



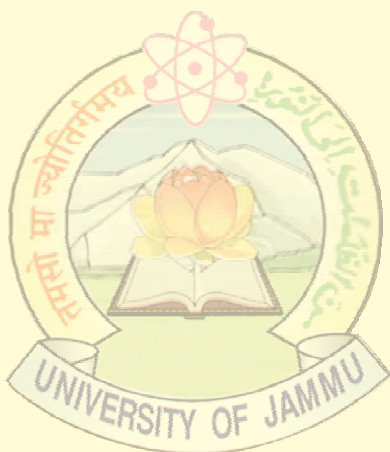
**KATHUA CAMPUS**  
University of Jammu

## **PLACEMENT BROCHURE 2015**

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**Masters in Business Administration (MBA)**  
**Masters in Computer Application (MCA)**





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## **FROM THE DESK OF VICE CHANCELLOR**

I am delighted to know that the Kathua Campus of the University of Jammu is bringing out Combined Placement Brochure for the MBA & MCA Students for the year 2015.

The University of Jammu is one of India's Premier Research & Teaching Universities and has been rated by the National Assessment and Accreditation Council (NAAC) as an 'A' Grade University. The University of Jammu came into existence in 1969 vide Kashmir and Jammu Universities Act 1969 following bifurcation of the erstwhile University of Jammu and Kashmir.

The University of Jammu has expanded its jurisdiction geographically to take higher education to the doorsteps of people living in remote and far-flung areas of Jammu region. Keeping the traditions of setting, monitoring, achieving and maintaining the standards of brilliance, the Kathua Campus of the University of Jammu is moving progressively towards achieving the objective of academic excellence. The Campus is providing the best possible opportunities to its students and it disseminates all the pertinent skills and the right attitude required to produce a successful postgraduate in Business Administration & Information Technology.

It is our endeavour to contribute to the corporate world by providing our students with the best training so that they can contribute efficiently and effectively in elevating the status of the organization that they serve, and emerge as successful corporate leaders in near future. There is no doubt in my mind that our MBA & MCA students of Kathua Campus will prove to be an asset for the Industry & Corporate Sector.

I wish the present batch of students success for the future.

**PROFESSOR MOHAN PAUL SINGH ISHAR**  
Vice-Chancellor  
University of Jammu



## FROM THE DESK OF RECTOR KATHUA CAMPUS

I am pleased to present and recommend the students of Kathua Campus who are pursuing the MBA and MCA programmes respectively. Our students are trained by dedicated faculty members who work hard to groom them in the desired direction. Supported by the state-of-the-art infrastructure, the educational experience at Kathua Campus equips these students thoroughly in concept and application.

We seek to develop professionals with creative and inquisitive minds blended with empathy for others. I whole heartedly welcome the corporate colleagues to visit Kathua Campus for offering suitable job opportunities to these candidates.

**PROFESSOR NEELU ROHMETRA**  
Rector, Kathua Campus





## **FROM THE DESK OF DEAN BUSINESS STUDIES**

I am delighted to know that Kathua Campus, University of Jammu is bringing out a Combined Placement Brochure for the students of MBA and MCA for the year 2015. Kathua Campus is a part of the University of Jammu and has seen phenomenal growth in the past few years under the dynamic leadership of Professor Neelu Rohmetra, the Rector of the Campus. The Campus is engaged in various academic activities drawing the best resources available at Local / Regional /National level to chisel out fine product. The students have been prepared to shoulder any challenge to meet the situation and bring positive results. I assure you that if given an opportunity, these well-shaped future leaders will contribute in the rapid growth of your organization and the society. I invite you very humbly to provide an opportunity to these young dynamic, ready to act managers in your valued organization.

Wishing all the best!

**PROFESSOR DESHBANDHU GUPTA**

Dean, Business Studies  
University of Jammu



## FROM THE DESK OF DEAN MATHEMATICAL SCIENCES

It gives me immense pleasure to know that Kathua Campus, University of Jammu, is bringing out its Placement Brochure for their students. In short span the Kathua Campus of the Jammu University has established itself among the best of the Institutions imparting quality education. I believe that the faculty of Kathua Campus is providing quality education, rigorous academic training, the necessary skills and industry-academia exposure to the students, because of which the placement record of previous batches of Kathua Campus is quite encouraging, and some of them are working in the best known national and multinational corporations.

I wish the present batch of students under the dynamic leadership of Prof Neelu Rohmetra and her team, a grand success in their endeavour for the future. I am confident that the various organizations would visit the Campus for placement of the students and will be offered suitable jobs.

**PROFESSOR J P SINGH JOOREL**

Dean, Faculty of Mathematical Sciences  
University of Jammu





## **FROM THE DESK OF DEAN STUDENT PLACEMENTS**

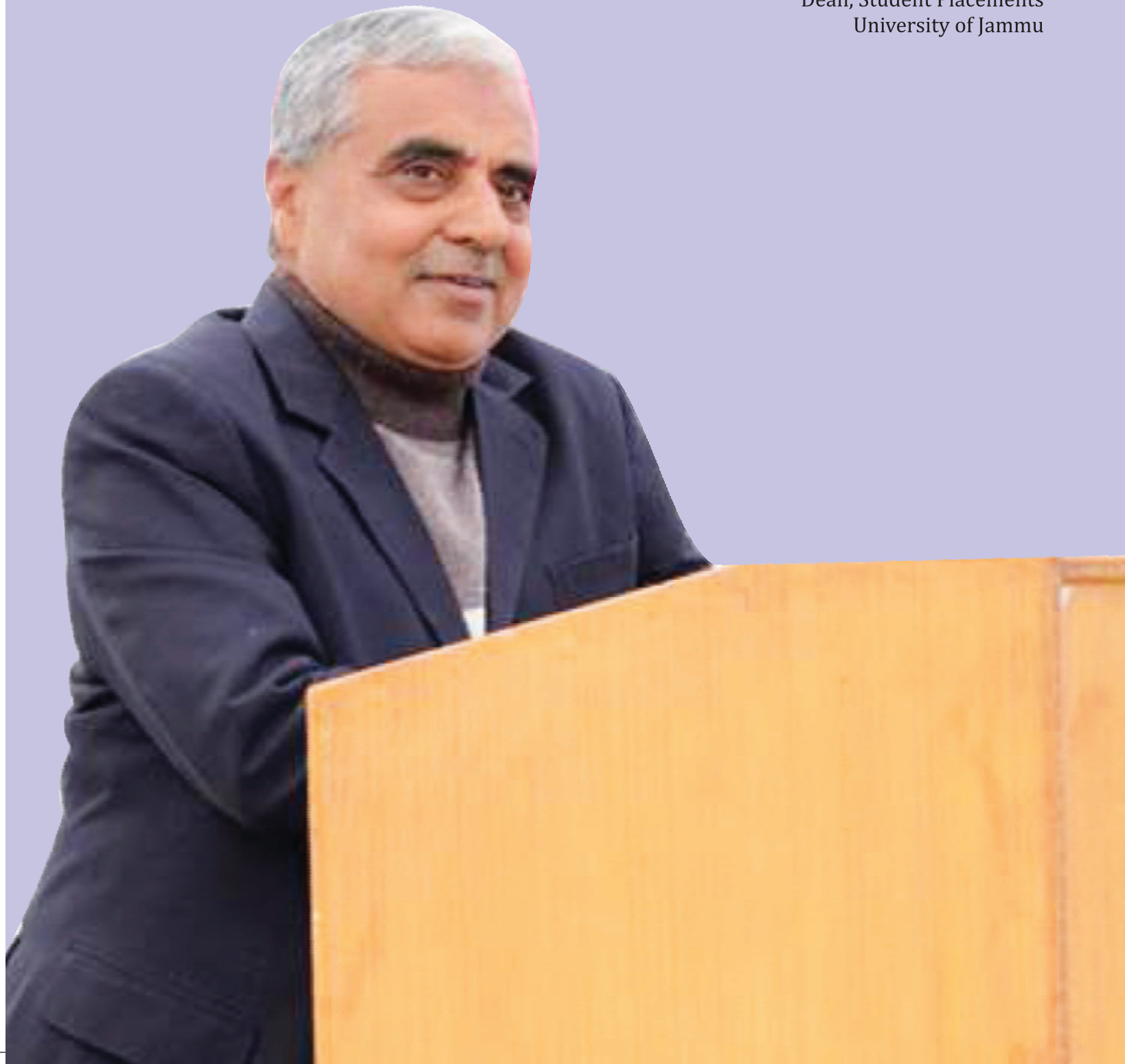
It gives me immense pleasure in presenting the profile of the students of Kathua Campus to your esteemed organization.

Our previous batches of MBA are well placed in the Corporate World. I sincerely place before you the high quality MBA students from our Campus for considering them for suitable placement opportunities.

I also take this opportunity to present maiden crop of MCA students for placements in your organization.

**PROFESSOR BHUVNESH CHANDER SHARMA**

Dean, Student Placements  
University of Jammu





## UNIVERSITY OF JAMMU : AN OVERVIEW

Established in 1969 following bifurcation of the erstwhile University of Jammu and Kashmir, University of Jammu is spread over seven Offsite Campuses at Kathua, Bhaderwah, Udhampur, Poonch, Ramnagar, Reasi and Kishtwar. Accredited as A-Grade University by the National Assessment and Accreditation Council of India (NAAC), University of Jammu has a mission to become a globally recognised institution of rigorous academic research and teaching. The University offers around 45 post-graduate degree/diploma courses and 18 under-graduate courses including five-year Integrated Law. The University hosts faculties including Sciences, Life Sciences, Arts, Social Sciences, Business Studies, Education, Behavioural Sciences, Law, Oriental Learning, Medicine, Engineering, Music and Fine Arts and Ayurvedic Medicine. The University offers Doctoral Programmes (Ph.D) across all the disciplines/ faculties. The University has 29 Government Colleges and around 110 Private Colleges affiliated to it. The University of Jammu is a Wi-Fi Campus with excellent IT facilities.

The University hosts well equipped Central Library: Dhanvantri, with over 6 Lac books with EBSCO, LIBSYS softwares, CD-ROM database, INFLIBNET,

RFID and interconnected computer terminals and the International Resource Centre. The University also hosts the state-of-the-art General Zorawar Singh auditorium, well-equipped gymnasium and fitness/health centre, child day-care centre, canteens and cafeteria. The University also provides separate hostel facility for boys and girls. Besides, the University also has Academic Staff College for undertaking training of faculty members across disciplines, Directorate of Distance Education for distance learning programmes, Department of Life-Long Learning, Women Studies Centre, Centre for Strategic Studies, International Centre for Cross-Cultural Research and Human Resource Management, Directorate of Quality Assurance, etc. Organising Conferences/Seminars/ Workshops/ Youth Festivals/Cultural, Literary and Sports activities is a regular feature in the University. University is actively engaged in extension and outreach activities. Over four thousand students join the post-graduate courses on the Campus each Academic Session (includes the figure for private/ affiliated colleges).



## KATHUA CAMPUS: AN OVERVIEW



Kathua Campus is fast emerging as the technical Campus of University of Jammu. Currently MBA and MCA programmes are being offered at the Campus. The other programmes like B. Pharma, Five-Year integrated MBA and the various Engineering Programmes through the University Institute of Engineering and Technology (UIET) are in the pipeline, for augmenting quality and technical education and research. Kathua Campus is working with technological focus, futuristic outlook and social sensitivity.

Personality and skill development workshops, industry-academia interactions as well as extension and special sessions are regularly organized at the Campus for facilitating placement processes. Interactive teaching-learning, career counselling and mentoring, extension and outreach are seen as the prime concerns at the Campus. Students' needs, aspirations and interests are addressed on one-to-one basis by the committed faculty and the staff. The use of ICT is encouraged at the Campus. The continuous evaluation system throughout the Semester, gears up the learning skills with a desired pace. Sports and cultural activities are promoted at the Campus for the overall development of the students.

The placements at the Campus for the MBA and MCA programmes are centrally managed through the Office of Dean Student Placements at the University of Jammu, Jammu. The Placement Coordinator at the Campus works in close coordination with the Office of the Dean Student Placements, University of Jammu for the said

purpose. The Campus is well equipped with Computer Labs, Video Conferencing facility, Smart Classrooms, Seminar Room, Common Recreation Room, Transport facility etc.

Equal importance is placed on the cultural, literary and sporting activities at Kathua Campus. Kathua Campus is organising Inter-College Cultural and Literary Fest ANUSHTHAN -2014 under the theme "Celebrating Culture and Festivity" in November 2014. Also, after the 1st National Research Conference on 'Business Dynamics' in March 2013 in collaboration with National HRD Network, The Management School at Kathua Campus is all set to announce the CALL FOR PAPERS for the 2nd National Research Conference scheduled for February / March 2015.

About 362 Kanals of land has been acquired at Village Janglote, Kathua, where separate hostels for boys and girls, academic and administrative blocks are near completion stage. The Campus shall move from the rented premises to the newly constructed Academic block (G plus 3) towards the end of this Year. All the upcoming buildings are environment friendly and equipped with modern facilities. Ministry of HRD, Government of India has sanctioned the University Institute of Engineering and Technology (UIET) at Kathua Campus under Rashtriya Uchchatar Shiksha Abhiyan (RUSA) with the financial support of 26 Crores. The UIET shall come up in 50-60 Kanals of land at Janglote, Kathua along with the other buildings.



## TEACHING DEPARTMENTS

### The Management School (TMS)

The MBA programme at Kathua Campus commenced in the year 2006 in The Management School at the Campus. The MBA admissions are made on the basis of Common Admission Test (CAT)/ AIMA – MAT score as one of the parameters of selection process through centralized process at The Business School at the main Campus. The total in-take in a batch is 30 seats (including the reserved category seats). There is also a provision of 5 seats under the self-financed category, which are over and above the number of 30 seats.

The TMS is working with a mission to build up value centric leadership through education which is entrepreneurial in spirit, ethical in focus and global in orientation. In doing this, we seek to develop management professionals with creative and inquisitive minds blended with empathy for others.

### Objectives @ TMS

- To create an environment of interactive teaching-learning processes with focus on contemporary issues in the field of management.
- To generate and disseminate knowledge which has practical relevance.
- To collaborate with corporate sector for a pro-active academia-industry interface.
- To conduct Management Development Programmes for enriching the skills and knowledge of the employees in the industry.
- To collaborate with other business schools for faculty and student exchange programmes.
- To emerge as a Centre of Excellence in teaching, research and consultancy.

### Department of Computer Science and IT

Department of Computer Science and IT was established at the University of Jammu (Main Campus) in the year 1987, with the objective of imparting quality education in the field of Computer Science. The MCA programme started in Kathua Campus in the year 2012. The objective of

the Master's of Computer Applications (MCA) programme at Kathua is to impart core education in Computer Science and its applications, so that students are well prepared to face the challenges of IT industry. The course structure ensures overall development of the students, while concentrating on imparting technical skills required for an IT professional.

All the labs, offices and faculty rooms of the Department are equipped with Wi fi internet facility. Internet connectivity is provided using 6 different lines and one wimax Line to all systems in the laboratory, classrooms, seminar room and Smart Class room. Computer Labs play an important role in the programme. Some of the Key features of Computer Labs are:

### Development Tools

Tourbo C and C++  
JDK 1.6.0  
Oracle10g  
Microsoft Office 2013, Microsoft Office 2010,  
Microsoft Office 2007  
Tomcat, NetBeans 6.9

### Operating Systems

Windows XP / 7  
Red Hat Enterprise Edition, Ubuntu

### Security Tools

Kaspersky Antivirus Tool  
Quick heal Antivirus Tool

### Hardware

10 Wipro, I3 Desktops and 5 Wipro Desktops with Dual core Processor.  
45 Pentium IVs with 2 GB RAM, 160 GB Hard disk.  
TFT Monitors, 1 TB Hard disk.  
3 LCD Projectors  
6 HP Laser Jet P1505 series  
1 Hp 2420 Scanner



## TEACHING PEDAGOGY

A variety of teaching and learning methods are employed to impart knowledge and skills to students at Kathua Campus. Lectures, case analysis, simulation games and exercises, syndicates, group discussions and practical project work, laboratory work are commonly used to develop conceptual, analytical and decision making skills. The preparation is also in the direction of instilling enabling capabilities amongst the students so as to face the challenges of the complex business environment. The lectures are mostly delivered with the help of overhead projectors (OHP) and Liquid Crystal Display (LCD) Projectors in interactive smart classrooms. The Campus also provides the video conferencing facility to the students to interact with the experts from both industry and academia at national and international level. The continuous evaluation system throughout the Semester gears up the learning skills with a desired pace. Interactions of the students with guest speakers from corporate and academia are a regular feature to further professional development.



## SUMMER TRAINING/PROFESSIONAL TRAINING

Component of Summer Training/ Professional Training in MBA and MCA curriculum respectively of University of Jammu contributes significantly towards the professional development of the participants in these programmes.

### SUMMER TRAINING (MBA)

After completing their first two semesters of instruction during the first year, all the MBA students are required to undertake practical training in an organization for a period of about 8 weeks during the summer months. Each student is selected by a reputed company wherein he/she works on an assigned live project under the supervision of a designated corporate supervisor. After completion of the training, the student is required to submit a report to the company as well as to the University of Jammu as one of the statutory requirements in the partial fulfillment of the MBA programme. The projects are duly evaluated and assigned weightage in the semester 3rd of the MBA programme.

### PROJECT WORK (MCA)

After completing their five semesters of instruction during the first two and half years, all

the MCA students are required to undertake project work of minimum four to six months duration. Each student shall carry out the project in the concerned Department/Other Institution/Organization as approved by the Department under the supervision of a teacher assigned by the Department and has to develop an application for the concerned organization. Each student will submit a synopsis at the beginning of the semester for approval from the Department. The student will have to present the progress of the work through Mid-Semester Presentation after two months duration.





## INFRASTRUCTURE AND ICT



The Campus is equipped with state-of-the-art infrastructure as follows:

### COMPUTER LAB

Keeping in pace with the latest advances in Technology and Management, Kathua Campus brings the most sophisticated and modern technology to its students. The Campus is equipped with state-of-the-art air-conditioned Computer labs with computers and workstations.

### VIDEO CONFERENCING LAB & SMART CLASSROOMS

The Campus provides Video Conferencing facility to the students and the faculty, whereby interactions are a possibility through Webinar and networks. Formal interactions are hosted with the academicians and the corporate experts through virtual / e-learning mode. Interactive sessions, panel discussions and workshops are organized and conducted in the designated smart/interactive classrooms. The facilitators make use of the technology to support teaching-learning process.

### LIBRARY

The library at Kathua Campus is fully equipped with latest books (text and reference) in Management, Computer Sciences, Information Technology and allied disciplines. The library also subscribes to various management Journals and Magazines. Students at the Campus are encouraged to visit library on regular basis. The Campus library is supported by the Dhanwantri Library at University of Jammu, Jammu, with over 6 lac books with LIBSYS software, CD-ROM database, INFLIBNET, RFID and inter-connected computer terminals and International Resource Centre. The Campus also has access to research on-line databases subscribed by University of Jammu like EBSCO, etc.

### COMMON RECREATION ROOM

An indoor facility to promote interaction amongst the participants exist in the campus in the form of a common recreation room. Students like to involve themselves in indoor sporting activities like Carrom, Chess etc.

### TRANSPORT FACILITY

The Campus offers transport facility (bus facility) to the students who commute on daily basis from Jammu and the nearby areas on the route.





## ACTIVITIES AND EVENTS

- **FELICITATION CEREMONY (October 15, 2014)**

To acknowledge the contribution of various people in the growth and infrastructural development of the Kathua Campus, Felicitation Ceremony was organized wherein Sh. Charanjit Singh, MLA Kathua was honoured for his contributions with reference to facilitating the process involved in matter of land acquisition. Contribution of District administration Kathua was also acknowledged on the occasion. During the Felicitation Ceremony, students of Kathua Campus presented an impressive cultural programme.

- **WORKSHOPS ON PERSONALITY DEVELOPMENT AND RECRUITMENT SKILLS (October 08-13, 2014)**

Three days' each separate Personality Development and Recruitment Skills

workshops were conducted by Manjot K.S. Gill-Director, Mind Bridge Asia, a management Consulting firm for MBA and MCA students separately. The objective was to help students create CV, construction of skill portfolio in order to present their skill set in an organized manner, intensive training on handling the Group Discussions and to understand the do's and don'ts of the interview process.

- **INDUCTION PROGRAMME FOR MBA STUDENTS (August 14, 2014)**

The induction programme for ninth batch of MBA students of Kathua Campus, was organized at Campus wherein Prof Pankaj Srivastava, Dean Students Welfare, University of Jammu, Jammu was the Chief Guest'. Mr Vikas Gupta, Branch Manager Axis Bank Ltd, Kathua was Special Guest on the occasion. Mr Vikas Gupta, shared his corporate experience with the students





citing examples from banking and financial sector. Prof. Neelu Rohmetra in her welcome address advised the MBA students to contextualise and align their learning at Kathua Campus with industry specifics as the corporate ambassadors of Jammu University.

- **WORKSHOP ON COMPUTER SECURITY AWARENESS (NOVEMBER 28, 2013)**

A workshop on Computer security awareness was conducted by D. S. Oberoi, Scientist-E, National Institute of Electronics and Information Technology, J&K, wherein he talked about various security issues and concerns on the Web. He also spoke about various emerging challenges in the IT sector like phishing, snooping etc.

- **NATIONAL CONFERENCE (March 21-22, 2014)**

The Management School, Kathua Campus, University of Jammu in association with National HRD Network and J&K Bank, organized a 2-day National Conference on “Business Dynamics: Contemporary Issues and Challenges”. Sh. Abdul Hamid Bandy, Executive President, J&K Bank Ltd., was the chief guest during the Inaugural Session. Prof. Ashok Ogra, Director, Apeejay School of Mass Communication, New Delhi, presented the Inaugural Address wherein he provided insightful views into the transition that has taken place in the minds of the people of the country over the years and the kind of leap that it has taken.





## STUDENTS' ACHIEVEMENTS AND EXTRA CURRICULAR ACTIVITIES

- University First Position awarded to Ms Sheetal Soni in MBA Programme (Session 2012-14).
- Third Position in Creative Dance Category awarded to Ms Kanika Sharma of Department of Computer Sciences and IT (Display Your Talent Contest 2014).
- Participation in Second PAN-INDIA Edition of Inquizzite Quiz Competition organized by Confederation of Indian Industry (CII) at Delhi.
- Mayank Gautam, the student of Kathua Campus got selected for Inter University Cricket Team representing University of Jammu.
- Participation in Management Students' Conclave (November 19, 2013)
- Participation in Business Fest at SMVDU (April 16-17, 2013)
- Participation in Workshop "Doing Business Internationally: Asia vs Europe" (April 04, 2013)





## **REPORT ON NATIONAL CONFERENCE “BUSINESS DYNAMICS: CONTEMPORARY ISSUES AND CHALLENGES” (MARCH 21-22, 2014)**

The Management School, Kathua Campus, University of Jammu in association with National HRD Network and J&K Bank, organized a 2-day National Conference on “Business Dynamics: Contemporary Issues and Challenges” on March 21-22, 2014. Over 90 research papers from across the country were received against the call for papers, out of which 76 were accepted. More than 50 research papers were presented at the conference over five technical sessions. The technical sessions covered the contemporary domains of business like 'Global Business Practices', 'Sustainable Business Practices', 'IT and Customer Service Concerns' and 'Organisational Best Practices'. Thirty six selected research papers were published in two books titled as “Business Dynamics: Contemporary Issues and Challenges” and “Sustainable Practice: Issues Revisited” which were released during the Conference.

Sh. Abdul Hamid Banday, Executive President, J&K Bank Ltd., was the chief guest during the Inaugural Session. In his address, he talked about the relevance of understanding the current business environment comprising competition, rapid pace of technology changes, high attrition rates, etc., which generates the ability to foresee emerging challenges and harnessing opportunities from such environment.

In welcome address, Prof. Neelu Rohmetra, Rector Kathua Campus and President, Jammu Chapter, NHRD Network, and the Conference Convener welcomed the esteemed guests, prominent citizens, delegates, research scholars, students

and staff members on the occasion.

The prominent key note panelists and speakers on the occasion include Prof. Ashok Ogra, Director, Apeejay School of Mass Communication, New Delhi, Mr. P Dwarakanath, Director- Group Human Capital, MAX India, New Delhi, Mr. D.K. Bakshi, Chief Mentor & CEO, Global Talent Consultants Company Ltd. Bangkok, Thailand, Ms. Sonali Dua, Vice President, Deloitte US India Consulting, New Delhi, Mr. Kamal Singh, Director General, NHRD Network, Mr. Dhananjay Singh, Executive Director, NHRDN Mr. Shakun Khanna, Executive Consultant, IBM and Mr. Gulshan Sharma, President, Chandigarh Chapter, NHRDN.

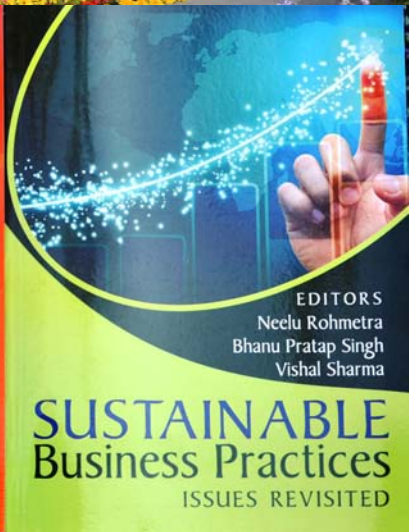
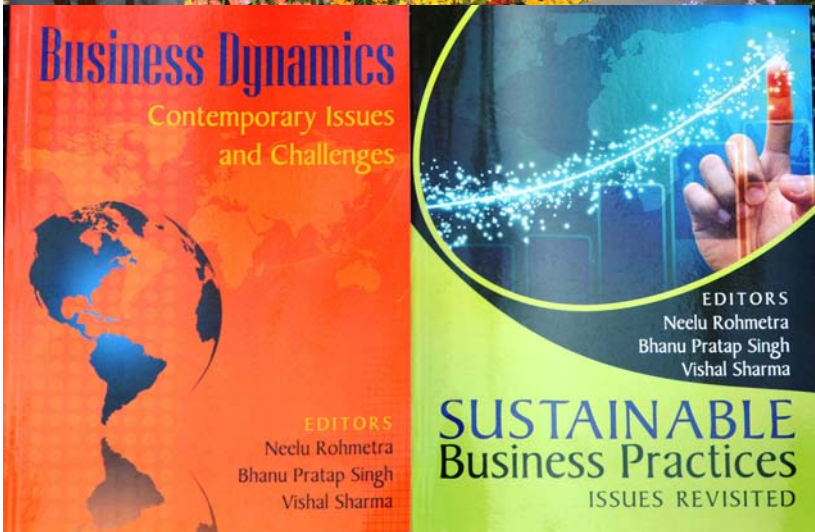
The Keynote Panels were followed by the Technical Sessions in which select paper presentations were made by the delegates whose papers were accepted through the blind review process against Call for Papers. The sessions were well attended by faculty, students and research scholars and industry representatives.

Prof. R.D Sharma, Former Chairman, Board of Professional Entrance Examinations, J&K State was the special guest for the closing session. Prof. R.D Sharma emphasized on the need of good research in academic curriculum. Mr. Rajan Dutta, President- Corporate HR at Reliance Communications Ltd. delivered the valedictory address and shared his corporate experiences in the changing business environment.





## MOMENTS @ NATIONAL CONFERENCE





## VISITORS @ KATHUA CAMPUS

### CORPORATE VISITORS

- Sh. Abdul Hamid Banday, Executive President, J&K Bank Ltd.
- Mr. P Dwarakanath, Director- Group Human Capital, MAX India, New Delhi
- Mr. D.K. Bakshi, Chief Mentor & CEO, Global Talent Consultants Company Ltd. Bangkok
- Mr. Rajan Dutta, President - Corporate HR, Reliance Communications
- Mr. Kamal Singh, Director General, NHRD Network
- Mr. K.P. Sharma, Director Services (USA,UK), Dell Computers
- Ms. Sonali Dua, Vice President, Deloitte US India Consulting, New Delhi
- Mr. Dhananjay Singh, Executive Director, NHRDN
- Mr. P.K. Mittal, Vice President, Chenab Textiles Mills
- Mr. Gulshan Sharma, President, Chandigarh Chapter, NHRDN
- Mr. Shakun Khanna, Executive Consultant, IBM New Delhi
- Mr. Annil Suri, Chairman Federation of Industries, Jammu
- Mr. Harbinder Singh Sokhi, Regional Manager, Bombay Stock Exchange (BSE)
- Mr. Sanjeev Sharma, Branch Manager, Jammu & Kashmir Bank
- Mr. Mahesh Sharma, GM-IT, Chenab Textiles Mills
- Mr. Abhishek Khajuria, Branch Manager, HDFC Bank
- Mr. Sumit Sharma, Manager, Axis Bank
- Mr. Praveen, Manager Finance, Chenab Textiles Mills
- Mr. Sunil Sharma, Manager-HR, Chenab Textiles Mills
- Mr. Gagandeep Singh Kamra, Confederation of Indian Industries (CII)
- Mr. Vikas Gupta, Branch Manager, Axis Bank







## ACADEMIC VISITORS

- Prof. Ashok Ogra, Director, Apeejay School of Mass Communication, New Delhi
- Professor Harish Choudhary, Department of Management Studies, IIT Delhi
- Professor Vipin Gupta, Director, California State University-San Bernardino, USA
- Professor Neharika Vohra, IIM, Ahmedabad
- Prof. R.D. Sharma, Former Chairman, Board of Professional Entrance Examinations, J&K State
- Professor Anup Singh, Jaipuria Institute of Management, Noida
- Professor Desh Bandhu Gupta, Director Colleges Development Council and Dean Business Studies, University of Jammu
- Professor Keshav Sharma, Controller of Examinations, University of Jammu
- Professor N K Tripathi, Former Dean, Students Welfare, University of Jammu
- Professor B. C. Sharma, Dean Students Placement, University of Jammu
- Professor Pankaj Srivastava, Dean Students Welfare, University of Jammu, Jammu
- Professor Dipankar Sen Gupta, Department of Economics, University of Jammu
- Professor Vinod Sharma, Department of Computer Sciences, University of Jammu
- Professor Parikshat Singh Manhas, Director, SHTM, University of Jammu
- Professor J.R. Dhotra, Director, IMS, Jammu
- Professor Alka Sharma, The Business School, University of Jammu
- Professor Sameer Gupta, The Business School, University of Jammu
- Dr Rajinder Mishra, The Business School, University of Jammu
- Dr Vinay Chauhan, The Business School, University of Jammu
- Dr Amisha Gupta, The Business School, University of Jammu
- Dr Anil Gupta, The Business School, University of Jammu



MOMENTS @ KATHUA CAMPUS





## FACULTY SUPPORT



**PROFESSOR NEELU ROHMETRA** (Rector)  
*Ph.D. (Management Studies), Post Doc (UK)*  
HRD, OB & Cross Cultural Management



**DR. VIVEK SHARMA**  
*Academic Coordinator*  
M.A., Ph.D.



**DR. JYOTI SHARMA**  
M.Com, Ph.D.



**DR. NARESH SHARMA**  
M.A., PGDCA,  
MBA, Ph.D.



**DR. BHANU PRATAP SINGH**  
MBA, Ph.D.



**PANKAJ KHAJURIA**  
MBA



**VISHAL SHARMA**  
MBA



**PINKY**  
M.Com.



**SHALLU SHARMA**  
MBA



**DEEPAK GUPTA**  
MCA



**SURBHI GUPTA**  
MCA



**AJAY LAKHOTRA**  
MCA



**NIDHI SAMBYAL**  
MCA



**RITI PRAKASH SINGH KATAL**  
MCA



**AMIT SHARMA**  
MCA



**KATHUA CAMPUS  
THE MANAGEMENT SCHOOL**



## MBA BATCH PROFILE





# COURSE STRUCTURE (MBA)

## I Semester (All Courses Compulsory)

- 101 Managerial Economics
- 102 Fundamentals of Marketing
- 103 Legal Aspects of Business
- 104 Management Processes and Organizational Behaviour
- 105 Accounting for Managers
- 106 Computer Applications in Management
- 107 Business Research Methods
- 108 Written Analysis and Communications
- 109 Viva Voce

## II Semester (All Courses Compulsory)

- 201 Business Ethics and Environment
- 202 Marketing Management
- 203 Management Science for Decision Making
- 204 Human Resource Management
- 205 Financial Management
- 206 Operations and Materials Management
- 207 Management Information and Decision Support System
- 208 Advanced Research Methodology
- 209 Personal Growth Lab and Interpersonal Effectiveness
- 210 Viva Voce

## III Semester

- 301 Strategic Management (Compulsory)
- 302 Summer Project Report (Compulsory)
- 303 Seminar on Project Report (Compulsory)
- 304 Comprehensive Viva Voce
- MAJOR: Three papers out of any one of the following groups
- MINOR: Two papers out of any one of the remaining groups

### GROUP A: Marketing

- 311 Consumer Behaviour
- 312 Services Marketing
- 313 Integrated Marketing Communication
- 314 Brand Management

### GROUP B : Finance

- 321 Security Analysis and Portfolio Management
- 322 Management of Financial services
- 323 Risk Management and Insurance

### GROUP C: Human Resource Management

- 331 Strategic Human Resource Management

- 332 Performance and Compensation Management
- 333 Organizational Change and Intervention Strategies
- 334 Organizational Psychology

### GROUP D: Operations Information and Technology

- 341 Business Process Re-engineering
- 342 Supply Chain Management
- 343 Enterprise Resource Planning
- 344 Management of Technology and Innovation

## IV Semester

- 401 Project Management (Compulsory)
- 402 Seminar (Compulsory)
- 403 Comprehensive Viva Voce

**OPTIONS (Four optional papers out of which minimum two courses from Major group and minimum one from Minor group)**

### GROUP A : Marketing

- 431 International Marketing
- 432 Distribution and Sales Management
- 433 Retail Management
- 434 Strategic Marketing

### GROUP B: Finance

- 441 International Financial Management
- 442 Financial Derivatives
- 443 Strategic Financial Management
- 444 Mergers & Acquisitions

### GROUP C: Human Resource Management

- 411 Human Resource Development : Systems and Strategies
- 412 Cross- Cultural Management
- 413 Industrial Relations and Labour Laws
- 414 Expatriate Management

### GROUP D: Operations Information and Technology

- 451 E-Commerce: Strategies and Application
- 452 Customer Relationship Management and Business Intelligence
- 453 Knowledge Management and Strategic System
- 454 Global Logistics and Supply Chain Operations



## STUDENT PROFILE

### MARKETING & FINANCE

**AMIT CHOUDHARY**

**D.O.B.:** 16-03-1992

**Qualification:** B A

**Project:** Consumer satisfaction of Financial Services Products

**Organisation:** J&K Bank Ltd.

**Contact:** 09596944372

**E-mail:** amitbajwa8181@gmail.com



**AMANDEEP SINGH**

**D.O.B.:** 12-10-1992

**Qualification:** B.Com

**Project:** Availability and visibility of financial service product of J&K Bank

**Organisation:** J&K Bank Ltd.

**Contact:** 08713078606

**E-mail:** amndeepsingh91@gmail.com



**ISHAN SAROTRA**

**D.O.B.:** 20-01-1991

**Qualification:** BE

**Project:** Whatsapp promotion & to find High STD Zones in Jammu Region

**Organisation:** Airtel

**Contact:** 09622319799

**E-mail:** ishan\_sarotra9@yahoo.com



**ROHIT RAINA**

**D.O.B.:** 22-09-1990

**Qualification:** BE

**Project:** Study of the Barriers of Mobile Internet for Elderly People, Go to market execution of airtel night store

**Organisation:** Airtel

**Contact:** 09018212737

**E-mail:** iamrohitraina@gmail.com



## STUDENT PROFILE

### MARKETING & HR

#### ANKUSH KUMAR SHARMA

**D.O.B.:** 20-09-1992

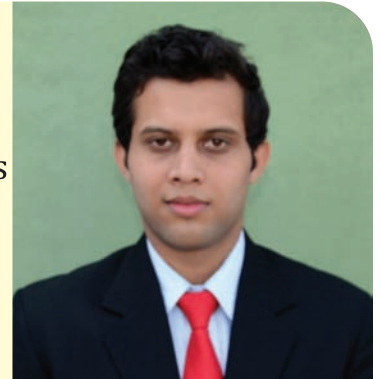
**Qualification:** BCA

**Project:** Study and Analysis of spends through EDC-POS machines at HPCL retail outlets in J&K

**Organisation:** Hindustan Petroleum Corporation Limited

**Contact:** 08715844446

**E-mail:** 92ankushsharma@gmail.com



#### ROHIT SHARMA

**D.O.B.:** 01-02-1992

**Qualification:** B.E

**Project:** New age banking products and their role in transforming modern banking

**Organisation:** J&K Bank Ltd.

**Contact:** 09596649385

**E-mail:** rohitzhere0@gmail.com

#### VIKAS SHARMA

**D.O.B.:** 28-02-1991

**Qualification:** B.Sc

**Project:** Study & analysis of spends through E.D.C-POS at H.P.C.L retail outlets in J&K

**Organisation:** Hindustan Petroleum Corporation Limited

**Contact:** 09906303123

**E-mail:** vikassharma1922@gmail.com



#### NITISH SHERPURI

**D.O.B.:** 14-02-1991

**Qualification:** B.Tech

**Project:** Marketing Analysis of Vodafone, Choose your number offer in the J&K Circle

**Organisation:** Vodafone

**Contact:** 09697215216

**E-mail:** nitish.sherpuri@gmail.com



## STUDENT PROFILE

### HR & MARKETING

**AKSHAR DHAR**

**D.O.B.:** 23.03.1989

**Qualification:** BBA

**Project:** New Age Banking Products

**Organisation:** J&K Bank Ltd.

**Contact:** 08492860424

**E-mail:** indiana.rock25@gmail.com



**AKSHMA SHARMA**

**D.O.B.:** 29.02.1992

**Qualification:** BBA (HM)

**Project:** Effectiveness of Recruitment Policy

**Organisation:** Power Grid Corporation of India Ltd.

**Contact:** 09797501153

**E-mail:** akshmasharma29@yahoo.com



**ARADHANA SHARMA**

**D.O.B.:** 22-05-1992

**Qualification:** BBA

**Project:** Training & Development at J&K Bank

**Organisation:** J&K Bank Ltd.

**Contact:** 09858608346

**E-mail:** arudubey300@gmail.com



**DHANAK BALI**

**D.O.B.:** 10-10-1992

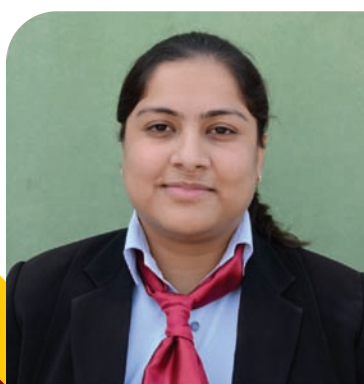
**Qualification:** BBA (HM)

**Project:** Performance appraisal at Power Grid Corporation Ltd

**Organisation:** Power Grid Corporation of India Ltd.

**Contact:** 09906315489

**E-mail:** balidhanak07@gmail.com



## STUDENT PROFILE

### HR & MARKETING

**MEHAK MAHAJAN**

**D.O.B.:** 14-02-1991

**Qualification:** BBA

**Project:** Analysis of Training System in Chenab Textile Mills

**Organisation:** Chenab Textile Mills

**Contact:** 09018448950

**E-mail:** mehak140291@gmail.com



**PANKAJ SINGH**

**D.O.B.:** 14-01-1993

**Qualification:** BBA

**Project:** Analysis of Statuary Compliances at Bharat Insecticides Ltd.

**Organisation:** Bharat Insecticides Ltd.

**Contact:** 09596906046

**E-mail:** pankajkarduia@gmail.com

**SHIKHA BAWA**

**D.O.B.:** 24-12-1991

**Qualification:** B.B.A

**Project:** Grievances Management system at C.T.M Kathua

**Organisation:** Chenab Textile Mills, Kathua

**Contact:** 09796407236

**E-mail:** shikhabawa91@gmail.com



**RACHNA SADHU**

**D.O.B.:** 01-04-1993

**Qualification:** BBA

**Project:** Performance appraisal at J&K Bank

**Organisation:** J&K Bank Ltd.

**Contact:** 09469555081

**E-mail:** rachna.ruchiM@gmail.com



## STUDENT PROFILE

### FINANCE & MARKETING

**ANISH GANDOTRA**

**D.O.B.:** 29-12-1990

**Qualification:** B.E (Information Technology)

**Project:** Comparative analysis of compensation and benefits in PSU and Private Sector

**Organisation:** Power Grid Corporation of India limited

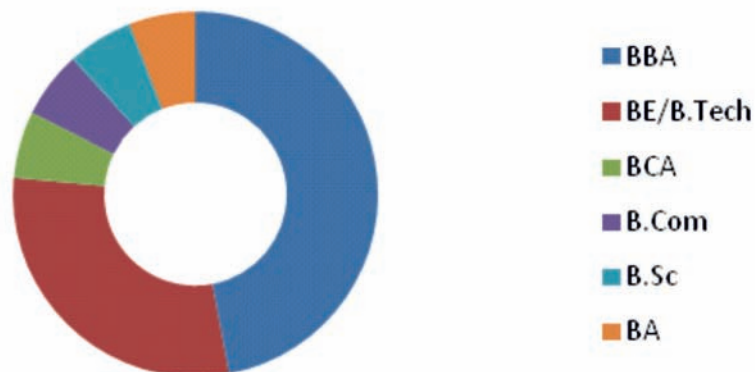
**Contact:** 09858049744

**E-mail:** anish123gandotra@gmail.com

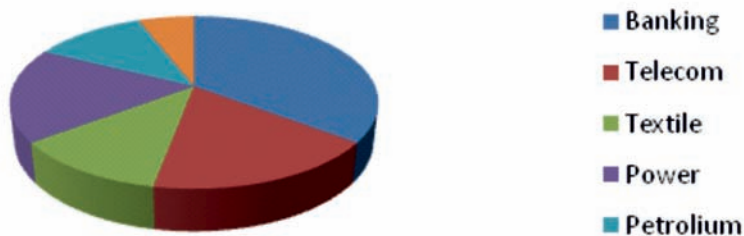


### SPECIALISATION

#### Academic Background

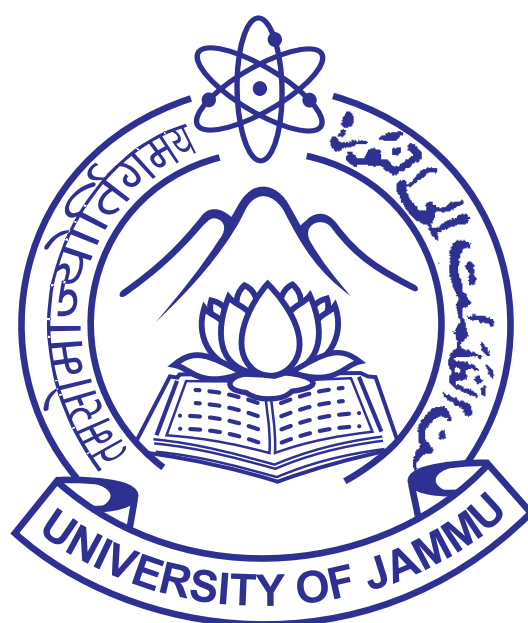


#### Summer Training: Industry Distribution



#### Male-Female Ratio





**KATHUA CAMPUS**  
**DEPARTMENT OF COMPUTER SCIENCE AND IT**



## MCA BATCH PROFILE





## COURSE STRUCTURE (MCA)

### Semester I

MCA-101 Mathematical Foundation of Computer Science

MCA-102 Problem Solving & Programming in C

MCA-103 Computer Organization & Assembly Language

MCA-107 Operating System Principles

MCA-190 Practicals (based on all the above courses using C on Windows/Linux platform)

### Semester II

MCA-203 Data Structures using C-Language

MCA-208 Database Management System & Oracle

MCA-209 Computer Architecture & Microprocessor

MCA-210 Object Oriented Concepts using C++

MCA-211 Discrete Mathematical Structures

MCA-290 Practicals (based on all the above courses preferably using C++)

### Semester III

MCA-308 Computer Networks

MCA-309 Software Project Management

MCA-310 Algorithm Design & Analysis

MCA-311 Computer Graphics

MCA-312 Application Programming using Java

MCA-390 Practicals (based on all the above courses)

### Semester IV

MCA-411 Web Technologies

MCA-420 Theory of Computation

MCA-421 Data Mining & Data Warehousing

MCA-422 Numerical & Statistical Computing

Elective I any one of the following

MCA-416 Simulation & Modelling

MCA-417 VB.Net & Windows Programming

MCA-418 VLSI & Embedded Technology

MCA-419 Programming Paradigms

MCA-490 Practicals (a Mini Project is to be given to the student as a part of the regular assignment)

### Semester V

MCA-504 Artificial Intelligence

MCA-510 Optimization Techniques

MCA-511 Principles of Compiler Design

MCA-518 .NET Technology & C#

Elective II any one of the following

MCA-514 Parallel & Distributed Processing

MCA-515 Image Processing

MCA-516 Mobile Technologies

MCA-517 Neural Networks

MCA-590 Practicals (based on all the above courses)

### Semester VI

MCA-601

Project work:25 credits

The scheme of evaluation regarding Project work shall be as follows:

The project in sixth semester shall carry 400 marks distributed as follows:

Mid-Semester Presentation & Internal Evaluation	100 Marks
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End-Semester Evaluation	Project Evaluation	200 marks
	Project Viva-voce	100 Marks

Semester-VI Total: -	400 marks
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## STUDENT PROFILE

### AMIT SHARMA

**D.O.B.:** 29-03-1991

**Qualification:** B.Sc.

**Programming Language:** JSP, C, C++, JAVA, C#

**Database:** MS Access      **Technologies:** HTML, JAVASCRIPT, CSS.

**Project Undertaken:** Address Book

**Areas of Interest:** Desktop Application Development (C#.NET, JAVA, C),  
Networking, Web Application Development (HTML, DHTML, ASP, JSP)

**Contact:** 8492014499      **E-mail:** amitsharma.1991@hotmail.com



### ANIL GUPTA

**D.O.B.:** 26-01-1991

**Qualification:** B.Sc.

**Programming Language:** JSP, C, C++, JAVA, C#

**Database:** MS Access, MS SQL      **Technologies:** HTML, JAVASCRIPT, CSS.

**Project Undertaken:** Address Book

**Areas of Interest:** Web Application Development (HTML, DHTML, ASP, JSP)

**Contact:** 9697644447      **E-mail:** anil.mahajan44@gmail.com



### ANKUSH CHIB

**D.O.B.:** 13-08-1991

**Qualification:** BCA

**Programming Language:** JSP, C, C++, JAVA, C#

**Database:** MS Access, MS SQL      **Technologies:** HTML, JAVASCRIPT, CSS.

**Project Undertaken:** Address Book

**Areas of Interest:** Networking, Web Application Development  
(HTML, DHTML, ASP, JSP)

**Contact:** 9086715295      **E-mail:** ankushchib13@gmail.com



### JATINDER SINGH

**D.O.B.:** 13-08-1991

**Qualification:** BCA

**Programming Language:** C, C++, JAVA, C#

**Database:** MS SQL      **Technologies:** HTML, JAVASCRIPT, CSS.

**Project Undertaken:** Android (Sticky Notes)

**Areas of Interest:** Networking, Mobile Application Development (Android)

**Contact:** 9906127908      **E-mail:** jatinder99061@gmail.com



## STUDENT PROFILE

### KULBHUSHAN MALGOTRA

**D.O.B.:** 08-08-1991

**Qualification:** B.Sc.

**Programming Language:** C, C++, JAVA, C#

**Database:** MS SQL      **Technologies:** HTML, JAVASCRIPT, CSS.

**Project Undertaken:** Collage Management System

**Areas of Interest:** Networking, Web Application Development (HTML, DHTML, ASP, JSP)

**Contact:** 9622056713      **E-mail:** kulbhushan0808@gmail.com



### MEHAK MAHAJAN

**D.O.B.:** 02-02-1991

**Qualification:** BCA

**Programming Language:** JSP, C, C++, JAVA, C#

**Database:** MS SQL      **Technologies:** HTML, JAVASCRIPT, CSS.

**Project Undertaken:** School Management

**Areas of Interest:** Web Application Development (HTML, DHTML, ASP, JSP), Desktop Application Development (C#.NET, JAVA, C)

**Contact:** 9596966823      **E-mail:** mehakmahajan2991@gmail.com



### MOHIT LOOMBA

**D.O.B.:** 27-09-1990

**Qualification:** B.Sc.

**Programming Language:** C, C++, JAVA, C#

**Database:** MS SQL      **Technologies:** HTML, JAVASCRIPT, CSS.

**Project Undertaken:** Address Book

**Areas of Interest:** Networking, Desktop Application Development (C#.NET, JAVA, C)

**Contact:** 9796441475      **E-mail:** kalivirji@gmail.com



### NEHA PARGAL

**D.O.B.:** 09-03-1992

**Qualification:** B.Sc.

**Programming Language:** C, C++, JAVA, C#

**Database:** ORACLE 10G      **Technologies:** HTML, JAVASCRIPT, CSS.

**Project Undertaken:** School Mgmt System, Library Mgmt System

**Areas of Interest:** Desktop Application Development (C#.NET, JAVA, C), Networking, Web Application Development (HTML, DHTML, ASP, JSP)

**Contact:** 9796462605      **E-mail:** nmahajan9792@gmail.com





## STUDENT PROFILE

### NEELAM JASROTIA

**D.O.B.:** 14-01-1992

**Qualification:** BCA

**Programming Language:** C, C++, JAVA, JSP, SERVLET, C#

**Database:** MS SQL      **Technologies:** HTML, JAVASCRIPT, CSS.

**Project Undertaken:** Address Book

**Areas of Interest:** Desktop Application Development (C#.NET, JAVA, C),  
Networking, Web Application Development (HTML, DHTML, ASP, JSP)

**Contact:** 9596612992      **E-mail:** neelamjasrotia0108@gmail.com



### NEELAM CHAUHAN

**D.O.B.:** 06-06-1990

**Qualification:** BCA

**Programming Language:** C, C++, JAVA, JSP, SERVLET, C#

**Database:** MS SQL      **Technologies:** HTML, JAVASCRIPT, CSS.

**Project Undertaken:** College Management System.

**Areas of Interest:** Desktop Application Development (C#.NET, JAVA, C),  
Networking, Web Application Development (HTML, DHTML, ASP, JSP)

**Contact:** 9596645614      **E-mail:** rhch@rediffmail.com



### PAWAN KALSOTRA

**D.O.B.:** 26-09-1989

**Qualification:** BCA

**Programming Language:** C, C++, JAVA, C#

**Database:** MS SQL      **Technologies:** HTML, JAVASCRIPT, CSS.

**Project Undertaken:** College Management System.

**Areas of Interest:** Desktop Application Development (C#.NET, JAVA, C),  
Networking

**Contact:** 7298147085      **E-mail:** p.kalsotra10@gmail.com



### RAJESH SETHI

**D.O.B.:** 16-03-1992

**Qualification:** BCA

**Programming Language:** JSP, C, C++, JAVA, C#

**Database:** MS SQL      **Technologies:** HTML, JAVASCRIPT, CSS, MS FRONT

**Project Undertaken:** College Management System, SIDCO Management Sys

**Areas of Interest:** Desktop Application Development (C#.NET, JAVA, C),  
Networking, Web Application Development (HTML, DHTML, ASP, JSP)

**Contact:** 9796622333      **E-mail:** rohisethi007@gmail.com



## STUDENT PROFILE

### SAHIL JASROTIA

**D.O.B.:** 17-03-1992

**Qualification:** BCA

**Programming Language:** JSP, C, C++, JAVA, C#, XML, SERVLET

**Database:** MS SQL      **Technologies:** HTML, JAVASCRIPT, CSS

**Project Undertaken:** Uploading and Downloading in HTML, MS SQL.  
Android (Sticky Notes)

**Areas of Interest:** Desktop Application Development (C#.NET, JAVA, C), Web Application Development (HTML, DHTML, ASP, JSP) Mobile Application Development (ANDROID)

**Contact:** 9797442753      **E-mail:** sahiljasrotia71485@gmail.com



### SURJEET KUMAR

**D.O.B.:** 26-07-1989

**Qualification:** BCA

**Programming Language:** C, C++, JAVA, C#

**Database:** MS SQL      **Technologies:** HTML, JAVASCRIPT

**Project Undertaken:** Android (Sticky Notes)

**Areas of Interest:** Networking, Desktop Application Development (C#.NET, JAVA, C)

**Contact:** 8803708839      **E-mail:** se.surjeetbazala@gmail.com



### SHAGUN SHARMA

**D.O.B.:** 03-01-1989

**Qualification:** BCA

**Programming Language:** JSP, C, C++, JAVA, C#

**Database:** MS SQL      **Technologies:** HTML, JAVASCRIPT, CSS

**Project Undertaken:** School Management System, Institute Management System

**Areas of Interest:** Networking, Web Application Development (HTML, DHTML, ASP, JSP)

**Contact:** 01922-258022      **E-mail:** shagunsharma171@gmail.com



### VIVEK KUMAR GUPTA

**D.O.B.:** 15-12-1991

**Qualification:** BCA

**Programming Language:** C, C++, JAVA, C#, JSP, VISUAL BASIC

**Database:** MS SQL      **Technologies:** HTML, JAVASCRIPT, CSS

**Project Undertaken:** College Management System

**Areas of Interest:** Web Designing, Programming, Desktop Application Development (C#.NET, JAVA, C)

**Contact:** 9018975587      **E-mail:** vk01gupta@gmail.com





## DEVELOPMENT WORK/CONSTRUCTION ACTIVITY



Upcoming Academic - Administrative Block



Visit to Academic - Administrative Block



Upcoming Boys Hostel



Upcoming Girls Hostel



Interior View of Academic - Administrative Block



Front View of Academic - Administrative Block



View of Upcoming Kathua Campus



3-D View of Kathua Campus Site



## **CONTACT ADDRESS**

**PROFESSOR NEELU ROHMETRA**

Rector, Kathua Campus, University of Jammu  
(M) 09469213474, E-mail : [nrohmetra@yahoo.co.uk](mailto:nrohmetra@yahoo.co.uk)

**PROFESSOR B. C. SHARMA**

Dean Student Placements, University of Jammu  
(M) 09419183794, E-mail : [bcsharma2@gmail.com](mailto:bcsharma2@gmail.com)

**DR. NARESH SHARMA**

Placement Coordinator, The Management School  
(M) 094193 08363 E-mail : [kathuacampus.ju@gmail.com](mailto:kathuacampus.ju@gmail.com), [sharmank14@gmail.com](mailto:sharmank14@gmail.com)

**RITI PRAKASH SINGH KATAL**

Placement Coordinator, Department of Computer Science and IT  
Mob.: 9419199987, E-mail : [anshukatal.ju@gmail.com](mailto:anshukatal.ju@gmail.com)

## **STUDENT REPRESENTATIVES**

Rohit Raina # 09018212737

Akshma Sharma # 09797501153

Pankaj Singh # 09596906046

Anil Gupta # 9697644447

Neelam Jasrotia # 9596612992

Sahil Jasrotia # 9797442753





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