



**UNIVERSITY**  
**BUSINESS SCHOOL**  
PANJAB UNIVERSITY CHANDIGARH



ENDEAVOUR FOR EXCELLENCE

CAMPUS PLACEMENT PROGRAMME - 2015  
**PLACEMENT BROCHURE**



Victories are achieved with grit and might,  
with dreams in eyes and goals in sight,  
and a will to scale the mighty heights,  
but the days fall short and so do the nights,

From sultry days, to the darkest nights,  
we did forge ahead with might and resilience.  
These struggle, the downs and the victories did incite,  
A passion to win, an "Endeavor for Excellence"!



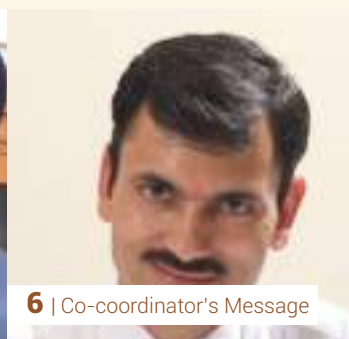
# CONTENTS



4 | Chairman's Message



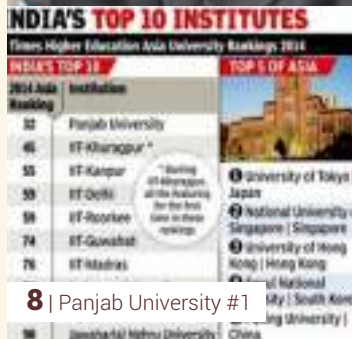
5 | Coordinator's Message



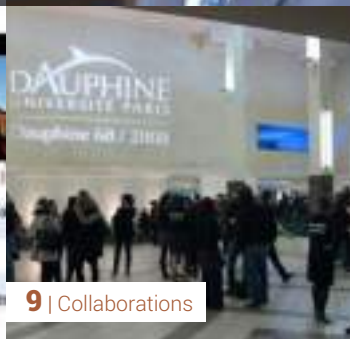
6 | Co-coordinator's Message



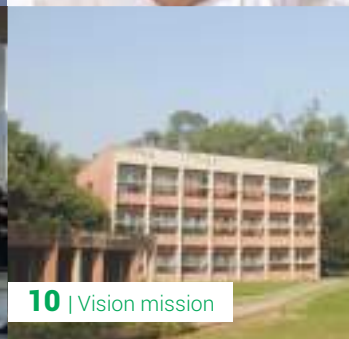
7 | History



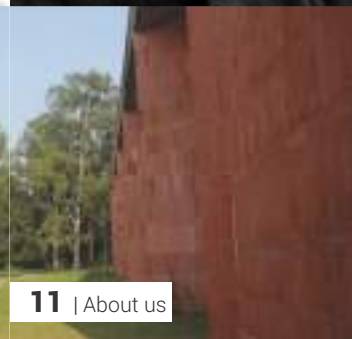
8 | Panjab University #1



9 | Collaborations



10 | Vision mission



11 | About us



12 | Marketing



13 | Finance



14 | Operations



15 | International Business



16 | Human Resource



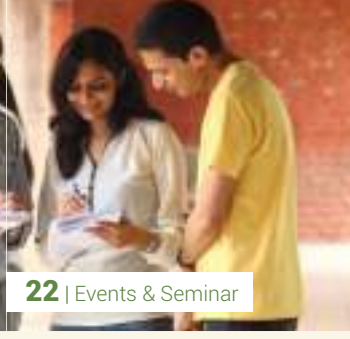
17 | Biotechnology



18 | Infrastructure



20 | Associations



22 | Events & Seminar



24 | National Seminar

- 25 | National Seminar
- 26 | Corporate Interactions
- 27 | Faculty Details
- 28 | Sports & Culture
- 32 | Marketing & Finance
- 39 | Marketing & Operations
- 42 | International Business
- 47 | Human Resource
- 52 | Biotech
- 54 | Summer Internship
- Feedback
- 56 | Our Alumni
- 57 | Our Recruiters
- 58 | About Chandigarh
- 59 | Travel Details

# CHAIRMAN'S MESSAGE



**Prof. A.K. Vashisht**

**U**niversity Business School (UBS), Panjab University, Chandigarh is a magnificent artifact in terms of its state of the art infrastructure, pedagogy and immense learning exposure. Its prestigious reputation started early in 1962 with courses in commerce, and since 1968, it has been honing world class management graduates and making them ready to take up future business challenges. It is believed that the students are as good as their teachers, and thus at UBS, we have an assortment of highly qualified, illustrious and experienced faculty. We strive to nurture the technical, emotional, moral and physical quotient of each of our students. The school has a very elaborate curriculum which is updated regularly. The excellence of UBS can be measured by the stellar performance of its alumni who have made their presence felt not just in India, but abroad as well with commendable prudence.

Our alumni constantly keep interacting, coaching and mentoring the students. This has helped to keep our students updated about the current trends in the business world. In addition, to provide international exposure to our students, UBS has a student exchange agreement with Dauphine University, Paris(France). I am sure that your organization will benefit significantly from the grooming and training of students at UBS. I would also like to add that the students recruited by you would not only work for their personal growth but also for the growth of the organization and hence, I feel privileged to welcome you to participate in the Campus Placement Programme 2015 at UBS.

# COORDINATOR'S MESSAGE

**K**nowledge is the most powerful weapon anyone can ever have! This magic of erudition sets us class apart, makes us stand out of the rest of the crowd. Knowledge is a vital ingredient in the growth and development of an organization. To impart that quality knowledge, we strive to settle for nothing less than the best. Business environment is dynamic and evolving in every fraction of second. We, at UBS, have always been observant about the evolving needs of the corporate world. In our endeavour for excellence over the past 52 years, we have been catering to these very needs. UBS alumni, today, serve the top positions of the corporate world which adds to our glory and further strengthens the belief that the best always flourishes. Intellectual capital is the biggest asset at UBS. It is further invigorated by the visiting faculty from academia and industry. This combination ensures that the students are groomed into competent managers. UBS students have always been picked up by some of the best companies in the industry and the cult continues every year. On behalf of the Placement Committee, I appreciate and welcome your participation in the Placement Process for the batch 2013-15. We ensure that the students you recruit will play a pivotal role in the transformational growth of your organization



Dr. Tejinderpal Singh



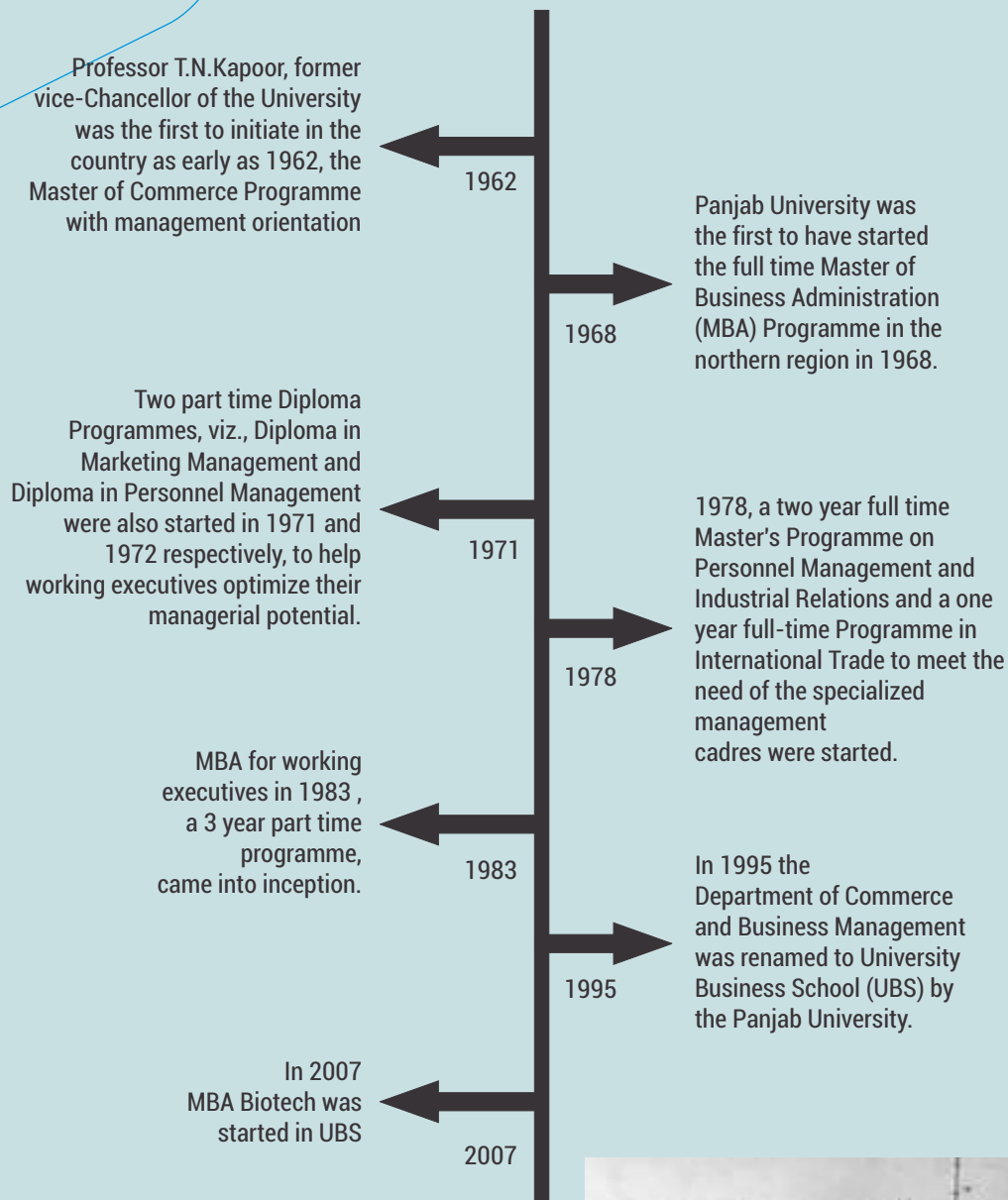
# CO-COORDINATOR'S MESSAGE



Dr. Tilak Raj

I am pleased to invite you to the Campus Placement Programme of the 2013-15 batch of the University Business School (UBS), Panjab University, Chandigarh. This is an opportunity for our best talents to exhibit their zealous erudition and leave an impressive trail in their sphere of work. UBS is a premier institute of management and commerce which has been training the best of the minds in the country for the past 52 years. It has a rich legacy of manifesting world class managers out of the best minds selected through a rigorous process. We strive to keep our students up to date with the latest trends in the market. Keeping this in view, latest changes were made in the curriculum of 2013 (indicated in the later part of this brochure) as a result of which our new batch is also learning the dynamics of Internet Marketing, Retail Management, Enterprise Resource Planning and plethora of new subjects currently in demand I assure you that at UBS not only your expectations will be met but they would shift to a level higher. Thus, on behalf of UBS I invite you to embark upon the sojourn to select amongst the best minds of the country.

## Timeline of UBS



# PANJAB UNIVERSITY #1



Times Higher Education magazine published the Asia University Rankings 2014, based on the same indicators that underpin the (Times Higher Education) World University Rankings. India has progressed, with 10 institutions in the top 100, compared with three last year. The first place in India is taken by Panjab University, Chandigarh. It is one of India's oldest universities and boasts former Prime Minister Manmohan Singh, present External Affairs Minister Sushma Swaraj, Shekhar Gupta, editor in chief, Indian express and Nasa astronaut Kalpana Chawla among its alumni.

The Asia University Rankings use 13 separate performance indicators to examine each university's strengths against all its core missions: teaching, research, knowledge transfer and international outlook. All data are collected, analysed and verified by data specialists Thomson Reuters.

Panjab University has been ranked at number 32 in Asia where it has scored 40.2 points with research citations topping the list of five indicators.

Sources: Times Of India, Hindustan Times  
Date: 20-6-14 and 22-6-14

INDIA'S TOP 10 INSTITUTES		TOP 5 OF ASIA	
Times Higher Education Asia University Rankings 2014			
2014 Asia Ranking	Institution		
32	Panjab University	1	University of Tokyo   Japan
45	IIT-Kharagpur *	2	National University of Singapore   Singapore
55	IIT-Kanpur	3	University of Hong Kong   Hong Kong
59	IIT-Delhi	4	Seoul National University   South Korea
59	IIT-Roorkee	5	Peking University   China
74	IIT-Guwahati		
75	IIT-Madras		
75	Jadavpur University		
88	Aligarh Muslim University		
90	Jawaharlal Nehru University		

\* Barring IIT-Kharagpur, all the remaining for the first time in these rankings

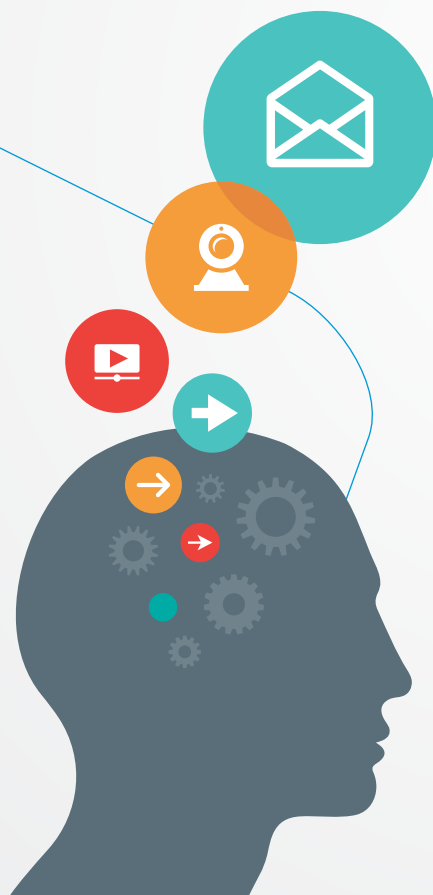


# COLLABORATIONS



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

The courses offered by Dauphine University include International Business Ethics, Cross Culture barriers, Company Culture, Human Resource management and social business network for the students in the field of Human resource and also includes an additional course of globalization strategies of finance for the students of International Business.



# VISION

Global Leaders are best developed in a multi disciplinary, collaborative, multicultural, practice oriented learning environment which must be constantly enhanced through pedagogic innovations. Thus, we create managers who combine solid business acumen with an equally strong understanding of global affairs, cultures and languages.

University Business School was established in the year 1962, as one of the premier business schools of North India. Located in the heart of the City Beautiful, UBS has grown from strength to strength by drawing out a distinct identity from the academic prowess and resources of Panjab University.

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 philosophy of the school is translated into a mission of creating wholesome personality of individuals with a view to produce efficient and innovative managers, researchers and teachers. Modern attitude, practical wisdom, knowledge and skills relevant for management, are deeply ingrained in the students.

Over the years UBS has matured into an institution where the focus is on imparting quality management education to create leaders of value and substance. UBS, today is continually evolving to meet its objectives in an ever changing business environment. University Business School provides quality management education in fields of Marketing, Finance, Operations, Human Resources, International Business and Biotechnology.



# MARKETING

## First Semester

- ❖ BUSINESS ECONOMICS
- ❖ BUSINESS STATISTICS
- ❖ MANAGEMENT ACCOUNTING
- ❖ ORGANISATIONAL BEHAVIOUR
- ❖ MARKETING MANAGEMENT
- ❖ WORKSHOP ON BUSINESS COMPUTING
- ❖ WORKSHOP ON BUSINESS COMMUNICATION

## Second Semester

- ❖ BUSINESS ENVIRONMENT
- ❖ HUMAN RESOURCE MANAGEMENT
- ❖ OPERATIONS MANAGEMENT
- ❖ FINANCIAL MANAGEMENT
- ❖ LEGAL ASPECT OF BUSINESS
- ❖ WORKSHOP ON RESEARCH METHODOLOGY
- ❖ SUMMER TRAINING REPORT AND VIVA-VOCE
- ❖ COMPREHENSIVE VIVA-VOCE

*Any three of the following*

## Third Semester

- ❖ ADVERTISING AND CONSUMER BEHAVIOUR
- ❖ GLOBAL MARKETING MANAGEMENT
- ❖ MARKETING RESEARCH & PRODUCT MANAGEMENT
- ❖ INTERNET MARKETING & RETAIL MANAGEMENT
- ❖ GLOBAL SUPPLY CHAIN MANAGEMENT
- ❖ INDUSTRIAL AND RURAL MARKETING

## Fourth Semester

- ❖ MARKETING OF SERVICES
- ❖ WORKSHOP ON FOREIGN TRADE DOCUMENTATION AND TRADE
- ❖ CUSTOMER RELATIONSHIP MANAGEMENT AND SALES MANAGEMENT
- ❖ APPLICATION OF ACCOUNTING AND FINANCE IN MARKETING





## First Semester

- ❖ BUSINESS ECONOMICS
- ❖ BUSINESS STATISTICS
- ❖ MANAGEMENT ACCOUNTING
- ❖ ORGANISATIONAL BEHAVIOUR
- ❖ MARKETING MANAGEMENT
- ❖ WORKSHOP ON BUSINESS COMPUTING
- ❖ WORKSHOP ON BUSINESS COMMUNICATION

## Second Semester

- ❖ BUSINESS ENVIRONMENT
- ❖ HUMAN RESOURCE MANAGEMENT
- ❖ OPERATIONS MANAGEMENT
- ❖ FINANCIAL MANAGEMENT
- ❖ LEGAL ASPECT OF BUSINESS
- ❖ WORKSHOP ON RESEARCH METHODOLOGY
- ❖ SUMMER TRAINING REPORT AND VIVA-VOCE
- ❖ COMPREHENSIVE VIVA-VOCE

*Any three of the following*

## Third Semester

- ❖ FINANCIAL STATEMENT ANALYSIS
- ❖ FINANCIAL ENGINEERING
- ❖ MANAGEMENT OF FINANCIAL SERVICES
- ❖ INVESTMENT MANAGEMENT
- ❖ MANAGEMENT CONTROL SYSTEMS
- ❖ PROJECT PLANNING, ANALYSIS & MANAGEMENT

## Fourth Semester

- ❖ STRATEGIC COST MANAGEMENT
- ❖ INTERNATIONAL FINANCIAL MANAGEMENT
- ❖ BEHAVIORAL FINANCE
- ❖ CORPORATE GOVERNANCE





# OPERATIONS

## First Semester

- ❖ BUSINESS ECONOMICS
- ❖ BUSINESS STATISTICS
- ❖ MANAGEMENT ACCOUNTING
- ❖ ORGANISATIONAL BEHAVIOUR
- ❖ MARKETING MANAGEMENT
- ❖ WORKSHOP ON BUSINESS COMPUTING
- ❖ WORKSHOP ON BUSINESS COMMUNICATION

## Second Semester

- ❖ BUSINESS ENVIRONMENT
- ❖ HUMAN RESOURCE MANAGEMENT
- ❖ OPERATIONS MANAGEMENT
- ❖ FINANCIAL MANAGEMENT
- ❖ LEGAL ASPECT OF BUSINESS
- ❖ WORKSHOP ON RESEARCH METHODOLOGY
- ❖ SUMMER TRAINING REPORT & VIVA-VOCE
- ❖ COMPREHENSIVE VIVA-VOCE

## Third Semester

- ❖ MOBILE COMMERCE
- ❖ PRODUCT INNOVATION IN TECHNOLOGY BUSINESS
- ❖ BUSINESS PROCESS ENGINEERING
- ❖ SYSTEMS ANALYSIS AND DESIGN
- ❖ ENTERPRISE RESOURCE PLANNING
- ❖ MANAGEMENT INFORMATION SYSTEMS

## Fourth Semester

- ❖ KNOWLEDGE MANAGEMENT
- ❖ MANAGEMENT OF TECHNOLOGY
- ❖ BUSINESS INTELLIGENCE
- ❖ TOTAL QUALITY MANAGEMENT



# INTERNATIONAL BUSINESS

## First Semester

- ❖ ORGANISATIONAL BEHAVIOR AND INTERNATIONAL HUMAN RESOURCE MANAGEMENT
- ❖ MARKETING MANAGEMENT
- ❖ BUSINESS STATISTICS
- ❖ MANAGEMENT ACCOUNTING
- ❖ SEMINAR ON FOREIGN TRADE POLICY AND MANAGEMENT
- ❖ SEMINAR ON MICRO ECONOMICS
- ❖ WORKSHOP ON BUSINESS COMPUTING
- ❖ WORKSHOP ON BUSINESS COMMUNICATION

## Second Semester

- ❖ INTERNATIONAL BUSINESS ENVIRONMENT
- ❖ INTERNATIONAL FINANCIAL MANAGEMENT
- ❖ WORKSHOP ON FOREIGN TRADE DOCUMENTATION AND TRADE FINANCE
- ❖ OPERATIONS RESEARCH
- ❖ GLOBAL MARKETING MANAGEMENT
- ❖ WORKSHOP ON RESEARCH METHODOLOGY
- ❖ SUMMER TRAINING AND VIVA-VOCE
- ❖ COMPREHENSIVE VIVA-VOCE

## Third Semester

- ❖ GLOBAL STRATEGIC MANAGEMENT
- ❖ GLOBAL SUPPLY CHAIN MANAGEMENT
- ❖ INTERNATIONAL BUSINESS LAW
- ❖ WORKSHOP ON SECTORAL STRATEGIES FOR EXPORTS

- ❖ SEMINAR ON INTERNATIONAL MARKETING RESEARCH
- ❖ FOREIGN LANGUAGE- FRENCH

### *Any two of the following*

- ❖ SEMINAR ON PROJECT PLANNING & ANALYSIS
- ❖ SEMINAR ON CORPORATE RESTRUCTURING AND RE-ENGINEERING
- ❖ SEMINAR ON ENTREPRENEURSHIP MANAGEMENT
- ❖ SEMINAR ON REGIONAL ECONOMIC GROUPINGS

## Fourth Semester

- ❖ CROSS CULTURAL ISSUES AND INTERNATIONAL BUSINESS NEGOTIATIONS
- ❖ INTERNATIONAL BRAND MANAGEMENT
- ❖ RESEARCH PROJECT
- ❖ COMPREHENSIVE VIVA-VOCE
- ❖ FOREIGN LANGUAGE- FRENCH
- ❖ SEMINAR ON WTO AND INTERNATIONAL TRADE POLICIES

### *Any two of following*

- ❖ INTERNATIONAL BANKING
- ❖ TECHNOLOGY AND STRATEGIC CONSULTING
- ❖ INTERNATIONAL ACCOUNTING
- ❖ TOTAL QUALITY MANAGEMENT



# HUMAN RESOURCE

## First Semester

- ❖ ECONOMICS FOR HUMAN RESOURCES
- ❖ BUSINESS ENVIRONMENT
- ❖ HUMAN RESOURCE MANAGEMENT
- ❖ MANAGEMENT ACCOUNTING
- ❖ ORGANISATIONAL BEHAVIOUR
- ❖ WORKSHOP ON BUSINESS COMPUTING
- ❖ WORKSHOP ON BUSINESS COMMUNICATION

## Second Semester

- ❖ LABOUR LEGISLATION-I
- ❖ INDUSTRIAL RELATIONS AND LABOUR POLICY
- ❖ WORKSHOP ON SOCIAL RESEARCH METHODS
- ❖ MARKETING MANAGEMENT
- ❖ PRODUCTION MANAGEMENT AND QUANTITATIVE TECHNIQUES
- ❖ SUMMER TRAINING AND VIVA-VOCE
- ❖ COMPREHENSIVE VIVA-VOCE
- ❖ SEMINAR ON MANAGEMENT OF CHANGE
- ❖ SEMINAR ON HUMAN RESOURCE PLANNING

## Third Semester

- ❖ LABOUR LEGISLATION-II
- ❖ STRATEGIC HUMAN RESOURCE MANAGEMENT
- ❖ PERFORMANCE & COMPENSATION MANAGEMENT
- ❖ ORGANISATION DEVELOPMENT
- ❖ WORKSHOP ON TRAINING & DEVELOPMENT
- ❖ WORKSHOP ON NEGOTIATING SKILLS AND PARTICIPATIVE DECISION MAKING
- ❖ SEMINAR ON SOCIAL SECURITY & LABOUR WELFARE

## Fourth Semester

- ❖ HUMAN RESOURCE INFORMATION SYSTEM
- ❖ PERSONAL EFFECTIVENESS AND LEADERSHIP
- ❖ WORKSHOP ON MANAGEMENT OF DISCIPLINE AND DISCIPLINARY PROCEEDINGS
- ❖ COMPREHENSIVE VIVA-VOCE
- ❖ RESEARCH PROJECT
- ❖ SEMINAR ON ETHICS & CONDUCT OF BUSINESS
- ❖ SEMINAR ON INTERPERSONAL SKILLS AND TRANSACTIONAL ANALYSIS

*Any one of the following*

- ❖ WORKSHOP ON HUMAN RESOURCE VALUATION
- ❖ TOTAL QUALITY MANAGEMENT
- ❖ STRESS MANAGEMENT
- ❖ DESIGNING ORGANISATIONS FOR UNCERTAIN ENVIRONMENT
- ❖ DYNAMICS OF TRADE UNIONS
- ❖ EMOTIONAL INTELLIGENCE AND MANAGERIAL EFFECTIVENESS
- ❖ COMPARATIVE INDUSTRIAL RELATIONS
- ❖ MANAGERIAL COMPETENCIES AND CAREER DEVELOPMENT
- ❖ WORKSHOP ON BUILDING LEARNING ORGANISATIONS
- ❖ INDUSTRIAL ENGINEERING



## First Semester

- ❖ BUSINESS ECONOMICS
- ❖ BUSINESS STATISTICS
- ❖ MANAGEMENT ACCOUNTING
- ❖ ORGANISATIONAL BEHAVIOUR
- ❖ MARKETING MANAGEMENT
- ❖ WORKSHOP ON BUSINESS COMPUTING
- ❖ WORKSHOP ON BUSINESS COMMUNICATION

## Second Semester

- ❖ BUSINESS ENVIRONMENT
- ❖ HUMAN RESOURCE MANAGEMENT
- ❖ OPERATIONS MANAGEMENT
- ❖ FINANCIAL MANAGEMENT
- ❖ LEGAL ASPECT OF BUSINESS
- ❖ WORKSHOP ON RESEARCH METHODOLOGY
- ❖ SUMMER TRAINING REPORT AND VIVA-VOCE
- ❖ COMPREHENSIVE VIVA-VOCE

## Third Semester

- ❖ ENTREPRENEURIAL DEVELOPMENT AND NEW ENTERPRISE MANAGEMENT

- ❖ PROJECT PLANNING, ANALYSIS & MANAGEMENT
- ❖ BUSINESS PROCESS RE-ENGINEERING
- ❖ GLOBAL SUPPLY CHAIN MANAGEMENT
- ❖ SEMINAR ON PRINCIPLES OF BIOTECHNOLOGY
- ❖ WORKSHOP ON TECHNIQUES IN BIOTECHNOLOGY

## Fourth Semester

- ❖ STRATEGIC MANAGEMENT
- ❖ CUSTOMER RELATIONSHIP MANAGEMENT AND SALES MANAGEMENT
- ❖ TOTAL QUALITY MANAGEMENT
- ❖ SEMINAR ON BIOTECHNOLOGICAL PROCESSES
- ❖ RESEARCH PROJECT
- ❖ COMPREHENSIVE VIVA-VOCE
- ❖ SEMINAR ON INTELLECTUAL PROPERTY RIGHTS AND BIOTECHNOLOGY
- ❖ WORKSHOP ON INSTRUMENTATION IN BIOTECHNOLOGY





# INFRASTRUCTURE

## Central Library

The AC. Joshi Library (Central Library) of Panjab University has a mammoth collection of over 7.4 lakh publications which include books, bound volumes of journals, thesis/ dissertations, reports, government documents, back files of newspaper, and a prized collection of 1492 manuscripts. The web based Online Public Access Catalogue (OPAC) makes it even more convenient. The Library provides access to 644 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 UGCINFONET. The University Library has been recognized as one of the six national centers 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 subscriptions to 130 Journals comprising of both Indian and International publications which enable the students to find references of books related to all branches of management.





# INFRASTRUCTURE



## **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 through campus Wi-Fi for reference and communication. In addition to this, the School has an air-conditioned auditorium and two seminar halls equipped with state-of-the-art audio-visual equipment.

## **National Knowledge Network(NKN)**

Ministry of HRD, Government of India has selected Panjab University as a node to be connected to National Knowledge Commission (NKN) with high network bandwidth. The University Computer Center has established 10 Gigabit campus wide Network to provide high speed connectivity to various departments through National knowledge network (NKN). All the Departments are connected through optical fiber. All Hostels have been made Wi-Fi and students can access internet free of cost with hardware firewall installed at Computer Centre with three wide area network links of 1 Gbps (NKN).

# ASSOCIATIONS



## **Business Club**

Business club @UBS is a platform for interaction among students who are passionate about the practical know how of the business and want to expand their learnings beyond the classroom. The club, through its events and guest lectures by corporate tycoons, operates with the sole aim to provide a holistic management experience to the budding managers at UBS by keeping the spirit to innovate inflamed all the time.

## **Alumni Club**

The Alumni club plays a pivotal role in forging links between the institute and its alumni. It maintains an extensive database of alumni addresses and organizes 'silver jubilee' reunions where ex-students fly down and revive pleasant memories of the time they had spent at UBS. The club strives to create an environment of camaraderie and in the process rekindles the belief that there are people who think and care about us in an unconditional way, people who are proud of our individual milestones, and people who are ready to share our sense of loss and grief in a manner as if of their own. It is this overflow of emotions and unbridled surge of empathy that reconnects everyone back into the family, heals all differences if any and reinforces a sense of belonging in everyone towards the family institution.



# ASSOCIATIONS



## **Infrastructure Club**

Infrastructure club at UBS works at the ground level and is an essential part of UBS. It makes sure that infrastructure is intact and the students get the best of the atmosphere. Students in the club work together with full enthusiasm for achieving the objectives.

## **Public Relations Club**

Public Relations Club @UBS works in coordination with the prospective students. It helps them in solving their queries by actively interacting with them on various forums and social networking sites. The members of the club also help the new students by addressing their problems once they have joined the college.

# EVENTS & SEMINAR





Academics at UBS have always been complemented with a host of extracurricular activities. Various clubs offer students a multitude of co-curricular activities, where students can not only learn, but also practice the nitty gritty of management. Thus the students by involving themselves in these clubs and events mould themselves as unique individuals who are ready to take on the challenges in the real world.

## **Pre-Eureka Workshop**

A one day workshop was organized by Nurture Talent Academy, in collaboration with E-Cell IIT Bombay, prior to IIT Bombay's flagship annual event "Eureka!". The workshop was conducted in UBS wherein students got a chance to learn and interact with many successful entrepreneurs

## **Guest lecture on Stock Broking**

Mr Nikhil Dhingra from NPDMS Wealth Management Services took a guest lecture to enlighten the students on various aspects of stock and commodities marketing and their operation.

## **Lecture by Ms. Natasha Boparai, HR Manager, Bharti Airtel**

Ms. Natasha Boparai, an Alumnus of UBS delivered a lecture on the Current face of HR. She gave practical tips, on how it was being an HR manager, and how we can apply strategic Human resource management. Students learnt a lot from this interaction.

## **Lecture by Prof R. Ravi Kumar, (IIM Bangalore)**

Professor R.Ravi Kumar was kind enough to spend some valuable time with the students of UBS and bring his vast experience and artistic expertise into the class room.

## **Lecture by Mr. Chetan Mahajan, CEO, HCL Learning,**

an alumnus of University Business School and Kellogg School of Management interacted with the students and shared his years of experiential learnings in the fields of Marketing and HR.

## **Guest lecture by Young Indians**

A brain child of National Youth Awardees, Indira Gandhi Awardees and Ex-NSS volunteers, committed to the cause of social transformation and development delivered a lecture wherein students got the opportunity to interact with many corporate honchos and learn from their experience.

## **Motivational lecture by Mr. Ketan Bhagat**

Author of the book, "Complete/Convenient" was organized in UBS where students got the opportunity of interacting with the author and put forward their questions and views regarding various issues.

**Ad-Mad:** A North India level competition was organized by UBS , giving the students an opportunity to display their advertising and marketing prowess.

**Business Quiz:** Quizzomania, an intra-university quiz was organized in UBS where different colleges under Panjab University participated.



# NATIONAL SEMINAR



## **"SAP sponsored National Seminar on Emotional Intelligence"**

This event, held on 21st March, 2014 at UBS brought together many leading researchers and scholars to deliberate current issues and creative applications of Emotional Intelligence.

Speakers from across India came over to present their endeavors on relevant subject matter.

The seminar gave an opportunity to academicians, industry leaders, and students to talk about the applications and challenges of Emotional Intelligence in the corporate arena.

# NATIONAL SEMINAR



## Eminent personalities:

IAS Dr. Dalip Singh, Professor (Emeritus) (the first person in India to write a book on emotional intelligence) Jitender Mohan, Mr. S. J. Raj, in the esteemed presence of Vice-Chancellor, Panjab University Professor A.K. Grover, UBS Chairman Professor A. K. Vashist.





# CORPORATE INTERACTIONS



Mr. Prady Chauhan, SBI chairman, interacts with students of UBS, Po



## **Mr Pradeep Singh (HDFC- North Head)**

A prestigious alumnus of UBS, presided over an interactive session with a view to welcome the new batch

## **Mr Repudaman (UBS Alumni)**

A distinguished alumnus of University Business School, visited the campus to interact with the students and guide them regarding the approach towards placements

## **Mr Anoop Sehgal (Executive Director PYE tools) & Mr Anoop Sehgal (CEO, PYE tools)**

A seminar on the "Relevance of Management Subjects in day

## **Mr Parmod Lamba (VP-HR, Mahindra and Mahindra Swaraj)**

A lecture was organized for UBS students to give them an opportunity to imbibe and learn the practical aspects of various HR policies learned.

to day scenario was conducted in UBS, wherein they shared their practical experiences of running a business and how the management skills acquired during university days helped them become a business leader in the market.

**Port Visit:** A port visit was organized at Gateway Freight Limited for the students of International Business to gather firsthand account of the various procedures involved in shipping of the goods, docking, documentation and clearances. The visit gave the students an opportunity to practically understand the nuances of International trade and hone their theoretical skills with practical knowledge.

“IT IS THE  
SUPREME ART  
OF THE TEACHER  
TO AWAKEN THE  
JOY IN CREATIVE  
EXPRESSION AND  
KNOWLEDGE.”

BY ALBERT EINSTEIN

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

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

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

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

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

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

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

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

**Prof. Manoj Kumar Sharma**  
M.Sc (Hons) in Eco  
(GNDU),  
MBA (KU), Ph.D (GNDU)

**Dr. Purva Kansal**  
MBA (HPU),  
Ph.D (PU)

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

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

**Prof. Anupam Bawa**  
MBA (PU), Ph.D (Pbi.U)  
FDP (IIM-A)

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

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

**Dr. Vaneeta Aggarwal**  
BE (Pbi.U), MBA (PU),  
Ph.D (UoM)

**Prof. B.B. Goyal**  
MA (Eng.). MBA(MDU).  
Ph.D (Pbi.U). Advance  
Diploma in Labour Laws

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

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

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

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

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

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

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

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

**Ms Pooja Soni**  
M.Sc(PU)

# SPORTS & CULTURAL



UBS, over the years has carved out and maintained a distinct culture of its own, with pompous Lohri celebrations to exuberant Holi fiesta, from Diwali to ethnic wear day, UBS ensures that students stay in touch with their culture, while getting geared up for the corporate world. It also keeps alive the spirit of freshness and celebration all year round.

**Sports:** Sports has been an integral part of our extracurricular, with a host of tournaments like UBS Cricket League, Football league etc. being organized to maintain the spirit of competitiveness, and also to imbibe the important virtue of sportsmanship and team work amongst the students. Fire of Passion and glory is kept enflamed amongst the students and the learning it brings to the classrooms is undeniable.



## Blood Donations:

Enthusiasm and passion flows in the blood of UBS. To keep this legacy in a continuum, we organized a Blood Donation Camp where the participation overwhelmed the spirit of donation. Long queues were seen waiting to contribute to the noble cause

Two students from UBS participated in Manfest 2013 @ IIM Lucknow and went onto become the first runners up in a CSR based case study by NGO Help Age India.



# SILVER JUBILEE



## Alumni Reunion 1988 Batch

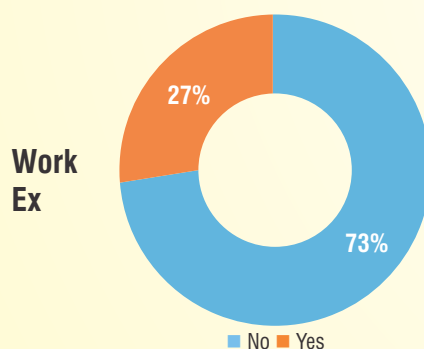
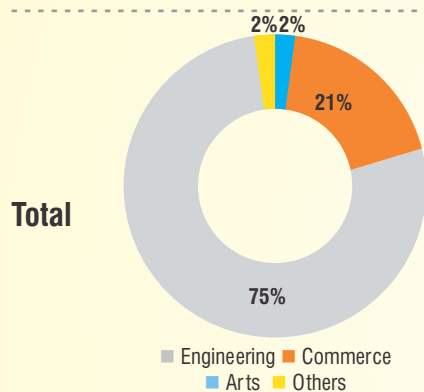
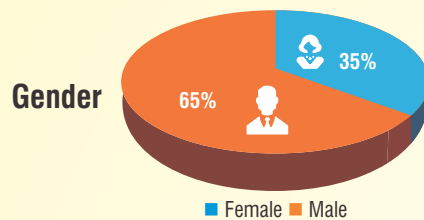
Reliving the memories of the past our distinctive batch of 1988, found itself walking the precincts of University Business School once again. Quarter of a century could not mar the passion, enthusiasm and the spirit which UBS had instilled in each one of them.

The meet gave them an opportunity to meet their batch mates, enjoy the lush green campus of Panjab University and reconnect to this place which defines them in more than one way.

The event also served as a platform for the current students to have candid discussions with the alumni and learn the tips and tricks of management, from the people who have achieved unparalleled success in their respective fields.







“SUCCESS IN  
BUSINESS REQUIRES  
TRAINING & DISCIPLINE  
AND HARD WORK.

BUT IF YOU'RE NOT  
FRIGHTENED BY  
THESE THINGS,  
THE OPPORTUNITIES  
ARE JUST AS GREAT  
TODAY AS  
THEY EVER WERE”

DAVID ROCKEFELLER



# MARKETING & FINANCE



**Name:** Abhinav Sharma  
**Graduation Degree:** B.Tech  
**Discipline:** Mechanical  
**University:** PT.U., Jalandhar  
**Institute Name:** RBIEBT, Mohali  
**Work Experience (In Months):** 11  
**Company Name:** Nahar Spinning Mills  
**Summer Training:** Procure to Payment  
**Company Name:** KPMG



**Name:** Akshita Sahni  
**Graduation Degree:** B.Tech  
**Discipline:** CSE  
**University:** PT.U., Jalandhar  
**Institute Name:** CEC, Landran  
**Summer Training:** A Comparative Analysis of Customers' Perception Towards E-Banking and Attracting Customers Towards E-Banking  
**Company Name:** HDFC



**Name:** Amandeep Kaur  
**Graduation Degree:** B. E. (Hons.)  
**Discipline:** Chemical  
**University:** PU, Chandigarh  
**Institute Name:** U.I.C.E.T., Chandigarh  
**Work Experience (In Months):** 36  
**Company Name:** Infosys  
**Summer Training:** Mutual funds awareness among large corporate and its employees in Chandigarh  
**Company Name:** IDFC



**Name:** Anchal Miglani  
**Graduation Degree:** B.Tech  
**Discipline:** ECE  
**University:** GNDU, Amritsar, Panjab  
**Institute Name:** GNDU, Amritsar, Panjab  
**Summer Training:** An empirical study on how to increase market share of Dabur products.  
**Company Name:** Dabur India Ltd.



**Name:** Anubhav Bhasin  
**Graduation Degree:** B.Tech  
**Discipline:** Printing  
**University:** GJU, Hisar, Haryana  
**Institute Name:** GJUS&T, Hisar, Haryana  
**Summer Training:** Online insurance business and its processes  
**Company Name:** SBI Life



**Name:** Anurag Gehlawat  
**Graduation Degree:** B. E.  
**Discipline:** EEE  
**University:** PU, Chandigarh  
**Institute Name:** U.I.E.T., Chandigarh  
**Summer Training:** Infrastructure Addition in Chandigarh & Identifying Outlets For Quaker Oats  
**Company Name:** PepsiCo.



**Name:** Apurva Singhal  
**Graduation Degree:** B.Tech  
**Discipline:** ECE  
**University:** U.T.U, Dehradun  
**Institute Name:** Dehradun Inst. of Tech., Dehradun  
**Summer Training:** Understanding and exploring the scope of Dabur Products for alternative channels  
**Company Name:** Dabur India Ltd.



**Name:** Arya Mitra Malik  
**Graduation Degree:** B.Tech  
**Discipline:** CSE  
**University:** Kurukshetra University  
**Institute Name:** SDDIET, Barwala, Panchkula  
**Work Experience (In Months):** 18  
**Company Name:** Technorite Consultants  
**Summer Training:** Analysis of Smartphone ecosystem & consumer perception to propose pricing and promotional strategies.  
**Company Name:** OBI Mobiles



**Name:** Ashish Garg  
**Graduation Degree:** B.Com. (Hons.)  
**Discipline:** Finance  
**University:** PU, Chandigarh  
**Institute Name:** G.G.D.S.D. College, Sector 32, Chandigarh  
**Summer Training:** Studying consumer behaviour for purchase of premium notebooks  
**Company Name:** ITC



**Name:** Avtar Singh Bansal  
**Graduation Degree:** B. Design  
**Discipline:** Leather  
**University:** NIFT  
**Institute Name:** NIFT, Delhi  
**Work Experience (In Months):** 48  
**Company Name:** Kabir Leathers  
**Summer Training:** Reduction in foot fall at customer care  
**Company Name:** Tata Power



**Name:** Chitwan Duggal  
**Graduation Degree:** B. E.  
**Discipline:** EEE  
**University:** PU, Chandigarh  
**Institute Name:** CCET, Chandigarh  
**Summer Training:** Marketing  
**Company Name:** Lakshmi Energy and Foods



**Name:** Deveshi Singh  
**Graduation Degree:** B.Com. (Hons.)  
**Discipline:** Economics  
**University:** PU, Chandigarh  
**Institute Name:** G.G.D.S.D. College, Sector 32, Chandigarh  
**Summer Training:** Working Capital Management.  
**Company Name:** ING Vysya



**Name:** Gaurav Juneja  
**Graduation Degree:** B.Tech  
**Discipline:** Civil  
**University:** P.T.U., Jalandhar  
**Institute Name:** D.A.V. Inst. of Eng. & Tech., Jalandhar  
**Work Experience (In Months):** 09  
**Company Name:** CT Group of Institutions  
**Summer Training:** Study of Loyalty Program  
**Company Name:** Asian Paints



**Name:** Geetu Aggarwal  
**Graduation Degree:** B.Com.  
**Discipline:** N.A.  
**University:** PU, Chandigarh  
**Institute Name:** GCG, Ludhiana, Panjab  
**Summer Training:** Performance Evaluation of Mutual Funds and its Preference among Investors  
**Company Name:** SBI Funds Mgt. Pvt. Ltd.



**Name:** Gokul Chitrasenan  
**Graduation Degree:** B. Sc.  
**Discipline:** Mathematics  
**University:** Kerala University  
**Institute Name:** Mar Ivanios College, Trivandrum  
**Summer Training:** Exploration and Assessment of alternative distribution models  
**Company Name:** Ayurvet Ltd.



**Name:** Gurtej Singh Kotra  
**Graduation Degree:** B.Tech  
**Discipline:** ECE  
**University:** GNDU, Amritsar  
**Institute Name:** GNDU, Amritsar, Panjab  
**Summer Training:** Study of Value-chain of guar  
**Company Name:** NABARD

# MARKETING & FINANCE



**Name:** Harleen Saini  
**Graduation Degree:** B.Tech  
**Discipline:** ECE  
**University:** PT.U., Jalandhar  
**Institute Name:** CEC, Landran  
**Summer Training:** Customer satisfaction and service quality in banking sector with special reference to bank of India and other private banks in Chandigarh  
**Company Name:** Bank of India



**Name:** Harshdeep Singh Guron  
**Graduation Degree:** B.Tech  
**Discipline:** CSE  
**University:** PT.U., Jalandhar  
**Institute Name:** CEC, Landran  
**Summer Training:** Customer perception and service quality with special reference to bank of India and other private banks in Chandigarh  
**Company Name:** Bank of India



**Name:** Harshit Vartia  
**Graduation Degree:** B. E.  
**Discipline:** CSE  
**University:** PU., Chandigarh  
**Institute Name:** CCET, Chandigarh  
**Summer Training:** Search for potential customers to market company products  
**Company Name:** Domainocrats



**Name:** Harsimran Singh Simmak  
**Graduation Degree:** B. E.  
**Discipline:** IT  
**University:** PU., Chandigarh  
**Institute Name:** U.I.E.T., Chandigarh  
**Summer Training:** Credit financing - Act of providing funds  
**Company Name:** UCO Bank



**Name:** Jyoti Neb  
**Graduation Degree:** B. E.  
**Discipline:** CSE  
**University:** PU, Chandigarh  
**Institute Name:** CCET, Chandigarh  
**Work Experience (In Months):** 11  
**Company Name:** STQC in Mohali  
**Summer Training:** Financial Appraisal of Swaraj Engines Limited using Ratios  
**Company Name:** Punjab Tractors Limited



**Name:** Karanpreet Singh Brar  
**Graduation Degree:** B.Tech  
**Discipline:** CSE  
**University:** PT.U., Jalandhar  
**Institute Name:** RBIEBT, Mohali  
**Summer Training:** Strategy implementation and sales Monitoring  
**Company Name:** Timex



**Name:** Kartik Makhija  
**Graduation Degree:** B.Tech  
**Discipline:** CSE  
**University:** U.P.T.U, Lucknow  
**Institute Name:** KIET, Ghaziabad, Uttar Pradesh  
**Work Experience (In Months):** 33  
**Company Name:** Infosys  
**Summer Training:** Awareness of mutual funds among bank customers in Chandigarh  
**Company Name:** IDFC



**Name:** Lokesh  
**Graduation Degree:** B. A. (Hons.)  
**Discipline:** BBE  
**University:** Delhi University  
**Institute Name:** B. R. Ambedkar College, Delhi  
**Summer Training:** FS.A  
**Company Name:** IRCTC



**Name:** Manpreet Singh Bhatia  
**Graduation Degree:** B.Tech  
**Discipline:** CSE  
**University:** U.P.T.U., Lucknow  
**Institute Name:** KIET, Ghaziabad, UP  
**Work Experience (In Months):** 34  
**Company Name:** Wipro, Prognosys  
**Summer Training:** An Empirical Study of Retailers Attitude for Britannia Bakery Products (Biscuits) of South and West Delhi and Outlet Expansion in West Delhi  
**Company Name:** Britannia Industries Ltd.



**Name:** Nadia Marian Walia  
**Graduation Degree:** B. Com.  
**Discipline:** N.A.  
**University:** PU, Chandigarh  
**Institute Name:** MCM DAV College, Chandigarh  
**Summer Training:** Customer preference towards saving account of HDFC  
**Company Name:** HDFC



**Name:** Nikita Verma  
**Graduation Degree:** B. Tech. (Hons.)  
**Discipline:** CSE  
**University:** P.T.U., Jalandhar  
**Institute Name:** Chitkara College of Eng. & Tech., Rajpura  
**Work Experience (In Months):** 12  
**Company Name:** Infosys  
**Summer Training:** Industry Research: Indian Pharmaceutical and Textile Industry  
**Company Name:** Religare Finvest Limited



**Name:** Nitin Kaushal  
**Graduation Degree:** B.Tech  
**Discipline:** IT  
**University:** H.P. University, Shimla  
**Institute Name:** U.I.I.T., Shimla  
**Summer Training:** Investment preference of investors in mutual funds  
**Company Name:** SBI Mutual Funds



**Name:** Nivriti Kaul  
**Graduation Degree:** B. Tech. (Hons.)  
**Discipline:** ECE  
**University:** G.B.T.U., Lucknow, U.P.  
**Institute Name:** A K G Engineering College, Ghaziabad  
**Summer Training:** Designing standard operating procedure for SSE management  
**Company Name:** LG Electronics



**Name:** Pankaj Arora  
**Graduation Degree:** B. Tech. (Hons.)  
**Discipline:** Mechanical  
**University:** Kurukshetra University  
**Institute Name:** JMIT, Radaur, Haryana  
**Summer Training:** Competitor Analysis of Ruchamax in Gujarat  
**Company Name:** Ayurvet Ltd.



**Name:** Prateek Singla  
**Graduation Degree:** B.Tech  
**Discipline:** Civil  
**University:** NIT Kurukshetra  
**Institute Name:** NIT Kurukshetra  
**Work Experience (In Months):** 12  
**Company Name:** Angelique International  
**Summer Training:** Business Development using Digital Marketing Techniques  
**Company Name:** Dexter Consultancy



**Name:** Puneet Garg  
**Graduation Degree:** B.Tech  
**Discipline:** ECE  
**University:** JUIT, Wagnaghat, Solan  
**Institute Name:** JUIT, Wagnaghat, Himachal Pradesh  
**Work Experience (In Months):** 22  
**Company Name:** Infosys  
**Summer Training:** To study customer satisfaction towards their banking service in vicinity of ING VYSYA Bank  
**Company Name:** ING Vysya



# MARKETING & FINANCE



**Name:** Rajeshwar Rao  
**Graduation Degree:** B. A.  
**Discipline:** Economics  
**University:** PU, Chandigarh  
**Institute Name:** G.G.D.S.D. College, Sector 32, Chandigarh  
**Summer Training:** Study of preferences of investors for investment in Mutual fund  
**Company Name:** Axis AMC



**Name:** Ravina Bansal  
**Graduation Degree:** B.E.  
**Discipline:** Biotechnology  
**University:** PU, Chandigarh  
**Institute Name:** U.I.E.T., Chandigarh  
**Summer Training:** Assessment and Comparison of Financial Literacy and Financial Inclusion in Chandigarh and Patiala  
**Company Name:** Mott MacDonald



**Name:** Reetika Dhiri  
**Graduation Degree:** B. E.  
**Discipline:** EEE  
**University:** PU, Chandigarh  
**Institute Name:** CCET, Chandigarh  
**Summer Training:** Appraisal of Term loan proposal for a textile company  
**Company Name:** UCO Bank



**Name:** Richa Nanchahal  
**Graduation Degree:** B.Tech  
**Discipline:** ECE  
**University:** M.M.U., Mullana, Ambala  
**Institute Name:** M.M.E.C., Mullana, Ambala, Haryana  
**Summer Training:** Financial markets and investment management  
**Company Name:** IIFL



**Name:** Rohit Bathla  
**Graduation Degree:** B. E.  
**Discipline:** Civil  
**University:** PU, Chandigarh  
**Institute Name:** CCET, Chandigarh  
**Summer Training:** Financial Markets and Investment Management  
**Company Name:** IIFL



**Name:** Shivani Mittal  
**Graduation Degree:** B. E.  
**Discipline:** ECE  
**University:** P.E.C., Chandigarh  
**Institute Name:** PEC University of Technology, Chandigarh  
**Summer Training:** To determine the various components of current liabilities of the company and to study how the company manages and controls the components of working capital  
**Company Name:** Ind Swift



**Name:** Shukrant Jagotra  
**Graduation Degree:** B.Tech  
**Discipline:** EE  
**University:** P.T.U., Jalandhar  
**Institute Name:** Chitkara Inst. of Engg. & Tech., Rajpura  
**Summer Training:** Customer Expectations out of a Salary Package Account  
**Company Name:** State Bank of India



**Name:** Siddharth Sakhuja  
**Graduation Degree:** B.Tech  
**Discipline:** CSE  
**University:** M.M.U., Mullana, Ambala  
**Institute Name:** M.M.E.C., Mullana, Ambala, Haryana  
**Summer Training:** Creating online and offline channel for car accessories products  
**Company Name:** ChangeMyTyre.com



**Name:** Sneha Singh  
**Graduation Degree:** B.Tech  
**Discipline:** ECE  
**University:** W.B.U.T., Kolkata  
**Institute Name:** Dr. B.C. Roy Engg. College, Durgapur  
**Summer Training:** Increasing sales force effectiveness through process mapping & monitoring on Salesforce.com  
**Company Name:** Trident



**Name:** Sohrit Bhatia  
**Graduation Degree:** B. E.  
**Discipline:** IT  
**University:** PU, Chandigarh  
**Institute Name:** U.I.E.T., Chandigarh  
**Summer Training:** Financial Literacy and Inclusion  
**Company Name:** Mott MacDonald



**Name:** Sukhmeet Pal Arora  
**Graduation Degree:** B. E.  
**Discipline:** CSE  
**University:** PU, Chandigarh  
**Institute Name:** U.I.E.T., Chandigarh  
**Summer Training:** Analysis of Smartphone Ecosystem & consumer perception  
**Company Name:** OBI Mobiles



**Name:** Sunmeet Kaur  
**Graduation Degree:** B.B.S.  
**Discipline:** Finance  
**University:** Delhi University  
**Institute Name:** Deen Dayal Upadhyaya College, Delhi  
**Work Experience (In Months):** 07  
**Company Name:** Ernst & Young  
**Summer Training:** Financial Statement Analysis & Bonds Process in SAIL  
**Company Name:** SAIL



**Name:** Tejinder Singh  
**Graduation Degree:** B. E.  
**Discipline:** IT  
**University:** PU, Chandigarh  
**Institute Name:** U.I.E.T., Chandigarh  
**Summer Training:** Marketing Research survey and analysis  
**Company Name:** Mott MacDonald



**Name:** Upmanyu Rawal  
**Graduation Degree:** B. Sc. (Hons.)  
**Discipline:** Management  
**University:** The University of Manchester  
**Institute Name:** University of Manchester, England  
**Work Experience (In Months):** 25  
**Company Name:** McDonalds Corp  
**Summer Training:** Credit Management Project: Process note for Satia Textiles  
**Company Name:** UCO Bank

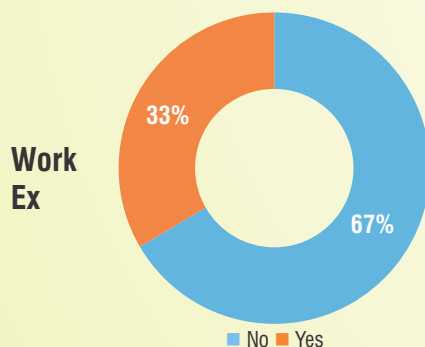
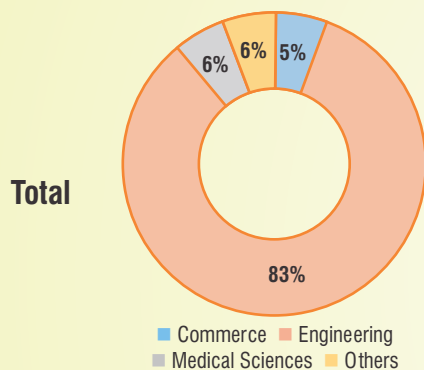
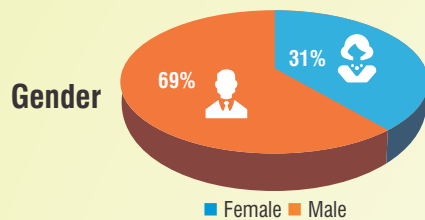


**Name:** Vasuneet Sharma  
**Graduation Degree:** B.Com.  
**Discipline:** N.A.  
**University:** Jammu University  
**Institute Name:** SPMR College of Commerce, Jammu  
**Summer Training:** Study distribution network of ITC & suggest zoning for better resource management  
**Company Name:** ITC



**Name:** Vinay Misri  
**Graduation Degree:** B.Com.  
**Discipline:** N.A.  
**University:** PU, Chandigarh  
**Institute Name:** PGGC, Sector 11, Chandigarh  
**Summer Training:** Factors affecting customers usage towards availing debit and credit cards  
**Company Name:** Punjab National Bank

# MARKETING & OPERATIONS



**Name:** Amarinder Singh Sandhu  
**Graduation Degree:** B. E.  
**Discipline:** Mechanical  
**University:** PU, Chandigarh  
**Institute Name:** U.I.E.T., Chandigarh  
**Summer Training:** Prospect of credit and debit cards with special reference to ING Vysya Bank.  
**Company Name:** ING Vysya Bank



**Name:** Ashish Kumar  
**Graduation Degree:** B. E.  
**Discipline:** CSE  
**University:** Thapar University, Patiala  
**Institute Name:** Thapar University, Patiala  
**Summer Training:** Market Research, Sale of Web Domains and Marketing  
**Company Name:** Domainocrats





**Name:** Atish Bhardwaj  
**Graduation Degree:** B. Tech. (Hons.)  
**Discipline:** EEE  
**University:** U.P.T.U, Lucknow  
**Institute Name:** IIMT Engineering College  
**Summer Training:** Financial Instruments and Investment Management  
**Company Name:** IIFL



**Name:** Charu Jasuja  
**Graduation Degree:** B. E.  
**Discipline:** CSE  
**University:** PU, Chandigarh  
**Institute Name:** CCET, Chandigarh  
**Work Experience (in months):** 7  
**Company Name:** AuthorGen  
**Summer Training:** Improvement of Customer Experience by minimizing issues in Operations Department of Snapdeal.com  
**Company Name:** Snapdeal.com



**Name:** Deepika Kamboj  
**Graduation Degree:** B.Com. (Hons.)  
**Discipline:** Economics  
**University:** PU., Chandigarh  
**Institute Name:** G.G.D.S.D. College, Sector 32, Chandigarh  
**Summer Training:** To study the level of execution according to RED  
**Company Name:** Kandhari Beverages Pvt. Ltd.



**Name:** Gagandeep Kaur Bhatia  
**Graduation Degree:** B. Sc.  
**Discipline:** Nursing  
**University:** PU, Chandigarh  
**Institute Name:** PGIMER, Chandigarh  
**Summer Training:** Live Market Research Projects  
**Company Name:** Dexter Consultancy



**Name:** Hardeep Singh  
**Graduation Degree:** B. Tech.  
**Discipline:** Metallurgy  
**University:** IIT Roorkee  
**Institute Name:** IIT Roorkee  
**Summer Training:** Market potential and Product Development of Gummy King Products(OTC)  
**Company Name:** Zanon Life Sciences



**Name:** Keshav Kumar  
**Graduation Degree:** B. E.  
**Discipline:** ECE  
**University:** Thapar University, Patiala  
**Institute Name:** Thapar University, Patiala  
**Summer Training:** A study of market share of Cocacola and Pepsi in Chandigarh  
**Company Name:** Kandhari Beverages Pvt. Ltd.



**Name:** Mamta Janjria  
**Graduation Degree:** B. Tech.  
**Discipline:** CSE  
**University:** GJU, Hisar, Haryana  
**Institute Name:** GJU, Hisar, Haryana  
**Summer Training:** to analyse the position of dabur's products in three channels(car showrooms, Ngos, Malls) and their promotions  
**Company Name:** Dabur India Ltd.



**Name:** Mohit Gupta  
**Graduation Degree:** B. Tech.  
**Discipline:** CSE  
**University:** M.M.U., Mullana, Ambala  
**Institute Name:** M.M.E.C., Mullana, Ambala, Haryana  
**Work Experience (in months):** 06  
**Company Name:** IDS Infotech  
**Summer Training:** Explore different channels for possible growth in business/promotions  
**Company Name:** Dabur India Ltd.

# MARKETING & OPERATIONS



**Name:** Naveen Kumar  
**Graduation Degree:** B.E. (Hons.)  
**Discipline:** Mechanical  
**University:** PU, Chandigarh  
**Institute Name:** CCET, Chandigarh  
**Work Experience (in months):** 10  
**Company Name:** IET, Bhaddal (Ropar)  
**Summer Training:** To Increase Material Movement Rate in Dispatch  
**Company Name:** Trident



**Name:** Pushpit Chhabra  
**Graduation Degree:** B.Tech.  
**Discipline:** ECE  
**University:** PT.U., Jalandhar  
**Institute Name:** RBIEBT, Mohali  
**Work Experience (in months):** 22  
**Company Name:** Wipro Infotech Limited  
**Summer Training:** Mystery Shopping Market Research and Training Needs Assessment  
**Company Name:** SBI Life



**Name:** Shahbaaz Singh Sran  
**Graduation Degree:** B. Tech.  
**Discipline:** EE  
**University:** Punjabi University, Patiala  
**Institute Name:** U.C.O.E., Patiala  
**Summer Training:** To study the customer satisfaction towards the banking service in vicinity of ING vysya  
**Company Name:** ING Vysya Bank



**Name:** Saloni Sahu  
**Graduation Degree:** B.Tech. (Hons.)  
**Discipline:** ECE  
**University:** Kurukshetra University  
**Institute Name:** U.I.E.T., Kurukshetra  
**Summer Training:** Understanding And Exploration of Dabur Range of Products for Alternative Channels  
**Company Name:** Dabur India Ltd.



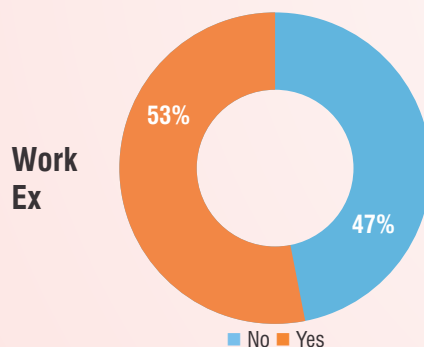
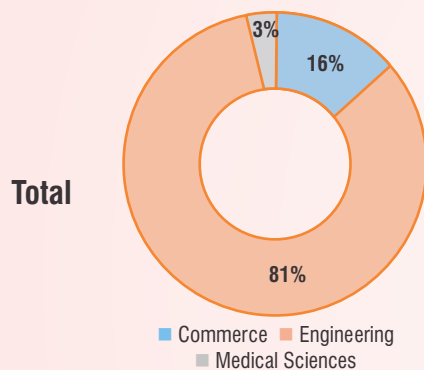
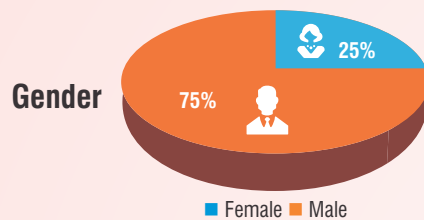
**Name:** Simarjeet Kaur  
**Graduation Degree:** B.Sc. (Hons.)  
**Discipline:** Chemistry  
**University:** PU, Chandigarh  
**Institute Name:** Deptt. of Chemistry  
**Summer Training:** Marketing and sales strategy to promote sales of Godrej No.1 in Chandigarh  
**Company Name:** Godrej Consumer Products Ltd.



**Name:** Sona Bhatia  
**Graduation Degree:** B. E.  
**Discipline:** EEC  
**University:** PEC, Chandigarh  
**Institute Name:** PEC University of Technology, Chandigarh  
**Work Experience (in months):** 09  
**Company Name:** Aricent and Mind Tree  
**Summer Training:** Associate in sales and marketing  
**Company Name:** Domainocrats



**Name:** Mayank Aggarwal  
**Graduation Degree:** B. E.  
**Discipline:** Civil Engineering  
**University:** Chitkara University, Rajpura  
**Institute Name:** Chitkara University  
**Summer Training:** Market research regarding retailer satisfaction towards various juice brands in Panchkula  
**Company Name:** Kandhari Beverages Pvt. Ltd.



“GLOBALIZATION IS NOT SOMETHING WE CAN HOLD OFF OR TURN OFF. IT IS THE ECONOMIC EQUIVALENT OF FORCE OF NATURE-LIKE WIND OR WATER.”

BILL CLINTON



# INTERNATIONAL BUSINESS



**Name:** Akarsh Verma  
**Graduation Degree:** B.Tech  
**Discipline:** Mechanical  
**University:** PT.U., Jalandhar  
**Institute Name:** CEC, Landran  
**Summer Training:** Pre sell implementation in Chandigarh  
**Company Name:** Kandhari Beverages Pvt. Ltd.



**Name:** Anu Kharwal  
**Graduation Degree:** B. Com. (Hons.)  
**Discipline:** Finance  
**University:** PU, Chandigarh  
**Institute Name:** D.A.V. College, Chandigarh  
**Work Experience (In Months):** 2  
**Company Name:** EduCorp Consultancy  
**Summer Training:** Exploring the untapped market segment for various channel  
**Company Name:** Dabur India Ltd.



**Name:** Archit Nagpal  
**Graduation Degree:** B.Com. (Hons.)  
**Discipline:** Economics  
**University:** PU, Chandigarh  
**Institute Name:** PGGC, Sector 11, Chandigarh  
**Summer Training:** Financial Literacy and Inclusion  
**Company Name:** Mott MacDonald



**Name:** Arjun Dixit  
**Graduation Degree:** B.Tech  
**Discipline:** ECE  
**University:** G.B.T.U. , Lucknow, U.P.  
**Institute Name:** A K G Engineering College, Ghaziabad  
**Work Experience (In Months):** 24  
**Company Name:** IBM, DLR, MPGI  
**Summer Training:** New Car loan scheme study of SBI  
**Company Name:** State Bank of India



**Name:** Bhanupriya Kalia  
**Graduation Degree:** B. Sc. (Hons.)  
**Discipline:** Microbiology  
**University:** Delhi University  
**Institute Name:** Gargi College, Delhi  
**Summer Training:** Developing a marketing plan for Middle East Asia  
**Company Name:** Ayurved Ltd.



**Name:** Chanjot Singh  
**Graduation Degree:** B.Tech  
**Discipline:** ECE  
**University:** PT.U., Jalandhar  
**Institute Name:** BBSBEC, Fatehgarh Sahib  
**Work Experience (In Months):** 30  
**Company Name:** Infosys  
**Summer Training:** Mutual Funds awareness  
**Company Name:** IDFC



**Name:** Garima Ahuja  
**Graduation Degree:** B.Tech  
**Discipline:** ECE  
**University:** Punjabi University, Patiala  
**Institute Name:** U.C.O.E., Patiala  
**Work Experience (In Months):** 26  
**Company Name:** Infosys  
**Summer Training:** Corporate marketing and business development, website review  
**Company Name:** ChangeMyTyre.com



**Name:** Gaurav Jassal  
**Graduation Degree:** B.Tech  
**Discipline:** CSE  
**University:** PT.U., Jalandhar  
**Institute Name:** CEC, Landran  
**Summer Training:** Agriculture Lending in ING Vysya  
**Company Name:** ING Vysya



**Name:** Gobind Raj Singh Aulakh  
**Graduation Degree:** B.Tech  
**Discipline:** Mechanical  
**University:** Punjabi University, Patiala  
**Institute Name:** U.C.O.E., Patiala  
**Summer Training:** Extensive Sales & Marketing  
**Company Name:** Matrix Cellular



**Name:** Harpinder Singh Mann  
**Graduation Degree:** B.Tech  
**Discipline:** ECE  
**University:** P.T.U., Jalandhar  
**Institute Name:** CEC, Landran  
**Summer Training:** Fieldwork  
**Company Name:** Matrix Cellular



**Name:** Harpreet Singh  
**Graduation Degree:** B.Tech  
**Discipline:** Biotechnology  
**University:** Kurukshetra University  
**Institute Name:** U.I.E.T., Kurukshetra  
**Work Experience (In Months):** 48  
**Company Name:** Solutions Coaching  
**Summer Training:** Segment analysis of anti bloat medicines for ruminants  
**Company Name:** Ayurvet Ltd.



**Name:** Harsh Tuli  
**Graduation Degree:** B. E.  
**Discipline:** Chemical  
**University:** PU, Chandigarh  
**Institute Name:** U.I.C.E.T., Chandigarh  
**Work Experience (In Months):** 25  
**Company Name:** Jubilant LifeSciences  
**Summer Training:** Study of Merchant Acquiring Business in Chandigarh  
**Company Name:** State Bank of India



**Name:** Inderpal Singh  
**Graduation Degree:** B. E.  
**Discipline:** EEE  
**University:** PU., Chandigarh  
**Institute Name:** U.I.E.T., Chandigarh  
**Work Experience (In Months):** 10  
**Company Name:** Rosy Papers  
**Summer Training:** New Product Ideation & Validation  
**Company Name:** Talwar and Talwar Consultants



**Name:** Isha Singh  
**Graduation Degree:** B.Tech  
**Discipline:** Biotechnology  
**University:** PU., Chandigarh  
**Institute Name:** U.I.E.T., Chandigarh  
**Summer Training:** Study on options and its strategies  
**Company Name:** Religare Securities Ltd.



**Name:** Ishaan Punj  
**Graduation Degree:** B.Tech  
**Discipline:** Mechanical  
**University:** P.T.U., Jalandhar  
**Institute Name:** BBSBEC, Fatehgarh Sahib  
**Work Experience (In Months):** 3  
**Company Name:** M&M Swaraj Division  
**Summer Training:** Project Reach "Enhance business opportunities for Daikin in Chandigarh and vicinity"  
**Company Name:** Daikin India Pvt. Ltd



**Name:** Jatinder Singh  
**Graduation Degree:** B.Com.  
**Discipline:** N.A.  
**University:** PU., Chandigarh  
**Institute Name:** G.G.D.S.D. College, Sector 32, Chandigarh  
**Summer Training:** Vendor Development for Packaging Material  
**Company Name:** Trident

# INTERNATIONAL BUSINESS



**Name:** Karan Kapoor  
**Graduation Degree:** B. Tech.  
**Discipline:** IT  
**University:** GGSIPU, Delhi  
**Institute Name:** Maharaja Surajmal Inst. of Tech., Delhi  
**Summer Training:** Mutual Fund Awareness among bank customers  
**Company Name:** IDFC



**Name:** Lovekesh Sharma  
**Graduation Degree:** B. E.  
**Discipline:** CSE  
**University:** M.D.U., Rohtak, Haryana  
**Institute Name:** ITM Gurgaon  
**Work Experience (In Months):** 32  
**Company Name:** Infosys  
**Summer Training:** Exploring new channels for Dabur product range  
**Company Name:** Dabur India Ltd.



**Name:** Mantaj Singh Sidhu  
**Graduation Degree:** B.Com.  
**Discipline:** N.A.  
**University:** Punjabi University, Patiala  
**Institute Name:** M.M. Modi College, Panjab  
**Work Experience (In Months):** 16  
**Company Name:** S.N.S.S. Ltd.  
**Summer Training:** Algo Trading  
**Company Name:** ING Vysya



**Name:** Megha Tanwar  
**Graduation Degree:** B.Tech  
**Discipline:** CSE  
**University:** PU, Chandigarh  
**Institute Name:** U.I.E.T., Chandigarh  
**Work Experience (In Months):** 38  
**Company Name:** Infosys  
**Summer Training:** Reviving coffee export strategy  
**Company Name:** STC, New Delhi



**Name:** Mehak Gupta  
**Graduation Degree:** B.Tech  
**Discipline:** CSE  
**University:** Punjabi University, Patiala  
**Institute Name:** U.C.O.E., Patiala  
**Work Experience (In Months):** 25  
**Company Name:** Infosys  
**Summer Training:** Export feasibility analysis of PUSA 1121  
**Company Name:** STC, New Delhi



**Name:** Mehar Lally  
**Graduation Degree:** B. Com. (Hons.)  
**Discipline:** N.A.  
**University:** Delhi University  
**Institute Name:** Maitreyi College, Delhi  
**Summer Training:** HDFC's penetration into the Retail trade and forex exchange dealings in the tricity  
**Company Name:** HDFC



**Name:** Navjit Singh Saini  
**Graduation Degree:** B.Tech  
**Discipline:** Mechanical  
**University:** P.T.U., Jalandhar  
**Institute Name:** SSIET, Derabassi  
**Work Experience (In Months):** 12  
**Company Name:** Sewak Grinding Works  
**Summer Training:** Factors affecting customer purchase intension towards vitamin gummy products  
**Company Name:** Zanon Life Sciences



**Name:** Pallavi Negi  
**Graduation Degree:** B.Tech  
**Discipline:** ECE  
**University:** Punjabi University, Patiala  
**Institute Name:** U.C.O.E., Patiala  
**Summer Training:** Market analysis for the launch of MEDCEF AZ  
**Company Name:** MDC Pharmaceuticals





**Name:** Ravish Chhabra  
**Graduation Degree:** B. E. (Hons.)  
**Discipline:** EEE  
**University:** PU, Chandigarh  
**Institute Name:** SSG Regional Center, Hoshiarpur, Panjab  
**Summer Training:** Role of Financial Parameters in disbursement of Loans  
**Company Name:** Bank of India



**Name:** Shahbaz Singh  
**Graduation Degree:** B. Tech.  
**Discipline:** CSE  
**University:** PT.U., Jalandhar  
**Institute Name:** ACET, Amritsar  
**Summer Training:** Cluster development in Punjab and relevance in international trade: case study on dyeing industry in Ludhiana  
**Company Name:** Exim Bank



**Name:** Shalabh Aggarwal  
**Graduation Degree:** B. Tech.  
**Discipline:** CSE  
**University:** JUET, Guna  
**Institute Name:** JUET, Guna, Madhya Pradesh  
**Work Experience (In Months):** 24  
**Company Name:** Infosys  
**Summer Training:** Credit Appraisal of Farming Loans in Ing Vysya  
**Company Name:** ING Vysya



**Name:** Simranjit Singh Singh  
**Graduation Degree:** B. E. (Hons.)  
**Discipline:** CSE  
**University:** GNDU, Amritsar, Pb.  
**Institute Name:** GNDU, Amritsar, Pb.  
**Work Experience (In Months):** 42  
**Company Name:** TCS  
**Summer Training:** Making and implementing marketing strategies for railway reservation app  
**Company Name:** Spice Digital



**Name:** Veer Pratap Singh  
**Graduation Degree:** B. E.  
**Discipline:** EEC  
**University:** PU, Chandigarh  
**Institute Name:** CCET, Chandigarh  
**Summer Training:** Impact of service quality on customer satisfaction  
**Company Name:** Bank of India



**Name:** Venus Modi  
**Graduation Degree:** B. Tech.  
**Discipline:** IT  
**University:** PT.U., Jalandhar  
**Institute Name:** BGIET, Sangrur  
**Work Experience (In Months):** 23  
**Company Name:** Infosys  
**Summer Training:** Comparison of consumer Perception of Service Quality of SBI with Other banks  
**Company Name:** State Bank of India

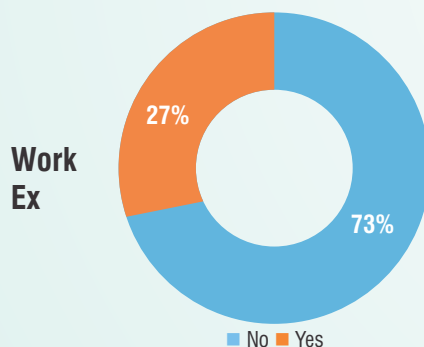
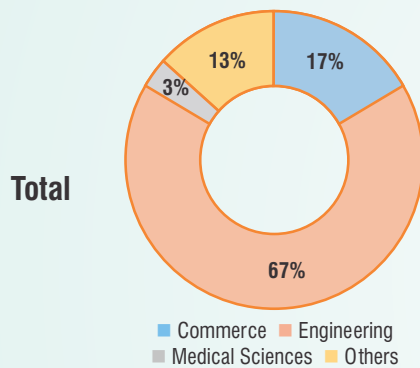
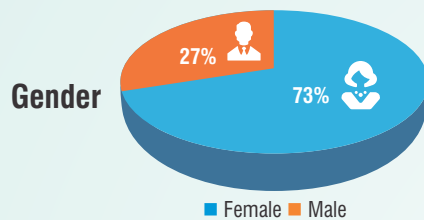


**Name:** Vipin Kumar  
**Graduation Degree:** B. E.  
**Discipline:** Chemical.  
**University:** PU, Chandigarh  
**Institute Name:** U.I.C.E.T., Chandigarh  
**Work Experience (In Months):** 18  
**Company Name:** Surya Pharmaceutical & R-Devices Engines Pvt. Ltd.  
**Summer Training:** Exploring new channels for different products and their scope  
**Company Name:** Dabur India Ltd.



**Name:** Yatin Gupta  
**Graduation Degree:** B. Tech.  
**Discipline:** ECE  
**University:** Punjabi University, Patiala  
**Institute Name:** U.C.O.E., Patiala  
**Summer Training:** Market demand of metformin and awareness of glumin  
**Company Name:** MDC Pharmaceuticals

# HUMAN RESOURCE



“YOU CAN'T JUST KEEP DOING WHAT WORKS ONE TIME, EVERYTHING AROUND YOU IS CHANGING. TO SUCCEED, STAY OUT IN FRONT OF CHANGE.”

SAM WALTON



**Name:** Aarohi Brar  
**Graduation Degree:** B.Tech  
**Discipline:** ECE  
**University:** P.T.U., Jalandhar  
**Institute Name:** RBCEBTW, Mohali  
**Summer Training:** Designing an appraisal model  
**Company Name:** Maloney Investments Pvt. Ltd.



**Name:** Abhinav Chaturvedi  
**Graduation Degree:** B.Tech  
**Discipline:** Civil  
**University:** Ganpat University, Mehsana  
**Institute Name:** U.V.P.C.E., Mehsana, Gujarat  
**Summer Training:** Marketing strategies for business development of Yuvshaala  
**Company Name:** Yuvshaala



**Name:** Anshu Arora  
**Graduation Degree:** B.Tech  
**Discipline:** ECE  
**University:** Punjabi University, Patiala  
**Institute Name:** U.C.O.E., Patiala  
**Summer Training:** Comparison of academic and professional performance, feedback analysis  
**Company Name:** NTPC, Delhi



**Name:** Arushi Bhushan  
**Graduation Degree:** B.Tech  
**Discipline:** ECE  
**University:** P.T.U., Jalandhar  
**Institute Name:** RBCEBTW, Mohali  
**Summer Training:** HR operations and Onboarding  
**Company Name:** Tech Mahindra Ltd.



**Name:** Avantika Srivastava  
**Graduation Degree:** B. E.  
**Discipline:** CSE  
**University:** PU, Chandigarh  
**Institute Name:** U.I.E.T., Chandigarh  
**Work Experience (In Months):** 26  
**Company Name:** Infosys  
**Summer Training:** Increase retention of skill by 1 percent  
**Company Name:** Trident



**Name:** Babli Pannu  
**Graduation Degree:** B.Tech  
**Discipline:** ECE  
**University:** P.T.U., Jalandhar  
**Institute Name:** SSCET, Badhani, Pathankot, Panjab  
**Summer Training:** Employee Satisfaction Survey  
**Company Name:** Bank of Baroda



**Name:** Charan Kamal Singh  
**Graduation Degree:** B. E.  
**Discipline:** Mechanical  
**University:** Pune University  
**Institute Name:** K.K.W.I.E.E.R., Nashik  
**Work Experience (In Months):** 36  
**Company Name:** SRM, Indo Rama  
**Summer Training:** Recruitment & Selection (Live Campus Recruitment) and Training & Development  
**Company Name:** Godrej & Boyce



**Name:** Fiza Behal  
**Graduation Degree:** B.Tech  
**Discipline:** CSE  
**University:** Punjabi University, Patiala  
**Institute Name:** U.C.O.E., Patiala  
**Work Experience (In Months):** 25  
**Company Name:** Infosys  
**Summer Training:** Project on Recruitment and Selection  
**Company Name:** Orbit Biotech Pvt. Ltd.



# HUMAN RESOURCE



**Name:** Gaurav Singla  
**Graduation Degree:** B. E.  
**Discipline:** CSE  
**University:** PU., Chandigarh  
**Institute Name:** U.I.E.T., Chandigarh  
**Work Experience (In Months):** 24  
**Company Name:** Infosys  
**Summer Training:** Improving the experience of employees in the Selection Centre Process  
**Company Name:** Mahindra Swaraj



**Name:** Harleen Kaur  
**Graduation Degree:** B. Sc. (Hons.)  
**Discipline:** Chemistry  
**University:** PU., Chandigarh  
**Institute Name:** Deptt. of Chemistry  
**Summer Training:** Enhancement of Performance Management System in Mahindra Swaraj  
**Company Name:** Mahindra Swaraj



**Name:** Jashanjeet Singh Khehra  
**Graduation Degree:** B. E.  
**Discipline:** Mechanical  
**University:** PU., Chandigarh  
**Institute Name:** SSG Regional Center, Hoshiarpur, Panjab  
**Summer Training:** Training and Development program evaluation  
**Company Name:** Chevrolet Sales Pvt. Ltd.



**Name:** Kanika Sheokand  
**Graduation Degree:** B. Tech. (Hons.)  
**Discipline:** CSE  
**University:** Kurukshetra University  
**Institute Name:** U.I.E.T., Kurukshetra  
**Summer Training:** Need & impact of Training & Development  
**Company Name:** Microtek



**Name:** Komal Sahi  
**Graduation Degree:** B. Com. (Hons.)  
**Discipline:** Economics  
**University:** PU, Chandigarh  
**Institute Name:** G.G.D.S.D. College, Sector 32, Chandigarh  
**Summer Training:** Review of T&D and performance appraisal system & suggest solutions to constraints if any  
**Company Name:** HDFC



**Name:** Mahima Nanda  
**Graduation Degree:** B.Tech  
**Discipline:** CSE  
**University:** PT.U., Jalandhar  
**Institute Name:** ACET, Amritsar  
**Summer Training:** To study Organisational Commitment among FCI employees  
**Company Name:** Food Corporation of India



**Name:** Maneesha Gautam  
**Graduation Degree:** B.Tech  
**Discipline:** ECE  
**University:** GJU, Hisar, Haryana  
**Institute Name:** GJU, Hisar, Haryana  
**Summer Training:** Study of worklife balance in FCI  
**Company Name:** Food Corporation of India



**Name:** Manjalika Raj  
**Graduation Degree:** B. E. (Hons.)  
**Discipline:** ECE  
**University:** PU, Chandigarh  
**Institute Name:** U.I.E.T., Chandigarh  
**Summer Training:** Recruitment, selection and employee satisfaction towards training  
**Company Name:** Food Corporation of India



**Name:** Manu Verma  
**Graduation Degree:** B. Media  
**Discipline:** Advertising  
**University:** Mumbai university  
**Institute Name:** Bhavan's College  
**Summer Training:** Effectiveness of recruitment and selection procedure in bhushan steel.  
**Company Name:** Bhushan Steel Ltd.



**Name:** Neha Jain  
**Graduation Degree:** B.Tech  
**Discipline:** IT  
**University:** PT.U., Jalandhar  
**Institute Name:** RBIEBT, Mohali  
**Summer Training:** Implementing Corporate social Responsibility  
**Company Name:** Mahindra Swaraj



**Name:** Neha Sharma  
**Graduation Degree:** B. Tech. (Hons.)  
**Discipline:** IT  
**University:** PT.U., Jalandhar  
**Institute Name:** CEC, Landran  
**Work Experience (In Months):** 18  
**Company Name:** TCS  
**Summer Training:** Enhancement of Employee Engagement activities for blue collar workers  
**Company Name:** Mahindra Swaraj



**Name:** Palak Bajaj  
**Graduation Degree:** B. Sc.  
**Discipline:** Computers  
**University:** PU, Chandigarh  
**Institute Name:** MCM DAV College, Chandigarh  
**Summer Training:** Frame the HR policies  
**Company Name:** YuvShaala



**Name:** Priya Chalia  
**Graduation Degree:** B.C.A.  
**Discipline:** Computer Applications  
**University:** PU, Chandigarh  
**Institute Name:** MCM DAV College, Chandigarh  
**Summer Training:** Effectiveness of Training Programs  
**Company Name:** Milkfed Punjab



**Name:** Ravi Prakash Ninania  
**Graduation Degree:** B.Com.  
**Discipline:** N.A  
**University:** M.G.S.U., Bikaner  
**Institute Name:** Seth GLB SD College, SriGanganagar, Rajasthan  
**Summer Training:** Employees welfare schemes of companies  
**Company Name:** Mahindra Swaraj



**Name:** Rhythm Vij  
**Graduation Degree:** B. E.  
**Discipline:** EECE  
**University:** PU, Chandigarh  
**Institute Name:** CCET, Chandigarh  
**Summer Training:** Framing Induction handbook  
**Company Name:** Chevrolet Sales India Pvt. Ltd.



**Name:** Rinki Gupta  
**Graduation Degree:** B. Tech. (Hons.)  
**Discipline:** CSE  
**University:** Kurukshetra University  
**Institute Name:** U.I.E.T., Kurukshetra  
**Work Experience (In Months):** 10  
**Company Name:** N.D.R.I.  
**Summer Training:** Study the Issues and Concerns in the Implementation & Maintenance of HRIS Training Module  
**Company Name:** CLAAS India Ltd.

# HUMAN RESOURCE



**Name:** Shobitash Jamwal  
**Graduation Degree:** B.Tech  
**Discipline:** EEE  
**University:** P.T.U., Jalandhar  
**Institute Name:** IET Bhaddal  
**Work Experience (In Months):** 37  
**Company Name:** SLR infotech.  
 Embex  
**Summer Training:** Measurement  
 of Training & Development  
 Effectiveness  
**Company Name:** DCM Shriram



**Name:** Sumit Thakur  
**Graduation Degree:** B.Tech  
**Discipline:** IT  
**University:** P.T.U., Jalandhar  
**Institute Name:** GGS College of  
 Modern Technology  
**Summer Training:** Feasibility  
 study for the implementation of  
 HRMS  
**Company Name:** Food Corporation  
 of India



**Name:** Ritu Rattewal  
**Graduation Degree:** B. Pharma  
**Discipline:** Pharmacy  
**University:** PPU, Chandigarh  
**Institute Name:** U.I.P.S.,  
 Chandigarh  
**Summer Training:** Onboarding  
 Process improvement and Living  
 Mahindra Experience  
**Company Name:** Mahindra Swaraj



**Name:** Riya Gupta  
**Graduation Degree:** B.Com.  
**Discipline:** N.A.  
**University:** PU, Chandigarh  
**Institute Name:** GCG, Ludhiana,  
 Panjab  
**Summer Training:** Effectiveness of  
 Grievance Redressal System  
**Company Name:** Bank of India



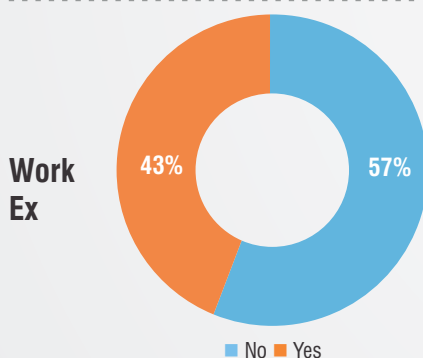
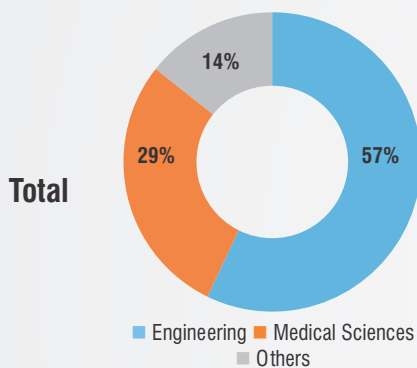
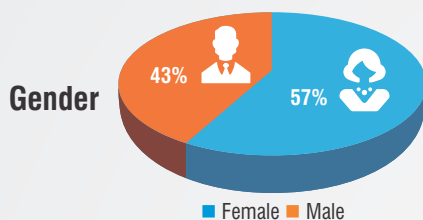
**Name:** Shikha Kansal  
**Graduation Degree:** B.Com.  
 (Hons.)  
**Discipline:** e-commerce  
**University:** P.U., Chandigarh  
**Institute Name:** D.A.V. College,  
 Chandigarh  
**Summer Training:** Job satisfaction  
 among the employees of FCI  
**Company Name:** Food Corporation  
 of India



**Name:** Shiwang Kashyap  
**Graduation Degree:** B.Com. (Hons.)  
**Discipline:** Finance  
**University:** P.U., Chandigarh  
**Institute Name:** SACCM, Ludhiana  
**Work Experience (In Months):** 12  
**Company Name:** Baba Auto  
**Summer Training:** 1.Exit Interview  
 Analysis, 2. Competency Mapping of  
 territory Managers  
**Company Name:** Mahindra Swaraj

“EFFICIENCY  
 IS DOING  
 THINGS RIGHT;  
 EFFECTIVENESS  
 IS DOING THE  
 RIGHT THINGS.”





“BIOTECHNOLOGY IS A HIGH-RISK, FAST-MOVING ARENA THAT REQUIRES QUITE A DIFFERENT BREED OF MANAGER FOR SUCCESS.”

JIANMING LI AND  
WILLIAM E. HALAL



**Name:** Arvind Kumar  
**Graduation Degree:** B. Pharma  
**Discipline:** Pharmacy  
**University:** PU, Chandigarh  
**Institute Name:** U.I.P.S., Chandigarh  
**Work Experience (In Months):** 07  
**Company Name:** USV Pharma  
**Summer Training:** Customer satisfaction  
**Company Name:** Matrix Cellular



**Name:** Hitesh Pruthi  
**Graduation Degree:** B. E.  
**Discipline:** Biotechnology  
**University:** M.D.U., Rohtak, Haryana  
**Institute Name:** CITM, Faridabad Sector 32, Chandigarh  
**Work Experience (In Months):** 30  
**Company Name:** Infosys  
**Summer Training:** Analysis of smartphone ecosystem to propose promotional and pricing strategies  
**Company Name:** OBI Mobiles



**Name:** Kamaldeep Singh Mangat  
**Graduation Degree:** B. Sc. (Hons.)  
**Discipline:** Biotechnology  
**University:** PU, Chandigarh  
**Institute Name:** SGSS College, Sector 26, Chandigarh  
**Summer Training:** Factors affecting sale of product  
**Company Name:** Ayurvet Ltd.



**Name:** Manan Sharma  
**Graduation Degree:** B. E.  
**Discipline:** Biotechnology  
**University:** PU, Chandigarh  
**Institute Name:** U.I.E.T., Chandigarh  
**Summer Training:** Consumer preference for e banking  
**Company Name:** ING Vysya



**Name:** Pankhuri Gulati  
**Graduation Degree:** B. Pharma  
**Discipline:** Pharmacy  
**University:** PU, Chandigarh  
**Institute Name:** U.I.P.S., Chandigarh  
**Summer Training:** Development Strategies of Cipla  
**Company Name:** Cipla



**Name:** Ritu Sehgal  
**Graduation Degree:** B. Tech.  
**Discipline:** Biotechnology  
**University:** Lovely Professional University  
**Institute Name:** LPU, Phagwara, Panjab  
**Summer Training:** Market potential of Hydroponics wheatgrass in East Delhi  
**Company Name:** Ayurvet Ltd.



**Name:** Shefali Kalotra  
**Graduation Degree:** B. E.  
**Discipline:** Biotechnology  
**University:** PU, Chandigarh  
**Institute Name:** U.I.E.T., Chandigarh  
**Work Experience (In Months):** 07  
**Company Name:** Lasany International  
**Summer Training:** Study of market potential of hydroponics wheatgrass  
**Company Name:** Ayurvet Ltd.

# SUMMER INTERNSHIP FEEDBACK

---

“We found UBS students hardworking and sincere. They take interest in learning practical aspects of process & systems.”

**Mr. Vikas Ranjan**  
AGM(HR), Godrej & Boyce

“Students are punctual & passionate. Their thought process and ideas helped in developing a zonal model for better resource management. Excellent team building.”

**Mr. Vikas Sharma**  
Branch Manager,  
ITC Limited

“UBS students did a commendable job during the internship period. They were focused, very diligent and extremely sincere.”

**Karan Malhotra**  
Consultant  
Infrastructure & Social Advisor,  
Mott MacDonald Pvt. Ltd

“The students at UBS have been diligently involved in ascertaining out of the box solutions to the problems at hand.  
We wish them all the best!”

**Mr Asheesh**  
Regional Business Manager,  
Dabur India Ltd.



# SUMMER INTERNSHIP FEEDBACK

"Students worked with utmost dedication. Their insights during the brainstorming sessions have been valuable in deciding our future course of actions."

**Amit Sharma**

Manager,  
Daikin India

"We thank UBS students for their dedication, their productive criticism and for being an essential part of the Yuvshaala family. We wish you the very best of luck in all endeavours."

**Mr. Kshitij Mehra**

Founder,  
Yuvshaala

"Students were Keen to learn, Good Listeners, Energetic, Hardworking and Dedicated with high degree of motivation. We wish them very best for their future."

**Nitin Kapur**

Associate Vice President - India  
Private Client, IIFL, Punjab

"It was a wonderful mutual learning experience working with UBS students. Looking forward to a long term association with UBS."

**Abhishek Rathi**

Head of Business Development,  
Dexter Consultancy Pvt.Ltd.

# OUR ALUMNI

Some of our prominent Alumni are occupying top notch positions in the following companies

- ▲ HSBC
- ▲ Asian Paints
- ▲ Microsoft Sapient Corporation
- ▲ Blue Dart
- ▲ ITC Hotel Ltd.
- ▲ Tata Docomo
- ▲ Dabur
- ▲ Deloitte
- ▲ IBM Middle East
- ▲ Uninor
- ▲ Nestle Equatorial African Region
- ▲ Forties Healthcare Ltd.
- ▲ HDFC Bank
- ▲ Microsoft India
- ▲ Groupe Bel
- ▲ Religare Finvest
- ▲ Bharti Airtel
- ▲ Research in Motion
- ▲ State Bank of India
- ▲ Deutsche Bank AG
- ▲ O & M
- ▲ Essar Group
- ▲ Berger Paint
- ▲ Citi Bank
- ▲ Innovation System Consulting
- ▲ Power Finance Corporation Ltd.
- ▲ The Coca-Cola Co.
- ▲ Avesthagen Limited
- ▲ Pepsi Co India Holdings
- ▲ E-Sys Technologies
- ▲ Big 92.7 FM
- ▲ Alcatel-lucent
- ▲ Sony DADC

## Our Illustrious Alumni:

The rich alumni base of UBS has innumerable members who have excelled professionally and have left an indelible mark on the corporate face globally. UBS alumni, owing to the holistic education and the rich professional experience shape the future in global corporations and corridors of power.



# OUR RECRUITERS





# ABOUT CHANDIGARH

Chandigarh is the best planned city in India, designed by the world famous French architect Le Corbusier. It has got the world-renowned architecture and a quality of life which is unparalleled. India's first planned city is a rich, prosperous, spic and span, green city rightly called "THE CITY BEAUTIFUL". Selected ornamental trees, shrubs and climbers have been planted according to colour schemes to beautify the city.



It is the capital of the states of Punjab and Haryana and of the Union Territory of Chandigarh. 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 plan as the buildings and the roads. Popular places to visit in Chandigarh are Leisure Valley, Rock Garden, Sukhna Lake, Open hand monument and Capitol complex.

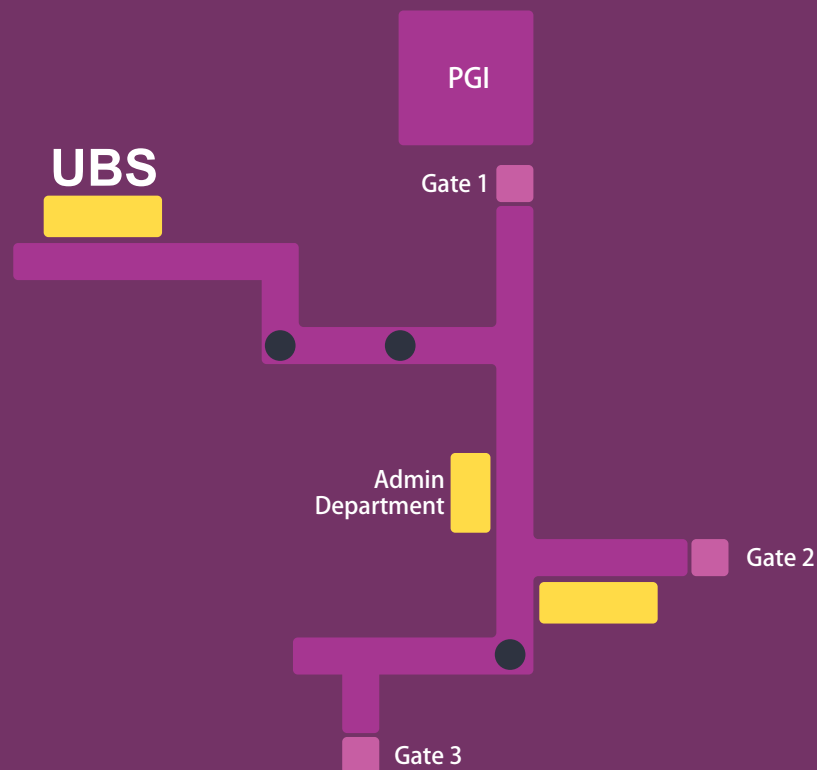
Railways

New Delhi-Chandigarh	Unchahar Exp (14217)	Hwh Dli Kik Mai (12311)	Cdg Sup Fast (22451)	Himalyan Queen (14095)	Uhl Janshatabdi (12057)	NDLS CDG Shtbdi (12045)	Kalka Shtbdi (12005)	Kalka Shtbdi (12011)
	ETD	2125 hrs	1149 hrs	0545 hrs	1435 hrs	1915 hrs	1715 hrs	0740 hrs
	ETA	0305 hrs	1620 hrs	1025 hrs	1905 hrs	2235 hrs	2040 hrs	1105 hrs
	Duration	6h	4h 31m	4h 40m	4h 30m	3h 20m	3h 25m	3h 25m
Mumbai-Chandigarh	CDG Sup Spl (04511) (Mondays & Thursdays only)							
	Sampark Kranthi (12217) (Sundays and Tuesdays)	GOA Sampark K Express (12449)						
	ETD	1545 hrs	1955 hrs					
	ETA	1100 hrs	2345 hrs					
Kolkata-Chandigarh	28h 20m							
	27h 50m							
	28h 15m							
Kolkata-Chandigarh	Hwh Dli Kik Mai (12311)							
	ETD	1940 hrs	1940 hrs					
	ETA	0305 hrs	0305 hrs					
	Duration	31h 25m	31h 25m					

Airways

New Delhi-Chandigarh	JetKconnect 9W-2238	JetKconnect 9W-2651	Spicejet SG-2111	Spicejet SG-2115	Spicejet SG-224	Air IndiaAI -864	JetKconnect S2-3657	JetKconnect S2-3657
ETD	0640 hrs	1105 hrs	0810 hrs	1800 hrs	1255 hrs	0950 hrs	1500 hrs	1500 hrs
ETA	0740 hrs	1220 hrs	0915 hrs	1905 hrs	1400 hrs	1045 hrs	1645 hrs	1645 hrs
Mumbai-Chandigarh	IndiGo 6E-464	Go Air G8-389	IndiGo 6E-432	Go Air G8-383	Spicejet SG-224	Air IndiaAI -864	JetKconnect S2-3657	JetKconnect S2-5018
ETD	1205 hrs	1215 hrs	1505 hrs	1415 hrs	1255hrs	0950hrs	1500hrs	0955 hrs
ETA	1415 hrs	1430 hrs	1725hrs	1830 hrs	1400 hrs	1045hrs	1645hrs	1210 hrs
Bangalore-Chandigarh	IndiGo6E-477	AirAsial5-1824						
ETD	1000 hrs	1545 hrs						
ETA	1255 hrs	1840 hrs						
Hyderabad-Delhi-Chandigarh	spicejet SG-116	Air IndiaAI -559	Air IndiaAI -127	JetKconnect S2-5107	JetKconnect S2-5107	spicejet SG-226	JetKconnect S2-5018	spicejet SG-108
ETD	0605 hrs	0640 hrs	2055 hrs	0615 hrs	0615hrs	1045 hrs	0955 hrs	1315 hrs
ETA	1400 hrs	1045 hrs	1045 hrs	1205 hrs	1710 hrs	1905 hrs	1210 hrs	1905 hrs
Chennai-Chandigarh	JetKconnect S2-5018	Jet Airways 9W-489	IndiGo 6E-432					
ETD	0700 hrs	0700 hrs	1230 hrs					
ETA	1210 hrs	1210 hrs	1545 hrs					

### How to Reach University Business School



### University Business School

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

### Contact details:

Placement Coordinator- Dr. Tejinder Pal Singh +91 9872708901

Placement Co-coordinator- Dr. Tilak Raj +91 7589367740

Tele: +91 172 2784652/53, Telefax: +91 172 2541591

Email: [ubsplac@pu.ac.in](mailto:ubsplac@pu.ac.in), Website: [www.ubs.puchd.ac.in](http://www.ubs.puchd.ac.in)