



- School of Engineering & Technology
- School of Business Studies
- School of Dental Sciences
- School of Medical Sciences & Research
- School of Allied Health Sciences
- School of Creative Art, Design & Media Studies
- School of Law
- School of Basic Sciences & Research
- School of Architecture & Planning
- School of Languages & Culture
- School of Nursing Science and Research
- School of Education
- School of Pharmacy
- Sharda Hospital

SHARDA UNIVERSITY CAMPUS

Plot No. 32, 34, Knowledge Park-III, Greater Noida (Delhi-NCR)-201310 | Phone: 0120-4060210/11
Helpline: 0120-4570000 | Website: www.sharda.ac.in

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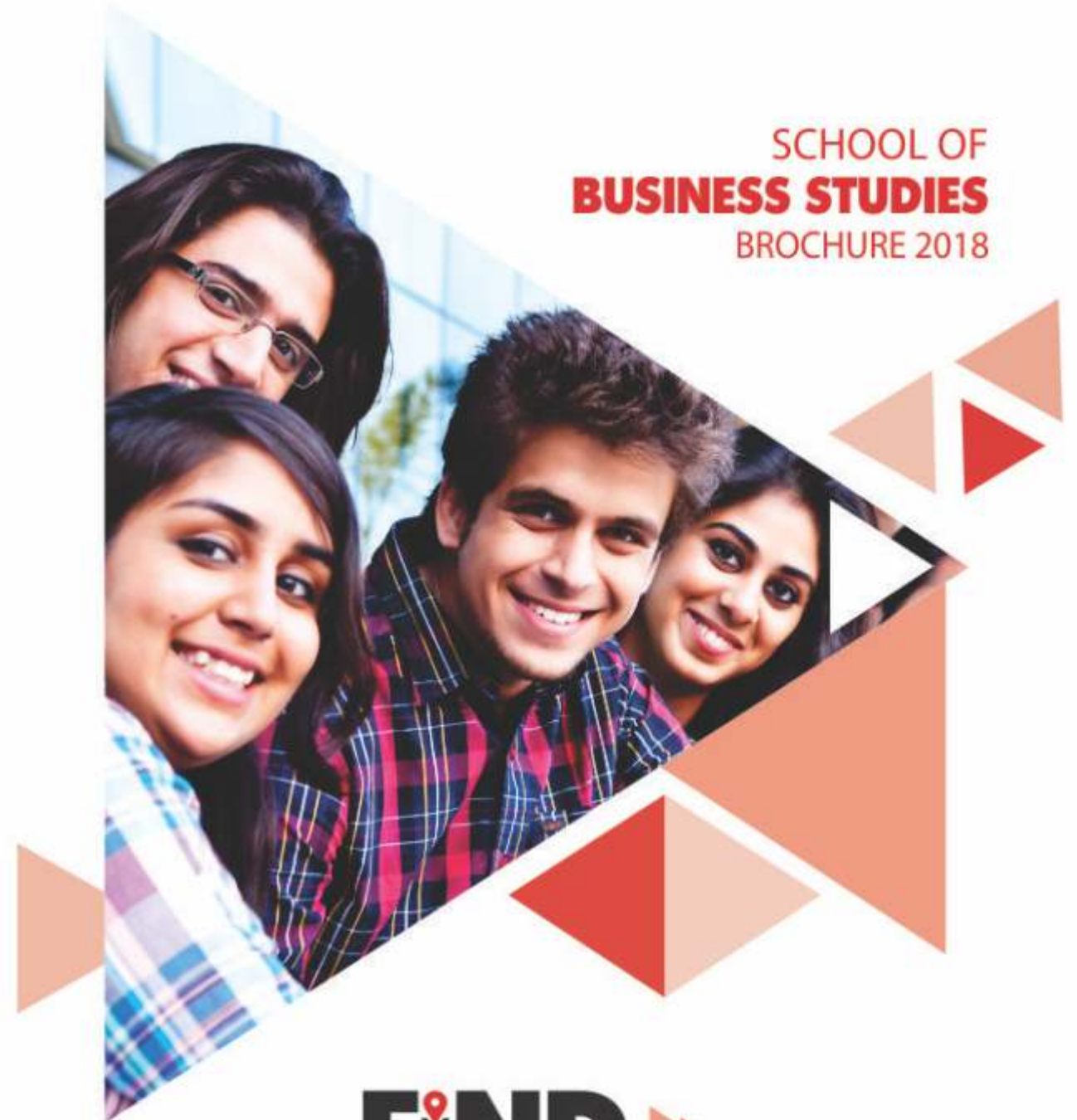
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SCHOOL OF BUSINESS STUDIES BROCHURE 2018



FiND 
THE LEADER IN YOU

FUTURE IS NOW TO DISCOVER

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AWARDED
**BEST PRIVATE BUSINESS SCHOOL
IN NORTH INDIA**
BY WORLD EDUCATION SUMMIT
& AWARDS 2018

SHARDA UNIVERSITY

ONE OF NORTH INDIA'S LEADING UNIVERSITIES



The Sharda Group of Institutions (SGI) have been the provider of world class education since 1996. SGI the largest educational group based in Uttar Pradesh, has on its rolls 20,000+ students and more than 1200+ faculty members. Its 45,000+ alumni are today the leaders in their realms. The state-of-the-art campuses in Agra, Mathura and Greater Noida are located on 180 acres of land. Sharda Group of Institutions were the first in the self-financing sector in North India to receive Accreditation from the National Board of Accreditation (NBA) for internationally competitive Teaching-Learning Processes and Infrastructure facilities.

Responding to the strong need of bringing world class education to India at affordable price, Sharda Education Trust established a multi-disciplinary global university in the year 2009. Sharda University is located at Knowledge Park-III, Greater Noida in the National Capital Region (NCR), 25 km away from New Delhi.

The curriculum offered is continuously upgraded to keep pace with the overall development of industry and in line with the best practices followed world over. Highly stimulating instructions developed by experienced Indian and International faculty are delivered in ICT enabled environment, to train students and to develop their skills in tune with national campaigns like; 'Make In India' and 'Digital India'. The teaching-learning process coupled with convenient and flexible credit options make Sharda University a truly global University.



ACRE SPRAWLING
CAMPUS



NATIONALITIES
ON CAMPUS



GLOBAL ACADEMIC
TIE-UPS



TOP
FACULTY



STUDENTS
PLACED

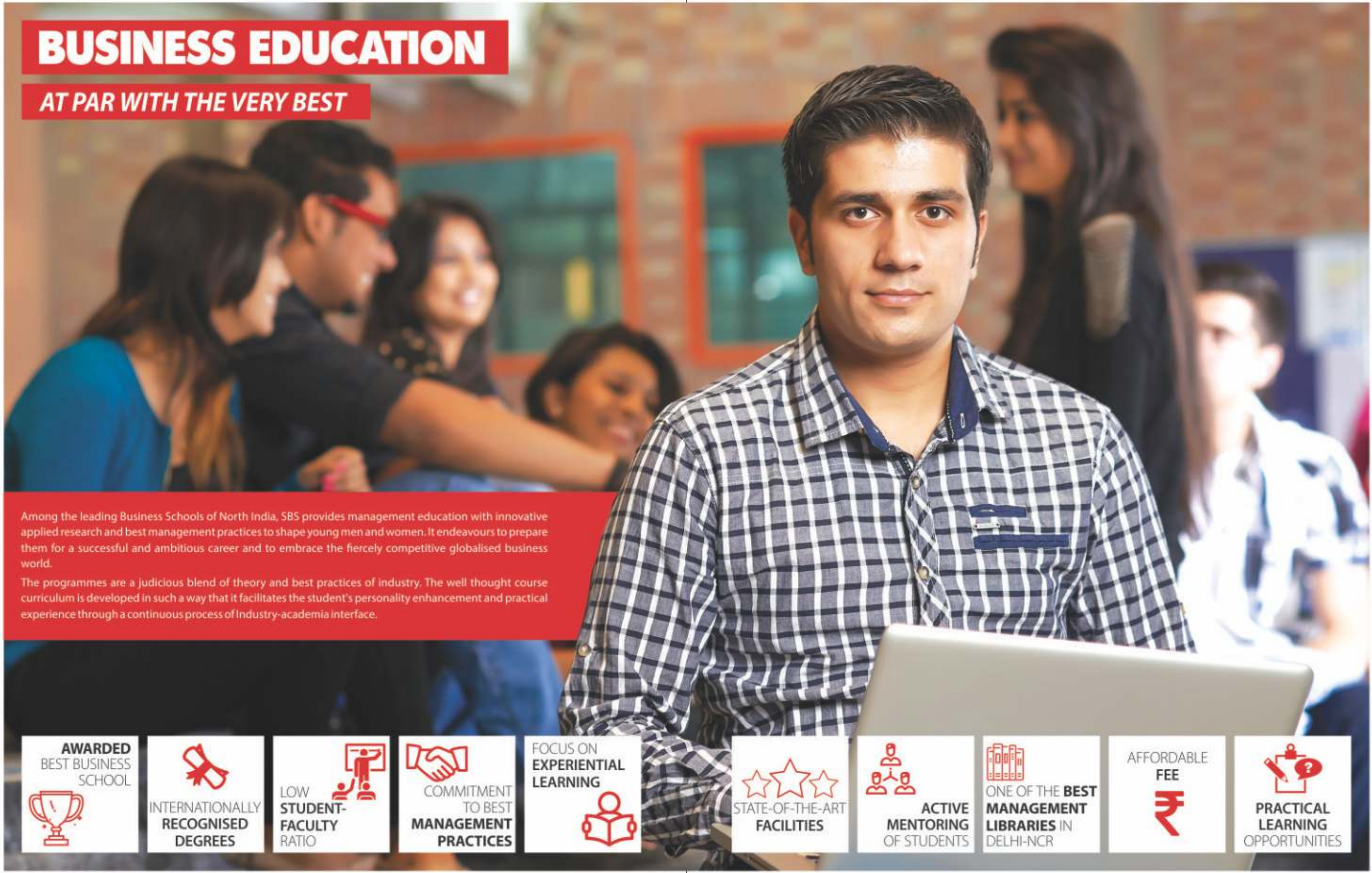


ALUMNI
WORLDWIDE



BUSINESS EDUCATION

AT PAR WITH THE VERY BEST



Among the leading Business Schools of North India, SBS 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.

The programmes are a judicious blend of theory and best practices of industry. The well thought course curriculum is developed in such a way that it facilitates the student's personality enhancement and practical experience through a continuous process of Industry-academia interface.

 <p>AWARDED BEST BUSINESS SCHOOL</p>	 <p>INTERNATIONALLY RECOGNISED DEGREES</p>	 <p>LOW STUDENT- FACULTY RATIO</p>	 <p>COMMITMENT TO BEST MANAGEMENT PRACTICES</p>	 <p>FOCUS ON EXPERIENTIAL LEARNING</p>	 <p>STATE-OF-THE-ART FACILITIES</p>	 <p>ACTIVE MENTORING OF STUDENTS</p>	 <p>ONE OF THE BEST MANAGEMENT LIBRARIES IN DELHI-NCR</p>	 <p>AFFORDABLE FEE</p>	 <p>PRACTICAL LEARNING OPPORTUNITIES</p>
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UNIQUENESS

WHICH FUELS AMBITIONS

School of Business Studies offers a unique global environment with students from different countries and continents studying in the same classroom. This gives students an opportunity to interact with and learn from their peers from other countries and to make long-term professional associations internationally.

Over the years, School of Business Studies (SBS) has received top accolades like - Awarded 'Best Business School in North' by BBC Knowledge; Ranked 4th top B.School in Uttar Pradesh by Times B.School Ranking 2016, and rated 'A' grade by CRISIL. Recently, Sharda Business School was awarded the Best Private Business School in North India by World Education Summit & Awards 2018.



Choice Based Credit System (CBCS) geared to inspire students for holistic development.



Training on analytical software like SAP, SPSS, CRM, Finacle and Microsoft ERP.



Practice based learning through project work with industry academia linkages with leading industries in North India.



Multi-cultural, multi-disciplinary class room discussions for development of global perspectives.



Special emphasis on nurturing StartUp and promoting entrepreneurship through various programmes including 'The Next StartUp', 'Syncubator' and 'Xcelerator' programmes.



International Immersion Programme with leading Universities and Business Schools like University of Ljubljana, Slovenia, Europe; Hiram College, USA; Middlesex University, UK; RMIT University, Australia; Kings College, Canada; North Carolina University, USA; Galway-Mayo Institute of Technology, Ireland; American College, Athens Greece; Ural Federal University, Russia among others.

PEDAGOGY

THAT SETS BENCHMARKS

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.

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

FACULTY

THAT'S TRULY INSPIRING

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 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.



The educational programmes at the School of Business Studies helps the students realize their great potential to grow into promising youth with the ability to build India of the 21st century as the commercial hub of international interest and activity in Asia.



Dr. Mukesh Chaturvedi

Dean & Distinguished Professor, School of Business Studies

FACULTY MEMBERS



Dr. Ranjit Goswami, Professor & Vice Chancellor

B.Tech. (Hons.), MBA, Ph.D

Area: Operations Management/ICTs.

Experience: Has 13 years of academic and 12 years of corporate experience. Has published 1 Book and 250 Articles.



Dr. Mukesh Chaturvedi, Dean & Distinguished Professor

M.M.S., Ph.D

He has been the Acting Director & Dean (Academics) of IMT Ghaziabad; Director, Asia-Pacific Institute of Management, Delhi; and Founder Director of the Amity Centre for CRM, ABS Noida. He has also been a Visiting Faculty to Rouen Business School, France; IIM Ahmedabad; IIM Ranchi; IIM Rohtak; IIFT Delhi, et al. He is the recipient of MDI's most coveted Award for Excellence in Teaching for the year 2005. He is also an alumnus of the prestigious International Visitor Program of USIA, Washington, D.C., USA.



Mr. Ram Karan Verma, Professor & Director Corporate Affairs

PGDBM, B.Tech.

Area: Strategic Management, Project Appraisal & Business Systems, ERP.

Experience: 17 years teaching, 11 years research and 12 years industry experience.



Mr. Pramod Kumar Mitra, Professor

MBA, P.G.D., CAIIB

Area: Banking & Finance.

Experience: More than 33 years of corporate & academic experience. Got 'Best Salesman of service award from President of India & 'Rajiv Gandhi Sadbhawana Samman award from Odisha Government for 'Best Banker'.



Dr. Daleep Parimoo, Professor

M.Com., M.Phil., Ph.D

Area: Human Resource, Organizational Behaviour & General Management.

Experience: 31 years of corporate and teaching experience. Has published 40 research papers.



Mr. Pitamber Dwivedi, Professor

B.Tech., PGDM

Area: Marketing.

Experience: 38 years of industry, teaching and research.



Dr. Milindo Chakrabarti, Professor

M.A., Ph.D

Area: Micro Economics and International Business.

Experience: 30 years teaching and research experience.



Dr. Sunil Joshi, Professor

CAIIB-1, M.Sc., MBA, Ph.D

Area: Banking & Finance.

Experience: 23 years of corporate & 14 years of academic experience. Visiting faculty in S.P. Jain Management Institute in Dubai & Singapore.



Dr. Srinivas Shirur, Professor
M.A., MBA, UGC-NET, Ph.D
 Area: Finance, Economics.
 Experience: He has been involved with various consultancy projects and has a total work experience of around 27 years. Has published 6 Books, 15 Articles and 33 Research Papers.



Dr. Anoop Pant, Professor
Ph.D
 Area: Accounts and Finance.
 Experience: 23 years. He has been the founder Director of AKG Institute Management, Ghaziabad.



Dr. A. Rajagopal, Professor
M.Tech., MBA, Ph.D
 Area: Operations and Supply Chain Management.
 Experience: 18 years.
 Has published 5 research papers.



Dr. Vikas Kumar, Professor
M.Sc., MBA, Ph.D
 Area: Operations Management & IT.
 Experience: 17 years of corporate & teaching experience.
 Has published 6 books & 47 research papers.



Dr. A.V. Nageswara Rao, Professor
MBA, M.Phil, LL.B., Ph.D
 Area: Marketing, Supply Chain, HR.
 Experience: 17 years.
 Has published 16 research papers.



Dr. Pradeep K. Aggarwal, Associate Professor
M.A., M.Com., MBA, CMA, ACS, Ph.D
 Area: Finance, Taxation & Law.
 Experience: 5 years of corporate & 19 years of academic experience. Has published 15 national, 6 international papers & 6 articles.



Mr. Atul Sangal, Associate Professor
M.Phil., Ph.D (Thesis Submitted)
 Area: Statistics, Operations Research, Research Methodology, Mathematics.
 Experience: 26 years.



Dr. Sachin Sinha, Associate Professor
MBA, Ph.D
 Area: Marketing.
 Experience: 20 years.
 Has published 7 articles & 12 research papers.



Dr. Vijendra Dhyan, Associate Professor
MMM, PGDM, M.Phil., UGC NET, Ph.D.
 Area: Retail Management, Brand Management
 Experience: 20+ years.
 Has published 15 research papers.



Dr. Krishna Raina, Associate Professor
MBA, Ph.D
 Bachelor of Science (Ophthalmic Sciences).
 Area: Human Resource Management.
 Experience: 5 years of corporate & 14 years of academic experience.



Dr. Mohit Maurya, Associate Professor
P.G.D.I.B.O, MBA, Ph.D
 Area: Marketing, Retail Distribution, Advertising, Entrepreneurship.
 Experience: 19 years.



Dr. Animesh Singh, Associate Professor
Master of International Business, UGC-NET, Ph.D
 Area: International Business, Marketing and Business Ethics
 Experience: More than 18 years



Dr. Nisha Kant Ojha, Associate Professor
PGDBM, Ph.D
 Area: IT & Operation.
 Experience: More than 15 years of corporate experience.



Dr. Hari Shankar Shyam, Associate Professor
MBA, Ph.D
 Area: Marketing.
 Experience: 15 years of corporate & academic experience.



Dr. Shashank Mehra, Associate Professor
MBA, UGC-NET, Ph.D
 Area: Marketing & Retail.
 Experience: More than 15 years of experience.



Dr. Mridul Dharwal, Associate Professor
M.A., S.L.E.T., UGC-NET, Ph.D
 Area: Economics.
 Experience: More than 11 years of academic experience.
 Has published 12 articles & 10 research papers.



Dr. Shradha Banga, Associate Professor
M.A., MBA, Ph.D
 Area: Micro, Macro & International Economics.
 Experience: More than 13 years of academic & research experience.



Dr. Abdul Alim Khan, Associate Professor
MBA, FDPM, Ph.D
 Area: General Management, HRM & Marketing Management.
 Experience: 9 years.
 Has published 2 books and 7 research papers.



Dr. Piali Halder, Assistant Professor
Ph.D
 Area: Consumer Behaviour, Strategic Marketing Management, Rural Marketing.
 Experience: 21 years.
 Has published 17 research papers.



Dr. Priti Verma, Assistant Professor
M.A., MBA, Ph.D
 Area: Business Communication, Soft Skills.
 Experience: 19 years of academic experience.
 Has published 1 book, 25 research papers.



Dr. Madhu Sharma, Assistant Professor
Ph.D
 Area: Communication.
 Experience: 19 years of experience.



Dr. Namita Gupta, Assistant Professor
MBA, UGC-NET, Ph.D
 Area: Human Resource.
 Experience: More than 19 years of academic & corporate experience.



Dr. Monica Agarwal, Assistant Professor
MBA, Ph.D
 Area: HR & OB
 Experience: 18 years of academic experience.
 Has published 12 research papers.



Mr. Alamgir Sani, Assistant Professor
MBA, UGC-NET, Ph.D (Pursuing)
 Area: Marketing.
 Experience: 18 years of academic & corporate experience.



Dr. Shivani Chaudhry, Assistant Professor
MBA, Ph.D
 Area: Finance & Accounts.
 Experience: 17 years of academic experience.
 Has published 6 research papers.



Dr. Ankur Agarwal, Assistant Professor
MBA, SAP, Ph.D
 Area: Accounting & Finance.
 Experience: 17 years of academic experience. Has published 20 research papers.



Ms. Santhi Narayanan, Assistant Professor
LL.B., MBA
 Area: Law & HR.
 Experience: 16 years.



Dr. Parul Saxena, Assistant Professor
MBA, UGC-NET, Ph.D
 Area: HR & OB.
 Experience: 8 years of corporate & 8 years of academic experience.
 Has published 35 research papers.



Dr. Guru Vishal Sinha, Assistant Professor
MBA, Ph.D
 Area: Marketing.
 Experience: 15 years.
 Has published 10 national papers.



Mr. Sandeep Kumar Anand, Assistant Professor
M.Tech.
 Area: IT & Operations.
 Experience: 12.5 years.
 Has published 3 research papers.



Dr. A. K. Subramani, Assistant Professor
MBA, UGC-NET, Ph.D
 Area: Human Resource Management, Systems Management.
 Experience: 12 years.
 Has published 3 articles and 62 research papers.



Dr. Deepa Kumari, Assistant Professor
MBA, UGC-NET, Ph.D
 Area: Marketing, Consumer Behavior and Entrepreneurship.
 Experience: 11 years of academic experience.
 Has published 4 national papers.



Ms. Swati Bansal, Assistant Professor
MBA, Ph.D (Pursuing)
 Area: Organisation Behaviour.
 Experience: 11 years of academic experience.
 Has published 12 research papers.



Ms. Rachna Bansal Jora, Assistant Professor
MBA, UGC-NET, Ph.D (Pursuing)
 Area: HR, OB.
 Experience: 11 years.
 Has published 8 research papers.



Dr. Garima Madaan Dua, Assistant Professor
PGDBM, UGC-NET, Ph.D
 Area: Accounts & Finance.
 Experience: 10 years of corporate & academic experience.
 Has published 5 research papers.



Dr. Richa Pandey, Asst. Professor
BDS, PG Diploma, Ph.D (Pursuing)
 Area: Healthcare and Clinical Research
 Experience: More than 10 Year



Ms. Shalini Mittal, Assistant Professor
PGDBM, Ph.D (Pursuing)
 Area: Banking and Accounting
 Experience: 7 years of academic and 3.5 years corporate experience.
 Has published 6 research papers.



Mr. K.R. Gola, Assistant Professor
M.Com., MBA, UGC-NET, Ph.D (Pursuing)
 Area: Accounting and Finance.
 Experience: 10 years of work experience in teaching, research and administration.



Ms. Swati Oberoi, Assistant Professor
MBA, CPA, CS
 Area: Operations Management.
 Experience: 9 years.



Ms. Nimmi Agarwal, Assistant Professor
MBA, UGC-NET
 Area: HR & OB.
 Experience: 9 years of academic experience.
 Has published 4 national & 2 international papers.



Mr. Ashish Saxena, Assistant Professor
M.Com., MBA, PGDIBO, UGC-NET, Ph.D (Pursuing)
 Area: Accounts & Finance.
 Experience: 8 years.
 Has published 4 national & 1 international paper.



Mr. Vaneet Bhardwaj, Assistant Professor
M.E.
 Area: Refrigeration and Air Conditioning, Cryogenics, Thermodynamics, I.C. Engines, Mathematics, Power Plant Engineering.
 Experience: 5 years. Has published 1 international paper.



Ms. Nishtha Attri, Assistant Professor
MBA, UGC-NET
 Area: Hospital and Healthcare Management.
 Experience: 4.5 years.



Ms. Devika S Tewari, Assistant Professor
M.A., M. Phil.
 Area: Economic Theory, Political Economy, Game theory, Applied Econometrics.
 Experience: 4 years.
 Has published 16 research papers.



Ms. Nauma Rafique, Assistant Professor
MBA, UGC-NET
 Area: Operations Management.
 Experience: 3.5 years.



Ms. Neha Bhardwaj, Assistant Professor
MBA, Ph.D (Pursuing)
 Area: Digital Marketing, Consumer Behaviour.
 Experience: 3 years.
 Has published 5 research papers.



Mr. Aditya Samdershi, Assistant Professor
M.A., M.Phil., Ph.D (Pursuing)
 Area: Macroeconomics, Econometrics, International Business, Income Inequality.
 Experience: 2.5 years.
 Has published 2 national & 1 international paper.



Ms. Priyam Mendiratta, Assistant Professor
M.Com.
 Experience: 2 years of teaching experience.



Ms. Chhavi Jain, Lecturer
M.Sc., MBA, Ph.D (Pursuing)
 Area: Operations Research, Statistics, Numerical Techniques.
 Experience: 8.5 years academic, 6 months industry experience.



Mr. Gaurav Gupta, Lecturer
MBA, Ph.D (Pursuing)
 Area: Marketing.
 Experience: 6 years.
 Has published 2 articles & 7 research papers.



Ms. Saumya Kumar, Lecturer
MBA, UGC-NET
 Area: HR & Marketing.
 Experience: 4 years of academic experience.



Ms. Deepa Chauhan, Teaching Assistant
MBA
 Area: Finance & Economics.
 Experience: 4 years of academic experience.
 Has published 1 national & 1 international paper.

Distinguished faculty credited with numerous research papers

Ph.D holders & faculty with industry experience

Faculty from IIM-A, IIM-K, IIT-K, IIT-B among other prestigious institutions

Presented papers in national & international conferences

Proven expertise in case-studies based teaching

Focus on individual mentoring of students



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 key note 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.
- **Dr. Suvro Kamal Dutta**
Former Parliamentary and Media Advisor to the Government of India and Senior Advisor to the World Association for Small and Medium Enterprises (WASME)
- **Mr. Aditya Jain**
Director, The Princeton Review, Noida
- **Ms. Verena Lohner**
Munich Business School, Germany
- **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

FOCUS ON ORGANISING

MAXIMUM EVENTS



The Department of Economics and International Business organized a one-day international **workshop on 'Economic and Financial Issues'** on 24th September 2016. The resource persons for the Workshop were Prof. Mojisola Olugbode of Plymouth University, England, Prof. Maggie Anderson of the University of Northampton, England, Dr. Tapas Mishra of the University of Southampton, England, Dr. Hugh Colaco of Aston University, Birmingham, England, and Dr. Ahmed Mlouk of Staffordshire University, England.



The School of Business Studies and the School of Art, Design and Media Studies jointly organized a **panel discussion on 'India Needs Daughters'** on 24th November 2017. The panelists include Ms. Swati Maliwal, Chairperson, Delhi Commission for Women, Ms. Richa Anirudh, television journalist and anchor, Mr. Ajit Anjum, television journalist, Mr. Vikas Mishra, Associate Executive Producer, ABP News, Ms. Neerja Pandey, India News, and Ms. Meera Rizvi, Creative Head, KBC.



The School of Business Studies, Sharda University, in association with the **All India Management Association (AIMA)**, organized a workshop on **'Awareness programme on Enterprise Development'** for the African students studying in India on 27th and 28th April 2017. The speakers at the programme included Dr. Raj Agrawal, Director, All India Management Association, 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, and Mr. Pramod Mishra and Mr. Nandan Mishra, Directors, PARC Accelerator.



The Department of Operations and IT, School of Business Studies, organized a Seminar on **'Supply Chain Management'** on 21st March 2017. The speakers at the seminar included Mr. Pramod Uniyal, IRS, Director, IRT, Indian Railways, Mr. Anand Vijay Jha, OSD, Railway University, Prof. S. L. Ganapathy and Mr. Shisham Bhattacharya, Trainer, Safeducate.



The Department of Finance of the School of Business Studies organized a **workshop on 'Financial Education'** in association with the Securities and Exchange Board of India (SEBI) on 25th October 2016. The resource person for the workshop was Dr. Sunita, SEBI Certified Financial Trainer and Associate Professor at Daulatram College, University of Delhi.



A **Workshop on 'Phonetics'** was organized by the School of Business Studies on 15th September 2017. The resource person was Dr. Ghazala Naaz, HOD - Department of English, NIET, Greater Noida.



The Department of OB and HR, School of Business Studies, organized a **Business Quiz - 'Biz Quiz 2017'** for the BBA (First Year) students on 19th and 20th September 2017.



The School of Business Studies organized a **Workshop on 'Financial Education'**, in association with the **Securities and Exchange Board of India (SEBI)**, on 27th September 2017.



The School of Business Studies organized a **Workshop on 'Motivation for Career Development'** for B.Com. (Hons.) 2nd Year students on 24th January 2018. The resource person was Mr. Rishi Raj Singh, Director, National Institute for Entrepreneurship and Small Business Development (NIESBUD).

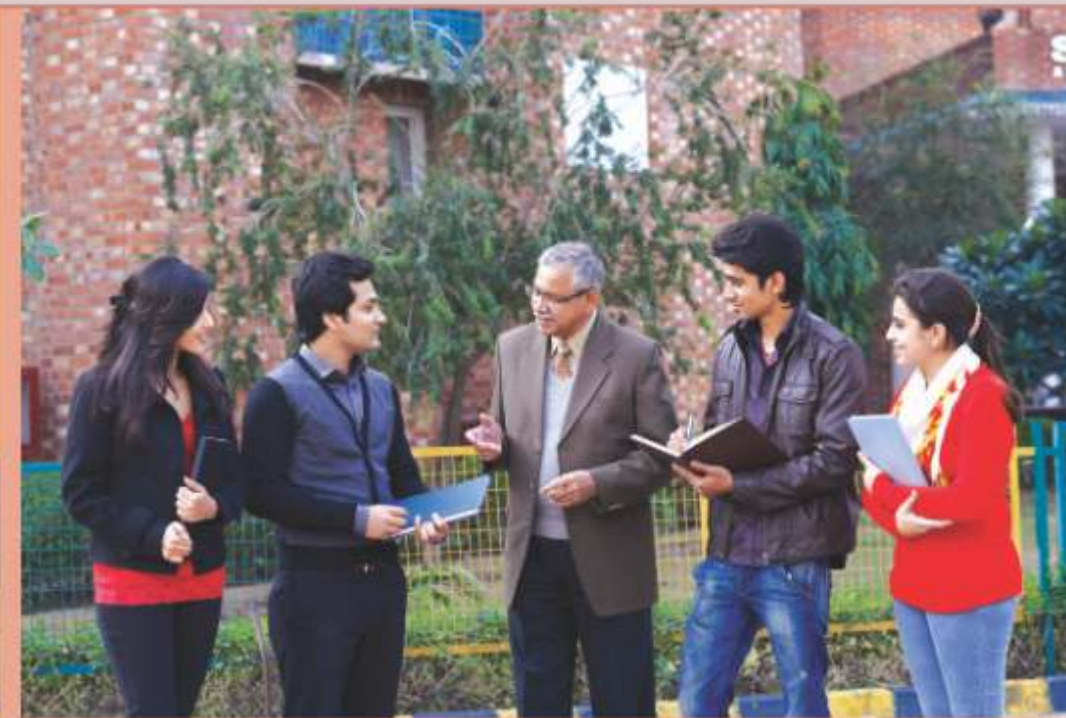
RIGHT

ENVIRONMENT FOR FUTURE

MANAGEMENT PROFESSIONALS

Sharda University campus combines modern teaching and study spaces on 63 acres of landscaped greenery. At Sharda, you can study in a clean, healthy environment that combines the benefits of an active global lifestyle with the resources of an international University.

When you want to work together and make new friends you'll find yourself in a welcoming community filled with people from over 74+ countries. Our campus includes academic support, accommodation, sports, culture and entertainment-everything you need.



RESEARCH

Hi-tech labs & research centres



LEARN

Browse through lacs of books in libraries

PLAY



Relax by playing many outdoor & indoor games

EXERCISE



Stay fit at the on-campus gymnasium

EAT



Discover multi-cuisine outlets on campus

EXPERIENCE

Guest lectures, events & activities in auditoriums & seminar halls



CONNECT

Stay connected 24x7 through seamless Wi-Fi network



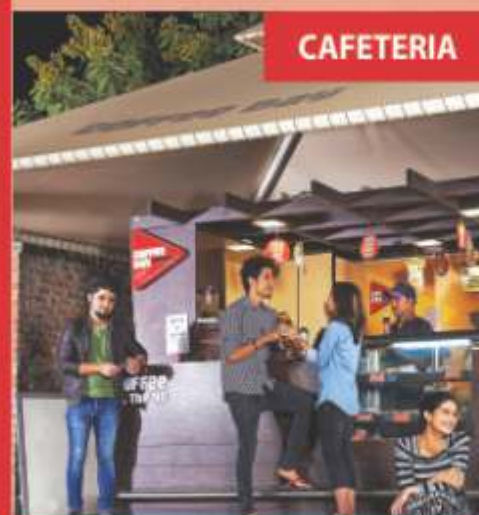
LIBRARY



WI-FI CAMPUS



AUDITORIUM



CAFETERIA



FITNESS CENTRE



SPORTS FACILITIES

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.

Agreements have been finalised with the following universities for student exchange programmes:-



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, 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 taken interns from Sharda University are HDFC Bank, ICICI Bank, ICICI Securities, Panasonic India, HCL Infosystems, BirlaSoft, Anand Rathi, Videocon, Moserbaer, Indiabulls and many more.

Student Internship at International College, Payap University, Thailand



64 students of BBA IVth term have completed their Summer Internship at Payap University, Thailand from 10th June-10th July, 2013.

This programme was designed to provide an opportunity for students to explore international businesses in Thailand. Rich case

studies and in-depth practical experiences in businesses or organizations compatible with the student's interest or career-related within the Thai cultural context were introduced to the students.

Through this programme students understood the power of cultural diversity especially in International Business for personal career development in an international setting.

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 Alla 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 Hiram College, US



A group of 25 students of MBA (2012-14) batch went for an overseas educational experience at one of the finest colleges of America (Hiram College, Ohio, Cleveland) in the month of June-July. The 35 days overseas educational tour helped our highly passionate students to link

traditional Indian Education System with the Western System of experiential learning. These students experienced Cross-Cultural Diversity practically and some of the students are aspiring to work on bringing down the Cross-Cultural barrier with their experience to US visit. These students also went through the much talked about design thinking workshop at Hiram College. One of the well-known instructor of design thinking and the managing partner of Mobile Innovation Lab personally trained the students on Design Thinking.

Student Internship at Greece



In Nov 2013 students of MBA 5th term went for academic tour to American College at Athens, Greece. This was first tour by an Indian institute to American College of Greece better known as Deere College. Its one of the leading colleges of Europe and was first American College

outside America.

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



As part of partial fulfillment of the course and to give students global exposure, BBA 2nd year students went to URAL Federal University, Yekaterinburg, Russia. Students visited companies specialized in the area of IT & Furniture Manufacturing to give them the exposure of practical corporate

world and functionality of the Productions Houses.

Study tour to the University of Ljubljana, Slovenia



A group of 30 students of MBA and BBA programmes of School of Business Studies, went on an international study tour to the University of Ljubljana, Slovenia, from 3rd to 29th July 2017. They also went on excursion tours to Austria and Italy.

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



Eighteen students of MBA Programme have completed their Summer Internship at King's College, Western University, Canada from 1st-30th June, 2014. This short Programme was designed to provide an opportunity for School of Business Studies students to

explore International Businesses in Canada. Rich case studies and in-depth practical experiences in businesses, organizations compatible with the student's interest or career-related, within the Canadian Cultural Context, were introduced to students.

Student Internship at University of Ljubljana, Slovenia



School of Business Studies, Sharda University organized a foreign study tour for BBA and MBA students (40 in total), as a part of the partial fulfillment of the course. The Tour started on 4th July 2016 and went on until 25th July 2016 for BBA Students and up till 29th July for MBA students.

Students of Sharda University got an opportunity to attend the University of Ljubljana Summer School 2016-Take the Best from East & West. They got the chance to interact with the students of more than 45 nationalities.

Students participated in various activities where they had represented India and Sharda University. Students of BBA got an opportunity to visit Austria and Italy and MBA students in addition to these trips, visited Croatia also.

MANAGEMENT

PROGRAMMES DESIGNED FOR SUCCESS

School of Business Studies programmes are designed to prepare students for all aspects of management practice. From the moment students arrive, they are considered members of the business community and are challenged to meet the expectations of all.

PROGRAMMES OFFERED BY SCHOOL OF BUSINESS STUDIES

PROGRAMMES	DURATION (IN YEAR)
MBA-Dual Specialization (Residential with Scholarship)	2
MBA-Dual Specialization (with/without International Immersion Programme)	2
MBA-Marketing Management	2
MBA-Human Resource Management	2
MBA-International Business	2
MBA-Banking & Finance	2
MBA-Health Care & Hospital Administration	2
MBA-Business Analytics	2
MBA-SCM & Logistics with Safeducate	2
BBA+MBA (Integrated)	4
BBA-Marketing	3
BBA-Banking & Finance	3
BBA-Human Resource Management	3
BBA-Entrepreneurship	3
BBA-International Business	3
BBA-Finance and Accounting in association (with ACCA, UK)	3
B.Com. (Hons.)	3
B.Com. (Hons.) International Accounting and Finance in association (with ACCA, UK)	3
B.Com. (Hons.) Finance and Accounts (with ICA)	3
B.A. (Hons.) Applied Economics	3
Ph.D-General Management/Communication Management	-
Ph.D-Economics	-
Ph.D-Finance Management	-
Ph.D-Human Resource Management	-
Ph.D-International Business	-
Ph.D-Marketing /Brand Management	-



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MASTER OF BUSINESS ADMINISTRATION- DUAL SPECIALIZATION

MBA Dual specialization will have two batches:

1- MBA- Dual Specialization

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:

2. MBA-Dual Specialization (Residential with Scholarship)

In addition to above the focus of the programme will be preparing students for responsibilities in the industry, academia, business etc. at higher echelons. The criteria of selection would be CAT/MAT scores. The selected candidates would be entitled for scholarships.

The students will have a close-knit group at the same residential location for interaction among themselves to work on current

- An ability to analyze, evaluate, strategies and implement.
- Inculcate problem solving approach.
- Presentation and Business Communication skills.
- Understand the latest technologies with hands-on experience.
- Gain in-depth knowledge of various functional areas.
- Gain practical business experience.
- Interpersonal and multicultural teamwork competency.
- Develop leadership skills.

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.

managerial issues. Classes would be held by the experts in the respective field as well, with certain flexibility of timing as is followed by leading management schools. Emphasis would be on placement in Class A companies with higher monthly package.

COURSE STRUCTURE

SEMESTER I

- 1.1 Principles of Management
- 1.2 Managerial Communication
- 1.3 Financial Reporting & Analysis (FRA)
- 1.4 Organizational Behavior
- 1.5 Marketing Management
- 1.6 Managerial Economics
- 1.7 Quantitative Techniques for Business Decision
- 1.8 Information Technology for Managers

SEMESTER III

- 3.1 Introduction to Business Analytics
- 3.2 Spcl. 1 (Paper-1)
- 3.3 Spcl. 1 (Paper-2)
- 3.4 Spcl. 1 (Paper-3)
- 3.5 Spcl. 2 (Paper-1)
- 3.6 Spcl. 2 (Paper-2)
- 3.7 Spcl. 2 (Paper-3)
- 3.8 Summer Training Report & Presentation
- 3.9 Employability Skill Development-2*

SEMESTER II

- 2.1 Human Resource Management
- 2.2 International Business
- 2.3 Legal Aspects of Business
- 2.4 Managerial Accounting for Business Decisions
- 2.5 Corporate Finance
- 2.6 Operations Research
- 2.7 Business Research Methods
- 2.8 Production and Operations Management
- 2.9 Employability Skill Development - 1
- 2.10 Audit Course on Community Services

SEMESTER IV

- 4.1 Strategic Management
- 4.2 Spcl. 1 (Paper-4)
- 4.3 Spcl. 1 (Paper-5)
- 4.4 Spcl. 2 (Paper-4)
- 4.5 Spcl. 2 (Paper-5)
- 4.6 Dissertation Report & Viva-Voce

SPECIALIZATIONS OFFERED IN MBA-DUAL SPECIALIZATION PROGRAMME

AREA OF SPECIALIZATION	SPECIALIZATION 1	SPECIALIZATION 2
Finance	Project Finance & Management	International Financial Management
	Security Analysis and Portfolio Management	Financial Derivatives & Risk Management
	Tax Planning & Management	Merger, Acquisition and Corporate Restructuring
Marketing	Services Marketing	Digital Marketing
	Advertising Management	Customer Relationship Management
	Sales and Distribution Management	Brand Management
Human Resource	Compensation Management	Industrial Relations & Labor Laws
	Employee Training & Development	Organizational Design and Structure
	International HRM	Emotional Intelligence and Management Effectiveness
Operations Management	Inventory Management System	TQM & Environmental Issues
	Business Process Reengineering	Advanced Operations Research
	Project Management	Innovation and Technology Management
International Business	Global Competitiveness Analysis	International Financial Management
	International Marketing	Global Value Chain and Trade Facilitation
	International HRM	Merger, Acquisition and Corporate Restructuring
Supply Chain Management	Logistics Management-Application and Case Studies	International Transportation & Logistics
	Operational Strategies & Implementation Issues in SCM	Supply Chain Dynamics & E-Commerce
	Recent Trends in SCM	Supply Chain Performance Metrics and Modeling
Business Analytics	Optimization Techniques using Excel	Data Visualization for Analytics
	Data Analytics using SAS	Solver Time Series Analysis with Excel and Minitab
	Predictive Analytics Using SAS	Big Data, Text Analysis & Web Analytics

* Note-1: One of the following -
 1. CAPM (Certified associated project management)
 2. Business Analytics Certification
 3. Digital Marketing Certification
 4. Enterprise Resource Planning (SAP/ORACLE/...)
 5. Chartered Financial Analyst (CFA)/Financial Risk

Management(FRM)/NCFM by National Stock Exchange
 6. JAIIB - Junior Associate of IIB&F (Indian Institute of Banking and Finance)
 7. HRCI Certification Institute like PHR/SPHR/GPHR
 8. Any other
 Note-2: Any specialization will be offered if there are a minimum of 10 students opting for that specialization.



MBA - 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 MBA-Marketing 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:

- 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.

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.

Objectives

The programme enables students to achieve following objectives:

- To familiarize students with fundamental concepts of marketing.
- Inculcate problem solving approach.
- Presentation and Business Communication skills.
- Understand the latest technologies with hands-on experience.
- Gain in-depth knowledge of various functional marketing areas.
- 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.



COURSE STRUCTURE

SEMESTER I

- 1.1 Principles of Management
- 1.2 Managerial Communication
- 1.3 Financial Reporting & Analysis (FRA)
- 1.4 Organizational Behavior
- 1.5 Marketing Management
- 1.6 Managerial Economics
- 1.7 Quantitative Techniques for Business Decision
- 1.8 Information Technology for Managers

SEMESTER III

- 3.1 Introduction to Business Analytics
- 3.2 Sales & Distribution Management
- 3.3 Service Marketing
- 3.4 Advertising & Brand Management
- 3.5 International Marketing
- 3.6 Rural Marketing
- 3.7 Employability Skill Development-2
- 3.8 Summer Training Report & Presentation

SEMESTER II

- 2.1 Human Resource Management
- 2.2 Legal Aspects of Business
- 2.3 Managerial Accounting for Business Decisions
- 2.4 Operations Research
- 2.5 Business Research Methods
- 2.6 Production and Operations Management
- 2.7 Employability Skill Development-1
- 2.8 Consumer Behavior
- 2.9 Audit Course on Community Services

SEMESTER IV

- 4.1 Strategic Management
- 4.2 Retail Marketing
- 4.3 Digital Marketing
- 4.4 Marketing Analytics
- 4.5 Dissertation Report & Viva-Voce



MBA - HUMAN RESOURCE MANAGEMENT

MBA-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:

- Develop overall leadership and team building skills to become a more effective change agent and achieve desired business outcomes.
- Evaluate the current issues, trends, and limitations of human resource management.

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



COURSE STRUCTURE

SEMESTER I

- 1.1 Principles of Management
- 1.2 Managerial Communication
- 1.3 Financial Reporting & Analysis (FRA)
- 1.4 Organizational Behavior
- 1.5 Marketing Management
- 1.6 Managerial Economics
- 1.7 Quantitative Techniques for Business Decision
- 1.8 Information Technology for Managers

SEMESTER III

- 3.1 IHRM
- 3.2 Industrial Relations & Labor Laws-1
- 3.3 Compensation Management
- 3.4 Employee Training & Development
- 3.5 Performance & Competency Management
- 3.6 Talent Acquisition & Retention
- 3.7 Summer Training Report & Presentation
- 3.8 Employability Skill Development-2

SEMESTER II

- 2.1 Human Resource Management
- 2.2 International Business
- 2.3 Legal Aspects of Business
- 2.4 Managerial Accounting for Business Decisions
- 2.5 HR IS (lab)
- 2.6 Business Research Methods
- 2.7 Production and Operations Management
- 2.8 Employability Skill Development-1
- 2.9 Audit Course on Community Services

SEMESTER IV

- 4.1 Organizational Design and Structure
- 4.2 HR Analytics Lab
- 4.3 Industrial Relations & Labor Laws-2
- 4.4 Emotional Intelligence and Managerial Effectiveness
- 4.5 Dissertation Report & Viva-Voce



MBA - 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 MBA (IB) aims at imparting professional education and training in modern management techniques for 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.



COURSE STRUCTURE

SEMESTER I

- 1.1 Principles of Management
- 1.2 Managerial Communication
- 1.3 Financial Reporting & Analysis (FRA)
- 1.4 Organizational Behavior
- 1.5 Marketing Management
- 1.6 Managerial Economics
- 1.7 Quantitative Techniques for Business Decision

SEMESTER III

- 3.1 Introduction to Business Analytics
- 3.2 Management of International Logistics
- 3.3 Trade Environment Diversity and Global Business
- 3.4 Global Competitiveness and Analysis
- 3.5 Global Marketing Strategies
- 3.6 International HRM
- 3.7 Summer Training Report & Presentation
- 3.8 Employability Skill Development-2

SEMESTER II

- 2.1 Human Resource Management
- 2.2 International Business
- 2.3 Legal Aspects of Business
- 2.4 Managerial Accounting for Business Decisions
- 2.5 Export/ Import Documentation
- 2.6 Business Research Methods
- 2.7 Production and Operations Management
- 2.8 Employability Skill Development-1
- 2.9 Audit Course on Community Services

SEMESTER IV

- 4.1 Strategic Management
- 4.2 Globalization and Indian Business Scenario
- 4.3 Management of Transnational Corporations
- 4.4 International Financial Management
- 4.5 Merger Acquisitions and Corporate Restructuring
- 4.6 Dissertation Report & Viva-Voce



MBA - BANKING AND FINANCE

The Financial sector in India is under-going 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 prudent, 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

- Groom students to understand intricacies of ever growing competition and infusion of technology in the banking and financial sector.
- Create an ability to analyze, evaluate, strategise and implement in Banking and Finance sector.
- Provide exposure on handling of transaction using technology.

- Provide lifelong learning through consultation, exploration and research related to Operations, Products, Instruments, Processes, etc. in Banking and Finance.
- Encourage innovation and creativity among finance professionals.
- 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.



COURSE STRUCTURE

SEMESTER I

- 1.1 Principles of Management
- 1.2 Managerial Communication
- 1.3 Financial Reporting & Analysis (FRA)
- 1.4 Organization Behavior
- 1.5 Marketing Management
- 1.6 Managerial Economics
- 1.7 Quantitative Techniques for Business Decision
- 1.8 Information Technology for Managers

SEMESTER III

- 3.1 Retail Banking
- 3.2 Corporate Banking
- 3.3 Regulatory Framework for Financial & Banking Sector
- 3.4 Treasury Operations and Risk Management
- 3.5 Security Analysis and Portfolio Management
- 3.6 Technology in Banking, CRM and Retail Banking
- 3.7 Summer Training Report & Presentation
- 3.8 Employability Skill Development-2

SEMESTER II

- 2.1 Principles and Practice of Banking
- 2.2 International Business
- 2.3 Legal Aspects of Business
- 2.4 Managerial Accounting for Business Decisions
- 2.5 Corporate Finance
- 2.6 Operations Research
- 2.7 Business Research Methods
- 2.8 Employability Skill Development-1

SEMESTER IV

- 4.1 Micro Finance & Rural Credit
- 4.2 Strategic Management
- 4.3 International Banking
- 4.4 International Financial Management
- 4.5 Module on Finacle (Compulsory Non Credit Course)
- 4.6 Dissertation Report & Viva-Voce



MBA - HEALTH CARE & HOSPITAL ADMINISTRATION

Govt. of India lays greater emphasis on development of Healthcare and hospital administration infrastructure to meet the requirement of almost 1.2 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 MBA programme 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 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.

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.



COURSE STRUCTURE

SEMESTER I

- 1.1 Principles of Management
- 1.2 Managerial Communication
- 1.3 Financial Reporting & Analysis (FRA)
- 1.4 Organizational
- 1.5 Marketing Management
- 1.6 Health Economics
- 1.7 Quantitative Techniques for Business Decision
- 1.8 Information Technology for Managers

SEMESTER III

- 3.1 Organization and Management of Clinical Services
- 3.2 Material Management and Equipment Planning
- 3.3 Hospital Training & Log-Book VIVA
- 3.4 Drug Discovery and Regulatory Framework
- 3.5 Hospital Information Management Patient Record System
- 3.6 Quality management, Patient safety & Insurances
- 3.7 Summer Training Report & Presentation
- 3.8 Employability Skill Development-2

SEMESTER II

- 2.1 Human Resource Management
- 2.2 Epidemiology & Biostatics
- 2.3 Legal Aspects of Business with emphasis on Healthcare
- 2.4 Managerial Accounting for Business Decisions
- 2.5 Hospital planning and Operations Management
- 2.6 Business Research Methods
- 2.7 Employability Skill Development-1
- 2.8 Health policy and Healthcare delivery system
- 2.9 Audit Course on Community Services

SEMESTER IV

- 4.1 Strategic Management
- 4.2 Operation management in hospitals & waste management
- 4.3 Hospitals Accreditation systems
- 4.4 Organization and Management of Utility and Support services
- 4.5 Dissertation Report & Viva-Voce



MBA – 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

Learning objectives of the MBA (Business Analytics) programme are:

- 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 apply appropriate analytic tools and techniques to resolve complex business analytics problems in various industry sectors and domains.
- 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 MBA (Business Analytics) programme is an interdisciplinary 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. Students in their third and fourth years of study may choose elective modules from two lists of either functional or methodological elective modules.

Functional elective modules span business functions or sectors of marketing, retailing, logistics, healthcare, etc. Methodological elective modules include those related to big data techniques, statistics, text mining, data mining, social network analysis, econometrics, forecasting, operations research, etc. In sum, these elective modules span the most exciting and challenging areas of business analytics practice in the industry today.



COURSE STRUCTURE

SEMESTER I

- 1.1 Principles of Management
- 1.2 Managerial Economics
- 1.3 Organizational Behavior
- 1.4 Marketing Metrics for Analytics
- 1.5 Accounting for Analytics
- 1.6 Business Statistics for Analytics Using MS Excel
- 1.7 Lab 1: MS ACCESS and Excelling MS EXCEL (VBA PROGRAMMING)
- 1.8 Lab 2: Data Management and R

SEMESTER III

- 3.1 Decision and Risk Analytics
- 3.2 Business Forecasting and Econometrics (using R)
- 3.3 Prescriptive Analytics-Optimization Techniques Using Excel Solver
- 3.4 Predictive Analytics 1 using SAS
- 3.5 Data Warehousing for Analytics using R
- 3.6 Lab 6: Enterprise Resource Planning (ERP)
- 3.7 Summer Training Report & Presentation

SEMESTER II

- 2.1 Entrepreneurship
- 2.2 Production and Operations Management
- 2.3 Stochastic Foundations: Probability Models
- 2.4 Business Research Methods using Excel & SPSS
- 2.5 Investment Analysis and Portfolio Management
- 2.6 Lab 3: Data Mining Techniques – Predictive Modeling and Pattern Discovery- using R
- 2.7 Lab 4: Data Visualization for Analytics
- 2.8 Lab 5: Data Analytics using SAS

SEMESTER IV

- 4.1 Time Series Analysis with Excel and Minitab
- 4.2 Predictive Analytics 2 Using SAS
- 4.3 Big Data, Text Analytics & Web Analytics
- 4.4 Cloud Computing+Hadoop+Map Reducing
- 4.5 Lab 7: Multivariate Data Analysis
- 4.6 Dissertation Report & Viva Voce



MBA- SUPPLY CHAIN MANAGEMENT AND LOGISTICS WITH SAFEDUCATE

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.

This is a specialized programme in Supply Chain Management and Logistics (SCM&L). It is a multi-disciplinary programme having focus on design, planning and management of SCM&L

functions, networks, processes and systems. It will have two pathways:

1. Domestic and International logistics and supply chain for import-export operations.
2. Supply chain management and optimization for transport systems like airways, shipping, railways and inland containers/cargos.

The overall educational aim of MBA-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 SCM&L for hands-on training.



COURSE STRUCTURE

SEMESTER I

- 1.1 Organizational Behavior
- 1.2 MIS
- 1.3 Production & Operations Management
- 1.4 Financial Reporting & Analysis
- 1.5 Managerial Communication
- 1.6 Quantitative Techniques for Business Decisions
- 1.7 Marketing Management
- 1.8 Economic Analysis for Business Decisions

SEMESTER III

- 3.1 Trends in Supply Chain Management
- 3.2 Logistics Management
- 3.3 Project Management
- 3.4 Business Analytics for SCM
- 3.5 Legal Aspects of Business
- 3.6 Sustainable & Green Supply Chain Management
- 3.7 Entrepreneurship Opportunities in SCM
- 3.8 Summer Internship Viva

SEMESTER II

- 2.1 Recent Trends in Hyper Local Logistics
- 2.2 Business Research Methods
- 2.3 Operations Research for Business Decisions
- 2.4 E-Business
- 2.5 International Business
- 2.6 Human Resource Management
- 2.7 Principles of ERP and Overview of SAP
- 2.8 Inventory Management
- 2.9 Summer Training (Between Semester II & III): Internship on Supply Chain (6 - 8 Weeks)

SEMESTER IV

- 4.1 Contract Management Tax
- 4.2 Strategic & Operational Issues in Supply Chain Management
- 4.3 Supply Chain Performance Metrics & Modeling
- 4.4 M-Commerce & IT Enabled SCM
- 4.5 International Transportation in Global SCM
- 4.6 Live Project and Dissertation



BBA+MBA (INTEGRATED)

The MBA (Integrated) programme at 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 can 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 completing of the programme, the students would be able to:

- Analyze socio-political-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 multicultural teamwork competency.
- Evaluate different business problems using analytical and creative and integrative abilities.
- Develop ethical thinking.

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

FUNCTIONAL AREA	TERM I	TERM II	TERM III	TERM IV	TERM V	TERM VI	Term VII	Term VIII
Marketing	1.1 Marketing Management-I	2.1 Marketing Management-II	3.1 International Marketing	4.1 Marketing Strategy		6.1 Research Methodology	7.1 Introduction to Business Analytics	
Statistics & Operation Research	1.2 Basic Business Mathematics		3.2 Basic Business Statistics		5.1 Quantitative Techniques for Business Decision	6.2 Operational Research	7.2 Spcl.1 (1st paper)	8.1 Spcl. 1 (1st Paper)
						6.3 Production & Operations Mgmt.		
Economics	1.3 Business Economics	2.2 Economic Environment of Business			5.2 Managerial Economics	6.4 International Business	7.3 Spcl.1 (2nd paper)	8.2 Spcl. 1 (2nd Paper)
Human Resource		2.3 Organizational Behavior	3.3 Human Resource Management	4.2 Team Building & Leadership	5.3 Industrial Relation & Labor Law	6.5 Organisational Change Mgmt	7.4 Spcl.1 (3rd paper)	8.3 Spcl. 2 (1st Paper)
Accounting and Finance	1.4 Financial Accounting-I	2.4 Financial Accounting-I		4.3 Financial Management	5.4 Financial Reporting & Analysis	6.6 Corporate Finance	7.5 Spcl.2 (1st paper)	8.4 Spcl. 2 (2nd Paper)
						6.7 Managerial Accounting Business Decisions		
Information Technology				4.4 Information Technology for Managers			7.6 Spcl.2 (2nd paper)	
Law		2.5 Economic & Business Legislation	3.4 Intellectual Property Rights and Competition Law			6.8 Corporate Law	7.7 Spcl. 2 (3rd paper)	
General Management	1.5 Principles of Management		3.5 Entrepreneurship Development	4.5 Environmental Management	5.5 Project Planning and Mgmt. of Innovative Ventures			8.5 Strategic Management
					5.6 Cross Cultural Management			
Comm. & personality Development	1.6 Total Personality Development-I	2.6 Total Personality Development-II	3.6 Business Comm. Skills - I	4.6 Business Comm. Skills-II		6.9 Employability Skill Development-1	7.8 Employability Skill Development-2	
Managerial Skills				4.7 Contemporary Issues in Business				
Summer Training & Final Project					5.7 Corporate Project Report & Presentation		7.9 Summer Training Report & Presentation	8.6 Dissertation Report & Viva-voce

SPECIALIZATIONS OFFERED IN MBA (INTEGRATED)

AREA OF SPECIALIZATION	SPECIALIZATION 1	SPECIALIZATION 2
Finance	Project Finance & Management	International Financial Management
	Security Analysis and Portfolio Management	Financial Derivatives & Risk Management
	Tax Planning & Management	Merger, Acquisition and Corporate Restructuring
Marketing	Services Marketing	Digital Marketing
	Advertising Management	Customer Relationship Management
	Sales and Distribution Management	Brand Management
Human Resource	Compensation Management	Industrial Relations & Labor Laws
	Employee Training & Development	Organizational Design and Structure
	International HRM	Emotional Intelligence and Management Effectiveness
Operations Management	Inventory Management System	TQM & Environmental Issues
	Business Process Reengineering	Advanced Operations Research
	Project Management	Innovation and Technology Management
International Business	Global Competitiveness Analysis	International Financial Management
	International Marketing	Global Value Chain and Trade Facilitation
	International HRM	Merger, Acquisition and Corporate Restructuring
Supply Chain Management	Logistics Management – Application and Case Studies	International Transportation & Logistics
	Operational Strategies and Implementation Issues in SCM	Supply Chain Dynamics & E-Commerce
	Recent Trends in SCM	Supply Chain Performance Metrics and Modeling
Business Analytics	Optimization Techniques using Excel	Data Visualization for Analytics
	Data Analytics using SAS	Solver Time Series Analysis with Excel and Minitab
	Predictive Analytics Using SAS	Big Data, Text Analysis & Web Analytics

*** Note-1: One of the following -**

1. CAPM (Certified associated project management)
2. Business Analytics Certification
3. Digital Marketing Certification
4. Enterprise Resource Planning (SAP/ORACLE/...)
5. Chartered Financial Analyst (CFA)/Financial Risk

Management(FRM)/NCFM by National Stock Exchange

6. JAIIB - Junior Associate of IIB&F (Indian Institute of Banking and Finance)

7. HRCI Certification Institute like PHR/SPHR/GPHR

8. Any other

Note-2: Any specialization will be offered if there are a minimum of 10 students opting for that specialization.



BACHELORS IN BUSINESS ADMINISTRATION (BBA)

The BBA program 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.

An Indian industry tour and an international study tour are parts of the programme to provide global exposure to students.

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 -

- Establish their own enterprises or help strengthen and

expand their own family businesses.

- Global Perspective to identify and analyze relevant global factors that influence decision-making.
- Further Study in advanced Level programmes in Management Studies.
- To develop professionalism and ethical responsibilities to discharge management functions at junior managerial level positions.
- The ability to function well in groups.

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-Single Specialization programme:

- International Business.
- Entrepreneurship.
- Marketing.
- Human Resource Management.
- Banking & Finance.

COURSE STRUCTURE (BBA-INTERNATIONAL BUSINESS)

FUNCTIONAL AREA	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI
Marketing	1.1 Marketing Management-I	2.1 Marketing Management-II	3.1 Marketing Research	4.1 E-Business		
Statistics & Operation Research	1.2 Basic Business Mathematics	2.2 Business Statistics	3.2 Production and Operations Management		5.1 Business Research Methods	
Economics	1.3 Business Economics	2.3 Economic Environment of Business		4.2 International Business	5.2 International Finance and Foreign Exchange Management	6.1 Global Business Environment
					5.3 International Aspects of Business Operations	6.2 Management of Cross Cultural Issues
					5.4 Globalizing Indian Business	6.3 International Trade Theory and Policy
						6.4 Monetary Economics
Human Resource		2.4 Organizational Behaviour	3.3 Human Resource Management	4.3 Team Building and Leadership		
Accounting and Finance	1.4 Financial Accounting-1	2.5 Financial Accounting-2	3.4 Cost and Managerial Accounting	4.4 Financial Management		
Law			3.5 Business Law			
General Management	1.5 Principles of Management			4.5 Entrepreneurship Development	5.5 Environmental Management	6.5 Business Ethics
	1.6 Indian Culture & Heritage					
Comm. & Personality Development	1.7 Functional English-I	2.6 Functional English-II	3.6 Business Communication	4.6 Contemporary Issues in Business		
Managerial Skills		2.7 Computer Applications in Business	3.7 Computerized Accounting System	4.7 Total Personality Development-I	5.6 Total Personality Development-II	6.6 Statistical Analysis through Software
Summer Training & Final Project					5.7 Summer Training Evaluation	6.7 Research Report

COURSE STRUCTURE (BBA-ENTREPRENEURSHIP)

FUNCTIONAL AREA	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI
Marketing	1.1 Marketing Management-I	2.1 Marketing Management-2	3.1 Marketing Research	4.1 E-Business		
Statistics & Operation Research	1.2 Basic Business Mathematics	2.2 Business Statistics	3.2 Production and Operations Management		5.1 Business Research Methods	
Economics	1.3 Business Economics	2.3 Economic Environment of Business		4.2 International Business		6.1 Global Business Environment
Human Resource		2.4 Organizational Behaviour	3.3 Human Resource Management	4.3 Team Building and Leadership		
Accounting and Finance	1.4 Financial Accounting-1	2.5 Financial Accounting-2	3.4 Cost and Managerial Accounting	4.4 Financial Management		
Law			3.5 Business Law			
General Management	1.5 Principles of Management			4.5 Entrepreneurship Development	5.2 Environmental Management	6.2 Business Ethics
	1.6 Indian Culture & Heritage				5.3 Leadership and Change Management	6.3 MSME and Family Business
					5.4 Financing for Expansion and new Ventures	6.4 Working Capital Management
					5.5 Social Entrepreneurship	6.5 Project Management
Comm. & Personality Development	1.7 Functional English-I	2.6 Functional English-II	3.6 Business Communication	4.6 Contemporary Issues in Business		
Managerial Skills		2.7 Computer Applications in Business	3.7 Computerized Accounting System	4.7 Total Personality Development-I	5.6 Total Personality Development-II	6.6 Statistical Analysis through Software
Summer Training & Final Project					5.7 Summer Training Evaluation	6.7 Research Report

COURSE STRUCTURE (BBA-MARKETING)

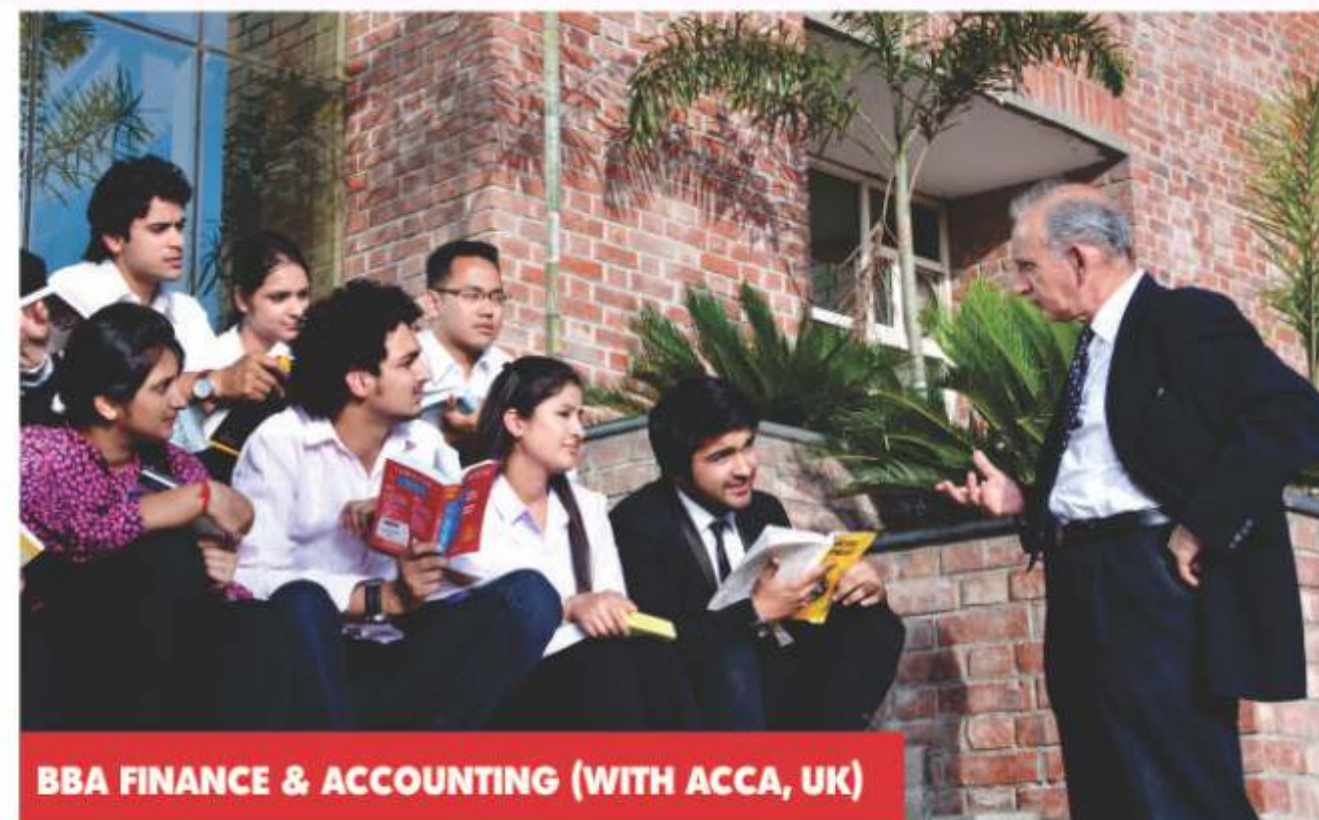
FUNCTIONAL AREA	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI
Marketing	1.1 Marketing Management-I	2.1 Marketing Management-2	3.1 Marketing Research	4.1 E-Business	5.1 Retail Management	6.1 Consumer Behavior
					5.2 Advertising & Brand Management	6.2 Service Marketing
					5.3 Sales & Distribution Management	6.3 Digital Marketing
Statistics & Operation Research	1.2 Basic Business Mathematics	2.2 Business Statistics	3.2 Production and Operations Management		5.4 Business Research Methods	
Economics	1.3 Business Economics	2.3 Economic Environment of Business		4.2 International Business		6.4 Global Business Environment
Human Resource		2.4 Organizational Behaviour	3.3 Human Resource Management	4.3 Team Building and Leadership		
Accounting and Finance	1.4 Financial Accounting-1	2.5 Financial Accounting-2	3.4 Cost and Managerial Accounting	4.4 Financial Management		
Law			3.5 Business Law			
General Management	1.5 Principles of Management			4.5 Entrepreneurship Development	5.5 Environmental Management	6.5 Business Ethics
	1.6 Indian Culture & Heritage					
Comm. & Personality Development	1.7 Functional English-I	2.6 Functional English-II	3.6 Business Communication	4.6 Contemporary Issues in Business		
Managerial Skills		2.7 Computer Applications in Business	3.7 Computerized Accounting System	4.7 Total Personality Development-I	5.6 Total Personality Development-II	6.6 Statistical Analysis through Software
Summer Training & Final Project					5.7 Summer Training Evaluation	6.7 Research Report

COURSE STRUCTURE (BBA-HUMAN RESOURCE MANAGEMENT)

FUNCTIONAL AREA	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI
Marketing	1.1 Marketing Management-I	2.1 Marketing Management-2	3.1 Marketing Research	4.1 E-Business		
Statistics & Operation Research	1.2 Basic Business Mathematics	2.2 Business Statistics	3.2 Production and Operations Management		5.1 Business Research Methods	
Economics	1.3 Business Economics	2.3 Economic Environment of Business		4.2 International Business		6.1 Global Business Environment
Human Resource		2.4 Organizational Behaviour	3.3 Human Resource Management	4.3 Team Building and Leadership	5.2 Industrial Relations	6.2 Compensation Management
					5.3 Training and Development	6.3 Human Resource Information System
					5.4 Recruitment and Selection	6.4 Developing Individuals Team and Organization
Accounting and Finance	1.4 Financial Accounting-1	2.5 Financial Accounting-2	3.4 Cost and Managerial Accounting	4.4 Financial Management		
Law			3.5 Business Law			
General Management	1.5 Principles of Management			4.5 Entrepreneurship Development	5.2 Environmental Management	6.2 Business Ethics
	1.6 Indian Culture & Heritage					
Comm. & Personality Development	1.7 Functional English-I	2.6 Functional English-II	3.6 Business Communication	4.6 Contemporary Issues in Business		
Managerial Skills		2.7 Computer Applications in Business	3.7 Computerized Accounting System	4.7 Total Personality Development-I	5.7 Total Personality Development-II	6.7 Statistical Analysis through Software
Summer Training & Final Project					5.8 Summer Training Evaluation	6.8 Research Report

COURSE STRUCTURE (BBA-BANKING & FINANCE)

FUNCTIONAL AREA	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI
Marketing	1.1 Marketing Management-I	2.1 Marketing Management-2	3.1 Marketing Research	4.1 E-Business		
Statistics & Operation Research	1.2 Basic Business Mathematics	2.2 Business Statistics	3.2 Production and Operations Management		5.1 Business Research Methods	
Economics	1.3 Business Economics	2.3 Economic Environment of Business		4.2 International Business		6.1 Global Business Environment
Human Resource		2.4 Organizational Behaviour	3.3 Human Resource Management	4.3 Team Building and Leadership		
Accounting and Finance	1.4 Financial Accounting-1	2.5 Financial Accounting-2	3.4 Cost and Managerial Accounting	4.4 Financial Management	5.2 Business Taxation	6.2 International Finance and Forex Management
					5.3 Security Analysis & Investment Management	6.3 Banking Law & Practice
					5.4 Indian Banking System	6.4 Marketing of Financial Products and services
Law			3.5 Business Law			
General Management	1.5 Principles of Management			4.5 Entrepreneurship Development	5.5 Environmental Management	6.5 Business Ethics
	1.6 Indian Culture & Heritage					
Comm. & Personality Development	1.7 Functional English-I	2.6 Functional English-II	3.6 Business Communication	4.6 Contemporary Issues in Business		
Managerial Skills		2.7 Computer Applications in Business	3.7 Computerized Accounting System	4.7 Total Personality Development-I	5.6 Total Personality Development-II	6.7 Statistical Analysis through Software
Summer Training & Final Project					5.7 Summer Training Evaluation	6.8 Research Report



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	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI
Marketing	1.1 Marketing Management			4.1 Business Research Methods	5.1 E-Business/Digital Marketing	6.1 Advanced Financial Mgmt
Statistics & Operation Research	1.2 Basic Business Mathematics	2.1 Business Statistics	3.1 Corporate Financial Reporting			6.2 Advanced Performance Mgmt
Economics	1.3 Business Economics	2.2 Economic Environment of Business	3.2 Global Business Environment			
Human Resource		2.3 Organizational Behavior	3.3 HRM			
Accounting and Finance	1.4 Financial Accounting	2.4 Cost Accounting and Performance Management	3.4 Management Accounting	4.2 Income Tax - Law & Practices	5.2 Audit and Assurance	6.3 Business Analysis
				4.3 Financial Management	5.3 Tax Procedure and Management	
Law			3.5 Business Law	4.4 Corporate Law		
General Management	1.5 Principles of Management			4.5 Entrepreneurship Development	5.4 Environmental Management	
					5.5 Governance, Risk & Ethics	
Comm. & Personality Development	1.6 Functional English-I	2.5 Functional English-II	3.6 Business Communication	4.6 Contemporary Issues in Business		
Managerial Skills		2.6 Computer Applications in Business	3.7 Computerized Accounting System	4.7 Total Personality Development		
Summer Training & Final Project					5.6 Summer Training Evaluation	6.4 Research Report



The B.Com (Hons.) 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 (Hons.) 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.

COURSE STRUCTURE

STREAM	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI
Finance & Accounts	1.1 Financial Accounting	2.1 Corporate Accounting	3.1 Corporate Financial Reporting	4.1 Income Tax-Law and Practices	5.1 Money Banking & Financial Institutions	6.1 Advanced Financial Management
					5.2 Audit and Assurance	6.2 Investment Management & Insurance
			3.2 Management Accounting		5.3 Tax Procedure and Management	6.3 Business Analysis
		2.2 Cost Accounting & Performance Management		4.2 Financial Management		6.4 Indirect Taxation (GST)
Economics	1.2 Micro Economics	2.3 Macro Economics	3.3 Global Business Environment			
Statistics	1.3 Business Statistics	2.4 Business Mathematics	3.4 Fundamentals of Operations Research	4.3 Fundamentals of Research Methods		
Law			3.5 Business Law	4.4 Corporate Law		
General Management	1.4 Principles of Management				5.4 Environmental Management	6.5 Entrepreneurship
					5.5 Governance, Risk and Ethics	
Skill Enhancement Course	1.5 Computer Application in Business		3.6 Computerized Accounting Software (Computer Lab)	E-filing and E-payment		6.6 Advanced Performance Management
		2.5 Marketing Management	3.7 Human Resource Management			
IT				4.5 E-commerce		
Communication	1.6 Functional English-I	2.6 Functional English-II			5.6 Business Communication	
Project					5.7 Summer Training Evaluation	6.7 Research Report



B.COM. (HONS.) 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, 14 specialized courses have been included in the B.Com. (Hons.) 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 five 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 five 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. (Hons.) degree from Sharda University. They will also be eligible for ACCA certification provided they clear examination in five specified courses from ACCA.

Objectives and Outcome

The programme aims at preparing young minds for responsible positions in finance and accounting. B.Com. (Hons.) 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

STREAM	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI
Finance & Accounts	1.1 Financial Accounting	2.1 Corporate Accounting	3.1 Corporate Financial Reporting	4.1 Income Tax-Law and Practices	5.1 Money Banking & Financial Institutions	6.1 Advanced Financial Management.
			3.2 Management Accounting		5.2 Audit and Assurance	6.2 Investment Management & insurance
					5.3 Tax Procedure and Management	Business Analysis
		2.2 Cost Accounting & Performance Management		4.2 Financial Management		6.4 Indirect Taxation (GST)
Economics	1.2 Micro Economics	2.3 Macro Economics	3.3 Global Business Environment			
Statistics	1.3 Business Statistics	2.4 Business Mathematics	3.4 Fundamentals of Operations Research	4.3 Fundamentals of Research Methods		
Law			3.5 Business Law	4.4 Corporate Law		
General Management	1.4 Principles of Management				5.4 Environmental Management	6.5 Entrepreneurship
					5.5 Governance, Risk and Ethics	
Skill Enhancement Course	1.5 Computer Application in Business		3.6 Computerized Accounting Software (Computer Lab)	E-Filing and E-Payment		6.6 Advanced Performance Management
		2.5 Marketing Management	3.7 Human Resource Management			
IT				4.5 E-Commerce		
Communication	1.6 Functional English-I	2.6 Functional English-II			5.6 Business Communication	
Project					5.7 Summer Training Evaluation	6.7 Research Report



B.COM. (HONS.) FINANCE & ACCOUNTS (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. (Hons.) in Finance and Accounts at Sharda University campus.

Programme Objectives

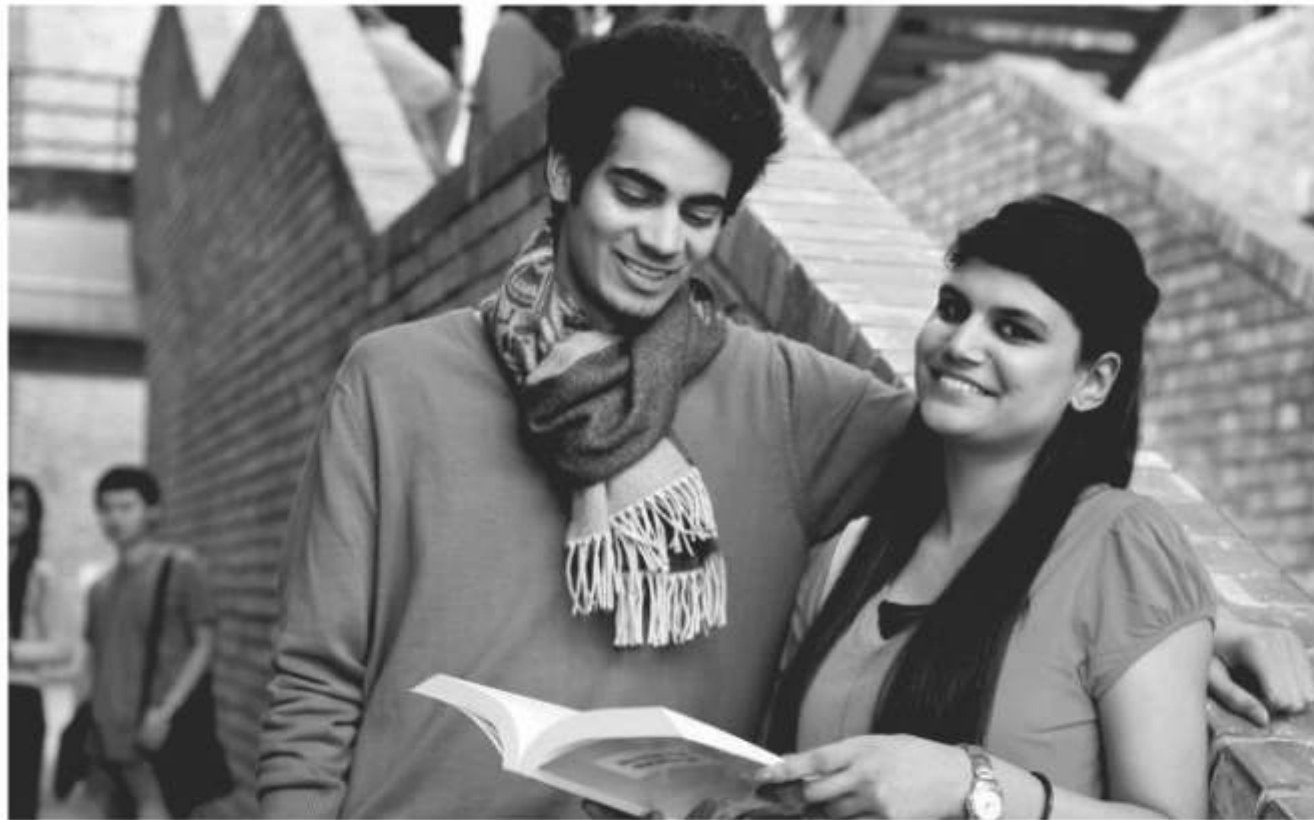
The objective of this course is to prepare a select cadre of future-ready professionals who will not only be efficient & effective managers but also inspirational & innovative leaders with a particular emphasis on creative & refreshing approach to business problems resolution and identifying & tapping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



COURSE STRUCTURE

SEMESTER I

- 1.1 Business Communication-I
- 1.2 Financial Accounting-I
- 1.3 Principles of Management
- 1.4 Business Mathematics
- 1.5 Business Economics
- 1.6 Computer Applications in Business

SEMESTER III

- 3.1 Business Environment
- 3.2 Business Law
- 3.3 Financial Accounting-III
- 3.4 E-Commerce
- 3.5 Financial Management
- 3.6 Corporate Law
- 3.7 GST - Practical

SEMESTER V

- 5.1 Management Information system
- 5.2 Financial Market Operations
- 5.3 Internship

SEMESTER II

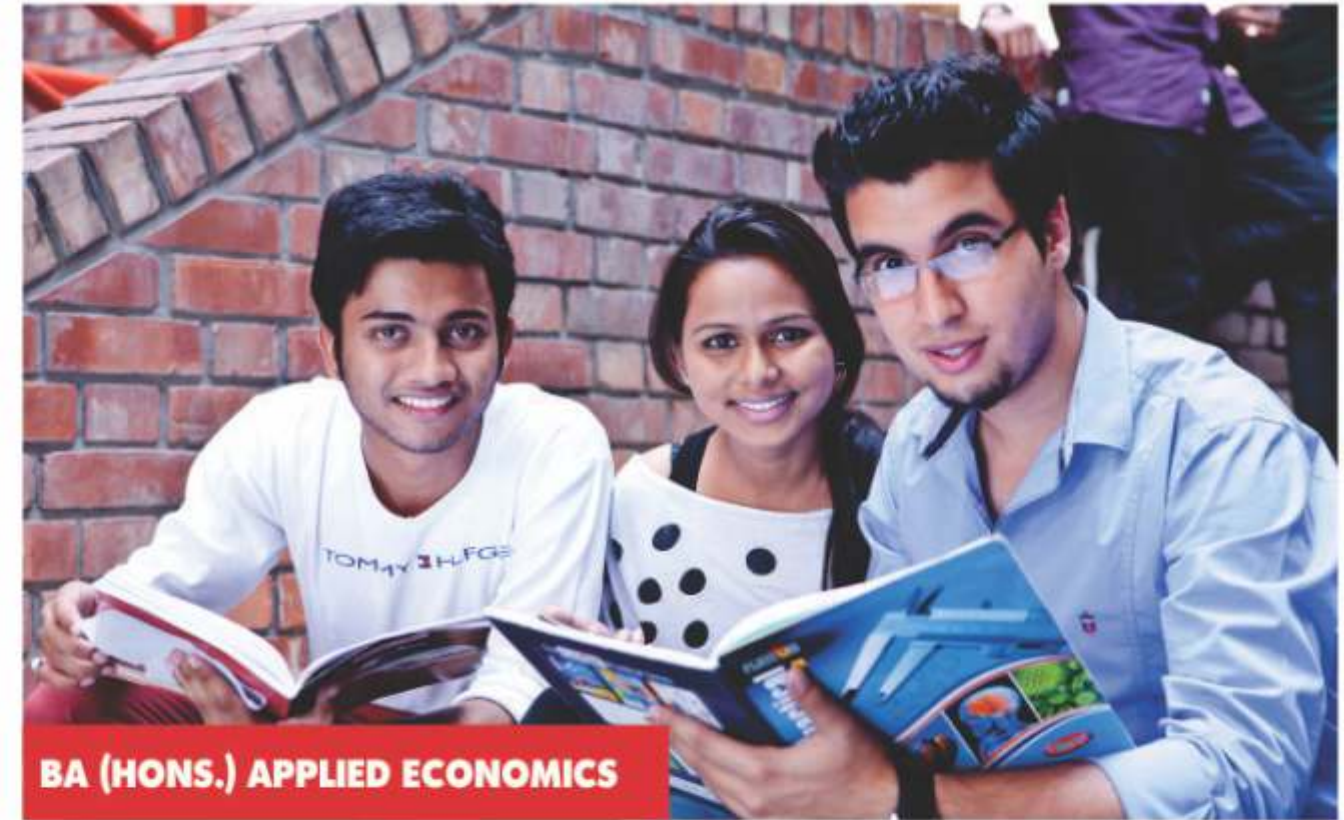
- 2.1 Business Communication-II
- 2.2 Financial Accounting-II
- 2.3 Introduction to Banking
- 2.4 Direct Tax
- 2.5 Business Statistics
- 2.6 Business Organization
- 2.7 Environmental Studies
- 2.8 Tally ERP 9 - Practical

SEMESTER IV

- 4.1 Cost & Management Accounting
- 4.2 Quantitative Techniques for Business
- 4.3 Entrepreneurship Development
- 4.4 Auditing
- 4.5 Business Ethics & Governance
- 4.6 SAP - Practical
- 4.7 Advanced Excel with Lab - Practical

SEMESTER VI

- 6.1 Project Finance
- 6.2 International Finance
- 6.3 Internship



BA (HONS.) APPLIED ECONOMICS

A resource attracts the attention of economists when it becomes scarce. The growth of the discipline of economics over the last 250 years gradually brought many resources in its fold that were not considered of importance by economists in the earlier years of its journey. Those resources were free then, but now they command prices. Take the case of, for example, drinking water, or for that matter, resources from forests. Gone are days of consuming water for free. Price of land has been rising rapidly to cope with the steady rise in population. Economic Science has been developing rapidly to find solutions to the vexed issues of allocating all the scarce resources, the number of which is also rising. In this process economics has also become more applied in its treatment of the real life issues. The abstract theoretical structure of the discipline has gradually incorporated many facades of reality into its fold and a large literature on applied economics has developed during the last few decades.

Being necessary to understand and facilitate today's avowed process of globalization, skills in the tools of applied economics are emerging as highly demanded all across the world. Keeping in mind this new demand, the new programme entitled BA (Hons.) Applied Economics aims at creating a new skill set among the younger generation of the society in handling the emerging tools of applied economics to arrive at real time and optimal solutions to complex problems of allocation of scarce resources – among individuals, in business and by the State. Such skills will undoubtedly facilitate creation of a trained pool of manpower that is in short supply in the present day scenario.

Objectives

The objectives of the programme are to

- Facilitate creation of young professionals who can analyze the economic situations prevailing across diverse sectors.
- Empower the students to identify effective and welfare enhancing policy options through an informed decision making process that involves weighing the costs and benefits – economic, social as well as environmental – of several possible options that are logically feasible.
- Create employable graduates who can effectively and efficiently contribute to the growth and productivity of the economy.

To ensure immediate employability on completion of the programme, it incorporates a provision of specialization during the final year of the programme covering areas as diverse as international business, applied econometrics and natural resource management.

Learnings

On completion of the programme the students will be able to

- Apply the theoretical insights from economic science in analyzing and or solving real life economic problems of individuals, business and the State.
- Join different organizations as economic, business or policy analysts.
- Pursue higher studies in management, decision science and policy analysis.
- Acquire fundamental skills in social science research.

Courses of Specialization Areas

International Business:

- International Finance and Foreign Exchange Management
- International Aspects of Business Operation
- Globalizing Indian Business
- Global Crises in International Business

Applied Econometrics:

- Time series analysis
- Econometrics of Market Research

- Financial econometrics
- Qualitative Response Models

Natural Resource Economics:

- Environmental Economics
- Ecological Economics
- Economics of water Resources
- Economics of land Resources

COURSE STRUCTURE

FUNCTIONAL AREA	TERM I	TERM II	TERM III	TERM IV	TERM V	TERM VI
Quantitative Methods	Maths for Business and Economics	Statistics for Business and Economics	Operations Research	Supply Chain Management (Applications)		
General Management	Principles of Management	Human Resource Management	Marketing Management	Accounting for Business Decisions		
Information Technology and Data Management		MIS	E-Business	Data Management (Software Application)		
Communication	Functional English-I	Functional English-II				
	Indian Culture and Heritage					
Economics (CORE)	Foundation of Economics	Consumer Behavior	Market Morphology	Money And Financial Markets	Urban Economics	
	Indian Polity and Sociology	Firm Behavior	Development Economics	Basic Econometrics	Agriculture and Rural Development	Economics of Emerging Markets
Specialization	Population Dynamics	Macro Economics	International Economics	Public Economics	Public Policy and Governance	
			Economics of Organization	Indian Economic Development		
					Two modules from specialization	Two modules from specialization
Project/Viva				Summer Training/Field Work	Project Report & Comprehensive Viva	

Sharda Launchpad is an Entrepreneurship Development initiative of Sharda University. The goal is to promote entrepreneurial spirit among students and alumni. It will serve as the link between entrepreneurial enthusiasts and industry experts in the concerned field so that the current students and alumni can learn from their experiences, knowledge and expertise through initiatives like interviews, speaker sessions, competitions, industry interface, mentoring and many more.

PITCH IN YOUR IDEA & WIN UPTO RS. 40 LACS IN SCHOLARSHIP!

The business ideas under the umbrella of Next Startup have primarily been categorized into four aspects namely: Science, Creative, Business and Social. These four aspects cover a spectrum of contemporary landscape. The prospective students who would be selected under this programme would be offered Scholarship Amount upto Rs. 40 lacs, on admission to any of the University's Undergraduate Programmes. As a second step to Next StartUp, wherein the ideas have been vetted by experts, they would be enrolled in the Incubator Programme of the University popularly called as the Syncubator Programme from the first year of their Undergraduate Studies. Here, in addition to studying the regular course curricula, they would be working under the aegis of Entrepreneurship Cell as the Incubates. Consequently, the Incubates would be mentored continuously and rigorously to convert their ideas into viable business plan and model.

Objectives of Sharda Launchpad

- Organizing activities/events/lectures to promote entrepreneurial spirit in Sharda students and alumni.
- Setting up of an Entrepreneurial Cell, one of the routes via which students can gain access to Sharda LaunchPad.
- Mentoring by the in-house-faculty and industry experts for budding entrepreneurial students and alumni.
- Fostering the spirit of competition by nominating Sharda students for various inter and intra-college entrepreneurial contests.
- Coordinating and providing the live project opportunities for the participants to provide them with industry interface.
- Facilitating the setup of a Next Startup / Syncubator / Xcelerator Centre in the institute to incubate budding StartUps at different levels of the entrepreneurial trajectory.



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.

Life Skills Training

We believe in an education system that looks beyond employment and concentrates on individual development by imparting "Life Skills" and enhancing life time opportunities. We spare no efforts to groom our students, not only in their chosen discipline, but also broaden their mindsets and create positive attitudes, thus equipping them with all qualities to make them an asset to whichever organization they join.

Campus Partner Programme

To bridge the gap between the theoretical and practical aspects of the curriculum, Industry and Corporate Interaction is extremely important. The Placement Department recognizes this need and addresses it through the Campus Partner programme. Regular associations and meetings with Corporate provide industry exposure to the students and enable them to pick up new skills other than what is being imparted in the classrooms.

Sharda University Campus Partner is a unique opportunity for companies seeking to strengthen their relationship with students, to support our efforts in preparing students for a successful career, and to expand their presence on campus. The Placement Department offers strategic partnerships with companies and creates mutually beneficial relationships. Internships, recruitments, alumni database access and specialized short term training of the students as per the requirements of the companies, are just a few ways this goal is accomplished.

Placement Highlights

Total number of Companies: 250+

Total number of MNCs till date: 100+

More than 50+ CMM level-5 companies

More than 25+ Fortune 500 companies

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

Nodal Center Indian Navy for Campus Recruitment

Highest Package Offered (MBA)- 12 LPA

MBA- 100% placement offers



Some of the Recruiters (MBA programme)

Anchor Panasonic, Dish TV, Balaji Telefilms, Citibank, Global Logic HCL Infosystems, ICICI Bank, ICICI Securities, Kotak Mahindra Bank, Larsen & Toubro, Max Healthcare, Pepsico, Tech Mahindra, Yes Bank, Tommy Hilfiger, Sleepwell, Steria India, Daimler India commercial vehicle, Naukri.com, Zomato, GHCL limited, Amazon India, Network 18, Godrej and Boyce, Idea Cellular, Airtel.



STUDENT'S

CLUBS

1



MUSIC CLUB

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.

2



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.

3



LITERARY 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.

4



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.

5



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.

6



DIVERSITY CLUB

Sharda University has a diverse group of students from across 74+ nationalities. The Diversity Club is dedicated to raising awareness of the various cultures present at and of other cultures around the world. In the past various events have been organized by students to explore different cultures like Rejoice 3D, Festivals of Light, etc.

7



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. The events range from theme-based photo competitions to short-film making contests, from teaching workshops to knowledge-based seminar and presentations from the most influential photographers and artists.

8



FASHION CLUB

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.

9



ENVIRONMENTAL CLUB

'What we are doing to the forests of the world is but a mirror reflection of what we are doing to ourselves and to one another.' With this spirit the Environment Club heads out to enhance the beauty and quality of the nature outside and within. 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.

VIEWS

THAT SPEAK EXCELLENCE



Mr. HARSHDEEP BATRA

MBA (Batch 2014-2016)

Recruited By- Spandana Spoorthy, ICICI Securities, Rateria Fabrics Pvt .Ltd.

It was a great time we spent in Sharda University. Sharda has very wonderful faculty and they are very cooperative and campus environment is very positive. Training and placement department continuously provides assistance regarding the placement. Sharda has made the best efforts to provide all the facilities for the students. The days which has been spend in Sharda were the golden days of my life and I will remember it for rest of my life. Sharda rocks!



Ms. DEEKSHA GUPTA

MBA - Marketing & Finance (Batch: 2014-16)

Recruited By: Hindustan Sanitaryware & Industries Ltd.

It gives me great pleasure to say with pride that I have completed my post-graduation from School of Business Studies, Sharda University. The relationship between faculties and student is very cordial, which gave me an opportunity to excel in my area of interest. The two years spent here were splendid and has helped me to grow better professionally & personally. I would like to thank all the faculties and staff for making me a "Better Person".



Mr. IKECHUKWU M. TORTI

MBA - International Business (Batch 2014-16)

Taking admission into Sharda is like paying for an exclusive world tour. The University is comprised of different people from different nationalities which makes it a global community for diverse learning. It has been a wonderful experience for me so far in the university. It is indeed beyond boundaries. Potentials are harnessed, skills are developed, confidence is built and dreams are realized.



Ms. LAKSHITA KAUSHIK

MBA (Batch-2011-13)

Recruited By: Balaji Telefilms

It has been a matter of pride for me to be a part of Sharda University. Training and Placement cell has been continuously providing assistance regarding the placements. Because of their effort only I have been selected in Balaji Telefilms with a handsome package. I am very thankful to them for giving me the golden chance to start my career with such a nice company.



Ms. AYUSHI SAINI

MBA (2016-17 batch)

I joined the MBA programme of Sharda University in August this year. What I feel is that it is the perfect place for higher education. The main attraction of this University is its campus and friendly environment. I am very much impressed by the kind of facilities that are provided here. Also, the faculty members do not treat the students as their duty but as their responsibility.



Mr. CHANCHAL CHAUDHARY

BBA (2016-19 batch)

The great thing at Sharda University is the teachers, they are so unbelievably good. It was like being dropped in this wonderland of brilliant and interesting people. I have the opportunity that I feel like I will never have again to learn from people at the top of their fields. I love the fact that Sharda is a place for such a broad range of people. I appreciate that diversity is a core value at Sharda. It is really very beautiful that people from different countries sit together and study under the same roof.



Mr. GAURAV TIWARI

MBA (2015-2017 batch)

Sharda University provides excellent opportunity for placements. It has the best faculty which give their best to the students to achieve their goal. Working in a global university definitely gives a competitive edge and it's the environment which always makes sense.



MS. SAUMYA SRIVASTAVA

MBA (2015-2017 batch)

My tenure at Sharda was a wonderful experience. I vividly remember the faculty members taking great pains in explaining nuances of business with examples. The case studies helped me develop my analytical abilities as well as my communication skills both of which are critical for success these days. The industry interaction, mentoring opportunities and extra curricular activities helped me develop as a well rounded professional.

These were the reasons due to which I could make it in the list of meritorious students who earned scholarships. It makes me happy to meet Shardans in different walks of life, different sectors, industries. It seems Shardans are making it every where. Proud to be a Shardan!



Mr. KARTIK KHARBANDA

MBA (2015-17 batch)

I can positively say that Sharda University has made me a better person, It has helped me develop a positive attitude. The thing I admire the most about Sharda University is the constant support I received from everyone at the campus. Sharda University's biggest advantage is the fact that it has a lot of students from different nationalities. I can also vouch for Sharda University's placement as I got placed at two reputed organisations.



Ms. HIMANSHI

MBA-Banking & Finance (2015-17 batch)

Recruited by-ICICI Securities, Kotak Mahindra Bank, Metlife GOSC

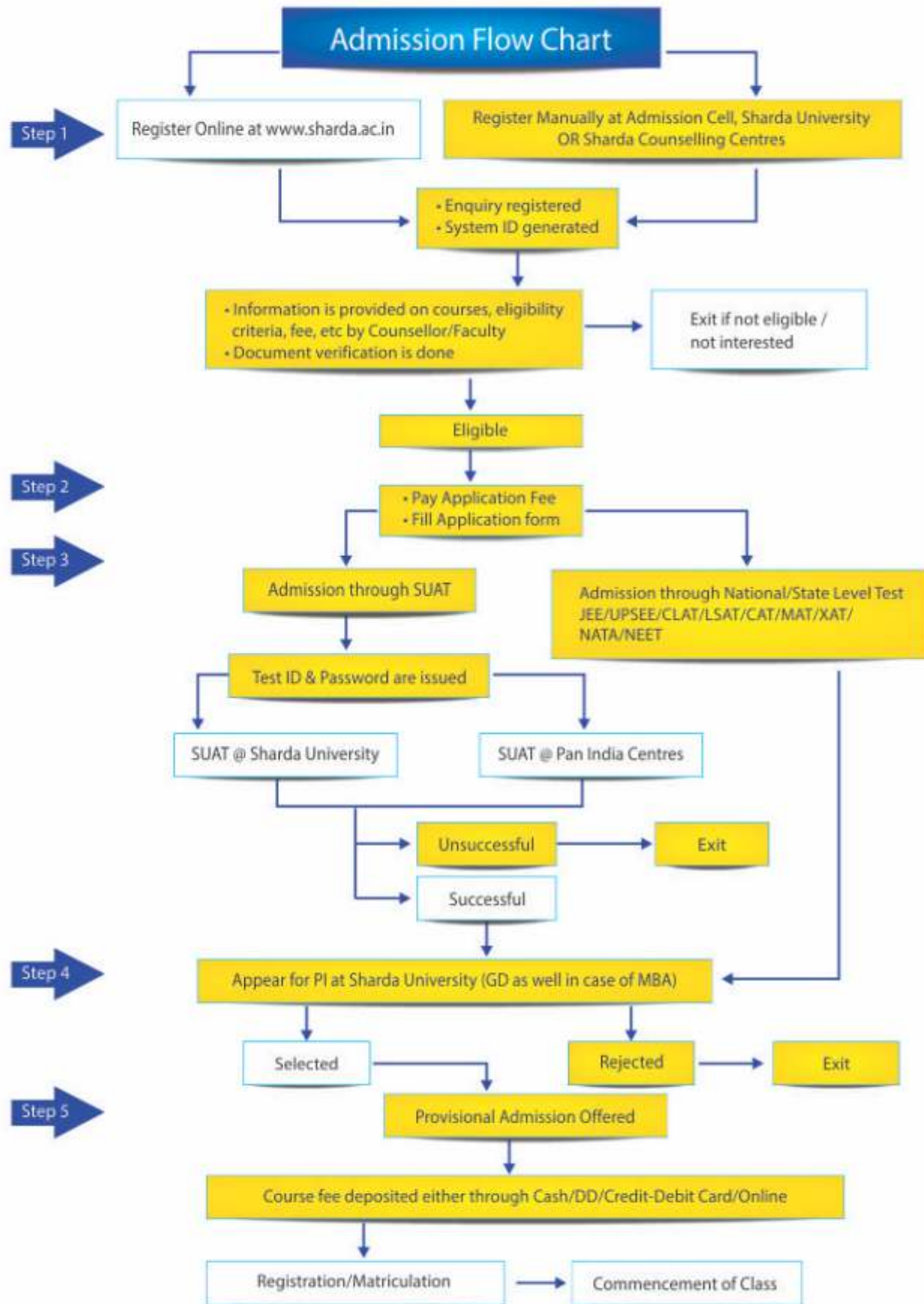
It's difficult to sum up the memories and experience of those 2 years in a few lines. Sharda University has given us many platforms to show case our skills. I would also like to thank the professors for guiding us throughout our journey. The entire study environment makes it easy for a student to learn and inculcate the spirit to stand out amongst the crowd. Training & Placement department has also helped us to build our career by giving us numerous opportunities. It was a pleasure to be in Sharda University and I feel proud to be a Shardan.



Mr. VISHWARATAN PRAKASH

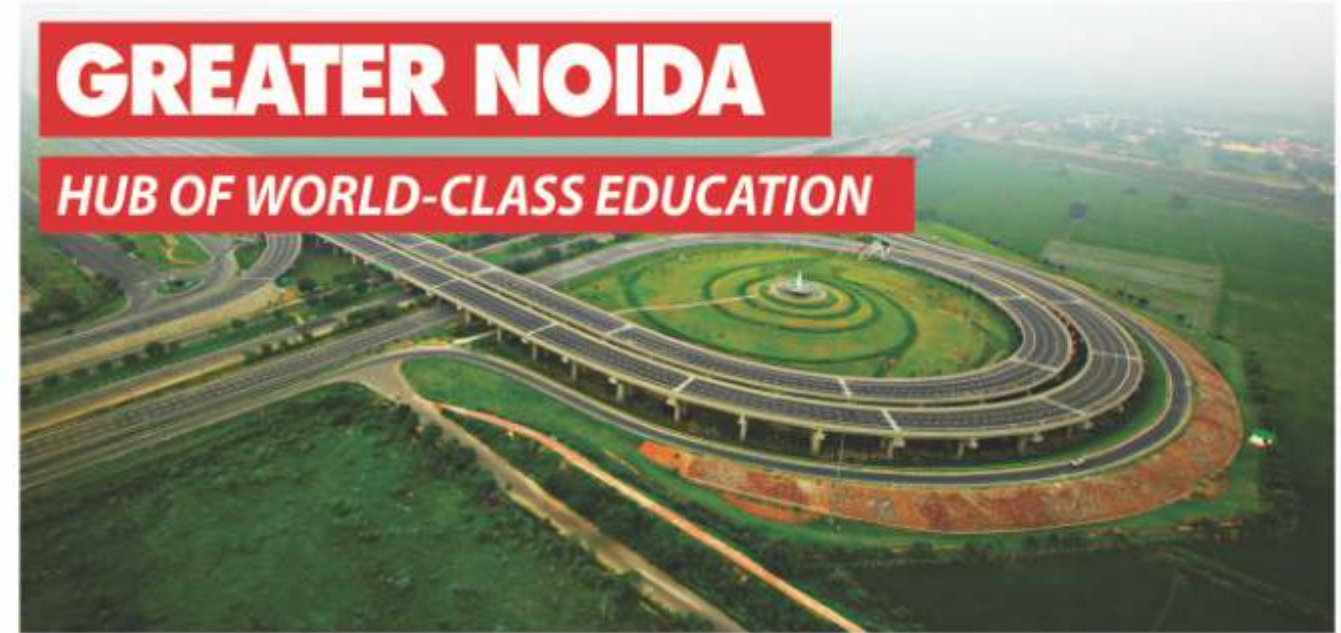
B.Com. (2012-15), MBA (2015-17)

I can positively say that Sharda University has made me a better person and a better professional. The facilities, environment and the resources, are much better than many other in Delhi-NCR. Anybody would like to be a part of such a multi-cultural place. Sharda University nurtured and honed my management skills in the span of 5 long years and I am implementing those in the corporate world too.



GREATER NOIDA

HUB OF WORLD-CLASS EDUCATION



Situated adjacent to New Delhi, Greater Noida is one of the fastest developing educational hubs. Home to some of the leading universities in India, Greater Noida sees lots of international students pursuing their career dreams.

India's first ISO 9000-2000 certified city, Greater Noida is amongst the cleanest, greenest and most well planned cities of India. Greater Noida is amongst the selected cities of the world, chosen for F1 Grand Prix Race.

Sharda University campus at Knowledge Park III is the largest in Greater Noida & the entire NCR.



NOTES

REGIONAL REACH



SHARDA UNIVERSITY CAMPUS

Plot No.32-34, Knowledge Park III,
Greater Noida, UP-201310
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+91-120-4060210/ 11, 4570000

INTERNATIONAL ADMISSION CELL

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Greater Noida, UP-201310
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+91-120-4060224/ 27

SGI ADMISSION CELL AT AGRA

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towards Mathura on Agra-Delhi (NH-2)
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+91-9205883459

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