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ADMISSIONS OPEN 2022



UPES

UNIVERSITY OF TOMORROW

SCHOOL OF BUSINESS

BBA I BA I MBA I B.Com. (Hons.)

NEW

ENGINEERING I COMPUTER SCIENCE I DESIGN I BUSINESS I LAW I HEALTH SCIENCES AND TECHNOLOGY I MODERN MEDIA I LIBERAL STUDIES

About UPES

Established in 2003 through the UPES Act, 2003, of the State Legislature of Uttarakhand, UPES is a UGC-recognized university and has been accredited grade 'A' by NAAC. National Institutional Ranking Framework (NIRF), Ministry of Education, has ranked UPES amongst the top 100 universities to study in India. School of Engineering at UPES has been ranked 91 amongst 300 institutions, School of Business is ranked 46 amongst 100 institutions and School of Law is amongst top 25 institutions in India. The university has received 5-Stars for Employability (placements), Academic Development, Programme Strength, Campus Facilities and 4-Stars for overall teaching by globally acclaimed QS Rating.

UPES offers industry-aligned and specialized graduate and postgraduate Programmes through its seven schools: School of Engineering, School of Computer Science, School of Design, School of Law, School of Business, School of Health Sciences & Technology, School of Modern Media and School of Liberal Studies. Given its industry-oriented programmes and emphasis on holistic development, UPES graduates are a preferred choice for recruiters, ensuring a track record of 90% + placements over the last few years. UPES is driven by its core philosophy and purpose of delivering outstanding student outcomes. In 2021, it has been awarded as the University of the Year-North by ASSOCHAM.

- Ranked amongst TOP 100 Universities in India
- Accredited Grade 'A' by NAAC
- QS 5 Star Rating for Academic Development, Employability, Facilities and Programme Strength
- Certification for quality E-Learning Excellence for Academic Digitisation with perfect score of 150/150

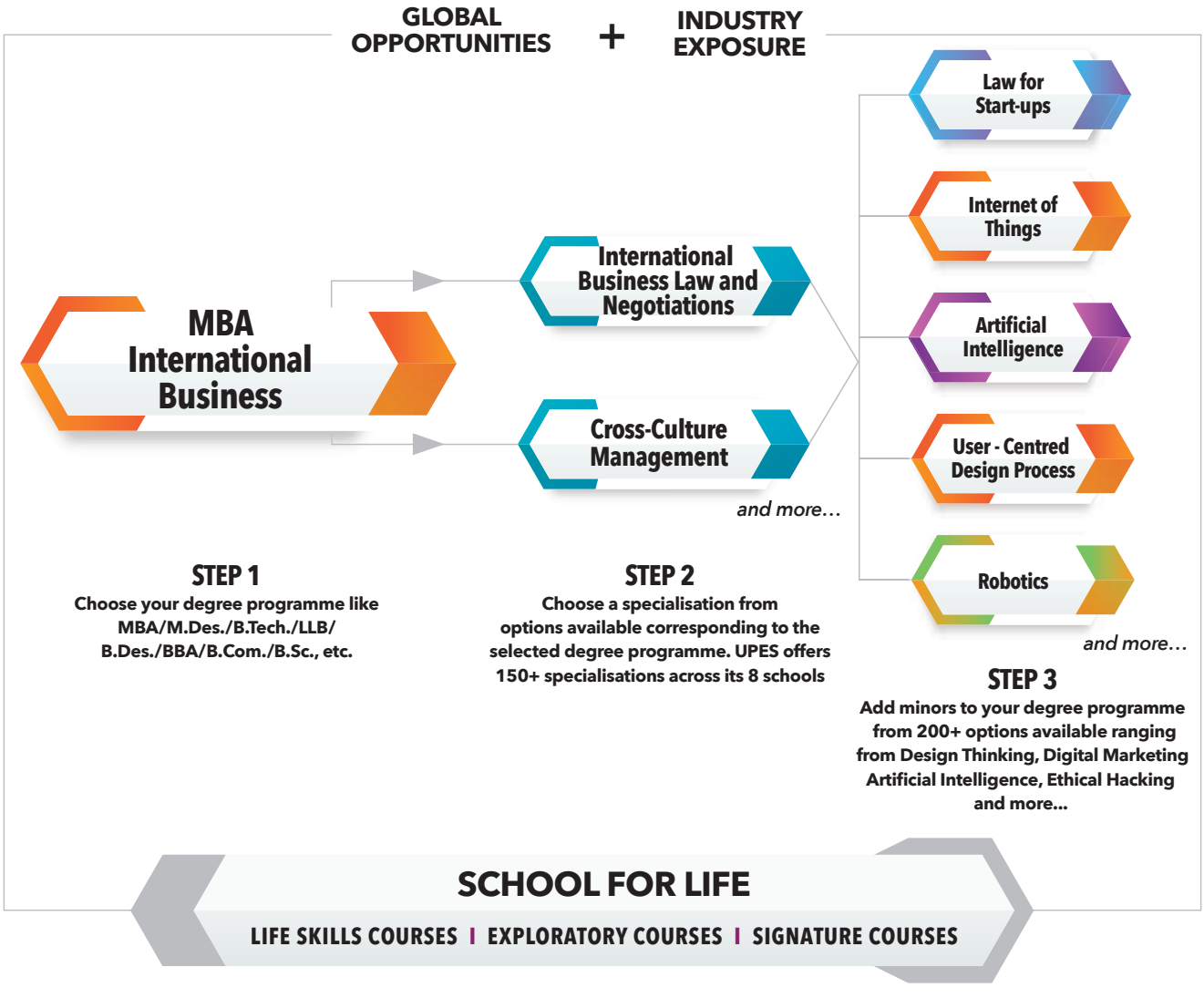


Design Your Own Degree

UPES curriculum framework is holistic in its overall structure and yet focuses on the individual need of the students to discover, experience, explore and challenge.
Along with the core subject, students can choose from subject-focused specialisations. They are also allowed to choose minor/exploratory subject from other schools at UPES that are: School of Engineering, School of Computer Science, School of Law, School of Business, School of Health Sciences & Technology, School of Design, School of Modern Media and School of Liberal Studies.

The curriculum also offers Signature and Life-Skills courses through School for Life. To round off this learning experience, students are required to do mandatory internships in the social sector, government/public sector and industry.

The combinations available for students to pick and choose from are endless, ensuring both depth and width of knowledge.



Holistic Development at UPES

School for Life

What is the purpose of education? Is it merely to make students employable, remove ignorance and impart knowledge? Or is it to create a better world? The seismic shifts taking place globally, necessitate action to ensure a secure and equitable future for all. Learners today are, therefore, required to be creative, collaborative and communicative. They must develop skills to solve complex problems that plague humanity, work towards equity, uplift the underserved, live healthy, happy, and productive lives. UPES School for Life (SFL) was established with the intention to create true changemakers. Students learn to apply an in-depth understanding of attained life skills and broad-based subject competencies along with core subject qualifications to take advantage of educational and employment opportunities. This broad-based learning experience helps them evolve throughout their professional and personal lives.

The undergraduate programme at UPES offers four clearly demarcated, yet academically integrated areas, covering Core Specialisation courses, Exploratory (Interdisciplinary Electives), Signature and Life Skill courses, all of which are credited and are the basis of the degree awarded. School for Life offers the latter three selections of courses, which are structured to be read alongside the students' core academic curriculum.

EXPLORATORY
(Interdisciplinary Electives)

give students the freedom to read a variety of courses from different schools for an all-round learning experience.

'SRIJAN' SOCIAL INTERNSHIPS

offered as part of SFL, are full-time, 8-week-long internships with social sector organisations. These internships are mandatory for all first-year students. Through these internships, the students get exposed to social sector challenges and find ways to overcome them. In the process, they build empathy and learn valuable leadership skills.

SIGNATURE COURSES

include areas that are not specifically linked to a vocation and focus on 21st-century learner skills, empowering students to become global citizens of the future. It includes courses such as History and Constitution of India, Theory of Everything and Digital Transformation.

LIFE SKILL

courses allow students to pick additional skills with a focus on enhanced employability and communication, along with management and professional skills, including critical thinking, problem-solving and creativity.

Unmatched Global Opportunities at UPES

Semester abroad opportunity at **the University of California, Berkeley**



Student exchange opportunities at the World's Top Universities such as **University of Adelaide - Australia, University of Calgary - Canada, University of Essex - UK, IED - Italy, Taipei Medical University - Taiwan, Taylor's University - Malaysia, Universiti Sains - Malasiya, Universiti Tecknologi Petronas - Malasiya, Polytech Nantes - France, Southern Federal University - Russia, National University of Kaohsiung - Taiwan** and many more

Guidance and counselling for application to various **international scholarship opportunities**





Semester abroad with a tuition fee waiver at **University Canada West**





Assistance for International Internships/ Projects



Co-teaching by International Faculty from **University Canada West**

Industry in the Classroom

Industry-alliances

- Courses co-developed and co-delivered by industry partners
- School of Business has tie-ups with Tata Power, Essar Oil, HPCL and many more

Experts on Advisory Board

- Mr. Kamal Bali, President & Managing Director, Volvo Group, India
- Mr. Aniruddha Khekale, Group Director HR, Emerson Process Management
- Dr. Ashwani Khanna, Executive Director, Aerotech Support Services
- Ms. Prajakta Kanaglekar, Sr. Director HR, Flipkart
- Mr. Manoj Nair, Managing Director, Accenture India (SAP/ERP) and many more

Masterclasses

- UPES School of Business conducts several interactions with industry stalwarts such as:
  - Dr. Deepak Vohra, Ambassador, Made in India
  - Dr. Jagdish N. Seth, Prof. Marketing, Emory University (Padma Bhushan Awardee)
  - Dr. Rupinder Singh Sodhi, Managing Director, Amul India and many more.
- Insightful and interactive sessions help students get a closer, more in-depth look at the sector, enabling the development of essential skillset required for a successful career.



B-School for the Digital World

Today, digital transformation is a part of every business – whether it is an established venture or an emerging start-up. Disruptive technologies are changing the way people think and operate. A decade ago, companies reacted according to the demands of the consumers.

Now, companies can predict the demands of the consumers based on the data generated by them on the internet. Forecasts reveal that the future of work will be dictated by a need for design thinking, an entrepreneurial mindset and problem-solving skills. And innovation will become crucial for businesses to adapt to this paradigm shift.

The endeavour at UPES School of Business is to provide a transformative education to prepare the next generation of leaders for a global digital economy.

The school's curriculum focuses on new technologies, which are rapidly transforming the nature of business, consumer experiences and dynamics between the stakeholders.

School of Business prepares students to adapt to disruption and the rapidly-changing workplaces. By proactively collaborating with its academic and industry partners, the institution equips learners with skills to thrive in a future driven by innovation and creativity.



Dr. Githa S Heggde
Dean, School of Business

Ranked 46 amongst Top Institutions in Management by NIRF Ranking 2021

29 LPA Highest Package

Runway Incubator for Start-up Ideas

Recruiters

DECATHLON SPORTS INDIA	CROMA
ACCENTURE	BECHTEL INDIA
ADANI POWER	BERGER PAINTS
BIAL	ADANI AIRPORTS
DELHIVERY	GENPACT ANALYTICS
EVALUESERVE	BLUEDART
THINK GAS	HDFC LTD.
PHONEPE	INATECH
PROTIVITI KNOWLEDGE AND INNOVATION CENTER (PKIC)	WIPRO
BANGALORE INTERNATIONAL AIRPORT LIMITED	TRANSWORLD GROUP
HILTI INDIA PVT. LTD.	INDIA INFRASTRUCTURE
GLOBAL DATA	AMAZON
IFOS AVIATION	LTI - L&T INFOTECH
IHS MARKIT	IEX
INFOSYS LIMITED	KPMG
DELOITTE	MARKETS AND MARKETS
NESTLE	JSW STEEL LTD.
PXIL	ITC LTD.
RELIANCE INDUSTRIES LIMITED	SPICEJET
TORRENT GAS/TORRENT POWER	TCIL
TCS	INDIAN OIL ADANI GAS PVT. LTD.

Highest CTC **29 LPA**

Average CTC **7.55 LPA**

Placement assistance up to **5 years**



Success Stories



Successful Young Innovator

BBA student Tushar Dauthal, a young celebrated author, quiz champion and now an entrepreneur, has launched Cerebrati, which creates tech innovations in products and services.



Presented a Paper at Columbia University, New York

Dibyajyoti Dash presented a paper on 'Blockchain enabled carbon emission trading in India' at the 7th International Conference on Sustainable Development, organized by Columbia University, New York.



Start-up from scratch

MBA student Pranjul Tiwari started his company Ebb and Flow Services Pvt. Ltd.



Woman Business Leader

BBA Aviation Operation alumna Rashika Srivastava is currently Director at Rcube Healthcare Industries Pvt. Ltd.

Faculty Feats



Akhil Damodaran
Won the 2021 list of 40 Under 40 Celerity Supply Chain Achievers. He is the Regional Mentor for Change Atal Tinkering Lab, NITI Aayog. His case – Vodafone-Idea Merger: Ideating for Consolidation – has been ordered by prestigious institutions from India and worldwide such as IIM-C, ESPOL (Ecuador) and Concordia University (Canada). He is also an advisor at IVIVI Tech Solutions Pvt Limited (an AI company).



Dr. Devkant Kala
Presented a paper on 'Tourism & Hospitality Students' Attitude Towards the Use of Robots in Service Organizations: A Qualitative Study in India' at an international conference, organized by International Hellenic University, Greece. Dr. Kala published a paper titled 'Thank You, God. You Saved Us' - Examining Tourists' Intention to Visit Religious Destinations in the Post-COVID' in a reputed international tourism journal 'Current Issues in Tourism' (ABDC-A, SSCI, IF - 7.43).



Programmes Offered

BBA

CORE	SPECIALISATIONS**	MINORS** (Indicative list)
BBA	Marketing Management	Artificial Intelligence Digital Marketing Digital Transformation Start your Start-up Business Analytics International Business Operations/Project Management Financial Analysis and Services Family Business and Entrepreneurship
	Finance Management	
	Human Resource	
	Operations Management	
Analytics and Big Data	Programming for Analytics	
	Big Data Analytics and Mining	
Digital Business	Digital Media Laws	
	Digital Marketing	
Oil and Gas Marketing	Petroleum Business	
	Oil and Gas Operations	
Green Energy and Sustainability	Sustainable Development	
	Green Energy Business	
Logistics Management	Logistics Management	
	Service Operations	
Aviation Management	Airport Capacity Management	
	Travel and Tour Operations	
Foreign Trade	International Trade Negotiations	
	Regional Economic Integration	
NEW BBA (Global Programme) 2+1 2 Years in UPES Campus + 1 Year in Overseas University	GISMA Business School BSBI UCW	

BA

CORE	SPECIALISATIONS**	MINORS** (Indicative list)
BA (Public Policy and Administration)	Public Administration	Artificial Intelligence Digital Marketing Digital Transformation Start your Start-up Business Analytics International Business Operations/Project Management Financial Analysis and Services Family Business and Entrepreneurship
	Indian Administration	
BA (Hons.) Economics	Energy Economics	
	Financial Economics	

B.Com. (Hons.)

CORE	SPECIALISATIONS**	MINORS** (Indicative list)
B.Com. (Hons.)	E-Commerce	Artificial Intelligence Digital Marketing Digital Transformation Start your Start-up Business Analytics International Business Operations/Project Management Financial Analysis and Services Family Business and Entrepreneurship
	Banking and Insurance	

MBA

CORE	SPECIALISATIONS**	MINORS** (Indicative list)
NEW Strategy and Consulting	Emerging Strategies in New Economies Business Innovation and Leadership	Artificial Intelligence Digital Marketing Digital Transformation Start your Start-up Business Analytics International Business Operations/Project Management Financial Analysis and Services Family Business and Entrepreneurship
NEW Start-Up and Entrepreneurship	Incubators & Accelerators Business Innovation	
MBA	Marketing Management Finance Management Human Resource Operations Management	
Digital Business	Web Design and Development Search Engine Optimization	
Business Analytics	Energy Analytics Data Mining	
Oil and Gas Management	Petroleum Marketing and Business Development Natural Gas Business	
Power Management	Power Business and Regulations Green Energy and Transition to Sustainability	
International Business	International Business Law and Negotiation Cross Culture Management	
Logistics and Supply Chain Management	Logistics Planning / Supply Chain Business Process in Supply Chain	
Aviation Management	Airline Service Operations Aviation Enterprise Management	
NEW MBA (Global Programme) 1+1 1 Year in UPES Campus + 1 Year in Overseas University	GISMA Business School BSBI UCW	

4-YEAR INTEGRATED PROGRAMMES

CORE	SPECIALISATIONS**	MINORS** (Indicative list)
Integrated (BBA) - (MBA)	Marketing Management Finance Management Human Resource Operations Management	Artificial Intelligence Digital Marketing Digital Transformation Start your Start-up Business Analytics International Business Operations/Project Management Financial Analysis and Services Family Business and Entrepreneurship
Integrated (B.Com. (Hons.)) - (MBA)	E-Commerce Banking and Insurance	

**Specialisations & minors to be opted after 1st year depending on the selected programme
Credits would depend on the Minors/Exploratoy courses chosen during the programme duration

SCHOLARSHIPS

Up to 100% Scholarship* Based on Entrance Exam; 50% Seats Reserved for Girls

Sports Scholarships*

Freeships* to Underprivileged Students

33% Fee Concession for Bonafide Uttarakhand Students

*T&c apply. For more details, visit upes.ac.in

Students Speak



Bhanu Siva Krishna
BBA Digital Marketing
"I give credit to the supportive and inclusive environment at UPES for grooming me into a multi-skilled individual. I feel confident, competent and progressive in pursuing continuous improvement and making the best of every opportunity that comes my way."



Kevin Joseph
MBA Energy Trading
"The two years I spent at UPES were incredible. The industry exposure and niche domain knowledge that I got from my faculty, industry experts, and alumni proved to be valuable."



Kartik Jain
BBA Digital Marketing
"UPES was always my choice in view of its niche specialisations. For those who want to keep learning, every day is a new day at UPES. The faculty with industry knowledge and experience help in our personality development and makes us industry ready."



Shubhangi Verma
MBA Aviation Management
"My journey so far has been beautiful. I got the opportunity to enhance my existing skills and develop new ones. I would like to thank UPES for providing me with the opportunity to prepare myself for the corporate world."

Life @UPES

- Life at UPES is about creating unforgettable memories. It is about young learners **discovering themselves through activities** that enrich their understanding of the world.
- There are twenty student chapters – such as the **Cloud Security Alliance, the Society of Law and Literature, IEEE Branch and Moot Court Association – and several clubs** including National Service Scheme, Vultus and Sanskriti.
- Events such as **Uurja,** the annual youth festival, and **'Wow Wednesday',** a mid-week activity for showcasing talent, bring together students from across all the schools on one stage.
- **Sports activities at UPES** give students the opportunity to compete in a fun, relaxed environment. **Students develop skills such as team spirit, patience and resilience.**
- From learning to **leisure, path-breaking innovations to life-long friendships, life at UPES** is a vibrant blend of everything a learner would aspire for. It is a place that brims with artists, explorers, athletes and innovators.



Enhance your well-being through sports



Become your most creative self



Accomplish fitness goals together



Create rhythms from the soul



Explore learning without limits

The Allure of Dehradun



Just a few kilometres away from the bustling yet charming city life of Dehradun, UPES campus is close to trekking trails, rock climbing and picnic spots, monasteries, water bodies, rafting and the popular hill station of Mussoorie. The mighty Himalayas and thick pine forests surround this pristine campus.

Life at UPES is nothing short of a getaway that helps liberate our students from the mundane monotones and pollution hazards of a city life.

A home away from home. A bright and fresh start. A rewarding second life.



The foodie culture



Travellers' haven



Camp your nights away



Leisure times

Download UPES App

1800 102 8737 (8 am to 8 pm) I enrollments@upes.ac.in

International students write to us at
international.admissions@upes.ac.in

Knowledge Acres: Kandoli via Prem Nagar, Dehradun-248 007 (Uttarakhand), India