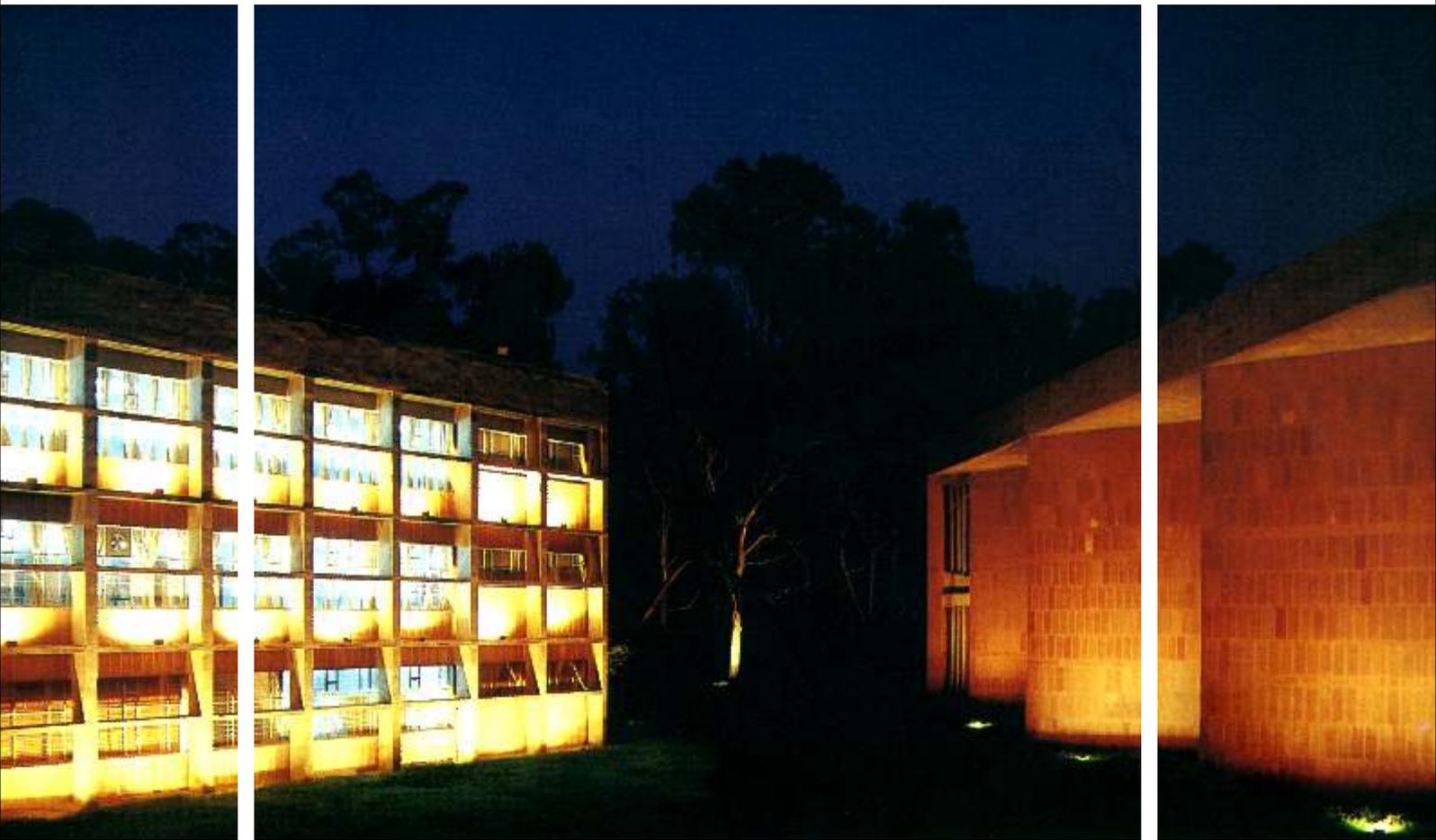


# CAMPUS

RECRUITMENT PROGRAMME  
2016



Transforming Opportunities into Milestones

UNIVERSITY BUSINESS SCHOOL  
Panjab University, Chandigarh

# About Panjab University

One of the oldest Universities in India, the Panjab University has a rich and continuing tradition of pursuing excellence in the field of academics and research ranging from science and technology, business & commerce, humanities, social sciences and even to performing arts or sports.

By virtue of its maturity, experience, achievements and philosophy, the Panjab University is a university of exemplary character and of international stature, and it draws both faculty and students from not only all over the country but also different parts of the globe. Its faculty includes some of the most distinguished scientists and academicians. It continues to attract celebrated scholars who interact with the faculty and students. Former Prime Minister Dr. Manmohan Singh, present External Affairs Minister Sushma Swaraj, the present Editor in Chief, Indian express, Shekhar Gupta, NASA astronaut the late. Dr. Kalpana Chawla and many more are amongst its illustrious alumni.

**In Times Higher Education (THE) ranking 2015, the Panjab University ranks 2nd in India.**



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# Chairman's message



Dear Recruiter,

Welcome to UBS!

It gives me immense pleasure to accord you a warm welcome to our Business School at the top-ranking Panjab University. Your connection with us will truly be a meeting of equals, because just as your organization is one of the front runners in the field, UBS has also been one of the trend setters in its field. Through constant recreation and re-engineering, this business school continues to give outstanding human resource to the corporate world. With more than five decades of hard work and innovation in its pocket, UBS is today at the cutting edge of research and education in the field of Business Studies.

I hope your interaction and engagement with us is fruitful in every way. The highly talented and gifted faculty along with a dedicated office staff and proactive students are committed to your goal and requirement. May this synergy grow and prosper towards a mutually beneficial relationship over the years.

Looking forward to meeting you,

With warm regards,

**Professor Suresh K.Chadha**  
*Chairman*

# Coordinator's Message

Dear Recruiter,

Greetings from UBS!

University Business School has stood upright on the resilient foundations of meritorious faculty, distinguished alumni and talented students. The institute has been imparting quality management education to sincere, proactive and committed students for the past 53 years, and has been a catalyst in providing them with outstanding career opportunities.

We at UBS acknowledge the highly dynamic business environment and have been perceptive to the evolving needs of the corporate world. Over the years, we continue to stay attuned to these changing requirements through various facets of our academia and curriculum.

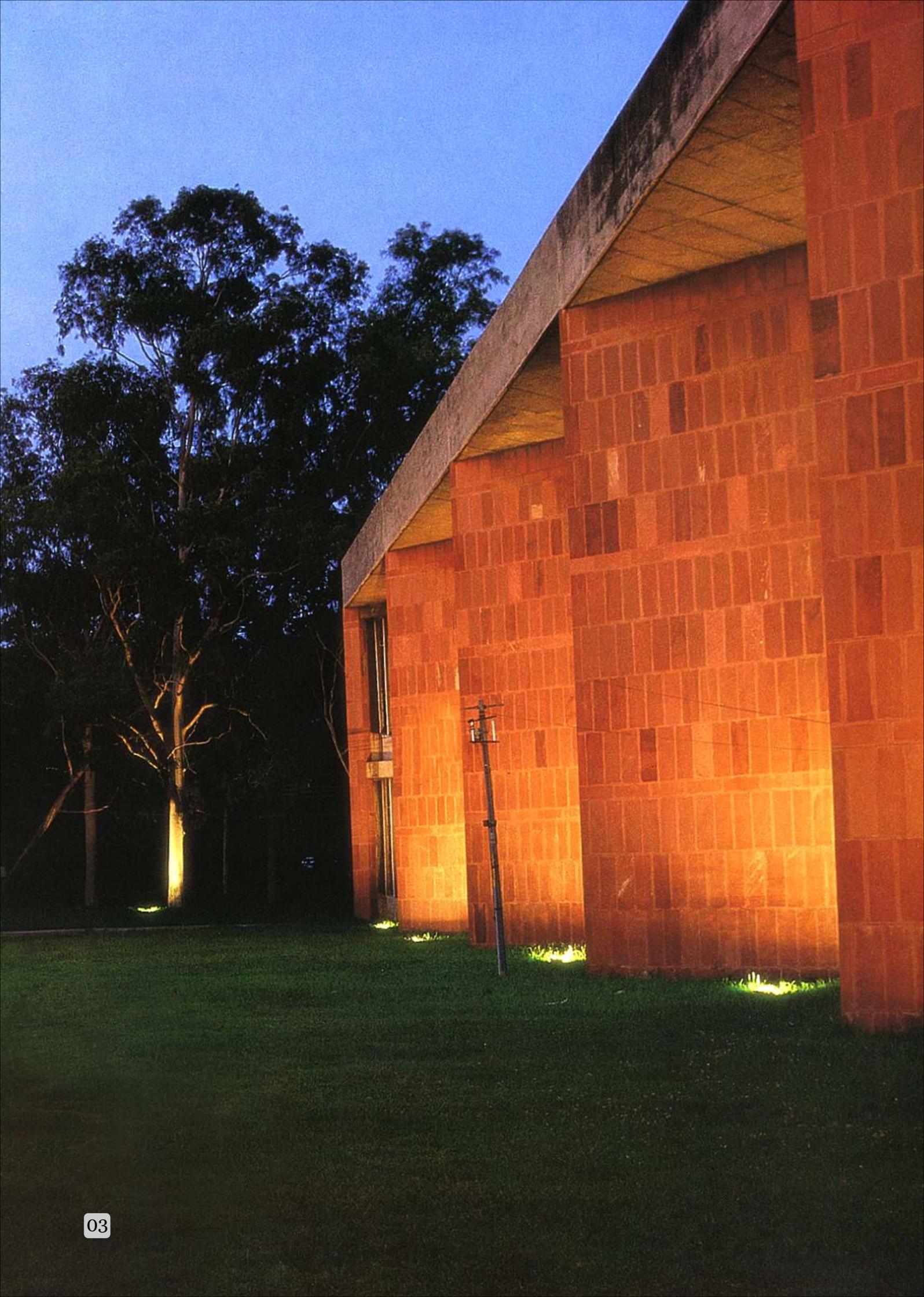
UBS alumni, today, thrive at the topmost positions of the corporate world- a feat which adds to our glory and further strengthens our credence that the finest always flourishes. Intellectual capital is the biggest asset that we craft at UBS through the right mix of academia, co-curricular activities and industry exposure. This combination ensures that the students are groomed into proficient managers.

UBS students have always been selected by some of the best companies in the industry and the cult continues every year. On behalf of the Placement Committee, I appreciate and welcome your participation in the Placement Process for the batch 2014-16 and look forward to build a synergistic relationship. We assure you that the performance of our students shall be of par excellence and they shall bring laurels to both their employers and their alma mater.

With warm regards,

**Prof. B.B. Goyal**  
*Placement Coordinator*





# About UBS

The history of University Business School is illustrated through a trail of commitment and credibility. The ties between our actions and achievements remain strong as ever, and the tenets we uphold ensure that the trail continues to grow.

Established in 1962, University Business School is one of the premier business schools of North India. It is located in the heart of the City Beautiful, Chandigarh. While maintaining a distinct identity of its own, UBS draws its academic strength and resources from the Panjab University. UBS has carved a unique niche for itself in the field of management education by building a philosophy around an integrative value system. It is motivated by a duty-bound work ethic, a humanistic approach and a scientific temperament. The philosophy of the school is translated into a mission of creating accomplished individuals, and a vision to produce effective managers.

The institute uses rigorous, multifaceted pedagogy with an effective interface with the industry to translate the commitments into action. It creates opportunities for its students to enhance their understanding of economic, social and political environments to broaden their horizons. This enables them not only to adjust to change, but also to become catalysts for effective change. This drives them to develop the power to conceptualize, decide and communicate. The hallmark of this identity is to focus on creating leaders who have values and ethics deeply ingrained in them.



# UBS Timeline

Professor T.N. Kapoor, former Vice-Chancellor of the university is the first to initiate in the country, the Master of Commerce programme with an orientation towards management.

**1962**

The Panjab University becomes the first to start a full time Master of Business Administration (M.B.A) programme in the northern region in 1968.

**1968**

Two part-time diploma programmes, viz., Diploma in Marketing Management and Diploma in Personnel Management are started in 1971 and 1972 respectively.

**1971**

MBA for working executives: a 3-year part time programme comes into inception.

**1983**

A two year full time master's programme on Personnel Management and Industrial Relations and a one year full-time programme in International Trade are initiated.

**1978**

The Department of Commerce and Business Management is rechristened as University Business School (UBS) by the Panjab University.

**1995**

**2007**

MBA Biotech starts in UBS.

**UBS**

More to come...

# Collaborations



University Business School has a student exchange program with Dauphine University, Paris (France), wherein a selected number of students from the institute attend their final semester at Dauphine University. The students are selected on the basis of DELF A1 level certification in French, and on merit based on their first and second semester examinations.

The courses offered by Dauphine University include International Business Ethics, Cross Culture barriers, Company Culture, Human Resource Management and Social Business Network for the students in the field of Human Resource. Dauphine University also offers an additional course in Globalization Strategies of Finance for the students of International Business.



# Infrastructure

## Central Library

The A.C. Joshi Library (Central library) of the Panjab University has a collection of over 6.4 lakh publications which include books, bound volumes of journals, theses/dissertations, rare books, reports, government documents, back files of newspapers, and a prized collection of 1490 manuscripts. Its collection can easily be explored through our web based Online Public Access Catalogue (OPAC). The Library has a subscription to about 600 current periodicals and subscribes to MathSciNet online. Access to 225 online full text journals is also provided as a part of the print journals subscription. In addition to this, it provides access to approximately 5000 online full text journals through INDEST- Consortium and UGC- INFONET.

## In- House Library

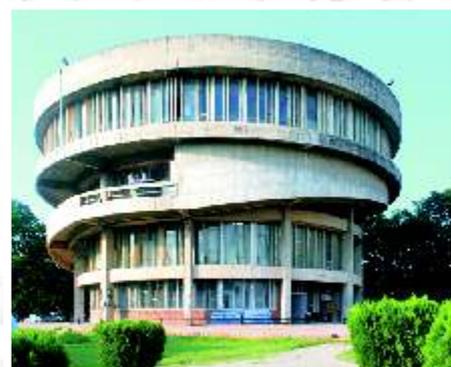
UBS also has an in- house library with more than 11,443 books, and subscriptions to over 152 journals comprising both Indian and International publications, enabling the students to find information related to all branches of management and more

## IT Infrastructure

UBS brings the most modern and sophisticated technology to its campus by keeping pace with the latest trends. It has more than 50 terminals connected to high speed Internet through the Computer Centre, Panjab University, thus providing direct access to all the journals/ books available on the University Library Server. The campus is Wi-Fi enabled which provides internet access to the students for reference and communication. In addition to this, UBS has an air-conditioned auditorium and two seminar halls equipped with audio-visual equipment.

## National Knowledge Network (NKN)

Ministry of HRD, Government of India has selected Panjab University as a node to be connected to National Knowledge Network (NKN) with high network bandwidth. The University Computer Centre has established a 10 Gigabit campus-wide network to provide high speed connectivity to all departments through NKN.



# Students' Initiatives and Associations

## **Business Club**

Business Club is a student driven platform to expand the horizons of knowledge beyond text books and classrooms by conducting various quizzes and business oriented events. It conducts weekly talk sessions where students come together to interact on prevailing issues related to business and economy, and try to find answers to critical questions. This club also arranges for corporate interactions where business tycoons and seasoned professionals hone the management and business skills of students.

## **Alumni Cell**

UBS boasts of one of the largest alumni networks across B-schools in India. The basic objective of this cell is to work along with UBSAA in streamlining the Alumni Database gathering, Placement Framework, Live Projects, Guest Lectures, etc. The cell also holds "Silver Jubilee Reunions" where students get a chance to interact with our learned alumni and also, the members of 25-year old batch get a chance to revive their memories and share experiences. The cell brings a personal touch to our dealings with the alumni by creating a sense of belonging among students, and reassuring them that there are people out there to always support in corporate world.

## **Public Relations Cell**

The Public Relation Cell at UBS strives to enhance the brand of the school by connecting with various institutions, corporate and students. It also makes sure that events held at UBS get proper media coverage. This cell makes sure that connection of the institute with the outside world remains intact.

## **Placement Cell**

It is a pulsating student body dedicated to securing placements for the whole batch. The students deal with all activities related to placements: from brochure design to hosting the company visiting the campus, this cell is responsible for ensuring the smooth execution of the placement process.

# R.O.S.E

R.O.S.E. (Responsibility of Societal Enrichment), is an effort by UBS students to empower the underprivileged children in our vicinity.

R.O.S.E has selected Gandhi Colony, Manimajra as the initial location for work. The society has been conducting interactive sessions with the children every weekend for the past one year. This has reaped fruitful results as the children have been showing positive transformations in the form not only of an increased interest in studies, but also of an increased sense of self-pride by paying attention to their appearance, cleanliness and personal hygiene.

The society raises funds through contribution from its members only and is aided by support from UBS students, faculty and alumni. The society organized its first donation drive at UBS in October, to which it received an overwhelming response from students and teachers alike. ROSE has also collaborated with an NGO called HELP (Higher Education Learning for Poor), started by our alumnus Mr. Lalit Kapur, in 2014. Under this collaboration, ROSE members have taken career counseling sessions with the students of Jawahar Navodaya Vidyalaya (JNV), Sector 25, and Chandigarh.



# Events & Seminars

## B-Quizzed

This event was based on one's awareness of the business world, and focused on testing the knowledge on topics ranging from the history of the business world to current affairs in the global business economy.

## Zenith- The Hunt

A management treasure hunt, the event involved clues related to the business world, which teams were required to decipher in order to move on to the next round. The qualifying teams were given the task of designing a logo for UBS, and promoting it over different forms of social media.

## Best Manager

As the name implies, the event was organized to find the best team manager amongst all the participants. This event required presence of mind, business awareness, creative selling and innovative thinking. The knock out round was a business quiz, and the second round involved converting a meager ten rupee note into a large amount within 2 hrs. The participants were asked to sell anything and make as much money as they could by using the concept of buying, selling and reselling within two hours.

## Market Watch

This was a virtual Stock Market event that encouraged the participants to understand market conditions and try to make wise investment decisions. It was a 5 day event where the most successful investor at the end of the 5 day period was declared the winner. The event timings were 10 PM to 4 AM.

## National Seminar on “Make in India”

The University School of Open Learning (USOL), Panjab University organised a national-level academic conference entitled, “National Seminar on Make in India: Strategic Endeavours Towards Make in India” on the 24th of March, 2015. The seminar received an overwhelming nation-wide response. Subsequently, one of the papers from UBS won the Second Best Paper Award and a total of five papers were selected for publication.



# Knowledge Sharing Sessions

Knowledge is never static or complete; rather it's ever growing and dynamic. To cater to this fact and for the purpose of holistic learning we dedicate Wednesdays at UBS for specific knowledge sharing sessions where insights on relevant topics are shared. Our Knowledge Wednesdays accommodate events like:

## **Audi Talks**

An attempt to recreate the world-renowned Ted Talks, the Audi Talks were initiated with the desire to create a platform to allow the renegades of the business world to tell their success stories, and interact with students with the idea to promote out-of-the box thinking.

## **UBS Weekly Summit**

It is about the synergy we create together. It is a weekly event with the objective of discussing crucial topics in a panel of five speakers and a convener.

## **KPMG Green Belt Six Sigma**

A workshop organized to give students a deeper insight into the world of process improvements. The pedagogy followed a practical learning approach, where, students were required to use various statistical tools to make dummy projects on every topic covered.

## **Business Decision Making Workshop**

The 5-day workshop helped students get expertise on usage of technical tools and analyzing them thereafter.



# HR Conclave

An HR Conclave was organized by UBS where seasoned professionals from their respective fields shared their experiences. The key speakers were:

## **Mr. Pedro Meduna, Founder, Tripda**

Connecting with the young minds, Mr. Pedro emphasized the importance of generating ideas, and then pitching them to investors to raise capital for a venture. He shared his life story of growing up a confused lad, and turning into the CEO of a promising start-up which inspired awe in listeners and motivated them to aim higher than the moon.

## **Mr. Kuldeep Kaul, Director, Metro Exporters Pvt. Ltd.**

He touched upon the various attributes of a person that bridges the gap between the desire to be employed and capabilities required to do so.

## **Mr. Gobind Pandey, North India Head, HDFC**

He gave insights on how companies dealing in financial services have become the largest recruiters in the world, and insisted that despite the fact that the corporate world is merciless; one should take risks and follow one's passion.

## **Mr. Abhishek Upadhyaya, MD and CEO, Stepup HR**

With his 14-year experience in HR, he threw light on the aspects a company HR looks for while recruiting an employee.

## **Mr. Sanjeev Kalra, Additional Deputy General of Police**

Mr. Sanjeev, who is also a UBS alumnus presented a very persuasive argument on how it may be fair to trade money for authority and prestige, and also spoke on how it is important to work on one's psychological and social skills if one wishes to succeed in one's career.

## **Mr. M.M. Singh, HR Head, Ranbaxy Ltd.**

He emphasized on the need of innovation to sustain in the Red Ocean. Coming from an industry where innovation is a routine, he motivated listeners to not stagnate and look for breakthrough innovations.



# Corporate Interactions

## **Global Shapers: A World Economic Forum initiative**

Global Shapers, Chandigarh, an initiative of World Economic Forum, organized a follow-up event of “Shaping Davos” at the campus where the topics of discussion were Entrepreneurship development and Emotional Quotient v/s Intelligence Quotient.

## **UGC SAP Sponsored National Seminar on “Supply Chain Management in the Digital Age: Issues and Challenges”**

UGC SAP Sponsored National Seminar on “Supply Chain Management in Digital Age: Issues and Challenges” was organized by UBS where in research papers on the aforesaid topic were presented by various scholars.

### **Mr. Gurpreet Kang, CFO, Stephen Chemicals, France**

Mr. Kang discussed various facets of international business and trade with the students. With an industry experience of over 12 years, he provided insights on the essentials of international business along with some personal grooming tips to succeed in the corporate world.

### **Mr. Rishi Bansal, Head Mortgage Portfolio, Bank United**

An interactive session with Mr. Rishi Bansal, an IIT-D & IIM-A alumnus, and currently working as head Mortgage Portfolio with Bank United, New York was held where he gave deep insights on Credit Analysis, Financial Structuring, Mortgage lending, reinsurance, buying of loans by financial institutions, Portfolio Management, efficiency and valuation of capital markets and shadow banking.

### **CISCO, Ms. Sutapa Bansal, Senior Product Line Manager, Cisco**

Ms. Sutapa Bansal, having extensive experience in product management was the guest for the occasion. She enlightened the students on various product development techniques.

### **VOLVO -EICHER ,Mr. Amanpreet Singh Bhatia, Sr. VP- HR, VE Commercial Vehicles Ltd.**

Our esteemed alumnus conducted a knowledge crunched interaction session with the 2014-2016 batch, he shared useful insights from his 24 year industry experience and gave a clear message of working on basics by looking beyond text books



# Corporate Interactions

## **Retd. Lt. Col Gurmeet Sethi, Head, PT Education, Chandigarh**

Retired Lt. Col Gurmeet Sethi gave an invigorating talk about the essential personality traits required in the corporate world. Develop an impressive and competent personality

## **Mr. Amreek Sohal, Director, ACREW Research Center**

We had the privilege of hosting Professor Amreek Sohal from Monash University Australia, who, during his guest lecture, gave deep insights on the Indian education system. He additionally spoke about the importance of Statistics, and about various opportunities available as an MBA in the field of education.

## **Mr. Maneet Singh, CEO, ADI Group**

Mr. Maneet, Serial Entrepreneur and CEO of ADI Group (ADI Bision, 7 Square Solution, Dynaweb and ADI Backoffice) took a knowledge sharing session on Medical Animation, Data Mining and Analytics, Big Data and Entrepreneurship.

## **Industry Visit for International Business Students**

A port visit was organized to GatewayRail Freight Limited, Ludhiana for the students of MBA International Business to gather firsthand experience regarding the various procedures involved in the shipping of the goods, docking, documentation and clearance processes. The visit gave the students an opportunity to understand the nuances of international trade.

## **National Seminar on Emerging patterns of Innovation Management**

National Seminar on “Emerging patterns of Innovation Management” was organized by UBS where research papers on innovation were solicited. The Seminar focused upon sensitizing academicians, corporate strategists and students with regard to widening scope of innovation.

## **Mr. Sudhir Kant, Consultant**

Having worked for Millipore India for 27 years, Mr. Kant had abundant experience to share on the working of various industries such as specialty Chemicals, Biotechnology, Systems Engineering and Auto Components. He also talked about implementing innovation at various touch points in the business process.



# Life@UBS

## ZEST

## Visits

## Futsal



# Tournaments

# Festivals



# Silver Jubilee



“A stream of mixed feelings cascades in every heart when years after they meet”

UBS family unites every year for celebrating the “Silver Jubilee Meet” of each batch; it is the moment of pride and elation. This academic session saw the Silver Jubilee celebration of 1987-89 batch. Revered alumni who have carved a niche in their respective professions came together to revive their memories and inspire students to strive for excellence. It was an interactive alumni meet where students got to personally talk to the alumni and share their ideas. Connect was established by the fact that current studying batch and the 25-year old batch would share the same alma-mater gave a sense of pride and privilege to the students and a touch of warmth and oneness to the alumni. The day was filled with nostalgia, enthusiasm, inspiration and smiles; it was the personal touch that made this day special.



# 1994 Batch Reunion

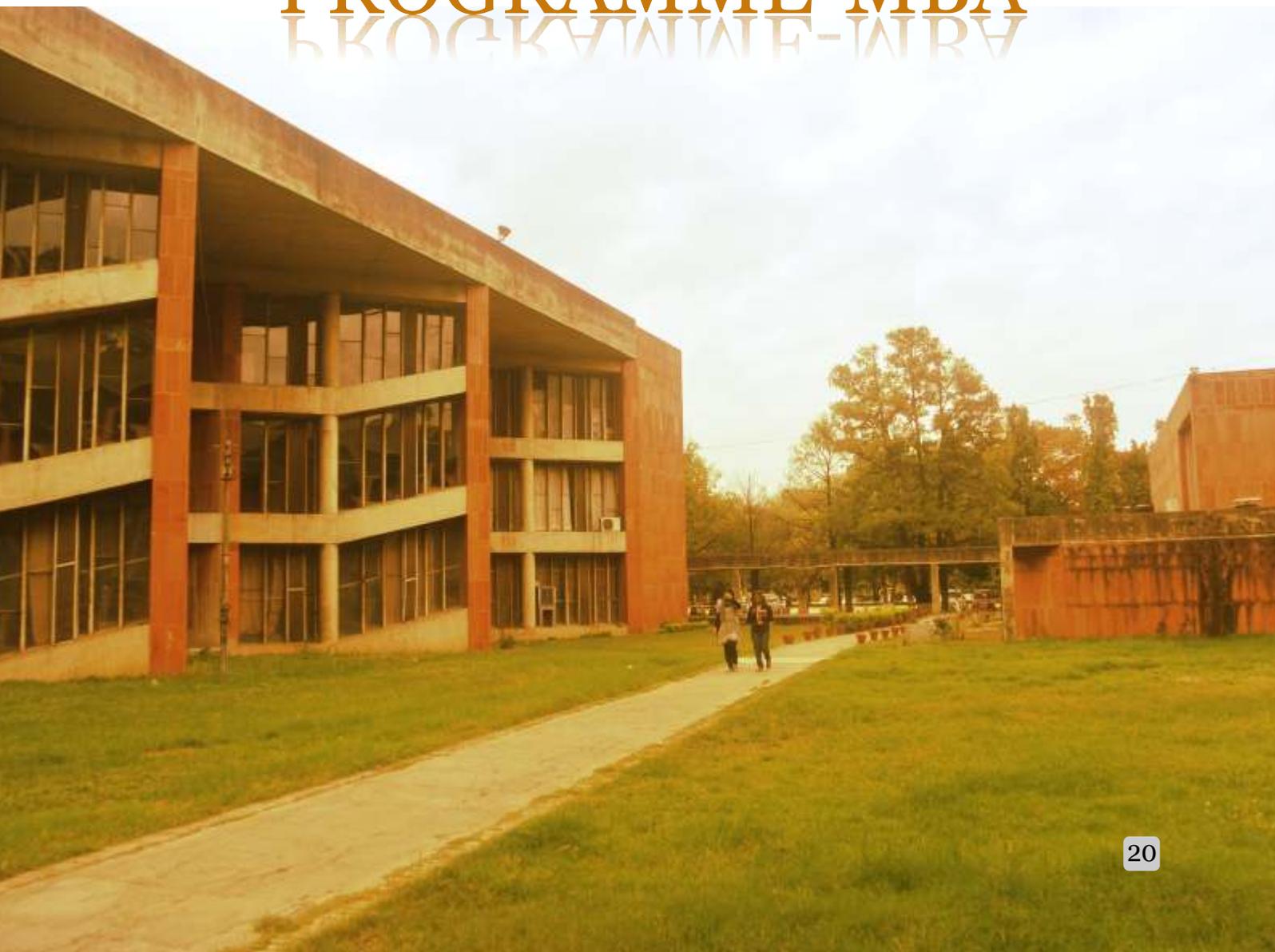


UBS saw a 20-year old batch reuniting under the same roof which has witnessed them grow and turn into management professionals. The members of the batch flew from across the world to unite with their batch-mates and relive a day of their UBS life. The events in the day included a student-alumni interactive session where inhibitions flew away and students sought answers to their queries regarding their careers. The alumni were as nostalgic as we were privileged to have them amongst us. The day gave another wing of reassurance to dreams of students who wish to achieve excellence in their careers.

# CAMPUS

RECRUITMENT PROGRAMME  
2016

## PROGRAMME-MBA



## **COURSES MBA**

### **First Semester**

- Business Economics
- Business Statistics
- Management Accounting
- Organizational Behaviour
- Marketing Management
- Workshop on Business Computing
- Workshop on Business Research

### **Second Semester**

- Human Resource Management
- Operations Management
- Financial Management
- Legal Aspects of Business
- Comprehensive Viva-Voce
- Summer Training Report and Viva-Voce
- Workshop on Business Communication
- Workshop on Multi Variate Statistical Techniques
- Business Environment

### **Group A: Finance**

#### **Third Semester**

- Strategic Management
- Financial Statement Analysis
- Management of Financial Services
- Investment Management
- Management Control Systems
- Project Planning, Analysis and Management
- Financial Engineering

#### **Fourth Semester**

- Human Values And Business Ethics
- Comprehensive Viva-Voce
- Strategic Cost Management
- International Financial Management
- Behavioral Finance
- Corporate Governance

# University Business School

## **Group B: Marketing**

### **Third Semester**

- Strategic Management
- Advertising and Consumer Behaviour
- Global Marketing Management
- Industrial and Rural Marketing
- Marketing Research and Product Management
- Internet Marketing and Retail Management
- Global Supply Chain Management

### **Fourth Semester**

- Human Values And Business Ethics
- Comprehensive Viva-Voce
- Application of Accounting and Finance in Marketing
- Workshop on Foreign Trade Documentation and Trade Finance
- Marketing of Services  
Customer Relationship Management and Sales Management

## **Group C: Information Technology and Operations Management**

### **Third Semester**

- Strategic Management
- Mobile Commerce
- Business Process Engineering
- Systems Analysis and Design
- Enterprise Resource Planning
- Product Innovation in Technology Business
- Management Information Systems

### **Fourth Semester**

- Human Values And Business Ethics
- Comprehensive Viva-Voce
- Knowledge Management
- Management of Technology
- Business Intelligence
- Total Quality Management

# Students Profile

## Finance & Marketing

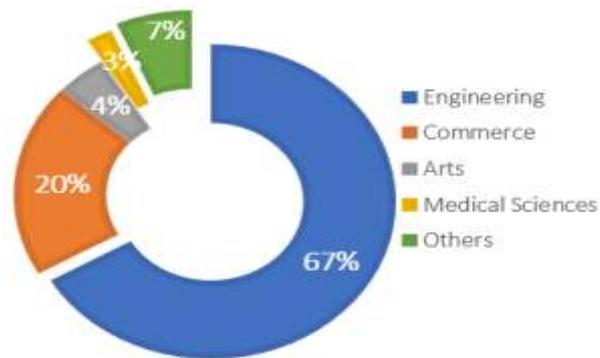


## Marketing & Operations



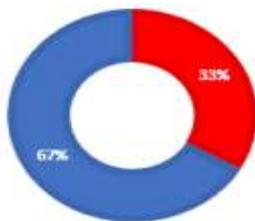
# Finance & Marketing

EDUCATIONAL BACKGROUND



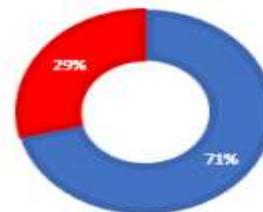
GENDER DISTRIBUTION

Female Male



WORK EXPERIENCE

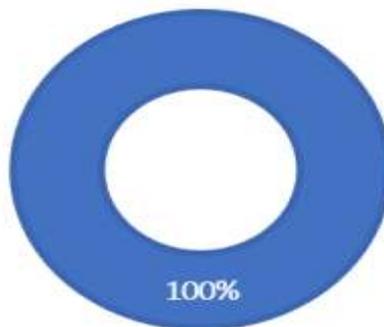
Freshers Experienced



# Marketing & Operations

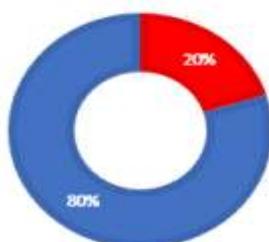
EDUCATIONAL BACKGROUND

Engineering



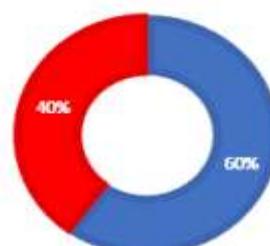
GENDER DISTRIBUTION

Female Male



WORK EXPERIENCE

Freshers Experienced



## Finance & Marketing



**Name:** Aadhar Gilhotra  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** EEE  
**Institute Name:** Jan Nayak Ch. Devilal Memorial College of Engineering  
**University:** Kurukshetra University  
**Summer Training:** To study the content preference of users for Bluegape and suggestions on targeting which specific users.  
**Company Name:** Bluegape Lifestyle Pvt. Ltd.



**Name:** Aaina  
**Age:** 25  
**Graduation Degree:** B.Tech.  
**Discipline:** Chemical  
**Institute Name:** DCRUST, Murthal  
**University:** DCRUST, Murthal  
**Work Experience (in months):** 24  
**Company Name:** TCS  
**Summer Training:** Supply Chain study for lubricants distribution  
**Company Name:** Ashok Leyland



**Name:** Aaina Kapur  
**Age:** 22  
**Graduation Degree:** B.Tech.  
**Discipline:** ECE  
**Institute Name:** GNDU, Regional Campus, Jalandhar  
**University:** GNDU, Amritsar  
**Summer Training:** Client Services : Launch of summer campaign for DLF Mall, Pre-launch survey for new product in Bread Market in Tricity  
**Company Name:** Mantrin Advertising Agency



**Name:** Abhishek Kaushal  
**Age:** 24  
**Graduation Degree:** B.E.  
**Discipline:** Mechanical  
**Institute Name:** CCET, Chandigarh  
**University:** P.U., Chandigarh  
**Work Experience (in months):** 2.5  
**Company Name:** MINDTREE Education Pvt. Ltd.  
**Summer Training:** Market research to identify the factors that influence the consumer's attitude towards Hindustan Times and The Tribune in Patiala Region.  
**Company Name:** Hindustan Times Media Ltd.



**Name:** Aditi Gupta  
**Age:** 23  
**Graduation Degree:** B.Tech.  
**Discipline:** CSE  
**Institute Name:** TIT&S, Bhiwani  
**University:** M.D.U., Rohtak  
**Summer Training:** Designed Promotional and Marketing Strategy of Jal Bath fittings  
**Company Name:** Mantrin Advertising Agency



**Name:** Akash Verma  
**Age:** 23  
**Graduation Degree:** B.Tech.  
**Discipline:** CSE  
**Institute Name:** CEC, Landran  
**University:** P.T.U., Jalandhar  
**Summer Training:** Impact of online marketing on consumer's purchase intention for Kara wipes  
**Company Name:** Aditya Birla Group (Grasim Industries)



**Name:** Akriti Aggarwal  
**Age:** 24  
**Graduation Degree:** B.E. (Hons.)  
**Discipline:** IT  
**Institute Name:** UIET, Chandigarh  
**University:** P.U., Chandigarh  
**Work Experience (in months):** 12  
**Company Name:** Videocon Industries Ltd.  
**Summer Training:** Market Segmentation of Masale  
**Company Name:** Shubhlabb Industries Ltd.



**Name:** Alisha Sharma  
**Age:** 23  
**Graduation Degree:** B.E.  
**Discipline:** CSE  
**Institute Name:** UIET, Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:** Market research to find out the factors affecting consumer preference for The Tribune and Hindustan Times in Chandigarh region  
**Company Name:** Hindustan Times Media Ltd.

## Finance & Marketing



**Name:** Anjani Kumar Mishra  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** Electrical  
**Institute Name:** SDDIET, Barwala, Panchkula  
**University:** Kurukshetra University  
**Summer Training:** To study investment preferences of investors in mutual funds and to analyse factors related to SBI Mutual Funds  
**Company Name:** State Bank of India



**Name:** Ankit Mehan  
**Age:** 25  
**Graduation Degree:** B.E.(Hons.)  
**Discipline:** CSE  
**Institute Name:** CCET, Chandigarh  
**University:** P.U., Chandigarh  
**Work Experience (in months):** 35  
**Company Name:** Infosys  
**Summer Training:** Evaluate the market potential and suggest product idea for a fee intervention scheme in UG/PG educational institutes  
**Company Name:** DHFL Pramerica Life Insurance



**Name:** Anshul Bansal  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** ECE  
**Institute Name:** RBIEBT, Mohali  
**University:** P.T.U., Jalandhar  
**Work Experience (in months):** 12  
**Company Name:** Ahuja Agencies, Chandigarh  
**Summer Training:** Marketing Research for Merchant Acquiring business  
**Company Name:** State Bank of India



**Name:** Arshdeep Singh Chopra  
**Age:** 24  
**Graduation Degree:** B.E.  
**Discipline:** Electrical  
**Institute Name:** Thapar University  
**University:** Thapar University, Patiala  
**Summer Training:** Awareness about nutraceuticals in Chandigarh and made SOP for the company.  
**Company Name:** Zanon Lifesciences Pvt. Ltd.



**Name:** Artim Gupta  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** ECE  
**Institute Name:** UCOE, Patiala  
**University:** Punjabi University, Patiala  
**Work Experience (in months):** 10  
**Company Name:** Tech Mahindra Ltd.  
**Summer Training:** Impact of Digital Marketing on Consumer Behaviour  
**Company Name:** Mantrin Advertising Agency



**Name:** Aruj Arora  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** Mechanical & Automation  
**Institute Name:** Amity School of Engg. & Technology, Delhi  
**University:** GGSIPU, Delhi  
**Work Experience (in months):** 12  
**Company Name:** SnapLion  
**Summer Training:** Appraisal of Working Capital & Term Loan and Credit Risk Management  
**Company Name:** Punjab National Bank



**Name:** Ashirdeep Singh Chawla  
**Age:** 26  
**Graduation Degree:** B.Tech.(Hons.)  
**Discipline:** ECE  
**Institute Name:** ACET, Amritsar  
**University:** P.T.U., Jalandhar  
**Work Experience (in months):** 35  
**Company Name:** AON Hewitt  
**Summer Training:** Customer Satisfaction Level from Trade Financial Services of Kotak Mahindra Bank  
**Company Name:** Kotak Mahindra Bank Ltd.



**Name:** Chhavi Bajaj  
**Age:** 23  
**Graduation Degree:** B.Tech.  
**Discipline:** ECE  
**Institute Name:** GNDU, Amritsar  
**University:** GNDU, Amritsar  
**Summer Training:** Promotion and Marketing strategy for North Country Mall - Mohali, A Survey to Study Newspaper Readership in Chandigarh City  
**Company Name:** Mantrin Advertising Agency

## Finance & Marketing



**Name:** Dinesh Jindal  
**Age:** 24  
**Graduation Degree:** B.E.  
**Discipline:** Chemical  
**Institute Name:** UICET, Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:** To relook and redesign Frontline Hiring and Onboarding Process (Benchmarking), Performance Management System (Live project)  
**Company Name:** TCYonline



**Name:** Gagandeep Singh Chadha  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** Civil  
**Institute Name:** NIT Jalandhar  
**University:** NIT Jalandhar  
**Work Experience (in months):** 12  
**Company Name:** JSW Steel Ltd.  
**Summer Training:** Evaluate the market potential and suggest product idea for a fee intervention scheme in UG/PG educational institutes  
**Company Name:** DHFL Pramerica Life Insurance



**Name:** Gurbawan Singh  
**Age:** 21  
**Graduation Degree:** B.Com.(Hons.)  
**Institute Name:** PGGC, Sector 11, Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:** Customer perception about E-Banking Services  
**Company Name:** HDFC Bank



**Name:** Harsharndeeep Kaur Dhillon  
**Age:** 22  
**Graduation Degree:** B.Com.(Hons.)  
**Institute Name:** Guru Gobind Singh College for Women, Sector 26, Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:** How to improve CASA ratio, Customer satisfaction out of salary package account  
**Company Name:** State Bank of India



**Name:** Ishan Mittal  
**Age:** 23  
**Graduation Degree:** B.E.  
**Discipline:** Mechanical  
**Institute Name:** UIET, Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:** Effect of credibility of a company on Brand Equity of its product : A study on Kara wipes  
**Company Name:** Aditya Birla Group



**Name:** Jayesh Varun  
**Age:** 24  
**Graduation Degree:** B.E.  
**Discipline:** CSE  
**Institute Name:** Lakshmi Narain College of Technology, Bhopal  
**University:** RGPV Bhopal  
**Summer Training:** Credit Appraisal in Priority Sector at Reliance Commercial Finance  
**Company Name:** Reliance Capital



**Name:** Jigyasa Narang  
**Age:** 22  
**Graduation Degree:** B.Com.(Hons.)  
**Institute Name:** G.G.D.S.D. College, Sector 32, Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:** Role of Urban Cooperative Banks in Economic Development of Punjab, Haryana & Himachal Pradesh  
**Company Name:** Reserve Bank of India



**Name:** Kamna Gupta  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** CSE  
**Institute Name:** CEC, Landran  
**University:** P.T.U., Jalandhar  
**Summer Training:** Credit Appraisal for Term Loan in State Bank of Patiala  
**Company Name:** State Bank of Patiala

## Finance & Marketing



**Name:** Maheshwar Oli  
**Age:** 24  
**Graduation Degree:** B.Sc.  
**Discipline:** Biotechnology  
**Institute Name:** PGGC,  
Sector 11, Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:** Study on  
SBI Mutual Fund and investor's  
preference for it as an  
investment destination  
**Company Name:** SBI Mutual  
Fund



**Name:** Manseerat Kaur  
**Age:** 22  
**Graduation Degree:** B.Tech.  
**Discipline:** CSE  
**Institute Name:** CEC,  
Landran  
**University:** P.T.U., Jalandhar  
**Summer Training:**  
Distributor's satisfaction about  
the IDFC AMC, Factors  
affecting IFA's preference in  
Mutual Fund industry in  
Chandigarh Tricity zone  
**Company Name:** IDFC  
ASSET Management Co. Ltd.



**Name:** Mohammed Abbas M A  
**Age:** 25  
**Graduation Degree:** B.E.  
**Discipline:** Mechanical  
**Institute Name:** Excel  
Engineering College  
University: Anna University,  
Chennai  
**Summer Training:**  
Evaluation and selection of E-  
Commerce Enabler and setting  
Up Online Store  
**Company Name:** Super Good  
Clothing Co.



**Name:** Mohandeep Singh  
Sidhu  
**Age:** 22  
**Graduation Degree:** B.C.A.  
**Discipline:** IT  
**Institute Name:** D.A.V.  
College, Amritsar  
**University:** GNDU, Amritsar  
**Summer Training:** A study  
on consumer's attitude towards  
English Newspaper in Amritsar  
**Company Name:** Hindustan  
Times Media Ltd.



**Name:** Monisha  
**Age:** 23  
**Graduation Degree:**  
B.Sc.(Hons.)  
**Discipline:** Chemistry  
**Institute Name:** Dept. of  
Chemistry, P.U., Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:**  
Comparative analysis of car  
loans of SBI in Ambala,  
Panchkula, Yamunanagar and  
Kurukshetra.  
**Company Name:** State Bank of  
India



**Name:** Nishchal Sharma  
**Age:** 23  
**Graduation Degree:** B.Com.  
**Institute Name:** S.G.G.S  
College, Sector 26, Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:** To  
measure profitability and  
establish performance &  
Customer value proposition of  
Pro 8000 series with identified  
strategic customers  
**Company Name:** Volvo  
Eicher Commercial Vehicles  
Ltd.



**Name:** Pooja Sharma  
**Age:** 21  
**Graduation Degree:**  
B.Com.(Hons.)  
**Institute Name:** G.G.D.S.D.  
College, Sector 32, Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:** Analysis  
Of Credit Appraisal measures  
used, types of Loans &  
Advances issued  
**Company Name:** Punjab  
State Cooperative Bank



**Name:** Prateek Goyal  
**Age:** 22  
**Graduation Degree:**  
B.Tech.(Hons.)  
**Discipline:** ECE  
**Institute Name:** Global  
Institute Of Technology, Jaipur  
**University:** Rajasthan  
Technical University, Kota  
**Summer Training:**  
Comparative study of Private  
banks in India  
**Company Name:** Axis Bank

## Finance & Marketing



**Name:** Pritish Meshram  
**Age:** 24  
**Graduation Degree:** B.E.  
**Discipline:** Civil  
**Institute Name:** DMCE  
Airoli, Navi Mumbai  
**University:** Mumbai  
University  
**Summer Training:** Brand  
engagement for Hindustan  
Times  
**Company Name:** Hindustan  
Times Media Ltd.



**Name:** Ramanjeet Singh  
**Age:** 22  
**Graduation Degree:** B.Com.  
**Institute Name:** D.N. College,  
Hisar  
**University:** Kurukshetra  
University  
**Summer Training:** Market  
Research for product  
enrichment in Ludhiana region,  
Comparative study to find out  
the factors affecting consumer's  
perception towards Hindustan  
Times over The Tribune  
**Company Name:** Hindustan  
Times Media Ltd.



**Name:** Raunak Gupta  
**Age:** 25  
**Graduation Degree:** B.Tech.  
**Discipline:** Biotechnology  
**Institute Name:** JIIT, Noida  
**University:** JIIT, Noida  
**Work Experience (in  
months):** 13  
**Company Name:** Intellisoft  
Services  
**Summer Training:**  
Comparative Study of customer  
service provided by Public and  
Private sector banks  
**Company Name:** Kotak  
Mahindra Bank Ltd.



**Name:** Ravi Bhardwaj  
**Age:** 22  
**Graduation Degree:** B.A.  
**Institute Name:** G.G.D.S.D.  
College, Sector 32, Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:** Financial  
Assessment of a Textile  
Company  
**Company Name:** Central  
Bank of India



**Name:** Sahil Beetan  
**Age:** 22  
**Graduation Degree:** B.Com.  
**Institute Name:** G.G.D.S.D.  
College, Sector 32, Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:** Risk  
Profiling of customers and  
analysing effects of  
demographics characteristics  
on risk tolerance  
**Company Name:** HDFC Bank



**Name:** Sartaj Singh Riar  
**Age:** 23  
**Graduation Degree:**  
B.A.(Hons.)  
**Discipline:** Economics  
**Institute Name:** University of  
Toronto  
**University:** University of  
Toronto  
**Summer Training:** Market  
research on Patient Satisfaction  
towards service quality.  
**Company Name:** Central  
Valley Speciality Hospital



**Name:** Shruti Sharma  
**Age:** 26  
**Graduation Degree:** B.D.S.  
**Discipline:** Dentistry  
**Institute Name:** Army College  
of Dental Science, Secunderabad  
**University:** Dr. NTR University  
of Health Sciences, Vijayawada  
**Work Experience (in months):** 18  
**Company Name:** Raunak  
Dental Poly Clinic, Sapna  
Fashion House  
**Summer Training:** Information  
Support Services and Research in  
tandem with consultants  
**Company Name:** Bain & Co.



**Name:** Sidhant Bansal  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** Mechanical  
**Institute Name:** GZS, PTU  
Campus, Bathinda  
**University:** P.T.U., Jalandhar  
**Work Experience (in  
months):** 12  
**Company Name:** Jay Emm  
Gases Pvt. Ltd.  
**Summer Training:** Social  
Security Agreement and other  
Pension Funds  
**Company Name:** KPMG

## Finance & Marketing



**Name:** Tanya Srivastava  
**Age:** 23  
**Graduation Degree:** B.Com.  
**Institute Name:** Lucknow University  
**University:** Lucknow University  
**Summer Training:** Analysis of Micro Finance Sector in India  
**Company Name:** Religare Securities Ltd.



**Name:** Vatsala Paul  
**Age:** 22  
**Graduation Degree:** B.Tech.  
**Discipline:** CSE  
**Institute Name:** D.A.V. Institute of Engg. & Technology, Jalandhar  
**University:** P.T.U., Jalandhar  
**Summer Training:** Understanding and analyzing growth and scope of Forex market and its linkages with other market segments  
**Company Name:** Bank of Baroda



**Name:** Vineet Jhim  
**Age:** 25  
**Graduation Degree:** B.E.  
**Discipline:** CSE  
**Institute Name:** UIET, Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:** Credit Risk Assessment  
**Company Name:** State Bank of India



**Name:** Vipin Kumar  
**Age:** 27  
**Graduation Degree:** B.Tech.  
**Discipline:** Mechanical  
**Institute Name:** NIT Patna  
**University:** NIT Patna  
**Work Experience (in months):** 36  
**Company Name:** Bhushan Steel Ltd., Bhushan Steel Ltd.  
**Summer Training:** Business Development and marketing of study products  
**Company Name:** T.I.M.E. Institute



**Name:** Yashi  
**Age:** 21  
**Graduation Degree:** B.Com. (Hons.)  
**Institute Name:** G.G.D.S.D. College, Sector 32, Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:** Service Quality in Indian Banking Sector  
**Company Name:** Kotak Mahindra Bank Ltd.

## Marketing & Operations



**Name:** Aditi Bansal  
**Age:** 22  
**Graduation Degree:** B.E.  
**Discipline:** CSE  
**Institute Name:** CCET, Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:** Brand Trend Analysis, identifying Highest Selling Free Good Offer (FGO) Slab & Sales to Gift Value Ratio  
**Company Name:** Ayurved Ltd.



**Name:** Akshay Kumar Raghav  
**Age:** 22  
**Graduation Degree:** B.Tech.  
**Discipline:** Mechanical  
**Institute Name:** N.I.E.C, Delhi  
**University:** GGSIPU, Delhi  
**Summer Training:** Business Plan and Market Research for Business Expansion Strategy in Medical Animation  
**Company Name:** ADI Group



**Name:** Amandeep Singh Hira  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** Computer Engineering  
**Institute Name:** UCOE, Patiala  
**University:** Punjabi University, Patiala  
**Summer Training:** Business Development and marketing  
**Company Name:** Green Rock Enterprises Pvt. Ltd.



**Name:** Anuj Kishore Gupta  
**Age:** 25  
**Graduation Degree:** B.Tech.  
**Discipline:** ECE  
**Institute Name:** G.C.E.T., Greater Noida  
**University:** U.P.T.U., Lucknow  
**Work Experience (in months):** 26  
**Company Name:** Tech Mahindra Ltd.  
**Summer Training:** Worked on Alternate Delivery Channels and its impact on the customer satisfaction  
**Company Name:** Bank Of India



**Name:** Anupam Goel  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** ECE  
**Institute Name:** HCTM Kaithal  
**University:** Kurukshetra University  
**Work Experience (in months):** 24  
**Company Name:** ECPL, New Delhi, Octave Simulation Services Pvt. Ltd.  
**Summer Training:** Sales Force Automation, Digitalization of the work and communication process of sales team and E-detailing  
**Company Name:** Ayurved Ltd.



**Name:** Gourav Goel  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** CSE  
**Institute Name:** G.R.M.I.T, Radaur, Yamunanagar  
**University:** Kurukshetra University  
**Summer Training:** Business Development and Marketing  
**Company Name:** Green Rock Enterprises Pvt. Ltd.



**Name:** Harsh Kumar  
**Age:** 25  
**Graduation Degree:** B.Tech.  
**Discipline:** CSE  
**Institute Name:** ACE & AR, Ambala  
**University:** Kurukshetra University  
**Summer Training:** Evaluation of Product Positioning and Assessment of Scope for Product Improvement of Teacher Assistant  
**Company Name:** TCYonline



**Name:** M Md Rafi  
**Age:** 24  
**Graduation Degree:** B.E.  
**Discipline:** CE  
**Institute Name:** CBIT, Hyderabad  
**University:** Osmania University, Hyderabad  
**Work Experience (in months):** 36  
**Company Name:** Infosys  
**Summer Training:** Institutional Marketing of Kara Wipes in Pharma sector in Chandigarh  
**Company Name:** Aditya Birla Group

## Marketing & Operations



**Name:** Maneesh Meena  
**Age:** 22  
**Graduation Degree:** B.E.  
**Discipline:** Chemical  
**Institute Name:** UICET, Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:** Marketing of a shopping website hivecart.com for sales strategy formulation  
**Company Name:** Corlax Technologies Pvt. Ltd.



**Name:** Prashasti Rajvanshi  
**Age:** 27  
**Graduation Degree:** B.Tech.  
**Discipline:** ECE  
**Institute Name:** JIIT, Noida  
**University:** JIIT, Noida  
**Work Experience (in months):** 36  
**Company Name:** Infosys  
**Summer Training:** Market Research on sales of beer brands  
**Company Name:** SAB Miller



**Name:** Pratibha Rohal  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** CSE  
**Institute Name:** JMIT, Radaur  
**University:** Kurukshetra University  
**Summer Training:** Study on consumer's attitude towards English Newspaper in Chandigarh and digital marketing for Raahgiri day, Chandigarh  
**Company Name:** Hindustan Times Media Ltd.



**Name:** Priya Verma  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** IT  
**Institute Name:** D.A.V. Institute of Engg. & Technology, Jalandhar  
**University:** P.T.U., Jalandhar  
**Summer Training:** Retailer preference towards different variants of Kara wet wipes  
**Company Name:** Aditya Birla Group



**Name:** Rahul Gupta  
**Age:** 26  
**Graduation Degree:** B.Tech.  
**Discipline:** ECE  
**Institute Name:** JIIT, Noida  
**University:** JIIT, Noida  
**Work Experience (in months):** 33  
**Company Name:** Accenture  
**Summer Training:** Increasing ridership and increasing revenue through non fare techniques  
**Company Name:** ILnFS Rapid Metro



**Name:** Rahul Mattoo  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** IT  
**Institute Name:** GNDEC, Ludhiana  
**University:** P.T.U., Jalandhar  
**Work Experience (in months):** 6  
**Company Name:** Aerial Telecom Solutions Pvt. Ltd.  
**Summer Training:** Investment preference of investors in SBI Mutual Fund  
**Company Name:** SBI Mutual Fund



**Name:** Vinay Singh Gosain  
**Age:** 25  
**Graduation Degree:** B.Tech.  
**Discipline:** Mechanical  
**Institute Name:** ACE & AR, Ambala  
**University:** Kurukshetra University  
**Summer Training:** Operations and Vendor Management  
**Company Name:** Green Rock Enterprises Pvt. Ltd.

# Human Resource

## **First Semester**

- Business Environment
- Economics for Human Resources
- Human Resource Management
- Management Accounting
- Organizational Behaviour
- Workshop on Business Computing
- Workshop on Business Research

## **Second Semester**

- Industrial Relations and Labour Policy
- Labour Legislation-I
- Marketing Management
- Production Management and Quantitative Techniques
- Seminar on Human Resource Planning
- Seminar on Management of Change
- Summer Training and Viva-Voce
- Workshop on Business Communication
- Workshop on Qualitative Research Methods
- Comprehensive Viva-Voce

## **Third Semester**

- Labour Legislation-II
- Strategic Human Resource Management
- Performance and Compensation Management
- Organization Development
- Workshop on Training & Development
- Workshop on Negotiating Skills and

Participative Decision Making

- Seminar on Social Security and Labour Welfare

## **Fourth Semester**

- Human Resource Information System
- Personal Effectiveness and Leadership
- Workshop on Management of Discipline and Disciplinary Proceedings
- Comprehensive Viva-Voce
- Seminar on Interpersonal Skills and Transactional Analysis
- Seminar on Ethics and Conduct of Business

## **Any One of the Following**

- Workshop on Human Resource Valuation
- Total Quality Management
- Stress Management
- Designing Organizations for Uncertain Environment
- Dynamics of Trade Unions
- Emotional Intelligence and Managerial Effectiveness
- Comparative Industrial Relations
- Managerial Competencies and Career Development
- Workshop on Building Learning Organizations
- Industrial Engineering
- Workshop on Secretarial Practice

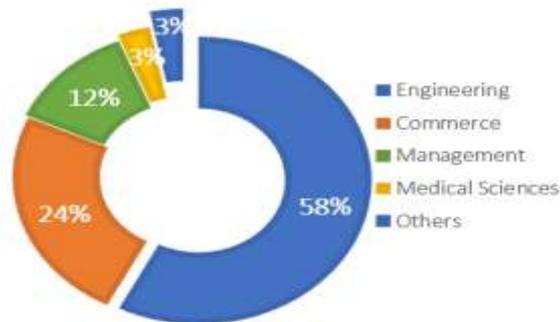
# Students Profile

## Human Resources



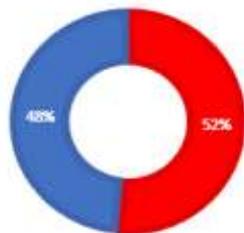
# Human Resource

EDUCATIONAL BACKGROUND



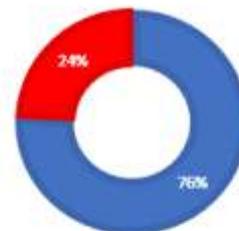
GENDER DISTRIBUTION

Female Male



WORK EXPERIENCE

Freshers Experienced



**Name:** Aanchal Kak  
**Age:** 23  
**Graduation Degree:** B.Tech.  
**Discipline:** CoE  
**Institute Name:** MMEC, Mullana  
**University:** M.M.U., Mullana  
**Summer Training:** Recruitment and Selection : Hiring the Right at Tata Motors (Live Project)  
**Company Name:** Tata Motors Ltd.



**Name:** Ankita Bansal  
**Age:** 22  
**Graduation Degree:** B.Tech.  
**Discipline:** CSE  
**Institute Name:** UIET, Kurukshetra  
**University:** Kurukshetra University  
**Summer Training:** Study of Performance Management System  
**Company Name:** Netsmartz Infotech Pvt. Ltd.



**Name:** Ankush Jaswal  
**Age:** 23  
**Graduation Degree:** B.B.A.  
**Discipline:** Management  
**Institute Name:** JIMS, New Delhi  
**University:** GGSIPU, Delhi  
**Summer Training:** Factors affecting attrition rate in Ind-Swift Laboratories Ltd.  
**Company Name:** Ind-Swift Laboratories Ltd.



**Name:** Arjun Sreevas O  
**Age:** 25  
**Graduation Degree:** B.Tech.  
**Discipline:** Production  
**Institute Name:** NIT Calicut  
**University:** NIT Calicut  
**Summer Training:** To Study the Impact of HR Practices on Employee Engagement  
**Company Name:** Ind-Swift Laboratories Ltd.

## Human Resource



**Name:** Bachittar Singh Tara  
**Age:** 24  
**Graduation Degree:** B.Com.(Hons.)  
**Institute Name:** G.G.D.S.D. College, Sector 32, Chandigarh  
**University:** P.U., Chandigarh  
**Work Experience (in months):** 12  
**Company Name:** Ess Kay Agencies  
**Summer Training:** Developing a Quantitative Recruitment Recording System for the organisation leading to RYMs for each recruiter  
**Company Name:** Netsmartz Infotech Pvt. Ltd.



**Name:** Dr. Parul Garg  
**Age:** 24  
**Graduation Degree:** B.D.S.  
**Discipline:** Dentistry  
**Institute Name:** Dr. HSJ Institute of Dental Sciences & Hospital  
**University:** P.U., Chandigarh  
**Work Experience (in months):** 11  
**Company Name:** Dental Care Implant & Esthetic Clinic, Chandigarh  
**Summer Training:** Curvilinear relationship between Supervisor's Narcissism and Subordinate's Job Performance, Goal Orientation and Academic Performance : The role of in-class ties  
**Organisation Name:** IIM-Lucknow



**Name:** Gaurav Kumar  
**Age:** 23  
**Graduation Degree:** B.B.A.  
**Discipline:** Management  
**Institute Name:** G.G.D.S.D. College, Sector 32, Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:** Designing an assessment centre to facilitate succession planning for operational band in manufacturing at Mahindra Swaraj  
**Company Name:** Mahindra & Mahindra (Swaraj Division)



**Name:** Gunjan Joshi  
**Age:** 22  
**Graduation Degree:** B.B.A.  
**Discipline:** Management  
**Institute Name:** Amrapali Group of Institutes, Haldwani, Nainital  
**University:** Kumaon University  
**Work Experience (in months):** 8  
**Company Name:** NSRDS, NGO  
**Summer Training:** An analytical study on PMS of RCOM & its impact on the rate of Attrition of the company for Upper North Region of RCOM  
**Company Name:** Reliance Communications



**Name:** Hardeepak Singh  
**Age:** 23  
**Graduation Degree:** B.Tech.  
**Discipline:** Mechanical  
**Institute Name:** GZS, PTU Campus, Bathinda  
**University:** P.T.U., Jalandhar  
**Work Experience (in months):** 8  
**Company Name:** Nuway constructors (India) Pvt Ltd.  
**Summer Training:** Assessing discrepancies in the existing induction mechanism and designing a new program for fresh recruits  
**Company Name:** Netsmartz Infotech Pvt. Ltd.



**Name:** Hitesh Jindal  
**Age:** 23  
**Graduation Degree:** B.Tech.  
**Discipline:** ECE  
**Institute Name:** IET Bhaddal  
**University:** P.T.U., Jalandhar  
**Summer Training:** Analysing the existing engagement model at M&M and make recommendations for enhanced employee engagement  
**Company Name:** Mahindra & Mahindra (Swaraj Division)



**Name:** Ikshit Kakkar  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** EE  
**Institute Name:** DCRUST, Murthal  
**University:** DCRUST, Murthal  
**Summer Training:** To study the Recruitment process and analysis of conversion rate of recruitment  
**Company Name:** HR Innovatia Consultants Pvt. Ltd.



**Name:** Jashanjeet Singh  
**Age:** 25  
**Graduation Degree:** B.E.  
**Discipline:** Mechanical  
**Institute Name:** SSG Regional Center, Hoshiarpur  
**University:** P.U., Chandigarh  
**Work Experience (in months):** 3  
**Company Name:** Decathlon Sports India Pvt. Ltd.  
**Summer Training:** Training Evaluation : Implementation of Kirkpatrick's model on the basis of Lominger competency framework  
**Company Name:** General Motors

## Human Resource



**Name:** Kishan Allaka  
**Age:** 23  
**Graduation Degree:** B.Tech.  
**Discipline:** Mechanical  
**Institute Name:** UCEV  
**University:** JNTUK  
**Work Experience (in months):** 6  
**Company Name:** 123services  
**Summer Training:** Prepared standard operating procedures for HR department, Analysed R n R program  
**Company Name:** Monnet Ispat and Energy Ltd.



**Name:** Kritika Singhal  
**Age:** 23  
**Graduation Degree:** B.E.  
**Discipline:** ECE  
**Institute Name:** Chitkara School of Engg. & Technology, Baddi  
**University:** Chitkara University, H.P.  
**Summer Training:** Live project in Recruitment, analysing the factors affecting performance management system  
**Company Name:** Bajaj Allianz Life Insurance



**Name:** Lipsa Thakur  
**Age:** 23  
**Graduation Degree:** B.Com.(Hons.)  
**Institute Name:** MCM DAV College, Chandigarh  
**University:** P.U., Chandigarh  
**Work Experience (in months):** 12  
**Company Name:** MAD Volunteer  
**Summer Training:** Impact of Human Resource Management practices on employee engagement and satisfaction  
**Company Name:** Netsmartz Infotech Pvt. Ltd.



**Name:** Mahak  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** CSE  
**Institute Name:** TIT&S, Bhiwani  
**University:** M.D.U., Rohtak  
**Summer Training:** Impact of Employee Engagement practices on Organizational Performance  
**Company Name:** Future Group - Big Bazaar



**Name:** Mohd Saquib  
**Age:** 22  
**Graduation Degree:** B.Tech.  
**Discipline:** Mechanical  
**Institute Name:** HRIT, Ghaziabad  
**University:** U.P.T.U., Lucknow  
**Summer Training:** A study on effectiveness of recruitment in Gallop&Bounce HR services  
**Company Name:** Gallop & Bounce HR Services Pvt. Ltd.



**Name:** Navneet Kaur  
**Age:** 24  
**Graduation Degree:** B.Com.(Hons.)  
**Institute Name:** G.G.D.S.D. College, Sector 32, Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:** A Study on Organizational commitment in Winsome Knitwear Employees  
**Company Name:** Winsome Knitwears



**Name:** Niharika Verma  
**Age:** 24  
**Graduation Degree:** B.E.  
**Discipline:** Computer  
**Institute Name:** Maharashtra Institute of Technology, Pune  
**University:** Pune University  
**Summer Training:** Study on Performance Appraisal System at ONGC  
**Company Name:** ONGC



**Name:** Pallavi Gupta  
**Age:** 22  
**Graduation Degree:** B.Com.  
**Institute Name:** SACCM, Ludhiana  
**University:** P.U., Chandigarh  
**Summer Training:** To check the level of Employee Engagement among employees of Vardhman Textiles Ltd.  
**Company Name:** Vardhman Textiles Ltd.

## Human Resource



**Name:** Pankil Sharma  
**Age:** 23  
**Graduation Degree:** B.E.  
**Discipline:** Mechanical  
**Institute Name:** UIET, Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:** To determine and analyse the factors for retaining talented employees at Mahindra & Mahindra (Swaraj Division)  
**Company Name:** Mahindra & Mahindra (Swaraj Division)



**Name:** Pooja  
**Age:** 25  
**Graduation Degree:** B.E.(Hons.)  
**Discipline:** IT  
**Institute Name:** UIET, Chandigarh  
**University:** P.U., Chandigarh  
**Work Experience (in months):** 22  
**Company Name:** Infosys  
**Summer Training:** To relook and redesign Frontline Hiring and Onboarding Process (Benchmarking), Performance Management System (Live project)  
**Company Name:** Perfetti Van Melle



**Name:** Priya Kohli  
**Age:** 22  
**Graduation Degree:** B.Com.(Hons.)  
**Institute Name:** Jesus & Mary College  
**University:** Delhi University  
**Summer Training:** Live project in Recruitment, analysing the factors affecting employee retention  
**Company Name:** Bajaj Allianz Life Insurance



**Name:** Ravi Prakash  
**Age:** 22  
**Graduation Degree:** B.Com.  
**Institute Name:** Seth GL Bihani SD (PG) College, Sriganganagar  
**University:** Maharaja Ganga Singh University, Bikaner  
**Summer Training:** A study on Industrial relations and employees welfare facilities in various companies  
**Company Name:** Mahindra & Mahindra (Swaraj Division)



**Name:** Sahil Samdhian  
**Age:** 23  
**Graduation Degree:** B.E.  
**Discipline:** Mechanical  
**Institute Name:** UIET, Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:** Project undertaken to determine the Penetration of Alternate Channel Products of SBI  
**Company Name:** State Bank of India



**Name:** Shobhit Sonker  
**Age:** 24  
**Graduation Degree:** B.Com.  
**Discipline:** Commerce  
**Institute Name:** National P.G. College, Lucknow  
**University:** Lucknow University  
**Summer Training:** To study the need for Implementing Employer Branding in Luminous Power Technologies  
**Company Name:** Luminous Power Technologies Pvt. Ltd.



**Name:** Shreya Anand  
**Age:** 21  
**Graduation Degree:** B.Com.  
**Discipline:** Commerce  
**Institute Name:** A.N.D. College, Kanpur  
**University:** C.S.J.M. University, Kanpur  
**Summer Training:** The relationship of Turnover intention with job satisfaction, Job Performance, Leader member exchange, Emotional intelligence and organizational commitment  
**Company Name:** Netsmartz Infotech Pvt. Ltd.



**Name:** Siddharth Gupta  
**Age:** 22  
**Graduation Degree:** B.Tech.  
**Discipline:** ECE  
**Institute Name:** BBSBEC, Fatehgarh Sahib  
**University:** P.T.U., Jalandhar  
**Summer Training:** Institutional marketing & sales of Kara Facial and hand sanitizing wipes in Pharmaceutical companies in Chandigarh.  
**Company Name:** Aditya Birla Group

## Human Resource



**Name:** Surbhi Sood  
**Age:** 23  
**Graduation Degree:** B.Tech.  
**Discipline:** ECE  
**Institute Name:** D.A.V. Institute of Engg. & Technology, Jalandhar  
**University:** P.T.U., Jalandhar  
**Summer Training:** Enhancing Business Performance through Manpower Utilization with the help of time study  
**Company Name:** Trident Group



**Name:** Tripti Kakrania  
**Age:** 22  
**Graduation Degree:** B.B.A.  
**Discipline:** Management  
**Institute Name:** Banasthali Vidhyapith, Jaipur  
**University:** Rajasthan University  
**Summer Training:** A project on Customer Centric Effectiveness in the company  
**Company Name:** Worlds Window Group



**Name:** Vibhuti Mahajan  
**Age:** 23  
**Graduation Degree:** B.Sc.(Hons.)  
**Discipline:** Physics  
**Institute Name:** Dept. of Physics  
**University:** P.U., Chandigarh  
**Summer Training:** A Study on the process of Recruitment and Selection  
**Company Name:** Tech Mahindra Ltd.



**Name:** Vinny Batra  
**Age:** 22  
**Graduation Degree:** B.E.  
**Discipline:** Biotechnology  
**Institute Name:** UIET, Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:** Live Project in Recruitment, analysing the factors affecting employee engagement level and measuring its effectiveness  
**Company Name:** Bajaj Allianz Life Insurance



**Name:** Yatin Mittal  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** ECE  
**Institute Name:** SSIET, Derabassi  
**University:** P.T.U., Jalandhar  
**Summer Training:** Analysis of Best Practices to enhance Employee Engagement Quotient at Consulting Firms  
**Company Name:** Ernst & Young

## International Business

### **First Semester**

- Organizational Behaviour and International Human Resource Management
- Business Statistics
- Management Accounting
- Marketing Management
- Seminar on Foreign Trade Policy and Management
- Seminar on Micro Economics
- Workshop on Business Computing
- Workshop on Business Research

### **Second Semester**

- Global Marketing Management
- International Business Environment
- International Financial Management
- Operations Research
- Workshop on Business Communication
- Workshop on Foreign Trade Documentation and Trade Finance
- Workshop on Multi Variate Statistical Techniques
- Comprehensive Viva-Voce
- Summer Training and Viva-Voce

### **Third Semester**

- Global Strategic Management
- Global Supply Chain Management
- International Business Law
- Workshop on Sectoral Strategies for Exports

- Seminar on International Marketing Research

- Foreign Language- French

### **Any Two of the following**

- Seminar on Project Planning and Analysis
- Seminar on Corporate Restructuring and Re-Engineering
- Seminar on Entrepreneurship Management
- Seminar on Regional Economic Groupings

### **Fourth Semester**

- Cross Cultural Issues and International Business Negotiations
- Comprehensive Viva-Voce
- Foreign Language- French
- International Brand Management
- Seminar on WTO and International Trade Policies

### **Any Two Of Following**

- International Banking
- Technology and Strategic Consulting
- International Accounting
- Total Quality Management

# Students Profile

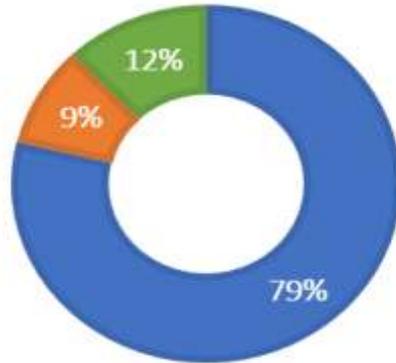
## International Business



# International Business

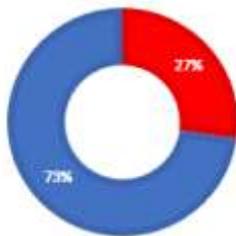
EDUCATIONAL BACKGROUND

■ Engineering ■ Commerce ■ Others



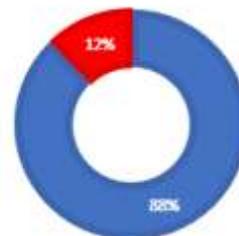
GENDER DISTRIBUTION

■ Female ■ Male



WORK EXPERIENCE

■ Freshers ■ Experienced



**Name:** Akshay Kaushal  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** Mechanical  
**Institute Name:** UCOE, Patiala  
**University:** Punjabi University, Patiala  
**Summer Training:** Distribution Network Analysis of African and Middle-East Countries  
**Company Name:** Volvo Eicher Commercial Vehicles Ltd.



**Name:** Anil Pandey  
**Age:** 22  
**Graduation Degree:** B.Sc.(Hons.)  
**Discipline:** Computer Science  
**Institute Name:** Atma Ram Sanatan Dharma College  
**University:** Delhi University  
**Summer Training:** Modern Trade and Segment Analysis of Kara Wipes  
**Company Name:** Aditya Birla Group



**Name:** Ankit Khandelwal  
**Age:** 23  
**Graduation Degree:** B.Tech.  
**Discipline:** Electrical  
**Institute Name:** UCE, Kota  
**University:** Rajasthan Technical University, Kota  
**Summer Training:** Directly engage the correct Target Group customer and promote the company product by using an appropriate mix of available marketing tools and engagement in Sales  
**Company Name:** SAB Miller



**Name:** Avinash Chandra  
**Age:** 21  
**Graduation Degree:** B.Com.  
**Institute Name:** National P.G. College, Lucknow  
**University:** Lucknow University  
**Summer Training:** Marketing and Sales promotion of school buses and trucks in Lucknow  
**Company Name:** Mahindra & Mahindra

## International Business



**Name:** Avleen Kaur  
**Age:** 23  
**Graduation Degree:** B.E.(Hons.)  
**Discipline:** CSE  
**Institute Name:** UIET, Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:** Impact of credibility and price consciousness on purchase intention of Kara Wet Wipes  
**Company Name:** Aditya Birla Group (CPD)



**Name:** Ayush Gupta  
**Age:** 23  
**Graduation Degree:** B.E.  
**Discipline:** CSE  
**Institute Name:** Maharashtra Institute of Technology, Pune  
**University:** Pune University  
**Summer Training:** Survey and Market Research on New Product Launch (TCY-K12)  
**Company Name:** TCY Learning Solutions Pvt. Ltd.



**Name:** Devinder Singh  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** ECE  
**Institute Name:** S.V.N.I.E.R.T.  
**University:** U.P.T.U., Lucknow  
**Summer Training:** Business Development and Vendor Management, efficient supply chain processes, creating awareness online and building brand image  
**Company Name:** Green Rock Enterprises Pvt. Ltd.



**Name:** Guneet Kaur  
**Age:** 22  
**Graduation Degree:** B.Tech.  
**Discipline:** CE  
**Institute Name:** GNDU, Amritsar  
**University:** GNDU, Amritsar  
**Summer Training:** Distribution Channel Improvement and Conjoint Analysis for developing Marketing Mix : Case Study of Kara Cosmetic Wipes  
**Company Name:** Aditya Birla Group (CPD)



**Name:** Gurjinder Singh  
**Age:** 25  
**Graduation Degree:** B.Tech.(Hons.)  
**Discipline:** Mechanical  
**Institute Name:** ACE & AR, Ambala  
**University:** Kurukshetra University  
**Work Experience (in months):** 26  
**Company Name:** CSIO-CSIR, Chandigarh  
**Summer Training:** Market Research for factors influencing Consumer's Attitude towards Hindustan Times and The Tribune in Jalandhar  
**Company Name:** HT Media Ltd.



**Name:** Gurleen Kaur  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** CSE  
**Institute Name:** ACET, Amritsar  
**University:** P.T.U., Jalandhar  
**Summer Training:** To study the market scope of Kara Hand Sanitizing Wipes & Consumer Awareness about Kara Wet Wipes  
**Company Name:** Aditya Birla Group



**Name:** Gursimer Singh  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** CSE  
**Institute Name:** NIT Jalandhar  
**University:** NIT Jalandhar  
**Work Experience (in months):** 7  
**Company Name:** TCS, Leen Auto Products  
**Summer Training:** Trade Lane Study & Yard Management  
**Company Name:** Gateway Rail Freight Ltd.



**Name:** Hardil Aziz Singh  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** Computer Science  
**Institute Name:** UCOE, Patiala  
**University:** Punjabi University, Patiala  
**Summer Training:** Distribution Channel Improvement and Conjoint Analysis for developing Marketing Mix : Case study of Kara Refreshing wipes  
**Company Name:** Aditya Birla Group (CPD)

## International Business



**Name:** Harshit Jain  
**Age:** 23  
**Graduation Degree:** B.Tech.  
**Discipline:** ECE  
**Institute Name:** Poornima College of Engg., Jaipur  
**University:** Rajasthan Technical University, Kota  
**Summer Training:** Entry Strategies of NEI in Russian Market  
**Company Name:** National Engineering Industries Ltd. (NBC)



**Name:** Harshit Sen  
**Age:** 25  
**Graduation Degree:** B.Tech.(Hons.)  
**Discipline:** Industrial & Production Engineering  
**Institute Name:** Institute of Technology, Bilaspur  
**University:** Guru Ghasidas University  
**Summer Training:** Consumers' Perception, Attitude and willingness to buy towards KARA Facial Wipes.  
**Company Name:** Aditya Birla Group



**Name:** Ishan Jolly  
**Age:** 23  
**Graduation Degree:** B.Sc.  
**Discipline:** Computer Science  
**Institute Name:** Mukund Lal National College  
**University:** Kurukshetra University  
**Summer Training:** Measuring Brand Preference and Customer Satisfaction of the International Sim Card Industry - A case study on Matrix Cellular  
**Company Name:** Matrix Cellular International Services Ltd.



**Name:** Jasmeen Kaur  
**Age:** 25  
**Graduation Degree:** B.E.  
**Discipline:** ECE  
**Institute Name:** Thapar University  
**University:** Thapar University, Patiala  
**Work Experience (in months):** 3  
**Company Name:** British Counsel, Chandigarh  
**Summer Training:** Emerging Global Trends in Nutraceuticals & it's Consumption Behavior in Tricity  
**Company Name:** Zanon Lifesciences Pvt. Ltd.



**Name:** Kunal Kochhar  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** Information Technology  
**Institute Name:** IET Bhaddal, Rupnagar  
**University:** P.T.U., Jalandhar  
**Summer Training:** To study the effect of Packaging and Brand on children's and parent's Purchasing Decisions in Chandigarh and vicinity  
**Company Name:** Claridge Moulded Fibre Ltd., Solan



**Name:** Madhur Khurana  
**Age:** 24  
**Graduation Degree:** B.Tech.(Hons.)  
**Discipline:** CSE  
**Institute Name:** N.C College of Engg., Panipat  
**University:** Kurukshetra University  
**Summer Training:** To study U.S. market of Bed-Sheets and devise entry level strategy for Trident in U.S. market.  
**Company Name:** Trident Group



**Name:** Mahal Kouns Atter  
**Age:** 23  
**Graduation Degree:** B.Tech.  
**Discipline:** ECE  
**Institute Name:** UCOE, Patiala  
**University:** Punjabi University, Patiala  
**Summer Training:** Study of SBI in SME Sector in tricity and Punjab  
**Company Name:** State Bank of India



**Name:** Mokash Jarial  
**Age:** 23  
**Graduation Degree:** B.Sc.  
**Discipline:** Hospitality  
**Institute Name:** AIHM, Chandigarh  
**University:** IGNOU  
**Summer Training:** Sales Promotion  
**Company Name:** The Glacier Food Products (India) Pvt. Ltd.

## International Business



**Name:** Mukul Dhiman  
**Age:** 23  
**Graduation Degree:** B.Tech.  
**Discipline:** ECE  
**Institute Name:** NIT Hamirpur  
**University:** NIT Hamirpur  
**Summer Training:** Extension of Distribution Channel and Analysis of Brand of Kara Wipes in Shimla (H.P.)  
**Company Name:** Aditya Birla Group (CPD)



**Name:** Navjyot Nashine  
**Age:** 26  
**Graduation Degree:** B.E.  
**Discipline:** CSE  
**Institute Name:** SRIST, Jabalpur  
**University:** RGPV, Bhopal  
**Summer Training:** Using appropriate marketing mix strategy, increase the sales volume of newly launched product  
**Company Name:** SAB Miller



**Name:** Neha Jain  
**Age:** 21  
**Graduation Degree:** B.Tech.  
**Discipline:** ECE  
**Institute Name:** Rajasthan College of Engg. for Women  
**University:** Rajasthan Technical University, Kota  
**Summer Training:** Marketing Research, developing the plan for a new product launch and event management  
**Company Name:** Hindustan Times Media Ltd.



**Name:** Niket Sharma  
**Age:** 25  
**Graduation Degree:** B.Tech.  
**Discipline:** CSE  
**Institute Name:** Amity University, Lucknow  
**University:** Amity University, U.P.  
**Work Experience (in months):** 10  
**Company Name:** HCL  
**Summer Training:** A comparative study of various investment products with special reference to Kotak Mahindra Bank  
**Company Name:** Kotak Mahindra Bank Ltd.



**Name:** Nitesh Kumar  
**Age:** 23  
**Graduation Degree:** B.Tech.  
**Discipline:** ECE  
**Institute Name:** LRIET, Solan  
**University:** H.P. University, Shimla  
**Summer Training:** Establishment and promotion of Kara wipes in Himachal Pradesh (Dharamsala) including distribution channel  
**Company Name:** Aditya Birla Group (CPD)



**Name:** Priya Tyagi  
**Age:** 23  
**Graduation Degree:** B.Tech.  
**Discipline:** IT  
**Institute Name:** KIET, Ghaziabad  
**University:** U.P.T.U., Lucknow  
**Summer Training:** Business Plan and Market Research for Business Expansion Strategy in Medical Animation  
**Company Name:** ADI Group



**Name:** Pulket Sharma  
**Age:** 25  
**Graduation Degree:** B.Sc.  
**Discipline:** Botany  
**Institute Name:** Maharajas College  
**University:** Rajasthan University  
**Summer Training:** Measuring Customer, Dealers' and Influencer's satisfaction level  
**Company Name:** CEAT Tyres



**Name:** Rahul Sharma  
**Age:** 25  
**Graduation Degree:** B.E.  
**Discipline:** ECE  
**Institute Name:** UIET, Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:** Foreign exchange and its related aspects  
**Company Name:** HDFC Bank

## International Business



**Name:** Rohit Jain  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** ECE  
**Institute Name:** MJRP  
College of Engg. and  
Technology, Jaipur  
**University:** MJRP University,  
Jaipur  
**Summer Training:**  
Implementation of Market  
entry strategy of M3M India in  
Ajmer (Rajasthan)  
**Company Name:** M3M India  
Pvt. Ltd.



**Name:** Saguna Gupta  
**Age:** 22  
**Graduation Degree:**  
B.Com.(Hons.)  
**Institute Name:** G.G.D.S.D.  
College, Sector 32, Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:** Transfer  
Pricing in Multinationals  
**Company Name:** KPMG



**Name:** Sahil Kukkar  
**Age:** 24  
**Graduation Degree:** B.E.  
**Discipline:** Biotechnology  
**Institute Name:** UIET,  
Chandigarh  
**University:** P.U., Chandigarh  
**Summer Training:**  
Implementation of Market  
entry strategy of M3M India in  
Chandigarh  
**Company Name:** M3M India  
Pvt. Ltd.



**Name:** Shreya Tyagi  
**Age:** 23  
**Graduation Degree:** B.Tech.  
**Discipline:** CSE  
**Institute Name:** JUIT,  
Wakhnaghat  
**University:** JUIT, Solan  
**Summer Training:** Advisory-  
Infrastructure & Government  
Services : Knowledge Selection  
for Investment Promotion  
(Punjab Government)  
**Company Name:** KPMG



**Name:** Suraj Kaul  
**Age:** 23  
**Graduation Degree:** B.Com.  
**Institute Name:** SPMR  
College of Commerce, Jammu  
**University:** Jammu  
University  
**Summer Training:** Channel  
Management and Product  
Establishment in Jammu,  
Udhampur, Katra and Leh  
**Company Name:** Aditya Birla  
Group (Grasim Industries)

# Biotechnology

## **First Semester**

- Business Economics
- Business Statistics
- Management Accounting
- Organizational Behaviour
- Marketing Management
- Workshop on Business Computing
- Workshop on Business Research

## **Second Semester**

- Business Environment
- Human Resource Management
- Operations Management
- Financial Management
- Legal Aspects of Business
- Comprehensive Viva-Voce
- Summer Training Report and Viva-Voce
- Workshop on Business Communication
- Workshop on Multi Variate Statistical Techniques

## **Third Semester**

- Entrepreneurial Development and New Enterprise Management
- Project Planning, Analysis and Management
- Business Process Re-Engineering
- Global Supply Chain Management
- Seminar on Principles of Biotechnology
- Strategic Management

## **Fourth Semester**

- Customer Relationship Management and Sales Management
- Total Quality Management
- Seminar on Biotechnological Processes
- Comprehensive Viva-Voce
- Seminar on Intellectual Property Rights and Biotechnology
- Workshop on Instrumentation in Biotechnology
- Human Values and Business Ethics

# Students Profile

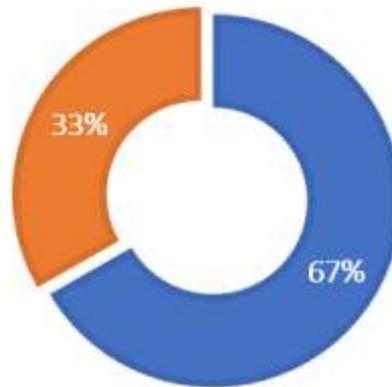
## Biotechnology



# Biotechnology

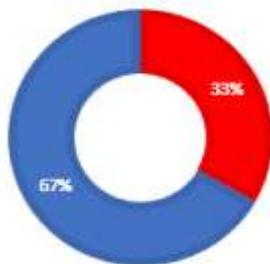
## EDUCATIONAL BACKGROUND

■ Engineering ■ Medical Sciences



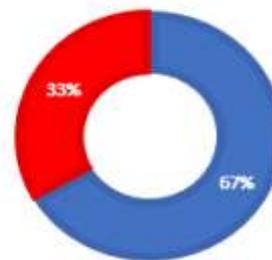
## GENDER DISTRIBUTION

■ Female ■ Male



## WORK EXPERIENCE

■ Freshers ■ Experienced



**Name:** Anuradha Sadhamta  
**Age:** 24  
**Graduation Degree:** B.Tech.  
**Discipline:** Biotechnology  
**Institute Name:** School of Bio-Engineering and Food Technology, Shoolini University, Solan  
**University:** Shoolini University, Solan  
**Summer Training:** Bankers satisfaction about IDFC Mutual Funds  
**Company Name:** IDFC Asset management Co. Ltd.



**Name:** Parvinder  
**Age:** 22  
**Graduation Degree:** B.Pharm  
**Discipline:** Pharmacy  
**Institute Name:** R K S D College of Pharmacy, Kaithal  
**University:** PGIMS, Rohtak  
**Summer Training:** Managing production, packing and packaging processes  
**Company Name:** Lifecare Neuro Products Ltd.



**Name:** Rahul Seth  
**Age:** 24  
**Graduation Degree:** B.E.  
**Discipline:** Biotechnology  
**Institute Name:** UIET, Chandigarh  
**University:** P.U., Chandigarh  
**Work Experience (in months):** 11  
**Company Name:** GREY B Services Pvt. Ltd.  
**Summer Training:** Customer Satisfaction & perception towards Alternate Delivery Channel Products  
**Company Name:** Bank Of India

## Illustrious Alumni

### **Varun Berry**

MD, Britannia

### **Parminder Singh**

MD, South-east Asia, Twitter

### **Anil Khanna**

MD, Blue Dart Express

### **Kavi Arora**

MD and CEO, Religare Finvest Ltd.

### **Yasho V. Verma**

CEO, Onida

### **Rakesh Khurmi**

CFO, Adlabs Imagia

### **Rahul Puri**

National Distribution Head, Apple (India)

### **Amanpreet Singh Bhatia**

Sr. VP- HR, Volvo-Eicher Commercial Vehicles Ltd.

### **Prashant Sharma**

Head of BHR-Global Operations, Nokia Networks

### **Nalini Gupta**

Country Manager, Burberry India Pvt. Ltd.

### **Niraj Singla**

VP, Taj Television-Zee Entertainment Enterprises Ltd.

### **Rajat Avasthi**

VP-Sales and Marketing, Vodafone (India)

### **Prashant Bhatnagar**

Head -Global Delivery Services Lead-Asia Pacific and Japan, Microsoft

### **Chetan Khanna**

VP Human resource, Accenture Services Pvt Ltd.

### **Sanjit Singh Randhawa**

Country Manager (Thailand & Philippines), Bacardi-Martini Singapore Pte. Ltd

### **Puneet Sharma**

Vice President- Corporate & Institutional Banking, YES Bank

### **Kabir Julka**

Director & Head Human Resources (Hong Kong), American Express

### **Balwinder Singh Canth**

Executive Director, Indian Oil Corporation Ltd.

## Faculty Details

**Prof. Dinesh K. Gupta**

M.Com & Ph.D. (PU)

**Prof. Meenakshi Malhotra**

MBA (Pune), Ph.D. (PU)

**Prof. A.K. Vashisht**

M.Com & LLB (PU), M.Phil. &  
Ph.D. (HPU)

**Prof. Suresh K. Chadha**

M.Com & Ph.D. (PU)

**Prof. Manoj Kumar Sharma**

M.Sc. (Hons) in Eco (GNDU),  
MBA (KU), Ph.D. (GNDU)

**Prof. Smriti Sood**

MBA, M.Phil. (HPU), Ph.D. (PU)

**Prof. Anupam Bawa**

MBA (PU), Ph.D. (Pbi.U)

**Prof. B.B. Goyal**

M.A. (Eng.), MBA (MDU),  
Ph.D. (Pbi.U), Advance  
Diploma in Labor Laws

**Prof. Deepak Kapur**

B.E. (PEC), MBA (PU),  
LLB (PU), Fellow (IIM-A)

**Prof. Karamjit Singh**

M.Com & Ph.D. (GNDU)

**Prof. Parmjit Kaur**

M.Com & Ph.D. (PU)

**Prof. Meena Sharma**

M.Com (PU) & Ph.D. (GJU)

**Prof. Sanjay Kaushik**

M.Com & Ph.D. (PU)

**Prof. Suveera Gill**

M.Com & Ph.D. (PU)

**Dr. Navdeep Kaur**

M.Com & Ph.D. (PU)

**Prof. Gunmala Suri**

M.Sc. (Statistics), PGDCA  
(KU), Ph.D. (Agra U.)

**Dr. Luxmi**

MBA (MDU), LLB (PU),  
Ph.D. (GJU)

**Dr. Purva Kansal**

MBA (HPU), Ph.D. (PU)

**Dr. Monica Bedi**

MBA & Ph.D. (PU)

**Dr. Tejinder Pal Singh**

M.Com (PU), Ph.D. (Pbi.U)

**Dr. Vaneeta Aggarwal**

BE (Pbi.U), MBA (PU), Ph.D. (UoM)

**Dr. Rupinder Bir Kaur**

M.Com & Ph.D. (PU)

**Dr. Tilak Raj**

M.A. (Eco), M.Phil. & Ph.D. (HPU)

**Ms. Neha Gulati**

MCA (GJU), M.Phil. (MKU)

**Dr. Pooja Soni**

M.Sc (Maths, Statistics), Ph.D. (Statistics)

**Dr. Kulwinder Singh**

M.A., Ph.D. (Economics)

## Summer Internship Feedback

“The excellence in work performed depicts the quality of students of University Business School. Their punctuality, dedication and problem solving approach are commendable. UBS is indeed doing a great job!”

**Sanmukh Singh**

Zonal manager, General Motors

“Students from UBS performed in a magnificent way create our lucrative channel partners. It was great experiences to work with UBS interns.”

**Inderpreet Singh**

Deputy Manager, Aditya Birla Group

“UBS students exhibited diligence, smartness and managerial attitude during internship. The students' contribution has shown positive results in our employee engagements & on-boarding processes. Keep up the good work!”

**Romit Sen**

Senior Manager HR, Reliance Communication

“UBSites have shown extreme professionalism during their internship period. They are hardworking and quick learners. I wish them all the luck!”

**Isha Kotwal**

Manager Sales, M3M

“It was an amazing experience working with the student. The discipline, adhering to timelines & innovative thinking makes them stand unique from the group. The willingness to learn more and deliver the assigned projects within the required timelines with in-depth study of the subject is recommendable.”

**Savijit Sharma**

Corporate HR-Sales & Marketing, Perfetti Van Melle

## Summer Recruiters



## Past Recruiters



## About Chandigarh

Chandigarh - the dream city of India's first Prime Minister, Sh. Jawahar Lal Nehru is called the City Beautiful. The first planned city of India is the brain child of French architect Le Corbusier. It is the perfect blend of modernization and nature. It is the capital of both Haryana and Punjab and is a Union Territory of India. Notable sites that attract visitors are Sukhna Lake, New Lake, Rock Garden, Leisure Valley, Garden of Silence, Rose Garden, Cactus Garden, Garden of Fragrance, Government Museum, Art Gallery and Butterfly Park.



# Travel Details

## Railways

<b>New Delhi-Chandigarh</b>	<b>Unchahar Exp (14217)</b>	<b>Hwh Dli Kik Mai (12311)</b>	<b>Cdg Sup Fast (22451)</b>	<b>Himalyan Queen (14095)</b>	<b>Uhl Janshatabdi (12057)</b>	<b>NDLS CDG Shtbdi (12045)</b>	<b>Kalka Shtbdi (12005)</b>	<b>Kalka Shtbdi (12011)</b>
ETD	0425 hrs	2125 hrs	1149 hrs	0545 hrs	1435 hrs	1915 hrs	1715 hrs	0740 hrs
ETA	0925 hrs	0305 hrs	1620 hrs	1025 hrs	1905 hrs	2235 hrs	2040 hrs	1105 hrs
Duration	5h	6h	4h 31m	4h 40m	4h 30m	3h 20m	3h 25m	3h 25m
<b>Mumbai-Chandigarh</b>	<b>Sampark Kranthi (12217)</b>	<b>GOA Sampark K Express (12449)</b>	<b>CDG Sup Spl (04511)</b>	<b>(Mondays &amp; Thursdays only)</b>				
ETD	1545 hrs	1955 hrs	1205 hrs					
ETA	1100 hrs	2345 hrs	1620 hrs					
Duration	28h 20m	27h 50m	28h 15m					

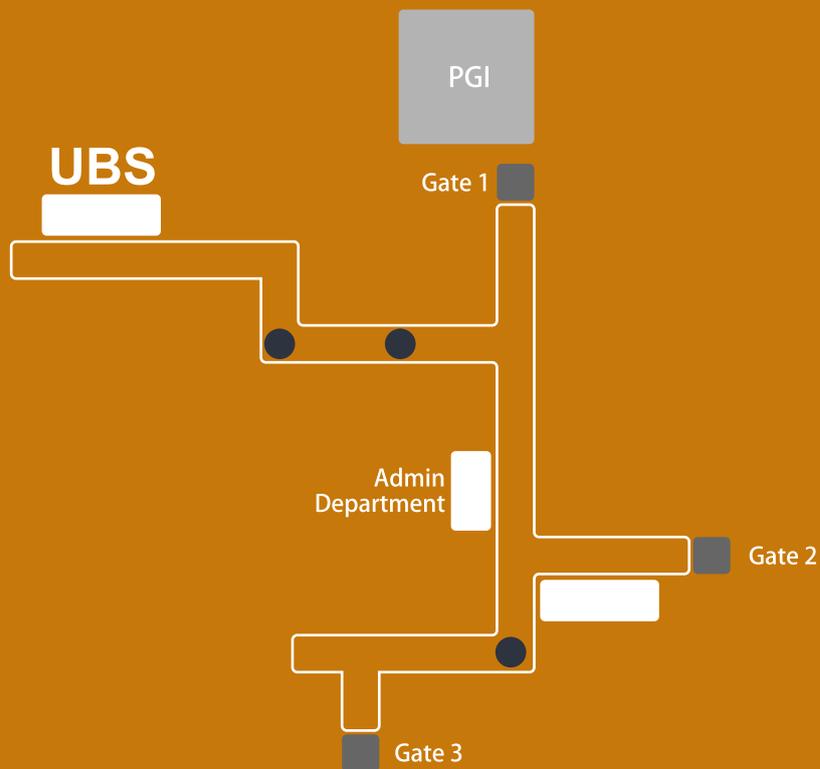
<b>Kolkata-Chandigarh</b>	<b>Hwh Dli Kik Mai (12311)</b>
ETD	1940 hrs
ETA	0305 hrs
Duration	31h 25m

## Airways

<b>New Delhi-Chandigarh</b>	<b>JetKconnect 9W-2238</b>	<b>JetKconnect 9W-2651</b>	<b>Spicejet SG-2111</b>	<b>Spicejet SG-2115</b>	<b>Spicejet SG-224</b>	<b>Air IndiaAI -864</b>	<b>JetKconnect S2-3657</b>
ETD	0640 hrs	1105 hrs	0810 hrs	1800 hrs	1255 hrs	0950 hrs	1500 hrs
ETA	0740 hrs	1220 hrs	0915 hrs	1905 hrs	1400 hrs	1045 hrs	1645 hrs
<b>Mumbai-Chandigarh</b>	<b>IndiGo 6E-464</b>	<b>Go Air G8-389</b>	<b>IndiGo 6E-432</b>	<b>Go Air G8-383</b>	<b>Spicejet SG-224</b>	<b>Air IndiaAI -864</b>	<b>JetKconnect S2-3657</b>
ETD	1205 hrs	1215 hrs	1505 hrs	1415 hrs	1255hrs	0950hrs	1500hrs
ETA	1415 hrs	1430 hrs	1725hrs	1830 hrs	1400 hrs	1045hrs	1645hrs
<b>Bangalore-Chandigarh</b>	<b>IndiGo6E-477</b>	<b>AirAsiaI5-1824</b>					
ETD	1000 hrs	1545 hrs					
ETA	1255 hrs	1840 hrs					

<b>Hyderabad-Delhi-Chandigarh</b>	<b>spicejet SG-116</b>	<b>Air IndiaAI -559</b>	<b>Air IndiaAI -127</b>	<b>JetKconnect S2-5107</b>	<b>JetKconnect S2-5107</b>	<b>Jet Airways 9W-646</b>	<b>spicejet SG-226</b>	<b>JetKconnect S2-5018</b>	<b>spicejet SG-108</b>
ETD	0605 hrs	0640 hrs	2055 hrs	0615 hrs	0615hrs	0615 hrs	1045 hrs	0955 hrs	1315 hrs
ETA	1400 hrs	1045 hrs	1045 hrs	1205 hrs	1710 hrs	1205 hrs	1905 hrs	1210 hrs	1905 hrs
<b>Chennai-Chandigarh</b>	<b>JetKconnect S2-5018</b>	<b>Jet Airways 9W-489</b>	<b>IndiGo 6E-432</b>						
ETD	0700 hrs	0700 hrs	1230 hrs						
ETA	1210 hrs	1210 hrs	1545 hrs						

## How to Reach University Business School



### UNIVERSITY BUSINESS SCHOOL

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