

**UNIVERSITY INSTITUTE OF APPLIED MANAGEMENT SCIENCES
SOUTH CAMPUS, PANJAB UNIVERSITY, SECTOR-25, CHANDIGARH**

Evaluative Report of the Department

1. Name of the Department : **University Institute of Applied Management Sciences, South Campus, Panjab University, Chandigarh.**
2. Year of establishment : **2008**
3. Is the Department part of a School/Faculty of the university? **Yes**
4. Names of programmes offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., D.Sc., D.Litt., etc.) **PG**
5. Interdisciplinary programmes and departments involved
 - (i) Retail Management
 - (ii) Banking & Insurance Management
 - (iii) IT & Telecommunication Management
 - (iv) Infrastructural Management
 - (v) Pharmaceutical Management
 - (vi) Hospital Management
6. Courses in collaboration with other universities, industries, foreign institutions, etc. **NO**
7. Details of programmes discontinued, if any, with reasons **NO**
8. Examination System: **Semester System**
9. Participation of the department in the courses offered by other departments: **Yes**
 - Faculty members teach as guest faculty in sister departments like University Institute of Engineering & Technology, Department of Economics, University Institute of Chemical Engineering & Technology, University Institute of Pharmaceutical Sciences etc.
 - Faculty of UIAMS has been involved in developing courses of sister departments.
10. Number of teaching posts sanctioned, filled and actual (Professors/Associate Professors/Asst. Professors/others)

	Sanctioned	Filled	Actual (including CAS & MPS)
Professor	5	1	1
Associate Professors	4	1	1
Assistant Professors	20	14	14

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

Sr. No.	Name of teacher with designation	Qualification MA./M.Sc./M.Phil/Ph.D	No. Of years of Experience	No. of Ph.D./ M.Phil. students guided for the last 4 years
1.	Prof. Sanjeev Kumar Sharma Director	<ul style="list-style-type: none"> ▪ M.Sc. (Hons.), M.M.S., LL.B., Ph.D., ▪ F.D.P.M. (IIM, Ahmedabad) 	22 Years	6
2.	Sh. Pardeep K. Sharma Chief-Coordinator	<ul style="list-style-type: none"> ▪ M.A. Honours (Economics) 	32 ½ Years	Nil
3.	Dr. Anupreet Kaur Mavi Assistant Professor	<ul style="list-style-type: none"> ▪ BA (Eco. Hons.), Punjabi Univ. Patiala ▪ MA (Economics), Punjabi Univ. Patiala ▪ UGC-NET ▪ Ph.D. (Economics), Punjabi Univ. Patiala ▪ APGDCA, MDU, Rohtak ▪ B.Ed. IGNOU ▪ MBA (HR) – CDLU, Sirsa 	9 Years	2
4.	Dr. Nishi Sharma Assistant Professor	<ul style="list-style-type: none"> ▪ MA (Economics), CCS University, Meerut ▪ M.Com., CCS University, Meerut ▪ MBA (Finance), IGNOU, New Delhi ▪ Ph.D., CCS University, Meerut ▪ FRP, IIT-Delhi 	10 ½ Years	Nil
5.	Ms. Nidhi Gautam Assistant Professor	<ul style="list-style-type: none"> ▪ B.Tech. (CSE), IET, Bhattal, PTU ▪ M.Tech. (CSE) GNDEC, PTU 	5 ½ Years	Nil
6.	Dr. Jagandeep Singh	<ul style="list-style-type: none"> ▪ B.Com. ▪ MBA, UBS, P.U. 	5 ½ Years	Nil

	Assistant Professor	<ul style="list-style-type: none"> ▪ Ph.D. UBS, P.U. 		
7.	Ms. Pooja Garg Assistant Professor	<ul style="list-style-type: none"> ▪ B.Com. (Foreign Trade) KUK ▪ MBA (Major – Finance, Minor – Marketing) Kurukshetra University, Kurukshetra 	4 Years	Nil
8.	Dr. Arunachal Khosla Assistant Professor	<ul style="list-style-type: none"> ▪ MBA (HR) University of Pune ▪ UGC-NET ▪ Ph.D. (University of Bikaner) 	3 ½ Years	Nil
9.	Dr. Manu Sharma Assistant Professor	<ul style="list-style-type: none"> ▪ BE (Chemical), P.U. ▪ MBA (Finance), University of Massachusetts Boston, USA ▪ Ph.D. in Finance, SMC University, Switzerland 	2 ½ Years	Nil
10.	Mr. Aman Khera Assistant Professor	<ul style="list-style-type: none"> ▪ B.E. (Production) PEC, Chandigarh ▪ MBA (HR) – PTU, Jalandhar ▪ LLB - PU, ▪ LLM – KUK (Business Law) ▪ UGC-NET (Management & Law) 	2 ½ Years	Nil
11.	Dr. Ajay Kumar Dogra Assistant Professor	<ul style="list-style-type: none"> ▪ BDS, Himachal Pradesh University ▪ MBA (Hospital Management) UIAMS, P.U. 	2 ½ Years	Nil
12.	Dr. Manjushri Sharma Assistant Professor	<ul style="list-style-type: none"> ▪ MBBS, GOMCO Patiala ▪ Diploma in Preventive and Promotive Healthcare from Apollo Hospital, Hyderabad ▪ Masters in Hospital Management, Osmania University, Hyderabad ▪ UGC-NET (Management) 	2 ½ Years	Nil

13.	Ms. Rachita Sambyal Assistant Professor	<ul style="list-style-type: none"> ▪ BE (CSE), Jammu University, Jammu ▪ MBA (IT & Telecomm. Mgt.) UIAMS, P.U. ▪ UGC-NET ▪ JRF 	2 ½ Years	Nil
14.	Mr. Naveen Kumar Assistant Professor	<ul style="list-style-type: none"> ▪ B.Sc. (Computer Science)-PU ▪ MBA (Infrastructural Mgt.), P.U. ▪ UGC-NET (Management) ▪ JRF 	2 ½ Years	Nil

12. List of senior Visiting Fellows, adjunct faculty, emeritus professors

Sr. No.	NAME OF GUEST FACULTY
1.	Prof. A.K. Vashisth, UBS, P.U.
2.	Dr. Harish Kumar, UIET, P.U.
3.	Ms. Pooja Chopra
4.	Ms. Reeve Paul Choudhary
5.	Mr. Anish Kakirala
6.	Ms. Monika Aggarwal
7.	Mr. Nitesh Goyal
8.	Ms. Pallak Manchanda
9.	Ms. Renu Lamba
10.	Ms. Renu Sharma
11.	Mr. Navkiran Singh
12.	Dr. Prachi Verma

13. Percentage of classes taken by temporary faculty – programme-wise information

- | | |
|--------------------------------------|-------|
| 1. Retail Management | - 32% |
| 2. Banking & Insurance Management | - 32% |
| 3. IT & Telecommunication Management | - 32% |
| 4. Infrastructural Management | - 32% |

5. Pharmaceutical Management - 32%
6. Hospital Management - 32%

14. Programme-wise Student Teacher Ratio - **1:21**

15. Number of academic support staff (technical) and administrative staff: sanctioned, filled and actual

Category	Number of Permanent Employees	Number of Vacant Positions	Number of permanent positions filled during the Year	Number of positions filled temporarily
Administrative Staff	12	5	Nil	4
Technical Staff	Nil	3	Nil	Nil

16. Research thrust areas as recognized by major funding agencies

1. Retail Management
2. Banking & Insurance Management
3. IT & Telecommunication Management
4. Infrastructural Management
5. Pharmaceutical Management
6. Hospital Management

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 **NIL**

- state recognition
- national recognition
- international recognition

21. Special research laboratories sponsored by / created by industry or corporate bodies **NIL**

22. Publications (for the year 2012-13):

- * Number of papers published in peer reviewed journals (national / international)

1. International – 5

2. National – 9
3. Conference Proceedings – 7
 - * Monographs **NIL**
 - * Chapters in Books - 3
 - * Edited Books **NIL**
 - * Books with ISBN with details of publishers **NIL**
 - * Number listed in International Database (For *e.g.* Web of Science, Scopus, Humanities International Complete, Dare Database - International Social Sciences Directory, EBSCO host, etc.) **NA**
 - * Citation Index – range / average - **NA**
 - * SNIP - **NA**
 - * SJR - **NA**
 - * Impact Factor – range / average - **NA**
 - * h-index - **NA**
23. Details of patents and income generated - **NIL**
24. Areas of consultancy and income generated - **NA**
25. Faculty selected nationally / internationally to visit other laboratories / institutions / industries in India and abroad - **4**
26. Faculty serving in
 - a) National committees b) International committees c) Editorial Boards d) any other (please specify)
 1. Member Editorial Board – 1
 2. Member Board of Studies – 3
27. Faculty recharging strategies (UGC, ASC, Refresher / orientation programs, workshops, training programs and similar programs).
 1. Three faculty members attended orientation course and two faculty members attended Refresher courses during the year.
28. Student projects
 - percentage of students who have done in-house projects including inter-departmental projects – **100%**
 - percentage of students doing projects in collaboration with other universities / industry / institute - **NIL**
29. Awards / recognitions received at the national and international level by
 - Faculty - **NIL**
 - Doctoral / post doctoral fellows - **NA**

- Students – 2

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

31. Code of ethics for research followed by the departments

UIAMS follows the code of ethics designed by Panjab University, Chandigarh in letter and in spirit.

32. Student profile programme-wise:

Name of the Programme	Applications Received	Selected		Pass percentage	
		Male	Female	Male	Female
Retail Mgt.	958	32	15	NA	NA
Banking & Insurance Mgt.	964	30	18	NA	NA
IT & Telecomm. Mgt.	468	13	11	NA	NA
Infrastructural Mgt.	422	16	6	NA	NA
Pharmaceutical Mgt.	87	10	6	NA	NA
Hospital Mgt.	121	2	15	NA	NA

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
Retail Mgt.	14	18	13	Nil
Banking & Insurance Mgt.	23	21	4	Nil

IT & Telecomm. Mgt.	3	19	2	Nil
Infrastructural Mgt.	2	18	2	Nil
Pharmaceutical Mgt.	--	14	2	Nil
Hospital Mgt.	1	12	3	Nil

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

NET	SET/STET	GATE	CAT	IAS/IPS	State PSC	UPSC	Others
7	NA	NA	NA	NA	3	Nil	NA

35. Student progression

Student progression		Percentage against enrolled
UG to PG		NA
PG to M.Phil.		NA
PG to Ph.D.		NA
Ph.D. to Post-Doctoral		NA
Employed		
<input type="checkbox"/>	Campus selection	2009-11=92 2010-12 = 126 2011-13 =92
<input type="checkbox"/>	Other than campus recruitment	NA
Entrepreneurs		NA

36. Diversity of staff

Percentage of faculty who are graduates	
of the same university	35%
from other universities within the State	Nil
from universities from other States	60%
from universities outside the country	5%

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

1. UIAMS has rich library containing both reference book as well as books for the students. Total books include 4402 plus 50 reference. In addition, 120 DVDs.

2. Separate dedicated reading room with seating capacity of 60 students.

b) Internet facilities for staff and students - Yes with wi-fi and internet facilities

c) Total number of class rooms – 15. In addition, 3 Conference rooms and 1 Seminar Room with seating capacity of 100+.

d) Class rooms with ICT facility - 15

e) Students' laboratories - 2

f) Research laboratories - **Nil**

39. List of doctoral, post-doctoral students and Research Associates

a) from the host institution/university – Nil, however faculty is guiding 7 Ph.D. students registered in other departments of the university.

b) from other institutions/universities – Nil

40. Number of post graduate students getting financial assistance from the university- 15

41. Was any need assessment exercise undertaken before the development of new programme(s)? If so, highlight the methodology.

– **Yes, frequent interactions with the industry experts, neighbouring institutions and sister departments helped design the content and deliverance of these programmes.**

42. Does the department obtain feedback from

a. faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize the feedback?

Yes, the course structure has been overhauled and restructured in 2013 on the basis of feedback from industry, students and faculty.

b. students on staff, curriculum and teaching-learning-evaluation and how does the department utilize the feedback?

The teaching-learning processes and evaluation mechanisms are frequently shared with the students. Answer-scripts are shown and students provided feedback.

- c. alumni and employers on the programmes offered and how does the department utilize the feedback?

Regular meetings with the alumni are held every year. This provides avenues for discussion on enhancing academic environs as well as to garner industry expectations.

43. List the distinguished alumni of the department (maximum 10)

Sr. No.	Name	Organization
1.	Mr. Adishail Gupta	Nectar Life Sciences
2.	Mr. Abhijeet Singh	KPMG
3.	Mr. Asif Chaudhary	Mankind Pharmaceutical
4.	Mr. Rajan Gujral	Kapsons
5.	Mr. Ekant Aggarwal	TIE-CII
6.	Mr. Rohan Sharma	Food & Civil Supplies, Punjab
7.	Ms. Nanki Makkar	Decathlon

44. Give details of student enrichment programmes (special lectures / workshops / seminar) involving external experts.
1. Special Sessions are organized to improve soft-skills of the students. Around 125 students have benefitted from such workshops this year.
 2. Personality development and career orientation sessions organized on frequent basis.
 3. Industry experts interact with students on regular basis. More than 25 industry representatives have visited UIAMS this year.
45. List the teaching methods adopted by the faculty for different programmes.
1. Teaching-learning pedagogies include lectures, demonstrations, case analysis, group discussions, business games and simulations.
 2. Preparing industry and project reports, field visits and undertaking real life projects.
46. How does the department ensure that programme objectives are constantly met and learning outcomes are monitored?
1. Constant feedback from students, faculty, industry and alumni help us to redesign our curriculum and deliverance mechanisms.
 2. Improving employability quotient of students to make them learn industry requirements through special lectures, training programmes and workshops.
47. Highlight the participation of students and faculty in extension activities.
1. UIAMS has vibrant academic and extra-curricular environs. Organization of events like radio-quiz, Prazanik Management Fest, Group discussions and industry visits have active participation of students and faculty.
48. Give details of “beyond syllabus scholarly activities” of the department.
1. Special lectures and interactive sessions with industry stalwarts.

2. Industry trips and live projects for the students.
 3. Case analysis, presentations to improve communication skills and expand horizons of knowledge.
 4. Management club of UIAMS organizes radio-quiz, cultural programmes and other business events.
49. State whether the programme/ department is accredited/ graded by other agencies? If yes, give details. - **NA**
50. Briefly highlight the contributions of the department in generating new knowledge, basic or applied.
1. UIAMS is offering sectoral courses in emerging areas of economy. In pursuit of further excellence in the domain of management, Faculty of Business Management & Commerce, Panjab University, in its golden jubilee year 2008-09, launched another star Institute, University Institute of Applied Management Sciences (UIAMS). The Institute draws on the academic strength and resources of Punjab University. UIAMS offers management programmes in sectoral areas and streams so as to fulfill the growing needs of the industry, and requirement of managerial discipline in the following sunrise and booming sectors of corporate world.

The sectoral MBA programmes are supplemented with specialization in a core functional area of management i.e. Marketing, Finance, Human Resources and Operations. The rigorous course structure thus fine-tunes managerial specialization with competencies of domain specific knowledge.

Vision

To create and develop a nodal centre of excellence in the "niche domains"

Mission

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

51. Detail five major Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department.

Strengths:

1. Courses offered are in emerging areas of Indian economy.
2. The advisory board consists of members from different institutions of Panjab University.
3. Inter-disciplinary nature of courses.
4. Strong industrial orientation.
5. Faculty has industrial exposure.

Weaknesses:

1. Research base needs to be strengthened.
2. Due to unique nature of courses, difficulty in finding faculty to impart additional skills.

Opportunities

1. Strong brand equity of Panjab University provides avenues for growth for UIAMS.
2. Increased demand for sector specific managerial talent.
3. Scope for organizing management development programmes for industrial houses and public sector corporations.
4. Encouragement from Government for entrepreneurial ventures. This mandates imparting entrepreneurial skills among UIAMS students.

Challenges:

1. Mushrooming of management colleges mandates continuous upgradation of courses to ensure relevance and employability.
 2. Students more focused on placements rather than pursuing research leading to fewer doctoral students thereby reducing research base.
 3. Lack of big industrial houses in the vicinity, thereby difficulty in getting industry experts for interaction and placements.
52. Future plans of the department.
1. Institute desires to start management development programmes for boards and corporations, other educational institutions as well as small scale industries.
 2. Efforts are being made to develop UIAMS as research centre for starting doctoral courses.
 3. Strengthening of the resource base by starting short term courses in conjunction with sister departments of Panjab University.