

### **3. Evaluative Report of the Department** (July, 2009 to June 30, 2013)

1. Name of the Department : University Business School, Panjab University Regional Centre

University Business School (UBS), Panjab University Regional Centre, Ludhiana was established in the year 2007. The school is situated at Panjab University Regional Centre (PURC) Ludhiana, a city known as the Manchester of India. The MBA program offered by UBS Ludhiana, aims at providing quality management education. The specific objectives of the programme are to create comprehensive understanding of management concepts, familiarize the participants to the competitive business environment, inter-relate management concepts to the real life situations, enhance analytical and decision making skills and develop responsive managers. It lays equal emphasis on personality development and inculcates business ethics amongst the students. The institute's faculty is a rich blend of academic and practical experience. It has diverse pool of intellectual capital drawn from various fields, endowed with research, industry and teaching experience. Guest faculty from premier institutions and corporate sector, having high academic credentials and industrial experience visit the department to support the efforts of core faculty.

2. Year of establishment : **2007**
3. Is the Department part of a School/Faculty of the university : **Faculty of Business Management & Commerce**
4. Names of programmes offered : **PG (MBA)**
5. Interdisciplinary programmes and departments involved : **NIL**
6. Courses in collaboration with other universities, industries, foreign institutions, etc. : **NIL**
7. Details of programmes discontinued, if any, with reasons : **NIL**
8. Examination System : **Semester System**
9. Participation of the department in the courses offered by other departments : **NIL**
10. Number of teaching posts sanctioned, filled and actual (Professors/Associate Professors/Asst. Professors/others)

	<b>Sanctioned</b>	<b>Filled</b>	<b>Actual (including CAS &amp; MPS)</b>
Professor	01	--	--
Associate Profesor	02	01	1 (filled through CAS)
Asst. Professors	09	04	4 (Direct recruitment)
Others	--	--	--

11. Faculty profile with name, qualification, designation, area of specialization, experience and research under guidance

Name	Qualification	Designation	Specialization	No. of Years of Experience	N0. of Ph.D./ M.Phil Students guides for the last 4 years
<b>Dr. Ravi Inder Singh</b>	M.Com, Ph.d, CAIIB, UGC-NET(JRF)	Associate Professor	Accounts & Finance	14 Years	----
<b>Mr. Taranjeet Singh</b>	BE (Mechanical), MBA	Assistant Professor	Marketing/Operations	5 yrs Industrial, 14 yrs teaching (Total 19)	---
<b>Dr. Ashish Saihpal</b>	PGDMM, MBA, Ph.D	Assistant Professor	Marketing	10 Years, 3 Years Industrial Experience	----
<b>Mr. Shashi</b>	M.Com, UGC (NET)	Assistant Professor	Operations	12 Years	----
<b>Mr. Tarun Vashisth</b>	MBA, UGC (NET)	Assistant Professor	Human Resource Management	6 Years	----

12. List of senior Visiting Fellows, adjunct faculty, emeritus professors : **Nil**
13. Percentage of classes taken by temporary faculty–programme-wise information: **12%**
14. Programme-wise Student Teacher Ratio : **1:7.67**
15. Number of academic support staff (technical) and administrative staff: sanctioned, filled and actual : **3+1**
16. Research thrust areas as recognized by major funding agencies : **NIL**
17. Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Give the names of the funding agencies, project title and grants received project-wise. : **NIL**
18. Inter-institutional collaborative projects and associated grants received : **NIL**
- a) National collaboration                      b) International collaboration

19. Departmental projects funded by DST-FIST; UGC-SAP/CAS, DPE; DBT, ICSSR, AICTE, etc.; total grants received. : **NIL**
20. Research facility / centre with : **No**
- state recognition
  - national recognition
  - international recognition
  -
21. Special research laboratories sponsored by / created by industry or corporate bodies : **NIL**
22. Publications: **One**

- \* Number of papers published in peer reviewed journals (national / international)
- \* Monographs
- \* **Chapters in Books**

<b>Sr. No.</b>	<b>Name of Faculty</b>	<b>Name of Chapter</b>	<b>Book Name</b>	<b>Name of Publisher</b>	<b>ISBN No</b>
1.	Dr. Ravi Inder Singh, Asso. Professor	Working Capital Management	Financial Management	Vardhman Mahaveer Open University, Kota	13/978-81-8496-286-4
2.	Dr. Ravi Inder Singh, Asso. Professor	Cash Management	Financial Management	Vardhman Mahaveer Open University, Kota	13/978-81-8496-286-4

- \* Edited Books
  - \* Books with ISBN with details of publishers
  - \* Number listed in International Database (For *e.g.* Web of Science, Scopus, Humanities International Complete, Dare Database - International Social Sciences Directory, EBSCO host, etc.)
  - \* Citation Index – range / average
  - \* SNIP
  - \* SJR
  - \* Impact Factor – range / average
  - \* h-index
23. Details of patents and income generated : **NIL**
24. Areas of consultancy and income generated : **NIL**
25. Faculty selected nationally / internationally to visit other laboratories / institutions / industries in India and abroad : **NIL**

26. Faculty serving in :

a) National committees

Sr. No.	Name of Faculty with Designation	Name of Board	Position held	Duration
1.	Dr. Ravi Inder Singh, Associate Professor	Working group for Certified Professional Bankers in Corporative Course, Centre for Professional Excellence in Cooperatives, Banker's Institute of Rural Development (NADARD), Lucknow	Member	June 2010
2.	Dr. Ravi Inder Singh, Associate Professor	Syllabus Committee, The Punjab State Cooperative Agriculture Development Bank Training Centre, Chandigarh	Member	July, 2013 onwards
3.	Dr. Ravi Inder Singh, Associate Professor	Under Graduate Board of Studies	Member	April, 2013 to 31 March, 2015

b) International committees    c) Editorial Boards    d) any other (please specify)

27. Faculty recharging strategies (UGC, ASC, Refresher / orientation programs, workshops, training programs and similar programs). :

Sr. No.	Name of Faculty	Name of Programme	Duration
1.	Mr. Taranjeet Singh, Asst. Professor	Orientation Course	27 days (14 May to 09 June, 2012)
		Refresher Course	21 days (15 Nov to 5 Dec, 2013)

		Faculty Development Programme on Research Methodology in Social Sciences organized by Bahara University, Shimla in collaboration with PCMA	7 days (11 June to 17 June, 2011)
2.	Dr. Ashish Saihpal, Asst. Professor	Orientation Course	28 days (27 Nov to 24 Dec, 2009)
		Refresher Course	19 days (23 May to 11 June, 2011)
3.	Mr. Shashi Kapoor, Asst. Professor	Faculty Development Programme on Research Methodology in Social Sciences organized by Bahara University, Shimla in collaboration with PCMA	7 days (11 June to 17 June, 2011)
		Refresher course in Commerce & Management organized by Academic Staff College, H.P. University, Shimla	20 days (28 May to 16 June, 2012)
4.	Mr. Tarun Kumar Vashisht	Orientation programme organized by Academic Staff College, Panjab University, Chandigarh	28 days (16 Feb to 15 March, 2011)

28. Student projects

- percentage of students who have done in-house projects including inter-departmental projects : **100% (MBA 4th Semester Students)**
- percentage of students doing projects in collaboration with other universities / industry / institute : **NIL**

29. Awards / recognitions received at the national and international level by : **NIL**

- Faculty - **Nil**
- Doctoral / post doctoral fellows - **Nil**
- Students - **Nil**

30. Seminars/ Conferences/Workshops organized and the source of funding (national / international) with details of outstanding participants, if any :

Sr.No.	Name	Funding Agency	Dates
1.	International Conference on Strategic Marketing of Consumer and Technology Products	University & Sponsorship from Industry	10-11 Dec, 2010

31. Code of ethics for research followed by the departments : **Yes**

32. Student profile programme-wise:

Name of the Programme (refer to question no. 4)	Applications received	Selected		Pass percentage	
		Male	Female	Male	Female
MBA-2009	Received at PU, Chd	18	11	70%	30%
MBA-2010	112	28	18	65%	27%
MBA-2011	152	29	21	62%	38%
MBA-2012	174	21	13	61%	33%
MBA-2013	106	13	16	50%	39%

33. Diversity of students:

Name of the Programme (refer to question no. 4)	% of students from the same university	% of students from other universities within the State	% of students from universities outside the State	% of students from other countries
MBA-2009	32%	36%	32%	--
MBA-2010	79%	8%	12%	--
MBA-2011	57%	21%	21%	--
MBA-2012	41%	34%	25%	--
MBA-2013	63%	26%	11%	--

34. How many students have cleared Civil Services and Defense Services examinations, NET, SET, GATE and other competitive examinations? Give details category-wise. :

**Information not available**

35. Student progression

<b>Student progression</b>	<b>Percentage against enrolled</b>
UG to PG	<b>NA</b>
PG to M.Phil.	<b>Information not available</b>
PG to Ph.D.	<b>Information not available</b>
Ph.D. to Post-Doctoral	<b>NA</b>
Employed	
<input type="checkbox"/> Campus selection	<b>7</b>
<input type="checkbox"/> Other than campus recruitment	
Entrepreneurs	<b>NIL</b>

**36. Diversity of staff**

<b>Percentage of faculty who are graduates</b>	<b>05</b>
of the same university	= <b>60%</b>
from other universities within the State	= <b>20%</b>
from universities from other States from	= <b>20%</b>
universities outside the country	= Nil

37. Number of faculty who were awarded M.Phil., Ph.D., D.Sc. and D.Litt. during the assessment period : **Nil**

38. Present details of departmental infrastructural facilities with regard to

- a) Library : **1690 Books as on 31-07-2013**
- b) Internet facilities for staff and students : **Yes**
- c) Total number of class rooms : **05 ( 03 Class Rooms, 01 Seminar Room, 01 Conference Room)**

- d) Class rooms with ICT facility : **Teachers are provided with Laptops and LCD projects to be used by them as per requirement**
- e) Students' laboratories : **01 Computer Lab**
- f) Research laboratories : **NIL**
39. List of doctoral, post-doctoral students and Research Associates
- a) from the host institution/university : **NIL**
- b) from other institutions/universities : **NIL**
40. Number of post graduate students getting financial assistance from the university - **NIL**
41. Was any need assessment exercise undertaken before the development of new programme(s)? If so, highlight the methodology : **No new course started**
42. Does the department obtain feedback from : **Yes, Every teacher does it at his own level**
- a. faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize the feedback?
- b. students on staff, curriculum and teaching-learning-evaluation and how does the department utilize the feedback?
- c. alumni and employers on the programmes offered and how does the department utilize the feedback?
43. List the distinguished alumni of the department (maximum 10) : No
44. Give details of student enrichment programmes (special lectures / workshops / seminar) involving external experts. - **10 Guest Lectures**
45. List the teaching methods adopted by the faculty for different programmes. :
- Role Play
  - Interactive Session
  - Power Point Presentation
  - Case Studies
  - Student's presentations
  - Lecture
46. How does the department ensure that programme objectives are constantly met and learning outcomes are monitored? : **Through Theory and Practical Exams**
47. Highlight the participation of students and faculty in extension activities. : **Students and faculty regularly participates in group discussions, quiz**



**programs, debates, industrial visits, seminars etc.**

48. Give details of “beyond syllabus scholarly activities” of the department.
- **Inter-College State level quiz contest**
  - **Industrial Visits: Organised visit to Vardhman Textiles, one of the leading textile company in the country.**
  - **Organised Extension Lectures**
  - **Live Projects**
49. State whether the programme/ department is accredited/ graded by other agencies? If yes, give details. : **No**
50. Briefly highlight the contributions of the department in generating new knowledge, basic or applied. : **Continuously involved in Research & Development activities**
51. Detail five major Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department.

**Strengths** : 1. Department is a part of one of the best universities of the Country;  
2. Good Faculty; 3. Located In Industrial hub of Punjab;  
4. Good Placements

**Weaknesses** : 1. Only one course and few faculty members; 2. Located away from university; 3. Need to take sponsored major/minor projects; 4. Need to start Consultancy Activities

research

**Opportunities** : 1. Huge potential for running courses in the fields related to commerce and management; 2. Being located in industrial hub of country, there is huge potential for running Management Development Programs;

**Challenges** : 1. Competition from Private universities

52. Future plans of the department:

1. **Start New Courses : M.Com (Hons.), MBA (Executive) and Ph.D**
2. **Start Management Development Programme for executives from industry.**
3. **Start consultancy to Industry.**
4. **Improve placements of students in Industry.**
5. **Start Major/Minor research projects.**