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B-SCHOOL FOR THE DIGITAL WORLD



The landscape of business education is undergoing rapid transformation, driven by increased demand post-pandemic and evolving industry expectations. With more students pursuing business degrees as a pathway to secure well-paying jobs, a gap has emerged between aspirations and actual employability. Addressing this challenge requires a holistic approach involving students, faculty, and industry.

Business schools face a “three-body problem”: students with high expectations and short attention spans, faculty balancing teaching and research to elevate institutional rankings, and industries demanding job-ready graduates while providing limited actionable feedback. Bridging these gaps necessitates collaboration to enhance skill alignment and readiness.

At the UPES School of Business, we address these challenges with a forward-looking approach. Our programs are designed to equip students with future-ready skills, combining academic rigor with practical industry exposure. We foster close partnerships with leading organizations to ensure our curriculum aligns with evolving industry needs and provides students with actionable insights into the world of work. Experiential learning, innovation labs, sustainability-driven projects, and a strong emphasis on soft skills prepare students for dynamic roles across industries. Our focus on holistic development ensures graduates are not only employable but also adaptable to emerging roles and challenges.

In an era marked by automation, AI, and climate challenges, the future of jobs remains uncertain. Preparing students for roles that may not yet exist and integrating sustainability into education are critical imperatives. The UPES School of Business is committed to disrupting traditional norms, adapting to emerging trends, and leading the way in shaping the future of business education.

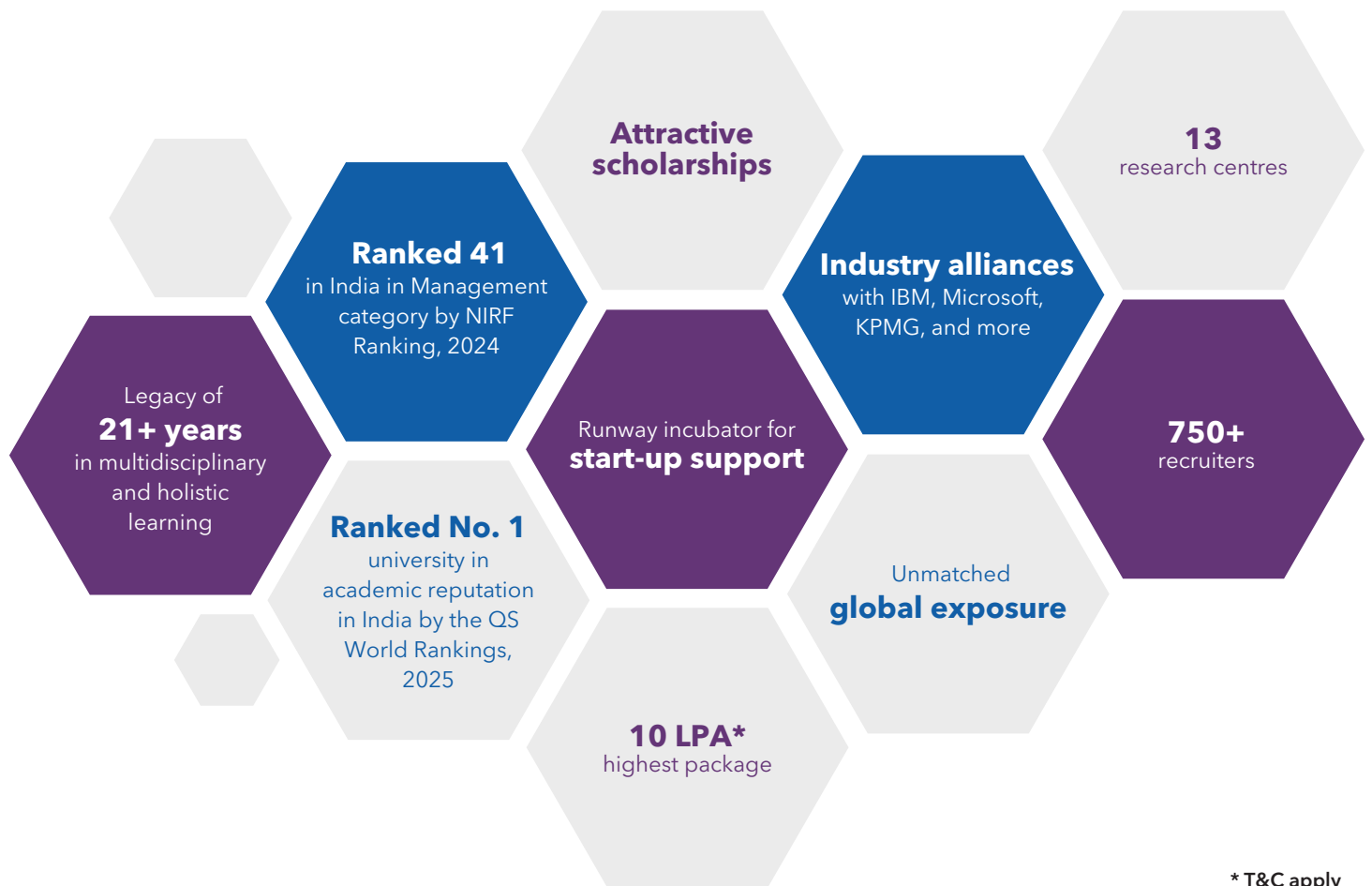
Rahul Nainwal

Director, School of Business



Meet the Expert

UPES ADVANTAGE



UNIVERSITY OF TOMORROW

UPES - the University of Tomorrow - stands as a beacon of transformative education, cultivating a dynamic learning environment that transcends conventional boundaries. At UPES, the commitment to academic excellence is seamlessly woven with a robust emphasis on digital preparedness that propels students into the future with cutting-edge skills.

Runway, the business incubator at UPES, has encouraged student-led start-ups, fostering a culture of entrepreneurship and innovation on campus.

The university's global exposure initiatives ensure that students are not just educated but are globally aware and prepared to navigate diverse landscapes. UPES has forged partnerships with prestigious institutions worldwide, including the University of California in Berkeley, The University of Edinburgh, UNSW Sydney, The University of Queensland in Australia, King's College London, University of Gothenburg, University of Bologna, and University of Aberdeen, among others.

Through the Global Immersion Program, students at UPES avail experiential learning opportunities that not only prepare them for the global economy, but also inspire personal growth.

UPES envisions, designs, and delivers education that is not just relevant for today, but also anticipates the challenges and opportunities of the future, moulding students into leaders who will make a positive impact on the world.

PROGRAMS OFFERED

BBA

CORE	SPECIALISATIONS*
BBA (Marketing/HR/Finance/Operations)	Marketing Management
	Finance Management
	Human Resource
	Operations Management
BBA (Oil and Gas Marketing)	Petroleum Business
	Oil and Gas Operations
BBA (Analytics and Big Data)	Programming for Analytics
	Big Data Analytics and Mining
BBA (Digital Business)	Technology Infrastructure Management
	Digital Marketing
BBA (Logistics Management)	Logistics Management
	Service Operations and Procurement
BBA (Aviation Management)	Aviation Service Operations
	Travel and Ground Handling Operations
BBA (Foreign Trade)	International Trade Negotiations
	Analytics and Market Research
BBA (Events, Public Relations and Corporate Communications)	Media Management, Marketing Campaigns and Strategic Communications
	Social Media, Marketing and Analytics

Global Pathway Program - (2+1 years, 2+2 years)

BBA (Global Pathway Program) 2 Years in UPES Campus + 1 Year in Partner Campus 2 Years in UPES Campus + 2 Years in Partner Campus	Specialisation as per Partner University - Nottingham Trent University University of Queensland Bond University University of Essex
BBA-Events, Public Relations and Corporate Communications (Global Pathway Program) 2 Years in UPES Campus + 2 Years in Overseas Campus	Specialisation as per Partner University - Goldsmiths, University of London

Integrated (BBA) - (MBA)

CORE	SPECIALISATIONS*
Integrated (BBA) - (MBA)	Marketing Management
	Finance Management
	Human Resource
	Operations Management

Selection Process

Scores of UPESMET (UG)- Available in both online and offline modes, this test offers multiple admission pathways. National-level exams (CUET, & UGAT) & Class 12th Boards Marks also accepted.

Eligibility Criteria

Minimum 50% marks in Class X, XII.

*The program offerings are subject to approval by the UPES Academic Council, and the university reserves the right to add, drop, and modify programs at its discretion at any time without prior notice.

SCHOLARSHIPS*

Merit Scholarships

Up to 30% based on (12th Board Marks/ JEE Score/ CUET Score)

25% Fee Concession

to Bonafide Residents of Uttarakhand

Vijay Scholarships

Providing scholarships for talented sportspersons

Freeships

for underprivileged students

*T&C Apply

GLOBAL OPPORTUNITIES

Semester Abroad

Berkeley Global

BBA Global



Goldsmiths
UNIVERSITY OF LONDON

Masters Progression
(UG to PG)



The University of
Law

Accelerated Masters
(Masters Progression with credit mapping of last UG UPES semester / year)



Semester Abroad
With Tuition Fee Waiver



The University of
Law





STUDENT OUTCOMES

10 LPA*

HIGHEST PACKAGE

100%#

PLACEMENT

10 LPA*

TOP 10% AVG. CTC

RECRUITERS

Deloitte.

accenture

KPMG

Infosys®

Nestlé

genpact

wipro

PhonePe

amazon

**Reliance
Industries Limited**

HILTI

GlobalData.

ifos Flight Planner
www.flightplanner.de

IHS Markit

DECATHLON

**adani
Power**

DELHIVERY

PXIL
Transforming Power Markets

**Bengaluru
INTERNATIONAL
AIRPORT**

SpiceJet

**torrent
POWER**

**tcs | TATA
CONSULTANCY
SERVICES**

croma
In-store | online | mobile

BECHTEL

Berger

EVALUESERVE

adani™

BLUE DART

HDFC BANK

INTECH®
A GLENCORE Company

THINK GAS
खुल के सांस लो

**transworld
GROUP**

IOAG
IndianOil-Adani Gas Pvt. Ltd

protiviti®

LTI
Let's Solve

iex

Bial
Keeping life
in mind

MARKETSANDMARKETS™

JSW Steel

ITC
ITC Limited

and more...

*In AY (2023-24).

* T&C apply

STORIES OF EXCELLENCE



Rashika Srivastava
BBA - Aviation Operation, 2016

Woman business leader

Currently Director at Rcube Healthcare Industries Pvt. Ltd.



Tushar Dauthal
BBA - Financial Analysis and Services, 2020

Successful young innovator

A young and accomplished author, quiz champion, and entrepreneur has recently launched Cerebrati, a company dedicated to creating innovative tech products and services. Through Cerebrati, he aims to bring revolutionary ideas to life and make a lasting impact on the tech industry.



Aditya Vats
Integrated BBA - MBA, 2026

Author, entrepreneur

Recipient of The Sahitya Vidhya Samman 2022 for literature.





Rishav Raj Bhardwaj
BBA - Global, 2025

SaaS start-up

Started a Software as a Service (SaaS) start-up Udapt in 2020, which aimed to provide traditional book publishing companies the tools they needed to compete with the ed-tech industry. In about a year, the start-up expanded to a team of 10, along with founders of BookMyCargo and Daily Dash, as their mentors.



Aashi Jain
BBA - Foreign Trade, 2022

2nd Position at IIM Lucknow fest

Secured 2nd position in The Joust debating and negotiation competition at 'Manifest-Varchasva 2020-21', a business and cultural fest organised by IIM Lucknow.



Mukul Kumar Rana
BBA - Oil and Gas Management, 2023

Academic excellence personified

Set the bar high for academic excellence with the publication of a research paper in the highly regarded International Journal of Recent Advanced Research (IJRAR). He was also honoured with the Dean's List Award, which is a testament to Mukul's outstanding academic performance.

INDUSTRY IN THE CLASSROOM

The educational framework seamlessly integrates practical knowledge, bridging the gap between academia and real-world practices and providing students with insights and skills relevant to their future careers.

Industry Alliances:



Experts on the Advisory Board

- Ms. Prajakta Kanaglekar, Vice President, Ekart, HR Leader, Flipkart
- Mr. Jostein Dahl Karlsen, Managing Director, Gas & Oil Technology Collaboration Program, International Energy Agency, International Energy Agency, Global Innovation Network
- Ms. Savita Mahajan, Advisor and Consultant, Former Deputy Dean, Indian School of Business
- Ms. Shashi Rajan, Retd. Executive Director, ONGC Academy

Masterclasses

UPES organises industry interactions that feature experts discussing the latest advancements in their respective fields. This provides students with a close and comprehensive insight into the industry, fostering the acquisition of skillsets essential for a thriving career.

- Mr. Tibor Merey, Managing Director and Partner, BCG Group
- Mr. Sandeep Gupta, Chief Digital Officer, Cairn Oil and Gas
- Mr. Alok Gupta, Ex-Managing Director, ONGC Videsh Limited
- Mr. Shikhar Gupta, Director, PWC
- Mr. Santosh Kumar Singh, Vice President, Revenue Management, Vistara Airlines

RESEARCH MILESTONES

UPES has made significant strides in research, contributing to solving critical local and global problems, and has become a hub for innovation and scholarly pursuits.

Research Initiatives

- Internal SEED funding for testing research ideas, developing state-of-the-art in-house synthesis and characterisation facility and high computation facilities.
- Capacity-building initiative Anusandhan keeps faculty and students updated with the latest developments around the globe
- IPR Cell focuses on technology transfer opportunities through patents and copyrights

Research Milestones* (as of May 28, 2024)*

- One of the fastest growing universities in India in terms of research output
- Current publications output is 4 papers per faculty per year
- Average citations of recently published papers similar to top institutions such as MIT, NUS, Oxford and Cambridge University and better than top research institutions such as IISc Bangalore, IITs, etc.
- Nearly 54% of publications at UPES in 2024 had international co-authors
- Scholarly output has grown by more than 370% since 2018
- The Field-Weighted Citation Impact was 1.76 in 2023, and in 2024 it was 1.59
- 30% of publications in the top 10% journals by CiteScore percentiles
- 46 UPES faculty members have featured among the world's top 2% researchers in their respective fields, according to a research study published by a Stanford University-based research group

Academic Team

- UPES academic community has leading scholars and researchers such as a Nobel Prize Nominee, Rhodes, Fulbright, Chevening, Commonwealth, Erasmus, Eiffel and DAAD scholars, trained at some of the best institutions in the world such as Harvard, Columbia, Cornell, University of California Berkeley, Oxford, Cambridge, National University of Singapore, Indian Institute of Science, IITs (Indian Institute of Technology) and so on.
- The university has onboarded esteemed faculty members such as Shanti Swarup Bhatnagar Awardee Prof. Karmeshu, who specialises in mathematical modelling and Computer Simulation and Prof. Madan Gopal, who specialises in AI/ML
- Several international faculty co-teach modules at different schools, providing students with a global perspective on their subjects

Industry Collaborations and Global Partnerships

- UPES researchers have joined forces with Russian bioenergy experts to revolutionise biodiesel production using AI and ML algorithms
- Collaborations with CERN and KEK in Switzerland and Japan, respectively, for Future Circular Collider (FCC) and Belle II projects
- UPES and Bajaj Auto Limited have partnered to host the Bajaj Engineering Skills Training (BEST) and set up labs in Robotics, Mechatronics, IoT, and Smart Manufacturing



46

UPES FACULTY MEMBERS ARE ON THE
STANFORD LIST OF THE TOP 2% RESEARCHERS
IN THE WORLD, AND 5 OF THESE RESEARCHERS
HAVE FOUND A PLACE ON ONE OF THE MOST
COVETED 'HIGHLY CITED RESEARCHERS'
LIST PUBLISHED BY CLARIVATE.

ACADEMIC EXCELLENCE

WORLD-CLASS FACULTY



and more...

FACULTY WITH EXCEPTIONAL CREDENTIALS



and more...

EMINENT FACULTY



Dr. Sanjay Malla

Professor

Professor of Practice in Strategic Management at the School of Business with 25 years of leadership in the Semiconductor and Computer Hardware industries. An MBA from IIM-K and a Ph.D. from S P Jain, he specializes in corporate strategy, data analytics, and organizational development. A student-focused educator, he blends real-world insights with academics and actively contributes to global forums like IEEE and SMF.

Dr. Sumeet Gupta

Professor

He is a distinguished faculty in Finance and Risk Management with over 25 years of expertise. He holds a Certified Professional Forensic Accountant certification from the Institute of Certified Forensic Accountants. Additionally, he is a Certified Business Administrator from Canada, a Fellow Financial Planner from the UK, and a Fellow Financial Consultant from the USA.



Dr. Anita Sengar

Associate Professor

With more than 17 years of teaching experience, this accomplished marketing professor is a distinguished expert in her field. She holds a Ph.D. from IIT Roorkee and specializes in qualitative research, rural marketing, customer engagement, e-learning, and sustainability.

Dr. Rakesh Kumar Meet

Associate Professor

With over 28 years of expertise in academia and corporate leadership, he has excelled in teaching roles at esteemed institutions such as IRMA and IMT, Ghaziabad. In addition, he has held pivotal positions in major Indian and Foreign Multinational Companies, including GlaxoSmithKline, Dabur, and Vodafone.





Dr. Anil Kumar

Professor

With over 35 years of experience in Power, Infrastructure, Energy, and Academics, he is a distinguished expert in 'Energy and Infrastructure Engineering and Management.' He holds numerous qualifications in Engineering, Management, and Economics, including a PhD in Power Economics, making him a highly accomplished individual in his field.

Dr. Inder Singh Assistant Professor

With over 20 years of industry and academic experience, Dr. Inder Singh is a renowned expert in IT-enabled technology. He has published extensively in international journals and conferences, chaired global sessions, and supervised Ph.D. scholars in Machine Learning and Cloud Security. Dr. Singh has also authored a textbook, several book chapters, and holds multiple IT certifications.



Dr. Aanchal Sharma

Assistant Professor

An academic with over a decade of experience in strategic business communication, culture, and qualitative research, she holds a doctoral degree from MICA, Ahmedabad. She has taught at leading Indian institutions and worked with SBI Card and Ameriprise Financial. Her research focuses on communication for social change, gender, and women's narratives on migration and digital media.

Dr. Atul Rawat Associate Professor

He is an accomplished energy researcher with over 16 years of experience and holds a PhD in Energy Management. His extensive industry experience includes pivotal roles in renowned Organisations such as Ernst & Young, Deloitte, and Genpact India.





HOLISTIC DEVELOPMENT

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

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



SIGNATURE COURSES

These courses include areas that are not specifically linked to a vocation and focus on 21st century learner skills and attributes to meet the requirements of the graduate profile. They empower students as global citizens of the future. These courses are undertaken by all UPES undergraduates and select graduate students from specific disciplines.



EXPLORATORY COURSES (Interdisciplinary Electives)

These courses encourage students to develop a broad-based approach to learning by selecting subjects of study from other schools at the university. This helps them grow their breadth and depth of knowledge beyond their chosen specialisation and exposes them to the wider scope of university education.



LIFE SKILL COURSES

These courses allow students to upskill into university learning styles and pick up additional skills with a focus on enhanced employability and communication, along with management and professional skills, including critical thinking, problem-solving, and creativity.



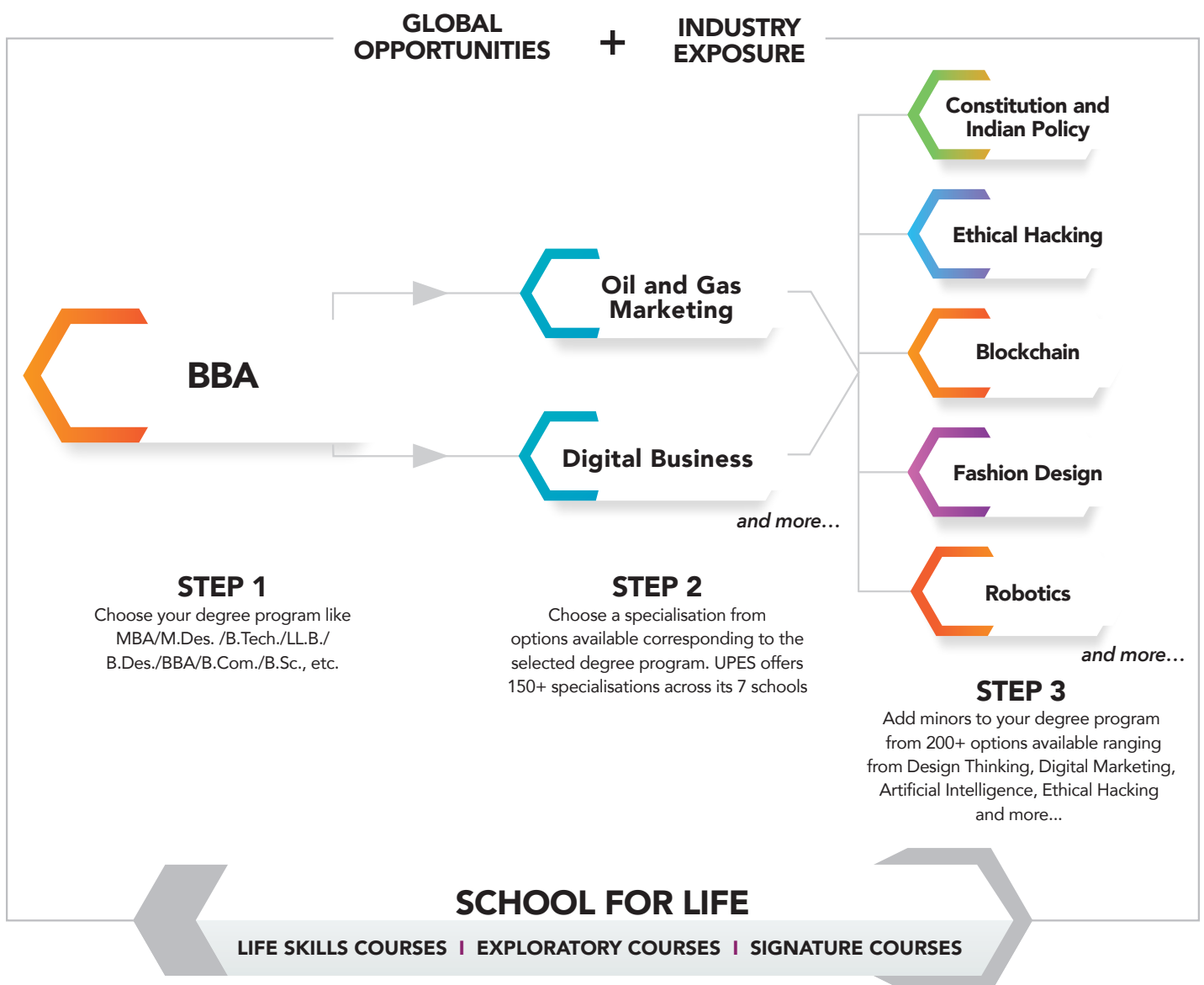
'SRIJAN' SOCIAL INTERNSHIPS

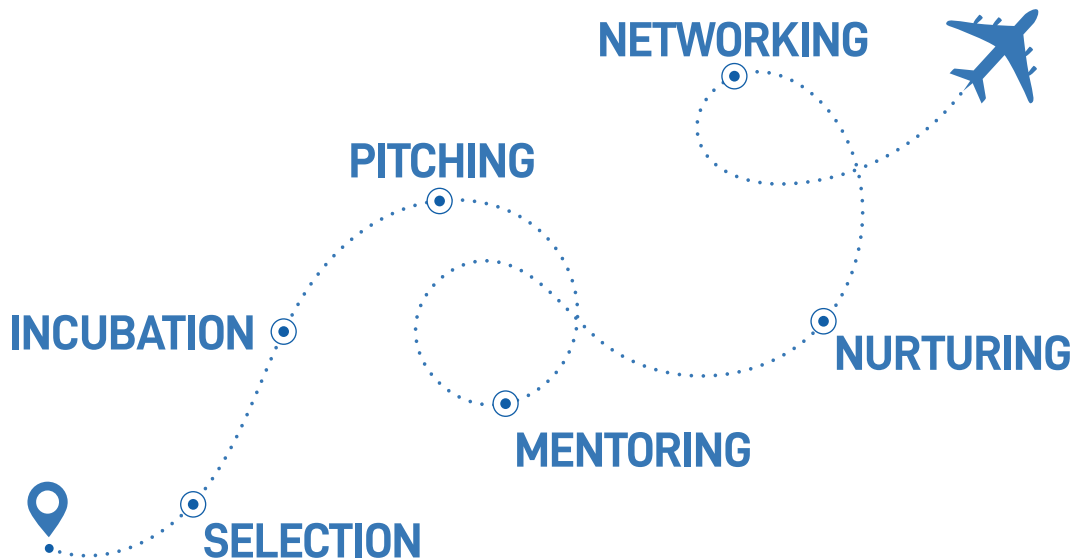
Srijan Social Internships are full-time, 8-week-long internships with social sector organisations. These internships are offered as part of School for Life at UPES and are for all first-year students. Through these internships, students will be exposed to a variety of social sector challenges that our society is facing and find ways to overcome them. In the process, they will build empathy and learn valuable leadership skills that will be useful in both work and life.

DESIGN YOUR OWN DEGREE

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

and Life-Skills courses through the School for Life. To round off this learning experience, students are required to undertake mandatory internships in the social sector, government/public sector, and industry. The combinations available for students to pick and choose from are endless, ensuring both depth and breadth of knowledge.





We help start-ups convert their ideas into real and viable businesses. Our goal is to assist brilliant innovators in navigating the early stages of setting up a start-up and reaching the point where they have developed a product/service impressive enough to raise money. This will be achieved through a mix of mentorship, grants and investments, legal and incorporation support, and allocation of workspaces.

75+
START-UPS

RECEIVED GRANTS
FROM THE UNIVERSITY

250+
START-UPS

PRE-INCUBATED

Runway Incubator Gains Ground

Prestigious Grants



₹3.46 Crore fund
raised by start-ups



₹5 Crore DST
to set up iTBI



ATAL INNOVATION MISSION

₹5 Crore to set up
Atal Community Innovation
Centre (ACIC)
(Approved by NITI Aayog)



₹4.02 Crore
BIRAC Sparsh



₹4.9 Crore MEITY
Genesis Scheme Grant Funding



₹2 Crore State Business
Incubator-Grant Support

ABOUT UPES

Established through the UPES Act, 2003, of the State Legislature of Uttarakhand, UPES is a top-ranked, UGC-recognised, private university. As per the National Institutional Ranking Framework (NIRF) 2024, the Ministry of Education, Government of India, UPES has been ranked 46 among universities, with a rank of 28 in Law, 41 in Management, and a rank of 42 in Engineering. According to the Times Higher Education (THE) World University Rankings 2025, UPES now stands in the 501-600 band globally and 7th in India with a leap of over 300 ranks from 2024. In addition to this, the university has been ranked the No. 1 private university in academic reputation in India by the QS World University Rankings 2025. It is among the top 3% of universities in the world.

UPES has also been accredited by NAAC with a grade 'A' and has received 5 stars on Employability (placements) by globally acclaimed QS Rating. The university has had 100% placements over the last five years. Forty-six (46) faculty members of UPES are among the world's top 2% researchers as per Stanford University list.

UPES offers graduate and postgraduate programs through its seven schools: School of Advanced Engineering, School of Computer Science, School of Design, School of Law, School of Business, School of Health Sciences & Technology, and School of Liberal Studies and Media, with 16,000+ students and 1,500+ faculty and staff members.



***NO.1 PRIVATE UNIVERSITY
IN ACADEMIC REPUTATION**



*In India by QS World University Rankings 2025

**#RANKED 46TH
IN INDIA**



Ranking 2024
#University Category



**World
University
Rankings 2025**

**7TH RANK IN
INDIA**





CAMPUS LIFE

- Life at UPES is truly an enriching experience, where students can create memories that will last a lifetime. It is about young learners discovering themselves through engaging activities that broaden their understanding of the world.
- There are more than twenty student chapters, including the Society of Petroleum Engineers, Cloud Security Alliance, the Society of Law and Literature, the Institute of Electrical and Electronics Engineers, the Moot Court Association, etc., as well as several clubs such as the National Service Scheme, Ras Rang Raag, Avishkarnam, Sphurit, etc., that cater to different interests and fields of study.
- Events such as Spandan, the annual youth festival; and 'Wow Wednesday', a mid-week activity for showcasing talent, bring together students from across all the schools on one stage.
- Sports events and activities at UPES offer students a wide range of opportunities for personal growth and skill development. Students develop important values such as discipline, team spirit, patience, and resilience.
- From learning to leisure and path-breaking innovations to life-long friendships, life at UPES is a vibrant blend of everything a learner aspires for. It is a place where artists, explorers, athletes, and innovators come together to pursue their passions and explore new horizons.

Scan to explore
Life @ UPES



HOSTEL FACILITIES

At UPES, we prioritise the safety and comfort of every student, both on campus and in the hostels.

- Deep Cleaning and Sanitization
- Hostel Access Control
- Mess and Food Outlets
- Medical Facilities
- Security Procedures at Entry Gates



SPORTS INFRASTRUCTURE

- A lush, natural turf football ground with floodlights and regulation goalposts, ideal for practice, training and regional tournaments
- 3 natural turfs and cemented cricket nets with floodlights for year-round training
- A high-performance, synthetic basketball court designed for matches and practice sessions
- An impact-reducing synthetic volleyball court, alongside 2 clay volleyball courts with regulation nets and markings for both men's and women's matches
- Professional-grade table tennis equipment suited for competitive and recreational use
- 3 outdoor badminton courts designed to withstand year-round weather conditions
- A recreational room equipped with snooker, pool, air hockey and table tennis facilities
- A fully-equipped gym catering to general fitness and specialised athletic training



EXPERIENCE CENTRES

KOTA

Shivam Residency

Narcotics Road,
Mahaveer Nagar-1,
Kota, Rajasthan

DELHI

Eros Corporate Tower

15th Floor, Eros Corporate Tower,
Nehru Place, New Delhi

PATNA

Patna One Mall

2nd Floor, Maurya Lok Complex,
New Dak Bunglow Road, Fraser
Road Area, Patna

NOIDA

The Iconic Correnthum

2nd Floor, The Iconic Correnthum,
Tower C, Plot No 41, Sector 62,
Noida, Uttar Pradesh

JAIPUR

Workhauz

Plot No. 3, Power House,
Mirza Ismail Rd, Jaipur,
Rajasthan

LUCKNOW

Vision Space

4th Floor, Office No. 5,
BBD Viraj Tower, Vibhuti Khand,
Gomti Nagar, Lucknow

GUWAHATI

Office Tribe Coworking

Cabin No-7, First Floor,
Shreeji Tower, Christian Basti,
G.S. Road, Guwahati

INDORE

Smartworks

Ground Floor, Brilliant Center, 17,
Race Course Rd, Janjeerwala
Square, New Palasia, Indore

KOCHI

Incuspaze Coworking Space

Cabin No. 20, Kochi Oberon Mall,
34/195, 3rd floor NH bypass,
Pativattom, Edappally, Kochi, Kerala



SCAN TO FOLLOW US ON

1800 102 8737 (10 am to 7 pm)
enrollments@upes.ac.in | www.upes.ac.in

INTERNATIONAL STUDENTS WRITE TO US AT: international.admissions@upes.ac.in

KANDOLI VIA-PREM NAGAR, DEHRADUN (UTTARAKHAND), INDIA

ADVANCED ENGINEERING | COMPUTER SCIENCE | DESIGN | BUSINESS | LAW
HEALTH SCIENCES AND TECHNOLOGY | LIBERAL STUDIES AND MEDIA