



LINGAYA'S  
VIDYAPEETH

Deemed-to-be University  
u/s 3 of UGC Act 1956

choose to know

*A Journey*



*Towards Excellence*

SCHOOL OF

COMMERCE AND MANAGEMENT

The School of Commerce & Management stands out as a leading center of excellence for management studies. SOCM was established in 2004-2005 with a vision to create world-class managers, entrepreneurs, and change leaders who can create new benchmarks of professional excellence in the industry. The department offers six programs: BBA, B.Com (Hons), BMI (Integrated MBA+BBA), MBA (Dual – specialization), MBA Executive & Ph.D.

organizational integration  
system enhancement  
competency development  
process involvement  
learning management  
performance evaluation

HUMAN CAPITAL

# SCHOOL OF COMMERCE & MANAGEMENT



## About us:

- ✓ Established in 2004-2005 with an aim of proliferating management education.
- ✓ Our essential strong pillars include our intellectual capital, a robust industry-oriented curriculum and the innovative learning delivery that provides training by industry mentors, industry visits, case study workshops and graded evaluation, live projects, workshops, seminars, conferences and corporate guest lectures.
- ✓ The vision of the school is to create the finest students, qualified, experienced and skilled faculties.
- ✓ Our faculty members are seasoned professionals and come with a rich industrial and academic experience. We ensure that students are abreast with the latest trends and technologies.
- ✓ Programs in Management are the flagship amongst all programs of Lingaya's and it bridges the gap between 'What we are' and 'Where we want to go'.
- ✓ The management school follows a well-structured curriculum that covers various topics and will assist students in the strategic development of ideas and their usage.
- ✓ Here, we ensure that every student emerges as a total professional, i.e. as one with a distinct individuality to lead and galvanize the process of transformation in the GEN-Z. It intends to help students discover their various facets and attain their true potential.



## VISION

To be a School committed to developing globally competent management professionals who are responsible citizens and have respect for life and sensitivity towards the environment and contribute to the recreation of the universal system of the universe.

## MISSION

- ✓ To develop managers and leaders who have the right attitude and aptitude to serve society.
- ✓ To develop and maintain state-of-the-art infrastructure and research facilities to enable, create, apply and disseminate knowledge.
- ✓ To foster linkages with all stakeholders for continuous improvement in academics in management.
- ✓ To develop human potential to its fullest extent, intellectually capable and imaginatively gifted leaders can emerge who have deep respect for human life and values.

## PROGRAMS OFFERED:

### Industry relevant courses

Special focus on Industry relevant subjects such as marketing analytics, digital analytics, data visualisation (Tableau, Data Mining using R), forecasting big data analytics, financial modelling and many others.

- ✓ B.Com Hons. 3 years programme
- ✓ BBA 3 years programme
- ✓ BBA+MBA (BMI) 4.5 years programme



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Campus : Nachauli, Jasana Road,  
Old Faridabad, Haryana - 121002



- ✓ MBA (Dual Specialisation) 2 years programme
- ✓ MBA (Foreign Student) 2 years
- ✓ MBA Executive - 1 year
- ✓ Ph.D. (Management)
- ✓ Certification Course - Digital Marketing, Marketing Analytics, Social Media & Web Analytics  
*In Process to offer as per NEP 2020 policy*
- ✓ B.COM - 4 years programme
- ✓ BBA - 4 years programme

### HIGHLIGHTS

- ✓ Faculty comprises professionals from MNCs and top Indian corporates
- ✓ Educational tours to industries and institutions
- ✓ Extensive use of modern teaching methodologies
- ✓ Online interaction with teachers and online lectures
- ✓ Intellectual atmosphere with audio-visual aids
- ✓ Emphasis on skills and creative abilities of students through 'Add-on Modules'

### INDUSTRY INTERFACE

- ✓ Summer Internship
- ✓ Workshops & Live Projects
- ✓ Guest Sessions by Industry Resource Persons
- ✓ Industry Research Projects



### ADVANTAGE

- ✓ Faridabad - A Safe, Beautiful & Cosmopolitan Education City.
- ✓ Bundle of Industry Integrated Value Added Certificates.
- ✓ Degree from Deemed to be University
- ✓ Multiple Placement assistance
- ✓ More than 150+ Companies for Campus Placement.
- ✓ Possibilities of International Exposure.



### Career Opportunities

- |                                      |                                     |
|--------------------------------------|-------------------------------------|
| ✓ Business Administration Researcher | ✓ Business Development Trainee      |
| ✓ Business Consultant                | ✓ Data Scientist                    |
| ✓ Marketing Executive                | ✓ Business Analyst                  |
| ✓ Career development officer         | ✓ Market Research Analyst           |
| ✓ Recruiting Coordinator             | ✓ Marketing Manager                 |
| ✓ Event & Retail manager             | ✓ Accounting Professional           |
| ✓ Auditor                            | ✓ Financial Analyst                 |
| ✓ Business Analyst                   | ✓ Treasury Manager                  |
| ✓ Finance Officer                    | ✓ Investment & Banking Associate    |
| ✓ Tax Accountant                     | ✓ Financial & Investment Consultant |
| ✓ Stock Broker                       | ✓ Operation & Management Executive  |



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