

VEELU BHARGAVA

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Brief History:

Veelu Bhargava is currently working as a Assistant Professor in ICCMRT, Lucknow. He qualified UGC NET in the year 2009 in the management field. He did his MBA (Marketing & Finance) from UPTU.

Career Objective

To excel in the field of teaching and training where I can effectively contribute my skills as MBA professional , possessing competent marketing skills.

Academic Qualification

- ❖ Completed M.Com from University of Rajasthan , Jaipur in the year 2010.
- ❖ Completed B.Com from S.S. Jain Subodh (PG) College in the year 2004 (affiliated to University of Rajasthan, Jaipur).
- ❖ Completed Senior Secondary from Alwar Public School in the year 2001 (affiliated to CBSE Board)
- ❖ Completed Secondary from Sacred Heart Inter College in the year 1998 (affiliated to UP Board)

Work Experience

- ❖ Currently working in ICCMRT College, affiliated to Lucknow university as a Assistant Professor from December 2024 to till date
- ❖ Worked in IMS , Lucknow university as a Subject Expert from November 2021 to September 2022.
- ❖ Worked in LUMBA , Lucknow University as a Subject Expert from November 2021 to August 2022.
- ❖ Worked in Techno Institute of Higher Studies as an Assistant Professor from 24th July 2017 to October 2021
- ❖ Worked in Lal Bahadur Shastri Girls College of Management, Lucknow as an Assistant Professor from 2nd May 2013 to 20th July 2017.
- ❖ Worked in Everonn IIPS (Everonn Business Education Ltd.) Jaipur as Marketing faculty from 1st May 2010 to 30th March 2013.
- ❖ Worked in INC, Alwar as a Marketing faculty from 30th September 2006 to 30th April 2010.

Subjects Taught

- ❖ Marketing of Services
- ❖ Retail Management
- ❖ Marketing Management
- ❖ Consumer Behaviour
- ❖ Human Resource Management
- ❖ Service Marketing
- ❖ Organization Behaviour
- ❖ Rural Marketing
- ❖ Industrial Psychology
- ❖ Industrial Marketing
- ❖ Introduction to Management

Workshop / Training Attended

- ❖ Attended 1 month Faculty Training Program (FTP) at Hyderabad.
- ❖ 7 days workshop of “Retail Management” at INCStaffTrainingCollege at Gurgaon.
- ❖ 7 days workshop of “Services Marketing” at INCStaffTrainingCollege at Gurgaon.
- ❖ 3 days workshop of “Marketing Management” at INC Jaipur.

Additional Responsibilities

- ❖ Worked as a Academic Coordinator in IIPS Jaipur for last 1year.
- ❖ Worked as Training & Placement Coordinator for last 3 years.
- ❖ Worked as a Faculty Supervisor for preparing the students for project work.
- ❖ Worked as a Faculty Guide during Summer Internship Program for last 3 yrs.

Extra Curricular Activities

- ❖ As a Examiner in Lucknow university examination cell for evaluating copies since December 2015.
- ❖ Delivered lecture on “Advertisement Effectiveness and Personal Selling” in Government Women Polytechnic College , Jaipur in the year 2010.
- ❖ As a Guest Faculty taken lecture on “ How to hunt for a Job?” in G.D.College, Alwar in the year 2010.
- ❖ As a Guest faculty taken lecture on “ What the employers expect from a job seeking candidate” in GD College , Alwar in the year 2010.

- ❖ As a Guest Faculty conducted 15 days lecture on Marketing Management capsule In PIE organized by Rajasthan Patrika in Alwar city during summer camp in 2009 for potential marketing executives.
- ❖ Actively participated in organizing and preparing the students for various management and cultural events like ANKUR, AURA, CONFLUENCE and OFFER .

Key Skills

- Positive Attitude
- Able to play a role of Mentor
- Committed to continual performance development in workplace
- Flexible

DECLARATION:

I hereby declare that the information furnished above is true to the best of my knowledge.

Date:

Place: Lucknow

(Veelu Bhargava)