



**ICccR & HRM**  
University of Jammu

*Placement Brochure*

**2015-16**

**MBA: International Business**  
**MBA-(IB)**

**International Centre for Cross Cultural Research and  
Human Resource Management**

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

It is a great opportunity to the students of the International Centre for Cross Cultural Research and Human Resource Management, University of Jammu that the Centre is bringing out Placement Brochure for the Session 2015.

The University of Jammu is one of India's Premier Research and 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 Kashmir and Jammu.

There is a tough competition in the education sector at global level and it is imperative for the University to keep a close watch on various developments that are taking place internationally and respond to the same. In shaping the students as the responsible citizens of tomorrow, the role of teaching fraternity is very important. 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 organisations they serve, and emerge as successful corporate leaders in near future. There is no doubt in my mind that our students will prove to be an asset for the Management, Corporate and related fields.

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



**Professor R. D. Sharma**  
Vice Chancellor  
University of Jammu



## **FROM THE DESK OF DEAN ACADEMIC AFFAIRS**

I am glad to know that International Centre for Cross Cultural Research and Human Resource Management, University of Jammu is bringing out its Placement Brochure for the students of MBA: International Business (MBA-IB) for the Session 2015. It is a matter of pride that we at the University of Jammu are creating clusters of thought leadership across faculty and students. The students are endowed with the requisite learning platforms with the benefits of innovative pedagogy and exposure. The current batch of MBA-IB students are now a value-added product ready to enter the global corporate arena and make a difference to the organizations they join.

I take this opportunity to extend a cordial invitation to the esteemed recruiters to the University of Jammu to interact with our students and provide them job opportunities.

**Professor Poonam Dhawan**  
Dean Academic Affairs  
University of Jammu



11	PROF. G. S. SAMBYAL	10-11-05	08-04-07
12	S. MAHAJAN	09-04-07	31-07-07
13	PROF. G. S. SAMBYAL	01-08-07	31-07-09
14	DR. P. S. PATHANIA	01-08-09	10-08-11
15	PROF. NARESH PADHA	11-08-11	26-05-13
16	PROF. MANOJ K. DHAR	27-05-13	01-07-15
17	PROF. KESHAV SHARMA	02-07-15	



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

We are pleased to know that this batch of our MBA: International Business (MBA-IB) students is all set to make inroads into Corporate life. University of Jammu has been the pioneer in introducing the two-year MBA-IB programme in this region. These students have been equipped with requisite academic inputs with industrial exposure to handle the complexities of International Business. We believe they can contribute meaningfully in the growth of the organisations, they shall serve.

Internationalisation and multinational context are here to stay, and thus, trained manpower like these could prove useful in this scenario. We welcome the corporate colleagues and hope for job opportunities for the current batch of MBA-IB students.

**Professor Keshav Sharma**  
Dean, Faculty of Business Studies  
University of Jammu





## FROM THE DESK OF DIRECTOR

I am delighted to write endorsement in support of the MBA: International Business (MBA-IB) programme of University of Jammu.

University of Jammu and its offsite campuses provide an enriching learning environment that nurture expertise and shape holistic development. We have a strong foundation of management education and training built over the years, and, hence stand committed to produce and disseminate business knowledge that has contemporary relevance and reach. Our prime concern resides in grooming professionals who stand for values, to be able to respond to the environmental milieu. The MBA-IB programme at our University aims at training students in professional know-how with academic backup. The two-year training under this programme equips them with requisite mindset and attitude to handle and address issues in multinational and multicultural contexts. The issues of diversity management, foreign trade, international marketing, and the like are well debated during the course of study.

I believe that these students are a deserving lot who should be able to live up to the expectations of the corporate. I am sure that our corporate colleagues shall consider our students for suitable placement opportunities. I would also like to take this opportunity to thank the industry for their persistent support and welcome them to University of Jammu.



**Professor Neelu Rohmetra**  
Director, ICcCR & HRM  
University of Jammu



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

MBA: International Business (MBA-IB) students at University of Jammu have been groomed in all respects to enter the corporate arena and contribute to the growth of the institutions they are to join.

Final placements are seen as most crucial in any professional programme. The education and exposure that these students have had, coupled with their internship, make them confident to face the challenges of the corporate world. We are also confident that you will find these students deserving to serve your organisational needs.

We are happy to present the profile of our MBA-IB students to all the potential employers. We look forward to creating a fruitful association with the corporate for providing career opportunities to our students. As the Head of the placements at University of Jammu, I invite your Company Executives to the University to interact with our students and provide them placement opportunities.

**Professor B. C. Sharma**  
Dean Student Placements  
University of Jammu





## UNIVERSITY OF JAMMU: AN OVERVIEW

Established in 1969 following bifurcation of the erstwhile University of Kashmir and Jammu, 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 recognized institution of rigorous academic research and teaching. The University offers around 42 post-graduate degree/diploma courses and 15 undergraduate 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 software, 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. 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 Lifelong Learning, Women Studies Centre, Centre for Strategic Studies, International Centre for Cross Cultural Research and Human Resource Management, Directorate of Quality Assurance, etc. Organizing Conferences/Seminars/Workshops/Youth Festivals/Cultural, Literary and Sports activities is a regular feature in the University. University is actively engaged in extension and out reach activities. Over four thousand students join the post-graduate courses on the campus each Academic Session (includes the figure for private/affiliated colleges).



## ABOUT INTERNATIONAL CENTRE FOR CROSS CULTURAL RESEARCH AND HUMAN RESOURCE MANAGEMENT (ICccR & HRM)

International Centre for Cross-Cultural Research and Human Resource Management was established in the University in the year 2008. The Mission of the Centre reads as: *'developing people with ultimate flexibility'*.

The objectives of the Centre are to promote international cooperation in education and research; run post-graduate certificate/diploma/degree/doctorate programmes; undertake joint research projects; organise visits and exchange programmes; organise seminars/workshops/conferences in the subject; and to conduct management development programmes/trainings.

The International Centre is working towards the establishing ties with Institutes/ Universities of national and international repute to promote education, research, training and consultancy in the area of International Business Management, Cross-Cultural Management, and International Human Resource Management.

### INSTITUTIONAL COLLABORATIONS

Strengthening its ties with academic bodies and professional networks, the International Centre is working with international partners as the Technical University of Cluj Napoca, Cluj Napoca, Romania and West University of Timisora, Romania Faculty of Economics & Business

Administration. International Centre is also collaborating with Association of Indian Management Schools (AIMS); Indian Institute of Foreign Trade (IIFT), New Delhi; IIM-Ahmedabad, IIT-Bombay and Shri Mata Vaishno Devi University (SMVDU), Katra and the like to create opportunities for professional development of the students for promoting employability and entrepreneurship. As one of its major recent initiatives ICccR & HRM has initiated the process of seeking Memorandum of Cooperation (MOC) with World Trade Center, Noida for facilitating joint industry programmes in training, research projects, innovation and entrepreneurship. The Centre has also been associated with UNICEF and Ministry of Home Affairs supported capacity building project for National Census: 2011-12 with Prof. Neelu Rohmetra as thr Project Co-ordinator for Jammu Province.

The Academic Programmes at the International Centre include:

2-Year full-time MBA (International Business) MBA-IB.

1-Year full-time Post Graduate Diploma in 'Composite Culture Management' (PGDCCM) under UGC 'Innovative Scheme Programme in Teaching and Research in Interdisciplinary and Emerging Areas'. Besides these, the Centre also offers 3-Months' Certificate Course in the subject area.





## **MBA: INTERNATIONAL BUSINESS (MBA-IB)**

Today's complex business environment requires confidence, vision and strategies that yield substantial business results. Towards meeting the collective demand for extraordinary leaders, the International Centre offers a global curriculum based on real world challenges facing management and organizations. Students at the International Centre are trained to lead the change, overcome competitive challenges, address strategy gaps and make the most of every opportunity and growth.

**8** The MBA: International Business (MBA-IB) programme at ICcCR & HRM aims at the holistic development of the students. The MBA-IB programme brings in current global business practices from around the world to cater to the goals, career and aspirations of the students. International Centre serves as an incubator for field-based research and hub for seeking collaboration amongst business, government and higher education portfolios.

The programme has been designed with special emphasis on international perspectives of all functional streams of management, i.e., Marketing, HRM, Finance, Production, Operations, Cross Cultural Management, etc., which differentiates this programme from general management programmes.

The uniqueness of the programme is reflected through a carefully designed course structure that integrates economic concerns with management principles in international settings. The industrial visits, summer projects, live projects, social awareness programmes, cultural events, community service activities, international conferences, sports and different club activities form an integral part of the curricula and teaching-learning experience.

# MBA-IB STUDENTS AT WORK: LEARNING THROUGH DOING



## STUDENT ACTIVITIES (Select)

### Industrial Visit to T. V. Super Filter Industries (October 10, 2015)

ICccR & HRM organized an Industrial Visit to T. V. Super Filter Industries which specializes in manufacturing and exporting of automotive industrial filters. The students were enlightened about the concept of Quality Circles, Team work, efficient management of 4 M's and implementing a Japanese Concept for continuous improvement i.e. 'Kaizen'. The students interacted with the Internal Quality Circle Team headed by Ms. Rajni and Mr. Taranveer Singh Gujral, the founder Director of the Unit who motivated them about entrepreneurial skill development and the realities of industrial setups.



### Interactive Session with Director, World Trade Center, Noida (April 15, 2015)

ICccR & HRM also organized an interaction session with Ms. Khair Ull Nissa, Director, World Trade Center, Noida. WTC World Trade Center stimulates trade, investment, research and entrepreneurial opportunities for economic development and serves as an "international ecosystem" of global connections, and integrated trade services.



### Workshop on 'Conscious Leadership' (February 27-28, 2015)

Two-day Personality Development workshop on "Conscious leadership: Self and Alchemy of Change" was organised by ICccR & HRM in collaboration with Yakjah Reconciliation and Development Network, New Delhi. Ashima Kaul, Founder Trustee and Managing Director, Yakjah, was the lead trainer for the workshop.



### Awareness Seminar on 'Enterprise and Entrepreneurship' (February 02, 2015)

ICccR & HRM in collaboration with Jammu Chapter National HRD Network, organized an Awareness Seminar on "Enterprise and Entrepreneurship in the State of Jammu & Kashmir: Seeking Opportunities in Tourism, Agro Products and Handicrafts". Sh. Anil Suri, then President BBIA and Vice-President, Jammu Chapter, NHRDN, Professor Neelu Rohmetra, Director, ICccR & HRM and President, Jammu Chapter, NHRDN, Sh. K.K. Goyal, Assistant Director, MSME-DI, Jammu, Ms. Deepika Rana, Development Officer, JK Handicrafts, Prof. B.C. Sharma, Dean Student Placements and



Secretary, Jammu Chapter, NHRDN, Dr. Rajendra Mishra, Associate Professor, TBS, Dr. Anil Gupta, Assistant Professor, TBS and Joint Secretary, Jammu Chapter, NHRDN and Dr. Suvidha Khanna, Assistant Professor, SHTM, University of Jammu, were the resource persons on the occasion. The resource persons deliberated upon the transdisciplinary nature of enterprise and entrepreneurship, cutting across key issues as employability, innovation, knowledge transfer, commercialisation, and intellectual property.

#### **Personality Development Workshop by MindBridge Asia (October 11-13, 2014)**

ICcCR & HRM organised three-day personality development workshop. The workshop was facilitated by Mr. Manjot K.S. Gill, Director, MindBridge Asia, a Gurgaon based Management Consulting firm. The workshop trained the participants in recruitment skills.



#### **Guest Lecture by Director, World Trade Center, Noida (September 02, 2014)**

Ms. Khair Ull Nissa, Director, World Trade Center, Noida in an interactive session with the MBA (International Business) talked about World Trade Center as a hub for services. Recognizing the significance of cross cultural issues and concerns of doing business across the globe, she emphasized upon the need for convergence of business to business (B2B) processes with people to people (P2P) connects.



#### **Harvard Business School Case Based Analysis Session (August 08, 2014)**

An interactive Case-based analysis session took place at ICcCR & HRM. Prof. Dinesh Sharma, Professor of Marketing at Shailesh J. Mehta School of Management, IIT Bombay and previously Fellow, MDI Gurgaon, used the Harvard Business Review Classic Case "The Parable of the Sadhu" so as to train the participants in several business and corporate issues including leadership, ethical dilemma, challenges in decision-making and behavioural and diversity issues.



## SELF DEVELOPMENT INITIATIVES

Self-development and extension initiatives are encouraged at ICccR & HRM. An 'International Business Club' and a 'Cultural Club' have been formalized with an objective to train MBA(IB) students in management acumen. Students at International Centre actively engage in community outreach programme and literary pursuits including book reviews, industry analysis and role plays.

The 'International Business Club' further has specialized committees as 'Core Committee', 'Literary Committee' and the 'Social Committee', which work in their respective areas with the objective of upgrading their management as well as knowledge skills. The

'Social Committee' is formed as a result of the social responsibility that the students feel is bestowed upon them by the virtue of being responsible citizens of the globe. They wish to lend a helping hand to the humanity and contribute towards making the world a better place to live in.

Some of the major International Business Club activities include:

- Mock group discussion
- Mock group interviews
- Case study/Industry analysis including SWOT
- Management Book Reviews
- Role Plays/Brainstorming
- Extension and Outreach activities
- 'Go Green' and 'Stay Swach' drives etc.



## FOREIGN LANGUAGE PROFICIENCY

Having an understanding of more than one language in order to conduct business has become inevitable in the wake of globalization of the marketplace.

“FRENCH” is the second largest spoken international language in the world after English. French is spoken in more than 27 countries across the globe. Speaking more than one language is a skill which increases one's ability professionally. The corporate world tends to prefer candidates who speak one or more foreign language. Many multinational companies from France have their foothold in India for the past many decades. French is the official language of many international organizations like UNO, WHO, & EUROPEAN COMMISSION. In short, job career prospects for French knowing students are considered as higher in today's context. French is the preferred language of many international organizations and businesses.

Realizing the significance of French language in the international context, MBA-IB of University of Jammu offers 'French Language' as an important and mandatory component of the course structure. The students are also a part of “CLUB DE FRANCAIS” (FRENCH LANGUAGE CLUB). Further, the new Choice Based Credit System curriculum incorporates the provision of German and Chinese Languages as other alternate options for the students to choose their foreign language based on their interests etc.

## STUDENT ACHIEVEMENTS

- Anjali Gupta secured second position in Flower Arrangement in 'Display Your Talent' contest 2015 organised by University of Jammu.
- Urvashi Sharma secured second position in Sketching and Certificate of Merit in Flower Arrangement in 'Display Your Talent' contest 2015 organised by University of Jammu.



# COURSE STRUCTURE

## (Choice Based Credit System)

### SEMESTER I

PSMBAIBTC 0101	Principles of Management : International Perspectives
PSMBAIBTC 0102	Business Economics
PSMBAIBTC 0103	Marketing Management
PSMBAIBTC 0104	Culture, Society and Organizational Behaviour
PSMBAIBTC 0105	Accounting for Decision Making
PSMBAIBTC 0106	Quantitative Techniques
PSMBAIBTC 0107	India's Foreign Trade and Trade Policy
PSMBAIBTC 0108	Foreign Language (French/Chinese/German)
PSMBAIBPC 0109	Viva Voce

### SEMESTER II

PSMBAIBTC 0201	International Business Environment
PSMBAIBTC 0202	International Marketing Management
PSMBAIBTC 0203	International Human Resource Management
PSMBAIBTC 0204	Financial Management
PSMBAIBTC 0205	International Trade Procedures and Documentation
PSMBAIBTC 0206	Global E-Business
PSMBAIBTC 0207	Seminar on International Communication and Business Etiquettes
PSMBAIBTC 0208	Seminar on Business Research Methods
PSMBAIBTC 0209	Foreign Language(French/Chinese/German)
PSMBAIBPC 0210	Viva Voce

### **6-8 Weeks Summer Training at the end of Semester II**

### SEMESTER III

PSMBAIBTC 0301	Competitive Strategy for Global Markets
PSMBAIBTC 0302	International Economics
PSMBAIBTC 0303	International Business Laws
PSMBAIBTC 0304	Consumer Behaviour: International Perspectives
PSMBAIBTC 0305	International Financial Management
PSMBAIBTC 0306	Cross Culture and Diversity Management
PSMBAIBTC 0307	International Trade Logistics and Supply Chain Management
PSMBAIBDC 0308	Summer Training Report Evaluation (Internal Evaluation with Presentations)
PSMBAIBTC 0309	Foreign Language (French/Chinese/German)
PSMBAIBPC 0310	Viva Voce

### SEMESTER IV

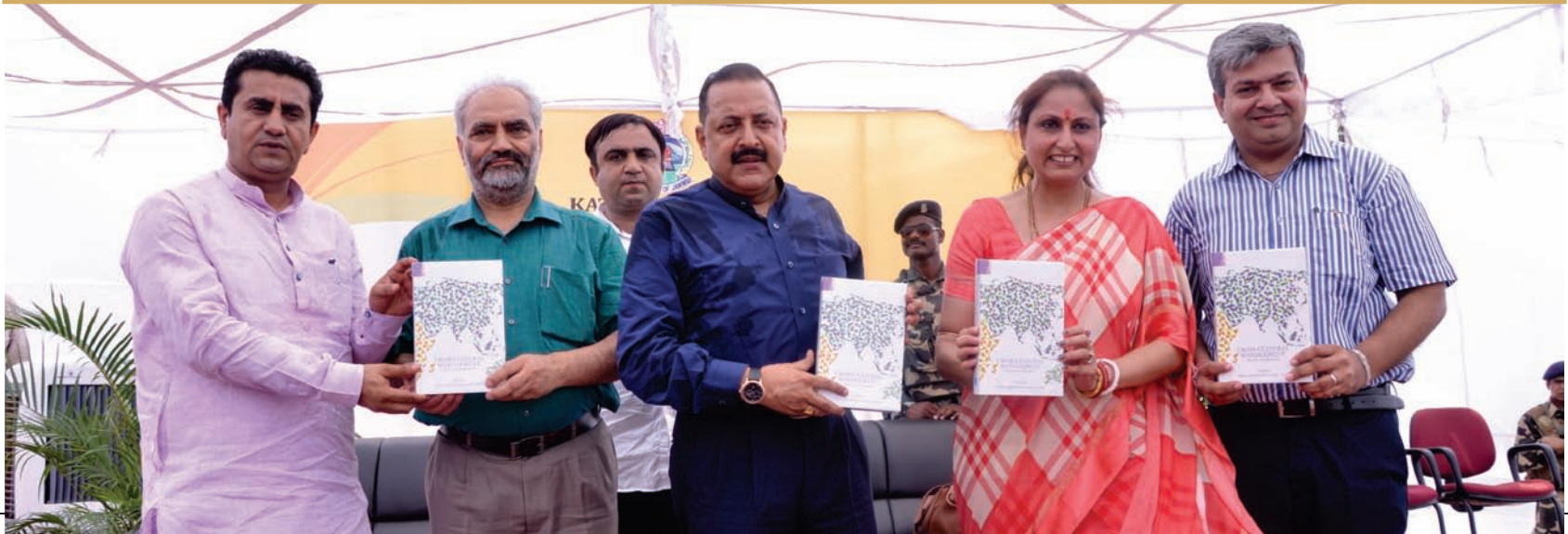
PSMBAIBTC 0401	International Project Management
PSMBAIBTC 0402	Corporate Governance and Social Responsibility
PSMBAIBTC 0403	WTO- Implications on International Business
PSMBAIBTC 0404	International Financial Markets and Institutions
PSMBAIBTC 0405	Seminar on International/ Cross-Cultural Business Negotiations
PSMBAIBPC 0406	Comprehensive Viva Voce

### **\*Students may choose to opt for any two papers from the following electives:**

PSMBAIBTE 0407*	Management of Multinational Corporations
PSMBAIBTE 0408*	Entrepreneurship Development
PSMBAIBTE 0409*	Global Sourcing and Business Development
PSMBAIBTE 0410*	Import and Export Management
PSMBAIBTE 0411*	Business Innovations and Creativity Management
PSMBAIBTE 0412*	Comparative Management
PSMBAIBTE 0413*	International Banking
PSMBAIBTE 0414*	International Services Marketing
PSMBAIBTE 0415*	International Retail Management



# MOMENTS CAPTURED





## FACULTY SUPPORT



**Professor Neelu Rohmetra** (Director)  
PhD (Management); Post-Doc Commonwealth UK; IVLP-USA; Fulbright Fellow (USA)  
*Organisation Behaviour, Human Resource Development and Cross Cultural Management*



**Dr. Pallvi Arora** (MBA; Ph.D)  
Assistant Professor  
*International Business, OB and Cultural Studies*



**Ms. Isha Sharma** (MBA)  
Assistant Professor  
*Human Resource Management, OB and Strategic Management*



**Dr. Ridhi Sharma** (MBA; PhD)  
Lecturer  
*Marketing and Human Resource Management*



**Dr. Shafqat Ajaz** (MBA; PhD)  
Lecturer  
*Finance and Marketing*



**Dr. Amrinder Singh** (MBA (Business Economics); PhD)  
Lecturer  
*Marketing, Finance and Business Economics*



**Ms. Neha Gupta** (MBA)  
Lecturer  
*Finance and Human Resource Management*



**Mr. Dilip Raina** (MBA)  
Lecturer  
*Human Resource Management and Marketing Management*



## STUDENT PROFILE



**ABHINAV GUPTA**

**D.O.B. :-** 07th November, 1992

**Educational Background :-** BBA

**Summer Training :-** Power Grid Corporation of India

**Project :-** Training and Development

**Email :-** abhi71192@gmail.com



**ABHINAV SHARMA**

**D.O.B. :-** 12th November, 1990

**Educational Background :-** BBA

**Summer Training :-** Karam Hans Food Pvt Ltd.

**Project :-** Synopsis of Employee Defection at Karam Hans Food Pvt Ltd., Jammu

**Email :-** gubad6@gmail.com



**ADITYA ARORA**

**D.O.B. :-** 07th February, 1991

**Educational Background :-** B.Tech.

**Summer Training :-** Aditya Birla Group Ltd.

**Project :-** Focus on Increasing Sales in Jammu

**E-mail :-** aditya.arora1991@gmail.com

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**AKRITI MAHAJAN**

**D.O.B. :-** 31st May, 1991

**Educational Background :-** B.Tech.

**Summer Training :-** Aditya Birla Group Ltd.

**Project :-** Business Growth in KARA: Focusing on KARA Baby Wipes and Hand Sanitizing Wipes

**Email :-** akritimahajan6@gmail.com

## STUDENT PROFILE



**ANJALI GUPTA**

**D.O.B. :-** 25th April, 1991

**Educational Background :-** B.Tech.

**Summer Training :-** Aditya Birla Group Ltd.

**Project :-** Branding Effect on consumer purchase intentions in FMCG goods with special reference to KARA

**Email :-** anjaligupta\_25@yahoo.com



**ASHIMA MAHAJAN**

**D.O.B. :** 25th August, 1993

**Educational Background :-** B.Com.

**Summer Training :-** Aditya Birla Group Ltd.

**Project :-** Impact of advertising on sales with special reference to KARA

**Email :-** ashimamahajan25@gmail.com



**ASEEM KOHLI**

**D.O.B. :** 11th January, 1993

**Educational Background :-** B.E.

**Summer Training :** Power Grid Corporation of India

**Project :-** Training and Development

**Email :-** aseemkohli12@gmail.com

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**AYUSH SHARMA**

**D.O.B. :** 8th January, 1992

**Educational Background :-** BBA

**Summer Training :-** Power Grid Corporation of India

**Project :-** Training and Development

**Email :-** ayushrooney.08@rediff.com

## STUDENT PROFILE



**HARSHEEN KOUR**

**D.O.B :-** 2nd December, 1993

**Educational Background :-** B.Com

**Summer Training :-** Reliance Communication Ltd.

**Project :-** End to End recruitment process in Reliance Communication Ltd.

**Email :-** harsheen774@gmail.com



**NAINA MAINI**

**D.O.B :** 24th April, 1993

**Educational Background :** B.Com (Hons.)

**Summer Training :** Aditya Birla Group Ltd.

**Project :-** Retailer perception of KARA wipes

**Email :-** nainamaini93@gmail.com



**NAVNEET SINGH RANDHAWA**

**D.O.B. :-** 5th September, 1992

**Educational Background :-** B.Tech

**Summer Training :-** Power Grid Corporation of India

**Project :-** Training and Development

**Email :-** navneetsr@hotmail.com

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**NIHARIKA KHARYAL**

**D.O.B :-** 12th January, 1994

**Educational Background :-** B.Com

**Summer Training :-** Aditya Birla Group Ltd.

**Project :-** Study of alternate channels to promote KARA Wipes and competitive advantage of KARA Wipes among other wipes available in Amritsar market

**Email :-** niharikagupta58@gmail.com

## STUDENT PROFILE



**POLAND SINGH**

**D.O.B :-** 24th March, 1994

**Educational Background :-** BBA

**Summer Training :** Aditya Birla Group Ltd.

**Project :-** Working Capital Management of Idea

**Email :-** Polandsingh@mail.com



**PRIYA PANDITA**

**D.O.B :-** 15th December, 1993

**Educational Background :-** B.A

**Summer Training :-** J&K Bank Ltd.

**Project :-** New Age Financial Products and their role in transforming Modern Banking

**Email :-** Priyapandita14@gmail.com



**RAGHAV GUPTA**

**D.O.B :-** 12th August, 1993

**Educational Background :** B.Sc

**Summer Training :-** Aditya Birla Group Ltd.

**Project :-** Affect of Branding on Consumer Purchasing Decision at Jammu

**Email :-** raghavgupta37@gmail.com

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**RAGHAV MAHAJAN**

**D.O.B. :** 15 November, 1993

**Educational Background :-** B.Com

**Summer Training :-** HDFC Bank

**Project :-** Study of FOREX Trade and Documentation

**Email :-** raghavmahajan@workmail.com



## STUDENT PROFILE



**RAJAT GUPTA**

**D.O.B** :- 16 January, 1994

**Educational Background** :- B.Com

**Summer Training** :- Generica India Ltd.

**Project** :- A Project Report on Marketing Strategies of Generica India Ltd.

**Email** :- rajatgupta050@yahoo.com



**SAMARTH GUPTA**

**D.O.B** :- 30th June, 1993

**Educational Background** :- B.Com (Hons.)

**Summer Training** :- J&K Bank Ltd.

**Project** :- Employee Satisfaction with Remuneration Policy of J&K Bank Ltd.

**Email** :- samarthg77@gmail.com



**SHANTANU SINGH JAMWAL**

**D.O.B** :- 20th October, 1992

**Educational Background** :- B.Com

**Summer Training** :- Lupin Ltd.

**Project** :- Current Trends in India for Prescription of Insulin & Comparative Study with Insulin Glargine

**Email** :- pratapmanujammu@gmail.com

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**SHEETAL CHOUDHARY**

**D.O.B** :- 19th June, 1992

**Educational Background** :- B.Tech

**Summer Training** :- Aditya Birla Group Ltd.

**Project** :- Brand Promotion and Product Placement of KARA

**Email** :- sheetalchoudhary84@gmail.com

## STUDENT PROFILE



**SOHAILA NAYYAR**

**D.O.B :-** 12th February, 1993

**Educational Background :-** BBA

**Summer Training :-** J&K Bank Ltd.

**Project :-** Corporate Social Responsibility of J&K Bank towards Society and Employees

**Email :-** nayyarsohaila93@gmail.com



**SUSHAIN MAHAJAN**

**D.O.B :-** 28th November, 1992

**Educational Background :-** BBA

**Summer Training :-** J&K Bank Ltd.

**Project :-** Level of Employee Motivation at J&K Bank Ltd.

**Email :-** sushain2811@gmail.com



**URVASHI SHARMA**

**D.O.B :-** 22nd September, 1992

**Educational Background :-** B.Tech

**Summer Training :-** Aditya Birla Group Ltd.

**Project :-** To Study the Alternate Channels to Promote KARA wipes in Jammu Region

**Email :-** urvashisharma0023@gmail.com

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**VANSHAJ PADHA**

**D.O.B :-** 2nd February, 1994

**Educational Background :-** BBA

**Summer Training :-** Indswift Laboratories Ltd, Samba

**Project :-** Quality of Work Life

**Email :-** vanshaj.padha1993@gmail.com



## **PLACEMENT TEAM**

**Professor Neelu Rohmetra (Director)**

### **FACULTY MEMBERS**

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