

3. Evaluative Report of the Department

1. Name of the Department : University Business School

University Business School (UBS), Panjab University, is an institute of excellence in management education, quality research and executive development. The philosophy of the school is translated into a mission of creating wholesome personality of human beings with a view to produce efficient and innovative managers, researchers and teachers.

UBS (formerly, Department of Commerce and Business Management) was established in 1962 and is one of the premier business schools of North India. Initially, it started with courses in commerce and then since 1968, it has been imparting quality management education and nurturing world class management graduates and making them ready to take challenges in the sphere of business. The re-christening of the Department of Commerce and Business Management as University Business School in 1995 by the Panjab University, symbolizes the recognition of completeness and maturity of the Department as a centre of management education in India. The transformation from a Department to a School has given it a distinct identity as a 'School of Thought'

The courses being run in UBS under the Post Graduate umbrella are 2-Year Full-Time Masters Programmes: (i) Master of Business Administration (MBA), (ii) Master of Business Administration-International Business(MBA-IB), (iii) Master of Business Administration-Human Resources(MBA-HR), (iv) Master of Business Administration-Biotechnology(MBA-Biotech), (v) Master of Commerce-Honours (MCom-Hons) and (vi) 3-Year Part-Time Executive Masters Programme (MBA-Executive), (vii) PhD programme

The students, at UBS are actively involved in various committees like the Placement Cell, Business Cell , Alumni Cell , Hospitality Cell and Infrastructure Cell .The Placement Cell is a student body entrusted with the Summer and Final recruitment processes. Alumni Cell takes steps to strengthening the alumni connect with several events being organized, the highlight being the ‘Silver Jubilee Alumni Reunion’ held in December every year. Alumni return to campus and share their experiences with the students and guide them to pursue their future steps. Business Cell is a forum which provides opportunities to the students to get themselves acquainted with the practical know how of the business world which complements to the classroom learning. Hospitality Cell and Infrastructure Cell ensure that the stay of the guests and alumni at UBS is a pleasant experience.

2. Year of establishment : 1962 (Deptt. of Commerce & Business Management)

1995 (University Business School)

3. Is the Department part of a School/Faculty of the university? Yes, Faculty of Business Management and Commerce
4. Names of programmes offered :

Name of the Programme	Specialisation	Duration	Full-time/Part - time
MBA	Management	2 years	Full-time
MBA (Biotechnology)	Management	2 years	Full-time
MBA (HR)	Management	2 years	Full-time
MBA(IB)	Management	2 years	Full-time
M.Com. (e-commerce/Hons.)	Commerce	2 years	Full-time
MBA (Executive	Management	3 years	Full-time (Evening)
Ph.D.	Commerce and Management	3-5 years	Full-time

5. Interdisciplinary programmes and departments involved : Nil
6. Courses in collaboration with other universities, industries, foreign institutions, etc. Dauphine University, Paris-France
7. Details of programmes discontinued, if any, with reasons:

MBA (Executive) suspended w.e.f. the session 2013 due to lack of availability of sufficient number of eligible candidates.
8. Examination System: Annual/Semester/Trimester/Choice Based Credit System: Semester System

9. Participation of the department in the courses offered by other departments:

Faculty members of UBS have been helping in teaching in University Institute of Applied Management Sciences, University School of Open Learning, Department of Evening Studies, Department of Public Administration, University Institute of Hotel Management and Tourism.

10. Number of teaching posts sanctioned, filled and actual (Professors/Associate Professors/Asst. Professors/others)

	Sanctioned	Filled	Actual (including CAS & MPS)
Professor (CAS)	6	3	14
Associate Professor	12	-	2 (CAS)
Asst. Professor	25	8	8

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

Name	Qualification	Designation	Specialization	No. of Years of Experience	No. Of Ph.D./M.Phil students guided for the last 4 years
Dr. S.C Vaidya (Retd. On 31.10.2010)	M.Com., Ph.D.	Professor	(i) Finance & Accounting/ Banking (ii) General Management	39	--
Dr. Dinesh K. Gupta	M.Com., Ph.D.	Professor	(i) Finance & Accounting/ Banking (ii) General Management (iii) Human Resource Management/O.B./I.R.	32	5

Dr. Meenakshi Malhotra	MBA, Ph.D.	Professor	(i)Human Resource Management/ O.B./I.R. (ii) General Management	32	20
Dr. A.K Vashisht	M.Com., L.L.B., M.Phil., Ph.D.	Professor	(i)Finance & Accounting/ Banking (ii)General Management	36	28
Dr. S.K Chadha	M.Com., Ph.D.	Professor	(i) Marketing (ii) International Business	37	18
Dr. Anupam Bawa	MBA, Ph.D.	Professor	i) Marketing (ii) General Management	27	3/1
Dr. Deepak Kapur	BE,MBA, LLB, Fellow (IIM-A)	Professor	Strategic Management	30	8
Dr. Smriti Sood	MBA, M.Phil., Ph.D	Professor	(i) Marketing (ii) General Management (iii) Quant. (OR,Stat. and R.M./OM	32	2
Dr. Manoj K. Sharma	M.Sc.(Hons.) in Eco.,MBA, Ph.D.	Professor	Business Economics (ii) Human Resource Management	32	5
Dr. B.B Goyal	M.A.(Eng.), MBA, Ph.D., Advance Dip. In Labour Laws	Professor	(i) Marketing General Management	28	6
Dr. Sanjay Kaushik	M.Com., Ph.D.	Professor	(i)Human Resource Management/ O.B./I.R. (ii) General Management	24	5

Dr. Suveera Gill	M.Com., Ph.D.	Professor	i)Finance & Accounting/Banking (ii) General Management	15	10
Dr. Karamjeet Singh	M.Com., Ph.D.	Professor	(i)Finance & Accounting/ Banking (ii) General Management	31	6
Dr. Parmjit Kaur	M.Com., Ph.D.	Professor	(i)Finance & Accounting/Banking (ii) General Management	20	9/1 submitted
Dr. Meena Sharma	M.Com., Ph.D.	Professor	(i)Finance & Accounting/Banking (ii) General Management	23	3
Dr. Navdeep Kaur	M.Com., Ph.D.	Associate Professor	(i) General Management (ii) International Business	22	3
Dr. Gunmala Suri	M.Sc. (Stat.) PGDCA., Ph.D.	Associate Professor	(i) General Management (ii) Quant. (OR,Stat. and R.M./OM (iii) Information Technology and E.Commerce	20	--
Dr. Luxmi	MBA., Ph.D.	Assistant Professor	(i)Human Resource Management/O.B./I. R.	11 Yrs. 9 months	2 and 1 submitted
Dr. Purva Kansal	MBA, Ph.D.	Assistant Professor	(i) Marketing (ii) General Management	10	--
Dr. Monica Bedi	MBA., Ph.D.	Assistant Professor	(i) Marketing (ii) International Business	9	--
Dr. Tejinderpal Singh	M.Com., Ph.D.	Assistant Professor	(i) Marketing (ii) Information Technology and E.Commerce	8 Yrs. 6 months	03 (guiding)

Dr. Vaneeta Aggarwal	BE, MBA, Ph.D.	Assistant Professor	Human Resource Management	11	--
Dr. Rupinder Bir Kaur	M.Com., Ph.D.	Assistant Professor	Human Resource Management	11	--
Dr. Tilak Raj	M.A.(Eco.), M.Phil, Ph.D.	Assistant Professor	(i) Business Economics Human Resource Management	8	--
Ms. Neha Gulati	MCA, M.Phil.	Assistant Professor	(i)Computer Science (ii) General Management	13	--

12. List of senior Visiting Fellows, adjunct faculty, emeritus professors: 1 (Prof. T.N. Kapoor, Ex. Vice-Chancellor)

13. Percentage of classes taken by temporary/Guest Faculty - programme-wise information:
MBA, MBA(Biotech.), MBA (IB), MBA(HR), MBA (Executive), M.Com. (e.commerce/Hons.): 20-22%

14. Programme-wise Student Teacher Ratio:

Name of the Programme	# of Faculty	# of students	Student-Teacher Ratio
MBA, MBA(Biotech.), MBA (IB), MBA(HR), MBA (Executive), M.Com. (e.commerce/Hons.) Ph.D.	24	412	1:17

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

No. of Staff	Sanctioned	Filled	Actual
Technical	0	3	4
Administrative	0	2	12

16. Research thrust areas as recognized by major funding agencies: Innovative Financing, Supply Chain Management, Emotional Intelligence.
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.:

Project Title	Faculty involved	Funding agency	Total Grant
Report on Citizen Centric Services Extnded by GMADA in Mohali	Prof. S.C. Vaidya Prof. Suveera Gill Prof. Parmjit Kaur	GMADA	Rs. 3,70,000/-
Corporate overnance & Perofrmance in Familyowned usiness: AnEmpirical Assessment in India	Prof. Suveera Gill Prof. Parmjit Kaur	UGC	Rs. 4,71,200/-
Paradigm Shift from Traditional Learning to Virtual Learning Environment (VLE): A case study of the Feasibility of Development of Virtual Classroom Model in Panjab University, Chandigarh.	Dr. Gunmala Suri	ICSSR	Rs. 3,30,000/-

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.

Special Assistance Programme	UGC	Rs.12,80,000/-
------------------------------	-----	----------------

20. Research facility / centre with: Nil

- State recognition: Nil
- National recognition: Nil
- International recognition: Nil

21. Special research laboratories sponsored by / created by industry or corporate bodies: Nil

22. Publications:

- * Number of papers published in peer reviewed journals (national / international) : 90
- * Chapters in Books with details of publishers

Wheelen Thomas L. And David Hunger, Strategic Management and Business Policy (2011)	Pearson Education Ltd.	ISBN 978-81-317-2971-7.
Strategic Management and Business Policy, 12 th Edition, Wheelen Thomas L. And David Hunger (2011)	Pearson Education Ltd	Indian Adaption
Perception of Justice and its Relation with Turnover Intentions, Innovative research for Business and Management (2012)	Bharti Publications, Delhi	pp.127-138.

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

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

- Faculty is encouraged to take part in refresher courses, workshops, seminars etc. to enhance their teaching skills.
- Faculty is facilitated to develop management-based instructional material.
- Senior faculty share their knowledge through workshops, guest lectures , open source materials etc.

28. Student projects

- percentage of students who have done in-house projects including inter-departmental projects

Number of students	Percentage
MBA, MBA(Biotech.), MBA (IB), MBA (HR)	100%

- percentage of students doing projects in collaboration with other universities / industry / institute

Number of students	Percentage
MBA, MBA(Biotech.), MBA (IB), MBA (HR) and M.Com. (e.commerce/Hons.)	100%

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

- 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.

Name	Funding Agency	Dates
International Conference on Management and Valuation of Intangibles.	UGC	December 22-23, 2009

Strategic Marketing High-Technology Products.	UGC	March 18, 2010
International Conference on Business Ethics and Human Values.	UGC	December 22-23, 2010
Management Conclave	Department's own sources	February 3, 2012
Innovations in Marketing	UGC	March 7, 2012
Global Supply Chain Management: Prospects & Challenges.	UGC-SAP	March 19, 2012
Contemporary Issues in Corporate Financial Reporting.	UGC-SAP	March 8, 2013

31. Code of ethics for research followed by the departments

Every research paper/thesis submitted for the award of Ph.D. Degree is being verified by the Plagiarism Software "Turnit"

32. Student profile programme-wise: July 2009-June 2013

Name of the Programme (refer to question no. 4)	Applications received	Selected		Pass percentage	
		Male	Female	Male	Female
MBA	13308 approximately	203	70	93.3%	
MBA (Biotechnology)		17	25	96.7%	
MBA (HR)		57	77	88.3%	

MBA(IB)		100	37	91%	
M.Com. (e-commerce/Hons.)	950	11	102	81.7%	
MBA (Executive	250	59	12	81.87%	
Ph.D.	650	13	40	100%	

33. Diversity of Students

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

As per information from students teacher: 50 (UGC JRF/NET)
: 1 (Civil Services)

35. Student progression

Student progression		Percentage against enrolled		
UG to PG		Nil		
PG to M.Phil.		Nil		
PG to Ph.D.		11%		
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, MBA(Biotech.), MBA(IB), MBA(HR) M.Com.(e.-Commerce) (Admission from 2009-2010-2012-2013)	59%	12%	26%	3%

Ph.D. to Post-Doctoral	Nil
Employed	
<input type="checkbox"/> Campus selection	95%
<input type="checkbox"/> Other than campus recruitment	5%
Entrepreneurs	Nil

36. Diversity of staff

Percentage of faculty who are graduates	
of the same university	72%
from other universities within the State	12%
from universities from other States	16%
States from 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 : Number of titles- 12568 Books
110 Journals and Magazines
- b) Internet facilities for staff and students: Total Wi-fi/connectivity to Internet.
- c) Total number of class rooms: 10
- d) Class rooms with ICT facility: 2 Every faculty is provided with either desktop computer or laptop to prepare the teaching material and delivered through LCD projectors fixed in all the classes of the UBS.
- e) Students' laboratories: 1
- 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.: 10

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

The following points were taken into consideration

- Suggestion made by the experts, stakeholders and departmental faculties
- Demand of courses.
- Other institutions offering the courses/add-on courses.
- Employability of the students.

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 Departmental Committees discuss issues relating to teaching-learning-evaluation in its meetings frequently.

- b. students and staff on curriculum and teaching-learning-evaluation and how does the department utilize the feedback? Yes
- c. alumni and employers on the programmes offered and how does the department utilize the feedback?

UBS has a Business Club which is in touch with its alumni through personal contact and social network and they often deliver lectures to students as well as faculty for improvement. Besides, alumni meet is organised every year in which a session is conducted for improvement of the curriculum, research efforts and quality of services.

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

Mr. S.P. Oswal, Chairman, Vardhman Group of Companies, Ludhiana;
Shri. Yasho Verma, LG International, Mr. Sunil Dutt, Mr. Pratip Choudhar,

Ex. Chairman, State Bank of India;

44. Give details of student enrichment programmes (special lectures / workshops / seminar) involving external experts.
1. Soft Skill Training for management students.
 2. Workshop for data handling and use of computers.
45. List the teaching methods adopted by the faculty for different programmes.
Teaching methods include:
- (i) Lectures;
 - (ii) Demonstrations;
 - (iii) Discussion;
 - (iv) Case Studies;
 - (v) Project Presentations;
 - (vi) Student Presentations;
 - (vii) Guest Speakers from industry and other academic institutions.
46. How does the department ensure that programme objectives are constantly met and learning outcomes are monitored?
- Preparation of assignment sheet of each subject to be taught during each semester.
 - Two monthly tests and one Mid Semester Test are held in each semester.
 - Proper records of internal assessment are maintained.
 - Feedback from alumni is obtained on the current industrial requirements.
 - Industry interaction is done on a regular basis.
47. Highlight the participation of students and faculty in extension activities.

Department faculty and students actively participate in Extension Lectures, Seminars, Group Discussions etc.

48. Give details of “beyond syllabus scholarly activities” of the department.

Case studies are a **permanent** part of teaching learning process.

49. State whether the programme/ department is accredited/ graded by other agencies? If yes, give details: Nil
50. Briefly highlight the contributions of the department in generating new knowledge, basic or applied.

MBA, MBA Biotechnology), MBA (IB), MBA (HR), M.Com. (e.commerce/Hons.), MBA (Executive) and Ph.D. Programmes focus on basic and as well as applied knowledge in management that are integrated and delivered in a comprehensive manner to prepare the students to enter the industries and academic institutions.

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

Strength

1. Good Placement for the students of the MBA Programmes for the last five decades.
2. Research Publications in Peered Reviewed Journals/Magazines.
3. Regular academic growth and professional development through Seminars, Workshops, Refresher Courses, Conferences and Guest Lectures etc.
4. Good strength of faculty with Ph.D.
5. Good Alumni Base.

Weaknesses

Inadequate infrastructure as the number of students has increased but the infrastructure has not expanded accordingly.

Opportunities

1. **Training for both Faculty members and Students through workshops/seminars**
2. **Consultancies and Funded research projects.**
3. **Fluctuating demand of market affecting placement record**
4. **Faculty involvement in collaborative research**

Challenges

1. Adopting industry Open Standards in the University to improve the quality of education
2. Admitting high calibre students
3. Instability of Job opportunity in the industries.
4. Set up a state-of-the-art Research Labs and promote the use of IT on a much wider scale for our teaching, learning, research and administration
5. To have more space for class rooms.

52. Future plans of the department.

Academic

1. Strengthening the teaching faculty.
2. Redesign curricula according to current industrial demand
3. Introducing new teaching and research programmes
4. Establish partnership with recognised universities.

Placement

1. Increase Industry Institute Interaction
2. Establish MoUs with corporate sectors/companies
3. Provide soft-skills and stress management tips to students.

Research

1. Work for sponsored research proposals and projects.
2. Keep track of the latest leading-edge development to remain in the forefront of our peers.
3. Initiative to create/offered management courses in each affiliated colleges at the level of graduation and post graduation.
4. Host national/international conferences to share research findings and challenges prevailing nationally/internationally relating to management and commerce.