



THE HPUBS TIMELINE

Manage Change : Create Future

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



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YEAR 2 ISSUE 6



CHANAKYA BHAWAN: HIMACHAL PRADESH UNIVERSITY BUSINESS SCHOOL

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I am pleased to share that the sixth edition of our quarterly newsletter, "The HPUBS Timeline," is being released. This edition highlights various academic and extracurricular activities carried out in the department and documents the notable achievements of our faculty members and research scholars. It also showcases programmes organized in collaboration with industry, banking institutions, and media groups. I am confident that this newsletter will continue to effectively present the department's initiatives and accomplishments. I extend my sincere thanks to everyone involved for bringing out this edition so carefully and beautifully.



Director and Professor
Dr. Pramod Sharma

Dr. Pramod Sharma
Director, HPUBS

CHIEF EDITOR MESSAGE

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



DR. SANTOSH KUMARI

EDITOR'S MESSAGE

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



LAKSHAY KANSRA

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

EVENTS AT HPUBS

TARANG - 2K25

WAVES OF JOY!



Tarang 2K25 fest of Himachal Pradesh University Business School, was held on **8th and 9th October** and organized by the **HPUBS Students' Forum**. The two-day event reflected the vibrant and collaborative spirit of HPUBS and was made memorable through the collective support of students, faculty, and generous sponsors including IPR, SJVN, SBI, HPPTCL, TRIO Food Truck, Himachali Rasoi, Unique Communication, Chai Churi, and Siya Ram Siddu.



DAY 1

Day 1 of Tarang featured management events and vibrant performances, beginning with lamp lighting, Saraswati Vandana, and the HPU Kul Geet. HPUBS Director **Dr. Pramod Sharma** inspired students, followed by classical dance, debate and quiz competitions, and an energetic western dance by the fresher batch. The modelling competition, judged by alumna Miss Ravitanya Sharma, stood out. The evening was graced by **Shri Vikramaditya Singh**, Minister for Public Works of Himachal Pradesh and MLA of Shimla Rural, and concluded with cultural performances, including Qawwali, music, and a special night performance by renowned Pahari Nati singer **Arun Justa**.



DAY 2

Day 2 celebrated culture and creativity in its purest form. Beginning with lamp lighting and guest addresses, the day encouraged students to continue creating such dynamic platforms. A challenging case study competition pushed participants to think innovatively. Open-stage performances, bhangra, and western group dances filled the venue with infectious energy. As evening approached, a graceful girls' naati performance reflected Himachali roots, followed by soulful music by the band **Abhigya**, wrapping up Tarang on a melodious note. Together, the two days of Tarang created lasting memories where management met culture, and talent met opportunity.



HPUBS PLACEMENT READINESS PROGRAMME FOR FIRST-YEAR STUDENTS



A three-day workshop on **Soft Skills** was organized by the **Placement Career and Guidance Cell, Himachal Pradesh University**, in collaboration with **Himachal Pradesh University Business School (HPUBS)** under **MERU, PM-USHA Scheme**. The workshop was conducted from 28th to 30th October 2025 with the objective of enhancing first year students' professional competencies, communication abilities, confidence, and overall placement readiness



DAY 1

The programme began on 28th October 2025 with a session by **Mr. Yuvraj Tiwana**, Soft Skills Coach, who addressed effective communication and personality development. He emphasized confidence, body language, and professional conduct as key elements of workplace success, crucial for building a strong professional image.

DAY 2

On 29th October 2025, **Mr. Vivek Sharma**, HPUBS alumnus and **Zonal Sales Manager at Bharti Airtel**, shared insights on current corporate trends. His interaction helped students understand industry expectations and the evolving corporate environment, preparing them for real-world organizational challenges.



DAY 3

The final session on 30th October 2025 was conducted by **Ms. Vandana Bagaria Sehgal**, HPUBS alumna and **professional at SJVN**, focusing on interview preparation. The camp concluded after lunch with a valedictory address by **Prof. J.S. Parmar**, Dean of Studies (Commerce) and Professor at HPUBS, followed by certificate distribution, marking the successful completion of the programme.



HPUBS SPECIAL SESSION: IA&AS OFFICERS ON CIVIL SERVICES STRATEGY



Himachal Pradesh University Business School (HPUBS), Summerhill, hosted an **interactive session** on 27th October 2025, conducted by officers of the **Indian Audit and Accounts Service (IA&AS)**. The session focused on the nature and strategy for Civil Services Examinations, offering valuable guidance to students aspiring for careers in public service.

The officers shared insights into the structure of the Civil Services Examination, effective preparation strategies, and the importance of discipline, consistency, and analytical thinking. They also discussed their own experiences in the service, highlighting the role and responsibilities of IA&AS officers in governance and public finance. The interaction encouraged students to ask questions and clarified common doubts related to exam preparation. The session proved highly informative and motivating, leaving students with a clearer understanding of civil services preparation and career opportunities.

REMEMBERING EXCELLENCE: PROF. M. K. SHARMA MEMORIAL LECTURE AT HPUBS

Himachal Pradesh University Business School (HPUBS) organized the **Prof. M. K. Sharma Memorial Lecture** on 31st October 2025 at the Mini Auditorium. The event honored Late Prof. M. K. Sharma and focused on the theme “Dimensions of Management Education: Challenges & Choices”, highlighting contemporary issues in management education.



The programme featured **Prof. Mahavir Singh**, Vice-Chancellor, HPU, as Chief Guest, and was convened by **Prof. Pramod Sharma**, Director, HPUBS. The keynote address by **Mr. Sanjeev Gandhi**, HPUBS alumnus, emphasized practical skills, ethics, adaptability, leadership, and personality development. An interactive discussion followed, making the lecture intellectually enriching and a meaningful academic tribute.

HPUBS INITIATIVE: REPRODUCTIVE HEALTH SESSION FOR FEMALE STUDENTS



On **November 4, 2025**, Himachal Pradesh University Business School (HPUBS) organized a special lecture titled **“Reproductive Health in Adolescence and Young Females”** exclusively for female students at the Mini Auditorium. The session was delivered by **Dr. R. J. Mahajan**, renowned gynecologist from IGMC, Shimla.

Dr. Mahajan discussed key aspects of reproductive and personal hygiene, menstrual health, and overall well-being. He also highlighted the rising incidence of cervical cancer in India and emphasized the importance of awareness, vaccination, and preventive care. The lecture concluded with an interactive discussion where students' queries on hormonal and reproductive health issues were addressed. The session proved highly informative and empowering, promoting health awareness among female students.

LECTURE ON DRUG ABUSE AWARENESS AMONG GEN Z



On 7 November 2025, Himachal Pradesh University Business School organized a special lecture on **“Drug Abuse Awareness: Among Gen Z”** under the MERU initiative of the PM-USHA Scheme. The session was delivered by **Dr. Ravi Sharma**, Assistant Professor, Department of Psychiatry, IGMC, and was welcomed by Prof. Pramod Sharma, Director, HPUBS. Dr. Ravi Sharma highlighted the psychological and social causes of drug abuse, early warning signs, and stressed that addiction is a medical condition requiring timely counselling and support.

The programme was convened by Dr. Vinod Negi, with faculty members Dr. Puneet Bhushan, Dr. Rajesh Kumar, and Dr. Santosh Kumari in attendance. The interactive session saw active student participation, focusing on prevention, stress management, and building a drug-free campus.

3-DAY PLACEMENT BOOT CAMP AT HPUBS UNDER THE MERU INITIATIVE OF THE PM-USHA SCHEME



Himachal Pradesh University Business School (HPUBS) organized a three-day **Placement Boot Camp** for second year students under the **MERU initiative of the PM-USHA Scheme** from 10 to 12 November 2025. Conducted by Dr. Vinod Negi, the program focused on enhancing employability, industry readiness, and professional skills among management students

DAY 1

The boot camp began on Day 1 with a morning session by **Mr. Vikas Gupta** from Bajaj Life Insurance, who emphasized insurance awareness, essential employability skills, professional conduct, and the importance of email etiquette.



The evening session featured **Ms. Sumeha Kaushal** from SJVN, Shimla, who guided students on interview preparation, introduced the concept of the elevator pitch, and highlighted the role of personal branding in career growth.



DAY 2

On Day 2, **Mr. Yuvraj Tiwana** conducted sessions on personality development, time management, and public speaking, emphasizing planning, goal setting, discipline, confidence building, and effective communication.



DAY 3

On Day 3, the morning session by **Dr. Himanshu Parmar**, Professor in the English Department at Himachal Pradesh University, focused on professional English communication, correct grammar usage, and effective email writing.



The concluding session was delivered by **Dr. Himesh Sharma**, alumnus of HPUBS and Founder of Skill-labs, who inspired students through his journey and shared insights on skill development, interviews, and career preparedness.



ALUMNI MANAGEMENT LECTURE HIGHLIGHTS ROLE OF CORPORATE CULTURE



On 14 November 2025, Himachal Pradesh University Business School organized a special lecture on “Management Education and Corporate Culture” under the Alumni Management Lecture Series. The keynote address was delivered by **Mr. Kishore Sharma**, Mentor at Taxila Business School, Jaipur, and an alumnus of HPUBS. He spoke on the importance of corporate culture in management education and shared various techniques to improve focus, while also emphasizing optimism and life force as key drivers of personal and professional growth.

On the occasion, the 6th edition of The HPUBS Timeline was also formally launched. **Prof. Mamta Mokta**, Dean of Students’ Welfare, Himachal Pradesh University, graced the programme as the Guest of Honor. Students participated enthusiastically, making the session informative and engaging.

HPUBS EXECUTIVE COMMITTEE CHARTS FUTURE COURSE OF ACTION



A meeting of the Himachal Pradesh University Business School Executive Committee was held on 17 November 2025 to deliberate on a futuristic course of action aimed at strengthening and augmenting academic activities in the department. The meeting focused on planning initiatives to enhance academic quality, student engagement, and overall institutional development.

The meeting was chaired by the **Director, HPUBS, Prof. Dr. Parmod Sharma**, and was attended by **Dr. Vinod Negi and Mr. Avinash Bhardwaj**, who actively participated in the deliberations. The discussions reflected a collective commitment towards academic excellence and progressive development of the department.

ONE-WEEK WORKSHOP ON RESEARCH METHODOLOGY AND DATA ANALYSIS



A one-week workshop on “**Research Methodology & Data Analysis in Management**”, organised under the **MERU, PM-USHA Scheme**, was held at the Himachal Pradesh University Business School (HPUBS), Shimla, from 24 to 29 November 2025. The workshop aimed to strengthen research and analytical skills among research scholars, faculty members, postgraduate students, and management professionals.

The inaugural session was graced by **Prof. Pramod Sharma, Director, HPUBS**, as the Chief Guest, with **Prof. Manjit Singh from Punjabi University, Patiala**, as the Guest of Honour. Distinguished academicians including Prof. Dinesh Sharma, Dr. Rajesh Kumar, Dr. Vinod Negi, and Dr. Santosh Kumari were also present. Dr. Puneet Bhushan, Convener of the workshop, welcomed the participants and highlighted the importance of research methodology and data analysis in contemporary academic and managerial decision-making



The valedictory session, held on 29 November 2025, was graced by **Prof. Joginder Singh Dhiman, Dean, Planning and Teachers’ Matters**, as the Chief Guest. The session was presided over by Prof. Pramod Sharma and Prof. Dinesh Sharma, who emphasised data-driven decision-making and ethical research practices. The workshop was coordinated by Dr. Vinod Negi and organised under the leadership of Organising Secretary Dr. Puneet Bhushan. The programme concluded with certificate distribution and a vote of thanks, marking a successful academic initiative by HPUBS.



MANAGEMENT DEVELOPMENT PROGRAMME ON LEADERSHIP AND TEAM BUILDING



Himachal Pradesh University Business School organized a **Management Development Programme (MDP)** on “**Leadership and Team Building**” for employees of PNB MetLife on 22 November 2025. The programme focused on enhancing leadership skills and teamwork. **Prof. Pramod Sharma, Director, HPUBS**, delivered an expert session on leadership, while **Dr. Rajesh Kumar, Dr. Vinod Negi, and Dr. Puneet Bhushan** conducted engaging team-building activities. The interactive programme was well received and contributed to effective learning and professional development.

STUDENTS' ACHIEVEMENT



RITIK RANAWAT

Ritik Ranawat, a student of HPUBS, secured **second position** in the University-Level Declamation Competition on “**The Youth in Action for Gender Equality**” on 27 October.

He also won **first position** in the Debate Competition on “**Role of Rajbhasha in Financial Management**” on 12 November 2025, organized by the Central Bank of India and the Department of Commerce.



RISHIKA

Rishika, a student of HPUBS, received a consolation prize in the University-Level Declamation Competition on “**The Youth in Action for Gender Equality**” held on 27 October, organized by the Department of Public Administration in collaboration with the Dean, Students' Welfare, Himachal Pradesh University.



KABIR

Kabir, a student of HPUBS, represented Himachal Pradesh University as the **Captain of the Basketball Team** at the Inter-College Basketball Competition organized by DAV College, Kangra, where the team secured second position and qualified for the North Zone level. He also served as **Team Manager of the HPU Cricket Team**, contributing to effective team coordination and performance.

TEACHERS' PLATFORM

ACADEMIC PARTICIPATION: DR. SHYAM LAL KAUSHAL ATTENDS FICCI HIGHER EDUCATION SUMMIT 2025



On 6th October 2025, Dr. Shyam Lal Kaushal attended the 20th FICCI Higher Education Summit 2025 held in New Delhi. The conference focused on “Higher Education in a Transforming World: Bridging Borders, Building Futures” and provided a platform for discussions on innovation, collaboration, and future-ready education systems.

ACADEMIC ORIENTATION: DR. SHYAM LAL KAUSHAL DELIVERS INDUCTION LECTURE FOR ENGLISH DEPARTMENT

On 7 October 2025, Dr. Shyam Lal Kaushal delivered a lecture as a Resource Person during the Induction Session organized for the English Department, Himachal Pradesh University. The session contributed to academic orientation and enrichment of newly inducted members.



INSTITUTIONAL INTERACTION: HPUBS DIRECTOR PRESENTS BOOK “THE LEADERSHIP” TO IA&AS DELEGATION



During the visit of Indian Audit and Accounts Service (IA&AS) probationers to Himachal Pradesh University Business School (HPUBS), Dr. Pramod Sharma, Director of HPUBS, presented his book “The Leadership” to the team leader of the probationers. The gesture highlighted academic exchange and reflected HPUBS’s commitment to promoting leadership and knowledge sharing.

TEACHERS' PLATFORM

ACADEMIC LEADERSHIP: DR. SHYAM LAL KAUSHAL GRACES VALEDICTORY SESSION AS CHIEF GUEST

On 29 October 2025, Dr. Shyam Lal Kaushal was invited as the Chief Guest for the Valedictory Session organized at Himachal Pradesh University. He addressed the gathering and highlighted the importance of academic excellence, discipline, and lifelong learning, motivating participants to apply their learnings with dedication and responsibility.



PROMOTING ENTREPRENEURIAL THINKING: DR. PUNEET BHUSHAN AS RESOURCE PERSON AT HPU WORKSHOP



On 3 November 2025, Dr. Puneet Bhushan was invited as a Resource Person for a workshop on Innovations, Startups and Entrepreneurship organized by the Department of Journalism and Mass Communication, HPU. The session highlighted emerging entrepreneurial trends and the importance of innovation-driven initiatives among students.

STRENGTHENING ACADEMIC LEADERSHIP: DR. PUNEET BHUSHAN DELIVERS LECTURE AT UGC-MMTTC, HPU

On 11 November 2025, Dr. Puneet Bhushan was invited as a Resource Person to deliver a lecture on Strategic Planning Management during the Faculty Induction Programme organized by UGC-MMTTC, HPU. The session focused on strategic thinking and effective planning in academic and institutional management.



TEACHERS' PLATFORM

PRIDE FOR HPUBS: DIRECTOR DR. PRAMOD SHARMA HONOURED WITH INTELLECTUAL RATNA AWARD 2025

Dr. Pramod Sharma, Director of Himachal Pradesh University Business School (HPUBS), received the "Intellectual Ratna Award 2025" on 8 November 2025 at the All India Intellectual Conference in Dehradun. The award, presented by the Intellectual Foundation of India, recognized his contributions to academics, research, and management education, bringing pride to the HPUBS academic community.



ACADEMIC CONTRIBUTION: DR. SHYAM LAL KAUSHAL INVITED AS RESOURCE PERSON AT MMTc SHIMLA



On 17 November 2025, Dr. Shyam Lal Kaushal was invited as a Resource Person at the UGC–Malaviya Mission Teacher Training Centre, Shimla. He interacted with participants and shared academic insights aimed at strengthening teaching practices and professional competence.

CAPACITY BUILDING IN AGRICULTURE: DR. PUNEET BHUSHAN DELIVERS EXPERT SESSIONS AT SAMETI MASHOBRA

On 19 November 2025, Dr. Puneet Bhushan was invited as a Resource Person in a three-day training programme on "Micro Planning and Cluster Development" organized by State Agricultural Management & Extension Training Institute. He delivered two lectures on Financial Planning and Monitoring and Evaluation Framework for ATMA functionaries, SMS, ADOs, and AEOs, contributing to capacity building and effective programme implementation.



TEACHERS' PLATFORM

ACADEMIC LEADERSHIP AT HPU: DR. PRAMOD SHARMA DELIVERS LECTURE ON THOUGHT LEADERSHIP

Dr. Pramod Sharma, Director of Himachal Pradesh University Business School (HPUBS), delivered a lecture on "Thought Leadership" at the UGC–Malaviya Mission Teacher Training Centre (MMTTC), HPU. He highlighted the role of educators in promoting innovation, critical thinking, and academic leadership. The interactive session encouraged faculty to adopt visionary approaches for strengthening teaching, research, and institutional development.



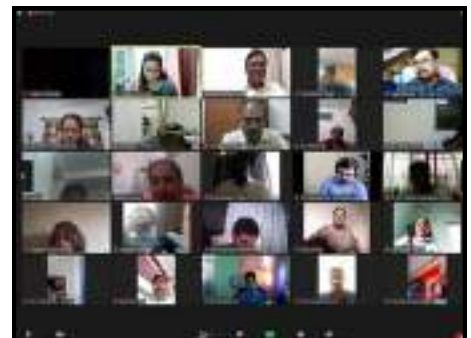
ACADEMIC INTERACTION: DR. PRAMOD SHARMA PRESENTS THE INCREDIBLE STEVE JOBS TO HP CHIEF SECRETARY



Dr. Pramod Sharma, Director of Himachal Pradesh University Business School (HPUBS), presented his book "The Incredible Steve Jobs" to Shri Sanjay Gupta, Chief Secretary of the Government of Himachal Pradesh, during a formal interaction. The gesture reflected academic engagement and highlighted Dr. Sharma's contribution to management literature, particularly in the field of leadership and innovation.

ACADEMIC ENRICHMENT: DR. SANTOSH KUMARI INVITED AS RESOURCE PERSON AT UGC-MMTTC, HPU

On 22 November 2025, Dr. Santosh Kumari was invited to serve as a Resource Person in the Faculty Induction Programme organized by UGC–Malaviya Mission Teacher Training Centre, Himachal Pradesh University. The programme, conducted in online mode from 10 November to 6 December 2025, aimed at enhancing the professional competence of college and university teachers.



Research Scholars' Pursuits



Yash Chauhan

Successfully completed his PhD under the guidance of Dr. Pramod Sharma, with a thesis titled “Effect of Digital Payments on Impulsive Buying Behaviour: A Comparative Study of Online and Offline Purchases in Himachal Pradesh.” The research examines how digital payment modes influence consumer impulsive buying behaviour. (Awarded on 25/10/2025)



Shubham Sharma

Successfully completed his PhD under the guidance of Dr. Vinod Negi, with a thesis titled “Behavioural Pattern of Mutual Fund Investors: A Case Study of Himachal Pradesh.” The study analyzes investors’ behaviour with a focus on risk perception, investment objectives, awareness, return expectations, and decision-making. (Awarded on 21/04/2022)



Vishakha Gupta

Successfully completed his PhD under the guidance of Dr. Santosh Kumari, with a thesis titled “Impact of Green Human Resource Management Practices on Organisational Commitment: A Study of Hydropower Projects in Himachal Pradesh.” The study highlights the role of green HRM practices in promoting sustainability and employee commitment. (Awarded on 12/11/2025)



Shashank sharma

Successfully completed his PhD with a thesis titled “Unified Payment Interface (UPI) Proliferation: A Cross-Generational Study of UPI Adoption and Usage,” under the supervision of Dr. Narender Singh Chauhan. The study analyzes UPI adoption and usage across different generations, examining factors influencing its proliferation and usage behaviour. (Awarded on 08/12/2025)

JEFF BEZOS

BUILT E-COMMERCE GIANT AMAZON FROM THE GROUND UP



In the global corporate landscape, Jeff Bezos, the founder of Amazon, stands as one of the most influential business leaders of the modern era. What began as a small online bookstore has today become a multinational powerhouse, transforming the way people shop, consume content, and use technology.

Born in 1964, Bezos graduated from Princeton University with degrees in Electrical Engineering and Computer Science. After working in Wall Street firms, he identified the rapid growth of the internet in the mid-1990s. Acting on this insight, he left his secure job in 1994 to start Amazon from a garage in Seattle initially selling books online due to their vast and easily manageable inventory.

From the outset, Bezos adopted a long-term vision, prioritizing growth and customer satisfaction over immediate profits. His philosophy of building the “most customer-centric company in the world” led to innovations such as customer reviews, one-click purchasing, personalized recommendations, and fast delivery features that later became industry standards.

Amazon soon expanded beyond books into electronics, fashion, entertainment, and cloud computing. The introduction of Amazon Web Services (AWS) positioned the company as a leader in digital infrastructure, while products like Kindle, Prime, and Alexa strengthened customer loyalty and diversified revenue streams.

Known for bold decision-making and a willingness to take risks, Bezos encouraged experimentation and accepted failure as a part of innovation. His leadership principles focused on thinking big, efficiency, and results continue to shape Amazon’s corporate culture.

Although Amazon has faced criticism regarding labour practices and market dominance, Bezos’s unwavering focus on innovation and scale helped the company achieve unmatched global reach. In 2021, he stepped down as CEO, leaving behind one of the world’s most valuable and influential companies.

Jeff Bezos’s journey reflects the power of vision, perseverance, and customer focus. His story serves as an inspiration for aspiring professionals, proving that transformative ideas when pursued with discipline and patience can redefine entire industries.



CORPORATE NEWS

Market Performance and Trends:

- **Notable Listings:** LG Electronics India went public in October, aiming to raise around ₹15,000 crore. Tata Capital also listed mid-October after a large IPO of around ₹15,511 crore.
- **Market Trends:** Indian equity indices showed a positive trend, with midcap and small-cap segments driving returns, reflecting increased investor risk appetite. Sectors like PSU banks, metals, and autos led market gains, while IT and pharma lagged due to margin pressures.

Mergers & Acquisitions and Investments:

- **Emirates NBD** acquired 60% of RBL Bank for \$3 billion, marking India's largest cross-border acquisition of 2025 in the financial services sector.
- **Vedanta** acquired Jaiprakash Associates under the IBC for \$1.93 billion, significantly boosting the infrastructure sector's deal value.
- **Blackstone** invested \$705 million for a 10% stake in Federal Bank, signaling strong global confidence in Indian financial institutions.
- **TSMC** began mass production of its 2nm process technology, a crucial step for advanced semiconductor manufacturing.



CORPORATE QUIZ



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

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

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

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

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

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



ABOUT HP UNIVERSITY BUSINESS SCHOOL (HPUBS)

Pioneering Management Education in Himachal Pradesh

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

ACADEMIC PROGRAMS

Master of Business Administration (MBA)

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

Specializations Offered:

- Finance
- Marketing
- Human Resource Management

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

Doctor of Philosophy (Ph.D.)

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

Ph.D. Submission Period:

Minimum Duration: 3 Years

Maximum Duration: 6 Years

CAMPUS LIFE AND FACILITIES

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

GLOBAL OUTREACH

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

RECOGNITIONS

Outstanding B-School (North India) – Awarded by National Education Awards (ABP News)

Most Promising B-School of North India – Recognized by the Ministry of HRD, Government of India

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

Visit: [HPUBS Website](http://www.hpubs.ac.in)