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II. FACULTY OF BUSINESS MANAGEMENT AND COMMERCE

UNIVERSITY BUSINESS SCHOOL

ABOUT THE SCHOOL

University Business School (Formerly Department of Commerce and Business Management) was established in 1962 and has been imparting quality management education to develop dedicated, innovative and effective managers, researchers and teachers for more than 50 years. In 1995, the Department of Commerce and Business Management was renamed as University Business School by the Panjab University in recognition of its completeness and maturity with a view to give it a distinct identity. On October 06, 2018- the UBS celebrated the Golden Jubilee of the commencement of the MBA program at UBS, Panjab University, Chandigarh.

The philosophy of Management Education at University Business School is built on an integrative value system. It is motivated by duty bound work ethics, humane approach and scientific temper. Modern attitude, practical wisdom, knowledge and skills, relevant for management are deeply ingrained in the students. The philosophy of the School is translated into the mission of creating wholesome personality of graduating MBA students with a view to produce effective and efficient managers, researchers and teachers.

With effect from the Batch of 2019-2021, the MBA programs at UBS are offered under the Honours School System that has been approved by the Academic Council of P.U. in June 2018.

The School uses rigorous multi-faceted pedagogy approach with an effective interface with the industry to translate this mission into action. It creates opportunities for its students to enhance their understanding of economic, social and political environment to enlarge their ability not only to adjust to change but to become a catalyst, and to develop their power to conceptualize, decide and communicate. The School, through its integrative approach, inculcates human values in addition to managerial attitude, knowledge and skill.

The thrust of MBA, MBA-International Business (IB) and MBA-Human Resource Management (HR) is on producing managers for different functional areas.

M.Com. (Hons.) aims at producing Commerce professionals and teachers.

Ph.D. aims at producing researchers in management and commerce.

The School also conducts MBA for Executives (MBAfEX) programme for the serving professionals in and around Chandigarh for sharpening their managerial skill.

The syllabus of the different MBA programs offered at UBS has been revised and new subjects like Digital Marketing, Data Analytics, Corporate Social Responsibility, Integrating E-Systems and Global Information Systems, have been introduced, and Major Project has been added.

Achievements and Programmes

The faculty of University Business School has been trained in India and abroad and has earned international recognition in the industry and academia. The students graduating from the School have made a mark in the world of management, research and teaching all over the world.

The School has been identified by the University Grants Commission and All India Council for Technical Education for organizing Refresher Courses, Training Programmes and Induction Programmes in Management for University and College teachers. Management Development, consultancy and research in all the areas of management is given high priority at the School.

FACULTY

Designation	Name	Field of Research Specialization
Prof. Emeritus	T.N. Kapoor	Organisational Behaviour; Strategic Management.; General Management
Professors	Dinesh K. Gupta	Finance & Accounting; General Management; Human Resource Management
	Meenakshi Malhotra	Human Resource Management / Organisational Behaviour / Industrial Relation; General Management
	A.K. Vashisht	Finance & Accounting/Banking; General Management
	Suresh K. Chadha	Marketing; International Business
	Deepak Kapur	Strategic Management, International Business, Entrepreneurship
	Smriti Sood	Marketing; General Management; Resource Management, Entrepreneurship
	Manoj K. Sharma	Business Economics; Human Resource Management
	Anupam Bawa	Marketing; Strategic Management
	B.B. Goyal **(Chairperson)**	Marketing; General Management
	Sanjay Kaushik	Human Resource Management / Organisational Behaviour / Industrial Relation; General Management; Banking
	Suveera Gill	Finance & Accounting/Banking; General Management
	Karamjeet Singh	Finance & Accounting/Banking: General Management
	Parmjit Kaur	Finance & Accounting/Banking: General Management
	Meena Sharma	Finance & Accounting/Banking: General Management
	Gunmala Suri	General Management; Quantitative Techniques; Operation Research, Statistics and Research Methodology; Operation Management; Information Technology and E.Commerce / Knowledge Management
	Navdeep Kaur	General Management; International Business
	Luxmi	Human Resource Management / Organisational Behaviour /Industrial Relation.; General Management
	Purva Kansal	Marketing General Management
Associate Professors	Tejinderpal Singh	Marketing; E-Commerce
	Monica Bedi	Marketing; International Business

	Rupinder Bir Kaur	Human Resource Mgmt.; General Management
Assistant Professors	Tilak Raj	Business Economics; General Management
	Neha Gulati	Computer; General Management
	Kulwinder Singh	Business Economics; General Management
	Pooja Soni	Statistics Operation Research

COURSES OFFERED (SEMESTER SYSTEM)

Courses	Seats	Duration	Eligibility*	Admission Criteria***
#MBA	64+9NRI+2 Foreign National	2 Years	Bachelor's Degree in any stream with not less than 50% marks in aggregate from a recognized University ** OR A pass in the final examination conducted by the (a) Institute of Chartered Accountants of India or England OR (b) Institute of Cost and Works Accountants of India or England OR (c) Institute of Company Secretaries of India OR AMIE Examination with 50% marks or more after having passed the diploma examination with 60% marks or above and have at least 5 years research/teaching or professional experience.	Based on CAT 2020 Calculation of Merit: CAT Score: 85% Group Discussion: 7.5% Personal Interview: 7.5%
#MBA (International Business)	30+4NRI+2 Foreign National	2 Years		
#MBA (Human Resource)	30+4NRI+2 Foreign National	2 Years		
#MBA Entrepreneurship	25+3NRI	2 Years		
#MBAfEX	30+3NRI + 2 Foreign National	2 Years	(i) Bachelor's Degree in any stream with not less than 50% marks in aggregate from a recognized University** OR a pass in the final examination conducted by the Institute of Chartered Accountants of India or England/ Institute of Cost Accountants of India or Chartered Institute of Management Accountants of England/ Institute of Company Secretaries of India; OR Diploma in Personnel Management and Labour Welfare or Diploma in Marketing Management with not less than 60% marks in the aggregate, provided the candidate holds a Bachelor's degree. (ii)Two years whole time executive experience in a commercial or industrial establishment after having passed the qualifying examination as given above. Members of All India or State Administrative/Technical Services and Defence Personnel holding administrative positions with not less than two years of executive experience will also be eligible. No objection certificate from the organization, where the candidate is employed is essential. The cut-off date for considering the executive experience of two years will be 31st July of the year for which admission is sought by the candidate.	Based on CET Calculation of Merit: CET (PG): 85% Group Discussion: 7.5% Personal Interview: 7.5%
#M.Com. (Hons.)	27+3NRI+1 Foreign National	2 Years	B.Com./B.Com. (Hons.)/ BBA with not less than 45% marks in the aggregate; OR a Graduate with Honours in Economics or Mathematics or Statistics or Commerce with not less than 45% marks in the aggregate OR a Graduate with 50% marks in the aggregate having offered Economics, Mathematics, Statistics, Commerce, Computer Application, Information Technology or Computer Science as a subject in the examination** OR a pass in the final examination conducted by the Institute of Chartered Accountants of India or England/Institute of Cost and Works Accountants of India or England/ Institute of Company Secretaries of India OR any other qualification recognized by the Syndicate for this purpose.	Based on CET(PG) Calculation of Merit: CET(PG): 85% Group Discussion: 7.5% Personal Interview: 7.5%
Ph.D	20+1****	3-6 Years	See M.Phil/Ph.D. Prospectus 2020	

#Under Honours School System at UBS w.e.f. 2019-2021 Batch

*5% Concession is admissible in eligibility requirement to SC/ST/BC/PwD candidates

**Provided that in case of candidates having Bachelor's degree of the University through Modern Indian Languages [Hindi/Urdu / Punjabi (Gurumukhi script)] and/or in a Classical Language (Sanskrit/Persian/Arabic) or degree of any other University obtained in the same manner recognized by the Syndicate; 50% marks in the aggregate shall be calculated by taking into account full percentage of marks in all the papers in Language excluding the additional optional papers English and Elective subject taken together

*** The candidates will be called for Group Discussion and Personal Interview on the basis of their score in the CAT subject to the condition that they secure a minimum 10% score (5% in case of SC/ST/BC/PwD candidates) in each component of CAT.

NRI candidates not residing in India and thereby unable to avail of the above admission process will be required to submit valid score of GMAT, which will be treated at par with the combined score of Written Test (CAT), Conducted by IIM, Group Discussion and personal interview conducted by University Business School, Panjab University, Chandigarh.

**** one seat reserved for regular teachers of PU campus and affiliated colleges to Panjab University/UGC Rajiv Gandhi National Fellow/ Sponsored Foreign Students holding valid research visa under ICCR

TITLE OF SYLLABI: Detailed Course Curriculum is available at **www.puchd.ac.in/syllabus.php**

MBA (Under Honours School System at UBS w.e.f. 2019-2021 Batch)

SEMESTER-I	SEMESTER-II
Business Economics	Business Environment
Business Statistics	Human Resource Management
Management Accounting	Operations Management
Organisational Behaviour	Financial Management
Marketing Management	Legal Aspect Of Business
Workshop on Business Computing	Summer Training Report and viva-voce*
Workshop on Business Research	Comprehensive viva-voce**
	Workshop on Business Communication
	Workshop on Multivariate Statistical Techniques
*At the end of the examination of 2nd Semester the students will undergo compulsory summer training for a period of 6-8 weeks. Every student will submit the Summer Training Report within two weeks from the start of teaching for 3rd Semester. **Comprehensive Viva-Voce of 2nd Semester would be based on papers taught in 1st and 2nd Semester.	

SEMESTER-III	SEMESTER-IV
Strategic Management	Comprehensive Viva-Voce ****
Student are to opt for two groups out of the groups offered. And further in one group opted by them they are to opt for three papers out of the papers offered. In the other group they are to opt for two papers out of the papers offered.	Human Values and Business Ethics
	Major Project #
	Student to continue with the two groups opted by them in third semester and further in each group opted by them they are to opt for two papers out of the papers offered.
Group A: Entrepreneurship and General Management	**Group A: Entrepreneurship and General Manage**
Entrepreneurial Development and New Enterprise Management	Managing Strategic Implementation and Business Transformation
Entrepreneurial and Finance	Managing Teams
Infrastructure and Project Finance	Managing Global Enterprise
Tax Planning for Entrepreneurs	Organisation Structure and Design
Investing in Private Equity	
Marketing for Entrepreneurship	
Legal and Government Policy consideration in new enterprise	
Group B:Finance	**Group B: Finance**
Financial Statement Analysis	Strategic Cost Management
Financial Engineering	International Financial Management
Management of Financial Services	Behavioral Finance
Investment Management	Corporate Governance
Management Control Systems	
Project Planning, Analysis and Management	
Corporate tax planning	
Group C: Information Technology & Operations Management	**Group C: Information Technology and Operations Management**
Mobile Commerce	Knowledge Management
Product Innovation in Technology Business	Management of Technology
Business Process Re-Engineering	Business Intelligence
Systems Analysis and Design	Total Quality Management
Enterprise Resource Planning	
Management Information Systems	
Integrating e-systems and Global Information system	
Group D:Marketing	**Group D: Marketing**
Advertising and Consumer Behaviour	Marketing of Services
Global Marketing Management	Workshop on Foreign Trade Documentation and Trade Finance
Marketing Research and Product Management	Customer Relationship Management and Sales Management
Global Supply Chain Management	Application of Accounting and Finance in Marketing
Industrial and Rural Marketing	
Data Analytics for Business	
Digital Marketing and Retail Management	
Group E: Human Resource Management	**Group E: Human Resource Management**
Labour Legislation-I	Human Resource Information system
Strategic Human Resource Management	Personal Effectiveness and Leadership
Performance and Compensation Management	Workshop on Management of discipline and disciplinary

	proceedings
Organisation Development	Labour Legislation –II
Workshop on Training and Development	
Comparative Industrial Relations	
Managing Corporate Social Responsibility	

**** Comprehensive Viva-Voce of the 4th Semester would be based on papers taught in 3rd and 4th semester.
#Major Project would commence in 3rd semester but final marks would be awarded in 4th semester.

MBA (IB)(Under Honours School System at UBS w.e.f. 2019-2021 Batch)

MBA (IB)

SEMESTER-I	SEMESTER-II	SEMESTER-III	SEMESTER-IV
Organisational Behavior and International Human Resource Management	International Business Environment	Global Strategic Management	Cross Cultural Issues and International Business Negotiations
Marketing Management	International Financial Management	Global Supply Chain Management	International Brand Management
Business Statistics	Workshop on Foreign Trade Documentation and Trade Finance	International Business Law	Comprehensive viva-voce
Management Accounting	Operations Research	Workshop on Sectorial Strategies for Exports	Foreign Language- French
Seminar on Foreign Trade Policy and Management	Global Marketing Management	Seminar on International Marketing Research	Seminar on WTO and International Trade Policies
Seminar on Micro economics	Summer Training and viva-voce	Foreign Language- French	Major Project #
Workshop on Business Computing	Comprehensive viva-voce	**Any two of following:**	**Any two of the following:**
Workshop on Business Research	Workshop on Business Communication	Seminar on Project Planning and Analysis	International Banking
	Workshop on Multivariate Statistical Techniques	Seminar on Corporate Restructuring and Re-engineering	Technology and Strategic Consulting
		Seminar on Entrepreneurship Management	International Accounting
		Seminar On Regional Economic Groupings	Total Quality Management
			Digital Marketing

*At the end of the examination of 2nd Semester the students will undergo compulsory summer training for a period of 6-8 weeks. Every student will submit the Summer Training Report within two weeks from the start of teaching for 3rd Semester.
**Comprehensive Viva-Voce of 2nd Semester would be based on papers taught in 1st and 2nd Semester.
****Comprehensive Viva-Voce of 4th Semester would be based on papers taught in 3rd and 4th Semester.
Major Project would commence in Third Semester, but final marks would be awarded in Fourth Semester.

MBA (HR)

SEMESTER-I	SEMESTER-II	SEMESTER-III
Economics for Human Resources	Labour Legislation-I	Labour Legislation-II
Business Environment	Industrial Relations and Labour Policy	Strategic Human Resource Management
Human Resource Management	Marketing Management	Performance and Compensation Management
Management Accounting	Production Management and Quantitative Techniques	Organization Development
Organizational Behaviour	Summer Training and Viva-Voce	Workshop on Training and Development
Workshop on Business Computing	Comprehensive Viva-Voce**	Workshop on Negotiating Skills and Participative Decision Making
Workshop on Business Research	Seminar on Management of Change	Seminar on Social Security and Labour Welfare
	Seminar on Human Resource Planning	
	Workshop on Qualitative Research	
	Workshop on Business Communication	

SEMESTER-IV	
Human Resource Information System	**Any one of the following out of the papers offered**:
Personal Effectiveness and Leadership	Workshop on Human Resource Valuation
Workshop on Management of Discipline and Disciplinary	Total Quality Management

Proceedings	
Comprehensive viva-voce****	Stress Management
Major Project #	Designing Organizations for Uncertain Environment
Seminar on Ethics and Conduct of Business	Dynamics of Trade Unions
Seminar on Interpersonal Skills and Transactional Analysis	Emotional Intelligence and Managerial Effectiveness
Managing Corporate Social Responsibility	Comparative Industrial Relations
	Managerial Competencies and Career Development
	Workshop on Building Learning Organisations
	Industrial Engineering
	Workshop on Secretarial Practice
*At the end of the examination of 2nd Semester the students will undergo compulsory summer training for a period of 6-8 weeks. Every student will submit the Summer Training Report within two weeks from the start of teaching for 3rd Semester. **Comprehensive Viva-Voce of 2nd Semester would be based on papers taught in 1st and 2nd Semester. ****Comprehensive Viva-Voce of 4th Semester would be based on papers taught in 3rd and 4th Semester. # Major Project would commence in Third Semester, but final marks would be awarded in Fourth Semester.	

"MBA (Entrepreneurship) (Under Honours School System at UBS w.e.f. 2019-2021 Batch	
SEMESTER-I	**SEMESTER-II**
Business Economics	Business Environment
Business Statistics	Human Resource Management
Management Accounting	Operations Management
Organisational Behaviour	Financial Management
Marketing Management	Legal aspect of Business
Workshop on Business Computing	Summer training report and viva-voce*
Workshop on Business Research	Comprehensive viva-voce**
	Workshop on business communication
	Workshop on multi variate statistical techniques
* At the end of the examination of 2nd Semester the students shall undergo compulsory summer training for a period of 6-8 weeks. Every student would be required to submit the Summer Training Report within two weeks from the start of teaching for 3rd Semester. ** Comprehensive Viva-voce of 2nd Semester would be based on papers taught in 1st and 2nd Semester.	

SEMESTER III	**SEMESTER-IV#**
Strategic Management	Comprehensive Viva-Vove****
	Human Values and Business Ethics
	*Major Project
	Entrepreneurship Business Plan***
Students are required to opt for atleast three papers out of following papers offered and another two papers from different groups offered selecting atleast one paper from any two of the following three group:-	Students are required to select any two out of the following papers offered. In addition, the students would continue with the two groups opted by them in Third Semester and further in each group opted by them they are to opt for atleast one paper out of the paper offered
Entrepreneurial Development and New Enterprise Management	Managing Strategic implementation and Business Transformation
Entrepreneurial Finance	Managing Teams
Infrastructure and Project Finance	Managing Global Enterprise
Tax Planning for Entrepreneurs	Organisation Structure and Design
Investing in Private Equity	**Group A: Finance**
Marketing for Entrepreneurship	Strategic Cost Management
Legal and Government Policy Considerations in New Enterprise	International Financial Management
Group A: Finance	Behavioral Finance
Investment Management	Corporate Governance
Management Control Systems	
Project Planning, Analysis & Management	
Group B: Information Technology & Operations Management	**Group B: Information Technology & Operations Management**
Product Innovation in Technology Business	Knowledge Management
Business Process Re-engineering	Management of Technology
Integrating E-Systems and Global Information Systems	Business Intelligence
	Total Quality Management
Group C: Marketing:	**Group C: Marketing**
Marketing Research & Product Management	Marketing of Services
Data analytics for Business	Workshop on Foreign Trade documentation and Trade Finance
Digital Marketing and Retail Management	Application of Accounting and Finance in Marketing

****Comprehensive Viva-voce of 4th Semester would be based on papers taught in 3rd and 4th Semester.
***The Entrepreneurship Business Plan shall commence in the Third Semester and final marks would be awarded in the fourth Semester.
Students would be expected to undertake Assignments/Projects related to Enterpreneurship in the different subjects taught to them particularly in the 3rd and 4th Semester.
Major Project would commence in 3rd Semester, But final marks would be awarded in the 4th Semester.

M.Com (Hons)(Under Honours School System at UBS w.e.f. 2019-2021 Batch)

SEMESTER -I	SEMESTER-II
Organizational Behaviour	Marketing Management
Business Economics	Human Resource Management
Business Statistics	Operations and Material Management
Business Finance	Management Information Systems
Business Computing	Management of Financial Services
Business Environment	Summer Training and viva-voce*
Workshop on Business Communication	Seminar on Accounting Theory and Practice
Workshop on Business Research	Seminar on Microfinance Management
*At the end of the examination of 2nd Semester the students will undergo compulsory summer training for a period of 6-8 weeks. Every student will submit the Summer Training Report within two weeks from the start of teaching for 3rd Semester	
SEMESTER-III	**SEMESTER-IV**
Business Strategy	Corporate Governance
Advanced Auditing	Corporate Tax Planning
Seminar on Corporate Restructuring	Comprehensive Viva-Voce ****
Workshop on Teaching Theory and Practice	Major Project #
Choose any two subjects each from any two Groups of opted Electives out of the offered Groups	**To continue with the same two Groups of Electives opted in the 3rd Semester**
Group I: Accounting-I	**Group I: Accounting-II**
Strategic Cost Management	Management Control Systems
International Accounting	Financial Statement Analysis
Forensic Accounting	
Group II: Finance –I	**Group II: Finance-II**
International Financial Management	Project Planning, Analysis and Management
Investment Management	Financial Engineering
Behavioral Finance	
Group III: Banking and Insurance-I	**Group III: Banking and Insurance II**
Bank Management	International Banking
Insurance Management	Actuarial Practice
Microfinance and Rural Credit	
Group IV: Business Law -I	**Group IV: Business Law II**
Socio-Economic Environmental Laws	Intellectual Property Laws
Industrial Laws	E-Security and Cyber Laws
Marketing Laws	
Group V: Entrepreneurship and Family Business-I	**Group V: Entrepreneurship and Family Business II**
Entrepreneurial Development and New Enterprise Management	Marketing for Entrepreneurship
Entrepreneurial Finance	Managing Strategic Implementation and Business Transformation
Legal and Government Policy considerations in new enterprise	
****Comprehensive Viva-Voce of 4th Semester would be based on papers taught in 3rdand 4th Semester. # Major Project would commence in Third Semester, but final marks would be awarded in Fourth Semester.	

MBAfEX(Under Honours School System at UBS w.e.f. 2019-2021 Batch)

SEMESTER-I	SEMESTER-II
Business Economics	Business Environment
Business Statistics	Human Resource Management
Management Accounting	Operations Management
Organisational Behaviour	Financial Management
Marketing Management	Legal Aspect of Business
Workshop on Business Computing	Comprehensive viva – voce**
Workshop on Business Research	Workshop on Business Communication
	Workshop on Multivariate statistical Techniques
**Comprehensive Viva-Voce of 2nd Semester would be based on papers taught in 1st and 2nd Semester.	
SEMESTER III	**SEMESTER-IV**
Strategic Management	Comprehensive viva-voce****

	Human Values and Business Ethics
Students are to opt for two groups out of the groups offered. And further in one group opted by them they are to opt for three papers out of the papers offered. In the other group they are to opt for two papers out of the papers offered.	**Students to continue with the two groups opted by them in third semester. And further in one group opted by them they are to opt for three papers out of the papers offered. In the other group they are to opt for two papers out of the papers offered.**
Group A: Entrepreneurship and General Management	**Group A: Entrepreneurship and General Management**
Entrepreneurial Development and New Enterprise Management	Managing Strategic Implementation and Business Transformation
Entrepreneurial Finance	Managing Teams
Infrastructure and Project Finance	Managing Global Enterprise
Tax Planning for Entrepreneurs	Organisation Structure and Design
Investing in Private Equity	
Marketing for Entrepreneurship	
Legal and Government Policy consideration in new Enterprise	
Group B: Finance	**Group B: Finance**
Financial statement analysis	Strategic Cost Management
Financial engineering	International Financial Management
Management of financial services	Behavioral Finance
Investment Management	Corporate Governance
Management Control Systems	
Project Planning, Analysis and Management	
Corporate Tax Planning	
Group C: Information Technology & Operations Management	**Group C: Information Technology and Operations Management**
Mobile Commerce	Knowledge Management
Product Innovation in Technology Business	Management of Technology
Business Process Re-Engineering	Business Intelligence
Systems Analysis and Design	Total Quality Management
Enterprise Resource Planning	
Management Information Systems	
Integrating E-System and Global Information System	
Group D: Marketing	**Group D: Marketing**
Advertising and Consumer Behavior	Marketing of Services
Global Marketing Management	Workshop on Foreign Trade Documentation and Trade Finance
Marketing Research and Product Management	Customer Relationship Management and Sales Management
Global Supply Chain Management	Application of Accounting and Finance in Marketing
Industrial and Rural Marketing	
Data Analytics for Business Digital Marketing & Retail Management	
Group E: Human Resource Management	**Group E: Human Resource Management**
Labour Legislation-I	Human Resource Information System
Strategic Human Resource Management	Personal Effectiveness and Leadership
Performance and Compensation Management Organization Development	Workshop on Management of Discipline and Disciplinary Proceedings
Workshop on Training and Development Comparative Industrial Relations	Labour Legislation-II
Managing Corporate Social Responsibility	
****Comprehensive Viva-Voce of 4nd Semester would be based on papers taught in 3rdand 4th Semester.	

PLACEMENTS: The Summer Internship Season for 2018-19 witnessed participation from a plethora of reputed companies that extended internship offers to 86 students across various domains, profiles and geographies. HDFC Bank, Kotak Mahindra Bank, OYO Rooms, uTrade, Volvo Eicher were some of the prominent recruiters. The final placements for the batch 2018-19 concluded on a jubilant note as a total of 114 students received job offers from companies in functions of their choice. Tolaram Group, HSBC, E&Y, Paisabazar, Trident, Aircel, Clicklabs, Café Coffee Day, Dell, E-Clerx, Finxera, General Motors, Futures First, HDFC, ICICI, Infosys, Kotak Mahindra Bank, KPMG Global, ReligareFinvest, SBI Life Insurance, The Smart Cube, Volvo Eicher and Wipro. The maximum package 53 Lakhs was offered to the students and the average package was 12.5 Lakhs.

ALUMNI RELATIONS: In the academic year 2018-2019 University Business School welcomed several distinguished corporate personalities and alumni from various batches for corporate interactions with the students. The top executives from various organizations like Religare**,** Vodafone, DHFL, IBM, Eidelweiss, Korn Ferry**,** ITC Hotels, Reliance Industries Limited e.t.c interacted with the students. Golden Jubilee of the commencement of MBA Program at UBS was celebrated on October 06, 2018 (alongwith Silver Jubliee reunion of 1993 Batch)

CONVOCATION: The UBS organized its first departmental level convocation on October 06, 2018.

UNIVERSITY INSTITUTE OF APPLIED MANAGEMENT SCIENCES

ABOUT THE INSTITUTE

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

Salient Features of the Institute :

(a) UIAMS is in furtherance of University's vision of developing emerging areas as nodal centres of Excellence in applied fields.
(b) Cardinal Principle of Delivery System : 70:30 ratio of Management and Sectoral inputs.
(c) Delivery and Evaluation at UIAMS is a mix of Theory & Practice.
(d) Association with Industry through invited talks, guest faculty, evaluation of projects.
(e) Institute is inter-disciplinary drawing from rich reservoir of talent available not only from University Business School (UBS) but also sectoral Departments like University Institute of Pharmaceutical Sciences (UIPS), Dr. Harvansh Singh Judge Institute of Dental Sciences & Hospital, University Institute of Engineering & Technology (UIET), Department of Economics, Department of Statistics, Department of Computer Sciences and Dr. S.S.B. University Institute of Chemical Engineering & Technology.

FACULTY

Designation	Name	Field of Research Specialization
Professors	Sanjeev Sharma	Strategic Management, Marketing Management, International Business
	Upasna Joshi Sethi **(Director)**	Human Resource Management, Organisational Behaviour
Associate Professors	Pardeep Kumar Sharma	Quantitative Techniques, Economic Development, Poverty Inequality and Inter-regional disparities.
	Nishi Sharma	Financial Management, Investment Analysis & Portfolio Management, Corporate Finance, Accounting, Banking.
	Monika Aggarwal	Banking, Entrepreneurship, Finance & Accounting.
Assistant Professors	Anupreet Kaur Mavi	Development Economics, Labour Economics
	Arunachal Khosla Nidhi Gautam	Organizational Behaviour, HRM Information Systems, Telecommunications, Data Science, Data Communication, Wireless Sensor Networks, Wireless Communication, Information Technology, Data Analytics.
	Jagandeep Singh	Marketing Management, Strategic Management
	Manu Sharma	Mergers & Acquisitions, Private Equity, Corporate Valuation and Financial Derivatives.
	Manjushri Sharma	Hospital Management, Pharmaceutical Management, Health Economics
	Ajay Kumar Dogra	Hospital, Pharmaceutical Management, Operations, HRM, Marketing Law & Management (HR), HRM, Infra Mgt.
	Aman Khera	Information Technology, Telecommunication Mgt., Digital Marketing, Operation Management.
	Rachita Sambyal	Finance, Infrastructure Management & Banking
	Naveen Kumar	Strategy, International Business, Marketing
	Harsh Tuli	

COURSES OFFERED (SEMESTER SYSTEM)

Course	Seats	Duration	Eligibility*	Admission Criteria
MBA (Retail Management)	45+5NRI+2 Foreign National	2 Years	Passed one of the following examinations from a recognized University: A Bachelor's or Master's Degree in any discipline of Panjab University OR of any other recognized University as equivalent thereto with atleast 50%* marks in aggregate OR Pass in final examination conducted by the Institute of Chartered Accountants of India OR England/the Institute of Cost and Works Accountants of India or England/Institute of Company Secretaries of India OR AMIE Examination with 50% marks or more after having passed the diploma examinations with 60% marks or above & have atleast 5 years research / teaching or professional experience.	Based on MET Calculation of Merit: MET: 85% Group Discussion: 7.5% Personal Interview: 7.5 %
MBA (Banking & Insurance Management)	45 + 5 NRI+2 Foreign National	2 Years		

MBA (Capital Markets)	22+3NRI+ 1 Foreign National	2 Years		
MBA (I.T.& Telecommunic-ations Management)	22 + 3 NRI+1 Foreign National	2 Years	Bachelor's degree in Engineering/ Technology, i.e. B.E. / B.Tech. (in any Branch) with minimum 50%* marks in the aggregate OR Bachelor's Degree in any Science subject with Physics and / or Mathematics with minimum 50%* marks in the aggregate ORBachelor's in Computer Application (BCA) of Panjab University OR of any other University recognized by the Panjab University as equivalent thereto with atleast 50%* marks in the aggregate OR AMIE Examination with 50% marks or more after having passed the diploma examinations with 60% marks or above and have atleast 5 years research / teaching or professional experience	
MBA (Infrastructural Management)	22 + 3 NRI+1 Foreign National	2 Years		
MBA (Pharmaceutical Management)	22+3 NRI+1 Foreign National	2 Years	Bachelor's degree in Pharmacy with minimum 50%* marks in the aggregate OR M.B.B.S. with minimum 50%* marks OR Bachelor's Degree in any Science subject with 50%* marks in the aggregate and Diploma in Pharmacy with minimum 50%* marks OR B.Sc. (Medical) / B.Sc. (Biotechnology) /B.Sc. (Biochemistry) with at least 50%* marks in aggregate.	
MBA (Hospital Management)	22+3 NRI+1 Foreign National	2 Years	MBBS / BDS / BAMS / BHMS / B.Pharmacy / B.Sc. (Nursing) / Bachelor of Physiotherapy (BPT) / B.Voc. (Hospital Mgt.) of Panjab University or a degree of any other University which has been recognized by the Syndicate as equivalent thereto with not less than 50% marks in the aggregate OR B.Sc. (Medical) / B.Sc. (Biotechnology) / B.Sc. (Biochemistry) with at least 50%* marks in aggregate.	
Ph.D.	9+1**	3-6 Years	See M.Phil/Ph.D Prospectus 2020	
*5% Concession is admissible in eligibility marks to SC/ST/BC/PwD Candidates. Candidates appearing in the Final Degree Examination are eligible to apply and can take the test provisionally.				
**One seat reserved for regular teacher of P.U. Campus and affiliated colleges to Panjab University/UGC Rajiv Gandhi National Fellow/Sponsored Foreign Students holding valid research visa under ICCR				

TITLES OF SYLLABI: Detailed syllabi available at http://puchd.ac.in/syllabus.php.

SEMESTER-I (Common To all Sectoral Branches)	**SEMESTER-II**
Principles and Practices of Management	Business Environment
Managerial Economics	Financial Management
Accounting for Management	Principles of Marketing
Business Statistics	Human Resource Management
Organizational Behaviour	Workshop on Soft Skills
Legal and Ethical Aspects of Business	Seminar on Research Methodology
Management Information Systems	Summer Training and Viva-Voce*
	Comprehensive Viva-Voce**

In second semester, every student has to study two papers of the sectoral stream in which he/she has been admitted.

Sectoral Subjects - Retail Management

RM – 1: Introduction to Retailing

RM – 2: Product and Brand Management

Sectoral Subjects - Banking & Insurance Management

B&I-1: Principles and Practices of Banking

B&I-2: Principles of Insurance

Sectoral Subjects – Capital Markets#

CM-1: Dynamics of Financial System

CM-2: Capital Market and Financial Intermedration

Sectoral Subjects – I.T. & Telecommunication Management
IT&T-1: Data Communications and Cyber Security
IT & T -2: Business Intelligence with Data Mining
Sectoral Subjects – Infrastructural Management
IM – 1: Introduction to Infrastructural Management
IM – 2: Regulatory Framework of Infrastructural Management
Sectoral Subjects – Pharmaceutical Management
PM – 1: Industrial Pharmacy and Pharmaceutical Technology
PM – 2: Quality Assurance and Inventory Management
Sectoral Subjects – Hospital Management
HM-1: Introduction to Epidemiology and Bio-Statistics
HM-2: Community Health and Management of National Health Programmes
*at the end of the examination of 2nd semester, the students will undergo compulsory summer training for a period of 6-8 weeks. Every student will submit the summer training report within two weeks from the start of teaching for 3rd semester.
**comprehensive viva-voce of 2nd semester would be based on papers taught in 1st and 2nd semester.
subject to approval of the competent authority. [1]

SEMESTER-III	SEMESTER-IV
1. Project Planning and Analysis	1. Strategic Management 2. Seminar on Corporate Governance 3. Workshop on Developing Entrepreneurial Skills 4. Operations Research 5. Research Project* 6. Comprehensive Viva-Voce**
Student has to select one stream of functional specialisation and study 4 papers from the chosen specialisation:	**Student has to select one stream of functional specialisation and study 2 papers from the chosen specialization**: 7. **Functional Specialization** : papers from the chosen functional area: **Group–A: Marketing** a) Industrial and Rural Marketing b) Integrated Marketing Communications
2. **Functional Specialization** : 4 papers from the chosen functional area: **Group–A: Marketing** a) Marketing Research and Consumer Behaviour b) Advertising and Sales Management c) International Marketing ***d)*** Internet Marketing	
Group–B: Finance a) Investment Analysis and Portfolio Mgt. b) Strategic Cost Management c) Financial Engineering d) Mergers, Acquisitions and Corporate Restructuring	**Group–B: Finance** a) Corporate Valuation b) Management of Financial Services **Group–C: Human Resource Management** a) Industrial Relations and Labour Welfare b) Training and Development
Group–C: Human Resource Management a) International Human Resource Management b) Organizational Development c) Labour Laws d) Performance Management	**Group–D: Operations Management** a) Enterprise Resource Planning b) Productivity Management
Group–D: Operations Management a) Supply Chain Management b) Advanced Production Management c) Business Process Re-Engineering d) Management of Technology and Innovation	
4. ***In Third semester, every student has to study three papers of the sectoral stream in which he/she has been admitted.***	8. ***In Fourth semester, every student has to study three papers of the sectoral stream in which he/she has been admitted***.

Sectoral Subjects-Retail Management RM-3: Customer Relationship Management RM-4: Franchising Management RM-5: Visual Merchandising	**Sectoral Subjects-Retail Management** RM-6: Advanced Supply Chain Management RM-7: Marketing of Services RM-8: Marketing Strategies and Management
Sectoral Subjects-Banking & Insurance Management B&I-3: International Banking B&I-4: Management of Banking Service Operations B&I-5: Life and General Insurance	**Sectoral Subjects-Banking & Insurance Management** B&I-6: Regulatory Framework B&I-7: Marketing of Financial Services B&I-8: Risk Management
Sectoral Subjects- Capital Markets# CM-3: Capital Market Securities. CM-4: Private Equity and Alternative Investments CM-5: Equity Research and financial Modelling	**Sectoral Subjects- Capital Markets#** CM-6: Capital Market Risk Management CM-7: Global Capital Markets CM-8: Behavioral Finance and Capital Markets
Sectoral Subjects–I.T. & Telecommunications Management IT&T-3: Cloud Computing Essentials IT&T-4: IT and Telecommunications Regulations and Policies IT&T-5: Big Data Technology	**Sectoral Subjects–I.T. & Telecommunications Management** IT&T-6: Programming for Data Analytics IT&T-7: IOT Fundamentals IT&T-8: IT Project Management
Sectoral Subjects–Infrastructural Management IM-3: Infrastructural Project Delivery, Managing Contracts and Negotiations IM-4: Financing of Infrastructural Projects IM-5: Public Private Participation in Infrastructural Projects	**Sectoral Subjects–Infrastructural Management** IM-6: Environmental Impact Assessment and Sustainable Development IM-7: Emerging Issues in Infrastructure Sector IM-8: Urban, Rural and Social Infrastructure Sectors
Sectoral Subjects–Pharmaceutical Management PM-3: Medical Pharmacology PM-4: Pharmaceutical Marketing PM-5: Brand Management	**Sectoral Subjects–Pharmaceutical Management** PM-6: Contemporary Issues in Pharmaceutical Management PM-7: Advanced Supply Chain Management PM-8: Patents and DRA
Sectoral Subjects–Hospital Management HM-3: Hospital Planning and Organisation HM-4: Management of Clinical and Super Specialty Services HM-5: Management of Support Services in Hospitals	**Sectoral Subjects–Hospital Management** HM-6: Health and Hospital Information Management HM-7: Health Insurance HM-8: Legal Aspects of Hospital Management
* Research project will start from 3rd semester. However, marks for this project will be counted in the 4th semester only. ** Comprehensive viva-voce in 4th semester will be based on papers taught in 3rd and 4th semester. # Subject to Approval from Competent Authority.	

THRUST AREAS: The sectoral management courses at UIAMS have been so designed to train socially responsible, ethically oriented management professionals. The programmes are a unique blend of strategic thinking and pragmatism coupled with industry orientation. UIAMS has the mandate to undertake teaching and research in sectoral domains of industrial activity.

PLACEMENTS: UIAMS has an active placement cell, managed by full time training and placement officer (TPO). There has been a tremendous response from the reputed organisations for the management graduates of UIAMS. The focus of the placement team has been to nurture soft skills so as to enhance their employability quotient.

ALUMNI RELATIONS: Alumni of UIAMS has been in constant touch with its alma mater. UIAMS has been holding its annual alumni meet, which is well attended. Alumni are also kept abreast with the latest developments of UIAMS, besides seeking their support for the placement activities.

UNIVERSITY INSTITUTE OF HOTEL AND TOURISM MANAGEMENT (UIHTM)

ABOUT THE INSTITUTE

The University Institute of Hotel and Tourism Management (UIHTM) is an upcoming premier institute of Panjab University, which is offering education, training and consultancy in the field of hospitality, tourism, travel and allied sectors. Looking to the demands of the Indian and global economy, UIHMT's programmes offer specialization for learners to enable them to acquire the right skill set with ample flexibility to adapt to employer organization's need.

FACULTY

Designation	Name	Field of Research Specialization
Professor	Prashant Kumar Gautam	Destination Management
Assistant Professor	Anish Slath	Hospitality Sales and Marketing
	(Director)	
	Arun Singh Thakur	Special Interest Tourism
	Jaswinder Kumar Sharma	Sustainable Tourism
	Jaswinder Singh	Food Production
	Neeraj Aggrawal	Food and Beverage Service
Assistant Professors	Gaurav Kashyap	Gastronomy and food science
(Temporary)	Abhishek Ghai	Food and Bevarage Service–Bar operations
	Lipika Guilani	Finance and Accounting
	Manoj Semwal	Hotel Housekeeping

COURSES OFFERED (SEMESTER SYSTEM)

Course	Seats	Duration	Eligibility*	Admission Criteria
Bachelor of Hotel Management and Catering Technology (BHMCT)	60+6 NRI +3 Foreign National	4 years	10+2 with not less than 50% marks in the aggregate and English as one of the compulsory subjects	Based on PU Tourism and Hospitality Aptitude Test (PUTHAT)
Bachelor of Tourism Internal Management (BTTM)	30+3 NRI +2 Foreign National	4 years	10+2 with not less than 50% marks in the aggregate and English as one of the compulsory subjects	Based on PU Tourism and Hospitality Aptitude Test (PUTHAT)
Master in Hospitality Management and Catering Technology (MHMCT)	40	2 years	A Bachelor's degree in hotel management or equivalent from any recognized University with not less than 50% marks in the aggregate	Based on Merit.
Master in Tourism Travel Management (MTTM)	40	2 years	A Bachelor's Degree in any discipline of the University or a degree of any other University which has been recognized by the Syndicate as equivalent thereto with not less than 50% in the aggregate	Based on Merit.
* 5% concession is admissible in eligibility marks to SC / ST / BC / PwD candidate				

Titles of Syllabi : Detailed syllabi available at http://puchd.ac.in/syllabus.php

BACHELOR OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY (BHMCT)
Course Structure Session 2019-23

FIRST SEMESTER		
	Course Code Proposed	**Course Title / Proposed**
Discipline Core	**A. Theory**	
	BHM-T101	Fundamentals of Culinary Arts
	BHM-T102	Fundamentals of Food & Beverage Service
	BHM-T103	Fundamentals of Front Office
	BHM-T104	Fundamentals of Housekeeping
Discipline Electives choose any two	BHM-T105	Fundamentals of Nutrition
	BHM-T106	Application of Computers
	BHM-T107	Introduction to Food Commodities
	BHM-T108	Introduction to Event Management
Discipline Core	**B. Practical**	
	BHM-P109	Fundamentals of Culinary Arts
	BHM-P110	Fundamentals of Food & Beverage Service
	BHM-P111	Fundamentals of Front Office
	BHM-P112	Fundamentals of Housekeeping
	BHM-P113	Leadership Development Camp

SECOND SEMESTER

	Course Code Proposed	Course Title Proposed
Discipline Core	**A. Theory**	
	BHM-T201	Foundation Course in Culinary Arts
	BHM-T202	Foundation Course in Food & Beverage Service
	BHM-T203	Foundation Course in Front Office
	BHM-T204	Foundation Course in Housekeeping
Discipline Electives choose any two	BHM-T205	Executive Communication
	BHM-T206	Principles of Food Science
	BHM-T207	Basics of Tourism
Compulsory Paper (Non Credit Course	BHM-T208	Environment, Road Safety Education, Violence Against Women/Children and Drug Abuse
Discipline Core	**B. Practical**	
	BHM-P209	Foundation Course in Culinary Arts
	BHM-P210	Foundation Course in Food & Beverage Service
	BHM-P211	Foundation Course in Front Office
	BHM-P212	Foundation Course in Housekeeping

THIRD SEMESTER

	Course Code	Course Title
Discipline Core	BHM 301	Industrial Exposure Training

FOURTH SEMESTER

	Course Code Proposed	Course Title Proposed
Discipline Core	**A. Theory**	
	BHM-T401	Regional Cookery
	BHM-T402	Introduction to Alcoholic Beverages
	BHM-T403	Front Office Operations
	BHM-T404	Accommodation Operations
Discipline Electives choose any two	BHM-T405	Food & Beverage Management and Controls
	BHM-T406	Food Safety & Quality
	BHM-T407	Business Ethics
	BHM-T408	Spa Management
Workshop on Research Methodology		
Discipline Core	**B. Practical**	
	BHM-P409	Regional Cookery
	BHM-P409	Food & Beverage Operations
	BHM-P410	Front Office Operations
	BHM-P411	Foundation Course in Accommodation Operations

FIFTH SEMESTER

	Course Code Proposed	Course Title Proposed
Discipline Core	**A. Theory**	
	BHM-T501	Larder- Principles and Concepts
	BHM-T502	Mixology- Principles and Concepts
	BHM-T503	Accommodation Management
	BHM-T504	Facility Planning
Discipline Electives choose any two	BHM-T505	Bar Operations and Management
	BHM-T506	Basics of Accountancy
	BHM-T507	Components of Tourism
	BHM-T508	Organizational behavior
Discipline Core	**B. Practical**	
	BHM-P509	Larder- principles and concepts
	BHM-P510	Mixology –Principles and concepts

	BHM-P511	Accommodation Management
	Research Project*	

SIXTH SEMESTER

	Course Code Proposed	Course Title Proposed
Discipline Core	**A. Theory**	
	BHM-T601	International Cuisine
	BHM-T602	Banquet & Restaurant Operations and Management
	BHM-T603	Front Office Management
	BHM-T604	Principles of Management
Discipline Electives choose any two	BHM-T605	Aviation and Cruise line operations Management
	BHM-T606	Entrepreneurship Development
	BHM-T607	Personality Development and Soft Skills
	BHM-T608	Food Photography and Food Journalism
	BHM-T609	Ayurveda and Gastronomy
Discipline Core	**B. Practical**	
	BHM-P609	International Cuisine
	BHM-P610	Banquet and Restaurant Operations and Management
	BHM-P611	Front Office Management
	BHM-P612	Research Project (Viva Voce)

SEVENTH SEMESTER

	Course Code	Course Title
	A. Theory	
Specialization Core	**Group 1. Food and Beverage Division Management**	
	BHM-T701	Advanced Food Production Operations & Management
	BHM-T702	Advanced Food & Beverage Service Operations and Management
Specialization Core	**Group 2. Rooms Division Management**	
	BHM-T703	Advanced Front Office Management
	BHM-T704	Advanced Accommodation Management
	Compulsory Subjects	
Discipline Core	BHM-T705	Project on Market feasibility and financial viability for hotels/restaurants
Specialization Electives	BHM-T706	Strategic Management
	BHM-T707	Principles of Marketing
	BHM-T709	Financial Management
	B. Practical	
Specialization Core	**Group 1. Food and Beverage Division Management**	
	BHM -P710	Advanced Food Production Operations
	BHM -P711	Advanced Food & Beverage Operation
	BHM-P712	Soft Skills and Interview Preparations
Specialization Core	**Group 2. Rooms Division Management**	
	BHM-P712	Soft Skills and Interview Preparations
	BHM -P713	Front Office Management
	BHM -P714	Accommodation Management

EIGTH SEMESTER

	Course Code	Course Title
Discipline Core	BHM 801	Specialized Hospitality Training
	BHM 802	Project Report on emerging trends in hospitality Industry

Course: BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (B.T.T.M.)

SEM		Code	Course Title	Course Type
1	Core	BTM 111	Tourism: Concept, Status and Trends	DC
		BTM 112	Geography for Tourism	DC
		BTM 113	Indian Society and Culture	DC
	Choose any one	BTM 114	Computer Operations	DE
		BTM 115	Introduction to Hospitality Industry	DE
	Choose any three	BTM 116	Workshop on Personality Development	DE

		BTM 117	Workshop on Executive Communication for Tourism Industry	DE
		BTM 118	Workshop on Physical Grooming	DE
		BTM 119	Workshop on Travel Writing	DE
2	Core	BTM 121	Components of Tourism	DC
		BTM 122	Tourism Product – Regional	DC
		BTM 123	Field Trip Report	DC
		BTM 124	Environment and Road Safety Education	DC
	Choose any two	BTM 125	Tourism Products of India: Art and Architecture	DE
		BTM 126	Tourism Product of India: Nature Based	DE
		BTM 127	Event Management Engagement	DE
	Choose any one	BTM 128	Workshop on Hotel Operations	DE
		BTM 129	Workshop on English Language Skills for Tourism Industry	DE
3		BTM 231	Travel Agency and Tour Operations	DC
		BTM 232	Principles of Management	DC
		BTM 233	Outdoor Learning Programme	DC
	Choose any three	BTM 234	Tourism Impacts	DE
		BTM 235	Special Interest Tourism	DE
		BTM 236	Environment and Tourism	DE
		BTM 237	Tourism Product of India: Cultural Heritage	DE
4		BTM 241	Introduction to Statistics	DC
		BTM 242	Policy and Planning for Tourism Development	DC
		BTM 243	On the Report and Viva	DC
	Choose any three	BTM 244	Itinerary Preparation	DE
		BTM 245	Tour Package Design	DE
		BTM 246	Essential of Tour Guiding	DE
		BTM 247	Tourism Transportation	DE
5		BTM 351	Basics of Tourism Research	DC
		BTM 352	Tourism Marketing	DC
		BTM 353	Introduction to Event Management	DC
	Choose any three	BTM 354	Tourism Business Environment	DE
		BTM 355	Human Resource Management	DE
		BTM 356	Introduction to Air Travel	DE
		BTM 357	Business Tourism	DE
6		BTM 361	Volunteering and Societal Understanding Programme	DC
		BTM 362	Tourism Business Economics	DC
		BTM 363	Airline Service and In-flight Facilities	DC
				SC 1/1
				SE1/1
				SE1/2
7		BTM 471	Basics of Accountancy	DC
		BTM 472	Tourism Promotion	DC
		BTM 473	Research Project Report	DC
				SC 2/1
				SE2/1
				SE2/2
8		BTM 481	Comprehensive Viva Voce	DC
		BTM 482	Internship Report	DC
		BTM 483#	Workshop: Computerised Reservation System	DC
		BTM 484#	Workshop: Indian Tourism Destinations	DC
		BTM 485#	Workshop: International Tourism Destinations	DC

Specialization Core and Electives

SPECIALISATION A (Travel Trade)

SC	BTM TT1	Ticketing & Transportation
SE	BTM TT2	Trade Related Issues and Frontier Formalities
SE	BTM TT3	Adventure Tourism
SE	BTM TT4	Rural and Community Based Tourism

SPECIALISATION B (Outbound Tourism)

SC	BTM OT1	Regional Dimensions of International Tourism
SE	BTM OT2	Outbound Tour Operations
SE	BTM OT3	Tourism Product: Europe and America
SE	BTM OT4	Tourism Product: Asia, Middle East and Pacific Area

SPECIALISATION C (Aviation and Hospitality)

SC	BTM AH1	Room Division Management
SE	BTM AH2	Basics of F&B Operations
SE	BTM AH3	Airport Facility Management
SE	BTM AH4	Air Transport & Cargo Management

SPECIALISATION D (Tourism Marketing)

SC	BTM TM1	Service Marketing
SE	BTM TM2	Relationship Marketing
SE	BTM TM3	Sales and Distribution Management
SE	BTM TM4	E-Marketing

THRUST AREAS: 1. Food & Service Production 2. Food and Beverage Service 3. Accommodation Operation 4. Tour Operations 5. MICE

PLACEMENTS: UIHTM provides training and placements to the students. The students were placed in all leading hotel chains, cruise line companies and tour operator companies like Oberoi, Marriott, Taj, Jaypee Hotels, Hyatt, Cox and Kings, Thomas Cook etc.

ALUMNI RELATIONS: On regular basis Institute invites its former students to have an interaction with the students. On 8th May 2017 UIHTM had organized its first alumni meet.