



THE BUSINESS SCHOOL UNIVERSITY OF JAMMU

PLACEMENT BROCHURE **2014-16**

MASTERS IN BUSINESS ADMINISTRATION (MBA)

TBS
Leading the Change...



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VICE CHANCELLOR'S MESSAGE

It is a moment of pride for me to introduce our young and dynamic batch of Masters of Business Administration (MBA) through the Placement Brochure that The Business School (TBS), University of Jammu, Jammu is bringing out for the year 2014-16.

The University is one of India's Premier Research and Teaching Universities and was rated by the National Assessment and Accreditation Council (NAAC) as an 'A' Grade University. The University of Jammu came into existence in 1969 vide Kashmir and Jammu Universities Act 1969 following bifurcation of the erstwhile University of Kashmir and Jammu.

Keeping the traditions of setting, monitoring and achieving and maintaining the standards of brilliance, The Business School, University of Jammu is moving progressively towards achieving the objective of being one of the best institutes in the field of business administration.

The MBA programme of the School is guided by the highly professional teaching faculty, which includes the best minds in Management Education and visiting faculty from the Corporate World. The School is providing the students with the best training so that they can contribute efficiently and effectively in uplifting the status of the organization that they serve.

I am confident that the organizations recruiting our students will be happy and satisfied with them who are potential assets and leaders of tomorrow with a strong sense of values.

I wish the present batch of students a successful future ahead.



PROFESSOR R. D. SHARMA

VICE-CHANCELLOR
UNIVERSITY OF JAMMU

DEAN'S MESSAGE



PROFESSOR KESHAV SHARMA

DEAN, FACULTY OF BUSINESS STUDIES
UNIVERSITY OF JAMMU

It is a matter of great pride for us to address you as a potential recruiter and talent seeker from The Business School, University of Jammu. Our constant endeavour to incorporate the best academic practices into the programme and ever expanding spectrum of our corporate associations have led The Business School to be counted as one of the best B-schools in the region.

Academic excellence and continuous innovation are the prime growth drivers at The Business School. The curriculum is dynamic and is regularly tailored to be in sync with changing industry needs. The eminent and distinguished faculty majorly focuses on holistic development of each student helping them to stand out and prove themselves in the corporate world, not just as managers but also, as leaders. Our rigorous academic emphasis along with the best in class corporate exposure is designed to groom our students to be able to face varied challenges and uncertainties in life.

Every year recruiters from varied sectors keep coming back to us because our students have been proving their mettle in industry. Backed by trust and faith shown in our students, faculty and pedagogy by esteemed organizations such as yours, the Placement at The Business School has seen a rising curve over the years. Once again we present to you the best minds, who have risen to be efficient managers and thought leaders who, we strictly believe, will reinforce faith that you always had in us.

We sincerely hope that association between The Business School and your organization will be taken to greater heights in the current and in the years to come.

DIRECTOR'S MESSAGE

The world is navigating through the tumultuous beginning of the 21st century. Rapid economic growth and technological advancement is bringing about change in the requirements of the corporate world and expectations of the society at an unprecedented rate. The focus of business has shifted from meeting human needs to human aspirations. In such dynamic business environment the work of organizational leaders becomes highly challenging. For a business school it becomes its responsibility to ascertain that its business graduates come out with specialized knowledge, skill and attitude. The role of the management school is to create a pool of professionals capable of foreseeing future changes and converting them into opportunity.

The Business School, University of Jammu strives to achieve it by inculcating in its students professionalism and never ending zeal for learning. At The Business School, the MBA educational programme is designed carefully to develop our students into business leaders with caring attitude and ethical orientation. Learning is extended beyond quality class room teaching and case discussion to seminars, industries & field visits, business school meets, sports and cultural events. The school updates the curriculum regularly with expert opinion from academics and industry. The faculty with national and international exposure is the greatest asset for the TBS.

Alumni of The Business School are already contributing successfully in organizations of international and national repute. I wish the students of The Business School all the best for their future. It is a great pleasure to introduce you the batch of 2014-2016 and invite you to visit for campus placement. We are sure that two years of hard work by the students and faculty will measure up to your expectations. I also extend our commitment to engage in a long term mutually enriching relation with your revered organization.



PROFESSOR B. C. SHARMA

DIRECTOR, THE BUSINESS SCHOOL &
DEAN STUDENT PLACEMENTS
UNIVERSITY OF JAMMU

UNIVERSITY OF JAMMU

Cradled and nurtured in the lap of mountains at the foothills of sanctified Trikuta Hills and soaring Shivalik Hills, beside the river Tawi, there dwells Jammu, colloquially known as 'City of Temples'. The City, elevated at 1073 ft. spreads around the Tawi river with the old city overlooking it from the north, has many places that enamour and attract people from every part of the globe.

Amidst the City of Temples, there lies illustrious University of Jammu; a university characterized by a bright vision and a determined mission, compulsive and strongly motivated to imbibe eruditeness, deliver knowledge and to succeed for transmuting itself into a name to reckon, expect and to believe in.

The University of Jammu, accredited as 'A' grade university by NAAC of India, established in 1969, is the first university in India to receive the ISO-9001 Certification. The university offers learning and knowledge in all branches initiating from Undergraduate courses to Postgraduate courses and doctoral programmes. The University motto states that it is open to all classes and creeds with the sole objective to carry people from darkness to light. Organizing conferences, seminars, workshops, youth festivals, cultural, literary and sports activities is a regular feature of the varsity.

The university hosts well-equipped central library 'DHANVANTRI' which is a hub of academic activities. It has spacious reading halls and compact stack areas having a collection of nearly 4.2 lack volumes; rare as well as latest, and 400 periodicals with back numbers. The Library possesses facilities like photocopiers, LCD projectors, INFLIBNET, CD-ROM databases and inter-connected computer terminals at selected sites.

The Varsity of Jammu also hosts the state-of-the-art General Zorawar Singh Auditorium, well-equipped gymnasium and fitness/health centre, child day-care centre, canteens and cafeterias. It also provides special hostel facilities for boys and girls. Besides, the University also has Academic Staff College for undertaking training of faculty members across disciplines to increment their teaching pedagogy. In addition to all the foregoing, the University of Jammu also has Directorate of Distance Education that offers distance learning programmes.



THE BUSINESS SCHOOL



The Business School, University of Jammu, established in 1964, nestled in 'The City of Temples' and engrafted in University of Jammu is one of the emerging B-Schools of India. It came into existence to offer a one year post graduate diploma in Business Management. In the year, 1986, The Business School started a two-year programme of Masters in Business Administration. Since then, 28 batches have graduated.

The Business School, University of Jammu has an exalting story and a rich history of producing effective and responsible managers who have served various multi-national and domestic companies on their respective odyssey to growth and prosperity. TBS seeks to provide the best possible opportunities to its students and it aims at disseminating all the pivotal skills characterized by right type of attitude required to produce a successful Postgraduate in Business Administration.

The Business School also holds various seminars, workshops, conferences and other co-curricular activities, not only allowing students to exhibit their latent talent, endeavour and caliber but also providing all the students with a bequest to inspire themselves to pursue their career with passion, vigour and exuberance. In such a manner, students here at TBS, are bucked up to take up corporate responsibilities with excellence and humility. They are inspired with confidence to think out-of-the-box, to take up challenges and to reach the summits of success.

The School Library has over 18,500 books on Management and other related subjects. A separate video conferencing room has been set up which has complete infrastructural support for any time connectivity for video conferencing. New Internet lab has been set up for research scholars. All classrooms are fitted with state-of-the-art facilities that provide students an excellent learning interface. TBS is also collaborating with government, industry and academia for the larger benefit to all the stakeholders in the process.

MILESTONES

- The Business School, University of Jammu is a UGC SAP (DRS-II) funded with 'Tourism Management' as thrust area.
- The Business School is an Institutional Member of CII, NHRDN and Association of Indian Management Schools (AIMS).
- All faculty members have internationally acclaimed research in form of research papers, books, articles to their credit. The faculty members, research scholars and students are encouraged to undertake research of relevance.
- The Business School, University of Jammu has been ranked as A+ category B-School as per Business India Survey, 2009.
- As per the AIMA, Best School Survey, 2009, The Business School received 'A' category rank.
- The Business School has got various UGC and AICTE awards and fellowships.
- The Business School has been honoured by the conferment of the Association of Indian Management School (AIMS) best teacher award, besides AICTE Career Award for Young Teachers.
- The Business School has been awarded the Dainik Bhaskar special Jury Award for Excellence in Management Education.
- The Business School, on behalf of the University of Jammu received the DEWANG MEHTA 'Excellence in Education Award 2009' in recognition of leadership, innovation and industry interface.

MRS. ISHWINDER MAHAJAN MEMORIAL GOLD MEDALS



Two gold medals namely; Mrs. Ishwinder Mahajan Memorial MBA Topper Gold Medal (Male) and Mrs. Ishwinder Mahajan Memorial MBA Topper Gold Medal (Female) have been instituted in the fond memory of Mrs. Ishwinder Mahajan, as a tribute to the valuable and selfless services rendered by her while working as an Assistant Professor in The Business School, University of Jammu, Jammu. Mrs. Ishwinder Mahajan passed away, at an early age of thirty-five (1967-2002) while in service, in the tragic Kolkata Rajdhani Train accident near Gaya (Patna) while on her way back from Kolkata to Jammu on September 09, 2002.

INFRASTRUCTURE @ TBS

- ❖ The Business School, University of Jammu has air-conditioned fully ICT enabled classrooms.
- ❖ State-of-the-art centrally air-conditioned Executive Convention Hall with the sitting capacity of 170.
- ❖ A 40-node Computer Lab supported by a leased internet line connection with high speed bandwidth of 30mbps.
- ❖ A Library which boasts of a collection of more than 18500 books and subscriptions to more than 30 International and National Journals, Magazines and Newsletters, Online Databasis like j-Store and EBSCO.
- ❖ Video Conferencing Room with anytime, anywhere connectivity.
- ❖ Internet Lab for research scholars.



MANAGEMENT CLUB



Management Club of The Business School is a student driven body responsible for overall supervision and facilitation of all the academic, competitive and social activities conducted within the school as well as outside. The club is committed for professional development that promotes positive social change while exposing students to varied management and leadership styles which has been an integral part of TBS. There are nine members with various responsibilities in the club. Every year these members are elected by the students and the members get involved in organising events. The club's agenda includes corporate interactions between corporate professionals and students; group projects directly aimed at creating positive social change and a sustainable

networking platform designed to stimulate the flow of knowledge. The management club organizes Business Quiz, Social Immersion Programmes, Industry Academia Meets, Debates, Industrial Visits, etc. The club provides forums for discussions and fosters student leadership and business skills. The Management Club holds these events fortnightly. The students at TBS also participate in various National, Cultural and Literary activities organised by AIU, AIMA, CII, AIMS, PCTE, etc.

PLACEMENTS

The Business School, University of Jammu has always made a mark in education, trainings and placements during the last three decades. Companies like Bharti Airtel, HDFC Bank, ICICI Bank, Reliance Communication, Naukri.com, Adroit, Vodafone, Jaro Education, Waterhealth India Pvt. Ltd., SBI Life, Kotak Securities, Anand Rath, Punj Lloyd, ITC, Nestle, etc. have placed our students; and our alumni have reached the top management positions in some of these organisations. Despite the economic recession which had an impact on almost all the A-Category B-Schools, TBS has been able to prove itself once again with respect to placements.

PLACEMENT DRIVES 2014-15



COURSE STRUCTURE

The curriculum of the MBA Programme of University of Jammu is based on **Choice Based Credit System** and is planned in such a way that the students are exposed to the basic management concepts in the 1st and 2nd Semesters and are taught advanced managerial techniques in the 3rd and 4th Semesters. An overview of the course structure is as follows:

I SEMESTER (ALL COURSES COMPULSORY)

PSMBATC101	Management Perspectives
PSMBATC102	Principles of Marketing
PSMBATC103	Legal Aspects of Business
PSMBATC104	Managerial Economics
PSMBATC105	Accounting for Managers
PSMBATC106	IT Applications in Management
PSMBATC107	Quantitative Techniques
PSMBATC108	Organizational Behaviour
PSMBATC109	Viva Voce

II SEMESTER (ALL COURSES COMPULSORY)

PSMBATC201	Business Environment
PSMBATC202	Marketing Management
PSMBATC203	Management Science
PSMBATC204	Human Resource Management
PSMBATC205	Financial Management
PSMBATC206	Operations and Materials Management
PSMBATC207	Management Information and Decision Support Systems
PSMBATC208	Business Research Methods
PSMBATC209	Business Communication
PSMBATC210	Viva Voce

III SEMESTER

PSMBATC301	Strategic Management
PSMBADC302	Project Work Based on Summer Training
PSMBAPC303	Viva Voce
*PSMBATC110	Fundamentals of Management

GROUP A : Marketing

PSMBATE311	Consumer Behaviour
PSMBATE312	Channel & Sales Management
PSMBATE313	Integrated Marketing Communication
PSMBATE314	Product & Brand Management

GROUP B : Finance

PSMBATE321	Investment Analysis
PSMBATE322	Management of Financial services
PSMBATE323	Risk Management and Insurance
PSMBATE324	Banking and Financial System

GROUP C : Human Resource Management

PSMBATE331	Strategic Human Resource Management
PSMBATE332	Performance and Compensation Management
PSMBATE333	Organizational Change and Intervention Strategies
PSMBATE334	Culture, Society and Organizations

GROUP D : Operations Information & Technology

PSMBATE341	Global Business Operations
PSMBATE342	Supply Chain Management
PSMBATE343	Enterprise Resource Planning
PSMBATE344	Management of Technology and Innovation

*Optional for outside department students,
not available for departmental students.



COURSE STRUCTURE

IV SEMESTER

PSMBATC401	Project Management
PSMBATC402	Seminar Course (Ethics and Corporate Governance)
PSMBATF403	Viva Voce
*PSMBATC211	Innovation & Entrepreneurship

OPTIONS (Four optional papers out of which minimum two courses from Major group and minimum one from Minor group)

GROUP A: Marketing

PSMBATE411	International Marketing
PSMBATE412	Services Marketing
PSMBATE413	Retail Management
PSMBATE414	Strategic Marketing
PSMBATE415	Social and Interactive Marketing

GROUP B: Finance

PSMBATE421	International Financial Management
PSMBATE422	Financial Derivatives
PSMBATE423	Portfolio Management
PSMBATE424	Corporate Restructuring
PSMBATE425	Financial Decision Analysis

***Optional for outside department students, not available for departmental students.**

GROUP C: Human Resource Management

PSMBATE431	Human Resource Development: Systems and Strategies.
PSMBATE432	Cross- Cultural Management
PSMBATE433	Industrial relations and Labour laws.
PSMBATE434	Expatriate Management.

GROUP D : Operations Information & Technology

PSMBATE441	E-Commerce : Strategies and Applications
PSMBATE442	Customer Relationship Management and Business Intelligence
PSMBATE443	Knowledge Management and Strategic Systems
PSMBATE444	Global Logistics Management



FACULTY

Prof. Keshav Sharma

M.Com., Ph.D. (Marketing)
FDP (Kellogg School, USA), Post Doc. (USA)
General Management and OB; Marketing



Prof. Neelu Rohmetra

M.Com., Ph.D., Post Doc. (UK); IVLP (USA);
Fulbright Fellow (USA)
Human Resource Development,
OB and Cross-Cultural Management

Prof. Versha Mehta

M.C.A., Ph.D.,
Post Doc. (UK), CEP (France)
Systems and Operations



Prof. B. C. Sharma

MBA, M.A. (Stats.), ITP (Sweden), Ph.D.
Finance and Quantitative Techniques

Prof. Alka Sharma

MBA, Ph.D.
Marketing



Prof. Sameer Gupta

MBA, Ph.D.
Finance

Prof. Parikshat Singh Manhas

MBA, Post Masters in E-Commerce
and Information Science (USA), Ph.D.
Marketing, Tourism and E-Commerce



Prof. Vinay Chauhan

Ph.D., SCHE -Switzerland
Marketing, Tourism & Research Methods

Dr. Rajendra Mishra

(Associate Professor)
M.Com., Ph.D., CAIIB
Tourism Management &
Entrepreneurship Development



Dr. Amisha Gupta

(Assistant Professor)
MBA, Ph.D.
Finance

FACULTY

Dr. Anil Gupta

(Assistant Professor)

MBA, Ph.D.

Marketing and Strategic Management



Dr. Komal Nagar

(Assistant Professor)

MBA, Ph.D.

Marketing

Dr. Jaya Bhasin

(Assistant Professor)

MBA, M.A. (Economics), Ph.D.

Diploma in Labour Laws

Human Resource Management and OB

(On lien)



Dr. Rachna Gupta

(Assistant Professor)

MBA, Ph.D., GNIIT

Marketing and Operation

Saloni Devi

(Assistant Professor)

MBA

Human Resource Management



Farah Choudhary

(Assistant Professor)

MBA

Finance and Marketing



YOUTHARVA 2015

Website : www.tbsyoutharva.com



The Business School organised its management fest 'YOUTHARVA' on the 5th and 6th February, 2015 revealing its unfeigned colours to the crowd. The fest reflected the spirit of youth and provided a platform for the students to showcase their talent in various spheres covering several versatile aspects of Management and Culture. The reason behind its success was the efforts and contributions of the faculty members, coordinators and the entire crew. The fest was a high profile event hosting dignitaries and attracting students from different colleges in and around J&K to compete on a big scale and showcase their talent. The fest was sponsored by many of the

associate and media partners within J&K. The events included different aspects of business ranging from quiz, stock trading, group discussions, ad shows, treasure hunt to cultural events and fun filled activities.





EVENTS 2014-2015



EVENTS 2014-2015

Name of the Event	Date	Resource Person/Collaboration
Personality Development Workshop	September 30, 2015 October 03, 2015	Manjot Gill, Mindone Bridge Consultant
Industry Visit	September 26, 2015	Chenab Textile Mills, Kathua
Guest Lecture	September 23, 2015	Bhagwan Dass Sharma, DGM, Lupin
Guest Lecture	August 14, 2015	Prof. Ramesh Kasetwar (Ph.D. MPM, BE FIE, MIMA), Mr. Aditya Kitroo (MBA, Cofounder Joce & Fine)
Guest Lecture	August 7, 2015	Mr. Nirmal Bhardwaj, CEO, Resurgent Pvt. Ltd. (Alumni of IIT- Kharagpur & IIM-A)
Induction Session (2015-17)	July 30, 2015	Manisha Negi (Production Manager, Airtel) Arvind Mattoo (CEO, DMZ Cube)
Workshop on Women In Leadership	April 16, 2015	Organised by PH Chamber of Commerce Headed by Chairman Vikrant Kuthiala
Interaction Session on 'Industrial Academia Collaboration for overall development of students'	April 6, 2015	Vagish Sharma, NSDC, New Delhi
Lecture on Efficient Communication & Presentation Skills	March 30, 2015	Dr. Y P Sachdeva from Punjab Agricultural University, Ludhiana
Two Day National Conference on Integrated Strategies for Marketing Tourism & Allied Services	March 24-25, 2015	UGC SAP-DRS-II
Interaction Session on 'Building Competencies for success'	March 16, 2015	Namrata Kour, Barclays Bank, Birmingham, UK
Export Awareness Programme, First Generation Entrepreneur organized by DGFT, Ministry of Commerce & Industry, Govt. of India & The Business School, University of Jammu	March 09, 2015	Mr. Amit Kumar (Dy. DGFT) Mr. Ashok Kumar Mattoo (GM, RBI)
Business Fest 'YOUTHARVA 2015'	February 5-6, 2015	Student Driven Activity
Guest Lecture	October 10, 2014	Mr. Ajay Wali, International Business Marketing Head, Indo-Asian
Guest Lecture	October 8, 2014	Mr. Subhash Jagota, CEO, Global Business Solutions
Personality Development Workshop	September 28, 2014 October 1, 2014	Manjot Gill, Mind Bridge Consultants
Guest Lecture	September 18, 2014	Prof. Manoj Kumar, Flame B-School, Pune

THE BUSINESS SCHOOL: VISITORS



THE BUSINESS SCHOOL: VISITORS

1. Prof. A. K. Saijhpal, Ex. Vice-Chancellor, Baddi University, Baddi.
2. Mr. Aditya Kitroo, Co-founder, Joce & Fine.
3. Prof. Aijaz R Mattoo, Dean, Islamic University, Kashmir.
4. Mr. Ajay Khajuria, Circle Marketing Head, Bharti Airtel.
5. Mr. Ajay Wali, International Business Marketing Head, Indo-Asian.
6. Dr. Anil K. Khandelwal, Ex-Chairman and MD, Bank of Baroda.
7. Mr. Arvind Mattoo, CEO, DMZ Cube.
8. Mr. Ashok Kumar Mattoo, General Manager, Reserve Bank of India.
9. Prof. Ashok Ogra, Director, Apeejay Institute of Mass Communication, New Delhi.
10. Sh. Blesson George, Head-Business HR, Jubilant Life Sciences.
11. Sh. Dhananjaya Singh, Executive Director, NHRD.
12. Sh. Dharmender Khajuria, COO, Bharti Airtel.
13. Mr. Dhruv Lakra, CEO, Miracle Courier Services.
14. Dr. Gaurav Vaid, Assistant Governor, Rotary International.
15. Dr. Harish Ahuja, President-Corporate Strategy, Hindustan Power Project Pvt. Ltd.
16. Sh. Harvinder S. Sokhi, Regional Manager, Bombay Stock Exchange.
17. Prof. J. P. Sharma, Deptt. of Management, University of Rajasthan.
18. Sh. Jalil Ahmad Khan, Economic Advisor, J&K Government.
19. Prof. Kavita Laghate, Director, Jamnalal Bajaj Institute, University of Mumbai.
20. Ms. Manisha Negi, Product Manager, Bharti Airtel.
21. Mr. Manjot Gill, Mind Bridge Consultants.
22. Prof. Manoj Kumar, Flame Business School, Pune.
23. Ms. Namrata Kour, An alumna of The Business School, University of Jammu.
24. Prof. Nimit Choudhary, IITTM, Noida Campus.
25. Mr. Nirmal Bhardawaj, CEO, Resurgent Pvt. Ltd.
26. Sh. P. Dwarkanath, Director-Group HR Capital, Max India.
27. Prof. Rajan Saxena, Vice-Chancellor, NMIMS University, Mumbai.
28. Mr. Raju Kerni, Chief Bureau, Zee News, Jammu.
29. Prof. Ramesh Kasetwar, Ph.D, MPM, BE FIE, MIMA.
30. Sh. Sameer Koul, Vice President (Marketing), Dr. Lal Path Labs.
31. Prof. S. B. Dash, IIM Lucknow.
32. Prof. S. Bhargava, IIT Mumbai.
33. Ms. Sheetal Nanda, IAS.
34. Mr. Siddharth Arora, North Head, Big 92.7 FM.
35. Mr. Subash Jagota, CEO, Global Business Solutions.
36. Mr. Vagish Sharma, NSDC, New Delhi.
37. Mr. Vikram Gupta, CEO, Airmesh.
38. Sh. Vikrant Kuthiala, Board of Directors, J&K Bank.
39. Prof. Vipin Gupta, California State University, USA.
40. Mr. V. K. Singh, IAS, ADGP Security.
41. Dr. Y. P. Sachdeva, Faculty Member, Punjab University.
42. Mr. Qazi Zubair, Sr. Vice President, HDFC Bank.
43. Prof. Prabhat Pankaj, Director, Jaipuria Institute of Management, Jaipur.
44. Prof. Vijay Koul, Department of Business Economics, Delhi University.

ALUMNI SPEAK



One lesson I learned early on in my university days is that you gain only 20% of your education in a classroom and rest 80% comes from the hallways of your school. That is so true of my alma mater The Business School, Jammu. While the faculty at TBS provides top-notch education within the classroom, the same faculty and staff provides an equally good world-class education environment outside. The combination of classroom lectures and workshops on varied business subjects provides students with ample opportunities to understand and learn the challenges and nuances of real-life business scenarios.

I am proud to be a product of TBS that prepared me well for the rigours of real-world. Even though we were just the second batch and the school was still establishing its feet at that time, we all (faculty, staff, administration, students) collectively worked very hard to ensure that a strong foundation is laid for future. I am very glad to know that the culture of hard work and honesty of purpose is still thriving at TBS and ensuring that the students are well prepared to face the life beyond MBA. I wish all the best to the graduating class of 2016, all future graduates and the school.

LALIT KOUL

Senior Manager, Project Management
CVS Health
Woon Socket, Lrhode, Iceland, USA

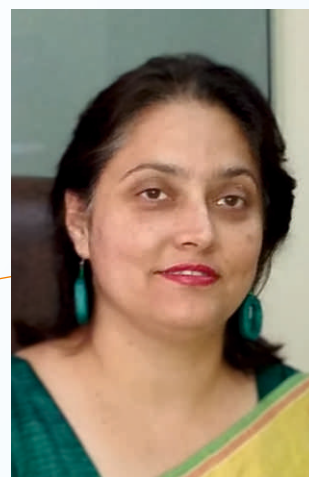
Sitting in a position of responsibility and having a hectic work schedule, I often miss my University days. Studying in the Department of Business Studies, now called the “Business School” where I did my Post Graduate Diploma as well as the Masters Degree in Business Administration have been my best days from the standpoint of gaining knowledge, earning friends, improving communication skills and having fun.

Being taught by Professors Ashok Aima, K.K.Arora (my favourite), Versha Mehta, Neelu Rohmetra, Sameer Gupta, Deepak Kumar and B. C. Sharma has been enriching and fun. The knowledge I gained from them has been the reason I had the confidence of appearing in the Civil Services Exam with Commerce as my subject.

I have had the opportunity of visiting the campus again a couple of times and I see that the atmosphere is still as charged-up with the young members of the Business School dressed up smartly in their uniform. I could make out that the extra-curricular activities have seen an incline though I feel that the curriculum itself is very interesting and needs to be thoroughly ingrained.

The campus not only gives you knowledge but ever lasting friendships and experiences that become a part of your personality, enhancing your confidence and making you more independent than ever before.

I wish that the Business School, Jammu University makes inroads into the list of topmost business schools in the country and provides the best of educational and employment opportunities to its members.



SHEETAL NANDA

I.A.S.
D.C., Samba

CORPORATE FEEDBACK



The Business School (TBS) is one of the finest management institution in the country. Bright students, experienced faculty, state of the art infrastructure, rigorous curricula and effective industry interface have immensely contributed to the stature that the institute has achieved. It is grooming excellent future leaders who will lead enterprises; and also, contribute to the development of the society in a sensitive, equitable and wholesome manner.

NIRMAL K. BHARDWAJ

Founder/CEO, Resurgent Business Pvt Ltd, Bengaluru

It gives me immense pleasure to share that Business School Jammu is one of the great B-schools in the country with wonderful leadership and talented faculty. The B-school has over the years made a good benchmark in both the studies as well as other extracurricular activities. The students are exposed to various workshops/ seminars by leading corporate leaders which adds lot of value to the students' knowledge and personality.

I have been associated myself with B-school over a decade and whenever possible visit along with other corporate leaders to enhance the knowledge and skill set of students. It is really a great feeling to see B-school exploring, growing and building a wonderful brand in the country. Another feature of this B-school is a great corporate network which has been nurtured over the years and the connect with industry has really helped students to get placements across the country at both Indian and multinational companies.

I wish B-school Jammu all the best for their endeavours and I am committed to support any intervention for uplifting the quality of students as well as building the brand to make B-school Jammu as one of the best B-schools in the country.



D K BAKSHI

Chief Mentor & CEO, Global Talent Company Limited, Bangkok, Thailand



The Department of Management Studies produces excellent professionals who have tremendous potential to make it big in the corporate world. The faculty is one of the best in the country and the curriculum ensures that the students get an all-round exposure and grooming before they step into the corporate world. I have hired students from this institute on several occasions and have found them excel in the roles assigned to them. I am sure that the Department now, under the leadership of Prof. BC Sharma, will touch newer heights in the times to come. I wish all the students and the faculty the very best.

SUNIL RAINA

Cluster Head, HDFC Bank, J&K

My association with TBS Jammu goes back more than 10 years, when I recruited a small batch of their students for the organization that I was then working with. I was so impressed with the quality of the students - they were well prepared for the turbulence of corporate life, and willing to take up even the toughest assignments - that I went back again and again over the years to recruit from their alma mater. Many of those I know from TBS, are working today in impressive positions with some of the best organizations in the country.

With the dedication of the faculty and the students, I am sure TBS will not just maintain, but improve its position in the rank of premier Business Schools in India.



SUNDARI MEHTAB KAUR

General Manager, TPG Wholesale Private Limited

STUDENT PROFILE

MARKETING & FINANCE



AKSHAY KUMAR WAZIR
D.O.B.: 21-04-1993
Qualification: B.Tech. (CSE)
Project: Consumer preference in selected brand (Loreal, Kara, Revlon) of wipes on the basis of brand, price and quality
Internship Organization: Aditya Birla Group
E-mail: akshaywazircse@gmail.com



AMANDEEP KAUR
D.O.B.: 22-06-1991
Qualification: B.E. (ECE)
Project: A study of Government sponsored schemes - SKEWPY & JKSES
Internship Organization: J&K Bank
E-mail: 2206aman@gmail.com



AMIT KUMAR
D.O.B.: 01-09-1993
Qualification: BCA
Project: 3G penetration through IT Outlets and HDO's in Jammu city
Internship Organization: AIRCEL, Jammu
E-mail: amitattriak47@gmail.com



ARJUN JARAL
D.O.B.: 08-03-1992
Qualification: B.Com
Project: A study of effectiveness and enhance the return from R-OFFER
Internship Organization: Bharti Airtel Ltd.
E-mail: arjunjaral@yahoo.co.in



ARJUN KALSOTRA
D.O.B.: 04-06-1992
Qualification: B.E. (Electrical)
Project: To enhance the sales and revenue contribution in Army area, Udhampur
Internship Organization: Bharti Airtel Ltd.
E-mail: arjunkalsotra@gmail.com



ARUN KUMAR
D.O.B.: 13-07-1993
Qualification: BBA
Project: Perception of customers in terms of Satisfaction in HDFC Bank
Internship Organization: HDFC Bank
E-mail: arun50491@gmail.com



HANUL JAIN
D.O.B.: 30-04-1993
Qualification: B.Com
Project: Study of competitive analysis of sales of Kara wet wipes in Jammu region
Internship Organization: Aditya Birla Group
E-mail: hanuljain1993@gmail.com



JASPREET SINGH
D.O.B.: 04-02-1992
Qualification: B.Tech (ECE)
Project: Customer satisfaction towards J&K Bank modern day products
Internship Organization: J&K Bank Zonal Office, Jammu
E-mail: jaspreet643@gmail.com

STUDENT PROFILE

MARKETING & FINANCE

**MONIKA TUFCHI**

D.O.B.: 11-03-1990

Qualification: B.TECH (IT)

Project: To study the consumer preferences towards Kara wet wipes in Chandigarh market

Internship Organization: Aditya Birla Group

E-mail: monikatufchi342@gmail.com

**MUNEESHA KUMARI**

D.O.B.: 02-04-1992

Qualification: B.E (Electrical)

Project: Agriculture Extension - Demand & Supply of services - Future of technology led Extension in J&K state

Internship Organization: NABARD, Jammu

E-mail: muneeshabehal@gmail.com

**PAHELI SHARMA**

D.O.B.: 02-04-1993

Qualification: BBA

Project: Comparative study of Aircel for knowing customer experience of using data services & perception

Internship Organization: AIRCEL,

Bahu Plaza, Jammu

E-mail: pahelisharmas@gmail.com

**PANKAJ BHAGAT**

D.O.B.: 14-12-1991

Qualification: BBA

Project: Customer Satisfaction

Internship Organization: Ultimate Flexipack, Jammu

E-mail: pankajbhagat9796@gmail.com

**RADHIKA GUPTA**

D.O.B.: 17-11-1993

Qualification: BBA (Hotel Management)

Project: New age financial products and their role in transforming modern banking

Internship Organization: J&K Bank, Bahu Plaza, Jammu

E-mail: radhika18.gupta@yahoo.in

**RAHUL SHARMA**

D.O.B.: 09-03-1991

Qualification: BBA

Project: Mall Activation, Brand Showcases

Internship Organization: Welspun India Ltd.

E-mail: rahulsarojsharma@gmail.com

**RAHUL THAKUR**

D.O.B.: 13-09-1991

Qualification: B.Com, PGDBM

Project: To enhance the productivity of FOS

Internship Organization: AIRCEL

E-mail: rahulthakur4742@gmail.com

**RAJAN RAINA**

D.O.B.: 01-07-1993

Qualification: B.Com

Project: To enhance growth and productivity of UAO and UEO and taking winback

Internship Organization: AIRCEL

E-mail: rajansharma0692@gmail.com

STUDENT PROFILE

MARKETING & FINANCE

**RAKESH KUMAR**

D.O.B.: 25-05-1992

Qualification: BBA

Project: 3G penetration through IT and HDDs in Jammu city

Internship Organization: AIRCEL, Jammu

E-mail: regalrakesh49@gmail.com

**RIYA CHADHA**

D.O.B.: 25-10-1992

Qualification: B.E (Computer Science)

Project: To study the effectiveness of competitive advantages / disadvantages of Kara over competitors on sales in Jammu region

Internship Organization: Aditya Birla Group

E-mail: cse.riya@yahoo.com

**ROHIN GUPTA**

D.O.B.: 17-02-1992

Qualification: BBA

Project: Customer awareness for Life Insurance

Internship Organization: DHFL Pramerica

E-mail: rohin1135.gupta@gmail.com

**SAHIL SHARMA**

D.O.B.: 16-08-1991

Qualification: B.Tech

Project: Consumer behaviour towards financial product - A J&K Bank study

Internship Organization: J&K Bank

E-mail: hotabro@gmail.com

**SHEVANI TICKOO**

D.O.B.: 27-09-1992

Qualification: B.Com (Hons.)

Project: To study the marketing and branding activities of MGI Infra. Pvt. Ltd.

Internship Organization: MGI Infra. Pvt. Ltd., New Delhi

E-mail: shevanitickoo92@gmail.com

**SURBHI SHARMA**

D.O.B.: 25-11-1992

Qualification: B.Com

Project: Adoption of strategies to enhance the sales opportunity & consumer satisfaction in Amritsar

Internship Organization: Aditya Birla Group

E-mail: surbhis902@gmail.com

**TANVEER SINGH SACHDEVA**

D.O.B.: 01-11-1991

Qualification: B.E

(Applied Electronics & Instrumentation)
Project: Assessing financial products of J&K Bank

Internship Organization: J&K Bank, Zonal Office, Jammu

E-mail: tanveersingh0191@gmail.com

**UJJWAL JALOTRA**

D.O.B.: 02-03-1993

Qualification: BBA

Project: To improve productivity of canopy executive

Internship Organization: AIRTEL

E-mail: ujj2111@gmail.com

STUDENT PROFILE

FINANCE & MARKETING

**ANGEL**

D.O.B.: 02-04-1993

Qualification: B.Com

Project: A study of loans offered by HDFC

Internship Organization: HDFC BANK,
Bahu Plaza, Jammu

E-mail: angelsdn0@gmail.com

**CHAITANYA DUBEY**

D.O.B.: 23-06-1993

Qualification: Economics (Hons.)

Project: Satisfaction level of retail banking
customer comparative study between
SBI & HDFC

Internship Organization: HDFC BANK,
Bahu Plaza, Jammu

E-mail: chatikarc@gmail.com

**GAUTAM ANAND**

D.O.B.: 09-05-1993

Qualification: B.Sc

Project: Financing working capital with
special reference to Small & Medium Scale
Enterprises(SMEs)

Internship Organization: J&K Bank
E-mail: gautamanand957@gmail.com

**NAMISH GUPTA**

D.O.B.: 29-03-1992

Qualification: B.E (Applied Electronics &
Instrumentation)

Project: A Project on Home Loans

Internship Organization: J&K Bank,
Zonal Office, Jammu

E-mail: gcnamish@gmail.com

**PANKHURI GUPTA**

D.O.B.: 15-05-1993

Qualification: B.Com (Hons.)

Project: Study of netbanking habits of
customers and other banking services with
respect to HDFC

Internship Organization: HDFC,
Bahu Plaza, Jammu

E-mail: pankhurigupta155@gmail.com

**POOJA SHARMA**

D.O.B.: 01-08-1993

Qualification: B.Com

Project: Retail Banking

Internship Organization: HDFC Bank,
Jammu

E-mail: poojasharma27968@yahoo.com

**RAGHAV KHULLAR**

D.O.B.: 24-06-1992

Qualification: B.Tech

(Electronics & Communication)

Project: Digital Banking in HDFC

Internship Organization: HDFC,
Bahu Plaza, Jammu

E-mail: raghav.khullar.24@gmail.com

**RESHAV MAHAJAN**

D.O.B.: 23-05-1993

Qualification: BBA

Project: Market Analysis and Credit
Monitoring Analysis for MGI

Internship Organization: MGI Infra. Pvt. Ltd.,
New Delhi

E-mail: rishav.mahajan333@gmail.com

STUDENT PROFILE

FINANCE & MARKETING

**ROHIT CHANDER**

D.O.B.: 12-10-1993

Qualification: B.Com

Project: To enhance the productivity of UAO

Internship Organization: AIRCEL

E-mail: rohitchander00@gmail.com

**SAWAN GUPTA**

D.O.B.: 24-03-1993

Qualification: BCA, PGDCA

Project: A Project on working Capital financing for fresh Working Capital & enhancement in Working Capital Limit & trading

Internship Organization: J&K Bank, Zonal Office, Jammu

E-mail: deepforfuturez@gmail.com

**SHUBHAM SHARMA**

D.O.B.: 30-07-1993

Qualification: B.Com

Project: Comparative study of Savings A/c of HDFC & ICICI

Internship Organization: HDFC, Bahu Plaza, Jammu

E-mail: ssjk214044@gmail.com

**YATIN**

D.O.B.: 25-03-1992

Qualification: B.E (ECE)

Project: Liquidity Risk Analysis (Analysing Liquidity Risk using BASEL III tools and performing Stress testing)

Internship Organization: PNB Bank, Delhi

E-mail: yashgupta.gupta323@gmail.com

MARKETING & OPERATIONS

**AKASH BALI**

D.O.B.: 07-01-1994

Qualification: BBA

Project: A study of retailers' perception towards Kara wet wipes in Srinagar

Internship Organization: Aditya Birla Group

E-mail: akaashbali@hotmail.com

**MANDEEP SINGH CHIB**

D.O.B.: 08-02-1993

Qualification: B.E (Electrical)

Project: Analysis of Outstation Travellers (OST) of Airtel network

Internship Organization: AIRTEL

E-mail: mandeepchib@gmail.com

**NITIKA GUPTA**

D.O.B.: 30-12-1991

Qualification: BBA

Project: To study that is Life Insurance a necessity

Internship Organization: DHFL Pramerica

E-mail: guptau60@gmail.com

**SANAMDEEP KAUR**

D.O.B.: 08-06-1991

Qualification: BCA

Project: Comparative analysis of telecom marketing from the perspective of Reliance

Internship Organization: Reliance Communications

E-mail: deepsanam122@gmail.com

STUDENT PROFILE

MARKETING & OPERATIONS



SANJAY KUMAR SUKHA

D.O.B.: 08-02-1994

Qualification: BBA

Project: A study of alternate channels to promote Kara wet wipes in Srinagar

Internship Organization: Aditya Birla Group

E-mail: sksharma437@gmail.com



SUMIT SHARMA

D.O.B.: 18-05-1992

Qualification: B.E (Applied Electronics & Instrumentation)

Project: A study of retailers perception regarding soft drinks - A comparative analysis of Pepsi vs. Coca Cola in Kathua and Samba District

Internship Organization: PEPSI (Jai Beverages Pvt. Ltd.)

E-mail: sanamsumit@gmail.com



VARSHA SHARMA

D.O.B.: 18-05-1992

Qualification: BCA

Project: To study the customer perception about Insurance

Internship Organization: DHFL PRAMERICA

E-mail: 18varshasharma@gmail.com



VIDIT GUPTA

D.O.B.: 19-02-1994

Qualification: B.Com

Project: Customer Relationship Management

Internship Organization: SKODA AUTO, Chandigarh

E-mail: vidit.gupta4511@gmail.com

FINANCE & OPERATIONS



ZIRISH KAUL

D.O.B.: 12-09-1992

Qualification: BBA

Project: To study the consumer awareness of Kara skincare wipes in Chandigarh

Internship Organization: Aditya Birla Group

E-mail: zirishkaul220@gmail.com



AJESH DUBEY

D.O.B.: 06-05-1968

Qualification: B.E (Electrical)

Project: Recruitment, training and development in DHFL Pramerica

Internship Organization: DHFL PRAMERICA

E-mail: ajeshdubey321@gmail.com



ARUSHI SALATHIA

D.O.B.: 25-07-1993

Qualification: B.Com

Project: Retail loan with special emphasis on education & mortgage loan

Internship Organization: J&K Bank, Zonal Office, Jammu

E-mail: arushisalathia1993@gmail.com



AVNI GUPTA

D.O.B.: 11-03-1991

Qualification: B.TECH (Computer Science)

Project: Process & Analysis of the distributor claims

Internship Organization: Hindustan Coca-cola Beverages Pvt. Ltd., Jammu

E-mail: avni1991@gmail.com

STUDENT PROFILE

FINANCE & OPERATIONS

**DEVINA JAIN**

D.O.B.: 27-09-1993

Qualification: BBA

Project: Retail loan with special emphasis on car loan

Internship Organization: J&K Bank, Zonal Office, Jammu

E-mail: rishibha05@gmail.com

**KARISHMA MENGI**

D.O.B.: 27-04-1992

Qualification: BCA

Project: Network Cost optimization of Reliance Communications Ltd.

Internship Organization: Reliance Communications Ltd.

E-mail: karishmamengi@gmail.com

**NIRMAL KUMAR**

D.O.B.: 01-11-1993

Qualification: BBA

Project: A Project on Report on Term loans

Internship Organization: J&K Bank

E-mail: nirmalk480@gmail.com

**SHAGUN GUPTA**

D.O.B.: 28-06-1992

Qualification: B.E (Electrical)

Project: Priority Sector Loans: Education & Housing Loan

Internship Organization: J&K Bank, Zonal Office, Jammu

E-mail: gupta.shagun92@gmail.com

**SHALLY RAINA**

D.O.B.: 14-02-1991

Qualification: B. Pharmacy

Project: To study the changing technology and its effect on customer needs in banking industry with reference to HDFC Bank

Internship Organization: HDFC Bank, Srinagar

E-mail: shallyraina1990@gmail.com

**SHIKHA GUPTA**

D.O.B.: 27-08-1992

Qualification: B.E. (Computer Science)

Project: Scope of Agriculture Gold Loans in SBI, Rajouri

Internship Organization: State Bank of India

E-mail: shikhahp27@live.com

**SHIVALI CHOUDHARY**

D.O.B.: 19-01-1992

Qualification: B.Sc

Project: Retail Loans with special emphasis on commercial vehicle loan

Internship Organization: J&K Bank, Zonal Office, Jammu

E-mail: shivali1901@gmail.com



PLACEMENT TEAM

FACULTY

Prof. Alka Sharma	# 9419140828
Prof. Sameer Gupta	# 9419128182
Prof. Vinay Chauhan	# 9419193750
Dr. Rajinder Mishra	# 9419188402
Dr. Amisha Gupta	# 9419110199
Dr. Anil Gupta	# 9419143987
Dr. Komal Nagar	# 9419194664
Dr. Rachna	# 9018459966

STUDENT

Akash Bali	# 7298069380
Arjun Kalsotra	# 9797588892
Shagun Gupta	# 9469433338
Ujjwal Jalotra	# 9419121699



TBS

Professor B. C. Sharma

Director, The Business School

&

Dean Student Placements

University of Jammu, Jammu - 180 006 (J&K) India

Tele/Fax : 0191 - 2430133, 2452827

Mobile : 094191-83794 E-mail : bcsharma2@gmail.com