

PML SD BUSINESS SCHOOL

SECTOR 32 C, CHANDIGARH



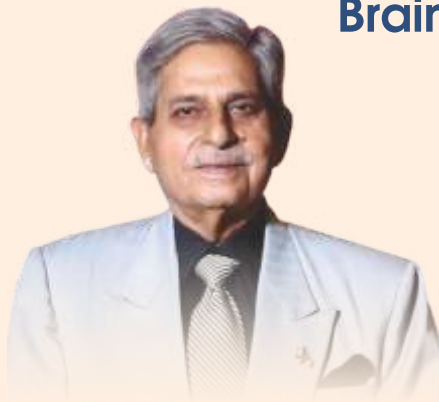
**ADMISSION
BROCHURE**

PGDM (2026-28)

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, 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

Brainchild of Shri Upkar Krishan Sharma Ji



*"When a great man dies, for years the light
he leaves behind him, lies on the paths of men"*

- H W Longfellow

Our guiding spirit and founder, Late Shri Upkar Krishan Sharma Ji has bequeathed his impeccable spirit of excellence to the business school. We fondly remember the unwavering spirit, salute his tireless efforts and make a firm resolve to uphold integrity of his legacy.

The Golden Jubilee Monument is dedicated to his memory, who presided as the President of GGDSD College Society, Chandigarh for over two decades and inspired progress across its many institutions.



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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.

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 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 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



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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-relevant 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 placement in various industries, including IT and



international companies, making a mark in the global market. The business school has robust facilities for training and internships. Through its extensive network of industry connections, the business school has cultivated strong partnerships with leading corporations, entrepreneurs and business leaders who actively contribute to the learning journey of students. These connections provide access to mentorship, guest lectures, networking events, facilitating valuable opportunities for career advancement and professional growth. The business school strives to shape the future leaders of business by providing international exposure, industry-relevant management education and creating an employable pool of managers. A number of skill enhancement workshops are offered with top companies, not on one-monthly programs. MoU's with Chandigarh Management Institutions (CMAI), ICT Academy, CII, PHD Chamber of Commerce, IIM Calcutta Innovation Park and others to ensure its students get the best industry exposure possible and international capacity building through leading companies- Fractal Group, SPARC, Shakti University etc. and visiting faculty from foreign universities. PML SD Business School is a sister institution of GGDSD College, Chandigarh — a pioneer in quality education for over 58 years. Located in the heart of The City Beautiful, 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-stocked international library and offers attractive scholarship schemes. German scholarships 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 realise, exist and achieve their goals. Our alumni are highly sought after by employers."

For further admission details, visit our website <http://www.pmlsdbschool.com>.
PML SD Business School, Chandigarh
Call: +91 9888888888, +91 9814422222, +91 9800002222
WhatsApp: +91 9854422222

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.

डिजाइन थिंकिंग पर एक्सपर्ट सेशन आयोजित



चंडीगढ़। 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 Goswami Ganesh Dutta Sanatan Dharma (GGDSD) College 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.

लैटस, यूएसए) विनीत राज कपूर ने व्याख्यान दिया और छात्रों ने इंडस्ट्री से वास्तविक जीवन के उदाहरणों का हवाला देते सहित डिजाइन थिंकिंग लाइव प्रॉसेस को सरल शब्दों में दिखाया कि कैसे वे एम्बेदाइज, डिफाइन, प्रोटोटाइप से लेकर प्लान करके अपने असाइनमेंट की तैयारी, निर्णय लेने और अपनी नियमित गतिविधियों में डिजाइन थिंकिंग को शामिल करें। बिजनेस स्कूल के कार्यवाहक प्रिंसिपल डॉ. अजय शर्मा ने पर परिणाम-आधारित लर्निंग कुरिकुलम में डिजाइन थिंकिंग की 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 '**Karmyogi**' **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 'Karmyogi' Pt. Mohan Lal Ji, who with his pragmatism, vision, administrative acumen and exceptional enthusiasm led the institution from the front.

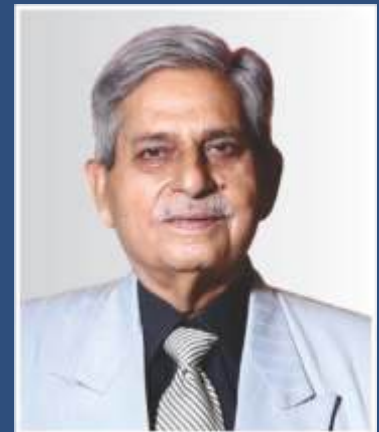
Late Shri Upkar Krishan Sharma Ji took over as President of the GGDSD College Society in 1999. He brought with him a new sense of energy and futuristic thinking that helped this institution keep up with contemporary trends and challenges. In his decades of service to this institution, Pradhan ji, as 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. P.K. Bajaj

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

Dr. S.C. Vaidya

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

Dr. S.K. Sharma

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

Mr. Nirmal Dayani

Co-Founder, Expereal India

Mr. Sofi Zahoor

CEO, HumanCap India

Dr. Rajat Agrawal

Professor, Department of Management Studies,
IIT Roorkee

Dr. Kapil Pandla

Director, PML SD Business School, 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.

Our application based curriculum for PGDM Programme is best in class with additional component of experiential learning that develops our students and make them ready for the job. We are proud to call ourselves as student driven institute where all the activities are planned and executed by our students. This prepares to face the challenge and problems of corporate world and come out with the best solutions.

We at PML SD Business School believes in value based education focussing on core Indian ethos. This not only inculcates ethical values in our students but also make them socially responsible human beings. Our alumni have always make us feel proud by getting excellent feedback by the organisation where they are working.

I invite you to visit our state of art campus located in heart of Chandigarh.

Dr. Kapil Pandla

Director
PML SD Business School
Chandigarh

From Application to Acceptance: A Note from Chairperson, Admissions

Dear Prospective Students,

It is my pleasure to welcome you to the beginning of your journey with us. Choosing a business school is a pivotal decision, and we are honoured that you are considering us as your next step in higher education. At PML SD Business School, we are dedicated to cultivating a vibrant community of students who are eager to learn, innovate, and contribute positively to society.

Our admissions process is designed to identify individuals who bring diverse perspectives, unique talents, and a shared commitment to academic excellence. We believe that each of our students plays an essential role in shaping our campus culture, and we are committed to supporting you at every stage of your academic journey.

Within these pages, you will find detailed information on the PGDM programme and specialisations offered, application requirements, and student support services. We encourage you to explore the opportunities that await you here and look forward to guiding you through the admissions process.

Thank you for your interest in joining our community. We cannot wait to see the potential you will bring to our business school.

Best wishes always.



Dr. Agrim Verma Sovat

Chairperson, Admissions
PML SD Business School, Chandigarh



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



Intellectual Resources

Dr. SC Vaidya

General Secretary, GGDSD College Society, Chandigarh

Working since 1972, he has a long association with Panjab University, Chandigarh. He has held the positions of Chairman, UBS, Dean, Faculty of Management and Dean University Instruction (Pro-Vice-Chancellor), Panjab University, Chandigarh. He has also been a consultant with several public and private sector organisations including World Bank and RBI. He has served as a member of CII Panel on Academic Industry Interface and employment generation. He has been contributing to the Institution building and Corporate Governance by being member of the Board of Governing bodies like All India Council for Technical Education (AICTE), NITIE, NIPER and various Central and State Universities. For his pioneering work for the promotion of commerce and management education and as an icon of human values, the Punjab Commerce and Management Association presented the PCMA Life Time Achievement Award to him.



Dr. SK Sharma

General Secretary, GGDSD College Society, Chandigarh

He is Professor Emeritus and former Dean University Instructions, Chairman Chemical Engineering Department and Founder Director, Energy Research Centre Panjab University, Chandigarh. He has been a Visiting Professor at university of Florida, USA. Professor Sharma has more than 40 years of successful experience in academics, research, administration, Technology development, consulting, technology transfer and project management in the areas of: Renewable energy technologies, Environmental Engineering, sustainable development and Chemical Engineering. Keeping in view the significant contributions made by Professor Sharma in the diverse area of energy and environment, Prime Minister Dr. Manmohan Singh Invited Prof. Sharma to be the member of his advisory Board.

Dr. JS Saini

Adjunct Faculty

He has worked as Management Trainee for a year in a Pvt. Ltd. Co. as Consultant in a PSU Consultancy organisation for 5 years, as Associate Professor, Professor and Dean for 34 years in National Institute of Technical Teachers Training and Research (NITTTR), Chandigarh. He belongs to the department of Entrepreneurship Development and Industrial Coordination Department, Rural Development Department, IMCO Department, Dean – 8 Extension Services and Consultancy & NSQF Facilitation Unit and PWD Scheme, NITTTR, Chandigarh.



Visiting Faculty



Ms. Oindrilla Roy

Founder, Brewity,
Former Managing Director,
Publicis India



Ms. Divya Morparia

Brand Strategist, Storyteller
and Educator (Ex-Nykkaa, Vodafone,
Sony Pictures, PUMA and Zee TV)

Mentors and Faculty Members

Dr. Kapil Pandla, Director

He is a passionate teacher, able administrator and a keen researcher. Prior to joining PMLSD Business School, he was Dean & Professor at Sharda School of Business, Sharda University, Greater Noida. He was Professor and Dean at ISBF (Affiliate Centre of UoL under academic direction of LSE), before that he served IMI Bhubaneswar as Dean, Business Development, NIIT University as Area Director, IFIM (now JagSoM) Bangalore, Gautam Buddha University, Greater Noida, Jaipuria Institute of Management, Noida., Aravali Institute of Management Jodhpur, Management and Commerce Institute of Global Synergy, Ajmer. There is one patent in his name and completed ICSSR Funded project as Project Director. He is also on the Board of Advisors, Confederation of Education Excellence (CEE).



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.



Dr. Manjul Vaidya, Associate Professor

He 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.



Dr. Kanika Kohli, Associate Professor

She is a transformational leader, life coach, and institutional architect. Over twenty-five years of her business and entrepreneurial work, she has established a proven record of creating high-impact value across diverse industries and global contexts



Dr. Richa Sharma, Assistant Professor

She 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. During this journey, she has served in the capacity of academic coordinator as well as coordinator for various institutional responsibilities. She has an excellent academic record.



Dr. Agrim Verma Sovat, Assistant Professor

She holds a PhD, MBA, MCom, and NET qualification, and brings over 11 years of a consistent and demonstrated record in impactful teaching and management research. Known for her academic dedication and commitment, she actively goes beyond traditional classroom instruction to create meaningful, experiential learning opportunities that enrich students' understanding and development.



Dr. Gurjeet Kaur, Assistant Professor

She 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.



Ms. Sukhpreet Kaur, Assistant Professor

An MCom gold medalist from Panjab University, Chandigarh, she 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 GGSDS 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.



TWO YEAR FULL TIME

POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

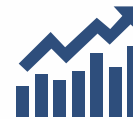
B-School offers credit based two year management programme approved by AICTE. This programme has a curriculum in line with industry requirement and options for students to pursue various specializations. We ensure that students attend:

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



Information System
and Analytics



Operations and Supply
Chain Management

Curriculum

TRIMESTER-I

- PGDM 101 Micro Economics - I
- PGDM 102 Business Statistics
- PGDM 103 Financial And Management Accounting
- PGDM 104 Organizational Behaviour
- PGDM 105 Marketing Management - I
- PGDM 106 IT for Managers
- PGDM 107 Business Communication Skills - I

TRIMESTER-III

- PGDM 301 Strategic Management
- PGDM 302 Business Ethics, Corporate Governance & CSR
- PGDM 303 Business Research Methods
- PGDM 304 Legal Aspects of Business
- Elective - I
- Elective - II

TRIMESTER-V

- PGDM 501 Business Environment
- Elective -VII
- Elective -VIII
- Elective -IX
- Elective -X
- Elective - XI

TRIMESTER-II

- PGDM 201 Macro Economics - II
- PGDM 202 Human Resource Management
- PGDM 203 Operations Management
- PGDM 204 Corporate Finance
- PGDM 205 Marketing Management - II
- PGDM 206 Entrepreneurship & Innovation
- PGDM 207 Business Communication Skills - II

TRIMESTER-IV

- PGDM 401 Summer Internship
- PGDM 402 AI for Business
- Elective-III
- Elective- IV
- Elective-V
- Elective VI

TRIMESTER-VI

- PGDM 601 Capstone Project
- Elective -XII
- Elective -XIII
- Elective -XIV

List of Electives: Trimester IV,V,VI

GROUP A: MARKETING

- PGDM A01: Advertising and Sales Promotion
- PGDM A02: Consumer Behaviour
- PGDM A03: International Marketing
- PGDM A04: Marketing Research
- PGDM A05: Retail Management
- PGDM A06: Digital Marketing
- PGDM A07: Marketing of Services
- PGDM A08: Customer Relationship Management
- PGDM A09: Product & Brand Management
- PGDM A10: Marketing Analytics
- PGDM A11: Sales & Distribution Management

GROUP B: FINANCE

- PGDM B01: Financial Statement Analysis
- PGDM B02: Strategic Cost Management
- PGDM B03: Management of Financial Institutions
- PGDM B04: Investment Management
- PGDM B05: Risk Management
- PGDM B06: Corporate Tax Planning
- PGDM B07: Financial Econometrics
- PGDM B08: Financial Derivatives
- PGDM B09: International Financial Management
- PGDM B10: Behavioural Finance
- PGDM B11: Corporate Analysis and Valuation
- PGDM E06: Finance Modelling and Analytics

GROUP C: HUMAN RESOURCE MANAGEMENT

- PGDM C01: Employee Relations & Labour Legislation
- PGDM C02: International and Cross-Cultural HR
- PGDM C03: Performance and Compensation Management
- PGDM C04: Managing Change and Organization Development
- PGDM C05: Business Negotiations and Conflict Management
- PGDM C06: Corporate Leadership
- PGDM C07: Learning and Development
- PGDM C08: Latest Trends in HR
- PGDM C09: Emotional Intelligence and Managerial Effectiveness
- PGDM C10: Interpersonal Effectiveness and Team Building
- PGDM C11: Talent & Competency Management
- PGDM E04: HR Analytics

GROUP D: ENTREPRENEURSHIP AND GENERAL MANAGEMENT

- PGDM D01: Entrepreneurial Development and New Enterprise Management
- PGDM D02: Private Equity & Entrepreneurial Finance
- PGDM D03: Marketing for Entrepreneurship
- PGDM D04: Managing Global Enterprise
- PGDM D05: Business Model Innovation
- PGDM D06: Incubation, Innovation & Startup Landscape
- PGDM D07: Managing Business and Family Brand

GROUP E: INFORMATION SYSTEM AND ANALYTICS

- PGDM E01: Predictive Analytics
- PGDM E02: Data Visualisation
- PGDM E03: Python Applications in Business
- PGDM E04: HR Analytics
- PGDM E05: ERP
- PGDM E06: Finance Modelling and Analytics
- PGDM E07: Marketing Analytics
- PGDM E08: Supply Chain Analytics
- PGDM E09: Machine Learning and Blockchain
- PGDM E10: E-Business
- PGDM E11: CRM
- PGDM E12: Digital Marketing

GROUP F: OPERATIONS AND SUPPLY CHAIN MANAGEMENT

- PGDM F01: Supply Chain Management
- PGDM F02: Logistics Management
- PGDM F03: Project Management
- PGDM F04: Strategic Operations Management
- PGDM F05: Optimization Techniques
- PGDM F06: Multivariate Data Analysis
- PGDM F07: Procurement Manufacturing Planning & Control
- PGDM F08: Decision Modelling Using MS-Excel
- PGDM E08: Supply Chain Analytics

Note:

- One non-credit course each for 1st & 2nd year from MOOC/SWAYAM platform is mandatory. The students will have to register for these courses as per guidelines and submit the qualifying certificates to the Examination Coordinator for including them in the marksheets of trimester(s).
- More Specialisations will be added as per industry requirements. As per B-School norms, the offering of a particular elective will be subject to a certain number of students opting for it.



Why PMLSDBS?

- SD Legacy
- Academic Rigour
- Industry and Academic Collaborations: National and International Organisations and Institutions of prestige
- Experiential Learning
- Corporate aligned curriculum
- Excellent career opportunities
- Scholarship schemes: Liberal scholarship schemes for weaker sections and meritorious students
- Intellectual Resources
- Centrally located in 'City Beautiful' Chandigarh

Recruiter Testimonials



The true strength of an institution lies in the quality of minds it shapes. We are pleased with the quality of students hired from SD Business School, who have exhibited commendable skills, professionalism, and a strong learning attitude. Their performance is a reflection of the institution's academic excellence and focus on holistic development. We look forward to a continued and mutually rewarding association.

–Ms. Shikha Gupta

Head – Learning & Development, Grazitti Interactive

Having worked with PML SD Business School for several hires, their professionalism and student skill sets are commendable. They truly understand our company's needs. We look forward to working with them in future too.

–Ms. Parul Gupta

Manager, Human Resources and Administration
PLPB, Chandigarh



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.

Academic Collaborations:



Association of Indian Management Schools (AIMS)
Laurentian University, Canada  Arth Nirmiti
EBSCO e-Book Academic Collection

Industry Collaborations:



BFSI Sector Skill Council of India
Innovation Mission Punjab
ICT Academy
CII
PhD Chamber of Commerce
Chandigarh Management Association (CMA)

Networking with International Academic Institutions:



University of Fraser Valley (UFV)
Monash University, Australia
California Miramar University, USA

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



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.

PML SD BUSINESS SCHOOL
SEC 32 C, CHANDIGARH
(Under the aegis of GGSDS College Society)

#Alumni Spotlight

From aspirations to achievements

Komal Bhardwaj
Working at:
PolicyBazaar.com
PGDM (2022-24)

+91 9989903232 +91 8238472951 www.pmlsdbs.ac.in

PML SD BUSINESS SCHOOL
SEC 32 C, CHANDIGARH
(Under the aegis of GGSDS College Society)

#AlumniSpotlight

Let their success inspire yours

Bhumika Sharma
HDB FINANCIAL SERVICES
PML SD Business School: PGDM (2022-24)
GGSDS College: B.Sc (Non-Medical) (2018-21)

APPLY NOW
PGDM 2024-26

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PML SD BUSINESS SCHOOL
SEC 32 C, CHANDIGARH
(Under the aegis of GGSDS College Society)

#PlacementSuccess

"A big thank you to PML SDBS for supporting me with the right learning and mentorship along the way. I look forward to using my skills in real-world challenges."

Working at:
Grazitti Interactive
Working as: **Customer Success Specialist / Operations Department**

Avantika Sharma
PGDM (2023-25)

+91 9989903232 +91 8238472951 www.pmlsdbs.ac.in

PML SD BUSINESS SCHOOL
SEC 32 C, CHANDIGARH
(Under the aegis of GGSDS College Society)

#PlacementSuccess

"I am grateful to PML SD Business School for giving me the perfect launchpad to start my career. Expert sessions, hands-on learning and dedicated support helped me become industry-ready. I feel confident to take on new challenges and make PML SD Business School proud."

Working at:
SPARK INFOTECH
Role: **Technical Analyst**

PRIVANKA THAKUR
PGDM (2023-25)

+91 9989903232 +91 8238472951 www.pmlsdbs.ac.in

PML SD BUSINESS SCHOOL
SEC 32 C, CHANDIGARH
(Under the aegis of GGSDS College Society)

#PlacementSuccess

"PML SD Business School has played a key role in shaping my professional journey. I am thankful to the Chairperson, Training & Placements and mentors for guiding me towards a rewarding role at Grazitti Interactive."

Working at:
Grazitti Interactive
Role: **Customer Success**

Rishabh Vashisht
PGDM (2023-25)

+91 9989903232 +91 8238472951 www.pmlsdbs.ac.in

PML SD BUSINESS SCHOOL
SEC 32 C, CHANDIGARH
(Under the aegis of GGSDS College Society)

#PlacementSuccess

"The excellent placement opportunities at PML SDBS gave a strong start to my career. I am thankful to the faculty for their constant support. It has been an enriching experience with lots of real-world learning."

Aryan Thakur
PGDM (2023-25)

Working at:
Mittsure
Role: **Relationship Manager**
CTC: 8 LPA

+91 9989903232 +91 8238472951 www.pmlsdbs.ac.in

PML SD BUSINESS SCHOOL
SEC 32 C, CHANDIGARH
(Under the aegis of GGSDS College Society)

#AlumniSpotlight

Their achievements highlight the opportunities that await you!

Lakshay Aggarwal
Working at:
Grazitti Interactive (Marketing Executive)
PML SD Business School: PGDM (2022-24)
GGSDS College: B.Com (2019-22)

APPLY NOW
PGDM 2024-26

+91 9989903232 +91 8238472951 www.pmlsdbs.ac.in

PML SD BUSINESS SCHOOL
SEC 32 C, CHANDIGARH
(Under the aegis of GGSDS College Society)

#PlacementSuccess

"I am grateful to PML SD Business School for guiding me every step of the way. It gave me the right platform to grow, gain industry exposure and start my career as a Management Trainee at diGit."

Working at:
diGit
Role: **Management Trainee**
CTC: 7 LPA

Nandini Verma
PGDM (2023-25)

+91 9989903232 +91 8238472951 www.pmlsdbs.ac.in

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/XAT/CMAT/MAT/ATMA/GMAT along with performance score in Written Ability Test (WAT) 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 Education, 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/XAT/CMAT/MAT/ATMA/GMAT

Registration

Step 2: Besides CAT/XAT/ CMAT/MAT/ATMA/GMAT 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/XAT/CMAT/MAT/ATMA/GMAT score will be called for Written Ability Test (WAT) 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 (%)
Entrance Test (CAT/XAT/CMAT/MAT/ATMA/GMAT)	35
Academic Performance	15
Written Ability Test (WAT)	10
Personal Interview (PI)	40
	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)

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.pmlsdbb.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 email/Whatsapp regarding the date, time and venue of the counseling (WAT and 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.pmlsdbb.ac.in.
6. On the declaration of result, the selected candidates will be required to deposit Token Money of Rs. 50,000 for the purpose of reservation of seat.

Fee Structure and Instalments

Fee Components	Instalments (INR)						Total (INR)
	I	II	III	IV	V	VI	
Tuition Fee	1,27,500	1,10,500	1,10,500	85,000	85,000	85,000	6,80,000
Student Activities and Welfare	4,500	3,900	3,900	3,900	3,900	3,900	24,000
Library and Information Services	6,000	5,200	5,200	5,200	5,200	5,200	32,000
IT Infrastructure	6,000	5,200	5,200	5,200	5,200	5,200	32,000
Career Services	6,000	5,200	5,200	5,200	5,200	5,200	32,000
Total	1,50,000**	1,30,000	1,30,000	1,30,000	1,30,000	1,30,000	8,00,000*

*Additionally, a security deposit of INR 20,000 has to be deposited which will be refundable subject to obtaining clearance of all dues and damages to Institute properties/assets.

**An amount of INR 50,000 has to be paid as Token Money at the time of acceptance of admission offer which will be adjusted in the First Instalment.

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. 50,000 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 performance in Entrance Test (CAT/XAT/CMAT/MAT/ATMA/GMAT) as shared below.

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.

Sr. No.	Entrance Exam	Scholarship
1	CAT/XAT/GMAT	Scholarship will be offered to candidates scoring 60 percentile and above.
2	CMAT/MAT/ATMA	Scholarship will be offered to candidates scoring 70 percentile and above.

Sr. No.	Particulars	Scholarship Amount (INR)
1	Alumni of colleges setup under the aegis of GGDSD College Society, Chandigarh.	50,000
2	Wards of martyrs	50,000
3	Defence wards	50,000

Additionally, a one time academic scholarship at the rate of 20% of the scholarship amount already applicable will be offered to female students.



PGDM BATCHES



PGDM (2020-22)



PGDM (2021-23)



PGDM (2022-24)



PGDM (2023-25)



PGDM (2023-25)



PGDM (2024-26)



PGDM (2025-27)

Student & Alumni 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.



BHUMIKA SHARMA

PGDM (2022-24)

Placed at: HDB Financial Services

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.



AVANTIKA SUMAN

PGDM (2023-25)

Placed at: Grazitti Interactive

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.



NIKHIL GIRDHAR

PGDM (2024-26)

Summer Intern at: KPMG India

PML SD Business School has been a catalyst in shaping my creative and strategic outlook towards Management. The learning culture here encourages innovation, design thinking, and the freedom to explore ideas beyond textbooks. The faculty's constant mentorship and the Business School's emphasis on experiential learning have helped me turn concepts into practical insights. This journey has truly enhanced my ability to think differently, communicate effectively, and approach every challenge with a marketer's mindset and a leader's perspective.

Come join us and become a part of this unique journey

Conferences and Conclaves 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
4	HR Conference 2024: 'Employee Engagement: Next Generation HR Practices'	13 November 2024
5	HR Leadership Conclave 2025: Resilient Leaders in a Dynamic World	28 November 2025



HR Conference 2024



HR Conference 2023

Student Clubs

Ideation Club

The Green Thread

Human Edge

Marketing Pyrates



FinSphere

STRATedge

Universal Human Values

The Cubicle Crew

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.



TVS Motors, Nalagarh



Mrs. Bector's Cremica, Una



Luminous Power , Una



Nestle India Limited, Una



Reliance Digital Retail, Mohali



ITC Limited, Kapurthala

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



Student Support and Progression

Victory on the Field: Roller In-line Skating Hockey



Aditya Rampal, a student of PGDM (2023-25) secured Gold at the Roller Skating State Championship in Senior Men Category held from 2-6 November 2024 at Skating Rink, Sector – 10, Chandigarh.

He also led Team Chandigarh as Captain and secured Silver in Roller Inline Skating Hockey at Federation Cup 2023, a national

level tournament held at Jammu and Kashmir from 24-27 August 2023.

He also represented team Chandigarh as Captain and secured Gold at 61 st National Roller Skating Championship in Senior Men Inline Hockey held at Government Skating Rink, Sector – 10, Chandigarh on 11-23 December 2023. The team beat Haryana with a match tally of 5-0.

He also represented team Chandigarh as Assistant Captain and secured Gold in Roller Inline Skating Hockey at Federation Cup 2024, a national level tournament held at Jodhpur, Rajasthan from 25-27 June 2024.

He also represented the team as Captain and secured Gold at Chandigarh State Roller Skating Championship 2023 held at Government Skating Rink, Sector – 10, Chandigarh from 14-17 November 2023.

Shivani Sharma, a student of PGDM (2024-26) secured Silver in Senior Women's In-Line Hockey at Federation Cup 2024, a national level tournament held at Jodhpur, Rajasthan from 25-27 June 2024.

She also secured Gold at the Roller Skating State Championship in Senior Women Category held from 3-6 November 2024 at Skating Rink, Sector – 10, Chandigarh.



Aditya and Shivani were also invited at the Felicitation Ceremony of National and International Medallists by **Sh.Gulab Chand Kataria, Hon'ble Governor of Punjab and Administrator U.T Chandigarh** in the presence of **Sh. Rajeev Verma, IAS** at the Governor House. they were also awarded cash awards for the National level Gold Medal.

Rhythmic Triumph: Climbing 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 on 19 August 2023. Out of 8 competing teams, they secured a remarkable third place. Mankirat and his team also participated and secured First prize at Doraha Bhangra Cup on 17 March 2024 held at Law Auditorium, Panjab University, Chandigarh.

Mankirat and his team also participated and secured Second prize at Bhangra Arena 2023 held at New Delhi.

Mankirat was also invited to judge Solo Bhangra Cup 2K24 organised by Rohit "Joda" Jaura in collaboration with Jugni Bhangra Academy & Jugni Traditionals, Mohali held on 4 August 2024 at Baba Makhan Shah Lobana Bhawan, Sector 30, Chandigarh. The event was tribute to his mentor and guide Ustaad Shri Bachan Ram Ji.



Student Support and Progression

From the crowd to the panel

Kirti, a student of PGDM (2024-26) was invited to judge Modelling Contest at Parivartan, annual fest of CGC, Landran held on 8 November 2025.



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 shall 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'.



Chief Guest Mr. Hardeep Singh Brar, President and Chief Executive Officer, BMW India at Annual Convocation Ceremony of PGDM (2023-25)



Team PMLSDBS



HR Conference 2024 on 'Employee Engagement'



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



Induction-cum-Orientation Programme of PGDM (2025-27)



Students in conversation with Mr. Hardeep Singh Brar and Ms. Vaishali Sharma



Chairperson, Placements, Dr. Gurjeet Kaur being felicitated by 'SkillStone', a platform built by Grazitti Interactive where academic theory converges with industry practice at 'SkillVista 2024: A Confluence of Industries and Institutes



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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