



PML SD Business School

CHANDIGARH

PGDM Catalysts
Batch 2022-24



Summer Internship **Brochure 2022-24**

“ Quest for excellence is a
habit pursued passionately ”



Our Vision

To be a unique and different business school for the creation and dissemination of valuebased management education for grooming future leaders for India and the world.

Our Mission

- To attain and retain educational relevance by offering contemporary curriculum and focus on international immersion
- To maintain academic respectability and global corporate acceptability
- To focus on innovative and experiential learning



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ABOUT

PML SD Business School, Chandigarh

PML SD Business School, Chandigarh offers two year full time Post Graduate Diploma in Management (PGDM) (AICTE Approved) since 2020 with the vision of creating and disseminating holistic value based management education for building and grooming future leaders.

The Institution is promoted by GGDSD College Society, Chandigarh. It is envisioned as a centre of excellence for management education and is heading towards becoming a unique B-School, different from the run-of-the-mill Management Institutions.

The GGDSD College Society has built reputation of being an excellent centre of education in UT, Chandigarh and adjoining states. A large number of its alumni occupy senior positions in the reputed corporates in India and overseas or are successfully running their own ventures. The Society strongly believes in infusing ethical and moral values in its students.

**Learn Today.
Stay Relevant Tomorrow.**



The structure of the Governing Board represents a mix of academia and industry. The members of Governing Board are as below :

OUR BOARD OF GOVERNORS

Dr. Anirudh Joshi

President, GGDSD College Society
Former Dean, Student Welfare, Panjab University

Dr. S.C. Vaidya

General Secretary, GGDSD College Society
Former Dean, University Instructions, Panjab University

Prof. S. K. Sharma

Professor Emeritus
Former Dean, University Instructions, Panjab University

Sh. Jatinder Bhatia

Finance Secretary, GGDSD College Society
Former Councillor, Municipal Corporation, Chandigarh

Ms. Vaishali Sharma

Head (Marketing)
SONY, SAB & Hindi Movie Cluster

Sh. Jagesh K. Khaitan

CMD, Kuantum Papers Limited

Dr. Siddharth Sharma

Vice President, GGDSD College Society
Associate Professor, Thapar University, Patiala

Dr. P. K. Bajaj

General Secretary, GGDSD College Society
Former Dean and HoD, GGDSD College, Chandigarh

Mr. Sofi Zahoor

CEO, HumanCap India, SAS Nagar, Mohali

Dr. Ajay Sharma

Officiating Director, PML SD Business School, Chandigarh



MESSAGES

PML SD Business School is a milestone in the legacy of GGDSD College Society which has been making striking contribution towards augmenting the academic fabric of India through its progressive outlook and moral values since 1973.

Backed by high-end expertise, state-of-the-art infrastructure, futuristic facilities, dynamic teaching-learning process, the B-School has attained high standards of education, at par with global standards. 'Pursuit of Excellence' is the objective of this Institute. We aim at producing outstanding professionals, managers and entrepreneurs together with human resources who are morally upright, mentally alert, socially responsible and spiritually sublime.

It is our endeavor to impart quality education which is holistic and value-based, by providing a congenial and conducive environment that prepares for diverse opportunities for multi-dimensional development.

Unleashing the potential of students in a balanced manner through competence enhancement, strengthening and providing them essential knowledge is the focus of the institute. Students are prepared to face multiple challenges of corporate world, business areas and industrial realities.

I wish the B-school's administration, faculty and student wonderful success in their endeavours.

PML SD Business School has been set up by GGDSD College Society, having an illustrious and proven track record of imparting education and imbibing values for over last five decades in Chandigarh. We have admirable strength of a large alumni network of GGDSD College, not only in India, but across the world.

PML SD Business School is all set to be a centre of excellence for Management Studies and promises to be class apart. The aim is to empower students to reach their optimal potential and to become a transformative force.

Management is an ever-evolving subject and we at PML SD Business School are committed to being at the cutting-edge of management education. Our PGDM programme has been designed keeping in mind the up-to-date academic curriculum and offers ample experiential learning opportunities. We strive to teach students to think deeply, broadly, creatively and analytically in order to groom future leaders for India and the world.

We welcome students who want to make a direct impact across different sectors, be it ethical and responsible leaders in the corporate world, impactful innovators, budding entrepreneurs or those with innate business instinct and also others who wish to make a contribution to society.

Our vision is to be a unique and different business school for the creation and dissemination of value-based management education. Trust, responsibility, respect and integrity will be at the core of everything we do at PML SD Business School. We invite you to be a founding part of this mission and assure you of our indomitable commitment to your personal and professional development.



Prof. (Dr.) Anirudh Joshi
President

GGDSD College Society, Chandigarh
Former Dean, Student Welfare
Panjab University, Chandigarh



Dr. Ajay Sharma
Officiating Director
PML SD Business School
Chandigarh

FACULTY



Prof. (Dr.) Susheel Chhabra

A teacher, trainer and researcher, Ph.D. (Commerce), MBA (HR), MCA, 28 years experience is engaged in inculcating leadership qualities in the young generation. He has to his credit 18 research papers, 9 books, organized 11 short-term training programmes, 11 conferences, completed 4 funded research projects, and also carried out a few consultancy assignments. During his previous engagements at various levels including Professor, Dean and Director, he was adjudged as best faculty in one of the top B-School and Grade 'A' for an MBA affiliated institute.



Ms. Richa Sharma

Ms. Richa Sharma is M.Com, MBA, ACS, UGC (NET), holds more than 10 years of rich academic experience working with leading B-Schools in the area of finance and accounting. She is pursuing her Ph.D. in the area of CSR. During this journey, she has served in the capacity of academic co-ordinator as well as co-ordinator for various institutional responsibilities. She has an excellent academic record.



Dr. Manjul Vaidya

Dr. Manjul Vaidya is Ph.D., MBA, B.Tech, an Ideal blend of corporate trainer, consultant and researcher with 18 years of professional experience, having worked with best global companies like IBM, PricewaterhouseCoopers (PwC), Mahindra and Mahindra Ltd. He would like to leverage this experience to build an interactive interface between the Industry and the Business School. His teaching, consulting, and research interests include Entrepreneurship, e-Governance, Good Governance, PPP, Marketing and Strategy.

Visiting Faculty



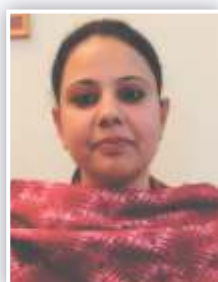
Dr. Sanjeev Gupta
Chief G.M., SML ISUZU Ltd.
Plant Head, M&M
(Swaraj Division)



Mr. Ashutosh Sharma
Associate Professor
Department of Economics
GGDSD College, Chandigarh



Dr. Ram Niwas
Head of Department
Department of Economics
GGDSD College, Chandigarh



Dr. Mani Parthi
Assistant Professor
GGDSD College,
Chandigarh



Dr. Agrim Verma
Assistant Professor
GGDSD College,
Chandigarh



Ms. Sanya Ahuja
Assistant Professor
GGDSD College,
Chandigarh



Dr. Sumit Singla
Former Assistant Professor
GGDSD College,
Chandigarh



Design Thinking & Innovation

TWO YEAR FULL TIME POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

B-School offers credit based two year management programme approved by AICTE. This programme has a curriculum in line with industry requirement and options for students to pursue various specializations. We ensure that students attend:

- Simulation workshops
- Imperative seminars
- Team building workshops
- Hands on exposure to corporate practices

Principles that guide the PGDM programme:

- Enhancing managerial prowess
- Gaining knowledge about relevant businesses practices
- Understanding that digitalization is need of the hour
- Developing the spirit of creativity and innovation
- Balancing the noble goal of service to society with economic aspirations
- Insights to new business practices

We assure our industry partners & prospective employers that our students shall seek to add value while being actively involved in day to day functioning of the organization.

SPECIALIZATIONS OFFERED



Finance



Marketing



Human Resource
Management



Entrepreneurship and
General Management

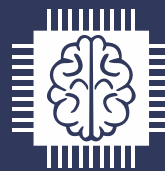
INNOVATIVE MODULES



Business
Analytics



Block
Chain



Machine
Learning



Internet of
Things (IoT)

FIRST SEMESTER

- Business Economics
- Business Statistics
- Management Accounting
- Organisational Behaviour
- Marketing Management
- Workshop on Managerial Computing
- Workshop on Business Research Methods
- Workshop on Design Thinking & Innovation
- Workshop on HR, Marketing & Financial Analytics

THIRD SEMESTER

- Strategic Management
- Summer Training Report and Viva-Voce
- Business Ethics, Corporate Governance and CSR

Group A:

Entrepreneurship and General Management

Group B:

Finance

Group C:

Marketing

Group D:

Human Resource Management

SECOND SEMESTER

- Business Environment
- Human Resource Management: A Strategic Perspective
- Operations Management
- Corporate Finance
- Legal Aspects of Business
- Workshop on Managerial Communication and Employability Skills
- Workshop on Machine Learning, Internet of Things (IoT) and Block Chain
- Workshop on Multivariate Statistical Techniques

FOURTH SEMESTER

- Workshop on Consultancy and Advisory Services
- Research Project

Group A:

Entrepreneurship and General Management

Group B:

Finance

Group C:

Marketing

Group D:

Human Resource Management



SEMESTER-III & IV (Electives)

GROUP A: ENTREPRENEURSHIP AND GENERAL MANAGEMENT

Entrepreneurial Development And New Enterprise Management
Entrepreneurial Finance
Family Business Management
Tax Planning For Entrepreneurs
Investing In Private Equity
Marketing For Entrepreneurship
Legal And Government Policy Considerations In New Enterprise
Innovation Management

GROUP B: FINANCE

Financial Statement Analysis
Strategic Cost Management
Management Of Financial Institutions
Investment Management
Management Control Systems
Project Planning, Analysis And Management
Corporate Tax Planning
Financial Econometrics

GROUP C: MARKETING

Advertising And Consumer Behaviour
Global Marketing Management
Marketing Research And Product Management
Industrial And Rural Marketing
Supply Chain Analytics
Digital Marketing And Retail Management

GROUP D: HUMAN RESOURCE MANAGEMENT

Labour Legislation
International And Cross Cultural HR
Performance And Compensation Management
Organization Development And Developing A Learning Organization
Business Negotiations And Conflict Management
Corporate Leadership
Training And Development

GROUP A: ENTREPRENEURSHIP AND GENERAL MANAGEMENT

Managing Strategic Implementation And Business Transformation
Managing Teams
Managing Global Enterprise
Organization Structure And Design
Social Entrepreneurship

GROUP B: FINANCE

Financial Derivatives
International Financial Management
Behavioral Finance
Corporate Analysis And Valuation

GROUP C: MARKETING

Marketing Of Services
Global Supply Chain Management
Customer Relationship Management And Sales Management
Application Of Accounting And Finance In Marketing

GROUP D: HUMAN RESOURCE MANAGEMENT

Latest Trends In Hr
Emotional Intelligence And Managerial Effectiveness
Interpersonal Effectiveness And Team Building
Talent & Competency Management

SMART & LIVELY CAMPUS



Library



Computer Centre



Girls' Common Room



Seminar Hall



Boys' Common Room



State-of-the Art Classrooms



Cafeteria Bites

INDUSTRY INTERFACE

Advisory Council of our B-School consists of accomplished professionals from industry and academicians who have been associated with Confederation of Indian Industry (CII), PHD Chamber of Commerce and Industry (PHDCCI) and multinational companies for several years. They regularly bring innovative ideas inline with different challenges faced by corporates in the changing business scenario. Seasoned academicians and persons holding key positions in industry are also invited regularly to interact with our students.



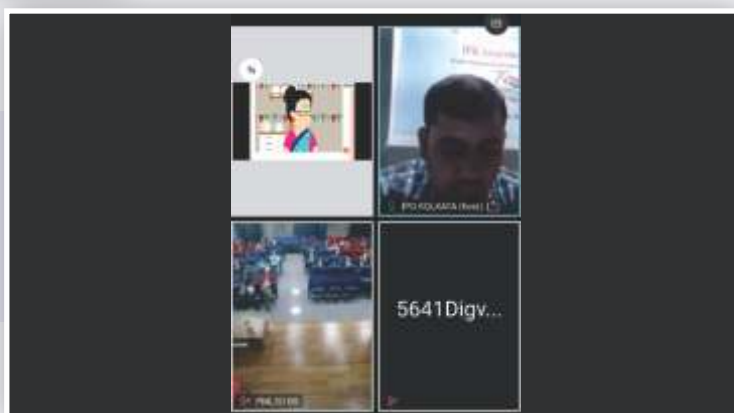
HR Conference 2022
Organizational Culture Next Generation HR Practices
Mr. Dinesh Kumar Batra
Former Chairman & Managing Director
Bharat Electronics Limited

HR Conference 2022
Organizational Culture Next Generation HR Practices
Mr. Raman Angra
Lead Corporate Affairs
Dr. Reddy's Laboratories Ltd.



Expert Session
Corporate Finance
Mr. R. K. Gupta
Former Executive Director
Bank of Maharashtra

Expert Talk
Intellectual Property Awareness Programme
Mr. Suman Sil
Examiner of Patents &
Designs in collaboration



INDUSTRY INTERFACE



Expert Session
Reboot Yourself for Emotional Well-Being
Dr. Alka Kalra
A Celebrity & Professional
Psychologist, Life Coach

Workshop
Soft Skills
Dr. Shilpa Suri
Positive Psychology Practitioner
Corporate Trainer



Three days Industry Sponsored
Soft-Skills Training Programme
on Life Skills

Orientation Programme
PGDM Batch 2022-24
Chief Guest - Mr. Vineet Arora
Branch Banking Head
North 2



LIFE AT PML SD BUSINESS SCHOOL



Collaborative Learning



Nature Trail



Camarederie



Holistic View



Networking



Yipeel



Enthusiasm

PGDM 2022-24 BATCH PROFILE



AASTHA DHINGRA

- 21
- B.Com
- Certificate Course in Digital Marketing
- 8 Months, HR Executive
- HR
- Finance



AJAY SINGH

- 27
- B.Com
- 27 Months, Payment Remittance Analyst
- Finance
- Marketing



AKSHIT GAGNEJA

- 22
- B.H.M.C.T.
- Marketing
- Entrepreneurship



AKSHIT GROVER

- 21
- BBA
- Certificate Course in Digital Marketing
- 1.5 Years, BPO
- Finance
- Marketing



ARSH CHOUDHARY

- 24
- B. Architecture
- Marketing
- HR



AYUSHI

- 23
- B.Sc. (N.M.), M.Sc. (Physics)
- Marketing
- HR



BHUMIKA SHARMA

- 22
- B.Sc. (N.M.)
- Marketing
- Finance



CHARU MUNJAL

- 22
- B.Com
- Accountant 1.4 years under CA
- Finance
- Marketing

PGDM 2022-24 BATCH PROFILE



DEEPANSHU GUPTA

- 21
- B.Com
- Finance
- Marketing



DIGVIJAY SINGH KANWAR

- 23
- B.Com
- Finance
- Marketing



DISHABH VIJ

- 23
- B.Com
- Finance
- Marketing



DRISHTI MADAAN

- 21
- BBA
- Marketing
- HR



KOMAL SHARMA

- 22
- B.A
- 3 months experience in HR
- Finance
- HR



JASMEET KAUR

- 22
- B.Com
- Marketing
- Entrepreneurship



JASGUN MAKKAR

- 21
- B.Com
- Marketing
- Entrepreneurship



GAUTAM GULATI

- 21
- BBA
- Digital Marketing Certification from Google
- Managing and Supervising Employees in Clothing Retail Store
- Marketing
- Finance

PGDM 2022-24 BATCH PROFILE



LAKSHAY AGGARWAL

- 21
- B.Com
- Finance
- Marketing



MANDEEP KAUR

- 19
- B.Com
- Finance
- Marketing



MANKIRAT SINGH NAGI

- 22
- B.Tech (Mechanical)
- Finance
- Marketing



PRIYANKA THAKUR

- 22
- B.Com
- Finance
- Marketing



RADHIKA GARG

- 21
- B.Com (Hons.)
- Finance
- Marketing



RADHIKA SOOD

- 21
- BBA
- Marketing
- HR



RANVIR SINGH RAGHUVANSHI

- 22
- B.A
- Marketing
- HR



RIA GUPTA

- 23
- B.Com (Hons.)
- Excel Course (Advance Level)
- HR
- Finance

PGDM 2022-24 BATCH PROFILE



RIYA AGGARWAL

- 22
- B.Com
- Certification in Digital Marketing & 6 months certification Tally ERP 9 software
- HR Intern for 1 month
- Marketing
- HR



SHARANG SHARMA

- 29
- B.F.A
- HR
- Marketing



SAHIB SINGH

- 21
- B.Com
- Vinay Steel Industry 1.5 Years
- Finance
- Marketing



SHIVAM

- 22
- B.Com
- Content Writer for news channel
- Finance
- Entrepreneurship



SAHIL KUMAR

- 22
- B.Com
- Finance
- Marketing



SHRADDHA CHATURVEDI

- 21
- B.Sc.
- Certificate course in MS Excel & Digital Marketing
- HR
- Marketing



SAURAV GARG

- 24
- B.Com
- Own Business
- Marketing
- Entrepreneurship



VISHESH SAINI

- 23
- B.Sc. (Bio)
- Marketing
- HR

“ Success

is just few feet away from
where one decides to quit

Quest for excellence is a habit pursued passionately.
- UPKAR KRISHAN SHARMA



For any queries please contact:

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Mobile: 9988334697

E-mail: richa.sharma@pmlsdb.ac.in

Name: Dr. Manjul Vaidya

Mobile: 9779123999

E-mail: manjul.vaidya@pmlsdb.ac.in



PML SD Business School

Under the aegis of GGDSD College Society, Chandigarh (Estd.-1973)

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