the Industrial Tours

STUDENTS' ACHIEVEMENTS

The students of the university actively participated in various academic and non-academic activities, achieving remarkable success during the academic year. These accomplishments result from months of dedicated preparation, critical thinking, and exceptional teamwork, making their achievements noteworthy. Some of their notable accomplishments included paper publications, paper presentations, success in sports, and victories in various competitions, the details of which are given below:

- **Apurba Behera** published a paper titled 'LGBTQAI+: Footprints of Art and Culture in India' in the *Indian Journal of Law and Research*, 6(6).
- **Kajal Yadab** published a paper titled 'Menstrual leave: Bridging the gender gap in employee well-being and productivity' in *The Indian Journal of Research in Law and Management*, 1(7).
- **Satpathy Gayatree Geeta Swaroop** published a paper titled, 'The Legal Rights of Nature: A Revolutionary Approach to Environmental Protection' in *The Indian Journal for Research in Law and Management*, 1(10).
- **Rituparna Panda** published a paper titled, 'Disney Reliance: A Strategic Alliance', *Lawfoyer International Journal of Doctrinal Legal Research*, 2(2).
- **Sushree Sangita Panda** published a paper titled, 'From Click to Consequences: Investigating the Cyber Crimes' Trail in Businesses', *Lawfoyer International Journal of Doctrinal Legal Research*, 2(2).
- **Mukesh Jana** published a paper titled, 'The Procedure for Electing the President of India', in the *Legal Service of India*.
- A team of **MBA students (2023-25)** participated in the *7th Finance Conclave, FINOMENA-2024, held on 3rd March 2024 at Sri Sri University, Cuttack* and secured first prize in the Paper presentation.
- **Ms Subhashree Smaranika Swain and Mr Sourav Kumar Dash, MBA (2022-23)**, secured *first position in a case study competition* organised by the *International Management Institute, Bhubaneswar*. They won a cash prize of ₹3000.
- **Gagandeep Singh and Team** won *first prize in the Ady-Mady Show at BIITM, Bhubaneswar*.
- **Aditya Ranjan Maharana and Team** won *second prize in Counter Strike at BIITM, Bhubaneswar*.
- **Nagendra Agarwal and his Team** won *second prize in Money Heist at BIITM, Bhubaneswar*.
- **Kumar Abhishek and his Team** won *second prize in Shark Tank at BIITM, Bhubaneswar*.
- **Avdhesh Kumar** won *second prize in Storytelling at BIITM, Bhubaneswar*.
- **Ms. Yashashree Samal (MBA 2023-25) and Ms. Suvangi Das (MBA 2022-24)** won *first position in the Girls Doubles category at Ashvamedha 2023*.
- **Mr. Adhyayan Behera and Mr. Akash Lalit (MBA 2022-24)** secured *third place in the Inter-University Badminton Tournament* organised by *Astha School of Management*.
- **Mr. Sujan Sworup Dash and team** secured rank in the *Top 50 in the international 50-hour Filmmaking Challenge* organised by *India Film Project*.



Students receiving prizes for their outstanding achievements

FESTIVALS & CULTURAL ACTIVITIES

The students of the university showcased 'Unity in Diversity' by organising and participating in various cultural events. The rich array of artistic performances blends entertainment with cultural education, captivating the audience's attention and helping them connect with the cultural roots of the festivals. It also creates a sense of understanding and respect for the diverse cultures and traditions of the country. The university celebrates festivals such as Onam, Janmashtami, Nuakhai, Ganesh Chaturthi, Chhath Puja, Eid, Diwali, Christmas, Lohri, and Holi. Each festival fosters a connection among individuals, highlighting a sense of unity and oneness.





Glimpses of Cultural Activities

Spectra 2k24: Annual Cultural Fest

Three-day extravaganza Birla Global University's Annual Fest brought together students, faculty, and the community to celebrate creativity, talent, and camaraderie the campus was transformed into a hub of excitement and energy, showcasing a diverse array of events, performances, and activities from the 22nd February to 24th February 2024. The captivating cultural showcases, electrifying musical performances, thought-provoking panel discussions, and adrenaline-pumping departmental events, In *The Yolo Flea*, the Youth Carnival, the students got an opportunity to showcase their creative, culinary and entrepreneurial skills.





Spectra 2k24

Sports

Birla Global University promotes physical activity by encouraging students to engage in regular exercise to improve their overall health and well-being. The university organised 45 friendly matches and competitions, such as football games for both men and women etc. It also facilitated inter-university competitions in cricket, football, basketball, and volleyball with institutions like IIIT, IIT, IMI, OUTF, and others. Additionally, intramural sports events, such as Aryans, Titans, Olympiads, and Spartans, were promoted. To commemorate World Water Day, an exhibition football match between the BGU and Siksha 'O' Anusandhan (SOA) University was held on March 22, 2024, at the Bhubaneswar Football Academy in Bhubaneswar, Odisha. The event served as an important reminder of water's vital role in our lives and the need to protect this precious resource.

ATOS: Annual Sports Fest

During the BGU Annual Sports Fest, ATOS, various sporting events, including cricket, football, volleyball, and badminton, were organised over three days. Universities from in and outside Odisha participated in the inter-university events.





Students during ATOS: Annual Sport Fest

NSS & OUTREACH

Since its launch in January 2022, the NSS Cell at Birla Global University has grown into four vibrant units supported by the State Government of Odisha and the Ministry of Youth Affairs and Sports. With over 400 passionate student volunteers and faculty members from all schools of BGU, the cell has become a hub for meaningful social initiatives.

In the past academic year, it has organised 41 impactful outreach Programmes, touching the lives of more than 1,090 people across the campus and in five adopted villages. Highlights of these efforts include Blood Donation Camps, Digital Literacy Workshops, Cyber Security Awareness Drives, Mobile Science Exhibitions, Cultural Mentoring, and Health and Hygiene Awareness Camps.

These initiatives reflect BGU's deep commitment to nurturing social responsibility and making a positive difference in the community.





NSS Outreach Programme

UNIVERSITY COMMITTEES

(2023-24)

The university constituted multiple committees to ensure smooth run of academic and administrative activities. These committees worked under the guidance of appointed Chairpersons and consisted of teaching and non-teaching members. The list of committees has been given below:

- Admissions Committee
- Training and Placement Committee
- Examination Committee
- Finance Committee
- International Relations Committee
- Purchase Committee
- Brand Promotion Committee
- Centre for Innovation, Business Incubation and Entrepreneurship
- Library Committee
- Internal Complaints Committee
- Gender Sensitization Committee
- Cultural Conduit
- Alumni Committee
- Students Discipline and Welfare Committee
- Students Diversity Committee
- Food Conduit
- NSS Committee
- Sports Conduit
- Anti-Ragging Committee
- Annual Report and Magazine Committee
- IT & ERP Committee
- Extramural Research & Consultancy Committee
- Student Grievance Redressal Committee
- IPR Committee
- Students Counselling Committee
- MDP & FDP Committee
- Media & PR Committee
- Ph.D. Committee
- Scholarship, Medal, Award Committee