



SUMMER  
PLACEMENT  
BROCHURE

2019

University Business School

Panjab University, Chandigarh



# THE CITY BEAUTIFUL

Chandigarh is the first-planned city in India, with architecture which is world-renowned, and a quality of life, which is unparalleled. As the Union Territory and capital of the states of Punjab and Haryana, it is a prestigious city. The face of modern India, Chandigarh, is the manifestation of a dream that Pt. Jawahar Lal Nehru envisaged and LeCorbusier executed.

Serenity and a city are two diametrically opposite concepts, which, however, get belied in the 'City Beautiful'. Chandigarh is a rare epitome of modernization co-existing with nature's preservation. It is here that the trees and plants are as much a part of the construction plans as the buildings and the roads. India's first planned city is a rich, prosperous, spic and span, green city rightly called "THE CITY BEAUTIFUL"



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Prof. Deepak Kapur

# Chairperson's Message

Dear Recruiters,

It feels great honor to welcome you to the University Business School, Chandigarh. The Institute after being established in the year 1962 has been committed to achieving quality and eminence in the field of management studies education. The institute has emplaced itself in a niche position by sheer diligence and advancing the cause of quality learning in the domain of management.

The foundation of UBS is strengthened by its pool of highly qualified and experienced faculty who continuously strives to constantly challenge the students and help them transform themselves into an efficient and knowledgeable person. The diverse case studies and Projects are undertaken by students ensures that our students are well versed with the practical problems faced in the fierce and uncertain business environment of today. The teachers and students continuously work hard to surpass the benchmark already set by previous batches. We have a legacy of consistently producing highly competent, conscientious, and selfless managers which makes them a valuable asset for any organization they would join.

UBS takes pride in its enormous alumni base who have excelled in their respective careers and have brought laurels to the nation and also to our institution. Each and every alumnus and alumnae are an integral part of the UBS family and many of them regularly visit the institute to interact with the students to guide them and make them aware about the intricacies of the present-day business environment.

I am competent that our students will meet the industry requirements of being a proficient managers and will prove to be a worthy asset for your organization. I'm looking forward to meeting you at our campus to strengthen and optimize our relationship. I hereby invite you to participate in the summer placement programme at UBS for academic session 2018-19.



Dr. Pooja Soni

# Placement Coordinator's Message

Dear Recruiters,

Dear Recruiters,  
Welcome to University Business School, Panjab University!

With great pride the Placement Cell of UBS brings to you its recruiter's guide. Over decades, the students of UBS have displayed tremendous potential and skill in their respective fields of study. Driven by the Dr. Pooja Soni students, under the expertise of the seasoned faculty, the student associations such as the Alumni Relationship Cell, Business Club, Hospitality Team, Media & Public Relations Cell, Placement Cell at UBS provide the students with sufficient opportunity to become multi-talented management professionals.

The institute provides valuable exposure to its students by organizing Industrial visits and interactive sessions with the distinguished alumni of UBS to keep them updated with the fast paced industrial developments and evolving trends.

At UBS, students are honed to enter the corporate world with competence and confidence to bring about and themselves experience a positive transformation.

I take this opportunity to invite your esteemed organization to visit our campus for recruitment. It would be our privilege to welcome you to University Business School, Panjab University, Chandigarh.



# About UBS

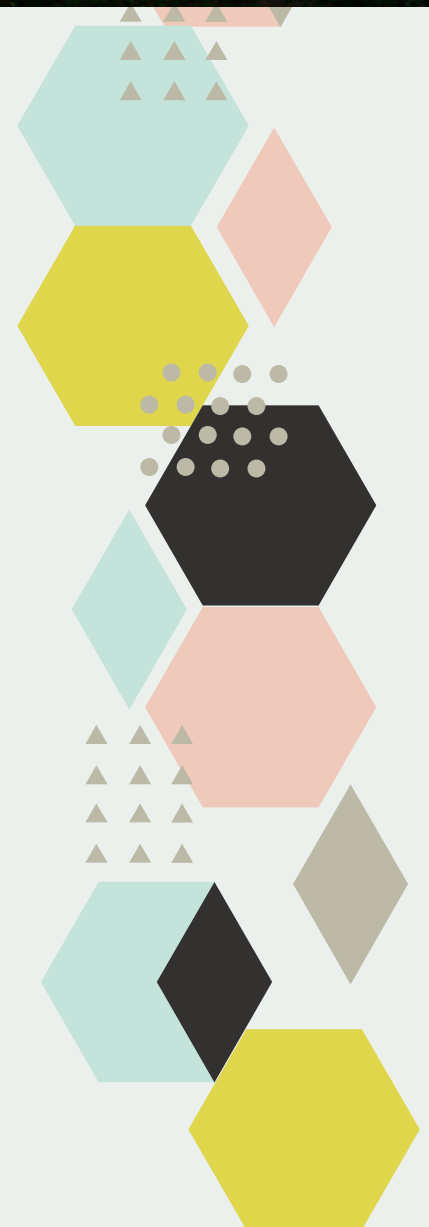
University Business School (UBS), formerly known as Department of Commerce and Business Management, established in 1962, is one of the premier business schools of North India located in the heart of the beautiful city, Chandigarh. It has been imparting quality management education to develop dedicated, innovative and effective professionals, researchers and teachers for over decades.

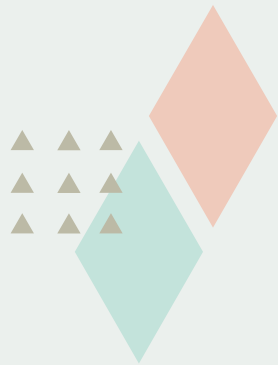
The philosophy of the management education at the University Business School is built on an integrative value system. It is motivated by duty-bound work ethics, humane approach and scientific temper.

The school uses multi-faceted pedagogy with an effective interface with the industry to translate the mission into action. Modern attitude, practical wisdom, knowledge, and skills relevant to management are deeply ingrained in the students.

University Business School has been ranked amongst the top 20 B-Schools of India and amongst the top 1000 B-Schools of the world by Eduniversal, France

The 50 years of Excellence of the University Business School can be gauged by the praiseworthy performance of its alumni who have marked their names in the history of renowned business organisations.





# Mentors

## CHAIRPERSON

**Prof. Deepak Kumar**  
Fellow (IIM-A)

## PROFESSORS

**Dr. A.K.Vashisht**  
M.Com & LLB(PU), M.Phil. and  
Ph.D.(HPU)

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

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

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

**Dr. Luxmi**  
MBA(MDU), LLB(PU)  
AND Ph.D.(GJU)

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

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

**Dr.Manoj KumarSharma**  
M.Sc.(Hons)inEco(GNDU),  
MBA(KU), Ph.D.(GNDU)

**Dr. Smriti Sood**  
MBA, M.Phil. (HPU),Ph.D.(PU)

**Dr. Dinesh K. Gupta**  
M.Com & Ph.D(PU)

**Dr. Meena Sharma**  
M.Com (PU) & Ph.D. (GJU)

**Dr. Suresh K.Chadha**  
M.Com & Ph.D. (PU)

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

**Dr. Meenakshi Malhotra**  
MBA(Pune), Ph.D. (PU)

**Dr. NavdeepKaur**  
M.Com &Ph.D.(PU)

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

## ASSOCIATE PROFESSORS

**Dr. Purva Kansal**  
MBA(HPU),Ph.D.(PU)&FDP(IIM-A)

**Dr.Tejinder Pal Sing**  
M.Com(PU),Ph.D.(Pbi.U)

## ASSISTANT PROFESSORS

**Dr. Kulwinder Singh**  
M.A.,Ph.D.(Economics)(Pbi.U)

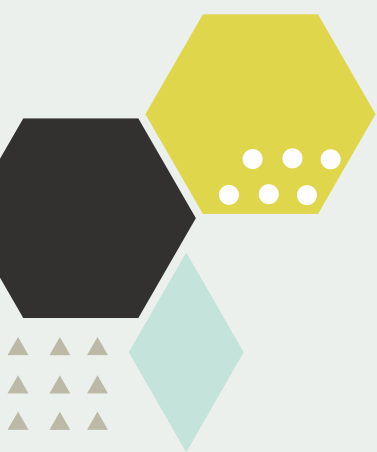
**Ms. Neha Gulati**  
MCA(GJU),M.Phil.(MKU)

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

**Dr. Monica Bedi**  
MBA & Ph.D.(PU)

**Dr.PoojaSoni**  
M.Sc (Maths, Statistics), Ph.D.  
(Statistics) (PU)

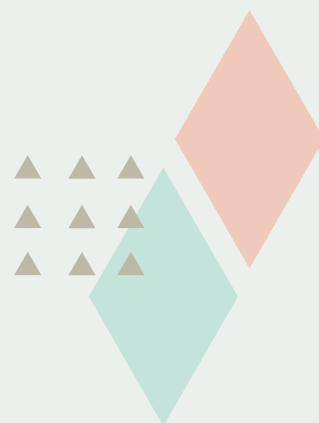
**Dr. Tilak Raj**  
M.A. (Eco), M.Phil.,  
Ph.D. (HPU)



# Alliances

UBS forges partnerships with outstanding academic and other institutions across the globe to expand the student experience, faculty growth and contribution towards mutual development.

Collaborations with our foreign colleagues are essential to the success of our academic endeavours. At UBS, our international collaborations are as diverse as our faculty, who are at the forefront of relationship-building with partners. These relationships may start with a chance meeting at a conference and eventually grow into multidimensional interactions between the institutions.



Curtin University



# Infrastructure

## CENTRAL LIBRARY

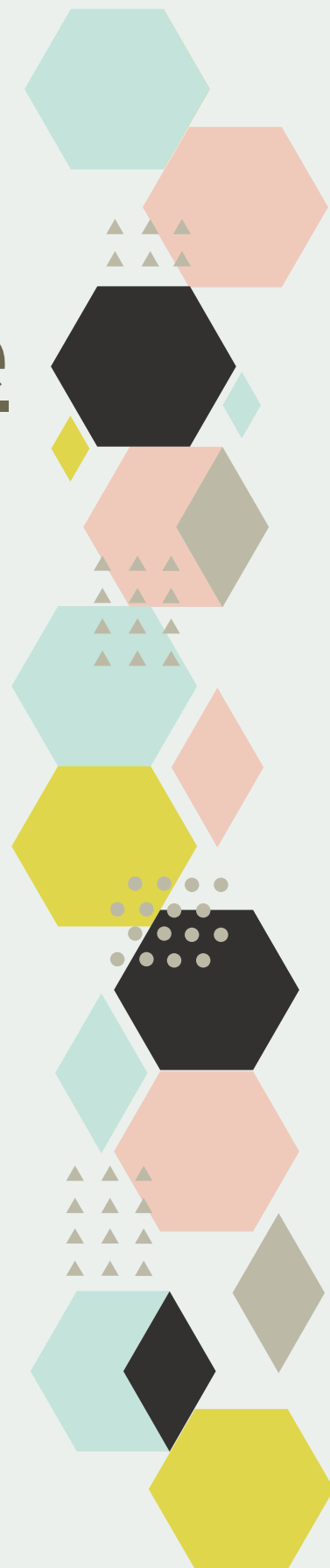
The Panjab University has a mammoth collection of more than 7.4 lakh publications including books, volumes of journals, thesis/ dissertations, reports, government documents, back files of newspaper, a collection of 1492 manuscripts, access to 644 online full text journals and approximately 5000 online full texts journals through INDEST consortium and UGCINFONET.

## IT INFRASTRUCTURE

UBS has 50 computers which are connected to the main server of the university that provides a direct access to the journal and the books available on the university library server. The students also have the access to the internet through campus Wi-fi for references and communication. In addition to this, the UBS has an air-conditioned auditorium and 3 seminar halls equipped with state of the art audio Visual equipment.

## SPORTS

Panjab University provides excellent facilities to its students and empowering \_\_\_a infrastructure for indoor games, gymnasium and Olympic Size swimming pool , Tennis ' Court, Badminton Courts and other playgrounds which leads to their all round development. All these facilities are available at the disposal of the students of UBS.



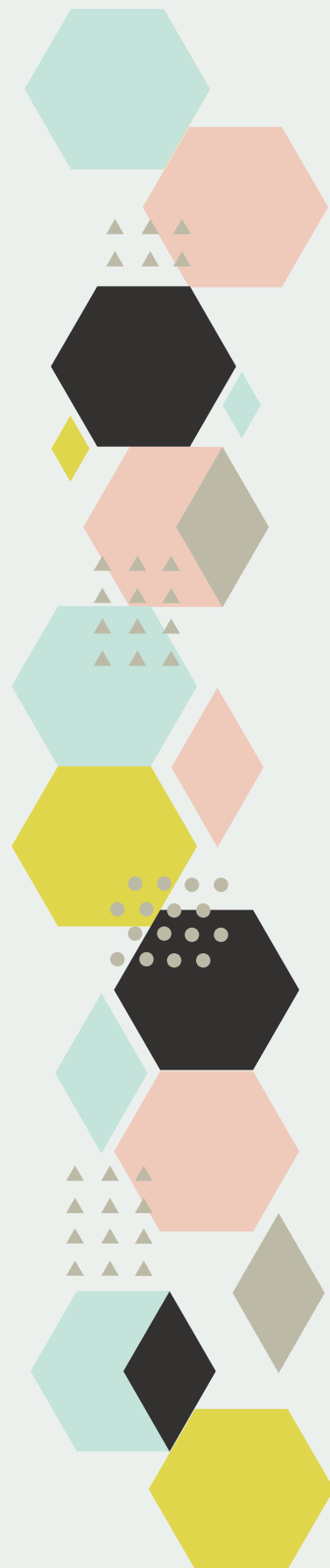


## IN-HOUSE LIBRARY

Apart from the central library, UBS also has an in-house library which boards around 12000 books as well as subscription to 130 journals. This plethora of information is a mix of both Indian and international publications, which enables the students in order to find references of books related to all branches of management.

## NATIONAL KNOWLEDGE NETWORK

Ministry of HRD, govt of India has selected, Panjab University as a node to be connected to National Knowledge Commission with high network bandwidth. The university computer centre has established a campus wide network to provide high speed connectivity to various departments through National Knowledge Network (NKN). All the departments are connected through optical fibre. All hostels are wi-fi accessible, providing internet free of cost with hardware firewall installed at computer centre with three wide area network links of 1gbps.





# Clubs & Associations

## ALUMNI RELATIONSHIP CELL

UBS currently holds 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 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 valuable experiences. The cell makes sure, all the students feel part of one big family and know the importance of maintaining relations in life.

## BUSINESS CLUB

Business Club is a student driven platform that aims to expand the horizons of knowledge beyond textbooks and classrooms by conducting various puzzles, quizzes and business-oriented events. It conducts weekly talk sessions where students come together to interact on prevailing issues and news regarding business and economic affairs and try to find answers to critical questions. This club is also involved in arranging corporate interactions where business tycoons and seasoned professionals hone the management and business skills of students.





## HOSPITALITY TEAM

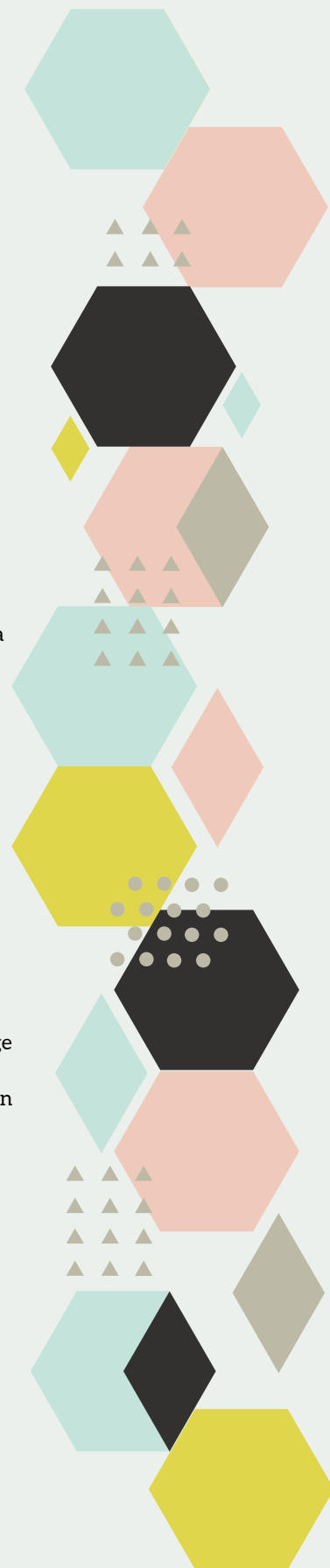
The hospitality team at UBS has always believed in the rich Indian tradition of treating their guests next to Gods. It ensures a comfortable and memorable stay for the delegates visiting the institute for guest lectures and other events.

## MEDIA & PUBLIC RELATIONS CELL

The Public relations cell at UBS is responsible for enhancing the brand of the school by connecting with various institutions, corporate bodies and students. It also looks out for the proper media coverage of all the events held at UBS. It is also plays an important role in maintaining the brand image of the institute through digital met} This cell makes continues the connection of the institute with the outside world.

## PLACEMENT CELL

It is a self-driven, 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 companies visiting the campus, this cell is responsible for insuring the smooth execution of the placement process.



# A Typical Day At UBS

7:00 a.m.

I put off my alarm hoping to make it to class before the professor shuts the door. I grab my laptop, half eat an apple and sprint to the department.



8:00 a.m.

I am the last one to enter. I put down my bag, bring out one of my many assignments and attend to my roll call as I ready myself for a 70 minutes lecture.

10:25 a.m.

Phew, I rush to the Nescafe stall, pick up a coffee and fire up my laptop to complete my pre-reads for the next classes. I revise my notes forgetting about my coffee that has gone cold by now.



10:50 a.m.

I struggle to find an opportunity to contribute in the next two classes amongst my participative peers.

1:15 p.m.

Quickly finishing my lunch at the Student Center, I rush to the Business Club meeting to decide the fortnightly agenda for the seminars and events lined up.



4:40 p.m.

And it's a wrap. But only the lectures. I check my memo, and my case study discussion session with the peers is scheduled at 5:00 p.m. We gather in the corridor and spend about 45 minutes presenting different arguments.



6:00 p.m.

My phone buzzes. It's a reminder for the literary club brain storming session. The next issue of the Newsletter is due for publication in two days time.



10:00 p.m.

I have two hours to finish my bit of the group assignment and present it to the rest of the group by 12:00 midnight after which I have two other assignments to work on.



2:00 a.m.

I set my alarm for 7:00 a.m. hoping to wake up to another bright day at UBS.

# SYLLABUS

## SEMESTER 1

- Organizational Behavior
- Business Economics
- Business Statistics
- Business Finance
- Business Computing
- Business Environment
- Workshop on Business Communication
- Workshop on Business Research

## SEMESTER 3

- Business Strategy
- Advanced Accounting
- Seminar on Corporate Restructuring
- Workshop on Teaching Theory and Practice

### ANY TWO GROUPS OF ELECTIVES OUT OF THE OFFERED GROUPS

- GROUP 1- ACCOUNTING I  
Strategic Cost Management  
International Accounting
- GROUP 2 : FINANCE I  
International Finance  
Management  
Investment Management
- GROUP 3: BANKING and INSURANCE I  
Bank Management  
Insurance Management
- GROUP 4 : BUSINESS LAW I  
Socio-economic Environmental  
Laws  
Industrial Laws
- GROUP 5  
ENTREPRENEURSHIP AND FAMILY BUSINESS I  
Entrepreneurial Development and New Enterprise  
Management  
Entrepreneurial Finance

## SEMESTER 2

- Marketing Management
- Human Resource Management
- Operations and Material Management
- Management Information Systems
- Management of financial Services
- Summer Training and Viva Voce
- Seminar on Accounting Theory and Practice
- Seminar on Microfinance Management

## SEMESTER 4

- Corporate Governance
- Corporate Tax Planning
- Comprehensive Viva Voce From Syllabuses of All Four Semesters

### TO CONTINUE WITH THE SAME TWO GROUPS OPTED IN SEMESTER 3

- GROUP I: ACCOUNTING II  
Management Control Systems  
Financial Statement Analysis
- Group ii- Finance ii  
Project planning, Analysis AND Management  
Financial Engineering
- Group iii - BANKING AND INSURANCE  
International Banking  
Acturial Practice
- GROUP IV-BUSINESS LAW II  
Intellectual Property  
Laws  
E- Security And Cyber  
Laws
- GROUP V-  
ENTREPRENEURSHIP and FAMILY BUSINESS II  
Marketing for  
Entrepreneurship  
Managing Strategic  
Implementation and  
Business Transformation



# M.Com(HONS)



**Aastha Hasija**

B.Com(Hons)  
Shyama Prasad Mukherji  
College For women  
University of Delhi



**Alisha Saha**

B.Com(Hons)  
University School of Business  
Chandigarh University



**Ankita singla**

B.Com  
Dav College  
Panjab University



**Arushi Gupta**

B.Com(Hons)  
GGDSD College  
Panjab University



**Asmita**

B.Com(P)  
Shyama Prasad Mukerji College  
University of Delhi



**Diksha Chaudhary**

B.Com  
Guru Gobind Singh College for  
Women  
Panjab University



**Divya Bariya**

B.Com  
GGDSD College  
Panjab University



**Fiza**

B.Com(Hons)  
GGDSD College  
Panjab University

# M.Com(HONS)



**Gautam Khanna**

B.Com(Hons)  
GGDSD College  
Panjab University



**Harwinder Singh**

B.Com(Hons)  
PGGC-11  
Panjab University



**Janice Garg**

B.Com  
Punjab University



**Manpreet kaur**

B.Com(Hons)  
Dev Samaj College for Women  
Panjab University



**Mugdhaa Goswamy**

B. Com(Hons)  
GGDSD College  
Panjab University



**Naresh**

B.com(Hons)  
GGDSD College  
Panjab University



**Neelam**

B.Com(Hons)  
Department of evening studies  
Panjab University



**Nidhi Saroa**

B.Com (Hons)  
S.V.S.D.P.G.College  
Himachal Pradesh University

# M.Com(HONS)



**Nikita**

B.Com(Hons)  
Dyal singh college  
Delhi university



**Pankaj Goyal**

B.Com  
Guru Nanak College  
Panjab University



**Pawan kumar**

B.Com(Hons)  
GDC  
Himachal Pradesh University



**Prerna Arora**

B.Com  
University School of Open Learning  
Panjab University



**Priyanka Chauhan**

B.Com  
MCM DAV College for Women  
Panjab University



**Radhika Goel**

BA Economics Hons  
Daulat Ram College  
Delhi University



**Ridhi jain**

B.Com(Hons)  
Punjabi University



**Sakshi koul**

B.Com  
Govt. College for Women  
Jammu University

# M.Com(HONS)



**Saleem khan**

B.Com  
Panjab university rural  
centre,Kaoni  
Panjab university



**Sheenam**

B.Com  
Dav college  
Panjab University



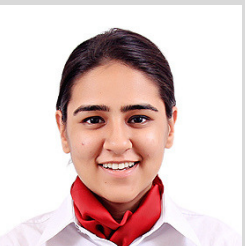
**Shilpa kashyap**

B.Com(Hons)  
PGGCG-42  
Panjab University



**Shivani negi**

B.Com(Hons.)  
R.K.M.V  
Himachal Pradesh University



**Simar Madhok**

B.Com  
Sri Aurobindo college of  
commerce and management  
Panjab University



**Subhreet Kaur**

B.Com  
Guru Nanak College for Girls  
Panjab University



**Surbhi Sood**

B.Com (Hons)  
MCMDAV College for Women  
Panjab University



**Swatika**

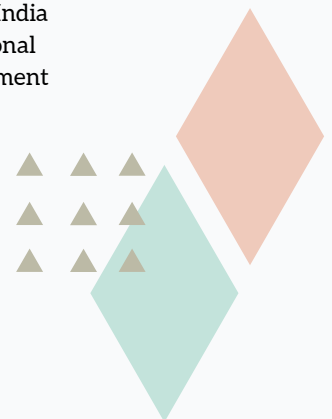
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Panjab university

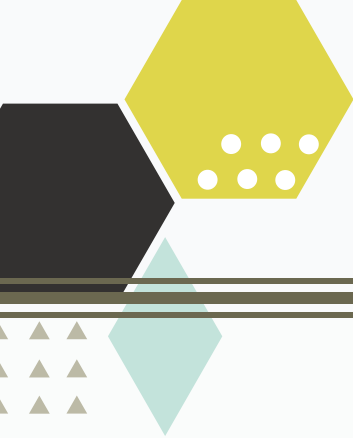


# UBS Alumni Network

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- Abbott
- ACC
- Accenture
- Adani
- Adidas
- Adlabs Imagica
- Adobe Systems
- AETN18 Media ManglamRealtech
- Aircel
- Airtel
- Alcatel Lucent
- Alchemist Assets
- Amazon India
- American
- Express
- Amtrak
- ANI Technologies
- Apple
- Asian Paints
- Axis Bank
- Bacardi
- Bank of America
- Bank of Tokyo Mitsubishi UFI
- Bayer
- Berger Paints
- Bharti Airtel
- Blue Dart Express
- Bose Corporation
- Box8
- BPCL
- Britannia
- Burberry India
- Cisco
- CITCO
- Citi Bank
- Cremica 43
- Dabur
- DBS Bank
- Dell
- Deloitte
- Deutsche Bank
- DuPont
- Ernst&Young
- Edelweiss
- Essar Steel
- Ethos Swiss Watch Studios
- EXL Services Ltd.
- Facebook
- Fortis Hospitals
- GAIL
- GlaxoSmithKline
- Godrej & Boyce
- Google
- Haier
- HCL Technologies
- HDFC Bank
- HELIOS
- Hero MotoCorp
- Hewlett-Packard
- Hindustan Times
- Hitachi
- Honda Cars India
- HSBC
- HT Media
- IBM
- ICICI
- IDBI Bank
- Idea Cellular Limited
- IFFCO Tokio
- IIFL
- Indian School of Business
- Ind-Swift Limited
- Indus Towers
- IndusInd Bank
- Infosys
- ITC
- ISW
- IK Cement
- JP Morgan
- Kornferry
- Kotak Mahindra Bank
- KPMG
- Lenovo
- Lenskart
- LG
- L'Oreal
- Mahindra
- MakeMyTrip
- MasterTrust Group
- Max Life
- Microsoft
- Naukri.com
- NBC Sports
- Nestle
- Network 18
- Newgen
- Nokia Networks
- OLX India
- Oracle
- Oriental Bank of Commerce
- Panacea
- Paragon Apparel
- PepsiCo
- Punj Lloyd Ltd.
- Punjab National Bank
- Raymond
- RBL Bank
- RIL
- Reliance jio
- Samsung
- SAP Consulting
- Shine.com
- Snapdeal
- Sony DADC
- Standard Chartered Bank
- Star India
- State Bank of India
- Sun Pharma Zee Entertainment
- TATA Sons
- TCS
- Tata Motors
- Tata Sky
- TCY learning
- TE connectivity
- Tech Mahindra
- The Federal Bank
- The New India Assurance
- The Smart Cube
- Tolaram Group
- Toshiba
- Toyota
- Trident Group
- Tupperware India
- TVS Motor Company
- Twitter
- UCO Bank
- Union Bank of India
- Usha International
- UTV Entertainment
- Vardhman

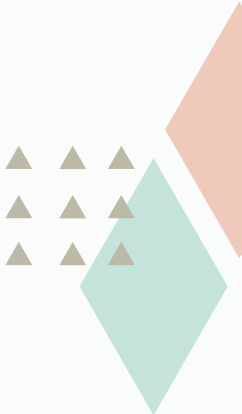




# Travel Details

## Airways

New Delhi- Chandigarh	Spice jet	Indigo	Indigo	Vistara	Jet Airways	Air India
	SG-130	6E937	6E545	UK830	9W2635	AI445
	1115 hrs	1400 hrs	0630 hrs	1345 hrs	0605 hrs	0555 hrs
	1205 hrs	1455 hrs	0725 hrs	1440 hrs	0710 hrs	0855 hrs
Mumbai - Chandigarh	Indigo	Indigo	Indigo	Jet Airways	Jet Airways	Go Air
	6E495	6E464	6E621	9W489	9W471	G8381
	0920 hrs	1140 hrs	1505 hrs	0935 hrs	1510 hrs	0835 hrs
	1140 hrs	1400 hrs	1725 hrs	1155 hrs	1730 hrs	1100 hrs
Bangalore Chandigarh	Indigo	Indigo	Air Asia	Jet Airways	Jet Airways	Jet Airways
	6E478	6E463	I51825	6E491	9W642	9W469
	1630 hrs	1430 hrs	1250 hrs	1040 hrs	1805 hrs	1230 hrs
	1925 hrs	1655 hrs	1600 hrs	1345 hrs	2305 hrs	1730 hrs
Hyderabad Chandigarh	Indigo	Spicejet	Vistara	Indigo	Indigo	Indigo
	6E269	SG126	UK830	6E269	6E235	6E248
	1110 hrs	2125 hrs	1025 hrs	1110 hrs	0535 hrs	0420 hrs
	1345 hrs	0805 hrs	1440 hrs	1345 hrs	1140 hrs	1140 hrs
Chennai Chandigarh	Indigo	Indigo	Spicejet	Multi	Jet Airways	Indigo
	6E269	6E269	SG130	6E652	9W489	6E495
	0930 hrs	0930 hrs	0630 hrs	0500 hrs	0700 hrs	0645 hrs
	1345 hrs	1345 hrs	1205 hrs	1205 hrs	1155 hrs	1140 hrs





# University Business School

Arts Block-3, Panjab University,  
Chandigarh-160014(India)

Tele: +91-172-2784652 | Telefax: +91-1 72-2541591  
Email : [ubsplac@pu.ac.in](mailto:ubsplac@pu.ac.in) | Website: [www.ubs.puchd.ac.in](http://www.ubs.puchd.ac.in)

## CHAIRMAN

Professor Deepak Kapur  
+91-172-2784652  
[dkapur@pu.ac.in](mailto:dkapur@pu.ac.in), [ubschair@pu.ac.in](mailto:ubschair@pu.ac.in)

## PLACEMENT COORDINATOR

Dr. Pooja Soni  
+91-98880-10920  
[pooja6@pu.ac.in](mailto:pooja6@pu.ac.in)

## PLACEMENT REPRESENTATIVES

Naresh  
+91-7508813993  
Mugdhaa Goswamy  
+91-8194954653  
[summerplac2019.ubs@gmail.com](mailto:summerplac2019.ubs@gmail.com)