

**MBA** from  
World Class University  
with Global Employability



Pacific: The National Champions in Simulated Management Games competition at Coimbatore

**Pacific Group**  
Offers

**MBA**  
with **16** Specializations

Rated No. **1**  
in Higher Education  
in Rajasthan by  
**CRISIL**

### & 7 Special & Sectoral MBA Programmes

- MBA International (Global Centric)
- MBA – Insurance Management and Actuarial Science
- MBA – Finance and Control
- MBA- Hospital and Healthcare Management
- Masters of Hospital Management
- MBA -Techno-Engineering (for B. Tech.)
- MBA -Executive (Part Time)

### HIGHLIGHTS:

- Highest package availed is ₹ 7.6 Lacs
- **Pre-placement** of majority of students before **completion of second year**
- 85+ Faculty in one campus

**WINTER PMAT**

**PACIFIC**  
UNIVERSITY



"Matchless Campus full of Serenity"

**MBA**

*With Best Placement Record  
of Two Job Offers  
per student from  
150 + Corporate Recruiters*

The only campus in the country offering  
maximum **16** areas of specialization in MBA,  
**7** special & sectoral MBA Programmes

**Premium Batch\***  
commencing from **June 1, 2013**

Last date to apply 5th Jan 2013

*\*Special orientation for the premium batch on Project Studies & Business Processes Certification for better competence and employability.*

ENROLL IN ADVANCE and Avail Special benefits

- Advanced 1 month's training on Business procedures coupled with workshops & training in BSE / NSE / Insurance Institute of India / RBI / Oracle / SAP or leading Corporate Houses.
- 50% subsidy in all contributory Programmes on Campus.
- Pre-Orientation before the commencement of the programme.

## 7 Special & Sectoral MBA Programmes

- MBA International (Global Centric) (Details on Page 4)
- MBA – Insurance Management and Actuarial Science (Details on Page 5)
- MBA – Finance and Control (Details on Page 6)
- MBA- Hospital and Healthcare Management (Details on Page 7)
- Masters of Hospital Management (Details on Page 7)
- MBA -Techno-Engineering (for B. Techs.) (Details on Page 8)
- MBA Executive (Part Time) (Details on Page 3)

# MBA<sup>with</sup> Dual Specialization

## Normal MBA with Maximum 16 Specializations (With One Major and One Minor) not available anywhere in the Country

### Specialization options available are:

- ◆ Human Resources Management
- ◆ Infrastructure Management
- ◆ Marketing Management
- ◆ Energy Sector Management
- ◆ Finance Management
- ◆ Tourism & Hotel Management
- ◆ Production Management
- ◆ Project Management
- ◆ IT Management
- ◆ Environment Management
- ◆ Micro-Finance Management
- ◆ International Business Management
- ◆ Real Estate Management
- ◆ Supply Chain Management
- ◆ Retail Management
- ◆ Agri Business & Rural Development Management

#### Seats & Fee Structure

| No. of Seats | Fee Per Semester | Duration                             |
|--------------|------------------|--------------------------------------|
| 240          | Rs. 37,500/-     | 2 Year (4 Semester) Full Time Course |

Scholarship of 25% in the fee for Full bright students (throughout 60%) in all exams

**Eligibility:** Graduate from any stream. Students appearing in the final year of degree examination may also apply. They shall be admitted provisionally till the declaration of final year's result. Admission shall be confirmed only if they pass in final year.

**How to Apply :** Apply online at [www.pacific-university.ac.in](http://www.pacific-university.ac.in) or through the application form available on payment of Rs. 400/- to be paid in cash or by DD in favour of Pacific Academy of Higher Education and Research University, Udaipur.

# MBA<sup>Executive</sup> Part-Time

A part time programme for Supervisory & Management personnel already serving in any organization.

#### Seats & Fee Structure

| No. of Seats | Fee Per Semester |
|--------------|------------------|
| 240          | Rs. 37,500/-     |

### ELIGIBILITY

**Bachelor's Degree from any faculty with Supervisory or Executive position in any organization.**

# MBA International Global Centric

The only MBA in the country with Global Centric Focus, to suit the requirements of **Foreign MNCs operating in India** and **Indian MNCs Operating abroad**. Leading Indian companies have their branches all over the **world likewise all MNCs** have their operations all over the world. Therefore, management graduates should have an understanding of **Country Specific Management Practices prevalent in different parts of world, viz. US, Latin America, Europe, South East Asia, China etc.**

## Global Centric MBA would enable you:

- ❖ To work at any location in the world
- ❖ To work for companies of any country
- ❖ To be familiar with global scenario
- ❖ To deal with Business firms of any country
- ❖ To be familiar with Country & Continent specific management practices of **Europe, US, Latin America, Caribbean Countries, South East Asian Countries & China.**

### Additional Certification Options :

- ✓ Certificate in Digital Marketing
- ✓ Certificate in Financial Modeling & Forecasting
- ✓ Certificate in Financial Markets
- ✓ Certificate in Intellectual Property Management
- ✓ Certificate in Employee Engagement
- ✓ Certificate in Further Scan & Discipline

### Foreign Language Courses:

French, Spanish &  
Mandarin (Chinese)

## HIGHLIGHTS

- ❖ Provision of 3 semesters at **Pacific, Udaipur** in India for 1 semester at **Singapore/Malaysia.**
- ❖ Multiple Certifications for Better Employability.
- ❖ Complimentary Breakfast and Lunch at the Campus for Day Scholars also.
- ❖ **Training Option at :**
  - Bombay Stock Exchange and National Stock Exchange
  - All India Management Association in Game Based Management Simulation
  - ERP Certification from ORACLE University, California
  - Insurance Institute of India
  - SPSS, an IBM Company

### Programme Highlights

- ❖ Diversified Practical Exposure through multiple visits to variety of Industries
- ❖ Project Study Based Teaching
- ❖ Advanced Entrepreneurial Training
- ❖ **Highly Diverse Pedagogy:**
  - Including Case Studies, Simulation, Management Games, Business Story Discussions, Group Discussion, Facilitating, Experiential Learning
- ❖ An Expect exclusive mentor for each student

## Seats & Fee Structure

| No. of Seats | Fee Per Semester | Duration  |
|--------------|------------------|---|
| 45           | Rs. 1,90,000/-   | 2 Year (4 Semester) Full Time Course with 1 Semester at Singapore/Malaysia            |
| 45           | Rs. 90,000/-     | 2 Year (4 Semester) Full Time Course with 1 week training at Singapore/Malaysia/UK/US |

## ELIGIBILITY

**Graduates from any Discipline**

# MBA Insurance Management and Actuarial Science

## 1<sup>st</sup> in Rajasthan, 4<sup>th</sup> in All India

IRDA of India could not get Director Actuary for 9 months at an annual package of INR 30 Lacs, as no actuary is ready to join for less than INR 3 crore per annum.

Source: Economic Times, Jan-9-2012

## Programme Highlights

- The highest rated profession in the developed countries as well as in the emerging economies with a very fast growing demand in India. Rapidly growing demand worldwide in variety of fast growing sectors and assignments
- Sponsorship for training at: BSE, RBI, IRDA, AIMA, Insurance Institute of India
- Customized with exams of Insurance Institute of India & Actuarial Society of India
- Industry integrated curriculum with latest innovations and techniques
- Excellent track record of placements
- Experienced faculty with both industry and academic background
- Regular Management Development Programmes of high repute
- Industry interface with major sectors like Banks, Insurance Companies and FIs for placements and training

## Who is an Actuarial Expert ?

An Actuary is a person who applies mathematics and statistics to analyze, manage and measure the financial implications of future risk. He develops and validates financial models to decision making. He designs insurance and pension plans. He determines various premium rates for the policies.

**According to National Salary Data, the normal salaries offered to actuaries by various employers are as follows:**

|  |  |
|--|--|
| Financial Services & Consulting Services | Rs.6.50 Lakh- Rs. 20.8 Lakh per annum  |
| Life & Non-Life Insurance                | Rs. 6.50 Lakh- Rs. 25.8 Lakh per annum   |
| Euro - American Companies                | \$ 60,000 - \$ 250000 per annum<br>( i.e., App. Rs 28 lakh to Rs. 1.25 crore per annum ) |

## Highlights of the Year 2010-11

- ❖ Four Day Workshop on Engineering Insurance conducted by Insurance Institute of India, Mumbai from 11-14 April 2011 to develop & update skills in Underwriting and Claims Management in the fields of Construction and Operation Phase Engineering Insurances.
- ❖ A Visit to IITF 2010 – A Panorama of Business Convergence (November 14-27, 2010 Pragati Maidan, New Delhi) was planned to know the advancements made by industry in India and increasing interest of the world.
- ❖ Four Day Workshop on Use of Excel in Financial Modeling was conducted to help the participants learn the tools and capabilities of this spreadsheet application to perform from the simplest to the most complicated and elaborate financial analysis.
- ❖ Panel Discussion on Inter Regulatory Disputes.
- ❖ Participated in AIMA-SMG 2010 Student Management Games organized by All India Management Association, New Delhi.
- ❖ Series of Industry Reviews were organized.

### Number of Seats & Fee

| No. of Seats | Fee Per Semester | Duration                             |
|--------------|------------------|--------------------------------------|
| 45           | Rs. 60,000/      | 2 Year (4 Semester) Full Time Course |

## ELIGIBILITY

**Bachelor's Degree (10+2+3)/ B. Tech./B.E./  
Member of Professional Institutes like CA, ICWA, CS, etc.**



# MBA FINANCE & CONTROL

Your Passport to High End Jobs In MNCs & International Financial Consultancy Firms

## About the Program

MBA Finance and Control aims to promote higher learning in fast emerging Financial Disciplines. It is a professional degree to impart Financial Excellence and prepare the grounds for Corporate Excellence. The program gives an edge over all other related courses in finance to tap the global demand and impart Quality Education through:

- ⇒ Deep Financial Accounting and Legal Knowledge
- ⇒ Superb Leadership and Managerial Skills

## Career Portfolio

**Wider scope of Global Employability in HIGHLY PAYING sectors:**

- Corporate Finance
- Tax Planning
- Cost Accounting
- Internal Audit
- Financial Services
- International Finance & Consultancy

## Programme Highlights

**Teaching Pedagogy:**

- Case Analysis, Management Games & Experiential Learning from corporate personnel.
- Seminars & focused Personality Development Workshops.
- Option for Training and Industrial Tour in India & Abroad.

**Certifications:**

- Enabling the students to clear certifications from renowned financial Institutions like NCFM, Insurance Insititue of India & so on.
- Certifications by the institute in the field of Accountancy, Taxation, Financial Markets and Financial Services.

## Course Structure

- ⇒ The Course Structure has been designed keeping in mind the Global requirements. To widen the knowledge base of students, the course is divided into four distinct terms - Term-I-II, spread over 52 weeks, comprises of core and compulsory papers that covers all essential aspects of Management & Finance.
- ⇒ Term-III-IV comprise of core & elective courses . Students can choose a maximum of two areas for specialization in finance from amongst a total of four.

### Number of Seats & Fee

| No. of Seats | Fee Per Semester | Duration                             |
|--------------|------------------|--------------------------------------|
| 45           | Rs. 37,500/-     | 2 Year (4 Semester) Full Time Course |

## ELIGIBILITY

Graduates from any Discipline

# Masters of Hospital Administration-Part Time

# MBA Hospital & Health Care Management-Full Time

## Objectives of the Course:

- To create a center of Excellence in Health Education, Research and Consultancy.
- Students should be able to analyze and assess various situations in the hospitals and manage health care effectively.
- Provide basic understanding of the total healthcare delivery system and its complexities and the role of an individual in healthcare institution.
- Develop deeper understanding of multi-disciplinary and multi-dimensional nature for healthcare management.
- To upgrade the existing capacity and skill sets of professionals and provide them with new learning opportunities.
- Students should be able to self assess and participate in continuous professional development.

## Courses Offered :

### Masters in Hospital Administration\*

*\*Executive Batch (Part Time)*

Masters in Hospital administration is aimed to orient and develop students for executive positions in Hospitals. The course develops managerial skills of individuals and also exposes them to clinical aspects of hospital management

## MBA Hospital & Health Care Management

Full time program in Hospital & Health Care Management is for individuals seeking to enhance their managerial as well as clinical skills and apply them for Hospital & Health care management. It is an intensive learning program with comprehensive content meant to enrich the individuals existing knowledge and capacity.

## Program Highlights:

- ❖ Country's top group in Management Education with 85 plus Faculties.
- ❖ Training Collaboration with esteemed GBH American Hospital (ISO 3001 :2000 certificated STATE – OF- THE ART MULTI SUPER SPECIALTY HOSPITAL)
- ❖ High Profile Faculties and Training Professionals of global repute from all over the world.
- ❖ Smart E-Campus with effective audio-visual aids.
- ❖ Most Affluent library with over 25000 books, 225 + journals and strong research aids.

### Number of Seats & Fee

| No. of Seats | Fee Per Semester | Duration                             |
|--------------|------------------|--------------------------------------|
| 45           | Rs. 37,500/-     | 2 Year (4 Semester) Full Time Course |

## ELIGIBILITY

Medical and Non-Medical graduates including MBBS, BDS, BHMS, BAMS, BBM, BCom, BSc. and Bachelor's Degree from any faculty.

# MBA Techno-Engineering

For **B.Tech** & Equivalent Degree Holders including B.Pharma.

An exclusive MBA Programme for B.Tech, BE & similar degree holders with practice oriented teaching pedagogy in the industry to take care of a variety of industrial operations namely Design Engineering Management, Innovation Management, Frugal Engineering, Reverse Engineering, Quality Management Designing Service Products.

The programme shall take care of almost every sector of industry including services viz Automobile, Ceramics' Engineering, Infrastructure, Chemical plant innovative, IT & ITES etc.

## Well Customised with Industry Needs To Take Care of

- ❖ Production Function & Quality Management
- ❖ Design Engineering
- ❖ Service Delivery
- ❖ Supply Chain & Logistics
- ❖ Shop Floor Management
- ❖ Bio Medical Equipment Management & Services
- ❖ Innovations Management
- ❖ Product & Brand Development
- ❖ Service Product Design & Delivery
- ❖ Organising the IT & ITES
- ❖ Chemical & Pharma Formulations

## Programme Highlights

- ❖ Faculty with Industry Exposure
- ❖ Most Diversified Exposure through visit to variety of Industries
- ❖ Project Based Teaching
- ❖ Entrepreneurial Training
- ❖ Simulation Supported Teaching
- ❖ ERP Certification
- ❖ General Insurance Surveying Under writing Exposure

## Additional Certification Programmes

- ✓ Certificate in Digital Marketing
- ✓ Certificate in Financial Modeling & Forecasting
- ✓ Certificate in Financial Market
- ✓ Certificate in IPM
- ✓ Certificate in Employee Engagement
- ✓ Certificate in Scan & Scenario Building

## Foreign language Courses – French, Spanish & Mandarin (Chinese)

### Specializations:

IT, Production & Quality Management, Technology Management, Marketing, Finance, Supply Chain & Services Management

### Seats & Fee Structure

| No. of Seats | Fee Per Semester | Duration                              |
|--------------|------------------|---------------------------------------|
| 45           | Rs. 37,500/-     | 2 Years (4 Semester) Full Time Course |

## ELIGIBILITY

Graduates from any Discipline



# Highlights of the Pacific Group

1. **Impressive Placements :** Average **two job offers** per passing out student.
2. Pre placement of majority of students before completion of second year.
3. **World Class Infrastructure :** High Tech SMART classrooms, auditoriums equipped with advanced interactive audio visual gadgets and most well stocked Library in Rajasthan with 35000 plus books, 100 plus national and international journals. Supplemented by E-Learning resources. Interactive and SMART auditoriums with touch screen & remote operated interactive panels.
4. 85+ Faculty member in management in one campus.
5. Teaching Pedagogy of Global Standards for Worldwide Employability.
6. Unparalleled versatile exposure given to the pacifians: Students outperformed in various inter college competitions.
7. Option for Training and Industrial Tour in India and Abroad
  - i) One week **China tour**.
  - ii) One week training in Advanced Management at Singapore with **South East Asia Tour**.
  - iii) Industry internship (Summer Training) with world class companies in India & abroad including US, Europe and ASIAN Countries.
8. **Prestigious Training Partners:** BSE, Insurance Institute of India, SPSS, South Asia Pvt Ltd, an IBM company, TAI India Pvt Ltd, All India Management Association, Gain Based Management Simulation, ERP Certification from Oracle, Skill Bridge, E-4 Development.
9. **Close Industry Interface :** Regular industry visits, Regular visits of Faculty from Industry.
10. Regular Personality Development & Employability Enhancement workshops.
11. Alumni placed worldwide across the sectors and throughout the Country.
12. Most Advanced IT Lab with 10 mbps Internet Bandwidth.

## Perfect Learning Environment With World Class Infrastructure

### Theatre Style Classrooms

Spacious, theatre style classrooms (25) provide the most conducive atmosphere for dynamic and focused discussions. They have been designed to bring together analysis with action and are augmented with integrated audio-visual (LCD Projectors , Microphones etc. ) teaching aids for lectures, presentations.



### Auditoriums (AC)

Latest State-of-the-art SMART Auditoriums act as a common ground for students, faculties and corporate personalities for regular interface, conferences and other events.

### Round Table Conference Rooms To Cultivate Team - Spirit

Ability to work as a cohesive and interactive team member is a critical skill in the corporate work-place which the Pacific Students learn to master in the Round Table rooms providing the perfect setting to acquire team skills through exercises like brain-storming sessions, group discussions, role-plays and presentations etc.



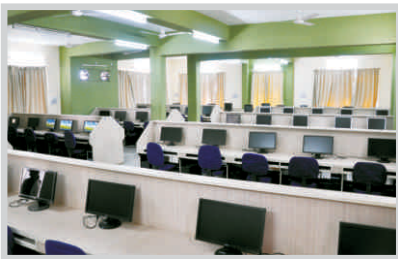


## Seminar Halls (AC )

Institute has Four Air Conditioned Seminar Halls with latest interactive Audio-visual aids which give an extra edge to the institute in its extra curricular activities.

## Well Stocked Library With Over 35000 Books & 200 Plus National And International Journals

The Libraries at Pacific are stocked with over 35000 books. The periodicals, National and International journals cover all aspects of academic studies and research materials. The Library has over 200+ Journals of National and International Standards in hard print and 2000 plus e-journals.



## Extensively Networked Campus

Fully IT Supported Campus with 10 mbps Internet Bandwidth, most advanced computer Lab, furnished with latest and ultra modern equipments.

## Interactive Smart Activity Rooms (AC)

An activity room with latest state of the art audio visual recording facility integrated with net enabled CCTVs, giving spot feedback to the student for self correction and access to the employers from world over to all the student activities like role plays, group discussions etc. being conducted in the institute.

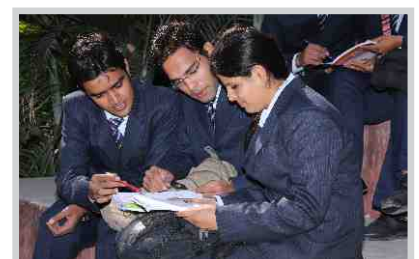


## Amphi Theatre

With a capacity to hold 300 people, amphitheatre holds some of the major festivals and other events. Students even carry out their discussions and do their projects work/case studies/Development Programs in the open air.

## Reading Rooms

We at Pacific recognize the invaluable contributions of reading as a habit & to promote the same, two reading rooms have been carefully design to support our interested readers.



# Pacific in the Service of Business World

## The Pacific Business Research & Consultancy Cell

The University through its research arm, the Pacific Business Research & Consultancy Cell (PRC) offers to conduct empirical researches for a variety of functional areas for the business. They are :-

- ✦ Market Surveys & Consultancy
- ✦ Customer Relationship Management
- ✦ Employee Morale & Commitment Building Interventions
- ✦ Advertising Efficacy Studies
- ✦ ERP Solutions
- ✦ Project Feasibility Studies
- ✦ Knowledge Management: Processes networking
- ✦ Intellectual Property Management

## Management Development Programmes Being Offered To The Corporate Executives

- ✦ Executive Excellence for Front Line and Middle Level Managers
- ✦ General Management for Technocrats & Industrial Engineers
- ✦ General Management for Graduate Executives
- ✦ Zero Base Budgeting for Efficient Resource Management
- ✦ Finance for Non Finance Executives
- ✦ Executive Excellence through Time Management
- ✦ Investment Management for Retail Investors
- ✦ Managing Interpersonal Behavior
- ✦ Leadership Development
- ✦ Stress Management
- ✦ Employee Engagement
- ✦ Quality Management
- ✦ Motivation and Morale
- ✦ Export Policies, Procedures & Documentation
- ✦ Human Resource Valuation
- ✦ Organization Efficiency Through Improved Employee Morale
- ✦ Intellectual Property Rights Management
- ✦ Knowledge Management: Processes & Networking and many more

## Doctoral Research Programme

Pacific University has a unique doctoral research programme leading to the Ph.D degree wherein candidates are supported by industry advisors in addition to the normal academic research supervisor. As on date 200 students are pursuing their doctoral research programme and another batch of 45 candidates is in the process.

# Workshops & Seminars International\ National

**“At the Pacific , we look beyond academics to evolve leaders empowered with knowledge, skills and confidence to boldly face managerial challenges.”**



- National workshop on Currency Futures and Emerging Scenario.
- National workshop on Competition Law & Business Strategy.
- National workshop on The Indian MSMEs and Free Trade Agreements in collaboration with Traidcraft Exchange, U.K.
- National Seminar on Intellectual Property Rights: Multilateral Obligations, Implementation and its Socio Economic Implication.
- International Conclave on Business Communication for 10 foreign delegates of 6 countries conducted in collaboration with EDI, Ahmedabad.
- Seminar on Strategic Initiatives for the Globalised World.
- Workshop on Behavioural Finance .
- Workshop on Doing Business with China in collaboration with India China Economic Council, New Delhi.
- Workshop on Hospital Administration: A Functional Overview.
- Pannel Discussion on : Inter Regulatory Disputes and the Proposed Super Regulator.
- Workshop on Export Procedure & Documentation.
- Workshop on Diagnosing & Shaping Organizational Culture.
- Workshop on Financial Markets – I: Debt & Equity Markets.
- Workshop on Financial Markets – II: Mutual Funds.
- Workshop on Financial Markets – III: Financial Derivatives.
- Workshop on Retail Management: A Functional Overview.
- Workshop on IT & IT Enabled Services: Indian Scenario.
- Workshop on Banking Sector: Prospects, Perils and Strategies of wider outreach.
- Workshop on Mutual Funds: Road map in the Turbulent Markets.
- Workshop on Marketing Strategies under recessionary conditions.
- Workshop on Business Forecasting: Contemporary variables in India.
- Workshop on Market segmentation: A typical strategy for India.
- Workshop on Human Resource Development Strategies.
- Workshop on Human Resource Valuation: Contemporary practices and Future Relevance.
- Workshop on Corporate Strategies: Recent Experiences and Road map for future.
- Workshop on Energy Security: Issues and Challenges.
- Workshop on Cross Border takeovers by Indian Corporates.
- Workshop on Telecom Sector: Competitive Strengths and weaknesses.
- Workshop on Textile Exports: Prospects and Challenges.
- Workshop on Sino-Indian Competition : Roadmap for India.
- Workshop on Indo-ASIAN Free Trade Agreement.
- Workshop on Organizational Development Strategies for Indian Corporate Sector.
- Workshop on Indian foreign Trade: Direction, Composition and Road map for future.
- Workshop on India in Globalized Economy.
- Workshop on Environment Management Practices and Global Warming.
- Workshop on Managing Change for the Next Decade.
- Workshop on Terror Attacks and their impact on the economy.
- Workshop on FMCG Sector: The Emerging Scenario.
- Workshop on Customer Relationship Management.
- Workshop on Leadership Effectiveness for Implementing Change.
- Workshop on Mergers and Acquisitions.
- Workshop on Training & Development in the Corporate Sector.
- Workshop on TQM: The Indian Scenario.
- Workshop on Forecasting Manpower Needs.
- Workshop on Media of Advertising.
- Workshop on Foreign Investments in India.
- Workshop on Financial Forecasting Techniques.
- Workshop on Pricing Policies and Strategies in India.
- Workshop on Economic Value Added.
- Workshop on Human Resource Accounting.
- Workshop on Social Cost Benefit Analysis.
- Workshop on Intellectual Capital Reporting.





- Workshop on Activity Based Costing.
- Workshop on Environmental Accounting- Rise in Indian Companies.
- Workshop on HR Practices in India.
- Workshop on Zero-base budgeting.
- Workshop on Leadership.
- Workshop on Revolutions “The inner transformation to success”.
- Workshop on Foreign Currency Trading and Mechanism.
- Workshop on Management of Panchayati Raj Institutions in India.
- Workshop on Effective Communication Skills.
- Personality Development Workshop by TAI-Trainers.
- Workshop on Trade Union in collaboration with Hindustan Zinc Dariba.
- Workshop on Quality Management.
- Workshop on leadership development.
- Workshop on Patent Filing & Obtaining.



## Workshops Exclusively Meant to Develop Holistic Personality of the Budding Managers

- Workshop on Revolution “The inner transformation to success by **Mr. Chetan Bhagat** the author of five Blockbuster Novels and the Popular Columnist.
- Workshop on Change Management by **Prof. M. Sayeed, Minot State University, Minot, USA.**
- Workshop on Personality Development by an International Corporate Trainer **Vijay Michihito Batra.**
- Workshop on Communication Skills by **Dr. Arun Zacharia, a linguistic expert & Ms. Seema Malik, Head, Department of English UCSSH, MLSU, Udaipur.**
- Two day workshop on Personality Development by **Mr. Himanshu Buch, Corporate Trainer and Zen Coach.**
- Workshop on Motivation & Personality Development by **Mr. Jeevan Rajwaniya, Asst. G.M.-HR, Secure Meters Ltd..**
- Workshop on Confidence Level and Communication Skills by **Ms. Shikha Behl, Corporate Trainer of the Oberoi Group.**
- Workshop on Personality Development and Communication Skills by **Ms. Megha Gupta, Managing Director, Blue Box Solutions.**



**Vipin Pareek Regional Head  
Bank of Baroda**



**Amitabh Kumar Former Director  
General Competition  
Commission on India**



**Prof. Mohd. Saqib Secretary General India China  
Economic Council, New Delhi**



**Dr. Kumudni Chawadia  
Joint Director, Pension Department**



**Mr. Anshul Dingra  
Consultant, TAI India Pvt. Ltd. and  
the world's youngest  
D C Psychology Practitioner**

## Extension Lectures : A Life Line For Student Development

**We aim to develop innovative and strategic thinking among the Budding Managers.**

**" The passion to create world class leaders"**

- Management Information System by Prof. Namjae Cho of Han Yang University, School of Business, Seoul, South Korea.
- Financial Approach to Human Resource Management by Prof. Gregory John Lee, School of Economics and Business Sciences, University of the Witwatersrand, South Africa.
- Corporate culture and need of Modern Managers by Mr. Vipul Doshi, CEO of Interlope Technology, a unit of Indigo Airlines.
- Financial Analyst : A Broad way for career in Finance by Prof. M. R. Senapathy, Faculty, ICFAI.
- Strategic Planning & Management by the automobile man of India, Mr. Avinash P. Gandhi, Former Non-Executive Chairman, FAG Bearing India Ltd., Noida and Mr. Jaydip Sinha, Vice President, Invencia Capital Advisory, New Delhi.
- Mutual Funds : A 360 Insight into its theory & practice.
- Derivative trading : Investment Strategies and Career.
- Total Quality Management by Prof. Jitendra Shrimali, Deputy Director, Allianz Academy, Bangalore.
- Continuous Learning Process by Mr. Siraj Delhve, G.M.H.R., Secure Meters Ltd., Udaipur.
- Marketing –New Tactics & Trends by Mr. Neeraj Ahluwalia, Sr. Divisional Retail Sales Manager, India Oil Corporation, Udaipur
- Current Banking Practices by Ms. Indu Keswani, AVP, Royal bank of Scotland, Udaipur.
- HR Changing Perspectives by Prof. R. K. Singh, Shriram College of Commerce, University of Delhi.
- Stock Market Behaviors by an International Expert, on Elliot Wave Theory, Mr. Anant J. Acharya .
- International Market & Business Trends 2020 by Prof. I. V. Trivedi, Director MIB, MLSU and Chairman, Indian Commerce Association
- Contemporary Issues in HR by Mr. Kanak Gupta, HR Trainer & Mgt. Consultant.
- Personal Effectiveness by Mr. Jeevan Rajwaniya, Asst. G.M.-HR, Secure Meters Ltd.
- Corporate Governance by Mr. Kamal Varyani, CA, Delloits, Mumbai
- Industry Expectations & Role of HRD by Dr. M. S. Rao, AGM, Training & Development, DCM Shriram Consolidated Ltd.



# Certification Cum Management Development Programmes

- Financial Markets for professionals, students, investors & stock markets operators
- Business Management for Women
- Doing Business with China
- Hospital Administration: A Functional Overview
- Export Procedure & Documentation
- Diagnosing & Shaping Organizational Culture
- Financial Markets – I: Debt & Equity Markets
- Financial Markets – II: Mutual Funds
- Financial Markets – III: Financial Derivatives
- Retail Management: A Functional Overview
- Financial Modelling & for casting by the Use of Excel
- Practice of Microfinance
- Travel Agency Management
- Behavioural Finance
- Competition Law and Business Strategy
- Employee Engagement
- Total Quality Management
- Zero Base Budgeting
- Digital Marketing



Certification Cum Management Development Programme on EXPORT PROCEDURE AND DOCUMENTATION.



Certification Cum Management Development Programme on RESEARCH METHODOLOGY



Certification Cum Management Development Programme on BUSINESS MANAGEMENT FOR WOMEN



Certification Cum Management Development Programme on FINANCIAL MARKETS

# Prestigious Teaching And Training Support

- **Training at BSE :** Pacific Group is the only one to send students at Bombay Stock Exchange to impart the practical knowledge in fundamental analysis, derivatives trading, utility of ratio analysis, valuation of financial markets etc. (Picture 1)
- **Training in Game Based Management Simulation by AIMA,** New Delhi: The All India Management Association, New Delhi conducted management simulation games in Rajasthan . The workshop was conducted by experts from AIMA, New Delhi. (Picture 3)
- **E-4 Development:** An 8 module training programme on Sales/Business Administration conducted by CEOs of World Class Organizations.
- **Industrial Visits :** The students frequently visit various industries and go on excursions to places of learning, destinations of tourist attraction and places of adventure. Some of the recent visits have been to the renowned companies like Hero Honda Co. Ltd., Gurgaon, Semi – Conductor Corporation Ltd., Chandigarh, RSMC Ltd., Jaisamand & Kumbhalgarh Sanctuaries, Goa, Pune, Suzuki Sangam Spinners, Bhilwara, Rajasthan, Binani Cement, Distt. Sirohi, Mayur Suitings, Banswara, Bombay Stock Exchange, Mumbai, International Trade Fair, New Delhi etc. (Picture 2,4,5,6).
- **Training by TAI India.Ltd. :** An enterprise with global presence in providing learning Services, IT consultancy and venue Business conducting training Session
- **SPSS South Asia Pvt. Ltd.** An IBM Company providing training to researchers to enhance their capabilities (to researchers to enhance their capabilities) to analyze research data using SPSS. This is also a privilege enjoyed by the Pacific Group.
- **Oracle University, California:** It has been offering training in ERP to the Pacific students regularly. It covered all the essential areas that a functional implementation should know to start the journey with oracle application.
- **Insurance Institute of India:** The students visited the Insurance Institute of India, Mumbai to develop and update skills in Underwriting and Claims Management in the fields of Construction and Operation Phase Engineering Insurances.

Option for 3 weeks' advanced training at Singapore

Option for 1 week international tour of China.





# Our Corporate Supports :

Placements Support | Industry Internship Support | Visiting Faculty Support

1. DBS Chola mandalam (P) Ltd.
2. India Bulls Security (P) Ltd.
3. IDBI-Fortis Life Insurance Co. (P) Ltd.
4. HDFC Standard Life Insurance (P) Ltd.
5. Unicon Investment Solutions (P) Ltd.
6. Hindustan Zinc (P) Ltd.
7. Vodafone
8. Pidilite Industries (P) Ltd.
9. ICICI Prudential Life Insurance (P) Ltd.
10. Bajaj Consumer Care (P) Ltd.
11. Ansal API
12. Kotak Mahindra Bank (P) Ltd.
13. STCI Capital Market (P) Ltd.
14. Anurag Stock & Broking Pvt. Ltd.
15. Pantaloon Future Group Retails Ltd.
16. Karvy Stock Broking Ltd.
17. Aditya Birla Group
18. Mr. Beans (Indore)
19. Bajaj Capital Ltd.
20. Cadbury India Ltd.
21. SBI Life Insurance Ltd.
22. ICICI Securities Ltd.
23. United Beverages Spirits Ltd. (Udaipur)
24. Network Media Solutions (Mumbai)
25. Cobra Beear (Udaipur)
26. RGA & Corporation
28. Subhiksha Trading Securities Ltd.
29. Reliance Mutual Fund Jaipur
30. Bharti-AXA Life Insurance Ltd., Udaipur
31. Indraprasth Gas Ltd., Delhi
32. HRH Group of Hotel Pvt. Ltd., Udaipur
33. JK Tyre Industry Ltd. , Kankroli
34. Angel Broking Ltd.
35. NTPC Ltd., Anta
36. Indusind Bank
37. Peacock Industries Ltd., Udaipur
38. JK Cement Ltd.,
39. Nirula's Delhi
40. Nitin Spinners Ltd., Bhilwara
41. Rajasthan Spinning & Weaving Ltd.
42. Shree Cement, Beawer
43. TATA AIG Life Insurance Ltd., Udaipur
44. Morgan Stanley India Co. Ltd., Mumbai
45. PMC Project ADNANI Group, Ahmedabad
46. Sangam India Ltd., Bhilwara
47. Udaivilas Hotel, Udaipur
48. HDFC Mutual Fund
49. GMCH, Udaipur
50. Birla Cement
51. AXIS Bank, Udaipur
52. India Infoline, Jaipur
53. Manglam Cement Ltd., Jaipur
54. Club Mahindra Holidays, Mumbai
55. Surling Solutions
56. RSMML
57. HMT
58. Dabur India Ltd.
59. Mahindra Finance
60. HDFC Bank Ltd.
61. Escorts Securities Ltd., Delhi,
62. Reliance Life Insurance
63. Grand Laxmivilas, Udaipur
64. Two Friends, Delhi
65. Times of India
66. Coca Cola
67. BSL Ltd., Bhilwara
68. HB TV
69. Jaquar & Company Pvt.Ltd.
70. SIGTG
71. TCS
72. Mundra
73. Fusion Outsourcing
74. Usha Om Knowledge Consultancy Services
75. Oberoi Group
76. Miraj Group
77. Sheraton Udaipur Palace Resort & Spa
78. Collabera Technologies Pvt. Ltd.
79. Medicore Laboratories Pvt. Ltd.
80. Pyrotech Electronics Pvt. Ltd.
81. IIFL
82. NIIT
83. Navneet Commercial Services Pvt. Ltd.
84. India Mart
85. HDFC Securities Ltd.
86. Smart Lifestyles Ltd.
87. Alliance Real Estates Pvt. Ltd.
88. India Broad Band Ltd.
89. Religare Securities Ltd.
90. HB Entertainment Pvt. Ltd.
91. HCL Technologies Ltd.
92. HDFC Standard Life Insurance
93. Resonance
94. Kotak Mahindra Group
95. Shell & Pearl Ceramics Ltd.
96. Bajaj Finance
97. Redix Media Technologies
98. Midas Connections and Corporations
99. Piramal Waters Pvt. Ltd.
100. Insum Technologies Pvt. Ltd.
101. Docotech Paints Ltd.
102. DHL Bharat Tech Ltd.
103. Yes Bank
104. Bajaj Sevashram Ltd.
105. Health Saver Meditech Pvt. Ltd.
106. Bhavishya Credit Co. Opt. Society
107. Maharishi Ayurveda Products Pvt. Ltd.
108. UB Group
109. Pearl White Paint (P) Ltd.
110. Knowledge Point
111. Future Group Ltd.
112. Secure Meters Ltd.
113. India Nivesh Securities Ltd.
114. Surya Roshni Ltd.
115. The Udaipur Urban Co-operative Bank Ltd.
116. Auth Bridge Research Services Pvt. Ltd.
117. MTouch Technologies
118. L & T Finance
119. Applect Learning System
120. Pevisor
121. Policy bazaar
122. Quattro
123. SNL Financial
124. Mastech
125. Oxjan India
126. Astha
127. India Bulls
128. Kotak Securities
129. CMIE Pvt Ltd.
130. Angel Broking
131. Fidelity Worldwide Investment
132. Mirus Solutions
133. Coca Cola
134. Lava Mobiles
135. Eicher Good Earth
136. Enziq
237. Kaya Skin Care
238. Aeromatrix
239. Meritech
240. Inter Globe Technologies
241. Edelweiss
242. Broking Ltd
243. Infinium
244. Solutions
245. Sprez Infosys Lenis

# Online Placement Supports

Rangrul.com | IndiacareerPortal.com | Cocubes.com | Campus Recruitment.com

## Major Recruiters:



## Highlights

- ✍ **Impressive Placements :** Average **two job offers** per passing out student.
- ✍ 100% Placement of students of MBA- Insurance Management and Actuarial Science in the 3rd Semester.
- ✍ Pre placement of majority of students before completion of second year.
- ✍ Alumni placed worldwide across different sectors and throughout the Country.

## Placement Programme


PIM has a placement cell to coordinate the Placement activities. This cell consists of Placement coordinator, Corporate Relationship Officers and Committee of Students, who are instrumental in organizing the affairs of cell. The Placement activities broadly cover pre Placement cell talks, Summer/Industry internship and final Placements.











# Faculty Resources of the Pacific Group in Management

| Profile Picture   | Faculty Detail  | Papers Published | Projects Supervised | Resource Person to other Institutes & corporates | Presentation of Papers in Conference / Seminar |               | No. of Books Authored | Conduct of Seminar / Workshop / FDPs / MDPs |                     |
|---|---|------------------|---------------------|--|--|---------------|-----------------------|---|---------------------|
|   |   |                  |                     |  | National                                       | International |                       | Attended                                    | Conducted           |
|    | <b>Prof. B.P. Sharma</b><br>Dean and pro-President An Authority on Global Business and Economic Scenario & has Participated in the 5th & 6th Bi-annual Ministerial Conferences of the World Trade Organisation (WTO) held at Cancun (Mexico) and HongKong. He along with his team was also invited for a presentation on WTO related matters by the Parliamentary Standing Committee of the ministry of Commerce, Govt. of India in 2005. An expert of National repute on Intellectual Property Rights, Industry Clusters, Zero Based Budgeting, Competition Law and Free Trade Agreements. Expertise in Future Scan, Scenario Building, Change Management & OD, Research Scholars Working for PhD- 6 | 61               | 15 PLR              | 14   | 16   | 4             | 11                    | 16  | 31                  |
|    | <b>Prof. GMK Madnani</b><br>Prof. Emeritus. Managerial Economics and Research Methodology.  |                  | 3                   | 4  |  |               | 3                     |   | 2                   |
|   | <b>Prof. Harshita Shrimali</b><br>Area: General Management, Corporate Strategy & Marketing. Academic Expertise in Presentations, Role Plays, Management Games, Sensitivity Training, Case Writing and Analysis, Intellectual Property Rights, Communication Skill Improvements. Research Scholars Working for PhD- 08   | 8                | 90                  | 8  | 20   | 10            | 1                     | 8   | 15                  |
|  | <b>Prof. Hemant Kothari</b><br>Area: HRM. 12 Year's Academic Exp. = Expertise in Top Business Story Discussion & Managerial Grid, Organisation Restructuring and Development, Case analysis. Research Scholars Working for PhD- 8   | 5                | 180                 | 8  | 7  | 1             |                       | 10  | 5                   |
|  | <b>Dr. Mahendra Sojatia</b><br>M.Com (ABST), Ph.D Area: Finance Academic Exp.: 20 Yrs Expertise in Accountancy & Taxation Research, Behaviour & Pricing Idiosyncratic Volatility  | 1                |                     | 1  | 2  | 1             | 1                     | 7   | 4                   |
|  | <b>Prof. Vikas Kaushik</b><br>Professor M.Tech.(Met.Engg.), IIT Kanpur MBA, Ph.D Total Exp: 31 yrs Teaching Exp.: 16, Industry Exp: 16 yrs. Expertise in : Counselling, Personality Grooming  | 4                |                     | institutes & industry                            | 12   | 4             | 2                     | 24  | 16                  |
|  | <b>Prof. Harvinder Soni</b><br>Area: OB, HRM, T&D, Performance Management & Retention , Strategies, Organisation Development, Teaching Exp.= 16 yrs. Expertise in Presentation, Role Plays, Management Games, Case Study , Analysis, Professional Skills  | 3                | 45                  | 2  | 15   | 6             |                       | 21  | 4                   |
|  | <b>Prof. S. L. Menaria</b><br>Area: Finance, Account and Taxation<br>Expertise : Research and Development activities, case studies, Research Scholars working for Ph.D. 07  | 12               | 11 7 Ph.D           | 10   | 30   | 6             | 15                    | 36  | 3 National 8 Others |
|  | <b>Pro. P.R. Somani</b><br>M.Com., M.Phil, Ph.D.  | 4                | 4                   | 4  | 5  | 1             | 5                     | 12  | 1                   |

| Profile Picture   | Faculty Detail  | Papers Published | Projects Supervised | Resource Person to other Institutes & corporates | Presentation of Papers in Conference / Seminar |               | No. of Books Authored | Conduct of Seminar / Workshop / FDPs / MDPs |                    |
|---|---|------------------|---------------------|--|--|---------------|-----------------------|---|--------------------|
|   |   |                  |                     |  | National                                       | International |                       | Attended                                    | Conducted          |
|    | <b>Prof. Krishna Kant Dave</b><br>Area: Finance & Accounts. 6 Year's Academic & 10 year's Corporate exp. Expertise in Foreign Currency Derivatives, Security Analysis & Portfolio Management.   | 6                | 250                 | 4  | 7  | 6             | 2                     | 13  | 15                 |
|    | <b>Shanker Choudhary</b><br>Chief Co-ordinator (T&P) B.Tech.(Ec.) , MBA (IT , Marketing)<br>Total Experience = 15 yrs Corporate Exp: 9 yrs Academic Exp: 6yrs.  | 8                | 175                 | 7  | 5  | 3             |                       | 17  | 125                |
|    | <b>Dr. Mahima Birla</b><br>Associate Prof. Banking and Business Economics. 10 Year's Academic exp. Expertise in Role Plays ,Economic Scenario Building, Fiscal Simulation. Research Scholars Working for PhD- 5   | 6                | 90                  | 8  | 12   | 7             | 2                     | 8   | 2 inter. & 9 other |
|   | <b>Dr. Pushpkant Shakdwipee</b><br>M.com,Ph.D Total Experience = 10yrs. Accounting & Business Ethics Banking, Insurance, Accounting & Research Methodology. Expertise in Research Paper Review, Indian Ethos & Management. Research Scholars Working for PhD- 4         |                  | 60                  |  | 20   | 3             |                       | 5   |                    |
|  | <b>Shivoham Singh</b><br>Assistant Prof. MBA, FDP (IIM-A) , Operation Research, RM, QT and Marketing Management. Expertise in Simulation, Case Writing, Analysis & Role Plays Moeling through Excel. Total Experience = 7yrs, Corporate exp.:1 yrs Teaching Exp.; 6 yrs | 10+2             | 178                 | 7  | 4  | 5             |                       | 9   | 7                  |
|  | <b>Dr. Dhiraj Jain</b><br>Associate Professor B.Sc., LLB, MBA, Ph.d, Net, AIII PGDBM, Diploma in Actuarial science. Expertise in Conducting Training Programmes in Equity and Debt market, Research Scholar Working for Ph.D-3  | 36               | 20                  | 2  | 3  | 15            |                       | 15  | 15                 |
|  | <b>Shikha Bhargava</b><br>Assistant Professor Finance & Marketing Corporate Exp:5 Yr's & Academic Exp. 3yrs Expertise in Top Business Story Discussion & Grid Training, Facilitating Experiential Learning, CRM   | 2                | 100+                | 1  |  | 2             |                       | 10  | 12                 |
|  | <b>Shaurya Ranawat</b><br>Assistant Prof. Operations & Q.T. Corporate Exp.: 4 Yrs Academic Exp.2yrs. Expertise in Business Quiz & Sales Games.  |                  | 20                  |  |  |               |                       | 3   | 1                  |
|  | <b>Namrata Chouhan</b><br>Assistant Professor Strategic Management, B.E. & Marketing Corporate Exp.: 2 Yrs's Expertise in Top Business Story Discussion & Presentations Skills, Export Documentation.   |                  | 5                   |  |  |               |                       | 2   | 1                  |
|  | <b>Ms.Vrinda Goel</b><br>Assistant Professor MBA (Finance & Economics) Communication & personality Development Total Exp.:4yrs. Corporate Exp.:1yrs, Academic Exp.: 3yrs.   | 4                | 5                   |  | 2  | 2             |                       | 8   | 3                  |



| Profile Picture   | Faculty Detail  | Papers Published | Projects Supervised | Resource Person to other Institutes & corporates | Presentation of Papers in Conference / Seminar |               | No. of Books Authored | Conduct of Seminar / Workshop / FDPs / MDPs |           |
|---|---|------------------|---------------------|--|--|---------------|-----------------------|---|-----------|
|   |   |                  |                     |  | National                                       | International |                       | Attended                                    | Conducted |
|    | <b>Deepti Gaur</b><br>Assistant Professor S/W Eng. Area: Computer Science, Information Technology & ERP , MIS. Academic Exp.: 6 yrs & Corporate Exp.: 1yrs<br>Expertise in Impersonation, Mnemonics, Role play, Presentations, Facilitating Experiential Learning.  | 3                | 50                  | 1  | 2  | 2             | 2                     | 13  | 6         |
|    | <b>Mr. Devendra Shrimali</b><br>Assistant Professor MBA, RPSC Set, Ph.D (Pursuing) Area: Finance 5 Years of academic experience   | 4                | 150                 | 6  | 3  | 2             |                       | 15  | 10        |
|    | <b>Mr. R.M. Bangar</b><br>MBA, Ph.D. (Pursuing) Areas: Marketing Communications, Corporate Strategy<br>Academic: 9 Years Experience: Expertise in conducting MDPs, Sensitivity Training, Communication Skills, Case Analysis Research Interests:<br>1.Experimental Inquiry into human behavior as a result of marketing stimuli.<br>2.Development of Dynamic capabilities by firms. |                  |                     | HZL<br>Udaipur                                   |  |               |                       | 9   | 7         |
|   | <b>Mr. Vijay Joshi</b><br>Assistant Professor Area: Marketing Corporate Exp.: 3yrs & Academic Exp.:4yrs   | 7                | 40                  | 1  | 1  | 5             |                       | 9   | 2         |
|  | <b>Ms. Nidhi Vyas</b><br>Assistant Professor: B.A, MBA, Pursuing Ph.D Total Exp.4.5yrs Corporate Exp.: 6months, Academic Exp.: 4yrs Expertise in : Bussiness Quiz , GD, Debate, Communication Skills  | 4                | 14                  |  | 5  | 3             |                       | 5   | 3         |
|  | <b>Ms. Khushbu Agarwal</b><br>Assistant Professor Area: Operation Research & Production Mgmt. Total Exp.: 4.5yrs. Corporate Exp.: 3yrs. Academic Exp.: 1.5yrs. Expertise in : GD,Management Games& Computer Application   | 3                |                     |  | 2  | 2             |                       | 6   | 1         |
|  | <b>Mr. Dharmesh Motwani</b><br>Assistant Professor B.sc.,MBA,M.com, NET Area: Research & Marketing Total Exp.3yrs. Experties: Conducting GD & Role Plays  | 7                | 3                   |  | 2  | 3             |                       | 5   | 3         |
|  | <b>Ms. Swati Gokhru</b><br>Assistant Professor MA (English Literature), Ph. D. (Pursuing) Area: Business, Communication & Soft Skills Expertise in Language Training, Group Discussions, Role Plays, Management Games & Personility Development   |                  |                     |  | 2  |               |                       | 3   | 2         |
|  | <b>Vaibhav Dangi</b><br>Asst Professor (Regular visiting faculty from industry with professional Diploma from Hertfordshire University, UK) Marketing and OB. Academic Exp.: 5yrs and Corporate Exp.:9yrs Expertise in International Marketing.   |                  |                     |  | 2  |               |                       | 4   |           |
|  | <b>Ms. Disha Fattawat</b><br>Assistant Professor C.A. Finance & Accouning Total Exp.3yrs  |                  |                     |  |  |               |                       |   | 1         |

| Profile Picture   | Faculty Detail  | Papers Published | Projects Supervised | Resource Person to other Institutes & corporates | Presentation of Papers in Conference / Seminar |               | No. of Books Authored | Conduct of Seminar / Workshop / FDPs / MDPs |           |
|---|---|------------------|---------------------|--|--|---------------|-----------------------|---|-----------|
|   |   |                  |                     |  | National                                       | International |                       | Attended                                    | Conducted |
|    | <b>Ms. Khanika Choudhary</b><br>Assistant Professor Ph. D. (Persuing)/from M.L.S.U. Area: Accountancy & Business Statistics.  | 6                | 100                 |  | 5  |               |                       | 6   | 2         |
|    | <b>Ms. Alifiya Kurawar Wala</b><br>Lecturer B.Com, MBA Area: Human Resource, Commerce. Attended Global Opportunity and Threat Analysis (GOTA) Program in London conducted by IIPM, New Delhi  |                  |                     |  |  |               |                       | 2   |           |
|    | <b>Narendra Singh Chawda</b><br>Assistant Professor Marketing corporate Exp.: 4 yrs & Academic Exp.:3 months' Expertise in Research Paper Review.   |                  |                     |  |  |               |                       | 5   | 5         |
|   | <b>Mr. Jitendra Vaishnav</b><br>Lecturer PGDBM (HR/Finance) MBA (International Business) Pursuing Ph.D I n Human Resource Accounting  |                  |                     |  |  |               |                       | 6   |           |
|  | <b>Dr. Anurag Mehta</b><br>Lecturer M.Com (Bus. Admin.), Ph.D (Bus. Admin.) M.Com (Marketing and Finance), Ph.D.(Advertising) Corporate Exp.:7yrs & Academic Exp.: Itrs   | 2                |                     |  |  |               |                       |   |           |
|  | <b>Mr. Bharat Kumar Joshi</b><br>Lecturer B.Sc, D.A.B.M, PGDHRM, MBA (Marketing & HR), DLL (Pursuing) Corporate Exp.:3yrs.& I year of academic experience Area: Marketing, HR, Agri Business Management & Commercial Law  |                  |                     |  |  |               |                       | 2   |           |
|  | <b>Ms. Parul Dashora</b><br>Lecturer Net ( Commerce), CA-PCC, M.Com. Ph.D (ABST) (Pursuing) Area : Accounting and Taxation  |                  |                     |  |  |               |                       |   |           |
|  | <b>Ms. Khushboo Ameta</b><br>Lecturer B.Sc., MBA, Ph.D. (Pursuing) Area: Human Resource, Information Technology, Operations Research  |                  |                     |  |  |               |                       |   |           |
|  | <b>Ms. Dipti Shrimali</b><br>Lecturer B.Sc., MBA, PD CAP Diploma Academic Exp.:IYr Area: Statistics, Research, Methodology, Computer Application, Programming, HRM  |                  |                     |  |  |               |                       | 1   |           |
|  | <b>Ms. Pooja Devija</b><br>Assistant Professor M.Com.(Gold Medalist), MBA, Ph.D(Pursuing) Total Experience = 8years Area:HRM,OB,General Management, Strategic Management,Case Anaysis,Role Plays,Communication Skill improvement ,Presentations, Facilitating Experimental Learning | 3                | 127                 |  | 17   | 3             |                       | 15  | 3         |

| Profile Picture   | Faculty Detail  | Papers Published | Projects Supervised | Resource Person to other Institutes & corporates | Presentation of Papers in Conference / Seminar |               | No. of Books Authored | Conduct of Seminar / Workshop / FDPs / MDPs |           |
|---|---|------------------|---------------------|--|--|---------------|-----------------------|---|-----------|
|   |   |                  |                     |  | National                                       | International |                       | Attended                                    | Conducted |
|    | <b>Dr. Subhash Sharma</b><br>Assistant Professor Area: HR,Soft Skills,English Total Experience= 16years<br>Area: Presentation ,Role Plays, Communication Skills Improvement,Group Discussions and Chat Shows,etc  | 6                | 20                  |  | 8  | 3             |                       | 15+   | 15+       |
|    | <b>Ali Yawar Reha</b><br>Assistant Professor MIS 5yrs 's Academic Experience Expertise in Electronic Presentation , Web Desining & Simulation, Role Plays.  |                  | 21                  | 2  | 4  |               |                       | 2   | 3         |
|    | <b>Dr. Puja Mathur</b><br>Assistant Professor Area: HRM Total Academic Exp. = 9 yrs., Life Member of Indian Society for Training & Development .Expertise in T&D Management Games, Communication Skills,Personality Development and Writing.  | 15               | 25                  | 3  | 17   | 4             |                       | 20  | 3         |
|   | <b>Vivek Sharma</b><br>Assistant Professor Area: Marketing 4 years of academic and 22 years of corporate experience at senior management positions as G.M., Training and Brand Manager with reputed domestic and multinational companies. Expertise in the areas of Business Management, Product Development, Branding, Training and Development, Distribution networks, Budget formulation and allocation etc. |                  | 3                   | 4  |  |               |                       | 6   | 15        |
|  | <b>Mr. Arvind Singh Pemawat</b><br>Traning & Development Officer Area: Training & Development, Counselling, Finance & Marketing. corporate Exp.:3yrs & Academic Exp.:1yrs Expertise in motivational training & grooming   |                  | 3                   | 4  | 2  |               |                       | 7   | 3         |
|  | <b>Dr. Pallavi Mehta</b><br>Assistant Professor Area: Management & International Business Academic Exp.:11yrs Project Fellow in UGC Major Research Project.,Life member of All India Commerce Association. Expertise in International Business Environment, Export Procedure & Documentation, Presentation and Analysis, International Quality Standards  | 4                | 3                   | 4  | 7  | 2             | 3                     | 23  | 5         |
|  | <b>Ms. Khushboo Sharma</b><br>Assistant Professor Area: Human Resource. Corporate Exp.:3yrs & Academic Exp.: 1 ½ yrs Expertise in Human Resource Planning, Human Resource Dovelopment, Industrial Relations, Labour Laws and Training & Development   |                  |                     |  |  |               |                       | 3   |           |
|  | <b>Ms. Nidhi Nalwaya</b><br>Assistant Professor B.Com. MBA(Finance), Pursuing Ph.D Academic Exp.2yrs.   | 1                |                     | 1  |  | 4             |                       |   |           |
|  | <b>Dr. Gaurav Kumar Joshi</b><br>Associate Professor Ph.D , MBA(Marketing), B.sc, Total Exp.5yrs. Expertise in Research & Marketing   | 12               | 190                 | 4  | 11   | 1             | under process         | 10  | 2         |
|  | <b>Dr. Sachin Sharma</b><br>M.A.,M.B.A. , Ph.D, Academic Exp.3yrs.  | 2                |                     |  | 1  | 3             |                       |   |           |

| Profile Picture   | Faculty Detail   | Papers Published | Projects Supervised | Resource Person to other Institutes & corporates | Presentation of Papers in Conference / Seminar |               | No. of Books Authored | Conduct of Seminar / Workshop / FDPs / MDPs |           |
|---|--|------------------|---------------------|--|--|---------------|-----------------------|---|-----------|
|   |  |                  |                     |  | National                                       | International |                       | Attended                                    | Conducted |
|    | <b>Dr. Jyoti Jain</b><br>M.H.A. PG.D, HHM,BPT Total Exp.7.5yrs. Hospital Mgmt.Exp. :2.5yrs. Physiotherapy: 5yrs  |                  |                     | Govt. Hospital Project                           |  |               |                       | 3   |           |
|    | <b>Yukti Sharma</b><br>Assistant Professor B.A. (GOLD MEDALIST) , M.B.A.: HR Major Ph.D. Scholar Corporate Exp.: 1.5yrs. Expertise in Communication Skills Training & Motivation Seminars.   | 2                | 47                  |  | 1  | 2             |                       | 6   | 5         |
|    | <b>Kinshuki Tak</b><br>Assistant Professor MHRM Area: Human Resource Corporate Exp.:1yr.   |                  | 2                   |  | 1  |               |                       |   | 1         |
|    | <b>Gunjan Porwal</b><br>Assistant Professor M.B.A , Finance Total Exp.: 2yrs. Corporate:1yr. Teaching : 1yr.   |                  | 2                   |  |  |               |                       |   |           |
|  | <b>Dr. Vani Verma</b><br>Ph.d- Sociology ,DLL-Diploma in Labour Law, Diploma in Human Rights & journalism Teaching Exp.: 10 yrs., Project Exp.:5Yrs. Training Exp.: 10 yrs   | 3                | 4                   | 2  | 3  | 2             |                       | 10  | 2         |
|  | <b>Rahul Vyas</b><br>Assistant Professor MBA, LLB Area:Marketing, (Sales,Distribution) Total Epx. = 13yrs. Corporate Exp.- 1 yrs Teaching Exp.=2yrs  | 2                |                     |  |  | 4             |                       | 4   | 1         |
|  | <b>Raju M Barwa</b><br>MBA, M.Phil Total Experience= 20yrs Teaching Exp.: 5 yrs. Other exp:15yrs   |                  |                     |  |  |               |                       | 2   | 2         |
|  | <b>Manoj Kumawat</b><br>Assistant Professor B.sc., MBA,Certified GREEN BELT, Total Corporate Exp.: 2yrs Expertise in- HR, General Mgmt.,Skills & Learning Enhancement  |                  |                     | 1  |  |               |                       |   |           |
|  | <b>Prashant Singh Rao</b><br>Assistant Professor CA B.Com. Possessing more than 8yrs.of industry and teaching experience including international work experience with KPMG (one of Big four consulting firm of world), United Arab Emirates . Expertise : Financial Management, Accounting, Taxation , Internal Audit , Due diligence,Fund Raising,Credit appraisal etc. |                  |                     | 3  |  |               |                       | 2   |           |
|  | <b>Raghvendra Singh Sisodia</b><br>Assistant Professor MBA, Ph.D pursuing Area: Marketing , IT Total Exp.: 1 & half Years  | 1                |                     |  |  |               |                       |   |           |
|  | <b>Sudha Rani Naidu</b><br>Assistant Professor B.sc, MCA Area: IT,Computer App. Corporate Exp.: 3yrs & Teaching Exp.: 4 yrs. Expertise in Computer Applications for Mgmt, Communication skills, Personality development & Interview skills.  | 1                |                     |  |  |               |                       |   |           |

# Corporate Luminaries and Renowned Resource Persons

At Pacific, students have more interaction with the corporate world than any other institution. Pacific acts as a platform for interface between the students, faculty and the corporate world to initiate continuous interaction with the industry, sharing the industry experiences, understanding industry needs and providing the required support to the corporate world.

**Mr. Vipul Doshi**

CEO, Inerlope Technologies, An Indigo Group Company, Gurgaon

**Mr. P. Murlidhar Rao**

Centre for Bhartiya Management Development  
New Delhi

**Mr. P. Ganeshan**

Vice President, Multi Commodity Exchange of India, Mumbai

**Mr. Siraj Delhve**

GM-HR, Secure Meters Ltd., Udaipur

**Mr. Arun Chugh**

Director, Milespeed India Ltd., Bangalore

**Mr. Himanshu Arora**

Director, Ace Institute

**Mr. Anand Jha**

GM, GBH American Hospital

**Mr. Ravindra Singh Hiran**

Senior Manager, Tata Consultancy services

**Mr. Hariom Sharma**

Sr. Regional Manager, Chambal Fertilizers & Chemicals Ltd., Udaipur

**Dr. J. K. Tayalia**

CEO, Echon Industries Ltd., Udaipur

**Mr. Jeevan Rajwaniya**

AGM-HR, Secure Meters Ltd., Udaipur

**Ms. Shikha Behal**

Corporate Trainer, Udaipur

**Mr. S.K. Sharma**

Manager, Chambal Fertilizers & Chemicals Ltd., Udaipur

**Ms. Indu Keswani**

AVP, Royal Bank Of Scotland, Udaipur

**Dr. M.S. Rao**

AGM, T & D, DCM Shriram Consolidated Ltd.

**Mr. Amitabh Kumar**

Director General, Competition Commission of India

**Mr. K.S.Mogra**

Ex-President, UCCI, Udaipur

**Mr. Himanshu Buch**

Corporate Trainer, Zen Institute of Management, Vadodara

**Mr. Neeraj Ahluwalia**

Retail Head, IOC, Udaipur

**Mr. R. P. Singh**

General Manager, HRD, J.K. Cement, Nimbahera

**Mr. Kamal Varyani**

CA, Delloits, Mumbai

**Mr. Virendra Siroya**

President, UCCI, Udaipur

**Mr. Manish Godha**

President & Founder  
Advaiya Solutions Pvt. Ltd., Udaipur

**Mr. N. C. Jain**

Chief Conservator of Forest,  
Department of Forest, Udaipur

**Mr. Avinash P. Gandhi**

Chairman  
FAG Bearing Indian Ltd., Noida

**Mr. Jaydip Sinha**

Vice President, Invencia  
Capital Advisory, New Delhi

**Mr. Kapoor C. Jain**

Vice President, Tourist Guide  
Federation of India, Udaipur

**Ms. Anjali Chawat**

Asst. General Manager,  
IDBI Bank Udaipur

**Dr. S .K. Patnayak**

Former Chief Wild Life Warden  
of Orissa Member of Central Zoo Authority

**Ms. Sophie Powell**

Trade Policy Advisor, Traid Craft Exchange,  
UK

**Mr. Pramod Nanda**

Chief Manager, Syndicate Bank

**Mr. Abhishek Pokharna**

Vice President, Kotak Mahindra Bank

**Mr. Sachin Lunkar**

Relationship Manager Kotak Mahindra Bank

**Dr. Navneet Sharma**

Fellow CIRC, New Delhi

**Mr. Rahul Rai**

Associate, Trade and Competition Law  
Practice Group New Delhi

**Mr. Manas Choudhuri**

Head, Competition Law Practice,  
Jyoti Sagar Associates

**Mr. Vinod Joshi**

MD, CV and Profit Consultancy

**Mr. Mudhukar Dubey**

MD, Fusion Outsourcing Ltd.

**Mr. Himkar Dubey**

CEO, Fusion Outsourcing Ltd.

**Mr. Amit Jain**

State Head Hindustan Unilever

**Mr. Siddhartha Singhvi**

Chartered Accountant

**Mr. Bhupendra Khatri**

Cluster Head Reliance Mutual Fund

**Ms. Swati Sharma**

Manager, ICICI Bank

**Mr. Sunny Mehta**

Assistant Manager, NSE, Jaipur

**Mr. Gop Kumar**

CENTAD, New Delhi

**Mr. Jayant Kataria**

Asst. Manager (Training)  
Starwood Shareton, Udaipur

**Mr. Pushpendra Bharadwaj**

GM HR, Ultratech, Aditya Birla Group,  
Neemuch

**Mr. Yashdev Singh**

Corporate Trainer, Udaipur

**Mr. Arvind Bhatt**  
Director, Samvad Institute, Jodhpur

**Ms. Pratima Jain**  
Chief Editor, Data Quest

**Dr. (Col.) G. S. Ahlowalia**  
Executive Director, TAI India Pvt. Ltd

**Mr. Anshul Dingra**  
Consultant, TAI India Pvt. Ltd. and the  
world's youngest D C Psychology  
Practitioner

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Citifinancial Pvt. Ltd. Udaipur

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Branch Head, Birla Sunlife Pvt. Ltd.

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Bharat Petroleum Corporation Ltd.

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AVP, ING Vysa Bank

**Ms. Ruchika Godha**  
Director, Advaiya Solution Pvt. Ltd  
India, Udaipur

**Ms. Anjali Chawat**  
Asst. General Manager,  
IDBI Bank Udaipur

**Mr. Piyush Sehgal**  
Professional Trainer,

## Academic Resource Persons from other Renowned Institutes

**Prof. B.A. Prajapat**  
Former Vice chancellor , Veer Narmad  
University, Surat

**Prof. C.P. Shrimali**  
Professor, MDI, Gurgaon

**Prof . P.K. Yadav**  
Rohilkhand University, Bariely

**Prof. B.P. Saraswat**  
MDS University, Ajmer

**Prof. Parimal H. Vyas**  
M.S. University, Baroda

**Prof. Mohd. Saqib**  
Honorary Secretary General  
India China Economic and Cultural Council,  
New Delhi

**Prof. S. K. Verma**  
IIFT, New Delhi

**Prof. Parmendra Dashora**  
Member RPSC, Udaipur

**Prof. P. K. Singh**  
Ex-Director, IIM, Indore

**Dr. D.R. Agarwal**  
Director, Institute of International Trade,  
Kolkata

**Prof. N.M. Khandelwal**  
Director, R.K.C.M., Rajkot

**Prof. Sanjay Verma**  
IIM, Ahmedabad

**Prof. C.P. Shrimali**  
Nirma Institute of Management, Ahmedabad

**Dr. Vijay Page**  
Director, Mumbai Education Trust, Mumbai

**Prof. K.C. Goyal**  
Director, FMS, Kota University

**Prof. G. Soral**  
UCCMS, MLSU  
Udaipur

**Mr. Pradeep Malhotra**  
Indian Retail School, New Delhi

**Prof. R.K. Singh**  
Shriram College of Commerce, New Delhi

**Prof. B.M. Kumaraswami**  
Prof. of Economics, Institute Shimoga  
Karnataka

**Prof. M.R.Senapathy**  
Faculty, ICFAI

**Prof. M. L. Kalra**  
Vice -Chancellor, Kota University

**Prof. Karunesh Saxena**  
Director, FMS, MLSU, Udaipur

**Prof. Arun Zacharia**  
Linguistics Expert, Udaipur

**Prof. P.K. Sharma**  
Dept. of Management,  
Vardhaman Kota Open University

**Prof. P.K. Yadav**  
Deen Dayal Upadhyay Petroleum University  
Gujarat

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DAV College, New Delhi

**Dr. Seema Mallik**  
MLSU University, Udaipur

**Mr. Anurag Saxena**  
Head, NIS Academy, Ajmer

**Prof. G.M. Mehta**  
Principal, Guru Nanak PG College, Udaipur

**Dr. Shilpa Verdia**  
Assitant Professor  
Banking Department, UCCMS, Udaipur

**Prof. Mahima Jain**  
Associate Professor, MLSU, Udaipur

**Ms. Apeksha Jain**  
Head, Dept of Business Administration  
St. Gregoreous College, Udaipur

**Prof. Rajesh Kothari**  
Ex-Director  
R.A. Poddar Institute of Management, Jaipur

**Prof. Anil Kothari**  
FMS, MLSU, Udaipur

**Dr. Pramod Paliwal**  
Professor & Chairperson-PGDPMX School  
of Petroleum, PDP, Gujarat

**Prof. Shumant Sharma**  
South Gujral University, Patan



# Thrill of Competition in the EVENTS AT PACIFIC



## Uniquet

AN ALL INDIA MANAGEMENT FEST  
In search for Excellence

An all India management fest, wherein more than 600 students from 79 colleges of 12 different states of India participated in various academic and cultural competitions.



## Sports Activities

Aimed at the holistic development of students personality, competitions & tournaments - cricket, chess, javelin & discuss throws, table tennis, carrom, cricket etc. are held.



# Uttarayan

An Annual cultural Programme is organized every year where events such as solo song, group dance, group song etc. are held.



## All India Summer Training Presentation Contest 'Eklavya' And All India Business Quiz Contest 'Abhimanyu'

An all India level competitive event is organized every alternate year wherein more than 60 teams from B - School from all over India participated in this event.



## Business Scenario 2020

An All India paper presentation contest which gives a platform to gain an early and fuller appreciation of the importance of adequate communications.



## Meet The Management Stalwarts

A regular monthly feature in which a top corporate executive is invited to the institute to interact with the students.



# National Job Fair



The Pacific University in association with District Employment Bureau, Udaipur, organized a Multi-Industry, National Job Fair and witnessed an over-whelming response from job seekers and companies from across the region. The two day event witnessed over 2000 job seekers and 33 corporate employers with 500 job offers and 700 shortlisted candidates.

Participating companies spanned across industries including IT, ITES & Insurance Sectors, Banking, Telecom, KPO, BPO, and Automobiles etc. and included reputed names like, Genpact, J.K. Tyre, Sri Rajasthan Ltd., Pyrotech, Bajaj, Idea, Vodafone, HCL, R.K.Marbles, Maruti Suzuki, Secure Meter, Ashok Leyland Infosys BPO, Religare Technologies etc.



## Induction Week



A week long induction programme is designed every year to acculture the new incumbents to the rigorous of a professional management institute and the corporate world. Many interacting activities like talent hunt competition, collage making etc. are organized during the event.

## Industry Review Competition

The contest received an overwhelming response from the student fraternity from management institutes across Rajasthan. Almost 60 teams with more than 150 students participated in the event. The objective was to present their innovative ideas, to exchange ideas. And to improve communication skills while competing for a prize.



# Jugaad

**The Pacific University has a strong resolve to take India to the Front of Innovation, thus promoting Frugal Engineering and Reserve Engineering.**

In media partnership with Dainik Bhaskar, the Pacific university has organized an All India “Jugaad Promotion Exhibitions and Patent Facilitation Workshop-2012” on 18th and 19th, April, 2012.

The two day event witnessed enormous response from the society and more than 112 participants presented their “Jugaad” in full Zeal and enthusiasm. All the Jugaads presented have reflected the capabilities to provide indigenous solutions to replace expensive machines and equipment.

Ruler Artisans, technocrats, Mechanics and Indian Rural Inventors and Students were benefited from this event as there were:

- Attractive prices for inventions
- Facilitation for registration of patent and industrial design
- Business plan development
- Support for venture capital

In this two days events the entire Udaipur city took full benefit of the exuberant display, all the schools, colleges and army chief and navy personnel, personally visited the individual's stalls and saw the working of the respective innovations.



## International Conference

**Pacific emerging as a “Global Hub” for sharing knowledge through its “Conference and Seminars”**

**The International conference on “Contemporary Innovative Practices in Management”,** held on 13th & 14th April, was an initiative of FMS. Pacific University. The event has turned to be a Mega Successful Event promoting a platform for educationists and scholars to amalgamate their ideas and analyze the latest trends of management practices prevailing in the corporate sector.

The event has witnessed a huge response from every nook & corner of the country.

The Major highlights were:

- 4 concurrent sessions were conducted throughout the two days & 16 of Technical Session held.
- No. of Abstracts Received :More than 950
- No. of Full Length Papers Received:780
- No. of Full Length Papers Accepted:675
- Total no. of Delegates:800
- No. of International Papers:30

International delegates Participated from countries like Iran, Nepal, Sudan etc.

Conference has not only enriched fraternities of various fields but also created a pool of innovative ideas. The two day event Conference has only enriched fraternities of various fields but also created a pool of innovative ideas. The two day event began with the inauguration on 13th morning and 16 technical sessions were carried out simultaneously on both days, coming to a successful close with the valedictory.

Representation of every state of India was quite visible in the conference. Participants spanned from across the states of jammu, Pondicherry, Delhi, Gujrat, Maharashtra, Kerala, Karnataka, West Bengal etc.



# Pacifians Excel in Research

Pacifians on the threshold to raise Pacific University into a World Class University

## 45+ Research Papers Published in One Calender Year

Research and research based activities are the best methods of learning the applicability of theoretical knowledge in the practical world. In pursuit of this ideology, this year students of semester IV have done research on various contemporary and empirical issues. 25 research papers of the students have already been published / accepted for publication by various Internationally Referred and Indexed Journals. The remaining 15 papers are under review and are expected to be accepted in the next 1-2 months. All the researches were done under the guidance of Dr. Dhiraj Jain, Asso. Prof. . The institution congratulates the students for this successful feat.



**Aditya Tondon**  
Investors' Perception  
towards Capital Market,  
An Empirical Study with  
reference to Udaipur,  
Rajasthan



**Ankur Lodha**  
Determinants Of  
Satisfaction For General  
Insurance Products  
An Empirical Study  
In Rajasthan



**Bhagyashree Jain**  
Does Microfinance  
Empower Rural Women  
A Study in Udaipur  
Rajasthan



**Bhagyashree Munot**  
Perception of  
households towards  
insurance as  
a concept in Rajasthan



**Deepti Dashora**  
Performance Comparison  
Of Select Public Sector banks  
A Case Study With Respect  
To Loans, NPA And Net Profit



**Nasreen Sheikh**  
Compative study  
of Loan performance NPA  
and Net profit in selected  
Indian Private banks



**Heena Paliwal**  
A Study of Investor's  
expected rate of return  
with reference to  
Udaipur , Rajasthan



**Khushboo Ranawat**  
The Set Of Demographics  
On Investments Choice  
An Empirical Study Of  
Investors In Rajasthan



**Kunal Talach**  
Study of Factors  
influencing consumer  
choice of Life  
Insurance Products



**Nakul Dashora**  
Study on Impact of Market  
Movements on Investment  
Decision An Empirical  
Analysis with respect to  
Investors in Udaipur, Rajasthan



**Nikhil Mandot**  
Impact Of Demographic  
Factors On Investment  
Decision Of Investors  
In Rajasthan



**Kuldeep Sharma**  
A Study on the Quality of  
Insurance Services provided  
by Insurance  
Companies in Rajasthan



**Nilesh Khokhawat**  
Derivative trading in the  
Indian Stock Market  
Investors' perception  
in Udaipur



**Parul Jain**  
School Teachers  
Saving And Investment  
Pattern- A Study  
With Reference To  
Udaipur District,  
Rajasthan



**Payal Thakur**  
Behavior of  
Investors in the  
Indian Capital  
Market – An Empirical  
Analysis with respect  
to Udaipur , Rajasthan



**Preksha Mehta**  
Study About Awareness  
Level Of Services  
Offered By Depository  
Participants In Rajasthan



**Ruhika Kothari**  
A Study of Investors'  
Attitude Towards Post  
Office Deposits Schemes  
An Empirical Study in  
Udaipur, Rajasthan,



**Saharsh Mehra**  
Awareness towards Mutual  
Funds among Management  
Academicians  
An Empirical  
Study in Rajasthan



**Ankit Rathi**  
Study on Awareness and  
Willingness to Purchase  
Life Insurance An Empirical  
Stduy in Rajasthan



**Ankur Lodha**  
Study on the Perception  
towards the Need and Risk  
Associated with Insurance  
An Empirical Study in Raj.



**Vartika Dashora**  
Analysis of Various Components  
of Investment Performance  
An Empirical study  
of Select Mutual Funds India



**Meghana Jain**  
Derivative trading in  
the Indian Stock Market:  
An Empirical Stdudy  
of Investors' perception  
in Udaipur, Rajasthan



**Nikita Goyal**  
An Empirical study of  
the level of awareness towards  
various rights and duties among  
the insured households in  
Rajasthan, India



**Shweta Jain**  
Banking Services  
and customer satisfaction  
A study on Bank  
Branches in Udaipur  
District , Rajasthan



# Pacifians at all new heights of Victory & Glory

## Landed with a Winning Punch At AIMA - Student Management Games 2012 Grand Finale.....



A proud moment in the history of PAHER was added when its team stood as the only team to be selected from the state to compete in the Nationals of AIMA Student Management Games 2012. The glory further spread when the team upheld the state flag at national level and stood first among the 272 teams that participated from all the leading management institutes of the country and won the crown of National Championship at the final round of the competition held at Coimbatore, Tamil Nadu on 31st October and 1st November 2012. The competition (SMG 2012), provided an artificial environment to the contestants in which they had to deal with a real business situations and take decisions keeping in mind all the key management qualities of the students. The maximum profit yielding company was evaluated using a software called Chanakya, and was declared the winner.

The winning team comprised of Sonali Mehta, Sheeba Parveen, Sidhanshu Bikaneria, and Deepesh Bokadia. They were awarded with the prestigious trophy, cash prize of Rs. 80,000/- a paid holiday package to Uttarakhand, along with gift hampers by John Players.

## A Step Ahead of the Crowd-Students researches praised to be at par with faculty members of national and international B schools

In the history of academic endeavours like an International conference organized by the two premier institutes of the world i.e. IIT DELHI, INDIA in conjunction with CURTIN BUSINESS SCHOOL, CURTIN UNIVERSITY, AUSTRALIA. In a conference filled with research scholars, faculty members and PhD holders from various IIMs and IITs, Management students of the PACIFIC UNIVERSITY had presented 7 research papers, which was a proud moment for the institute. It raised the bar for the institutes present at the conference and highlighted the student teacher approach towards the field of research and its way forward at PACIFIC UNIVERSITY.

Our candidates were the youngest among the other research scholars. Audience present there was really amused by our students by seeing their level of confidence while presenting the paper. The students got to know where they stand and how much they need to evolve themselves to compete with others. The papers presented at the conference by research scholars were really productive and made our students enhance their knowledge and get the edge for future conferences.

The following students and faculty from pacific were selected to present their papers in the conference.





| Title of the paper  | Authors   |
|---|---|
| Factors influencing information sharing on social networking sites-An empirical study in Rajasthan                            | Dr.Dhiraj Jain & K Sanal Nair                                     |
| Perception towards entertainment value of users social networking sites-An empirical study                                    | Dr.Dhiraj Jain & Farhat Fatima Sadriwala                          |
| Study on changing consumer preferences towards organized retailing from unorganized retailing in Udaipur                      | Shivoham Singh & Monika Talreja                                   |
| Impact of demographic profile on investment decisions-A case study of Udaipur city.   | Shivoham Singh , Aanchal Chittora & Anuja Dungarwa                |
| An empirical investigation in delivering quality healthcare services to patients in the city of Udaipur -The user perspective | Shivoham Singh, Apurva Sarupria, Harshita Bhandari & Ettika Mehta |
| Role of children in family purchase decision making- A comparative study of children of Udaipur.                              | Shivoham Singh, Alefia Sanwari, Aditi Tripathi & Aditi Lodha      |
| Life Insurance policy- A micro study on elements affecting choice.  | Shivoham Singh, Anjali S Lodha & Alka Jain                        |

## Dignitaries Visited



Mr. Larry Schwartz Minister Counselor,  
US. Embassy New Delhi



Mr. Chetan Bhagat, the author of five blockbuster  
novels and the popular columnist



International Corporate Trainer Vijay Michihito Batra.



Prof. Namje Cho of Hanyang University,  
School of Business, Seoul, Korea.



Mr. Himanshu Buchh, the Global Motivational Speaker  
and the Management Guru?



Jyotiraditya Sindhiya, Union Minister of  
IT & Communication



Santosh Bagrodiya Union Minister of Coal



Prof. Gregory John Lee, School of Economics & Business  
Sciences, University of Witwatersrand, South Africa



Mr. Lal Singh Jala  
President of State (Udaipur Rural Congress Committee)



Shri Mangilal Garasia, Education & Labour  
Welfare Minister, Govt. of Rajasthan

# MESSAGES



At Pacific University, we envision a future where education and knowledge are the key factors in our nation's progress. Hence, we strive to inculcate qualities like perseverance and determination in our students, and train them to be well-qualified professionals.

**B.R AGARWAL**  
Chairperson

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At Pacific University, we focus on capitalizing on our ace infrastructural facilities and highly dignified faculty to produce highly competent and multi-skilled professionals.

**RAHUL AGARWAL**  
Secretary

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At Pacific University, we emphasize upon keeping abreast with global standards and trends, to facilitate and impart our students with the latest knowledge.

**ASHISH AGARWAL**  
Finance Secretary

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The University's vision is to go global to include students from all parts of world and forge ahead in pursuit of excellence in academics, research and extra curriculum activities.

**Dr. BHAGVAN DAS RAI**  
President

---



We strive to cultivate a proactive approach with global vision and indepth understanding of the real life business practices through diverse pedagogical approaches.

**DR. B.P SHARMA**  
Pro-President

# PMAT-2013

## PACIFIC MANAGEMENT ADMISSION TEST - 2013

# MBA

For From

### FACULTY OF MANAGEMENT STUDIES, PACIFIC UNIVERSITY

#### Eligibility:

Graduate from any faculty. Students appearing in the final year of degree examination may also apply for PMAT-2013. They shall be admitted provisionally till the declaration of final year's result. Admission shall be confirmed if they pass in final year.

#### Admission Procedure:

Admission shall be finalized through the Pacific Management Admission Test 2013 (PMAT 2013) followed by Personal Interview. The PMAT shall be of 2 hour duration consisting of 150 multiple choice question from: 1. **General English** (Reading Comprehension, Vocabulary) 2. **Quantitative Aptitude**, 3. **General Awareness** (General knowledge, current affairs), 4. **Analytical & Logical Reasoning**. Students can opt for paper based test or computer based online test.

#### How to Apply:

**Pacific Institute of Management** by paying **Rs. 400/- Cash or by DD/Cheque** in favour in **Pacific Academy of Higher Education & Research University**, payable at Udaipur. Forms can also be downloaded from the university website: [www.pacific-university.ac.in](http://www.pacific-university.ac.in).

**Last Date: 5th January 2013**

#### Test Centers :

##### Center for written test based on test-Booklet :

##### Rajasthan:

Abu Road, Ajmer, Baran, Banswara, Bhilwara, Bikaner, Jaipur, Jodhpur, Nathdwara, Kota, Udaipur.

##### Outside Rajasthan:

Ahmedabad, Delhi, Patna, Rajkot, Ranchi, Ratlam, Rohtak, Shillong, Shimla, Surat

##### Center for Online Test:

Agra, Ahmedabad, Aligarh, Alwar, Amritsar, Bangalore, Bareilly, Barmer, Beawar, Bharuch, Bundi, Chandigarh, Chittorgarh, Chennai, Churu, Dehradun, Delhi, Dungarpur, Ganganagar, Himmatnagar, Hyderabad, Jammu, Jhunjhunu, Kolkata, Kurukshetra, Lucknow, Mandsaur, Mehsana, Mumbai, Neemuch, Nimbahera, Pali, Partapur, Patna, Pilani, Pratapgarh, Rajkot, Rajsamand, Ranchi, Ratlam, Shillong, Shimla, Sikar, Sirohi, Surat.

##### Outside India:

Addis Ababa, Colombo, Dhaka, Dubai, Kathmandu, Nairobi, Pyongyang, PortLouis, Thimpu.

#### Test Dates:

- (a) If online test is opted by the student then any one date has to be chosen by the student from 2 February to 9 February 2013 and he has to appear in the test on the date center chosen by him/her.
- (b) If written test is opted by the student, it would be on 10 February 2013.

#### IMPORTANT DATES OF WINTER PMAT FEB. 2013:

|  |                               |
|--|-------------------------------|
| Last Date to Apply   | 5 January, 2013               |
| Test Dates: Online any one day to be Chosen by the Student | 2 February to 9 February 2013 |
| Date of Written test Booklet based                         | 10 February 2013              |
| Personal Interview   | To be notified individually   |
| Last Date of Payment of Fee                                | 30 April 2013                 |
| Commencement of Session                                    | 1 June 2013                   |

**PACIFIC**  
UNIVERSITY

**PMAT-2013**

**PACIFIC MANAGEMENT ADMISSION TEST - 2013**

**For Admission in 2013-14 session into**

**World Class MBA** with Global Employability

**Well Assuring Placements-Record with Average 2 Job Offers Per Passing-out Student**

## **MBA Dual Specialization** with 16 Specialisations

- HR • Marketing • Finance • Production
- Real Estate • Retail • IT • Micro Finance
- Infrastructure • Energy Sector • Tourism & Hotel Management • Project Management
- Environmental Management • International Business • Supply Chain Management
- Agri Business & Rural Development

Fee: Rs. 37,500/- Per Semester

## **Global Centric International MBA**

### **1 Semester Abroad**

at

**Singapore / Malaysia / UK/US**

**FREE**  
1 Semester  
at Singapore  
/ Malaysia

Fee: Rs. 1,90,000/- Per Semester

Fee: Rs. 90,000/- Per Semester\*

\*if not going abroad to singapore for 1 Semester

**Free Laptops**

## **MBA**

Insurance Management & Actuarial Science  
**Free Laptops**

Fee: Rs. 60,000/- Per Sem

## **MBA**

**Finance & Control**

Fee: Rs. 37,500/- Per Sem

## **MBA**

Hospital Management  
Master of Hospital Administration

Fee: Rs. 37,500/- Per Sem

## **MBA**

**Techno-Engineering**

Fee: Rs. 37,500/- Per Sem

## **Advantages of winter PMAT 2013**

- Admission in Premium Batch Starting June 1st 2013
- Advanced 1 month's training on Business procedures coupled with workshops & training in BSE / NSE / Insurance Institute of India / RBI / Oracle / SAP or leading Corporate Houses.
- 50% subsidy in all contributory Programmes on Campus.
- Pre-Orientation before the commencement of the programme to turn the candidates better employable and facilitate their adoption within Part-I by prestigious companies for pre-placement

### **• Free Tablet PC.**

Completed Forms should reach by 12 Jan. 2013 to

**The Coordinator, PMAT-2013, Faculty of Management Studies**

**PACIFIC ACADEMY OF HIGHER EDUCATION AND RESEARCH UNIVERSITY**

Pratap Nagar Extn., Airport Road, Udaipur (Rajasthan) ☎ +91 294-2494506-7

**Eligibility :** Graduate from any faculty. Students appearing in the Final Year Degree Examination may also apply.

**Admission Procedure :** Admissions shall be through the Pacific Management Admission Test 2013 (Winter PMAT 2013) followed by Personal Interview.

**Apply on forms available from 1<sup>st</sup> November 2012 at :**

- (1) Pacific Institute of Management by paying Rs. 400/- Cash or by DD/cheque in favour of Pacific Academy of Higher Education & Research University, payable at Udaipur.
- (2) Forms can also be downloaded from the university website : [www.pacific-university.ac.in](http://www.pacific-university.ac.in)

**Last Date : 12<sup>th</sup> January 2013**

Tests Dates: (a) If online test is opted by the student then any one date has to be chosen by the student from 23 January to 9 February 2013.

(b) If written test is opted by the student, it would be on 10 February 2013.

**New Session Commencing from June 1, 2013**

**Test Centers :** Rajasthan : Ajmer, Banswara, Barmer, Bhilwara, Bikaner, Chittorgarh, Jaipur, Jodhpur, Kota, Rajsamand, Sirohi, Udaipur  
Outside Rajasthan : Agra, Ahmedabad, Aligarh, Amritsar, Bangalore, Bareilly, Bharuch, Chandigarh, Chennai, Dehradun, Delhi, Himmatnagar, Hyderabad, Jammu, Kolkata, Kurukshetra, Lucknow, Mandsaur, Mehsana, Mumbai, Neemuch, Patna, Rajkot, Ranchi, Ratlam, Shillong, Shimla, Surat & 35 More centres in India & Abroad

**Address all your queries to [fms@pacific-university.ac.in](mailto:fms@pacific-university.ac.in) or call at 09672978034, 09672978035, 09672970986**