



Dr. Anju Ravi

Lecturer

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Time at UoN: Since 2013

Marital Status:

Anju received her PhD in Management from School of Management Studies, Cochin University of Science & Technology, India .She has done her Masters in Business Administration with specialization in Finance from School of Management Studies, Cochin University of Science & Technology. She has undergone Faculty Development Programme at the Indian Institute of Management, Ahmedabad and also qualified UGC's National Eligibility Test for Lectureship in Management. She also holds a Diploma in Banking & Finance (Flagship/Associate course of Institute of Banking & Finance).She did her Bachelor Degree (B.Sc.(C&B)-four year professional degree) in Banking, Cooperation and Management, from Kerala Agricultural University. She has a total of nineteen years of academic experience (seven years of teaching experience at the postgraduate level (MBA), one year of experience as Resource person for training at Training Unit under the administrative control of NCCT, Ministry of Agriculture & Cooperation, Govt.of India).

Scientific IDs:

[Google Scholar](#)

[Research Gate](#)

Academic Qualifications

PhD in Management (Entrepreneurship), School of Management Studies, Cochin University of Science & Technology., 2024, Thesis Title: ANTECEDENTS, MECHANISMS AND CONDITIONS INFLUENCING ENTREPRENEURIAL INTENTION AMONG POTENTIAL ENTREPRENEURS

Master of Business Administration (Finance), Cochin University of Science & Technology, 2003

B.Sc.(Cooperation & Banking), Kerala Agricultural University, 2001

Teaching Activities

FINA202 Principles of Investment, This course exposes students to the analysis of financial investments. It is taught from the perspective of one who wants to learn how to make wise investment decisions. The first part of the course discusses the types of financial investments, the markets in which financial instruments trade and the two fundamental characteristics used in analyzing investments; risk and return. Then the course focuses on the stock market. The operation of the stock market is exploring, also the valuation of stocks from the investor's viewpoint is analyzed along with stock price behavior and investor behavior. The section interest rate and bond market provides a mix of tools and concepts like interest rates, bond prices, and bond yields. Finally the course applying the concept of portfolio management to choose the best collection of financial instruments taking into consideration both risk and return.

FINA201 BUSINESS FINANCE, This course introduces the fundamentals of Business Finance. The focus is on the tools and techniques used to understand and solve the basic financial problems confronting business today. Topics include: The Role and Environment of Managerial Finance, Time Value of Money, Risk and Return Relationship, Capital Budgeting Techniques, Capital Structure Theory, Working Capital Management.

FINA403 Financial Derivatives, The course is designed to provide students with the basic understanding of financial derivatives, their basic characteristics, trading mechanisms, purpose of trading derivatives, risks associated with trading derivatives etc. Special attention has been given to some particular derivative products such as forward, futures, options, and swaps. How derivatives are traded, factors that influence their prices and the application of market valuation methods of various derivative products are explained.

FINA 310 FINANCIAL INSTITUTIONS AND MARKETS, The course deals with the dynamics of financial markets and institutions and shows how financial institutions along with financial markets play a vital role for economic development of a nation. The course primarily focuses on empirical as well as contemporary analysis of financial markets, the role that the central bank plays in the financial market as the governing authority of financial markets and evaluates various national and international

ACCT308 CORPORATE ACCOUNTING, This course relates to the preparation of financial statements for companies and corporate bodies. This course is expected to cover the application of International Accounting Standards (IFRS) and disclosure requirements. The students will understand the issue, redemption, forfeiture, re-issue of forfeited shares and securities.

ACCT101 INTRODUCTION TO ACCOUNTING, This is an introductory course in accounting and focuses on using accounting information, preparation and interpretation of accounting data, nature of assets, liabilities and capital, understanding accounting reporting process, calculation of business profits and losses and preparation of financial statements for sole proprietors. This course shall enable the students to handle task of accounts assistant at junior level.

MRKT101 Introduction to Marketing, This course is a complete introductory course on marketing which is designed to serve as an introduction to the basic principles of marketing, practices, and the application of these practices. Students will learn how marketers deliver value in satisfying customer needs and want; determine which target markets the organization can best serve and decide upon appropriate products, services, and programs to serve these markets.

Research Activities

- Research Interests

Entrepreneurship Education

Entrepreneurial behaviour

Services Marketing

- Conference Presentations

Entrepreneurial Passion and Entrepreneurial Career Choice: A Study of Omani Undergraduate Students, Fifteenth Biennial Conference on Entrepreneurship, EDII, Ahmedabad, Gujarat, India, 22/02/2023-24/2/2023

`Unveiling the Veil: Assessing SMEs` Awareness and Engagement in Circular Economy Transition`, 6th International Conference on Entrepreneurship for Sustainability & Impact, Doha, 17/10/2023-19/10/2023

Abdullah A.S., Norizan M. K., Anju Ravi., Thottoli MM., (2021) Impact of Entrepreneurship Education on the Development of Entrepreneurial Activities, The case of Omani Undergraduate students, ICMESH 2020 through ESTCON 2020, Universiti Teknologi PETRONAS, Malaysia, 15/07/2021

Impact of Entrepreneurship Education on the Entrepreneurial Intentions of Omani Graduated Students”, The Seventh International College of Education Conference: Education and entrepreneurship: Opportunities and Challenges, Sultan Qaboos University, Muscat, 24/03/2020

- Conference Attendance

Fifteenth Biennial Conference on Entrepreneurship, EDII, Ahmedabad, Gujarat, India, 22/02/2023-24/02/2023

6th International Conference on Entrepreneurship for Sustainability & Impact, Doha, 17/10/2023-19/10/2023

The Seventh International College of Education Conference: Education and entrepreneurship: Opportunities and Challenges, Sultan Qaboos University, Muscat, Oman, 24/03/2020

- Publications

Book Section:

1. 2012 Cases in Services Marketing; Vinith Kumar Nair: published by Excel Books; Co-authored the Case “Rama Varma Club”, ISBN: 978-81-7446-840-6w

Conference or Workshop:

1. 2023 Entrepreneurial Passion and Entrepreneurial Career Choice: A Study of Omani Undergraduate Student, Biennial Conference Proceedings - 15th Biennial Conference on Entrepreneurship (Feb. 2023). Publisher: Bookwell Delhi

Faculty Administrative Experience

2021 - 2022: Member -College website/Social Media Management Committee

2020 - 2021: Member -Student Academic Advising & Success Committee

2020 - Present: Editor - `` Voice of CEMIS `` ,The College News Magazine - University of Nizwa

2019 - 2021: Convenor-Economics&Finance Department Board - CEMIS,University of Nizwa

2018 - Present: Member & Convener -College News Magazine Committee - CEMIS,University of Nizwa

2018 - Present: Department Quality Management Officer-Dept of Economics&Finance - CEMIS,University of Nizwa

Oversee the quality management activities of the department

Membership in Professional Bodies

2018-Present: Indian Accounting Associations

Ref.: <https://www.unizwa.edu.om/staff/cemis/anju>