

PML SD BUSINESS SCHOOL, CHANDIGARH
Mandatory Disclosure

Updated: December 30, 2023

1. Name of the Institution

PML SD Business School
Sector 32-C, Chandigarh, 160030
Phone No. 0172-4021150, Mobile: 9988903232
Email: director@pmlsdb.ac.in Website: www.pmlsdb.ac.in

Letter of Approval (LoA) / Extension of Approval letters (since inception):

View/Download: <https://www.pmlsdb.ac.in/aicte-extension-of-approval/>

2. Name and address of the Trust/ Society/ Company and the Trustees

GGDSD College Society
Sector 32 C, Chandigarh-160030
Website: www.sdcs.in

Board of Governors:

Ms. Vaishali Sharma, President, GGDSD College Society

Dr. Siddharth Sharma, Vice President, GGDSD College Society Associate Professor, Thapar University, Patiala

Dr. Anirudh Joshi, General Secretary, GGDSD College Society Former Dean, Student Welfare, Panjab University, Chandigarh

Sh. Jatinder Bhatia, Finance Secretary, GGDSD College Society Former Councilor, Municipal Corporation, Chandigarh

Dr. S. C. Vaidya, General Secretary, GGDSD College Society Former Chairman, UBS and Dean, UI, Panjab University, Chandigarh

Dr. P. K. Bajaj, General Secretary, GGDSD College Society Former Dean and HoD, GGDSD College, Chandigarh

Prof. S. K. Sharma, Professor Emeritus, Former Dean, University Instructions, Panjab University, Chandigarh

Mr. Sofi Zahoor, CEO, HumanCap India, Sahibzada Ajit Singh Nagar, Punjab

Dr. Rajat Agrawal, Professor, Department of Management Studies, IIT Roorkee

Dr. Ajay Sharma, Officiating Director, PML SD Business School, Chandigarh

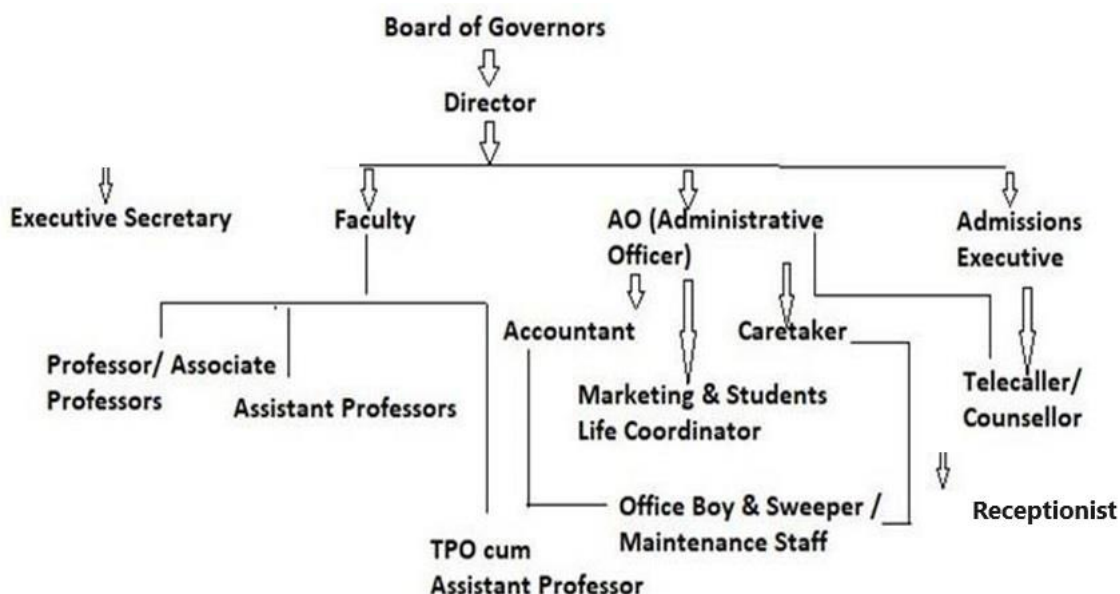
3. Name and Address of the Director

Dr. Ajay Sharma, Acting Director
Sector 32-C, Chandigarh, 160030
Phone No. 0172-4021150, Mobile: 9988903232
Email: director@pmlsdb.ac.in Website: www.pmlsdb.ac.in

4. Name of the affiliating University: Not Applicable

5. Governance:

i. Organization Chart



Note: for ii,iii, v to ix, the committees constituted as per AICTE norms are available in the home page of our website www.pmlsdb.ac.in

- ii. Grievance Redressal mechanism for Faculty, staff and students
- iii. Establishment of Anti Ragging Committee
- iv. Establishment of Online Grievance Redressal Mechanism
<https://www.pmlsdb.ac.in/students-grievance-redressal/>
- v. Details of Grievance Redressal Committee in the Institution and OMBUDSMAN by the University (the OMBUDSMAN by the University is not Applicable)
- vi. Establishment of Internal Committee (IC)
- vii. Establishment of Committee for SC/ST
- viii. Internal Quality Assurance Cell
- ix. Equal Opportunity facilities Cell.

6. Programmes:

- i. Name of Programmes approved by AICTE:
Post Graduate Diploma in Management (PGDM)
- ii. Name of Programmes Accredited by NBA: **Not eligible to apply for accreditation.**
- iii. Status of Accreditation of the Courses: **Not Applicable**
- iv. Total number of Courses: **01**
- v. For each Programme the following details are to be given (Preferably in Tabular form):
 - a. Name: **Post Graduate Diploma in Management (PGDM)**
 - b. Number of seats: **60**
 - c. Duration: **2 years Full-Time**
 - d. Cut off marks/rank of admission during the last years:
PGDM 2023-25: Highest 81.66% , Lowest 33.83%

- vi. Fee (as approved by the state government): **Not Applicable**
- vii. Name and duration of Programme(s) having Twinning and Collaboration with Foreign University(s) and being run in the same Campus along with status of their AICTE approval. If there is Foreign Collaboration, give the following details, if any: **Nil**
 - a. Details of the Foreign University, if any
 - b. Name of the University
 - c. Address
 - d. Website
 - e. Accreditation status of the University in its Home Country
 - f. Ranking of the University in the Home Country
 - g. Whether the degree offered is equivalent to an Indian Degree? If yes, the name of the agency which has approved equivalence. If no, implications for students in terms of pursuit of higher studies in India and abroad and job both with in and outside the country
- viii. Nature of Collaboration: **Nil**
- ix. Complete details of payment a student has to make to get the full benefit of Collaboration: **Nil**
- x. For each Programme Collaborated provide the following: **Nil**
- xi. Programme Focus
- xii. Number of seats
- xiii. Admission Procedure
- xiv. Fee (as approved by the state government)
- xv. Whether the Collaboration Programme is approved by AICTE? If not whether the Domestic/ Foreign University has applied to AICTE for approval

7. Faculty:

- a. Course/Branch wise list Faculty members:
 - 1. Dr. Susheel Chhabra, Professor
 - 2. Ms. Richa Sharma, Assistant Professor
 - 3. Dr. Manjul Vaidya, Assistant Professor
 - 4. Dr. Agrim Verma, Assistant Professor
 - 5. Dr. Gurjeet Kaur, Assistant Professor
 - 6. Ms. Sukhpreet Kaur, Assistant Professor
- b. Permanent Faculty: **06**
- c. Adjunct Faculty: **01**
Dr. J. S. Saini
- d. Permanent Faculty: Student Ratio: 1:20

8. Profile of Director:

- i. Name: **Dr. Ajay Sharma, Acting Director**
- ii. Date of Birth: **21-08-1976**
- iii. Unique ID: **1-37684299771**
- iv. Education Qualifications: **M.Com., Ph.D., J.R.F.**
- v. Work Experience: 23 Years
- vi. Teaching: **23 Years** / Research: **10 Years** / Industry/ Others
- vii. Area of Specialization: **Finance & Taxation**
- viii. Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate

- Diploma Level: **Finance & Taxation**
- ix. Research guidance (Number of Students): **200 PG students**
- x. No. of papers published in National/International Journals/Conferences: **28**
- xi. Master (Completed/Ongoing):
- xii. Ph.D. (Completed/Ongoing): **04**
- xiii. Projects Carried out: **UGC Minor Research Project**
- xiv. Patents (Filed & Granted): **Nil**
- xv. Technology Transfer: **Nil**
- xvi. Research Publications (No. of papers published in National/International Journals/Conferences): **28**
- xvii. No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.): **130**

Profile of Faculty:

- i. Name: **Dr. Susheel Chhabra, Professor**
 - ii. Date of Birth: **11-09-1970**
 - iii. Unique ID: **1-10875019801**
 - iv. Education Qualifications: **Ph.D., MBA, MCA**
 - v. Work Experience: **29 Years**
 - vi. Teaching: **29 Years** / Research: **5 Years** / Industry/ Others: **1 Year**
 - vii. Area of Specialization: **HR and Business Analytics**
 - viii. Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level: **OB, HRM, PCM, TCM, ODDLO, Business Analytics**
 - ix. Research guidance (Number of Students): **250 PG students**
 - x. No. of papers published in National/International Journals/Conferences: **2**
 - xi. Master (Completed/Ongoing):
 - xii. Ph.D. (Completed/Ongoing):
 - xiii. Projects Carried out: **1 AICTE NCP and 3 Seed Money Project(s)**
 - xiv. Patents (Filed & Granted): **Nil**
 - xv. Technology Transfer: **Nil**
 - xvi. Research Publications (No. of papers published in National/International Journals/Conferences): **28**
 - xvii. No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.): **10**
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- i. Name: **Ms. Richa Sharma, Assistant Professor**
 - ii. Date of Birth: **10-10-1986**
 - iii. Unique ID: **1-9314581957**
 - iv. Education Qualifications: **M.Com., MBA, NET, ACS, Ph.D.(pursuing)**
 - v. Work Experience: **12 Years**
 - vi. Teaching: **12 Years** / Research: / Industry/ Others:
 - vii. Area of Specialization: **Accounting and Finance**
 - viii. Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level: **Corporate Finance, Corporate Social Responsibility, Corporate Governance, Cost Accounting, Investment Analysis, Strategic Management**
 - ix. Research guidance (Number of Students): **Nil**
 - x. No. of papers published in National/International Journals/Conferences: **03**
 - xi. Master (Completed/Ongoing):
 - xii. Ph.D. (Completed/Ongoing):
 - xiii. Projects Carried out:
 - xiv. Patents (Filed & Granted): **02 files, 1 granted**
 - xv. Technology Transfer:
 - xvi. Research Publications (No. of papers published in National/International Journals/Conferences): **03**
 - xvii. No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.):

- i. Name: **Dr Manjul Vaidya**
- ii. Date of Birth: **05-10-1980**
- iii. Unique AICTE ID: **1-9491490886**
- iv. Education Qualifications: **Ph.D., MBA, B.Tech.**
- v. Work Experience: **18**
- vi. Teaching: **2.9 Years** / Research: Years / Industry/ Others: **16 Years**
- vii. Area of Specialization: **Marketing and Entrepreneurship.**
- viii. Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level: Digital marketing and retail management, Advertising and consumer behavior, Marketing for entrepreneurship, Customer relationship management and retail management, Marketing of services, Managing global enterprise
- ix. Research guidance (Number of Students): **2**
- x. No. of papers published in National/International Journals/Conferences: **15**
- xi. Master (Completed/Ongoing):
- xii. Ph.D. (Completed/Ongoing):
- xiii. Projects Carried out: Nil
- xiv. Patents (Filed & Granted): Nil
- xv. Technology Transfer: Nil
- xvi. Research Publications (No. of papers published in National/International Journals/ Conferences): **15**
- xvii. No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.):**1**

- i. Name: **Dr. Agrim Verma**
- ii. Date of Birth: **07-10-1990**
- iii. Unique AICTE ID: **1-43455250007**
- iv. Education Qualifications: **Ph.D., MBA, M.Com., NET**
- v. Work Experience: **8 Years**
- vi. Teaching: **8 Years** / Research: **8 Years** / Industry/ Others:
- vii. Area of Specialization: **Marketing, Strategic Management, Marketing Research**
- viii. Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level: **Marketing Management, Marketing of Services, Consumer Behaviour, Strategic Management, Business Environment, Financial Management, Operations Management**
- ix. Research guidance (Number of Students): Nil
- x. No. of papers published in National/International Journals/Conferences: **18**
- xi. Master (Completed/Ongoing):
- xii. Ph.D. (Completed/Ongoing):
- xiii. Projects Carried out: Nil
- xiv. Patents (Filed & Granted): Nil
- xv. Technology Transfer: Nil
- xvi. Research Publications (No. of papers published in National/International Journals/ Conferences): **18**
- xvii. No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.): Nil

- i. Name: **Dr. Gurjeet Kaur**
- ii. Date of Birth: **17-11-1988**
- iii. Unique AICTE ID: **1-43455249769**
- iv. Education Qualifications: **Ph.D., MBA, B.Tech.**
- v. Work Experience: **12 Years**
- vi. Teaching: **9 Years** / Research: / Industry: **03 Years** / Others:
- vii. Area of Specialization: **Marketing**
- viii. Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level: **Marketing Management, Advertising & Brand Management, Sales Management, Consumer Behavior**

- ix. Research guidance (Number of Students): Nil
- x. No. of papers published in National/International Journals/Conferences: **07**
- xi. Master (Completed/Ongoing):
- xii. Ph.D. (Completed/Ongoing):
- xiii. Projects Carried out:
- xiv. Patents (Filed & Granted):
- xv. Technology Transfer:
- xvi. Research Publications (No. of papers published in National/International Journals/Conferences): **07**
- xvii. No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.): **06**

- i. Name: **Ms. Sukhpreet Kaur**
- ii. Date of Birth: **06-01-1994**
- iii. Unique AICTE ID: **1-43455249775**
- iv. Education Qualifications: **M.Com. (Gold Medalist), NET, Ph.D. (pursuing)**
- v. Work Experience: **8 Years**
- vi. Teaching: **8 Years** / Research: / Industry/ Others:
- vii. Area of Specialization: **Accounting and Finance.**
- viii. Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level: **Business Economics, Business Ethics, Corporate Finance, Legal Aspects of Business, Financial Derivatives, Emotional Intelligence**
- ix. Research guidance (Number of Students):
- x. No. of papers published in National/International Journals/Conferences: **05**
- xi. Master (Completed/Ongoing):
- xii. Ph.D. (Completed/Ongoing):
- xiii. Projects Carried out:
- xiv. Patents (Filed & Granted): **3 Granted, 1 in process**
- xv. Technology Transfer:
- xvi. Research Publications (No. of papers published in National/International Journals/Conferences): **05**
- xvii. No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.):

9. Fee:

- i. No. of Fee waivers granted with amount and name of students: **Nil**
- ii. Number of scholarship offered by the Institution, duration and amount
The details are available in the Admission section of our website www.pmlsdb.ac.in

10. Admission:

- i. Number of seats sanctioned with the year of approval: **60, First Approval Year: 2020**
- ii. Number of Students admitted under various categories each year in the last three years

2021-2022:	32
2022-2023:	33
2023-2024:	37
- iii. Number of applications received during last year for admission under Management Quota and number admitted: **Not Applicable**

11. Admission Procedure:

- i. Mention the admission test being followed, name and address of the Test Agency/State Admission Authorities and its URL (website)
Aptitude Test(s) followed:

CAT	: https://iimcat.ac.in/
XAT (XLRI)	: https://www.xatonline.in/
CMAT	: NTA
MAT (AIMA)	: https://mat.aima.in/
ATMA (AIMS)	: https://atmaaims.com/

- ii. Number of seats allotted to different Test Qualified candidate separately (AIEEE//JEE/ CET (State conducted test/ University tests/ CMAT)/ Association conducted test etc.):

The admission to two years full time PGDM Programme is made through a selection process which includes scores from national management aptitude tests such as CAT, XAT, CMAT, ATMA, MAT, GMAT or the common entrance examinations (if any) conducted by the respective State Governments

- iii. Calendar for admission against Management quota seats: **Not Applicable**
- iv. Last date of request for applications: **Please visit Admission Section of our website**
- v. Last date of submission of applications: **Please visit Admission Section of our website**
- vi. Dates for announcing final results: **Please visit Admission Section of our website**
- vii. Release of admission list (main list and waiting list shall be announced on the same day)
Please visit Admission Section of our website
- viii. Date for acceptance by the candidate (time given shall in no case be less than 15 days)
Please visit Admission Section of our website
- ix. Last date for closing of admission & Starting of the Academic session
Please visit Admission Section of our website
- x. The waiting list shall be activated only on the expiry of date of main list
- xi. The policy of refund of the Fee, in case of withdrawal, shall be clearly notified
Please visit Admission Section of our website

12. Criteria and Weightages for Admission:

- i. Describe each criterion with its respective weightages i.e. Admission Test, marks in qualifying examination etc.
The candidates shall be short listed on the basis of the overall rank computed taking into account of the following components and their weights.
- Score in the Common Admission test : 35
 - Score for academic performance in X Std., XII Std., Undergraduate Degree/ Post Graduate Degree: 20%
 - Group discussion/ interview: 35%
 - Weight age for participation in Sports, Extra-Curricular activities, Academic diversity and Gender diversity: 10%
- ii. Mention the minimum Level of acceptance, if any
- iii. Mention the cut-off Levels of percentage and percentile score of the candidates in the admission test for the last three years

The candidates' merit-list is prepared based on the overall merit-list computed taking into account of the components mentioned as per details given in 12(i) above.

2021-22 Merit Cut-Off : 48.00%

2022-23 Merit Cut-Off : 50.45%

2023-24 Merit Cut-Off : 33.83%

iv. Display marks scored in Test etc. and in aggregate for all candidates who were admitted

S.No.	Title	First Name	Middle Name	Last Name	Roll Number (College)	GD/PI (Marks)	Aptitude Test	Aptitude Test (100)	Overall Merit (%age)
1	Ms.	Palak		Bansal	23024	80.00	ATMA	95.40	81.66
2	Ms.	Tanisha		Goel	23038	70.00	ATMA	97.00	77.92
3	Mr.	Sanyam		Mehta	23033	80.00	MAT	93.00	77.40
4	Ms.	Riya		Kamboj	23032	70.00	ATMA	96.70	76.40
5	Ms.	Bhawna		Jindal	23008	80.00	CAT	66.70	74.36
6	Mr.	Jaskaran		Singh	23015	80.00	ATMA	85.69	73.35
7	Mr.	Rishabh		Vashisht	23030	80.00	CAT	79.93	71.85
8	Mr.	Karanpreet		Singh	23018	80.00	CAT	67.84	71.11
9	Mr.	Ritish		Bansal	23031	70.00	ATMA	88.90	70.33
10	Mr.	Adeshwar	Partap Singh	Dullet	23001	80.00	ATMA	81.70	70.13
11	Ms.	Avantika		Suman	23006	80.00	CAT	70.07	69.76
12	Mr.	Parth		Sarswat	23026	70.00	MAT	70.04	67.58
13	Mr.	Aman		Gautam	23002	60.00	ATMA	86.73	67.43
14	Ms.	Arushi		Gupta	23004	70.00	CAT	54.00	63.36
15	Ms.	Simranjeet		Kaur	23036	80.00	MAT	53.00	62.69
16	Mr.	Parag		Jindal	23025	60.00	MAT	75.00	62.52
17	Ms.	Harnoor			23012	80.00	MAT	45.92	61.65
18	Ms.	Jasmine		Bansal	23016	55.00	MAT	73.32	61.37
19	Ms.	Mansi		Mehta	23020	70.00	ATMA	49.09	61.16
20	Mr.	Aryan		Thakur	23005	55.00	ATMA	78.13	58.27
21	Mr.	Pratham		Jalan	23027	70.00	ATMA	49.20	57.92
22	Ms.	Sonia			23037	60.00	MAT	50.00	57.28
23	Ms.	Nandini			23023	70.00	CAT	39.81	56.66
24	Mr.	Karan		Bhardwaj	23043	60.00	GMAT	35.00	52.02
25	Mr.	Divesh		Verma	23009	55.00	ATMA	46.00	51.58
26	Mr.	Raghav		Goyal	23029	70.00	CAT	31.85	50.99
27	Mr.	Fatehveer		Singh	23010	70.00	ATMA	31.60	50.60
28	Ms.	Ashima		Bansal	23042	60.00	GMAT	24.00	49.37
29	Ms.	Mitasha		Singla	23021	60.00	CAT	24.94	48.38
30	Ms.	Priya		Harnote	23028	80.00	CAT	12.48	46.80
31	Mr.	Jatin		Singla	23017	70.00	GMAT	20.00	45.57
32	Ms.	Muskan		Malik	23022	60.00	MAT	19.37	45.35
33	Mr.	Sehwag		Singh	23034	60.00	ATMA	29.36	45.28
34	Mr.	Aditya		Rampal	23007	60.00	MAT	11.07	42.56
35	Mr.	Aryan		Khosla	23041	80.00	Migration Case	0.00	41.47
36	Mr.	Udaybir	Singh	Brar	23040	60.00	ATMA	22.94	41.30
37	Mr.	Keshav		Gautam	23019	55.00	GMAT	0.58	33.83

13. List of Applicants:

List of candidate whose applications have been received along with percentile/percentage score for each of the qualifying examination in separate categories for open seats. **All seats are open.**

List of candidate who have applied along with percentage and percentile score for Management quota seats (merit wise): **Not Applicable**

14. Results of Admission Under Management seats/Vacant seats: Not Applicable

- i. Composition of selection team for admission under Management Quota
- ii. List of candidate who have been offered admission
- v. Waiting list of the candidate in order of merit to be operative from the last date of joining of the first list candidate

15. Information of Infrastructure and Other Resources Available:

- i. Number of Class Rooms and size of each : **6, (26 x 28) ft²**
- ii. Number of Tutorial rooms and size of each : **2 (26 x 14) ft²**
- iii. Number of Laboratories and size of each : **1 (28 x 36) ft²**
- iv. Number of Computer Centres with capacity of each : **1, 48 Nodes**
- v. Central Examination Facility, Number of rooms and capacity of each: **2: 60**
- vi. Online examination facility (Number of Nodes, Internet band width, etc.): **48 nodes**
- vii. Barrier Free Built Environment for disabled and elderly persons: **Yes**
- viii. Fire and Safety Certificate : **Yes**
- ix. Hostel Facilities : **Yes**
- x. Number of Library books/ebooks/Titles/Journals available (Programme-wise)
No. of Library Books: 1597
No. of Journals: 8
- xi. List of online National/International Journals subscribed:
- xii. National Digital Library (NDL) subscription details:
- xiii. List of Major Equipment/Facilities in each Laboratory/Workshop: **Not Applicable**
- xiv. List of Experimental Setup in each Laboratory/Workshop: **Not Applicable**
- xv. Innovation Cell: **Yes**
- xvi. Social Media Cell: **Yes**
- xvii. Compliance of the Academic Bank of Credit (ABC), applicable to PGCM/ PGDM Institutions and University Departments: **Yes**
- xviii. To upload the respective short video (1-2 min) of Infrastructure and facilities available w.r.t the courses in the website: **Available in the home page of our website www.pmlsdb.ac.in**
- xix. Games and Sports Facilities: **Yes**
- xx. Teaching Learning Process: **Available in the Programmes section of our website www.pmlsdb.ac.in**
- xxi. For each Post Graduate Courses give the following:
- xxii. Title of the Course: **Post Graduate Diploma in Management (PGDM)**
- xxiii. Laboratory facilities exclusive to the Post Graduate Course: **Yes**

16. Enrolment and placement details of students in the last 3 years:

PGDM 2020-22	Enrollment: 27	Placement: 27 (100%)
PGDM 2021-23	Enrollment: 31	Placement: 31 (100%)
PGDM 2022-24	in process, will be completed by April 2024	

17. List of Research Projects/Consultancy Works: being compiled.

18. MoUs with Industries:

MoU signed with IIM Calcutta Innovation Park, Various industrialists on the board of Advisory Body. MoU signed with Chandigarh Management Association (CMA)