



**BIRLA INSTITUTE OF TECHNOLOGY
NOIDA CAMPUS**

August 17, 2021

OFFICE ORDER

A New Programme Committee is formed for introduction of new courses in the next Academic Year 2022-23.

BBA :

- (i) BBA (Banking, Insurance & Financial Markets)
- (ii) BBA (Digital Marketing)
- (iii) BBA (Business Analytics)

BCA :

- (i) BCA (Data Science)
- (ii) BCA (Artificial Intelligence & Machine Learning)

B.Sc. (Animation & Multimedia) :

- (i) B.Sc. (Design & Fine Arts)

The following faculty members will be heading the Committee :-

BBA :

- (i) Dr. Meenakshi Sharma - Coordinator
- (ii) Mrs. Ritu Jain

BCA :

- (i) Mrs. Seema Sharma - Coordinator
- (ii) Mr. Anurag Joshi

BAM :

- (i) Dr. Niket Mehta - Coordinator
- (ii) Mr. Partha Acharya

Responsibilities :

- (1) Preparing list of advisory board members for each department.
- (2) Designing the course structure with credits.
- (3) Industries, Corporate and Alumni feedback through google survey form along with analysis report.
- (4) Market competitive analysis (list of competitors in Northern India with fees structures etc.)
- (5) Special infrastructure required if any.
- (6) They can co-opt other faculty member as per requirements.
- (7) They will meet the undersigned on weekly basis till the completion of this work.


(Dr. S. L. Gupta)
Director

cc : All faculty members