



UIAMS

University Institute of Applied
Management Sciences

M.B.A. PLACEMENT BROCHURE 2017-19

SHAPING THE FUTURE



Retail
Management



Banking &
Insurance



I.T. &
Telecommunications



Infrastructural
Management



Pharmaceutical
Management



Hospital
Management



Capital
Markets

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VICE CHANCELLOR'S MESSAGE



University Institute of Applied Management Sciences (UIAMS) has been able to build an enviable reputation offering high quality management programmes for sector-wise domains. In a nurturing ecosystem, UIAMS focuses on teaching learning processes that foster innovation, encourage entrepreneurship and create youth capital capable of transforming society.

UIAMS aims to instil a base of strong knowledge foundation, unwavering determination, an aptitude to innovate and leadership traits that ensure all-round development. Highly qualified teachers mentor the students in order to broaden horizons, sharpen vision, enhance the skill set towards a wider perspective and understanding of managerial decision making.

Participants acquire skills through frequent industry interaction, including guest lectures, industry visits, training and live projects as well as exposure through value added programs such as seminars, conferences, workshops, case studies, role play, management games, and group discussion.

It gives me immense pleasure to welcome prospective recruiters to UIAMS and hope for a long term strategic partnership towards mutually synergistic gains.

I wish the students best wishes for a rewarding career.

Prof. Raj Kumar
Vice Chancellor

PLACEMENT OFFICER'S MESSAGE



University Institute of Applied Management Sciences (UIAMS) has successfully developed a niche by providing quality innovative courses in industry oriented, professional learning, competent and competitive environment to fulfil the aspirations of the industry and to make them compete in the competitive market.

To support innovate education, UIAMS boasts a world class infrastructure and ever helpful faculty from other departments of Panjab University. The focus remains on synthesizing business-like and constructive knowledge to the students so that they have an enduring future.

The current scenario of sectoral management programmes in India is constantly booming and ready to take up the gauntlet. This has reflected in the prospects of recruitment growing every year as the students have been accepted well in the industry. Therefore, it will be our endeavour to develop a long-lasting relationship with the organizations that associate with UIAMS.

Our major strength lies in a proactive learning methods and comprehensive academic development that has equipped the students to do extremely well in various challenging situations of the professional world. We give importance in enhancing their decision-making skills which are required and looked-for by organizations.

I take this opportunity to greet all the MBA students of UIAMS a great achievement in their career ahead. I look at the future with sanguinity and assurance that they will be well received by the industry. I would also like to extend a warm welcome to the prospective recruiters of the industry to be a guest of Panjab University, Chandigarh.

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

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 138-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. UIAMS offers management programmes in sectoral areas and streams so as to fulfill the growing needs of the industry, and requirement of managerial discipline in the following sunrise and booming sectors of corporate world.



VISION & MISSION

To create and develop a nodal centre of excellence in the "niche domains".

To offer management programmes in sectoral areas and streams so as to fulfill industry needs and requirements for specialized managerial skills.

UIAMS OFFERS MANAGEMENT PROGRAMMES IN THE FOLLOWING SUNRISE AND BOOMING SECTORS OF CORPORATE WORLD.



Retail Management



Banking & Insurance



Infrastructural Management



I.T. & Telecommunications



Pharmaceutical Management



Hospital Management



Capital Markets

The above 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.

THE MBA PROGRAMME

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 finance, accounting, marketing and economics 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, year one is 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.



FACULTY / ADVISORY BOARD

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. Besides the core faculty, UIAMS

derives its faculty from the very rich reservoir of the various departments of the Panjab university which includes University Business School (UBS) and various other associate departments. The advisory board constitutes of the Hon'ble Vice Chancellor & eminent senior faculty of prestigious departments of Panjab University.

CORE FACULTY

► PROF. UPASNA JOSHI SETHI

Human Resource Management,
Organizational Behavior, MBA,
PGDPM & IR, Ph.D

► PROF. SANJEEV K. SHARMA

Strategic Management, Marketing, International
Business, Msc, MBA, LLB, Ph.D, FDP (IIM-A)

► DR. NISHI SHARMA

Finance and Accounting, M.A (economics),
M.com. (Gold Medalist), MBA (Finance),
M.ed., Ph.D

► DR. MONIKA AGGARWAL

Finance and Accounting, Entrepreneurship,
M.com., MBA, Ph.D

► DR. ANUPREET K. MAUI

Labour Economics, Business Environment,
M.A. (economics), MBA (HR), and APGDCA, Ph.D

► DR. JAGANDEEP SINGH

MBA (Marketing), Ph.D

► DR. NIDHI GAUTAM

Wireless Communication, B.Tech. (CSE),
M.Tech. (CSE), Ph.D

► DR. MANU SHARMA

Private Equity and Venture Capital,
MBA (Finance), Ph.D (Finance)

► DR. ARUNACHAL KHOSLA

Human Resources and Organisational
Behavior, MBA (HR), Ph.D

► DR. MANJUSHRI SHARMA

MBBS, DPPH, MBA (Hospital Management),
Ph.D in Health Economics (Pursuing)

► DR. AJAY DOGRA

BDS, MBA (Hospital Management),
Ph.D (Pursuing)

► MR. NAVEEN KUMAR

Infrastructural Management, Finance,
MBA (Infra. Management) Gold medalist,
Ph.D (Pursuing)

► MS. RACHITA SAMBYAL

IT & Telecom, B.E (CSE), MBA (IT &
Telecommunications), Ph.D (Pursuing)

► DR. AMAN KHERA

BE (Production), LL.M (Business Law), LL.B,
MBA (HR), Ph.D (Laws, Business
Management and Commerce)

► MR. HARSH TULI

BE (Chemical Engineering), MBA (International
Business) Ph.D (Pursuing)



VISITING FACULTY

► **MS. AMANDHEER KAPOOR**
MBA-Retail, Ph. D (pursuing)

► **MR. ANISH KAKIRALA**
BE, MBA

► **MR. NAVKIRAN SINGH**
MBA

► **MS. PALLAK MANCHANDA**
MBA-IB, UGC-NET

► **MS. POOJA CHOPRA**
M.Com, MBA (Marketing), UGC-NET

► **DR. PRACHI VERMA**
BDS, MHA, QM and AHO

► **DR. RENU LAMBA**
MBA (Op.), Ph. D

► **DR. RENU SHARMA**
MBA, Ph. D

► **DR. SUKHMANNI MANN**
BDS, PGDHM

ADVISORY BOARD

Besides the core faculty, UIAMS derives its faculty from a rich reservoir of various departments of the Panjab University. The advisory board consists of eminent senior faculty of prestigious departments of Panjab University.

► **PROF. UPASNA JOSHI SETHI**
(Director) (UIAMS, PU.)

► **PROF. SANJEEV KUMAR SHARMA**
(Professor, UIAMS)

► **V. R. SINHA**
(Professor, UIPS)

► **SAVITA GUPTA**
(Professor, UIET)

► **JAGAT BHUSHAN**
(Professor, Dental)

► **SEEMA KAPOOR**
(Professor, SSB, UICET)

► **MONIKA AGGARWAL**
(Associate Professor, UIAMS)

► **NISHI SHARMA**
(Assistant Professor, UIAMS)

► **PARDEEP KUMAR SHARMA**
(Assistant Professor, UIAMS)

► **MANJUSHRI SHARMA**
(Assistant Professor, UIAMS)

► **AJAY DOGRA**
(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, 16 magazines, 6057 books, 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" and is on its way to build an Information Technology park, on the lines of other Techno- Savvy cities in India. 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.



PLACEMENT CELL

SPELLECRAMA

Spellecrama is an open university level quiz competition which challenges the General Knowledge quotient and the English Vocabulary of the students. Several enthusiastic students from various departments and colleges of Panjab University participated in the quiz scheduled at 1:30 pm on 30th January 2018.

The quiz competition had 40 brainstorming questions to be completed within 20 minutes. This was a great opportunity for students to access their intellect and scratch their minds. One day event witnessed over 370 students of various universities and department. The quiz proved to be a great elevating experience wrapped in pools of informative matter for the students as well as those who organised.



BIZZ - QUIZ

The secret of business is to know something that nobody else knows. The bizz quiz - a business quiz was organized by the Placement cell to provide the budding quizzers of the campus with the in depth exposure of the business world. It was held on 7th February 2018 at the UIAMS campus and 15 enthusiastic teams participated. From Bitcoins to Birla Group, From Ikea to Intel and even from Sports to Sensex, the battle was fought in the rounds of two.

The Placement Cell is committed to provide all possible assistance to its management students in their effort to find employment. The placement cell of UIAMS is managed by student volunteers from all the six sectors under the guidance of training and placement officer.

SITUATIONAL HANDLING EVENT

To upskill the managerial skills among students, Placement Cell conducted a “Situation Handling event/workshop” wherein students were given different situations and were exposed to real-time cases. The event was aimed at testing their abilities of client handling, conflict management, team leading and negotiation skills while abiding by the business ethics and to provide guidance so as to fill the gap between real life experience and Class learning.



CLEANLINESS DRIVE

Recognizing the vital role in spreading cleanliness awareness and implementation, UIAMS undertook a cleanliness drive in the month of February. The drive included a spate of activities in accordance to the nation-wide Swachh Bharat Cleanliness Campaign launched by Prime Minister, Mr. Narendra Modi. The whole drive was quite inspiring and motivating for the staff and the students and made students aware of the dignity of labour. It was carried out to reverberate to the mission of campaigning.

STUDENT CLUBS

1 MAGESTEMO

THE FUTURE MANAGERS is the Management Club of University Institute of Applied Management Sciences. The club endeavours to generate dynamic attitude, professional skills, enterprising abilities and knowledge in its student members by responsive use of various management activities and thereby contributing to the overall development. The events organised by MAGESTEMO are spread across the year and help as a tool to brush-up various skills for the students.

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2 E-CELL

The tagline of E- Cell is "Innopreneurs - Innovative Entrepreneurs", in self we believe! E-cell aims at nurturing and fostering young minds into expanding their horizons for diving into entrepreneurial ventures. It organizes year around events consisting of real life case studies, general knowledge tests, unique management games, etc. which in turn boosts our students to think "out of the box" solutions for various business problems.

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3 ALUMNI RELATIONS CELL (ARC)

ALUMNI RELATIONS CELL at University Institute of Applied Management Sciences, Panjab University is a student-run body formed in 2017 with the motive of developing and maintaining relations with our esteemed alumni.

The cell is driven by a team of young enthusiasts from the institute who take the responsibility to organize alumni meets, reunions and interactive sessions of alumni with the current batches.

ARC constantly keeps all the alumni updated with the latest events and happenings of the institute.

STUDENT ACTIVITIES

PRAZNIK

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.



STUDENT EXCHANGE PROGRAM (NOTTINGHAM TRENT UNIVERSITY + PANJAB UNIVERSITY)

The students of UIAMS were part of the global exchange program organized by Prof. Deepti Gupta (Dean, International Students, Panjab University) and Prof. Monika Aggarwal. The students of Nottingham Trent University visited UIAMS, Panjab University for the Bespoke Easter School. It was a two-week cultural exchange where students of both the universities participated in various workshops and embraced their cultural differences.

The students of UIAMS, Panjab University also visited Nottingham Trent University later, where they attended the workshop on Leadership. The visits focused on fostering international relations in higher education.

SEBI VISIT

UIAMS students attended a seminar at Securities and Exchange Board of India. It was a comprehensive session by the official of SEBI on the new norms for Securities Exchanges. The visit to the Indian Securities market regulator SEBI provided the students with a good insight into its functioning and also provided students with a lot of inspiration to start investing.





RANBHOO MI

The annual sports event was organised as "RANBHOO MI" 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.

RBI VISIT

The students of UIAMS were accompanied to the regional branch of Reserve Bank of India, RBI Chandigarh by the faculty members, Dr. Nishi Sharma and Dr. Monika Aggarwal to attend the seminar on "RBI – KNOW YOUR CENTRAL BANK."

The seminar was conducted by the expert professionals, namely, who explained the students about the monetary policy of the RBI and its role in the Indian economic system. Moreover the students gained knowledge about various schemes and policies of the RBI.



SAMYUKT

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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