



**THIS IS  
YOUR  
PATH TO  
SUCCESS**



**UIAMS**

University Institute of Applied  
Management Sciences

**M.B.A. PLACEMENT  
BROCHURE 2015-17**

[www.uiams.puchd.ac.in](http://www.uiams.puchd.ac.in)

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# VICE CHANCELLOR'S MESSAGE

The University Institute of Applied Management Sciences (UIAMS), has developed distinctive competence in quality management programmes in sectoral areas and is bringing out its placement brochure for the management graduates of 2015-17 batch.

Panjab University has been in the forefront for providing a conducive academic environment for nurturing talent as a globally competitive institution, with a strong focus on enhancing employability quotient. Rated among the top institutions of higher learning, P.U. aims at imbining professionalism and ethical orientation through its courses and their deliverance.

Sector specific courses at UIAMS delivered by highly committed faculty coupled with strong industry participation have helped the institution to gain acceptance from prospective recruiters.

I extend my blessings to MBA students of UIAMS for a bright career ahead. I also extend a hearty welcome to all prospective recruiters at the portals of Panjab University, Chandigarh.

Prof. Arun K. Grover  
Vice-Chancellor. Panjab University



# DIRECTOR'S MESSAGE

University Institute of Applied Management Sciences (UIAMS), imparting quality management education in sector specific domains, aims at harnessing the true potential of its management graduates in an enabling environment which fosters innovation and desirable skill sets.

The rigour in the content deliverance through highly motivated and professionally equipped faculty duly supplemented by industry participation leads to personal and professional transformation in the participants, thereby catapulting them for higher responsibilities.

Teaching-learning pedagogies at UIAMS aim to make participants enlightened, creative, ethical leaders through exposure to diversity of instructions i.e. case studies, live projects, field visits, seminars by industry experts so as to sensitize them on distinct situations for developing global perspectives while also gaining insights into real management situations.

Reinforcing the translation of academic concepts to real world solutions in an empowering environment help in imbibing analytical, spiritual and moral attributes, which are requisite skills in the globalised environment.

We deem it our proud privilege to present the batch of 2015-17 raring to make a mark in the emerging business scenario. We welcome prospective recruiters to UIAMS for a long term synergistic relationship.

A handwritten signature in blue ink that reads "Sanjeev Kumar Sharma". The signature is fluid and cursive, with the last name "Sharma" being more prominent.

Prof. Sanjeev K. Sharma  
Director, UIAMS, Panjab University





# PLACEMENT OFFICER'S MESSAGE

It gives me immense pleasure to extend a very warm welcome to potential recruiter organizations to participate in our shared goal of excellence in Management Education at University Institute of Applied Management Sciences (UIAMS), Panjab University, Chandigarh.

The MBA programmes of UIAMS offer sectoral specific specialisations which are market driven and the teaching learning environment facilitates the students harness true potential. Our main strength lies in being down to business in learning the real world applications of concepts in the form of industrial tours, seminars, internship, live projects, presentations, case studies, participation in seminars and conferences, club activities, sports and cultural activities. We give particular importance in polishing their decision-making skills which are sought after and looked for by organizations in ever changing business environment. I am proud that the students of previous batches have been well received by the industry.

I look at the future of UIAMS with assurance and wish a very successful career ahead to the students of this batch. I feel positive that they will make significant contributions to the corporate world. I earnestly look forward to organizations of repute to visit the Panjab University and anticipate that you find our students as finely-crafted worthy human resource after going through the information contained in the brochure.

Dr. Amandeep Singh Marwaha  
Training Cum Placement Officer, UIAMS, Panjab  
University

A photograph of two students in a library. A female student with dark hair and glasses, wearing a blue blazer over a white shirt, is reaching up to a high shelf to handle a book. Another student, partially visible in the foreground, is looking up at the book. The shelves are filled with books, and a fire extinguisher is visible in the background. The text "THIS IS PRESTIGE & VALUE." is overlaid in large white letters.

**THIS IS  
PRESTIGE  
& VALUE.**

# GENESIS OF UIAMS

Panjab university has been imparting quality education since its inception in 1882 at Lahore, which was relocated to Chandigarh in 1956. This 134-year old institution has been a constant source of inspiration for the student fraternity.

In pursuit of further excellence in the domain of management, Faculty of Business Management & Commerce, Panjab University, in its golden jubilee year 2008-09, launched another star Institute University Institute of Applied Management Sciences with its acronym UIAMS. The Institute draws on the academic strength and resources of Panjab University.

**VISION:  
TO CREATE AND  
DEVELOP A NODAL  
CENTRE OF EXCELLENCE  
IN THE "NICHE  
DOMAINS".**

**MISSION:  
TO OFFER MANAGEMENT  
PROGRAMMES IN  
SECTORAL AREAS AND  
STREAMS SO AS TO  
FULFILL INDUSTRY  
NEEDS & REQUIREMENTS  
FOR SPECIALIZED  
MANAGERIAL SKILLS.**

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UIAMS offers management programmes in sunrise and booming sectors of corporate world. The sectoral MBA programmes are supplemented with specialization in a core functional area of management i.e. Marketing, Finance, Human Resources and Operations in the final two semesters. The rigorous course structure thus fine-tunes managerial specialization with competencies of domain-specific knowledge.



RETAIL  
MANAGEMENT



BANKING &  
INSURANCE



I.T. &  
TELECOMMUNICATIONS



INFRASTRUCTURAL  
MANAGEMENT



PHARMACEUTICAL  
MANAGEMENT



HOSPITAL  
MANAGEMENT



BUSINESS ECONOMICS

THE MBA PROGRAM

# THE FUTURE LOOKS BRIGHT.

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THE MBA PROGRAMME OFFERED AT UIAMS IS MUCH MORE THAN A COLLECTION OF CLASSES THAT ADD UP TO A DEGREE. IT IS A COMPLETE LEARNING EXPERIENCE AND AN IN-DEPTH IMMERSION IN MANAGEMENT THEORY AND PRACTICE.



During the programme, we help in developing a broad base of knowledge that equips our students to make complex, analytical decisions. Students at UIAMS challenge themselves to learn from the faculty, industrialists as well as the colleagues and discover new personal strengths.

The MBA programme has been designed according to the industrial and sector specific needs. Today what we require is to have managers who know everything about something and not the other way around. This is what we believe at UIAMS and this is what we offer. Through extensive industry research and feedback, we have developed six different sectors which need specialists and we strive to deliver them to the industry.

During the first year, students go through an extensive course work in areas such as management , economics, accounting and finance to develop a solid foundation of critical business concepts and skills. It is complemented by real-world case studies, team projects and exposure to regional business leaders, making it an exhilarating combination of theory and practice.

Customization and flexibility are the hallmarks of the second year. The dedicated faculty ensures that the would-be managers go through an innovative and challenging course, specifically designed to bring out the best in them. At UIAMS, the aim is not only to school managers, but also to develop leaders who can inspire others and can lead by example.

## STUDENT STATISTICS - EDUCATIONAL PROFILE

21	9	73	185 TOTAL
Medical	Science	Commerce	
64	9	9	
Engineering	Computers	Arts	

# FACULTY / ADVISORY BOARD

## CORE FACULTY



**Prof. Sanjeev K. Sharma**  
Strategic Management, Marketing,  
International Business.  
MSc, MBA, LLB, Ph.D.  
FDPM (IIM-A)



**Mr. Pardeep Sharma**  
Quantitative Methods, Research  
Methodology, Growth, Development  
and Planning,  
MA (Hons.) Economics



**Prof. Manoj Anand**  
Finance & Accounting  
M. Com. & Ph.D. (PU),  
FCMA, MBL (NLSUI-B; DED)



**Prof. Upasna Joshi Sethi**  
Human Resource Management,  
Organizational Behaviour,  
MBA, PGDPM +I R, Ph.D



**Dr. Nishi Sharma**  
Banking and Insurance  
MA (Economics), M. Com,  
MBA (Finance), M.Ed. (Gold Medalist), Ph.D



**Dr. Monika Aggarwal**  
Finance & Accounting  
M.Com, MBA, Ph.D



**Dr. Anupreet K. Mavi**  
Labour Economics  
MA (Eco), Ph.D, APGDCA,  
MBA (HR)



**Dr. Jagandeep Singh**  
Marketing and Finance  
MBA, Ph.D



**Dr. Nidhi Gautam**  
Wireless Communication  
B.Tech(CSE), M.Tech (CSE)  
Ph.D



**Dr. Arunachal Khosla**  
Human Resources and  
Organisational Behaviour.  
Ph.D, MBA (HR)



**Dr. Manjushree Sharma**  
MBBS, DPPH, Masters in Hospital  
Management, Ph.D in Health  
Economics (Pursuing)



**Dr. Manu Sharma**  
Finance  
MBA (Finance), Ph.D



**Dr. Ajay Dogra**  
Hospital Management  
BDS, MBA (Hospital  
Management)



**Mr. Naveen Mehta**  
Infrastructural Management  
MBA (Infra. Management)  
Gold medalist



**Ms. Rachita**  
IT & Telecomm  
B.E (CSE), MBA (IT &  
Telecommunications), Ph.D (Pursuing)



**Dr. Aman Khera**  
Law, MBA (Business Law),  
MBA (HR), BE (Production),  
LLM (Business Law), LLB, Ph.D



**Mr. Harsh Tuli**  
MBA - International Business  
BE - Chemical Engineering

Besides the core faculty, UIAMS derives its faculty from the very rich reservoir of the various departments of the Panjab University. The advisory board consists of the Hon'ble Vice Chancellor & eminent senior faculty of prestigious departments of Panjab University.

The institute takes pride in its exceptional faculty who are authorities in industry, research & academics. The core faculty of the institute is highly qualified and is widely experienced in terms of both industry and teaching. This perfect blend of industry and academics is what gives UIAMS an edge.

## VISITING FACULTY

- |  |   |                                     |                                     |
|--|---|-------------------------------------|-------------------------------------|
| ▶ Prof. A.K. Vashisht<br>Professor, UBS, P.U.  | ▶ Ms. Amandheer Kapoor<br>MBA, MBA-IT     | ▶ Dr. Nitesh Goyal<br>M.Com., Ph.D. | ▶ Dr. Renu Lamba<br>MBA (Op.), Ph.D |
| ▶ Ms. Pooja Chopra<br>MBA (Marketing), UGC-NET | ▶ Mr. Navkiran Singh<br>MBA               | ▶ Dr. Prachi Verma<br>BDS, MHA, MBA | ▶ Mr. Anish Kakirala<br>BE, MBA     |
| ▶ Dr. Sukhmani Mann<br>BDS, PGDHM              | ▶ Ms. Pallak Manchanda<br>MBA-IB, UGC-NET | ▶ Dr. Renu Sharma<br>MBA, Ph.D      |                                     |

## ADVISORY BOARD

- |   |  |   |   |
|---|--|---|---|
| ▶ Prof. Arun K Grover (Chairperson)<br>Vice Chancellor,<br>Panjab University  | ▶ Prof. Sanjeev K. Sharma<br>Director<br>University Institute of Applied<br>Management Sciences                            | ▶ Prof. A.K. Vashisht<br>Professor, UBS, P.U.   | ▶ Prof. L.K. Bansal<br>Programme Coordinator-MBA<br>(Banking & Insurance Mgt)<br>Professor of Commerce, USOL, P.U.  |
| ▶ Prof. V. R. Sinha<br>Programme Coordinator-MBA<br>(Pharmaceutical Mgt)<br>Professor, University Institute of<br>Pharmaceutical Sciences, P.U. | ▶ Prof. S.K Chadha<br>Programme Co-ordinator<br>MBA (Retail Mgt.)<br>Chairman, UBS, P.U.                                   | ▶ Prof. Ashish K. Jain<br>Programme Coordinator - MBA<br>(Hospital Management)<br>Director, Dr. HS Judge Institute of Dental<br>Sciences & Hospital, P.U. | ▶ Prof. V. K. Rattan<br>Programme Coordinator - MBA<br>(Infrastructural Mgt)<br>Professor, University Institute of<br>Chemical Engineering & Technology, P.U. |
| ▶ Prof. Renu Vij<br>Programme co-ordinator MBA<br>(IT & Telecom Mgt)<br>Director, UIET, P.U.  | ▶ Prof. Pradeep Sharma<br>Chief Coordinator - Examinations<br>University Institute of Applied<br>Management Sciences, P.U. | ▶ Dr. Nishi Sharma<br>Associate Professor, UIAMS  | ▶ Mrs. Nidhi Gautam<br>Assistant Professor, UIAMS   |

# PHYSICAL FACILITIES



## PU LIBRARY

A. C. Joshi Library is recognized as one of the best libraries in India with reading rooms available 24x7. The Library has a collection of over 6.4 lakh publications which include books, bound volumes of journals, theses/dissertations, rare books, reports, government documents, back files of newspapers, and a prized collection of 1490 manuscripts. The Library is now fully computerized with an integrated system connected to the Campus Network providing Internet and e-mail facility to the University community.

Accommodation: 500 readers  
Collection: 6,70,000  
Current Periodicals: 660  
Staff: About 100  
Membership: Over 10,000



## UIAMS LIBRARY

Keeping in mind the growing needs of students, the institute has an established library in the campus. 19 print journals, 25 magazines, 4416 books, 200 journals that can be accessed free online within campus on intranet and 11 newspapers.



## I.T. INFRASTRUCTURE

UIAMS is equipped with a state of the art computer lab, with all the terminals connected to broadband internet. Moreover the institute is Wi-Fi enabled. The institute has one of its own kinds of virtual library called the Cyberary. In addition to this the department has seminar halls to facilitate guest lecturers with full audio-visual aids and computers.





UIAMS is located in Chandigarh which is the "Gateway to the North". Educational activities are the hallmark of Chandigarh, its focal point - the Panjab University. The infrastructure of UIAMS offers the right opportunities for self- learning, knowledge building and exploring ones potential.



## CLASS ROOMS

The institute boasts of latest technology equipped class rooms with laptops and all relevant audio visual aids. The class rooms have ergonomically developed furniture, LCD & Overhead projectors, Sound system etc.



## HOSTEL

Panjab University offers 17 Residence Halls for students on the campus, 8 for boys and 9 for girls and a Working Women Hostel. These halls accommodate more than 6000 students. All the hostels are equipped with dining halls, canteens, outdoor courts for games, indoor games, common rooms with LCD TV. Internet connectivity through Wi-Fi has been provided in each hostel.



## SPORTS

Panjab University has a magnificent air-conditioned gymnasium hall for in-door games with international standard facilities and equipment for badminton, table-tennis, weight lifting, judo and wrestling. A separate fitness centre for women and a well equipped physiotherapy laboratory has also been established in the gymnasium hall. A swimming pool of international dimensions is also available in the university campus which is used for all the swimming competitions.



# STUDENT ACTIVITIES



## GUEST LECTURES

To make the students aware of the recent developments in their respective sector and to impart knowledge about corporate world, UIAMS invites eminent personalities from various industries and institutions.

An interactive session was organized on “Building E-commerce with an open source” at UIAMS. It was a fruitful session for the students where they learned about what goes through while making an E-commerce website and its essential elements and ways to make an E-commerce website.

Another session was conducted on “Digital Marketing and Branding”. The students were exposed to the various marketing and branding techniques.

UIAMS, Panjab University also played host to industry interaction sessions presided over by

Mr. Graeme Salter from University of Western Sydney, Mr. Gagan Kapoor Additional Vice President – Consumer Business Operations, Haryana Tata Teleservices Limited and a special lecture by Mr. Navdeep Jain Business Head – Chandigarh Zone, Bharti Airtel.

The sessions have been high on information, soft skills and the technical nuances. Mr. Salter gave tips regarding enhancing the presentation skills which were enlightening and highly dynamic. Mr. Kapoor's interaction stressed upon channel management in the company and how to leverage it. It has laid the foundation for the upcoming placements. Mr. Navdeep Jain session has certainly helped the students at UIAMS getting the insight into the Placement Scenario and skills desired by the industry.

## RANBHOOMI

The annual sports event was organised as "RANBHOOMI" at University Sports Ground. The games that were a part of the event were- Table Tennis, Volleyball, Handball, Basket Ball, Kho-Kho, Tug of War, 100 m & 400 m relay race. The winners were awarded with certificates and trophies.

Directorate of Sports, P.U. has its own sports hostel to accommodate the sports persons who come to participate in the inter-college or inter-university competitions. This hostel has a three storey building to accommodate about 200 players. Another girls sports hostel is going to be constructed within a year to accommodate about 300 sportspersons with eight official rooms.



## KPMG LEAN SIX SIGMA GREEN BELT CERTIFICATION PROGRAM

The KPMG group organized a lean six sigma green belt certification program at UIAMS in March 2016. This program helped students to know about the different phases of six sigma, main players and its scope in every field of management. Students also learned how to implement the six sigma according to specific sectoral streams at UIAMS.







## PRAZNIK 2016

PRAZNIK 2K16, an annual extra-vaganza, management-cum-cultural fest, organised by UIAMS department, is one of the premier events organised in Panjab University. This fest includes various management events like Best manager, star tank, Sherlocked etc which saw registrations from various colleges of tri-city. Various cultural items like Group dance, Baile, Fashion show, Band night with popular bands like Sergulathic Image etc.

The main attractions were the Vintage car exhibition for three days during the fest & star night on the final day that saw the footfall of 10,000 people as the stars present were Jassi Gill, Babbal Rai & Inder Nagra.



## SAMYUKT 2016

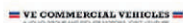
UIAMS Alumni meet are organized at university auditorium. Former students are registered to share their experiences of the campus and memorable moments they spent with the faculty. Panel discussion with former students on the current market opportunities and their experiences in the corporate world is an integral part. Alumni of all the batches participate in the event and it provides a wonderful opportunity for old friends and fostering new ties as well.



# PLACEMENT + INTERNSHIPS







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