

M.B.A.

PLACEMENT BROCHURE

2022-23



महात्मा ज्योतिबा फुले
रुहेलखण्ड विश्वविद्यालय, बरेली

Budding Managers

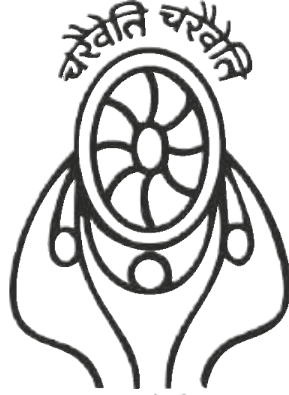
Department of Business Administration

Mahatma Jyotiba Phule Rohilkhand University, Bareilly

M.B.A.

Placement Brochure

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महात्मा ज्योतिबा फुले
रुहेलखण्ड विश्वविद्यालय, बरेली

Placement Bureau
Department of Business Administration
(Faculty of Management)

M. J. P. Rohilkhand University
Bareilly (UP) 243006

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All ways lead to Bareilly





A Word from VICE CHANCELLOR

It gives me immense pleasure to express my thoughts in the Placement Brochure of the Department of Business Administration. It has been one of the leading management departments in the country in providing students with the latest knowledge, skills and abilities, to deal successfully with this ever changing corporate world. The last few years have been a roller coaster for educational institutes all across the world but the department emerged unscathed due to its highly experienced and qualified faculty members and student-centric learning environment.

The department is religiously involved, day in and day out, in polishing its students and make them industry ready by revising its curriculum, organizing seminars, workshops, field visits, internships, experiential learning projects, expert talks, CEO connect, etc. I am positive that these students will add tremendous value and will prove to be asset for your organization if given a chance.

I take this opportunity to wish a very successful careers to the students of management and extend a warm welcome to the recruiters in the Department of Business Administration.

We look forward to developing a long lasting mutually beneficial relationship in the interest of society, in general, and country, in particular.

Professor K.P. Singh
Vice-Chancellor

A Word from HEAD & DEAN



Dear Sir/Madam,

I take this opportunity to extend an invitation to participate in the final placement programmes for 2020-22. The department offers the following number of students under its two programmes :-

- 1. MBA (General) 63**
- 2. MBA (Marketing) 18**

The programmes are structured as per UGC Model of "Choice Based Credit System" for evaluation since 2016-17 academic session. The students' specialization is in various functional areas -Marketing, Human Resource Management, Finance, Production and Operation Management, Information Technology Management and International Business. The programmes have Training and Overall Personality Development as its inbuilt part. The Department invites you for Post Covid-19 Placement Activity. Apart from the information contained in the brochure, it will be our pleasure to provide you with any other extra information required. We would be pleased to arrange for your boarding, lodging and travel booking, if prior information is received.

We look forward to your active participation in our placement programme. Every possible hospitality shall be extended during your visit to the campus.

Prof. Sanjay Mishra
Head & Dean
Chairman - Placement Bureau

Mahatma Jyotiba Phule Rohilkhand University, Bareilly

M.J.P.Rohilkhand University came into existence with its headquarter at Bareilly (U.P.) on February 15th, 1975 by U.P. Government's notification No. 10-1035/15-46(II)-74.. Its status was upgraded to affiliating-cum-residential university in 1985 when four teaching Departments were established in the campus. In 1987 three more Departments were added. In August 1997 Rohilkhand University was renamed as Mahatma Jyotiba Phule

Rohilkhand University. The University has taken an overall perspective of development plan and thereby modified University status by including new Faculties of Engineering and Technology, Management, Applied Sciences, Education and Allied Sciences etc. At present, the following Post-Graduate teaching Faculties are functioning in the residential campus of the University.

1. Faculty of Management

2. Faculty of Engineering and Technology

3. Faculty of Education & Allied Sciences

4. Faculty of Law

5. Faculty of Applied Sciences

6. Faculty of Social Sciences

The University headquarter is located at Bareilly with its territorial jurisdiction extending over the districts of Bareilly, Moradabad, Rampur, Sambhal, Bijnor, Jyotiba Phule Nagar, Badaun, Pilibhit and Shahjahanpur. The University campus spreads over 206 acres of Land. The Campus possesses Administrative Building, Faculty Buildings, Central Library, Multipurpose hall, Hostels for boys & girls,

Residence for Vice Chancellor, Faculty Members, University officials, Non-teaching staff, Guest houses, Sports complex and medical center - all equipped with modern amenities. The campus is fast coming up with the teaching departments housing all the modern facilities for education and research in the mentioned fields.



Department of Business Administration (Faculty of Management)

The Department of Business administration under the Faculty of Management is located in the residential campus of the University. The State Government of Uttar Pradesh vide its G.O.No. 2818/15 (15) 86-44(3)/84 accorded its approval for commencement of the MBA programme. The Department of Business Administration was created in 1986-87 on the recommendation of the academic bodies of the University and approval of the government.

The basic objective behind all our endeavors is:

- Influencing Management Practice.
- Advocating the need of value based material growth.
- Emphasizing the need of co-operation with competition.
- Equipping students with the required conceptual, inter-personnel and team skills for managerial decision making & implementation.

Mission

To develop future managers equipped with thorough professionalism, managerial skills, knowledge, wisdom and values to serve the mankind.

Vision

To develop the Department as an International Centre of Excellence for imparting Value-based Management Education.

Pedagogy

Besides class room teaching, management games, case studies, industrial tours, seminars, paper reading and regular surprise tests are part of the curriculum. Industry interaction with students undertaking project for industries is a regular feature in order to make students well versed with contemporary business environment. Interdepartmental debates and quizzes help the students acquire multifarious knowledge of all aspects of business.



The Edge

INFRASTRUCTURE

- ✓ Auditorium
- ✓ Computer Lab
- ✓ Syndicate Hall
- ✓ Smart Classrooms
- ✓ Library & Sports Complex

TEACHING PEDAGOGY

- ✓ Flipped Classes
- ✓ Continuous Low stake assessment
- ✓ Case Study
- ✓ Projects

EXPERIENTIAL LEARNING

- ✓ Live projects
- ✓ Field Work
- ✓ Detailed Project Reports
- ✓ Experience Sharing

INSTITUTE INDUSTRY INTERACTION

- ✓ Corporate Experts Talks
- ✓ Webinars/Seminars
- ✓ Industry Specific Value-added Programs
- ✓ Industrial Visits
- ✓ Corporate Lab

VALUE INCULCATION

- ✓ Lectures on Values & Ethics
- ✓ Yoga Camps
- ✓ Blood Donation
- ✓ Village Visits

MULTIFACETED DEVELOPMENT

- ✓ Personality Development & Training
- ✓ Gymnasium
- ✓ Synthetic Track
- ✓ Shooting Range

Faculty Members

At Mahatma Jyotiba Phule Rohilkhand University faculty members are inspired with a passion for teaching-drive that makes them outstanding. They invest their time, effort and enthusiasm because of shared passion for teaching. They love teaching and Mahatma Jyotiba Phule provides a way for them to extend that love into their academic lives. They use innovative teaching methods in synergy with research knowledge and corporate experience to make the curriculum contemporary, thought provoking and global in perspective. Their teaching methods include case study, field study, seminars, simulations and independent work. They choose the method most appropriate to the material and their individual styles. The faculty members

at Mahatma Jyotiba Phule Rohilkhand University, Bareilly also function as mentors and facilitators which makes the learning for students interactive and enriching. When the students describe their favorite aspects of the B-School they often cite the quality and accessibility of the faculty. At Mahatma Jyotiba Phule Rohilkhand University, faculty members have diverse interest and expertise in the field of Management Science. The University also invites internationally acclaimed and experienced Management Gurus, Consultants, Entrepreneurs and Managers as guest faculty. Their competency and specialization in their respective fields enrich the students with the most updated academic resources and give them insight into the corporate world by sharing first hand experience.



CORE FACULTY

**Dr. Sanjay Mishra**

Professor (Head & Dean)

Area of Interest: International Business,
Business Analytics, Strategy**E-mail:** mishra_sanju5@yahoo.com**Dr. P. B. Singh**

Professor

Area of Interest: Sales and
Distribution Management, Consumer
Behavior, Organizational Behavior**E-mail:** Pbsingh1967@gmail.com**Dr. Tulika Saxena**

Professor

Area of Interest: Labour Welfare
and Social Security, Compensation
Management, MIR**E-mail:** tulika_28@yahoo.com**Dr. Trilochan Sharma**

Associate Professor

Area of Interest: Finance, Accounting,
Human Resource Management**E-mail:** drlochan@gmail.com**Mr. Alok Saxena**

Computer programmer 1

Area of Interest : Computer science**E-mail:** alokcccmjpru@yahoo.com

PROFESSOR OF EMINENCE

**Dr. A. K. Sarkar**

Professor of Eminence

Area of interest: Management of Financial
Services, Strategic Financial Management, Corporate
Restructuring**E-mail:** aksarkar1957@yahoo.co.in**Dr. Raj Kamal**

Professor of Eminence

Area of interest: International Marketing,
Production and Operations
Management, Services Marketing**E-mail:** dr.rkamal@gmail.com

CONTRACTUAL FACULTY



Dr. Namrata Yadav Das

Assistant Professor (Contract)
Area of interest : Marketing and Advertising
E-mail: dasnam69@gmail.com



Dr. Manjula Singh

Assistant Professor (Contract)
Area of interest: Managerial Economics, Research Methodology, HRM
E-mail: manjuladevoo@gmail.com



Dr. Bhawna Saxena

Assistant Professor (Contract)
Area of interest: HRM, Industrial and Labour Laws, Compensation Management,
E-mail: dr.bhawnasaxena12@gmail.com



Dr. Priyanka Rastogi

Assistant Professor (Contract)
Area of interest: Marketing Research and General Management
E-mail: dr.priyanka831@gmail.com



Ms. Varsha

Assistant Professor (Contract)
Area of interest: Accounting and Retailing
E-mail: vrsh04@gmail.com



Dr. Romita Khurana

Assistant Professor (Contract)
Area of interest: Human Resource Management, Business Statistics
E-mail : khurana.romita@gmail.com



Mr. Rahul Kumar

Assistant Professor (Contract)
Area of interest: Financial Management, Security Analysis & Portfolio Management
E-mail: rahulkumarmjpru@gmail.com



Ms Richa Singh

Assistant Professor (Contract)
Area of interest: Human Resource Management, Marketing, Industrial and Labour Laws
E-mail: richa485@gmail.com



Mr. Navnit Kumar Shukla

Assistant Professor (Contract)
Area of interest : Marketing, Ethics
E-mail: navneetdth@gmail.com



Mr. Bala Pratap Singh

Assistant Professor (Contract)
Area of interest: Accounting, Business Environment
E-mail: balapratap12345@gmail.com



Dr. Nandita Sharma

Assistant Professor (Contract)
Area of interest: HRM, Organizational Behaviour, Industrial and Labour Laws,
E-mail: nandita.sharma2009@gmail.com

Visiting Faculty

The department takes care to maintain a rich panel of visiting faculty who cater to the knowledge up-gradation of the students from time to time.

Prof. A.R. Tripathi

Faculty of Commerce,
Banaras Hindu University

Prof. R.C. Dangwal

HNB Garhwal University

Prof. Y.P. Singh

Delhi School of Economics
University of Delhi, Delhi

Dr. K.K. Agarwal

Department of Commerce and Management
M.G. Kashi Vidhyapeeth, Varanasi

Dr. M.C. Garg

Deptt. of Business Management
G.J. University, Hisar

Prof. C.L. Chandan

Institute of Management Studies
H.P. University, Himachal

Prof. H.C. Chaudhary

Faculty of Management Studies
Banaras Hindu University, Varanasi

Prof. Yashwant Gupta

Institute of Management Study
Department of Management
H.P. University, Shimla

Prof. N.L. Sharma

Former H&D, Faculty of Commerce,
MJP Rohilkhand University, Bareilly.

Prof. R. Vinayak

Former Dean, Faculty of Commerce,
MDU University, Rohtak

Prof. Parikshit Manhas

Rector, School of Hospitality & Tourism
Management, Jammu University.

Prof. V.K. Singh

Head & Dean FMS,
Gurukul Kangri Vishwavidalaya, Haridwar

Prof. Vinay Sharma

Department of Management Studies
IIT Roorkee.

Prof. Ashish K Srivastava

Director Institute of Management, FOM
Pt. Ravi Shankar Shukla University, Chattisgarh.

Prof. P. C. Kavi Dayal

Head, Deptt. of Management Studies
Kumaun University,, Nainital

Prof. L.K. Singh

Deptt. of Management Studies
Kumaun University, Nainital

Prof. Gurucharan Singh

School of Management Studies
Punjabi University, Patiala

Prof. Pankaj Madan

FMS, Gurukul Kangri Vishwavidalaya, Haridwar

Prof. S.P. Singh

FMS, Gurukul Kangri Vishwavidalaya, Haridwar

Prof. P.N. Mishra

Former Head, Deptt. of Business Administration
Gwalior

Dr. Shailendra Kumar

Deptt. of Management Studies (IIIT), Prayagraj

Prof. Nagendra Yadav

Deptt. of Management
Dr. Shakuntala Mishra National Rehabilitation
University, Lucknow

Support Facilities

Computer Centre

The department has equipped computer lab to cater to the needs of the academic as well as administrative activities of the department. The students have access to the multimedia and Internet. The computer lab provides hands on experience to the user while keeping pace with the advancement of the technology. There are adequate number of computer systems in proportion to the number of students and all the terminals have latest configuration and software.



Library

The library is the nerve centre and the heart of University, which is well-stocked and equipped with 7000 volumes on management and allied areas. A subscription of a wide range of periodicals, journals, E-journals, newspapers and magazines provide a vast dimension of knowledge for academic and research activities. In the library student also have access to the non-document archival such as recorded class presentations on audio and video tapes, CDs, Project reports, Industry and Company information sources etc. Library also has a Case bank where more than 500 cases are housed on various areas of management for offering the real life situation and preparing the students to meet the challenges of futures.

Audio-Visual Aids

The department boasts of equipped classrooms, Smart Classrooms and Syndicate rooms with modern audio-visual teaching aids like Over Head Projectors, LCDs, TV, DVD player and audio systems. In tandem with our general focus on overall Personality Development, we encourage our students to take initiative and to participate in a number of co-curricular activities through out their stay in the campus.



Swayam Online Class Room

SWAYAM is a programme initiated by Government of India and designed to achieve the three cardinal principles of Education Policy viz., access, equity and quality. The objective of this effort is to take the best teaching learning resources to all, including the most underprivileged. SWAYAM seeks to bridge the digital divide for students who have hitherto remained untouched by the digital revolution and have not been able to join the mainstream of the knowledge economy. The audio-visual facility available in the department is used for this purpose.



Sports Activities

“All work and no play makes Jack a dull boy” with this belief the department has established the sports cell to inspire our students to be physically and mentally fit. The department has well equipped sports cell where students have access to indoor and outdoor games which include badminton, table tennis, volleyball, cricket, football and many other activities. The cell ensures that students actively participate in various sports activities and competitions that are being organized at various levels- department, university, inter university tournaments, district and state level tournaments.



Programmes

Academic Opportunities at Department of Business Administration, M. J. P. Rohilkhand University, Bareilly

Post-Graduate Programmes for Bachelor

- ✓ Masters of Business Administration (General)
- ✓ Masters of Business Administration (Marketing)

Post-Graduate Programme for working professionals

- ✓ Masters of Business Administration (Part Time)

Doctoral Programme

Undergraduate Programme

- ✓ Bachelor of Management Studies (BMS)

The Objectives

- ✓ To train and develop students for career in professional management.
- ✓ To develop the analytical, communicative and decision making skills to match the requirements of the modern corporate world.
- ✓ To inculcate in the students values and attitudes necessary to become socially responsible managers.
- ✓ To improve the managerial competence of the practicing executives.
- ✓ To explore new horizons in various areas of management through research.

Comprehensive Course Curriculum

MBA (General)

At present, the Department offers a full-time two-year M.B.A. programme, spread over four semesters. The course has been approved by the All India Council for Technical Education (Ministry of Human Resource Development, Government of India) and meets the needs of today's fiercely competitive and challenging business environment. The emphasis is on developing group interaction, decision making and conceptual & analytical abilities.

The total number of students inducted is 60. The students are admitted through AKTU/CUET(PG) consisting of written test, group discussions and personal interviews.

The programme strikes an effective balance between theory and practice by combining conceptual classes with guest lectures from renowned professors and business experts core studies, group discussions, role play, seminars, conferences, quiz contests and workshops. It also aims at developing leadership skills through work assignments.

The diversity of students representing various cultural, academic, social and geographical backgrounds creates an exciting atmosphere that fosters creativity and interaction.

The faculty also has a unique record of excellent placement of its students in the past years.

Course Curriculum

I Semester	II Semester
<ul style="list-style-type: none"> • Management Concepts and skill Development • Statistics for Business Decisions • Managerial Economics • Human Resource Management • Marketing Management • Business Ethics • Financial Accounting and Reporting • Computer Applications in Management • Viva- Voce 	<ul style="list-style-type: none"> • Organizational Behavior • International Business • Quantitative Techniques • Accounting for Decision Making • Financial Management • Business Environment • Research Methodology • Production & Operations Management • Viva- Voce
III Semester	IV Semester
<ul style="list-style-type: none"> • Strategic Management-I • Project Management • Management Information System • In Industry Training Report - Evaluation & Viva Voce • Specialisation Area-I- Part A Elective Paper-I • Specialisation Area-I- Part A Elective Paper-II • Specialisation Area-II- Part A Elective Paper-I • Specialisation Area-II- Part A Elective Paper-II 	<ul style="list-style-type: none"> • Strategic Management-II • Dissertation - Evaluation & Viva Voce • Specialisation Area-I- Part B Elective Paper-III • Specialisation Area-I- Part B Elective Paper-IV • Specialisation Area-II- Part B Elective Paper-III • Specialisation Area-II- Part B Elective Paper-IV

Specialization / Elective Groups

Finance

Part A

- Security Analysis Portfolio Management
- Corporate Restructuring
- International Financial Management

Part B

- Financial Derivatives
- Management of Financial Services
- Strategic Financial Management

Marketing

Part A

- Marketing Research
- Service Marketing & CRM
- Consumer Behaviour

Part B

- International Marketing
- Sales & Distribution Management
- Advertising & Product Management

Human Resource Management

Part A

- Labour Welfare and Social Security
- Organizational Change and Intervention Strategies
- Management Interpersonal and Group Processes

Part B

- Management of Industrial Relations
- Compensation Management
- Cross Cultural and Global HRM

Production & Operations Management

Part A

- Purchasing and Material Management
- Total Quality Management
- Production Planning and Control

Part B

- Advance Operations Research
- Logistics & Supply Chain Management
- Service Operations Management

Information Technology Management

Part A

- Management Support System Business
- Process Re-engineering
- System Analysis and Design

Part B

- Strategic Management of Information Technology
- Data Base Management
- Telecommunication for Business

International Business

Part A

- Export Procedure and Documentation
- Comparative International Management
- International Marketing Management

Part B

- Globalization and Sustainable Development
- International Human Resource Management
- International Financial Management

MBA (Marketing)

In today's post-liberalisation era owing to fast pace changes and growing market competitiveness, perfection is the call of time. Realising this need, the Department of Business Administration regularly makes changes to the structure and Syllabi of MBA (Marketing) programme which has been specially designed to cater to the needs of Marketing Functions of the industry. This programme is designed exclusively for the field of Marketing & IT and was the first of its kind in U.P. way back in 1996.

The most attractive feature of this programme is its refined and advanced course curriculum with subjects like Consumer Behaviour, Product and Brand Management, Sales and Distribution Management, Service Marketing, Marketing for Non-profit Organisation etc. which give thorough insight to students of this programme and provide necessary armour for marketing war.

The computer course has been designed keeping in mind the everyday challenges of market activities and lays emphasis on Internet, Multimedia, Office automation, Tally ERP etc. Subjects like Finance & Accounting for Marketing decisions Corporate Policy, International Business and Agriculture and Rural Marketing form part of the curriculum to provide a holistic and integrated approach to marketing functions.

Distinguished guests from reputed Universities and industries are regularly invited for expert lectures on subjects so as to keep the students abreast of the latest trends in the corporate world. Special emphasis is laid on enhancing communication, decision making and leadership skills by organising industrial tours, workshops, seminars, role-play case studies, presentations, cultural and sport activities, etc., where students take the initiative to organize the events.

Course Curriculum

I Semester	II Semester
<ul style="list-style-type: none"> • Management Concepts and skill Development • Statistics for Business Decisions • Managerial Economics • Human Resource Management • Marketing Management • Business Ethics • Financial & Cost Accounting • Financial Management • Viva- Voce 	<ul style="list-style-type: none"> • Organizational Behavior • Accounting for Management Decisions • Sales Management • Quantitative Technique • E-Commerce • Marketing Research • Business Environment • Business Communications • Computer Applications • Viva - Voce
III Semester	IV Semester
<ul style="list-style-type: none"> • Strategic Management-I • International Business • Management Information System • In industry Training Report- Evaluation & Viva Voce • Group A Elective Paper I • Group A Elective Paper II • Group B Elective Paper I • Group B Elective Paper II 	<ul style="list-style-type: none"> • Strategic Management-II • Logistic & Supply Chain Management • Computer Application II • Dissertation - Evaluation & Viva Voce • Group C Elective Paper I • Group C Elective Paper II

Elective Groups

Groups A	Groups B	Group C
Consumer Behaviour	Service Marketing & CRM	International Marketing
Agriculture & Rural Marketing	Product & Brand Management	Advertising Management
Retailing	Marketing of Non-Profit Organization	Industrial Marketing

M.B.A. (Part Time)

The programme which commenced from July 1996 has an intake of 30. The programme is of 3 Years duration. In the first two years core management courses are taught whereas in the final year emphasis is on elective subjects. M.B.A. (Part time) is mainly for working professionals.

Doctoral Programme in Business Administration

The department is actively involved in research work specially in the area of Consumer Behaviour, Service Marketing, Supply Chain Management, Foreign Trade, Banking & Financial services, HRM etc.

The number of Ph.Ds. awarded under different faculty members is as under :

Name of the Faculty Member	Awarded
Prof. P.B. Singh	11
Prof. Sanjay Mishra	09
Prof. Tulika Saxena	04
Dr. Trilochan Sharma	05
Prof. A.K. Sarkar	25
Prof. Raj Kamal	19

Bachelor of Management Studies (BMS)

The programme commenced from academic session 2021-22. The total number of students inducted is 60 and programme duration is 03 years. The programme aims to provide a platform to aspiring graduates for enhancing their managerial and entrepreneurial skills by providing state of the art infrastructure. During the course the students are given hands on experience by working on various case studies, projects and presentations. Students are also motivated to go for summer internship to gain practical insights from industry which makes their course content more meaningful. This way, the students will not only be prepared well for jobs but they will also be able to take specialized masters courses with better understanding .The overarching academic environment of faculty adds a unique opportunity for overall development of students.

Institute Industry Interaction

To actively maintain the liaison and interaction between the institute and industry, an Institute- Industry Cell was constituted on 16-11-2020 vide office order number MJPRU/FOM/DBA/IIC/20-21/11/16. Keeping in mind that the students must get acclimatized with the ground work of the corporate world, the department on a regular basis arranges workshops and talks with the stalwarts of the industry.

Industrial Visit

Industrial visit as part of the curriculum intends to get the first hand feel of the working in the corporate sector. In this session the students visited the following industries: Brindavan Beverages, the Coca Cola bottling plant in Parsakhera Industrial Area, Bareilly, Kesar Entreprises Ltd, Bareilly and Parle Biscuits Pvt. Ltd. Rudrapur, Uttrakhand.



Live Projects

Considering the need of today's competitive environment, the department provides an opportunity to students of MBA second year to interact with industry people through live projects which includes summer training and dissertation. Live projects are remote micro internship opportunity away from university where students work in an organization.

Collaboration like these not only help our students in bridging the learning gap between theoretical knowledge and the practical exposure but also provide valuable insights regarding current scenario. This creates a win-win situation for both-organizations and students as they can leverage this opportunity to choose from the talented pool in the campus and vice-versa. Also the department welcomes all the organizations (startups or established ones, for-profit or not-for-profit or

any kind of venture) to come up with live project opportunities for our students as we believe that our students can bring in fresh perspectives to business problems.

Students can do live projects in any of the following areas:

- ▼ Finance
- ▼ Marketing
- ▼ Human Resource

Apart from this the department ensures that students do assignments which require them to collect the data from different organizations regarding a particular business problem or to develop a business model. Also there are case studies and simulated business games for our students which have become a part of day to day curriculum.

Workshops

“Immersion- A First Hand Feel of Banking Industry”



Resource Persons: Mr. Kush Gupta (Yes Bank Senior Relationship Manager TASC Retail Banking) Mr. Dushyant Sharma, Mr. Sumit Mr. Ritesh Agarwal (Branch Manager Union Bank of India Mr. Ankit Agarwal (CS) Bareilly Mr. Tapas Das (Senior Vice President HDFC Bank)

Workshop on GST – Concept and Implications



Resource Person: Mr. Arpit Khandelwal, Chartered Accountant

Workshop on Insurance Sector



Resource Person: Mr. Mirza Azim Beg, Circle Head PNB Metlife India Insurance Co. Ltd. & Mr. Aditya Raj, Training Manager, PNB MetLife India Insurance Co. Ltd.

A One Day Workshop on MS-Excel



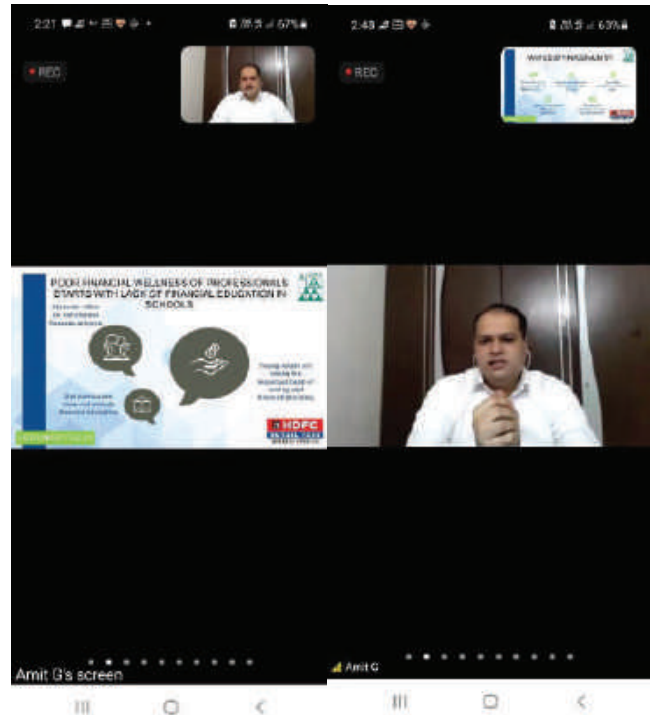
Resource Person: Dr. Vivek Sharma, Certified Microsoft Innovative Educator, Author & Trainer

Five day workshop on Wealth Management



Resource Person: Mr. Varun Malhotra, Chartered Financial Analyst, Trainer, WeTrustFinvest, Bareilly

National Webinar on Investor Awareness Program



Resource Person: Mr. Amit Gujarati (Chartered Accountant)

Workshop on “Stock Market Mechanism”



Resource Person: Mr. Varun Malhotra Chartered Financial Analyst Trainer, WeTrust Finvest, Bareilly

SUMMER TRAINING

It is the responsibility of the Placement Bureau is to arrange industry training for the student, which is an essential part of MBA (Full time) & MBA Marketing (Full Time) Programme. Each student is required to undergo industry training in an organization for a period of six to eight weeks after completion of his/her second semester. There is proper marking criteria for summer internship. Each Student completed their internship under the supervision of Company Personnel. Each student has to prepare their project report regarding their

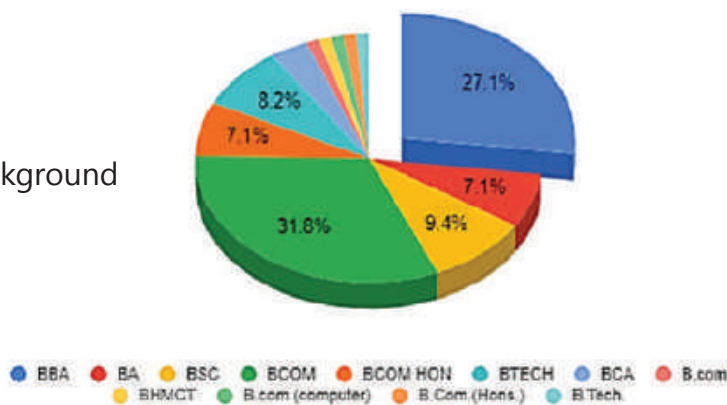
summer training topic and also present their report in form of a presentation. As per the rule of the academic program, viva voce is conducted for the project report.

Internships are a key to building experience and also the gateway to future career prospects. Employers are much more likely to hire someone with internship and work experience rather than someone with a generic resume, or lacking experience. Many internship opportunities help set the foundation of a career.

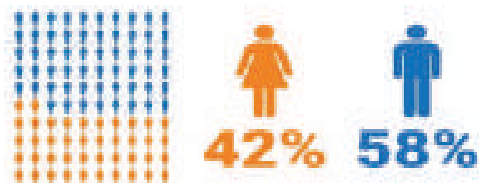
Summer Training at a Glance

BATCH PROFILE

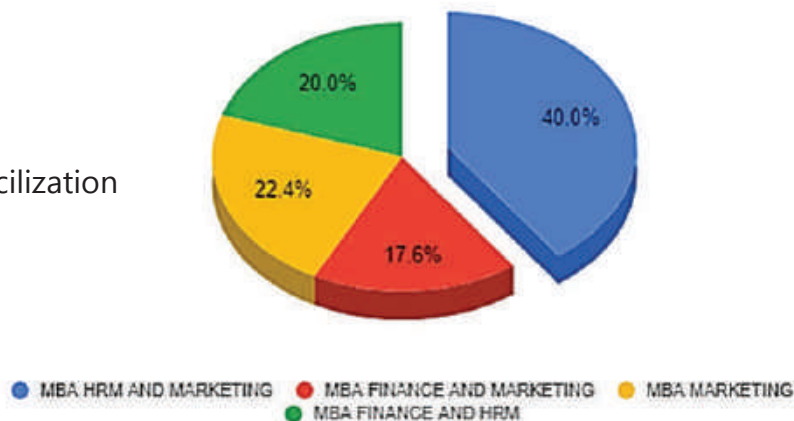
Educational Background



Gender Ratio



MBA Specilization

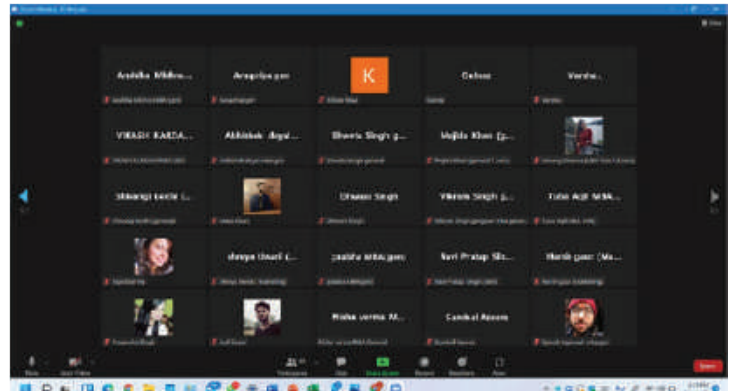
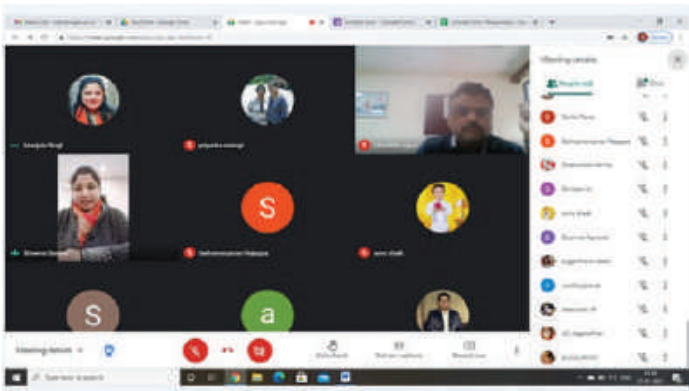


MoUs



Mentor - Mentee

Mentor-Mentee meetings are a regular feature in the department. The emphasis and significance of the mentor-mentee interaction is to get to know their concerns and provide solutions to the student's queries and make their stay in the department, comfortable and stress free. These interactions include matters related to academics, syllabus, availability of books, infrastructural discrepancies, curricular projects, remedial classes if required or any kind of problems they might face during their stay in the department. The department makes special efforts to give a patient hearing and effective results to their issues.



Clubs & Committees

Clubs

Sports Club (Sankalap-Determination) (Atulya-nothing Compares) (Spardha)

The Sports club is committed to provide a healthy sporting habit among the students. It helps to learn teamwork coordination among diverse cultural and ethnic groups and mainly infuses discipline and instills the value system in an individual

HR Club (Niyokta)

The HR club is created to help students exhibit their theoretical knowledge in practice and explore the domains of Human Resource Professionals in corporates. The club promotes active participation of students and arrange events tailor made for the future HR professional. The club provide knowledge about the current and future trends in HR. It produces more employable and efficient HR students of MBA.

Cultural Club (Abhinaya) Expression

Cultural club is dedicated to spreading awareness, understanding, and appreciation of a particular culture, its people, diversity, and values. The cultural activities enhance the confidence level of the students thereby allowing them to perform better

Finance Club (Pragati/Tarakki/ Utthan) Samraddhi)

Finance Club helps in understanding the interconnected structure of the financial concepts and operations of the financial markets. Financial Club makes the students strong in the fundamentals and clear in the broad structural view of the financial system. It helps students in the areas of Banking, Share markets, Insurance, corporate Finance and to keep the members updated with the financial concepts and news.

Marketing Club (Spartan/Sangyan) Jannayasamajhna)(influencers- Prabhavit)

Marketing club aims to provide a platform for experiencing marketing practically. It conducts activity on a weekly basis to encourage students to learn marketing. Club aims to conduct competitions to motivate young minds and prepare them for the job market. Marketing club constantly updates the recent happenings in the global arena of business.

Go Green Club (Samarpan)

'Go Green Club' which is dedicated to spread awareness among the students regarding conservation and protection of the environment by organizing green events. The club also promotes green lifestyle among the students by making them aware about the importance and necessity of green environment.

Committees

Academic Committee

"Everyone sees the glory moments, but they don't see what happens behind the scenes." – Allyson Felix

The Academic Committee works closely with the administration to provide a healthy academic atmosphere and enhance the learning experience. Primary responsibility of this committee is to represent the student cohort in academia. The Committee undertakes both intra and inter-college events. The Academic Committee endeavours to leverage its three most significant assets, namely, our People, our Processes, and our Performance, to fulfil our objectives.

Hostel and Mess Committee

The Hostel and Mess Committee is a student-run body which constitutes members from both 1st and 2nd year students of the department. It is responsible for managing the food and hostel infrastructure. We believe that hostel should be a 'Home away from Home' for all students and thus strive to improve various aspects related to food and hostel issues are resolved at the earliest.

Student Affairs Committee

The Student Affairs Committee contributes to the improvement of student learning and the quality of educational experience as related to co-curricular programs and student support services. The Committee serves as the final locus of dialogue in the formulation and recommendation of major policies and program initiatives that affect student life and that contribute to student satisfaction and success.

Admission Committee

The Admissions Committee is responsible for the graduate student admissions in the program. This committee tracks the success of the admissions process each year by maintaining a database of pertinent requirements for the program annually.

CR

Class Representatives 'Lead, Protect and Negotiate'

Class representative acts as an interface between students, faculty and administration. Working with the faculty and administration, we strive to make the learning experience engaging and enjoyable for the students. We lend our voices to the students' concerns and opinions; play an active role in resolving any issues with the faculty and administration in the day-to-day academic activities.

Alumni Committee

Alumni Committee is an active body that maintains the alumni relations and interaction with the alumni of the college. Alumni Committee is responsible for organizing guest lectures, chapter meets (domestic and international), silver jubilee reunion, grand alumni meet and maintaining alumni database.

Training & Placement Committee

Training & Placement Committee has an important role to play in students' future. This Committee continuously strives to help students in pursuing their career goals by acquiring employment-seeking skills and ultimately to attain desired employment. This is accomplished through building a strong partnership amongst students, alumni, faculty members and industries.

Social Outreach Extension Activities

The department puts emphasis on co-curricular activities on a regular basis for the general awareness and overall development of the students. Various activities are undertaken such as:

Road Safety Awareness

To develop a sense of safety and secure driving among the general public, the students take out a march on busy roads and at traffic signals, try to feed people about the significance of wearing helmets, not to drink and drive, non-usage of mobile phones while driving, following traffic rules etc.



Health & Hygiene Awareness Camps (Blood Donation, Swachh Bharat Abhiyan)

To keep the environment clean & fresh so as to live a healthy life. Donating blood purifies the blood system of the donor by developing fresh blood, which again is a healthy way to living and caters to the needs of those requiring blood.



Environment Sustainability Program (Plantation Drive, No plastic usage)

Students are made aware of keeping the premises clean. Keeping in line with cleanliness, they pledge to adopt a neighbouring village and educate them about the significance of the same. Global warming is an issue worldwide which the students take up with the neighbours in and around the University, like residential areas, semi-urban areas and so on to create awareness about the environment protection

by planting trees, non-usage, throwing and burning of plastics as these, harm not only the man-kind but also the animals. Planting of saplings is a permanent feature within the campus and outside as well, on earth day ie; April 22nd every year.



Start-up Awareness Program

To develop the concept of employment providers rather than employment seekers, start-up awareness camps are conducted to motivate our youth; as also to bridge the gap between employed and unemployed.



Gender Sensitization

Teaching of gender sensitivity and encouragement of behaviour modification by raising awareness about gender equality.



Placement Bureau

The Placement Bureau is chaired by Prof. Sanjay Mishra and coordinated by Prof. Tulika Saxena and other faculty members. These coordinators are assisted by 05 and more student representatives. The role of the coordinators is to provide the counsel & guidance to students regarding the suitable employment opportunities & maintain close liaison with the industry.

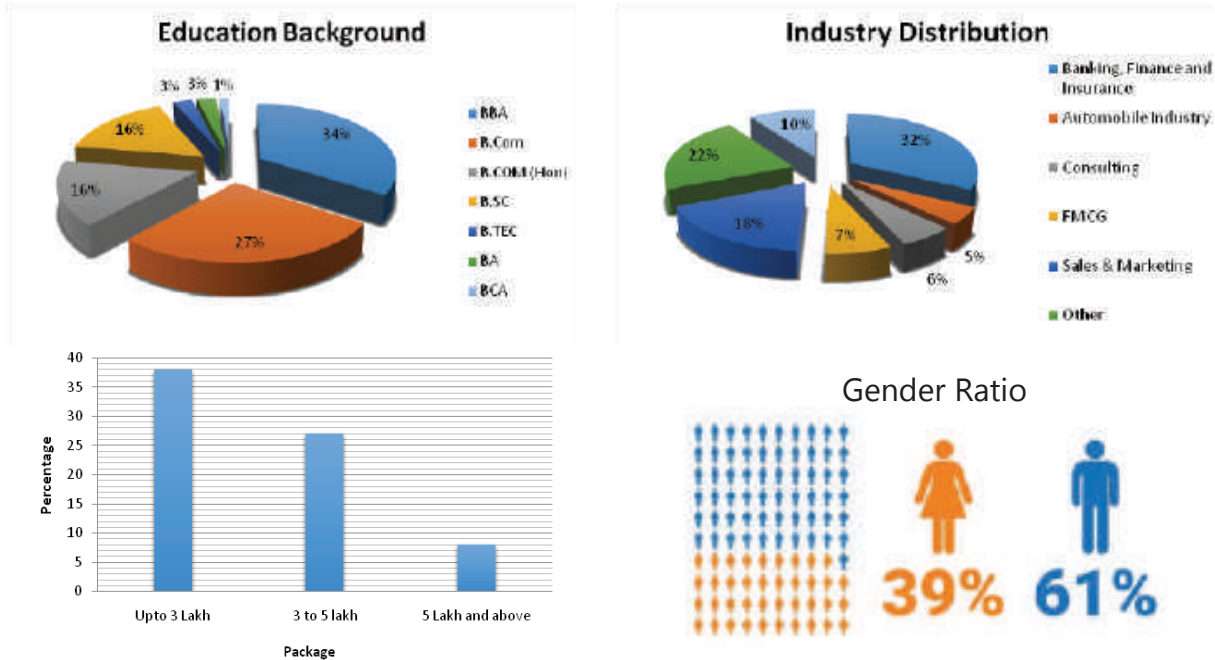
It provides information about the students through its placement brochure to all organization

who search for young, dynamic and skilled candidates who are able to manage, challenging and responsible positions which involve special managerial competence.

The purpose at this training is to expose the students to the practical aspects of Management & Corporate World. During the training period, student undertake project specific to the problem under the guidance of faculty members.

Final Placement at a Glance

BATCH PROFILE



Partners – In Journey of Excellence

Some of the organization that have offered final placement to our students in the past.



MBA (General) Students Profile (Dual Specialization)



FINANCE & MARKETING AS AREA OF SPECIALIZATION (Page: 28-30)

HUMAN RESOURCE & MARKETING AS AREA OF SPECIALIZATION (Page: 31-37)

FINANCE & HUMAN RESOURCE AS AREA OF SPECIALIZATION (Page: 37-40)

MBA (FINANCE & MARKETING)



Abhay Pratap Singh

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Mobile: 6306757604, 9453991046
Educational Qualification: BBA
Other Qualification: Basic Computer Application
Summer Training Company: RK Associates, Noida
Summer Training Topic: Cash Flow Management and Reduction on Cost Overruns
Specialization areas: Finance and Marketing



Abhinandan Singh

Email: abhiraghuvanshi852@gmail.com
Mobile: 6397090701, 9415932542
Educational Qualification: Bachelor of Arts
Other Qualification: Basic Computer Application
Summer Training Company: Bajaj Allianz Life Insurance Co. Ltd., Lucknow
Summer Training Topic: Traditional Insurance and Ulip
Specialization areas: Finance and Marketing



Anil Sagar

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Mobile: 7060162607, 7060162607
Educational Qualification: BTech (Mechanical engineering)
Other Qualification: Diploma in mechanical engineering
Summer Training Company: Lakhan Singh Construction, Lucknow
Summer Training Topic: Management Role in Lakhan Singh Construction
Specialization areas: Finance and Marketing



Ankit Kumar

Email: ankitkmr7514@gmail.com
Mobile: 9897167514, 8937992046
Educational Qualification: BBA
Other Qualification: Course on Computer Concepts
Summer Training Company: Urban Co-Operative Bank Ltd., Bareilly
Summer Training Topic: A Study of Loan and Advance Offered
Specialization areas: Finance and Marketing



Bhanu Sharma

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Educational Qualification: B.Sc (PCM)
Other Qualification: Basic Computer Application
Summer Training Company: Urban Cooperative Bank, Bareilly
Summer Training Topic: A Study of Financial Statement in Urban Cooperative Bank
Specialization areas: Finance and Marketing



Deepanshu Verma

Email: dv902898@gmail.com
Mobile: 8958129508, 8958129508
Educational Qualification: B.Com
Other Qualification: Master of tally, Digital Marketing Learning Course
Summer Training Company: Baroda BNP Paribas (Bank of Baroda Mutual Fund)
Summer Training Topic: Study and Analysis of Mutual Fund
Specialization area: Finance and Marketing



Mohammad Arbaz

Email: mohdarbaz819@gmail.com
Mobile: 7078797121, 7983861056
Educational Qualification: B.Com
Other Qualification: Basic Computer Application
Summer Training Company: State Bank of India, Bareilly
Summer Training Topic: A Study on Home Loan of SBI Bank
Specialization areas: Finance and Marketing



Mohammad Rahbar Khan

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Mobile: 9149268037, 9149268037
Educational Qualification: B.Com Hons
Other Qualification: Basic Computer Application
Summer Training Company: State Bank of India, Bareilly
Summer Training Topic: A Study on Loan in SBI Bank
Specialization areas: Finance and Marketing



Mohd Tanjeeb Hussain

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Mobile: 8923344949, 7983032805
Educational Qualification: BBA
Other Qualification: Basic Computer Application
Summer Training Company: State Bank of India, Bareilly
Summer Training Topic: A Study on Car Loan of SBI Bank
Specialization areas: Finance and Marketing



Mudit Pratap Singh

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Mobile: 8859248844, 9997304947
Educational Qualification: BBA
Other Qualification: Diploma in Information Technology and CCC pursuing
Summer Training Company: Aditya Birla Fashion and Retail Limited, Moradabad
Summer Training Topic: Marketing and Retail
Specialization areas: Finance and Marketing



Parvej Khan

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Mobile: 6395419714, 9997660301
Educational Qualification: B.Com
Other Qualification: Basic Computer Application
Summer Training Company: State Bank of India, Faridpur
Summer Training Topic: A Study on Education loan of SBI Bank
Specialization areas: Finance and Marketing



Pushpit Gupta

Email: pushpitgupta10@gmail.com
Mobile: 8938087812, 8938087812
Educational Qualification: B.Com
Other Qualification: Tally
Summer Training Company: BB Advisory, Bengaluru
Summer Training Topic: Study In Stock Market and Portfolio Management
Specialization areas: Finance and Marketing



Siddhant Shankar

Email: siddhantshankar10@gmail.com
Mobile: 7248138977, 9219165538
Educational Qualification: B.Com
Other Qualification: Basic Computer Application
Summer Training Company: Nestle Delhi
Summer Training Topic: Marketing Strategy of Nestle
Specialization area: Finance and Marketing



Sparsh Agarwal

Email: kakuagarwal000@gmail.com
Mobile: 8410334364, 9410059834
Educational Qualification: BBA
Other Qualification: Basic Computer Application
Summer Training Company: MRF, Bareilly
Summer Training Topic: Consumer Satisfaction
Specialization area: Finance and Marketing



Sparsh Agarwal

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Mobile: 9897622648, 8979465452
Educational Qualification: B. Com. (Hons.)
Other Qualification: Basic Computer Application
Summer Training Company: Internshala, Gurgaon
Summer Training Topic: Social Media Marketing of Internshala
Specialization area: Finance and Marketing

MBA (HRM AND MARKETING)



Abhishek Dayal

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Educational Qualification: BBA
Other Qualification: DCA
Summer Training Company: Baroda BNP Paribas (Bank of Baroda Mutual Fund)
Summer Training Topic: A Study on Marketing & Operations of BOB
Specialization areas: HRM and Marketing



Aditi Kandwal

Email: kandwaladiti27@gmail.com
Mobile: 7906367127, 8979457901
Educational Qualification: B. Com (Hons)
Other Qualification: Basic Computer Application
Summer Training Company: Oriented Oriental Aromatics Ltd. (Formerly Camphor & Allied Prod. Ltd.) Bareilly
Summer Training Topic: Recruitment and Selection
Specialization areas: HRM and Marketing



Alviya Chaudhary

Email: ansari.alviya6@gmail.com
Mobile: 7351823716, 8881113911
Educational Qualification: BBA
Other Qualification: Basic Computer Application
Summer Training Company: IFFCO Aonla Unit Bareilly
Summer Training Topic: Recruitment and Selection Process
Specialization areas: HRM and Marketing



Amira Javed

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Mobile: 9997618383, 9458064737
Educational Qualification: B.Sc (Biotechnology)
Other Qualification: Basic Computer Application
Summer Training Company: Solvitude Solutions, Amroha
Summer Training Topic: Recruitment and Selection
Specialization areas: HRM and Marketing



Anupriya Raghuvanshi

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Mobile: 8868956426, 8868956426
Educational Qualification: B.Com
Other Qualification: Course on Computer Concepts
Summer Training Company: Urban Cooperative Bank, Bareilly
Summer Training Topic: Recruitment and Selection Process
Specialization areas: HRM and Marketing



Anshika Sharma

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Mobile: 6396041380, 7983691051
Educational Qualification: BBA
Other Qualification: CCC
Summer Training Company: Urban Cooperative Bank, Bareilly
Summer Training Topic: A study of loan and advance offered
Specialization areas: HRM and Marketing



Charoo Gangwar

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Educational Qualification: BBA
Other Qualification: Course on Computer Concepts
Summer Training Company: IFFCO Aonla Unit, Bareilly
Summer Training Topic: Recruitment and Selection
Specialization areas: HRM and Marketing



Chirag Saxena

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Mobile: 8266823806, 9411090596
Educational Qualification: B.Sc
Other Qualification: Course on Computer Concepts
Summer Training Company: CIEL Info Solutions, Preet Vihar New Delhi
Summer Training Topic: Analytical Study on Human Resource of CIEL Info Solutions
Specialization areas: HRM and Marketing



Dhwani Raj Singh

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Educational Qualification: B.Com
Other Qualification: Basic Computer Application
Summer Training Company: IFFCO Aonla Unit, Bareilly
Summer Training Topic: Selection and Recruitment
Specialization areas: HRM and Marketing



Geeta Shrivastav

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Educational Qualification: B.A.
Other Qualification: Basic Computer Application
Summer Training Company: Emami Rudurpur, Uttrakhand
Summer Training Topic: Job Satisfaction Among Employees
Specialization areas: HRM and Marketing



Himanshu Tripathi

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Mobile: 9889886697, 8546036177
Educational Qualification: BCA
Other Qualification: Basic Computer Application
Summer Training Company: Neo Nisaan, Noida
Summer Training Topic: A study on Salary and Remuneration
Specialization areas: HRM and Marketing



Kamlesh Bora

Email: boraksb123@gmail.com
Mobile: 7454920548, 9568432599
Educational Qualification: BBA
Other Qualification: Tally, M.S office
Summer Training Company: Urban Cooperative Bank Ltd., Bareilly
Summer Training Topic: A Study of Loan and Advance Offered
Specialization areas: HRM and Marketing



Khizra Niazi

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Mobile: 9027053556, 8909909800
Educational Qualification: BBA
Other Qualification: Basic Computer Application
Summer Training Company: Employment Mantras, Bareilly
Summer Training Topic: Recruitment & Selection of Manpower in Employment Mantras
Specialization area: HRM and Marketing



Majida Khan

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Educational Qualification: B.Com
Other Qualification: Tally ERP 9
Summer Training Company: Human Rise Services Noida
Summer Training Topic: Recruitment and Selection
Specialization areas: HRM and Marketing



Naina Singh

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Mobile: 07017449937, 9758061130
Educational Qualification: B.Com
Other Qualification: B. Ed
Summer Training Company: Coca-Cola Parsakhera, Bareilly
Summer Training Topic: Recruitment and Selection
Specialization areas: HRM and Marketing



Nisha Verma

Email: nv7137309@gmail.com
Mobile: 6398274657, 9219252003
Educational Qualification: BBA
Other Qualification: Basic Computer Application
Summer Training Company: Brindavan Beverages Private Limited Bareilly
Summer Training Topic: Training and Development
Specialization area: HRM and Marketing



Pooja Saxena

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Mobile: 9639926904, 9045771326
Educational Qualification: BA
Other Qualification: Course on Computer Concepts
Summer Training Company: Patanjali Bareilly
Summer Training Topic: Analysis of Marketing Strategy of Patanjali Products
Specialization areas: HRM and Marketing



Prabha

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Educational Qualification: B.Sc PCM
Other Qualification: Tally, Diploma in computer application
Summer Training Company: IFFCO Aonla Unit, Bareilly
Summer Training Topic: Recruitment and Selection Process
Specialization areas: HRM and Marketing



Prakash Chandra

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Educational Qualification: B.Com
Other Qualification: Course on Computer Concepts
Summer Training Company: Patanjali Private Limited Branch, Bareilly
Summer Training Topic: Study of Consumer Oriented Sales Promotion in FMCG Sector
Specialization areas: HRM and Marketing



Ravi Kant

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Mobile: 7078082515, 9837068066
Educational Qualification: BBA
Other Qualification: Advance diploma in computer application
Summer Training Company: Patanjali Ayurved, Haridwar (Uttarakhand)
Summer Training Topic: Recruitment and Selection Process in Patanjali Ayurved
Specialization areas: HRM and Marketing



Ravi Pratap Singh

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Mobile: 8433273813, 9411005419
Educational Qualification: Bachelor of Hotel Management and Catering Technology
Other Qualification: Course on Computer Concepts
Summer Training Company: IFFCO Aonla Unit, Bareilly
Summer Training Topic: Recruitment and Selection
Specialization areas: HRM and Marketing



Riya Sharma

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Educational Qualification: B.Tech
Other Qualification: Basic Computer Application
Summer Training Company: IFFCO Aonla Unit, Bareilly
Summer Training Topic: Industrial Relations
Specialization areas: HRM and Marketing



Rohit Upadhyai

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Educational Qualification: BBA
Other Qualification: Course on Computer Concepts
Summer Training Company: Urban Cooperative Bank Ltd, Bareilly
Summer Training Topic: A Study of Loan and Advanced Offered
Specialization areas: HRM and Marketing



Sharaf Haider Naqvi

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Mobile: 7302537090, 9412190277
Educational Qualification: B.Com
Other Qualification: Course on Computer Concepts
Summer Training Company: Coca Cola company, Bareilly
Summer Training Topic: Consumer Behaviour Towards Coca Cola
Specialization areas: HRM and Marketing



Shivangi Lodhi

Email: shivangilodhi131@gmail.com
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Educational Qualification: BBA
Other Qualification: NA
Summer Training Company: Apt Packaging Ltd, Haridwar
Summer Training Topic: Training and development
Specialization areas: HRM and Marketing



Shivani Tyagi

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Mobile: 9528421042, 9837289896
Educational Qualification: B.Sc
Other Qualification: Basic Computer Application
Summer Training Company: Bajaj Allianz, Bareilly
Summer Training Topic: Life Insurance Policies in Bajaj Allianz
Specialization areas: HRM and Marketing



Shubham Rana

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Mobile: 9519224455, 9997912728
Educational Qualification: B.Tech Mechanical Engineering
Other Qualification: Internship - Indian Railways
Summer Training Company: Samsung, Bareilly
Summer Training Topic: Marketing Strategy of Samsung on Sales and Purchase
Specialization areas: HRM and Marketing



Siddharth Singh

Email: siddharths122000@gmail.com
Mobile: 8171580398, 7533861900
Educational Qualification: B.Com
Other Qualification: Computer literate (C++ programming, Tally,CCC)
Summer Training Company: Pizza Hut Civil Lines Allahabad
Summer Training Topic: Recruitment and Selection Process in Pizza Hut
Specialization areas: HRM and Marketing



Umang Sharma

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Mobile: 9528612104, 9554888918
Educational Qualification: BBA
Other Qualification: Basic Computer Application
Summer Training Company: Rico Auto Industries Ltd., Gurugram
Summer Training Topic: Recruitment and Selection Process in Rico Auto Industries Ltd
Specialization areas: HRM and Marketing



Vaishali Soti

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Educational Qualification: B.Com
Other Qualification: Course on Computer Concepts
Summer Training Company: CIEL Info Solutions, Preet Vihar, New Delhi
Summer Training Topic: Recruitment and Selection
Specialization areas: HRM and Marketing



Vikash Kardam

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Mobile: 7017424468, 8923403817
Educational Qualification: BA
Other Qualification: CCC
Summer Training Company: Brindavan Beverages Private Limited, Bareilly
Summer Training Topic: Marketing Strategy of Coca-Cola
Specialization areas: HRM and Marketing

MBA (FINANCE AND HRM)



Anshika

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Mobile: 9548158562, 9759279096
Educational Qualification: BBA
Other Qualification: Tally
Summer Training Company: Urban Cooperative Bank Bareilly
Summer Training Topic: A Study of All General Activities of Bank
Specialization areas: Finance and HRM



Arzoo Mehndi

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Mobile: 7007764273, 70686 98786
Educational Qualification: BA
Other Qualification: Basic Computer Application
Summer Training Company: IFFCO Aonla Unit, Bareilly
Summer Training Topic: A Study on Performance Appraisal
Specialization areas: Finance and HRM



Gulnaz

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Educational Qualification: BBA
Other Qualification: Basic Computer Application
Summer Training Company: Urban Co-Operating Bank, Bareilly
Summer Training Topic: A Study on Perception on Credit Cards Among Bank Customer
Specialization areas: Finance and HRM



Hritika Jasoria

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Mobile: 7060315142, 9837114043
Educational Qualification: BBA
Other Qualification: Basic Computer Application
Summer Training Company: B L Agro, Bareilly
Summer Training Topic: Analysis of Performance Appraisal System in B.L. Agro
Specialization areas: Finance and HRM



Kritika Jasoria

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Educational Qualification: BBA
Other Qualification: Basic Computer Application
Summer Training Company: B. L. Agro Pvt. Ltd, Bareilly
Summer Training Topic: A Study on Recruitment and Selection Process at B.L. Agro Industries Ltd. Bareilly
Specialization areas: Finance and HRM



Nitin Kumar

Email: nk246476@gmail.com
Mobile: 7088679210, 7037614036
Educational Qualification: B.Sc.
Other Qualification: Advance Diploma in Computer Basic & Accounting
Summer Training Company: Mahindra & Mahindra Ltd
Summer Training Topic: Understanding Business
Specialization areas: Finance and HRM



Prasansha Singh

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Mobile: 8445444419
Educational Qualification: BCA
Other Qualification: Course on Computer Concepts
Summer Training Company: Mbit, Noida
Summer Training Topic: Selection and Recruitment
Specialization areas: Finance and HRM



Raina Saxena

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Mobile: 9568904613, 9457445881
Educational Qualification: BCA
Other Qualification: Basic Computer Application
Summer Training Company: Mansi & Associates, Bareilly
Summer Training Topic: Secretarial and Finance
Specialization areas: Finance and HRM



Saba Bi

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Mobile: 9149342302, 9837477830
Educational Qualification: B. Com
Other Qualification: Basic Computer Application
Summer Training Company: Ali Ishrat & Co., Bareilly
Summer Training Topic: GST and Auditing
Specialization areas: Finance and HRM



Sanjeevani sharma

Email: 7078115854ss@gmail.com
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Educational Qualification: B. Com
Other Qualification: B.ed
Summer Training Company: IFFCO Aonla
Summer Training Topic: Training and development
Specialization areas: Finance and HRM



Shweta Singh

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Educational Qualification: B. Com
Other Qualification: Course on Computer Concepts
Summer Training Company: Aditya Birla (Hindalco Industry Ltd.), Sonbhadra, UP
Summer Training Topic: Analysis of Finance Data
Specialization area: Finance and HRM



Simran Saxena

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Educational Qualification: B.Sc
Other Qualification: Digital marketing, Communication skills
Summer Training Company: CIEL Info Solutions, Preet Vihar, New Delhi
Summer Training Topic: Recruitment and Selection
Specialization areas: Finance and HRM



Sonam Jha

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Mobile: 9457694985, 9411469335
Educational Qualification: B.Tech
Other Qualification: CCC Certificate, JAVA and C Language
Summer Training Company: IFFCO Aonla, Unit Bareilly
Summer Training Topic: Recruitment and Selection
Specialization areas: Finance and HRM



Suchita Agarwal

Email: agarwalsuchita3@gmail.com
Mobile: 7351553295, 9412187898
Educational Qualification: B. Com
Any Diploma, Certificate: Basic Computer Application
Summer Training Company: Shaurya Digicare Private Limited, Bareilly
Summer Training Topic: Financial Analysis and Management
MBA Specialization area: Finance and HRM



Sumbul Azeem

Email: sumbu218@gmail.com
Mobile: 7452944217, 8881077121
Educational Qualification: B. Com
Any Diploma, Certificate: Tally ,Excel Advance
Summer Training Company: IFFCO Aonla Unit, Bareilly
Summer Training Topic: Recruitment and Selection Process
MBA Specialization area: Finance and HRM



Vartika Agarwal

Email: vartikagarwal1005@gmail.com
Mobile: 8868957220, 8532021131
Educational Qualification: B. Com
Other Qualification: Communication skills
Summer Training Company: Stockship Broking Services LLP, New Delhi
Summer Training Topic: Study of Individual Financial Planning
Specialization areas: Finance and HRM



Vikas Singh

Email: mcvicky01@gmail.com
Mobile: 9457738629, 9760476629
Educational Qualification: B.Tech.
Other Qualification: Course on Computer Concepts
Summer Training Company: Internshala
Summer Training Topic: Working Capital Management and Venture Capital Management
Specialization areas: Finance and HRM

MBA (Marketing) Students Profile



MARKETING AS A AREA OF SPECIALIZATION (Page: 42-45)

MBA (MARKETING)



Abhishek Shukla

Email: abhishek49596@gmail.com
Mobile: 8840537919, 8175026646
Educational Qualification: B.Sc
Other Qualification: CCC
Summer Training Company: Redcliffe, Rewa M.P
Summer Training Topic: Marketing Strategy of Redcliffe
Specialization area: MBA Marketing



Anam Feroz

Email: anamferoz11@gmail.com
Mobile: 7060975191, 9410893996
Educational Qualification: B. Tech
Other Qualification: Basic Computer Application
Summer Training Company: B.L Agro Industries Private Ltd., Bareilly
Summer Training Topic: Customer Satisfaction Towards B.L Agro Industries Pvt. Limited
Specialization area: Marketing



Ananya Saxena

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Mobile: 9411917240, 9412737804
Educational Qualification: B.Sc. Biotechnology
Other Qualification: Basic Computer Application
Summer Training Company: Dizital Mantras, Bareilly
Summer Training Topic: Analysis and Creating the Marketing Strategy of Employment Mantras for Western Upg
Specialization area: Marketing



Arbab Khan

Email: arbab6427@gmail.com
Mobile: 9027189589, 8193825494
Educational Qualification: B.Com
Other Qualification: Basic Computer Application
Summer Training Company: Bank of Baroda Civil Line, Bareilly
Summer Training Topic: Mutual Fund on Investment
Specialization area: Marketing



Avantika Mishra

Email: avantikamishra1999@gmail.com
Mobile: 9368268189, 9319092138
Educational Qualification: BBA
Other Qualification: Basic Computer Application
Summer Training Company: Anina Fabricators Private Limited, Bareilly
Summer Training Topic: Customer Preferences towards UPVC Windows and Doors
Specialization area: Marketing



Km Ankita Singh

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Educational Qualification: B.Com
Other Qualification: Basic Computer Application
Summer Training Company: Larsen and Toubro Vadodara, Gujarat
Summer Training Topic: Marketing Strategy of Larsen and Turbo
Specialization area: Marketing



Minakshi Sain

Email: minakshisain21@gmail.com
Mobile: 9027292732, 82184 68844
Educational Qualification: B.Tech
Other Qualification: Digital Marketing -Google, Communication Skills- TCS
Summer Training Company: B.L Agro Industries Private Ltd., Bareilly
Summer Training Topic: Customer Satisfaction Towards B.L. Agro
Specialization area: Marketing



Mohammad Maaz Khan

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Educational Qualification: B.Com
Other Qualification: CCC, Tally Prime, MS Office
Summer Training Company: Event and Shows, Bareilly
Summer Training Topic: Customer Satisfaction towards Event Management
Specialization area: Marketing



Moin Athar Hashmi

Email: qazimoin530@gmail.com
Mobile: 9760223811, 9760223811
Educational Qualification: B.Com
Other Qualification: Basic Computer Application
Summer Training Company: IFFCO Aonla Unit, Bareilly
Summer Training Topic: A Study on Consumer Behaviour towards IFFCO
Specialization area: Products
 Marketing



Nabeel Khan

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Mobile: 9520540090, 9410498559
Educational Qualification: B.Com (H)
Other Qualification: Basic Computer Application
Summer Training Company: Coca Cola Company Brindavan Beverages, Bareilly
Summer Training Topic: Customer Satisfaction towards Coca-Cola
Specialization area: Marketing



Priyanka Deval

Email: priyankadeval94122@gmail.com
Mobile: 07060574303, 9412294149
Educational Qualification: B.Com (H)
Other Qualification: ADCA
Summer Training Company: Urban Cooperative Bank, Bareilly
Summer Training Topic: Customer Satisfaction and Service Quality of Urban Co-Operative Bank
Specialization area: Marketing



Sambhav Mishra

Email: sambhavmishra1998@gmail.com
Mobile: 8077093650, 9012263327
Educational Qualification: B.B.A
Other Qualification: Digital Marketing
Summer Training Company: Anina Fabricators Pvt. Ltd., Bareilly
Summer Training Topic: A Study of Mass Production of PVC Windows and Doors
Specialization area: Marketing



Sanket Agarwal

Email: agarwalsanket43@gmail.com
Mobile: 8218697077, 9456685571
Educational Qualification: B.Com (H)
Other Qualification: Basic Computer Application
Summer Training Company: Copypower Media, Ahemdabad
Summer Training Topic: Digital Marketing
Specialization area: Marketing



Satyam Pandey

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Mobile: 7390961660, 8808259575
Educational Qualification: Bachelor of Art
Other Qualification: CCC, Tally, NDLM , Advance Excel, Google Digital Marketing, Udemy Product Management.
Summer Training Company: Synergy Transformers Pvt. Ltd., Rajkot, Gujarat
Summer Training Topic: Transformers :- Ensure Voltage Uptime-Anytime
Specialization area: Marketing



Shreya Tiwari

Email: shreya56422@gmail.com
Mobile: 8445036422, 9837254368
Educational Qualification: B.Com
Other Qualification: Communication skills, Basics of Customer Services, Introduction to Soft Skills Business Etiquette
Summer Training Company: Akanksha Automobiles Pvt Ltd, Rudrapur (Uttarakhand)
Summer Training Topic: Product and Brand Management and Maruti Insurance
Specialization areas: Marketing



Srajit Gupta

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Mobile: 9917545767, 8266949424
Educational Qualification: B.Com
Other Qualification: Basic Computer Application
Summer Training Company: Copy Power Media, Ahmedabad
Summer Training Topic: Digital Marketing
Specialization area: Marketing



Tuba Aqil

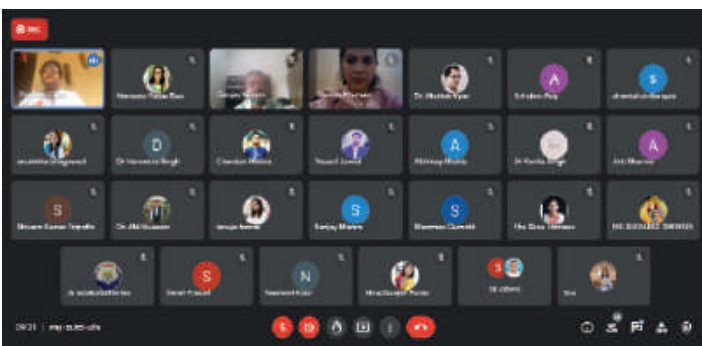
Email: tubaaqil001@gmail.com
Mobile: 8267857174, 9568559798
Educational Qualification: B.Com (H)
Other Qualification: Tally
Summer Training Company: Urban Cooperative Bank, Pilibhit (U.P.)
Summer Training Topic: Customer Satisfaction Towards Banking Activities
Specialization area: Marketing



Yaseen Roshan

Email: roshanyaseen1997@gmail.com
Mobile: 8755737674, 8755737674
Educational Qualification: B.Com Computer
Other Qualification: Tally
Summer Training Company: Bank of Baroda Shajahanpur
Summer Training Topic: A Study on Mutual Funds of BOB
Specialization area: Marketing

Events At A Glance



All ways lead to Bareilly

Bareilly Airport

Address: Pilibhit Road, Mudiya Ahmad Nagar, Airport Area, Bareilly, Uttar Pradesh 243002
<https://www.aai.aero/>



Bareilly Junction Railway Station

Address: Station Road, Civil Lines, Bareilly, Uttar Pradesh 243001
<https://www.irctc.co.in/nget/train-search>



Satellite Bus Station

Address: Pilibhit Bypass Rd, Sindhu Nagar, Bareilly, Uttar Pradesh 243005
 Enquiry: 0581-2529300, 9758879300
<https://www.onlineupsrtc.co.in/#/home>



Accommodation Details

University Guest House

M.J.P. Rohilkhand, University Campus
 Pilibhit By Pass Road, Bareilly, 243006
 Mobile: 8077239626, 8840325506, 9839330722



Radisson Hotel Bareilly Airport

Plot No 772, Central Pilibhit Road, Mundia Ahmed Nagar, near Bareilly Airport, Bareilly, 243006
 Phone: +91 581 2407000 E: gm@rdbareillyairport.com



Hotel Gala Galaxy

KK Hospital Rd, Rajeev Kunj Colony, Rajendra Nagar, Bareilly, Uttar Pradesh 243122,
 Phone: 091050 44001



Sobti Continental

Green Park, Bisalpur Rd, Bareilly, Uttar Pradesh 243006
 Mobile: 081714 12929



Hotel Swarn Tower

228-A, Civil lines, Station Road, Bareilly
Ph.0581-2426666, Mob.983703258



Hotel Pancham Continental

240-B, Civil lines, Station Road, Bareilly
Ph.0581-2511881/82/83/84, Mob. 8057412345



Park Grand Hotel & Resort

Near Life Line Hospital, Pilibhit Bypass Rd,
Bareilly, Uttar Pradesh 243001
Mobile: 70555188182, 7055518181



Bareilly Palace

220, Civil lines, Station Road, Bareilly
Ph.0581-2511069, 2421970, Mob.9837007788



Google Map





The Treasure Hunt for Talent Ends Here



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