

PML SD BUSINESS SCHOOL

Sector 32 C, Chandigarh



Admission Brochure PGDM (2024-26)

Golden Jubilee Monument

Educational Institutions under the aegis of GGDSD College Society, Chandigarh

- ◆ Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh - Established in 1973
- ◆ Pt. Mohal Lal S.D. Public School, Chandigarh - Established in 1989
- ◆ Pt. Mohal Lal S.D. College for Women, Gurdaspur - Established in 1995
- ◆ Pt. Mohal Lal S.D. College for Girls, Fatehgarh Churian - Established in 2005
- ◆ G.G.D.S.D. College, Kheri Gurna (Near Banur), Tehsil Rajpura, Dist. Patiala - Established in 2013
- ◆ Pandit Mohal Lal Global School, Kidzee, Batala Road, Fatehgarh Churian - Established in 2014
- ◆ **PML SD Business School, Sector 32C, Chandigarh - Established in 2020**
- ◆ Kaushaliya Devi Verma Charitable Institute - Established in 2000



The Golden Jubilee Monument is dedicated to the memory of visionary Late Sh. Upkar Krishan Sharma Ji who presided as the President of GGDSD College Society for over two decades and inspired progress across its many institutions.

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Our Vision

To be a unique and different business school for creation and dissemination of value-based 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

HR conference unveils strategies for 'Developing Next Generation Leaders'



PUNJAB EXPRESS BUREAU
Chandigarh, November 26

In a bid to address the evolving landscape of leadership development, the "HR Conference: Developing Next Generation Leaders" convened on Sunday at PML SD Business School, Chandigarh. The event brought together human resources professionals, industry leaders, and experts in talent management to explore innovative strategies for nurturing and preparing the next wave of leaders.

The conference opened its doors with a warm and invigorating welcome address delivered by Dr. Anirudh Joshi, General Secretary, GGDSD College Society, Chandigarh. He encouraged

the participants to take full advantage of the unique opportunity to broaden their understanding of the current trends and future directions under Industry 5.0. The welcome address set the tone for the conference aiming to foster an environment where participants could exchange ideas, build connections, and gain fresh perspectives.

The conference kicked off with a keynote address by chief guest Dr. Prem Ojha, Group CEO, Fastway Transmissions Pvt. Ltd., a renowned expert in leadership development and organizational behaviour. He emphasised the critical role that HR plays in shaping the future of leadership within organisations.

College students receive degrees



Students celebrate their graduation at SD College

TIMES NEWS NETWORK

Chandigarh: Students of the 2020-22 and 2021-23 batches of the PML SD Business School, Goswami Ganesh Dutta Sanatan Dharma (GGDSD) college were awarded degrees at convocation on Friday. President, GGDSD College Society, Vaishali Sharma said, "In just two years, the business school has grown by leaps

and bounds and is now firmly placed as one of the premiere business schools in the region." She said that these placements reflected the college's credibility, hard work of the faculty and the excellent infrastructure of the business school. PML Business School director Dr. Ajay Sharma said it had achieved success in placing its students besides facilitating internships for them.

HR Conference Unveils Strategies for Developing Next Generation Leaders



Chandigarh, in a bid to address the evolving landscape of leadership development, the "HR Conference: Developing Next Generation Leaders" convened today at PML SD Business School, Chandigarh. The event brought together human resources professionals, industry leaders, and experts in talent management to explore innovative strategies for nurturing and preparing the next wave of leaders. The conference opened its doors today with a warm and invigorating welcome address delivered by Dr. Anirudh Joshi, General Secretary, GGDSD College Society, Chandigarh. He encouraged the participants to take full advantage of the unique opportunity to broaden their understanding of the current trends and future directions under Industry 5.0. The welcome address set the tone for the conference aiming to foster an environment where participants could

exchange ideas, build connections, and gain fresh perspectives. The conference kicked off with a keynote address by Chief Guest Dr. Prem Ojha, Group CEO, Fastway Transmissions Pvt. Ltd., a renowned expert in leadership development and organizational behaviour. He emphasised the critical role that HR plays in shaping the future of leadership within organisations. He highlighted the need for a proactive approach to identify and develop emerging talent, given the rapid changes in business environment. Further, Presidential Remarks were shared by Dr. S.C. Vaidya, General Secretary, GGDSD College Society, Chandigarh. Remembering the visionary leader Late Sh. Upkar Krishan Sharma, former President, GGDSD College Society, Chandigarh, he brought forward Mr. Sharma's transformative leadership style and urged the students to draw inspiration.

PML SD Business School: Transforming the landscape of business education

PML SD Business School believes in empowering its students to become the business leaders of tomorrow, equipped to make a positive impact on the world. This is enabled through the industry-oriented and cutting-edge curriculum offered by the business school, ensuring experiential learning opportunities and a supportive network.

The business school offers a two-year full-time Post Graduate Diploma in Management (PGDM), a credits-based management programme approved by the All-India Council for Technical Education (AICTE) designed to foster an entrepreneurial mindset, the business school encourages students to think creatively, embrace risk-taking and develop innovative solutions to real-world problems. Director, Dr. Ajay Sharma, said "The PGDM programme is one of the best and is designed keeping in view the latest demands of industry which shape the trajectory of aspiring business leaders, empowering them to shape a tomorrow with excellence and technological progress."

PML SD Business School has a 100% student placement rate, which means that every student who graduates from this business school gets placed in a reputed company. All batches of PML SD Business School secured excellent placements in Unilever, Flipkart, H&M and



international companies, making a mark in the global market. The business school has robust placement facilities for training and internships. Through its extensive network of industry connections, the business school has cultivated strong partnerships with leading corporations, management and business leaders who actively contribute to the learning journey of students. These connections provide access to internships, guest lectures, mentorship programs, and networking events, facilitating valuable opportunities for career advancement and professional growth. The business school strives to shape the future leaders of business by providing industry-relevant management education. The business school takes



pride in its commitment to excellence, innovative approach to education, strong industry connections and international exposure. The B-school has a modern campus with state-of-the-art infrastructure, highly qualified faculty, well-equipped laboratories and offers attractive scholarship schemes. German scholars are given to deserving and meritorious students, making quality education affordable, accessible and inclusive. "Our campus echoes with a variety of student-oriented activities where students get to hone their managerial, entrepreneurial and business skills. This makes PML SD Business School a great place to learn and grow, offering its students' resources and a stimulating environment to enhance, exist and achieve their goals. Our alumni are highly sought after by employers." concludes Dr. Ajay Sharma.

For further information details, visit our website www.pmlsdbschool.com
PML SD Business School, Chandigarh
Call: 91-9886983332, 91-9814423232, 91-9886983332
WhatsApp: 91-9854423232

PML SD Business School

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.

GGDSD College Society has built reputation of being an excellent centre of education in UT, Chandigarh and adjoining states. Its alumni occupy prominent roles in reputed organisations, both, in India and abroad, and many are running successful business ventures. The Society strongly believes in infusing ethical and moral values in its students.

**Learn Today.
Stay Relevant Tomorrow.**

SD College students get placement at ₹7 lakh per annum
CHANDIGARH: Hike Education, an EdTech company selected eight students of PML SD Business School, Sector-32, for the profile of Business Development Manager at a CTC of ₹7 lakh per annum. In an event organised on Friday, Chandigarh mayor Anup Gupta along with Business School director Ajay Sharma released the placement brochure.

HTC

डिजाइन थिंकिंग पर एक्सपर्ट सेशन आयोजित



बडौदा। सेक्टर-32 स्थित पीएमएल एसडी बिजनेस स्कूल के सेमिनार हॉल में पीजीडीएम स्टूडेंट्स के लिए "डिजाइन थिंकिंग एंड इनोवेशन" विषय पर एक्सपर्ट सेशन का आयोजन किया गया। डिजाइन थिंकिंग के इंटरनेशनल एक्सपर्ट व प्रिंसिपल

60 STUDENTS AWARDED DEGREES AT SD COLLEGE CONVOCATION
Chandigarh: Over 60 students were awarded degrees at the convocation on Friday. GGDSD College Society president Vaishali Sharma bestowed the degrees to the 2020-22 and 2021-23 batch of the PML SD Business School. Congratulating the students at a function, Sharma said that PML had signed the students at a function, Sharma said that PML had signed MoU's with leading institutions like Chandigarh Management Association, ICT Academy, CII, PHD Chamber of Commerce, IIM Calcutta Innovation Park and others to ensure its students got the best industry exposure possible.

(टिप्स, यूएसए) विनीत राज कपूर ने व्याख्यान दिया और छात्रों ने इंडस्ट्री से वास्तविक जीवन के उदाहरणों का हवाला देते हुए डिजाइन थिंकिंग लाइव प्रॉब्लम को सरल शब्दों में श्या कि कैसे वे एम्बेयड्डिंग, डिफाइन, प्रोटोटाइप से लेकर बन करके अपने अक्साइनमेंट की तैयारी, निर्णय लेने और अपनी नियमित गतिविधियों में डिजाइन थिंकिंग को शामिल करने के लिए। अजय शर्मा ने परिणाम-आधारित लर्निंग कुरिकुलम में डिजाइन थिंकिंग आवश्यकता पर जोर दिया।



GGDSD College Society Chandigarh

With a legacy of four and a half decades of phenomenal success in the field of education, the GGDSD College Society has now started a unique Business School.

As the world is moving towards becoming a 'global village', the most emerging challenges will require a global approach. Competent leaders are required to manage and address global issues. Keeping in view the changing educational scenario and driven by the core values of commitment, trustworthiness, innovation and concern for society and environment, GGDSD Society has launched an independent institute offering relevant management education.

Located in the heart of Chandigarh, an educational hub, our institution will shape the future by working in close proximity with industries, institutions and communities.

A valuable team comprising of highly acclaimed academicians, experienced technocrats from the corporate world, eminent entrepreneurs and former members of Judiciary, Legislature and Bureaucracy have joined hands to lead the project. All for the labour of love!

The Institution envisioned by the Society is a centre of excellence for Management Education and is entirely different from the run-of-the-mill management institutes.

DECADE I (1973-1982): Journey with a Mission

- Inspired by the teachings of Mahamanna Madan Mohan Malviya ji and Goswami Ganesh Dutta ji Maharaj, Pt. Mohan Lal ji started Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh in a small bungalow in Sector 8 with undergraduate course in Humanities. Later, the college shifted to the present building with state-of-the-art infrastructure and initiated undergraduate courses in Commerce and Science.

DECADE II (1983-1992): Many Leaps Forward

- GGDSD College, Chandigarh introduced B.Com. (Honours).
- Pt. Mohan Lal S.D. Public School, Chandigarh was established.

DECADE III (1993-2002): No Looking Back

- GGDSD College, Chandigarh became a post graduate college offering M.Com and graduate and post graduate courses in Information Technology.
- The Society started Pt. Mohan Lal College for Women in Gurdaspur and Pt Mohan Lal College for Girls in Fatehgarh Churian.
- The Society started Smt. Kaushalya Devi Charitable Institute for Women to train women from socially backward and economically weaker sections of society in beauty culture, stitching, embroidery and computer literacy.

DECADE IV (2003-2012): Innovation and Excellence

- GGDSD College, Chandigarh became the first among Panjab University Colleges to offer PG Courses-Masters in Business Economics and Post-Graduate Diploma in Animation and Graphics.
- The Department of Commerce and the Department of Biosciences of GGDSD College, Chandigarh were declared as 'Star Departments' by UGC.
- Society set up Pandit Mohan Lal SD College for girls at Fategarh Churian, Gurdaspur.
- GGDSD College, Chandigarh adopted B.R. Ambedkar School in Naya Gaon, Punjab.

- GGDSD College, Chandigarh formed a voluntary organization 'SPIRIT INDIA' to raise the patriotic and spiritual quotient of the students.
- MoUs were signed with University of the Fraser Valley, Canada and Normandy Business School, France.
- NAAC, the highest accreditation authority, accredited Grade 'A' to GGDSD College, Chandigarh.
- Quality Assurance and Assessment led to NAAC accreditation of Pt. Mohan Lal SD College for Women, Gurdaspur.

DECADE V (2013 onwards):

GGDSD College - Creating a Distinct Identity

- Accredited with 'A+' Grade by NAAC during the session 2016-17
- Ranked 99th in All India Ranking 2019 by NIRF (National Institutional Ranking Framework), MHRD, Govt. of India
- Bestowed with the status of 'A College with Potential for Excellence' by the UGC

Milestones of GGDSD College Society

- Selected under 'FIST Programme' scheme by DST, Government of India
- Sanctioned 'Deen Dayal Upadhyay' Knowledge Acquisition and Upgradation of Skilled Human Abilities and Livelihood ' (KAUSHAL) Kendra' status by UGC to run B.Voc. courses.
- Conferred Research Centre Status by PU in the subjects of Commerce, Physics, Biotechnology and Chemistry
- MoU with Tata Consultancy Services (TCS iON) for Automation Solutions and Developing Enterprise Resource Planning (ERP)
- MoU with National Stock Exchange (NSE) to run a new NSE Certified Capital Market Professional Course
- Industrial tie-ups with Punjab Dairy Development Board, Central Poultry Development Organization, Big Bazar, ITC Retail, TCS and HPMC
- Granted INFLIBNET connection by the UGC
- Set up GGDSD College at Kheri Gurna, Banur, District Patiala.
- Also set up PML SD Business School, Chandigarh.
- The college has a 200 KW Solar Power Plant which will save 292 tons of CO2 emissions. The Mono Perc Solar Panel with 372 panels, each with a power of 540 Wp has the capacity to provide 900 units of electricity per day.
- The Library Resource Centre-cum-IT Block is enabled with the state-of-the-art RFID (Radio Frequency Identification), integrated with ERP software named TCSION and KSMart RFID System from LIBSYS.
- The college has ranked among top 150 institutions in the year 2021, 2022 and 2023 in NIRF (The National Institutional Ranking Framework) by MHRD, Government of India.

Our Inspiration and Guiding Spirits

GGDSD College Society is carrying forward the mission of '**Karmayogi**' **Tyagmurti Goswami Ganesh Dutta Ji Maharaj**, the Dharam Putra of Mahatma Gandhi and the Dharam Guru of Dr. Rajendra Prasad, a great fund raiser, social worker, the doyen and General Secretary of Sanatan Dharam Pratinidhi Sabha (Punjab) Lahore.

Fascinated by the ascetic traditions of saints, the 'Sant Parampara' and by the 'advait' philosophy of Swami Ram Tirath, Goswami Ji became a disciple of Mahamana Madan Mohan Malaviya, the founder of the Sanatan Dharam Sabha. As the General Secretary of the Sabha, he dedicated his life to various aspects of social work, especially the upliftment of women and the protection of Harijans. He promoted Hindi and Sanskrit through schools and colleges. He also started a number of educational and other institutions like the Sanatana Dharam Sabha, Sanatan Dharam schools and colleges, Sanatana Dharam Mahavir Dals, Shakti Dals, Cattle Shelters, Dharamshalas, Dispensaries, Orphanages and Ashrams all over North and North-West India. He supported Mahatma Gandhi's campaign against untouchability and encouraged harmony amongst various communities. He published a number of newspapers like the 'Vishwa Bandhu' and 'Amar Bharat'. His relentless efforts resulted in the establishment of over 1000 educational and over 600 religious institutions.

Late Dr. Pandit Mohan Lal Ji, former Home, Finance and Education Minister of Punjab was the founder President of the GGDSD College Society/Managing Committee, Chandigarh. Inspired by Mahamana Madan Mohan Malaviya Ji and at the behest of Goswami Ganesh Dutta Ji Maharaj, Pandit Ji shouldered the responsibility of setting up educational institutions in Chandigarh and Punjab. Inspired by the spirit of service and sacrifice, GGDSD College, Sector 32-C, Chandigarh was established on 3rd July, 1973 in the revered memory of Goswami Ganesh Dutta Ji, who envisioned Chandigarh as a focal point of culture and saw it as a potential hub for Sanatanist activities. His dream materialised under the dynamic leadership of Late Pandit Mohan Lal Ji and other prominent educationists, lawyers and public men. With the efforts and collaboration of such profound workers, a first rate college was established, firmly grounded on the bricks of principles and values in its motto 'Firm in Faith and Broad in Mind'. The teething troubles of the institution were overcome by the 'Karmayogi' Pt. Mohan Lal Ji, who with his pragmatism, vision, administrative acumen and exceptional enthusiasm led the institution from the front.

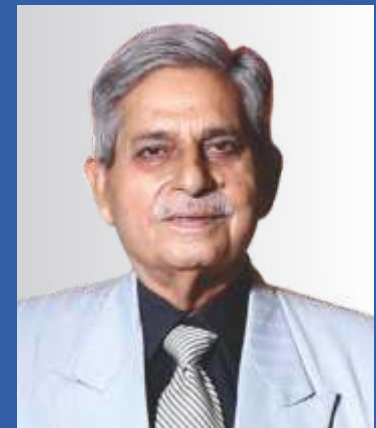
Late Shri Upkar Krishan Sharma Ji took over as President of the GGDSD College Society in 1999. He brought with him a new sense of energy and futuristic thinking that helped this institution keep up with contemporary trends and challenges. In his decades of service to this institution, Pradhan ji, as he was fondly called, ensured that this institution was committed to scaling new heights. As he left for his heavenly abode on July 14, 2022, his legacy of excellence continues to act as a guiding beacon in aeternum, leading the institution to a path of further success and glory.



Goswami Ganesh Dutta Ji Maharaj



Late Dr. Pt. Mohan Lal Ji



Late Sh. Upkar Krishan Sharma Ji

Board of Governors

The structure of Board of Governors represents a mix of academia and industry.

Ms. Vaishali Sharma

President, GGDSD College Society, Chandigarh
Head of Marketing, Sony Entertainment Television (SET),
Sony SAB, and Sony MAX Hindi Movie Cluster

Dr. Siddharth Sharma

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

Dr. Anirudh Joshi

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

Sh. Jatinder Bhatia

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

Dr. S.C. Vaidya

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

Dr. P.K. Bajaj

General Secretary, GGDSD College Society, Chandigarh
Former Dean and HoD, Department of Political Science,
GGDSD College, Chandigarh

Dr. S.K. Sharma

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

Mr. Sofi Zahoor

CEO, HumanCap India

Dr. Rajat Agrawal

Professor, Department of Management Studies,
IIT Roorkee

Dr. Ajay Sharma

Officiating Director, PML SD Business School, Chandigarh
Principal, GGDSD College, Chandigarh



Embracing Progress: A Presidential Statement



PML SD Business School is a big step forward in creating a fresh momentum in academics for the students of Tri-city and neighboring areas. Launched in the middle of the pandemic in August 2020, PML SD Business school was the brainchild of the Late President Shri Upkar Krishan Sharma, who believed in creating an institution that would lay a strong foundation in making students ready to face a digitally influenced corporate and business world.

Although very nascent and at the cusp of creating a great wave of transformation in the areas of business studies, PML SD business school is directed by the vision of the late President to create an environment where we nurture leaders who will make a difference to their people, organizations and to the world at large with innovative ideas, humanistic values and unlocking solutions to challenges in tomorrow's complex world.

We are determined to create an environment where theoretical knowledge is complemented with practical prowess guided by industry expertise. We also believe in creating an entrepreneurial mindset where we challenge conventional thinking and encourage our students to embrace diversity and develop collaborative skills.

Going forward, digital transformation will be a big imperative for corporate organizations, businesses and even in the SME sector. We are preparing our students to understand the impact of digitisation across different functions by integrating new tools on decision making and mental models into our curriculum. With a focus on developing advanced analytical and technological skills at every step, we hope to prepare our students to excel in whichever field they choose.

Our intellectual rigor, modern hi-tech facilities and infrastructure, our workshops, research projects, social engineering, industry expertise, seminars, symposia, and case studies are all designed especially to prepare students to future ready their career.

We believe in the extraordinary potential that exists in every student and through our academic endeavors we aim to help each student not only explore the innate possibilities of their life but push the boundaries of what they can achieve. Inculcating values of honesty, integrity and an attitude that believes in creating value for self and others, we are very clear that we are raising tomorrow's leaders who will be guided by a desire to make a positive and humanistic difference.

So come be a part of this community that inspires the world to go beyond all limitations and become a positive change for all without any discrimination.

Ms. Vaishali Sharma

President, GGDSD College Society, Chandigarh
Head of Marketing, Sony Entertainment Television (SET),
Sony SAB, and Sony MAX Hindi Movie Cluster

Director's Desk: Charting Our Course



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.

Dr. Ajay Sharma

Officiating Director
PML SD Business School
Chandigarh

Mentor Insights

With a legacy of five decades of phenomenal success, the GGDSD College Society has launched a unique Business School in Chandigarh. The school is an unparalleled opportunity to take the next step in your career and transform into capable leaders who can drive business success. We have created a unique type of physical and intellectual infrastructure after soliciting inputs from the industry as well as potential students. We know that in times to come, altogether 'New Businesses' and 'New ways of doing business' will emerge and will create opportunities as well as throw challenges to management education suppliers. We have also recognised the increasing relevance of ICT and we understand that, 'Web is the Way Forward' for our students and faculty in order to create and share content with rest of the world.

I am sure joining the school will be a rewarding experience. My best wishes to all aspirants.

Dr. S.C. Vaidya

General Secretary, GGDSD College Society, Chandigarh
Former Chairman, UBS and Dean, University Instructions, Panjab University, Chandigarh



All business schools are not created equal. In order to provide true value proposition to students, a school must be the best model in culture, curriculum, pedagogy, and caring environment. The Management of GGDSD College Society formed a core group to thoroughly evaluate the concept. The group has brain stormed for more than a year to decide the format of the school. Issues like changing job profiles due to the fast changing business environment, technological advancements, increasing trend towards digitization of education were brought into sharp focus. It has been well understood that the school will have to create a synthesis of Industry 4.0 and Education 4.0 so as to cater to the needs of globalised, networked and automated business world. The outcome of the exercise has resulted into the formation of PML SDBS. I am sure students will find our school best destination for building happy and rewarding careers.

My best wishes to all aspirants.

Dr. S.K. Sharma

General Secretary, GGDSD College Society, Chandigarh
Former Dean University Instructions, Visiting Professor University of Florida, USA, Fulbright Scholar,
Chairman Chemical Engineering Department & Founder Director, Energy Research Centre, Panjab University, Chandigarh.
Member Governing Body PML SDBS



Careers and Placements

The business school believes in nurturing talent, empowering aspirations, and shaping future leaders. The business school's commitment to academic excellence is complemented by a robust and dynamic placement programme that propels its graduates into promising careers across diverse industries.

The institute has strong ties with leading corporations, both domestic and international which open the doors to a plethora of opportunities. Personality development workshops, career counselling sessions, building a strong foundation through pre placement talks and workshops are key activities of the institute.



Deepanshu Gupta
PGDM (2022-24)



CTC: 12 LPA



Sahil Bansal
PGDM (2021-23)



CTC: 22 LPA
International Placement



Amitpal Kaur
PGDM (2021-23)



CTC: 9 LPA



Mehak Mohindroo
PGDM (2021-23)



CTC: 7.5 LPA



Mandeep Kaur
PGDM (2022-24)



CTC: 12 LPA



Vishesh Saini
PGDM (2022-24)



CTC: 7.2 LPA

Our Prominent Recruiters and Talent Scouts



Perspectives from Industry Pioneers

“

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



Director

Dr. Ajay Sharma, Officiating Director PML SD Business School, is serving as Principal, Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh. The college is accredited with 'A+' Grade by NAAC and is bestowed with the status of 'A College with Potential for Excellence' by UGC. The college has been ranked among Top 150 Institutions for years 2021, 2022 and 2023 in NIRF (The National Institutional Ranking Framework) by MHRD, Government of India. Prior to present assignment, he has served as Principal, Sri Aurobindo College of Commerce and Management, Ludhiana. Prior to administrative roles, he served as Associate Professor at the P.G. Department of Commerce and Management, Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh. He acquired valuable experience in the area of international education system in the capacities of Coordinator, International Training Programme which is conducted for students of Republic of Djibouti (2006-07), Coordinator, International Applied BBA Programme, University of the Fraser Valley, Canada (2005-13), and Coordinator, Student Exchange Programme, Normandy Business School, France (2006-08).



Faculty



Dr. Susheel Chhabra, Professor

A teacher, trainer and researcher, Ph.D. (Commerce), MBA (HR), MCA, 28 years experience is engaged in inculcating leadership qualities in the young generation. 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, Assistant Professor

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, Assistant Professor

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.



Dr. Agrim Verma Sovat, Assistant Professor

Dr. Agrim Verma Sovat is PhD (Panjab University), MBA (UBS, Panjab University), MCom (USOL, Panjab University), NET possessing over 9 years of consistent, proven record of effective Teaching and Management Research. Being academically dedicated and committed, she makes an effort to go beyond classroom teaching to ensure practical learning for the students.



Ms. Sukhpreet Kaur, Assistant Professor

An MCom gold medalist from Panjab University, Chandigarh, Ms. Sukhpreet Kaur has many firsts to her credit including two patent publications. She is conversant with modern teaching research tools like SPSS, PROWESS IQ, Ms Excel & Ms Office. She has a rich teaching experience of eight years including that in GGDSD College, University of Fraser Valley and many leading B schools in the area of Accounting & Finance. She is pursuing her PhD in the area of Artificial Intelligence.



Dr. Gurjeet Kaur,

Assistant Professor cum Training & Placement Officer

Dr. Gurjeet Kaur is a Ph.D. (Management), MBA (Marketing), B.Tech (Information Technology) and with the blend of expertise from both corporates and education industry she has a work experience of more than 10 years. She has gained experience in MNCs like HCL Infosystems, Honeywell International as a marketing professional.

Visiting Faculty



Dr. Ashima Dhir
Head of Department (Retd),
Department of English
GGDSD College, Chandigarh



Dr. J.S. Saini
Professor,
NITTTR, Chandigarh



Dr. Anand Sharma
Associate Professor,
NIPER, Mohali



Dr. Amit Mohindroo
Assistant Professor
GGDSD College,
Chandigarh



Dr. Meenu Gupta
Assistant Professor
GGDSD College,
Chandigarh



Dr. Mani Parti
Assistant Professor
GGDSD College,
Chandigarh



Dr. Kapil Dev
Assistant Professor
GGDSD College,
Chandigarh



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



Dr. Sheetal Sharma
Assistant Professor
GGDSD College,
Chandigarh



Ms. Shruti
Assistant Professor
GGDSD College,
Chandigarh



Mr. Robin Tyagi
Trainer
IBM



Ms. Saloni Gulati
Trainer
IBM

TWO YEAR FULL TIME

POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

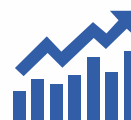
B-School offers credit based two year management programme approved by AICTE. This programme has a curriculum in line with industry requirement and options for students to pursue various specializations. We ensure that students attend:

The PGDM Programme is unique with case-based learning, state of the art infrastructure, emphasis on acquiring practical skills, establishing strong industry interface culminating in getting excellent final placements for all its PGDM graduates.

Guiding Principles for PGDM Programme :

- Enhancing managerial prowess
- Gaining knowledge about relevant business 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 into new business practices

SPECIALISATIONS OFFERED



Finance



Marketing



Human Resource



Entrepreneurship and
General Management

INNOVATIVE MODULES-IBM



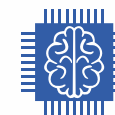
Business
Analytics



Design
Thinking



Block
Chain



Machine
Learning



Internet of
Things (IoT)

Academic Networking And Collaborations

Building academic networks and collaborations at business school enhances learning experience and future opportunities. At PML SD Business School, students get to attend seminars, engage in class discussions, and participate in networking events which aid in building strong academic relationships. In this endeavour, PML SD Business School has been awarded accolades and has received industry and academic collaborations from leading national and international institutions and professional bodies.



Accolades:

- Awarded '**Outstanding Academic Institution**' at World Education Congress Awards.
- Certified by All India Council for Technical Education (AICTE) appreciating the efforts for successfully setting up the Institute on **AICTE's 360 Degree Feedback Portal**.
- Awarded for active participation in the 10 hours session of the programme '**Kona Kona Shiksha**' conducted by National Institute of Securities Markets (NISM) under the aegis of CSR programme of Kotak Securities Limited.



Academic Collaborations:



NSE Smart
IBM
EBSCO e-Book Academic Collection

Industry Collaborations:



Innovation Mission Punjab
IIM Calcutta Innovation Park
ICT Academy
CII
FICCI
PhD Chamber of Commerce
Chandigarh Management Association (CMA)

Networking with International Academic Institutions:



University of Fraser Valley (UFV)
Monash University, Australia

Pedagogy

- Case based Learning
- Strong Industry Interface
- Group Projects
- Interactive Lectures
- Experiential Learning
- Technology Integration
- Global Perspective
- Ethics and Social Responsibility
- Continuous Assessment
- Soft Skill Development
- Research and Innovation
- Networking Opportunities



Curriculum

SEMESTER-I

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

SEMESTER-II

- 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 (IBM)
- Workshop on Multivariate Statistical Techniques

SEMESTER-III

- Strategic Management
- Summer Training Report and Viva-Voce
- Business Ethics, Corporate Governance and CSR
- Workshop on Professional Development
- Group A:
Entrepreneurship and General Management
- Group B:
Finance
- Group C:
Marketing
- Group D:
Human Resource

SEMESTER-IV

- Workshop on Consultancy and Advisory Services
- Research Project
- Group A:
Entrepreneurship and General Management
- Group B:
Finance
- Group C:
Marketing
- Group D:
Human Resource

Semester-III (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 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 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 D HUMAN RESOURCE

- 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



Semester-IV (Electives)

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

- Latest Trends in HR
- Emotional Intelligence and Managerial Effectiveness
- Interpersonal Effectiveness and Team Building
- Talent and Competency Management

Admission Procedure

PML SD Business School grants admission to its two year full time Post Graduate Diploma in Management (PGDM) through a selection process comprising scores of Management Aptitude Tests including CAT/CMAT/GMAT/XAT/MAT/ATMA along with performance score in Group Discussion (GD) and Personal Interview (PI).

Eligibility

The candidate must hold a Bachelor's degree with at least 50% marks or equivalent CGPA from any of the Universities incorporated by an Act of the Central or State Legislature in India or other educational institutions established by an Act of Parliament or declared to be deemed as a University under Section 3 of UGC Act, 1956 or possess an equivalent qualification recognized by the Ministry of HRD, Government of India. The Bachelor's degree or equivalent qualification obtained by the candidate must entail a minimum of three years of education after completing higher secondary schooling (10+2) or equivalent.

Candidates appearing for the final year or Semester of Bachelor's degree/equivalent examination can also apply. Such candidates must produce a certificate from the Principal/Head of Department/ Registrar/

Director of the University/ Institution certifying that the candidate has obtained 50% marks or equivalent based on latest available grades/marks.

Steps for admission at a glance

Admission Test

Step 1: All candidates seeking admission to PML SD Business School should have appeared for or are appearing for CAT/CMAT/GMAT/XAT/MAT/ATMA

Registration

Step 2: Besides CAT/CMAT/GMAT/XAT/MAT/ATMA Score, candidates are required to register at PML SD Business School, Chandigarh through a separate application form which is available along with the Admission Brochure from the Admission Coordinator, PML SD Business School, Chandigarh.

Group Discussion (GD) and Personal Interview (PI)

Step 3: Candidates short-listed on the basis of CAT/CMAT/GMAT/XAT/MAT/ATMA score will be called for Group Discussion (GD), Extempore and Personal Interview (PI) for final selection.

Final Selection

PML SD Business School follows AICTE guidelines to evaluate candidates as per the criteria given below.

Evaluation Criteria	Weightage (%)
Aptitude Test	35
GD/PI	45
Past Academic Performance	20
	100

Result of the selected candidates shall be sent by email to the candidate displayed on the Institute's notice board and also uploaded on the Institute's website www.pmlsdb.ac.in



(Admission Process is subject to guidelines, rules and regulations as shared and updated by AICTE)

The admission schedule is available on www.pmlsdb.ac.in

Fee

* Fee is Rs. 2.50 Lakh for the first year payable in two instalments as under :

1st Instalment at the time of Admission

2nd Instalment within 15 days from the beginning of second semester.

* Second year fee of Rs. 2.50 Lakh is payable in two instalments as follows :

1st Instalment within 15 days from the beginning of third semester.

2nd Instalment within 15 days from the beginning of fourth semester.

**All Inclusive*

Admission Process

Candidates can apply online for admission and upload their documents. The Admission Brochure and Application Form can also be downloaded from our website www.pmlsdb.ac.in. The candidates must fill the e-form as explained below:

1. Click the 'Apply Now' available in the Admission Section of our website.
2. Fill and upload personal and academic information.
3. Scan and upload the required documents.
4. Applicant will receive SMS / email regarding the date, time and venue of the counseling (GD + PI). The candidate must show original certificates personally to the admission committee at the time of counseling day. Original documents will be verified at this stage.
5. The result will be uploaded on www.pmlsdb.ac.in.
6. Fee challan will be emailed by the admission committee and is to be deposited in the bank. After depositing the fee in the bank, receipt of the fee is to be submitted back in the PML SD Business School office for finalizing the process of admission.

Refund Policy

In the event of a student withdrawing admission before the start of the course, the entire fee collected from the student, after a deduction of the processing fee of not more than Rs. 1000/- (Rupees One Thousand only) shall be refunded.

In case a student leaves after joining the course and if the vacated seat is consequently filled by another student by the last date of admission, the fee collected after a deduction of the processing fee of not more than Rs. 1000/- (Rupees One Thousand only) and proportionate deductions of monthly fees and hostel rent, where applicable, shall be refunded. The last date for withdrawal of PGDM admission for the purpose of refund of fees shall be as per AICTE norms. In case the vacated seat is not filled, the Security Deposit would be refunded.

Scholarship Schemes

PML SD Business School offers an unparalleled scholarships framework.

A one time academic scholarship of Rs. 1,00,000 is offered to alumni of colleges setup under the aegis of GGDSD College Society, Chandigarh.

A one time academic scholarship is offered to candidates on the basis of academic performance at the level of graduation as follows:

Sr. No.	Graduation Score (%)	Scholarship Amount
1	More than or equal to 75	Rs. 50,000
2	Between 65 and 75	Rs. 35,000
3	Between 60 and 65	Rs. 25,000

The Institute also provides interest subvention or interest subsidy to the extent of 2.5% p.a. on the Education Loan availed by the student, for the period of study i.e. 2 years.



PGDM (2020-22)



PGDM (2021-23)



PGDM (2022-24)



PGDM (2023-25)

Student Testimonials



SARTHAK MALHOTRA

PGDM (2020-22)

Placed at: HDFC Bank

Enrolling in PML SD Business School has been a transformative experience. The dynamic curriculum, coupled with exceptional faculty, provided me with a solid foundation in business strategy and leadership. The collaborative learning environment not only expanded my knowledge but also allowed me to build a strong professional network. Today, as an alumnus, I can confidently say that the business school has played a pivotal role in shaping my successful career in the corporate world.



SAHIL BANSAL

PGDM (2021-23)

International Placement at: Abu Issa Holding, Qatar

Choosing PML SD Business School for PGDM was one of the best decisions of my career. The program seamlessly blended theoretical knowledge with real-world applications, enabling me to tackle complex business challenges with confidence. The faculty's industry expertise and the diverse cohort of professionals enriched my learning experience, and the school's emphasis on leadership development equipped me with the skills needed to excel in today's competitive business landscape.

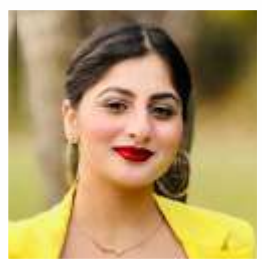


DEEPANSHU GUPTA

PGDM (2022-24)

Placed at: Trident Group Pvt. Ltd.

PML SD Business School's finance programme not only equipped me with a strong foundation in financial theory but also provided hands-on experience through real-world projects and internships. The school's strong ties with industry leaders and alumni network opened doors for me in the finance sector.



SIMRANJEET KAUR

PGDM (2023-25)

Alumnus, GGDSD College, Chandigarh

PML SD Business School has provided me a platform for learning about and experiencing the corporate culture in the class room itself. We become accustomed to what is waiting for us on the next rung because of favourable rules and regulations which have helped us to experience corporate sector like environment. I feel very proud and grateful to be part of the business School.



PRATHAM JALAN

PGDM (2023-25)

Campus Ambassador, Innovation Mission Punjab

PML SD Business School's PGDM programme encourages me to turn my business idea into a reality. The hands-on approach to learning, mentorship from successful entrepreneurs, and access to resources play a crucial role in supporting my idea. The school not only equips me with the knowledge but also fosters an entrepreneurial mindset that continues to drive my success in the business world.

Come join us and become a part of this unique journey

Connecting Classrooms With The Business World

Year 2023: At A Glance

Sr.No.	Name of the Speaker	Organisation and Designation	Theme/Occasion	Date
1	Ms. Ekta Chandhok	Co-founder, Young Urban Project	National Youth Day Celebrations	12 January
2	Mr. Ravi Grover	Co-founder/Founder, Ayu Bliss (Nutraceuticals), Ayu Pay (Fintech), Bigberry Marketing Hub (Marketing) and Truvisory Waves Limited (Consultancy & Advisory)	National Youth Day Celebration	12 January
3	Mr. Ranjeev Dahuja	Founder, Berkeley Group	National Startup Day Celebrations	16 January
4	Mr. Mahender Khurana	Founder, Sunder Group	National Startup Day Celebrations	16 January
5	Prof. (Dr.) Amrik S. Sohal	Monash Business School, Australia	Quality of Higher Education and Circular Economy	17 February
6	Prof. Glen Croy	Monash Business School, Australia	Quality of Higher Education and Circular Economy	17 February
7	Dr. Ravinder Singh	Civil Servant and Manager of the Central Digital and Data Office (CDDO) of the Cabinet Office in London	Design Thinking, Critical Thinking and Innovation Design	20 February
8	Mr. Giacomo Mengucci	University of Fraser Valley, British Columbia, Canada	Scenario based Strategic Planning	22 February
9	Ms. Kate Nickelchok	University of Fraser Valley, British Columbia, Canada	Systems Thinking and Leadership	27 February
10	Mr. Giacomo Mengucci	University of Fraser Valley, British Columbia, Canada	Interpersonal Conflict Handling Styles	10 March
11	Mr. Samit Ray	Regional Director, South Asia Government Affairs, Raytheon Technologies Corporation	Business Seminar: Industry and Academic Collaboration for a Customer Friendly Market	16 March
12	Mr. Manish Sharma	Chair TYE (TiE Young Entrepreneurs) and Founder & MD, Prowon Ventures Pvt. Ltd.	Entrepreneurship Programme with Rotary Panchkula Greens	25 March
13	Mr. Harit Mohan	Vice President, TiE Chandigarh and Founder & CEO, Signicent Information Solutions LLP	Entrepreneurship Programme with Rotary Panchkula Greens	25 March
14	Mr. Sahil Makkar	MD, Punjab Angels Network	Entrepreneurship Programme with Rotary Panchkula Greens	25 March
15	Ms. Kanika Rajdev	Chairperson, TiE Women Chandigarh Chapter and Founder, Mindcog	Entrepreneurship Programme with Rotary Panchkula Greens	25 March
16	Mr. Samarth Sharma	Consultant, Mahatma Gandhi National Council of Rural Education (MGNCRE), Ministry of Education, Government of India	Sustainable Practices & MISSION LIFE	5 June

Connecting Classrooms With The Business World

Year 2023: At A Glance *(Continued)*

Sr.No.	Name of the Speaker	Organisation and Designation	Theme/Occasion	Date
17	Mr. Satish Kumar	National Co-Organiser, Swadeshi Jagran Manch	National Seminar: 'New Punjab for a New Bharat: Issues and the Way Forward'	29 June
18	Lt. Gen. KJ Singh	PVSM, AVSM	National Seminar: 'New Punjab for a New Bharat: Issues and the Way Forward'	29 June
19	Dr. Sanjeet Singh	Pro Vice Chancellor, Chandigarh University	National Seminar: 'New Punjab for a New Bharat: Issues and the Way Forward'	29 June
20	Dr. Priyatosh Sharma	Chairman, Department of History, Panjab University, Chandigarh	National Seminar: 'New Punjab for a New Bharat: Issues and the Way Forward'	29 June
21	Dr. Kuldip Singh	Chairman, Department of Punjabi, Kurukshetra University	National Seminar: 'New Punjab for a New Bharat: Issues and the Way Forward'	29 June
22	Ms. Livpreet Kaur	Deputy Director Research, Department of Social Justice, Empowerment and Minorities, Government of Punjab	National Seminar: 'New Punjab for a New Bharat: Issues and the Way Forward'	29 June
23	Dr. Daisy Kaur	Associate Professor, Teaching & Learning Centre, Chandigarh University	Curriculum Design	4-5 July
24	Dr. Mike Ivanof	Founder, GlobalBox.World and Associate Professor, University of Fraser Valley, British Columbia, Canada	Orientation-cum-Induction Programme	9-10 August
25	Mr. DPS Kharbanda	IAS, Director, Technical Education and Industrial Training, Punjab	Orientation-cum-Induction Programme	9-10 August
26	Mr. Vivek Atray	Author, Motivational Speaker, former civil servant	Orientation-cum-Induction Programme	9-10 August
27	Mr. Sofi Zahoor	CEO, HumanCap India	Orientation-cum-Induction Programme	9-10 August

Connecting Classrooms With The Business World

Year 2023: At A Glance *(Continued)*

Sr.No.	Name of the Speaker	Organisation and Designation	Theme/Occasion	Date
28	Dr. JK Sharma	Director, IEDC, Desh Bhagat University and Director, Gagan Jagdeep Pvt. Ltd.	Accelerators/Incubation – Opportunities for Students and Faculties – Early Stage Entrepreneurs	19 August
29	Mr. Vineet Khurana	CEO, SACC India	Angel Investment/VC Funding Opportunity for Early Stage Entrepreneurs	19 August
30	Mr. Somveer Anand	CEO & Mission Director, Innovation Mission Punjab	Startup Ecosystem Enablers	28 August
31	Ms. Shagun Madaan	Associate (Accelerator), Innovation Mission Punjab	Business Model Canvas	28 August
32	Mr. Krishna Mohan	IAS (Retired)	Interpersonal Relationships: Social Styles	23 September
33	Dr. Kuldeep Singh	Consultant Psychologist	Cyber Resilience: Navigating Stress and Trauma in the Digital Age	13 October
34	Ms. Tabassum Nazir	General Manager/Division Head (Kashmir & Ladakh), Jammu and Kashmir Bank	Empowering All: Advancing Financial Inclusion for a Better Future	14 October
35	Mr. Vineet Raj Kapoor	International Speaker; Principal CDX/UIUX (Circulants USA); Founder, SXILL	Design Thinking and Innovation	1 November
36	Dr. Prem Ojha	Group CEO, Fastway Transmissions Pvt. Ltd.	Keynote Address, HR Conference 2023	24 November
37	Ms. Komal Bansal	Executive HR, CS Soft Solutions Pvt. Ltd.	HR Conference 2023	24 November
38	Mr. Rhishabh Jadhav	Senior Manager – Regional HR, Aditya Birla Capital	HR Conference 2023	24 November
39	Ms. Guneet Sethi	Director HRD & CSR, Gilard Electronics Pvt. Ltd.	Role of HR Professionals in Developing Next Generation Leaders	24 November
40	Dr. Sanjiv Gupta	Corporate Trainer, Ex CGM, SML Isuzu Ltd.	HR Conference 2023	24 November
41	Ms. Deepika Sharma	Manager, HR, Tynor Orthotics Pvt. Ltd.	HR Conference 2023	24 November
42	Ms. Devika Sen	Senior Executive, HR Tynor Orthotics Pvt. Ltd.	HR Conference 2023	24 November
43	Mr. Vivek Chhabra	Vice President, Star Union Dai-ichi Life Insurance Co. Ltd.	HR Conference 2023	24 November

Year 2023: At a Glance



Launch of student club, 'Cubicle Crew'
28 April 2023



Pre Placement Talk by Abu Issa Holding, Qatar
20 April 2023



IBM Workshop on Business Research Methods
3 November 2023



Corporate Visit to Reliance Digital Retail
19 September 2023



HR Conference 2023: Developing Next Generation Leaders
24 November 2023



Connecting Classrooms With The Business World

Year 2022: At A Glance

Sr.No.	Name of the Speaker	Organisation and Designation	Theme/Occasion	Date
1	Dr. SK Sharma	Founder Director, Energy Research Centre, Panjab University, Chandigarh	Commemoration of National Management Day	21 February
2	Mr. Deepak Jindal	President, CMA	Commemoration of National Management Day	21 February
3	Mr. Rajan Arora	Founder EFA, EDC	Idea Generation Session	14 April
4	Mr. Rahul Narvekar	Founder & CEO, India Network	Entrepreneurship Challenges	25 April
5	Mr. Vivek Sahni	AP Service Integration & Global Change Lead, Dupont	Corporate Gurumantras for Budding Professionals of 21st Century	4 May
6	Mr. Manishit Chadha	BCG	Consulting Careers and Cracking Interviews	4 June
7	Mr. Gurashish Singh	Bain & Co.	Consulting Careers and Cracking Interviews	4 June
8	Mr. Abhishek Sethi	KPMG	Consulting Careers and Cracking Interviews	4 June
9	Dr. Charan Singh	Non-Executive Chairman, Punjab & Sind Bank and Former RBI Chair Professor, IIM Bangalore	Impact of CoVID-19 on Indian Economy	4 June
10	Mr. Bikram Kalsi	Co-Founder and CEO, JBN Technologies Pvt. Ltd.	Orientation-cum-Induction Programme	9-12 August
11	Mr. Vineet Arora	HDFC Bank	Orientation-cum-Induction Programme	9-12 August
12	Mr. Arjun Nanda	Senior Manager, Government Advisory, EY	Orientation-cum-Induction Programme	9-12 August
13	Dr. JK Sharma	Freelance Speaker and Director, Gagan Jagdeep Private Limited	Accelerators/Incubation–Opportunities for Students and Faculties – Early-Stage Entrepreneurs	29 August
14	Dr. Mike Ivanof	Associate Professor, School of Business, Abbotsford Campus, University of Fraser Valley	Converting Innovation into a Startup	29 August
15	Adv Ekant Agarwal	CEO, Ekant Associates	Investment/VC Funding Opportunity for Early-Stage Entrepreneurs	31 August

Connecting Classrooms With The Business World

Year 2022: At A Glance *(Continued)*

Sr.No.	Name of the Speaker	Organisation and Designation	Theme/Occasion	Date
15	Adv Ekant Agarwal	CEO, Ekant Associates	Investment/VC Funding Opportunity for Early-Stage Entrepreneurs	31 August
16	Mr. Sanjiv Gupta		Team Building	14 October
17	Mr. Suman Sil	Examiner of Patents, and Designs, Group 'A' Gazetted & NIPAM Officer	Intellectual Property Rights Awareness Programme	22 November
18	Dr. Alka Kalra	Celebrity and Professional Psychologist, Life Coach, Motivational Speaker and Managing Director, Eduscan Dubai	Reboot yourself for Emotional Wellbeing	24 November
19	Mr. RK Gupta	Former Executive Director, Bank of Maharashtra	Corporate Finance	26 November
20	Mr. Dinesh Kumar Batra	Former Chairman and Managing Director, Bharat Electronics Limited	Organisational Culture: Next Generation HR Practices	30 November
21	Mr. Vikas Jain	Growth Head, VectoScalar Technologies Private Limited	Technology in HR for Sustainable Organisational Culture	30 November
22	Mr. Venkat Sreedhar	Sr. Vice President, BSES Rajdhani Power Limited, Delhi	Transformation of Organisational Culture: Next Generation HR Practices	30 November
23	Ms. Guneet Sethi	Director HRD & CSR, Gilard Electronics Pvt. Ltd.	Role of Ethics, Values and Justice in Building Sustained Organisational Culture	30 November
24	Dr. Amit Kaushik	General Manager (HR), SML Isuzu Ltd.	HR Professional Role: A Change Agent, Coach and a Role Model	30 November
25	Ms. Shikha Dey Dutta	Deputy Vice President-HR & Training, Utkarsh Small Finance Bank	Empowerment through Organisational Culture	30 November
26	Mr. Raman Angra	Lead Corporate Affairs, Dr. Reddy's Laboratories Ltd.	Learning and Development: Role of Training	30 November
27	Mr. Shivraj Singh Nakai	Associate General Manager & Head – HR, Max Healthcare	Employee Engagement and Organisational Culture	30 November
28	Ms. Harleen Kaur Bedi	Life Skills Expert	Life Skills Training Programme	1-3 December
29	Dr. Shilpa Suri	Chief Mentor and Co-Founder, Planet Psychology, Positive Psychology Practitioner, Consultant Psychologist, Corporate Trainer, Behavioural Skills Expert	Workshop on Soft Skills	19 December

Year 2022: At a Glance



MoU signed with
Chandigarh Management Association (CMA)
21 February 2022



HR Conference 2022: Organisational Culture:
Next Generation HR Practices
30 November 2022



Expert Session on 'Reboot Yourself for Emotional
Wellbeing' by Dr. Alka Kalra
24 November 2022



FDP on
'NEP 2020 and Ethical Paradigms in Pedagogy'
21-27 June 2022



Expert Session on
'Corporate Finance' by Mr. R.K. Gupta
26 November 2022



Life Skills Training Programme
1-3 December 2022

Connecting Classrooms With The Business World

Year 2021: At A Glance

Sr.No.	Name of the Speaker	Organisation and Designation	Theme/Occasion	Date
1	Mr. VK Kathuria	Former Executive Director, Union Bank of India	Job Opportunities in BFSI Sector	9 January
2	Mr. Vivek Atre	Ex-IAS, Renowned Author, Motivational Speaker	Emotional Intelligence	14 January
3	Mr. Raj Malhotra	MD, SMC Pneumatics India Ltd., Noida	Values required from an Industry Professional	22 January
4	Mr. Dinesh Seth	Circle Head, HDFC Bank, Himachal Pradesh	HDFC Bank and Banking as a Career	12 March
5	Mr. Shubhajit Bhattacharya	Sr. Programme Manager, Accenture	Machine Learning	20 March
6	Mr. Malay Chatterjee	Member, Odisha Real Estate Appellate Tribunal, Government of Odisha; Former Chairman & Managing Director, KIOCL Ltd., Hindustan Steel Works Construction Ltd., Former Executive Director, HUDCO Ltd.	Selling Skills Development	26 July
7	Dr. Shubhendra Singh Parihar	Dean of Student Affairs, Jaipuria Institute of Management, Lucknow	Enhancing Sales Effectiveness by synchronising attitudes to achieve sales objectives	26 July
8	Mr. Roshan Joseph	Founding Partner, B-More Consulting LLP	Handling B2B and B2C Sales Interactions: Interpersonal and Negotiation Skills	27 July
9	Mr. Manjiv Singh	Head Operations, Gilard Electronics Pvt. Ltd.	Sales Teams: Market Potential and Performance Management	28 July
10	Mr. Ajay Chhabra	Chief Digital Officer Yashoda Hospital & Research Centre, Ghaziabad	Social Selling Strategies: Selling through fragmented communication channels	29 July
11	Mr. Vikas Dutt	Strategic Marketing Consultant	Business Leader, Ex-AGM, Usha International	30 July
12	Prof. (Dr.) Furqan Qamar	Centre for Management Studies, Jamia Millia Islamia, New Delhi	Orientation-cum-Induction Programme	17 August

Connecting Classrooms With The Business World

Year 2021: At A Glance *(Continued)*

Sr.No.	Name of the Speaker	Organisation and Designation	Theme/Occasion	Date
13	Dr. BS Bhandari	IES (Retd.), Former Whole Time Member, Pension Fund Regulatory Development Authority (PFDR)	National Pension Scheme	20 August
14	Mr. Roshan Louis Joseph	Industry Practitioner/Consultant, B-More Consulting and Former Additional Director, Eveready Industries	How Advertisements Transformed the Company–Eveready Industries India Limited; Experience Sharing–Eveready Industries India Limited	10 September
15	Dr. PJ Singh	Chairman and Managing Director, Tynor Orthotics Pvt. Ltd.	HR Innovation Practices for Next Generation	25 September
16	Mr. Vikas Dua	HR Head, IPG Dextra India Pvt. Ltd., Bangalore	Decoding Employability in These Times	25 September
17	Dr. Rajni Sriraman	Vice President-HR, Esskay Design and Structures Limited, Chennai	HR Innovative Practices in Talent Management	25 September
18	Mr. Rahul Jain	DGM-HR, UFlex Group, Noida	Evolving HR Role: A Change Agent, Coach and a Role Model	25 September
19	Mr. Sumit Taneja	VP Global Rewards Head, Wipro Limited, Bangalore	Digitalisation in HR in Industry 4.0	25 September
20	Mr. SK Dhingra	Internal Ombudsman, State Bank of India	Avenues in the Banking and Financial Services Sector	25 September
21	Dr. M Manickaraj	Associate Dean – Education, National Institute of Bank Management	Banking and NPAs	11 December
22	Dr. Ravinder Singh	Civil Servant and Manager of the Central Digital and Data Office (CDDO) of the Cabinet Office in London	Entrepreneurship and Innovation as Career Opportunities	
23	Mr. Deendayalan S.	Chief Architect, Organisation Capability Centre for Excellence in Organisation Pvt. Ltd., Chennai	HR – Let Business and People Fly High with Out Flexi	25 September

Year 2021: At a Glance



Sh. Upkar Krishan Sharma Ji, Former President



PGDM (2021-23)



HR Conference 2021:
HR Innovation Practices for Next Generation



Dr. S.C. Vaidya addressing students



Sh. Upkar Krishan Sharma paying obeisance to
Dr. Pt. Mohan Lal Ji



Induction-cum-Orientation Programme

Connecting Classrooms With The Business World

Year 2020: At A Glance

Sr.No.	Name of the Speaker	Organisation and Designation	Theme/Occasion	Date
1	Mr. Jagjit Singh Kochar	Managing Director, Fish Biotech Pvt. Ltd.		4 August 2020
2	Dr. RL Raina	Vice Chancellor, JK Lakshmipat University, Jaipur	New Education Policy	8 August 2020
3	Prof. (Dr.) Sanjay Kaushik	Professor and Dean College Development Council, Panjab University, Chandigarh	New Education Policy	8 August 2020
4	Dr. NC Wadhwa	Director General, Manav Rachna Educational Institutes	New Education Policy	8 August 2020
5	Mr. KBS Sidhu	IAS, Special Chief Secretary, Government of Punjab and Director General, State Institute of Public Administration, Punjab	Orientation-cum-Induction Programme	12 October 2020
6	Dr. Jai Prakash Bhukkar	Registrar, Central University, Haryana	Orientation-cum-Induction Programme	12 October 2020
7	Dr. Manohar Lal	Professor, GHG Khalsa College, Ludhiana	Orientation-cum-Induction Programme	12 October 2020
8	Ms. Supreena	HR Manager, TCS	Orientation-cum-Induction Programme	12 October 2020
9	Mr. Dinesh Seth	Sr. Vice President, HDFC Bank, HP Circle	Orientation-cum-Induction Programme	12 October 2020
10	Mr. Alok Gupta	Sr. Vice President, Centrum Wealth Pvt. Ltd.	Orientation-cum-Induction Programme	12 October 2020
11	Mr. Roshan Louis Joseph	Industry Practitioner/Consultant, B-More Consulting and Former Additional Director, Eveready Industries	Market Segmentation	23 October 2020
12	Mr. Vikas Dutt	Marketing Consultant	Distribution Channel Decisions and Emerging Trends & Issues in Marketing	5 December 2020

Year 2020: At a Glance



Freshers Party



Virtual Workshop



Digital Library



Durga Saptstuti Path



Library

Conferences Organised

S.No.	Title	Date
1	HR Conference 2021: 'HR Innovation Practices for Next Generation'	25 September 2021
2	HR Conference 2022: 'Organisational Culture: Next Generation HR Practices'	30 November 2022
3	HR Conference 2023: 'Developing Next Generation Leaders'	24 November 2023



HR Conference 2023



HR Conference 2022

Student Clubs

At our esteemed business school, student clubs stand as vibrant pillars of opportunity, designed with a multifaceted purpose aimed at enriching the academic journey and preparing students for success in the dynamic world of business.

Entrepreneurship Management Cell (EMC)

EMC aims to foster and promote entrepreneurship and innovation within the institution. It serves as a bridge between academia and the entrepreneurial ecosystem, providing a platform for students, faculty, and aspiring entrepreneurs to develop their entrepreneurial skills and venture into the business world.

Institution Innovation Council (IIC)

The primary objective of IIC is to encourage R&D, innovation, entrepreneurship, start-ups, IPR design thinking, and critical thinking within the institution through various means, ultimately resulting in an innovative ecosystem.

Cubicle Crew (CC)

The student club aims to transcend the boundaries of traditional education, propelling students into a realm of experiential learning, networking, and personal development. IT embodies the commitment to produce graduates who are not only academically proficient but also equipped with the practical skills, insights, and connections essential for thriving in the ever-evolving landscape of business.

Bridging Theory and Practice: Industrial and Corporate Visits

Each industry possesses its unique set of challenges, trends, and operational intricacies. Through meticulously planned visits, students gain exposure to the dynamic nature of industries relevant to their academic pursuits. This exposure aids in developing a nuanced understanding of industry practices, market dynamics, and the latest technological advancements.



Reliance Digital Retail, Mohali



Gilard Electronics Pvt. Ltd., Mohali



Innovation Mission Punjab, Mohali



ITC Limited, Kapurthala



Ambrozia Frozen Foods Pvt. Ltd., Chandigarh



Tynor Orthotics Pvt. Ltd., Mohali

Infrastructure and Facilities

- State-of-the Art Classrooms
- Ultra-Modern Computer Centre and Laboratory
- Traditional and Digital Library
- Language Laboratory
- Placement Cell
- Seminar Hall
- Common Room (Separate for Boys & Girls)
- Board Room
- Multi-Purpose Hall
- Tutorial Rooms
- Wi-Fi Facilities
- Cafeteria
- Hostel (Separate for Boys & Girls)



Cafeteria



Boys' Common Room



Computer Centre



State-of-the Art Classrooms



Library

Library

The PML SD Business School library is one of the most richly equipped libraries in terms of resources, services and infrastructural facilities. It offers a congenial environment for study and research. The library acts as a main learning resource center of the Institute. State-of-the-art Information Technology (IT) products are in place to modernize its operations and services. The library has currently been subscribing to select periodicals in print form and provides online access to books and periodicals. It has a dedicated E-Resource Centre for accessing electronic databases of journals and reference sources. The library has been subscribing to prestigious electronic databases like EBSCO e-Book Academic Collection and CMIE ProwessIQ. The library has also subscribed to The Economic Times for students.

Computer Centre

The Computer Centre is equipped with the latest hardware and software facilities to handle the requirements of the course curricula, students and faculty. The entire campus has Wi-Fi with thirty access points. The Centre has one server room, one computer centre and one computer lab. The computer labs have a total capacity of more than a hundred students.

Lecture Halls and Classrooms

The Institute is well-equipped with a number of air-conditioned lecture halls and classrooms having modern teaching and learning facilities. All lecture halls have access to latest presentation equipments such as Multimedia Projectors, Laptop Notebook Computers, Internet and Intranet connectivity and a State-of-the-Art sound system providing for a wholesome complete classroom experience.



Girls' Common Room



Life at PML SD Business School

Student Support and Progression



Victory on the Field: Roller In-line Skating Hockey

Aditya Rampal, a student of PGDM (2023-25) led Team Chandigarh as Captain and secured a Silver Medal in Roller In-line Skating Hockey at Federation Cup 2023, a national-level tournament held at Jammu and Kashmir from 24-27 August 2023.

He also secured Gold Medal in Chandigarh Roller Skating State Championship held at Government Skating Rink, Sector 10, Chandigarh on 14-18 November 2023.

Rhythmic Triumph:

Clinching prize for Bhangra performance

Mankirat Singh Nagi, a student of PGDM (2022-24) and his team showcased their Bhangra skills on the international stage at the Flower City Bhangra Competition 6.0 in Canada. Out of 8 competing teams, they secured a remarkable third place.



Paving the way for Startup Culture: Students selected as Campus Ambassadors, Innovation Mission Punjab



Charu Munjal, student of PGDM (2022-24) and **Pratham Jalan**, student of PGDM (2023-25) were selected as Campus Ambassadors, Innovation Mission Punjab on 4 September 2023. As Campus Ambassadors, they play a pivotal role in shaping the startup ecosystem at the campus.



Zero Tolerance for Ragging

The college has a zero-tolerance policy when it comes to ragging in any form. Any of the following constitutes ragging and is severely dealt with:

Any conduct whether by words spoken or written or by an act which has the effect of teasing, treating or handling with rudeness any other student, indulging in rowdy or undisciplined activities which causes or is likely to cause annoyance, hardship or psychological harm or to raise fear or apprehension thereof in a fresher or a junior student or asking the students to do any act or perform something which such student will not in the ordinary course and which has the effect of causing or generating a sense of shame or embarrassment so as to adversely affect the physique or psyche of a fresher or a junior student.

Punishable Ingredients of Ragging

Abetment to ragging; Criminal conspiracy to rag; Unlawful assembly and rioting while ragging; Public nuisance created during ragging; Violation of decency and morals through ragging; Injury to body, causing hurt or grievous hurt; Wrongful restraint; Wrongful confinement; Use of criminal force; Assault as well as sexual offences or unnatural offences; Extortion; Criminal trespass; Offences against property; Criminal intimidation; Attempts to commit any or all of the above mentioned offences against the victim(s); Physical or psychological humiliation; All other offences following from the definition of 'Ragging'.



World Environment Day (2023)



Induction-cum-Orientation Programme of PGDM (2023-25)



Onward & Beyond: Farewell of PGDM (2021-23)



International Day of Yoga (2023)



Disclaimer: While every effort has been made to provide reliable and accurate information, the Director does not warrant or assume any legal liability or responsibility for any error at any stage of printing and compilation. Various contents in this brochure are subject to change by All India Council for Technical Education (AICTE) or the college authorities from time to time.

Director

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**PML SD
Business
School
Chandigarh**
Estd. 2020
[AICTE Approved]

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