



UNITED INSTITUTE OF MANAGEMENT

FACULTY OF UNDERGRADUATE STUDIES

College Code (1210)

To,

The librarian,

United Institute of Management,

Naini Prayagraj-211010

Date: 07/09/2021

Subject: Requesting stock of new titles for the library

Dear Sir,

As per the feedback Analysis, Concern raised by students and alumni to upgrade the books in the library and requested for more Journal subscriptions to inculcate research culture among Students. Upon consideration of the feedback, I would kindly request you to order new books for the library.

Thanking You

Principal

United Institute of Management
E-3, UPSIDC Naini, Prayagraj

Affiliated to:

Prof. Rajendra Singh (Rajju Bhaiya) UNIVERSITY, Prayagraj.

UNITED FOUNDATION

E-3 UPSIDC Industrial Area Naini, Allahabad -211010 Ph. 0532-2101636 Fax: 2687142

email: info@united.ac.in

web: <http://www.united.ac.in>



UNITED INSTITUTE OF MANAGEMENT

FACULTY OF UNDERGRADUATE STUDIES

College Code (1210)

14/10/2021

To,

The Registrar

Professor Rajendra Singh (Rajju Bhaiya) University,

Naini Prayagraj

Subject: Requesting for syllabus updation

Respected Sir,

I kindly request to consider updation in the BBA and BCA syllabus based on the feedback, we have received from the students, teachers and alumni.

Their input is valuable in improving the quality of education, better employment opportunities and incorporating their suggestions could lead to a more engaging and beneficial learning experience.

Thank you for your attention to this matter.

- Enclosed the copy of Subjects which need Updation with Topics

Principal

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Subjects which Need Updation as per Industry Standard & Feedback

1. Marketing Theory & Practices (II Sem BBA) Need to update with Topics of Marketing Metrics, AI tools for Marketing Plan & Strategy, Digital Marketing Leveraging Software, Campaign Management Systems.
2. Production Management (III Sem BBA) Need to update with topics of Production Systems and Production Layout.
3. In BCA a new subject (Python) is required.

Thanking You,

Principal
United Institute of Management
E-3, UPSIDC Naini, Prayagraj

Principal,
United Institute of Management
Naini prayagraj

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