



THE HPUBS TIMELINE

Manage Change : Create Future

(A State Government University Accredited with 'A' grade by NAAC)



QUARTERLY EDITION (APRIL - JUNE 2025)

YEAR 2 ISSUE 4



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FROM DIRECTOR'S DESK

The fourth edition of our quarterly newsletter "The HPUBS Timeline" has been brought out under the excellent supervision of Dr. Santosh Kumari and the student fraternity of the department. I am delighted to see the wide coverage incorporated in the newsletter, delineating various accomplishments garnered by the esteemed faculty members, student community, and research scholars. It also covers the placements the department secured for students in various organizations and corporate houses. I am sure this prestigious newsletter of the department will enlighten all stakeholders engaged in the task of imparting management education. I wish you all the very best.



Director and Professor
Dr. Pramod Sharma

Director (HPUBS)
Prof. Pramod Sharma

CHIEF EDITOR MESSAGE

It is my pleasure to welcome you to this newsletter, where we celebrate the dynamic and innovative spirit of our academic fraternity. This platform serves as a bridge to connect our students, faculty, and industry leaders, highlighting the incredible initiatives and milestones achieved within the department. From students' activities and research breakthroughs to inspiring events and expert insights, this newsletter will be a testament to our commitment to excellence.



DR. SANTOSH KUMARI

EDITOR'S MESSAGE

This newsletter aims to provide a platform to celebrate and acknowledge the events and activities organized at HPUBS. It will serve as a medium of communication, promoting engagement among students and faculty members. "The HPUBS Timeline" works for enriching knowledge and encouraging students of HPUBS and providing them new frontiers in the field of academics and socio-cultural domain.



NITIKA THAKUR

THE EDITORIAL TEAM

Managing Editors : Anushka Verma, Lakshay Kansra, Bhavesh Sharma
 Visuals Coordinator: Tvarit Gupta
 Editorial team members : Akshit Thakur, Himanshu Dhiman, Ritik, Anmol Sharma



Sitting L-R: Dr. Pawan Garga, Prof. Shyam Lal Kaushal, Prof. Pramod Sharma, Prof. J.S. Parmar, Prof. Dinesh Kumar
 1st row L-R: Dr. Santosh Kumari, Dr. Puneet Bhushan, Dr. Rajesh Kumar, Dr. Vinod Negi, Dr. Narender Singh Chauhan

EVENTS AT HPUBS

CORPORATE HUSTLE 2025: QUIZ COMPETITION AT HIMACHAL PRADESH UNIVERSITY BUSINESS SCHOOL



The HPUBS Students' Forum successfully conducted the Corporate Hustle quiz competition, organized by the Upskilling and Operations Committee, on April 30, 2025, involving five enthusiastic teams.

Dr. Santosh Kumari's fair and insightful evaluation as judge added great value to the event. The competition consisted of three engaging rounds: Round 1 – General Knowledge, Round 2 – Decode the Unknown (Images, Logos, Taglines), and Round 3 – The Management Maze. Each round tested the participants' awareness, analytical thinking, and management acumen. Congratulations to the winning team featuring Shiya Kumari, Mohit Verma, and Dikshit Heera for securing the first position, and to Dushyant, Swastik, and Nischal Chandel for finishing as runners-up. All teams demonstrated commendable teamwork, presence of mind, and a keen competitive spirit.

STUDENTS' FORUM MEETING WITH DIRECTOR HPUBS



On April 8, 2025, a meeting of the core members of the HPUBS Students' Forum with Director HPUBS was held. In the meeting, the scope and responsibilities of all the committees were discussed, and future events were planned.

HPUBS E-SPORTS EVENT 2025



On May 8, 2025, HPUBS hosted an exhilarating E-Sports event in its mini auditorium, bringing together students for competitive matches in Clash Royale and BGMI (Battlegrounds Mobile India). The knockout format ensured every match was intense and captivating for both players and spectators.

In Clash Royale, **Rahul Thakur** emerged as champion after a closely contested final against **Kshitij Rana**, showcasing remarkable calm and strategic prowess. For BGMI, the duo of **Kuldeep Kaundal and Adarsh Gautam** triumphed in thrilling 2v2 team deathmatches, demonstrating superior coordination.

The event was a vibrant celebration of gaming talent, teamwork, and competitive spirit. It successfully opened new avenues for students to showcase their e-sports skills within HPUBS.

BON VOYAGE: FAREWELL OF BATCH 2023-25

On May 17, 2025, a heartfelt farewell party, named "Bon Voyage," was held at the elegant Regenta Palace, Chakkar Shimla. The event brought together friends, and well-wishers to bid a fond adieu and celebrate the contributions of departing members.

The evening was filled with warm speeches, shared memories, and expressions of gratitude, reflecting on the journeys and achievements of those moving on to new horizons. Laughter and camaraderie resonated through the venue as attendees enjoyed the delightful ambiance and hospitality.



Aryan Thakur as Mr. Farewell



Akshit Thakur as Mr. Handsome &
Bhavika Mehta as Ms. Farewell



Mohit Sharma as Favorite Senior

HPUBS CREATES HISTORY ON THE FOOTBALL FIELD



On 22nd May 2025, the HPUBS Men's Football Team made history by winning the inter-faculty sports final. They defeated the Physical Education Department, becoming the only team in two years to beat them in any sport. The match ended in a 2-2 draw, leading to a tense penalty shootout. HPUBS held their nerve and won 4-3 in penalties. It was a moment of great pride and joy for the entire university. This victory shows the power of teamwork, hard work, and strong determination. The HPUBS team has proved that with belief and effort, anything is possible.

LAUNCH OF MANAGEMENT PEDIA AND THE 3RD EDITION OF THE NEWSLETTER



On June 3rd, 2025, HPUBS launched Management Pedia (Wisdom from the Corporate World) and the 3rd edition of "The HPUBS Timeline" newsletter. Management Pedia, a student-curated question bank, is a testament to HPUBS's brilliant minds and a unique learning tool. This successful event, spearheaded by the Upskilling Committee (with Dr. Puneet Bhushan as editor and Ajeet Negi as convener), featured Mr. Anil Kumar Mittal from Kurukshetra University's Department of Management as Chief Guest. The launch celebrates student initiative and empowers future management professionals.

HR AND UPSKILLING INITIATIVE UNDERTAKEN BY DR. SANTOSH KUMARI

As part of the HR and upskilling initiative led by Dr. Santosh Kumari, two impactful sessions were conducted to support students' personal and professional development. The first session focused on self-awareness and interpersonal understanding, encouraging students to identify their strengths, weaknesses, and communication patterns through structured peer interaction. The second session aimed at preparing students for real-world interviews by involving them in mock interview exercises, fostering confidence, self-reflection, and constructive feedback.



ALUMNI SECTION

HPUBS WELCOMES MR. S.K. SHARMA & MR. J.C. CHAUHAN AT ALUMNI INTERACTION MEET



In a notable gathering on May 5, 2025, Himachal Pradesh University Business School (HPUBS) welcomed distinguished alumni Mr. SK Sharma (1977 Batch) and Mr. JC Chauhan, IAS, for an enriching Alumni Interaction Meet. The event, led by Director Dr. Pramod Sharma, emphasized alumni engagement's enduring value in shaping the institution. Prof. Shyam Lal Kaushal, Prof. Dinesh Kumar and Dr. Narender Singh Chauhan also underlined alumni's role as mentors. Mr. Sharma and Mr. Chauhan reflected on professional journeys, offering practical advice on continuous learning, leadership, resilience, and interview preparation, inspiring students and strengthening HPUBS bonds.

HPUBS HOSTS ALUMNI INTERACTION SESSION TO FOSTER ACADEMIC AND PROFESSIONAL SYNERGY



On May 9th, 2025, HPUBS organized an engaging alumni interaction session, strengthening ties with distinguished graduates and inspiring current students. The session began with a welcome address by Prof. Pramod Sharma, Director, who highlighted alumni's significant role in enriching the academic environment. Esteemed alumni like Ms. Ashima Bhagra and Mr. Nikhil Sood were present. Discussions centered on "Strengthening the Alumni-Student Ecosystem," underscoring mentorship and knowledge sharing. Alumni shared insights from their professional journeys, guiding students to bridge classroom learning with industry practices. Dr. Narender Singh Chauhan, Alumni In-charge, delivered the vote of thanks. An informal networking session followed, reinforcing HPUBS's commitment to a connected, supportive community.

RESUME BUILDING AND NON-VERBAL COMMUNICATION FOR INTERVIEWS



As part of the ongoing Alumni-Student Interaction Program, an insightful session on "Resume Building and Non-Verbal Communication for Interviews" was organized on 15 May 2025 at HPUBS. The session was conducted by esteemed alumni Mr. Nikhil Sood and Dr. Priyam Dhani. The interactive workshop aimed to enhance students' preparedness for professional interviews by focusing on two critical aspects: crafting an effective resume and mastering appropriate body language. During the session, practical activities were carried out to help students understand and apply correct non-verbal communication techniques essential for interviews from entering the room to greeting the panel.

ALUMNI DIARIES : STORIES BEYOND HPUBS

CROWNING CONFIDENCE: HPUBS ALUMNA RAVITANAYA SHARMA SHINES AS MISS UNIVERSE PUNJAB 2025



Ravitanaya Sharma has been crowned Miss Universe Punjab 2025 and will now represent the state in the upcoming Miss Universe India 2025 competition. In addition to her pageant success, Ravitanaya is an accomplished author with two published books, focusing on self-discipline and personal growth. With her upcoming participation in Miss Universe India 2025, Ravitanaya's journey is a testament to hard work and resilience. Whether on stage or through her words, she continues to make waves in the world of beauty, writing, and empowerment.

FROM VISION TO VICTORY: HPUBS ALUMNUS NIKHIL SOOD'S INSPIRING ENTREPRENEURIAL JOURNEY



Nikhil Sood, an alumnus of the MBA batch 2008–2010 from Himachal Pradesh University Business School (formerly Institute of Management Studies), has built an inspiring entrepreneurial journey in the IT and security infrastructure sector. With a specialization in Marketing and Finance, he made the unconventional choice to join his family business, Excel Marketing Corporation, instead of pursuing a corporate career—a decision he proudly calls one of the most defining moments of his life.

Under his leadership, Excel Marketing has emerged as a leading system integrator across Himachal Pradesh, Punjab, Haryana, Jammu & Kashmir, and Chandigarh. The company provides comprehensive IT, CCTV surveillance, and office automation solutions and has executed major projects including the Shimla Smart City initiative, installations in courts, jails, police stations, distilleries, and over 600 government schools. For his outstanding contributions, Sood was recognized as the "Best System Integrator of Himachal Pradesh" in 2023 and has received several industry accolades.

CAMPUS PLACEMENTS AT HPUBS



Priyanshu Sharma
Sr. Officer (Finance)
Vardhaman Textile Ltd.



Mohit Sharma
Sr. Officer (HR)
Vardhaman Textile Ltd.



Dikshant Sharma
Sr. Officer (Marketing)
Vardhaman Special Steel
Ltd.



Nikita Verma
Management Trainee (HR)
Ultratech Cement Ltd.



Bhavika Mehta
Management Trainee (HR)
Ultratech Cement Ltd.



Sidhant Mahajhan
Management Trainee
(Commercials) CDBL Ltd.



Ashutosh Rana
Management Trainee
ICCI Pru.Life

CAMPUS PLACEMENTS

1	Shreyansh Sharma	CDBL Ltd.	4	Sourav Chauhan	Birla Opus Paints
2	Kartik Thakur	ICICI Pru. Life	5	Vikas Singh	Birla Opus Paints
3	Parag Thakur	ICICI Pru. Life			

PLACEMENT PHOTOS OF CDBL Ltd.



STUDENTS' PLACEMENT

S.No	Name	Company	S.No	Name	Company
1	Shashank Verma	AgTech Agri Solutions Pvt. Ltd.	20	Jyoti Pal	Leom International
2	Ritik Dhiman	Allengers Medical Systems Ltd.	21	Anchal Thakur	Linkage IT Pvt.ltd
3	Vaibhav Verma	Allengers Medical Systems Ltd.	22	Yashvarshan	Manking Pharma
4	Divya Sharma	ASCELLA Infosec	23	Diksha Kanwar	NextPage IT Solutions
5	Abhinandan	BCloud	24	Abhishek Singh Negi	P P International
6	Kartikey Dhaulta	Bhanzu	25	Aadvik Bansal	P P International
7	Shubham	Canara Bank	26	Jaswant Singh	P P International
8	Bhavya	Content Vista	27	Aman Thakur	Revvolicity
9	Ajeet Kumar	CDIL	28	Anurag Nahar	Revvolicity
10	Tanishq Thakur	FalconX	29	Deepa Kumari	Revvolicity
11	Varun Bhatia	Hartek	30	Akshit Thakur	SD Fine Arts LLP
12	Rahul Dev Bhardwaj	Hire Bound	31	Khushi Sherewal	Shivalik Bimetal Controls
13	Sakshi Thakur	Honorvet Technologies India	32	Kohinoor	Teleperformance Global Business
14	Ayush	Intellectualdoor	33	Vineet	Teleperformance Global Business Pvt. Ltd.
15	Gaurav	Intellectualdoor	34	Anjali Bhardwaj	The Future University
16	Vanshika Chauhan	Intellectualdoor	35	Ritik	WalkingTree Technologies
17	Abhishek	Interview Cracker	36	Ronit	WalkingTree Technologies
18	Disha Sharma	Kapoor Construction	37	Riya Rana	WKT Logistics
19	Shayana Sharma	Kreateable			

TEACHERS' PLATFORM

SHAPING FUTURE LEARNING: DR. PRAMOD SHARMA SHARES INSIGHTS ON MANAGEMENT EDUCATION AT DOORDARSHAN SHIMLA



Dr. Pramod Sharma delivered a talk on "Emerging Trends in Management Education and Its Various Dimensions" at Doordarshan Shimla on April 14, 2025. He shared insights on digital transformation, industry-academia collaboration, and the rising importance of ethics and sustainability in business education. His thoughtful perspectives offered valuable direction to students and educators in the field.

FOSTERING EDUCATIONAL VISION: DR. PRAMOD SHARMA MEETS HON'BLE CHIEF MINISTER AT HPU SHIMLA



On April 21, 2025, Dr. Pramod Sharma met the Hon'ble Chief Minister of Himachal Pradesh, Sh. Sukhvinder Singh Sukhu, at Himachal Pradesh University, Summerhill, Shimla. The meeting marked a meaningful interaction focused on strengthening educational initiatives and fostering academic collaboration in the region.

EMPOWERING EDUCATORS: DR. SHYAM LAL KAUSHAL CONTRIBUTES TO INSIGHTFUL SESSION AT MMTC



On April 22nd, 2025, Dr. Shyam Lal Kaushal participated in an expert talk on "Emerging Emotional Issues for Teachers," organized during the Orientation Programme at MMTC. He actively contributed, addressing key emotional challenges and evolving teaching responsibilities. His insights enriched the participants' learning experience.

Contributed to:

- 22nd May 2025 – Delivered a lecture during the Refresher Course in Tourism, Management, Commerce & Economics at the University of Kashmir.
- 3rd June 2025 – Engaged as a faculty member in the 6th Faculty Induction Programme at Kurukshetra University.

TEACHERS' PLATFORM

EMPOWERING MINDS: DR. SANTOSH KUMARI LEADS TRANSFORMATIVE WORKSHOP



Dr. Santosh Kumari, Assistant Professor at Himachal Pradesh University, served as the sole resource person for the workshop held from 23rd to 24th April 2025, conducted at Department of Microbiology. She conducted insightful sessions on soft skills, emotional intelligence, time management, and personality development. Her engaging delivery and deep subject knowledge enriched the participants' learning experience.

LEADING WITH PURPOSE: DR. PRAMOD SHARMA DELIVERS TALK ON LEADERSHIP AT UGC CENTRE, HPU



On April 25, 2025, Dr. Pramod Sharma delivered a talk on Leadership at the UGC Centre for Teachers' Training, Himachal Pradesh University, Shimla. He shared key insights on academic leadership, decision-making, and collaborative growth, offering valuable guidance to participating educators.

HONORING ACADEMIC LEGACY: DR. PRAMOD SHARMA PRESENTS 'IKIGAI INSIGHTS' TO PROF. C.L. CHANDAN



On May 1, 2025, Dr. Pramod Sharma presented his book titled "Ikigai Insights" to Prof. C.L. Chandan, former Director of Himachal Pradesh University Business School.

The gesture honored Prof. Chandan's contributions to academia and reflected a shared commitment to purposeful living and lifelong learning.

TEACHERS' PLATFORM

KEYNOTE CONTRIBUTION: DR. PAWAN GARGA SPEAKS ON LIBRARIES AND AI AT CHITKARA UNIVERSITY



On May 3rd, 2025, Dr. Pawan Garga delivered a keynote address during the National Seminar on "The Future of Libraries in the Era of Artificial Intelligence" at Chitkara University, HP. Sponsored by the Raja Rammohun Roy Library Foundation, his address highlighted AI's role in transforming libraries. This also served as a heartfelt tribute to his father, Sh. M. S. Garga, former University Librarian at HPU, Shimla (retired 1998).

CHIEF GUEST SPOTLIGHT: DR. SHYAM LAL KAUSHAL HONOURED AT INTERNATIONAL CONFERENCE



On 11th May 2025, Dr. Shyam Lal Kaushal served as the Chief Guest at the 3rd International Conference on 'Recent Trends in Mathematical Sciences' organized by Himachal Ganita Parishad and funded by SJVN and DRDO. His presence and address added great value to the event, inspiring participants with insights on the evolving role of mathematics in scientific and academic progress.

EXPERT CONTRIBUTION: DR. PUNEET BUSHAN SERVES AS RESOURCE PERSON AT NLU SHIMLA



On 9th June 2025, Dr. Puneet Bhushan served as a Resource Person in the one-week workshop on Research Methodology with hands-on training in SPSS and SEM, organized at National Law University, Shimla. His session offered practical insights and expert guidance, enriching participants' understanding of statistical tools and research techniques.

TEACHERS' PLATFORM

FOSTERING INNER STRENGTH: DR. SANTOSH KUMARI LEADS INSIGHTFUL SESSION ON EMOTIONAL RESILIENCE



As a resource person for the UGC-MMTTC Short-Term Programme, Dr. Santosh Kumari conducted a meaningful session on 'Developing Emotional Resilience and Mental Well-being' on 19th June 2025 at Himachal Pradesh University. The session emphasized practical approaches to strengthening emotional balance, coping with stress, and promoting mental wellness. Through interactive discussion, participants explored techniques for building inner strength and maintaining mental clarity in challenging situations.

MEDIA APPEARANCE: DR. SHYAM LAL KAUSHAL FEATURED ON DD HIMACHAL'S 'JANVANI'



On 24th June 2025, Dr. Shyam Lal Kaushal was featured on Doordarshan Himachal's televised program 'Janvani', where he spoke on the topic 'University Examination System and Transparency'. The episode focused on the importance of fairness, accountability and reforms in university examination practices. Dr. Kaushal shared thoughtful perspectives drawn from his extensive academic experience, offering practical approaches to promote transparency in evaluation systems.

EMPOWERING GLOBAL DIALOGUE: DR. PRAMOD SHARMA PRESENTS G20 BOOK TO HON'BLE UNION MINISTER



On June 26th, 2025, Prof. Pramod Sharma had the honour of presenting his book titled "India G20 Presidency: The Rising India Leading the New World Order" to the Hon'ble Union Minister of Parliamentary Affairs, Shri Kiren Rijiju.

RESEARCH SCHOLARS' PURSUITS



ANJALI KOUNDAL

HEARTFELT CONGRATULATIONS TO OUR ACHIEVERS

Anjali Koundal and Neha Kanwar have joined NHPC (National Hydroelectric Power Corporation).



NEHA KANWAR



VIRENDER SINGH

Virender Singh and Rakesh Kumar have joined PNB (Punjab National Bank) as Specialist Officers (SO)



RAKESH KUMAR



Ph.D. Viva



MODISH KUMAR

Successfully completed his Ph.D. with a thesis titled "A study on Delays in the execution of National Highway projects in Himachal Pradesh," under the esteemed supervision of Dr. Santosh Kumari, Assistant Professor. The research identifies eight factors affecting delays in national highway projects in H.P., including external, owner, contractor, consultant, material and machinery, labour, contract management, and project-specific delays, as identified by the HPPWD and NHAI. (Awarded on 01 April 2025)

Ph.D. Viva



JAYA SHARMA

Successfully completed her Ph.D. with a thesis titled "Impact of financial inclusion of economic status and empowerment of women through SHG-Bank linkage programme," under the esteemed supervision of Dr. C. L. Chandan. The research examines the impact of financial inclusion on women's economic status and empowerment, focusing on the Self-Help Group (SHG)-Bank linkage program, particularly in rural areas. (Awarded on 28 March 2025)

Ph.D. Viva



PRADEEPTI PRASHAR

Successfully completed her Ph.D. with a thesis titled "Attitude of nursing students towards volunteerism during emergency situations in Himachal Pradesh," under the esteemed supervision of Dr. Dinesh Kumar, Professor. The study investigates nursing students' attitude in Himachal towards volunteerism in emergency situations, focusing on readiness, preparedness, and perceived responsibilities, and suggests ways to enhance their engagement. (Awarded on 03 May 2025)

Ph.D. Viva



SHUBHAM KAUSHAL

Successfully completed his Ph.D. with a thesis titled "Emotional Intelligence and Performance of H.P. State Cooperative Bank," under the esteemed supervision of Dr. Vinod Negi, Associate Professor. The research investigates the link between emotional intelligence and employee performance in H.P.S.C.B., focusing on how emotional awareness, self-regulation, empathy, and social skills enhance job outcomes and teamwork. (Awarded on 09 June 2025)

NITHIN KAMATH AND ZERODHA: RESHAPING INDIA'S INVESTMENT LANDSCAPE



Nithin Kamath, born in 1979, is the visionary co-founder and CEO of Zerodha, India's largest stock brokerage firm. His journey in finance began at a young age, actively trading stocks at 17. This hands-on experience, coupled with setbacks and a stint at a call center to recover losses, laid the foundation for his groundbreaking venture.

In 2010, Nithin, along with his brother Nikhil Kamath, launched Zerodha. Their core innovation was the discount brokerage model, which dramatically lowered trading costs. Unlike traditional brokers charging high commissions, Zerodha introduced a flat fee structure (e.g., ₹20 per executed order for intraday and F&O trades, and commission-free equity delivery trades). This transparent and affordable pricing democratized stock market access, attracting millions of retail investors and disrupting the established brokerage industry.

Zerodha's success is rooted in its focus on technology, user experience, and education. Platforms like Kite (for trading) and Coin (for direct mutual fund investments) are renowned for their simplicity and efficiency. The company also invests heavily in financial literacy through Zerodha Varsity, a comprehensive educational initiative.

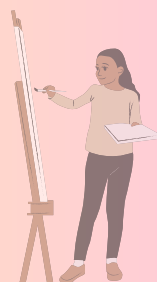
Beyond brokerage, Nithin Kamath is a prominent figure in India's startup ecosystem. His venture fund, Rainmatter, incubates and invests in fintech and climate-focused companies, reflecting his broader commitment to innovation and societal impact.

Nithin Kamath's journey highlights the power of disruptive innovation and a customer-centric approach. Zerodha has not only made investing more accessible but has also significantly contributed to increasing retail participation in the Indian stock market.

CANVAS OF CREATIVITY



STEVE JOBS



HENRY FORD



Crafted by Divya Samnol | MBA 2nd Year HPUBS (2023-25)



Market Performance and Trends:

- Equity MF net inflows dip to one-year low at Rs.19,013 crore
- New SEBI norms spooked SIPs, the number of SIP cancellations tripled to 16.23 lakh in April compared with March
- GDP growth at 6.5% in 2024-25, slowest since the pandemic

Emerging Sectors and Future Outlook:

- On May 6, 2025, India and the UK finalized a Free Trade Agreement (FTA) after three years of negotiations
- Sarvam AI, first firm to get govt. aid to build AI model.
- India among top 6 in 6G patent filings
- India set to turn a global hub for audio, lighting, AV solutions
- Targeted policy intervention to boost green mining vehicles

Regulatory and Policy Shifts:

- SEBI to collaborate with probe agencies to safeguard investors
- SEBI releases new framework on F&O risk monitoring
- Govt tweaks import rules on gold, silver products
- Govt eases SEZ norms for chip, electronic units
- Union govt to wield quality control stick to drive exports
- RBI reduces cash reserve ratio by 100bps
- RBI reduces qualifying asset threshold for NBFC-MFIs to 60% from 75%



Que.1: Which company, founded in a garage in 1939 by Bill Hewlett and Dave Packard, is often credited as the symbolic birthplace of Silicon Valley?

- A) IBM B) Microsoft C) Hewlett-Packard (HP) D) Intel

Ques.2: What is the name of the marketing strategy where a company uses a consistent brand message across all platforms, including print, digital, and broadcast?

- A) Multichannel Marketing B) Guerrilla Marketing C) Integrated Marketing Communications D) Viral Marketing

Que.3: What does the acronym IPO stand for in the financial market?

- A) Internal Product Offering B) Investment Purchase Order C) Initial Public Offering D) Indexed Profit Option



ABOUT HP UNIVERSITY BUSINESS SCHOOL (HPUBS)

Pioneering Management Education in Himachal Pradesh

Established in 1971, HP University Business School (HPUBS) stands as the premier management institute of Himachal Pradesh. Located within the serene Summer Hill campus of Himachal Pradesh University, Shimla, HPUBS offers a unique blend of academic rigor and natural tranquility. The campus, enveloped by lush deodars, pines, and rhododendrons, provides an ideal environment for scholarly pursuits.

📖 ACADEMIC PROGRAMS

Master of Business Administration (MBA)

The MBA program at HPUBS is a two-year, four-semester course designed to develop technical, human, analytical, and conceptual skills among students. The curriculum emphasizes self-learning, encouraging students to consolidate their varied skills, creativity, and innovativeness to make mature judgments. The program includes seminars, workshops, and conferences to expose students to developments in the macro environment.

Specializations Offered:

- Finance
- Marketing
- Human Resource Management

Students have the option to pursue dual specializations, allowing for a broader understanding of multiple management domains.

Doctor of Philosophy (Ph.D.)

HPUBS offers a Ph.D. program in Management Studies, aiming to contribute to advanced research in various areas of management. Candidates who have qualified UGC-JRF may register directly, while those with UGC-NET qualification are required to clear an entrance test conducted by the university, subject to seat availability.

Ph.D. Submission Period:

Minimum Duration: 3 Years

Maximum Duration: 6 Years

🏡 CAMPUS LIFE AND FACILITIES

The HPUBS campus spans 200 acres, featuring a distinctive architectural style that harmonizes with its natural surroundings. Facilities include a dedicated departmental library, Wi-Fi connectivity, modern classrooms, cafeterias, banking services, and a health centre. The HPUBS Students Association (now- HPUBS Students' Forum) actively organizes academic events, placement drives, and extracurricular activities, fostering a dynamic campus environment.

🌐 GLOBAL OUTREACH

HPUBS has trained a significant number of international students from South Asia, the Middle East, and Africa. The school continues to reach out to the overseas student community, especially the wards of Non-Resident Indians (NRIs), enhancing its global perspective.



Committed to excellence in management education, HPUBS continues to inspire and empower students to pursue their dreams and make a difference.

Visit: HPUBS Website