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ADMISSIONS OPEN 2022



UPES

UNIVERSITY OF TOMORROW

SCHOOL OF BUSINESS

BBA PROGRAMMES

NEW

ENGINEERING | COMPUTER SCIENCE | DESIGN | BUSINESS | LAW | HEALTH SCIENCES AND TECHNOLOGY | MODERN MEDIA | 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

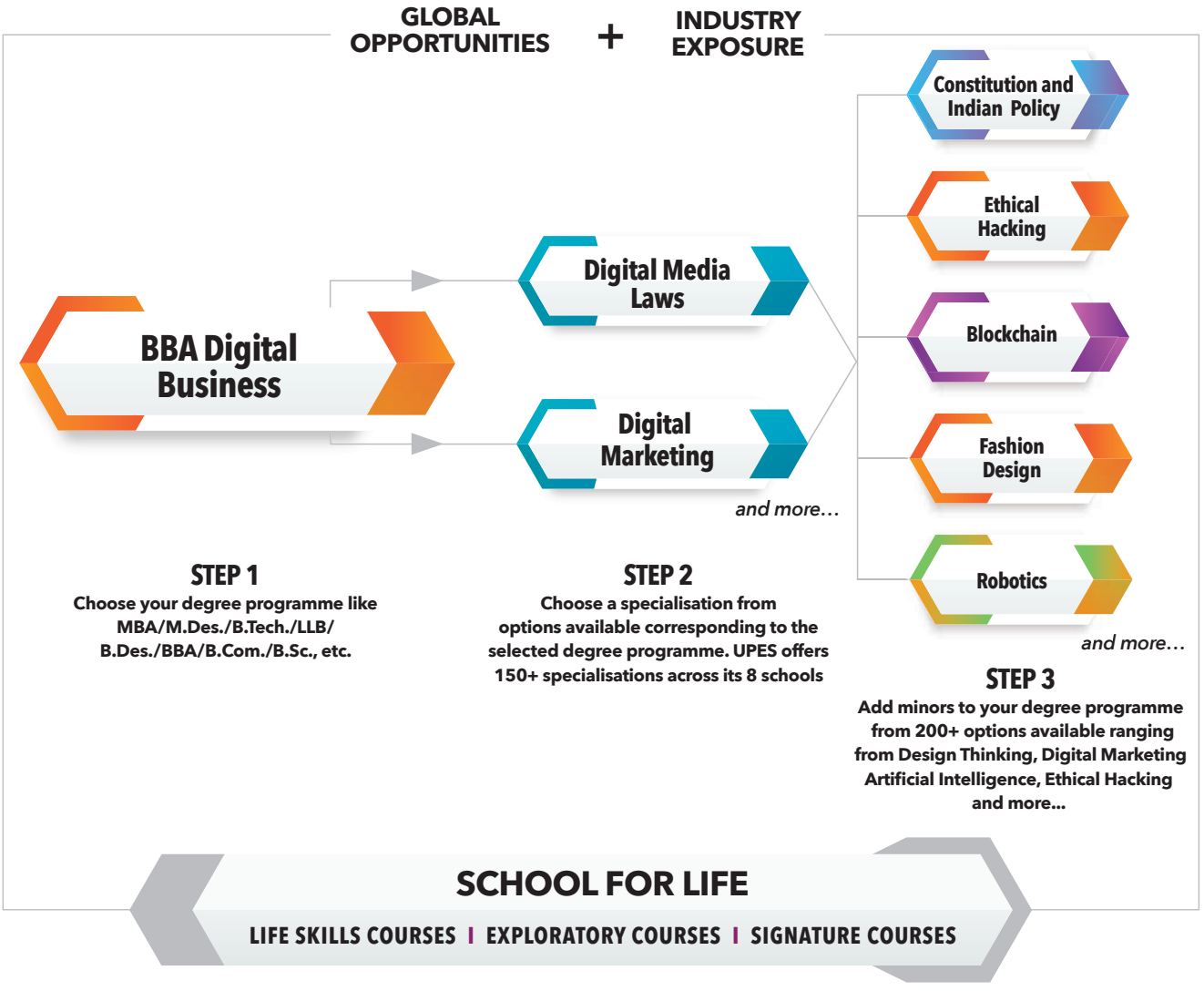


Design Your Own Degree

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.

Placement assistance up to 5 years



Success Stories



Young Business Entrepreneur

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



Women Business Leader

BBA Aviation Operation student, Rashika Srivastava, is today the Director at Rcube Healthcare Industries Pvt. Ltd.



Budding Entrepreneur

BBA Digital Marketing student, Priyanshu Jain has founded an organization called Agri Joy, a farm-based research center - in order to provide fresh fruits and vegetables at home with IoT-based Hydroponics kit. It recently conducted a first-of-its-kind 'Virtual Hydroponics Summit' with Govt of Uttarakhand & Start-up Uttarakhand.



Semi - Finalist at Manfest - Varchasva 2020-21

Aashi Jain, BBA Foreign Trade student, Semi-finalist in 'The Joust' debating & negotiation competition at 'Manfest-Varchasva 2020-21' organised by IIM Lucknow.

Faculty Feats



Dr. Narendra N. Dalei

Dr. Narendra N. Dalei received funding worth USD 15,000 from NGS and Microsoft for his Abhigyat project in Avra Systems Ltd., Bhubaneswar. Project Abhigyat is an annual internship programme started in 2015 at UPES with the objective of giving faculty members valuable industry exposure.



Dr. Vinay Kandpal

Dr. Kandpal presented a paper on 'The Role of SHGs and MFIs towards Financial Inclusion and Women Empowerment in Uttarakhand' at an international conference organised by Gender Issues in Business School (GIBS) Network at Oxford Brookes University, UK.



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+2 2 Year in UPES Campus + 2 Year in Overseas University.	GISMA Business School BSBI UCW	
Events, Public Relations and Corporate Communications	Media Management, Marketing Campaigns and Strategic Communications	Social Media Digital Marketing Media Management, Public Policy and Strategic Communications Search Engine Optimisation Digital Publishing/Website Management Digital Content Creation: Videos Digital Content Creation: Audio/Podcasts Data Science Artificial Intelligence Start Your Start-up Public Health Environment Science Business Management Privacy and Security Internet of Things School for Life Exploratory Courses
	Social Media, Marketing and Analytics	

**Specialisation & 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



Ishan Arora (BBA Oil & Gas Marketing)
"In a journey as a student at UPES. I got great support and guidance of the faculty and the exposure, opportunities, and learnings from UPES helped me in getting a good start as an entrepreneur, as well as guided me in the right direction through my entrepreneurship journey."



Neelmani Chawla (BBA Oil & Gas Marketing)
"I had my best three years at UPES, be it the beautiful campus and the best infrastructure, facilities and faculty. UPES helped me in honing my management, marketing, project handling skills, now I am able to apply the fundamentals and techniques I learned at UPES in my business."



KARTIK JAIN (BBA - Digital Marketing)
"UPES was always my first choice given its niche specialisations and the impressive infrastructure, right at the foothills of the Himalayas. For those who want to keep learning, UPES is the place to be. The faculty with immense knowledge and experience helped in our personality development and made us industry-ready. I will always be thankful for the wonderful experience I had at UPES".



Bharti Singh (BBA - Oil and Gas Marketing)
"UPES provided me a platform where I can stand and see myself as a person who is comparatively more capable of facing overall challenges of life and turning my dreams into reality. I would say that it's not just about the quality education I get from the wonderful faculty, it is also about the life at UPES which just simply makes you perfect. I have been involved in research and development projects like competitors' analysis of Balmer Lawrie co. ltd. and reporting methodologies which have helped me develop good analytical skills".

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



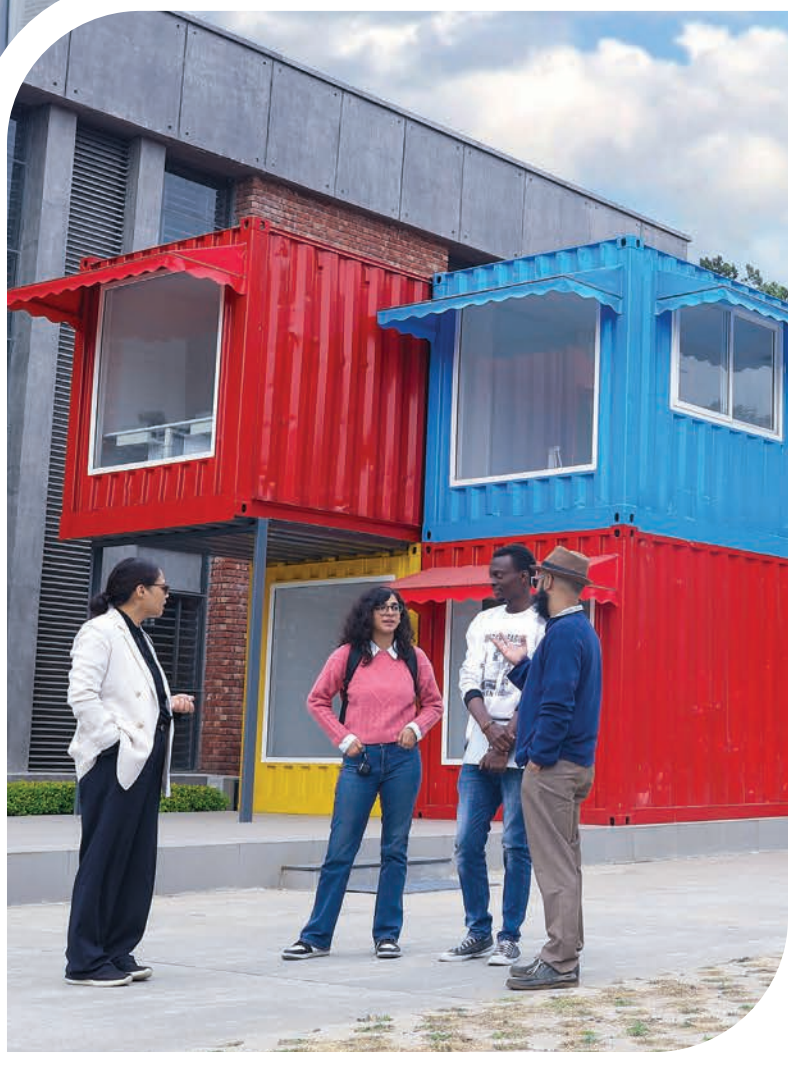
Camp your nights away



Leisure times




SACRA
MENTO





Download UPES App

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international.admissions@upes.ac.in

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