



**SHARDA**  
UNIVERSITY  
*Beyond Boundaries*



# SHARDA SCHOOL OF BUSINESS STUDIES



CREATING  
**ACHIEVERS**  
IN MANAGEMENT



# 28 YEARS OF AN UNPRECEDENTED JOURNEY OF EXCELLENCE.

Sharda Group is a multi-million dollar conglomerate with operations in India & Uzbekistan and plans to expand further to the other CIS countries and Africa. The Group is on a vertical tangent of growth spearheaded by **Mr. PK Gupta** who lives by the treatise - It takes a vision to change the game.



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SHARDA  
UNIVERSITY  
*Beyond Boundaries*



***Experience the joy of being a part of  
India's truly global University***

Sharda University over the years has become one of the leading centres of education, research and innovation in Delhi NCR region. Established through an act of the State Legislature of Uttar Pradesh (14 of 2009), Sharda University offers over 130+ UGC recognised programmes in various disciplines. Sharda University has recently been accredited A+ by NAAC which puts it among 5% of select higher education institutions in India.

Being the only global University in India that has seen students from 95+ countries experience world-class facilities, and having 259 global academic partnerships. Sharda University offers a truly international learning environment & produces achievers across the globe. That's why it is said,

*"The World is Here, Where are You?"*

# PRESTIGIOUS RECOGNITIONS & ACCREDITATIONS



Rated in the GOLD BAND with A Grade  
(Higher Educational Institution of Excellence)



Engineering Programmes  
Accredited by NBA



Continuing its legacy as a world-class institution,  
Sharda University has earned Membership status with ASIC, UK  
for its commendable areas of operation.



**SHARDA-IIC**  
is listed among top 10 Universities  
FOR THE NORTH REGION (NRO)  
WITH 4-STAR RATING FOR THE YEAR 2020-21



Rated by



PROUD TO BE PLACED IN  
**EXCELLENT BAND**



# SHARDA SCHOOL OF BUSINESS STUDIES

Among the leading Business Schools of North India, SSBS provides management education with innovative applied research and best management practices to shape young men and women. It endeavours to prepare them for a successful and ambitious career and to embrace the fiercely competitive globalised business world.

## Vision

To be the center of excellence of global repute in business education to foster learning, attitude, professional prudence, creativity, entrepreneurship, and leadership accountable to the society.

## Mission

Creating a stimulating learning environment

Consolidating professional skills and attitude

Growing our research acumen, teaching, and industry linkages

Delivering leading-edge knowledge in management, business development, leadership and global economy for society.



## KEY FACTS & FIGURES

- ✓ Holistic multi-disciplinary and multi-cultural approach to learning.
- ✓ NIRF ranking: Rank Band 101-125
- ✓ 10 must watch Business schools of India, by Higher Education Digest Magazine 2022.
- ✓ India's Top 50 Non-IIMs B-School, 2022, by Academic Insights Magazine 2022.
- ✓ Community connect special issue journal by the students, from the students and for the students.
- ✓ Full-time foreign faculty.
- ✓ Interaction with business leaders, entrepreneurs, and Alumni, Faculty and Student diversity.
- ✓ Over 13+ years of excellence in Marketing education.
- ✓ Choice Based Credit System (CBCS) designed to inspire students for holistic development.
- ✓ Practice based learning through project with industry academia linkages with leading industries in North India.
- ✓ Strategic collaboration with Association of Chartered Certified Accountant, UK to offer ACCA Certified BBA (Finance and Accounting) and B.Com. programmes.
- ✓ Global MBA & BBA programmes with six months foreign study to inculcate students with international business scenarios.
- ✓ 100% placement track record of MBA students.
- ✓ India's 8th Ranked Pvt. University for Management Education by Times i3RC B.School Ranking 2018.
- ✓ Awarded 'Best Business School in North' by BBC Knowledge.
- ✓ Rated among India's leading Business Schools by Dun & Bradstreet
- ✓ 'A' Business School by CRISIL-A Global Analytic Company

## PARTNER UNIVERSITIES FOR SEMESTER EXCHANGE PROGRAMME

# Faculty *That's Truly Inspiring*

Sharda School of Business Studies faculty members come from all over the world and are engaged in rigorous academic research on a wide range of business-related subjects. They bring to their teaching not only high-level specialist knowledge in varied subjects but also a wide understanding of diverse cultures and business environments. They tirelessly teach the fundamentals in the core curriculum and work towards nurturing tomorrow's business leaders.



## **Dr. Kapil Pandla**

Professor and Dean  
Sharda School of Business Studies  
Ph.D, MBA

Dr. Kapil is passionate teacher, able administrator and a keen researcher. Prior to joining Sharda University he was Professor and Dean at ISBF (Affiliate Centre of UoL under academic direction of LSE), before that he served IMI Bhubaneswar as Dean, Business Development, NIIT University as Area Director, IFIM (now JagSoM) Bangalore, Gautam Buddha University, Greater Noida Jaipuria Institute of Management, Noida., Aravali Institute of Management Jodhpur, Management and Commerce Institute of Global Synergy, Ajmer He has conducted various Management, Officers and Faculty Development Programmes on topics such as Gender Sensitisation, Leadership and Team Building, Self-Development, Effective Communication, Effective Teaching Methods (Role Plays, Game, Case Studies etc.) for Government and private sector employees. Trained more than 5000 Managers, Officers and Faculty Members.

Wrote several case studies and research papers in national and international journals. Write up of Case study titled 'Recruitment Fiasco' published in Economic Times and available on "Case Centre and Case study titled "Honda Crisis: Lessons to be learnt" on industrial relations was adjudged as one of the best case by the editorial board amongst various entries from countries like France, Germany, Thailand, Malaysia, Sri Lanka etc. There is one patent in his name. Currently he is working on ICSSR Funded project as Project Director.

He is also on the Board of Advisors, Confederation of Education Excellence (CEE)

“

*For over one and half decades, SSBS has been educating young women and men who enter its community and attain their transformation into responsible citizens, corporate leaders and management teachers. The SSBS imbibes what McKinsey in 2020 has published regarding the four parameters of the soul-searching process for higher educational institutions - discover, decide, design and deliver; what Clayton M. Christensen has given to the world-Business model innovation and contributions by many other luminaries.*

”



**Prof. Arvind Kumar, Professor of Practice**  
**PGDMM, PGDIB, B.Com.(H)**  
 Area: General Management  
 Experience: 37 years  
 Published 2 papers as Co-Author



**Prof. (Dr.) Sumesh Raizada, Professor**  
**Ph.D., MBA, B.Sc. Engineering (Electrical)**  
 Area: Strategy, Marketing, General Management  
 Experience: 34 years  
 Published 25 Journals, Conference proceedings, Book chapters



**Prof. Shashank Kumar, Professor of Practice**  
**Masters in Physics, PG in Comp. Applications**  
 Area: IT & Business Analytics  
 Experience: 32 years  
 Published 1 research paper & 3 books



**Prof. Michail Barmapas, Professor**  
 Fellow, Chartered Management Institute, UK,  
 MBA University of Strathclyde, UK, MA University of Liverpool, UK.  
 Area: Marketing Strategy  
 Experience: 30 years, Published 27 research papers.



**Prof. (Dr.) Raj Kumar Kovid, Professor**  
**Ph.D.**  
 Area: Strategy & Entrepreneurship  
 Experience: 27 years  
 Published 52 research papers



**Prof. (Dr.) Manmohan Rahul, Professor**  
**Ph.D., FDP- IIMA**  
 Area: Operations and Supply Chain Management  
 Experience: 25 years  
 Published 20 research papers



**Prof. (Dr.) Pradeep Kumar Aggarwal, Professor**  
**Ph.D. CMA, CS, M.Com., M.A. PGDM, PGDFM**  
 Area: Finance and Taxation  
 Experience: 25 years  
 Published 35 research papers



**Prof. Arun Kumar Gupta, Professor of Practice**  
**MBA, LLB, B.Sc.**  
 Area: HR  
 Experience: 24 years



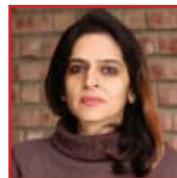
**Prof. (Dr.) YP Singh, Professor**  
**Ph.D., PGDBA, M.Com.**  
 Area: Finance  
 Experience: 23 years  
 Published 21 research papers



**Prof. (Dr.) Ruchi Jain Garg, Professor**  
**Ph.D. IIT Roorkee, MBA, M.Tech.**  
 Area: Marketing  
 Experience: 20 years  
 Published 40 research papers



**Prof. (Dr.) Sachin Kumar Srivastava, Professor**  
**Ph.D. , MBA, M.Tech**  
 Area: Entrepreneurship & marketing  
 Experience: 19 years  
 Published 17 research papers



**Prof. (Dr.) Rimple Manchanda, Professor**  
**Ph.D., PGDBA, MA**  
 Area: Economics and IB  
 Experience: 18 years  
 Published 35 research papers



**Prof. (Dr.) Hari Shankar Shyam, Professor**  
**Ph.D., MBA, MPS**  
 Area: Marketing, Corporate Trainer & Business Consultant  
 Experience: 23 years  
 Published 27 research papers and 5 books



**Dr. Atul Sangal, Associate Professor**  
**Ph.D., M.Sc (Mathematics), M.Sc (Applied Operations Research), M.Phil**  
 Area: Mathematics, Statistics, Operations Research, Research Methodology, Data Science  
 Exp.: 32 years, Published 15 research papers



**Dr. Bhagwan Chandra Sinha, Associate Professor**  
**Ph.D., B.Tech, MHRD**  
 Area: HR & OB  
 Experience: 26 years  
 Published 21 research papers



**Dr. Mohit Maurya, Associate Professor**  
**Ph.D., MBA, PGDIBO**  
 Area: Marketing Management  
 Experience: 25 years  
 Published 35 research papers



**Dr. Rituparna Das, Associate Professor**  
**Ph.D., MBA, M.Sc.**  
 Area: Finance  
 Experience: 24 years  
 Published 50 research papers



**Dr. Monica Agarwal, Associate Professor**  
**Ph.D., MBA**  
 Area: HR & OB  
 Experience: 23 years  
 Published 22 research papers





**Dr. Priti Verma, Associate Professor**  
**Ph.D., MA, MBA**

Area: Business Communication & Soft Skills  
Experience: 23 years  
Published 38 research papers



**Dr. Parul Saxena, Associate Professor**  
**Ph.D., MHRM**

Area: Human Resource management  
Experience: 21 years  
Published 30 research papers



**Dr. Ankur Aggrawal, Associate Professor**  
**Ph.D., MBA, B.Sc., DAC(C-DAC), SAP(Fi/Co)**

Area: Corporate Finance and Valuation  
Experience: 20 years  
Published 40 Research Papers/ Articles and 2 Reference Books



**Dr. Deepak Bansal, Associate Professor**  
**Ph.D., M.Phil, MBA, M.Com.**

Area: Finance  
Experience: 20 years  
Published 18 research papers, 3 books and 2 Patents



**Dr. Satendar Singh, Associate Professor**  
**Ph.D., MBA**

Area: Marketing  
Experience: 20 years  
Published 15 research papers



**Dr. Sweta Dixit, Associate Professor**  
**Ph.D., MHRM & IR, B.Sc.**

Area: HR & OB  
Experience: 20 years  
Published 22 research papers, 1 book and 4 patents



**Dr. Deepa Kumari, Associate Professor**  
**Ph.D., MBA**

Area: Entrepreneurship  
Experience: 18 years



**Dr. Nimmi Agarwal, Associate Professor**  
**Ph.D., B.Sc.**

Area: HR & OB  
Experience: 17 years  
Published 10 research papers



**Dr. Kali Ram Gola, Associate Professor**  
**Ph.D., MBA, M.Com.**

Area: Finance and Taxation  
Experience: 17 years  
Published 30 research papers



**Dr. Pooja Tiwari, Associate Professor**  
**Ph.D., MBA**

Area: Human Resource Management  
Experience: 16.5 years  
Published 54 research papers



**Dr. Rachna Bansal Jora, Associate Professor**  
**Ph.D., MBA**

Area: HR & OB  
Experience: 16 years  
Published 7 research papers



**Dr. Manisha Gupta, Associate Professor**  
**Ph.D., MBA**

Area: Marketing  
Experience: 15 years  
Published 34-Research Paper, 11-Book Chapters



**Dr. Preeti Sharma, Associate Professor**  
**Ph.D., M.Phil., M.Com.**

Area: Economics and Finance  
Experience: 15 years  
Published 29 research papers



**Prof. Prabhat Varma, Assistant Professor**  
**MBA (Finance), B.Com.(H)**

Area: Finance  
Experience: 34 years  
Published 2 research papers



**Dr. Mohammad Junaid Alam, Assistant Professor**  
**Ph.D., MBA, PGDESD**

Area: Business Economics & Social Business  
Experience: 24 years (6 years abroad)  
Published 25 research papers, 4 Patents and 2 copyrights.



**Dr. Santhi Narayanan, Assistant Professor**  
**MBA, LLB**

Area : HR  
Experience: 22 years  
Published 12 research papers



**Dr. Madhu Sharma, Assistant Professor**  
**Ph.D., MA**

Area: General Management  
Experience: 20 years



**Prof. Anup Kumar Srivastava, Assistant Professor**  
**Ph.D. (Pursuing), MBA, PGDCA, B.Sc.**

Area: Finance; Experience: 20 years  
Published 13 research papers & 9 book chapters



**Dr. Sadhana Tiwari, Assistant Professor**  
**Ph.D, MBA, M.Sc(Mathematics) Six Sigma Certified**

Area: IT & Business Analytics  
 Experience: 18 years  
 Published 31 research papers



**Prof. Awanish Kumar Sinha, Assistant Professor**  
**MBA**

Area: Finance  
 Experience: 23 years  
 Published 1 scopes listed papers



**Prof. Rekha Prasad, Assistant Professor**  
**Ph.D. (Pursuing), MBA, NET**

Area: Marketing  
 Experience: 18 years  
 Published 5 research papers



**Dr. Khagendra Nath Gangai, Assistant Professor**  
**Ph.D., MA-Applied Psychology, MBA-HRM, Diploma in T&D, CYP in Yoga**

Area: HRM & OB; Exp.: 17 years  
 Published 25 research papers



**Dr. Raj Karan Gupta, Assistant Professor**  
**D.Phil., M.Com., MBA, UGC-NET**

Area: General Management (Strategy and Entrepreneurship)  
 Experience: 15 years  
 Published 17 research papers



**Prof. Sandeep Kumar Anand, Assistant Professor**  
**Ph.D. (Pursuing), M.Tech., B.Tech.**

Area: IT & Business Analytics  
 Experience: 15 years  
 Published 7 research papers



**Dr. Swati Bansal, Assistant Professor**  
**Ph.D., M.Phil, MBA**

Area: HR  
 Experience: 15 years  
 Published 17 research papers



**Prof. Rakesh Sharma, Assistant Professor**  
**Ph.D. (Pursuing), CS, PGDM, M.Com.**

Area: Finance, Accounts & Taxation  
 Experience: 16 years  
 Published 15 research papers and 3 books



**Dr. Ashish Saxena, Assistant Professor**  
**Ph.D., MBA**

Area: Finance  
 Experience: 16 years  
 Published 15 research papers, 3 books



**Dr. Sapna Mathur, Assistant Professor**  
**Ph.D., MBA, UGC-JRF, UGC-NET**

Area: Marketing  
 Experience: 14 years  
 Published 14 research papers, 2 books



**Dr. Saumya Kumar, Assistant Professor**  
**Ph.D., MBA**

Area: HR  
 Experience: 14 years  
 Published 8 research papers



**Prof. Chhavi Jain, Assistant Professor**  
**Ph.D. (Pursuing), M.Sc., MBA**

Area: Statistics & Operation Research  
 Experience: 12 years  
 Published 2 research papers



**Dr. D. Barani, Assistant Professor**  
**Ph.D., MBA, B.Com.**

Area: HRM & OB  
 Experience: 12 years  
 Published 4 research years



**Dr. Deepa Chauhan, Assistant Professor**  
**Ph.D., MBA**

Area: Finance  
 Experience: 11 years  
 Published 8 research papers



**Prof. Abhinanda Bhattacharya, Assistant Professor**  
**Ph.D. (Pursuing), MHRM, MPhil**

Area: HR/OB  
 Experience: 11 years  
 Published 3 research papers



**Prof. Richa Pandey, Assistant Professor**  
**Ph.D. (Pursuing), BDS, MBA, PGDHHM**

Area: Healthcare and Hospital  
 Experience: 11 years  
 Published 13 research papers



**Prof. Saniya Zehra, Assistant Professor**  
**Ph.D. (Pursuing), MBA, BUMS**

Area: Healthcare  
 Experience: 10 years



**Dr. Mohammad Daoud Ciddikie, Assistant Professor**  
**Ph.D., MBA, M.Com**

Area: Marketing Management  
 Experience: 10 years  
 Published 21 research papers



**Dr. Ajay Kumar, Assistant Professor**  
**Ph. D., MBA, M.Sc.**  
 Area: Marketing  
 Experience: 10 years



**Prof. Ambika Khurana, Assistant Professor**  
**M.Sc., MBA, M.Phil**  
 Area: IT & Supply Chain Management  
 Experience: 10 years  
 Published 2 research papers



**Dr. Rashi Gupta, Assistant Professor**  
**Ph.D., M.Com., MBA, M.Phil., M.Ed.**  
 Area: Accounting & Finance  
 Experience: 9 years  
 Published 6 research papers



**Prof. Rekha Bawa, Assistant Professor**  
**Ph.D. (Pursuing), MBA, PGD. (FINANCIAL MARKETS)**  
 Area: Finance  
 Experience: 9 years  
 Published 16 research papers



**Prof. Manik Batra, Assistant Professor**  
**Ph.D. (Pursuing), MBA, BA Eco (H)**  
 Area: Healthcare Marketing  
 Experience: 7.5 years  
 Published 4 research papers



**Dr. Obaidur Rahman, Assistant Professor**  
**Ph.D.**  
 Area: Marketing  
 Experience: 7 Years  
 Published 12 research papers



**Dr. Rachna Dhingra, Assistant Professor**  
**Ph.D., M.Sc., B.Sc.**  
 Area: HR/OB  
 Experience: 6.5 years  
 Published 10 research papers



**Dr. Himanshi Puri, Assistant Professor**  
**BDS, MHA, PGDPH**  
 Area: Healthcare  
 Experience: 6 year  
 Published 2 reseach papers



**Dr. Laxmi Gupta, Assistant Professor**  
**Ph.D., M.Tech., B.Tech.**  
 Area: Operations and Supply Chain Management  
 Experience: 5.5 Years  
 Published 8 research papers



**Dr. Hannah Hameed, Assistant Professor**  
**Ph.D., MBA (Gold Medal)**  
 Area: Marketing  
 Experience: 6+ years  
 Published 5 research papers & books



**Prof. Shashank Bhardwaj, Assistant Professor**  
**MBA, B. Tech.**  
 Area: IT & Business Analytics  
 Experience: 5 years  
 Published 7 research papers



**Dr. Mahima Shukla, Assistant Professor**  
**Ph.D., MBA, B.Tech.**  
 Area: General Management  
 Experience: 4.5 years  
 Published 8 research papers



**Dr. Parul Verma, Assistant Professor**  
**Ph.D., MA Eco., B.Com.**  
 Area: Economics  
 Experience: 3.5 years  
 Published 17 research paper



**Dr. Shweta Gupta, Assistant Professor**  
**Ph.D., MA, MBA, MSW**  
 Area: HR & OB  
 Experience: 3 years  
 Published 4 research paper



**Dr. Mohammad Salman, Assistant Professor**  
**Ph.D., M.Com. (Gold Medal), UGC-NET/JRF, Pre Doc Fello**  
 Area: OB & HRM  
 Experience: 3.5 years  
 Published 5 research papers



**Prof. Abhishek Chander Chanda, Assistant Professor**  
**PGDM**  
 Area: Economics  
 Experience: 3 years  
 Published 17 research papers



**Dr. Aditi Chaturvedi, Assistant Professor**  
**Ph.D. Statistics, M.Sc., B.Sc.**  
 Area: Operations and SCM  
 Experience: 1.8 years  
 Published 4 research papers



**Dr. Imran Ali Baig, Assistant Professor**  
**Ph.D. (Economics)**  
 Area: Climate Change Economics, Energy Economics & Agriculture Economics  
 Experience: 1.5 years  
 Published 17 research papers



**Prof. Anushka, Assistant Professor**  
**MA in Economics**  
Area: Economics  
Experience: 1 year



**Prof. Yuganshu Sanjay Tickoo, Assistant Professor**  
**MBA**  
Area: IT Business Analytics  
Experience: 1 year



**Dr. Shekhar, Assistant Professor**  
**Ph.D., MA**  
Area: Management and Economics  
Experience: 1 year  
Published 10 research papers



**Dr. Sonakshi Singh, Assistant Professor**  
**Ph.D., M. Phil.**  
Area: Marketing  
Experience: 1 year  
Published 17 research paper



**Dr. Bhanu Pratap Pandey, Assistant Professor**  
**Ph.D.**  
Area: Economics  
Experience: 1 year  
Published 4 research paper



**Dr. Apoorva Verma, Assistant Professor**  
**Ph. D. (ABE), B.Ed.**  
Area: Economics  
Experience: 6 month  
Published 4 research papers



**Prof. Shadmeen Hayat, Assistant Professor**  
**B.Com., M.Com. (Gold Medalist), 4 Times**  
**UGC-NET Qualified (99.51 percentile)**  
Area: Finance  
Experience: 6 Months



**Dr. Md. Moneef Ahmad, Assistant Professor**  
**Ph.D., M.Com., B.Com.(H) (Gold Medalist)**  
Area: Finance & Accounting  
Experience: 6 Months  
Published 5 research papers



# PEDAGOGY THAT SETS BENCHMARKS

## Tools and Technology

### We harness technology and best management practice :

- University Academic Alliance with SAP, Germany for Online Access to the ERP Software and Certification
- Analytical Tools-IBM SPSS and Strata
- Banking Software-Simulation of Finance
- Oracle Databases and Siebel CRM Software
- Microsoft Project Management and Cloud Computing Tools
- MIS-Microsoft Office Suite
- Corporate Strategy Tools-SWOT/TOWS, Balance Score Card, BCG Matrix, SAP/PEST, Porter Five Force Model, etc.
- EBSCO Online Database of Research Articles and Case Studies
- HBR Education

Academic administration provides a ground for hands-on experience and provides phased exposure to students in the following manner

- **Participatory Learning:** The focus of learning has shifted from Push to Pull i.e. from Centralized Learning to Learner-Centric Learning. "Chalk and Talk" has given way to "Blended Learning".
- **Management Games:** To give students an edge over the challenges of a typical working environment, to stimulate curiosity and to encourage self-learning, management games are made part of pedagogy.
- **Group Discussions (GDs):** GDs are made mandatory in

every subject. In this activity, corporate experts are also roped in to help students mould their GD skills to a level suitable for corporate discussions and business meets.

- **Simulated Interviews:** The School provides virtual corporate environment for the interviews, invites industrial professional to be a part of interview panel and judge the students. This complete process is recorded audio-visually and shown to students to judge themselves.
- **Presentation:** Presentation is made a part of course curriculum. Students are polished throughout the course duration till they reaches the perfection level.
- **Mentoring:** To provide an easy access to the solution to any challenge faced by student, the School follows a unique system of assigning a faculty to a certain number of students as their mentor.
- **Experiential Learning:** Experiential learning is provided through industry visits, simulation activities, labs, etc.
- **Industry Visit:** To bridge the gap between classroom and real world, industry visit is made an integral part of curriculum.
- **Lectures/Tutorials:** Individual attention is paid during tutorials.
- **Guest Lectures:** To enhance students' understanding of practical aspects of industry, guest lectures are arranged.
- **Personality Development Programmes:** For overall development of personality, focus is laid on personality development programmes.
- **Village Visit:** Village visits are arranged to broaden the outlook of students regarding social issues.



## INDUSTRY LECTURES

SBS has been organizing National Seminars and industry lectures with the support from the industry and other international institutions to provide awareness of the prevalent industrial practices. Few keynote speakers being:

- **Mr. Rahul Sachdev**  
University Alliances Programme Manager, SAP
- **Dr. Ghazala Naaz**  
HoD - Deptt. of English, NIET, Greater Noida
- **Mr. Sandeep Chopra**  
Company Secretary, Indo Solar Ltd.
- **Dr. S. Kumar**  
Corporate Consultant - Mergers and Acquisitions, and former Senior Director, Institute of Company Secretaries of India, New Delhi
- **Mr. Pankaj Sharma**  
Manager, Altruist Technologies Pvt. Ltd.
- **Ms. Laxmimala**  
Cognizant Technology Solutions
- **Ms. Martina Sagir**  
International Student Coordinator, University of Ljubljana, Slovenia
- **Dr. Sacchidananda Mukherjee**  
Associate Professor, National Institute of Public Finance and Policy
- **Mr. Richard M. Rothman**  
Renowned Author and Speaker, Founder and MD of Open Mind Opportunity Consultancy Pvt. Ltd.
- **Mr. Aditya Jain**  
Director, The Princeton Review, Noida
- **Ms. Verena Lohner**  
Munich Business School, Germany
- **Dr. Suvrokanal Dutta**  
Former Parliamentary and Media Advisor to the Government of India and Senior Advisor to the World Association for Small and Medium Enterprises (WASME)
- **Dr. Raj Agrawal**  
Director, AIMA
- **Dr. J. S. Juneja**  
Chairman, SME Committee, AIMA; Former CMD, NSIC
- **Ms. Nadisha Gulati**  
Director, House of GYANS
- **Mr. Amit Dubey**  
Founder, Heuristic Info Systems
- **Mr. Pramod Mishra**  
Director, PARC Accelerator
- **Mr. Nandan Mishra**  
Director, PARC Accelerator
- **Ms. Rashmi Bansal**  
Entrepreneur-writer

# Programmes offered by Sharda School of Business Studies

## **MBA with Specialization in**

- Human Resource Management 2 Years
- Banking & Finance 2 Years
- International Business 2 Years
- Supply Chain Management And Logistics 2 Years
- Health Care & Hospital Administration 2 Years
- Entrepreneurship & Family Business 2 Years
- Business Analytics 2 Years
- Marketing Management 2 Years
- Dual Specialization 2 Years

Executive MBA 2 Years

M. Com. 2 Years

## **BBA/BBA (Hons./Research) with specialization in**

- Banking & Finance 3/4 Years
- International Business 3/4 Years
- Marketing Management 3/4 Years
- Entrepreneurship 3/4 Years
- HRM 3/4 Years
- Health Care Management 3/4 Years
- Logistics & Supply Chain Management 3/4 Years

BBA - Finance & Accounting (With ACCA) 3 Years

B. Com. / B.Com. (Hons./Research) 3/4 Years

B. Com. International Accounting & Finance (with ACCA) 3 Years

B. Com. – Finance & Accounting (with ICA) 3 Years

MBA (Integrated) 4 Years

Ph.D in Management Min. 3 Years



# FOCUS ON INDUSTRY ACADEMIC COLLABORATED EVENTS



17<sup>TH</sup> ANNUAL NATIONAL CONFERENCE OF

## UTTAR PRADESH-UTTARAKHAND ECONOMIC ASSOCIATION (UPUEA)







National Youth Day. Chief Guest Mr. Maneesh Gupta, Guest of Honour HG Amogh Lila Prabhu



HR Conclave 2024



National HR Seminar



CII Majestic Inter-Collegiate Competition



Guest Lecture on 'Business Models and the Internet of Things' - By Dr. Bharat Bhushan



G20 University Connect Under Indian Presidency



Ms. Raminder Labana Associate Director - E&Y



Sahil Nagar Senior Director - KPMG

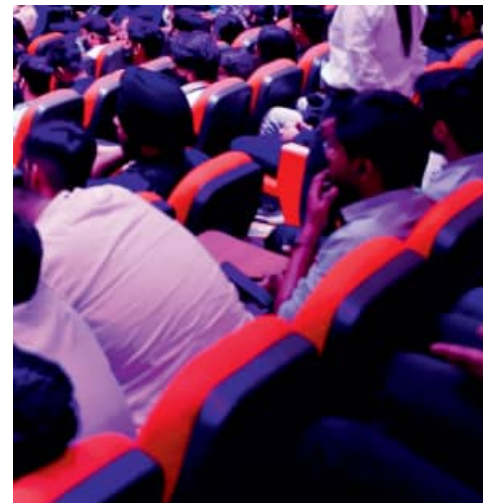
# WORLD-CLASS CAMPUS FACILITIES



LABORATORIES



AUDITORIUMS



GYMNASIUM



LIBRARIES





COMPUTER LAB



MEDICAL FACILITIES



CAFETERIAS



SPORTS



IN-CAMPUS RESIDENCES



TRANSPORT

... IT UNFORGETTABLE.  
E. MAKE IT BETTER.  
MAKE IT BRILLIANT.



# MASTER OF BUSINESS ADMINISTRATION

The MBA programme aims at preparing young minds for responsible positions in industry, trade, commerce and other services with high level of motivation. The programme emphasizes the following:

- Advance study of organizations, their management and the changing external context in which they operate
- Career development in business and management by developing skills at a professional level
- Apply knowledge and understanding of business and management to complex issues, both systematically and creatively, to improve business and management practice
- Enhancement of lifelong learning skills and personal development so as to be able to work with self-direction and originality and to contribute to business and society at large.

## Objectives

All this is achieved through a well crafted set of curricular and extra-curricular activities, delivered by a mix of experts from academia and industry through semester system spread over four semesters. The programme enables students to achieve following objectives:

- To enhance the ability to analyze, evaluate, strategies and implement.
- To inculcate problem solving approach.
- To presentation and Business Communication skills.
- To understand the latest technologies with hands-on experience.
- To gain in-depth knowledge of various functional areas.
- To gain practical business experience.

- To demonstrate interpersonal and multicultural teamwork competency.
- To develop leadership skills.

## Programme Outcomes (PO's)

- Business Environment and Domain Knowledge (BEDK): Economic, legal and social environment of Indian business... Graduates are able to improve their awareness and knowledge about functioning of local and global business environment and society. This helps in recognizing the functioning of businesses, identifying potential business opportunities, involvement of business enterprises and exploring the entrepreneurial opportunities
- Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI): Competencies in quantitative and qualitative techniques. Graduates are expected to develop skills on analyzing the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, business strategy and human resources
- Global Exposure and Cross-Cultural Understanding (GECCU): Demonstrate a global outlook with the ability to identify aspects of the global business and Cross-Cultural Understanding
- Social Responsiveness and Ethics (SRE): Developing responsiveness to contextual social issues / problems and exploring solutions, understanding business ethics and resolving ethical dilemmas. Graduates are expected to identify the contemporary social problems, exploring the opportunities

for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making. Demonstrate awareness of ethical issues and can distinguish ethical and unethical behaviors.

- Effective Communication (EC): Usage of various forms of business communication, supported by effective use of appropriate technology, logical reasoning, articulation of ideas. Graduates are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology (business presentations, digital communication, social network platforms and so on).
- Leadership and Teamwork (LT): Understanding leadership roles at various levels of the organization and leading teams. Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context.

### Highlights

- Give free reign to your curiosity, to develop independent ideas
- Programme is guided by top academicians, industrialists from India & abroad.

- Practical oriented skills/knowledge delivery with case studies.
- Collaborative arrangement for study overseas.
- Board of management consists of professionals from organizations dealing in International Business and academicians.
- Regular industry interface through panel discussions, seminars, visit of industrial experts, projects etc.
- Use of modern tools to equip our students with industry ready skills.

### Specialization

- Single Specialization: Marketing Management, International Business, Business Analytics, HRM, Banking & Finance, Health Care & Hospital Administration, Entrepreneurship & Family Business, Supply Chain Management And Logistics
- Dual Specialization: Marketing, International Business, Business Analytics, HRM, Finance, Entrepreneurship & Family Business, Supply Chain Management And Logistics



# COURSE STRUCTURE

FUNCTIONAL AREA	FIRST YEAR		SECOND YEAR	
	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV
	COURSE	COURSE	COURSE	COURSE
CORE COURSES	Managing People at Workplace	Human Resource Management	Strategic Management	
	Accounting for BD	Corporate Finance		
	Governance, Ethics & Sustainability(Practical)	Business Research Methods		
	Marketing Management	Operations Management		
	Managerial Economics	Entrepreneurship and Startup Ideation		
	Business Statistics for Managers	Managerial Communication- II		
	Information Technology for Managers	Legal aspects of Business		
	Managerial Communication - I	Core Elective E-I Core Elective E-2		
ABILITY ENHANCEMENT COURSES / SKILL ENHANCEMENT COURSES		Industry Readiness		
DISCIPLINE SPECIFIC COURSE (DSC)		DSC-1, DSC-2, DSC-3,DSC-4, DSC-5, DSC-6	DSC-7, DSC-8, DSC-9, DSC-10,DSC-11, DSC-12	
RESEARCH BASED LERANING	RBL-1 (Compulsory Audit Course)	RBL-2 (Compulsory Audit Course)	RBL-3 (Dissertation 1)	RBL-4 (Dissertation 2)
FIELD WORK		Community Connect	Summer Training Report & Presentation	

## Core Elective (Sem.-II)

- International Business
- Introduction to Business Analytics
- Negotiation and Selling Skills
- Essentials of Healthcare Management
- Management of Clinical Services

# COURSE STRUCTURE

## HUMAN RESOURCE MANAGEMENT

- Cross Cultural Management
- Emotional Intelligence Managerial Effectiveness
- Organizational Change & Development
- Leadership and Team Effectiveness
- Talent Acquisition & Retention
- Employees Training & Development
- Organizational Design & Structure
- Industrial Relations & Labour Legislation
- Diversity, Inclusion & Employee Engagement
- Human Resources Analytics
- International Human Resource Management
- Performance & Compensation Management
- Managing People at Workplace
- Employee Engagement
- Human Resource Management

## ENTREPRENEURSHIP & FAMILY BUSINESS

- Business Plan and New Venture Creation
- Family Business Management
- Creativity, Innovation and Design Thinking
- Entrepreneurial Marketing
- Entrepreneurial Finance and Evaluation
- Social Entrepreneurship and Sustainable Development
- Managing Growth of New Ventures
- Technology Platform Business and Strategy

## BANKING & FINANCE

- Managerial accounting for Business Decisions
- Regulatory Framework for Financial Sector
- Security Analysis and Portfolio Management
- Tax Planning and Management
- Technology in Banking and CRM & Retail
- Treasury Operations & Risk Management
- Financial Derivatives and Risk management
- International Financial Management
- International Banking
- Merger, Acquisition and Corporate Restructure
- Corporate Banking
- Project Finance and Management

## HEALTHCARE & HOSPITAL ADMINISTRATION

- Health Policy and Healthcare Care Delivery System
- Introduction to Epidemiology
- Hospital Training Logbook and viva
- Quality Management in Healthcare
- Hospital Waste Management
- Hospital Accreditation Systems
- Hospital Planning and Designing
- Material & Equipment Management in Hospitals
- National Health Programs
- Hospital Management Information System
- Healthcare Project Management

## SUPPLY CHAIN MANAGEMENT & LOGISTICS

- Total Quality Management
- Logistics Management
- SCM- Issues & Dimensions
- Project Management
- Infra-structure Management
- Procurement and Inventory Management
- Shipping and Maritime Law
- Supply Chain Dynamics and E-Commerce
- Lean and Agile Manufacturing
- International Transportation and Logistics
- Green Supply Chain Management
- Trends in Supply Chain Management

## MARKETING MANAGEMENT

- Marketing in Action
- Sales and Distribution Management
- Digital Marketing
- Marketing Analytics
- Advertising Management
- Consumer Behaviour
- Responsible and Sustainable Marketing
- Service Marketing
- Customer Relationship Management
- Rural Marketing
- Retail Management
- International Marketing
- Business Research Methods
- Marketing Management

## INTERNATIONAL BUSINESS

- Global Competitiveness Analysis
- Global Marketing Strategies
- International Human Resource Management
- International Financial Management
- Export Import Documentation
- International Economics
- Management of Trans-National Corporations
- Globalization and Indian Business Scenario
- Global Value chain & Trade Facilitation
- Merger, Acquisition and Corporate Restructure
- Management of International Logistics
- Trade Environment Diversity and Global Business

## BUSINESS ANALYTICS

- Fundamentals of Python
- Fundamentals of SQL
- Time Series Analysis Using Minitab
- Data Visualization Techniques
- Data Management Using R and Excel
- Advance Excel & VBA Programming
- Big Data Architecture
- Enterprise Resource Planning (ERP)
- Cyber and Information Security
- Artificial Intelligence in Business Environment
- Introduction to Big Data, Text Analytics and Web Analytics
- Data Mining Techniques- Predictive Modelling and Pattern (Discovery Using R)



# MBA WITH SPECIALIZATION IN MARKETING MANAGEMENT

Indian economy is growing at a rate of more than 7% from last one decade which has created a tremendous job opportunities in the areas of marketing.

The programme emphasizes the following:

- Prepares the participants for professional careers in the management of marketing operations.
- Enable the participants appreciate the inter-relationships between the diverse and complex tasks of marketing operations.
- Help the participants develop analytical skills to identify international business opportunities and conditions for access to potential markets.
- Promotes among the future business executives a scientific approach and capability to undertake senior management responsibilities in Marketing area.

## Objectives

The programme enables students to achieve following objectives:

- To familiarize students with fundamental concepts of marketing.
- To inculcate problem solving approach.
- To enrich presentation and Business Communication skills.
- To understand the latest technologies with hands-on experience.

- To gain in-depth knowledge of various functional marketing areas.
- To provide experience through project work under industry mentorship.

## Highlights

The course contents cover the emerging areas like digital marketing, e-marketing, social media concepts to prepare our students for today and tomorrow. This will enable the students to analyze and critically evaluate marketing problems and opportunities. It will also help the students to develop and implement marketing strategies and programme which take best advantage of any firm's situation.







## MBA WITH SPECIALIZATION IN HUMAN RESOURCE MANAGEMENT

Master of Business Administration with spec. in Human Resource Management is designed for current and future leaders who desire the knowledge and skills to best leverage the human resources in an organization. It prepares students to look at their organizations from a system-wide perspective and apply strategic thinking and critical analysis.

In this programme, students will learn the critical concepts of Human Resource Management (HRM) and understand the role that Human Resource has to play in achieving the corporate goals. This programme will clear the perception of the students about HRM and would expose them to how HR should be utilized to execute strategies.

The students would also be exposed to the environment in which business is conducted today, and how HRM can play effective role in dealing with the environment that affects the business. They will also be exposed to how vision, mission and goals are set through people's involvement.

The programme would discuss the various global practices in HRM to see their effect on the organizational culture and the policies.

### Objectives

The programme would attempt the following abilities:

- To develop overall leadership and team building skills to become a more effective change agent and achieve desired business outcomes.
- To evaluate the current issues, trends, and limitations of

human resource management.

- To analyze the major challenges of recruiting and staffing in today's labor market to include internal and external recruitment, retention and legal compliance.
- To examine needs assessment, the development and evaluation of training, and the linking of training to workplace skills and productivity.
- To examine the components of pay models, their role in total compensation, internal pay structures and designs, and their relationship to job analysis.
- To analyze the variety of employment benefits, the legalities associated with each, and their impact on the employee recruiting, retention, and satisfaction.
- To evaluate the challenges of an international workforce to include expatriate employees, culture, training, and development.

### Highlights

- A programme for those wanting to develop a career in managing strategic human resources.
- A programme for a thorough grounding in Business and Human Resource Management via integrating the main functional areas through the application of strategic human resource management.
- Business skills of leadership, communication, teamwork and decision-making are the key focus areas of the programme.



# MBA WITH SPECIALIZATION IN INTERNATIONAL BUSINESS

In an era of Globalization, Indian business organizations have to integrate their commercial activities with International businesses. This calls for professionals who are well equipped with specialized knowledge and management skills to handle new dimensions of this industry. In addition to trading in physical goods and services, International business also includes inbound or outbound flow of foreign investment, especially the Foreign Direct Investment (FDI). Thus the management of Global business is a crucial area for many companies, both large and small, and therefore managers with skills and qualifications in international business can play a very valuable role for such companies. MBA-IB can help students to develop expertise and skills in this area, and they can get into challenging, rewarding, and fast paced careers in International Business Management. With the availability of this valuable programme, a whole range of opportunities are possible for students after their post-graduation who are looking for careers, including those who possess some experience in a business environment, and are desirous of promoting their professional career prospects.

## Objectives

The Master of Business Administration with spec. in International Business aims at imparting professional education and training in modern management techniques for analysing & handling international business operations in

a highly dynamic and competitive environment. The main focus would be:

- To familiarize students on fundamental concepts of Management.
- To expose students to the challenges in the emerging competitive business environment in an increasingly globalized world.
- To prepare the students for successful and rewarding career in the field of international business.
- To develop analytical and decision skills for evolving effective international business strategies.
- Highlights
- Collaborative arrangement for study overseas.
- Program is guided by Ex-Director, IIFT, New Delhi and foreign faculties.
- Practical oriented skills/knowledge delivery with case studies.
- Board of management consists of professionals from organizations dealing in International Business and academicians.
- Regular industry interface through panel discussions, seminars, visit of industrial experts, projects etc.
- Opportunity to acquire first hand knowledge of port administration, filing of documentation, shipping and cargo handling etc.



# MBA WITH SPECIALIZATION IN BANKING AND FINANCE

The Financial sector in India is undergoing a paradigm shift. There is a lot of emphasis on accounting and monitoring transactions in the internet based economy. Also the impact of economic liberalization have forced financial and banking sector to carry out extensive reforms to remain competitive. The financial meltdown is impinging upon banks, financial institutions and other industrial sectors to adopt prudential, financial measure/instruments. The security concerns are also being addressed progressively.

This programme is a comprehensive, holistic industry oriented with focus on preparing managers with extensive knowledge, technical and behavioural skills in the core functions of banking and finance. All this is achieved through a well crafted set of curricula and extra-curricular activities, delivered by a mix of experts from academia and industry through semester system spread over four semesters.

## Objectives

- To groom students to understand intricacies of ever growing competition and infusion of technology in the banking and financial sector.
- To create an ability to analyze, evaluate, strategise and implement in Banking and Finance sector.
- To provide exposure on handling of transaction using technology.
- To provide lifelong learning through consultation, exploration and research related to Operations, Products, Instruments, Processes, etc. in Banking and Finance.
- To encourage innovation and creativity among finance professionals.
- To develop interpersonal and multi cultural teamwork competency.

## Highlights

- Collaborative arrangement for study overseas.
- Several membership arrangements with associations ranging from banks, financial institutions and professional bodies to make the programme pragmatic.
- Use of diverse teaching methodology-conventional teaching is complemented by interaction from domain experts, industry experts and researchers.
- Use of modern teaching aids including simulation exercise, workshops, seminars and student industry interface as compulsory part of the course curricula.
- International issues such as Basel-II norms, International Accounting Standard (GAAPS), financial services agreement of WTO etc. to be addressed by the international experts through institutional arrangements.
- Industrial exposure to facilitate understanding of current issues faced by the industry and placement assistant.



# MBA WITH SPECIALIZATION IN HEALTH CARE & HOSPITAL ADMINISTRATION

(IN ASSOCIATION WITH 1200+ BEDS  
SUPER SPECIALITY SHARDA HOSPITAL)

Govt. of India lays greater emphasis on development of healthcare and hospital administration infrastructure to meet the requirement of almost 1.4 billion population. There is a paradigm shift in healthcare infrastructure in the country where corporate sector has started playing major role. For efficient management of the sector, industry required professionals with advancement intensifies, understanding the latest techniques in management, innovative marketing strategies and effective methods for corporate growth in various medical disciplines.

## Objectives

The Master of Business Administration with spec. in Health Care & Hospital Administration is the industry-specific course designed for Professionals in the specialized areas. It focuses on knowledge and skills required by management professionals who plan to work for Indian and multinational corporations. It provides the students with a general management perspective and introduces them to the latest concepts and practices related to functions of hospital administration.

## The main focus would be

- To develop and groom top class healthcare management professionals with in-depth knowledge and expertise suited to the various organizations in the field of healthcare globally.
- To familiarize students on fundamental concepts of Management for Hospital management.

- To prepare the students for successful and rewarding career in the field of Hospital management.
- Special emphasis on business environment, organization theory, quantitative methods, and total quality management.
- To inculcate essential business & marketing skills blended with specialized knowledge in Hospital Management that will prepare learners for career across Health Care sector spread across diverse nations.

## Highlights

- Practicals/Internships and classroom instructions to strengthen functional skills.
- Case studies based on real-life situations from hospital and industrial establishments which require critical and rational analysis.
- Cases illustrating the contextual and process related aspects, which characterize hospital organizational problems.
- Optimum individual learning is ensured under stimulated hospital conditions.

## Career Opportunities

- Public Health System
- Healthcare Consultancy Firms
- Hospitals
- Pharmaceutical Industry
- Healthcare Insurance Firms
- Clinical Research Laboratories



# MBA WITH SPECIALIZATION IN BUSINESS ANALYTICS

The very existence of business houses and corporate companies in the present set up of dynamic economies in the world is entirely over the “analytics” and analytic team work. Today’s successful businesses need to base decisions on expert analysis of large volumes of data. The various inferences derived from the scientific and logical data base enable the corporate business houses and companies to infer market trends and predict the future trend lines with regard to the business or product launch.

Business Analytics is the science of large data handling (millions of bytes) and making the same available, to benefit of business and commercial world. . It is emerging as the “much sought after” job of the century, as per the Harvard Business Review.

Sharda University is launching an intensive two year programme in Business Analytics from June 2017. The curriculum has been designed in consultation with experts in the field from industry and academia and include all the three parts of the analytics Viz. Descriptive, Prescriptive and Predictive which have been developed amongst different courses and blended with appropriate tools and data management techniques.

## Objectives

- To understand the conceptual and methodological foundations of analytical methods and techniques for business analytics, as referenced from disciplines such as computing, engineering, science, mathematics, statistics, business and economics.
- To appreciate and understand current business analytics problems in the industry worldwide and be able to identify and resolve practically relevant business analytics questions and issues.
- To cultivate the practices of independent and group learning on the part of students that will prepare them to function effectively for diverse careers in business analytics.

## Highlights

The Master of Business Administration with spec. in Business Analytics programme is an inter-disciplinary graduate degree programme offered by the School of Business Studies. This is a two year degree programme which offers a common two-year broad-based inter-disciplinary curriculum where all students will read modules in Mathematics, Statistics, Economics, Accounting, Marketing, Decision Science, Industrial and Systems Engineering, Computer Science and Information Systems.



# MBA WITH SPECIALIZATION IN SUPPLY CHAIN MANAGEMENT AND LOGISTICS

The overall educational aim of Master of Business Administration with spec. in Supply Chain Management and Logistics is to equip students with knowledge, understanding, skills and experiential learning in Logistics, Packaging Logistics, Modelling & Simulation of Supply Chains, Cross-Functional Process Integration and Handling of Cargos and Clearance at Airports, Ports, Dry Ports, Customs, Export Processing Zones (EPZs), etc. In addition, students will be exposed to various facilities of SCML for hands-on training.

The programme aims to provide students with the knowledge, mind-set and skills necessary in building a successful career in global logistics and supply chain management. The programme will enable students to:

- Take-up positions in managerial capacities in manufacturing, retailing, e-commerce companies and export & import houses.
- Work as merchandizing and logistics managers in import and export operations.
- Work as system designers, packaging, warehousing and other operations for domestic and international logistics.
- Develop entrepreneurship capabilities and empower them to work on their own as logistics and supply chain providers.

## Career Opportunities

There is an acute shortage of trained manpower in the Supply Chain Industry. According to Industry estimates, the demand for skilled manpower will be approximately 20 million in the year 2020 (Directorate of Skill Development Centre, Government of India). Graduates can explore roles as:

- Logistics and Distribution Manager
- Supply Chain Analyst
- Supply Chain Coordinator
- Supply Chain Manager
- Supply Chain Consultant
- Expeditor
- Materials Planner





## MBA WITH SPECIALIZATION IN ENTREPRENEURSHIP & FAMILY BUSINESS

Entrepreneurship is considered the backbone of an economy. A vibrant entrepreneurial ecosystem provides for continuous process of sensitising and training the young generations to create and manage new venture. The Master of Business Administration with spec. in Entrepreneurship & Family Business, the two year full time programme at School of Business Studies of Sharda University intends to meet the unique needs of budding entrepreneur, family business owners, and managers. The aims of this program are to make students develop skills for managing a business enterprise in view of real life business situations and practices and inculcate among students different entrepreneurial competencies including problem solving and risk taking.

### Objectives

The programme enables students to achieve following objectives:

- To sensitise and provide counselling to students become a competent business executive in an entrepreneurial venture or a family business
- To help students to inculcate among themselves, typical characteristics of an entrepreneur such as exploring business opportunities, risk taking, problem solving, exploration and goal setting

- To equip students with required skills in starting, managing and expanding an enterprise and seeking competitive advantage in given real life business situations.
- To develop socially responsible attitude among students while undertaking business activities.

### Highlights

- The programme seek to provide for in-depth interaction with entrepreneurs and family business owners/managers to make a feature of learning ecosystem
- Good mix of various pedagogical approaches – lectures, case studies and project works supplemented and complemented by simulations, seminars, role plays, and group discussions
- More emphasis on developing students for leadership role in entrepreneurial venture and family business
- Provision for live projects with family businesses and start-ups
- Ecosystem for nurturing budding entrepreneurs and business owners through in-campus incubation and entrepreneurial cell – Sharda LaunchPad



## EXECUTIVE MBA

The Executive MBA program at Sharda School of Business Studies stands out as a specialized course tailored for individuals engaged in both Public and Private organizations, aiming to augment their managerial skills and business acumen. It is equally well-suited for self-employed professionals, family businesses, and aspiring entrepreneurs. The program is uniquely designed to accommodate professionals' existing commitments, offering a flexible blended mode that allows for learning while continuing with their current professions. The overarching goal is to enhance participants' innovative, entrepreneurial, and leadership capabilities, empowering them to deliver efficient and effective value to their respective organizations.

At Sharda's Executive MBA program, professionals embark on a transformative journey towards leadership excellence. A robust alumni network fosters lifelong connection, while the program's prestigious reputation grants graduates global recognition. Diverse learning methods, encompassing hands-on projects and industry-aligned curriculum, empower individuals to master a variety of skills. Specialization options allow for tailored knowledge acquisition, while practical experience equips graduates to tackle real-world challenges and unlock career growth opportunities within their organizations. Optional projects, internships, and MOOCs further broaden horizons, and experienced faculty, drawn from leading institutions and corporate backgrounds, offer invaluable guidance. A dedicated placement department ensures a smooth transition into dream jobs, bolstered by

global insights gleaned from renowned professionals. Upon graduation, individuals emerge as skilled and confident leaders, ready to navigate the dynamic landscape of modern business. Sharda's Executive MBA is not merely a program; it's a catalyst for professional transformation.

### Programme Objectives

- Equip participants with the knowledge, skills, and confidence to lead effectively in complex business environments.
- Foster critical thinking and problem-solving skills applicable to diverse and complex global business environments.
- Foster strategic thinking and decision-making for sustainable organizational growth.
- Provide specialized skill development aligned with current industry demands and emerging trends.
- Provide opportunities for participants to apply their newly acquired skills to solve real-world problems faced by their organizations.

### Programme Eligibility

- Graduate degree with 50% from a recognized university in any field.
- Minimum two years of full-time job experience after graduation.
- Candidates will be shortlisted based on experience, overall profile, and interview.



### Programme Specialisations Offered

- Marketing and Sales Management
- Human Resource Management
- Finance
- Supply Chain and Logistics Management
- Health Care and Hospital Administration
- Entrepreneurship and Family Business
- Public Policy and Administration
- International Business

### Program Outcomes (PO's)

On the successful completion of this program, the working professionals would be able:

- To enhance awareness and knowledge of local and global business environments, society, and entrepreneurial opportunities.

- To acquire analytical skills in quantitative and qualitative techniques for data analysis and problem-solving across various business functions.
- To exhibit a global perspective, recognizing and understanding key elements of cross-cultural dynamics.
- To cultivate awareness of social and ethical issues for fostering ethical behavior and decisions.
- To acquire proficient business communication skills, leveraging technology for effective digital and social media platforms.
- To comprehend leadership across organizational levels, fostering teamwork and leveraging diverse skills to maximize performance and collaboration.

## COURSE STRUCTURE

FIRST YEAR		SECOND YEAR	
SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV
COURSE	COURSE	COURSE	COURSE
Organizational Behaviour	Production and Operations Management	Business Strategy	Capstone Project Dissertation
Economic Analysis for Business Decisions	Research Methods and Techniques	Corporate Ethics and Governance	MOOC-I
Marketing for Business Managers	Human Resource Management	Summer Project Report and Presentation	MOOC-II
Quantitative Techniques for Business Decisions	National Health Programs	Specialization Elective-1	
Accounting for Managers	Financial Management	Specialization Elective-2	
Corporate Communication	Legal Aspects of Business	Specialization Elective-3	
Mini Project – I	Design Thinking with Mini Project	Specialization Elective-4	

## Compulsory Specialization Electives

COURSE NAME
Advertising and Brand Management
Marketing of Services
Managing Sales Team and Channel Management
Digital and Social Media Marketing
Financial Risk Management and Derivatives
Management and Regulation of Banking and Financial Institutions
Security Analysis and Portfolio Management
Corporate Tax Planning
Emotional Intelligence for Working Professional
HR Analytics
Managing Performances and Compensation
Managing Talent for New Age Managers
Total Quality Management in Manufacturing and Service Industries
Six Sigma and ISO
SCM and Green SCM in MSMEs
AI and Big data for Business Analytics

COURSE NAME
Health Policy and Health Delivery System
IT in Healthcare Management
Quality Management in Hospitals
Accreditation of Health care and Hospitals
Entrepreneurship and Innovation Management
Management of Family Business and Startups
Entrepreneurial Finance and Valuation
Social Entrepreneurship and Sustainable Development
Public Policy Formation and Governance
Social Justice and Public Administration
Economic Foundation of Public Policy
Organization and Structure of State Administration
International Marketing Strategies
Cross Cultural Management
International Financial Management
Global Value Chain and Trade Procedures



## MBA (INTEGRATED)

The MBA (Integrated) programme at Sharda School of Business Studies, Sharda University is an innovative programme that allows a student to save one year in getting an MBA degree. This programme would enable a student after completing his/her higher secondary schooling to develop into a management professional. The design and delivery of this integrated programme is innovative and unique. It will equip students with the knowledge and skills necessary to work for challenging positions in industry, government and non-profit organizations. This programme will create excellent managers and also instill the spirit of entrepreneurship so that the students evolve into leaders and wealth creators in the years to come. The programme does not allow an exit option. The student will choose dual specialization in the fourth year of the programme. A student on completion of his four years will be eligible for an MBA (Integrated) degree.

**After completion of the programme, students would be able to:**

- Analyze Socio-Political and Economic environment of business organizations.
- Inculcate a global mindset.
- Communicate effectively in different contexts.
- Develop high caliber functional and general management skills.
- Demonstrate excellent leadership, and social skills.
- Develop multi-cultural teamwork competency.
- Evaluate different business problems using analytical and creative and integrative abilities.
- Develop ethical thinking.

### Programme Outcomes (PO's)

- Business Environment and Domain Knowledge (BEDK): Economic, legal and social environment of Indian business... Graduates are able to improve their awareness and knowledge about functioning of local and global business environment and society. This helps in recognizing the functioning of businesses, identifying potential business opportunities, evolution of business enterprises and exploring the entrepreneurial opportunities
- Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI): Competencies in quantitative and qualitative techniques. Graduates are expected to develop skills on analyzing the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, business strategy and human resources
- Global Exposure and Cross-Cultural Understanding (GECCU): Demonstrate a global outlook with the ability to identify aspects of the global business and Cross-Cultural Understanding
- Social Responsiveness and Ethics (SRE): Developing responsiveness to contextual social issues / problems and exploring solutions, understanding business ethics and resolving ethical dilemmas. Graduates are expected to identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making. Demonstrate awareness

of ethical issues and can distinguish ethical and unethical behaviors.

- Effective Communication (EC): Usage of various forms of business communication, supported by effective use of appropriate technology, logical reasoning, articulation of ideas. Graduates are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology (business presentations, digital communication, social network platforms and so on).
- Leadership and Teamwork (LT): Understanding leadership roles at various levels of the organization and leading

teams. Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context.

#### Programme Highlights:

- Duration of four years.
- Well designed academic programme.
- Multi disciplinary outlook.
- Opportunities for international immersion programme.
- Regular industry interaction.
- Personality Development and Foreign language Course offered.

## COURSE STRUCTURE

FIRST YEAR		SECOND YEAR		THIRD YEAR		FOURTH YEAR	
TERM I	TERM II	TERM III	TERM IV	TERM V	TERM VI	TERM VII	TERM VIII
COURSE	COURSE	COURSE	COURSE	COURSE	COURSE	COURSE	COURSE
Marketing Management-I	Marketing Management-II	International Marketing	Marketing Strategy	Quantitative Techniques for Business Decision	Research Methodology	Introduction to Business Analytics	Strategic Management
Basic Business Mathematics	Economics Environment of Business	Basic Business Statistics	Term Building and Leadership	Economic Analysis for Business Decisions	Operation Research	Spl-1 (1st Paper)	Spl-1 (1st Paper)
Business Economics	Organizational Behavior	Human Resource Management	Financial Management	Industrial Relations and Labor Laws	Production and Operations Management	Spl-1 (2nd Paper)	Spl-1 (2nd Paper)
Financial Accounting-I	Financial Accounting-II	Intellectual Property Rights and Competition Law	Information Technology for Managers	Financial Reporting & Analysis	International Business	Spl-1 (3rd Paper)	Spl-2 (1st Paper)
Principle of Management	Economics & Business Legislation	Entrepreneurship Development	Environmental Management	Project Planning and Management of Innovative Ventures	Organizational Change Management	Spl-2 (1st Paper)	Spl-2 (2nd Paper)
Total Personality Development-I	Total Personality Development-II	Business Communications Skills-I	Business Communications Skills-II	Cross Cultural Management	Corporate Finance	Spl-2 (2nd Paper)	Dissertation Report & Viva-Voce
			Contemporary Issue in Business	Corporate Project Report & Presentation	Managerial Accounting Business Decision	Spl-2 (3rd Paper)	
					Corporate Law	Summer Training Report & Presentation	
					Employability Skill Development-I	Employability Skills Development-2	
					Community connects		
				RBL-1 (Compulsory Audit Course)	RBL-2 (Compulsory Audit Course)	RBL-3 (Compulsory Audit Course)	RBL-4 (Compulsory Audit Course)

# Specialization

## INTERNATIONAL BUSINESS

- Global Competitiveness Analysis
- International Marketing
- International HRM
- International Financial Management
- Merger, Acquisition and Corporate Restructuring

## HUMAN RESOURCE MANAGEMENT

- Compensation Management
- Employee Training & Development HRM
- International HRM
- Emotional Intelligence & Management Effectiveness
- Organizational Design & Structure

## BANKING & FINANCE

- Project Finance & Management
- Security Analysis & Portfolio Management
- Tax planning & Management
- International Financial Management
- Merger, Acquisition and Corporate Restructuring

## MARKETING MANAGEMENT

- Services Marketing
- Advertising Management
- Sales & Distribution Management
- Digital Marketing
- Brand Management

## BUSINESS ANALYTICS

- Optimization Techniques Using Excel
- Data Analytics Using R and Excel
- Predictive Analytics Using R and Excel
- Time Series Analysis with Excel and Minitab
- Data Visualization for Analytics





# BACHELOR OF BUSINESS ADMINISTRATION

## BBA / BBA (Hons./Research)

The BBA programme at School of Business Studies, Sharda University is designed and structured to provide the young minds with an intellectually stimulating learning environment. This under-graduate programme equips the students to have an in-depth understanding of management theory coupled with intensive industry exposure. The course curriculum is designed after studying the requirements of all stakeholders and the ever-changing demands of the industry. The salient features of the programme are the emphasis on enhancing the students' soft skills through graded courses and maximizing the industry interface through varied initiatives. The programme also offers tremendous flexibility and learning opportunities through a credit-based approach. The students are encouraged to think out of box and develop an application-oriented approach.

### Objective

The programme aims to provide the young minds with a intellectually stimulating learning environment to become professionals with managerial and leadership qualities. It aims at -

- To develop the ability to function well in groups and team.
- To further study in advanced Level programmes in Management Studies.
- To develop professionalism and ethical responsibilities to discharge management functions at junior managerial level positions.

- To global enrich perspective to identify and analyze relevant global factors that influence decision-making.
- To establish their own enterprises or help strengthen and expand their own family businesses.

### Programme Outcomes (PO's)

- Ability to apply the knowledge of business and management concepts to address the various managerial issues and complex problems by investigating and analyzing the problem's situation and context.
- Understand the impact of professional business decisions and solutions in the societal and environmental context and also demonstrate knowledge towards sustainability.
- Demonstrate thinking skills, creativity and innovation orientation in understanding and addressing the issues relating to the global business environment.
- Apply ethical policies and practices of the profession to be a socially responsible and ethical management professional.
- Exhibit leadership behavior, interpersonal & cross-cultural skills, communication skills and a commitment towards lifelong learning.
- Apply and practice their entrepreneurial knowledge, skills and traits to become self-employed and job creators.

## Highlights

The course content covers the emerging areas of the respective subjects to prepare students for today and tomorrow. This will enable the students to analyze and critically evaluate subject related problems and opportunities. It will also help the students to develop and implement various relevant strategies.

## The School offers the following specializations in BBA / BBS (Hons./Research):

- International Business.
- Entrepreneurship.
- Marketing.
- Human Resource Management.
- Banking & Finance.
- Supply Chain Management & Logistics
- Health Care Management

\*Minimum 75% attendance & CGPA above 7.5 till 6th semester is mandatory to qualify for Hons./Research degree & other such conditions as specified by admission committee from time to time.

## COURSE STRUCTURE 3/4-Year UG degree with Single Major

Year	Sem.	Subject I	Subject II	Subject III		Subject IV	Vocational	Co- Curricular	Industrial Training/ Survey/ Research Project
		Major	Major	Major		Minor Elective	Minor	Minor	Minor
		CC	CC	DSE		OE	SEC	AEC	VAC
1	I	Management Processes		DSE 1		Minor Elective 1	Business Etiquettes skills	Communicative English- 1	VAC-1
	II	Organizational Behavior	Basic Accounting			Minor Elective 2	Basic Excel for Managers	Communicative English- 2	VAC-2
Students existing the programmeme after securing 40 credits will be awarded UG certificate in the relevant Discipline/Subject provided they secure 4 credits in work based vocational courses offered during summer term or internship/Apprenticeship in addition to 6 Credits from skill-based courses earned during first and second semester									
2	III	Business Statistics with Excel	Business Research Methods	DSE 2	RBL-1 **(Audit)	Minor Elective 3	Event Management	Logical Skill Building and Soft Skills	
	IV	Marketing Management	Business Economics	DSE3	RBL-2 **(Audit)	Minor Elective 4		Campus To Corporate	
Students exiting the programme after securing 80 credits will be awarded UG Diploma in the relevant Discipline /Subject provided they secure additional 4 credit in skill based vocational courses offered during first year or second year summer term. *Summer Industry Internship (Industry Connect)									
3	V	Financial Management	Productions & Operations Management	DSE4	RBL-3				1 Industry Connect*
		Human Resource Management							
	VI	Business Communication Essentials of Strategic Management	Business Law		RBL-4	Minor Elective 5			1 Community Connect
4	VII	International Business		DSE5 DSE6		Minor Elective 6			1 (Project)
		Corporate Governance and Ethics							
	VIII	Emotional skills for professional success AI in Business Environment Personal Finance & Wealth Management		DSE7		Minor Elective 7			1 (Project)
* Course shall be conducted in the summer break of 04th Semester. However, the evaluation will be made as per Rubrics in the 5th Semester. ** Courses are audit courses. However, the evaluation shall be made as per rubrics.									

## List of Discipline-Specific Major Electives

DSE	Human Resource	Finance	Marketing	International Business	Entrepreneurship	SCM	Health Care Management
Sem I Th1	Recruitment & Selection	Indian Banking System	Consumer Behaviour	Global Business Environment	Entrepreneurship Development	Introduction to SCM	Healthcare Management and Medical Terminology
Sem III Th1	Employee Training & Development	Cost and Management Accounting	Digital Marketing	Monetary Economics	Innovation and Design thinking	Enterprise Resource Planning	Hospital Operations Management
Sem IV Th1	Performance & Competency Management	Income Tax Law and Accounting	Sales & Distribution Management	International Trade Theory and Policy	Launching New Ventures	Introduction to Python	Basic Hospital Training
Sem V Th1	Cross Cultural Management	Computerized Accounting	Service Marketing	Monetary Economics	New Venture financing	Project Management	Basics of Hospital Accreditation
Sem VII Th2	International Human Resource Management,	Security Analysis and Portfolio Management,	Marketing Analytics,	EXIM Policy & Procedure,	Managing Small Enterprises and Family Businesses	Introduction to Business Analytics,	Quality Management in Hospital,
	Compensation Management	International Finance and Foreign Exchange Management	Strategic Brand Management	Globalizing Indian Business	Marketing for New Ventures	Total Quality Management	Introduction to Information Technology in Health Care
VIII Th1	Negotiation Skills	Fundamentals of Derivatives	Marketing Survey	Management of Cross-Cultural Issues	Social Entrepreneurship	Green Supply Chain Management	Healthcare Systems and Policy

## List of Minor Electives\*

MINOR	Human Resource	Finance	Marketing	International Business	Entrepreneurship	SCM	Health Care Management
I Th1	Team Building & Leadership	Financial Institutions and Markets	Advertising and Promotions Mix	Economic Environment of Business	Essentials of Entrepreneurship	Basic of SCM	Introduction to Human Physiology and Biochemistry
II Th1	Talent Acquisition	Marketing of Financial Products	Fundamental of E-Commerce	International Business Environment	Entrepreneurship, Innovation and design thinking	Infrastructure Management	Patient care services in healthcare
III Th1	Learning and Development	Retail Banking	International Marketing	Money and Banking	New ventures Launching	Shipping & Maritime Law	Healthcare Marketing and Communication
IV Th1	Managing Work Force Diversity	Business Taxation	Rural Marketing	Theories of International Trade	Startup financing	Introduction to Transportation & Logistics Management	Health Programmes in India
VI Th1	Performance Management	Goods and Service Tax	Customer Relationship Management	Structure of Global Economy	Basics of Marketing for new ventures	Time series Analysis	Emerging Areas in Healthcare
VII Th1	Global Culture Integration	Investment Management	Responsible & sustainable marketing	Foreign Trade Policies and Procedures	Small enterprises and family businesses Management	Fundamentals of SQL	Managed care and Health Insurance
VIII Th1	Employee Engagement	Credit Management	Retail Marketing	Management of Global issues	Entrepreneurship and Society	Lean & Six Sigma	Basics of Project Management in Healthcare

**Note:** \* A student shall opt for one course from the list of open elective courses for that particular semester. A minor elective will be floated subject to a minimum registration of 30 students.

# Major discipline is the discipline or subject of main focus and the degree will be awarded in that discipline. Students should secure the prescribed number of credits (about 50% of total credits that is 60 credits for a three-year degree and 80 credits for a four-year degree).

# Minor discipline helps a student to gain a broader understanding beyond the major discipline. Students should secure the prescribed number of credits (about 20% of total credits that is 24 credits for a three-year degree and 32 credits for a four-year degree).

# All UG students are required to undergo 3 introductory-level courses relating to any of the broad disciplines given above. These courses are intended to broaden the intellectual experience and form part of liberal arts and science education. Under this category, students are not allowed to choose or repeat courses already undergone at the higher secondary level (12th class) in the proposed major and minor stream.



## **BBA - FINANCE & ACCOUNTING (WITH ACCA, UK)**

Overall educational aim of the BBA programme is to equip learners with the basic and fundamental knowledge, understanding and skills required to participate in informed decision making against the backdrop of complexities of management, to work in a team and to contribute to managing situations in organisations – either as an employee or as an entrepreneur.

- To provide learners with a basic theoretical knowledge and understanding of organisations, their management and the environment in which they operate.
- To provide learners with first-hand experience of a junior level managerial and/or management-related role and of how organisations operate in practice.
- To provide learners with an integrated understanding of the important functions within management and the way in which they interact.
- To prepare learners for a career in management or management-related fields and develop their capability to contribute to society at large.
- To enhance learners' lifelong learning skills, communication skills and personal development.

### **Learning Outcome**

At the time of graduating from the programme, students will demonstrate that they:

- Have basic knowledge and understanding of latest developments in financial accounting about IFRS & IGAAP.
- Are effective learners.
- Are critical and reflective thinkers.
- Are effective analysts.
- Have awareness about the industry accounting standards.
- Are able to prepare financial statements and reports.
- Integrated understanding of management function to manage organization.





# COURSE STRUCTURE

FUNCTIONAL AREA	FIRST YEAR		SECOND YEAR		THIRD YEAR	
	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI
	COURSE	COURSE	COURSE	COURSE	COURSE	COURSE
CORE COURSES	Financial Accounting with Computerized Accounting	Financial Management	Management Accounting	Business Economics	Income Tax	Strategic Business Leader
	Business Organization	Performance Management	Business Law	Financial Reporting	Strategic Financial Reporting	Auditing
VALUE ADDED COURSE	Environment Management	Understanding India	Business Research Method	Company Law	Advance Financial Management	Avance Performance Management
ABILITY ENHANCEMENT COURSES / SKILL ENHANCEMENT COURSES	Communicative English-I	Communicative English- 2	Logical Skill Building and Soft Skills	Campus To Corporate		
	Business Etiquettes Skills (Vocational Course)	Basic Excel for Managers	Event Management			
OPEN ELECTIVE	Minor Elective (OPE)	Minor Elective (OPE)	Minor Elective (OPE)	Minor Elective (OPE)	Minor Elective (OPE)	Minor Elective (OPE)
VAB		Managing Relationships				
Research Based Learning			RBL-1	RBL-2	RBL-3	RBL-4
Project					Industry connects (Summer Internship project)	
Field Work						Community Connect



# BACHELOR OF COMMERCE

## B.Com. / B.Com. (Hons./Research)

The B.Com. programme is designed to provide the young minds with an intellectually stimulating learning environment with inclusion of course work for CA/CS/ICWA examinations. The students are equipped to have an in-depth understanding of the accounting principles & concepts coupled with intensive industry exposure.

The salient features of the programme are:

- Learning Accounting and Finance from management perspective.
- Preparing Accounting professional equipped with latest financial tools & techniques.
- Specializations to provide intense knowledge in different emerging areas in commerce, trade & industry.
- Based on the Credit system.
- Seminars & workshops are the integral part of this programme.
- Industrial visits & guests lecture are included.
- Curriculum is ICAI, ICWA and ICSI compatible to give an edge to students for the preparation of these professional courses.
- Exposure to banking applications like Finacle, Tally and other analytical tools.
- The programme also lays emphasis on enhancing the student's soft skills through graded courses & maximizing the industry interface through varied initiatives.

### Career & Placement

After completing B.Com. programme, students will be an advantage to join ICAI/ICSI/ICWA professional courses offered. Such students can also join trade, commerce and industry in Accounting, finance and Banking related jobs.

### Employability

Employment Avenues are in Insurance Companies, corporate

sector, stock broking firms, finance and leasing firms, shipping firms. Insurance firms provide work opportunities in the administrative cadres, as apprentice trainees.

### Programme Outcomes (PO's)

- Business Environment and Domain Knowledge (BEDK): Have comprehensive knowledge of Accounting, Finance, Corporate Laws, Auditing and Taxation
- Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI): Identify, formulate and analyse business problems reaching sustainable conclusions based on data
- Global Exposure and Cross-Cultural Understanding (GECCU): Gear up with the updated knowledge in implementing the global business practices
- Social Responsiveness and Ethics (SRE): Imbibe and commit to social responsiveness and professional ethics of business management practices
- Effective Communication (EC): Communicate effectively with the all stakeholders. Graduates are expected to develop effective oral and written communication
- Life Long Learning (LLL): Prepare for Post-graduate and higher studies and to achieve success in their professional career.
- Enhancing Decision Making Capability (EDMC) : Develop Capabilities of the students to create entrepreneurial mindset to make decisions at personal & professional level .
- Trained Informed Professionals (TIPS): This Programme could provide Industries, Banking Sectors, Insurance Companies, Financing companies, Transport Agencies, Warehousing etc., well trained professionals to meet the requirement.

\*Minimum 75% attendance & CGPA above 7.5 till 6th semester is mandatory to qualify for Hons./Research degree & other such conditions as specified by admission committee from time to time.

# COURSE STRUCTURE

FUNCTIONAL AREA	FIRST YEAR		SECOND YEAR		THIRD YEAR		FOURTH YEAR	
	SEM. I	SEM. II	SEM. III	SEM. IV	SEM. V	SEM. VI	SEM. VII	SEM. VIII
	COURSE	COURSE	COURSE	COURSE	COURSE			COURSE
CORE COURSES	Financial Accounting with Computerised Accounting	Business Statistics	Company Law	Income Tax Law and Accounts	Corporate Accounting	Accounting for Managers	Advanced Statistical Techniques	Corporate Finance & Policy
	Business Organization	Business Management	Cost Accounting	Fundamentals of Marketing	Goods and Services Tax	Auditing	Legal Environment Framework	International Trade & Business
			Business Regulatory Framework	Business Economics	Business Finance	Business Ethics and Corporate Governance		Applied Research Methods **
ELECTIVE							Managerial Economics	Financial Markets and Institutions
							Advanced Managerial Accounting	Advanced Corporate Law
							Management Process and Organization Behaviour	E-Commerce Governance
VOCATIONAL COURSE	Creativity and Life Skills	Business Etiquettes Skills.	Essential Skills for 21st Century Professional					
VALUE ADDED COURSE	Understanding India	Environment Management						
ABILITY ENHANCEMENT COURSE / SKILL ENHANCEMENT COURSES	Communicative English -1	Communicative English -2	Logical Skills Building and Soft Skills	Campus to Corporate				
OPEN ELECTIVE COURSES	Minor Elective (Open)	Minor Elective Open Electives	Minor Elective (Open)	Minor Elective (Open)		Minor Elective (Open)	Open Electives	Open Elective **
DISCIPLINE SPECIFIC ELECTIVE COURSES					Monetary Theory and Banking in India			
INDUSTRY CONNECT					(30 days Training or Survey where economic activities are involved)			
PROJECT							Project**	Project Work & Dissertation
Research Based learning			RBL-1	RBL- 2	RBL- 3	RBL- 4		
VAB		Managing Relationships						
FIELD WORK						Community Connect		

**A. Source:** UP State Council of Higher Education/University Grants Commission (Curriculum and Credit Framework for Undergraduate Programmeme)

Important Points: 1. Term: 1=20 Credits 2. Term: 2= 20 Credits 1. Minor/Elective Subject: This subject will run for the each Term: and its credit would be 3.

**NOTE:** \* (i) The students would have a choice to get credit either from online mode - SWAYAM (MOOC) the credit of the course must be 3 to 4 or from any school of the university offered by the school during the Term;

\*\* Student can get credit under the category of Vocational course either through online mode by registering them in NPTEL or from any school of the university Students exiting the Programmeme after securing 40 credits will be awarded UG certificate in the relevant Discipline/Subject provided they secure 4 credits in work based vocational courses offered during summer term or internship/Apprenticeship in addition to 6 Credits from skill based courses earned during first and second Term;

**B. \*\*** Mandatory for those students who wants to pursue their graduation in Research.

^ A student has an option to get his/her Bachelor in Commerce with honours or with Research in Commerce.



## B.Com. INTERNATIONAL ACCOUNTING AND FINANCE (WITH ACCA, UK)

Sharda University has entered into a strategic collaboration with Association of Chartered Certified Accountant (ACCA), UK, is a leading professional accountancy body which is recognized in 180 countries.

As part of the programme, 13 specialized courses have been included in the B.Com. course and credit structure from ACCA syllabus. A student will be eligible for ACCA certification examination if he/she has taken these courses at Sharda University. A student will be exempted from appearing in nine courses and would only be required to appear in four courses for ACCA certification.

### Highlights

- Course and curricula has been designed jointly by Sharda University and ACCA and covering modules of accountancy, finance and management.
- The curricula includes mandated IFRS, GAAR and related accountancy norms.
- Experts from ACCA will come over to Sharda campus and teach specific courses relating to Financial Reporting, Corporate Reporting, Business Analysis and Performance Management.
- Learning Management System (LMS) will be provided by ACCA to all the students to access the learning resources.
- For ACCA qualification, student will be exempted from nine courses and will only appear in written examination of four courses.

- ACCA experts will bring in significant value addition in terms of providing course material, international practices and hands-on experience.
- Student will get B.Com. degree from Sharda University. They will also be eligible for ACCA certification provided they clear examination in four specified courses from ACCA.

### Objectives and Outcome

The programme aims at preparing young minds for responsible positions in finance and accounting. B.Com. graduates can find careers in General Finance, Tax management, Corporate Finance and Financial Reporting & Analysis.

At the end of the programme student will have knowledge and understanding of finance and accounting systems including IFSR and IGAAP. They will also acquire ACCA certification.



# COURSE STRUCTURE

FUNCTIONAL AREA	FIRST YEAR		SECOND YEAR		THIRD YEAR	
	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI
	COURSE	COURSE	COURSE	COURSE	COURSE	COURSE
CORE COURSES	Financial Accounting with Computerised Accounting (ACCA 1)	Business Statistics	Company Law (ACCA 3)	Income Tax Law and Accounts (ACCA 5)	Corporate Accounting (Core Course)	Strategic Business Leader (ACCA 13)
	Business Organization	Business Management (ACCA 2)	Cost accounting (ACCA 4)	Performance Management (ACCA 6)	Goods and Services Tax (Core Course)	Strategic Business Reporting (ACCA 12)
			Business Regulatory Framework	Corporate Financial Reporting (ACCA 7)	Advance Financial Management (ACCA 10)	Auditing (ACCA 9)
				Financial Management (ACCA 8)	Advance Performance Management (ACCA 11)	
VOCATIONAL COURSE	Creativity and Life Skills	Business Etiquettes Skills.	Essential Skills for 21st Century Professional			
VALUE ADDED COURSE	Understanding India	Environment Management				
ABILITY ENHANCEMENT COURSES / SKILL ENHANCEMENT COURSES	Communicative English -1	Communicative English -2	Logical Skills Building and Soft Skills	Campus to Corporate		
OPEN ELECTIVE COURSES	Minor Elective (Open)	Minor Elective Open Electives	Minor Elective (Open)			Minor Elective (Open)
INDUSTRY CONNECT					(30 days Training or Survey where economic activities are involved)	
VAB		Managing Relationship				
FIELD WORK						Community Connect (Qualifying)



## **B.Com. FINANCE & ACCOUNTING (WITH ICA)**

Sharda University has entered into a strategic alliance with ICA Edu Skills, a Pioneer company in the field of Finance, Accounts, Banking and Taxation training to provide B.Com. in Finance and Accounting at Sharda University campus.

### **Programme Objectives**

The objective of this course is to prepare a select cadre of future-ready professionals who will not only be efficient & effective managers but also inspirational & innovative leaders with a particular emphasis on creative & refreshing approach to business problems resolution and identifying & tapping new opportunities in the market place.

The programme is designed to familiarize students with the Finance and Accounting operations and also to prepare and analyze the Financial Statements. The curriculum provides an integral part of the education for students looking for Finance & Accounting positions in SMEs as well as corporate houses and Businesses

### **Key Highlights**

- One year of paid on Job internship in the final year of the course.
- Regular industrial visit.
- Case base study.
- Training in GST, Tally, SAP (FI/CO).
- Specially designed semester wise study materials for students'.

- Gain the advanced technical tools, analytical skills and creative outlook required to champion the financial world.
- Apply current theory and analytical techniques to real finance industry situations.
- Learn from highly qualified faculties who have a practical understanding of finance and accounts and having relevant industry background.
- Job oriented curriculum with 60% Practical Training of all subjects.
- Projects & Presentations.
- Regular seminars and grooming sessions.





## MASTER OF COMMERCE (M.Com.)

The M.Com (Master of Commerce) programme is designed for graduates who want to go for higher studies and research. The program is geared to provide intensive inputs in general and financial areas with emphasis on global and practice based- learning approach. This programme is to impart to the Students professional education and training in various aspects of business and its environment and provide them with opportunities to develop managerial and analytical skills in order to meet the challenges of business at the national and global level. The programme serves the need of -

- Teaching
- Research
- Managerial Cadre in General and Corporate Finance
- Entrepreneurship
- Sales and Marketing
- Advisory role

### **Programme Objectives**

Masters of Commerce or M.Com. is a post graduate level course ideal for candidates who wish to make a career in BANKING FINANCIAL SERVICES AND INSURANCE (BFSI) as well as accounting and commerce sectors. The 2-year course delves deeper into the functioning of the economy, capital, revenue, trade, taxes, etc. It is now a fastest growing gateway to the accountancy profession and helping aspirants to

become successful accountancy professionals. A student is able to explore many opportunities with a very wide range of profiles like –

- Financial Manager
- Private Equity Fund Controller
- Fund Management
- Risk Manager
- Stock Broker
- Professionally Financial Consultant
- Compliance Manager
- Costing Advisor
- Auditing, And Tax Consultant
- Investment Banker
- Academician, Etc.

In India, one can secure a job in big companies like Ernst & young, Deloitte, NSE, BSE, KPMG, Tata Communications, Royal bank of Scotland, American express, Barclays Bank, HDFC, ICICI, RBI etc.

# COURSE STRUCTURE

FIRST YEAR		SECOND YEAR	
SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV
COURSE	COURSE	COURSE	COURSE
Advanced Statistical Techniques	Corporate Finance & Policy	Essentials of Strategic Management	Advanced Auditing
Legal Environment framework	International Trade & Business	Advanced Tax Laws	Economics of Growth, Planning and Development
Managerial Economics	Applied Research Methods	Advanced Corporate Accounting	Goods and Services Tax
Advanced Managerial Accounting	Financial Markets and Institutions	Securities Analysis and Portfolio Management	Risk Management Financial Derivatives
Management Process and Organization Behaviour	Advanced Corporate law	Insurance and Risk Management	International Financial Management
Open Elective –Entrepreneurship – Idea to enterprise	E-Commerce Governance		
	Community Connect		
Research Based Learning (RBL-1)	Research Based Learning (RBL-2)	Research Based Learning (RBL-3)	Project 4 & Viva Voce (RBL-4)





# TRAINING AND PLACEMENT

Placements and Summer Internships are an integral part of any University's annual calendar of activities. Sharda University has a well laid-out and systematic process of dovetailing our student career aspirations with corporate expectations. The Placement Department at Sharda University comprises of the Student Committee with 30 members from the last two years of the course and the Placement Department represented by the Placement Managers, Faculty, and Industry Professionals.

The leading companies from all sectors are invited by the Placement Department on the campus, where the eligible students are facilitated to go through the entire selection process. The entire process is governed by the student's ability and performance, as well as the requirements and norms of the Industries.

We encourage competitiveness by nurturing knowledge, entrepreneurship and creativity. We believe these strengths help us to successfully compete and exploit emerging opportunities.

## Placement Highlights

Total number of Companies: 350+

Total number of MNCs till date: 150+

More than 50+ CMM level-5 companies

More than 30+ Fortune 500 companies

Nodal Centre for Indian Airforce for Fast Track Selections (FTS) of Engineers in entire North India

Nodal Centre Indian Navy for Campus Recruitment

Highest Package Offered (MBA)- 18.00 LPA

MBA-100% placement & internship offers

# CULTURAL SOCIETY OF SHARDA UNIVERSITY

The Cultural Society of Sharda University is formed of 9 Clubs, where each of the clubs will be operated by student coordinators and board members under the supervision of faculty coordinators. The cultural society will be governed overall by the following functionaries:

- The Dean of Students' Welfare
- The Associate Dean of Students' Welfare
- Faculty Advisors of Cultural Society

*Music Club caters to the passion of student providing quality facilities like instruments, dedicated music room and a plethora of events. It serves as a platform for musicians of all genres and skill levels to showcase their talent at various events like Sufi Night and Voice of Sharda, etc. held at Sharda University.*

## FINE ARTS CLUB



The Fine Arts Club brings out the hidden artistic talents of our students, cultural programmes are conducted during Independence, Sports and college day function. Students participate in Inter & Intra-College competitions. The purpose is to encourage students to express their thoughts and emotions through art.

## MUSIC CLUB



## DRAMATICS CLUB

*The Dramatics Club is for students who are interested in Performing Arts. The Club offers acting education, a creative outlet for theatrically minded students, and a variety of theatrical productions for the students to enjoy. In the past students from the Club brought accolades for the University in various events.*



## DANCE CLUB

*The Club was established with the mission of bringing out the hidden talents of students and also provides them a stage where they can showcase their dancing talent and interest. The Club provides lot of opportunities in the form of competition and workshops for igniting the spark of interest present in the budding technocrats and honing their skills towards showcasing their talents.*

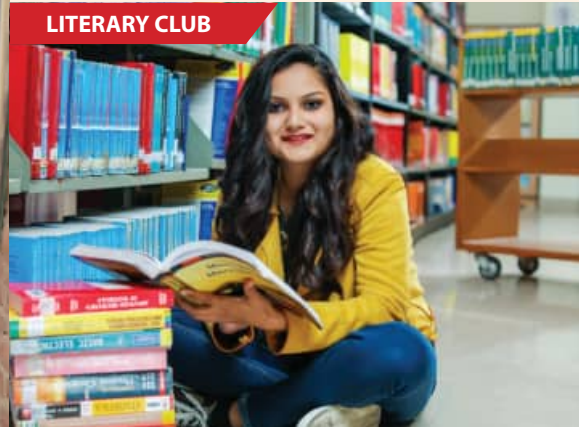
The Fashion Club aims to bring students together who have a passion for the fashion industry by participating in local and regional fashion events. Club members work with Fashion Merchandising students to help with events and activities on and off campus. The Club has hosted fashion shows, fashion showcases, and window dressings of local businesses.

#### FASHION CLUB



The Club aims to foster love for language, enhance literary creativity and provide an avenue for self-expression beyond the school curriculum. It is also to develop and hone the literary skills of students and inspire them to develop a taste for literature by conducting various workshops. The Club also initiates competitions in extempore, essay writing, creative writing, poetry writing, debate, elocution, quiz and reading to enhance the speech and oratorical skills.

#### LITERARY CLUB



#### DIVERSITY CLUB

Sharda University has a diversified group of students from across 80+ nationalities. The Diversity Club is dedicated in raising awareness of the various cultures among all students. Throughout the year various events are organized by the students to explore different cultures like Rejoice 3D, Festivals of Light, etc.



#### PHOTOGRAPHY CLUB

Photography Club of Sharda provides a platform where talent meets creativity and gives rise to productivity. Students are engaged in various activities that challenge their imaginative capabilities, assist in sharpening their photographic skills, and present an opportunity for students to learn from each other.



#### ENVIRONMENTAL CLUB

The main purpose of the Environmental Club is to educate on sustainable practices, to implement change in the best interest of the environment, and to include all persons working to improve the future of our earth by conducting significant workshops and seminars.

# PRESTIGIOUS TIE-UPS TO STUDY MANAGEMENT

Our objective for the International collaborations is to develop scientific, technological, and academic cooperation through the implementation of scientific projects and programmes in several areas and establish inter-institutional interaction, student and staff exchange, scholarly and cultural exchange, and promote mutual understanding.

## INTERNATIONAL IMMERSION PROGRAMMES

Summer Internship is an integral part of curriculum of MBA and BBA programmes of Sharda University. Each student has to undergo summer internship programme towards fulfilment of the degree requirement. Apart from giving the Student Interns an exposure to real work situations, summer internship provides them a meaningful opportunity to learn the art and skills of information/data identification, collection,



Student Internship at International College, Payap University, Thailand



Student Internship at University of Ljubljana, Slovenia



Student Internship at Hiram College, Cleveland, Ohio, US



Student Internship at American College, Athens, Greece

classification, acquisition, processing and presentation. Projects undertaken during the summer internship assume significant importance to the host organization to assess their ability to apply theoretical concepts in the practical world. Some of the companies which have take interns from Sharda University are HDFC Bank, ICICI Bank, ICICI Securities, Panasonic India, HCL Infosystems, BirlaSoft, Anand Rathi, Videocon, Moserbaer, IndiaBulls and many more.

## Students' Outbound Experiences

Tomorrow's India, a not-for-profit promotional platform for businesses and entrepreneurs, sponsored three students of the School of Business Studies, Sharda University, namely, Mina Alia Haque (MBA), Sabir Raj Shrestha (BBA) and Martha Daniel Matiku [BA Honours (Applied Economics)] for an all expenses paid five day student exchange programme to Seoul, South Korea. The students got an opportunity to visit the top three universities in Seoul, namely, Seoul National University, Korea University and Yonsei University.



Student Internship at King's College, Western University, Canada



Visit of Sharda University Students to Ural Federal University, Yekaterinburg, Russia

# FULFILLING CAREER DREAMS THROUGH SHARDA SCHOLARSHIP



7515 students studying with Scholarship and Freeship worth Rs. 37.15 crore in 2023-24



Sharda University's focus is to help those who are brilliant in academics but don't have the means. Sharda scholarships are specifically designed to suit personal needs of every student, allowing them to explore their passion and contribute in building a knowledge empowered India.

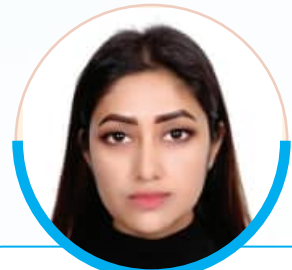
Most of the scholarships are merit based. However, support is also available to students belonging to economically weaker sections of the society. Scholarship is granted on annual basis and continuation in second and further years of the programme is subject to scholarship policy.

- **Academic** Scholarship
- **Innovative Idea** Scholarship
- **S&I Alumni** Scholarship
- **Defence** Scholarship
- **Sibling** Scholarship
- **Art & Culture** Scholarship
- **Sports** Scholarship
- **JKPMSSS** Scholarship
- **Sharda University Staff's Ward** Scholarship
- **Mission Shakti** Scholarship
- **CUET** Scholarship

# Achievement That Set The Tone



**Kabir Choudhary**, BBA (Alumni)  
Vice President Marketing at  
**The Business Exchange, Canada**



**Mina Alia**, MBA (Alumni)  
**Business IT Manager,**  
**Nityo Infotech**



**Sanya Sajjanhar**, MBA (Alumni)  
Merchandise Analyst Manager  
**Aditya Birla Fashion & Retail**



**Shashikant Singh**, MBA (Alumni)  
Managing Director & Founder  
**Srigeer Enterprises**



**Atmadeep Das**, MBA (Alumni)  
Co-Founder – **Ringover**  
Co-Founder – **Rechord.ai**



**Prachi Kaushik**, MBA (Alumni)  
Manager – Training  
**Honda Power**



**Norbu Jamtsho**  
1st position in Bhutan **Civil Services**  
**Examination**



**Karma Dema**  
5th position in Bhutan **Civil Services**  
**Examination**



**Amit Malik**, BBA (Alumni)  
**Wipro**



**Robin Sharawat**, MBA (Alumni)  
**Deal Share.in**



**Anubhav Karnwal**, BBA(Alumni)  
**Ernst & Young**

**Dhruv Singh Bana**, MBA  
Company: **UpGrad, Byju's**  
Package: 10.00 LPA



**Rohan Mishra**, MBA  
Company: **ICICI Bank, Lido Quality**  
**Education**  
Package: 10.00 LPA





**William Swamy**, MBA  
Square Yards  
Package: 17.75 LPA



**Ravi Gupta**, MBA  
Investosure Consultancy  
Package: 10.00 LPA



**Nitai Puri**, MBA  
ASBA Products  
Package: 9.30 LPA



**Ravi Kumar**, MBA Integrated  
Deloitte Tax Services India Pvt. Ltd.  
Package: 7.60LPA



**Tanya Singh**, MBA  
Deloitte  
Package: 7.60 LPA



**Glory Gill**, MBA  
Deloitte  
Package: 7.60 LPA



**Danish Khan**, BBA  
Robou Ibra Al Hadeetha LLC, Oman  
Package: 11.40 LPA



**Goneri Shanmuga Prudhvi**, BBA  
Level App  
Package: 7.00 LPA



**Ashish Gupta**, BBA  
Dynamic Star Manpower Services  
Package: 6.30 LPA

**Darshan Agarwal**, MBA  
Shree Bhagwati Auto Finance  
Package: 9.5 LPA

**Prabhat P. Pillai**, MBA  
Apploys  
Package: 8.5 LPA

- 1. **Arisha Dwivedi** - MBA
  - 2. **Samaresh Gupta** - BBA
  - 3. **Vipu Prashar** - B.Com.
- Company: **Leverage**  
Package: 6.6 LPA



- 1. **Adarsh Kumar** - BBA
  - 2. **Gaurav Kumar** - BBA
  - 3. **Harpreet Singh** - BBA
  - 4. **Ishika Gupta** - BBA
  - 5. **Manisha** - BBA
  - 6. **Sankar Shekhar** - B.Com.
  - 7. **Shashwat Shourya** - BBA
- Company: **upGrad**  
Package: 8 LPA



**Sakshi Kaul**, MBA  
Company: **UpGrad, Benzara**  
**E-Commerce, Capline Services**  
Package: 8.00 LPA



**Sanchit Gupta**, MBA  
Company: **Deloitte Tax Services**  
**Pvt. Ltd.**  
Package: 7.60 LPA



# VIEWS THAT SPEAK EXCELLENCE



**Mr. Shubham Kumar Chaubey, MBA (2024)**

**Recruited By: Basic Home Loan**

My journey at Sharda University has been both enriching and transformative. The comprehensive curriculum, coupled with practical exposure, has equipped me with the necessary skills to navigate the dynamic landscape of digital transformation. The diverse and inclusive environment at Sharda has provided me with a platform to collaborate with fellow students, fostering a holistic learning experience.

**Mr. Ravi Kumar, MBA (2024)**

**Recruited By: Investosure Consultancy Pvt Ltd**

The faculties at Sharda University are distinguished professionals who bring a wealth of industry experience to the classroom. Their commitment to excellence in teaching and mentorship has been instrumental in my academic growth. Regular interactions, workshops, and industry-oriented projects have enhanced my understanding of digital transformation concepts.



**Ms. Kaushki Kesharwani, MBA (2024)**

**Recruited By: Axion Visual Communication Pvt Ltd**

The School of Business Studies (SBS) at Sharda University has played a pivotal role in shaping my academic journey. The curriculum is meticulously designed, offering a perfect blend of theoretical knowledge and practical application. The faculty members at SBS are highly knowledgeable and accessible, providing valuable insights and guidance throughout the program.

**Ms. Pooja Sharma , MBA (2024)**

**Recruited By: Siddhi Infonet India Pvt Ltd**

My journey at Sharda University has been nothing short of transformative. The vibrant campus, diverse community, and a plethora of opportunities have shaped me into a well-rounded individual ready to take on the professional world. The academic journey with SBS has been intellectually stimulating and enriching. The curriculum is well-designed, providing a perfect blend of theoretical knowledge and practical application. The faculty members are dedicated, approachable, and always ready to guide students towards excellence.



**Ms. Glory Gill, MBA (2024)**

**Recruited By: Deloitte USI**

Embarking on my academic journey at Sharda University has been an incredible experience filled with growth, learning, and endless opportunities. From day one, I've been empowered to pursue my passions and achieve my goals. Studying at Sharda School of Business Studies has been enlightening. Sharda University's commitment to student success is evident through its robust placement support system. I received invaluable guidance and support throughout the placement process, which ultimately led me to secure an exciting opportunity.





**Ms. Kirti Tyagi, MBA (2022)**

**Recruited By: Mace Project & Cost Management**

Sharda University is as a Global Platform University which offers diverse and inclusive environment. Teaching faculties were there for me at every step, helping me until the end and always encouraging me to move forward. They made me feel at ease in this environment and gave me the confidence that they would always be there for me whenever I needed them as a true guide in the future.

**Mr. Rahul Sharma, MBA (2022)**

**Recruited By: Skolar & ICICI Bank Ltd.**

My days at Sharda University were some of the best moments which taught me great learnings. I pursued my B.Tech. from Sharda and after that went on for the MBA programme too. Faculties here have a great insight and are very good at judging each and every students caliber. Sharda University not only provides education, but also serves the purpose to let each and every student unlock there potential and try to achieve the best they can, no matter what field they choose.



**Ms. Deeba Tariq, MBA (2022)**

**Recruited By: Entab Infotech Pvt Ltd.**

Being a member of such a prestigious university with a helpful and well-educated faculty is an incredible opportunity. These two years have played a significant role in shaping who I am today. I was always free to pursue my interests, and the professors were always willing to mentor me and provided the encouragement I needed. The University's infrastructure is noteworthy. My experience at Sharda University is one that I will remember for the rest of my life.

**Ms. Nengboichong Chongloi, MBA (2022)**

**Recruited By: Techjokey.com (SSIL Group Co.)**

My Experience in Sharda University has been unforgettable from the start. Sharda has provided me the best possible platform and infrastructure to excel in my career. The expert faculty made me a good management professional, while the placement training helped me industry ready. The faculty were supportive and ready to help at any hour. I am very thankful to all my faculties for grooming my skills and talent which is very important in professional life.



**Ms. Shikha Daga, MBA (2022)**

**Recruited by: Bigbasket.com**

It has been a wonderful experience that I had in Sharda University which has helped me grow as a person at professional level. The faculty provided us with a supportive and friendly environment to showcase & upgrade our skills. Today I feel so happy to share with you all that I am placed at Big Basket in learning & development department. As we have an amazing Training & Placement team in our university that provide us with the best opportunities.

**Mr. Vibhu Gupta, MBA (2022)**

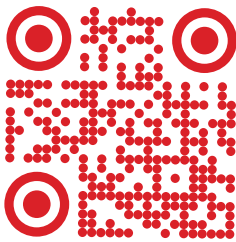
**Recruited By: ICICI Bank Ltd & Grofers**

These 2 years at Sharda University have enhanced my learning curve. The University provided me numerous platforms to showcase my talent. The faculty were very supportive and helped me throughout. I got placed in ICICI bank. I thank everybody at Sharda for helping me to become what I am today.





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