INTRODUCTION
The Punjab Agricultural University, Ludhiana was established in 1962 and was formally inaugurated by Pt. Jawahar Lal Nehru, Prime Minister of India on July 8, 1963. The University encompasses an area 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, 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 2019. The highly competitive programmes offered at PAU aims at producing well trained graduates in Agriculture, Agricultural Engineering, Basic Sciences, & Home Science.

P.A.U. has five 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 & 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.

CONTENTS

INTRODUCTION 01
SCHOOL OF BUSINESS STUDIES 02
MESSAGE FROM DEAN & DIRECTOR 03
LIBRARY AND AUDITORIUMS 04
SPORTS 05
COURSES 06
OUR PRESTIGIOUS FACULTY 08
SUMMER INTERNSHIPS 10
PREVIOUS PLACEMENTS 11
MAIN RECRUITERS 12
SELECTION PROCEDURE 14
STUDENT’S PROFILE 16
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 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, and has recently started a graduate programme in agribusiness management with its first batch joining in 2021.

**OUR MISSION**

The institute is committed to the mission of influencing the equality of management in organizations in various sectors towards greater professionalism through a new 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.

**OUR VISION**

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.

**THE BELIEF**

We believe that professional education in management is most fruitful when, it is shared by individuals with broad educational backgrounds and diverse-practical experiences which 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, even upgrading our programmers and diversifying into newer and more relevant and challenging areas of management.

"Dear recruiters,

Warm greetings from Punjab Agricultural University, Ludhiana. I feel honoured to introduce the 2020-2022 batch of School of Business Studies to you. The school has carved a niche for itself, by providing sufficient opportunities to the batch, which would enable them to venture into the corporate world, and be the future business leaders and experts. The school offers young graduates a path to excel in their respective area of specialisation and groom into confident professionals within a time span of two years. I am proud of what the School of Business Studies has achieved since its inception in 1971. I extend my best wishes to all the students of MBA, MBA-Agribusiness for a successful career ahead. Also, I feel honoured to welcome the prospective recruiters. We hope to build strong bonds and prosperous relationships with your esteemed organisations. I am confident and quiet optimistic that my students will prove to be great partners in the progress of your enterprise and would bring laurels to their alma mater”.

With regards and best wishes,

Dr. Shammi Kapoor
Dean, College of Basic Science and Humanities

“"We, at School of Business Studies (SBS), believe in quality education which prepares our students for a professional life in the management sector. SBS, one of the oldest institutions of management in the region, aims to provide a blend of sound theoretical knowledge with value-based practical experience that equips them for jobs in business and industry. Creativity, innovation, good communication skills, problem solving and professional ethics are the core values which we have inculcated in the students of SBS. The curriculum at SBS is designed to provide the students with a holistic learning experience that helps in all-round development of their personality. Our faculty is committed to motivate students to strive for excellence in all the fields and to set higher standards for themselves. I extend a warm invitation to you to the placement programme at SBS, Punjab Agricultural University, Ludhiana. The outgoing 2020 batch is bright and motivated group. Each one of them will prove to be an asset to your company”.

Dr. Ramandeep Singh
Director-cum-Professor
School of Business Studies
M.S. RANDHAWA
LIBRARY

Dr. M. S. Randhawa library, the temple of learning, with its beautiful five storey building and covered area of 93,320 sq. ft.; centrally air-conditioned and surrounded by lush green lawns, dotted with beautiful ornamental trees, and pollution free environment has grown into one of the best libraries of the region - a place of pilgrimage for scholars and faculty members from all over the country. The foundation stone for the building was laid in February 1969 by Dr M. S. Randhawa. The magnificent building has a total seating capacity of 760 in its 5 reading halls. The present book collection in library is 417323; including books, thesis, bound periodicals, CDs, online/e-books. Besides this library provides many other online facilities such as notes, manuals to OPAC (Online Public Access Catalogue).

AUDITORIUMS

University is well equipped with auditoriums and halls facility for the guest lectures, seminars, camps and extra-curricular activities. Some of them are as:

- Pal Auditorium
- Skill Development Centre
- Student Home Auditorium
- Library Auditorium
- Open Air Theatre
- Jacob Hall
- Silver Jubilee Hall
- Dr. Manmohan Singh Auditorium
- Communication Centre

The university provides ample opportunities to excel in the field of sports. Along with studies, students can follow their hobbies and continue their extra-curriculum activities. For this, university has well established infrastructure which includes:

- Cycling Velodrome
- Cricket Ground
- Astroturf Hockey Ground
- 9 Football Grounds
- 5 Basketball Courts
- 5 Lawn Tennis Courts
- 5 Badminton Courts
- Gymnasium
- Swimming Pool
The school provides students with the modern computer labs. 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.

**Courses**

<table>
<thead>
<tr>
<th>Sem-I</th>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABM 501/Mgt. 501</td>
<td>Principles of Management and Organizational Behavior</td>
</tr>
<tr>
<td>ABM 503 /Mgt. 503</td>
<td>Managerial Economics</td>
</tr>
<tr>
<td>ABM 504/Mgt. 504</td>
<td>Managerial Accounting and Control</td>
</tr>
<tr>
<td>ABM 505/Mgt. 505</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>ABM 511/Mgt. 511</td>
<td>Management Information System</td>
</tr>
<tr>
<td>ABM 600/Mgt. 600</td>
<td>Project Research</td>
</tr>
<tr>
<td>STAT 421</td>
<td>Statistical Methods for Research Workers</td>
</tr>
<tr>
<td>Math 423</td>
<td>Elementary Calculus for Business Management</td>
</tr>
<tr>
<td>RPE 501</td>
<td>Research and Publication Ethics</td>
</tr>
<tr>
<td>ENG 503</td>
<td>Communication for Management and Business</td>
</tr>
</tbody>
</table>

**Additional for ABM**

<table>
<thead>
<tr>
<th>Sem-II</th>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABM 502/Mgt. 502</td>
<td>Business Environment</td>
</tr>
<tr>
<td>ABM 506/Mgt. 506</td>
<td>Human Resource Management</td>
</tr>
<tr>
<td>ABM 507/Mgt. 507</td>
<td>Financial Management</td>
</tr>
<tr>
<td>ABM 508/Mgt. 508</td>
<td>Production and Operations Management</td>
</tr>
<tr>
<td>ABM 509/Mgt. 509</td>
<td>Research Methodology in Business Management</td>
</tr>
<tr>
<td>ABM 512/Mgt. 512</td>
<td>Quantitative and Optimization Techniques for Economics and Management</td>
</tr>
<tr>
<td>ABM 595/Mgt. 595</td>
<td>In-Industry Training</td>
</tr>
<tr>
<td>PGS 502</td>
<td>Intellectual Property Management</td>
</tr>
</tbody>
</table>

**Sem-III**

| ABM 591/ Mgt. 591 | Seminar                                                                   |
| ABM 595/Mgt. 595  | In-Industry Training                                                    |
| ABM 600/Mgt. 600  | Project Research                                                         |
| Econ. 502         | Macro Economics and Policy                                               |

**Sem-IV**

| ABM 591/ Mgt. 591 | Seminar                                                                   |
| ABM 595/Mgt. 595  | In-Industry Training                                                    |
| ABM 600/Mgt. 600  | Project Research                                                         |
| Econ. 502         | Macro Economics and Policy                                               |

**Additional Subjects according to specialization**

**ABM**
- ABM 514: Rural Marketing Management
- ABM 516: International Trade and Marketing for Agribusiness
- ABM 517: Supply Chain Management
- ABM 518: Marketing of Agricultural Inputs

**FINANCE**
- Mgt. 521: Management Control Systems
- Mgt. 522: Management of Financial Services

**HUMAN RESOURCE**
- Mgt. 532: Personnel Management Practices
- Mgt. 534: Industrial Relations in India

**MARKETING**
- Mgt. 514: Brand & Advertising Management
- Mgt. 516: Sales Management & Consumer Behavior
- Mgt. 517: Retail Management

**MINOR FIELD – ABM**
- Agricultural Economics

**MINOR FIELDS – MBA**
- Economics
- Sociology
- Statistics
- Computer science
- Extension education
OUR PRESTIGIOUS FACULTY

Dr. D.K. Grover Professor, & Director (AERC) Economics and Sociology
Dr. Mohammed Javed Professor of Statistics Mathematics, Statistics and Physics
Dr. Gurjeet Singh Walia Assistant Professor of Statistics Mathematics, Statistics and Physics
Dr. Harmandeep Singh Assistant Professor of Mathematics Mathematics, Statistics and Physics
Dr. Pankaj Sharma Assistant Plant Pathologist Plant Breeding and Genetics
Dr. Ashoo Toor Assistant Professor, Agricultural Journalism, Language & Culture
Dr. Sumedha Bhandari Assistant Professor, Agricultural Journalism, Language & Culture
Dr. Vandana Kanwar Assistant Scientist (AICRP), Human Development & Family Studies
Dr. (Mrs.) Suniti Bala Assistant Librarian Dr. M. S. Randhawa Library
Dr. (Mrs) Aarti Sharma Assistant Librarian Dr. M. S. Randhawa Library
Dr. Jitender Mohan Singh Professor of Economics Economics and Sociology
Dr. M. K. Sekhon Senior Economist (Marketing) Economics and Sociology
Dr. Mini Goyal Senior Economist (Marketing) Economics and Sociology
Dr. Manjeet Kaur Senior Farm Economist Economics and Sociology
Dr. Arjinder Kaur Senior Agricultural Economist Economics and Sociology
Dr. (Ms) Laishram Priscilla Assistant Farm Economist Economics and Sociology
Dr. Shaikh Mohd. Mouzam Assistant Farm Economist Economics and Sociology

Dr. YP Sachdeva
PROFESSOR
B.Sc.(Ag.), M.B.A., Ph.D.,

Dr. Sandeep Kapur
PROFESSOR
B.Tech., M.B.A., Ph.D.

Dr. Pratibha Goyal
PROFESSOR
B.A. with Hons in English MBA, Ph.D.

Dr. Ramandeep Singh
PROFESSOR
B.Sc.(Forestry), MBA Ph.D (Business Management)

Dr. Gogondeep Banga
PROFESSOR
B.Sc.(Chem.) Hons, MBA Ph.D (Business Administration)

Dr. Babita Kumar
PROFESSOR
B.Sc. (Medical), MBA (Marketing) Ph.D (Marketing Management)

Dr. LM Kathuria
PROFESSOR
B.Com., M.B.A., M.Com. Ph.D (Business Administration)

Dr. Khushdeep Dharni
PROFESSOR
B.E. (Mechanical Engineering) MBA, PGDOM, Ph.D

Dr. Navdeep Aggarwal
PROFESSOR
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ASSOCIATE PROFESSOR
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Dr. Sukhmani
ASSISTANT PROFESSOR
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Dr. Rakesh Rathore
ASSISTANT PROFESSOR
B.Sc. (Agriculture) MBA (Agribusiness), PGDAEM-MOOCs Ph.D. (Agribusiness Management)

Dr. Sarishma Sharma
TEACHING ASSISTANT
B.Com, MBA, Ph.D
Students are required to undergo “In-Industry Training” with a reputed firm/ an organization for a period of four to six weeks after the second semester and are required to submit a report along with a presentation after completion of training.

Ludhiana Management Association (LMA) the local chapter of All India Management Association was formed in December 1978 with the efforts of School of Business Studies. Dr. D. R. Singh, the then Head of the Department of Business Management was the founder president of this chapter. LMA provides an excellent platform to all the members to discuss problems and challenges of modern management. Lecture-cum-dinner and Tea meetings are its regular features. All the MBA & MBA (Agribusiness) students of School of Business Studies are the members of LMA. So they get ample opportunity to interact with top management consultants, senior executives, economics, experts and other luminaries. LMA also organizes short Executive Development Programmes for top and middle level managers of local industry.
OUR MAIN RECRUITERS

A
Amul
The Taste of India

F
TRIDENT

G
DCM SHRIRAM

H
Chambal Fertilisers and Chemicals Limited

I
PAIC

J
PUNJAB AGRO’S

K
VARDHMAN

L

M

N
RALSON Tyres

O
Reliance Retail

B
Nestle

C
YES BANK

D
HDFC BANK

E
AXIS BANK

F

G

H

I

J

K

L

M

N

O
Students are selected through a rigorous admission process comprising two phases. In the first phase, written examination for admission MBA and MBA (Agribusiness) is conducted by the 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. Admissions for MBA (Agribusiness) are also done through AIEEA (All India Entrance Exam for Admissions) conducted by the Indian Council of Agricultural Research (ICAR).

Agribusiness course is designed to provide a foundation to agribusiness management and the free enterprise system. Instruction includes the use of economic principles such as supply and demand, budgeting, record keeping, finance, risk management, business law, marketing and careers in agribusiness. The primary goal of agribusiness is to maximize profit while sustainably satisfying the needs of consumers for products related to natural resources such as biotechnology, farms, food, forestry, fisheries, fuel, and fiber — usually with the exclusion of non-renewable resources such as mining.

Agribusiness is a sub-field of business, management, and organization studies that deals with making profit from agriculture and corporate farming. Agribusiness includes the production, processing, and inventory of agricultural goods. It involves the management of agronomic equipment and technologies, raw materials, suppliers, work force and other resources involved in agriculture.

Students get an insight into the processes of production and supply chain, from raw production to reaching the consumer and all the stages in between: trade, management and consultancy, activities of businesses involved in horticulture and food chains. Masters in Agribusiness typically cover topics such as agricultural economics, farm product marketing, quality management, the sustainability of agricultural chains, agribusiness international marketplaces and others. Graduates in agribusiness can work in a diverse range of industries and positions from accounting, insurance and banking, to managing seed production, farm management, international marketing or retail sales.

**FINANCE**

The finance and control group empowers students by providing knowledge and research in the areas of accounting, control, and corporate finance. The courses offered include basic courses in financial and management accounting along with corporate finance in the first year. The 2nd year includes courses focusing on financial derivatives, risk management, business valuation, and qualitative finance.

**HUMAN RESOURCE**

The area of specialization focuses on managing people, the human resource of the organization. Specializing within the HR field can help professionals pursue specific positions in a company. Moving beyond common sense and good interpersonal skills, the courses provide students with the knowledge to recruit, select, train, evaluate, and compensate employees. Students learn how changes in the workplace, such as governmental regulations, global competition, developing technologies, and organizational transformations influence the performance and productivity of workers.

**MARKETING**

Prime objective when it comes to marketing specialization is to increase the knowledge and enhance the skills of those aspiring to have a career in the field of sales and marketing management. The specialization develops solid, in-depth understanding of skills about concepts, methods, and strategies a marketing professional will need to deploy in real-world scenarios. Institute trains the students to be effective and efficient professionals with solid grounding in marketing strategies, management, and consumer behaviour.
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MASTERS OF BUSINESS ADMINISTRATION

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