1.1.2.	*The institution adheres to the academic calendar including for the conduct of Continuous Internal Evaluation (CIE)*

At Gian Jyoti Institute of Management and Technology (GJIMT), the institution systematically plans and executes all academic and evaluation activities as per the prescribed schedule in alignment with university guidelines.

Continuous Internal Evaluation (CIE) is an integral component of the academic framework at GJIMT. Each semester, two Mid-Semester Tests (MSTs) and two assignments are conducted as part of the internal assessment strategy. These evaluations are designed to consistently monitor student progress and reinforce academic learning. The structure of the internal assessment is outlined in the following table:

S.No.	Internal Assessment Head	Weightage out of Total Internal Assessment =40
1	Assignment I	5
2	MST I	12
3	Assignment II	5
4	MST II	12
5	Attendance	6

Further, the institution conducts Parent-Teacher Open House Meetings after MSTs to ensure transparent communication regarding student performance and to engage parents in their ward’s academic journey. Students are also systematically identified as either slow performers or advanced learners based on their evaluation outcomes. Customized support, including remedial classes and enrichment activities, is provided accordingly.

To promote active and experiential learning, GJIMT regularly organizes industrial visits, case study analyses, projects, quizzes, and encourages participation in online certification courses. These initiatives not only enhance academic rigor but also ensure the holistic development of students, equipping them with the skills and knowledge essential for professional success.

SUPPORTING DOCUMENT FOR 1.1.2.

1.1.2.	***The institution adheres to the academic calendar including for the conduct of Continuous Internal Evaluation (CIE)***

Gian Jyoti Institute of Management and Technology (GJIMT) diligently adheres to the academic calendar prescribed by the affiliating university, ensuring timely and systematic execution of all academic activities, including the Continuous Internal Evaluation (CIE) process. The institution follows a well-structured schedule for internal assessments, mid-term examinations, assignments, and other evaluative components as outlined in the academic calendar. This adherence ensures academic consistency, transparency, and effective monitoring of student performance throughout the semester, thereby upholding the integrity of the evaluation system and aligning with the broader academic framework of the university.

For detailed information, the college's academic calendars for Session July-December 2025 and Jan-May 2025 are enclosed herewith.

Academic Calendar for Session July-December, 2024

ACADEMIC PROGRAM CALENDAR (JULY – DECEMBER 2024)

(For Odd Semester Classes)

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DATE	EVENTS	DATE	EVENTS
22nd July	UG Session Starts- Former Batch	7th Oct	Allocation of Assignment-II
29th July	Orientation Program for the Deptt. of Computer Applications	10th Oct	Placement Drive
1st Aug	PG Session Starts- Former Batch	14th Oct	Submission of Assignment-II
5th Aug	Orientation Program for the Deptt. of Management & Commerce	21st- 26th Oct	IInd Sessional Mid Semester Test
2nd Sept	Allocation of Assignment - I	4th-8th Nov	Revision Classes
9th Sept	Submission of Assignment - I	11th Nov	Final End Semester IKGPTU Examination
16th - 21st Sept	Ist Sessional Mid Semester Test	20th Dec	International Conference- 18th IntConMITE 2024
24th Sept	Fresher's Party- Aagaman		

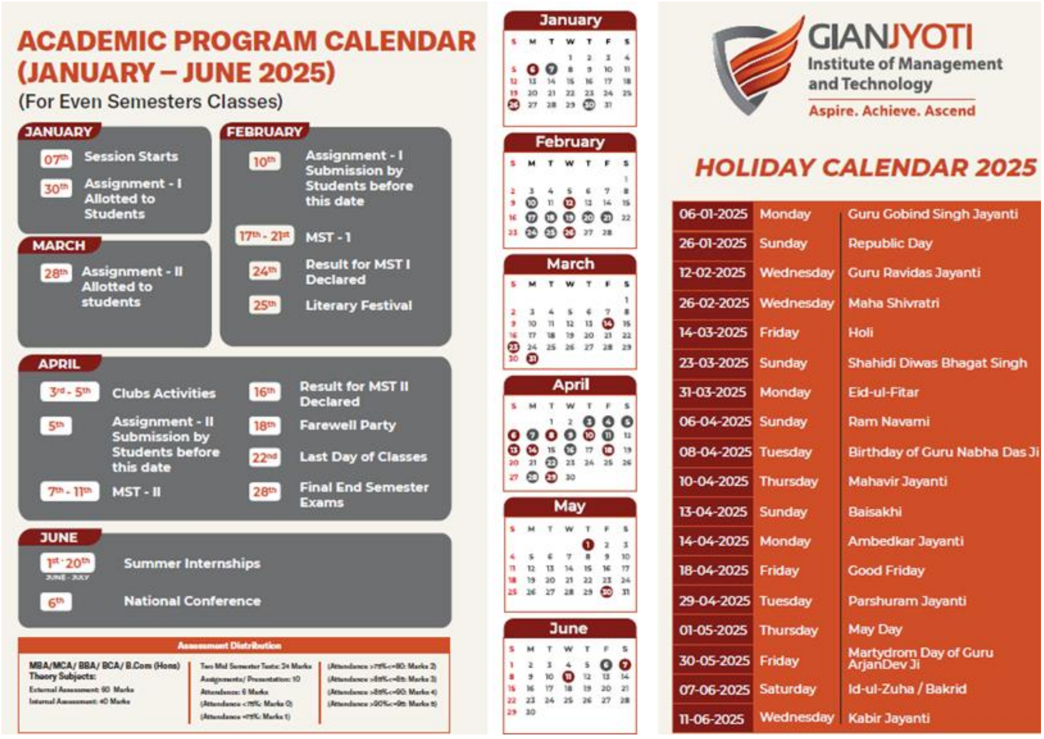
GJ Clubs Activities: As Per Club Activity Calender

Assessment Distribution	
MBA/MCA/ BBA/ BCA/ B.Com (Hons) **Theory Subjects:** External Assessment: 60 Marks Internal Assessment: 40 Marks	Mid Semester Tests: 24 Marks Assignments/ Test Activity/ Presentation: 10 Attendance: 6 Marks

Holiday Calendar 2024

Day	Date	Holiday	Day	Date	Holiday
Thursday	15th Aug	Independence Day	Friday	1st Nov	Vishwakarma Day
Monday	26th Aug	Janam Ashtami	Saturday	2nd Nov	Goverdhan Puja*
Monday	16th Sept	Eid-e-Milad*	Friday	15th Nov	Guru Nanak Dev Ji Birthday
Wednesday	2nd Oct	Gandhi Jayanti	Saturday	16th Nov	Shahidi Diwas Kartar Singh Sarabha
Thursday	3rd Oct	Agarsain Jayanti	Friday	6th Dec	Teg Bahadur Ji Martyr Day
Saturday	12th Oct	Dussehra	Wednesday	25th Dec	Christmas Day
Thursday	17th Oct	Valmiki Jayanti	Friday	27th Dec	Shahidi Jodd Mela
Thursday	31st Oct	Diwali			

Academic Calendar for Session Jan-May 2025



CONTINUOUS INTERNAL EVALUATION (CIE)

Continuous Internal Evaluation (CIE) constitutes a fundamental element of the academic structure at GJIMT. As part of the internal assessment methodology implemented each semester, students are required to undertake two Mid-Semester Tests (MSTs) and submit two assignments. These evaluative measures are systematically designed to provide ongoing monitoring of student performance while reinforcing the assimilation of academic content. The specific framework of the internal assessment is detailed in the table below:

S.No.	Internal Assessment Head	Weightage out of Total Internal Assessment =40
1	Assignment I	5
2	MST I	12
3	Assignment II	5
4	MST II	12
5	Attendance	6

1. SUBJECT-WISE ALLOTMENT OF ASSIGNMENT I

Approximately, one month after the commencement of the academic session, Assignment I is assigned to students for each respective course. with the objective of reinforcing foundational understanding and promoting self-directed learning. The assignment is designed to cover the core concepts and learning outcomes outlined in Unit I, enabling students to engage with the fundamental theories, principles, and applications relevant to the subject.

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F – 5

Gian Jyoti Institute of Management & Technology, Mohali
Assignment No- 1
Academic Session Jan-May 2025

Name of the Faculty: - Dr. Dipneet A. Singh
Subject and Code: - Company Law (BBA 602-18)
Date for Allotment: - 05.02.25
Last Date for Submission: - 12.02.25
Department: - Management & Commerce

Topic- Create a Case Study on "Formation of Companies"

OBJECTIVE

This assignment aims to enhance your understanding of company law through real-world case study analysis. You will work in groups of 5 to create a case (as allotted in the sheet attached herewith) and prepare a presentation based on your findings.

GUIDELINES

1. Name of the Companies has been allotted as per the list attached.
2. Create a case study with following structure and prepare a report. Upload the pdf in given drive link https://drive.google.com/drive/folders/174srHjpLxVWOv8N5adKco5BT8r_OBDBT?usp=sharing

1. Introduction
2. Legal Framework for Company Formation
3. Steps in the Formation of a Company
4. Legal Implications of Incorporation
5. Challenges and Issues in Company Formation
6. Current Worth of the Company
7. References

2. CONDUCTION OF MST I

The Mid-Semester Test I (MST I) was successfully conducted, covering Unit I and Unit II of the syllabus. Students were assessed on key concepts, theories, and applications discussed in these units. The examination aimed to evaluate their understanding and analytical skills through both objective and descriptive questions. Overall, the test was conducted smoothly, maintaining academic integrity and providing valuable feedback on students' progress so far.

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F-05

MST I
BBA VI
COMPANY LAW (BBA 602-18)

Time Allowed: 2 hrs.
Maximum Marks: 40
Date: 24.02.25(E)

Note: Section A is compulsory. Attempt any three questions from Section B.

Section A

(2 X 5= 10)

Q1. Write short notes on the following:

a) **Define Certificate of Incorporation.**

b) **Differentiate between Article of Association and Memorandum of Association.**

c) **Write a short note on Perpetual Succession.**

d) **Define Section 8 company with an example.**

e) **Two Significant amendments made by the Companies Amendment Act, 2020.**

Section B

(3 X 10=30)

Q2. "A company is an artificial person, created by law with a perpetual succession and a common seal." Explain this statement.

Q3 Explain the doctrine of indoor management and state the exceptions, if any, to the doctrine.

Q4. Quote various kinds of companies with an example.

Q5. Detail the steps for formation of a Company.

3. SUBJECT-WISE ALLOTMENT OF ASSIGNMENT II

Assignment II will be conducted with a practical approach, focusing on real-world applications of theoretical concepts. Students are expected to actively engage in hands-on tasks, case studies, or field-based exercises that enhance critical thinking and problem-solving skills. This assignment aims to bridge academic learning with practical implementation, encouraging students to demonstrate creativity, analytical ability, and subject-specific competencies through experiential learning and applied activities.

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F – 5

Gian Jyoti Institute of Management & Technology, Mohali
Assignment No. II
Academic Session Jan-May 2025

Name of the Faculty: - Dr. Dipneet A. Singh
Subject and Code: - Company Law
Date for Allotment: - 02.04.25
Last Date for Submission: - 12.04.25
Department: - Management (BBAVI)

Topic- A Free Certification Course on "*Pricing and Marketing Mix Models in Marketing Analytics*"

Key Benefits

1. Enhanced marketing analytics skills: Gain practical knowledge of pricing and marketing mix models.
2. Improved decision-making: Develop data-driven decision-making skills for effective marketing strategies.
3. Career advancement: Boost your resume with a certification in marketing analytics.
4. Practical application: Learn through real-world examples and case studies.
5. Global perspective: Understand global marketing operations and strategies.

Course Duration – 20 Hours

Course Link -https://alison.com/course/pricing-and-marketing-mix-models-in-marketing-analytic

CPD Accredited

Important Instructions

i. To successfully complete this diploma course, you need to achieve 80% or higher in each course assessment. Once you have completed this diploma course, you have the option to acquire an official diploma, which is a great way to share your achievement with the world.
ii. Students must undergo a digital submission of a copy of their course completion certificate as a proof.

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Benefits of this Certification

i. Ideal for sharing with potential employers
ii. Great for your CV, professional social media profiles and job applications.
iii. An indication of your commitment to continuously learn, upskill & achieve high results.
iv. An incentive for you to continue empowering yourself through lifelong learning.

Checked by Head of the Department___________________________

Date of checking of the Assignment ________________________

Approved by Dean (Academics) ______________________________

Director (Remarks) ____

4. CONDUCTION OF MST II

MST II is being conducted to assess students' understanding of the full syllabus, ensuring comprehensive coverage of all topics taught so far. This test serves as a crucial step in identifying areas needing improvement and reinforcing key concepts. It also helps students gear up effectively for the upcoming end-term examinations. Regular revision and focused preparation are encouraged for optimal performance in both MST II and the finals.

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F-05

MST II
MBA Semester IV
Product and Brand Management (MBA 926-18)

Time Allowed: 3 hrs.
Maximum Marks: 60

Please note the following:
1. **Section A – There are 10 questions. Each question carries 2 marks. Attempt all questions.**
2. **Section B consists of FOUR subsections: Unit I, II, III and IV. Attempt one question only from each subsection. Each question carries 8 marks.**
3. **Section C – Case Study with one question is compulsory and carries 8 marks.**

Section A

1) Define Augmented product with example.
2) Differentiate between Product class and Product Line.
3) Illustrate the role of product manager in PBM.
4) Explain the concept of Self-cannibalization.
5) Write a short note on Product Development.
6) Explain Survey method in Demand Forecasting
7) Define Hard Core Loyal with examples.
8) What is Brand Leveraging?
9) Difference between Product Length and Product Depth.
10) Explain branding challenges and opportunities

Section B
Unit I

11) Draft a note on Product Life Cycle explaining its stages in detail with examples.
12) Write notes on:
    a) Customer Adoption Process
    b) Brand Affinity

Unit II

13) Define product portfolio? Discuss the tools used for portfolio analysis and planning
14) Discuss different methods of forecasting demand. How do these forecast influence product planning?

Unit III

15) Discuss the process of determining the market entry strategy of a company. Discuss the dos and don'ts of the national launching program of a new product.
16) Write short notes on:
    a. Brand structures
    b. Trade mark.

Unit IV

17) What do you understand by Brand Equity? Explain various methods of calculating Brand Equity.
18) Detail following:
    a) Methods of relaunching a Brand b) Co-Branding

Section C [Case Study]

In June 2000, a rather unusual story made the headlines of leading newspapers in the United States (US) and the United Kingdom (UK). The story was about how the book, 'Harry Potter and the Goblet of Fire,' had become the biggest publishing success in the history of the books business. The book (the third in a series of seven books about a boy named Harry Potter), authored by J.K. Rowling had broken all records at online book retailing majors Amazon and Barnes & Nobel with advance orders of 300,000 each. Scholastic Inc (Scholastic), a US-based book publishing house, was one of the companies that benefited immensely from Harry Potter's phenomenal success. Scholastic published around 3.8 million first print copies of 'Harry Potter and the Goblet of Fire' in 2000. The company had reportedly sold 20.9 million copies of the first three books in the Harry Potter series, earning around $100 million from them in 2000. The Harry potter series not only raised the company's revenues but also generated significant investor interest. Scholastic's stock price reportedly increased to a record high of $74 at the end of the year from just $64 in July 2000. With Harry Potter, Scholastic had been careful not to repeat its past mistakes.

The US-based media giant, Warner Brothers, was the single largest corporate beneficiary of the popularity of Harry Potter. The company owned all the rights to the Harry Potter series and expected to generate revenues up to $1 billion through these rights in 2003 alone. Warner Brothers planned to make this money from the Harry Potter movies (based on the first two books in the series 'Harry Potter and the Philosopher's Stone' and 'Harry Potter and the Chamber of Secrets') and merchandising deals based on the books and movies. In fact, Harry Potter was being seen as Warner Brother's hottest property for now. Apart from this, various other licensees like Lego, Mattel and Electronic Arts were some of the beneficiaries of the brand.

Questions:
a. Discuss Harry Potter Series as a Brand, explaining its brand structure, target segment and extent of its brand loyalty.
b. Discuss how they can maintain Harry Potter as brand if they want to gain benefit of it even in future with concept of Managing Brands Over Time?

5. ATTENDANCE COMPONENT

Attendance contributes 6 marks toward the overall internal evaluation**.**

Attendance: 6 Marks
(Attendance <75%: Marks 0)
(Attendance =75%: Marks 1)
(Attendance >75%<=80: Marks 2)
(Attendance >85%<=85: Marks 3)
(Attendance >85%<=90: Marks 4)
(Attendance >90%<=95: Marks 5)

ACADEMIC PROGRESS REVIEW MEETING WITH PARENTS

1. MST Letters

MST letters are sent to parents to keep them informed about their ward's academic performance and progress. These letters provide a detailed overview of the student's strengths and areas requiring improvement. Following the distribution of these reports, Parent Open House meetings are organized to facilitate direct communication between parents and teachers. This platform allows for meaningful discussions aimed at supporting the student's overall development and addressing any concerns.

2. Open House Meeting with Parents

The Open House meeting with parents provides an important opportunity to discuss the academic performance of their ward in detail. During this session, teachers share insights on the student's progress, strengths, and areas needing improvement. Parents are encouraged to engage actively, ask questions, and share their perspectives. To further enhance communication, a feedback form is distributed and completed by the parents, allowing them to provide valuable input and suggestions. This collaborative approach helps in creating a supportive environment for the student's continued growth and success.

IDENTIFICATION OF SLOW PERFORMERS AND ADVANCE LEARNERS

The process of identifying slow performers and advanced learners is based on a structured assessment of students’ overall learning levels. The evaluation considers three key components with specific weightages: Mid-Semester Tests (MSTs) carrying 24%, Assignments with 10%, and Class Attendance along with participation in other events contributing 6%. These components collectively help in assessing the students' academic engagement and performance. Based on the cumulative assessment, students are categorized using specific criteria: those who score more than 70% are Categorised as Advanced Learners, while those scoring less than 40% fall into Category of Slow Performers. After categorization, customized activities and remedies are planned and conducted to support and enhance the learning of both groups, ensuring inclusive academic development.