

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	Organizational Behaviour; Strategic Management; General Management
Professor (Re-employed) Professors	Anupam Bawa	Marketing; Strategic Management
	Meenakshi Malhotra	Human Resource Management/Organisational Behaviour/Industrial Relation; General Management
	Deepak Kapur	Strategic Management Entrepreneurship, International Business
	B.B. Goyal	Marketing; General Management
	Sanjay Kaushik	Human Resource Management/Organizational Behaviour/Industrial Relation; General Management; Banking
	Karamjit Singh (on long leave)	Finance & Accounting/Banking; General Management
	Parmjit Kaur (Chairperson)	Finance & Accounting/Banking; General Management
	Meena Sharma	Finance & Accounting/Banking; General Management
	Suveera Gill	Finance & Accounting/Banking; General Management
	Gunmala Suri	General Management; Quantitative Techniques; Operation Research, Statistics & Research Methodology; Operation Management;
Associate Professors	Navdeep Kaur	Information Technology and E-Commerce/ Knowledge Management
	Luxmi Malodia	General Management; International Business
	Purva Kansal	Human Resource Management/ Organizational Behaviour/Industrial Relation; General Management
	Monica Bedi	Marketing; General Management
	Tejinderpal Singh	Marketing; International Business
Assistant Professors	Rupinder Bir Kaur	Marketing; E-Commerce
	Tilak Raj	Human Resource Mgmt.; General Management
	Neha Gulati	Business Economics; General Management
		Computer; General Management

Kulwinder Singh
Pooja Soni

Business Economics; General Management
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	Based on CAT 2023 Calculation of Merit: CAT Score: 85% Group Discussion: 7.5% Personal Interview: 7.5%
#MBA (International Business)	30 + 4NRI + 2 Foreign National	2 Years	A pass in the final examination conducted by the (a) Institute of Chartered Accountants of India or England OR	
#MBA (Human Resource)	30 + 4NRI + 2 Foreign National	2 Years	(b) Institute of Cost and Works Accountants of India or England OR (c) Institute of Company Secretaries of India OR	
# MBA (Entrepreneur - ship)	25+3NRI	2 Years	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.	
# MBAfEX	30 + 3NRI + 2 Foreign National	2 years	a) A Bachelor's or Master's Degree in any discipline with not less than 50% marks in the aggregate or any other examination with 50% marks recognized by the University as equivalent thereto** OR Final examination of the Institute of Chartered Accountants of India or Institute of Cost and Works Accountants of India or the 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. b) The applicant should be holding Executive position in a commercial or Industrial establishment after passing the qualifying examination as give above. Members of all india or State Administrative/Technical Services and Defence Personnel holding administrative posts will also be eligible. No objection certificate from the employer is essential. c) 5% relaxation in minimum marks requirement would be granted to SC/ST/BC/PwD candidates as per PU guidelines. d) Further there is no change in the sample question papers. e) The UBS Department has not started any new course that would be covered under the said entrance test i.e. PU CET (PG) 2023.	Based on CET (PG) Calculation of Merit: CET(PG): 85% Group Discussion: 7.5% Personal Interview: 7.5%
#M.Com. (Hons.)	27 + 3NRI + 1 Foreign National	2 Years	(a) A Bachelor's degree in Commerce or Business Administration with not less than 50% marks in the aggregate; OR (b) B.Com (Hons.)/ Degree with not less than 50% marks in the aggregate; OR (c) A graduate with Honours in Economics OR Mathematics OR Statistics OR Commerce with not less than 50% marks in the aggregate OR (d) A graduate with 55% marks in the aggregate having offered either Economics, Mathematics, Statistics or Commerce as a subject in the examination : 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; 55% marks in the aggregate	Based on CET (PG) Calculation of Merit: CET(PG): 85% Group Discussion: 7.5% Personal Interview: 7.5%

			<p>shall be calculated by taking into account full percentage of marks in all the papers in Language excluding the additional optional paper, English and the elective subject taken together; OR</p> <p>(e) An associate of the (i) Institute of Chartered Accountants of India or England or (ii) Institute of Cost and Works Accountants of India or England; OR</p> <p>(f) A pass in the final examination conducted by the Institute of Company Secretaries of India; OR</p> <p>(g) Any other qualification recognized by the Syndicate for this purpose.</p> <p>Provided that a candidate who seeks admission on the basis of qualifications mentioned in (c), (d), (f) above shall be required to qualify within one year from the date of admission (either with Semester I examination or with Semester II examination) in a special examination in two papers on (i) Commercial and Taxation Laws, and (ii) Accounting and Auditing, in accordance with the Syllabus as may be prescribed by the Senate.</p> <p>Further that the maximum marks shall be 100 in each paper and the pass marks shall be 35% as in B.Com. Examination. There shall be no internal assessment in these papers and marks in these papers will not be counted for the Semester examination.</p>	
Ph.D	25+1(UBS)**** 1 Deptt of Evening Studies 1 USOL 2 PURC, Ldh 2 GGSD College, Sector 32, Chd	3-6 Years	See Ph.D. Prospectus 2024	

#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 and 10 times the total no. of seats of all courses in each category or total no. of eligible candidate whichever is lower.

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 one for affiliated colleges / Regional Centre to Panjab University.

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 Recourse Management
Management Accounting	Operations Management
Organizational 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** Human Values and Business Ethics Major Project#
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.	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 Management
Entrepreneurial Development and New enterprise Management Entrepreneurial Finance Infrastructure and Project Finance Tax planning for Entrepreneurs Investing in Private Equity Marketing for Entrepreneurship Legal and Government Policy consideration in new enterprise	Managing Strategic Implementation and Business Transformation Managing Teams Managing Global Enterprise Organization Structure and Design
Group B: Finance Financial Statement Analysis Financial Engineering Management of Financial Services Investment Management Management Control Systems Project Planning, Analysis and Management Corporate tax planning	Group B: Finance Strategic Cost Management International Financial Management Behavioural Finance Corporate Governance
Group C: Information Technology & Operations Management Mobile Commerce Product Innovation in Technology Business Business Process Re-Engineering Systems Analysis and Design Enterprise Resource Planning Management Information Systems Integrating e-systems and Global Information system	Group C: Information Technology and Operations Management Knowledge Management Management of Technology Business Intelligence Total Quality Management
Group D: Marketing Advertising and Consumer Behaviour Global Marketing Management Marketing Research and Product Management Global Supply Chain Management Industrial and Rural Marketing Data Analytics for Business Digital Marketing and Retail Management	Group D: Marketing Marketing of Services Workshop on Foreign Trade Documentation and Trade Finance Customer Relationship Management and Sales Management Application of Accounting and Finance in Marketing
Group E: Human Resource Management Labour Legislation-I Strategic Human Resource Management Performance and Compensation Management Organisation Development Workshop on Training and Development Comparative Industrial Relations Managing Corporate Social Responsibility	Group E: Human Resource Management Human Resource Information system Personal Effectiveness and Leadership Workshop on Management of discipline and disciplinary proceedings Labour Legislation –II
**** 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)

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 Sectoral 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

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

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	Organisation Development
Organisational 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 Personal Effectiveness and Leadership Workshop on Management of Discipline and Disciplinary proceedings Comprehensive viva-voce*** Major Project# Seminar on Ethics and Conduct of Business Seminar on Interpersonal skills and Transactional Analysis Managing Corporate Social Responsibility	Any one of the following out of the papers offered: Workshop on Human Resource Valuation Total Quality Management Stress Management Designing Organizations for Uncertain Environment Dynamics of Trade Unions Emotional Intelligence and Managerial Effectiveness Comparative Industrial Relations Managerial Competencies and Career Development Workshop on Building Learning Organisations Industrial Engineering Workshop on Secretarial Practice
<p><i>*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.</i></p> <p><i>**Comprehensive Viva-Voce of 2nd Semester would be based on papers taught in 1st and 2nd Semester.</i></p> <p><i>****Comprehensive Viva-Voce of 4th Semester would be based on papers taught in 3rd and 4th Semester.</i></p> <p><i># Major Project would commence in Third Semester, but final marks would be awarded in Fourth Semester.</i></p>	

♦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
<i>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.</i>	
<i>**Comprehensive Viva-voce of 2nd Semester would be based on papers taught in 1st and 2nd Semester.</i>	
<i>***The syllabus of 3rd and 4th semester is under revision and it would be uploaded on the website in due course</i>	
Semester III	Semester IV
Strategic Management	Comprehensive Viva-Voce**** Human Values and Business Ethics #Major Project Workshop on Business Planning***
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 Strategic Cost Management International Financial Management Behavioural Finance Corporate Governance
Marketing for Entrepreneurship	
Legal and Government Policy Considerations in New Enterprise	
Group A: Finance Investment Management Management Control Systems Project Planning, Analysis & Management	Group B: Information Technology & Operations Management
Group B: Information Technology & Operations Management	
Product Innovation in Technology Business Business Process Re-engineering Integrating E-Systems and Global Information Systems	
Group C: Marketing:	Group C: Marketing
Marketing Research & Product Management Data Analytics for Business Digital Marketing and Retail Management	Marketing of Services Workshop on Foreign Trade Documentation and Trade Finance Application of Accounting and Finance in Marketing
<i>****Comprehensive Viva-Voce of 4th Semester would be based on papers taught in 3rd and 4th Semester.</i>	
<i>***The Entrepreneurship Business Plan shall commence in the Third Semester and final marks would be awarded in the 4th Semester.</i>	
<i># Students would be expected to undertake Assignments/Projects related to Entrepreneurship in the different subjects taught to them particularly in the 3rd and 4th Semester.</i>	
<i># Major Project would commence in 3rd Semester, but final marks would be awarded in the 4th Semester.</i>	

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

Semester-I	Semester-II
Organisational 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
<i>*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</i>	

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 Electives out of the offered Groups	To continue with the same two Groups of Electives opted in the 3rd Semester
Group I: Accounting-I Strategic Cost Management International Accounting Forensic Accounting	Group I: Accounting-II Management Control Systems Financial Statement Analysis
Group II: Finance -I International Financial Management Investment Management Behavioral Finance	Group II: Finance-II Project Planning, Analysis and Management Financial Engineering
Group III: Banking and Insurance-I Bank Management Insurance Management Microfinance and Rural Credit	Group III: Banking and Insurance II International Banking Actuarial Practice
Group IV: Business Law -I Socio-Economic Environmental Laws Industrial Laws Marketing Laws	Group IV: Business Law II Intellectual Property Laws E-Security and Cyber Laws
Group V: Entrepreneurship and Family Business-I Entrepreneurial Development and New Enterprise Management Entrepreneurial Finance Legal and Government Policy considerations in new enterprise.	Group V: Entrepreneurship and Family Business II Marketing for Entrepreneurship Managing Strategic Implementation and Business Transformation
****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.	
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 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 & 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	

PLACEMENT: The final placements for the batch 2021-23 concluded on a jubilant note as a total of 112 students received job offer 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, Religare Finvest, SBI Life Insurance, The Smart Cube, Volvo Eicher and Wipro. The maximum package 58.3 Lakh was offered to the students and the average package was 13.67 LPA. The Summer Internship Season for 2021-23 witnessed participation from a plethora of reputed companies that extended internship offers to all students across various domains, profile and geographies. HDFC Bank, Kotak Mahindra Bank, OYO Rooms, uTrade, were some of the prominent recruiters.

ALUMNI RELATIONS: In the academic year 2022-23 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 etc interacted with the students. Golden Jubilee of 1971, 1972 and 1973 Batch of UBS was celebrated on December 21, 2023 (alongwith Silver Jubilee reunion of 1998 Batch).

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:

- UIAMS is in furtherance of University's vision of developing emerging areas as nodal centres of Excellence in applied fields.
- Cardinal Principle of Delivery System: 70:30 ratio of Management and Sectoral inputs.
- Delivery and Evaluation at UIAMS is a mix of Theory & Practice.
- Association with Industry through invited talks, guest faculty, evaluation of projects.
- 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	Nishi Sharma	Financial Management, Investment Analysis & Portfolio Management, Corporate Finance, Accounting, Banking.

	Sanjeev Sharma Upasna Joshi Sethi Monika Aggarwal (Director)	Strategic Management, Marketing Management, International Business Human Resource Management, Organisational Behaviour Entrepreneurship, Finance
Associate Professors	Anupreet Kaur Mavi Arunachal Khosla Nidhi Gautam	Development Economics, Labour Economics Organizational Behaviour, HRM Information Systems, Telecommunications, Data Science, Data Communication, Wireless Sensor Networks, Wireless Communication, Information Technology, Data Analytics
	Jagandeep Singh Manu Sharma	Marketing Management, Strategic Management Mergers & Acquisitions, Private Equity, Corporate Valuation and Financial Derivatives
	Aman Khera	Law & Management (HR), HRM, Infrastructural Management, Art History
Assistant Professor	Manjushri Sharma Ajay Kumar Dogra Ranchita Sambyal	Hospital Management, Pharmaceutical Management, Health Economics Hospital, Pharmaceutical Management, , Operations, HRM, Marketing Information Technology, Telecommunication Mgt., Digital Marketing, Operation Management, Data Analytics
	Naveen Kumar Harsh Tuli	Finance, Marketing, Infrastructure Management & Banking Strategy Management, International Business, Marketing Management

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. 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 paper, English and the elective subject taken together OR Pass in the final examination conducted by either (a) the 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 examinations with 60% marks or above & have atleast 5 years research / teaching or professional experience.	Based on MET
MBA (Banking & Insurance Management)	45+5NRI+2 Foreign National	2 Years		Calculation of Merit: MET: 85% Group Discussion: 7.5% Personal Interview: 7.5 %
MBA (Capital Markets)	22+3NRI+1 Foreign National	2 Years		
MBA (Infrastructural Management)	22+3NRI+1 Foreign National	2 Years		
MBA (I.T.& Telecommunications Management)	22+3NRI+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 OR Bachelor'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 (Pharmaceutical Management)	22+3NRI +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 the aggregate
MBA (Hospital Management)	22+3NRI+1 Foreign National	2 Years	MBBS / BDS / BAMS / BHMS / B.Pharmacy / B.Sc. (Nursing) / Bachelor of Physiotherapy (BPT)/ B.Voc. (Hospital Management) 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 the aggregate.
*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.			

TITLES OF SYLLABI: Detailed syllabi available at <https://puchd.ac.in/syllabus.php>

SCHEME OF EXAMINATION

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 Markets and Financial Intermediation

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.

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 specialization and study 4 papers from the chosen specialization: 2. Functional Specialization: 4 papers from the chosen functional area: Group-A: Marketing	Student has to select one stream of functional specialization and study 2 papers from the chosen specialization: 7. Functional Specialization: 2 papers from the chosen functional area:

a) Marketing Research and Consumer Behaviour b) Advertising and Sales Management c) International Marketing d) Internet Marketing	Group-A: Marketing a) Industrial and Rural Marketing b) Integrated Marketing Communications
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 3 rd semester. However, marks for this project will be counted in the 4 th semester only. ** Comprehensive viva-voce in 4 th semester will be based on papers taught in 3 rd and 4 th semester. CHOICE BASED CREDIT SYSTEM (CBCS) : Paper on principles and practices of Management (MBA- 1001) being offered under CBCS to the students of Post-graduate courses of Panjab University teaching departments from the Session 2022-23.	

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 student 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 student placement team has been to nurture soft skills so as to enhance the employability quotient of students.

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, UIHTM'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 Professors	Anish Slath	Hospitality Sales and Marketing
	Arun Singh Thakur	Special Interest Tourism
Assistant Professors (Temporary)	Jaswinder Kumar (Director)	Sustainable Tourism
	Jaswinder Singh	Food Production
	Neeraj Aggrawal	Food and Beverage Service
	Gaurav Kashyap	Gastronomy and food science
	Abhishek Ghai	Food and Beverage 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+6NRI+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 and Tourism and Hospitality Aptitude Test (PUTHAT)
Bachelor of Tourism and Travel Management (BTTM)	30+3NRI+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 there to 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 <https://puhcd.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 any choose 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 Operations
Specialization Core	Group 2. Rooms Division Management	
	BHM-P712	Soft Skills and Interview Preparations
	BHM -P712	Soft Skills and Interview Preparations
	BHM -P713	Front Office Management
	BHM -P714	Accommodation Management

EIGHTH 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
2	Core	BTM 118	Workshop on Physical Grooming	DE
		BTM 119	Workshop on Travel Writing	DE
		BTM 121	Components of Tourism	DC
		BTM 122	Tourism Product – Regional	DC
	Choose any two	BTM 123	Field Trip Report	DC
		BTM 124	Environment and Road Safety Education	DC
		BTM 125	Tourism Products of India: Art and Architecture	DE
	Choose any one	BTM 126	Tourism Product of India: Nature Based	DE
		BTM 127	Event Management Engagement	DE
		BTM 128	Workshop on Hotel Operations	DE
3		BTM 129	Workshop on English Language Skills for Tourism Industry	DE
		BTM 231	Travel Agency and Tour Operations	DC
		BTM 232	Principles of Management	DC
	Choose any three	BTM 233	Outdoor Learning Programme	DC
		BTM 234	Tourism Impacts	DE
BTM 235	Special Interest Tourism	DE		
BTM 236	Environment and Tourism	DE		

4		BTM 237	Tourism Product of India: Cultural Heritage	DE
		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 22nd January 2021 UIHTM organized alumni meet through virtual mode.