

OM STERLING GLOBAL UNIVERSITY

1. Work Domain of the Accounts Branch

1. Student Fee Management: The Accounts Branch manages the collection, accounting, reconciliation, and refund of student fees, including scholarships and financial aid, ensuring accurate financial records and transparent fee administration.

2. Payroll Management: It processes employee salaries, wages, honoraria, and incentives while managing statutory deductions such as TDS, PF, ESI, and Professional Tax, and generates salary slips and tax statements in compliance with applicable regulations.

3. Accounting & Financial Management: The branch maintains books of accounts, records financial transactions, prepares journals, ledgers, trial balances, and financial statements, and supports effective financial planning and decision-making.

4. Payments & Financial Disbursements: It manages vendor payments and other financial disbursements, ensuring timely processing, financial accuracy, compliance with institutional policies, and effective utilization of financial resources.

5. Statutory Compliance & Financial Reporting: The branch ensures compliance with GST, TDS, Income Tax, and other statutory requirements, prepares and files statutory returns, and fulfills the financial reporting obligations prescribed by UGC, AICTE, PCI, BCI, and other regulatory authorities.

2. Work Domain of the ERP Department

1. ERP Administration: The ERP Administration module manages the university's ERP system by controlling user access, configuring modules, roles, permissions, and workflows, and ensuring system security, availability, and optimal performance for seamless institutional operations.

2. Human Resource & Academic Management: The module integrates human resource and academic functions by managing employee records, attendance, leave, payroll, faculty workload, academic planning, curriculum, timetables, student attendance, internal assessments, examinations, and result processing to support efficient institutional administration.

3. Student Information & Fee Management: It centralizes student admissions, enrolment, registration, academic records, and fee management while integrating with the Accounts Branch for fee collection, scholarships, refunds, and financial reporting, ensuring accurate record management and streamlined operations.

4. Examination Management: The module manages examination scheduling, admit card generation, marks entry, result processing, grade sheets, transcripts, and other examination-related activities, ensuring efficient, secure, and timely examination administration while maintaining the integrity of academic records.

5. Reporting, Analytics & System Integration: The ERP system generates academic, administrative, financial, and management reports, supports data analytics and decision-making, and integrates various university departments to ensure data consistency, operational efficiency, and regulatory compliance.

3. Work Domain of the Admission Cell

1. **Admission Planning, Marketing & Student Outreach:** The Admission Cell plans and coordinates the annual admission schedule, seat allocation, and student recruitment activities. It manages admission campaigns, education fairs, school visits, webinars, and promotional events while handling admission enquiries through multiple communication channels.
2. **Student Counselling:** The cell provides academic and career guidance to prospective students and parents, offering information on eligibility, academic programs, fee structures, scholarships, career opportunities, and education loan assistance. It also facilitates scholarship documentation and related support services.
3. **Admission Process Management:** The Admission Cell manages the complete admission lifecycle, including application processing, eligibility and document verification, merit- and entrance-based admissions, counselling, interviews, admission list preparation, and student record management. It ensures compliance with institutional and regulatory admission requirements.
4. **Reporting and Analysis:** The cell prepares periodic admission reports and analyzes admission trends, student demographics, and conversion rates to support data-driven planning, decision-making, and continuous improvement of the admission process.

4. Work Domain of the Digital Marketing

The **Digital Marketing Department** is responsible for promoting the university's academic programs, admissions, events, research, and brand image through digital platforms. It focuses on increasing online visibility, generating quality student enquiries, and enhancing stakeholder engagement.

Key Work Domains:

The Digital Marketing Department promotes the university's academic programs, admissions, research, events, and institutional brand through digital platforms. It focuses on enhancing online visibility, generating quality admission enquiries, and strengthening engagement with students, alumni, and other stakeholders.

1. **Digital Branding:** The department develops and maintains the university's digital brand identity through consistent branding, paid advertising campaigns, promotional content, email and SMS marketing, and digital promotion of academic achievements, events, placements, and research. It also monitors online reputation and stakeholder feedback to maintain a positive institutional image.
2. **Website Management:** The department manages and regularly updates the university website, ensuring an enhanced user experience (UX), effective search engine optimization (SEO), and optimal website performance.
3. **Search Engine Optimization (SEO):** It improves the online visibility of academic programs by optimizing webpages, blogs, and landing pages with relevant keywords to achieve higher search engine rankings and increase organic traffic.
4. **Social Media Management:** The department manages the university's official social media platforms by creating and publishing engaging content, interacting with users, and promoting institutional activities to enhance digital engagement and outreach.
5. **Lead Generation, Analytics & Reporting:** The department generates and nurtures admission enquiries through digital campaigns, monitors website and campaign performance, analyzes lead conversion metrics, and prepares analytical reports. It works closely with the Admission Cell to ensure timely follow-up and maximize student enrolment.

5. Brief Work Domain – Deputy Registrar Office

The Deputy Registrar Office oversees student academic administration by ensuring the accuracy, security, and efficient management of student records and academic services. It supports the smooth execution of registration, certification, verification, and reporting functions while maintaining compliance with university policies and regulatory requirements.

1. **Student Registration & Academic Records:** The office supervises student registration, enrolment, and the maintenance of accurate and confidential academic records throughout the student lifecycle.
2. **Student Documentation:** It processes and issues official documents, including bonafide, migration, transfer, and character certificates, transcripts, duplicate mark sheets, and degree verification certificates.
3. **Convocation & Degree Services:** The office coordinates degree preparation, convocation registration, certificate distribution, and all post-convocation documentation and support services.
4. **Student Verification Services:** It manages educational verification requests from employers, higher education institutions, government agencies, and other authorized organizations.
5. **Data Management & Reporting:** The office maintains comprehensive student databases and prepares reports on admissions, enrolment, scholarships, academic progression, and other student-related activities to support institutional planning and regulatory compliance.

6. Brief Work Domain for the DSW Office

The DSW Office is dedicated to promoting student welfare, holistic development, and a safe, inclusive campus environment. It coordinates student support services, extracurricular activities, grievance redressal, and engagement initiatives to enhance the overall student experience.

1. **Student Welfare:** The office plans and implements student welfare initiatives, providing academic, personal, and psychological counselling while supporting students in resolving academic and social concerns.
2. **Student Discipline & Grievance redressal:** It oversees the student grievance redressal mechanism, promotes ethical conduct and discipline, and coordinates disciplinary actions in accordance with university regulations.
3. **Anti-Ragging & Student Safety:** The office ensures compliance with anti-ragging regulations, coordinates the Anti-Ragging Committee and Squad, and promotes a safe, secure, and inclusive campus environment.
4. **Student Clubs & Campus Activities:** It supervises academic, cultural, literary, technical, sports, and social clubs, encouraging student participation through orientation programmes, cultural events, leadership initiatives, and co-curricular activities.
5. **Sports, Student Representation & Community Engagement:** The office coordinates sports and recreational activities, facilitates communication between students and the university administration through student councils and feedback mechanisms, and promotes participation in NSS, NCC, community outreach, environmental initiatives, health and wellness programmes, and other student development activities.

7. Work Domain of Marketing Office

1. Marketing Strategy & Branding: The office develops and implements marketing and branding strategies to enhance the university's visibility, reputation, and student enrolment while ensuring consistent institutional branding across all promotional activities.

2. Student Recruitment & Outreach: It plans and coordinates admission campaigns, educational fairs, school visits, seminars, workshops, and other outreach programmes to generate prospective student enquiries and strengthen relationships with schools and educational institutions.

3. Marketing Communication & Promotion: The office prepares promotional materials, coordinates advertising campaigns, and promotes the university's academic programmes, research, placements, achievements, and events through various marketing channels.

4. Market Research & Stakeholder Engagement: It conducts market research, monitors higher education trends, and builds strong relationships with industry partners, alumni, parents, and other stakeholders to support the university's strategic marketing initiatives.

5. Campaign Management & Performance Monitoring: The office manages marketing budgets, coordinates with internal departments and external agencies, monitors campaign performance and return on investment (ROI), and prepares reports to support data-driven marketing decisions.

8. Work Domain of Examination Branch

- 1. Examination Planning & Conduct:** The branch plans, schedules, and conducts internal, external, semester, practical, and supplementary examinations while ensuring their smooth, fair, and timely execution.
- 2. Evaluation & Result Processing:** It manages answer sheet evaluation, marks entry, result processing, and the preparation and issuance of mark sheets, transcripts, provisional certificates, and other academic documents.
- 3. Student Examination Services:** The branch processes examination forms, fee submissions, eligibility verification, admit cards, revaluation requests, and other examination-related services while addressing student queries.
- 4. Academic Records & Digital Examination Management:** It maintains confidential examination records, manages examination data through ERP systems, supports digital evaluation processes, and ensures the accuracy and security of academic records.
- 5. Regulatory Compliance & Quality Assurance:** The branch ensures compliance with university and regulatory guidelines, coordinates with academic and administrative departments, monitors examination discipline, and prepares reports to support academic governance and quality assurance.

9. Work Domain of Human Resource Department

- 1. Recruitment & Employee Onboarding:** The department manages workforce planning, recruitment, selection, employee onboarding, and the maintenance of service records to ensure effective human resource administration.
- 2. Attendance, Leave & Payroll Management:** It oversees attendance and leave management, coordinates payroll processing, and administers employee benefits in compliance with university policies and statutory requirements.
- 3. Performance & Professional Development:** The department conducts performance appraisals, identifies training needs, and organizes faculty and staff development programmes to enhance employee performance and professional growth.
- 4. Employee Relations & Welfare:** It promotes employee engagement, addresses workplace grievances, implements HR policies, and fosters a positive, inclusive, and productive work environment.
- 5. HR Compliance & Data Management:** The department ensures compliance with labour laws and university regulations, maintains HR records and databases, and prepares manpower and human resource reports to support institutional planning and decision-making.

10. Work Domain of Store Department

- 1. Material Procurement & Receipt:** The department coordinates with the Purchase Department and vendors for the timely procurement, receipt, and inspection of materials, ensuring compliance with purchase specifications and quality standards.
- 2. Inventory & Asset Management:** It maintains stock registers, inventory records, and asset databases while monitoring stock levels, conducting physical verification, and ensuring the proper tracking of university assets.
- 3. Material Storage & Distribution:** The department ensures the safe storage, preservation, and systematic distribution of stationery, equipment, laboratory items, furniture, and other materials to academic and administrative departments.
- 4. Documentation & Departmental Support:** It maintains store-related documentation, including Goods Receipt Notes (GRNs), stock registers, and issue records, while providing timely material support for academic activities, examinations, workshops, and university events.
- 5. Audit & Compliance:** The department supports internal and external audits, prepares inventory reports, and ensures compliance with university procurement, inventory management, and store policies.

11. Work Domain of the Dean's Office

1. Academic Planning & Leadership: The Dean's Office provides academic leadership by overseeing curriculum implementation, academic planning, and the effective functioning of academic departments.

2. Faculty & Student Academic Management: It monitors faculty performance, supports professional development, and oversees student admissions, academic progress, mentoring, and discipline to ensure academic excellence.

3. Research, Quality Assurance & Accreditation: The office promotes research, innovation, and quality enhancement while ensuring compliance with regulatory requirements and supporting accreditation and institutional development initiatives.

4. Academic Administration & Coordination: It coordinates with departments, university authorities, and the Examination Branch to ensure the effective implementation of academic policies, examination processes, and institutional governance.

5. Strategic Planning & Industry Collaboration: The office fosters industry partnerships, internships, and student development initiatives while preparing strategic reports and recommendations to support institutional growth and continuous improvement.

12. Work Domain of the Dean Academics

1. Academic Planning & Coordination: The Dean Academics Office plans, coordinates, and monitors academic activities, ensuring the effective implementation of academic calendars, curriculum, and university policies.

2. Curriculum & Teaching-Learning Management: It oversees curriculum development, teaching-learning processes, faculty workload, and the adoption of innovative teaching practices to maintain high academic standards.

3. Student Academic Affairs & Examination Coordination: The office monitors student academic progression, attendance, internal assessments, and coordinates with the Examination Branch to ensure the smooth conduct of examinations and evaluation processes.

4. Academic Quality Assurance & Research: It promotes academic quality, outcome-based education, research integration, and compliance with regulatory and accreditation requirements to support continuous academic improvement.

5. Academic Audit & Policy Implementation: The office conducts academic audits, prepares academic reports, implements institutional policies, and provides strategic recommendations to enhance academic excellence and institutional development.

13. Work Domain of the Ph.D Department

1. Research Admissions & Scholar Management: The Ph.D. Department manages doctoral admissions, enrolment, supervisor allocation, coursework, and the maintenance of research scholar records throughout the programme.

2. Research Progress & Thesis Administration: It monitors research progress, coordinates progress reviews, thesis submission, evaluation, viva voce examinations, and the award of doctoral degrees in accordance with university regulations.

3. Research Quality & Academic Integrity: The department promotes high standards of research, ensures compliance with ethical practices and research regulations, and supports quality research outcomes.

4. Research Publications & Collaborations: It facilitates research publications, conferences, funded projects, and academic collaborations to strengthen the university's research ecosystem and innovation.

5. Documentation, Reporting & Regulatory Compliance: The department maintains research databases, prepares reports for university management and accreditation bodies, and ensures compliance with UGC and other applicable regulatory guidelines.