

Let's Go
Fly a Kite
Up to the **Height**
& Highest
SEND IT
SOARING



UNIVERSITY BUSINESS SCHOOL
LUDHIANA

CAMPUS RECRUITMENT GUIDE - 2014 (DIKSHA)

PANJAB UNIVERSITY, CHANDIGARH



KNOWLEDGE

INIITIATIVE

TALENT

EMPOWERMENT

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Mission

“To develop our students personally and professionally, working in diverse milieus with least assumptions and most perspectives; to help our faculty emerge as authentic knowledge creators and propagators; and to make our global village a better place to live”.



Vice Chancellor's Message

Dear Recruiters,

I am indeed very happy to know that University Business School at Panjab University Regional Centre, Ludhiana, is bringing out its placement brochure for the 6th passing out batch of MBA students.

The Panjab University, Chandigarh extended its legacy of imparting quality education to the industrial hub of Ludhiana with the vision of bringing real economic revolution through integration of empowered youth with quality education. Over a short span of time, University Business School, Ludhiana has positioned itself in Business and Management Sciences. To remain at the forefront of management and business knowledge and to build close collaboration with the industry and business associates, the Institute is exploring its potential for establishing a strong Industry-Institute Interface.

I extend a very warm welcome and invitation to prospective employers for Campus Placements. I believe the relationship between industry and academia would prosper and strengthen by interaction with the faculty and students. I wish good luck to students for a bright and fruitful career ahead.

(Arun K. Grover)

Vice Chancellor

Panjab University, Chandigarh



Director's Message

Dear Recruiters,

You will feel pleased to learn that the Panjab University is the ranked No. 1 University in India and the only Indian University to enter the 226-250 group rankings in the Times Higher Education World University Ranking for the year 2013-14 powered by Thomson Reuters. The University has earned a distinct place amongst the premier institutes of higher education in the country by imparting quality education and research.

University Business School (UBS), Panjab University Regional Centre, Ludhiana was set up by the Panjab University, Chandigarh in the year 2007 to bring quality management education to the city of Ludhiana, well known as The Manchester of India. The process of reinvention has always been an ongoing exercise at UBS Ludhiana. Today, as new opportunities and possibilities swiftly dawn on the world, UBS intends to continue with its tradition of delivering crafted people to the corporate world.

This dossier provides all relevant information to facilitate your participation in Final Placements for the MBA Batch 2012-14. We look forward to develop strong bonds of participation and trust. Welcome to UBS Ludhiana.

We look forward to meeting you soon.

Dr. H.S. Gosal
Director
PU Regional Centre, Ludhiana



Coordinator's Message

Dear Recruiters,

University Business School, Ludhiana has been conceptualized to shape future business tycoons who cannot only best manage and perform day to day business activities but can also bring in productive innovations in business management processes and procedures. The 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 industry required multifarious managerial skills and student skills.

Reputed companies like CTI Shipbrokers, Mahindra & Mahindra Finance, Kotak Mahindra Bank, HDFC Standard Life Insurance, Eastman Group, Fullerton Securities, Federal Bank, Aviva Life Insurance, IAG Automation (Siemens), India Infoline 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 sixth batch of our students to the corporate world. I extend a heartiest welcome to your esteemed organization for placement of our students.

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

Dr. Ravi Inder Singh
Coordinator (MBA)

PANJAB

UNIVERSITY CHANDIGARH

-THE

BREEZE





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 'Tamsa Ma Jyotyrgamaya'.

The University has, for the past 50 years, continued to create beacons 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 internationally renowned personalities like Kalpana Chawla, the US astronaut; Dr. Manmohan Singh, the Honourable Prime Minister of India; Lord Swaraj Paul, the business tycoon of UK; Sunil Bharti Mittal, MD- Bharti Airtel being a few examples.

Panjab University visualized the importance for Management & Commerce Studies and established the Department of Commerce and Business Management in 1958 to provide business education in 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 one of the foremost departments of Panjab University. In order to expand the horizons of Business knowledge and in pursuit of further excellence, University Business School, Panjab University Regional Centre, Ludhiana was started in the year 2007 in consequence of the vision of the then Vice Chancellor of Panjab University, Chandigarh Professor R.C. Sobti, to bring high quality management education to the city of Ludhiana, the industrial hub of the Punjab.





UBS LUDHIANA
-HANDS OF
EXPERIENCE



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 with competitive business environment, inter-relate management concepts to 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 skill and competence to handle different managerial and administrative positions.

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

Students at UBS Ludhiana are also empowered to conduct various activities on their own. Various area specific committees have been formed by the students which 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.



INFRASTRUCTURE -EQUIPPED TO FLY

INFRASTRUCTURE

Spacious well furnished classrooms equipped with modern teaching aids, seminar rooms, conference halls and auditorium are the most important assets of our B-School. 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 in 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, Ludhiana has well furnished lecture theatres equipped with latest technology and relevant audio-visual aids to enhance the classroom learning with LCD and Overhead Projectors, Sound System, Ergonomically designed furniture etc

SEMINAR HALL

The Institute has an air conditioned seminar hall with a seating capacity of 100 students. It is equipped with an LCD projector and audio-visual system where the corporate activities of the Institute are conducted frequently with the purpose to inculcate corporate culture and behaviour in the students.





LIBRARY

One of the biggest assets of the UBS, Ludhiana is the on campus Panjab University Extension Library with 1.75 lakh books. It is reputed for having a collection of rare books and subscription to 150 periodicals and newspapers. Some internationally acclaimed journals like Harvard Business Review, Strategic Management Journal, CMR, CIWB, Finance and Development, Fortune, MRR, Consumer Research etc. find a place on the shelves of the library.

The library stocks bound back files of newspaper dailies- 'The Tribune' and 'The Economic Times' of the past 40 years, for research purposes. The students also have access to a well equipped reading hall.



COMPUTER LABORATORY

The Institute is equipped with the state-of-the-art computer lab with all the terminals connected to broadband internet and multi-media to facilitate the students learning process.

This Laboratory offers various business research softwares like SPSS and databases like CMIE-PROWESS etc.

AUDITORIUM

UBS, PU Regional Centre has a well furnished auditorium with a seating capacity of 250 persons equipped with modern equipment and audio-visual systems to conduct workshops, seminars, conferences etc.

OTHER FACILITIES

The sports facilities provided by the UBS, Ludhiana include facilities to play Badminton, Table Tennis etc. The cafeteria in the campus provides wholesome and nutritious meal-plans.





CORE FACULTY

-THE STRINGS OF WISDOM



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



Mr. Ashish Saihpal

MBA, (Panjab University, Chandigarh), PGDMM (IGNOU, New Delhi)

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 and Quality Techniques



Mr. Tarun Kumar Vashisth

MBA, (Panjab University, Chandigarh)

Area of Specialization:

Human Resource, Management Research, Potential Enhancer

“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 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.



COURSE CURRICULUM -CRAFTED TO SOAR

COURSE STRUCTURE

Semester 1

- Business Economics
- Management Accounting
- Organization Behaviour
- Marketing Management
- Workshop on Business Computing
- Workshop on Business Communication

Semester 2

- Business Environment
- Human Resources Management
- Operations Management
- Financial Management
- Legal Aspects of Business
- Workshop on Research Methodology
- Summer Training Report and Comprehensive Viva-voce

Semester 3

GROUP A :

ENTREPRENEURSHIP AND GENERAL MANAGEMENT

- Entrepreneurial Development and New Enterprise Management
- Entrepreneurial Finance
- Infrastructure and Project Finance
- Tax Planning For Entrepreneurs
- Investing In Private Equity
- Marketing for Entrepreneurship

GROUP B :

MARKETING

- Advertising and Consumer Behaviour
- Global Marketing Management

- Marketing Research and Product Management
- Internet Marketing and Retail Management
- Global Supply Chain Management
- Industrial and Rural Marketing

GROUP C :

INFORMATION TECHNOLOGY & OPERATIONS MANAGEMENT

- Mobile Commerce
- Product Innovation In Technology Business
- Business Process Re-Engineering
- System Analysis and Design
- Enterprise Resource Planning
- Management Information Systems

GROUP D :

FINANCE

- Financial Statement Analysis
- Financial Engineering
- Management of Financial Services
- Micro Finance
- Management Control System
- Project Planning, Analysis And Management

GROUP E :

HUMAN RESOURCE MANAGEMENT

- Labour Legislation
- Strategic Human Resource Management
- Performance and Compensation Management
- Organization Development
- Workshop on Training and Development
- Comparative Industrial Relations

SEMINARS & SPECIAL LECTURES

Seminars & Special Lectures are regular features at UBS - Ludhiana. The Institute has conducted various special lectures on issues of economic and societal importance for the benefit of its students. Some were seated with pure research while others included industry perspective.

PROMINENT SPEAKERS



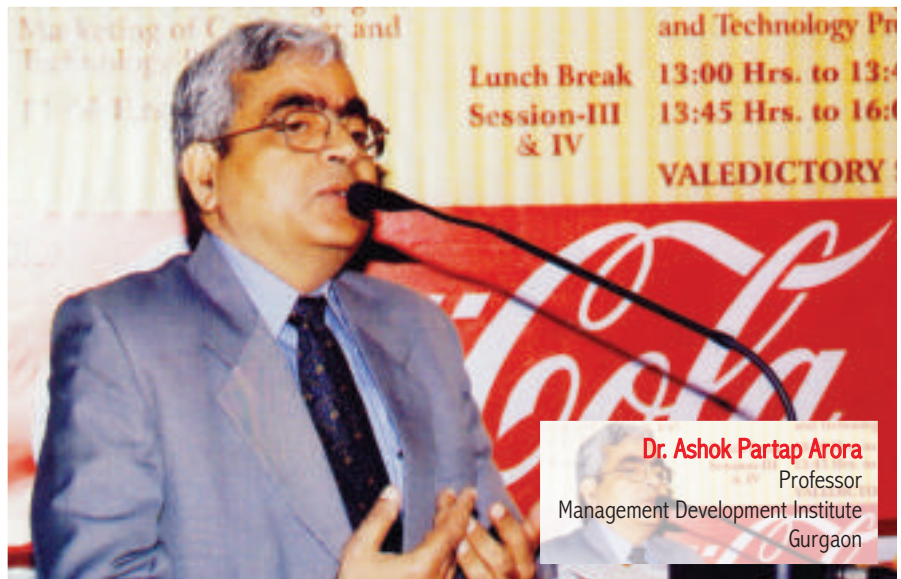
Professor Sunil K. Gupta
Ex-Vice Chancellor
Himachal Pradesh University
Shimla



Dr. Sudhir Kapur
General Manager
MMTC Ltd.
New Delhi



Mr. S.K. Sharma
Executive Director
Nahar Spinning Mills
Ludhiana



Dr. Ashok Partap Arora
Professor
Management Development Institute
Gurgaon



Mr. Harshvir Singh
Managing Director
Drish Infotech
Chandigarh



Mr. D.P. Singh
Sr. Vice President
(Marketing)
Ludhiana Beverages Pvt. Ltd.



Mr. Rahul Dhar
Sr. Manager
(Marketing)
Ludhiana Beverages Pvt. Ltd.



STUDENTS' ACTIVITIES AND EVENTS -IN THE MAKING

STUDENTS' ACTIVITIES

A variety of clubs have been formed, managed and run by the students at UBS Ludhiana. Student clubs organise a variety of activities which help them to unleash their potential and expand their horizons for their holistic development. The variety and scope of the students clubs reflect the diversity of UBS, Ludhiana community. These clubs help students in applying classroom learning, gaining invaluable leadership, building formal and informal networks with industry leaders and academicians, while exploring career opportunities.

Placement and Corporate Relations Cell (DIKSHA)

The placement and corporate relations cell forms the interface between 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 corporate houses. The cell is committed to working rigorously for enhancing the placement prospects of every student.

Naveen Bhansali, Chandan Preet Singh and Saurabh Garg, the students of the first batch 2007-09 and the founder members of the placement and corporate relations cell are remembered as THE THREE MUSKETEERS of UBS, Ludhiana, who lived with the motto, “all for one, one for all” which means each individual should act for the benefit of the group and the group should act for the benefit of each individual. All three of them have been role models for the subsequent batches and inspire them to work with high spirits of teamwork so as to lead the placement and corporate relations cell to newer heights.



Naveen Bhansali, Chandan Preet Singh and Saurabh Garg
the founder members of the placement and corporate relations cell

MARKETING CLUB “BHAKTI”

“Bhakti” means devotion. The club is devoted to find 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 develop new marketing plans.

HOSPITALITY CLUB " ATHITHYA ANUDAN"

“AtithiDevoBhavo” 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.

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, contented 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.

CULTURAL CLUB " NAVRACHNA ”

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

SPORTS CLUB "KHILADI”

A well known saying goes “Talent Wins Games, but Teamwork and Intelligence Wins Championships”. Team spirit and sportsmanship are some of the valuable qualities needed in a manager; so at UBS considerable importance is given to sports in order to inculcate such positive traits in students.



The University Business School, Panjab University Regional Centre, Ludhiana has 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 efficient managerial talent for the corporate world and the society. As an effort in this direction, the institute keeps organizing various conferences, seminars, industrial visits and CSR activities.





STUDENTS' PROFILE -THE KITES

Finance & Marketing



ABHISHEK SINGH
23 Years

Graduation Degree : B.B.A.,
Institute of Business Management, Kanpur
University : Chhatrapati Shahu Ji Maharaj University, Kanpur
Summer Internship : J.K. Cement Ltd., Kanpur
Project Title : A Study of Market Share of J.K. White Cement and J.K. Wall Putty In Kanpur

ADITYA PARIMOO
26 Years



Graduation Degree : B.B.A.,
Institute of Management Sciences, Jammu
University : University of Jammu, Jammu
Summer Internship : TaraSpan Solutions Pvt. Ltd., Gurgaon
Project Title : A Study of Unified Communication as a tool for enhancing productivity in Indian Education Sector



DANISH GULATI
21 Years

Graduation Degree : B.B.A.,
Lovely Professional University, Phagwara
University : Lovely Professional University, Phagwara
Summer Internship : Nahar Spinning Mills Ltd., Ludhiana
Project Title : A Study of Dyed Cotton Yarn Market in Ludhiana and Delhi

HARIT VIG
22 Years



Graduation Degree : B.Com.,
Mukand Lal National College, Yamunagar
University : Kurukshetra University, Kurukshetra
Summer Internship : Mahindra & Mahindra Financial Services Ltd.
Project Title : An Analysis of MMFSL's Fixed Deposit with respect to Brand Awareness, Distribution Channel and Investment Pattern



HIMANSHU JINDAL

22 Years

Graduation Degree : B.Com.,

D.M. College, Moga

University : Panjab University, Chandigarh

Summer Internship : Hero Cycles Ltd., Ludhiana

Project Title : The Financial Analysis of Hero Cycles Ltd.

KISHAN PANDEY

20 Years

Graduation Degree : B.Com.,

Jagatpur PG College, Jagatpur, Varanasi

University : Purvanchal University, Jaunpur

Summer Internship : Aditya Birla Group, Hindalco Industries Ltd.,

Renukoot

Project Title : The Capital Structure of Hindalco Industries Ltd.



MEHUL SHARMA

22 Years

Graduation Degree : B.Com.,

Sikh National College, Banga

University : Guru Nanak Dev University, Amritsar

Summer Internship : Nestle India Ltd., Moga

Project Title : A Study of OTR along with Marketing Strategies of Nestle India Ltd.

RAHUL GOYAL

23 Years

Graduation Degree : B.Com.,

Arya College, Ludhiana

University : Panjab University, Chandigarh

Summer Internship : Nahar Industrial Enterprises Ltd. Ludhiana

Project Title : A Feasibility Study of Distribution Channels for Cotton County





RAJAN CHAWLA

22 Years

Graduation Degree : B.Com.,

G.G.N. Khalsa College, Ludhiana

University : Panjab University, Chandigarh

Summer Internship : Ludhiana Central Cooperative Bank Ltd., Ludhiana

Project Title : A Study of Loan & Advances at Ludhiana Co-operative Bank Ltd.

RITESH AGGARWAL

23 Years

Graduation Degree : B.B.A.,

Sri Aurobindo College of Commerce & Management,
Ludhiana

University : Panjab University, Chandigarh

Summer Internship : Hero Cycles Ltd., Ludhiana

Project Title : A Project on Financial Analysis of Hero Cycles Ltd.



UDIT DHALL

23 Years

Graduation Degree : B.Com. (Hons.),

Shri Ram College of Commerce, New Delhi

University : Delhi University, Delhi

Summer Internship : Axis Bank, Ludhiana

Project Title : A Study of Trade Finance Services offered by Axis bank to SMEs at Ludhiana

VIDUR AGGARWAL

24 Years

Graduation Degree : B.Tech. (Mechanical),

Chitkara Institute of Engineering & Technology, Rajpura

University : Punjab Technical University, Jalandhar

Summer Internship : Ludhiana Stock Exchange Ltd., Ludhiana

Project Title : A Study of Derivatives and its products in India



Marketing & Human Resource



CHERRY GOYAL

23 Years

Graduation Degree : B.Tech. (Electronics and Communication Engineering),
Lovely Professional University, Phagwara

University : Lovely Professional University, Phagwara

Summer Internship : Oswal Woollen Mills, Ludhiana

Project Title : Employee Retention : A case study of Oswal Woollen
Mills, Ludhiana

GUNDEEP KAUR

22 Years

Graduation Degree : B.B.A.,

GGDSD College, Chandigarh

University : Panjab University, Chandigarh

Summer Internship : HDFC Bank, Ludhiana

Project Title : A Project on Service Quality at HDFC Bank, Ludhiana



KANCHAN

24 Years

Graduation Degree : B.Tech. (Electronics and Communication Engineering),
Chitkara Institute of Engineering & Technology, Rajpura

University : Punjab Technical University, Jalandhar

Summer Internship : Bajaj Allianz Life Insurance Co. Ltd., Chandigarh

Project Title : Recruitment and Industry Mapping: A Study of Bajaj
Allianz Life Insurance Co. Ltd. at Chandigarh

MANISHA

23 Years

Graduation Degree : B.B.A.,

Guru Nanak Khalsa College For Women, Ludhiana

University : Panjab University, Chandigarh

Summer Internship : Nahar Industrial Enterprises Ltd., Ludhiana

Project Title : A Study of Consumer Satisfaction towards Online
Shopping of Cotton County Products





POOJA VERMA

22 Years

Graduation Degree : B.B.A.,

DAV College, Chandigarh

University : Panjab University, Chandigarh

Summer Internship : Malwa Industries Ltd., Ludhiana

Project Title : A Study of Consumer Perception regarding Denims



RANJU

23 Years

Graduation Degree : B.Sc.,

Govt. College for Women, Ludhiana

University : Panjab University, Chandigarh

Summer Internship : Malwa Industries Ltd., Ludhiana

Project Title : A Study of Consumer Preferences regarding Indian Denim Brands



SHWETA KAK

23 Years

Graduation Degree : B.B.A.,

Institute of Management Sciences, Jammu

University : University of Jammu, Jammu

Summer Internship : HDFC Bank, Jammu

Project Title : A Study of Employee Welfare Facilities in HDFC Bank, Jammu



SIMERJOT KAUR

23 Years

Graduation Degree : B.B.A.,

Khalsa College for Women, Ludhiana

University : Panjab University, Chandigarh

Summer Internship : Bhushan Power & Steel Ltd., Ludhiana

Project Title : A Study of Consumer Preferences regarding Precision Tubes at BPSL

Marketing & Operations



ABHISHEK KUMAR

24 Years

Graduation Degree : B.Tech. (Mechanical),
Dr. B.R.Ambedkar National Institute of Tech., Jalandhar

University : National Institute of Technology, Jalandhar

Summer Internship : National Fertilizers Ltd., Bathinda

Project Title : A Study of Marketing Strategies of National Fertilizers Limited and the Consumption Behaviour of Farmers

AMANDEEP

28 Years

Graduation Degree : B.Tech. (Computer Science),
N.C.C.E. Israna, Panipat

University : Kurukshetra University, Kurukshetra

Summer Internship : National Fertilizers Ltd., Noida

Project Title : A Project report on Bentonite Sulphure



AMIT SONI

22 Years

Graduation Degree : B.B.A.,
Sri Aurobindo College of Commerce & Management,
Ludhiana

University : Panjab University, Chandigarh

Summer Internship : Nahar industrial Enterprise Ltd., Ludhiana

Project Title : A Study of Perception and Awareness amongst the consumers towards Cotton County Products in Agra and Ludhiana City

JATIN PURI

24 Years

Graduation Degree : B.Sc. (Non-Medical),
SCD Govt. College, Ludhiana

University : Panjab University, Chandigarh

Summer Internship : Nahar industrial Enterprise Ltd., Ludhiana

Project Title : A Market Feasibility Study for Cotton County Products in Multi Brand Outlets



Finance & Human Resources



BARKHA GOYAL

22 Years

Graduation Degree : B.Com.,
Mukand Lal National College, Yamunagar
University : Kurukshetra University, Kurukshetra
Summer Internship : Bharat Electronics Ltd., Panchkula
Project Title : A Study of Working Capital Management at BEL

KANIKA GUPTA

22 Years

Graduation Degree : B.Com.,
Mukand Lal National College, Yamunagar
University : Kurukshetra University, Kurukshetra
Summer Internship : Bharat Electronics Ltd., Panchkula
Project Title : A Study of Inventory management at BEL



SUGANDHA ARORA

22 Years

Graduation Degree : B.Com.,
Khalsa College for Women, Ludhiana
University : Panjab University, Chandigarh
Summer Internship : Axis Bank, Ludhiana
Project Title : A Study of Investment Options offered by Axis Bank

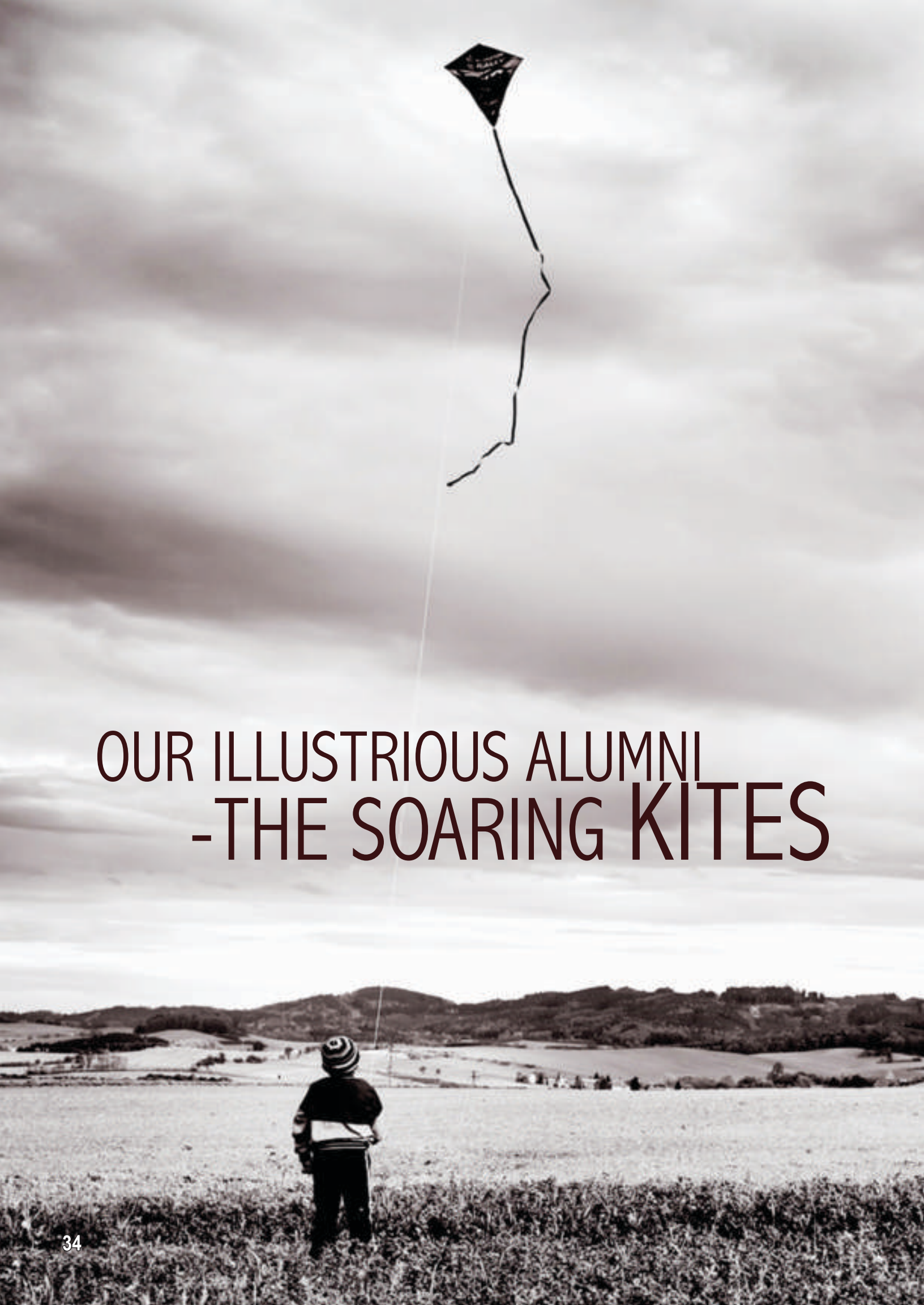
Finance & Operations

SAHIL VERMA

23 Years

Graduation Degree : B.Tech. (Electronics and Communication Engineering),
Maharishi Markandeshwar Engineering College, Mullana
University : Maharishi Markandeshwar University, Mullana
Summer Internship : Mahindra & Mahindra, Swaraj Division (FES), Panchkula
Project Title : A Study of Working Capital Management at Mahindra
& Mahindra Swaraj Division





OUR ILLUSTRIOUS ALUMNI
-THE SOARING KITES

University Business School, Ludhiana is proud of its small but distinguished alumni base. The B-School's first batch passed out in the year 2009. In a short span of time, its maiden and subsequent batches have proved their mettle in today's competitive arena. The alumni has made its mark in different walks of life, be it corporate business, entrepreneurship, sports, research & consulting, international trade or social empowerment.

Anuj Marwaha

Researcher

The Boston Consulting Group (BCG), Gurgaon



Anuj's formal education in the field of pharmacy and management qualifies him to undertake quality business research primarily across the healthcare value chain. He works with Healthcare consultants/partners at BCG and helps them accept or reject the hypothesis in Healthcare related projects. Apart from this, his profile involves an element of cross-industry research in domain areas like Consumer industry, Telecom, Industrial goods and Media.

Bhanu Mehta

Project Coordinator

Tehelka Foundation, New Delhi



Bhanu is working with Tehelka foundation (a not for profit trust), towards youth empowerment, social equity and justice by creating a platform that brings together marginalized youth with the privileged, through a range of projects.

Jagmeet Singh Gill

National Motor Rallyist, Chandigarh



Jagmeet has a passion for motor rallying and started the sport in February 2009, where he bagged the 2nd position in Desert Storm rally. As an emerging champion rallyist of the country, Jagmeet was handpicked by Team Maruti as a TSD Rally driver in 2011. He has seized top positions in major motorsport events of the country like the Maruti Suzuki Raid De Himalaya and the Maruti Suzuki Desert Storm and has been consistently participating in national events.

Rajesh Bhatia

Policy Officer (Agriculture)

Embassy, Kingdom of Netherland, New Delhi



Rajesh's key role as Policy Officer involves gathering, interpreting and analyzing information on market trends, agricultural statistics and government policies for Dutch agribusiness to explore new market opportunities and establish new strategic partnerships.

- **AVIVA LIFE INSURANCE**
- **AXIS BANK**
- **BHARAT OIL**
- **CTI SHIP BROKERS**
- **FEDERAL BANK**
- **FULLERTON SECURITIES**
- **INDIA INFOLINE LIMITED**
- **KOTAK MAHINDRA BANK**
- **KOTAK LIFE INSURANCE**
- **MAHINDRA & MAHINDRA FINANCIAL SERVICES LIMITED**
- **MATRIX CELLULAR SERVICES**
- **NAHAR SPINNING MILL**
- **NIPPON PAINTS**
- **SEL MANUFACTURING COMPANY LIMITED**
- **TIGER WEALTH MANAGEMENT**
- **UNICON INVESTMENT SOLUTIONS**
- **VENUS GARMENTS INDIA LIMITED**



Our Past Recruiters

**Today is the day when bold kites fly,
when cumulus clouds roar across the sky.**

- Robert McCracken



UNIVERSITY BUSINESS SCHOOL

PANJAB UNIVERSITY REGIONAL CENTRE
CIVIL LINES, LUDHIANA - 141001 (PUNJAB) INDIA

Contact details :

Ashish Saihpal (Co-ordinator-Final Placements) +91 987 273 2140

Shashi Kapoor (Co-ordinator-Summer Placements) +91 981 467 9625

Tele : +91 161 244 3831 Fax : +91 161 244 9558

email : placements@ubsludhiana.com

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