



PML SD Business School

CHANDIGARH

PGDM Blissfuls
Batch 2021-23

Placement Brochure

**FOR BATCH OF
2021-2023**



“
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



GGDSD College Society Golden Jubilee Monument (1973-2022)



What our Experts say

“

At SDBS, the focus will be on creation of soft skills for the future ready students.



Sh. Vivek Atray
Motivational Speaker and
Former IAS Officer

“

SDBS is committed to building a mechanism for encouraging and rewarding innovation and incubation facilities in collaboration with the industry.



Sh. Jagjit Singh Kochar
Chairman,
KBK Infrastructure Limited

“

Creation of Deep Learning Labs will be a priority at SDBS.



Sh. Sofi Zahoor
CEO, HumanCap India

“

At SDBS, we will be delivering short term Capability & Capacity Building programs for industry & develop design thinking solutions.



Sh. Bharatendu Kapoor
Management Professional

“

CSR will be at the core of the educational endeavour at SDBS.



Dr. Raju Chandrashekhar
Management Professional

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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.



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.



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

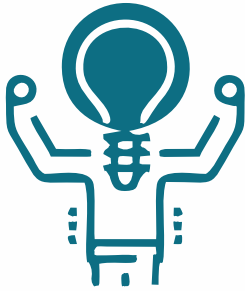
PML SD Business School has been set up by GGDSD College Society, having an illustrious and proven track record of imparting education and imbibing values for over last five decades in Chandigarh. We have admirable strength of a large alumni network of GGDSD College, not only in India, but across the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



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

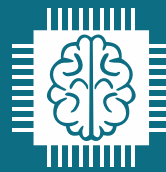
INNOVATIVE MODULES



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 Offered)

GROUP A: ENTREPRENEURSHIP AND GENERAL MANAGEMENT

Entrepreneurial Development and New Enterprise Management
Entrepreneurial Finance
Social Entrepreneurship
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
Financial Derivatives
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 Behavior
Global Marketing Management
Marketing Research and Product Management
Internet Marketing and Retail Management
Global Supply 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

GROUP B: FINANCE

Strategic Cost Management
International Financial Management
Behavioral Finance
Corporate Analysis and Valuation

GROUP C: MARKETING

Marketing of Services
Foreign Trade Documentation and Trade Finance
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



Learning Spaces



HR, Marketing and
Financial Analytics



Holistic View



Girls' Common Room



Seminar Hall - Xanadu



Boys' Common Room



Library News



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.



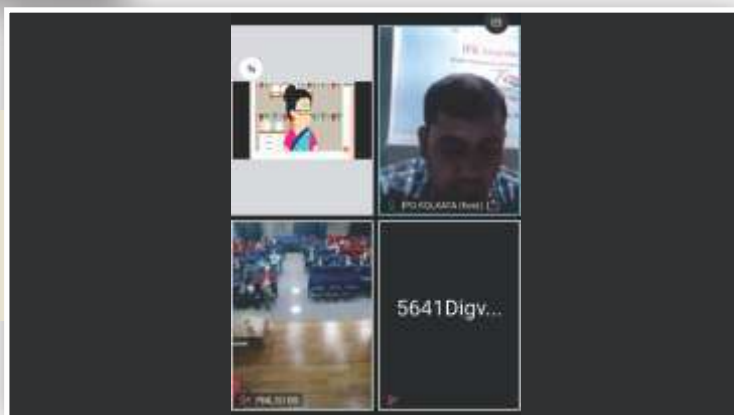
HR Conference 2022
Organizational Culture Next Generation HR Practices
Mr. Dinesh Kumar Batra
Former Chairman & Managing Director
Bharat Electronics Limited

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





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





AARUT BHARGAV

- 23
- B.B.A.
- Marketing of FMCG (Aasanaa), Punjab Agro Unati Grameen Marketing Pvt. Ltd.
- Worked as a biometric agent in government exams
- Entrepreneurship and Marketing
- General Management



ABHINAV BEHAL

- 22
- B.B.A.
- To know Customers Preferences about Honda two wheelers in Hamirpur City
- Marketing
- Entrepreneurship and
- General Management



ADITI MONGA

- 23
- B.Com.
- Digital Marketing Tools at Trigma Solutions
- Social Media Marketing | Graphic Designing, Penumbra Media | January 2020 - December 2020
- Marketing
- HRM



AKASH ARORA

- 24
- B.B.A.
- B2B Marketing and Customer Satisfaction at Kamalia Box Makers, Ludhiana
- Communication Skills, Life Skills, Customer Service Skills Certifications
- Marketing
- HRM



AMITPAL KAUR

- 23
- B.Com.
- ABC Costing-A Tool to Achieve Time Efficiency at Gilard Electronics Pvt. Ltd.
- Barclays Soft skills training, Tableau, Derivatives & Risk Management (NPTEL), Financial Literacy, Strategic Management (LinkedIn), Accounting Fundamentals (CFI)
- Finance
- Entrepreneurship and General Management



ANNIE GOYAL

- 23
- B.B.A.
- Recruitment Process at Hoping Minds (Katina Skills Pvt. Ltd.)
- HRM
- Entrepreneurship and General Management



ARSHIA TULI

- 22
- B.Com.
- Study on E-Recruitment and Training at CS Soft Solutions
- Attended 7 days Barclays Soft Skills and training session, Employability Skills under LifeSkills, HR Conference 2022
- HRM
- Marketing



ATISHYA JAIN

- 23
- B.C.A.
- National League Calendar 2023 and Optimizing the Social Media Presence at Ora Pota
- Digital Marketing, Google Ads, Soft Skills, Youth Employment Program
- Marketing
- HRM

PGDM 2021-23 BATCH PROFILE



GURLEEN KAUR

- 24
- B.B.A.
- Recruitment and Selection Process at Nector Life Sciences
- HRM
- Marketing



HARSH BANSAL

- 23
- B.Com.
- Financial Statements and Cost Benefit Analysis at Tirveni Rice Mills, Faridkot
- Digital Marketing
- Live Project with TechDMax
- Finance
- Marketing



LOKESH GARG

- 23
- B.Com.
- Impact of Digital Marketing on Channel Partners Certificate course in Digital Marketing,
- Certificate course in Advanced MS Excel, Certificate course in Data Analytics, Soft skills certificate from Barclays and Rubicon
- Marketing
- Entrepreneurship and General Management



MANAAL MEHTA

- 24
- B.Com.
- Production and Sales Operations at S. D. Industries (Kanchan Cattle Feed), Khanna
- Marketing
- Entrepreneurship and General Management



MANDEEP SINGH

- 22
- B.Com.
- Talent Acquisition Process at Jindal Stainless Limited
- Certificate courses in Advanced Excel, Soft Skills & Life Skills Training
- TechDMax, Peacock Solar
- HRM
- Marketing



MEHAK MOHINDROO

- 24
- B.A.
- Enterprise Resource Planning - Campus Edge at Solitaire Infosys Private Limited
- Discovering & Meeting Marketing Needs - ALISON, Marketing Success for Your Business - ALISON, How To Get Angel Investors - ALISON, Advance in Excel- Udemy
- Shree Balaji Oly Products, 6 months (June-Nov. 2019, Techera Knowledge and Careers Pvt. Ltd, March 29-April 30, 2022, The Leading Solution, 1 May 2022 - 30 June 2022, Mint Skills, June 1 - July 31, 2022, Solitaire Infosys, 7 June 2022 - 24 July 2022
- Finance
- Marketing



MUSKAAN AGGARWAL

- 23
- B.B.A.
- Study on Recruitment and Selection Procedure at CS Soft Solutions
- Certificate Course in Soft Skills
- DH Pharma Marketing Pvt. Ltd.
- HRM
- Marketing



MUSKAN KHULLAR

- 24
- B.B.A.
- Optimizing the Social Media Presence of TTBS Channel Partners at Tata Tele Business Services
- Digital Marketing, Amazon affiliate Marketing, Network Marketing
- Intovertech Pvt. Ltd., Ecrox Solutions Pvt. Ltd.
- Marketing
- Entrepreneurship and General Management

● Age ● Qualification ● Summer Internship ● Certification(s) ● Work Experience ● Major Specialization ● Minor Specialization



NAVREET KAUR

- 21
- B.C.A.
- Talent Acquisition & Operations: Fortis Healthcare Hospital
- Done online certification course on Human Resource Management from Great Learning, Completed certification course on Fundamentals of Digital Marketing from Google
- HRM
- Marketing



NIKHILESH BANSAL

- 23
- B.Com.
- Internal Audit Process at Tynor Orthotics Pvt. Ltd.
- Certificate in excel from Intern Shala, 100 hrs. of information technology training organized by ICAI, Enrolled for 90 hrs. of training in orientation programme organized by ICAI., Proficient in MS-Word, MS-Power Point, MS-Excel, Tally ERP 9, Basic knowledge of Tableau, Jamovi
- Finance
- Marketing



PALLAVI MOUDGIL

- 22
- B.Com.
- Major Aspects of Digital Marketing at Trigma Solutions
- Content writing, work from home — social media management, May 2022 - July 2022; Wattpad, work from home — content ambassador, June 2021-Feb 2022.
- Marketing
- Finance



PARVESH BANSAL

- 23
- B.Com.
- Knowing the Finance Structure of Mid-Size Company, Guru Kripa Timber & Plywood Pvt. Ltd.
- Finance
- Entrepreneurship and General Management



PRAGYA MAHAJAN

- 22
- B.B.A.
- Understanding Stock Levels and Vendor Management System at Tynor, Mohali
- Finance
- Entrepreneurship and General Management



RANVIRPAL SINGH JAJUHA

- 22
- B.A
- Analysis of Sales Promotion & Advertising Strategy at Joshi Hyundai
- Digital Marketing
- Marketing
- Entrepreneurship and General Management



RIYA ARORA

- 22
- B.Com.(H)
- Activity based Costing & Cost Optimization at Gilard Electronics Pvt. Ltd.
- Barclays Soft skills training, Rubicon Life skills training, NIPAM Certification on IPR, Excel in Financial Modelling - CFA, Tableau course - Udemy, HR Innovative Practices for the Next Generation
- Finance
- Entrepreneurship and General Management



SAHERDEEP SINGH SAINI

- 22
- B.Com.
- Financial Benefits to the Employees at SJVN Ltd.
- Soft Skills
- Mohali Moto, Part-Time Intern, Aug 2021 – Present
- Finance
- Marketing

PGDM 2021-23 BATCH PROFILE



SAHIL BANSAL

- 23
- B.Com.(H)
- Live Project on Food Chain in Non-Metro cities
- BDE, LSAC Global, Marketing Intern, Varun Beverages, Live Project, TechDMax
- Certificate course in Marketing Fundamentals, Udemey
- Marketing
- Entrepreneurship and General Management



SHUBHAM BEHAL

- 23
- B.Com.
- Study on Customer Demand for Automatic Scooter - The Honda Motorcycle Co.
- Supplier Management
- Marketing
- Entrepreneurship and General Management



SIDHANTH KUMAR

- 22
- B.Com.(H)
- Customer Relationship Management at Ashoka Enterprises, Chandigarh
- Marketing
- Entrepreneurship and General Management



SRISHTI BAJAJ

- 23
- B.Com.
- Social Media Management and Search Engine Optimization at Tirvani Rice Industries, Faridkot
- Marketing
- Finance



SUNITI GARGYA

- 22
- B.Com.(H)
- A study on Distributor Perspective at Bharti Airtel.
- Barclays Soft skills training, Rubicon Life skills training, NIPAM Certification on IPR, Excel in Financial Modelling - CFA, Tableau course- Udemey, HR Innovative Practices for the Next Generation
- Finance
- Marketing



VARUN GARG

- 24
- B.Com.
- Marketing Initiatives at Retail Outlets of Indian Oil
- Finance
- Marketing



YASHASVI SHARMA

- 22
- B.Com.
- Ratio Analysis at SML ISUZU
- Certificate course on Supply Chain Management, Certificate course on MS Excel for Business, Certificate course on Machine Learning, Certificate course on Financial Markets, Certificate course on Data Analytics (WIP), Attended workshop on Lean Six Sigma (Green Belt), Written analytical blogs on Adani Debt Strategy, Retail Inflation, etc.
- 3 months work from home network marketing experience at Oriflame Pvt. Ltd.
- Finance
- Marketing

Our Prominent Recruiters (PGDM 2020-22 Batch)



For any queries please contact:

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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 GGSDS College Society, Chandigarh (Estd.-1973)

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0172-4021150, 4053232, 9988903232

