



UNIVERSITY OF JAMMU

ICccR
&
HRM

Information Brochure

ACADEMIC PROGRAMMES

PG DIPLOMA : COMPOSITE CULTURE MANAGEMENT

**International Centre
for Cross-Cultural Research
and Human Resource Management**

www.jammuuniversity.in



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MESSAGE OF VICE-CHANCELLOR

I am pleased to learn that the International Centre for Cross-Cultural Research and Human Resource Management, University of Jammu is bringing out a combined Brochure for the following Academic Programmes :

1. MBA: International Business programme (MBA-IB)
2. Post-Graduate Diploma in Composite Culture Management
3. Certificate Courses (3-months')

The University of Jammu is one of the premier research and teaching institution of India and has been rated by NAAC as an 'A' Grade University. The University trains under its management programmes its students to become managers, creative and innovative professionals who are aware about the organizational complexity, knowledgeable about the technology, sensitive to human dimensions, alive to global dynamics and respectful to their social and environmental obligations.

I hope this brochure shall provide all the relevant information to the students pertaining to admission procedure, conduct of examinations, employment policies, cultural management and overall view of the University.

I send my warm greetings and best wishes on the occasion.



ICCCR & HRM

PROFESSOR MOHAN PAUL SINGH ISHAR
Vice-Chancellor
University of Jammu



MESSAGE OF DEAN BUSINESS STUDIES

I am glad to know that International Centre for Cross-Cultural Research and Human Resource Management is publishing Brochure for the various programmes being offered by the Centre. The International Centre has progressed well since its establishment in 2008, and undertaken several academic initiatives in accordance with the objectives behind its establishment.

The Academic Programmes offered by the International Centre have contemporary relevance and seek to groom the participating students in the skills and the competence for better management of resources and their working environment. The Course Structure in each programme is so designed that the concerns of International Business Management, Culture, Diversity and Human Resource Management are adequately addressed.

I am sure that students will find these Academic Programmes useful.

PROFESSOR DESH BANDHU GUPTA
Dean Business Studies
University of Jammu



ICCCR & HRM



MESSAGE OF DIRECTOR

It is indeed our humble effort to showcase the Academic Programmes being offered by the International Centre for Cross-Cultural Research and Human Resource Management (ICcCR & HRM), through this Brochure.

University of Jammu has a strong foundation of management education and training built over years, and hence stands committed to produce and disseminate business knowledge that has contemporary relevance and reach. We are conscious about how the changes in management education are likely to impact us and accordingly, how and in which direction should we be striving. We are now ready to move from 'idea to initiative', and 'breakthroughs to culture'.

ICcCR & HRM, which was established in the year 2008, has a mandate to promote international cooperation in education and research, besides offering certificate / diploma / degree / doctorate programmes in the area of Cross-Cultural Management, International Management /International Business and Human Resource Management.

This publication provides the relevant information for admission to the 2-years' MBA : International Business (MBA-IB), 1-year Post Graduate Diploma in 'Composite Culture Management' and the 3-months' Certificate Courses.

I whole heartedly welcome the students for admission to these programmes and hope that these courses bring in value addition.

PROFESSOR NEELU ROHMETRA
Director, ICcCR & HRM



ICcCR & HRM



UNIVERSITY OF JAMMU : AN OVERVIEW

Established in 1969 following bifurcation of the erstwhile University of Jammu and Kashmir, University of Jammu is spread over seven Offsite Campuses at Kathua, Baderwah, Udhampur, Poonch, Ramnagar, Reasi and Kishtwar. Accredited as A-Grade University by the National Assessment and Accreditation Council of India (NAAC), University of Jammu has a mission to become a globally recognised institution of rigorous academic research and teaching. The University offers around 42 post-graduate degree/diploma courses and 15 under-graduate Courses including Five-Year Integrated Law. The University hosts faculties including Sciences, Life Sciences, Arts, Social Sciences, Business Studies, Education, Behavioural Sciences, Law, Oriental Learning, Medicine, Engineering, Music and Fine Arts and Ayurvedic Medicine. The University offers Doctoral Programmes (Ph.D) across all the disciplines/ faculties. The University has 29 Government Colleges and around 110 Private Colleges affiliated to it. The University of Jammu is a Wi-Fi Campus with excellent IT facilities.

The University hosts well equipped Central Library: 'Dhanvantri', with over 5 Lac books with EBSCO, LIBSYS software, CD-ROM database, INFLIBNET, RFID and interconnected computer terminals and the International Resource Centre. The University also hosts the state-of-the-art General Zorawar Singh auditorium, well-equipped gymnasium and fitness/health centre, child day-care centre, canteens and cafeteria. The University also provides separate hostel facility for boys and girls. Besides, the University also has Academic Staff College for undertaking training of faculty members across disciplines, Directorate of Distance Education for distance learning programmes, Department of Life-Long Learning, Women Studies Centre, Centre for Strategic Studies, International Centre for Cross-Cultural Research and Human Resource Management, Directorate of Quality Assurance, Centre for Museology etc. Organising Conferences/Seminars/ Workshops/Youth Festivals/Cultural, Literary and Sports activities is a regular feature in the University. University is actively engaged in extension and out reach activities. Over four thousand students join the post-graduate courses on the campus each academic session (includes the figure for private/ affiliated colleges).



International Centre for Cross-Cultural Research and Human Resource Management (ICccR & HRM)

ABOUT THE INTERNATIONAL CENTRE FOR CROSS-CULTURAL RESEARCH AND HUMAN RESOURCE MANAGEMENT (ICccR & HRM)

International Centre for Cross-Cultural Research and Human Resource Management (ICccR & HRM) was established in the University under the aegis of Faculty of Business Studies (erstwhile Faculty of Management Studies) in the year 2008. The Mission of the Centre reads as: “developing people with ultimate flexibility”.

The Objectives of the Centre are to:

- Promote international cooperation in education and research;
- Run Post-Graduate Certificate/Diploma/Degree/Doctorate programmes in the area of Cross-Cultural Management, International Management / Business and Human Resource Management;
- Undertake joint research projects;
- Organize visits and exchange programmes;
- Organize seminars / workshops / conferences on the Subject;
- Conduct Management Development Programs / Trainings.

Subsequent to its establishment, the International Centre has undertaken various academic initiatives in line with the mandate behind its establishment. One of the major objectives listed for the International Centre include running of short term / long term Courses at the Post Graduate level.

COLLABORATIONS / PARTNERSHIPS

The Centre shall duly engage in the process of establishing its ties with Institutes / Universities of national and international repute interested in Cross-Cultural Management, International Management and Human Resource Management. To begin with the Centre shall function with international partners as The Technical University of Cluj- Napoca, CLUJ NAPOCA, Romania. A formal cooperation Agreement stands signed up between both the Universities and the partner Institutions will promote cooperation and exchange in the domain of education, training and research as also organizing visits and exchange programmes for students, faculty and research scholars.

RESEARCH ACTIVITIES @ ICcCR & HRM

The Centre seeks to undertake the activities to promote education, research, training and consultancy in the area of International Business and Management, Cross-Cultural Management, and International Human Resource Management.

Some of the ongoing research studies/projects at the International Centre are in the following areas:

- Women and Leadership (under UGC Major Research Project)
- Cultural Intelligence
- Work Ethics
- Cross-Cultural Competencies and Organization Management
- Organization Culture
- Change Management and Intervention Strategies
- Cross-Cultural Communication
- Composite Culture Management
- Diversity Management Studies

UNICEF SUPPORTED CAPACITY BUILDING PROJECT FOR CENSUS, 2011 JAMMU PROVINCE, JAMMU AND KASHMIR STATE, INDIA

UNICEF supported Census Project was conducted for Jammu Province under the coordinatorship of Prof. Neelu Rohmetra. Intensive training programmes for more than 100 batches were conducted for Master trainers in Phase I and Phase II for the Jammu Province which helped to train the enumerators for data collection and compilation. The training

programmes were conducted in batches from December, 2009 till Feb-March, 2011. The Capacity Building Training Programmes were conducted by the Master Trainers Facilitators (Dr. Jaya Bhasin and Dr. Pallvi Sachdeva) for all the districts of Jammu. The Project involved team work and field visits. Several three-day long intensive training programmes were conducted with the support of the Census Department, Government of India and the alliance partner, TARAA Human Development and Facilitation Consultants Pvt. Ltd.

ACADEMIC PROGRAMMES @ ICcCR & HRM

(A) MBA: International Business (MBA-IB)

International Centre is coordinating with The Business School for the MBA-IB Programme. MBA-IB Programme is offered through International Centre for Cross-Cultural Research and Human Resource Management w.e.f. Academic Session 2011. The admission to the MBA-IB programme is strictly made in order of merit as per the prescribed University Statutes for this programme of self supporting basis. The Programme has also received the approval of AICTE with intake capacity of 25 seats in a batch.

(B) PG Diploma in ‘Composite Culture Management’

The University Grants Commission, New Delhi has sanctioned 1-year Post-Graduate Diploma in ‘Composite Culture Management’ in favour of the International Centre, beginning Academic Session August 2012-2013, under the ‘Innovative Scheme Programme in Teaching and Research in Interdisciplinary and Emerging Areas’. As per the UGC approval the Centre has received Rs. 49.50 Lakhs as the financial support alongwith two Assistant Professors for this programme. The University Council has duly approved the Programme. The intake capacity is 30 seats (including reserved category seats) in a batch.

(C) Certificate Courses

The Centre also offers 3 Months' Certificate Courses in: “Cross-Cultural International Management” and “Human Resource Management Practices and Labour Laws”. The Certificate Courses have been introduced as add-on Courses and the classes are conducted in the evening (5:00 p.m to 8:00 p.m). The teaching pedagogy is interactive with special focus on practical training. The Certificate Courses contribute to the career development of the students, who seek further advancement on the basis of professional qualification. Each Course consists of five Modules. The syllabus in each Module is covered in 30 sessions. The evaluation is done on the basis of examination conducted at the term-end, alongwith the seminars/ assignments conducted during the course. The intake capacity for each course is 15-20 seats in a batch.

MOMENTS CAPTURED





PG DIPLOMA : COMPOSITE CULTURE MANAGEMENT

In an increasingly global world, business environments include people from different cultural backgrounds. In the multinational context, diversity management essentially refers to heterogeneity of the workforce within and across nations. Addressing cross-cultural considerations in diversity management is thus seen as a strategic function for seeking competitive advantage. Culturally intelligent management and culturally intelligent workforce define the success of business today. Consequently, the leading business schools across the world are now training their students around building cross-cultural competence and preparing them for future workplaces.

In this backdrop University of Jammu at its ICccR & HRM is launching its 1-year PG Diploma in 'Composite Culture Management' (full-time).

The University Grants Commission, New Delhi has sanctioned 1-year Post-Graduate Diploma in 'Composite Culture Management' in favour of the International Centre, beginning Academic Session August 2012-2013, under the 'Innovative Scheme Programme in Teaching and Research in Interdisciplinary and Emerging Areas'. As per the UGC approval the Centre has received Rs. 49.50 Lakhs as the financial support alongwith two Assistant Professors for this programme. The University Council has duly approved the Programme.

ADMISSION DETAILS / IMPORTANT DETAILS

The prospective candidate must hold a Post Graduate Master's Degree with atleast 50% marks or equivalent CGPA in any discipline from a recognized Indian University or any other equivalent examination with 50% marks (40% in case of SC/ST candidates).

ADMISSION PROCESS

The selection for the admission to the course shall be made on the basis of

- | | | |
|-----------------------------------------------|---|---------------|
| (a) Academic Marks at the Post Graduate level | : | 80% weightage |
| (b) Group Discussion and Personal Interview | : | 20% weightage |

The admission of a candidate shall be strictly in order of merit. All admissions shall be made as per the prescribed statutes governing the Post Graduate Diploma Programme in Business Management. No admission shall be made after five days of the decision of the Appellate Committee or after fifteen days from the commencement of the class work whichever is later. All appeals whatsoever relating to the admission shall be entertained within one week of the closing of the admission process. Name (s) of the candidate (s) provisionally selected for admission shall be notified from time to time on the Notice Board of the Centre. The

candidate in their own interest are required to keep in touch with the Centre and comply with the instructions issued from time to time vide various admission notices in this regard. The selection shall be cancelled and no complaint entertained in case of non-compliance to such admission notice (s). The Admission Forms will be available in the Office of the International Centre against the requisite application fee to be deposited through a bank draft in favour of Director, International Centre for Cross-Cultural Research and Human Resource Management (ICccR & HRM). Forms shall also be available on the University Website : www.jammuuniversity.in

INTAKE FOR PG DIPLOMA IN COMPOSITE CULTURE MANAGEMENT







The total intake for the course shall be 30 seats (including reserved categories as per University norms).

FEE STRUCTURE







Between Rs. 8000 - 10,000 (to be notified by the University separately)

COURSE STRUCTURE

SEMESTER I

-  Culture, Society & Organizations
-  International Business Environment
-  Cross-Cultural Psychology
-  Diversity Management
-  Cross-Cultural Communication (Internal)
-  Foreign Language (Internal)

SEMESTER II

-  Strategic Management: Managing Across Cultures
-  International Human Resource Management
-  Corporate Finance
-  International Marketing
-  Business Etiquettes Across Cultures (Internal)
-  Foreign Language (Internal)

RESERVED CATEGORY SEATS (PG Diploma)

After selection of candidates is made on the basis of the Open Merit i.e., 67% of the total number of seats available in the course, the remaining 33% seats notwithstanding anything contrary to as contained in any law, S.R.O. or regulation in force in the State shall be filled up in accordance with the criterion as under:

Category	Description	%age	Category	Description	%age
(i)	Scheduled Castes	8%	(v)	Candidates belonging to the areas adjoining the Actual Line of Control	2%
(ii)	a) Sports person b) Persons who have excelled in Cultural/Literary Activities	4% 2% } 6%	(vi)	Candidates belonging to Scheduled Tribes (Gujjar, Bakerwals, Gaddies, Baltis)	5%
(iii)	a) Persons who have participated with distinction in NCC activities b) Persons who have participated with distinction in NSS/Bharat Scouts and Guides Activity	2% 2% } 4%	(vii)	Candidates belonging to S.T. (Resident of the Districts of Leh & Kargil)	2%
(iv)	Defence Services Personnel including Ex-Servicemen and their children who are permanent residents of the state and have had a satisfactory service record	2%	(viii)	Candidates belonging to Backward Areas other than that of the Districts of Leh and Kargil	2%
			(ix)	Candidates belonging to the Weak and Under-privileged Classes as notified in S.R.O. by the State from time to time	2%

Note :To be a beneficiary of reservation, the candidate must be a permanent resident of J&K State, except when applying under categories(ii) i.e. Sports / Cultural and Literary activities and (iii) i.e. NCC/NSS/ Bharat Scouts and Guides activity, for which the candidate must have passed the qualifying examination from the University of Jammu.



CERTIFICATE COURSES

The Centre also offers 3-Months' Certificate Courses in :

- Cross-Cultural International Management ; and
- Human Resource Management Practices and Labour Laws.

These Certificate Courses have been introduced as add-on Courses which are offered in line with the guidelines as per the University Council Resolution No. 69.89 dated 09.02.2010 pertaining to such like courses. Candidates desirous of joining such a course(s) shall not have the status of University students and shall have no right for any sort of concession such as Library, Railway etc. However, reading room facilities of the Departmental Library, may be extended to such students.

The Courses are offered as an add-on stance. The eligibility for admission to the certificate courses is Bachelor's Degree of 10+2+3 pattern in any discipline from a recognized University with at least 50% of the aggregate marks; or BE/B.Tech with at least 50% of the aggregate marks; or A pass in the final examination of the Institute of Chartered Accountants / Cost and Works Accountants / Company Secretaries. The Admission Forms will be available in the Office of the International Centre against the requisite application fee to be deposited through a bank draft in favour of Director, International Centre for Cross-Cultural Research and Human Resource Management (ICccR & HRM). Forms shall also be available on the University Website : www.jammuuniversity.in

The Modules transacted in these Courses are as follows:

Certificate Course in “Cross-Cultural International Management”

Module I: Culture, Society & Organizations: Cross-Cultural Perspectives

Module II: Strategic Management: Management Across Cultures

Module III: International Dimensions of Human Resource Management

Module IV: International Management

Module V: Soft Skills

Certificate Course in “Human Resource Management Practices and Labour Laws”

Module I: Human Resource Management Practices: Issues and Challenges












Module II: Industrial Relations Paradigm

Module III: Social Security Legislations








Module IV: Laws of Wages and Conditions of Work

Module V: Group Dynamics and Interpersonal Relations

IMPORTANT INSTRUCTIONS FOR APPLICANTS

-  Incomplete/late application forms shall be rejected and no further correspondence shall be entertained in this regard.
-  Final selection to these courses will be strictly based on the admission process applicable for a particular course.
-  Please attach a Character Certificate (latest) from the Head of the Institution last attended or from a Gazetted Officer.
-  Please make it sure that you have written your name, address, the telephone number etc. at the prescribed columns in the application form.
-  No certificate shall be entertained after the form is received in the Centre. Details of enclosures must be specified.
-  The candidates called for group discussion and personal interview shall have to produce all the required certificates in original, along with photocopies of the same, failing which their candidature shall not be considered.
-  If a selected candidate fails to produce original certificates and deposit the required fee within the specified period, his / her selection to the course shall be cancelled and the seat thus falling vacant shall be allotted to the candidate next in order of merit.
-  The candidates in their own interest should remain in touch with the Centre regarding the declaration of result/selection list(s) and other admission related information.
-  The candidates having any grievance may apply on the appeal form, available from the University. The appeal form with all formalities duly completed shall have to be submitted within the dates notified for the purpose by the University.
-  In case of any discrepancy/dispute, the Statutes/Regulations/guidelines governing the concerned programme of the University coupled with the general Statutes of the University wherever applicable, shall be followed. All legal disputes relating to the programmes shall be subject to the jurisdiction of Jammu only.
-  If a student wishes to discontinue from the Course within the days of admission process, refund of the charges/fees paid by him may be authorised after deducting the following:
 - (i) “all such fees as are transferred or transferable for deposit in the University chest;
 - (ii) such percentage of fee forming part of the local funds of the Department actually spent for or on behalf of the student concerned, as may be decided by the Head of the Department concerned”.

CODE OF CONDUCT

-  All the students getting enrolled for the MBA-IB and PG Diploma programmes are expected to adhere to the prescribed dress code during the programme.
-  All students enrolled for the MBA-IB and PG Diploma programmes shall adhere to punctuality strictly. Every student enrolled for the programmes shall have to attend a minimum of 75% of the total number of lectures / classes in each Subject in each Semester, failing which the student shall not be allowed to appear in the mid-semester and term-end examinations.
-  Each student enrolled for the programme is expected to actively participate in the extra-curricular activities.
-  The Centre organizes various self-development training programmes/workshops for the benefit of the students. Attendance in such sessions is compulsory and wherever required the students shall have to bear the training expenses in the interest of the course.
-  The Centre holds corporate interactions and other activities, which are beneficial for the students. Attendance in all such activities is compulsory.
-  The students shall be expected to strictly adhere to the timeliness related to the submission of assignments, presentations or examinations or as the case may be.
-  A candidate admitted to the course shall not take up any employment or engage himself / herself in any business or profession or attend any other course of instruction or appear in any other examination of the University/any other institution or agency as long as he/she remains on the rolls of University of Jammu for MBA-IB and PG Diploma programmes only. This clause is not applicable to Certificate Courses.

**RAGGING IN ANY FORM ON THE CAMPUS INCLUDING HOSTELS,
SHALL BE TAKEN AS A VERY SERIOUS OFFENCE AND WILL INVITE
STRICT ACTION FROM THE UNIVERSITY AUTHORITIES**

ICccR & HRM : EVENTS ORGANISED

- One day workshop held on March 06, 2012 for MBA and MBA-IB students in association with Randstand India Ltd.
- One day placement preparation workshop on April 20, 2012 by the Dean Students Placement Cell in collaboration with the International Cross-Cultural Research and Human Resource Management (ICccR & HRM) for MBA and MBA-IB students in association with MA Foi Academy.
- A pre recruitment workshop (placement preparation) for MBA-IB students Semester III and MBA students of Kathua Campus in association with MindBridge Asia, Chandigarh during September 28 - 29, 2012.
- Two days workshop in collaboration with Kathua Campus for MBA-IB students Semester I, III and MBA students of Kathua Campus on NLP, in association with Randstand India Ltd., during October 08-09, 2012.
- Workshop on Networking Behaviours for the MBA and MBA-IB students facilitated by Prof. Sita Vanka, Dean School Management Studies, University of Hyderabad and Dr. Forret Monica, Director, Department of Managerial Studies, St. Ambrose University, Dawenport, Iowa, USA, March 18, 2012.
- Workshop on Indo-US Cultural Relations in association with Embassy of United States of America, facilitated by Lydia Barraza, Cultural Affairs Officer, Embassy of United States of America, September 2011.
- 3rd International Conference on “Cross-Cultural Management: Practice and Research” , March 2011.
- 2nd International Conference on “Cross -Cultural Management: Practice and Research” , February 2010.
- 1st International Conference on “Cross-Cultural Management: Practice and Research” , February 2009.





ICccR & HRM

“developing people with ultimate flexibility”

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