

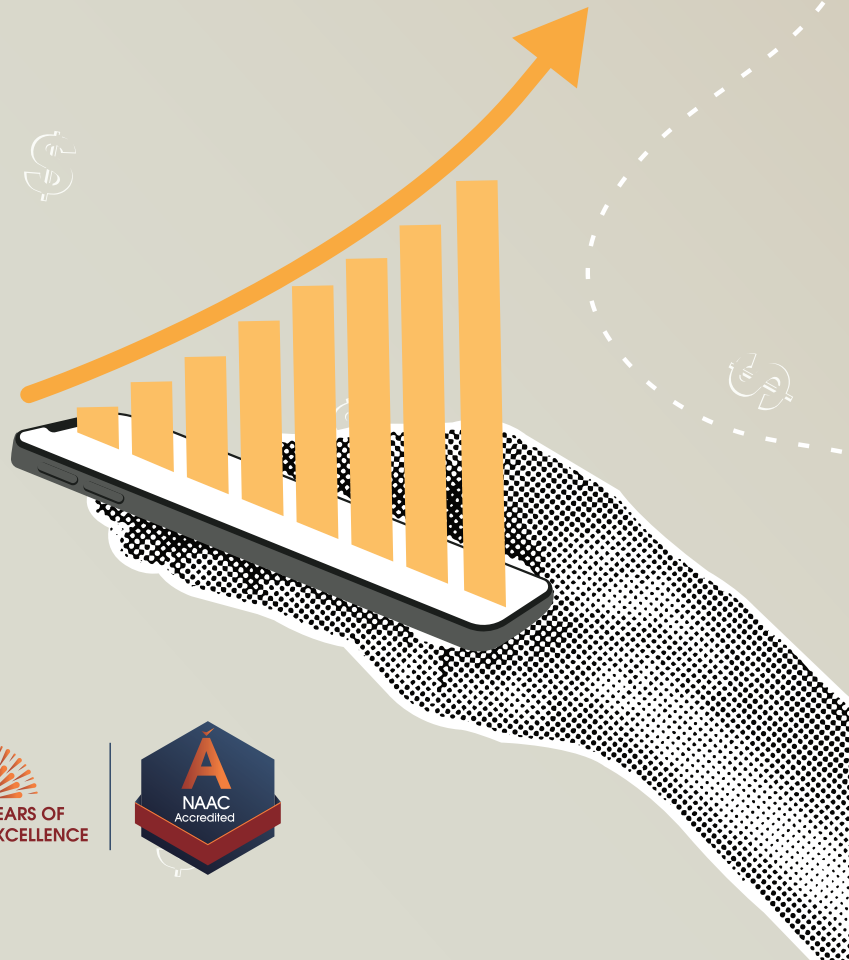


Formerly ITM University, Gurugram



# DEPARTMENT OF MANAGEMENT & COMMERCE

BBA | BCom (Hons) | BA (Hons) Eco  
MCom | PhD



# About The NorthCap University

Established in 1996, formerly known as ITM University, The NorthCap University is a progressive multidisciplinary university located in the city-centre of Gurugram, Haryana. The university's rich heritage of 30 years, 15,000+ alumni and a robust academic infrastructure enables deep linkages with government, industry and research bodies. The university operates multiple schools and departments in its state-of-the-art urban campus and hosts a diverse student body of engineering, technology, management, liberal arts, law, media & entertainment, business and applied science aspirants.

NCU is recognised by the University Grants Commission (UGC) and accorded 12 (b) status. It is also recognised by the Bar Council of India (BCI). NCU is a Member of the Association of Indian Universities (AIU), a Member of the American Society for Quality (ASQ) and is accredited by Accreditation Services for International Colleges (ASIC), UK, as a 'Premier Institution.' NCU has an overall 5-Star Rating in the prestigious QS Stars Rating System, and ranks among the Top 30 Best Performing Universities as per ARIIA rankings.

NCU is a National Assessment and Accreditation Council (NAAC) Grade 'A' accredited university that serves as a research as well as talent catalyst between students and industry. Guided by eminent academicians and industry leaders, it follows an immersive pedagogy to deliver undergraduate, postgraduate as well as doctoral programmes. With an extensive network of international university partners, NCU offers students the chance to engage in global semester exchanges, twin and dual degree programmes and cutting-edge research collaborations for unparalleled academic and cultural enrichment.



**15,000<sup>+</sup>**  
ALUMNI  
NETWORK

**3500<sup>+</sup>**  
STUDENTS

**250<sup>+</sup>**  
PLACEMENT  
PARTNERS

# Rankings, Rating and Quality Benchmarks



Established under Haryana Private University Act No. 25 of 2009 (Third amendment)



- **Recognised by the University Grants Commission**
- **Accorded UGC 12(B) Status**



Recognised by the Bar Council of India, Govt. of India



Accredited by the National Assessment and Accreditation Council (NAAC) as **Grade "A" university**



Member of Association of Indian Universities



Rated as 5-star University by QS Star Rating System 2025



In NIRF, in the Engineering category, NCU is placed in the rank band of 101-150 in 2025



Ranked as 1st in the Engineering category by GHRDC Survey 2025.



School of Management & Liberal Studies was ranked No. 1 in Haryana in GHRDC BBA College Survey, 2024



Ranked as the 2nd Best Law school in Haryana by GHRDC Survey 2025.



Accredited by Accreditation Services for International Schools, Colleges & Universities (ASIC) as a PREMIER INSTITUTION with commendable grades (2nd August 2024 - 1st August 2028)



Member of International Students Exchange Programme



Member of American Society for Quality (India)



Honored with the prestigious University with Modern Infrastructure (Engineering) by the Services Export Promotion Council (SEPC), a unit of the Ministry of Commerce and Industry, Government of India.



Among Top-30 'Best Performer Universities' in Atal Ranking of Institutions on Innovation & Achievements (ARIIA)



In the Green Institutional Rankings 2025, NCU was placed in the Diamond category under the Sustainable Institution of India (SII) Awards.



NCU received the District Environment Championship Award 2025 for Gurugram, conferred by the National Edu Trust of India.

# Message from Pro-Chancellor & Vice Chancellor



## PROF. PREM VRAT

### Pro-Chancellor

It gives me immense pleasure to welcome you to the Department of Management & Commerce, a vibrant academic community where innovation, integrity, and excellence form the foundation of our educational philosophy. As you prepare to embark on one of the most important phases of your academic journey, we remain committed to nurturing your aspirations and guiding you toward reaching your fullest potential.

Our department stands as a centre of academic distinction, offering programs that meet global standards while equipping students with industry-relevant skills and practical exposure essential for navigating rapidly evolving business landscapes. We take pride

in providing a warm, inclusive, and intellectually stimulating environment where curiosity is encouraged, ideas are valued, and growth is supported at every step.

Our mission is rooted in progressive and ethical education which not only enhances your professional capabilities but also shapes your personal character, leadership qualities, and sense of responsibility toward society. With a strong emphasis on innovation, global awareness, and holistic development, we strive to create an ecosystem where students are empowered to think critically, act confidently, and pursue excellence in all spheres of life.

I warmly invite you to explore the opportunities that await you and to become part of a community dedicated to shaping the business leaders of tomorrow. We look forward to supporting your success and welcoming you into an environment designed to inspire ambition, foster creativity, and promote lifelong learning.



## PROF. (DR.) NUPUR PRAKASH

### Vice Chancellor

I am pleased to welcome prospective students to the Department of Management & Commerce, a dynamic academic environment committed to shaping capable, ethical, and future-ready professionals. At a time when global markets are evolving at an unprecedented pace, choosing the right academic program becomes essential for building a strong foundation for your career. Our department offers a diverse portfolio of undergraduate programs BBA, BBA in Digital Marketing, BBA in Entrepreneurship & Family Business, BBA in Business Analytics, B.Com (H), B.Com (H) in Financial Markets, BA (H) Economics and MCom each carefully designed to meet the needs of emerging industries and new-age business ecosystems.

Our curriculum integrates rigorous theoretical knowledge with extensive practical exposure, ensuring that students not only understand concepts but also learn to apply them effectively in real-world scenarios. Through case studies, industry visits, expert lectures, internships, and hands-on project work, we strive to create a learning experience that is enriching, engaging, and professionally transformative.

The department is supported by a team of highly qualified faculty members who bring a blend of academic excellence and industry experience to the classroom. Our state-of-the-art infrastructure, modern labs, digital learning tools, and innovation-driven ecosystem provide students with an environment where they can explore, experiment, and excel.

We strongly believe in fostering an entrepreneurial mindset, analytical thinking, ethical values, and global awareness the qualities that are indispensable for succeeding in today's competitive and interconnected world. Students are encouraged to participate in research, community outreach, business clubs, and leadership activities that broaden their perspective and enhance their personal and professional growth.

I warmly invite you to become a part of our vibrant academic community and embark on a transformative educational journey that will empower you to achieve excellence and contribute meaningfully to society.



# DMAC

The Department of Management & Commerce provides comprehensive education and research in business, economics, finance, and organizational management, preparing students to become skilled, ethical, and innovative professionals. The department combines theoretical knowledge with practical exposure, fostering strategic thinking and leadership abilities essential for the modern business world.

The BBA program offers specialized courses in Business Analytics, Digital Marketing, and Entrepreneurship & Family Business, preparing students for emerging trends in management. Alongside B.Com (Honors) with a specialization in Financial Markets, the department provides focused expertise in commerce and finance. The M.Com (BFSI) program further strengthens advanced knowledge in Banking, Financial Services, and Insurance, catering to industry-oriented career paths. Beyond the regular curriculum, students benefit from Personality Development Programmes, Student Mentoring, Live Projects, Experiential Learning through Case Studies, Industry Visits, Industry-Academia Interaction Programmes, Seminars, Guest Lectures, Community Service Activities, and opportunities for extra-curricular engagement. These initiatives ensure that students graduate not only with knowledge but also with confidence, professional competence, and a readiness to excel as managers, entrepreneurs, or finance professionals.

With strong industry linkages, research opportunities, and exposure to real-world business practices, the department empowers students to build successful and rewarding careers in management, commerce, and finance.

# Our Vision

To be known globally for learning innovations, academic excellence, and socially relevant research outcomes; strive to become the preferred destination for students, faculty, employers and collaborators & pride of alumni and the community.

# Our Mission

- Focus on quality of learning and innovation in all programmes with rigour and relevance.
- Develop competent professionals - innovative, analytical, and independent; committed to excel in all their endeavours.
- Develop linkages globally with government, industry, academia and alumni for knowledge generation, dissemination, and application.
- Encourage multi-disciplinarity in programmes and projects to explore new frontiers of knowledge.
- Continuously improve physical, academic, and information infrastructure in pursuit of academic excellence.
- Create a nurturing environment for lifelong learning.
- Focus on entrepreneurship and socially relevant projects.

# Message from Head of the Department



## Dr. Deergha Sharma

Head, Department of Management & Commerce  
PhD, University of Rajasthan,  
EDP (Financial Analytics) - IIM Kashipur

Welcome to the Department of Management and Commerce, a place where we are committed to nurturing future-ready leaders, innovators, and entrepreneurs. Our programs are thoughtfully designed to provide a perfect balance of academic rigor, practical exposure, and industry-relevant skills, ensuring that our students are well-prepared to thrive in today's fast-paced and competitive global business environment.

We emphasize holistic development, equipping students not only with knowledge of core areas such as finance, management, marketing, and commerce but also with critical thinking, analytical abilities, leadership qualities, and ethical decision-making skills. Our curriculum integrates hands-on learning, live projects, internships, workshops, and professional certifications, enabling students to apply theoretical concepts to real-world scenarios and gain a competitive edge.

Guided by a team of highly experienced and dedicated faculty, students are encouraged to explore emerging trends in digital business, financial markets, international trade, and entrepreneurship. In addition, our department provides opportunities for international exposure, student exchange programs, collaborations with leading universities, and industry interactions, allowing students to broaden their horizons and build a global perspective.

At the Department of Management and Commerce, we are passionate about fostering a culture of innovation, curiosity, and excellence, where every student is empowered to achieve their academic, personal, and professional goals. We invite you to join us on this exciting journey of learning, growth, and success, and become part of a vibrant community that is shaping the business leaders of tomorrow.



## Key Highlights

- 1 Diverse and Inclusive Education Ecosystem
- 2 Experienced Faculty and Innovative Pedagogy to foster holistic learning and critical thinking.
- 3 Industrial Collaboration for Knowledge Sharing
- 4 Global Exposure by student exchange programmes and collaborations
- 5 Efficient Mentor-Mentee Programme
- 6 Industrial Visits and Hands-on-Training for practical exposure
- 7 Enriched Library Resources & Research Facilities
- 8 Market-relevant, industry-recognized certifications to enhance professional skills
- 9 Personality Development Activities through soft skill programmes.
- 10 Data Driven Decision Lab for hands-on data analysis and insights generation
- 11 National Case Research Centre for innovative thinking and creative learning
- 12 Membership of Professional Society-American Society for Quality



# Programmes Offered

## Bachelor of Business Administration (BBA)

The BBA (General) programme is designed to provide a broad-based yet deeply practical foundation in business administration, equipping students with the versatility to thrive in a variety of corporate and entrepreneurial settings. With an integrated curriculum that spans core functions such as finance, marketing, human resources, operations and strategy, students gain a well-rounded business education. At the same time, the programme emphasizes real-world application through live projects, case studies, industry visits and internships to ensure learning goes beyond theory into action. Committed to student growth beyond classrooms, the programme also embeds personality development, leadership training, mentoring and extra-curricular engagement to build confidence and employability. By combining the rigour of traditional management education with experiential opportunities and skill-building initiatives, the BBA (General) programme prepares graduates to step into managerial roles, business analyst positions or entrepreneurial ventures with agility, adaptability and a solid business acumen.

**Duration** - 3/4 Years

**Eligibility** - 10+2 examination conducted by Central Board of Secondary Education or equivalent examination from a recognized board in any stream. Must qualify CUET-UG/ Any other National Test in the discipline of UG programme. In case a student has not appeared in any of the above-mentioned entrance examinations, NCU will conduct its own entrance test in the discipline of UG programme.



**Himali Tandon**  
**BBA**

”

My department has truly empowered me by offering a supportive environment, inspiring faculty, and valuable opportunities that have fostered both academic and personal growth. The university's emphasis on practical learning, innovation, and holistic development has helped me identify my strengths and enhance my skills. With continuous mentorship, hands-on experiences, and a dynamic campus culture, NCU has strengthened my confidence, encouraged me to take on challenges, and shaped me into a capable and future-ready individual. My journey here has influenced not only my career aspirations but also the person I have become.

## BBA - Entrepreneurship & Family Business

The BBA in Entrepreneurship and Family Business program is uniquely designed to cultivate an entrepreneurial mindset while equipping students with the skills to manage, innovate, and sustain both new ventures and family-run enterprises. It focuses on developing creativity, innovation, and risk-taking abilities, encouraging students to think like entrepreneurs through hands-on experiences such as startup ideation, business model design, and incubation projects. Through experiential learning, students engage in live projects, case studies, and internships with startups, SMEs, and established family enterprises, ensuring real-world exposure. Students also benefit from seed funding opportunities to help transform their business ideas into successful ventures. The curriculum strikes a balance between traditional management education and entrepreneurial innovation, integrating subjects like finance, marketing, and strategy with cutting-edge topics such as design thinking, digital business, and innovation management. The program nurtures leadership, ethical decision-making, and sustainable business practices, preparing graduates to launch their own startups, expand their family businesses, pursue intrapreneurial roles in organizations, or continue with advanced studies in entrepreneurship and business management.

**Duration** - 3 Years

**Eligibility** - 10+2 examination conducted by Central Board of Secondary Education or equivalent examination from a recognized board in any stream. Must qualify CUET-UG/ Any other National Test in the discipline of UG programme. In case a student has not appeared in any of the above-mentioned entrance examinations, NCU will conduct its own entrance test in the discipline of UG programme.



**Kavya Talwar**

**BBA - Entrepreneurship & Family Business**

Choosing The NorthCap University has been one of the most defining decisions of my journey. As a final-year BBA (Entrepreneurship & Family Business) student, I have had the privilege of not just learning within the classroom, but truly experiencing growth beyond it. Being a Dean's List student throughout my academic journey university clubs has allowed me to sharpen my leadership, innovation, and collaborative skills. The university's dynamic environment constantly encouraged me to step out of my comfort zone, whether it was participating in Ideathons, case study competitions, industry sessions, or steering large-scale events like the college fest. The faculty has been incredibly supportive, combining academic rigour with practical insight, while the vibrant student community nurtured creativity and confidence. NCU has empowered me to think critically, lead responsibly, and build with purpose. It has shaped not just my career vision, but also my mind set as an aspiring entrepreneur.

## BBA - Business Analytics

The BBA in Business Analytics program is designed to equip students with the analytical, technical, and strategic skills needed to make data-driven business decisions in today's competitive world. It blends core management education with modern analytical tools and technologies, enabling students to interpret complex data, generate insights, and solve real-world business problems effectively. The program focuses on cultivating a strong foundation in data analytics, business intelligence, and decision sciences, preparing students to thrive in a data-centric economy. Through experiential learning, students work on live projects, industry case studies, and internships that simulate real-world decision-making scenarios. They also gain hands-on experience with leading analytical tools like Power BI, Tableau, Excel, Python, and SPSS, preparing them for analytics roles across industries such as finance, marketing, operations, and consulting.

The program emphasizes practical exposure and industry integration, with regular workshops, guest lectures, and mentorship sessions conducted by data professionals and business leaders. Students are also encouraged to participate in analytics competitions and research projects that enhance problem-solving and critical thinking abilities. Overall, the BBA-Business Analytics program bridges the gap between data and business strategy, providing a perfect balance of management insight and analytical expertise. Graduates emerge as data-driven decision-makers, ready to pursue careers as business analysts, data consultants, market researchers, operations analysts, or even to advance into roles in data science and strategic management in a rapidly evolving digital economy.

**Duration** - 3 Years

**Eligibility** - 10+2 examination conducted by Central Board of Secondary Education or equivalent examination from a recognized board in any stream. Must qualify CUET-UG/ Any other National Test in the discipline of UG programme. In case a student has not appeared in any of the above-mentioned entrance examinations, NCU will conduct its own entrance test in the discipline of UG programme.

“



**Vanshika Sharma**  
**BBA - Business Analytics**

My journey at The Northcap University has been both empowering and transformative. The rigorous curriculum challenged me to think critically, analyze deeply, and strive for excellence in every subject. With the constant guidance of knowledgeable and supportive faculty, I was encouraged to push my academic boundaries.

The Northcap University's innovative learning environment exposed me to new ideas, research opportunities, advanced coursework, Leadership roles - that broadened my horizons. Collaborative projects and classroom discussions helped me apply theory to real-world situations in meaningful ways. Each semester brought fresh challenges, growth and memorable achievements. The vibrant campus community fostered collaboration, curiosity and ambition. Through meaningful connections and diverse experiences, I gained clarity in my goals and confidence in my abilities.

Through mentorship, academic resources, and constructive feedback, I steadily grew in competence. The Northcap University not only elevated my academic standards but also shaped my aspirations for the future. I am proud to have learned in an environment that truly values intellectual growth and excellence.

## BBA - Digital Marketing

A BBA in Digital Marketing offers a unique combination of core business knowledge and practical digital expertise, making graduates highly job-ready in today's technology-driven market. The program equips students with hands-on skills in SEO, social media marketing, email campaigns, content strategy, and analytics, ensuring they can effectively design and manage online marketing initiatives. Beyond technical skills, it provides a strong foundation in business management, enabling graduates to make strategic decisions and understand the bigger picture of brand and market growth. With digital marketing being a high-demand, globally relevant field, students gain opportunities for diverse career paths, including social media management, digital analytics, content creation, and even entrepreneurship. Additionally, exposure to live projects, internships, and industry tools ensures graduates are adaptable, future-ready, and capable of thriving in an ever-evolving digital landscape.

**Duration** - 3 Years

**Eligibility** - 10+2 examination conducted by Central Board of Secondary Education or equivalent examination from a recognized board in any stream. Must qualify CUET-UG/ Any other National Test in the discipline of UG programme. In case a student has not appeared in any of the above-mentioned entrance examinations, NCU will conduct its own entrance test in the discipline of UG programme.



**Tejas Sahni**  
BBA - Digital Marketing

My experience here has been truly enriching. NCU's blend of academic rigor, practical learning, and a supportive environment has helped me grow both personally and professionally. The faculty's guidance and mentorship have strengthened my confidence and critical thinking.

With its modern infrastructure and opportunities for projects, research, and extracurricular activities, NCU has allowed me to explore my strengths and express myself through events, teamwork, and meaningful discussions.



## BCom(Hons) & BCom(Hons) with ACCA

The BCom(Hons) program is designed to provide students with a comprehensive and in-depth understanding of commerce, finance, accounting, and economics, equipping them with the skills necessary to excel in today's competitive business environment. Unlike general commerce programs, B.Com (Hons) offers specialized subjects such as financial management, taxation, auditing, corporate law, and investment analysis, giving students a distinct advantage in both academics and professional careers. The program emphasizes analytical thinking, quantitative skills, and problem-solving abilities, enabling students to interpret financial data, assess business performance, and make strategic decisions. Through a combination of theoretical knowledge and practical application, students engage in case studies, live projects, internships, and exposure to modern accounting and financial software, ensuring they gain real-world experience. Moreover, the curriculum is structured to prepare students for professional certifications like CA, CMA, CS, or CFA, opening doors to high-demand career opportunities in banking, finance, auditing, taxation, corporate management, consulting, and entrepreneurship. Graduates of B.Com (Hons) are not only equipped to meet the current industry demands but are also adaptable to emerging trends in global commerce, making them highly sought-after in both national and international job markets. The program, therefore, strikes a perfect balance between academic rigor, professional readiness, and practical exposure, shaping students into competent, confident, and future-ready business professionals.

BCom(Hons) with ACCA is a unique program that seamlessly blends academic excellence with professional competency. The curriculum is integrated with the globally recognized ACCA (Association of Chartered Certified Accountants, UK) qualification, enabling students to pursue an international professional credential alongside their undergraduate degree. This dual advantage equips students with advanced knowledge in accounting, finance, and business management, preparing them for global career opportunities in auditing, taxation, consulting, and corporate finance. The program emphasizes practical learning, analytical thinking, and industry readiness, ensuring graduates emerge as competent and confident finance professionals.

**Duration** - 3 Years

**Eligibility** - 10+2 examination conducted by Central Board of Secondary Education or equivalent examination from a recognized board in any stream. Must qualify CUET-UG/ Any other National Test in the discipline of UG programme. In case a student has not appeared in any of the above-mentioned entrance examinations, NCU will conduct its own entrance test in the discipline of UG programme.



**Kriti Chaudhary**  
**BCom(Hons)**



I have actively participated in various inter-college and external competitions, representing my institution in fashion shows and other events that strengthened my confidence, stage presence, teamwork, and creativity. Alongside cultural participation, I serve as the President of the Economics Collective, where I work to promote learning, collaboration, and academic engagement through guided activities and developmental initiatives.

I am also honoured to have been recognized by the Indian Institute of Banking & Finance (IIBF) for my academic dedication, which has motivated me to pursue excellence with greater sincerity.

I am deeply grateful to my department for its continuous support, mentorship, and encouragement. Their guidance has helped me grow both academically and personally. Through all my experiences, I have consistently strived to uphold the values and reputation of my department and institution with commitment and professionalism.

## BCom(Hons) - Financial Markets

The BCom (Hons) in Financial Markets is a specialized program that provides students with a deep understanding of financial systems, stock markets, investment strategies, and global economic trends, preparing them for a dynamic and fast-growing sector. Unlike a general commerce program, this course focuses on capital markets, securities, risk management, derivatives, portfolio management, and financial analytics, equipping students with highly relevant skills for careers in trading, investment banking, financial analysis, and wealth management. The curriculum blends theoretical foundations with practical exposure, offering live market simulations, internships, and hands-on experience with trading platforms and financial tools. Students also gain insights into regulatory frameworks, compliance, and market operations, ensuring they are industry-ready. Additionally, the program serves as a strong foundation for professional certifications like CFA, CFP, NISM, or FRM, enhancing employability and global career prospects. By combining technical expertise, analytical skills, and practical experience, B.Com (Hons) in Financial Markets prepares graduates to navigate the complexities of modern financial markets confidently, making them highly sought-after by banks, brokerage firms, investment firms, and financial institutions worldwide.

**Duration** - 3 Years

**Eligibility** - 10+2 examination conducted by Central Board of Secondary Education or equivalent examination from a recognized board in any stream. Must qualify CUET-UG/ Any other National Test in the discipline of UG programme. In case a student has not appeared in any of the above-mentioned entrance examinations, NCU will conduct its own entrance test in the discipline of UG programme.



**Kushagra Bharadwaj**  
BCom(Hons) - Financial Markets



As a Dean's List student, my academic journey has been enriching and transformative.

NCU has offered numerous opportunities that strengthened my analytical, professional, and interpersonal skills. Participating in the NCRC Case Writing Competition, the Business Ideathon, and securing an internship in Denmark through the International Relations Office (IRO) have been particularly impactful, enhancing my problem-solving abilities and providing valuable global exposure.

I am grateful for the supportive faculty, dynamic learning environment, and the university's commitment to excellence. My time at NCU has shaped my ambitions and prepared me to pursue future opportunities with confidence.

## BA(Hons) Economics

The BA(Hons) Economics program offers students a robust foundation in economic theory, quantitative analysis, and policy-making, preparing them for careers in finance, research, public policy, and business strategy. The curriculum combines core economic principles with applied tools, including statistics, econometrics, and data analysis, enabling students to analyze complex economic problems and market trends. Through a mix of theoretical learning, case studies, research projects, and internships, students gain practical insights into fiscal policy, monetary policy, development economics, and global economic issues. The program also emphasizes critical thinking, analytical reasoning, and problem-solving skills, ensuring graduates are ready for both professional roles and higher studies such as MBA, M.Com, or specialized economic research programs. Additionally, the course equips students to pursue professional certifications in finance, analytics, and economics, making them highly employable in government agencies, think tanks, international organizations, banking, consulting, and corporate sectors. By blending academic rigor, practical exposure, and global relevance, BA (Hons) Economics (Scheme) prepares students to become future-ready economists and decision-makers capable of navigating the complexities of modern economies.

**Duration** - 3 Years

**Eligibility** - 10+2 examination conducted by Central Board of Secondary Education or equivalent examination from a recognized board in any stream. Must qualify CUET-UG/ Any other National Test in the discipline of UG programme. In case a student has not appeared in any of the above-mentioned entrance examinations, NCU will conduct its own entrance test in the discipline of UG programme.

“



**Arpita Chugh**  
**BA(Hons) Economics**

As a first-year BA Economics student, I have experienced a year of growth, creativity, and meaningful opportunities. Being part of eight clubs helped me explore my capabilities, but my work in social media became my anchor. As Social Media Head of the Economic Collective, I led promotional campaigns for flagship events like the bidding competition and Deal or Die, creating engaging content and bringing ideas to life on Instagram.

Beyond academics, I explored performing arts through Abhimanch and participated in Momentum's opening play, enhancing my confidence and creativity. I am grateful to my faculty and department for their guidance and support, which empowered me to balance academics with my passions. This year has been more than an academic journey—it has been the beginning of discovering my potential and shaping who I can become.

”

## MCom - Banking Financial Services and Insurance(BFSI)

The MCom in Banking, Financial Services and Insurance (BFSI) is a focused postgraduate programme designed to provide comprehensive knowledge of banking practices, financial systems, insurance operations, risk assessment, corporate finance, and regulatory compliance. The curriculum is aligned with industry standards and incorporates emerging trends and innovations within the financial services sector. The programme emphasizes the development of analytical thinking, strategic decision-making, and problem-solving skills, supported by experiential learning through case studies, internships, and practical financial applications. It prepares students to address complex financial challenges responsibly while maintaining ethical and professional standards. Graduates of the M.Com BFSI programme can pursue rewarding careers in banks, insurance firms, NBFCs, fintech organizations, and corporate finance functions. The programme also serves as a strong academic base for professional certifications and higher education, enabling long-term growth in the BFSI sector. Career opportunities include roles such as banking professionals, financial and investment analysts, risk and credit managers, insurance advisors, compliance officers, and relationship managers.

**Duration** - 2 Years

**Eligibility** - Candidates must hold a Bachelor's degree from a recognized university with a minimum of 50% marks and must have qualified CUET-PG or any other national-level entrance test relevant to the PG programme. Applicants who have not appeared for these examinations will be required to qualify the NCU-conducted entrance test in the respective discipline.



## PhD

The Department offers Full-Time and Part-Time Ph.D. programs designed for fresh graduates, postgraduates, and working professionals, emphasizing interdisciplinary and practical research across areas such as marketing, finance, human resources, operations, and economics. The program nurtures scholars to conduct original, ethically rigorous research that contributes meaningfully to knowledge and practice, culminating in a well-documented thesis and defense. With experienced faculty, advanced resources, specialized labs, case studies, workshops, and collaborative research opportunities, the department provides a vibrant research environment. By bridging theoretical insights and real-world applications, the Ph.D. program equips scholars to excel in academic, professional, and industry domains.

**Eligibility** - A candidate seeking admission in PhD program under the DMAC must have obtained a PG degree in relevant discipline with 60% marks (5% relaxation for 10+ years experienced professionals) OR CA/CS/ICWA with min 55% OR a 4 year UG degree in any domain with min 75% aggregate or 8.5 CGPA.

## Industrial Collaborations



For Upgradation of existing academic courses to align with current industry demands and educational advancements. Introduction of new, innovative programs to cater to emerging fields and evolving student interests.



Offering a Diploma in Banking & Finance to enhance industry-relevant skills and career readiness among students. Fostering academic enrichment through collaborative workshops, seminars, and faculty exchange programmes with partnering institutions.



Conduct workshops focused on self-development and skill enhancement to foster personal and professional growth among students.



Facilitate hands-on learning of stock market operations through simulated environments using virtual trading platforms. Introducing accelerator programmes to nurture entrepreneurial thinking and fast-track business and financial acumen.



Provide hands-on industry exposure, internships, and practical training, while fostering research, innovation, and skill development, enhancing students' employability and career readiness.

## Professors of Eminence



### Prof. Chandra Prakash Gupta

Prof. Chandra Prakash Gupta is Professor of Practice at Lal Bahadur Shastri Institute of Management, Delhi, and Adjunct Professor at IIM Jammu, IIM Shillong, and NorthCap University. He retired as Senior Professor from the University of Delhi, where he served as Head, Department of Finance and Business Economics, and Dean of the Faculty of Commerce and Business and Faculty of Applied Social Sciences and Humanities. He holds M.Com., M.Phil., and Ph.D. (Finance) from the Delhi School of Economics and has over 45 years of teaching and research experience. He has published widely, authored research-based books, guided doctoral scholars, served on Government of India and ICMI expert bodies, is Area Editor of the Journal of Indian Business Research, and received the Emerald Best Reviewer Award (2022).



### Prof. Meenakshi Handa

Prof. Meenakshi Handa is a founding faculty member at the University School of Management Studies, Guru Gobind Singh Indraprastha University, with over 30 years of teaching, research, and industry experience in marketing and sales. She holds a Ph.D. from the Faculty of Management Studies, University of Delhi, and has published in Scopus and Web of Science indexed journals. Her research interests include consumer behaviour, consumer-technology interface in developing countries, sustainability, non-profit marketing, and the dark side of consumer behaviour. She has served on several statutory and academic bodies and committees at GGSIPU and other universities.



### Prof. Manoj Kumar

Prof. Manoj Kumar is a seasoned Management Consultant, Financial Advisor, and Corporate Leader with over 34 years of multi-industry experience in strategic finance, transformation, and performance enhancement. He is the Managing Partner at Adfecto Consulting LLP, leading cross-industry transformation initiatives encompassing strategy formulation, deployment, and operational restructuring. He has held multiple C-suite leadership roles over three decades, driving business growth, mergers and acquisitions, turnaround strategies, and financial system standardization aligned with global best practices. An FCA (All-India Merit Rank) and B.Com. (Hons.), University of Delhi, he has served as visiting faculty at IIFT, EDII, NDIM, and NorthCap University, and chaired the Office Automation & Imaging Division at CII. His expertise spans strategic planning, change management, turnaround leadership, financial analysis, compliance, and technology enablement.

# Intellectual Capital



**Dr. Deergha Sharma**

Head, Department of  
Management & Commerce  
PhD-University of Rajasthan,  
EDP (Financial Analytics)-IIM  
Kashipur



**Dr. Amit Dangi**

Associate Professor  
PhD ,Indira Gandhi University,  
Mirpur



**Dr. Akshat Aditya Rao**

Associate Professor  
PhD, University of Rajasthan



**Dr. Priyanka Banerji**

Associate Professor  
PhD, University of Lucknow



**Dr. Saumya Sharma**

Associate Professor  
Ph.D in The ICFAI University  
Dehradun



**Dr. Neha Kumar**

Associate Professor  
Ph.D. in Commerce from  
Bundelkhand University, Jhansi



**Dr. Akasha Sandhu**

Assistant Professor  
Guru Nanak Dev University,  
Amritsar



### **Anushree Ganguly**

Assistant Professor (Sr. Scale)  
Ph.D, Chhatrapati Shahu Ji  
Maharaj University, Kanpur



### **Dr. Meenakshi Bisla**

Assistant Professor  
PhD, IP University  
New Delhi



### **Dr. Sunaina Dhanda**

Assistant Professor  
PhD - Haryana School of Business,  
Guru Jambheshwar University of  
Science and Technology, Hisar,  
Haryana



### **Dr. Kanika Gupta**

Assistant Professor (Sr. Scale)  
Ph.D, Banasthali Vidyapith,  
Tonk, Rajasthan



### **Dr. Parul Khanna**

Assistant Professor  
PhD: The NorthCap University,  
Gurugram, Haryana



### **Ms Shikha Yadav**

Assistant Professor (Sr. Scale)  
Ph.D-(Pursuing)



### **Dr. Tania Mengi**

Assistant Professor (Sr. Scale)  
Ph.D, IK Gujral Punjab Technical  
University, Jalandhar

# Glimpses of Departmental Events

## NCRC Case Analysis Workshop

Every year, the National Case Research Centre of the Department of Management & Commerce organizes a Case Writing and Analysis Competition that provides students with a dynamic platform to enhance their managerial and analytical capabilities. Through this competition, students are encouraged to engage in real-world problem-solving by examining practical business situations, developing structured case studies, and presenting data-driven solutions.



The initiative not only sharpens their critical thinking, decision-making, and strategic analysis skills but also nurtures creativity and academic writing abilities. By participating, students gain valuable exposure to industry-relevant challenges, improve their research competence, and build confidence in articulating and defending their ideas. The competition ultimately helps bridge the gap between theory and practice, preparing students for leadership roles and effective problem-solving in their future careers.



# STRIDE Conference



STRIDE 2025, organized by the Department of Management & Commerce at The NorthCap University, was a two-day international hybrid conference held on April 24-25, 2025. Centered around six pillars Sustainability, Technology, Resilience, Innovation, Development, and Entrepreneurship the event aligned with global priorities for inclusive growth. It featured collaborations with ICBT Sri Lanka and LUBM UAE, with industry support from RPS Rudram and T.I.M.E. The conference included insights from distinguished speakers on sustainability, AI in education, and digital-era leadership. Over two days, seven technical tracks presented more than 80 research papers across the six thematic pillars.

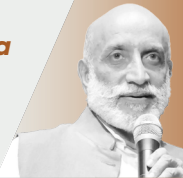


# Leaders on Campus



**Amit Sinha Roy**

VP - Global Head,  
Strategic Alliances,  
Tata Communications



**Aman Nath**

Co-Founder  
& Chairman,  
Neemrana Hotels



**Rocky Mohan**

Brand Custodian,  
Old Monk  
Founder, Chef Pin



**Mussarat Hussain**

Head - HR, Suzuki  
R&D Center India



**Rashmi Mohanty**

CFO,  
SBI Cards



**Dr. Kiranpreett Kaur**

CHRO,  
CPM India



**Alok Lall**

Senior Leader,  
Microsoft India  
& South Asia



**Biswajit Bhattacharya**

Partner & Automotive  
Industry Leader, IBM  
India & South Asia



**Mahesh Kanchan**

Marketing Director,  
India & Neighbouring  
Countries, Bacardi



**Durr-e-Afshan**

Dy. VP HR,  
HDFC Ergo  
General Insurance



**Shalvi Chitkara**

Senior VP - COO,  
Data & AI, Genpact



**Deepak Dobriyal**

Senior VP,  
Global Talent  
Management,  
Birlasoft



**Kiran Yadav**

Chief People Officer,  
Canara HSBC  
Life Insurance



**Pavan Desiraju**

Director - People  
Partner, Sandisk



**Monisha James**

VP HR,  
PNB MetLife



**Himanshu Joshi**

Head, Direct & EDM,  
HDFC Life



**Anupam Shrivastava**

Former Chairman  
& Managing  
Director, BSNL



**Neetu Sidana Thapliyal**

Director & Head, HR  
Forvis Mazars Group



**Kaushik Chakraborty**

Chief People Officer,  
Savills India

## Eminent Visitors at NCU



Late Dr. A.P.J. Abdul Kalam, Former President of India  
at the NCU Campus



Shri. Bandaru Dattatraya,  
Former Governor of Haryana



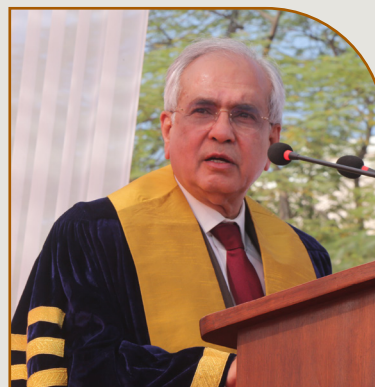
Prof. Kaptan Singh Solanki,  
Former Governor of Haryana



Late Shri. Jagannath Pahadia,  
Former Governor of Haryana



Justice Dipak Misra  
Former Chief Justice of India

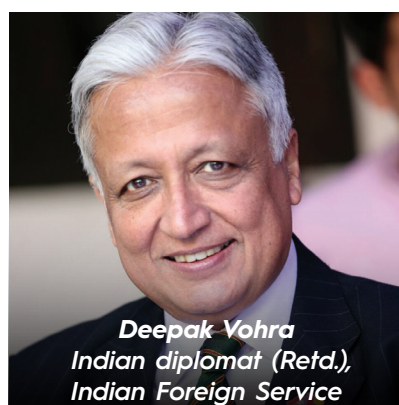
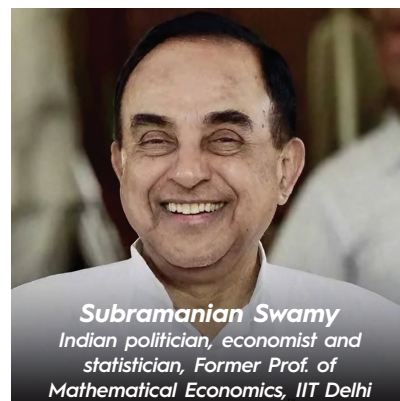


Dr. Rajiv Kumar  
Former Vice-Chairman,  
NITI Aayog



Dr. Praveer Sinha  
CEO & Managing Director,  
The TATA Power Company Ltd.

# Masterclasses at NCU



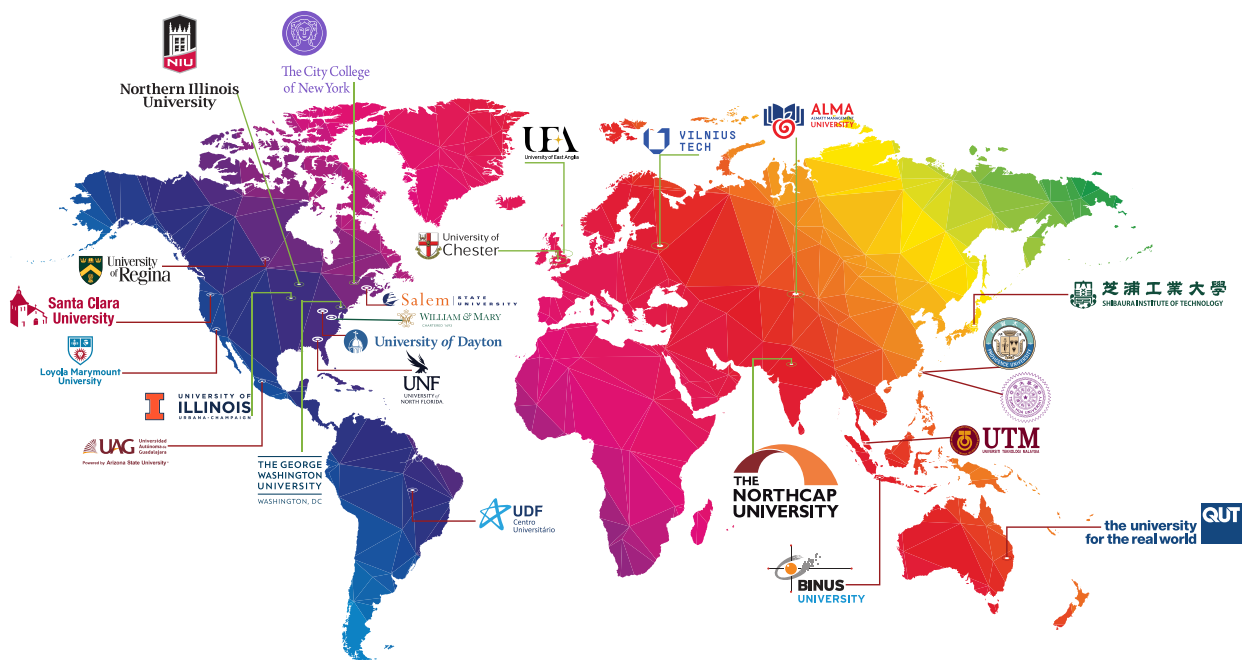
# NCU's International Relations Office (IRO)

## Co-teaching, Immersion, Student & Faculty Mobility and Research

NCU is proud to have partnered with 30+ reputed institutions from across the world based on four pillars embracing India's New Education Policy (NEP) 2020: Digital-First, Innovation, Internationalisation and Organisational Readiness. The university has signed a number of MoUs and has entered into many collaborative partnerships with international universities to promote:

- Exchange of information, experience & culture
- Student exchange programmes
- Short and long-term exchange of faculty members
- Collaborative research
- Summer internship & immersion programmes for students
- Dual degrees

## NCU's Global Education Partners





## Global Immersion at NCU

At The NorthCap University, global learning is a core pillar of our academic philosophy. Every year, we design and host a series of international immersion programmes that offer students and partner universities a meaningful blend of academics, research exposure, and cultural discovery. These curated experiences help participants understand India's rapidly evolving knowledge ecosystem while fostering long-term global collaborations.

One such flagship initiative is India Odyssey, organised by NCU's International Relations Office for students from the University of North Florida (UNF), USA. The programme was crafted to provide a transformative journey, combining classroom-based learning with real-world insights and immersive cultural engagement.

During the programme, participants attended expert-led academic sessions, interacted with researchers, and visited key institutions and industry partners to understand India's technological, business, and policy landscape. These curated interactions offered a nuanced perspective on innovation, sustainability, and emerging opportunities in the Indian context. Beyond academics, the students experienced India's diverse cultural fabric. From exploring historic monuments and contemporary architecture to navigating bustling markets, trying



regional cuisines, and participating in traditional art forms, the cohort witnessed the vibrancy, warmth, and richness of Indian culture firsthand.

Programmes like India Odyssey exemplify NCU's commitment to building globally competent learners. By bringing together academic exchange, cultural immersion, and collaborative learning, these initiatives strengthen international partnerships and nurture a deeper appreciation of India's academic, industrial, and cultural landscape.





## International Internships/Summer Schools

The Department of Management & Commerce regularly felicitates students who earn professional certifications, reflecting its commitment to fostering industry-relevant skills and academic excellence. This practice not only acknowledges students' hard work and dedication but also motivates their peers to pursue recognized credentials that enhance their employability and industry readiness.

## Global exposure through student exchange programmes

The Department of Management & Commerce actively supports student exchange programmes through MoUs with leading international universities, providing students with valuable global exposure and academic enrichment. These opportunities allow them to experience diverse learning environments, develop cross-cultural competencies, and build adaptability for succeeding in an increasingly globalized job market.



## Cultural Immersion Highlights

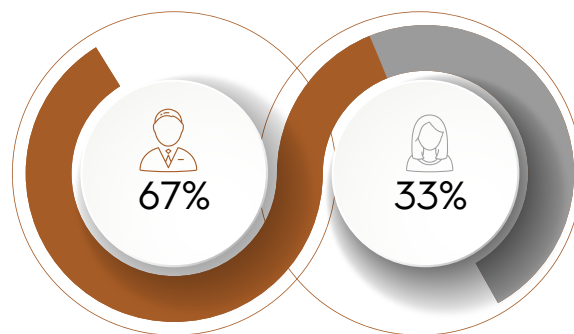
NCU's India Odyssey immersion programme blends cultural exploration, innovation exposure, and authentic local experiences for international students. Participants visit culturally significant cities and heritage sites across North India, experiencing architecture, markets, and regional cuisines that deepen understanding of India's artistic traditions and community life.

The programme also introduces students to India's innovation ecosystem through research parks, incubation centres, and startup hubs, along with Delhi heritage walks showcasing monuments and cultural narratives. NCU ensures seamless, safe, and enriching travel, accommodation, meals, and support, creating a lasting connection to India's culture, people, innovation, and tradition.



# A Safe, Inclusive Campus for Everyone

At NCU, we prioritise nurturing female talent and strongly support advancing education opportunities for women.



Department of Management and Commerce

## Zero Tolerance for Ragging

At NCU, we take immense pride in maintaining a campus that is both safe and inclusive for all students. With a strict zero-tolerance policy towards ragging, we ensure a supportive and respectful environment where every individual is valued. Our commitment to fostering a culture of respect, safety, and camaraderie allows students to thrive academically, socially, and personally, making NCU a place where every voice is heard and every student feels welcome.



## Scholarships and Fee Concessions

The NorthCap University is deeply committed to upholding the 'Right to Education' for all students, ensuring that no one faces barriers in their academic journey. We are dedicated to providing merit-based scholarships, fee concessions, and financial support each term, enabling students to pursue their educational goals without difficulty. Our mission is to empower students to achieve their aspirations, equipping them to succeed in today's competitive job market and to become responsible global citizens.

Each year, we celebrate the achievements of our top-performing students and offer fee concessions and financial aid to those from diverse socio-economic backgrounds. NCU takes pride in supporting full fee concessions for female students pursuing STEM education. This year, we awarded Hatch Scholarships worth Rs. 31.5 lakhs to 12 outstanding female students. Students who make it to the Dean's List are also recognised and rewarded with scholarships.

Programme	Annual Fee for Indian Students (INR)			Annual Fee for Child/ Ward of NRI/International Students (INR)
	TUITION FEE	DEVELOPMENT FEE	TOTAL ANNUAL FEE	ANNUAL FEE
BBA	1,92,800	48,200	2,41,000	3,30,000
BBA Business Analytics	2,13,600	53,400	2,67,000	3,51,000
BBA Digital Marketing	2,13,600	53,400	2,67,000	3,51,000
BBA Entrepreneurship and Family Business	2,13,600	53,400	2,67,000	3,51,000
BCom	1,48,000	37,000	1,85,000	2,72,000
BCom (Hons) Financial Markets	1,62,400	40,600	2,03,000	2,96,000
BA (Hons) Economics	1,13,600	28,400	1,42,000	3,28,500
MCom (BFSI)	1,24,000	31,000	1,55,000	2,44,000
PhD	1,06,000			1,33,000



## **The Only University in Gurugram's City-centre Offering a Holistic Educational Experience**

An incredible campus experience awaits you at The NorthCap University. Make the best use of the opportunity to engage in a holistic campus experience. Discover your talent amidst a vibrant community of academicians and young enthusiasts.

NCU offers you a place to meet people from different backgrounds, join exciting student clubs and societies, engage in various fests, competitions and events and get involved in volunteering, sporting and cultural activities.

Student upskilling is our end goal, and we keep upgrading facilities and technology so our students achieve their education, career, and personal goals, and become active members of the community at large.

Our bustling campus is a testament to NCU's vibrant, welcoming, inclusive and safe campus culture. Come, discover your passion as part of our community of 3,500+ students and 15,000+ alumni.



HUDA Sector 23-A, Gurugram - 122017  
[www.ncuindia.edu](http://www.ncuindia.edu) | [ncu@ncuindia.edu](mailto:ncu@ncuindia.edu)  
91 124 2365811-13

© The NorthCap University. All Rights Reserved.