PLACEMENT BROCHURE

MASTER OF BUSINESS ADMINISTRATION (49th BATCH)

2018-2020

School of Business Studies
Punjab Agricultural University
Ludhiana
INTRODUCTION

The Punjab Agricultural University, Ludhiana was established in 1962 and was formally inaugurated by Pt. Jawahar Lal Nehru, the then Prime Minister of India on July 8, 1963. The University Encompasses and are a of 494 hectares at the outstations. PAU performs the integrated functions of teaching, research and extension in Agriculture, Agricultural, Engineering, Home, Science and allied disciplines. The University has well equipped laboratories, library and reading halls and elaborate farm facilities. PAU has played a key role in increasing food grain production in the Punjab State. It has been instrumental in ushering an era of Green Revolution in India. In recognition of its outstanding achievements in agricultural research, education and extension, it was ranked 2nd among all Agricultural Universities by MHRD (NIRF) in 2017. Moreover it was ranked 3rd among all agricultural institutes/universities by ICAR in 2017. The highly competitive programmes offered at PAU aim at producing well trained graduates in Agriculture, Agricultural Engineering, Basic Sciences, & Home Science. P.A.U. has four constituent colleges, viz

- College of Basic Sciences and Humanities
- College of Agriculture
- College of Agricultural Engineering and Technology
- College of Community Science
- College of Horticulture and Forestry

At present, the University through 35 departments in its constituent colleges offers 43 Post Graduate & 29 Doctorate Programmes. Despite hectic academic Schedule, students have made a mark at the national and international levels, in the field of sports and cultural activities.
The Department of Business Management, established in 1971 with active support of DCM group of industries, is one of the premier centers to spearhead the development of management education in the region. The mission of Department of Business Management (DBM) visualizes solution oriented management education as a key to carve successful managers. The department’s objective is to provide future managers with requisite vision, innovation, dedication and knowledge. Shaped by the curricula, which is a blend of practical and theory and burnished by experienced faculty, our graduates vie with those of premier management institutions. The faculty of Department of Business Management has been effectively involved in research, training, consultancy work and conducting workshops in the industry. Practicing managers are among the guest faculty of the department. The students, therefore, not only obtain management education through the faculty but also get exposure to the latest trends in the industry. The Department of Business Management was upgraded to School of Business Studies in 2012.

“To grow as a Team and to grow as Individuals”
OUR VISION

Is to be a centre of excellence in management learning and innovations driven by social sensitivity and state-of-the-art technology and to offer high quality management education, research, training and consultancy services to meet the ever changing requirements of industry and society.

OUR MISSION

is to create the equality of management in Organizations in various sectors towards greater professionalism through a dynamic breed of managers, who combine the use of managerial skills with the understanding of the Socio-cultural systems in which they have to operate as harbingers of change.

WE BELIEVE IN

Combining people from diverse practical experiences and a wide variety of educational backgrounds under a professional educational front can bring out the best managers into the society who can bridge the gaps and fill the lacunas in the modern industrial world. We also, believe that innovation is the key to progress in the modern world and are therefore, maintaining a concurrence with its requirements by upgrading our programmes and diversifying into newer and more relevant and challenging areas of management.
MESSAGE OF THE DEAN

I am delighted to present the placement brochure of the School of Business Studies, Punjab Agricultural University, Ludhiana for 2018-2020 batch. The school has carved out a niche for itself by providing quality management education and industry oriented learning opportunities to the budding managers. Professional learning and skill building environment motivates the young and competent graduates to keep pace with the cutting edge management knowledge and relevant practices across the globe. I am proud of what the School of Business Studies has achieved since its inception in 1971 and look at the future with optimism and confidence. I wish a very successful career ahead to all the students of MBA, MBA (Agribusiness) and extend a very warm welcome to the prospective recruiters to include the School of Business Studies in the list of prominent institutions to be visited for campus placement. We hope to make stronger bonds and successful relationship with your company by making our students, an integral part of your esteemed organization. I am confident that they will prove to be great partners in progress of your enterprise as well as bring laurels to their alma mater. With regards and best wishes.

Dr. Shammi Kapoor
Dean, College of Basic Sciences & Humanities
LIBRARY

Dr. M.S. Randhawa Library has a magnificent building with a total seating capacity of 760. It has also carrels for research scholars and faculty. As on 31st March, 2019 Library acquisitions include 258094 books, 39945 thesis, 104762 bound periodicals, 5478 CD’s (Books and Thesis). It has online access to various resources like journals, thesis, e-books, ISO standards etc. of library catalogs through internet on the desktop PCs of faculty and students. University library has OPAC based information retrieval system for abstracts of research papers and there is 10 MBPS internet lease line at University level.

AUDITORIUMS

For conducting co-curricular activities, lectures and seminars, university provides many auditoriums. Some of these are:
- Pal Auditorium
- Wheat Auditorium
- Student Home Auditorium
- Library Auditorium
- Open Air Theater
- Jacob Hall
- Silver Jubilee Hall
- Dr. Manmohan Singh Auditorium

SPORTS

Sports are an integral part of college life. To give student sample space and opportunity to excel in sports, university maintains fine infrastructure which includes:
- Cycling Velodrome
- Cricket Ground
- Astroturf Hockey Ground
- Football Grounds-9
- Basketball Courts-5
- Lawn Tennis Courts-5
- Badminton Courts-5
- Gymnasium
- Swimming Pool

TECHNOLOGY RESOURCES

The School provides students with the most modern computer center. Along with the computers, LCD projectors are available in all the classrooms. There is also a smart room available to the department for special lectures.
MBA is offered with Marketing Management, Financial Management, and Human Resource Management as the major fields of specialization. The first year introduces the students to a basic understanding of management and its various functional areas. This helps the students to make informed choice about their career by choosing their major and minor electives in the second year. Course curriculum and the teaching methods ensure honing the conceptual knowledge and analytical skills of the students.

**SEMESTER - I**
- Principles of Management and Organizational Behavior
- Managerial Economics
- Managerial Accounting and Control
- Marketing Management
- Management Information System
- Statistical Methods for Research Workers
- Elementary Calculus for Business Management

**SEMESTER - II**
- Business Environment
- Human Resource Management
- Financial Management
- Production and Operations Management
- Research Methodology in Business Management
- Quantitative and Optimization Techniques for Economics and Management
- In-Industry Training
- Intellectual Property Management, Biodiversity and Biosafety

**SEMESTER - III**
- Human Value in Education
- Credit Seminar
- Courses from Field of Specialization
- Courses from minor Fields
- Research Project

**SEMESTER - IV**
- Strategic Management
- Project Management & Entrepreneurship Development
- Technical Writing, Communication Skills, Library and Information Services
- Courses from field of Specialization
- Courses from minor field
- Research Project
- Viva - Voice
SELECTION PROCESS:
Students are selected through a rigorous admission process comprising two phases. In First phase, written examination for admission to MBA and MBA (Agribusiness) is conducted by University itself i.e. Management Entrance Tests (METs). In the second phase, the shortlisted candidates are screened through Group Discussions and Personal Interviews, to select a pool of the most talented budding managers.

MARKETING MANAGEMENT
- International Marketing
- Brand and Advertising Management
- Sales Management and Consumer Behavior
- Retail Management

FINANCIAL MANAGEMENT
- Investment Management
- International Financial Management
- Management of Financial Services
- Management Control System

HUMAN RESOURCE MANAGEMENT
- Personnel Management Practices
- Human Resource Development
- Industrial Relations in India
- Industrial and Labour Laws

MINOR FIELDS
- ECONOMICS
FACULTY

Dr. Y.P. Sachdeva
M.B.A., Ph.D
Professor

Dr. L.M. Kathuria
M.B.A., M.Com., Ph.D
Professor

Dr. Sandeep Kapur
M.B.A., Ph.D
Professor

Dr. Khushdeep Dharni
B.E (Mech. Engg.),
M.B.A., PGDOM, Ph.D
Associate Professor

Dr. Prathiba Goyal
M.B.A., Ph.D
Professor

Dr. Navdeep Aggarwal
M.B.A., Ph.D
Associate Professor

Dr. Ramandeep Singh
M.B.A., Ph.D
Professor

Dr. Mohit Gupta
M.B.A., Ph.D
Assistant Professor

Dr. Gangadeep Banga
M.B.A., Ph.D
Professor

Dr. Sukhmani
M.B.A., Ph.D
Assistant Professor

Dr. Babita Kumari
M.B.A., Ph.D
Professor
ASSOCIATE FACULTY

**Dr. D.K.Grover**  
Professor, & Director (AERC)  
Economics and Sociology

**Dr. Mohammed Javed**  
Professor of Statistics  
Mathematics, Statistics and Physics

**Dr. Jitender Mohan Singh**  
Professor of Economics  
Economics and Sociology

**Dr. Gurjeet Singh Walia**  
Assistant Professor of Statistics  
Mathematics, Statistics and Physics

**Dr. M. K. Sekhon**  
Senior Economist (Marketing)  
Economics and Sociology

**Dr. Harmandeep Singh**  
Assistant Professor of Mathematics  
Mathematics, Statistics and Physics

**Dr. Mini Goyal**  
Senior Economist (Marketing)  
Economics and Sociology

**Dr. Pankaj Sharma**  
Assistant Plant Pathologist  
Plant Breeding and Genetics

**Dr. Manjeet Kaur**  
Senior Farm Economist  
Economics and Sociology

**Dr. Ashoo Toor**  
Assistant Professor, Agricultural Journalism,  
Language & Culture

**Dr. Arjinder Kaur**  
Senior Agricultural Economist  
Economics and Sociology

**Dr. Sumedha Bhandari**  
Assistant Professor, Agricultural Journalism,  
Language & Culture

**Dr. (Ms.) Laishram Priscilla**  
Assistant Farm Economist  
Economics and Sociology

**Dr. Vandana Kanwar**  
Assistant Scientist (AICRP),  
Human Development & Family Studies

**Dr. Shaikh Mohd. Mouzam**  
Assistant Farm Economist  
Economics and Sociology

**Dr. (Mrs.) Suniti Bala**  
Assistant Librarian  
Dr. M. S. Randhawa Library
IN-INDUSTRY TRAINING

Students are required to undergo “In-Industry Training” with a reputed firm or an organization for a period of six weeks after the second semester and submit a report along with a presentation after completion of training.

WHY RECRUIT US?

With the expanding need for good and dynamic managers in today’s contemporary world of industrial organizations and Multinationals we are putting our efforts towards being the best at what we are to be ready to adapt and conquer any situation with the knowledge and technical skills that we have acquired over the years.
OUR ELITE ALUMNI

Mr. D. L. Sharma
MANAGING DIRECTOR, VARDHMAN YARNS AND THREADS LTD.

Mr. S. K. Sharma
DIRECTOR, NAHAR SPINNING MILLS LTD.

Mr. Dhirendra Kumar
MANAGING DIRECTOR, CAMSON AGRITECH LTD., BANGALORE

Mr. Inderjit Dhuria
CORPORATE GENERAL MANAGER, (RAW MATERIAL AND COMMERCIAL) VARDHMAN SPINNING AND GENERAL MILLS LTD.

Mr. Parshotam Dass
FACULTY, UNIVERSITY OF MANITOBA, WINNIPEG

Mr. N. S. Bawa
DEPUTY GENERAL MANAGER (NORTH), INDOFIL CHEMICALS LTD.

Mr. R. K. Jain
FORMER VICE-PRESIDENT, (NORTH SBU) AND HEAD PROFESSIONAL PRODUCTS SYNGENTA INDIA LTD.

Mr. Swinder S. Janda
PROFESSOR (MARKETING), KANSAS STATE UNIVERSITY, USA

Mr. A. S. Baweja
CHIEF FINANCIAL OFFICER, GLOBAL ENERGY LTD.

Mr. Vinay K. Kaushal
MANAGING DIRECTOR, GLOBAL ALLIANCE ORGANISATION, CHICAGO

Mr. Jaswinder Singh Ahluwalia
CEO AND EXECUTIVE DIRECTOR, DRS ROOFTECH AND INFRASTRUCTURE PVT. LTD.

Mr. Munish Singhal
SECRETARY, PUNJAB LEGAL SERVICES AUTHORITY

Mr. Mahesh Munjal
CHAIRMAN & MANAGING DIRECTOR, MAJESTIC AUTO LTD.

Mr. Balmukad Sharma
ADDITIONAL M. D. MARKFED, PUNJAB

Mr. Kanwalbir Singh
REGIONAL HEAD (NORTH), YES BANK

Mr. Vikram Bector
CHIEF TALENT OFFICER, TATA MOTORS LTD.
FINAL AND SUMMER PLACEMENTS

HIGHEST PAY PACKAGE
Rs. 5,00,000/annum

Median pay package
Rs. 4,20,000/annum
BATCH PROFILE

TOTAL STRENGTH
35

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HUMAN RESOURCE

The importance of human resource is well explained by the quote "Build your business by building your people." Today in every industry there is requirement of HR professional. They are responsible for the business functions such as recruiting talent, interviewing, hiring resources etc. Also, they handle and settle the problems related to employees. Thus, the University equips the students with all business and interactive skills that will make them a better HR manager in future.

Name: Aarzoo Dadwal
REG. NO. - L-2018-BS-02-MBA
Age - 23
Internship company: Hero cycles limited, Ludhiana
Project Title: Job analysis of Work Staff in Hero cycle Limited Ludhian
Graduation field: Commerce
Contact no: 9478757021
E-mail: dadwalaarzoo18@gmail.com

Name: Amandeep kaur
REG. NO. - L-2018-BS-03-MBA
Age - 23
Internship company: Verka Milk Plant
Project Title: Welfare measures provided to employees in verka
Graduation field: Commerce
Contact: 8284834449
E-mail: amandeepkaur828483@gmail.com
Name: Jashan jot kaur Grewal  
REG. NO. - L-2018-BS-18-MBA  
Age - 23  
Internship company: Dayanand medical college & Hospital  
Project Title: A study of working conditions related stress among female employees in service sector in Ludhiana  
Graduation field: Business Administration  
Contact no: 8727800593  
E-mail: grewalnahnaj@gmail.com

Name: Nidhi Verma  
REG. NO. - L-2018-BS-25-MBA  
Age - 21  
Internship company: Hero Cycles Limited, Ludhiana  
Project Title: Employee Motivation and Empowerment  
Graduation field: Business Administration  
Contact no: 8198003974  
E-mail: nidhiverma7219@gmail.com

Name: Simran Dawar  
REG. NO. - L-2018-BS-34-MBA  
Age - 23  
Internship company: Avon cycles  
Project Title: satisfaction level of employees regarding the welfare facilities  
Graduation field: Business Administration  
Contact no: 9878300986  
E-mail: dawarsimran1@gmail.com
MARKETING

The field of marketing has undergone huge transformation in the past few years. The traditional systems and theories are no longer applicable if one does not have any sort of practical exposure. The university equips the students with the business skills which will help them to be great marketing managers in future. The students are taught to be stress free and the abilities to deal with pressure. A good marketing manager can implement such strategies that can change the fortune of the companies. Thus this is the reason that MBA marketing is highly preferred among students.

Name: Arshdeep Singh  
REG. NO. - L-2018-BS-08-MBA  
Age - 22  
Internship company : Monte Carlo Fashion Ltd  
Project Title : Impact of promotional strategies of cloak and decker on B2B consumers  
Graduation field: Commerce marketing (honours)  
Contact no: 855713663  
E-mail : arshdeep6363@gmail.com

Name: Binaydeep Singh Kalra  
REG. NO. - L-2018-BS-10-MBA  
Age  24  
Internship company : Monte Carlo Fashion  
Project Title : Perception of Consumers towards Monte Carlo Fashion Ltd products  
Graduation field: Commerce  
Contact no : 9855550609  
E-mail : binay.kalra@gmail.com

Name: Deepak Mishra  
REG. NO. - L-2018-BS-11-MBA  
Age - 24  
Internship company : sk bike private limited.  
Project Title: future of Hi-End bikes  
Graduation field: B.Tech (Electrical Engineering)  
Contact no: 9780880122  
E-mail: mishradeepak.603@gmail.com
Name: Devanshu Malhotra  
REG. NO. - L-2018-BS-12-MBA  
Age - 25  
Internship company: Nirmal Bang Securities Pvt.Ltd  
Project Title: A study of investor investment behaviour in stock market with special reference to pharmaceutical industry.  
Graduation field: B.Tech(Computer Science)  
Contact no: 9646660065  
E-mail: devanshумalhotra6@gmail.com

Name: Karan Sharma  
REG. NO. - L-2018-BS-21-MBA  
Age - 25  
Internship company: Nirmal Bang Securities Pvt.Ltd  
Project Title: A research on customer's attitude, preference and satisfaction level towards various investment tools available in Indian Stock Market  
Graduation field: B.Tech(Electrical)  
Contact no: 7508735929  
E-mail: karansharma0617@gmail.com

Name: Khayati Mehta  
REG. NO. - L-2018-BS-23-MBA  
Age - 23  
Internship company: Avon Cycles  
Project Title: To study the consumer behaviour with the roots of cycle industry  
Graduation field: BBA  
Contact no: 8725000095  
E-mail: khayatimehtakm@gmail.com

Name: Mahima Arora  
REG. NO. - L-2018-BS-24-MBA  
Age - 22  
Internship company: Nahar spinning mills ltd  
Project Title: PC yarn positioning in Ludhiana market  
Graduation field: Commerce  
Contact no: 8198803110  
E-mail: Mahima.arora640@gmail.com
Name: Nikita Kaushik  
REG. NO. - L-2018-BS-26-MBA  
Age - 23  
Internship company: McNROE Consumer Products Pvt. Ltd.  
Project Title: To study the marketing strategy of FMCG company  
Graduation field: B.Tech (ECE)  
Contact no: 8360486869  
E-mail: nikitakaushik12@gmail.com

Name: Suryansh Sharma  
REG. NO. - L-2018-BS-38-MBA  
Age - 22  
Internship company: Vardhman Textile Ltd.  
Project Title: “Study On Advertisement Tools In Hand Knitting Yarn Business.”  
Graduation field: B.C.A  
Contact no: 9478975502  
E-mail: sarihan365@gmail.com

Name: Shivangi Verma  
REG. NO. - L-2018-BS-32-MBA  
Age - 23  
Internship company: Nahar spinning mills ltd  
Project Title: PC yarn positioning in Ludhiana market  
Graduation field: Commerce  
Contact no: 8847331280  
E-mail: shiviverma7396@gmail.com
FINANCE

In this age of Industrialization, one of the most sought after specialization is MBA in Finance. Finance is regarded as the backbone of the Indian economy. Punjab Agricultural University, with its excellent infrastructure and faculty, imparts modern era knowledge and experience among students. By completing MBA in Finance from this reputed University, a student will be able to work in various fields of Finance like taxation, investment banking, statement analysis, asset finance, insurance management, etc to name a few.

**Name:** Aaina Verma  
**REG. NO. -** L-2018-BS-01-MBA  
**Age -** 23  
**Internship company:** P.A wealth advisors analysis of Equity listed company  
**Project Title:** Fundamental analysis of Equity listed company  
**Graduation field:** Commerce  
**Contact no:** 8195918200  
**E-mail:** aainaverma95@gmail.com

**Name:** Angad Madan  
**REG. NO. -** L-2018-BS-07- MBA  
**Age -** 26  
**Internship company:** Nirmal Bang securities Pvt. Ltd  
**Project Title:** A study on Analysis of investor perception, apprehension, and decision making in Indian stock market  
**Graduation field:** B.Tech (Civil)  
**Contact no:** 8146666090  
**E-mail:** angadsinghmadan007@gmail.com

**Name:** Baldeep Singh  
**REG. NO. -** L-2018-BS-09-MBA  
**Age -** 23  
**Internship company:** National Fertilizers Limited  
**Project Title:** Study and Analysis of Budget 2019-20 of NFL  
**Graduation field:** B Tech. (Mechanical)  
**Contact no:** 9878496865  
**E-mail:** baldeepch6@gmail.com
Name: Gagandeep Kaur
REG. NO. - L-2018-BS-13-MBA
AGE - 22
Internship company: HDFC Bank
Project Title: Customer satisfaction in HDFC Banking services
Graduation field: Business Administration
Contact no: 9878593118
E-mail: gaganbagga9994@gmail.com

Name: Harsh Bembi
REG. NO. - L-2018-BS-15-MBA
Age - 22
Internship company: Nirmal Bang Securities Pvt. Ltd.
Project Title: A study on customers perception towards online trading with special reference to Nirmal Bang securities
Graduation field: Commerce
Contact no: 8289034304
E-mail: bembiharsh01@gmail.com

Name: Harsh Goel
REG. NO. - L-2018-BS-16-MBA
Age - 23
Internship company: Nippon India Mutual Fund
Project Title: A Study on behaviour of an investors towards mutual fund
Graduation field: Commerce
Contact no: 9255400713
E-mail: harsh.goel713@gmail.com

Name: Japneet Kaur Suri
REG. NO. - L-2018-BS-17-MBA
Age - 22
Internship company: Hdfc bank
Project Title: New to Bank acquisition
Graduation field: Commerce
Contact no: 8727890400
E-mail: japneetsuri7@gmail.com

Name: Jason Partap Singh Garcha
REG. NO. - L-2018-BS-19-MBA
Age - 23
Internship company: Nirmal Bang
Project Title: Comparative analysis of mutual funds with other investment tools in Indian Stock Market
Graduation field: B.tech (IT)
Contact no: 9877485837
E-mail: jasongarcha696@gmail.com
Name: Kajal Dhand
REG. NO. - L-2018-BS-20-MBA
Age - 21
Internship company: Shreyans Industries Ltd.
Project Title: Working Capital Management of Shreyans Industries Ltd.
Graduation field: BBA
Contact no: 8872064520
E-mail: kajaldhand25@gmail.com

Name: Kaveri Thukral
REG. NO. - L-2018-BS-22-MBA
Age - 22
Internship company: HDFC Bank
Project Title: Digitalization
Graduation field: Commerce
Contact no: 9988568269
E-mail: Kaverithukral@gmail.com

Name: Palak Bansal
REG. NO. - L-2018-BS-27-MBA
Age - 22
Internship company: HDFC Bank
Project Title: Digitalization
Graduation field: Commerce
Contact no: 7837138453
E-mail: Bansalpalak060@gmail.com

Name: Palwinder Singh
REG. NO. - L-2018-BS-28-MBA
AGE - 25
Internship company: Internship Company-UCO Bank
Project Title: Retail Loans
Graduation field: Commerce
Contact no: 9877392519
E-mail: raiwalwinder34@gmail.com

Name: Priya Kapoor
REG. NO. - L-2018-BS-29-MBA
Age - 23
Internship company: Nirmal Bang Securities Pvt.Ltd
Project Title: a study on currency derivatives
Graduation field: BBA
Contact no: 9888032243
E-mail: preeyakapoor@yahoo.com
Name: Sahil kumar  
REG. NO. - L-2018-BS-30-MBA  
AGE - 23  
Internship company : Indian Bank, Ludhiana Main Branch  
Project Title : Credit appraisal techniques in Indian Banking industry with special reference to Indian Bank.  
Graduation field: Business Administration  
Contact no: 9501583138  
E-mail: sahilsareen96@gmail.com

Name: Sheetal Nagpal  
REG. NO. - L-2018-BS-31-MBA  
Age - 22  
Internship company : Nahar Spinning Mills  
Project Title : Ratio analysis of Nahar spinning mills  
Graduation field: BBA  
Contact no: 8196852000  
E-mail: sheetal.sn@icloud.com

Name: Shivani Poply  
REG. NO. - L-2018-BS-33-MBA  
Age - 23  
Internship company : Nahar Spinning Mills  
Project Title : Ratio Analysis  
Graduation field: B.B.A  
Contact no: 7528958800  
E-mail: Shivanipoply1997@icloud.com

Name: Simran Kaur  
REG. NO. - L-2018-BS-35-MBA  
AGE - 22  
Internship company : Axis Bank  
Project Title : Digitalization  
Graduation field: Commerce  
Contact no: 9878950919  
E-mail: kaur.s8117@gmail.com
SPORTS & CULTURAL ACTIVITIES

Placement Coordinator
Dr. Khushdeep Dharni
Contact no : 8146133399
Email: kdharni@pau.edu