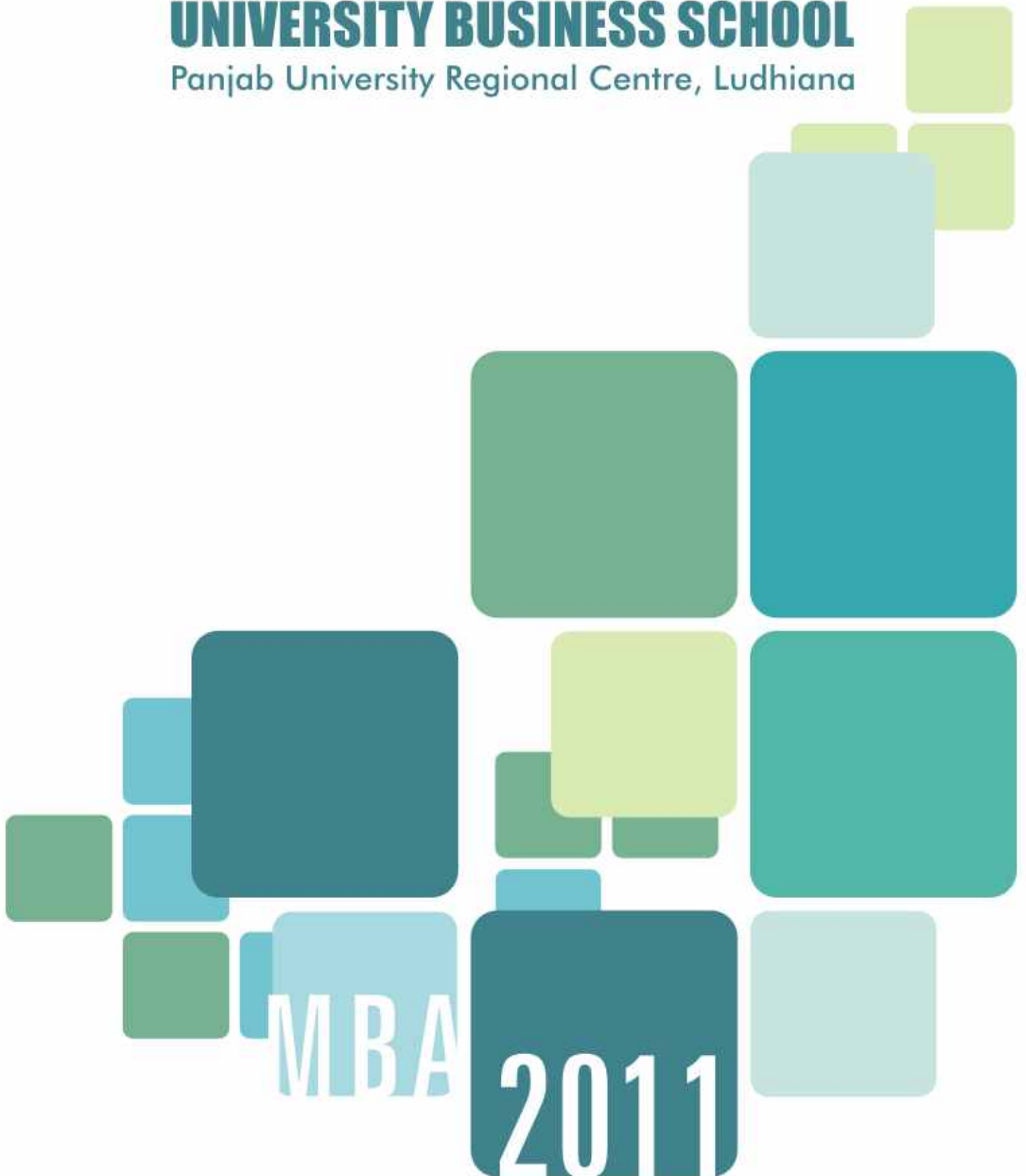




# UNIVERSITY BUSINESS SCHOOL

Panjab University Regional Centre, Ludhiana



**CAMPUS RECRUITMENT PROGRAMME**



*With our thoughts,  
We make our world.*

*Buddha*  
*Buddha*

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# Mission

## **Mission & Objectives**

# & Objectives

- To remain at the forefront of management and business knowledge;
- To harness the professional competence of the human resources by sustained research;
- To provide world class education using state-of-the-art technology;
- To build close collaboration with industry and business associates for mutually beneficial relationship.

# Vision

“To be a top 15 B-School of India in next five years”.





## Director's Message

Dear Recruiters,

University Business School (UBS), Panjab University Regional Centre, Ludhiana was set up by the Honorable Vice-Chancellor of Panjab University, Chandigarh in the year 2007 to bring quality management education to the city of Ludhiana, well known as the Manchester of Punjab. With its focus on academic excellence besides emphasizing on the importance of values and ethics, UBS-Ludhiana has now become a Centre for Excellence in Management Education and Research. The successes of the two batches of our Master of Business Administration – Two Year Full Time course that have graduated so far, make us feel proud of our alumni.

This brochure provides all relevant information to facilitate your participation in Final Campus Recruitment Program. We look forward to develop strong bonds of cooperation, partnership, and trust. Welcome to UBS Ludhiana.

We look forward to meeting you soon.

### **Professor Deepak Kapur**

Director  
PU Regional Centre  
Ludhiana  
&  
Dean  
Faculty of Business Management and Commerce  
Panjab University  
Chandigarh



## Resident Co-ordinator's Message



University Business School, Ludhiana has been conceptualized to shape the future business tycoons who can not only best manage and perform the day to day business activities but can also bring in productive innovations in business management processes and procedures. Pedagogy followed here focuses on sharpening the knowledge base, thought process, business analytical and managerial skills of the next generation managers. Exposure of the students to optimum class based and live industry based learning environment at all stages of the course is ensured to bring in synchronization between the industry required multifarious managerial skills and the student skills.

Reputed companies like CTI Shipbrokers, Mahindra & Mahindra Finance, HDFC Standard Life Insurance, Eastman Group, Fullerton Securities, Federal Bank, Aviva Life Insurance, IAG Automation (Siemens) and many more have shown faith in the competency of our Students.

Placement & Corporate Relations cell of the Institute is publishing the placements brochure to introduce the Third batch of its students to the corporate world. I extend heartiest welcome to your esteemed organization for campus placements.

I hope that your reputed organization will show full faith in our Institute and the students.

### **Dr. Ravi Inder Singh**

Resident Co-ordinator  
UBS Ludhiana



## Placement Co-ordinator's Message

**“Leader don't create followers, they create more leaders.”**

Conviction and Commitment are the two most essentials of a successful manager. UBS Ludhiana is putting all its efforts in this direction to develop managers who can, not only understand the essentials and non – essentials of the business but also have a sense of belonging and concern for the society as a whole and emerge as Business Leaders of tomorrow, the leaders those who will empower others.

The Panjab University, Chandigarh has earned a distinct place amongst the premier institutes of higher education in the country by imparting quality education and research. University Business School, Ludhiana as a continuum of Panjab University intends to continue with its tradition of delivering crafted people to the corporate world.

You will be pleased to learn that UBS Ludhiana has initiated its Campus Recruitment Programme for the batch 2009-11.

I extend a very warm and cordial invitation to the business houses to visit our campus with a view to recruit the young budding students.

Welcome to UBS, Ludhiana!

**Ashish Saihpal**

Co-ordinator (Final Placements)  
UBS Ludhiana



# PANJAB UNIVERSITY, CHANDIGARH

Panjab University has a long tradition of pursuing excellence in the field of Science and Technology, Humanities, Social Sciences, Performing Arts, Research and Sports, guided by the motto 'Tamso Ma Jyotyrgamaya'.

The University has, for the past 50 years, continued to create bacons of light that have set benchmarks of performance and efficiency for others to follow. By virtue of its focus on quality education, credibility, achievements and philosophy, the Panjab University has achieved the status of University of International Recognition.

It has, for over a century, been delivering the promise of providing the nation with efficient and educated youth to bear the responsibilities of the future. Revered alumni of the University includes the internationally renowned personalities like Kalpana Chawla, the US astronaut ; Dr. Manmohan Singh, the Honorable Prime Minister of India; Lord Swaraj Paul, the business tycoon of UK; Sunil Bharti Mittal, MD-Bharti Airtel being a few examples.

Panjab University conceptualized the thrust for Management and Commerce Studies and established the Department of Commerce and Business Management in 1958 to provide business education to graduate and post graduate courses. In an attempt to impart quality management education and to develop dedicated, innovative and effective managers, it started its MBA program in 1968. The department was rechristened as University Business School in 1995 and since then it has been the foremost department of Panjab University. In order to expand the horizons of business knowledge and in pursuit of further excellence, University Business School (UBS), Panjab Universtiy Regional Centre, Ludhiana was started in the year 2007 in consequence of the vision of Professor R.C. Sobti; Honorable Vice Chancellor, Panjab University, Chandigarh to bring high quality management education to the city of Ludhiana, the Industrial Hub of Punjab.

The origin of Panjab University goes back to the year 1882 in Lahore (Pre-1947 India) and relocated to Chandigarh post independence. The campus of the University was designed by the French Architect Pierre Jeanerette under the guidance of world renowned architect Le Corbusier.





# THE SCHOOL



## UBS LUDHIANA

The MBA program offered by UBS Ludhiana, aims at providing quality education to aspiring managers of tomorrow. The specific objectives of the program are to create comprehensive understanding of management concepts, familiarize the participants to competitive business environment, inter-relate management



concepts to the real life situations, enhance analytical and decision making skills and develop responsive managers. It lays equal emphasis on personality development and inculcates a sense of business ethics amongst the students. The program equips each participant with the skills and competence to handle different managerial and administrative positions.

During two years of the MBA program, students undergo training and learning of handling diverse situations of the dynamic business environment. Specialization is offered in areas of Marketing, Finance, Human Resource and Operations in order to enhance skills of the students pertaining to the particular field. The curriculum is designed and updated to meet the business and social requirements.

Students at UBS Ludhiana are also empowered to conduct various activities on their own. Various Activities conducted by the students make a significant contribution towards their overall development. Thus striving to strike a balance between the science and art of management, students are guided to innovate, yet keep the fundamentals in sight.



University Business School (UBS) Ludhiana was established in the year 2007 as a continuum of Panjab University, Chandigarh. The school is situated at Panjab University Regional Centre (PURC) in Ludhiana, a city known as Manchester of India.





## INFRASTRUCTURE

A well developed infrastructure is one of the most important assets for the growth of any organization and Panjab University makes sure that the infrastructure provided at our institute is at par with the Top B-Schools in India. The institute takes pride for providing quality infrastructure with modern facilities both for academics and extra-curricular activities to facilitate the learning experience of the students. The infrastructure paraphernalia includes:

## LECTURE THEATRES

UBS has well furnished lecture theatres equipped with latest technology and relevant audio-visual aids to enhance the classroom learning with LCD and overhead projector, sound system, ergonomically developed furniture etc.

## SEMINAR HALL

The institute has an air conditioned seminar hall with seating capacity of 100 people equipped with LCD projector and audio visual system where the corporate activities of the institute are conducted frequently.

## AUDITORIUM

The Campus has well furnished auditorium with a sitting capacity of 250 people equipped with modern equipment and audio & video systems to conduct workshop, seminars and conferences etc.





## INFRASTRUCTURE

### LIBRARY

One of the biggest assets of our institute is the on campus Panjab University Extension Library with 2 lakh volumes. It is reputed for having a collection of rare books and subscription to 150 periodicals and newspapers. Some internationally acclaimed journals like HBR, CMR, CIWB, Finance and Development, Fortune, Time, MRR, Consumer Research etc. are also available in the Library.



The library stocks bound back files of newspaper dailies- 'The Tribune' and 'The Economic Times' for research purpose. The students also have access to a well equipped reading hall.

### COMPUTER LAB



The institute is equipped with the state-of-the- art computer lab with multi-media facility to facilitate the students for various courses, assignments and projects. The computer lab also home some most widely used softwares required for business research.

### OTHER FACILITIES

The other facilities provided by the institute include sports facilities like Badminton, Table Tennis etc. The cafeteria in the campus provides wholesome and nutritious meal-plans.



# CORE FACULTY

*"Successful leaders are neither born nor produced. They are to be nurtured by a mentor who can enlighten them to the path of glory."*

UBS is privileged to have a team of dedicated and committed faculty which ensures that the academic activities are completed with expanded horizons. Students are encouraged to develop innovative thinking and problem solving strategies. The proficiencies of the Institute's faculty in academics, together with a wide spectrum of course offerings provide a rich learning experience to the students.



## **DR. RAVI INDER SINGH**

M.Com., Ph.D (GNDU, Amritsar), CAIIB  
Area of Specialization: Accounting and Finance, Behavioural Science and Banking.



## **MR. TARANJEET SINGH**

B.E.(Mechanical), MBA(IMS-DAV, Indore)  
Area of Specialization: Marketing Research, Service Marketing, Operations Management.



## **MRS. MONIKA KANSAL**

M.Com. (Panjab University, Chandigarh), MBA(IGNOU, New Delhi)  
Area of Specialization: Financial Engineering, Investment Management, Strategic Cost Management, Financial Statement Analysis.

## **MR. ASHISH SAIHJPAL**

MBA (Panjab University, Chandigarh), PGDMM  
Area of Specialization: Strategic Management, Retail Management, Rural Marketing.



## **MR. SHASHI KAPOOR**

M.Com (Panjab University, Chandigarh)  
Area of Specialization: Production and Operation Management, Operation Research, Total Quality Management, Quality Techniques.



## **MR. TARUN KUMAR VASHISTH**

MBA(Panjab University, Chandigarh)  
Area of Specialization: Human Resources, Management Research, Potential Enhancer.





## 1st YEAR

### SEMESTER 1

Economics For Management  
 Quantitative Methods and Management Techniques  
 Accounting For Decision Making  
 Organization Behaviour  
 Management For Organization  
 Workshop on Computer Data Processing  
 Seminar on Research Methodology  
 Seminar on Business Communication

### SEMESTER 2

Corporate Macro Environment  
 Human Resources Management & Industrial Relations  
 Operations and Material Management  
 Financial Management  
 Marketing Management  
 Management And Information Technology  
 Viva Voce & Summer Training (for Eight Weeks)

## 2nd YEAR

### SEMESTER 3

#### Compulsory for all Groups: Strategic Management

##### Group A (Marketing Management)

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

##### Group C (Financial Management)

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

##### Group B (Production & Technology Management)

Advanced Operation Research  
 Total Quality Management  
 Technology Management  
 Information Technology for Competitive Advancement  
 Advanced Production Management

##### Group D (Human Resources Management)

Organization Development  
 Manpower Planning and Performance Appraisal  
 Negotiating Skills and Participative Decision Making  
 Training and Development  
 Labour Legislation

### SEMESTER 4

#### Compulsory for all groups : Research Project and Viva-Voce

##### Group A (Marketing Management)

International Marketing  
 Marketing of Services  
 Logistic Management  
 E-Marketing

##### Group C (Financial Management)

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

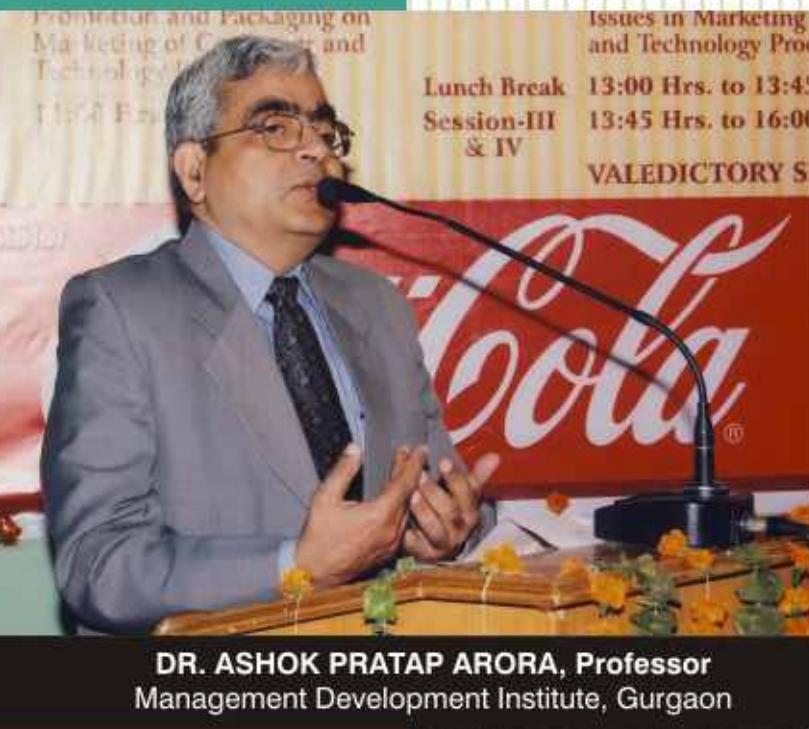
##### Group B (Production and Technology Management)

Computer Aided Design & Manufacturing Management  
 Productivity Management  
 Business Process Re-Engineering  
 Enterprise Resource Planning-Engineering

##### Group D (Human Resources Management)

Industry Relation & Labour Policy  
 Labour Economics  
 Industrial Psychology & Sociology  
 Management of Discipline & Disciplinary Proceedings





**DR. ASHOK PRATAP ARORA, Professor**  
Management Development Institute, Gurgaon

"Productivity is never an accident. It is always the result of a commitment to excellence, intelligent planning, and focused effort."

- Paul J. Meyer

Seminars and Workshop are regular features at UBS. UBS Ludhiana has conducted various Seminars and Workshops on issues of economic and societal importance for the benefit of its students. Some were seated with pure research while others include the industry prospective. The list of workshops and special guest lectures on various talked issues and topics is as follows:

- 1 "Emerging Investment Opportunities in India" by Ms. Pooja Kohli, Executive Director, Ludhiana Stock Exchange Ltd., Ludhiana held on 6 July, 2010
- 2 "Competitive Industrial Scenario" by Mr. Gurinderjeet Singh Bajwa, Regional Business Head (Wealth Management), ICICI Bank, Ludhiana held on 7 July, 2010
- 3 "Opportunities and Scope of Services Industry" by Mr. Gunjan, Abhishek Industries, Ludhiana held on 7 July, 2010.
- 4 "Investment Awareness Workshop" by Mrs. Renu Bhandari, Sr. Executive Officer, National Stock Exchange, New Delhi held on 4 August, 2010
- 5 "Knowledge Management" by Dr. Prem Kumar, Director Sri Aurobindo College of Commerce and Management, Ludhiana held in September, 2009.
- 6 "Transactional Analysis" by K.A. Sabestian, Chief Manager, Federal Bank, Ludhiana held on 3 August, 2009.
- 7 "Attributes of Successful Manager" by Anil Sharma, Manager-Personnel, Nahar Spinning Mills Ltd. Ludhiana held on 3 August, 2009.
8. "Stress Management" by Swami Vidhu Priya Das, Escon Temple, Ludhiana held in February, 2009
9. Workshop on SPSS, Organised by Department of Statistics, Panjab University, Chandigarh in February, 2009.
10. Workshop on Prowess, CMIE by Mr. Vinod Aswani, Business Executive, Centre For Monitoring Indian Economy Pvt. Ltd. Jaipur held on 3 September, 2009





The students at UBS, Ludhiana perform activities to unleash their potential and expand their horizons. A variety of clubs have been formed, managed and run by the students for their holistic development. The variety and scope of the students clubs reflect the diversity of the UBS, Ludhiana community. The clubs are a platform that help apply classroom learning, gain invaluable leadership, build formal and informal networks with industry leaders and academicians, while exploring career opportunities.

There are several clubs @ UBS, Ludhiana. These clubs organize various knowledge sharing sessions, workshops and interactive sessions with practitioners.

### **PLACEMENT & CORPORATE RELATIONS CELL "DIKSHA"**

The Placement & Corporate Relations Cell forms the interface between the corporate recruiters and the institute. The cell consists of a team of students who are proactive in nature and have a strategic bent of mind. This team is headed by a faculty member with excellent corporate exposure. The core responsibility of the cell includes preparing students for interviews, helping them plan their career path and fostering cordial relations with the corporates. The cell is committed to work rigorously for enhancing the placement prospect of every student.

### **HOSPITALITY CLUB "ATHITHYA ANUDAN"**

"Atithi Devo Bhavo" defines the existence of this club. It is committed to offer quality hospitality services for revered guests. The club manages all the seminars and management events right from their inception till conclusion.

### **MARKETING CLUB "BHAKTI"**

'Bhakti' means devotion. The club is devoted to finding innovative marketing strategies to cater the ever increasing demand of the empowered customers. The club works to bring out the true marketing spirit of the students through discussions, case studies, analysis of changing trends and encourage students to develop new marketing plans.



# STUDENTS' ACTIVITIES

## **FINANCE CLUB "YUKTI"**

'YUKTI' means a creative idea. A well thought idea can inspire thousands and bring orbit shifting changes. The club aims to polish the financial acumen of the students through analysis of case studies and organizing brain-storming sessions with the help of experts in finance.

## **HUMAN RESOURCE CLUB "TRIPTI"**

'TRIPTI' means complete satisfaction. A true HUMANager is the one who is satisfied, contended and self actualized. The club is committed to develop these traits in the budding HR managers by providing them a platform where sharp minds can meet to test their prowess, knowledge and wisdom in the field of human resource.

## **PUBLISHING CLUB "ABHIVYAKTI"**

"ABHIVYAKTI" in its literal sense means an expression of thoughts and ideas. The club provides a platform to the talented and creative minds of UBS, Ludhiana to unleash their writing skills. The club is actively involved in the publication of Summer and Final Placement Brochure of the department. The club is also responsible for spreading awareness about the important activities and events held in the Institute for that month.

## **SPORTS CLUB " KHILADI"**

A well known saying goes "Talent wins games, but team work and intelligence wins championships". Team spirit and sportsmanship are some of the valuable qualities headed in a manager, so at UBS considerable importance is given to sports in order to inculcate such positive traits in students.







## CULTURAL CLUB "NAVRACHNA"

The club lives and breathes creativity and is dedicated to all creative minds. The club endeavors to bring out the talent of students and encourages them to develop insights which are necessary for a holistic development of personality. The club is for everyone, who can dance, sing, play or act.

## KNOWLEDGE BEYOND KNOWLEDGE

### HR WEEK - "COHERENT"

HR week titled 'COHERENT' was celebrated to develop the skills associated with HR, wherein a range of activities and seminars was conducted. The three day event was sub-divided in to 'Free Day', 'Eternal Day' and 'Fun Management' wherein a platform was provided to the students to unleash their potential and express themselves freely. Mr. Sumit Mahajan, a renowned teacher from 'Art of Living' addressed the students and guided them to manage stress in today's competitive world. Each day constituted resolution and feedback as a part of HR policies. The event concluded with the facilitation of winner students on the respective days.

### MARKETING WEEK - "MARKET- NITI"

In order to develop practical insights into the marketing world and to provide a platform wherein classroom learning could be applied, Marketing Club 'BHAKTI' celebrated Marketing Week titled Market-Niti. The three day event started off with an article presentation on 'Marketing Breakthroughs and Innovations' followed by an extempore. On second day, an event titled 'Advertisement Arena' was held where the participants were supposed to make creative and innovative advertisements for different products. The third day saw debate and declamation on various marketing agendas. Alongwith it, case study presentation followed by discussion was held. The event concluded with facilitation of the winning participants as Marketing GURUS.



# STUDENTS' ACTIVITIES

## FINANCE WEEK - "FINANCE FIESTA"

In order to imbibe financial acumen among the students, Finance Club 'YUKTI' celebrated finance week titled 'FINANCE FIESTA'. A true financial ambience was created with the display of financial quotes, updates, posters, logos, development etc. The three day event unfolded with the screening of a movie 'INFORMANT' followed by a group discussion on stock market and its working. On the second day, a quiz was organized to assess the financial knowledge of the students. Along with it 'virtual trading' was conducted with a view to enhance the knowledge of the students about the trading carried in stock markets. On the third day, a role play was staged depicting the importance of money and the event concluded with the facilitation of a student with the title of 'Finance Manager'.

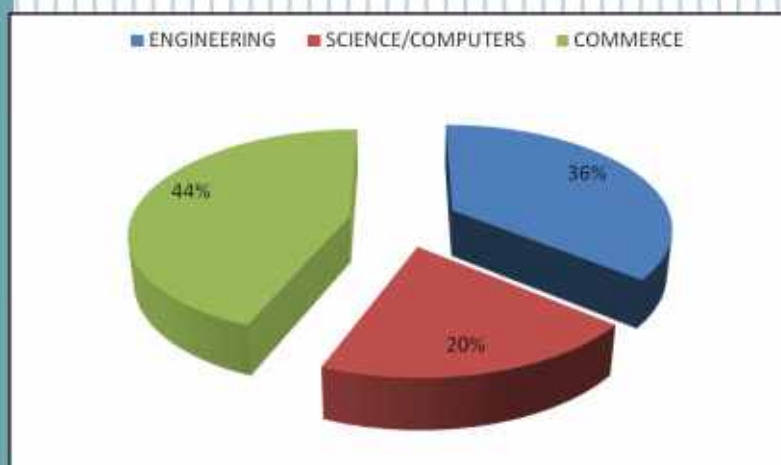
## UBS INTERFACE WITH THE INDUSTRY

**LIVE PROJECTS** : It is always fruitful for a MBA student to gain practical industry exposure as much as he/she can. In pursuance of this, going beyond the summer training and research projects which form a regular feature of the MBA course curriculum, students at UBS Ludhiana have always been encouraged to participate in the LIVE PROJECTS with renowned corporates.

These LIVE PROJECTS, besides acting as a platform for providing practical industry exposure to the students, have aided the department in building superior corporate relations. Some of the corporates where students pursued live projects are :

- IDFC Mutual Fund
- Pantaloons Retail (INDIA)
- Envision Exports Pvt. Ltd.
- Ozone Advertising Pvt. Ltd.
- Big Bazaar
- Havells India Ltd.

## BATCH PROFILE 2009-2011



## MBA (Major-Finance/Minor-Marketing)

**Name** : **ADITI JAISWAL**  
**Age** : 22 Years  
**Qualification** : B.A., Economics (Hons.),  
St Bede's College, Shimla  
**University** : Himachal Pradesh University,  
Himachal Pradesh  
**Summer Internship** : Punjab Chemical & Crop Protection  
Limited.  
**Project Title** : Venture Capital



**Name** : **ANUJ DAGAR**  
**Age** : 22 Years  
**Qualification** : B.Tech (Mech.),  
University Institute of Engineering and  
Technology, Kurukshetra  
**University** : Kurukshetra University, Haryana  
**Summer Internship** : Reliance AMC  
**Project Title** : Risk and Return Analysis of Mutual  
Funds



**Name** : **DALBIR SINGH**  
**Age** : 25 Years  
**Qualification** : B.E. (Computer Science),  
Chandigarh College of Engineering  
and Technology, Chandigarh  
**University** : Panjab University, Chandigarh.  
**Summer Internship** : Federal Mogul Goetze India Pvt. Ltd.  
**Project Title** : Working Capital Management



**Name** : **HARINDERJEET SINGH HEER**  
**Age** : 21 Years  
**Qualification** : B.Com.,  
Govt. College, Panchkula  
**University** : Kurukshetra University, Haryana  
**Summer Internship** : Power Grid Corporation of India  
**Project Title** : Retirement Benefits to Employees





# STUDENTS' PROFILE

## MBA (Major-Finance/Minor-Marketing)



**Name** : **JAGLEEN KAUR**  
**Age** : 24 Years  
**Qualification** : B.Com.,  
University School of Open Learning  
**University** : Panjab University, Chandigarh, Punjab  
**Summer Internship** : Mahindra and Mahindra Financial  
Services Limited  
**Project Title** : Credit Analysis of Disbursement  
Process of Auto Loan



**Name** : **JASMEET SINGH**  
**Age** : 22 Years  
**Qualification** : B.Com.,  
Gujrawala Guru Nanak Khalsa  
College, Ludhiana  
**University** : Panjab University, Chandigarh  
**Summer Internship** : Fullerton Securities & Wealth Advisors  
Ltd.  
**Project Title** : Portfolio Management Services



**Name** : **MUKESH AHUJA**  
**Age** : 23 Years  
**Qualification** : BBE,  
College of Vocational Studies, Delhi  
**University** : Delhi University, Delhi  
**Summer Internship** : Religare Securities Ltd.  
**Project Title** : A Study on Relationship between Stock  
Prices and Trade Volume in Indian Stock  
Market



**Name** : **NEHA AGGARWAL**  
**Age** : 22 Years  
**Qualification** : B.Sc. (Bio-Tech),  
DAV College, Chandigarh  
**University** : Panjab University, Chandigarh  
**Summer Internship** : Union Bank of India  
**Project Title** : Retail Lending Procedure

# STUDENTS' PROFILE

## MBA (Major-Finance/Minor-Marketing)

**Name** : **NEHA BATRA**  
**Age** : 23 Years  
**Qualification** : B.Com,  
BBK DAV College for Women, Amritsar  
**University** : Guru Nanak Dev University, Amritsar,  
Punjab  
**Summer Internship  
Project Title** : Punjab Chemical & Crop Protection Ltd.  
Corporate Finance



**Name** : **RATNEESH NIJJAR**  
**Age** : 25 Years  
**Qualification** : B.Tech (ECE),  
S.B.S. College of Engineering and  
Technology, Ferozepur  
**University** : Punjab Technical University, Jalandhar,  
Punjab  
**Summer Internship  
Project Title** : Union Bank of India  
Credit Appraisal and Credit Rating



**Name** : **RICHA SONALI**  
**Age** : 21 Years  
**Qualification** : BCA,  
Government College, Chandigarh  
**University** : Panjab University, Chandigarh  
**Summer Internship  
Project Title** : Union Bank of India  
Credit Rating in Manufacturing Units



**Name** : **SANDEEP SINGH THAKUR**  
**Age** : 25 Years  
**Qualification** : B.Tech (Computer Science),  
Amritsar College of Engineering and  
Technology, Amritsar  
**University** : Punjab Technical University, Jalandhar,  
Punjab  
**Summer Internship  
Project Title** : Union Bank of India  
Credit Rating in Trading





## STUDENTS' PROFILE

### MBA (Major-Finance/Minor-Marketing)



**Name** : SHEFALI MALIK  
**Age** : 22 Years  
**Qualification** : B.Com (Hons),  
Hindu College, Delhi  
**University** : Delhi University, Delhi  
**Summer Internship** : Oil & Natural Gas Corporation  
**Project Title** : E-Procurement process at ONGC



**Name** : SUPARNA TANDON  
**Age** : 22 Years  
**Qualification** : BBE,  
Sri Gurugobind Singh College of  
Commerce, Delhi  
**University** : Delhi University, Delhi  
**Summer Internship** : Blend Financial Services Ltd.  
**Project Title** : Facilitating the Debt Financing Needs  
of Corporate.

### MBA (Major-Marketing/ Minor-Finance)



**Name** : ANMOL SINGH  
**Age** : 24 Years  
**Qualification** : B.Tech. (Mechanical),  
Shaheed Udham Singh College of  
Engineering & Technology, Mohali  
**University** : Punjab Technical University, Jalandhar,  
Punjab  
**Summer Internship** : Godrej & Boyce  
**Project Title** : To Study the Market Potential for  
Godrej Locks in Tricity (Chandigarh,  
Mohali & Panchkula)



**Name** : SUMIT CHAWLA  
**Age** : 24 Years  
**Qualification** : B.E. (Bio-Tech.),  
Universiy Institute of Engineering and  
Technology, Chandigarh  
**University** : Panjab University, Chandigarh  
**Summer Internship** : Maruti Suzuki India Ltd  
**Project Title** : Customer Relationship Management

# STUDENTS' PROFILE

## MBA (Major-Marketing/ Minor-HR)

**Name** : **AYNA DHAND**  
**Age** : 22 Years  
**Qualification** : B.Tech (Computer Science),  
Chitkara Institute of Engineering and  
Technology, Rajpura  
**University** : Punjab Technical University, Jalandhar,  
Punjab  
**Summer Internship  
Project Title** : HCL Career Development Center  
Recruitments and Placements at HCL  
CDC- A detailed analysis



**Name** : **BHANU MEHTA**  
**Age** : 22 Years  
**Qualification** : B.Sc. (Biological Science),  
Sri Venkateswara College, Delhi  
**University** : Delhi University, Delhi  
**Summer Internship  
Project Title** : HCL Career Development Center  
Competitor Analysis of HCL CDC-  
Understanding their Marketing  
Stratergies



**Name** : **GARIMA SINGH**  
**Age** : 23 Years  
**Qualification** : B.Tech (Electronics & Communication),  
Swami Parmanand College of  
Engineering & Technology, Chandigarh  
**University** : Punjab Technical University, Jalandhar,  
Punjab  
**Summer Internship  
Project Title** : Reliance Communication  
To Measure Service Quality at the Touch  
Points of Reliance Communication



**Name** : **MANISHA PRABHAKAR**  
**Age** : 23 Years  
**Qualification** : B.Sc. (Medical),  
Government College for Girls,  
Chandigarh  
**University** : Panjab University, Chandigarh  
**Summer Internship  
Project Title** : Khanna Paper Mill  
Study of Customer Attitude and  
Satisfaction with Respect to Product  
range of KPM





# STUDENTS' PROFILE

## MBA (Major-Marketing/Minor -Operations)



**Name** : **MANIK BAJAJ**  
**Age** : 22 Years  
**Qualification** : BBA,  
DAV College , Chandigarh  
**University** : Panjab University, Chandigarh  
**Summer Internship** : Nestle India Ltd.  
**Project Title** : Route to Market For Nan-U-Vend  
Beverage Solutions



**Name** : **NIKHIL CHITKARA**  
**Age** : 23 Years  
**Qualification** : B.Com.,  
**Graduation** : Sh. H.C.C. College, Bhanpura  
**University** : Vikram University, Ujjain, Madhya  
Pradesh  
**Summer Internship** : Nestle India Ltd.  
**Project Title** : Discount Monitoring- The Way Ahead.



**Name** : **SAGARYADAV**  
**Age** : 24 Years  
**Qualification** : B.E. (Computer Science)  
Career Institute of Technology &  
Management, Faridabad  
**University** : Maharishi Dayanand University,  
Rohtak, Haryana  
**Summer Internship** : Nestle India Ltd.  
**Project Title** : Yellow Revolution-Developing New  
Marketing Channels for Maggi  
Noodles.



**Name** : **SAURABH SOOD**  
**Age** : 23 Years  
**Qualification** : B.Com.,  
S.C.D Government College, Ludhiana  
**University** : Panjab University, Chandigarh  
**Summer Internship** : Fullerton Securities and Wealth  
Advisors Ltd.  
**Project Title** : Demat Account

# STUDENTS' PROFILE

## MBA (Major-Marketing/Minor -Operations)

<b>Name</b>	:	<b>VAIBHAV TRIKHA</b>
<b>Age</b>	:	24 Years
<b>Qualification</b>	:	B.Tech., Institute of Engineering & Technology, Bhaddal
<b>University</b>	:	Punjab Technical University, Jalandhar, Punjab
<b>Summer Internship Project Title</b>	:	Bharti Airtel Attitude and Perception of Consumers towards GSM Mobile Service Providers



<b>Name</b>	:	<b>VIKUL BANSAL</b>
<b>Age</b>	:	23 Years
<b>Qualification</b>	:	B.Sc. (IT), Sine Soft Education, Bhatinda
<b>University</b>	:	Sikkim Manipal University, Gangtok, Sikkim
<b>Summer Internship Project Title</b>	:	BCI Industries & Infrastructures Ltd. Product Standing in Market



## INDUSTRY SPEAK

"The students of UBS, Panjab University Regional Centre, Ludhiana have greatly impressed me with their hard and sincere work. It is quite obvious that the faculty of the UBS at Ludhiana is hard working, dedicated and has a focused approach on shaping the future managers for the enterprises globally.

I wish the UBS and its students all the best wishes"

**Mr. S.K. Jain, Group Ex - General Manager (HR) & Chief RTIs, ONGC, Dehradun.**

"The institute has inherited a nice culture; credit goes to the 'Teachers'. No doubt the success is at the door step. All the best."

**Mr. Sandeep Bedi, Zonal – HR, Mahindra Finance.**



# PAST SUMMER RECRUITERS



GlaxoSmithKline



## PAST FINAL RECRUITERS

AVIVA LIFE INSURANCE

BHARAT OIL

CTI SHIPPING BROKERS

EASTMAN CAST & FORGE LTD.

FEDERAL BANK

FULLERTON SECURITIES

HDFC STANDARD LIFE INSURANCE

ICICI DIRECT

KOTAK MAHINDRA BANK

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UNICON INVESTMENT SOLUTIONS

VENUS GARMENTS INDIA LIMITED

"Most successful men have not achieved their distinction by having some new talent or opportunity presented to them. They have developed the opportunity that was at hand."

- Bruce Barton

Contact us :

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Placement & Corporate Relations Cell  
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Panjab University Regional Centre, Ludhiana  
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# 50 units collected at camp

HT Live Correspondent  
ludhivedesk@hindustantimes.com

**LUDHIANA:** University Business School (UBS), Panjab University Regional Centre (PURC), Ludhiana, in association with Lions Club, Ludhiana Greater, organised a blood donation camp on Tuesday where 50 units of blood were collected.

Students of UBS and UIL departments of Panjab University Regional Centre, Ludhiana, donated to collect funds to hold the camp. The students were honoured with an appreciation certificate and a gift hamper sponsored by Trident-Abhishek Industries Ltd., Ludhiana. Durga Prasad, head administration, Trident

Group, lauded the donors. Dr Amarjit Kaur Prof and Head of the Department Transfusion Medicines, DM Ludhiana, spoke on the need blood donation. Dr Desi Kapur, director, PU Ludhiana, was the chief guest. Dr Ravi Inder Singh, Resi Co-ordinator, PURC, was guest of honour.



Charu Gupta



Deepika Sharma

# UBS organises 'Stress Relief' workshop

HT Live Correspondent  
ludhivedesk@hindustantimes.com

**Management research centre at UBS soon**

**LUDHIANA:** A management development centre (MDC) is set to be set up at the University Business School (UBS), Panjab University Regional Centre, Ludhiana, in the coming days. The centre will be undertaking continuing education for faculty and managers in executive and advanced educational and research programs as per the needs of the industry of Ludhiana. Doepak Kapur, dean, Faculty of Business Management and Commerce, PU, Chandigarh, discussed this proposal with Manish Taneja, member of parliament, and spokesperson of All India Congress Committee at the subsidiary function of International Conference on Strategic Marketing of Consumer and Technology Products (ICSMCTP 2016), presided by the latter. Kapur said that there is a need for a centre at Ludhiana that would not only train managers and faculty, but also a place that is well equipped with latest books, journals, and statistical tools to undertake research and consultancy in

**CENTRE WILL UNDERTAKE COURSES FOR FACULTY AND MANAGERS IN THE COMMERCE FIELD**  
management and commerce. This proposed MDC centre would work in close association with teachers of different colleges in Ludhiana region and would be a platform for undertaking and offering doctoral programs of PU, Chandigarh at Ludhiana. Doepak Kapur made a demand for first installment of Rs 10 lakh. Taneja advised the centre director to prepare a blue print of the proposed project that could be financed. While speaking on the occasion, Gopal Krishna Chaturvedi, former advocate general of Punjab, also the dean, Faculty of Law, Panjab University said, "We will continue the PU vice-chancellor to develop the PU regional centre as centre for excellence". He said that soon PhD programs in management, Law and MBA (Executive Programs) will be launched at the centre. Taneja presented a grant of Rs one crore.

that state of mind, where the mind is calm, without hesitation or anticipation and for that

## TIMES OF LUDHIANA

THE TIMES OF INDIA | SATURDAY, JANUARY 8, 2017

# PU regional centre being upgraded

## Management Development & Research Centre Coming Up

Sandeep Dua | TNN

**Ludhiana:** The regional centre of Panjab University (PU) is the most preferred education destination by the people living in the city and the surroundings. The centre has drawn students from far and wide. While students prefer studying in the city, their parents and guardians too favour studies on the campus that affords them what is supposed to be quality education, in the city itself. The authorities are working on makeover of the centre on a budget of Rs 70 lakh. Another Rs 16 lakh 6 thousand will be spent on upgradation of the library. The approval of the library is pending with the vice-chancellor. The city's MP has agreed to offer



Over view of regional centre of Panjab University

all help including financial assistance in this connection. What's more, management development and research centre is set to become a reality at an investment of Rs 2.5 crore. Prof Doepak Kapur, director, PU regional centre in the city, and dean, faculty of

business management and commerce, PU, Chandigarh, said his immediate planning for development of this management department includes setting up of management development and research centre with the best of infrastructure. He said this centre would conduct training and development programmes for teachers and managers working in various cadres in the industry. Besides, the centre will provide a PhD in management and allied streams. The director further said the proposal to start MBA (executive) and PhD in management and law has been submitted to the university. If all goes according to plan, the centre will soon start offering these courses in the city.

# University Business School students top exam

HT Live Correspondent  
ludhivedesk@hindustantimes.com

**LUDHIANA:** Nidhi Gupta and Shiny Sodhi students of the first batch of University Business School (UBS), Panjab University Regional Centre, secured first and second positions, respectively in the MBA examination conducted by Panjab University, Chandigarh. Nidhi Gupta has been awarded the gold medal and Shiny Sodhi with a silver medal at the 59th annual convocation held at Panjab University, Chandigarh. Union Finance Minister Pranab Mukherjee was the chief guest. Acknowledging the academic



Nidhi Gupta



Shiny Sodhi

said, "University Business School, Ludhiana continuously work to instill in its students a spirit of excellence as also the importance of values and ethics

tre of excellence in business and management science and is ready to make its mark in the region." He said that Nidhi Gupta was the first student to

# It is important to be financially literate: Ex

HT Live Correspondent  
ludhivedesk@hindustantimes.com

**LUDHIANA:** Highlighting the importance financial markets to masses for the growth of a robust economy, Renu Bhandari from National Stock Exchange (NSE), has said financial illiteracy is not only limited to rural India, but also among the most literate strata of the country. Addressing an 'investor awareness programme' organised by NSE and Ministry of

to savings," she said. She also answered in several queries of the students and faculty members. The event was organised with an objective to educate the investors about investment opportunities available in security market and to appraise them about their right and obligations while they deal in security market. Speaking on the occasion, Surinder Verma, chairman of Citizen Awareness Group said "While investing one must always understand the goal one wants to achieve, whether

the of shop is to aware of the abilities, and encounters and return market. Verm literacy it is al unders to inc tration prod



# INTERNATIONAL CONFERENCE

STRATEGIC MARKETING OF CONSUMER AND TECHNOLOGY PRODUCTS  
December 10-11, 2010



The University Business School, Panjab University Regional Centre, Ludhiana has always been actively involved in providing quality management education and conducting research activities. A healthy combination of academics, research and exposure of the faculty and students leads to nurturing the efficient managerial talent for the corporate world and the society.

As an effort in this direction, University Business School, Panjab University Regional Centre, Ludhiana organized a two days International Conference on "Strategic Marketing of Consumer and Technology Products". We are living in an era of globalization with a highly competitive technology driven business environment. There is a need to continuously examine and understand trends in behavior of consumers of different products. The psychology, motivation and decision strategies of consumers have to be understood not only in the context of changing consumer needs and references but also in the context of continuously evolving public policy as a result of increasing emphasis on ecology, environment and health consciousness. Being more creative and innovation driven is perhaps as important today as cost leadership and product differentiation for business organizations to attain sustainable competitive advantage.





# INTERNATIONAL CONFERENCE

The Conference endeavoured to capture the dynamics of the ever-changing business environment and relevant issues in strategic management of consumer and technology products by providing a platform to the academicians, researchers and students for sharing their ideas, opinions regarding economic scenario and marketing strategies adopted by companies of various statures particularly in the context of consumer and technology products.



## PATRON

**Professor R.C. Sobti**  
Vice-Chancellor

**Professor Deepak Kapur**

## CONFERENCE CHAIRS

**Dr. Ravi Inder Singh**

**Mr. Ashish Saihpal**

## PROMINENT SPEAKERS



**Professor SUNIL K. GUPTA**  
Vice-Chancellor  
Himachal Pradesh University, Shimla



**MR. MANISH TIWARI**  
Member of Parliament  
& Spokesperson, AICC



**DR. SUDHIR KAPUR**  
General Manager  
MMTC Ltd., New Delhi



**MR. HARSHVIR SINGH**  
Managing Director  
Drish Infotech  
Chandigarh



**DR. ASHOK PRATAP ARORA**  
Professor  
Management Development Institute  
Gurgaon

## GUEST OF HONOUR



**SHRI G.K. CHATRATH**  
Former Advocate General  
Punjab



**MRS. ANU CHATRATH**  
Mayor  
Union Territory of Chandigarh





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