



**UNIVERSITY BUSINESS SCHOOL**  
PANJAB UNIVERSITY, CHANDIGARH

**CAMPUS**  
**RECRUITMENT**  
**PROGRAM 2012**

## What we believe in.....

The journey at UBS brings about an 'evolution' - in true sense of the word - in every individual, where one is bound to the rich tradition of one of the oldest universities of the country. The students are enlightened by the enriching knowledge and at the same time provided with a perfect environment to enhance their thinking process to reach the unexplored horizons.

# UBS

PANJAB UNIVERSITY, CHANDIGARH

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## Chairperson's Message



University Business School (UBS) is among the prestigious institutes of our country. We have been imparting quality management education for more than four decades. The school has highly qualified, illustrious, dedicated and experienced faculty. We pay full attention to appropriate growth of each and every student. We train our students to discharge their future responsibilities effectively. The school tries to enhance technical, emotional, adversity, moral and physical quotients of students. This helps them to face today's competitive and complex world of business boldly.

The school has very rigorous course curriculum which is updated regularly so that the students can be taught all the latest techniques of business which are used in the corporate world.

The excellence of UBS can be measured by the praiseworthy performance of alumni who had made their mark in establishing and running renowned business organizations not only of our own country but other countries as well. Our alumni keep interacting with our students. They are mentoring and coaching them.

I am sure by giving our students a chance of working in your esteem organization you will benefit. I wish best of luck to all.

Looking forward to seeing you soon.

With warm regards,

**Prof. Meenakshi Malhotra**  
Chairperson

## Placement Coordinators' Message



In the ever changing and expanding competitive environment, people play a vital role in the growth and development of an organization. Change is the only constant in the dynamic business environment. We at UBS have always been conscious of the evolving needs of the corporate world. In our pursuit of excellence over the past 43 years, we have been catering to these very needs. UBS alumni, today, serves at the top of the corporate world adding to our glory and further strengthening the belief that the best always flourish.

Intellectual capital is the biggest asset of UBS. It is further strengthened by the visiting faculty comprising from academia and industry. This combination ensures that students give their best and do justice to their demanding curriculum and as a result are groomed into competent managers. UBS has emerged as one of the best B-schools in India. Our students have been employed by some of the best names in the industry.

UBS offers four full time courses in management: MBA, MBA (Human resource), MBA (International business) and MBA (Biotechnology). The stringent admission process for these courses begins with the CAT examination, followed by a group discussion and personal interview. Students complete two years of rigorous coursework, supplemented by extensive use of Group Discussions, Case Studies, Management Games and Industry Interaction.

On behalf of the Placement Committee, we welcome your participation in the Placement Process. We are sure that the students you recruit will play a pivotal role in your organization.

With warm regards,

**Dr. B. B. Goyal | Dr. Sanjay Kaushik**

Placement Coordinators



## About UBS

University Business School (UBS), established in 1968, has a rich and proud history of crafting innovative and strategic leaders. It is located in the heart of the City Beautiful, Chandigarh and draws its academic strength and resources of Panjab University while maintaining a distinct identity of its own. Since its inception, UBS has consistently evolved managers who are distinguished by their dynamic and professional outlook towards their chosen area of work.

As Peter F. Drucker has very rightly said "Management is doing things right; leadership is doing the right things." The mission of UBS is not just to create efficient managers but also to transform them into leaders who can inspire. UBS conceives and undertakes its activities in a way that students are abreast of the recent trends in the field of management. Its adeptly designed and contemporary curriculum, delivered by a perfect blend of faculty from the intellectual bank of the School and the industry, makes it a top class management institute in India. UBS has a structured Ph.D. program. Additionally it offers a three-year MBA (Executive) program for working professionals and a two-year M.Com (Hon's) program, in addition to four full time MBA programs.

The faculty of UBS trains its students to utilize their potential to the utmost level. The interactive and efficient teaching methodologies make the whole learning process all the more interesting. The faculty employs proactive techniques of teaching, involving the students in various case studies, projects and research assignments. This way, the students not only gain from the experience and guidance of the teachers but also discover and learn on their own.

## PROFESSORS

**Prof. T. N. Kapoor**  
 (Professor Emeritus)  
 M.Com, LLB, Ph.D.

**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. (H.P.U.)

**Prof. S. K. Chadha**  
 M.Com & Ph.D. (PU)

**Prof. Anupam Bawa**  
 MBA (PU), Ph.D. (Pbi.U.)

**Prof. Deepak Kapur**  
 BE (PEC), MBA & LLB (PU),  
 Fellow (IIM - A)

**Prof. Smriti Sood**  
 MBA, M.Phil (H.P.U.), Ph.D. (PU)

**Prof. Manoj K. Sharma**  
 MSc( Hons. School in Economics),  
 Ph.D. (GNDU)

**Prof. S. C. Vaidya**  
 (Re-employed)  
 M.Com & Ph.D. (PU)

## ASSOCIATE PROFESSORS

**Dr. B. B. Goyal**  
 M.A.(Eng.) MBA (MDU),  
 Ph.D. (Pbi. U.)

**Dr. Sanjay Kaushik**  
 M.Com&Ph.D. (PU)

**Dr. Suveera Gill**  
 M.Com & Ph.D. (PU)

**Dr. Karamjeet Singh**  
 M.Com&Ph.D. (GNDU)

**Dr. Parmjit Kaur**  
 M.Com&Ph.D. (PU)

**Dr. Meena Sharma**  
 M.Com (PU), Ph.D. (MDU)

**Dr. Navdeep Kaur**  
 M.Com & Ph.D. (PU)

**Dr. Gunmala Suri**  
 M.Sc. (Statistics), PGDCA (KU),  
 Ph.D. (Agra U)

## ASSISTANT PROFESSORS

**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**  
 B.E. (Pbi.U), MPM&IR (PU),  
 Ph.D. (Chennai)

**Dr. Rupinder Bir Kaur**  
 M.Com & Ph.D. (PU)

**Dr. Tilak Raj**  
 M.A.(Eco), M.Phil & Ph.D. (HPU)



## Infrastructure

### Central Library

The A.C. Joshi Library (Central Library) of Panjab University has a collection of over 7 lakh publications which include books, bound volumes of journals, thesis/dissertations, rare books, reports, government documents, back files of newspapers, and a prized collection of 1490 manuscripts. The web based Online Public Access Catalogue(OPAC) makes it even more useful. The Library provides access to 225 online full text journals as a part of print journals subscription. Access to approximately 5000 online full text journals is also available through INDEST- Consortium and UGC-INFONET. The University Library has been recognized as one of the six national centres for data information distribution in the UGC's INFLIBNET program In-house Library:

Apart from the central library, UBS also has an in-house library with around 12,000 books and with a subscription to 130 journals comprising of both Indian and International publications. This enables the students to find references relating to almost all branches of management.

### IT infrastructure

UBS has 50 computers connected to the main server of the University, thus providing direct access to the journals/books available on the University Library Server. The students also have access to the Internet for reference and communication. Moreover, the campus is Wi-Fi enabled. In addition to this, the School has an air-conditioned auditorium and two seminar halls equipped with state-of-the-art audio-visual equipments.



## Life at UBS

Life at UBS both inside and outside the classrooms is stimulating and intense. Although the pace of the program is fast and the participants have a tight schedule owing to rigorous sessions, one still manages to achieve synchronization in group and individual activities.

The campus has a strong "work hard, play harder" culture and participants indulge in a wide variety of extracurricular and social activities. Students can join one of the several clubs, and network in a sector or industry in which they plan to pursue their careers.

All these things ensure that the years spent at UBS are some of the most memorable years of their lives.

At UBS, we believe, "Management is an art that cannot be learnt theoretically, but needs to be imbibed and inculcated through a litany of practical experiences and hands-on knowledge." Every student of UBS is part of one or more of the clubs or the activity hubs, that focus on diverse areas of interest. Among the others, the constant interaction among students through regular organization of club events enables them to nourish their team skills and instill in them a positive attitude.

## Student Committees

### **Business Club - Perfection is our Business**

Business Club at UBS is a forum which provides opportunity to the students to get themselves acquainted with the practical know how of the business world which complements the classroom learning. The club endeavours to provide a platform to the budding managers at UBS to hone their management skills by organizing events that have an essence of different aspects of management.

The club brought two new initiatives in the year 2010-2011, the first being an in-house fest called Envisage, that attracted huge participation from the entire batch. The entire gamut of the events organized under the fest ranged from competitions such as Dalal Street – A stock market Simulation, Real Estate Bidding, both of which provided an opportunity to the students of Finance streams to tax their brains. AdMad – an advertising event, and ChaturLok – event to test the operations and strategic skills, attracted the aspiring marketers.

The other significant initiative was the launch of an annual newsletter titled Pratibimb, that carried the intellectual contributions of the students at UBS.

The club has also conducted Quizzes both at in-house and pan-India level. It was a proud moment for the college to work along Mahindra and Mahindra group as its venue partner for Auto-Quotient – The Mahindra Auto Quiz that attracted participation from various colleges. The club also launched an

online quiz, Inceptum, in partnership with Dare2Compete which saw a record participation of 1345 teams from across the country. The Economic Times Quiz for all is a regular weekly in-house event which is held on every Wednesday of every second week of the month. Another significant contribution of the club has been in organizing guest lectures and discussions with prominent personalities.

The Club endeavors to sustain and grow its initiative to provide a holistic 'management' experience to the students at UBS.

### **Alumni Cell – Strengthening our Bonds**

Alumni Cell seeks to rejuvenate and foster relationships between the alumni and their alma mater, through seminars, guest lectures and reunions. A Silver Jubilee Alumni Reunion – 2010 was organized on December 24, 2010. The batch of 1985 was felicitated to mark the Silver Jubilee of their passing out from their alma mater. The Reunion was a continuation of the tradition of honouring the alumni thereby providing an opportunity to the students to get mentored by the alumni.

### **Hospitality Cell**

Hospitality Cell at UBS ensures that the delegates visiting the campus have a comfortable and memorable stay. The cell works in coordination with Business Club and Alumni Cell to have detailed information regarding the delegates visiting the campus, and its work includes making arrangements for their lodging and travelling.



## International Conference (December 22-23, 2010)

### Topic: 'Business Ethics and Human Values'

Held under the Assistance for Strengthening of the Infrastructure of the Humanities and Social Sciences (ASIHSS) program of the University Grants Commission, the objective of this conference was to inspire, mentor and catalyse debate and discussion on ethical practices, human values and related issues of relevance to contemporary organizations and their managers. Eminent personalities from different organizations visited the campus to share their experiences and enlighten the students with the real life corporate scenarios to build the platform necessary to sustain in today's cut throat corporate world.



### Various Themes Discussed:

- Human Values and Ethics in Management and Governance.
- Legal Perspectives on Ethics and Corporate Governance.
- Corporate Social Responsibility.
- Lessons from Ancient Indian Wisdom for Building Ethical Business.
- Towards Enlightened Leadership.

## Some Words of Wisdom for UBS Students

**Mr. S. Sandilya**, Chairman, Eicher Group, was invited to mentor the students on August 9, 2010. He had an enlightening and interactive session with students. Mr. Sandilya, advised the students to learn the art of networking, to develop skills to take decisions in an uncertain and risky environment and to accept whatever comes their way.



**Mr. Atul Karwal**, Joint Commissioner of Police, Ahmedabad and an alumnus was in the campus on August 22, 2010. He shared his arduous experience of conquering Mt. Everest with the students and inspired them to become courageous and fearless enough to follow their dreams.



**Mr. P. Balakrishnan**, CEO, Anglo American Services India Private Limited, visited the campus on August 28, 2010. Mr. Balakrishnan stressed upon the role of strategic planning in a highly competitive environment and spoke at length about various strategies to be adopted by organizations to succeed.



**Mr. Pratip Choudhary**, Chairman, State Bank of India visited the campus on September 10, 2011. He shared his views on the public sector working and the importance of vision in working. He also spoke at length about the financial problems India is facing at current time.





## Nostalgic Moments

UBS has, over the years nurtured the young minds and made them world class leaders. Today, we have more than 3000 alumni spread all across the world including several well known names in almost all the spheres of business. Out of their sense of belonging to UBS, the alumni feel compelled to visit their alma mater, to rekindle old friendships and memories and to strengthen their ties with the institution that has so lovingly crafted their future.



UBS organizes an Alumni Reunion every year, which is the continuation of the tradition of honouring the alumni and to provide an opportunity to the students of UBS to get mentored by them. Last year UBS organized a Silver Jubilee Alumni Reunion – 2010 on December 24, 2010. In fact, this day has been declared the Alumni reunion day. The Batch of 1985 was facilitated to mark the Silver Jubilee of their passing out from their alma mater. This meet was an opportune moment for the esteemed alumina to network and interact with each other and also mentor the students of the present batch.



## Campus Recruitment Program 2012

The campus recruitment program for MBA 2010-12 is being driven by the placement cell that is managed by a team of faculty and students under the supervision of two Placement Coordinators.

All the recruiters are requested to forward the duly filled Response Sheet, enclosed with this brochure, to UBS so that a mutually convenient date can be fixed for the pre placement talks.

**The Pre - Placement talk usually covers the following areas:**

- Company profile, philosophy and operations.
- Description of the jobs offered & company's expectations from the students.

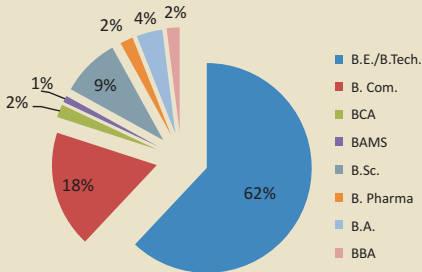
- Training program and career growth plan.
- Compensation package to be offered.
- Procedures to be adopted for selection.
- Expected joining dates and locations.

We also request the recruiters to appraise the placement cell about the requirements like accommodation, transportation and bookings etc. well in advance.

In the event of any recruiter not being able to hold a Pre – Placement talk, we request them to send all the pertinent details to UBS using the response sheet addressed to the Placement Coordinator.

## Batch Composition

### Graduation Background



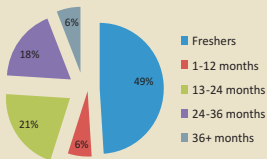
The globalization of markets, the commoditization of the offerings and the maturing of niche markets are key trends in the contemporary industry. As a result, customer loyalty fades and operating margins are under pressure. An improved focus on the internal organization offers only a part of the answer. Organizations need to fundamentally review and reframe their marketing tactics. ROIs win the game and innovative marketing has become a necessity. Marketing has become much more than the 4 P's and the PLC approach.

Therefore, there is a need to develop business models, redefine distribution channels, build strong brands and above all, increase customer awareness. Keeping this scenario in mind, this MBA program imparts knowledge in the areas of advertising, branding, sales, market research and product management, widening the mental frames of reference and breaking through existing assumptions and approaches through the constant upgradation of curriculum.

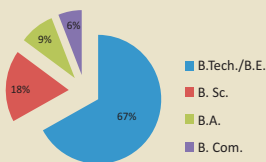


# MBA Marketing

## Work Experience Details



## Graduation Background



## Syllabus:

### SEMESTER I

- Economics for Management.
- Quantitative Methods and Management Techniques.
- Accounting for Decision Making.
- Organization Behaviour.
- Management for Organisations.
- Workshop on Computer Data Processing.
- Seminar on Business Communications.
- Seminar on Research Methodology.

### SEMESTER II

- Corporate Macro Environment.
- Human Resource Management and Industrial Relations.
- Operations and Material Management.
- Financial Management.
- Marketing Management.
- Management and Information Technology.
- Viva Voce & Summer Training.

### SEMESTER III

- Strategic Management

#### GROUP A

- Marketing Management
- Advertising and Consumer Behaviour.
- Sales and Distribution Management.
- Marketing Research and Product Management.
- Industrial and Rural Marketing.
- Marketing Strategies and Management.

#### GROUP B

- Production and Technology Management.
- Advanced Operations Research.
- Total Quality Management.

- Technology Management.
- Information Technology for Competitive Advantage.
- Advanced Production Management.

#### GROUP C:

- Financial Management
- Financial Engineering.
- Management Control System.
- Strategic Financial Management.
- Strategic Cost Management.
- Project Appraisal and Finance.

### SEMESTER IV

#### GROUP A

- Marketing Management
- International Marketing.
- Marketing of Services.
- Logistics Management.
- International-Marketing.

#### GROUP B

- Production and Technology Management
- Computer Aided Design and Manufacturing Management.
- Productivity Management.
- Business Process Re-engineering.
- Enterprise Resource Planning.

#### GROUP C

- Financial Management
- Management of Financial Services.
- Investment Management.
- Corporate Tax Planning.
- Financial Statement Analysis.

## Marketing Profiles



### Ajay Bhandari, 24years

Minor Specialization : Finance  
B.Tech. (Information Technology)  
UIIT (Himachal Pradesh University)  
Summer Internship:  
Competitive analysis of pharma companies of North India  
Integral Life Sciences

### Akshi Bhagia, 25 years

Minor : Finance  
B. Tech. (Electronics and Communication)  
Bharati Vidyapeeth College of Engineering (G.G.S.I.U.)  
Work ex: 20months  
Summer Internship:  
ECHO Survey - A closed loop Customer Relationship Management Initiative  
Hewlett Packard India Sales Pvt. Ltd.



### Amanjot Singh Bhullar, 27 years

Minor: Finance  
B.Tech. (CSE)  
University College of Engineering (Punjabi University, Patiala)  
Work Ex: 32 months  
Summer Internship:  
Foreign Exchange Services – Market Study And Potential Analysis  
ING Vysya Bank

### Anju, 27 years

Minor: Production and Technology Management  
B.E. (Electronics and Communication)  
University Institute of Engineering and Technology (Panjab University)  
Work Ex: 24months  
Summer Internship:  
Designing, Planning, Marketing and Launching of Patent Protected Online Recruitment Interface  
Greyb Consultancy Services Pvt Ltd



### Anshul Garg , 28 years

Minor: Production and Technology Management  
B.E. (Metallurgy)  
Punjab Engineering College, Chandigarh  
Work Ex: 36months  
Summer Internship:  
Positioning of Mahindra Xylo against market leader Toyota Innova  
Mahindra & Mahindra Ltd. (Automotive sector)

### Arjun Singh Bajwa, 23 years

Minor: Finance  
B.A.  
D.A.V. college, Chandigarh (Panjab University)  
Summer Internship:  
Increasing the market penetration of mobile internet  
Bharti Airtel Ltd.



# Marketing Profiles



## Arushi, 26 years

Minor: Production and Technology Management  
M.Sc Environmental Studies  
The Energy and Resources Institute (T.E.R.I. University)  
Work Ex: 22months

Summer Internship: To study the effectiveness of the various means of communication used by IOCL for promoting its products and based on the study result, to recommend an appropriate promotional mix for the city of Chandigarh. Indian Oil Corporation Limited

## Ashish Verma, 26 years

Minor: Production and Technology Management  
B.Sc.(I.T.)

Kuvempu University  
Work Ex: 28 months  
Summer Internship:

Competitive study of consumer and retail behavior[Idea vs. competition]  
IDEA Cellular Ltd.



## Ayush Vij, 25 years

Minor: Finance  
B.Sc.(Information Systems)  
School of Information Systems(Singapore Management University)  
Summer Internship:

Strategies for Marketing of Life/Non Life Insurance Products/Mutual Fund Products & Marketing of Gold Coins and NRI Products/Services  
Bank of Baroda

## Deepinder Pal Singh, 22 years

Minor: Finance  
B Com.  
DAV College, Chandigarh(Panjab University)  
Summer Internship:  
Working Capital Management  
Federal Mogul Goetze India Ltd.



## Deepti Singal, 25 years

Minor: Production and Technology Management  
B.Tech. (Mechanical& Automation Engg.)  
Indira Gandhi Institute of Technology(G.G.S.I.U.)  
Work Ex: 18 months

Summer Internship:  
Identification and Enhancement of Retail Network and Institutional customer base for Bell Ceramics Ltd Bell Ceramics Limited

## Dolker, 22 years

Minor: Finance  
B.Com.  
Sri Venkateswara College(Delhi University)  
Summer Internship:

Analysis of customer and alliance satisfaction and finding new alliance partners  
Indian Oil Corporation Limited



## Marketing Profiles



### Gaurav Thapar, 23 years

Minor: Production and Technology Management  
B.Tech. (CSE)  
J.I.I.T.U., Noida  
Work Ex: 11months  
Summer Internship:  
Changes in Marketing communications of the OTA's noticed by the customers.  
Euro RSCG Advertising Pvt Ltd.

### Gorky Singh, 26 years

Minor: Production and Technology Management  
P.G.D.M.M.  
G.G.D.S.D. College (Panjab University)  
Summer Internship:  
Devising Strategies For Up Gradation Of Stagnant Prepaid Base  
Bharti Airtel Limited



### Harkirat Singh, 22 years

Minor: Finance  
B.E.(Computer Science)  
University Institute of Engineering & Technology (Panjab University)  
Summer Internship:  
Behavior of investor towards mutual funds & ULIPs  
Religare Securites Limited

### Jatinder Pal Singh, 23 years

Minor: Production and Technology Management  
B.E. (CSE)  
Thapar Institute of Engg. & Technology (Thapar University, Patiala)  
Summer Internship:  
To Study the Generator Market in India  
Yanmar India Pvt Ltd.



### Jitender Singh, 27 years

Minor: Finance  
B.Tech. (Mechanical)  
M.M.E.C. Mullana (Kurukshetra University)  
Work Ex: 29months  
Summer Internship:  
Tapping rural market for lubricants  
Bharat Petroleum Corporation limited

### Maninder Pal Singh, 24 years

Minor: Production and Technology Management  
B.Tech. (ECE)  
D.A.V. Insitute of Engg. & Technology, Jalandhar (P.T.U.)  
Work Ex: 25months  
Summer Internship:  
The analysis of XTRAPOWVER Fleet Card program as loyalty marketing tool.  
Indian Oil Corporation Ltd.



## Marketing Profiles



### Neha Kapoor, 26 years

Minor: Production and Technology Management  
B.E. (IT)  
Shri Vaishnav Institute of Technology and Science, Indore(R.G.T.U., Bhopal)  
Work Ex: 27months  
Summer Internship: Market Research and Competitive Analysis for 5 Ethos stores:  
Delhi, Gurgaon, Mumbai, Navi Mumbai, Bangalore  
Ethos Swiss Watch Studios, KDDL Ltd

### Neha Kumar, 25 years

Minor: Finance  
B.E. (Biotechnology)  
University Institute of Engineering and Technology (Panjab University)  
Summer Internship:  
Identify potential customers of Xtra Power easy  
fuel cards in automobile and healthcare sector  
Indian Oil Corporation Ltd.



### Niraj Kumar Sharma, 28 years

Minor: Finance  
B.E. (Mechanical)  
Bhilai Institute Of Technology, Durg(Pt. Ravishankar Shukla Univ., Raipur)  
Work Ex: 51months  
Summer Internship: A study of customers and alliance, satisfaction, expectation, &  
developing new strategic alliance partners.  
Indian Oil Corporation Ltd.

### Pardeep Dahiya, 24 years

Minor: Production and Technology Management  
PGDCA  
A.I.J.H.M. College (M.D. University, Rohtak)  
Summer Internship:  
Setting up a skill development institute  
Lumax Industries Limited



### Parminder S Brar, 31 years

Minor: Production and Technology Management  
P.G.D.I.T.  
Symbiosis Center for Distance Learning, Pune  
Work Ex: 72months  
Summer Internship: To study a selective IndianOil retail outlets in Chandigarh in order  
to assess their customer satisfaction on various parameters and give recommendation(s)  
on how to improve their performance based on the findings.Indian Oil Corporation Ltd.

### Prabhgeet Kaur, 26 years

Minor: Production and Technology Management  
B.E. (ECE)  
U.I.E.T, Chandigarh (Panjab University)  
Summer Internship:  
Study on tranmission & distribution and Marketing of related  
products (MV SwitchGear) Areva T&D India Ltd.



## Marketing Profiles



### Priyanka Gunani, 25 years

Minor: Production and Technology Management  
M.A. (ECO)  
Mahila Mahavidyalaya (C.S.J.M ,Kanpur)  
Summer Internship:  
Analysis of IOCL outlets and Study of DSM Behaviour and their Capabilities  
Indian Oil Corporation Ltd.

### Puneet Gialson Negi, 26 years

Minor: Finance  
B.E.(CSE)  
Thapar University  
Summer Internship:  
Building a Long Term Business Association with  
E&D Type outlets for Greater Market Capitalization  
COCA COLA INDIA



### S Tiasunup Ozukum, 25 years

Minor: Finance  
B.Sc. (Physics)  
Kohima Science College (Nagaland University)  
Summer Internship:  
Comprehensive study of the Northeast region's Pharmaceutical Distributor market  
in order to penetrate the PCD market of the region  
INTEGRAL LIFE SCIENCES

### Sanchit Agarwal, 24 years

Minor: Finance  
B.Tech. (CSE)  
I.E.C. College of Engineering & Technology (U.P.T.U.)  
Summer Internship:  
Identify potential customers of Xtra Power  
easy fuel cards in pharmaceutical and education sector  
Indian Oil Corporation Ltd.



### Sarish Chawla, 24 years

Minor: Production and Technology Management  
B.Tech. (Computer Science)  
Chandigarh Engineering College (P.T.U.)  
Summer Internship:  
Sales promotion under Brrr campaign and Rath Yatra 2011, Puri and  
Analysis of distributor's efficiency and satisfaction.  
Hindustan Coca Cola Beverages Pvt. Ltd

### Simranjit Singh Tiwana , 25 years

Minor: Production and Technology Management  
B.Tech. (ECE)  
S.U.S.C.E.T. Tangori (Mohali)(P.T.U.)  
Work Ex: 24months  
Summer Internship: Favourable brand response and analysing consumer  
behavior of HUL(OOH) product Hindustan Unilever Limited



# Marketing Profiles



## Sonali Sharma, 27 years

Minor: Finance  
B.Tech. (E.C.)  
United College of Engineering and Research (U.P.T.U.)  
Work Ex: 28months  
Summer Internship:  
Analyzing MNP and devising retention and reacquisition strategies for reducing port outs  
IDEA CELLULAR LTD

## Sukhmani Phoolka, 25 years

Minor: Production and Technology Management  
B.E. (Biotech)  
University institute of Engineering and Technology (Panjab University)  
Work Ex : 7months  
Summer Internship:  
Market research and competitor analysis of ETHOS at five different locations  
ETHOS SWISS WATCH STUDIOS ,KDDL LTD.



## Vishvasniya Rathee, 25 years

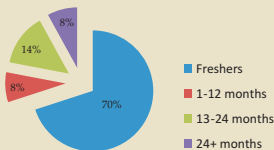
Minor: Finance  
B.Tech. (Electronics and Communication)  
S.D.D.I.E.T.,Barwala (Kurukshetra University)  
Work Ex : 23months  
Summer Internship: Study of Market Positioning of HUL's Out Of Home (OOH) Products  
and Devise Strategies to Leverage Brand Equity and Develop Sustainable Competitive  
Advantage. Hindustan Uniliver Limited(HUL)

In a dynamic financial environment, a manager, a banker or a financial consultant does not only need to possess outstanding theoretical economic insight but also needs to be able to translate this stimulating knowledge into implementing strategies that can, in turn, help to cope with the daily realities of business. Good financial management requires a clear understanding of the opportunities and threats posed by a changing economic environment and a good grasp of the different policy options. The specialization programme provides the

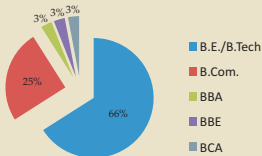
learners with a comprehensive range of quantitative and qualitative tools needed for informed decision making. The fundamental courses in management for Financial services, Financial Engineering and Project Appraisal and Finance offer the core foundation. It also offers a broad approach in which a thorough knowledge of corporate finance, an insight into the microeconomic environment, an understanding of the financial markets and use of the broad spectrum of derivative instruments can be gained.



## Work Experience Details



## Graduation Background



## Syllabus:

### SEMESTER I

- Economics for Management.
- Quantitative Methods and Management Techniques.
- Accounting for Decision Making.
- Organization Behaviour.
- Management for Organisations.
- Workshop on Computer Data Processing.
- Seminar on Business Communications.
- Seminar on Research Methodology.

### SEMESTER II

- Corporate Macro Environment.
- Human Resource Management and Industrial Relations.
- Operations and Material Management.
- Financial Management.
- Marketing Management.
- Management and Information Technology.
- Viva Voce & Summer Training.

### SEMESTER III

- Strategic Management

#### GROUP A

- Marketing Management
- Advertising and Consumer Behaviour.
- Sales and Distribution Management.
- Marketing Research and Product Management.
- Industrial and Rural Marketing.
- Marketing Strategies and Management.

#### GROUP B

- Production and Technology Management.
- Advanced Operations Research.
- Total Quality Management.

- Technology Management.
- Information Technology for Competitive Advantage.
- Advanced Production Management.

#### GROUP C:

- Financial Management
- Financial Engineering.
- Management Control System.
- Strategic Financial Management.
- Strategic Cost Management.
- Project Appraisal and Finance.

### SEMESTER IV

#### GROUP A

- Marketing Management
- International Marketing.
- Marketing of Services.
- Logistics Management.
- International-Marketing.

#### GROUP B

- Production and Technology Management
- Computer Aided Design and Manufacturing Management.
- Productivity Management.
- Business Process Re-engineering.
- Enterprise Resource Planning.

#### GROUP C

- Financial Management
- Management of Financial Services.
- Investment Management.
- Corporate Tax Planning.
- Financial Statement Analysis.

## Finance Profiles



### Akash Pratap, 23 years

Minor: Marketing  
B.Tech  
Jaypee Institute of Information Technology University, Noida  
Summer Internship:  
Suggestions to Stimulate Financing under MSEs  
Bank Of Baroda

### Akshay Malhotra, 25 years

Minor : Marketing  
B.E  
B.M.S. College of Engineering, Bangalore (Visvesvaraya Technological University)  
Passed Level I,CFA  
Summer internship:  
Credit Appraisal Process: With Focus on Sugar Industry  
UCO Bank



### Amanpreet Singh Chugh, 23 years

Minor: Marketing  
B.E.(Electronics& Communication)  
UIET ( Panjab University)  
Passed Level I,CFA  
Summer internship:  
Credit and Risk Management With Focus on credit appraisal of Box manufacturing Company.  
UCO Bank

### Anshul Chhabra, 26 years

Minor: Marketing  
B.E(Computer Science)  
Jaipur Engineering College & Research Centre (University of Rajasthan)  
Summer internship:  
Marketing of Financial Services Products and Fundamental Analysis of a Company  
Fullerton Securities



### Dheeraj Kumar Aggarwal, 25 years

Minor: Marketing  
B.B.E. (Finance & International Business)  
Shivaji College (Delhi University)  
Work Ex(months): 25  
Summer internship:  
Know Thy Customer and Identify New Business Opportunities  
Oriental Carbon and Chemicals Limited

### Gauri Chopra, 25 years

Minor: Marketing  
B.COM  
Daulat Ram College (Delhi University)  
Summer internship:  
Working Capital Financing at Dena Bank  
Dena Bank



## Finance Profiles



### Gunpreet Singh, 23years

Minor: Marketing  
BE(Electronics and Communication)  
UIET ( Panjab University)  
Passed Level I,CFA  
Summer internship:  
Credit & Risk Management: With Focus on Textile Sector  
UCO Bank

### Jasraj Singh, 24 years

Minor: Marketing  
BE(Electronics and Communication)  
Delhi College of Engineering (University of Delhi )  
Summer internship  
Industry comparison of private Life Insurance players fiscal year 2010-11  
Max New York Life Insurance Ltd



### Kushal Goyal, 24 years

Minor: Marketing  
BCA  
DAV College, Chandigarh (Panjab University)  
Summer internship:  
Currency Derivative: Technical Analysis  
Religare Securities Pvt. Ltd

### Manpreet Singh, 26 years

Minor: Marketing  
BBA  
Holmesglen Institute of Tafe (Charles Sturt University, Melbourne Australia )  
Work Ex(months): 37 months  
Summer internship:  
Impact of NPAs on Profitability  
Dena Bank



### Mayank Grover, 25 years

Minor: Productions & Technology Management  
BE(Civil)  
Thapar University, Patiala  
Work Ex(months): 24 months  
Summer internship:  
Corporate Due Diligence in Real Estate Sector in India  
KPMG

### Mayank Talwar, 23 years

Minor:Marketing  
B.Com  
Ramjas College, University of Delhi  
Passed Level II,CFA  
Work Ex(months): 6 months  
Summer internship: Fundamental Analysis of Piramal Healthcare Limited  
Fullerton Securities



## Finance Profiles



### Mohit Bagaria, 23 years

Minor: Marketing  
B.TECH(Computer Science)  
MMEC Mullana ( Kurukshetra University)  
Passed Level I,CFA  
Summer internship:  
Credit Appraisal Process  
Dena Bank

### Monika Singla, 24 years

Minor: Marketing  
B-Tech(ECE)  
Guru Nanak Dev University Amritsar  
Summer internship:  
Liquidity Risk Management  
Dena Bank Chandigarh



### Namita Satija, 22 years

Minor: Marketing  
B.Com(Hons.) Economics  
SD College Chandigarh (Panjab University)  
Summer internship:  
Strategic Analysis of Dena Bank and its Corporate Lending Products  
Dena Bank

### Nayan Deep, 24 years

Minor: Marketing  
B.TECH(Electronics and Communication)  
UIET(Kurukshetra University)  
Summer internship:  
Interest Rate Swap and servicing of foreign currency loan  
Power Finance Corporation Limited



### Nilotpal Das, 22 years

Minor: Productions & Technology Management  
B.Com(Hons.) Accounting & Finance  
S A Jaipuria College (University of Calcutta)  
Summer internship:  
Opportunities and Scope of Business Banking & Payroll  
Deutsche Bank AG

### Nishant Pruthi, 23 Years

Minor: Marketing  
B.TECH(Electronics and Communication)  
CDLMEC, Sirsa, Haryana (Kurukshetra University)  
Work Ex(months): 3  
Summer internship:  
Credit Flow to SME Sector, Is it Adequate ? If not , Suggest Remedies.  
Bank of Baroda



## Finance Profiles



**Nitin Sharma, 24 years**

Minor: Marketing  
BE(Computer Science)  
Chandigarh College Of Engg. & Technology (Panjab University)  
Summer internship:  
Impact of Basel II Capital Accord on Indian Banking System  
Dena Bank

**Pankaj Juneja, 27 years**

Minor: Marketing  
B.E(BIOTECHNOLOGY)  
UIET(Panjab University)  
Work Ex(months): 41  
Summer internship:  
CREDIT APPRAISAL : PARABOLIC DRUGS  
UCO BANK



**Pankaj Singla, 23 years**

Minor: Marketing  
BE(Computer Science)  
UIET(Panjab University)  
Summer internship:  
Performance Analysis Of Mutual Funds  
Religare Securities Pvt. Ltd

**Prateek S Sidhu, 22 years**

Minor: Marketing  
BE(Electronics and Communication)  
UIET(Panjab University )  
Summer internship:  
Emerging SME sectors in India and their future prospects  
Bank of Baroda



**Priya Tikku, 22 years**

Minor: Marketing  
B.Tech Industrial Biotechnology  
Shri Mata Vaishno Devi University  
Summer internship:  
Retail Loans: Reasons for rise in defaults and suggestions for recovery.  
Bank of Baroda

**Rajwinder Puri, 24 years**

Minor: Marketing  
B.Tech (Honours) Electronics and Communication  
UIET(Kurukshetra University)  
Passed Level I,CFA  
Summer internship:  
Technical Analysis of some Companies listed in Nifty  
Religare Securities Pvt. Ltd



## Finance Profiles



### Ram Khandelwal, 23 years

Minor: Marketing  
B.Com (Hons.)  
Sri Guru Tegh Bahadur Khalsa College (Delhi University)  
Passed Level I,CFA  
Work Ex(months): 24  
Summer internship: Valuation of KOD and Forecasting revenues of 'Nautanki Mahal'  
Kingdom of Dreams

### Richa Arun, 24 years

Minor: Marketing  
B.E( Biotechnology)  
UIET(Panjab University)  
Summer internship:  
Credit Risk Management  
Dena Bank



### Rohan Kir, 25 years

Minor: Marketing  
B.Tech(Electronics & Telecommunication)  
Jaypee Institute of Information Technology University,Noida  
Passed Level I,CFA  
Work Ex(months): 24  
Summer internship: Performance Analysis of Midcap Mutual Funds  
Fullerton Securities

### Sarabjeet Singh, 23 years

Minor: Marketing  
B. Com  
DAV College, Chandigarh(Panjab University)  
Summer internship:  
Derivative Strategies:Futures and options  
Fullerton Securities



### Shilpa Chawla, 22 years

Minor: Marketing  
B.Tech(Computers)  
The Technological Institute Of Textile & Sciences, Bhiwani (Maharishi Dayanand University)  
Summer internship:  
PEST Analysis and Retail Lending Products of Dena Bank  
Dena Bank

### Shruti Sood, 22 years

Minor: Marketing  
B.Com (Hons.)  
GGDSD College (Panjab University)  
Summer internship: Resolution of Corporate Distress under the aegis of  
Corporate Debt Restructuring Mechanism  
IFCI Ltd.



## Finance Profiles



### Singh Manpreet, 25 years

Minor: Marketing  
BE (Electronics & Telecom)  
K.J. Somaiya Institute Of Engg. & IT (University of Mumbai)  
Work Ex(months): 11  
Summer internship:  
Banking operations & Credit Risk Management  
Punjab & Sind Bank

### Sourabh Bumb, 26 years

Minor: Marketing  
BE (Computer)  
Bharati Vidyapeeth College Of Engg. (Bharati Vidyapeeth University,Pune)  
Passed Level I,CFA  
Work Ex(months): 21  
Summer internship: Credit Appraisal Process (SME Sector)  
UCO Bank



### Tejpreet Singh, 24 years

Minor: Marketing  
B Tech  
NIT Trichy  
Summer internship:  
Credit Rating Appraisal  
DENA BANK

### URP Chandrakanth, 22 years

Minor: Marketing  
B.COM(HONS)  
Indian Institute Of Management & Commerce (Osmania University )  
Summer internship:  
An Critical Evaluation of Working Capital Mgt in NALCO  
NALCO



### Vijeta Karan, 26 years

Minor: Marketing  
BE(ECE)  
Engineering College Kota (University of Rajasthan)  
Work Ex(months): 31  
Summer internship:  
Credit Administration  
Dena Bank Faridabad

## MBA International Business

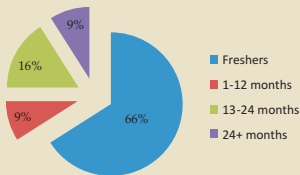
With the advent of globalization, companies are asked to exhibit their responses to changing dimensions across the globe. In order to carve a niche in the global arena, managers dealing with international business need to be audacious enough to foster growth. MBA (IB), a two-year degree programme, is the first of its kind that fulfills the need of professionals in international business through well structured course backed by practical experience in terms of summer training, and research projects. Students also learn a foreign language as part of their curriculum. To conceptualize the new developments and opportunities in the international business arena, UBS has a close

relationship with organizations like FIEOlearners with a comprehensive range of quantitative and qualitative tools needed for informed decision making. The fundamental courses in management for Financial services, Financial Engineering and Project Appraisal and Finance offer the core foundation. It also offers a broad approach in which a thorough knowledge of corporate finance, an insight into the microeconomic environment, an understanding of the financial markets and use of the broad spectrum of derivative instruments can be gained., ITPO, IEFT, EX1M Bank, ECGC, Export Promotion Councils and Commodity Boards for the exchange of relevant information.

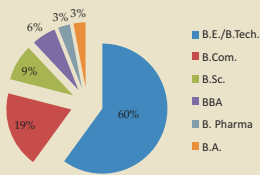


# MBA International Business

Work Experience Details



Graduation Background



## Syllabus:

### SEMESTER I

- Economics for Management.
- Quantitative Methods and Management Techniques.
- Accounting for Decision Making.
- Organization Behavior.
- Management for Organizations.
- Marketing Management.
- Foreign Trade Policy & Management.

### SEMESTER II

- Corporate Macro Environment.
- Seminar on Research Methodology.
- Seminar on Business Communication.
- Workshop on Computer Data Processing
- Workshop on Foreign Trade Finance & Documentation.
- International Business Environment.
- Global Marketing Management.
- Viva Voce & Summer Training.

### SEMESTER III

- Workshop on Thrust Products & Markets.
- International Marketing Logistics.
- International Financial Management.
- Workshop on foreign languages (German, French, Russian)
- Laws for International Business.
- Workshop on International Marketing Research.
- Seminar on Overseas Project Planning & Exports.
- Seminar on Mergers, Acquisitions & Collaborations.

### SEMESTER IV

- Global Strategic Management.
- Workshop on Contemporary Issues in International Business.
- Foreign Languages (German, Russian, French).
- Workshop on International Management Information System.
- Research Project.
- Viva Voce.

## International Business Profiles



### Abheejeet Saini, 28 years

B.Tech (ECE)  
RIEIT (PTU)  
Summer Internship:  
Designing, Planning, Marketing, and Launching of a patent  
protected online Recruitment Interface  
Grey B

### Abhinav Madra, 24 Years

B.E. (Biotech)  
UIET (Panjab University)  
Summer Internship:  
Mapping of tile market and Institutional base in South Delhi &  
Gurgaon and provide solution to enhance sales  
Bell Ceramics



### Akanksha Malhotra, 23 years

B.E. (Chemical)  
UICET (Panjab University)  
Summer Internship:  
To study and analyse the market dynamics of Coca cola in Chandigarh and  
recommend/ implement methodologies for increasing sales in E&D 2 outlets by using  
suggestive selling as one of the key recommendations  
Coca Cola India (KBL)

### Akash Kumar, 25 years

B.E. (CSE)  
CCET (Panjab University)  
Summer Internship:  
Software Issue at HPCL Retail Outlets In Chandigarh  
Hindustan Petroleum Corporation Ltd.



### Akshit Mehendiratta, 23 Years

B.Tech (ECE)  
MMEC Mullana (Kurukshetra University)  
Summer Internship:  
Marketing and promotion of XTRAPOWVER Fleet Card Program and EASY FUEL  
Program: LOYALTY PROGRAMS  
Indian Oil Corporation Ltd.

### Amanpreet Mann, 23 Years

B.Com (Hons)  
GGSDS College (Panjab University)  
Summer Internship:  
Study of sales promotion activities in hand knitting yarn  
Vardhman Spinning and General Mills (A unit of Vardhman Textiles Ltd)



## International Business Profiles



**Ankush Raina, 26 years**

B.F.Tech (Apparel Production)  
NIFT Mumbai  
Work Ex. - 25 Months  
Summer Internship:  
Building long term business relationship & increasing sales volume via Suggestive Selling  
Coca Cola India (KBL)

**Ankush Singla, 26 Years**

B.Tech (Biotech)  
NIT Durgapur  
Work Ex. - 10 Months  
Summer Internship:

To analyse the level of customer satisfaction and study of competitors  
Indian Oil Corporation Ltd.



**Aurnob Chakraverty, 25 years**

B.E. (Electrical)  
PEC, Chandigarh  
Work Ex. - 8 Months  
Summer Internship:  
Suggestive selling in RED (Right execution Daily)outlets of Coca-Cola  
Coca Cola India (KBL)

**Bhawna Jain, 24 years**

B.Tech (ECE)  
Jaypee Noida  
Work Ex. - 24 Months  
Summer Internship:  
Building Long term business relationship and increasing  
sales volume via Suggestive Selling at E&D outlets  
Coca Cola India (KBL)



**Deepshikha Agarwal, 24 years**

B.E (CSE)  
JECRC,  
University of Rajasthan  
Work Ex. – 24 months  
Summer Internship:  
Research on "Tea Market in Rajasthan" And Enhancement and Promotion of "Alumni Apps"  
Auriga II

**Harshit Malhotra, 24 years**

B.Com  
J.V.Jain College, Saharanpur(CCS University)  
Work Ex. – 13 months  
Summer Internship:  
World oat industry analysis and STC's Role in Importing oats  
State Trading Corporation of India Ltd



## International Business Profiles



**Kamal Kumar, 23 years**

B.Com (Hons)  
Hansraj College (Delhi University)  
Summer Internship:  
Analysing the competition & Market potential in Pharmaceuticals sector in Uttar Pradesh  
Integral Life Sciences

**Keshav Goyal, 22 years**

B.Tech (ME)  
UCOE (Punjabi University) Patiala  
Summer Internship:  
Know Your Customers  
Oriental Carbon and Chemicals Ltd.



**Komal Agrawal, 22 years**

B.Sc. (Biology)  
DBS Kanpur (CSJM University)  
Summer Internship:  
Fertilizer Industry: Urea produce or import analysis  
State Trading Corporation of India Ltd.

**Monika, 23 years**

BBA  
Jat College (MDU)Rohtak  
Summer Internship:  
Marketing and promotion of extra fleet card loyalty program  
Indian Oil Corporation Ltd.



**Mridul Singh, 24 years**

B.Tech (CSE)  
Jaypee Noida  
Work Ex. - 3 Months  
Summer Internship:  
Public Relations and Its Contribution In The Interior Design Industry  
Kent Communications Pvt. Ltd.

**Navneet Gupta, 23 years**

B.E. (Electrical and Electronics)  
UIET (Panjab University)  
Summer Internship:  
Analyzing reasons for low usage in Idea Prepaid roaming  
Idea Cellular Ltd



## International Business Profiles



**Nikhil Kukreja, 23 years**

B.E. (Mechanical)  
UIET (Panjab University)  
Summer Internship:  
Tapping potential of high MS/HSD selling ROs  
Bharat Petroleum Corporation Ltd.

**Priyanka Mangla, 24 years**

B.Tech (CSE)  
YMCAIE Faridabad (MDU)  
Work Ex. - 21 Months  
Summer Internship:  
Analysing Mobile Number Portability(MNP) and Devising  
Acquisition Strategies for Port Ins of Idea Cellular  
Idea Cellular Ltd



**Rajnish Nahar, 27 years**

B.Tech (IT)  
GPMCE (IP University)  
Work Ex. - 31 Months  
Summer Internship:  
Promotion and assessment of customer satisfaction regarding the schemes  
offered through XTRAPOWER cards  
Indian Oil Corporation Ltd.

**Rupinder Singh, 23 years**

B.Com  
Govt Bikram College of Commerce(Punjab University), Patiala  
Summer Internship:  
Gold as an Investment Option  
State Trading Corporation of India Ltd.



**Sachi Bani Perhar, 22 years**

BA (Economic Honours)  
GGDSD College (Panjab University)  
Summer Internship:  
To study and analyse the market dynamics of Coca-Cola Company in Chandigarh and  
recommend/implement methodologies for increasing sales in E&D 2 outlets by using  
Suggestive Selling as one of the key recommendations  
Coca Cola India (KBL)

**Shikha Aggarwal, 22 years**

BBA  
GGDSD College (Panjab University)  
Summer Internship:  
Scenario of Edible oil industry in India and its import procedures  
State Trading Corporation of India Ltd.



## International Business Profiles



**Shivani Malhan, 23 years**

B.Tech (CSE)  
Rayat and Bahra Institute (PTU)  
Summer Internship:  
To study the XTRACARE brand and its effectiveness in various petrol pumps of Chandigarh  
Indian Oil Corporation Limited

**Shreya Gupta, 22 years**

B.Tech (ECE)  
UIET (Kurukshetra University)  
Summer Internship:  
To study the vending machine business and analyse the market of HUL with respect to other players  
Hindustan Unilever Ltd.



**Shubham Gupta, 23 years**

B.Com (Hons)  
SGGS College (Panjab University)  
Summer Internship:  
Identification and Enhancement of Retail Network and Institutional Base for Bell Tiles  
Bell Ceramics

**Sudhir Lama, 25 years**

B.Sc. (Mathematics)  
B.Barooah College (Gauhati University)  
Summer Internship:  
Non fuel revenue (Project Hamsafar)  
Indian Oil Corporation Limited



**Sumit Malik, 23 years**

B.Com (Professional)  
Apeejay College, Jalandhar (GNDU)  
Summer Internship:  
Analysis of customer perception and market opportunities for HUL's vending machine business.  
Hindustan Unilever Limited

**Surender Singh, 25 years**

B.Pharm  
Guru Jambheshwar University, Hisar  
Summer Internship:  
Analysis of potential PCD franchise/distributors for integral life sciences in Rajasthan  
Integral Life Sciences



## International Business Profiles



**Varun Sood, 25 years**

B.Sc. (H.S.) Mathematics (Panjab University)

Work Ex. - 37 months

Summer Internship:

Project - Marketing and competence Of XTRAPOWER Fleet Card Loyalty Program  
Indian Oil Corporation Limited

**Vishal Gohan, 25 years**

B. Tech (ECE)

NIT Bhopal

Work Ex. - 18 months

Summer Internship:

Identification and Enhancement of Retail Network and Institutional Base for Bell Tiles  
Bell Ceramics



## MBA Human Resource

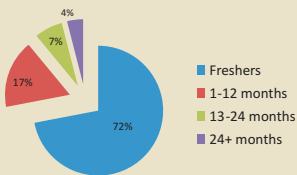
The myriad changes in the business environment made organizations realize that the human factor is the most crucial and unpredictable factor. In a growing number of organizations, human resources in now viewed as a source of competitive advantage. To maximize this, it is imperative for business managers to enhance the role of HR in organizations as a strategic partner in the formulation of a company's strategy as well as in the implementation of those strategies through HR activities. The two year MBA-HR programme aims at developing HR

professionals adept at handling the people factor in today's turbulent business environment. The course is structures to educate students in various aspects of HRM, e.g. HR tools and practices, People Management and Employee Behavior, Organizational Development, etc. this programme emphasizes actions and performance, rather than theory and concept.

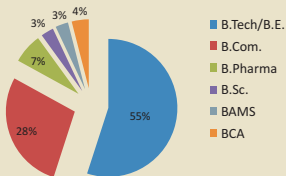


# MBA Human Resource

## Work Experience Details



## Graduation Background



## Syllabus:

### SEMESTER I

- Economics for Management.
- Quantitative Methods and Management Techniques.
- Organizational Behavior.
- Management for Organizations.
- Accounting for Decision Making.
- Human Resource Management.
- Workshop on Computer Data Processing.

### SEMESTER II

- Corporate Macro Environment.
- Industrial Sociology and Psychology.
- Management of Change.
- Industrial Relations and Labour Policy.
- Labour Economics.
- Seminar on Business Communications.
- Seminar on Research Methodology.
- Viva Voce & Summer Training Project.

### SEMESTER III

- Seminar on Corporate Strategy.
- Organization Development.
- H.R. M. I-Manpower Planning and Performance Appraisal.

- H.R.M. II- Workshop on Training and Development.
- H.R.M. II- Seminar on Interpersonal Skills and Transactional Analysis.
- Negotiating Skills and Participative Decision Making.
- Workshop on Secretarial Practices.
- Labour Legislation I.
- Seminar on Social Security and Labour Welfare.

### SEMESTER IV

- Research Project.
- Viva Voce.
- Industrial Engineering.
- Workshop Course on Compensation Management.
- Workshop Course on Management of Discipline and Disciplinary Proceedings.
- Seminar on Comparative Industrial Relations.
- Labour Legislation-II.
- Seminar on any one of the following:
  - Human Resource Accounting
  - Total Quality Management
  - Dynamics of Trade Unions

## Human Resource Profiles



**Aanchal Aggarwal, 22 years**

B.Com ( Business Economics Honours)  
G.G.D.S.D. College, Sector -32, Chandigarh  
Summer Internship:  
Employee Engagement at Ranbaxy Laboratories Ltd.  
Ranbaxy Laboratories Limited

**Aarzoo Dalal, 24 years**

B. Pharmacy  
G.J.U., Hisar  
Summer Internship:  
Design, Plan, Market and Launch a Patent Protected Online Recruitment Interface  
Grey B



**Aashdeep Kaur, 22 years**

BCA  
Khalsa College For Women, Ludhiana (Panjab University)  
Summer Internship:  
Competency Mapping; Design And Implementation  
Tynor Orthotics Pvt. Ltd.



**Abhay Dhar, 24 years**

BE(CSE)  
UIET (Panjab University)  
Summer Internship:  
PMS Design And Implementation  
Tynor Orthotics Pvt. Ltd.



**Amit Malhotra, 24 years**

B.Tech (Electronics and Communication)  
NIT Hamirpur  
Summer Internship:  
Plan, Market and Launch a Patent Protected Online Recruitment Interface  
Grey B



**Amrita Kaushal, 22 years**

B.Com (Hons.)  
Hans Raj College (Delhi University)  
Summer Internship:  
Automation of Performance Management System: A Change Management Process  
Mahindra & Mahindra, FES Swaraj Division



# Human Resource Profiles



**Antriksh Verma, 25 years**

B. Tech. (Mechanical)  
Krishna Institute Of Engineering & Technology (UPTU)  
Summer Internship:  
Competency Mapping : Design And Implementation  
Tynor Orthotics Pvt. Ltd.



**Arun Shukla, 27 years**

B.E. (Mechanical)  
MITS (RGPV)  
Work Ex : 13 months  
Summer Internship:  
Evaluation of P & A Function Performance and Measure Training Effectiveness  
Jayprakash Associate Ltd. (Cement Division)



**Dheeraj Jain, 27 years**

B. Tech (Mechanical)  
SDDIET, Barwala (Kurukshetra University)  
Work Ex : 24 months  
Summer Internship:  
Job Description and Job Evaluation  
Ranbaxy Laboratories Limited



**Hanant Singh, 24 years**

B.Com  
K.L.S.D. College (Panjab University)  
Summer Internship:  
Formation of Compensation Policy and Induction Program  
G&S Real Estate Services Private Limited



**Ishleen Kaur, 23 years**

B. Tech (Computer Science)  
Chitkara Institute of Engineering & Technology (Punjab Technical University)  
Summer Internship:  
Competency Mapping and Assessment Center Development Process  
Emerson Information Technology Solutions



**Jaimini Kaul, 24 years**

B. Tech (Biotechnology)  
I.M.S. Engineering College (UPTU)  
Summer Internship:  
Employee On boarding Framework  
Spice Mobility Limited

## Human Resource Profiles



**Jasmin Neha Kerketta, 22 years**

B.Com (Hons.)  
Hans Raj College (Delhi University)  
Summer Internship:  
Drafting Of Leave, Recruitment And Separation Policy  
G&S Real Estate Services Private Limited

**Neha Banger, 23 years**

B.Com (H)  
Sri Venkateswara College (Delhi University)  
Work Ex : 8 months  
Summer Internship:  
To Study IOCL's Training Set and to Measure its Effectiveness  
Indian Oil Corporation Limited



**Neha Lakra, 23 years**

B.Sc (Biotechnology)  
Chandigarh College of Technology, Landran (Punjab Technical University)  
Summer Internship:  
Training Need Analysis  
ACC Ltd.

**Pooja Chandel, 27 years**

B.A.M.S  
G.N.A Medical College and Research Institute (Baba Farid University of Health Sciences)  
Work Ex : 27 months  
Summer Internship:  
Performance Evaluation & Management  
Vardhman Textiles Limited



**Prateek Pawan, 25 years**

B. E. (Biotech.)  
UIET (Panjab University)  
Summer Internship:  
Performance Evaluation & Management  
Vardhman Textiles Limited

**Priyanka Singh, 26 years**

B.Tech(Electronics & Communication)  
MMM Engg. College, Gorakhpur (UPTU)  
Work Ex : 6 months  
Summer Internship:  
Learning & Development at TTSL  
Tata Teleservices Ltd.



## Human Resource Profiles



**Purnima Kapoor, 25 years**

B.Tech (Computer Science)  
United College Of Engineering And Research (UPTU)  
Work Ex : 10 months  
Summer Internship:  
Development Of Competency Framework  
BGPL

**Rishi Ahuja, 23 years**

B.E.(I.T.)  
V.C.E. Rohtak (M.D.U. Rohtak)  
Summer Internship:  
Performance Management Process  
Ashok Piramal Group, Mumbai



**Ritika Gandhi, 23 years**

B.Com  
MCM DAV College For Women (Panjab University)  
Summer Internship:  
Perception and Satisfaction Level of Employees Towards Incentive Plans  
Ballarpur Industries Limited (BILT)

**Saket Dokania, 23 years**

B.Com (Hons.)  
St Xavier's College, Kolkata  
Summer Internship:  
Safety And Welfare of employees  
Jaiprakash Associates Ltd



**Sharif Anand, 25 years**

B.Tech(Electronics &Communication)  
NIT Jalandhar  
Work Ex : 9 months  
Summer Internship:  
Compensation Benchmarking  
Nectar Lifesciences

**Shivani Goyal, 23 years**

B-Tech(Computer Science)  
Swami Devi Dyal Institute of Engineering and  
Technology (Kurukshetra University)  
Summer Internship:  
Attrition at Ranbaxy  
Ranbaxy Laboratories Limited



## Human Resource Profiles



**Siddharth Dhone, 23 years**

B. Pharmacy  
University Institute of Pharmaceutical Sciences (Panjab University)  
Summer Internship:  
Enhancing Recruitment Process  
Orange Business Services, Navi Mumbai

**Sunny Aggarwal, 22 years**

B.Com  
Panjab University  
Work Ex: 12 Months  
Summer Internship:  
Trident Ltd.  
To Study and Formulate Strategies to Reduce Absenteeism & Attrition



**Supriya Gupta, 23 years**

BE(Biotechnology)  
University Institute of Engineering & Technology (Panjab University)  
Summer Internship:  
Strengthening of Performance Management System  
Tynor Orthotics (P) Ltd.

**Tejveer Singh Kalra, 22 years**

BE (EECE)  
C.C.E.T. (Panjab University)  
Summer Internship:  
Suggestive Selling in Eat & Drink (E & D) Outlets  
Coca-Cola India (KBPL)



**Vishruti Nandel, 23 years**

B.E.(Chemical)  
UICET (Panjab University)  
Summer Internship:  
Training Model at Ranbaxy Laboratories Ltd. (Learning Management System)  
Ranbaxy Laboratories Ltd.

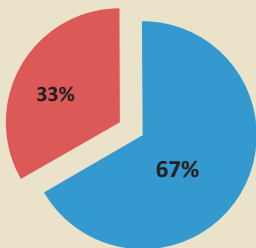
## MBA Biotechnology

Biotechnology is one of the fastest growing sectors in the national economy, expanding at a sustained rate of around 30% for the last few years. Because of the different nature of its business, it requires a different approach to management. Therefore, to satisfy the need for trained managerial manpower for the biotech sector, a two-year full time MBA program in Biotech at UBS was initiated in the year 2007. The students with a background in life sciences are admitted to this programme and it provides a complete management specialization including the ability to look at, analyse and reach a

potential solution to various business problems across all functional dimensions- marketing, operations and finance. This course introduces the students to a basic understanding of management principles following which the students are given a blend of specialised management courses in marketing, operations and finance. The workshops on biotechnological operations and instrumentation are focussed to develop an insight into practical industrial processes in order to improve the application of management skills imbibed by the students.



## Graduation Background



■ B.E./B. Tech. (Biotech)

■ B.Sc. (Biotech)

## Syllabus:

### SEMESTER I

- Economics for Management.
- Quantitative Methods and Management Techniques.
- Accounting for Decision Making.
- Organization Behaviour.
- Management for Organisations.
- Workshop on Computer Data Processing.
- Seminar on Business Communications.
- Seminar on Research Methodology.

### SEMESTER II

- Corporate Macro Environment.
- Human Resource Management and Industrial Relations.
- Operations and Material Management
- Financial Management.
- Marketing Management.
- Management and Information Technology.
- Viva Voce & Summer Training.

### SEMESTER III

- Strategic Management.
- Total Quality Management.
- Advanced Production Management.
- Project Appraisal and Finance.
- Advertising and Sales Management.
- Workshop on Biotechnological Operations.
- Seminar on Principles of Biotechnology.

### SEMESTER IV

- Logistics Management.
- Business Process Re-Engineering.
- Intellectual Property Rights.
- Seminar on Biotechnological Processes.
- Workshop on Instrumentation in Biotechnology.
- Research Project.
- Viva Voce.

# Biotechnology Profiles



**Gaurav Meena, 21 years**

B.Sc Biotech(Integrated),  
Mahatam Gandhi Institute of Applied Sciences, (Rajasthan University)  
Summer Internship:  
"Identification and Enhancement of Retail network and institutional  
Customer base for Bell Tiles" in Jaipur.  
Bell Ceramics

**Gurvinder Kaur, 23 years**

BE (Biotech)  
University Institute of Engineering & Technology, (Panjab University, Chandigarh)  
Summer internship: To study the factors which influence the decision of  
customers for opting/non-opting tea-coffee  
vending machine and to find out product usage pattern and satisfaction level  
among users regarding taste of tea-coffee from machine and machine usage.  
Hindustan Unilever Limited.



**Mayur Hangloo, 22 years**

B-Tech (Biotechnology)  
Department of Biotechnology and Bioinformatics (Padmashree Dr. D.Y Patil University)  
Summer internship:  
Market Share & Competitor Profiling  
Blue Dart

**Parul Tandon, 21 years**

B.Sc (Biotechnology)  
D.A.V. College, Chd  
Summer internship:  
Customer Value Vs. Price Positioning of L&T Medical Equipments  
Larsen & Toubro Ltd. Chandigarh



**Swati Talwar, 23 years**

B.Sc.  
Lyallpur Khalsa College (Guru Nanak Dev University)  
Summer internship:  
Tea Vending Machines Vs Street Tea Vender & Competitive Analysis  
Hindustan Unilever Ltd

**Vikash Gupta, 22 years**

BSc.(Bio-Technology)  
Guru Nanak khalsa College, Yamunanagar(HR) (Kurukshetra University)  
Summer internship:  
"Building Long term Relationship and Increase  
the Sales via Suggestive Selling at E&D-II Outlets"  
Coca-Cola India,KBPL Chandigarh



## Some of Our Prominent Alumni

- Akashdeep Sharma**, CEO, LS Industries
- Aman Singla**, VP Trade & Supply Chain, HSBC
- Amanpreet Bhatia**, Group Head-HR, Eicher Group
- Amar Deepika**, President-Group HR,
- Ashok Piramal**, Management Group Ltd.
- Amit Syngle**, VP- Sales & Marketing, Asian Paints
- Anand Bhaskar**, VP, Microsoft Sapient Corporation,
- Anil Khanna**, Managing Director, Blue Dart
- Anil Sharma**, VP-HR,ITC Hotel Ltd.
- Anshuman Mohapatra**, Head U&R, Tata Docomo
- Ashwani Nath**, Business Development Europe-Retail, Apparel & Fashion at DHL Global Forwarding
- Atul Jain**, Country Director, Hypercom India
- Chetan Mahajan**, CEO, Edutopia Educational Services
- Devender Gupta**, DGM-HR, Dabur
- Dinesh Moudgil**, Director, Deloitte
- DP SINGH**, Director, IBM Dubai, IBM Middle East
- Gurmeet Singh Chawla**, Director, Master Capital Services Ltd.
- Gurmoan Singh**, AVP- People & Organization, UNINOR (Telenor Group)
- H.K. Singh**, HR Head, Nestle Equatorial African Region
- Harshvendra Soin**, Chief People Officer, Fortis Healthcare Ltd.
- Inderjeet Singh Dang**, Product Head & Vice President, Dhanlaxmi Bank
- Ishlesh Bhaskar**, Asstt Vice President, Regional Head - Human Resources, HDFC Bank
- Joji Sekhon Gill**, Senior Director-HR, Microsoft India
- Kamaljit S.**, Flora National Sales Head, FMCG Food, Groupe Bel
- Kavi Arora**, CEO, Religare Finvest
- K. K. Mitra**, VP, Marketing, Havells India Ltd.
- Manisha Chopra**, Head –HR, Bharti Airtel
- Manjul Tilak**, Senior Vice President (HR), Kotak Mahindra Old Mutual Life Insurance Ltd.
- Mohinder Paul Singh**, Managing Director, M & A
- Nalini Gupta**, Country Manager, India Burberry
- Neeraj Satpall**, Sr. VP-Sales, Orange
- Neeraj Seth**, Managing Director, Celsius Refrigeration Pvt. Ltd.
- Om Prakash Mehra**, Commissioner of Income Tax-Nashik, Govt. of India
- Paritosh Shukla**, Business HR Manager, ICI India Ltd.
- Pradeep Singh**, Vice Chairman & MD, IDFC Projects Ltd.
- Pratip Chaudhari**, Chairman, State Bank of India
- Preetmohan Singh**, Executive Director, Avendus Capital
- R.S. Dhaliwal**, Member Executive Board, HR, Ind-Swift Laboratories
- Raamann Ahuja**, VP & HR Business Partner, Deutsche Bank AG.
- Rajan Kalia**, Director & Head-HR, Max New York Life
- Rajan Sharma**, Head Human Resources, Max India Limited
- Rajat Kakar**, Managing Director, Universal Music India
- Rajeev Beotra**, Media Marketing Head, HT Media Ltd.
- Rajesh Dahiya**, President HR, Axis Bank
- Rajesh Kumar**, President-Planning, O & M
- Rajnish Rawat**, COO & Publisher, Paprika media Pvt Ltd
- Randeep Singh**, Head- HR Technologies, Essar Group
- Ranjit Singh**, Sr. VP (S&M) , Berger Paints
- Ravi Kaza**, Managing Director, Cobra Indian Beer Pvt. Ltd.
- Rohit Aneja**, Director, Marketing & Business Development, Paragon apparels
- Romy Juneja**, Chief Commercial Officer, Delhi International Airport Ltd
- Ruchi Sankhe**, Director, Citi Private Bank
- Sanjeev Aggarwal**, Managing Director, Helion Advisors Pvt. Ltd.
- Sanjeev Arora**, Consul General of India, Houston
- Sanjeev Banga**, Executive Vice President, Radico Khaitan Ltd.
- Sanjiv Mittu**, CEO, Jobzoo Software Services (I) Pvt Ltd.
- Sanjiv Narang**, Director, Innovation Systems Consulting
- Satish Sekhari**, MD, Kalyani Brakes
- Satnam Singh**, Chairman & Managing Director, Power Finance Corporation Ltd.
- Shehnaz Gill**, Commercial Operations Manager, The Coca-Cola Co.
- Sudhir Kant Gupta**, COO, Avesthagen Limited
- Swaranjit Singh**, Materials Director, J.K. Industries
- Tarun Katyal**, Director-HR, Sistema Shyam Teleservices Ltd, Mumbai
- Varun Berry**, CEO, Food Business, Pepsi Co India Holdings Pvt. Ltd. of Pepsico Inc.
- Vikas Goel**, Chairman & Group MD, E-SYS Technologies Ltd.
- Vikas Mahajan**, Sales Head, Big 92.7 FM
- Vipul Kukreja**, Founder & CEO, M2S Consulting India Pvt. Ltd.
- Vivek Mohan**, President, Global Services, Alcatel-Lucent

## Some of Our Past Recruiters

Abhishek Industries

ACC

ACNielsen

Adani Group of Companies

American Express

Amrop

Ashok Piramal

Asian Paints

Bell Ceramics

Bharti Airtel

Bharti Axa

BILT

Citi Bank

Centurion Bank of Punjab

Cognizant Technology Services

D B Corp

Deutsche Bank

DLF

Deloitte

Dhanlakshmi Bank

Eicher Motors

Emergent-Ventures

E-Sys

Feedback Ventures

Futures First

Fullerton

GMR

Godrej and Boyce

Grail Research

GSK

Gensol Consultants

HCL Technologies

HDFC Bank

HSBC Bank

IBM

ICICI Bank

ICICI Prudential

Idea Cellular

IL and FS

IMRB

Indian Oil

Indian Airlines

Infosys Ltd

Irevna

JK Corp

Kotak Mahindra Bank

Kotak Securities

LG Electronics

Magma Leasing

Mahindra and Mahindra

Millipore India

Newgen Technologies

NIIT

Nectar Life Sciences

Power Finance Corporation Ltd.

Philips

Pipal Research

Punjab Tractors Ltd

Religare

Reserve Bank of India

Satyam Computers

Shaw Wallace

Sonalika International

Spice Telecom

State Bank of India

State Trading Corporation

Tata Teleservices Ltd.

Tata Consultancy Services

Thomas Cook

Union Bank of Switzerland

Vardhman

Vedanta Resources

Voltas

Wipro

Xerox

## TRAINS DETAILS

Train Name (Code)	Arrives	Departs	Stop Time	M	T	W	T	F	S	S
1 Kalka Shatabdi (12005)	20:37	20:45	8 min	Y	Y	Y	Y	Y	Y	Y
2 Kalka Shatabdi (12006)	06:45	06:53	8 min	Y	Y	Y	Y	Y	Y	Y
3 Kalka Shatabdi (12011)	11:05	11:13	8 min	Y	Y	Y	Y	Y	Y	Y
4 Kalka shatabdi (12012)	18:15	18:23	8 min	Y	Y	Y	Y	Y	Y	Y
5 Uhl Janshatabdi (12057)	19:05	16:15	10 min	Y	Y	Y	Y	Y	Y	Y
6. NdlS JanShatabdi (12058)	07:23	07:33	10 min	Y	Y	Y	Y	Y	Y	Y
7 Sampark Kranthi (12217)	15:40	Ends	-	Y	N	N	N	N	N	N
8 Kerla S Kranti (12218)	Starts	09:00	-	N	N	Y	N	N	N	N
9 Lko Cdg Express (12231)	09:55	Emds	-	Y	Y	Y	Y	Y	Y	Y
10 Cdg Lko Express (12232)	Starts	20:50	-	Y	Y	Y	Y	Y	Y	Y
11 Kalka Mail (12312)	00:25	01:10	45 min	Y	Y	Y	Y	Y	Y	Y
12 Dehradun Exp (12687)	04:30	Ends	-	N	N	N	N	N	Y	N
13 Paschim Express (12925)	15:52	16:07	15 min	Y	Y	Y	Y	Y	Y	Y
14 Jp Cdg G Rath (12983)	06:40	Ends	-	Y	N	Y	N	N	Y	N
15 Cdg Jp G Rath (12984)	Starts	21:05	-	Y	N	Y	N	N	Y	N
16 U A Toofan Exp (13008)	05:00	05:10	10 min	Y	Y	Y	Y	Y	Y	Y
17 Himalyan Queen (14095)	10:27	10:35	8 min	Y	Y	Y	Y	Y	Y	Y
18 Himalayan Queen (14096)	17:20	17:30	10 min	Y	Y	Y	Y	Y	Y	Y
19 Unchahar Exp (14217)	10:15	Emds	-	Y	Y	Y	Y	Y	Y	Y
20 Unchahar Exp (14218)	Starts	16:25	-	Y	Y	Y	Y	Y	Y	Y
21 Klk Bme Express (14887)	22:15	22:25	10 min	Y	Y	Y	Y	Y	Y	Y
22 Banmer Klk Exp (14888)	05:00	05:10	10 min	Y	Y	Y	Y	Y	Y	Y
23 Dbrg Cdg Express (15903)	13:45	Ends	-	N	N	Y	N	N	N	N
24 Cdg Dbrrt Express (15904)	Starts	23:10	-	N	N	Y	N	N	N	N
25 Ddn Cdg Mas Exp (22688)	Starts	07:45	-	Y	N	N	N	N	N	N
26 Paschim Express (22926)	11:05	11:20	15 min	Y	Y	Y	Y	Y	Y	Y

## FLIGHTS DETAILS

### Delhi Chandigarh Flight Schedule

Departure (Delhi)	Airlines	Days	Arrival (Chandigarh)	Flight Num
12:35	Air Deccan	Daily	13:20	DN537
13:05	Jetair	Daily	13:50	9W733
13:20	Indian	Daily	14:00	IC864
16:00	Air Sahara	Daily	16:50	S2191
17:00	MDLR	Daily Ex Sun	17:50	SH172

### Mumbai Chandigarh Flight Schedule

Departure (Delhi)	Airlines	Days	Arrival (Chandigarh)	Flight Num
10:00	Indian	Daily	14:00	IC864
10:15	Jetair	Daily	12:30	9W317

### Kolkata Chandigarh Flight Schedule

Departure (Delhi)	Airlines	Days	Arrival (Chandigarh)	Flight Num
12:30	MDLR	Daily Ex Sun	17:50	9H172



## **UNIVERSITY BUSINESS SCHOOL**

Arts Block 3, Panjab University Chandigarh 160014 (India)

### Contact Details

Placement Coordinators : Dr. B.B. Goyal +91 9417307276 | Dr. Sanjay Kaushik +91 9815098539  
Tele : +91 172 2542978, 2784652-53 | Telefax: 01722541591  
Email: [ubsplac@pu.ac.in](mailto:ubsplac@pu.ac.in) | Website: [www.ubs.puchd.ac.in](http://www.ubs.puchd.ac.in)