



- 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 Humanities & Social Sciences
- School of Nursing Science & Research
- School of Education
- School of Pharmacy
- Sharda Hospital

SHARDA UNIVERSITY CAMPUS

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Use this Quick Response (QR) code to find out more on your smart phone. You just need to download any free QR code reader onto your phone and scan the QR code.

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SCHOOL OF BUSINESS STUDIES



The
WORLD
comes
TOGETHER
at Sharda



Sharda offers **endless possibilities** to
become a **business leader**

AFGHANISTAN • ALBANIA • ANGOLA
 BANGLADESH • BENIN • BHUTAN
 BURKINA FASO • BURUNDI • CAMEROON
 CHAD • CHINA • CONGO • COTE D'IVOIRE
 DR CONGO • ECUADOR • EGYPT
 ETHIOPIA • GABON • GAMBIA • GHANA
 GUINEA • INDONESIA • IRELAND • ITALY
 KAZAKHSTAN • KENYA • KOREA • LIBYA
 MALI • MALI • MAURITIUS •
 MEXICO • MYANMAR
 NAMIBIA • NEPAL • NIGERIA
 OMAN • PAPUA NEW GUINEA • PERU
 RUSSIA • RWANDA • SAUDI ARABIA
 SENEGAL • SOMALIA • SOUTH AFRICA
 SOUTH SUDAN • SRI LANKA • SUDAN
 TAJIKISTAN • TANZANIA • THAILAND
 TIBET • TURKMENISTAN • UGANDA
 UNITED KINGDOM • UZBEKISTAN
 VIETNAM • YEMEN • ZAMBIA • ZIMBABWE

The
WORLD
 comes
TOGETHER
 at Sharda

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SHARDA UNIVERSITY

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

13 MULTI-DISCIPLINARY SCHOOLS

Schools of Engineering, Management, Law, Architecture, Medical, Dental, Nursing, Pharmacy, Allied Health, Basic Sciences, Media, Art & Design, Education and Humanities & Social Sciences.

1,200+ FACULTY FROM ACROSS THE GLOBE

Students learn from distinguished faculty from USA, UK, Greece, Singapore, Japan, Russian Federation & India among others.

MULTIPLE AVENUES FOR RESEARCH

Students do live projects in collaboration with top institutions like DRDO, MSME, DST, DBT, INSA and USAID.

OPPORTUNITY TO LAUNCH STARTUPS

Upto Rs.40 lac in scholarship is offered for Student StartUps through various programmes like Next StartUp, Syncubator and Xcelerator.

37,500+ PLACEMENTS OVER THE YEARS

Sharda students are working for MNCs & leading corporates like Tech Mahindra, Microsoft, Cadence, TCS, Cognizant, Amazon, HCL, Dell, Wipro among others.

Sharda University has over the years become one of the leading centres of education, research and innovation in Delhi NCR region. Established through an act of State Legislature of Uttar Pradesh (14 of 2009), Sharda University offers over 216 UGC recognised degrees in various disciplines. It's a part of the renowned Sharda Group with operations in areas like Education, Healthcare and IT.

Being the only global university in India with students from 80+ countries, and academic partnerships with 180+ Universities across the world-USA, UK, Italy, Canada, Russia, Slovenia, et al, the University offers a truly international learning environment. That's why it says, "The World is Here, Where are You?"



Discover Why Top Corporates Like CitiBank, HDFC, Barclays, Idea, Pepsi, FedEx, Bosch Prefer Sharda Students

Over **10 YEARS** of excellence in management education

Unique CHOICE
Based Credit System

MAXIMUM industry interaction

Focus on **OUTCOME** based education

Prestigious Global Tie-Ups To **STUDY** MANAGEMENT

Encouragement to StartUps through Sharda **LAUNCHPAD**



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.

KEY FACTS & FIGURES

- » Eminent faculty from renowned global universities.
- » Meticulously designed curriculum with deliberations from top professionals and academic bodies with an aim to nurture industry ready employable workforce.
- » Application oriented learning with the best corporate engagement practice in association with foremost companies like GlobalLogic, Tech Mahindra, Asian Paints, etc.
- » Practice based learning through project work with industry academia linkages with leading industries in North India.
- » Strategic collaboration with Association of Chartered Certified Accountant, UK to offer ACCA certified BBA (Finance & Accounting) and B.Com (Hons.) programmes.
- » Global MBA & BBA programmes with six months foreign study to inculcate students with international business scenarios.
- » Internship for the students of MBA (Health Care & Hospital Administration) in 900-bedded super speciality Sharda Hospital.
- » Students and faculty members of the School of Business Studies have received full scholarships from the European Union.
- » Live cases developed by the faculty members of the School have been published in reputed international journals.



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.



1 Eminent faculty from renowned Universities from all around the world. Guest lectures by eminent personalities from the business fraternity as well as workshops and seminars are organised on a monthly basis.

2 India's 8th Ranked Pvt. University for Management Education by Times i3RC B-School Ranking 2018. Awarded 'Best Business School in North' by BBC Knowledge. Rated among India's leading Business Schools by Dun & Bradstreet and 'A' Business School by CRISIL – A Global Analytic Company.

3 International Immersion Programme with leading Universities and Business Schools like Ural Federal University, University of Cyprus, Solbridge International School of Business, University of Ljubljana, Sacred Heart University among others.

4 Choice based credit system (CBCS) designed to inspire students for holistic development.

5 Special emphasis on Start Ups and promoting entrepreneurship through various programs including 'The Next StartUp', 'Syncubator' and 'Xcelerator' programmes.

6 Judicious blend of theory & best practical experience on advance analytical software like SAP, SPPS, Prowess, CRM, Oracle, Finacle, etc.

7 Live projects with case studies from valuable sources like Harvard Business Review for exponential growth of the students.

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

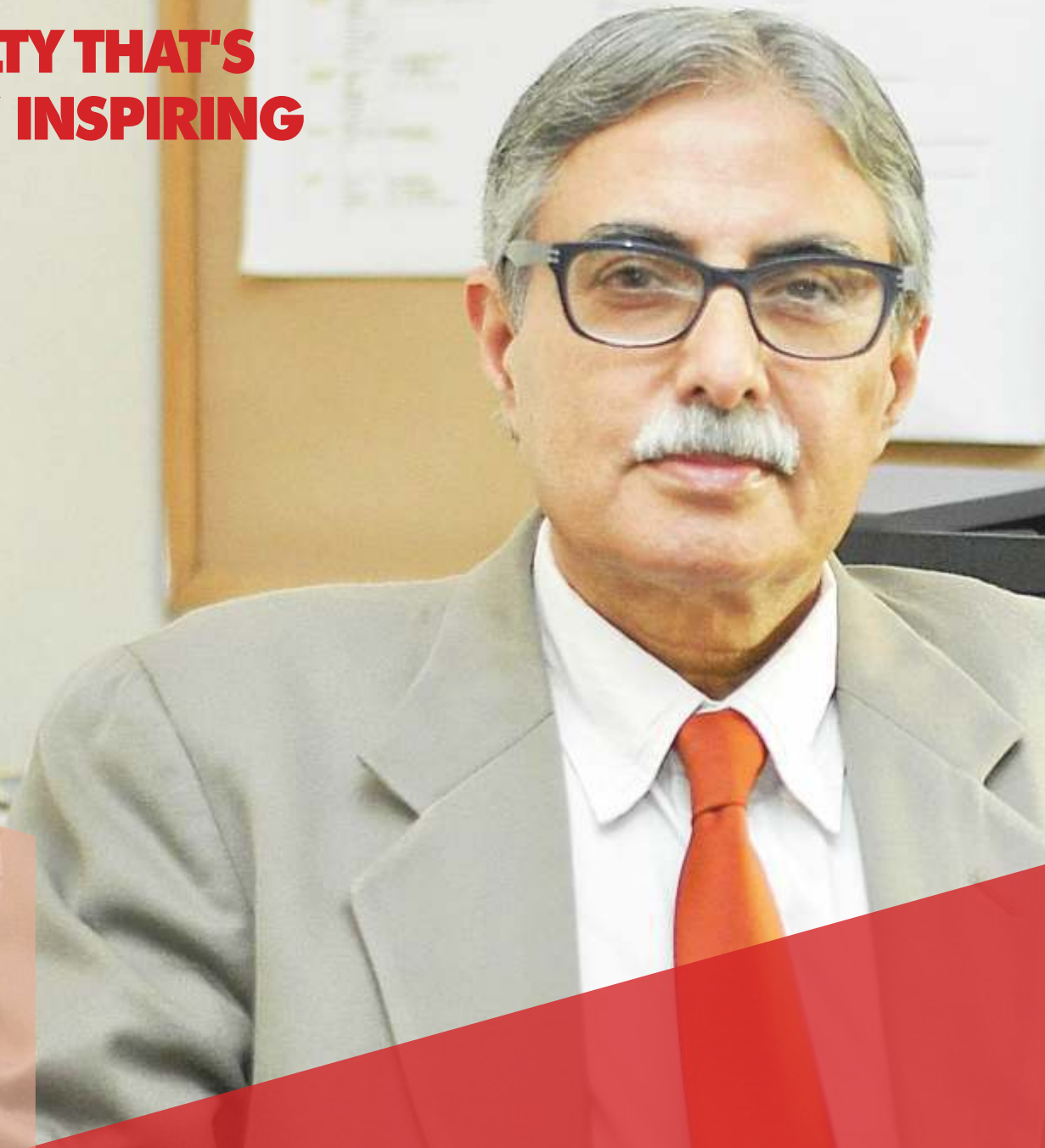
INDUSTRY LECTURES



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.
- **Mr. Aditya Jain**
Director, The Princeton Review, Noida
- **Ms. Verena Lohner**
Munich Business School, Germany
- **Dr. Suvrokamal Dutta**
Former Parliamentary and Media Advisor to the Government of India and Senior Advisor to the World Association for Small and Medium Enterprises (WASME)
- **Dr. Raj Agrawal**
Director, AIMA
- **Dr. J. S. Juneja**
Chairman, SME Committee, AIMA; Former CMD, NSIC
- **Ms. Nadisha Gulati**
Director, House of GYANS
- **Mr. Amit Dubey**
Founder, Heuristic Info Systems
- **Mr. Pramod Mishra**
Director, PARC Accelerator
- **Mr. Nandan Mishra**
Director, PARC Accelerator
- **Ms. Rashmi Bansal**
Entrepreneur-writer

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 in varied subjects but also a wide understanding of diverse cultures and business environments. They tirelessly teach the fundamentals in the core curriculum and work towards nurturing tomorrow's business leaders.

"The educational programmes at the School of Business Studies help 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
M.M.S., Ph.D.

He has been Acting Director & Dean (Academics), IMT Ghaziabad; Director, Asia-Pacific Institute of Management, Delhi; and Founder Director, Amity Centre for CRM, ABS Noida. He has also been Visiting Professor to Rouen Business School, France; IIM Ahmedabad; IIM Ranchi; IIM Rohtak; IIFT Delhi, etc. He is a 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, DC, USA.

Dr. Sunil Joshi, Professor & Associate Dean CAIIB-1, M.Sc., MBA, Ph.D.

Area: Banking & Finance.
Experience: 23 years in industry & 15 years in academics. Visiting faculty in S.P. Jain Management Institute in Dubai & Singapore.



Mr. Pitamber Dwivedi, Professor B.Tech., PGDM

Area: Marketing.
Experience: 39 years of industry, teaching and research.

Mr. Pramod Kumar Mitra, Professor MBA, P.G.D., CAIIB

Area: Banking & Finance.
Experience: More than 35 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: 32 years of corporate and teaching experience. Has published 47 research papers.

Dr. Omvir Chaudhry, Professor Ph.D.

Area: Economics & International Business
Experience: 32 years
Has published 2 books & 18 research papers



Dr. Pradeep Kumar Aggarwal, Professor M.A., M.Com., MBA, CMA, ACS, Ph.D.

Area: Finance, Taxation & Law.
Experience: 5 years of corporate & 20 years of academic experience. Has published 21 research papers & 6 articles.

Dr. Anoop Pant, Professor Ph.D.

Area: Accounts and Finance.
Experience: 24 years. He has been the founder Director of AKG Institute Management, Ghaziabad. Has published 16 books & 12 research papers.



Dr. Raj K Kovid, Professor Ph.D., UGC-NET, M.Com., MBA

Area: General Management
Experience: 22 years
Has published 22 research papers

Dr. Manmohan Rahul, Professor Ph.D.

Area: Operations & Supply Chain Management
Experience: 20 years
Has published 2 books & 20 research papers



Dr. A.V. Nageswara Rao, Professor MBA, M.Phil, LL.B., Ph.D.

Area: Marketing, Supply Chain, HR
Experience: 18 years
Has published 2 books & 18 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. Atul Sangal, Associate Professor M.Sc. (Applied OR), M.Sc. (Mathematics), M.Phil., Ph.D.

Area: IT & Business Analytics
Experience: 27 years
Has published 11 research papers

Dr. Sachin Sinha, Associate Professor MBA, Ph.D.

Area: Marketing
Experience: 22 years
Has published 2 books and 21 research papers



Dr. Hari Shankar Shyam, Associate Professor MPS, MBA, Ph.D.

Area: Marketing
Experience: 18 years of corporate & academic experience
Has published 2 books and 21 research papers

Dr. Mohit Maurya, Associate Professor PGDIBO, MBA, Ph.D.

Area: Marketing
Experience: 20 years
Has published 5 research papers



Dr. Shashank Mehra, Associate Professor MBA, UGC-NET, Ph.D.

Area: Marketing & Retail
Experience: 19 years
Has published 12 research papers

Dr. Animesh Singh, Associate Professor
MIB, UGC-NET, Ph.D.
 Area: International Business, Marketing and Business Ethics
 Experience: 19 years



Dr. Nisha Kant Ojha, Associate Professor
PGDBM, Ph.D., Post-Doc (Denmark)
 Area: IT & Business Analytics
 Experience: 16 years
 Has published 13 research papers

Dr. Mridul Dharwal, Associate Professor
M.A., SLET, UGC-NET, Ph.D.
 Area: Economics & International Business
 Experience: 13 years
 Has published 10 research papers and 12 articles



Dr. Piali Haldar, Assistant Professor
MBA, Ph.D.
 Area: Marketing
 Experience: 21 years
 Has published 17 research papers

Dr. Madhu Sharma, Assistant Professor
Ph.D.
 Area: Communication
 Experience: 20 years



Dr. Priti Verma, Assistant Professor
M.A., MBA, Ph.D.
 Area: Business Communication, Soft Skills
 Experience: 20 years
 Has published 1 book and 25 research papers

Dr. Monica Agarwal, Assistant Professor
MBA, Ph.D.
 Area: HR & OB
 Experience: 20 years
 Has published 20 research papers



Dr. Namita Gupta, Assistant Professor
MBA, UGC-NET, Ph.D.
 Area: HR & OB
 Experience: 20 years
 Has published 16 research papers

Dr. Ankur Agarwal, Assistant Professor
MBA, SAP, Ph.D.
 Area: Finance
 Experience: 18 years
 Has published 20 research papers



Dr. Shivani Chaudhry, Assistant Professor
MBA, Ph.D.
 Area: Finance
 Experience: 18 years
 Has published 6 research papers

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



Dr. M Junaid Alam, Assistant Professor
PGDESD, MBA, Ph.D.
 Area: Economics & International Business
 Experience: 18 years
 Has published 13 research papers

Ms. Santhi Narayanan, Assistant Professor
LL.B., MBA, Ph.D. (Pursuing)
 Area: General Management
 Experience: 17 years
 Has published 7 research papers



Dr. Parul Saxena, Assistant Professor
MBA, UGC-NET, Ph.D.
 Area: HR & OB
 Experience: 8 years of industry & 9 years of teaching
 Has published 35 research papers

Mr. Awanish Kumar Sinha, Assistant Professor
MBA
 Area: Finance
 Experience: 17 years



Dr. Deepa Kumari, Assistant Professor
MBA, UGC-NET, Ph.D.
 Area: General Management
 Experience: 16 years
 Has published 6 research papers

Dr. Guruvishal Sinha, Assistant Professor
MBA, Ph.D.
 Area: Marketing
 Experience: 16 years
 Has published 10 research papers



Dr. Raj Karan Gupta, Assistant Professor
D.Phil., M.Com., MBA, UGC-NET
 Area: General Management
 Experience: 14 years
 Has published 17 research papers

Mr. Sandeep Kumar Anand, Assistant Professor
M.Tech.
 Area: Operations & SCM
 Experience: 14 years
 Has published 3 research papers



Dr. K.R. Gola, Assistant Professor
M.Com., MBA, UGC-NET, Ph.D.
 Area: Finance
 Experience: 12 years
 Has published 15 research papers

Dr. Garima Madaan Dua, Assistant Professor
MBA, UGC-NET, Ph.D.
 Area: Finance.
 Experience: 12 years
 Has published 7 research papers
 Recipient of Erasmus + Scholarship



Ms. Swati Bansal, Assistant Professor
MBA, Ph.D. (Pursuing)
 Area: HR & OB
 Experience: 12 years
 Has published 15 research papers

Ms. Rachna Bansal Jora, Assistant Professor
MBA, UGC-NET, Ph.D. (Pursuing)
 Area: HR & OB
 Experience: 12 years
 Has published 8 research papers



Dr. Khanindra Das, Assistant Professor
MA, M.Phil., Ph.D.
 Area: Economics & International Business
 Experience: 12 years
 Has published 14 research papers

Dr. Nimmi Agarwal, Assistant Professor
MBA, UGC-NET, Ph.D.
 Area: HR & OB.
 Experience: 11 years
 Has published 7 research papers



Ms. Swati Oberoi, Assistant Professor
MBA, CPA, CS, UGC-NET
 Area: General Management
 Experience: 5 years in industry & 6 years in teaching
 Has worked as Financial Auditor with KPMG

Dr. Richa Pandey, Assistant Professor
BDS, PG Diploma, Ph.D. (Pursuing)
 Area: General Management
 Experience: 11 years



Ms. Shalini Mittal, Assistant Professor
PGDBM, Ph.D. (Pursuing)
 Area: Finance
 Experience: 4 years of industry & 7 years of teaching
 Has published 6 research papers

Ms. Chhavi Jain, Assistant Professor
M.Sc., MBA, B.Ed., GATE, UGC-NET, Ph.D. (Pursuing)
 Area: IT & Business Analytics
 Experience: 11 years
 Has published 3 research papers



Ms. Ambika Khurana, Assistant Professor
M.Sc., M.Phil., MBA
 Area: Operations & SCM
 Experience: 10 years

Mr. Ashish Saxena, Assistant Professor
M.Com., MBA, PGDIBO, UGC-NET, Ph.D. (Pursuing)
 Area: Finance
 Experience: 10 years
 Has published 6 research papers



Mr. Rakesh Sharma, Assistant Professor
Company Secretary, PGDBM, Ph.D. (Pursuing)
 Area: Finance
 Experience: 9 years

Mr. Gaurav Gupta, Assistant Professor
MBA, Ph.D. (Pursuing)
 Area: Marketing
 Experience: 7 years
 Has published 10 research papers
 Recipient of Erasmus + Scholarship



Dr. Himanshi Puri, Assistant Professor
BDS, MHA, PG Diploma in Public Health
 Area: General Management (Healthcare & Hospital Administration)
 Experience: 7 years

Ms. Roopali Fulzele, Assistant Professor
MBA, MCA
 Area: HR & OB
 Experience: 7 years



Mr. Aditya Samdershi, Assistant Professor
M.A., M.Phil., Ph.D. (Pursuing)
 Area: Economics & International Business
 Experience: 7 years
 Has published 5 research papers

Dr. Bithika Bishesh, Assistant Professor
MBA, Ph.D.
 Area: Economics and International Business
 Experience: 6 years



Ms. Nauma Rafique, Assistant Professor
MBA, UGC-NET, Ph.D. (Pursuing)
 Area: Economics & International Business
 Experience: 5 years
 Has published 6 research papers

Ms. Deepa Chauhan, Assistant Professor
MBA, Ph.D. (Pursuing)
 Area: Finance
 Experience: 5 years
 Has published 2 research papers



Ms. Saumya Kumar, Assistant Professor
MBA, UGC-NET, Ph.D. (Pursuing)
 Area: HR & OB
 Experience: 5 years
 Has published 1 research paper

Dr. Priya Rampal, Assistant Professor
MA, M.Phil., Ph.D.
 Area: Economics & International Business
 Experience: 5 years
 Has published 4 research papers



Ms. Neha Bhardwaj, Assistant Professor
MBA, Ph.D. (Pursuing)
 Area: Marketing
 Experience: 4 years
 Has published 7 research papers

Ms. Devika S Tewari, Assistant Professor
M.A., M. Phil.
 Area: Economics & International Business.
 Experience: 4 years



Ms. Priyam Mendiratta, Assistant Professor
M.Com.
 Area: Finance
 Experience: 3 years

Dr. Priyanka Srivastava, Assistant Professor
Certificate in Leadership & Management (University of Utah, USA), MBA, UGC-NET, Ph.D.
 Area: HR & OB
 Experience: 3 years
 Has published 7 research papers



Dr. Vineet Gupta, Assistant Professor
Ph.D.
 Area: Economics & International Business
 Experience: 2 years
 Has published 4 research papers

PRESTIGIOUS TIE-UPS TO STUDY MANAGEMENT

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

INTERNATIONAL IMMERSION PROGRAMMES

Summer Internship is an integral part of curriculum of MBA and BBA programmes of Sharda University. Each student has to undergo summer internship programme towards fulfilment of the degree requirement. Apart from giving the Student Interns an exposure to real work situations, summer internship provides them a meaningful opportunity to learn the art and skills of information/data identification, collection, classification, acquisition, processing and presentation. Projects undertaken during the summer internship assume significant importance to the host organization to assess their ability to apply theoretical concepts in the practical world.

Some of the companies which have take interns from Sharda University are HDFC Bank, ICICI Bank, ICICI Securities, Panasonic India, HCL Infosystems, BirlaSoft, Anand Rathi, Videocon, Moserbaer, Indiabulls and many more.



Student Internship at International College, Payap University, Thailand



Student Internship at Hiram College, Cleveland, Ohio, US



Student Internship at University of Ljubljana, Slovenia



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



Student Internship at American College, Athens, Greece



Study tour to the University of Ljubljana, Slovenia



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

Students' Outbound Experiences

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

NURTURING ENTREPRENEURIAL SPIRIT



"Innovation is life. Innovation brings change. Without innovation there is stagnation." This is the vision of Shri Narendra Modi, Hon'ble Prime Minister of India. Sharda University is proud to support Prime Minister's vision for #startupindia through Sharda Launchpad. The goal is to nurture and nourish entrepreneurial spirit in the entrepreneurial ecosystem.

Sharda Launchpad serves as a bridge between entrepreneurial experts and the prospective students so that they can learn from their experiences, knowledge and expertise through initiatives like short-term programmes, speaker sessions, industry interface and mentoring. Sharda Launchpad is supported by committed corporate partners, the angel investors, VC/PE firms and mentors from across the world. Over the last few years, Founders of Yourdost.com, Neostencil, Baluja Shoes, Vocaberry, Essar Oil and MentorX have mentored the young entrepreneurs of Sharda University.

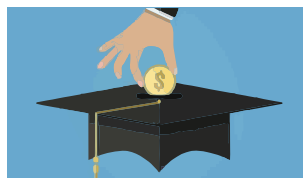
3 programmes to Dream It, Pitch It and Stand It

What's unique about Sharda Launchpad is that it facilitates the entrepreneurial ideas through three different programmes: Next Startup - An ideation stage centre where student ideas are explored and evolved to look into efficacy of incubation; Syncubator - An incubator which will incubate selected projects and ideas through a formal incubation process and, Xcelerator - An accelerator which seeks to accelerate entrepreneurial start-ups who have reached a minimum threshold level. Therefore, Sharda Launchpad can assist budding start-ups at different levels of the entrepreneurial trajectory.

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 program would be offered Scholarship Amount upto Rs. 40 lacs, on admission to any of the University's Undergraduate Programmes.



Few success stories of the Sharda Launchpad

- Sharda Connect & Biz-port by Mr. Jithin Kumar (student of ECE B.Tech). He has devised a platform which will give access to connect the Shardan's with each other, knowing the programs, events, etc. Sharda Connect will help in making a better platform for all the members of Sharda University where people can connect.
- EAT ME a food truck business by Mr. Eshan Bhalla (student of MBA). It would offer foodies choicest of delicacies in Jammu, Jalandhar & Greater Noida. What's unique about EAT ME is that the trucks will keep on moving across locations depending on orders and the food will be cooked by specially trained Chefs. There will also be a GPS system to track the truck.
- Quadruped Mountain Climbing Robot by Mr. Ajay Kumar (student of BBA). He has developed a robot that can march through rough mountain terrain without tripping, constantly balancing itself.



Collaboration with Harvard Business School

Sharda Launchpad has also taken the lead in launching various entrepreneurship programmes in partnership with Harvard Business School through Harvard Business School Online. Students can now apply for Harvard's very popular two courses namely: Entrepreneurship Essentials and Credentials of Readiness (CORE) and get the Harvard Honours here in India at minimal fees compared to the normal global rates particularly of the Ivy League institutions.



Tie-Up with Amazon Web Services in uplifting the incubates

The world leader in business, Amazon, through its unit Amazon Web Service (AWS), contributes to the entrepreneurial ecosystem by supporting budding StartUps. By virtue of this association, SLP incubates will be entitled to an array of 118 services, including US\$1000 in AWS promotional credit; and, AWS business support. Once the product is commercially viable it can be displayed in the Amazon store.

FOCUS ON ORGANISING MAXIMUM EVENTS



MDP on Emotional Intelligence, July-2018



Seminar on 'Supply Chain Management'



Dr. Bharat Bhushan, DRDO speaking on Business Models and IoT



CII Majestic Inter-Collegiate Competition, March-2018



Conference on Ease of Doing Business in India, April-2018



National HR Seminar, April-2018



National HR Seminar, November-2018



Business Quiz 2018



Indian Navy Campus Placement Drive

INFRASTRUCTURE COMPARABLE WITH THE BEST

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 80+ countries. Our campus includes academic support, accommodation, sports, culture and entertainment- everything you need.

EAT
Discover multi-cuisine outlets on campus

LEARN
Browse through lacs of books in libraries

PLAY
Relax by playing many outdoor & indoor games

EXERCISE
Stay fit at the on-campus gymnasium

EXPERIENCE
Guest lectures, events & activities in auditoriums & seminar halls

RESEARCH
Hi-tech labs & research centres

CONNECT
Stay connected 24x7 through seamless Wi-Fi network





THE SHARDA CAMPUS LIFE.
TRULY
EXTRAORDINARY!



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.



APPROVED BY
UNIVERSITY GRANTS COMMISSION

ज्ञान-विज्ञान विमुक्तये

PROGRAMMES OFFERED BY SBS

B.Com. (Hons.)		3 Years
B.Com. (Hons.) -International Accounting & Finance	(with ACCA, UK)	3 Years
B.Com. (Hons.) -Finance & Accounts	(with ICA)	3 Years
BBA - Banking & Finance		3 Years
BBA - Entrepreneurship		3 Years
BBA - International Business		3 Years
BBA - Marketing		3 Years
BBA - Human Resources Management		3 Years
BBA - Finance & Accounting	(with ACCA, UK)	3 Years
BBA - Health Care Management		3 Years
BBA - Logistics & Supply Chain Management		3 Years
BBA with International Immersion Programme		3 Years
B.A. (Hons.) - Applied Economics		3 Years
M.Com.		2 Years
M.A. - Economics		2 Years
MBA - Marketing		2 Years
MBA - International Business		2 Years
MBA - Business Analytics		2 Years
MBA - Human Resources Management		2 Years
MBA - Banking & Finance		2 Years
MBA - Health Care & Hospital Administration		2 Years
MBA - Fashion Management		2 Years
MBA - Entrepreneurship & Family Business		2 Years
MBA - Public Policy & Administration		2 Years
MBA - Pharma Marketing & Management		2 Years
MBA - Supply Chain Management And Logistics	(with Safeducate)	2 Years
MBA - Dual Specialization		2 Years
MBA - Dual Specialization with International Immersion Programme		2 Years
BBA+MBA (Integrated)		4 Years
Ph.D. in Management Sciences		Min. 3 Years



MASTER OF BUSINESS ADMINISTRATION- DUAL SPECIALIZATION

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:

- 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.

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 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 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 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. JAIB - 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.

 <https://www.sharda.ac.in/programmes/mba-dual-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

FIRST YEAR		SECOND YEAR	
SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV
COURSE	COURSE	COURSE	COURSE
1.1 Principles of Management	2.1 Human Resource Management	3.1 Introduction to Business Analytics	4.1 Strategic Management
1.2 Managerial Communication	2.2 Legal Aspects of Business	3.2 Sales & Distribution Management	4.2 Retail Marketing
1.3 Financial Reporting & Analysis (FRA)	2.3 Managerial Accounting for Business Decisions	3.3 Service Marketing	4.3 Digital Marketing
1.4 Organizational Behavior	2.4 Operations Research	3.4 Advertising & Brand Management	4.4 Marketing Analytics
1.5 Marketing Management	2.5 Business Research Methods	3.5 International Marketing	4.5 Dissertation Report & Viva-Voce
1.6 Managerial Economics	2.6 Production and Operations Management	3.6 Rural Marketing	
1.7 Quantitative Techniques for Business Decision	2.7 Employability Skill Development-1	3.7 Employability Skill Development-2	
1.8 Information Technology for Managers	2.8 Consumer Behavior	3.8 Summer Training Report & Presentation	
	2.9 Audit Course on Community Services		

 <https://www.sharda.ac.in/programmes/mba-in-marketing>





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.

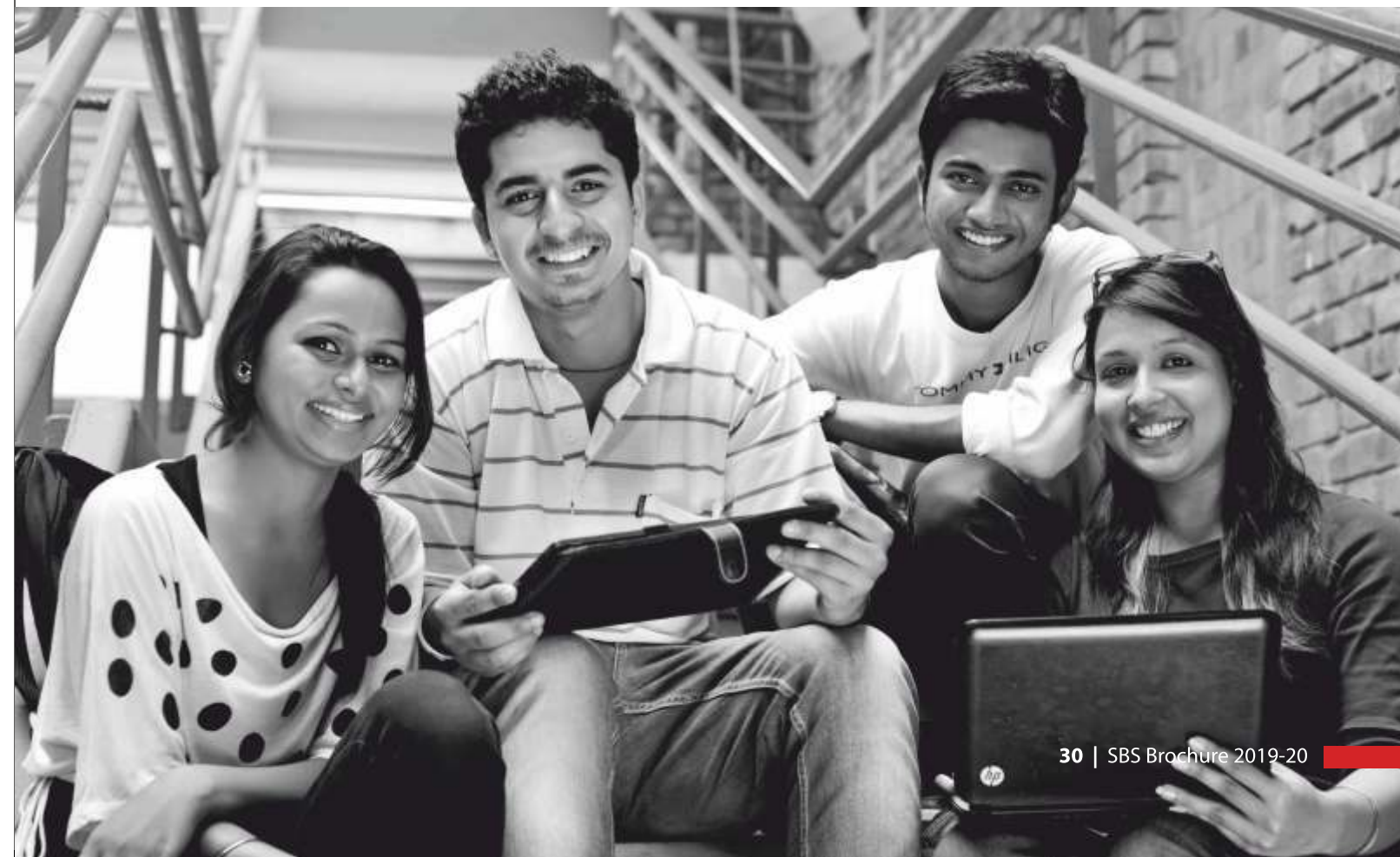
Highlights

- 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

FIRST YEAR		SECOND YEAR	
SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV
COURSE	COURSE	COURSE	COURSE
1.1 Principles of Management	2.1 Human Resource Management	3.1 IHRM	4.1 Organizational Design and Structure
1.2 Managerial Communication	2.2 International Business	3.2 Industrial Relations & Labor Laws-1	4.2 HR Analytics Lab
1.3 Financial Reporting & Analysis (FRA)	2.3 Legal Aspects of Business	3.3 Compensation Management	4.3 Industrial Relations & Labor Laws-2
1.4 Organizational Behavior	2.4 Managerial Accounting for Business Decisions	3.4 Employee Training & Development	4.4 Emotional Intelligence and Managerial Effectiveness
1.5 Marketing Management	2.5 HR IS (lab)	3.5 Performance & Competency Management	4.5 Dissertation Report & Viva-Voce
1.6 Managerial Economics	2.6 Business Research Methods	3.6 Talent Acquisition & Retention	
1.7 Quantitative Techniques for Business Decision	2.7 Production and Operations Management	3.7 Summer Training Report & Presentation	
1.8 Information Technology for Managers	2.8 Employability Skill Development-1	3.8 Employability Skill Development-2	
	2.9 Audit Course on Community Services		

<https://www.sharda.ac.in/programmes/mba-in-hr>





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

FIRST YEAR		SECOND YEAR	
SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV
COURSE	COURSE	COURSE	COURSE
1.1 Principles of Management	2.1 Human Resource Management	3.1 Introduction to Business Analytics	4.1 Strategic Management
1.2 Managerial Communication	2.2 International Business	3.2 Management of International Logistics	4.2 Globalization and Indian Business Scenario
1.3 Financial Reporting & Analysis (FRA)	2.3 Legal Aspects of Business	3.3 Trade Environment Diversity and Global Business	4.3 Management of Transnational Corporations
1.4 Organizational Behavior	2.4 Managerial Accounting for Business Decisions	3.4 Global Competitiveness and Analysis	4.4 International Financial Management
1.5 Marketing Management	2.5 Export/Import Documentation	3.5 Global Marketing Strategies	4.5 Merger Acquisitions and Corporate Restructuring
1.6 Managerial Economics	2.6 Business Research Methods	3.6 International HRM	4.6 Dissertation Report & Viva-Voce
1.7 Quantitative Techniques for Business Decision	2.7 Production and Operations Management	3.7 Summer Training Report & Presentation	
	2.8 Employability Skill Development-1	3.8 Employability Skill Development-2	
	2.9 Audit Course on Community Services		

 <https://www.sharda.ac.in/programmes/mba-international-business>





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 prudential, financial measure/instruments. The security concerns are also being addressed progressively.

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

Objectives

- 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

FIRST YEAR		SECOND YEAR	
SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV
COURSE	COURSE	COURSE	COURSE
1.1 Principles of Management	2.1 Principles and Practice of Banking	3.1 Retail Banking	4.1 Micro Finance & Rural Credit
1.2 Managerial Communication	2.2 International Business	3.2 Corporate Banking	4.2 Strategic Management
1.3 Financial Reporting & Analysis (FRA)	2.3 Legal Aspects of Business	3.3 Regulatory Framework for Financial & Banking Sector	4.3 International Banking
1.4 Organization Behavior	2.4 Managerial Accounting for Business Decisions	3.4 Treasury Operations and Risk Management	4.4 International Financial Management
1.5 Marketing Management	2.5 Corporate Finance	3.5 Security Analysis and Portfolio Management	4.5 Module on Finacle (Compulsory Non Credit Course)
1.6 Managerial Economics	2.6 Operations Research	3.6 Technology in Banking, CRM and Retail Banking	4.6 Dissertation Report & Viva-Voce
1.7 Quantitative Techniques for Business Decision	2.7 Business Research Methods	3.7 Summer Training Report & Presentation	
1.8 Information Technology for Managers	2.8 Employability Skill Development-1	3.8 Employability Skill Development-2	

 <https://www.sharda.ac.in/programmes/mba-banking-and-finance>





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

in the field of Hospital management.

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

Highlights

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

Career Opportunities

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

COURSE STRUCTURE

FIRST YEAR		SECOND YEAR	
SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV
COURSE	COURSE	COURSE	COURSE
1.1 Principles of Management	2.1 Human Resource Management	3.1 Organization and Management of Clinical Services	4.1 Strategic Management
1.2 Managerial Communication	2.2 Epidemiology & Biostatistics	3.2 Material Management and Equipment Planning	4.2 Operation management in hospitals & waste management
1.3 Financial Reporting & Analysis (FRA)	2.3 Legal Aspects of Business with emphasis on Healthcare	3.3 Hospital Training & Log-Book VIVA	4.3 Hospitals Accreditation systems
1.4 Organizational	2.4 Managerial Accounting for Business Decisions	3.4 Drug Discovery and Regulatory Framework	4.4 Organization and Management of Utility and Support services
1.5 Marketing Management	2.5 Hospital planning and Operations Management	3.5 Hospital Information Management Patient Record System	4.5 Dissertation Report & Viva-Voce
1.6 Health Economics	2.6 Business Research Methods	3.6 Quality Management, Patient safety & Insurances	
1.7 Quantitative Techniques for Business Decision	2.7 Employability Skill Development-1	3.7 Summer Training Report & Presentation	
1.8 Information Technology for Managers	2.8 Health policy and Healthcare delivery system	3.8 Employability Skill Development-2	
	2.9 Audit Course on Community Services		

<https://www.sharda.ac.in/programmes/mba-healthcare-management-admin-with-sharda-hospital>





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

- To understand the conceptual and methodological foundations of analytical methods and techniques for business analytics, as referenced from disciplines such as computing, engineering, science, mathematics, statistics, business and economics.

- To appreciate and understand current business analytics problems in the industry worldwide and be able to identify and resolve practically relevant business analytics questions and issues.
- To cultivate the practices of independent and group learning on the part of students that will prepare them to function effectively for diverse careers in business analytics.

Highlights

The 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

FIRST YEAR		SECOND YEAR	
SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV
COURSE	COURSE	COURSE	COURSE
1.1 Principles of Management	2.1 Entrepreneurship	3.1 Decision and Risk Analytics	4.1 Time Series Analysis with Excel and Minitab
1.2 Managerial Economics	2.2 Production and Operations Management	3.2 Business Forecasting and Econometrics (using R)	4.2 Predictive Analytics 2 Using SAS
1.3 Organizational Behavior	2.3 Stochastic Foundations: Probability Models	3.3 Prescriptive Analytics- Optimization Techniques Using Excel Solver	4.3 Big Data, Text Analytics & Web Analytics
1.4 Marketing Metrics for Analytics	2.4 Business Research Methods Using Excel & SPSS	3.4 Predictive Analytics 1 Using SAS	4.4 Cloud Computing+ Hadoop+Map Reducing
1.5 Accounting for Analytics	2.5 Investment Analysis and Portfolio Management	3.5 Data Warehousing for Analytics Using R	4.5 Lab-7: Multivariate Data Analysis
1.6 Business Statistics for Analytics Using MS Excel	2.6 Lab-3: Data Mining Techniques- Predictive Modeling and Pattern Discovery-using R	3.6 Lab-6: Enterprise Resource Planning (ERP)	4.6 Dissertation Report & Viva Voce
1.7 Lab-1: MS ACCESS and Excelling MS EXCEL (VBA PROGRAMMING)	2.7 Lab-4: Data Visualization for Analytics	3.7 Summer Training Report & Presentation	
1.8 Lab-2: Data Management and R	2.8 Lab-5: Data Analytics Using SAS		

<https://www.sharda.ac.in/programmes/mba-business-analytics>





MBA- SUPPLY CHAIN MANAGEMENT AND LOGISTICS WITH SAFEDUCATE

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.

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.

About Safeducate

Safeducate, a specialist in Supply Chain and Logistics training, was launched by the house of Safexpress in 2007, with an aim to meet the continuously evolving needs of the workforce of the growing logistics sector. Led by the alumni of Stanford and Cambridge University, the team blends rich operational

experience of the supply chain arena with international know-how and best practices to create programs which are extremely stimulating, hands on and practical. This learning institute, backed by a team of highly experienced Consultants as well as Subject Matter Experts (SMEs) offers unique platform through its enriching programs and courses by which participants/ students are able to learn logistics and supply chain knowledge, exchange ideas and experiences on corporate operations, broaden their sights and enhance their skills to face day-to-day challenges.

Career Opportunities

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

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

COURSE STRUCTURE

FIRST YEAR		SECOND YEAR	
SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV
COURSE	COURSE	COURSE	COURSE
1.1 Organizational Behavior	2.1 Recent Trends in Hyper Local Logistics	3.1 Trends in Supply Chain Management	4.1 Contract Management Tax
1.2 MIS	2.2 Business Research Methods	3.2 Logistics Management	4.2 Strategic & Operational Issues in Supply Chain Management
1.3 Production & Operations Management	2.3 Operations Research for Business Decisions	3.3 Project Management	4.3 Supply Chain Performance Metrics & Modeling
1.4 Financial Reporting & Analysis	2.4 E-Business	3.4 Business Analytics for SCM	4.4 M-Commerce & IT Enabled SCM
1.5 Managerial Communication	2.5 International Business	3.5 Legal Aspects of Business	4.5 International Transportation in Global SCM
1.6 Quantitative Techniques for Business Decisions	2.6 Human Resource Management	3.6 Sustainable & Green Supply Chain Management	4.6 Live Project and Dissertation
1.7 Marketing Management	2.7 Principles of ERP and Overview of SAP	3.7 Entrepreneurship Opportunities in SCM	
1.8 Economic Analysis for Business Decisions	2.8 Inventory Management	3.8 Summer Internship Viva	
	2.9 Summer Training (Between Semester II & III): Internship on Supply Chain (6 - 8 Weeks)		

<https://www.sharda.ac.in/programmes/mba-in-supply-chain-management-with-safe-educate>





MBA - ENTREPRENEURSHIP & FAMILY BUSINESS

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

Objectives

The programme enables students to achieve following objectives:

- Sensitise and provide counselling to students become a competent business executive in an entrepreneurial venture or a family business
- Help students to inculcate among themselves, typical characteristics of an entrepreneur such as exploring business opportunities, risk taking, problem solving, exploration and goal setting
- Equip students with required skills in starting, managing and expanding an enterprise and seeking competitive advantage in given real life business situations.
- Develop socially responsible attitude among students while


undertaking business activities.

Highlights

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

COURSE STRUCTURE

FIRST YEAR		SECOND YEAR	
SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV
COURSE	COURSE	COURSE	COURSE
1.1 Principles of Management	2.1 Human Resource Management	3.1 Business Plan and New Venture Creation	4.1 Managing Growth of Family Business
1.2 Managerial Communication	2.2 Legal Aspects of Business	3.2 Strategic Management	4.2 Ethics & Governance in Family Business
1.3 Financial Reporting & Analysis (FRA)	2.3 Corporate Finance	3.3 Family Business Management	4.3 Business Tax & Insurance Planning
1.4 Organizational Behaviour	2.4 Business Research Methods	3.4 Management of Start-ups & MSMEs	4.4 Entrepreneurial Leadership & Negotiation Skills
1.5 Marketing Management	2.5 Production and Operations Management	3.5 Entrepreneurial Finance	4.5 Technology-Platform Business & Strategy
1.6 Managerial Economics	2.6 International Business	3.6 Entrepreneurial Marketing	4.6 Contemporary Issues in Entrepreneurship & Family Business
1.7 Quantitative Techniques for Business Decision	2.7 Entrepreneurship: Theory and Practice	3.7 Intellectual Property Rights	4.7 Dissertation Report & Viva Voce
1.8 Information Technology for Managers	2.8 Creativity & Innovation	3.8 Social Entrepreneurship	
	2.9 Total Personality Development	3.9 Summer Training Report & Presentation	

 <https://www.sharda.ac.in/programmes/mba-entrepreneurship-family-business-management>





MBA - FASHION MANAGEMENT

Master of Fashion Management is a two years Postgraduate programme, for those students who wish to make a mark in the fashion industry. This programme helps students in enhancing their creativity and managerial skills in the field of merchandising, fashion marketing and Fashion Management. The programme in fashion design management strengthens the knowledge base of the students in areas like fashion merchandising & marketing management, fashion buying, retailing, fashion promotion, fashion forecasting, market research methodologies and visual merchandising techniques. Students will also know how raw materials are procured, how manufacturing is done and how to sell the finished products in both the domestic and international markets by using the different marketing channels.

Programme Objectives

The objectives of the two year MBA in Fashion Management is to:

- Develop leadership and managerial talents in the fields of management, marketing, merchandising and retailing.
- Enhance the student's abilities specifically for the requirements of the garment export, fashion and lifestyle and retail sectors.
- Acquire in depth knowledge in management, marketing, buying, merchandising (retail and export), retail operations, forecasting, international marketing, international trade practices and project formulation.

Career Opportunities

In today's world, there are several job opportunities for a Fashion Management Professional. One can begin career as a Brand Manager, Product Manager, Marketing Consultant, Digital Marketer, Fashion Promotion Professional, Customer Relationship Manager or fulfill similar other roles.

Brands like Pantaloons, Reliance, Tommy Hilfiger, Ritu Kumar, Adidas, Gap, United Colors of Benetton and many more will be ready to hire a MBA professional in Fashion Management.



 <https://www.sharda.ac.in/programmes/mba-fashion-management>



MBA - PHARMA MARKETING & MANAGEMENT

The Indian pharmaceuticals market will grow to USD 55 billion by 2020 driven by a steady increase in affordability and a step jump in market access. At the projected scale, this market will be comparable to all developed markets other than the US, Japan and China. Even more impressive will be its level of penetration. In terms of volumes, India will be at the top, a close second only to the US market. This combination of value and volume provides interesting career opportunities.

The MBA in Pharma Marketing & Management harmoniously combines issues of general management, business management, understanding of economic patterns, the development of soft skills with specialization in the management of pharmaceutical companies and companies. It will also provide an in depth knowledge about pharmaceutical industry, management of pharma business, supply chain management and marketing & sales of pharmacy products.

Programme Objectives

The objectives of MBA Pharmaceuticals Marketing & Management course is to

- Make them employable and bridge the gap between the academia and industry especially with respect to pharmacy sector
- Develop students, over the period of two Years, by rigorous field work and academics, for managerial positions in the Pharmaceutical Industry.
- Hone their managerial and leadership skills to acquire positions of repute in the field.

Career Opportunities

Pharmacy sector offers a lot of job opportunities to the qualified candidates who can work towards the growth of the industry.

Job profiles include Sales Manager, Drug Distribution Manager, Market Researcher & Drug Developer, Pharmaceuticals Distributor, Technology Scientist, Quality Assurance Manager and Business Development Manager.



 <https://www.sharda.ac.in/programmes/mba-pharmaceutical-management>



MBA - PUBLIC POLICY AND ADMINISTRATION

As the forces of globalization continue to impact all spheres of Indian society under growing media glare, her administration and governance have to change with the times and respond to the high expectations of a society where the demographic preponderance of youth, the increasing struggles of urban and rural India, the development-sustainability conflict and the continuing problems of poverty related malnutrition together throw up challenges that require great resilience in administration and delivery.

It is warranted that the reality of Governance in transition be taken into consideration in all its skill-development, research and knowledge management activities in the area of Public Policy & Administration.

In today's times it is important that administration and policies should be more people oriented. This can be achieved by changing the mind-set of administration, enhancing the frontiers of knowledge in public policy and governance through applied research and education as well as training of administrators to serve the country.

The programme facilitates the development of the following abilities amongst the participants

- Understanding decision-making,
- organisational structures and
- budgetary processes in the public sector

these are core to the MBA Public Policy and Administration stream

Objectives

Students taking this policy stream shall develop

- knowledge and skills for effective policy-making in public sector bodies.
- Proficiency of students to pursue careers in
 - public management
 - public sector
 - consulting, and
 - governance related work in international organizations or think tanks

Highlights

The courses content focus upon developing the critical and analytical skills of the students so as to enable them to evaluate public programme from the financial and social stand point using advanced techniques of social cost benefit analysis that would enable them to devise appropriate methodology and strategy to optimize the utilization of resources available in the economy

COURSE STRUCTURE

FIRST YEAR		SECOND YEAR	
SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV
COURSE	COURSE	COURSE	COURSE
1.1 Introduction to Public Policy and Administration	2.1 Macroeconomics for Policy Makers	3.1 Technology and Society	4.1 Project Management
1.2 Applied Microeconomics for Public Policy Makers	2.2 Indian Polity and Administration	3.2 Public Financial Governance	4.2 Public Policy Clinic/ Governance Lab Dissertation
1.3 Introduction to Governance	2.3 Human Resource and Administration	3.3 Public Policy Concepts and Models	4.3 Social Policy: State, Market and Society
1.4 Administrative Thinker	2.4 Reading and Writing Research	3.4 Public Policy Analysis	4.4 Agriculture and Food Policy
1.5 Indian Constitution, Social Justice and Administration	2.5 Civil Service in India	3.5 Globalization and Public Policy	4.5 Environmental Policy
			4.6 e-Governance
			4.7 Urban and Rural Governance
			4.8 Ethics in Governance

 <https://www.sharda.ac.in/programmes/mba-public-policy-administration>





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	FIRST YEAR		SECOND YEAR		THIRD YEAR		FOURTH YEAR	
	TERM I	TERM II	TERM III	TERM IV	TERM V	TERM VI	TERM VII	TERM VIII
	COURSE	COURSE	COURSE	COURSE	COURSE	COURSE	COURSE	COURSE
MARKETING	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

 <https://www.sharda.ac.in/programmes/bba-mba-integrated>

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

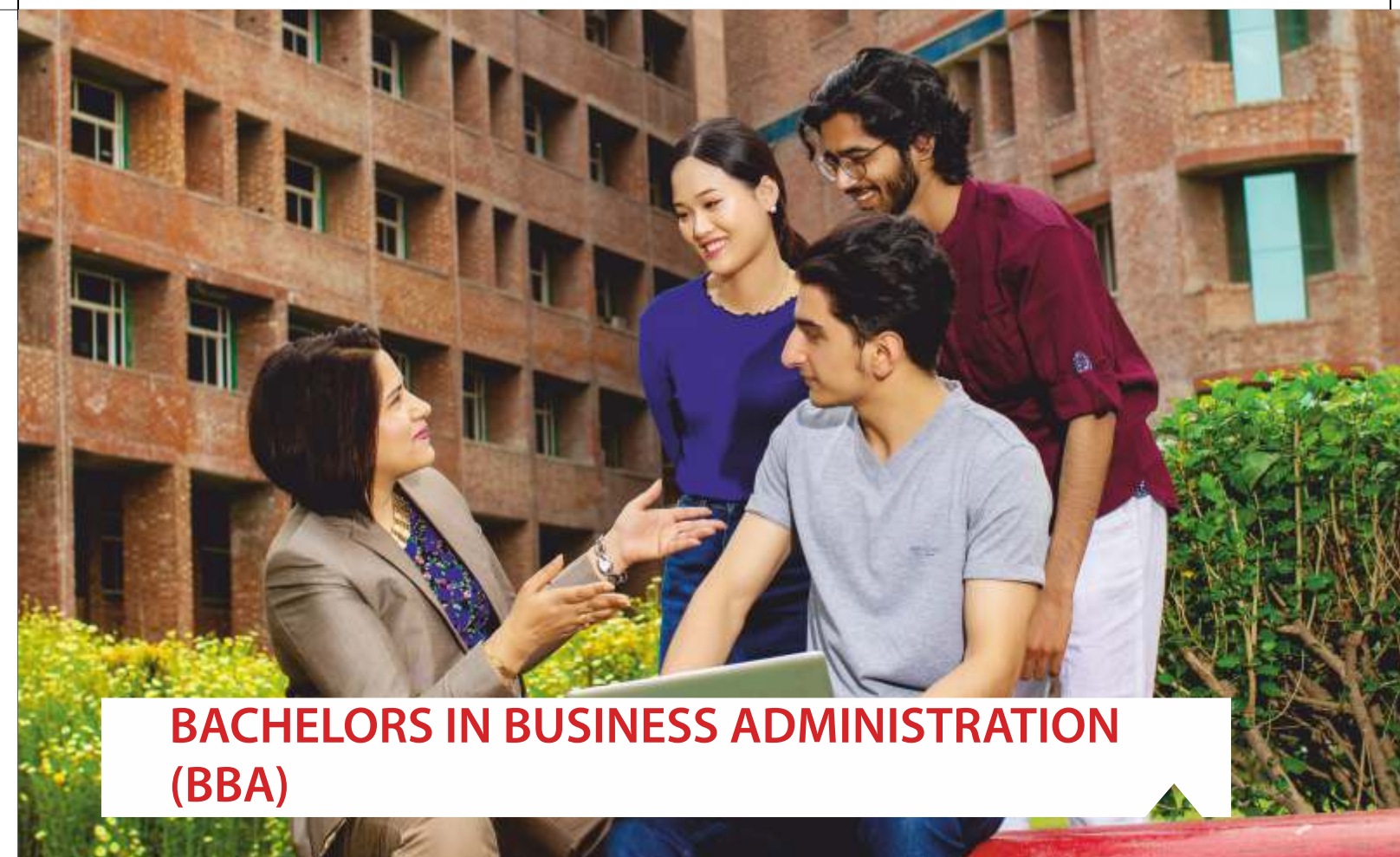
*** Note-1: One of the following -**

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

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	FIRST YEAR		SECOND YEAR		THIRD YEAR	
	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI
	COURSE	COURSE	COURSE	COURSE	COURSE	COURSE
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	
					6.2 Management of Cross Cultural Issues	
				5.3 International Aspects of Business Operations	6.3 International Trade Theory and Policy	
				5.4 Globalizing Indian Business	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

 <https://www.sharda.ac.in/programmes/bba-international-business>

COURSE STRUCTURE (BBA-ENTREPRENEURSHIP)

FUNCTIONAL AREA	FIRST YEAR		SECOND YEAR		THIRD YEAR	
	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI
	COURSE	COURSE	COURSE	COURSE	COURSE	COURSE
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

 <https://www.sharda.ac.in/programmes/bba-entrepreneurship>

COURSE STRUCTURE (BBA-MARKETING)

FUNCTIONAL AREA	FIRST YEAR		SECOND YEAR		THIRD YEAR	
	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI
	COURSE	COURSE	COURSE	COURSE	COURSE	COURSE
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

 <https://www.sharda.ac.in/programmes/bba-marketing>

COURSE STRUCTURE (BBA-HUMAN RESOURCE MANAGEMENT)

FUNCTIONAL AREA	FIRST YEAR		SECOND YEAR		THIRD YEAR	
	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI
	COURSE	COURSE	COURSE	COURSE	COURSE	COURSE
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

 <https://www.sharda.ac.in/programmes/bba-in-hr>

COURSE STRUCTURE (BBA-BANKING & FINANCE)

FUNCTIONAL AREA	FIRST YEAR		SECOND YEAR		THIRD YEAR	
	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI
	COURSE	COURSE	COURSE	COURSE	COURSE	COURSE
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

 <https://www.sharda.ac.in/programmes/bba-banking-and-finance>

COURSE STRUCTURE (BBA-LOGISTICS & SUPPLY CHAIN MANAGEMENT)

FIRST YEAR		SECOND YEAR		THIRD YEAR	
SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI
COURSE	COURSE	COURSE	COURSE	COURSE	COURSE
1.1 Perspectives of Management	2.1 Basics of Marketing Management	3.1 Basics of Project Management	4.1 Export-Import Policy & Procedures	5.1 International Transportation & Geographic Information systems	6.1 Green Logistics & Supply Chain Management
1.2 Basics of Economic Environment	2.2 Production & Operations Management	3.2 Globalization and Business Environment	4.2 E-Business & Outsourcing	5.2 Green Supply Chain Management	6.2 Hyper Local Logistics & Retail Business
1.3 Fundamentals of Accounting	2.3 Basics of Transportation Management	3.3 Management Information Systems	4.3 Statistical Analysis Using R	5.3 Entrepreneurship Development	6.3 Enterprise Resource Planning & Decision sciences
1.4 Basics of Logistics Management	2.4 Supply Chain Operations Management	3.4 Total Quality Management practices	4.4 Legal Aspects in Supply Chain Contracts	5.4 Containerization & Infrastructure Management	6.4 Strategic Management
1.5 Supply Chain Management (Application & cases)	2.5 Supply Chain Financial Risk Management	3.5 Financial Supply Chain Management	4.5 International Business Environment	5.5 Global Marketing Strategies	6.5 Disaster Management
1.6 Business Statistics	2.6 Environmental & Sustainable Development	3.6 Human Resource Information Systems	4.6 Applications of Operations Research	5.6 Internship & Viva	6.6 Project Dissertation & viva
1.7 Personality Development & Soft skills	2.7 Skill Development & Foreign Language	3.7 Community Connect project-I	4.7 Community Connect Project-2		

 <https://www.sharda.ac.in/programmes/bba-logistics>



BBA HEALTH CARE MANAGEMENT

BBA in Hospital and Healthcare Management at School of Business Studies, Sharda University is designed to provide healthcare professionals with specialized training in healthcare management, clinical information system management and health services administration. The course in health care management can lead to exciting future opportunities. Many people think of healthcare as primarily Medical Staff including doctors, nurses and medical staff however, there are many professionals who keep healthcare organizations running efficiently. Those with a healthcare management degree are the ones who manage hospital and healthcare organizations. The government is also trying that public hospitals also need to be run professionally and for that reason BBA in Hospital and Healthcare Management is getting very popular now a days. If we see towards the market then we find that there is a wide gap between demand and supply for trained healthcare professionals in the hospitals, pharmaceutical companies and in healthcare providing organizations. So the requirement of the healthcare management is on a boom.

Learning Outcomes

At the end of the course students should be able to:

- To develop young managers for managing healthcare organization
- To provide intensive and practical knowledge of hospital management
- To build knowledge, develop skills and expose students to real work situations in hospital and healthcare institutions

- To make young dynamic people to face managerial actions in hospital set-up

Career options

Students with bachelor's degrees in hospital healthcare management may work for hospitals, insurance providers, healthcare consultancies, pharmaceutical companies, and other healthcare-related businesses. Possible career options include:

- Health project manager
- Medical office administrator
- Healthcare quality manager
- Healthcare administrator

COURSE STRUCTURE (BBA-HEALTH CARE MANAGEMENT)

FUNCTIONAL AREA	FIRST YEAR		SECOND YEAR		THIRD YEAR	
	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI
	COURSE	COURSE	COURSE	COURSE	COURSE	COURSE
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		
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				5.6 Introduction to Human Physiology & biochemistry	6.6 Quality Management in Hospital
					5.7 Introduction to Health Care and Hospitals	6.7 Healthcare Communication
				5.8 Hospital Operations Management	6.8 Medical Terminology	
						6.9 Health Insurance and IT
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	5.9 Total Personality Development-II	6.10 Statistical Analysis through Software
SUMMER TRAINING & FINAL PROJECT					5.10 Summer Training Evaluation	6.11 Research Report

 <https://www.sharda.ac.in/programmes/bba-healthcare>



BBA FINANCE & ACCOUNTING (WITH ACCA, UK)

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

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

Learning Outcome

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

- Have basic knowledge and understanding of latest developments in financial accounting about IFRS & IGAAP.
- Are effective learners.
- Are critical and reflective thinkers.

- Are effective analysts.
- Have awareness about the industry accounting standards.
- Are able to prepare financial statements and reports.
- Integrated understanding of management function to manage organization.



COURSE STRUCTURE

FUNCTIONAL AREA	FIRST YEAR		SECOND YEAR		THIRD YEAR	
	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI
	COURSE	COURSE	COURSE	COURSE	COURSE	COURSE
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

 <https://www.sharda.ac.in/programmes/bba-finance-and-accounting>



B.COM. (HONS.)

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

FUNCTIONAL AREA	FIRST YEAR		SECOND YEAR		THIRD YEAR	
	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI
	COURSE	COURSE	COURSE	COURSE	COURSE	COURSE
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)	4.5 E-filing and E-payment		6.6 Advanced Performance Management
		2.5 Marketing Management	3.7 Human Resource Management			
IT				4.6 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

 <https://www.sharda.ac.in/programmes/bcom-hons>



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

FUNCTIONAL AREA	FIRST YEAR		SECOND YEAR		THIRD YEAR	
	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI
	COURSE	COURSE	COURSE	COURSE	COURSE	COURSE
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	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)	4.5 E-Filing and E-Payment		6.6 Advanced Performance Management
		2.5 Marketing Management	3.7 Human Resource Management			
IT				4.6 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

<https://www.sharda.ac.in/programmes/bcom-international-accounting-finance>



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

FIRST YEAR		SECOND YEAR		THIRD YEAR	
SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI
COURSE	COURSE	COURSE	COURSE	COURSE	COURSE
1.1 Business Communication-I	2.1 Business Communication-II	3.1 Business Environment	4.1 Cost & Management Accounting	5.1 Management Information system	6.1 Project Finance
1.2 Financial Accounting-I	2.2 Financial Accounting-II	3.2 Business Law	4.2 Quantitative Techniques for Business	5.2 Financial Market Operations	6.2 International Finance
1.3 Principles of Management	2.3 Introduction to Banking	3.3 Financial Accounting-III	4.3 Entrepreneurship Development	5.3 Internship	6.3 Internship
1.4 Business Mathematics	2.4 Direct Tax	3.4 E-Commerce	4.4 Auditing		
1.5 Business Economics	2.5 Business Statistics	3.5 Financial Management	4.5 Business Ethics & Governance		
1.6 Computer Applications in Business	2.6 Business Organization	3.6 Corporate Law	4.6 SAP - Practical		
	2.7 Environmental Studies	3.7 GST - Practical	4.7 Advanced Excel with Lab - Practical		
	2.8 Tally ERP 9 - Practical				

<https://www.sharda.ac.in/programmes/bcom-finance-and-accounts>





MASTER OF COMMERCE (M.COM.)

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

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

Programme Objectives

Masters of Commerce or M.Com. is a post graduate level course ideal for candidates who wish to make a career in BANKING FINANCIAL SERVICES AND INSURANCE (BFSI) as well as accounting and commerce sectors. The 2-year course delves deeper into the functioning of the economy, capital, revenue, trade, taxes, etc. It is now a fastest growing gateway to the accountancy profession and helping aspirants to become successful accountancy professionals. A student is able to explore many opportunities with a very wide range of profiles like –

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

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

COURSE STRUCTURE

FIRST YEAR		SECOND YEAR	
SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV
COURSE	COURSE	COURSE	COURSE
1.1 Management Process & Organisation Behaviour	2.1 Advanced Managerial Accounting	3.1 Applied Research Methods	4.1 Goods and Services Tax
1.2 Advanced Statistical Techniques	2.2 Corporate Finance and Policy	3.2 Advanced Corporate Law	4.2 Security Analysis and Portfolio Management
1.3 Managerial Economics	2.3 International Trade and Business	3.3 E-Commerce	4.3 International Finance and Forex Management
1.4 Legal Environment Framework	2.4 Financial Markets & Institutions	3.4 Advanced Tax Laws	4.4 Insurance & Risk Management
1.5 Advanced Corporate Accounting	2.5 Advanced Auditing	3.5 Marketing of Financial Products & Services	4.5 Dissertation Report & Report
1.6 Business Communication	2.6 Corporate governance, Strategy & Ethics	3.6 Personality Development	4.6 Comprehensive VIVA-VOCE

 <https://www.sharda.ac.in/programmes/mcom>





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	FIRST YEAR		SECOND YEAR		THIRD YEAR	
	TERM I	TERM II	TERM III	TERM IV	TERM V	TERM VI
	COURSE	COURSE	COURSE	COURSE	COURSE	COURSE
QUANTITATIVE METHODS	1.1 Maths for Business and Economics	2.1 Statistics for Business and Economics	3.1 Operations Research	4.1 Supply Chain Management (Applications)		
GENERAL MANAGEMENT	1.2 Principles of Management	2.2 Human Resource Management	3.2 Marketing Management	4.2 Accounting for Business Decisions		
INFORMATION TECHNOLOGY AND DATA MANAGEMENT		2.3 MIS	3.3 E-Business	4.3 Data Management (Software Application)		
COMMUNICATION	1.3 Functional English-I	2.4 Functional English-II				
	1.4 Indian Culture and Heritage					
ECONOMICS (CORE)	1.5 Foundation of Economics	2.5 Consumer Behavior	3.4 Market Morphology	4.4 Money And Financial Markets	5.1 Urban Economics	
	1.6 Indian Polity and Sociology	2.6 Firm Behavior	3.5 Development Economics	4.5 Basic Econometrics	5.2 Agriculture and Rural Development	6.1 Economics of Emerging Markets
SPECIALIZATION	1.7 Population Dynamics	2.7 Macro Economics	3.6 International Economics	4.6 Public Economics	5.3 Public Policy and Governance	
			3.7 Economics of Organization	4.7 Indian Economic Development		
					5.4 Two modules from specialization	6.2 Two modules from specialization
PROJECT/VIVA				5.5 Summer Training/ Field Work	6.3 Project Report & Comprehensive Viva	

 <https://www.sharda.ac.in/programmes/ba-applied-economics>



MA - ECONOMICS

As Paul Samuelson famously says "Economics can be considered a subject which has a combination of both arts and sciences". In today's world where knowledge in finance, development or management is a must, a Masters' in Applied Economics can guarantee not just a very fulfilling career but a learning journey which can be fun. After completion of the course, the students will be able to

- Demonstrate analytical thinking by applying their knowledge of economic concepts and application of tools such as statistics, mathematics and econometrics
- To make deductions about latest economic development and their implications on various players in the field
- Have a comprehensive understanding of economic systems and the role of institutions, groups, and regions within the country and at the global level
- Assess the global and local economic and business issues with competence.

The programme will focus on method and application rather than going into details of derivations and mathematical proofs of theoretical aspects. Industrial and rural exposure through internships and visits as well as mastery in scientific research through quantitative and qualitative methods will enable students to take up the most challenging careers in:

- Analytics at various banks, financial institutions and financial market
- Research and Development at various think tanks and NGOs
- Government agencies such as Niti Aayog and various ministries to work on issues related to development

- Managers in industries which work with Big Data
- Reporters in the field of economics and policy-related issues
- Experts in the field of monitoring and evaluation of various public programmes including CSR.

Options of Elective Courses

- Infrastructure, Finance and Environment
- Energy Economics and Policy
- Industrial Organization
- Rural non-farm sector and Agri-Business
- Economics of e-Business
- Gender Discrimination and Empowerment
- Project Appraisal, Monitoring and Impact Assessment
- Natural Resource Economics
- Survey Methods, Big Data and Analysis
- Time Series Analysis
- Contemporary Issues in Human Development

Note: Dissertation will encompass both theoretical and empirical analysis.

COURSE STRUCTURE

FIRST YEAR		SECOND YEAR	
SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV
COURSE	COURSE	COURSE	COURSE
1.1 Microeconomics	2.1 Advanced Microeconomics	3.1 International Economics	4.1 Elective 1
1.2 Macroeconomics	2.2 Advanced Macroeconomics	3.2 Monetary Policy, Institutions and Theory	4.2 Elective 2
1.3 Quantitative techniques for Economists	2.3 Public Economics	3.3 Urban Economics	4.3 Elective 3
1.4 Indian economy: Structure and Reforms	2.4 Development Economics	3.4 Economics of Education	4.4 Elective 4
1.5 Agricultural Economics	2.5 Industrial Economics	3.5 Health Economics and Policy	4.5 Elective 5
1.6 Population and Demography	2.6 Applied Econometrics	3.6 Research Methods	4.6 Dissertation

 <https://www.sharda.ac.in/programmes/ma-economics>





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.

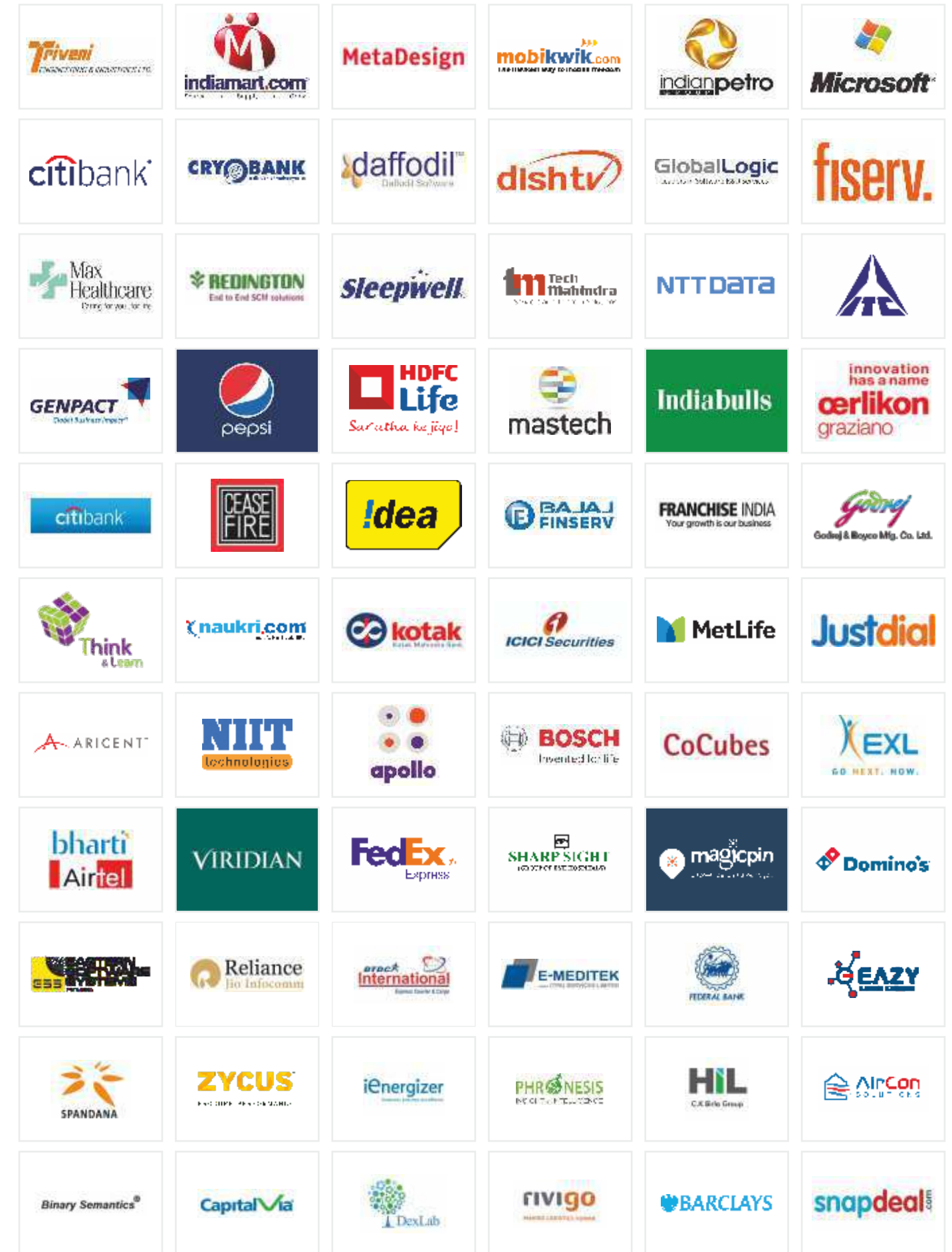
Campus Partner Programme

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.

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: 350+
- Total number of MNCs till date: 150+
- More than 50+ CMM level-5 companies
- More than 30+ 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



STUDENT CLUBS



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.



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.



DRAMATICS CLUB

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



DANCE CLUB

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

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.



DIVERSITY CLUB

Sharda University has a diverse group of students from across 80+ 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.

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.



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.

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



Ms. Swati Keshari, MBA (2018-2019) (Recruited By: HDFC, AMC and Phronesis-Partners)

I can positively say that Sharda University has made me a better person. The facilities, environment and resources here are much better than any other in NCR. Its not only just me, but anybody would like to be a part of such a multi-cultural and global university. Sharda University as a family gave birth to my organizational skills, nurtured them in a span of 2 years and here I am implementing those in the real corporate world. The environment of Sharda University has provided me with great exposure in terms of academics and extra-curricular activities as well.



Mr. Vishwaratan Prakash, MBA-Marketing (2017-18) (Recruited By: Phronesis- Partners)

I can positively say Sharda University has transformed me totally. It has been a great experience to be a part of such a multicultural place. Sharda University understood my strengths and weakness and made sure that by the end of the programme I overcome them. Most of the concepts of the theory were given a practical approach through Management games.



Mr. Sanjeev Kumar Das, MBA (2018-19) (Recruited By: HDFC Bank)

I made the best choice of my career by choosing Sharda University. It is one of the very few universities in India which help students in not only building their career but also enhances distinctive competencies and skill-sets that help students grow in their professional life at an exponential pace. The Placement Cell is also equally hard working and determined to get the best companies with excellent packages for the students. The environment of the University is very positive and inspiring. Overall my journey and experience with Sharda University in the last two years of my post- graduation has been absolutely wonderful.



Mr. Akbar Raza Taqvi, MBA - Marketing (2017-18) (Recruited By: Ceasefire Industries Pvt. Ltd.)

It's difficult to sum up the memories and experience of six years in few lines. I consider myself very lucky for being a part of Sharda University. For me, life at Sharda has been breathtaking and enriching. The time I spent here has taught me patience, endurance and humility while giving me a sense of belonging at the same time. Sharda offers a blend of learning, amusement and integration of enduring principles. Another feather in the cap are the professors that impart quality education to its students. Never can a student find himself lost in a concept and professors not being able to rescue him!



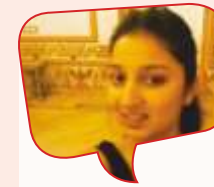
Mr. Bharat Agarwal, MBA (Recruited By: McCoy Soudal Sealants Adhesives & Foams Pvt. Ltd.)

I have received a lot from Sharda University. It has provided me a platform from where I am able to make my standing in the corporate world. Sharda provides education in the true sense of the word. My sincere thanks to all the Faculty members, mentors and everyone in Sharda family for their support.



Mr. Pranjal Verma, MBA (Recruited By: HSIL Ltd. (Hindware))

Sharda University enabled me to crack high profile interviews in the corporate world. I learnt management concepts, principles and their application in real life through project work, case discussions and presentations in the lively classroom discussions. Mentorship provided by the senior faculty enthuse confidence in dealing with issues that confront me on daily basis.



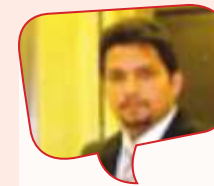
Ms. Kashika Rana, MBA (Banking and Finance) (Recruited By: Laurent and Benon)

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.



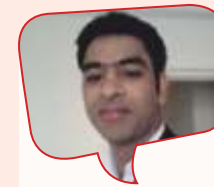
Mr. Sura Ganesh Kumar, MBA (Recruited By: Sterling Metaplast Pvt. Ltd.)

I am very grateful to the Faculty and Placement Department of Sharda University. The University has enhanced my Knowledge, Skills and Abilities. It is truly a big platform to learn for skill enhancement and to get a great learning experience.



Mr. Praveen Mishra, MBA (Recruited by: Hindware, Reliance and Armstrong World Industries)

Studying at Sharda University is an all-round experience. Many times you need an environment to introspect and reflect on your own strengths and capabilities so that you align yourself to your interests, build on your abilities and internalize forward looking concepts. Sharda University provides this environment in a short period of 2 year with a well-structured programme, pedagogy, diverse culture & team of colleagues bringing rich experience from varied fields.



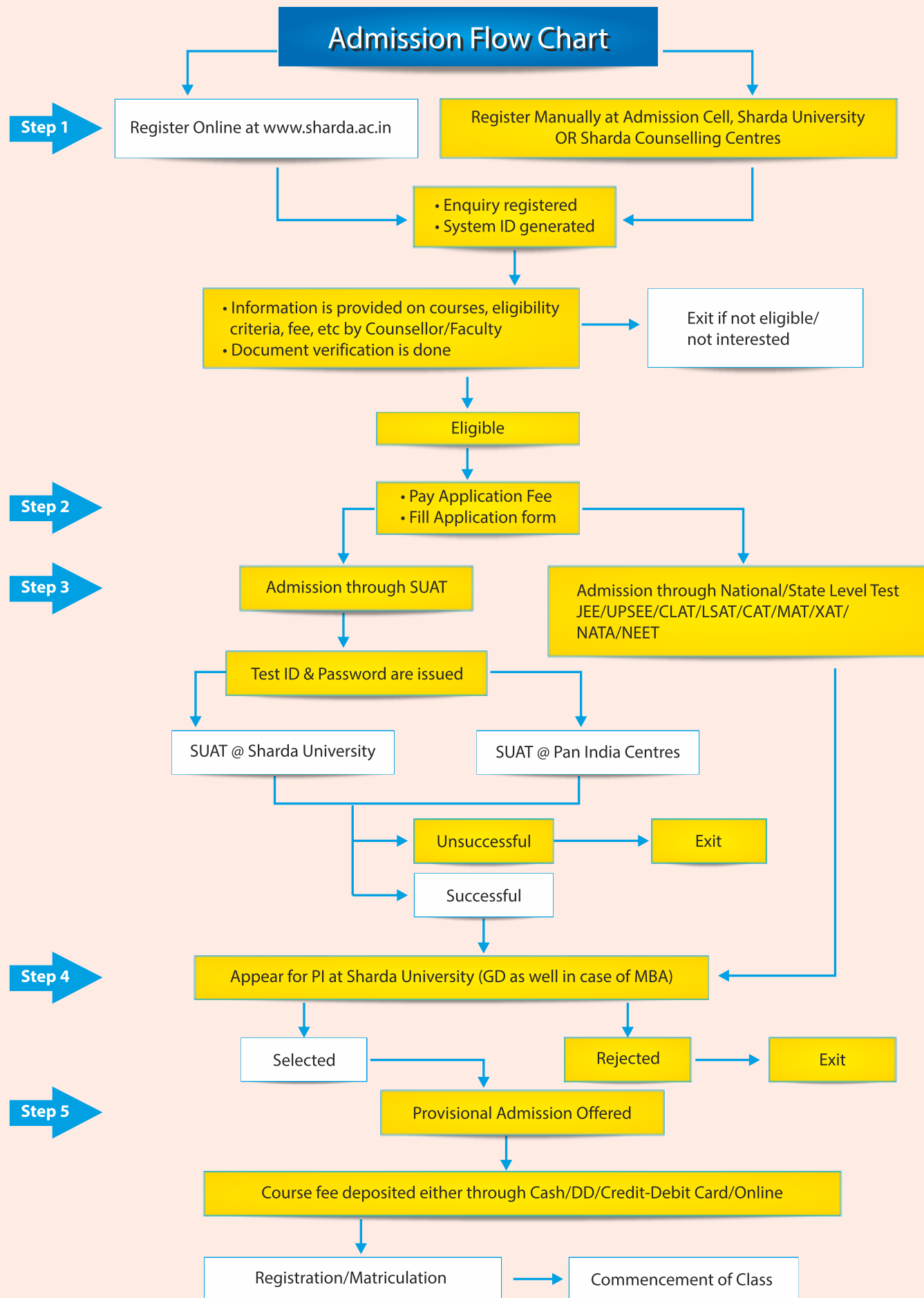
Mr. Amit Kumar, MBA

The MBA programme at Sharda University has helped me to deepen and broaden my leadership skills, and focus on the holistic picture. In addition to learning new concepts, theories, and skills, I have learnt a tremendous amount about myself. I am able to take these leaning and apply not just to my professional career but to improving every facet of my life. The programme has helped me to believe in myself. I walked into my current role with a new attitude, new approach and new information thereby benefiting my employer and equally my clients.



Mr. Nikhil Jain, MBA - Marketing Operations (Recruited by: India Bulls)

When I first entered Sharda University, I was anxious about my future. Over the last two years so many doors were opened for our personal and academic development that I became confident. The University aims at enhancing our knowledge, skills and abilities. So many deserving students of our batch have been placed thanks to the Training & Placement Department.



REGIONAL REACH

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THE WORLD IS HERE. WHERE ARE YOU?

