



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

University 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 repute 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

Knowledge 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

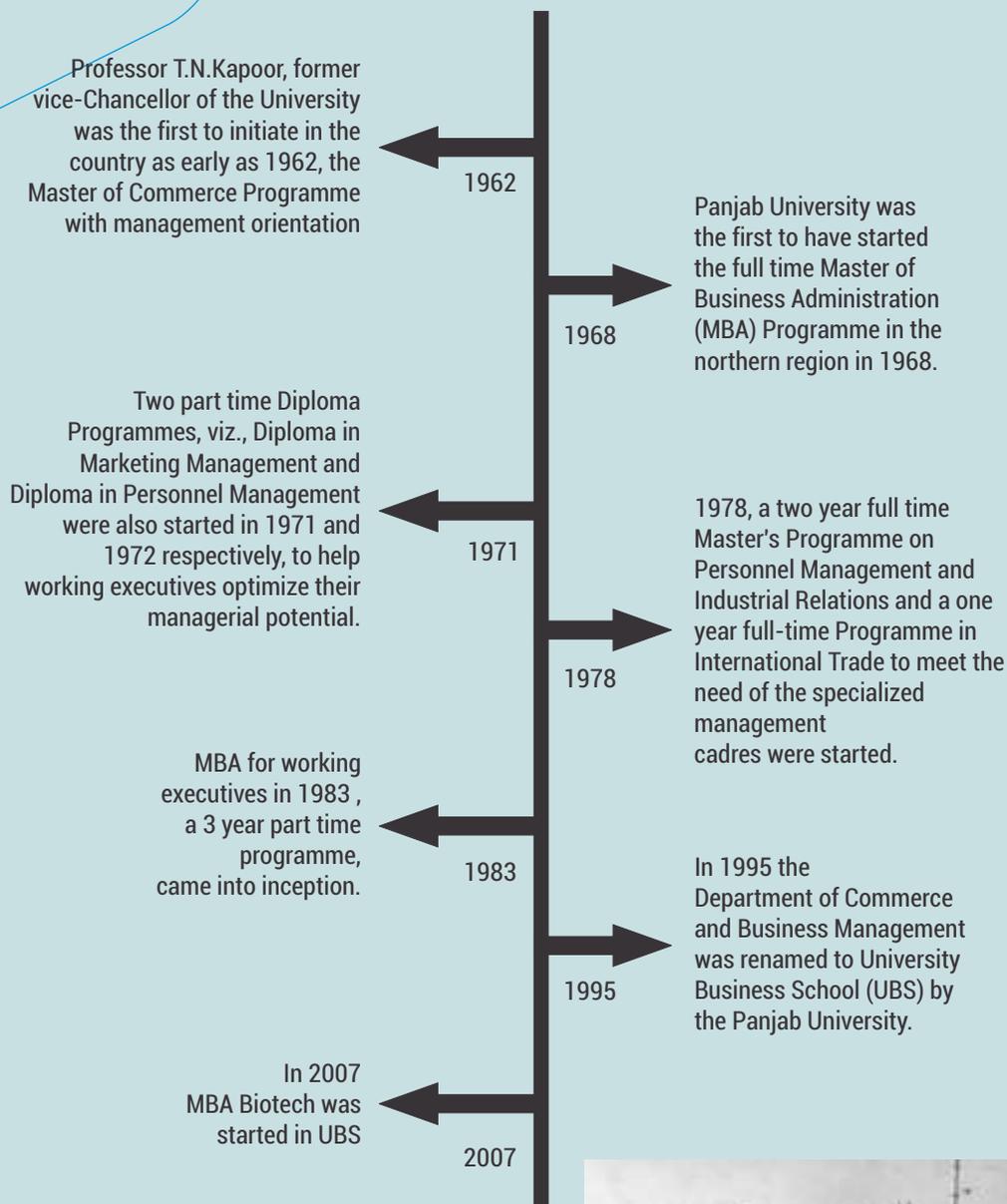
CO-COORDINATOR'S MESSAGE



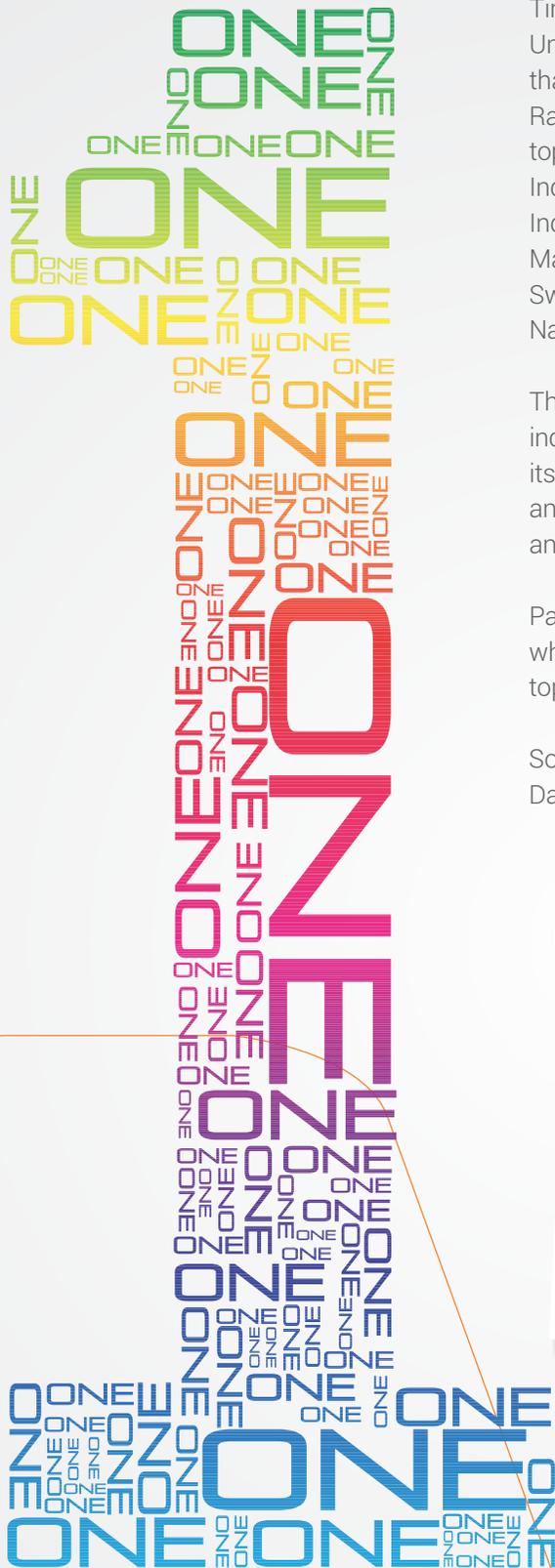
Dr. Tilak Raj

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		TOP 5 OF ASIA
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	

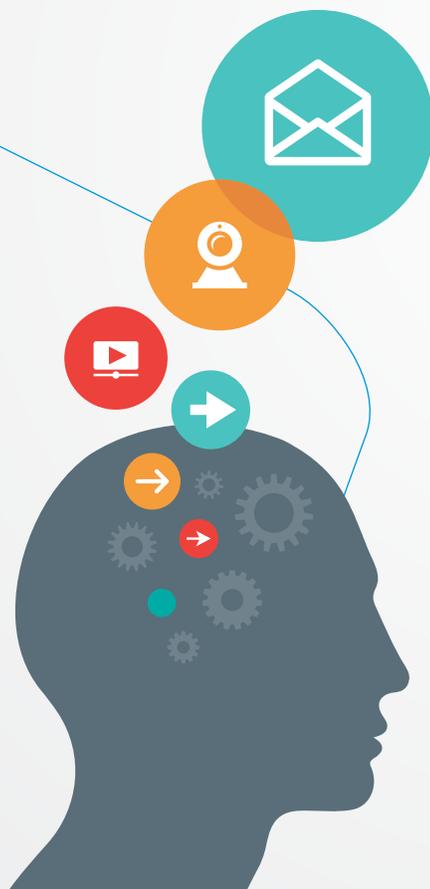
* Barring IIT-Kharagpur, all the featuring for the first time in these rankings

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.





MISSION

WORLD CLASS
MANAGEMENT
EDUCATION BY
CAPITALIZING
ON INNOVATIVE
TECHNOLOGIES,
CHANGE AND
VALUES

Use of Innovative Technologies

University Business School focuses on quality management education through state of art teaching practices. The intent is to encourage intellectual curiosity and open minds to new ideas. Our unique approach to global leadership conveys a strong competitive advantage.

Capitalizing on Change

Emerging markets pose a challenge to the field of education and that is- Dynamism. Drawing from its innate entrepreneurialism, UBS continues to capitalize on this changing environment through the use of innovative pedagogy techniques. The approach to pedagogy combines fieldwork, case studies and instrumented feedback with a strong emphasis on concepts and theory.

Nurturing Values

UBS has a rich legacy of 52 years of imparting world class management education. We believe that knowledge without morals and ethical values is of little use. Thus, at UBS there is a constant effort to nourish the value system of the students.



VISION

UBS: SCHOOL
FOR NURTURING
GLOBAL LEADERS

We envisage UBS as the school where young minds are nurtured and are given opportunities to get moulded into the brightest minds.

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.

