

TECNIA INSTITUTE OF ADVANCED STUDIES

PLACEMENT
BROCHURE



ISO 9001:2000

Approved by AICTE, Ministry of HRD, Govt. of India,
Affiliated To GGS Indraprastha University, Delhi

Institute is an ISO 9001:2000 Certified
and is rated as "A" Category Best Business School by Latest
AIMA-Business Standard Survey 2009 & included in
Top 100 B-Schools and IT Schools by Dalal Street Investor Journal



The Guiding Spirit



Late Shri Maniram Singhal

Father of our founder Chairman

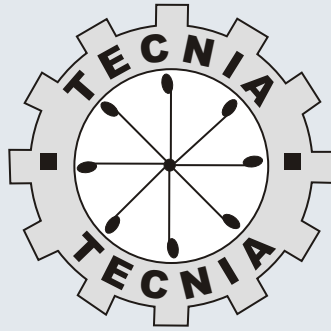
In whose hallowed memory the institution under the aegis of Health & Education Society march on, in the service of education

Vision

To emerge as one of the world's leading institute through adhering to the highest academic standards, by developing strong industry-academia bond and playing the pioneering role in research and development, so as to serve society by way of shaping professionals to conquer the present and future challenges, to the socio-economic fabric of our society by dissemination of relevant knowledge through structured learning system.

Mission

To build and nurture a new generation of well-rounded professionals who can work as positive change agents in the new millennium by helping the Indian industry attain and sustain global leadership. It will be our endeavor to assimilate and disseminate practical strategies to future professionals, to sharpen their strategic perception thereby equipping them for the fast changing global business environment. Last but not the least it is our commitment to make a significant contribution to society by providing opportunities to deserving candidates through world class professional education and to inculcate amongst them the feelings of fraternity and patriotism.



Tecnia Student Tops GGSIP University



Ms. Datinder Kaur, Gold Medalist, MBA Programme of Tecnia Institute of Advanced Studies, GGSIP University receives bouquets & mementos from Dr. B.B. Bhattacharya, Vice Chancellor, Jawaharlal Lal University, New Delhi during Convocation 2009.



Mr. R.K. Gupta, Chairman, Tecnia Group of Institutions, welcomes Chief Guest Mr. Kapil Sibal former Union Minister of Science & Technology presently Minister of HRD, at National Conference on Emerging Paradoxes in Retail Sector

Contents

| | |
|--------------------------------------|----|
| Academic Advisory Board | 2 |
| Corporate Advisory Board | 2 |
| Chairman Message | 3 |
| Director Message | 4 |
| Health & Education Society | 5 |
| The Institute, Campus | 6 |
| Support System | 6 |
| Facilities | 8 |
| Pedagogy | 9 |
| Core Faculty | 10 |
| Course Curriculum for all Programme | 10 |
| Corporate Resource Cell | 13 |
| Corporate Interface | 15 |
| National / International Conferences | 16 |
| Activities | 17 |
| Publications | 18 |
| Cultural Rendezvous | 20 |
| Projects Undertaken by TIAS Students | 21 |
| CRC Invites | 22 |
| Campus Recruitment Programme | 22 |
| Placement Response Form | 23 |

Academic Advisory Board

Dr. Abid Hussain

Chairman Advisory Board
Former Ambassador to USA

Prof. B. B. Bandopadhyay

Vice Chancellor
JN University

Prof. P.K. Gupta

Secretary General
National Foundation of Indian Engineers

Mr. Rajiv Mehta

MD & VC
National Institute of Applied Management

Major N. K. Pandey

CEO
Indian Retail School of Mgt.

Prof. R.S Dhankar

Ex. Vice Chancellor
Maharshi Dayand University, Rohtak

Dr. Nasib Singh Gill

Head & Director, Computer Science
Maharshi Dayand University, Rohtak

Prof D. Roy Choudhary

Head – Com. Engg. Dept.,
Delhi University

Dr. D. P. Goel

Former Dean
IMT, Ghaziabad

Dr. M.S. Chikara

Sr. Faculty
MDI, Gurgaon

Dr. R. N. Lakhota

Sr. Tax Consultant
New Delhi

Dr. A.K. Sengupta

Professor
New Delhi

Mr. A. K. Mishra

Chairman (Fin)
IIM Lucknow

Dr. Daya K, Thussu

Prof. Intl. Comm.,
University of Westminster, London (UK)

Prof. Devesh Kishore

Former Director,
Deptt. of Mass Comm. IGNOU, New Delhi

Dr. Frank Oppong

Principle
Central College London

Prof. G. R. Kulkarni

Former Director
IIM, Ahmedabad

Prof. Leopoldina Fortunati

Professor Dept. of Economy, Society & Geography
University of Udaine, Italy

Prof. M. P. Gupta

Former Dean
FMS, Delhi

Dr. S. K. Mazumdar

Professor & HOD
MDI, Gurgaon

Mr. S. K. Palhan

Sr. Professor
IIT, Kharagpur

Corporate Advisory Board

Shri Parmod Jain

Managing Director
Vardhman Group of Industries

Shri Narendra Kumar

Chief General Manager
IFCI

Shri Wilson D' Silva

Recruitment Head
Indiabulls

Shri Sanjay Sahni

Head HR North Zone
Reliance Fresh

Shri Rakesh Sharma

Executive Vice President – HR
Fresenius Kabi Oncology Ltd

Shri Rajesh Chaudhary

Recruitment Head
Pantaloon Reatails

Shri Ashok Wankhede

Editor
Asia Pacific Magazine

Dr. Amit Mitra

Generaal Secretary
FICCI

Shri Rohit Lal

Head HR & Admin
DCM Shriram Consolidated Ltd.

Shri Ashok Aggarwal

Director General
Mansingh Group of Hotels

Shri Alok Aggarwal

Executive Director
Polar Indust. Ltd. Noida

Dr. B.S. K Naidu

Director General
NPTI Complex, Navi Mumbai

Shri Jai Prakesh

Chairman Surya Foundation, New Delhi

Shri Jauhari Lal

Director (HR)
ONGC Ltd.

Shri Rakesh Gupta

Managing Director
Sadhana TV Channel

Shri S. S. Shivrain

CGM
Parle Biscuits Pvt. Ltd., Bhadurgarh

Shri. Shadi Lal Minda

Chairman
Minda Industries Ltd., Gurgaon

Dr. Y.V. Verma

Vice President – HR
LG Electronics India Ltd, Greater Noida

Mr. Hari Nair

Vice President – HR
Sona Steering-Gurgaon



Chairman's Message

From a modest beginning in 1998, TECNIA Institute of Advanced Studies has been growing into a fully integrated global management institute. A dynamic economy generates the need for competent managers who are always capable of meeting the challenges in today's business environment. My endeavor is that a competent and dedicated faculty, a meticulously designed curriculum and an optimum infrastructure are going to make TECNIA the best in the world.

The time has come for India to lead the way in showing that this carnage can be stopped with the help of determined leadership and long term committed vision. The Indian managers need to develop a strong vision for their companies, and most importantly, for the people who work for them, apart from having a terrific sense of commitment for the country, great motivational skills and leadership qualities. Future leaders must be aware of this and not remain intellectually handicapped.

TECNIA strives for these commitments and continuously endeavors to educate its students and clients on these issues with the belief that sooner than later, structured economic independence can be achieved through a coordinated effort. I invite to become a part of this vibrant culture and become our professional partner in laying sound foundation for the corporate world and the nation as a whole.

R. K. Gupta
Chairman



Director's Message

A dynamic economy generates the need for competent managers who are always capable of meeting the challenges in today's business environment. TECNIA Institute of Advanced Studies (TIAS), Madhuban Chowk, Rohini, Delhi over the years, has developed the system to groom its students in a manner that they put a step forward for meeting these challenges. All the academic programmes are, designed to spearhead a new revolution in contemporary professional education cutting across national boundaries.

I am immensely pleased to present to you 11th batch of budding managers and technocrats from our Institute. Our students are among the best and are constantly making us proud. The practical knowledge they gain in the Institute is reflected in the fact that our students have created a niche for themselves in the reputed corporate houses. Our students manage a balance between academic and extra-curricular activities, which transforms them into professionals with competence at par.

I am fully confident that whiz kids of TIAS will prove themselves worthy of expectations of their prospective employers. They will add value to the overall growth and prosperity of the organization where they will work. TIAS earnestly desires to establish a mutually rewarding relationship with your esteemed organization. I cordially extend my invitation for the participation of your company for the placements at TECNIA, Madhuban Chowk, Rohini, Delhi.

Dr. A. K. Srivastava
Director

Health & Education Society

Health & Education Society (A Society Registered Under Societies Registration Act XXI of 1860) was founded in the year 1998 under the Chairmanship of Shri R.K. Gupta. The trust has the main objective of establishing centers of professional education in various disciplines. These centers offer young men and women the ideal environment to pursue professional courses.

Mr R.K.Gupta is a man of many facets with an untiring zeal to serve the society in general. He is in his true sense :-

- A leader of masses,
- Son of the soil,
- A socially conscientious individual,
- A philanthropist & a true Indian,
- Visionary beyond borders,
- An educationist & also a great humanitarian

Tecnia Group of Institutions was established under the aegis of the Health & Education Society by Shri R.K. Gupta with good intention to train youth to become excellent professional people and exemplary citizens to serve the society and the nation.

Tecnia Group of Institutions

Tecnia Institute of Advanced Studies

Tecnia Institute of Advanced Studies-CDL

Tecnia Institute of Applied Studies

Tecnia Institute of Teacher Education

Tecnia Institute of Art & Design

Tecnia International School

Tecnia Institute Of Rehabilitation Sciences

Excel Institute Of Management & Technology

Excel Institute Of Management

Excel Institute Of Education & Research

Guru Gobind Singh Indraprastha University

Tecnia Institute of Advanced Studies is affiliated to GGSIP University, Delhi is an affiliating and teaching University, established by Government of NCT of Delhi under the provisions of Guru Gobind Singh Indraprastha University Act, 1998. It is recognized by University Grants Commission, India under section 12B of UGC Act. Guru Gobind Singh Indraprastha University has been accredited "A Grade" by NAAC during Feb- March 2007. Standardization, Testing and Quality Certification Directorate have awarded the University with ISO 9001:2000 Certification Department of Information Technology, Ministry of Communication and Information Technology, Government of India.

Institute Quality Policy

The Quality Policy is disseminated through vision & mission statements, which imbibe in each of its fraternity the seeds to become world class organization leading technological and socio-economic development of the nation by enhancing the global competitiveness of technical manpower and by ensuring high quality technical education to all sections of the society.

Quality Benchmark : ISO 9001: 2000

Tecnia Institute of Advanced Studies is certified with ISO 9001: 2000 Certification by International Standards Certification Pvt. Ltd for its well-established systems and procedures for imparting quality education.



Ranking / Rating : Tecnia Institute of Advanced Studies

- Institute is Ranked as "A" Category Institution Consecutively for last five years by All India Management Association and Business Standard Surveys year after year.
- Institute is Rated as "A" Category Institution Consecutively for last four years by Business India publication Surveys.
- Institute is Amongst Top 100 B-Schools in India as per survey conducted by Dalal Street Journal for last three years.
- Institute is Amongst Top 100 IT-Schools in India as per survey conducted by Dalal Street Journal for last three years.



Tecnia preparing students to lead the industry

Support Systems

The Institute

Tecnia is the flagship Institute of TECNIA Group of Institutions was established in the year 1998 under the aegis of Health and Education Society (Regd.) to advance the cause of quality education in management and information technology. Since then, it has made commendable progress and stands today as an Institute of excellence in management and technical education, training, research and consultancy services.

The Institute is affiliated to Guru Gobind Singh Indraprastha University and is approved by All India Council for Technical Education (AICTE), Ministry of HRD, Govt. of India for conducting MBA, MCA, BBA, BJMC programmes.

Campus

The Institute campus is beautiful blend of functional convenience, equipped with all modern facilities and has a peaceful and serene environment conducive for academic pursuits. Tecnia is a premier Institute spread in sprawling campus housed in ultra modern spacious building of about 50,000 sq. ft. in heart of North West Delhi located at prime location in Rohini Institutional Area, Madhuban Chowk, Rohini. The Institute is well connected with Airport, Railways and Mass Rapid Transport System.

The campus possesses state-of-the-art Computer Labs, Auditorium, Conference Room and well-equipped Library. It provides latest infrastructure and information support and facilities to the students as well as staff members so as to make learning a pleasant experience.

Computer Laboratories

Tecnia Institute of Advanced Studies has the most modern, state-of-the-art 04 numbers of Computer labs with over 210 P-IV computer systems with LCD Monitor. The computer to student ratio is amongst highest in any Institute in the state. The Centre has a local area network (LAN) operation under Client-Server architecture. The students can work on various platforms. The systems are supported by high speed Laser printers, DVD/CD writer, Web Camera, Scanner and other peripherals. The centre is equipped with variety of popular softwares.



Computer Lab - Techno Arm of the Institute

The students can also make use of variety of CD-ROM databases, corporate databases etc. such as CMIE PROWESS, van.com, CAPEX. The Institute has interactive website www.tecniaindia.org. TECNIA Portal is there for resource sharing among each student. Students are provided with independent login Passwords and E-mail facility through common URL. The Computer Centre facilities are further enhanced with through Wi Fi Superhighway link through dedicated 1 MBPS Broad Band Connection, which provides 24 hours Internet connectivity. All the Labs are facilitated with 24 Hr Power back Up with UPS and DG Sets.



Library & Information Services

The Library has been primarily designed to meet the requirements of the Institute's academic programmes. Most education, after school, requires a well-stocked library with efficient and effective information retrieval system within the reach at convenient time. Having regard to this fact, the Institute has an excellent library having more than 14,000 books with over 6500 titles and 78 national & 17 international journals & 10 periodicals. The Institute has hi-tech library in quiet and serene settings, which make them the ideal place for concentrated studies. The Institute's Library is divided into four sections i.e. Circulation, Reference, Reading Section, E-Resource Section, apart from membership services of DELNET and British Council Library. Issue and return of books is governed by library rules.



Library - Readers' Paradise

Tecnia library is centrally air-conditioned and well furnished with ample seating capacity. The Library is well equipped with the latest literature in the field of management, information technology and media. There are large number of volumes of specialized Books, Newspapers, Journals, Dictionaries, Encyclopedia's and bound journals on various subjects. Library provides stimulation to young minds.

The Library has an impressive collection of educational video-cassettes & audio-tapes 871 nos. VCD's and 11 nos. of Video Cassettes on various tutorials on Management, Software Development and related topics which are frequently used to make teaching more effective & meaningful.

List of Journals

GENERAL MANAGEMENT:

- Asian Journal Management(International)
- Asian Journal Management(International)
- Australian Journal of Management(International)
- Forest Ecology & Management(International)
- Harvard Business Review (International)
- International Journal of Management
- Science(International)
- Aatmbodh
- Apeejay Business Review
- Asia Pacific Business review
- Aura Journal of ISM
- Bhavishya
- BJIMR
- BVIMR Management Edge
- Commodity Vision
- Contemporary management
- Delhi Business Review
- DHARANA
- Envision
- Gitam Journal of Management
- Global Management Review
- Golden 4 Hundred
- Gyan Management
- Indian Management
- Indian Management Studies
- Indira Management Review
- Indraprastha Journal of Management
- International Journal of Management Science
- ITM nach
- Journal of IMS Group
- Journal of Motilal Rastogi School of Management
- MAIMS Journal of Management
- MAIMTJournal of Information Technology & Mgmt.
- Management Dynamics
- Management Effigy
- Management Review (NIMS)
- Mass Communicator
- Nirnay

- Pacific Business Review
- Paradigm :Journal of IMT, Ghaziabad
- PIMT Journal of Research
- Pitch
- Prabandhiki
- Pranjana
- Pratibimba
- Prestige Journal of Mgt & Research
- Rai Management Journal
- Review of Professional Management (NDIM)
- Seminar
- Synergy : Institute of Technology & Science
- Synergy : Journal of Management
- The ICFAI journal of Business Strategy
- The ICFAI journal of Entrepreneur Development
- The ICFAI journal of Knowledge Management
- The ICFAI journal of Management Research
- The ICFAI journal of Managerial Economics
- The ICFAI journal of Operations Management
- The Journal of Indian management Strategy
- Vidura
- Vidwat
- Vision

MARKETING

- Indian Journal Of Marketing
 - The ICFAI journal of Marketing Management
 - The ICFAI journal of Service Marketing
- #### INSURANCE
- Journal of Insurance & Risk Management

FINANCE

- Dalal Street : Investment Journal HRM
- HRD Review(International)

INTERNATIONAL BUSINESS

- Focus the International Journal of Management Digest(International)
- Fortune Journal of International Management(International)
- Global Business Review(International)
- Focus the International Journal of Mgt. Digest
- Foreign Trade Review
- Fortune Journal of International Management

- Impex Times
- The ICFAI journal of International Business Law
- World Affairs

INFORMATION TECHNOLOGY

- Computer (International)
- Dr. Dobbs Journal(International)
- IEEE Multimedia(International)
- IEEE Security & Privacy(International)
- IEEE Software(International)
- IEEE Vehicular Technology(International)
- International Journal of JRBM(International)
- Software Engineering(International)
- Data Quest
- Desidoc Information Technology
- DIAS Technology Review
- Digit
- Electronic for You
- Electronic Information Planning
- Express Computer
- Linux for You
- Living Digital
- PC Quest
- Synergy IT Journal
- The ICFAI journal of Cyber Law
- The ICFAI journal of Systems Management

BJMC

- BJIMR
- BVIMR Management Edge
- Commodity Vision
- Computer
- Dalal Street : Investment Journal
- DHARANA
- Digit
- Electronic for You
- Electronic Information Planning
- Envision
- Express Computer
- Forest Ecology & Management
- Global Business Review (Int.)
- TVJ TV veopar journal
- Pratibimba

Institution Auditorium

The institute has a well equipped two centrally air- conditioned Auditorium with the latest Audio Visual & Projection facility. The state-of-the-Art auditorium has a seating facility of over 250 persons fitted with comfortable seating arrangement and carpeted floor. The auditorium provides a great opportunity to conduct seminars, Conferences, Corporate Meet, Media Fest, National Conference, Convocation, Corporate Meet etc at frequent intervals and other Interactive sessions.



State-of-the-Art Auditorium

Seminar Hall

Institute has a well equipped Seminar hall fitted with mikes, LCD Projectors & Educational Satellite Network for carrying out advanced learning process for the students by way of video conferencing with the experts from academia & Corporate

Conference Hall

The Institute has a well equipped Conference Room fitted with mikes & LCD Projectors for carrying out interactive discussions and presentations by the students.

Lecture Hall

Institute has also ultra modern lecture halls in which Theory Classes, Personality Development activities like Brain Storming Sessions, Role Plays and Presentation etc. are conducted.



Dr. Nasib Singh Gill, Head
Computer Science, MDU
delivering a lecture



Students attending a seminar



An interactive discussion in progress at
Conference Hall

Common Rooms

There are two common rooms one for the boys and another for the girls where they can relax in between the class break.

Photocopying Facility

The photocopying facility is provided at Tecnia only for official purposes. However, students can use the photocopying facility at Tecnia at a reasonable cost as announced from time to time.

Sports

The institute provides both indoor and outdoor sports facilities to all the students. The Indoor Sports includes Table Tennis, Chess, Carom etc. and Outdoor sports include Cricket, Football, Basketball, Volleyball, Badminton etc. that are provided in the stadium.

Medical Facility

The institute provides the first-aid services to their students. The institute has a doctor for regular health check-up of their students. In case of emergency, student is taken to the nearest hospital and parents/local guardians are informed immediately. The local guardian will take charge of the ward thereafter and all Medical expenses will have to be borne by parents/local guardians

Banking Facility

Banking facilities with ATM are available in the campus itself. Students can open an account in the bank and use other banking facilities as well.

Institution Canteen

There are two cafeterias situated in postgraduate and undergraduate block in the campus for students and faculty and is run by a private contractor. Meals, refreshments and snacks are available.



Young Tecnian excels in sports



Pedagogy

TEACHING METHODOLOGY

At Tecnia the teaching methodology comprises lectures by core faculty as well as eminent personalities from chosen fields of expertise. A balanced mix of theory and practice with special emphasis on result oriented application of knowledge is the basis of teaching philosophy which is participative in nature. Our teaching method applies simple approach to learning which inspires students for creative and analytical thinking.

LEARNING PROCESS

Believing in the fact that learning is a continuous process; the students are put through a staircase teaching methodology comprising of the following:

At Tecnia, a judicious blend of concepts, theory and practice in conjunction with the high-tech infrastructure facilities prepare the students to function in a dynamic environment through a transformative development experience that combines intellectual growth with deep practical knowledge and sound judgments.



CROSS FUNCTIONAL LEARNING AT TECNIA

For an in-depth understanding and encouraging a strategic perspective, the course curriculum focuses on management system which integrates knowledge across all major functional areas. An opportunity is provided to pursue dual specialization to build complementary strength.

CASE ANALYSIS APPLIED PROBLEM SOLVING

To develop the conceptual skills to identify, formulate and solve problems innovatively, students have to undertake Case Studies and Simulation Exercises. Cases are generously used in illustrating the contextual setting and information adequacy that characterizes situations in fields like Management Information systems, System Analysis and Design, Software Engineering and Developing Computer application skills. Case Analysis develops decision-making under simulated conditions and highlights the fact that managerial situations are far more complex than what any theory would suggest. The major applications of case analysis is during project work, where students have to work in real time problems of an organization.

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CASE ANALYSIS APPLIED PROBLEM SOLVING

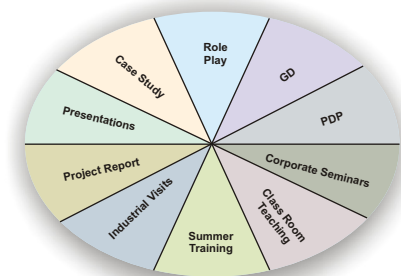
To develop the conceptual skills to identify, formulate and solve problems innovatively, students have to undertake Case Studies and Simulation Exercise. Cases are generously used in illustrating the contextual setting and information inadequacy that characterizes situations in fields like Management Information systems, System Analysis and Design, Software Engineering and Developing Computer application skills. This force decision-making under simulated conditions and highlights the fact that managerial situations are far more complex than what any theory would suggest. Major application project, in which student may work, on real time problem of an organization.

Education Philosophy

Tecnia emphasizes on participative and experimental learning process. This essentially involves an innovative pedagogy consisting of case studies, projects, presentations, assignments, group discussions and role-plays to achieve the objective.

The pedagogy adopted for imparting teaching in our Institute enables the students to:

- Specialize in the cutting edge technologies in various programmes.
- Enable the students to keep track of developing trends in Information Technology, Management and Media Science.
- Grab excellent job opportunities in India and abroad.
- Develop the competence required to face international competition, inculcate values, integrity, justice and fairness.



Faculty

Faculty at Tecnia is a healthy blend of academicians and eminent personalities from academia and industry to deliver the knowledge, skills and realities of corporate world in tune with latest development. The faculty members regularly undergoes the faculty development programmes conducted by internal and external experienced and eminent personalities. The aim of such faculty development programme is to enhance the teaching skills of the faculty so that they can impart quality education to the students by utilizing interactive and participating tools during classroom teaching.

Our faculty members regularly contribute for research through papers published in leading National & Inter-national journals. Due to fleet of highly experienced and qualified faculty, students are well placed to meet the challenges of the global market. Our students are able to get a rich mix of academics research as well as best practices from the industries due to guidance of our experienced faculty members and eminent personalities from the corporate.

At Tecnia, a judicious blend of concepts, theory and practice in conjunction with the high-tech infrastructure facilities prepare the students to function in a dynamic environment through a transformative development experience that combines intellectual growth with deep practical knowledge and sound judgments.



A Group Photograph of some of the Faculty Members at International Conference on Global Economic Turmoil Challenges for the Indian Economy

COURSE CURRICULUM OF ALL PROGRAMMES

Master of Business Administration (Full Time)

First Semester

| Code no. | Paper |
|----------|---|
| MS 101 | Management Process & Organizational Behaviour |
| MS 103 | Quantitative Methods |
| MS 105 | Managerial Economics |
| MS 107 | Accounting for Management |
| MS 109 | IT for Managers |
| MS 111 | Business Communication |
| MS 113 | Business Environment |
| MS 151 | IT for Managers Lab |

Second Semester

| | |
|--------|---|
| MS 102 | Management of Technology, Innovation and Change |
| MS 104 | Financial Management |
| MS 106 | Marketing Management |
| MS 108 | Business Research |
| MS 110 | Operations Management |
| MS 112 | Human Resources Management |
| MS 114 | E-Business |
| MS 116 | Managerial Skill Development |

Third Semester

| | |
|--------|---|
| MS 201 | Summer Training Project |
| MS 203 | Management of International Business |
| MS 205 | Information Systems Management |
| MS 207 | Entrepreneurship and Small Business Development |

List of Electives

MARKETING

| | |
|--------|-----------------------------------|
| MS 209 | Consumer Behavior |
| MS 211 | Sales and Distribution Management |
| MS 213 | International Marketing |
| MS 215 | Services Marketing |

FINANCE

| | |
|--------|---|
| MS 217 | International Financial Management |
| MS 219 | Financial Markets and Institutions |
| MS 221 | Security Analysis and Investment Management |
| MS 223 | Corporate Tax Planning |

HUMAN RESOURCE MANAGEMENT

| | |
|--------|---|
| MS 225 | Compensation Management |
| MS 227 | Industrial Relations and Labour Laws |
| MS 229 | Training and Developments Systems and Practices |
| MS 231 | Performance Appraisal and Management |

INFORMATION TECHNOLOGY AND SYSTEMS

| | |
|--------|-------------------------------------|
| MS 233 | Systems Analysis and Design |
| MS 235 | Enterprise Resource Planning |
| MS 237 | Network Applications and Management |
| MS 239 | Database Management Systems |
| MS 251 | Database Management Systems Lab. |

GLOBAL BUSINESS MANAGEMENT

| | |
|--------|--|
| MS 241 | International Business Environment |
| MS 243 | Export, Import Policies, Procedures, and Documentation |
| MS 245 | WTO and Intellectual Property Rights |
| MS 247 | International Economics |

Fourth Semester

| | |
|--------|-------------------------------------|
| MS 202 | Strategic Management |
| MS 204 | Project Report |
| MS 206 | Business Intelligence & Application |

List of Electives

MARKETING

| | |
|--------|----------------------------------|
| MS 208 | Retail Management |
| MS 210 | Advertisement & Brand Management |
| MS 212 | Rural & Social Marketing |

FINANCE

| | |
|--------|---|
| MS 214 | Project Planning & Analysis |
| MS 216 | Merger, Acquisition & Corporate Restructuring |
| MS 218 | Insurance & Risk Management |

HUMAN RESOURCE MANAGEMENT

| | |
|--------|-------------------------------------|
| MS 220 | Strategic Human Resource Management |
| MS 222 | Organizational Development |
| MS 224 | Team Building in Organizations |

INFORMATION TECHNOLOGY AND SYSTEMS

| | |
|--------|-----------------------------|
| MS 226 | Front End Design Tools |
| MS 252 | Front End Design Tools Labs |
| MS 228 | Software Project Management |
| MS 230 | Web Technologies |
| MS 254 | Web Technologies Lab |

GLOBAL BUSINESS MANAGEMENT

| | |
|--------|---|
| MS 232 | Global Competitiveness and Strategic Alliances |
| MS 234 | Distribution and Logistics for International Business |
| MS 236 | Foreign Language |

Master of Business Administration (Part Time)

First Semester

| Code no. | Paper |
|----------|--|
| MSP 101 | Management Process & Organizational Behavior |
| MSP 103 | Quantitative Methods |
| MSP 105 | Managerial Economics |
| MSP 107 | Accounting For Management |
| MSP 109 | IT For Managers |
| MSP 151 | IT For Managers Lab. |

Second Semester

| | |
|---------|---------------------------|
| MSP 102 | Financial Management |
| MSP 104 | Marketing Management |
| MSP 106 | Operations Management |
| MSP 108 | Human Resource Management |

Third Semester

| | |
|--------|-------------------------------|
| MSP201 | Business Communication |
| MSP203 | Business Environment |
| MSP205 | Information System Management |
| MSP207 | Summer Training Project |

Elective Paper (Select any one)

MARKETING

| | |
|---------|--------------------|
| MSP 209 | Consumer Behaviour |
|---------|--------------------|

FINANCE

| | |
|---------|----------------------------------|
| MSP 211 | Financial Markets & Institutions |
|---------|----------------------------------|

HUMAN RESOURCE MANAGEMENT

| | |
|---------|------------------------------------|
| MSP 213 | Industrial Relations & Labour Laws |
|---------|------------------------------------|

INFORMATION TECHNOLOGY & SYSTEMS

| | |
|---------|---------------------------|
| MSP 215 | System Analysis & Designs |
|---------|---------------------------|

GLOBAL BUSINESS MANAGEMENT

| | |
|---------|------------------------------------|
| MSP 217 | International Business Environment |
|---------|------------------------------------|

Fourth Semester

| | |
|--------|---|
| MSP202 | Management of Technology, Innovation and Change |
| MSP204 | Business Research |
| MSP206 | Managerial Skill Development(NUES) |
| MSP208 | E-Business |

Elective Paper (Select any one)

MARKETING

| | |
|---------|--------------------------------|
| MSP 210 | Advertising & Brand Management |
|---------|--------------------------------|

FINANCE

| | |
|---------|-----------------------------|
| MSP 212 | Project Planning & Analysis |
|---------|-----------------------------|

HUMAN RESOURCE MANAGEMENT

| | |
|---------|-------------------------------------|
| MSP 214 | Strategic Human Resource Management |
|---------|-------------------------------------|

INFORMATION TECHNOLOGY AND SYSTEMS

| | |
|---------|-----------------------------|
| MSP 216 | Software Project Management |
|---------|-----------------------------|

GLOBAL BUSINESS MANAGEMENT

| | |
|---------|--|
| MSP 218 | Global Competitiveness and Strategic Alliances |
|---------|--|

Fifth Semester

| | |
|---------|---|
| MSP 301 | Management of International Business |
| MSP 303 | Entrepreneurship and Small Business Development |
| MSP 305 | Minor Project Work |

Elective Paper (Select one paper for major specialization and two papers for minor specialization)

MARKETING

| | |
|---------|-----------------------------------|
| MSP 307 | Sales and Distribution Management |
| MSP 309 | International Marketing |
| MSP 311 | Services Marketing |

FINANCE

| | |
|---------|---|
| MSP 313 | International Financial Management |
| MSP 315 | Security Analysis and Investment Management |
| MSP 317 | Corporate Tax Planning |

HUMAN RESOURCE MANAGEMENT

| | |
|---------|---|
| MSP 319 | Compensation Management |
| MSP 321 | Training and Development System and Practices |
| MSP 323 | Performance Appraisal and Management |

INFORMATION TECHNOLOGY AND SYSTEMS

| | |
|---------|-------------------------------------|
| MSP 325 | Enterprise Resource Planning |
| MSP 327 | Network Applications and Management |
| MSP 329 | Database Management Systems |
| MSP 351 | Database Management Systems Lab |

GLOBAL BUSINESS MANAGEMENT

| | |
|---------|--|
| MSP 331 | Export-Import Policies, Procedures and Documentation |
| MSP 333 | International Economics |
| MSP 335 | WTO & Intellectual Property Rights |

Sixth Semester

| | |
|---------|---------------------------------------|
| MSP 302 | Strategic Management |
| MSP 304 | Business Intelligence and Application |
| MSP 306 | Project Report |

Elective Paper (Select two papers for major specialization and one paper for minor specialization)

MARKETING

| | |
|---------|----------------------------------|
| MSP 308 | Retail Management |
| MSP 310 | Rural and Social Marketing |
| MSP 312 | Customer Relationship Management |

FINANCE

| | |
|---------|---|
| MSP 314 | Mergers, Acquisitions and Corporate Restructuring |
| MSP 316 | Insurance and Risk Management |

HUMAN RESOURCE MANAGEMENT

| | |
|---------|--------------------------------|
| MSP 318 | Organizational Development |
| MSP 320 | Team Building in Organizations |

INFORMATION TECHNOLOGY AND SYSTEMS

| | |
|---------|----------------------------|
| MSP 322 | Front End Design Tools |
| MSP 352 | Front End Design Tools Lab |
| MSP 324 | Web Technologies |
| MSP 354 | Web Technologies Lab |

GLOBAL BUSINESS MANAGEMENT

| | |
|---------|---|
| MSP 326 | Distribution and Logistics for International Business |
| MSP 328 | Foreign Language |
| MSP 330 | International Tendering, Commodity Trading and Sourcing |

Master of Computer Application (Full Time)

First Semester

| Code no. | Paper |
|----------|--|
| MCA 101 | Introduction to Information Technology |
| MCA 103 | Digital Electronics |
| MCA 105 | Problem Solving using C |
| MCA 107 | Discrete Mathematics |
| MCA 109 | Financial Accounting Practicals |
| MCA 151 | Practical - I |
| MCA 153 | General Proficiency - II |

Second Semester

| | |
|---------|--|
| MCA 102 | Data Structures |
| MCA 104 | Theory of Computation |
| MCA 106 | Computer System Architecture |
| MCA 108 | Computer Graphics |
| MCA 110 | Object Oriented Programming Practicals |
| MCA 152 | Practical - II |
| MCA 154 | General Proficiency - II |

Third Semester

| | |
|---------|---------------------------------|
| MCA 201 | Operating Systems |
| MCA 203 | Database Management System |
| MCA 205 | Design & Analysis of Algorithms |
| MCA 207 | Front End Design Tools |
| MCA 209 | Software Engineering Practicals |
| MCA 253 | Practicals - III |
| MCA 255 | General Proficiency III |

Fourth Semester

| | |
|---------|-------------------------------------|
| MCA 202 | Data Warehousing and Data Mining |
| MCA 204 | Linux & X -Windows Programming |
| MCA 206 | Java Programming and Website Design |
| MCA 208 | Computer Networks |
| MCA 210 | Organizational Behaviour Practicals |
| MCA 252 | Practicals - IV |
| MCA 254 | General Proficiency IV |

Fifth Semester

| | |
|------------------------------------|--------------------------------------|
| MCA 301 | Object Oriented Software Engineering |
| ELECTIVES (select any four) | |
| MCA 303 | Artificial Intelligence |
| MCA 305 | Multimedia Technologies |

| | |
|------------|-------------------------------------|
| MCA 307 | Microprocessors |
| MCA 309 | Advanced Computer Networks |
| MCA 311 | Digital Signal Processing |
| MCA 313 | Neural Networks |
| MCA 315 | Digital Image Processing |
| MCA 317 | Software Testing |
| MCA 319 | Fuzzy Sets and Logic |
| MCA 321 | Advanced Computer Architecture |
| MCA 323 | Compiler Construction |
| MCA 325 | Requirement & Estimation Techniques |
| MCA 327 | Distributed DBMS |
| MCA 329 | Operational Research |
| MCA 331 | Project |
| Practicals | |
| MCA 351 | Practical IV |
| MCA 353 | General Proficiency IV |

Sixth Semester

| | |
|---------|------------------------------|
| MCA 302 | Dissertation |
| MCA 304 | Seminar and Progress Reports |

Bachelor of Business Administration (Full Time)

First Semester

| Code no. | Paper |
|-----------|--|
| BBA 101 | Principles of Management |
| BBA 103 | Business Economics-I |
| BBA 105 | Business Mathematics |
| BBA 107 | Computer Fundamentals |
| BBA 109 | Financial Accounting |
| BBA 111 | Personality Development & Communication Skills-I |
| Practical | |
| BBA 113 | Computer Lab |

Second Semester

| | |
|-----------|---|
| BBA 102 | Business Organization |
| BBA 104 | Business Economics-II |
| BBA 106 | Quantitative Techniques & Operations Research in Management |
| BBA 108 | Data Base Management System |
| BBA 110 | Cost Accounting |
| BBA 112 | Personality Development & Communication Skills-II |
| Practical | |
| BBA 114 | DBMS Lab |

Third Semester

| | |
|-----------|---|
| BBA 201 | Organizational Behaviour |
| BBA 203 | Indian Economy |
| BBA 205 | Marketing Management |
| BBA 207 | Computer Applications-I |
| BBA 209 | Management Accounting |
| BBA 211 | Personality Development & Communication Skills-III (Minor Project Report) |
| Practical | |
| BBA 213 | Computer Application Lab-I |

Fourth Semester

| | |
|---------|---------------------------|
| BBA 202 | Human Resource Management |
| BBA 204 | Business Environment |
| BBA 206 | Marketing Research |
| BBA 208 | Computer Application-II |

| | |
|-----------|-----------------------------|
| BBA 210 | Business Laws |
| BBA 212 | Taxation Laws |
| Practical | |
| BBA 214 | Computer Application Lab-II |

Fifth Semester

| | |
|-----------|------------------------------------|
| BBA 301 | Values & Ethics in Business |
| BBA 303 | Marketing Management-II |
| BBA 305 | Production & Operations Management |
| BBA 307 | Management Information System |
| BBA 309 | Financial Management |
| BBA 311 | Summer Training Report & Viva Voce |
| Practical | |
| BBA 313 | Computer Applications Lab. |

Sixth Semester

| | |
|---------|-----------------------------------|
| BBA 302 | Business Policy & Strategy |
| BBA 304 | Project Planning & Evaluation |
| BBA 306 | Entrepreneurship Development |
| BBA 308 | International Business Management |
| BBA 310 | Project Report and Viva Voce |
| BBA 312 | Environmental Science |

Bachelor of Journalism and Mass Communication (Full Time)

First Semester

| Code no. | Paper |
|------------|-------------------------------------|
| BJ(MC) 101 | Writing for Media |
| BJ(MC) 103 | Socio-Economic & Political Scenario |
| BJ(MC) 105 | Introduction to Communication |
| BJ(MC) 107 | Basics of Design & Graphics |
| BJ(MC) 109 | Indian Culture |
| Practical | |
| BJ(MC) 151 | Communication Lab |
| BJ(MC) 153 | Design & Graphics Lab |
| BJ(MC) 155 | Computer Lab-I |

Second Semester

| | |
|------------|--|
| BJ(MC) 102 | History of Print & Broadcasting in India |
| BJ(MC) 104 | Print Journalism-I |
| BJ(MC) 106 | Media Laws & Ethics |
| BJ(MC) 108 | Still Photography |
| Practical | |

| | |
|-----------------------|---|
| BJ(MC) 152 | Print Journalism Lab-I |
| BJ(MC) 154 | Photo Lab |
| BJ(MC) 156 | Computer Lab-II |
| Third Semester | |
| BJ(MC) 201 | Development & Communication |
| BJ(MC) 203 | Print Journalism-II |
| BJ(MC) 205 | Radio Journalism & Production |
| BJ(MC) 207 | Basics of Camera, Lights & Sound |
| BJ(MC) 209 | Summer Training Report |
| Practical | |
| BJ(MC) 251 | Print Journalism Lab-II |
| BJ(MC) 253 | Radio Journalism & Production Lab |
| BJ(MC) 255 | Operation & Handling of Video Equipment Lab |

Fourth Semester

| | |
|------------|--|
| BJ(MC) 202 | Television Journalism & Production |
| BJ(MC) 204 | Introduction to Advertising |
| BJ(MC) 206 | Public Relations |
| BJ(MC) 208 | New Media |
| Practical | |
| BJ(MC) 252 | Television Journalism & Production Lab |
| BJ(MC) 254 | Public Relations Lab |
| BJ(MC) 256 | New Media Lab |

Fifth Semester

| | |
|------------|--|
| BJ(MC) 301 | Advertising Practices |
| BJ(MC) 303 | Event Management: Principles & Methods |
| BJ(MC) 305 | Media Research |
| BJ(MC) 307 | Environment Communication |
| BJ(MC) 309 | Functional Exposure Report |
| Practical | |
| BJ(MC) 351 | Advertising Lab |
| BJ(MC) 353 | Event Management Lab |
| BJ(MC) 355 | Media Research Lab |

Sixth Semester

| | |
|------------|---------------------------------|
| BJ(MC) 302 | Media Organisation & Management |
| BJ(MC) 304 | Contemporary Issues |
| BJ(MC) 306 | Global Media Scenario |
| Practical | |
| BJ(MC) 352 | Final Project |
| BJ(MC) 354 | Comprehensive Viva |



Students in a cheerful mood at Convocation 2009

Corporate Resource Centre

Corporate Resource Centre (CRC) has been set up with an objective of bringing industry and academia close to each other and to act as a resource for the industry. It also provides counseling to the students to choose an appropriate career path in accordance to their aptitude and interest. The CRC provides support to the students in placing them for their summer training and industrial projects that helps the students to develop their professional careers by way of getting appropriate industrial exposure. The various functions of Corporate Resource Centre are depicted as below

Industrial Visit

Institute have organized various Industrial visit for the Undergraduate and Postgraduate students for their practical & professional exposure. The following are the list of some companies visited by our students Parle Biscuits Pvt. Ltd, Bhadurgarh, Escorts Ltd, Faridabad, Excel Group of Institutions Chhata, Mathura, JCB India, Faridabad, Alcatel Lucent , Gurgaon, Halyosys Ltd, Okhla, NDTV



A Group Photograph at 'The Hindu'



An industrial visit to Hero Honda Factory



Students on a visit to Mother Dairy

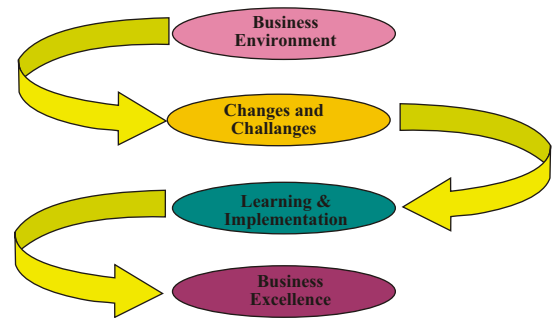
Placement Support

Student's Placement is an integral part of the Corporate Resource Centre. The institute provides placement support to all the students in carving the career path in the corporate world. The CRC is functioning under the experienced professional from the corporate and faculties that helps the students to prepare themselves for the on campus and off campus interviews and group discussions. Preplacement tests are conducted by CRC/Placement Co-ordinators through workshops help out the students to face the interviews confidently. The placement activity is coordinated by the placement committee comprising of students, placement coordinators, faculty members and Incharge of Corporate Resource Centre.

Training & Development

CRC organizes students training activities regularly for their grooming and knowledge upgradation by way of focused activities from eminent experts from the academia & industry. Training is an educational process. Students can learn new information, re-learn and reinforce existing knowledge and skills that help them improve their professional effectiveness.

Objectives Of Training At Tecnia



CRC also organizes student's development activities as per prevalent Academic Calender for grooming skills that is helpful to the students for future requirements by way of Conferences, Seminars, Presentations and Guest Lectures on Contemporary issues.

CASE THEME PRESENTATION:

The Case theme presentation was organized for MBA students. The Students were given different contemporary topics on which they had to undertake research work. The best team was awarded with the certificate of appreciation by the Director.

CASE STUDY COMPETITION:

It was organized for management students, based on the concept of "INTER-CULTURAL COMMUNICATION". Students were divided into different groups and judged for personality development on parameters like: Case Content, Presentation Skills, Technical Knowledge, Creativity. The best team was awarded with the certificate of appreciation by the Director.

PROJECT PRESENTATION COMPETITION:

The Project Presentation competition was organized where the selective students who have carried out live project have been given an opportunity to present their research work before the students, faculty members and experts.

Top Recruiters & Corporate Collaborators

- Accenture
- Alcatel-Lucent
- Apollo Tyres Ltd.
- Asian Paints
- Atlas Cycles Industries Ltd.
- Avery India Ltd.
- Axis Bank
- BHEL
- Birla Sunlife
- Bossard- LPS
- CMC Ltd.
- DELL
- Eicher Tractors Ltd.
- Engineers India Ltd.
- Escorts Tractors
- Essar Group
- Godrej Industries
- Halosys Technologies
- ICICI
- IDBI
- Jai Bharat Maruti Ltd.
- JCB India Ltd.
- Jindals Strips Ltd.
- Johnsons & Johnsons
- Value –one Technologies
- Gold Glass Solution
- Air Cell
- Danik Bhasker
- I.I.L.M
- Interglobe Technologies
- Brickred Technology
- Green Field Online
- Vault Information Tech.
- The Hindustan Times Ltd.
- Thomson Press India Ltd.
- Krishna Maruti Ltd.
- Liberty Footwear
- Maruti Udyog Ltd.
- Max New York Life Insurance Ltd.
- Mayur Suitings
- Metlife Insurance
- Miracle Technology
- NIC
- NIIT
- NTPC
- Nucleus Software
- Ranbaxi
- Reliance Industry
- Reliance Money
- Reliance Retail
- Siemens Telecom Ltd.
- Sona Strearing
- Wipro Infotech
- SafeNet InfoTech Pvt. Ltd.
- Daffodil S/W Ltd
- Spectrum Solution
- ACE Data
- Wrikle Software
- Capital IQ
- HCL – CDC
- Arvato Services
- IBM
- Wipro BPO
- IBM
- Tata Consultancy Services
- HDFC
- Standard Chartered Bank
- Usha International Ltd
- Rajasthan Spinning Mills

Activities undertaken by CRC

- Induction Program
- A talk on “Corporate Expectations”
- Blood Donation Camp
- Faculty Development Programs
- Seminar: National / International
- Aptitude Test
- Pre-placement Test
- Industrial Visits
- Fun Trip to “Fun-n-Food”
- Arranging Campus
- Convocation
- Alumni Meet
- Cultural Programme



Faculty Development Programme



Students getting an in-depth knowledge of Industry during an visit to Hero Honda Factory



Students during an industrial visit to JCB factory at Ballabgarh



Students during an visit to Alcatel-Lucent

Corporate Interface

| | | | |
|--|---|--|--|
|  MetLife® |  perotsystems® |  arvato services BERTELSMANN |  WIPRO Applying Thought |
|  TATA STEEL |  EICHER |  SAHARA |  HUGHES™ ESCORTS COMMUNICATIONS LTD |
|  IBM |  MOOLCHAND health • happiness • life |  RANBAXY LABORATORIES LIMITED |  BRITISH AIRWAYS |
|  Domino's Pizza |  AXIS BANK |  YAMAHA |  INTERCONTINENTAL PARKROYAL NEHRU PLACE |
|  MAX NEW YORK LIFE Your Partner for Life |  kotak® Mutual Fund |  Lilly |  Coca-Cola |
|  HSBC The world's local bank |  Standard Chartered |  ANSAL API Building lifestyles since 1967 |  TANISHQ |
|  RELIANCE Money Anil Dhirubhai Ambani Group |  dish tv |  Reliance |  ESCORTS |
|  बी एच ई एल BHEL |  i ICICI Bank |  ABB |  the PARK New Delhi |
|  HCL |  Dabur Celebrate Life! |  PEPSI |  HCL INFOSYSTEMS LTD. |
|  सलौरा SALORA |  HP |  NUWUD The one wood for all your woodwork |  (spectranet) Think Broad |
|  Gestetner |  DEVYANI BEVERAGES LTD. |  Sharekhan YOUR GUIDE TO THE FINANCIAL JUNGLE |  GOETZE |
|  इंडियनऑयल IndianOil |  Bajaj |  एनटीपीसी NTPC |  Indiabulls™ |
|  SRF |  ica ISO 9001 |  JCB |  ICRA |
|  punjab national bank the name you can BANK upon! |  BAJAJ Allianz Bajaj Allianz General Insurance |  JET AIRWAYS THE JOY OF FLYING |  SAFEXPRESS THE COMPLETE LOGISTICS SOLUTIONS Distribution Redefined |

Beyond Curriculum

National & International Conferences

Conferences are organized regularly at Tecnia on relevant and contemporary issues. During the Academic Session 2008-2009 three National Conferences and one International Conference was organized. The eminent speakers Prof. A.K. Sengupta, Dr. Naseeb Singh Gill, Dr. V.A. Eshwar, Mr. H.D. Gumber, Mr. Jamini Kumar Srivastava, Mr. Navin Goel, Mr. Ajay Choudhary and many other distinguished personalities from Academia and Corporate have shared their knowledge with the students during these conferences.

National Conference on Emerging Paradoxes in Retail Sector in India

Tecnia organized a National Conference on Emerging Paradoxes in Retail Sector in India. Chief Guest Honorable Mr. Kapil Sibal 'Union Minister of Science & Technology and subject experts were welcomed by the Chairman, Tecnia Group, Mr. R.K. Gupta, who offered them bouquets & mementos. The eminent speakers in the conference were Mr. Rajiv Chawla, Dr. V.A. Eshwar, Major Pandey and Mr. Anand Chaturvedi.

National Conference on GLOBAL PARADIGM IN E-BUSINESS

The National conference on Global Paradigm in e-business was organized by Tecnia for the development of IT students. Mr. Pankaj Sharma from NASSCOM and Mr. Gulak Simli from Ministry of External Affairs presided over the conference. During the students exchanged their knowledge with the eminent speakers like Prof. Naseeb Singh Gill (Director, Computer Science, MDU Rohtak), Mr. Sudhanshu Malhotra (President Webcom Technologies Pvt. Ltd.), Mr. Sidhartha Bhargava (Director NYCANVAS) and Ms. Gouri Bhutani (Consultant, Tata Consultancy Services).

National Conference on Convergence of Media in National Interest

National Conference on "Convergence of Media in National Interest" on 18th March 2009 with focus on the development of Journalism and Mass communication students. The conference was presided over by Dr. P. K. Bandopadhyaya (Consultant Prasaar Bharti). Mr. Jamini Srivastava (the Guest of Honour, Media spokesman, National Human Rights Commission) also shared his views.

The eminent speakers Mr. Upendra (Editor, Jagran), Sh. Pramod Joshi (Resident Editor, Hindustan.com), Sh. K. G. Suresh (Zee TV), Sh. Anil Pandey (Sr. Journalist), Mr. Neeraj Khatri (Sr. Faculty, IMS Noida), Mr. Abhimanyu Jain (Media Manager, Group M India Ltd.) spoke on the various features of Media Convergence during the National Conference. Mr. R.K. Gupta, Chairman Tecnia Group and Dr. A.K. Srivastava also shared their views.

Inter-National Conference on Global Economic Turmoil - Challenges for the Indian Economy

Tecnia organized a International Conference on GLOBAL ECONOMIC TURMOIL - Challenges for the Indian Economy on 27th & 28th March 09. Mr. Sanjay Kumar (Commissioner, Income Tax, Ministry of Finance, GOI) presided the conference. Sh. L.K.S. Dahiya (Additional Commissioner, Ministry of Finance GOI), Mr. P.C. Jain (Principal, Sri Ram College of Commerce) shared their valuable thoughts with the students. The eminent speakers were: Mr. Raj Singh Dhankar, Prof. A.K. Sen Gupta, Mr. Pramod Jain and several personalities from Embassies have attended the International Conference.



Mr. Kapil Sibal, Hon'ble Chief Guest delivering his lecture during National Conference on Emerging Paradoxes in Retail Sector in India



National Conference on Global Paradigm in E-Business



National Conference on Convergence of Media in National Interest



Mr. R.K. Gupta, Chairman, Tecnia Group of Institutions, welcomes Mr. Sanjay Kumar, Commissioner, Income Tax, Ministry of Finance, at Inter-National Conference on Global Economic Turmoil - Challenges for the Indian Economy

National Conference on Brand Positioning: Strategies for Combative Excellence

TECNIA Organized a National Conference on Brand Positioning: Strategies for Combative Excellence. Chief Guest Mr. Rakesh Devgun (President, Rai Industrial Manufacturers Association, Rai, Kundli) and subject experts were welcomed by the Director. The eminent speakers in the conference were Dr. Prem Verma (Ex Deputy Director, DD) Mr. Jordan Calvin (Regional Head, TOI) Mr. Sebastian Singrayan (Third Wave Communication) Mr. Shailendra Sharma (Amar Ujala) Mr. Abhishek Mishra (MD, Peoples Tree) and the keynote address was delivered by Dr. Ajay Kumar Rathore (TIAS).

Induction Programme

Tecnia has high academic standards and discipline so as to provide an atmosphere that could groom professionals. Every year induction programme is organized for all the new students of MBA, MCA, BBA and BJMC. In this year during the Induction Programme Mr. R.K. Gupta (Chairman, Tecnia Group), Dr. A.K. Srivastava (Director TIAS), Prof. A.K. Sengupta (the Chair Professor of Tecnia) and Mr. Ajay Choudhary (CEO HR Consulting) spoke about the teacher's role, quality and prospective employers' expectations.

Founder's Day/Teacher's Day

Teacher's day / Founder's day is the important occasion for the institute. At Tecnia, it coincides with the birthday of Chairman, Sh. R.K. Gupta. Tecnia celebrated 10th year of its Foundation on 5th September 2008. All the members of Tecnia Family participated in the function. The programme was a medley of events and cultural activities like dance, antakshri, songs and poems. Dr. A.K. Srivastava, Dr. N.K. Gupta, Mrs. Anita Banga and Dr. Madhu Aggarwal also addressed the gathering of faculty & Staff members of Tecnia Group of Institutions. Chairman Sh. R.K. Gupta presented awards to teachers and felicitated several staff members for their efficient and excellent performance.

Blood Donation Camp

Tecnia have organized a blood donation camp on 29th September 09 with the help of Lions Club. Mr. R.K. Gupta (Chairman), Dr. A.K. Srivastava (Director) & faculty members welcomed members of Lions Club & team of Doctors.

More than 100 Units of Blood were collected during the blood donation camp. The donor list includes students, faculty members & other distinguished members of the society members. Certificates and gifts were given to the donors.

Convocation 09

Tecnia held its Convocation'09 in its auditorium. Prof. B.B. Bhattacharya, Vice Chancellor, Jawaharlal Nehru University, New Delhi, was the Chief Guest. He awarded degrees to about 180 students, who had successfully qualified for BBA, BJMC, MBA and MCA in Tecnia for the year 2007-2008. He felicitated Ms. Datinder Kaur, Student of Tecnia, who stood first in the GGSIP University in MBA Programme, with memento and Samaan Patra.

Navratra Mahotsava

Navratra Mahotsava was organized at Tecnia. Mr. R.K. Gupta, Chairman lightens the lamp of MA SARASWATI and after that he invited all the participants to enjoy this event. The major attractions of the events were: Garba, Dandia, Punjabi Group Dance, Western Group Dance, Western Solo Dance.

Intra College Debate Competition

Debate Competition on Indo-US Nuclear Deal was conducted by CRC. The students have put forward their opinion on the issue before the panel of experts. The students presented highly scientific, logical and relevant informations. The best team was congratulated and awarded with the certificate of appreciation by the Director.

Varchasava 2008

Tecnia organized its Annual Media Fest "Varchasava -2008" on 19th & 20th Nov 2008. This event was inaugurated by Mr. Wariam Mast (Deputy Director, Song & Drama



National Conference on Brand Positioning: Strategies for Combative Excellence



Sh. R.K. Gupta, Chairman, Tecnia Group of Institutions lighting the lamp



Sitting from left to right Dr. A.K. Srivastava, Director, TIAS Prof B.B. Bhattacharya Vice Chancellor JNU and Sh. R.K. Gupta, Chairman, Tecnia Group of Institutions at Convocation 2009



Students performing at Varchasava a two day media fest organised by Department of Journalism and Mass Com.

Division) & Mr. Keshav Chaturvedi (Editor HT.com) was the guest of Honor along with Chief guest. Dr. A.K. Srivastava (Director), Dr. Ajay Rathore (Dean Academics) and Prof. W.A. Qazi had also grace the occasion with their esteem presence. During the two days fest media, cultural events such as Jugalbandi, AD Mad Show, RJ Hunt, Creative Writing, English, Fashion Prade, Footloose, Photography Competition, Anchor Hunt, Street Play, and Voice of Varchasava & Mr. & Ms. Varchasava was organized by the students.

Sports Meet

GGSSIP University had organized sports meet in the University Campus. Football, Volleyball, Badminton, Basket Ball, Chess, Table-Tennis, Arm-Wrestling were the various events organized in the sports meet and our students have actively taken part and achieved certificate of merit during the sports meet.

Holi Utsav

Holi Utsav was celebrated by the staff & faculty members of Tecnia Group of Institutions with Mr. R.K. Gupta (Chairman), Dr. A.K. Srivastava (Director), Dr. Navneet Gupta, Mrs. Anita Banga, Dr. Madhu Aggarwal, Mr. B.L. Sharma on 10th March 09. The major attraction of the function were songs, dance and colours of Holi Utsav.

Inter College Competition

The students have actively participated in Inter college competition like: Flok Dance in Banarsi Das Institute, IT Fest in Maharaja Surajmal Institute, Sanshilation of Cricket Tournament in University Campus, Cricket Tournament in Bhartiya Vidya Peeth, I-FOX IMPRESSION in University Campus. Meritorious students were awarded in inter college competition.

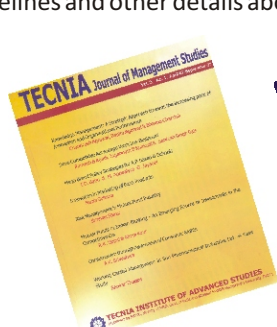
Anugoonj

It is the annual cultural festival of G.G.S.I.P. University, celebrated for three days. Different events like Musical events (Indian / Western), Rangoli, Spot Painting, Collage, Cartooning, Pratibimb, Lekhani, Dance events, Mr. and Ms Anugoonj are organized. Our students have taken active participation in all these events. Certificates were awarded to the winning teams.

Publications of Tecnia

Tecnia publishes various journals and magazines on the one hand to keep students abreast with various activities taking place in Tecnia Group as a whole and on the other hand these publications promote the writing skills of students. Following are some prominent publications:

- “TECNIA JOURNAL OF MANAGEMENT STUDIES”** - The department of management publishes a bi annual Management Journal which includes articles on contemporary issues and managerial implications and encourages research and development.
- “YOUNGSTER”** - The Department of Journalism and Mass Communication brings out this in-house newspaper. It is a bilingual monthly news paper. It was started to motivate the students of Journalism to write and edit articles, reports, features under the supervision of a group of faculty members. It is a newspaper for the students, by the students and of the students of Mass Communication.
- “TECNIA TIMES”** - The Institute publishes a biannual news letter known as Tecnia Times. It is a report on various events taking place in the institute including seminars, conferences and Cultural events.
- “STUDENT'S HANDBOOK”** - Tecnia brings out Student's Handbook, which is published annually. This handbook provides information to the students about general rules and regulations, evaluation of internal exams, dissertation guidelines, placement guidelines and other details about the institute.



Students participating in Photography Competition at Russian Embassy



Students performing at cultural festival "Anugoonj"

Student Development Club

The club provides development support to the students through skill development programmes, guest lectures, and personality development classes. However, the student development club does not guarantee for the extent of skill development of the student as it requires individual interest and self motivation to learn the skills. The club only provides an environment where the students can exchange their views, gain knowledge and skills by way of interactive sessions with the eminent guest and distinguished personalities from academia and corporate world.

Alumni Club

The Tecnia Alumni Club is a platform of interaction between ex students and the continuing batches. The forum provides a direct feedback of the work environment prevailing in the corporate and thus helps the future professionals to build up their skills accordingly. The Alumni Club invites suggestions from the ex students for futuristic corrective actions to have a stronger bonds with the brand ambassadors of Tecnia. CRC organizes Alumni Meet regularly. The objective of holding the Alumni meet is to provide an opportunity to the Alumni to chase their memories of college days, to meet their friends and faculties and also to strength the bond between our relations. The students have appreciated and enjoyed the cultural event during the meet and their valuable suggestions were recorded for improvement.

Entrepreneurship Development Centre (EDC)

Tecnia is running its Entrepreneurship Development Centre (EDC). Entrepreneurship is a key element of industrialization and economic progress. Entrepreneurship has been found as a low cost and long term strategy for ensuring supply of right kind of entrepreneurs in the economy to sustain the development and training students for developing their entrepreneurial capabilities through positive training interventions is the core strategy of Entrepreneurship Development Centre.

Employability Enhancement Skills Training Program

The focus of the program is to make the students stand out in today's world. The Employability Training Programs are designed & delivered by best-in-class consultants and trainers having rich corporate experience, give the students the right mix of ingredients with a definite edge to succeed.



Employability Enhancement Skills Training Program
by ECONS

The program on soft skills aims at developing young, confident professionals who are accepted and valued in the industry through interactive sessions covering Personality Development, Communication Skills, Self Development, Leadership, Business Etiquettes & Grooming, Industry Exposure Team Work & Positive Relationships, Group Discussion Modules and Interview Preparation Modules.

Cultural Rendezvous

Tecnia believes in relentless pursuit of excellence in all spheres. Cultural activities are teaches, co-operation, brotherhood, team spirit and discipline. The following is a quick recap of wide spectrum of opportunities available beyond curriculum. Tecnia contributes in developing the overall personality of the students and thereby forms a valuable part of grooming, also adding colors to the student's campus life on the various activities undertaken by the Student Council.



Shri Shri Ravi Shanker ji laying the Foundation stone of Tecnia Institute of Rehabilitation Sciences



Sr. Exe. From Russian Embassy during International Seminar on Global Economic Turmoil- Challenges for the Indian Economy



Honourable Minister Sh. Kapil Sibbal ji during National Conference on Emerging paradoxes in Retail Sector in India



National Conference on Emerging paradoxes in Retail Sector



Dr.B.B.Bhattacharya, Vice Chancellor, Jawahar Lal Nehru University releasing the Journal during Convocation 2009



A participant during Debate Competition



Dr. A.K. Srivastava, Director with students during International Conference on Global Economic Turmoil- Challenges for the Indian Economy



BJMC Students of Tecnia Institute of Advanced Studies perform at Russian Embassy.



Chief Guest Sh. Sanjay Kumar Commissioner Income Tax, lighting the lamp during International Conference on Economic Turmoil - Challenges for Indian Economy



Tecnia Kala Kendra - the cultural hub of Tecnia Group



Students and Faculty during the Seminar



Alumni Meet 2009

Projects Undertaken by TIAS Students

- 1 An Approach to Test Data Database using Flow Graph Structural Testing
- 2 Search Engine and Dynamics of Its Algorithm
- 3 Software Metric for Project Management and Process Improvement
- 4 Content Based Sound Searching Audio Finger Printing
- 5 Secure Quality Requirement Engineering – Square Revisited
- 6 Conceptual Modeling for Virtual Reality
- 7 An Insight into WiMax and its Competing Technologies
- 8 Technology Convergence using XMPP Protocol
- 9 Delhi Value Added Tax
- 10 Implementation of Image Retrieval Techniques
- 11 BSNL Billing System
- 12 Object Recognition Image Segmentation
- 13 Complaint Management System for NTPC
- 14 Passport Issuance System
- 15 Budget Monitoring System
- 16 Assessment of Skills of Secondary Sales Force.
- 17 “To Analyze The Process of Recruitment & Selection for Blue & White Collared/ Employees With Regard to DET’s, TT’s & Engagement in HSIL.
- 18 “A Study on Employee Relations and its Key Drivers”
- 19 To find out the Market Share of Dermatological Product of Primal Health Care Ltd. in North Delhi and to compare with its Generic Competitors
- 20 “Employee Satisfaction Survey” PNB
- 21 Credit Appraisal for Corporate Clients in Corporation Bank.
- 22 Study of CRR of SIR at PNB (Finance Division)
- 23 To study the Project Procurement System Undertaken at NTPC Ltd, Sector-24, Noida
- 24 Creation and Maintenance of Loan Accounts in the Bank
- 25 A Comparative Analysis of Online Broking Firms.
- 26 Operation and Maintenance Budget in NTPC Plants, with Special Reference to the NTPC Ramagundam
- 27 HR Practices in DTH Industries Undertaken at Dish TV India Ltd.
- 28 A Comparative Analysis of Unit Linked Insurance Plan -Bajaj Allianz perspective”
- 29 Fund Management in MMTC Ltd. with IFRS Focus
- 30 Comparative Analysis of Personal Banking Products offered by different MNC banks with Standard Chartered Bank
- 31 Uttranchal Tourism
- 32 Vocational Trainees Management System
- 33 Grievance Handling System
- 34 Online Recruitment System
- 35 Automation of Authorized Service Station
- 36 Effectiveness of Fuel Branding Perception Vs Reality
- 37 Working Capital Management & Trade Finance
- 38 Effectiveness of SAP Implementation in HR
- 39 Comparative Analyses of Brokers Firm in Indian Equity Market
- 40 Identification of Training Need of Employees of IOCL.

CORPORATE RESOURCE CENTRE INVITES

With the emergence of new information technological advancements in different parts of world and in the light of changing environment envisaged in deferent functional areas of management, our students have been provided intensive conceptual inputs which would facilitate them to innovate appropriate methodology using scientific approach helping in handling complex situation arising in the business.

We, at Tecnia are making an honest attempt to prepare students as professionals and entrepreneurs equipped with attitude, knowledge, innovative and desired level of competency to accelerate in environment. The young professionals TECNIA, whose profile are annexed in this bulletin and are set for assuming top positions in different functional areas of management & IT sector.

The CR Cell invites captains to industry to visit our campus for Campus Recruitment. The CR Cell publishes the placement bulletin and organizes Summer and Final Placement as well as coordinates the extra curricular and personality development activities in the campus.

**Head,
Corporate Resource Centre**

Campus Recruitment Programme

Placement Strategy:

CRC Organizes Students development activities to groom them in different aspects which helps the students to full fill their future requirement; without which academic pedagogy of post curriculum is incomplete. Students development activity are injected by way of conferences , seminars, presentations, industrial visits and guest lectures on contemporary issues where the students have a chance to interact with eminent personalities for developing their knowledge ; which suits the corporate world.

Selection Procedure:

- First CRC will have to contact with the companies and their requirements.
- Organizations send the programme to conduct On Campus/ Off Campus Placement schedule.
- Then with the help of CRC final Placement completed by the organizations.

Pre Placement Talk:

CRC handles all On Campus interviewing arrangements including a pre placement presentation by potential employer to pin point the issues, expectation and professional opportunities unique to the firm and industries. It is an opportunities for the I.T. Corporate World to interact to get better acquainted for their prospective recruiters both for six month project and final placement

Six Month Project Work:

Six month project work constitutes and integral part of MCA Curriculum and valued for its relevant in I. T. Education and its applications. The students carefully pick up the project and they have to expect the first offer they get. As a part of project work students are required to submit a report. The presentations made by them on different topic they chose to the organizations; form the basis for evaluation of project work.

Instruction Guidelines:

- "Placement Response Form" is attached to brochure to facilitate your response.
- Along with the Placement Response Form, please mail in your company's recruitment procedure and carrier opportunity.
- On receipt of the Response Form we shall correspond with your office.
- In case you desire to interview the candidate at your office, the curriculum vitae of all the interested students will be available on the request at your e-mail.
- In case you have any further queries or requires more information's the institute will furnish the same at the earliest.

Contact

**Head
Corporate Resource Centre**

E- Mail : tiasplacements@gmail.com

Website: www.tecniaindia.org

Fax No: 27555120, Tel: 011-27555121-24 Direct: 011- 27550342

IMPORTANT DATES

Placement Week : 6th - 10th February 2010

Corporate Meet : 13th February 2010



TECNIA INSTITUTE OF ADVANCED STUDIES

Corporate Resource Centre

Corporate Resource Centre
Tecnia Institute of Advanced Studies
Institutional Area, Madhuban Chowk
Rohini, Delhi-110085

Name of Organization: _____

Name of the Contact Person : _____

Address : _____

Phone Nos.: _____ Mobile: _____ Fax No.: _____

E-mail : _____ Website : _____

Sir,

Our Organisation is interested in considering the following:

MBA Placement MBA Training MCA Placement MCA Training

Our mode of selection will be based on:

Short Listing based on Resumes Group Discussion Written Test Interview

We would like to have a Pre-placement talk Yes No Date

The Requirements are given below :

No of Vacancies : _____

Place of Posting : _____

Designation Offered : _____

Functional Area(s) : _____

We would like On Campus Off Campus Date of Visit

Venue

Any other Information :

Place :

Date :

Please check the Back Pocket for the CD of Student's Profile

Yours Sincerely
(Signature with Seal)



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intentionally left blank



TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India, Affiliated To GGS Indraprastha University, Delhi

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