



SHRI MATA VAISHNO DEVI UNIVERSITY



COLLEGE OF MANAGEMENT
Placement Brochure 2011

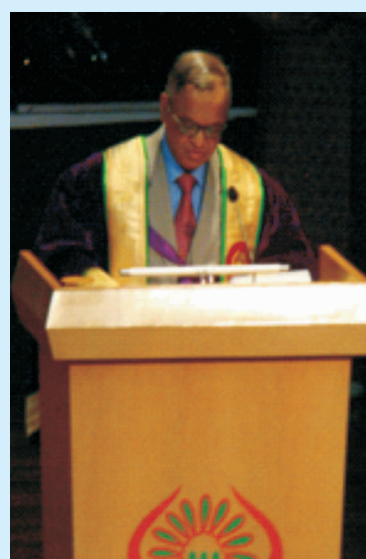


FIRST CONVOCATION 2008



"Hon'ble Prime Minister of India Dr. Manmohan Singh along with Key dignitaries & faculty members during 1st Convocation of SMVDU"

SECOND CONVOCATION 2009



"Sh. N.R. Narayana Murthy, Chief Mentor Infosys along with Key dignitaries & faculty members during 2nd Convocation of SMVDU"

SHRI MATA VAISHNO DEVI UNIVERSITY

College of Management

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Campus at a Glance



Message from the Vice Chancellor's Desk

Established as a highly technical and fully residential university, SMVDU has adopted the most successful and proven education pattern of the IITs and IIMs to provide education of highest quality in subjects of contemporary importance. Compulsory foundation courses have been introduced in basic sciences, mathematics and economics. Students are being exposed to lectures from eminent scholars on Indian Philosophy, Culture and Spirituality to keep them aware of the rich Indian heritage.

The University has Memorandum of Understanding with a number of institutions within the country and abroad. Faculty from these institutions lecture periodically at the University enabling the faculty and the students to broaden their vision. Shri Mata Vaishno Devi University has College of Engineering, College of Management, College of Philosophy & Culture and College of Sciences, representing four faculties with twelve schools.

University is a place to nurture young minds for developing their intellectual as well as professional faculties, to cultivate discipline, to find the path of self-righteousness and to dedicate themselves for the service of the society. Besides providing the students and the faculty an atmosphere for the quest of knowledge, the universities are required to provide talented and trained manpower for the benefit of the country and the world at large. Modern life is based on technological developments and scientific innovations having unprecedented advances in the recent years. To keep abreast of these fast developments, scientific and technical institutions capable of imparting higher education are needed in all regions of the country. Such institutions are even more important for the region of Jammu and Kashmir, which has relatively lesser number of technical institutions of higher standards. The establishment of Shri Mata Vaishno Devi University at Kakryal, close to the holy town of Katra, promises to fulfill the long felt needs of this region.

We at SMVDU have embarked upon a mission to achieve excellence in education and management.

I invite the prestigious recruiters from all the sectors across India to visit Shri Mata Vaishno Devi University for Campus Recruitments and judge for themselves the physical and academic ambience of this upcoming institution of higher learning and training. I am confident that our students will prove to be long term assets to the organizations where they are absorbed.

I wish all the students a great success.

Prof. R.N.K. Bamezai



Message from Dean, College of Management

Rapid economic growth and very aggressive technological advancement is bringing about change in the requirements of the corporate world and expectations of the society at an unprecedented rate. The role of the management school is to create a pool of professionals capable of foreseeing future changes and converting them into opportunity. College of Management, Shri Mata Vaishno Devi University strives to achieve it by inculcating in its students; professionalism and never ending zeal for learning. Its proximity to the spiritually and culturally rich pilgrimage centre provides an ideal environment for inspiring the students to instill the rich traditional and cultural heritage. This becomes more important in today's context as more and more B-Schools are being questioned for unethical practices by their alumnus.

We invite your esteemed organisations to present, with pride, our 2009-11 batch of MBA & MBA (BE) students for campus recruitment. We are sure that two years of hard work by the students and faculty will measure up to your expectations.

Prof. M.L. Garg



Message from Training & Placement Officer

It gives me great pleasure to invite you to the Campus Placement Programme at Shri Mata Vaishno Devi University, Katra.

Shri Mata Vaishno Devi University (SMVDU), Katra has become a name so outstanding that I am sure you all must have heard of us. I firmly believe many of you have shown your trust in this brand name in recruiting our graduates. SMVDU has acquired this status through meritorious and innovative students, dedicated and highly qualified faculty and contribution by our distinguished alumni in building organizations and society. I am confident that our students have proved their worth in serving those who recruit them and in this way, have served the country as well.

To meet the ever changing and increasing demands of dynamic economy and competitive industry we are highly proactive about our curricula, R & D and placements. Primary focus of the university is to bring articulate, confident and conversant group of managers, where the major emphasis is put not to cram the theories but to channelize their energies through university efforts giving more emphasis on, live industrial problems as projects, hands on practical experiences, seminars, debates, conferences, case studies and of course industry institution interaction by inviting the industries to the university and visiting their works. Faculty is motivated and facilitated suitably to continuously develop themselves and promote research and development culture in the university.

I would like to take this opportunity to thank our regular recruiters, who have been involved in lasting and fruitful partnerships with us over the years and their support is highly appreciated. At the same time I would like to extend a special invitation to all the new recruiters who are interested in recruiting fresh talent from SMVDU.

Looking forward to receive the team of your executives for recruitment at our lush green campus.

B.K. Bhatia

Highlights of the University

- The University has been founded by Shri Mata Vaishno Devi Shrine Board, Katra.
- Shri Mata Vaishno Devi University, Katra has been established under an act "Shri Mata Vaishno Devi University Act (Act. No. XII) 1999" of Jammu and Kashmir legislative assembly, as a residential and highly technical university to offer scientific and technical education of the highest standards.
- The University has been inaugurated by His Excellency, the then President of India, Dr. A.P.J. Abdul Kalam, on 19th August, 2004.
- SMVDU has adopted IIT pattern of education.
- Shri Mata Vaishno Devi University has been recognized by UGC under Section 12(B) of UGC Act of 1956.
- Fully residential University with activities designed to provide ample scope for interaction between Students, faculty, staff and visiting guests even beyond normal working hours to promote self study, Competition, innovation, creativity, self confidence and self esteem.
- SMVDU has four colleges to offer various undergraduate and post-graduate programmes under 12 Schools of studies.
- First convocation of the University held on 25th April, 2008 was addressed by the Prime Minister of India, Dr. Manmohan Singh.
- Second Convocation held on 16th October, 2009 was addressed by Sh. Narayana Murthy, Chief Mentor Infosys.
- SMVDU has established Memorandum of Understanding with 05 International and 10 national organizations of high repute for mutual exchange of knowledge and facilities.
- Entrepreneurship Development Cell of the University inculcates entrepreneurial skills.
- SMVDU exposes its students to the best of the faculty and industry in the country for acquiring appropriate skills and sensitize them to the ground realities of the society to make them proficient in delivery.



Infrastructure



UNIVERSITY CAMPUS:

The Campus of the Shri Mata Vaishno Devi University is situated in the cradle of the serene Trikuta hills and its proximity to the spiritually and culturally rich pilgrimage centre represents an idyllic setting for inspiring the students to instill the rich traditional and cultural heritage which needs to go hand in hand with keen scientific and management temper. Infrastructure having a built up area over 14 Lac square feet is spread over a land of 474 acres:

- College of Management
- College of Engineering
- College of Social Sciences and Humanities
- College of Biosciences
- School of Architecture & Landscape Design
- Academic Blocks (A, B, C & D)
- Administrative Block
- Hostels (Boy's and Girl's)
- Residential Complex
- University Guest house
- State of the art auditorium
- Special Lecture theaters
- Conference, GD and interview rooms.
- Indoor and outdoor sports facilities.





Infrastructure



LIBRARY

The University Library is well equipped with a number of books, CD ROMs, DVDs, VCDs, CDs, and Audio Cassettes etc. Library has also subscribed to a number of national and international journals and periodicals and has access to various online databases and electronic journals. The University Library is a member of INDEST and has access to Springer Link, IEL Online, ACM, ABI INFORM, EMERALD, ACCE, Math Sci Net & ASME online journals.



COMPUTER CENTRE

The University has a full-fledged network center developed on Linux, Solaris and Microsoft servers. The WI-FI facility has been enabled at number of zones in the campus. The College is equipped with state-of-art facilities that complement the classroom teaching like SPSS, E-Views and Mat lab software and database like EIS and Prowess. Two separate labs have been dedicated for the college activities.



HOSTEL FACILITIES

The University provides separate hostels for both boys and girls. There are 05 Boy's and 02 Girl's hostels wherein around eleven hundred students are staying in well constructed and equipped rooms.

SPORTS FACILITIES

The students are provided with outdoor and indoor sports facilities like Lawn Tennis, Volley ball, Badminton, Table tennis, Basket ball etc. A full fledged Sports Complex with most of the modern facilities is being developed.

RESIDENCE FACILITY

Apartments and Duplexes have been designed with extensive use of pyramidal roofs that emulate the surrounding peaks and blend harmoniously with the local ambiance. The residential facility for faculty, facilitates faculty student interaction.

Infrastructure



AUDITORIUM

The University possesses a state-of-the-art auditorium "Matrika". The in-house facility of the auditorium includes seating capacity of one thousand with High Tech Gadgets, seminar halls and conference halls for conducting activities that facilitate student learning. The University also has 'Sanskriti Kaksha' having a seating capacity of 300 people.



MEDICAL AID CENTRE

Medical Facility for both students and staff is available in the campus. Medical Aid Center of the campus is supported by a Medical officer, lady doctors and para medical staff who work round the clock to provide medical facilities. Facilities available include basic Laboratory, Ambulance and a Chemist shop.



GUEST HOUSE

University Guest House provides comfortable stay to our visiting dignitaries and guests. University guest house comprises of a VIP guest house and a General guest house.





College of Management

- The College of Management has established itself as one of the India's leading centre of excellence in management, education and research.
- The College has two schools namely School of Business and School of Business Economics, running courses in MBA and MBA (Business Economics) respectively.
- The College places great emphasis on practical applications of the theoretical knowledge.
- The Courses are run by the college with an integrated approach to business education, providing a perfect blend of practical, theoretical and analytical approach and a sound business sense.
- The faculty of the college is actively involved in research, consultancy and management development projects.



OBJECTIVES:

- Cultivate knowledge through persistent research
- Contribute to the growth and development of management as a profession.
- Churn out result oriented managers in consistence with the requirements of corporate world.
- Initiate and continue with collaborative and innovative programs in the field of management in a competitive environment.
- Remain as one of the prominent achievers of the goals of SMVDU through an approach of goal congruence.



Core Faculty

Prof. M.L. Garg
Dean, College of Management
B.E. (Hons.), M.Sc. Engineering, Ph.D
Areas of Interest:
Knowledge Management, Artificial
Intelligence



Dr. Suparn Sharma
Director, School of Business Economics
M.A. (Economics), M. Phil., Ph. D.
Areas of Interest:
Business Forecasting, Management
Science, Project Management



Dr. Sunil Giri
Director, School of Business
B.Tech., MBA, Ph.D.
Areas of Interest:
Supply Chain Management, Logistics, QMS



Dr. Jyoti Sharma
Assistant Professor
M.Com., Ph.D.
Areas of Interest:
Industrial Relations, Industrial
Psychology, Compensation Management



Core Faculty



Dr. Kakali Majumdar
Assistant Professor
M. Sc (Economics), Ph.D (IIT KGP).
Areas of Interest:
Quantitative Techniques, Business
Mathematics, Business Economics.



Dr. Sushil Mehta
Assistant Professor
B.Tech., MBA, Ph.D.
Area of Interest:
Security Analysis & Portfolio Management



Mr. Saurabh Srivastava
Assistant Professor
MBA, PGHRD, CFSM (IIM-K), Pursing Ph.D.
Areas of Interest:
Marketing, Strategic Management,
Entrepreneurship Development.



Dr. Ashutosh Vashishtha
Assistant Professor
MBA, Ph.D. (IIT-Roorke)
Areas of Interest:
Regulation of Financial Markets, Financial Derivatives.

Core Faculty

Dr. Hari Govind Mishra

Assistant Professor
M.Sc. (Tech.) Geophysics, MBA, Ph.D.
Areas of Interest:
Strategic Marketing, Strategic Management



Mr. Sanjay Kumar Mishra

Lecturer
MBA, Pursuing Ph.D.
Area of Interest:
Behavioral Finance

Miss. Arti Devi

Lecturer
MBA, Pursuing Ph.D.
Areas of Interest:
Organizational Behavior, Human Resource Development



Ms. Rashi Taggar

Lecturer
MBA, Pursuing Ph.D.
Areas of Interest:
Marketing, Supply Chain Management.

Core Faculty



Dr. Roop Lal Sharma

Lecturer

M.A (Economics), Ph. D.

Area of Interest:

Quantitative Techniques , Mathematical Economics

Dr. Meenakshi Gupta

Lecturer

M.Sc. (Agri. Economics), Ph.D

Areas of Interest:

Agricultural Economics, Agricultural
Marketing & Statistics



Mr. Pabitra Kumar Jena

Lecturer

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

Areas of Interest:

Econometrics, International Economics,
Foreign Direct Investment

Dr. Deepak Jain

Lecturer

M.B.A, PGDM, ST&T, Ph.D

Areas of Interest:

Marketing Management, Service
Marketing, Retail Management



Adjunct Faculty



Dr. Garima Gupta
Lecturer
M.A. Ph.D
Areas of Interest:
Feminism, Colonialism, ELT

Mr. Ajay Koul
Assistant Professor
B.E , M.Tech., Pursuing Ph.D
Areas of Interest:
MIS, Wireless Networks



Mr. Amitabh Dwivedi
Lecturer
M.A. (Linguistics), M.A. (English)
Areas of Interest:
Linguistics, Functional Grammar
& Generative Approach.

Mr. Naveen Gondhi
Lecturer
M.Tech, CCNA
Area of Interest:
Business Data Networks



Ms. Pooja
Lecturer
B.E (CSE), MBA (IT), Pursuing Ph.D
Areas of Interest:
Software Project Management

Guest Speakers



GUEST VISITORS

- Dr. Manmohan Singh, Prime Minister of India
- Shri N.N. Vohra, Governor, J & K
- Jenab Omar Abdullah, Chief Minister, J & K
- Smt. Shyamala Gopinath, Deputy Governor, RBI, Mumbai
- Lal Krishan Advani Ex-Deputy Prime Minister of India & Leader of Opposition.
- Jenab Ghulam Nabi Azad, Ex-Chief Minister of Jammu & Kashmir.
- Gulchain Singh Charak, Ex-State Minister for Roads & Buildings, Education, Jammu & Kashmir Government.
- Nawang Rigzing Zora, Ex-Minister for Industries & Commerce, Jammu & Kashmir Government.
- Ms Usha Narayanan, Member Shri Mata Vaishno Devi Shrine Board.
- Mr. Sanjay Aggarwal, Development Commissioner, Ministry of Textiles (Handicrafts), Govt. of India
- Mr. Arnab Roy, Regional Director, RBI, Jammu

INDUSTRY

- Mr. Narayana Murthy, Chief Mentor, Infosys
- Mrs. Sudha Murthy, Chairman Infosys Foundation
- Mr. R.S. Powar, Chairman NIIT Ltd.
- Mr. Rajinder Gupta, Chairman, Trident Group of Industries
- Mr. Parizat Suman, Chief HR Business Excellence, MFCWL
- Mr. R. S. Katal, CTO, Reliance Communication
- Mr. Vikas Shah, Chief Operating Officer, Water Health India Pvt. Ltd., Secundrabad
- Mr. R. R. Choksi, Vice-President, Cadila, Jammu
- Mr. Dheeraj Dhawan, HR Manager TATA TELE, Jammu
- Mr. Vivek Tyagi, HR Manager, COCA-COLA, Jammu
- Mr. R.C. Chopra, Director, MSME, Ludhiana.
- Mr. Harsh Kulshreshta, Banking ombudsman, North India, RBI
- Mr. Rakesh Srivastava, Vice-president SUVI Information System, Indore
- Mr. K. Satyanarayana, Executive Director, NHRD Network, Hyderabad.
- Mr. Rajesh Singh, Customer Care Head, Aircel
- Mr. Taran Vir Singh Gujral, MD, TVS Super Filter, Jammu
- Mr. Satish Koul, President, Moral Overseas, Jammu
- Mr. Virender Singh, Head, Recruitment, Aircel
- Mr. Milan Joshi, ZSM, Sales & Marketing, Dishnet Wireless Ltd.
- Mr. Sidarath Arora, Cluster Head, Big 92.7
- Mr. Arun Goel, HDFC Bank Ltd.
- Gunjan Raina, Country Head, Global Talent Consultant, New Delhi

Guest Speakers

Academics

- Prof. B.B. Bhattacharya, VC, JNU, Delhi
- Prof. D.K. Banwett, DMS, IIT-Delhi
- Prof. S.K.Jain, DMS, IIT-Delhi
- Prof Sushil, DMS, IIT-Delhi
- Prof. Manoj Kumar, IIM- Lucknow
- Mr. D.K. Bakshi, VP (HR), Indorama, Bangkok
- Prof. B.K. Vashisth, Ex-Chairman, Deptt. of Economics, Kurukshetra University
- Prof. Khurshid Bhatt, Head Deptt. of Commerce, Kashmir University
- Prof. V.D. Sharma, Ex-Head, Deptt. of Management Studies, Kurukshetra University
- Prof. T.N. Mathur, University of Rajasthan
- Prof. R.D. Sharma, Deptt of Commerce, Jammu University
- Prof. Ranjit Chakraborty, Kolkata University
- Prof. S.N. Yadav, Director, DMS IIT, Delhi
- Prof. V.S.Raju, Former Director IIT, Delhi
- Prof. R.K. Baisya, DMS, IIT, Delhi
- Prof. S.P. Singh, Former Dean & Head, University Business School Punjab University
- Prof. Ranjit Chakraborty, Kolkata University
- Prof. H. Indurkar, Medicap Institute of Management, Indore
- Prof. S.K. Sharma, Technical Institute of Science
- Dr. T. Prasad, Asstt. Professor, NITIE, Mumbai
- Prof. P. J. Philip, Prof, NIT, Kurukshetra
- Mr. S. S Dillon, Director MSME
- Prof. S.K. Joshi, Former Director General CSIR
- Dr. Sunil Kumar, Reader GNDU, Amritsar
- Prof. Lalan Prasad, Delhi University, South Campus
- Dr. Sanjeev Gupta, B.R. Amedkar NIT, Jalandhar
- Prof. Rashmi Aggarwal, Delhi University, South Campus
- Prof. S.P. Singh, IIT - Roorkee
- Prof. N.P. Singh, MDI, Gurgaon
- Prof. R. L. Bhatt, Jammu University
- Dr. Jyotirmay Mathur, I/c Director, NMIT, Jaipur, Rajasthan
- Dr. Surinder Kumar Mor, Ch. Devi Lal University, Sirsa
- Dr. Preeta Vyas, IIM Ahmedabad
- Prof. V. Upadhaya, IIT -Delhi
- Prof. Khurshid Bhatt, Head Deptt. of Commerce, Kashmir University





From the Director, School of Business

We are navigating through the tumultuous beginning of the 21st century. The Information Technology has crushed the cost of communication and has accelerated the globalization of Manufacturing, Sourcing, Marketing and other business activities. This has increased the integration of world economy and competition. The focus of business has shifted from meeting human needs to human's aspiration. In such dynamic business environment the work of organizational leaders becomes highly challenging. For a business school it becomes its responsibility to ascertain that their business graduates come out with specialized knowledge, skill and attitude.

At School of Business, Shri Mata Vaishno Devi University, the educational programme is designed carefully to develop our students into business leaders with caring attitude and ethical orientation. Learning is extended beyond quality class room teaching and case discussion to seminars, industries & field visits, business school meet, sports and cultural events. The school updates the curriculum regularly with expert opinion from academics and industry. The faculty with national and international exposure are the greatest asset for the SOB. We emphasize on research as the heart of academic activity. The Ph.D programme offers an opportunity to engage into qualitative research which in turn helps to maintain quality of intellect.

I wish the sixth batch students of our School of Business all the best for their future. It is a great pleasure to introduce you the batch of 2009-11 and invite you to visit for campus placement.

Dr. Sunil Giri



About the School of Business

School of Business (SOB) within College of Management, Shri Mata Vaishno Devi University, started its august journey in the year 2004. It is one of the youngest business schools located in the farthest corner of the country. It has been playing a catalytic role in imparting quality education in management since inception. SOB transforms young minds into professionally vibrant human resource that are readily available for the cause of corporate India in particular and the society in general. SOB is still in its infancy and aspires to become one of the most sought after destinations of both national and international students' community in the forthcoming years with its pursuit of clearly spelt out objective which is just the 'quality' and not 'quantity'. The necessity of well - trained executives world wide is growing exponentially and value additive management education becomes a prerequisite for attaining corporate success in one hand and 'where' and 'how' this education has been obtained has already become a critical factor on the other and here lies the significant relevance of SOB as a seat of higher learning. There is no short cut route for obtaining the Degree of Master of Business Administration (MBA) in SOB but every student has to pass through rigorous process of class room teaching, case study analysis, assignments, projects, seminars, summer training and major dissertation. We always keep our selves updated as to what is happening elsewhere across the globe.

Programme Outline (Masters of Business Administration)

MBA Programme of SOB consists of the most updated and comprehensive syllabi keeping in view the requirements of the most complex business houses of the country in general. The major constituents of the course are summer training projects at the end of the second semester and dissertation at the end of the fourth semester besides continuous evaluation process in each semester as is followed by IITs. The examination process of each paper of three credits of each semester consists of two minor examinations, two projects and one major examination.

COURSE STRUCTURE:

FIRST SEMESTER

Org. Behaviour & Management Practices
Financial & Management Accounting
Business Economics for Managers
Economic Environment of Business
Computer Applications for Managers
Quant. Analysis for Managerial Decision
Business Laws
Viva-Voce
Business Communication

SECOND SEMESTER

Principles of Marketing
Human Resource Management
Corporate Finance
Management Science
Production & Operations Management
Supply Chain Management
Decision Support System
Research Methodology
Viva voce

THIRD SEMESTER

Strategic Management
Entrepreneurship Development
French (Non Credit)
Summer Training report
Presentation and Viva-voce
ELECTIVES:
Elective 1
Elective 2

FOURTH SEMESTER

Total Quality Management
Project Management
Dissertation & Viva-Voce
ELECTIVES:
Elective 1
Elective 2

MARKETING (SPECIALIZATION)

THIRD SEMESTER

Sales Management & Consumer Behavior
Strategic Marketing
Advertising & Branding

FOURTH SEMESTER

Retailing & Rural Marketing
Services Marketing

FINANCE (SPECIALIZATION)

THIRD SEMESTER

Advanced Financial Management
Working Capital Management
Security Analysis & Portfolio Management

FOURTH SEMESTER

Financial Derivatives and Risk Management
Financial markets & institutions.

HUMAN RESOURCE MANAGEMENT (SPECIALIZATION)

THIRD SEMESTER

Management of Industrial Relations
Organizational Psychology
Management of Change & OD

FOURTH SEMESTER

Strategic & International HRM
Compensation Management

SUPPLY CHAIN MANAGEMENT (SPECIALIZATION)

THIRD SEMESTER

Logistics Management
Global Logistics Management
Relationship & Supplier Management

FOURTH SEMESTER

Information Management & Supply Chain Networking
Supply Chain Environment & Corporate Practices

SCHOOL OF BUSINESS



MBA 2009-11

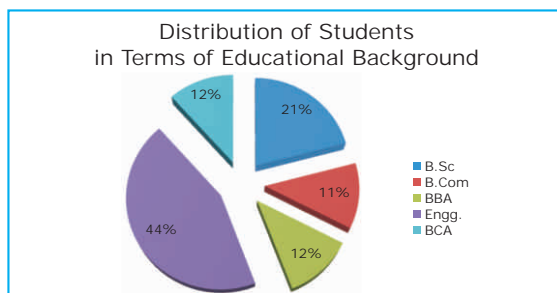
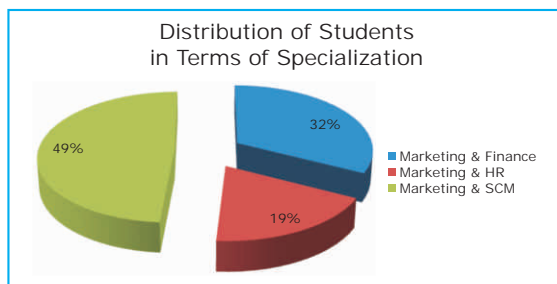


Batch Profile MBA (2009-11)



The Class of 2009-11

Educational Background :



Batch Profile :

| Batch Profile | |
|---------------------------|-----------------|
| Parameter | No. of Students |
| POST GRADUATION | |
| TOTAL STRENGTH | 43 |
| MARKETING | 43 |
| FINANCE | 13 |
| HUMAN RESOURCE | 8 |
| SUPPLY CHAIN MANAGEMENT | 22 |
| GRADUATION | |
| B.COM. | 5 |
| ENGINEERING (Electronics) | 6 |
| ENGINEERING (Computer) | 3 |
| ENGINEERING (IT) | 5 |
| ENGINEERING (Electrical) | 1 |
| ENGINEERING (Mechanical) | 2 |
| ENGINEERING(CIVIL) | 1 |
| ENGINEERING (TEXTILE) | 1 |
| B.Sc. | 9 |
| B.B.A | 5 |
| B.C.A | 5 |

Students Profile MBA (2009-11)

SPECIALIZATION: MARKETING & FINANCE



ADITYA KAUSHAL

EDUCATION: B.B.A
SUMMER TRAINING: J&K Bank, Treasury, Mumbai
PROJECT AREA: Finance
Email: aditya.kaushal@gmail.com

AKHILESH KHAJURIA

EDUCATION: B.Sc (Computers)
SUMMER TRAINING: HDFC Bank, Pune
PROJECT AREA: Finance
Email: akilkhajuria@gmail.com



ANKUSH SHARMA

EDUCATION: B.Sc
SUMMER TRAINING: J&K Bank, Treasury, Mumbai
PROJECT AREA: Marketing
Email: ankush020587@gmail.com

ANNIE DUTTA

EDUCATION: B.B.A
SUMMER TRAINING: Berger Paints India Ltd
PROJECT AREA: Human Resource
Email: anniedutta@rediffmail.com



Students Profile MBA (2009-11)

SPECIALIZATION: MARKETING & FINANCE

ARUN SHARMA

EDUCATION: B.Sc
SUMMER TRAINING: J&K Bank, Treasury, Mumbai
PROJECT AREA: Finance
Email: arunshine007@gmail.com



PAWAN SHARMA

EDUCATION: B.Com
SUMMER TRAINING: Mahindra First Choice Wheel, Delhi
PROJECT AREA: Marketing
Email: pawansharma.sharma267@gmail.com



RASHIKA KOTWAL

EDUCATION: B.B.A
SUMMER TRAINING: J&K Bank, Jammu
PROJECT AREA: Finance
Email: rashikakotwal@yahoo.com



RITIKA GOGNA

EDUCATION: B.B.A
SUMMER TRAINING: International Tractors Ltd.,
Hoshiarpur
PROJECT AREA: Finance
Email: ritgogna@gmail.com



Students Profile MBA (2009-11)

SPECIALIZATION: MARKETING & FINANCE

SAHIL MAHAJAN

EDUCATION: B.Com
SUMMER TRAINING: PNB Head Office (Treasury) Jammu
PROJECT AREA: Finance
Email: sahil_mahajan201@yahoo.com



SAPNA SHARMA

EDUCATION: B.E (ECE)
SUMMER TRAINING: J&K Bank, Zonal Office, Jammu
PROJECT AREA: Finance
Email: sapna_vs_life@yahoo.in



SONAL SHARMA

EDUCATION: B.Sc
SUMMER TRAINING: Religare, Delhi
PROJECT AREA: Marketing
Email: ssonalsharma@gmail.com



SUNNY GUPTA

EDUCATION: B.E (CSE)
SUMMER TRAINING: J&K Bank, Treasury, Mumbai
PROJECT AREA: Finance
EXPERIENCE : 2 Yrs (ICICI Prudential)
Email: sunnysmvdu@yahoo.com



VISLOVE GUPTA

EDUCATION: B.E. (IT)
SUMMER TRAINING: HDFC Asset Management
Company, Jammu
PROJECT AREA: Finance
Email: vislove_gupta@yahoo.co.in



Students Profile MBA (2009-11)

SPECIALIZATION:
MARKETING & SUPPLY CHAIN MANAGEMENT

ABHISHEK MAHAJAN

EDUCATION: B.C.A
SUMMER TRAINING: Hindustan Unilever Ltd., New Delhi
PROJECT AREA: SUPPLY CHAIN MANAGEMENT
Email: abhishek_mahajan052000@yahoo.com



ABHISHEK TIKU

EDUCATION: B.COM
SUMMER TRAINING: TATA Motors, Pune
PROJECT AREA: SUPPLY CHAIN MANAGEMENT
Email: Abhishek.tiku@gmail.com



ADITYA MALHOTRA

EDUCATION: B.Tech (ECE)
SUMMER TRAINING: BAYER CROP SCIENCE, Chandigarh
PROJECT AREA: SUPPLY CHAIN MANAGEMENT
Email: adityamalhotra7751@gmail.com



ANSHUMAN MAGOTRA

EDUCATION: B.E (ECE)
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Students Profile MBA (2009-11)

SPECIALIZATION:
MARKETING & SUPPLY CHAIN MANAGEMENT



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Students Profile MBA (2009-11)

SPECIALIZATION:
MARKETING & SUPPLY CHAIN MANAGEMENT

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Students Profile MBA (2009-11)

SPECIALIZATION:
MARKETING & SUPPLY CHAIN MANAGEMENT



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Students Profile MBA (2009-11)

SPECIALIZATION:
MARKETING & SUPPLY CHAIN MANAGEMENT

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Students Profile MBA (2009-11)

SPECIALIZATION:
MARKETING & SUPPLY CHAIN MANAGEMENT



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Students Profile MBA (2009-11)

SPECIALIZATION:
MARKETING & HUMAN RESOURCE MANAGEMENT

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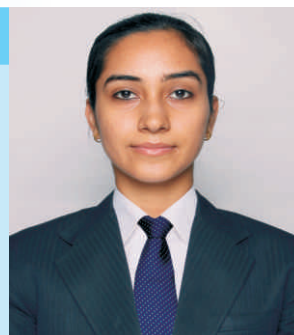
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Students Profile MBA (2009-11)

SPECIALIZATION:
MARKETING & HUMAN RESOURCE MANAGEMENT



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Walking together for Success





From the Director, School of Business Economics

Once asked to Nobel Laureate Rudyard Kipling, how he manages all that he could achieve? He simply replied that he had six servants who did everything for him and when asked who were those six servants, he answered "what, when, why, how, who and where". This 'spirit of enquiry', unless one develops one can not learn. Here at School of Business Economics such self-inquisitive, self-sufficient and motivated budding managers are developed to serve the present dynamic business world, which accentuate on vibrant and versatile personality, effective & applied analytical skills and domain knowledge. In the College of Management, School of Business Economics is offering MBA (Business Economics) two years full time degree, which blends strong business fundamentals with empirical applications of economics and management concepts to give the students quantitative and qualitative insights into the business administration in a rapidly changing corporate world. Our students have well acquaintance with advance contemporary software tools and techniques, besides the field experience in the form of live projects, empirical studies, term papers, markets surveys and summer training.

The students at College of Management come from different background including Engineering, Sciences, Commerce, etc. The fully residential campus at SMVDU provides our students cutting edge to stay ahead in acquiring knowledge and training pertaining to innovations in the field of Business Economics and Management. It is my privilege and pleasure to introduce young Business Economists to all prospective employers, CEOs and Entrepreneurs.

Dr. Suparn Sharma



About the School of Business Economics

The School of Business Economics was established in 2005 & is presently running the course of MBA (Business Economics). The school is committed towards imparting of quality education to its students. The eclectic blend of faculty, academicians, researchers and expertise, distinguishes the school from others and puts it in a propitious position. The school has consistently endeavored to provide students with strong managerial and analytical skills to face the challenges offered by the dynamic business arena. The academic pedagogy has been designed to create an environment where learning is facilitated and channels for self-expression and introspection are plentiful. The course encompasses theoretical and practical aspects of business, integrating fieldwork, case studies with instrumented feedback mechanism. The continuous up gradation of the curriculum signifies its receptivity to the feedback received from the industry. Students are introduced to basic research tools in their fields and are expected to conduct independent research relevant to their specialties. The School of Business Economics is actively involved in seminars, business school meets, business plan competitions, sports and cultural events, social and community work. These activities provide with a thrust to enhance the overall personality of the students.

PROGRAM OUTLINE [Masters in Business Administration (Business Economics)]

The program MBA (Business Economics) provides an in-depth knowledge of economic and management principles and develops the skills and problem-solving competencies. It caters to the present requirements to solve increasing business complexity. This program is designed as a full time two year program focusing on proficiency towards quantitative techniques towards solving trade industry and business problems. Students develop a critical ability in applying economics to practical and dynamic corporate scenarios. Students demonstrate their advanced understanding and skills through research reports or economic projects, to meet the needs of decision-makers and policy advisors in business and related areas. The regular teaching is supplemented by intensive computer based laboratory works with statistical packages. Rigorous and solution oriented computer laboratory work, project and dissertation is an essential component in completion of degree. The computer lab is well equipped with CMIE database, EIS, SPSS, Emrabi SAGE, Pro-Quest, Eviews etc.

COURSE STRUCTURE:

FIRST SEMESTER

Managerial Economics
Business Statistics
Principles of Management & OB
Accounting for Managers
Principles of Marketing
Business Environment
Mathematics for Economics and Business
Business Communication
Viva Voce
Computer Fundamentals and Applications (Non-credit)

SECOND SEMESTER

Macroeconomics for Managers
Basic Econometrics
Operation Research
Business Research Methods
Human Resource Management
Management Information System
Financial Management
Project Appraisal and Planning
Viva Voce
Art of Public Speaking (Non-credit)

THIRD SEMESTER

Advanced Business Forecasting
Empirical Business System & Analysis
Entrepreneurial Skills
Project Presentation and Viva voce
Foreign Language (French)
Dissertation and Viva-voce
ELECTIVES:
Elective 1
Elective 2

FOURTH SEMESTER

Economics for Services
Strategic Management
(In one of the elective areas)
Dissertation and Viva Voce
(Non-credit)
Foreign Language
(in one of the elective areas)
ELECTIVES:
Elective 1
Elective 2

MARKETING (SPECIALIZATION)

THIRD SEMESTER
Sales management & Consumer Behavior
Strategic marketing

FOURTH SEMESTER
Marketing of Services
Advertising and Brand Management

FINANCE (SPECIALIZATION)

THIRD SEMESTER
Security Analysis & Portfolio Management
Working Capital Management

FOURTH SEMESTER
Financial Markets and Institutions
Financial Derivatives and Risk Management

HUMAN RESOURCE MANAGEMENT (SPECIALIZATION)

THIRD SEMESTER
Industrial Relations & Labour Economics
Management of Change and OD

FOURTH SEMESTER
Compensation Management, Social Security & Labour Law
Strategic & International HRM

SUPPLY CHAIN MANAGEMENT (SPECIALIZATION)

THIRD SEMESTER
Logistics Management
Global Logistics Management

FOURTH SEMESTER
Information Management & Supply Chain Networking
Supply Chain Environment & Corporate Practices

SCHOOL OF BUSINESS ECONOMICS



MBA (BE) 2009-11

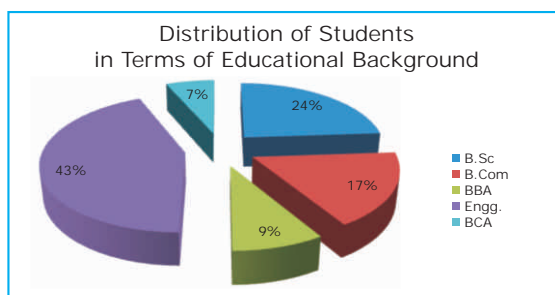
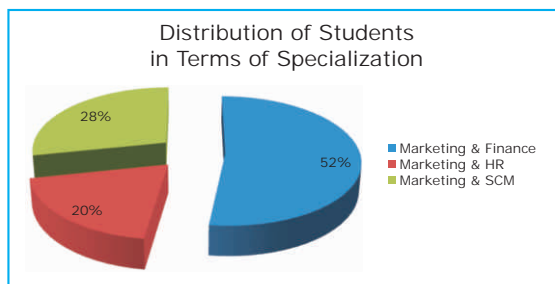


Batch Profile MBA (BE) 2009-11



The Class of 2009-11

Educational Background :



Batch Profile :

| Batch Profile | |
|---------------------------|-----------------|
| Parameter | No. of Students |
| POST GRADUATION | |
| TOTAL STRENGTH | 46 |
| MARKETING | 46 |
| FINANCE | 24 |
| HUMAN RESOURCE | 9 |
| SUPPLY CHAIN MANAGEMENT | 13 |
| GRADUATION | |
| B.COM. | 7 |
| ENGINEERING (Electronics) | 1 |
| ENGINEERING (Computer) | 8 |
| ENGINEERING (IT) | 9 |
| ENGINEERING (Electrical) | 2 |
| B.Sc. | 10 |
| B.B.A | 4 |
| B.C.A | 5 |

Students Profile MBA (BE) 2009-11

SPECIALIZATION: MARKETING & FINANCE



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Students Profile MBA (BE) 2009-11

SPECIALIZATION: MARKETING & FINANCE

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Students Profile MBA (BE) 2009-11

SPECIALIZATION: MARKETING & FINANCE



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Students Profile MBA (BE) 2009-11

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Students Profile MBA (BE) 2009-11

SPECIALIZATION: MARKETING & FINANCE



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Students Profile MBA (BE) 2009-11

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Students Profile MBA (BE) 2009-11

SPECIALIZATION:
MARKETING & SUPPLY CHAIN MANAGEMENT



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Students Profile MBA (BE) 2009-11

SPECIALIZATION:
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Students Profile MBA (BE) 2009-11

SPECIALIZATION: MARKETING & SUPPLY CHAIN MANAGEMENT



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Students Profile MBA (BE) 2009-11

SPECIALIZATION:
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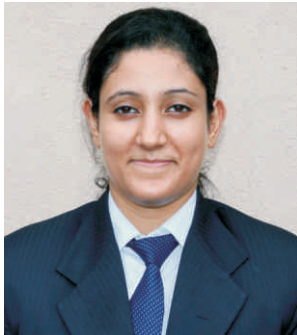
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Students Profile MBA (BE) 2009-11

SPECIALIZATION:
MARKETING & HUMAN RESOURCES MANAGEMENT



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Campus Life





Events & Activities



Events & Activities



"Farewell 2010"



"Plantation Drive"



"Youth Fest 2010"



"Ice Breaking Event 09"

Events & Activities



"Teacher Day Celebrations"



"TCS Accreditation Team with Vice Chancellor"



"Discussion Time"



"Industrial Trip"

Training & Placement

Training & Placement Cell

Shri Mata Vaishno Devi has established full fledged training & Placement office consisting of Student Coordinators, Faculty coordinators and staff members. The Training & Placement Cell assists in Campus Placements for the graduating students at SMVDU. Training & Placement Officials and the Volunteers provide possible assistance to the recruiters for Pre-placement Discussions, conducting Tests & Interviews and Hospitality of the Campus hiring Team. The Hospitality and the functioning of the Placement Cell at SMVDU is applauded and well received by the visiting recruiters every year. T&P Cell at SMVDU has following strcture:

Student Coordinators:

- Mr. Gurpal Singh MBA (BE)
- Mr. Sumeshan Dubey (MBA)
- Mr. Dheeraj Anand (MBA)
- Mr. Pradeep Singh MBA (BE)
- Mr. Aditya Kaushal (MBA)
- Ms. Erneet Kour (MBA)
- Ms. Manpreet Kour MBA (BE)
- Mr. Piyush Gupta MBA (BE)



Faculty Coordinators

- Dr. R.K. Abrol, Professor I/C Training & Placement
- Dr. Sunil Giri, Director, School of Business
- Dr. Suparn Sharma, Director, School of Business Economics
- Dr. Ashutosh Vashishtha, Asstt. Professor
- Dr. Deepak Jain, Lecturer
- Mr. B.K. Bhatia, Training & Placement Officer



Training & Placement



Training & Placement Officer

We have the best students from across the country, all admitted through national level tests like CAT/MAT. I am confident that these students if considered for recruitment will definitely help the business grow and prove themselves to be long term assets to the recruiting organization.

I take the honor to invite industries and corporate houses to visit Shri Mata Vaishno Devi University for campus recruitment. Training & Placement Cell is well equipped to organize solo, joint, pool or e-recruitment drives for students. We will extend all possible help in facilitating the recruiters in smooth conduct of recruitment process.

B.K. Bhatia



SMVDU offers following facilities to the recruiters:

- Lodging and Boarding facility to the Campus recruitment team.
- Local Transportation from Jammu Airport/ Railway station and for sightseeing.
- University Infrastructure:
 - State-of- art auditorium "Matrika" of 1000 audience capacity.
 - Seminar Hall "Sanskriti Kaksh" of 300 sitting Capacity
 - Four Special Lecture Theaters each having sitting capacity of 150 persons.
 - 20 Class rooms each having sitting capacity of 60 students to conduct written test in case of pool campus drives.
 - Air-conditioned GD/ Conference rooms/ Interview rooms.
- Facilitation for "Maa Vaishno Darshan".
- E-placement and video conferencing facility.



Placement Procedure:

- The Training & Placement Office sends invitations to the organizations for participation in the campus placements.
- Participating Organizations reply through e-mail (crsrd@smvdu.ac.in) or post to the Training & Placement Department of SMVDU showing their willingness along with Job Profile, Eligibility Criteria, Selection Process, Salary Package, and Place of Posting.

Training & Placement

- Training & Placement Department allots the dates to the company for their campus visit in consultation with campus hiring team of the company.
- Companies are allotted dates on the bases of: Student's ranking of the company, Career Prospects, Salary Package or intake.
- After receiving the confirmation from the company, organization's placement details are passed on to the students and posted on notice board.
- Company campus hiring team conducts Pre placement Discussion and On Campus Placement Process.
- After the completion of the entire selection process on campus, company is required to announce the final list of the selected students that day itself.
- Company is required to issue offer letter to the selects on the same day or before passing out.
- If the student is selected, a job is registered against him/her and he/she is not allowed to appear for more interviews, as per students placement policy of SMVDU.



Contact Details:

Website: www.smvdu.ac.in
E-mail: crsrd@smvdu.ac.in, b_kbhatia@hotmail.com
Mobile: +91 94191-64533
Tel. No.: + (91) 01991-285524, 285535, 285634, 285699 (Ext. No 2756)
Fax: : + (91) 01991-285573

Correspondence Address:

B. K. Bhatia
Training & Placement Officer
Shri Mata Vaishno Devi University
Kakryal, (Katra), Jammu & Kashmir, Pin-182320



Our Recruiters



Formal Invitation Letter



SHRI MATA VAISHNO DEVI UNIVERSITY

(A Statutory Technical University of J&K Legislature)

Katra - 182320 Jammu & Kashmir

Ph. No.: 01991-285686, 285696, (Ext. No 2756), [Mob-09419164533](tel:09419164533) Fax: 01991-285573

Website: www.smvdu.ac.in E-mail: b_kbhatia@hotmail.com, crsrd@smvdu.ac.in

Subject : Formal invitation for on/joint campus placement of Management Batch 2009-11 students.

Dear Sir / Madam,

I feel immense pleasure in forwarding herewith a copy of "Placement Brochure of Batch 2009-11" for your kind consideration. The brochure gives a comprehensive view of the university infrastructure and programmes along with a brief profile of MBA & MBA(BE) students. The Brochure places before you a comprehensive profile of students and the university.

Training & Placement Cell of the university has a vast experience of conducting on campus and joint campus exercises for students. If needed, we can arrange a joint/pool campus drive of entire J&K state for your organization.

I request you to kindly consider our university campus proposal. Response is invited through e-mail or response sheet attached at the end of this brochure.

Wishing you the best and looking forward to your positive response.

Best Regards,

B.K. Bhatia
Training & Placement Officer



----- To cut tear from here -----

To
B K Bhatia
Training & Placement Officer
Shri Mata Vaishno Devi University
Katra, Kakrial, Distt. Udhampur-182301
Jammu & Kashmir



RESPONSE SHEET

About the Organization (Attach the Company Profile)

Name: _____
Address: _____
Website: _____
Contact No.: _____ Fax: _____
Contact Person: _____ Designation: _____
E-mail: _____ Mobile No. : _____

Short Listed Candidates: List of the Eligible Short listed Candidates is attached here with this form
Or

Names of Students

1. _____
2. _____
3. _____
4. _____
5. _____

Job Profile:

1. Designation / Profile Offered: _____
2. Salary Package: _____
3. Place of Posting: _____
4. Nature of Job: _____
5. Eligibility Criteria: _____
6. Any Other: _____

Mode of Recruitment: (Please tick mark and fill the Entry whichever is applicable)

1. Campus Interview (Date of Interview) _____
2. Interview at Corporate Office (Date of Interview) _____
3. Off Campus Interview Date: _____ Place: _____
4. Any Other: _____

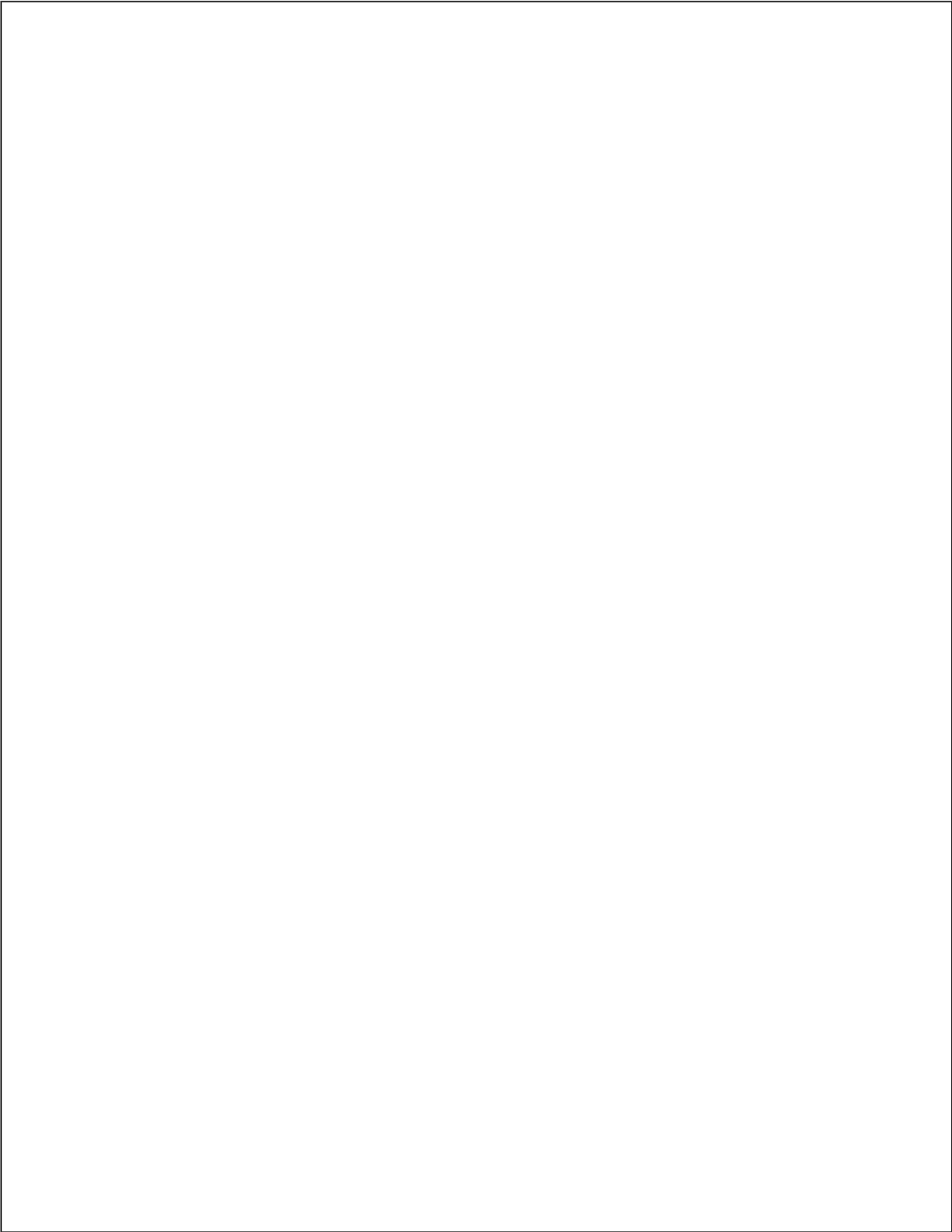
Selection Criteria: (Please tick mark the Entry whichever is applicable)

1. Written Test: _____
General Aptitude Management Aptitude Subjective
2. Group Discussion 3. Interview
4. Any other mode: _____

Any Other Information:

Place
Date

Signature of Authority
(with name & Organization Seal)





COLLEGE TRAINING & PLACEMENT CELL

Mr. B.K. Bhatia
Training & Placement Officer

SCHOOL OF BUSINESS

Dr. Sunil Giri, Director
Dr. Deepak Jain
Faculty Co-ordinator, School of Business

STUDENTS COMMITTEE

Mr. Sumeshan Dubey, Co-ordinator
Ms. Erneet Kour, Member
Mr. Dheeraj Anand, Member
Mr. Aditya Kaushal, Member

SCHOOL OF BUSINESS ECONOMICS

Dr. Suparn Sharma, Director
Dr. Ashutosh Vashistha
Faculty Co-ordinator, School of Business Economics

STUDENTS COMMITTEE

Mr. Gurpal Singh, Co-ordinator
Mr. Pardeep Singh Andotra, Member
Ms. Manpreet Kour, Member
Mr. Piyush Gupta, Member



SHRI MATA VAISHNO DEVI UNIVERSITY

ADDRESS FOR COMMUNICATION :

B.K. Bhatia

Training & Placement Officer

Katra, Jammu & Kashmir Pin - 182 320

Mob. : 09419164533, Fax : 01991-285573

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