25 SILVER JUBILEE

SHARDA UNIVERSITY
Beyond Boundaries

SHARDA UNIVERSITY CAMPUS
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SHARDA UNIVERSITY
UZBEKISTAN

SHARDA UNIVERSITY UZBEKISTAN
73, Boburshah Prospekt, Andijan, Uzbekistan

E-mail : admission@shardauniversity.uz | **Website:** www.shardauniversity.uz

#SoWhereAreYou?

SHARDA GROUP

SGI | SHARDA HOSPITAL SCHOOL OF MEDICAL SCIENCES & RESEARCH | SHARDA TECH | SHARDA LAUNCHPAD | MAXWELL BIOTECH | RSPL

ShardaUniversity | sharda_uni | sharda_university | sharda-university | shardauniversity

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SHARDA UNIVERSITY
Beyond Boundaries

MAKING
EDUCATION
WORK
FOR ENDLESS POSSIBILITIES IN
MANAGEMENT

SCHOOL OF BUSINESS STUDIES

log on to: www.sharda.ac.in

SHARDA GROUP CAMPUSES

Established in 2009

SHARDA UNIVERSITY
Beyond Boundaries

Sharda University Greater Noida is India's truly global university which has seen students from 85+ countries experience a world-class campus life. Spread over 63 acres, Sharda University offers 216 programme/plans in a myriad of disciplines and an education experience matching with the very best. Students can pursue a semester at Sharda University Uzbekistan campus at the same fee in select programs.

Established in 2019

SHARDA UNIVERSITY
UZBEKISTAN

Sharda University Uzbekistan has been established under a special President decree in line with Sharda Group's commitment to offer global standard education to every individual. It is the first independent private university in Fergana valley that is being envisioned to become the gateway for students from Eurasia.

SHARDA IS
RANKED 5TH
IN INDIA
in the number of patents granted

As per India Today issue dated 10th August, 2020

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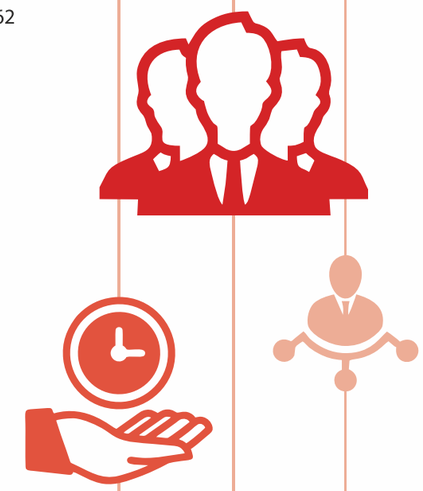

SHARDA UNIVERSITY

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

14 MULTI-DISCIPLINARY SCHOOLS
Schools of Engineering, Management, Law, Architecture, Medical, Dental, Nursing, Pharmacy, Allied Health, Basic Sciences, Agriculture, Media, Film & Entertainment, Education and Humanities & Social Sciences.

1,200+ FACULTY WITH GLOBAL EXPERIENCE
Students learn from distinguished faculty from USA, UK, Greece, Singapore, Japan, Russian Federation & India among others.

UPTO 100% SCHOLARSHIP. 2549 STUDENTS STUDYING WITH SCHOLARSHIP AND FREESHIP WORTH RS.19.27 CRORE
Scholarships include Academic, SGI, Defence, Sibling, Art & Culture, Sports & Innovation Scholarship

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
100% Scholarship and Rs.10 lac seed money is offered for Student StartUps through various programmes like Next StartUp, Syncubator and Xcelerator.

LEADING THE WAY IN EMPOWERING WOMEN THROUGH EDUCATION
Delhi-NCRs only University with 44% female students

Rated by

Accredited by

National Assessment and Accreditation Council

Awarded

SHARDA UNIVERSITY
QS I-GAUGE 2020

Rated by

Awarded

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 programme/plans 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 that has seen students from 85+ countries experience world-class facilities, and having 250+ global academic partnerships, Sharda University offers a truly international learning environment. That's why it says, **"The World is Here, Where are You?"**

AMONG
TOP 10 PVT. UNIVERSITIES IN NORTH INDIA
(BAND A+ BAND B) for achievements in innovation
As per ARIIA rankings 2020 by the Govt. of India

Discover why top corporates like CitiBank, HDFC, Barclays, Idea, Pepsi, FedEx, Bosch prefer Sharda students

1 Over **10** Years of excellence in **management education**

2 Focus on **OUTCOME** based education

3 Unique **CHOICE** Based Credit System

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

5 **MAXIMUM** industry interaction

6 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 1200+ beds 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.

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.

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.

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

School of Business Studies offers innovative and enriching educational exposure to students & prepares them for the corporate world of work, services and business. Judicious blend of theory & best practical experience on advance analytical software like SAP, SPPS, FINACLE & Microsoft ERP, etc.

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.

Choice based credit system (CBCS) designed to inspire students for holistic development. School offers student-centered programmes with emphasis on learning rather than teaching, through an engaging process of Exploration and Experimentation.

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

School of Business Studies believes learning should not be restricted to the four walls of the classroom. In order to provide students with a practical real-world perspective, International Industrial Visit is incorporated to provide students with an insight into the multinational corporate world.

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 keynote speakers being:

- **Mr. Rahul Sachdev**
  University Alliances Programme Manager, SAP
- **Dr. Ghazala Naaz**
  HoD - Deptt. of English, NIET, Greater Noida
- **Mr. Sandeep Chopra**
  Company Secretary, Indo Solar Ltd.
- **Dr. S. Kumar**
  Corporate Consultant - Mergers and Acquisitions, and former Senior Director, Institute of Company Secretaries of India, New Delhi
- **Mr. Pankaj Sharma**
  Manager, Altruist Technologies Pvt. Ltd.
- **Ms. Laxmimala**
  Cognizant Technology Solutions
- **Ms. Martina Sagir**
  International Student Coordinator, University of Ljubljana, Slovenia
- **Dr. Sacchidananda Mukherjee**
  Associate Professor, National Institute of Public Finance and Policy
- **Mr. Richard M. Rothman**
  Renowned Author and Speaker, Founder and MD of Open Mind Opportunity Consultancy Pvt. Ltd.
- **Mr. Aditya Jain**
  Director, The Princeton Review, Noida
- **Ms. Verena Lohner**
  Munich Business School, Germany
- **Dr. 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

Focus on Industry Academic Collaborated Events

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1. MDP on Emotional Intelligence, July-2018
2. National HR Seminar, November-2018
3. Invited Talk by Prof. Dr. Martina Rašticová, Mendel University, Czech Republic - February-2019
4. Seminar on 'Supply Chain Management'
5. Guest Lecture on 'Business Models and the Internet of Things'- By Dr. Bharat Bhushan on April-2019
6. CII Majestic Inter-Collegiate Competition, March-2018
7. Conference on Ease of Doing Business in India, April-2018
8. Harvard Speaker being felicitated by Prof. GRC Reddy, Vice Chancellor, Sharda University, March-2019
9. The key speakers at the Seminar included Mr. V. K. Jain, former Executive Director, Air India, and Mr. H. K. Sharma, Additional Director-General (Supply), Department of Commerce, Ministry of Commerce and Industry, Government of India.
10. Guest Lecture on 'Union Budget 2019' - February - 2019 by Dr. Aman Agarwal, Director, Indian Institute of Finance, Greater Noida.

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SHARDA LAUNCHPAD FEDERATION.

Supporting Entrepreneurs

SHARDA LAUNCHPAD FEDERATION

AN EARLY STAGE INCUBATOR AND ENTREPRENEURIAL ECOSYSTEM

Sharda Launchpad Federation, a sec 8 entity established in year 2013 promoted by Sharda University aims to support the shared vision of Government of India and University towards building a bit more vibrant culture of innovation and entrepreneurship for campus, city and nation. With a house of thousands of learners, researchers, academicians and practitioners of several disciplines of learning, Sharda Launchpad Federation as a dedicated professional platform enables potential individuals, teams and early stage start-ups to access need based resources , domain expertise, Technology and business mentorship, vast entrepreneurial stakeholders network and a dynamic ecosystem to advance the entrepreneurial journey and build scalable market ready sustainable ventures of future.

SLPF as an entrepreneurial ecosystem is a dedicated facility with approx. 7000 sq.ft of area, contemporary working space with necessary technology infrastructure led by a dedicated full time leadership team to consistently advance the purpose of the incubator and design platforms to encourage, mentor and support promising ideas/early stage start-ups. The incubator as an entrepreneurial ecosystem, is working towards expanding to sector agonistic support system though prime focus areas of start up support are- Agriculture, Healthcare, Electronics and IT and SDGs aligned innovations.

Ecosystem partners and associates

The incubator is widely connected to vast pool of internal and external ecosystems, organisations, Experts, Mentors, Investors and Funds to accelerate the start-up success.

Mentorship & Support

SOCIO STORY

Ecosystem Partners

#startupindia · MSME Ministry of MSME, Govt. of India · MEITY STARTUP HUB · STARTUP INCUBATION AND INNOVATION CENTRE IIT KANPUR · SOCIOCHARGE Accelerating positive change · HealthStart · START INUP · IT & Startup Policy Government of Uttar Pradesh · Ministry of Electronics & Information Technology

Learn more about current projects, stakeholders and programmes at ***https://launchpad.sharda.ac.in/events-list***

SHARDA SKILLS

Enhancing competencies to excel

Sharda Skills is the training and skill building department of Sharda University which is involved in imparting life skills to students and professionals both within and outside the campus. Sharda Skills has a team of Industry Proven Subject Matter Experts and Professionals such as Certified Psychologists, Psychotherapists and Masters having cumulative training and teaching experience of more than 2 decades in some of the leading corporates of the country.

Sharda Skills training programmes revolve around developing resilience, tenacity, creativity, problem solving, multitasking, crisis management, team skills, communication skills and personality development etc. These programmes have been made an integral part of credit base courses and the trainers of Shrada Skills put their heart and soul in nurturing every student and help them to become a better and confident human being.

Sharda Skills also imparts specific skill(s)/skillsets which can be pursued either as a hobby or for employment, business, and entrepreneurial reasons.

Sharda Skills also provides coaching and mentoring to students who want to prepare for various competitive exams like UPSC, CAT, GRE, GMAT, SSC, IBPS etc within the campus after University hours.

Cultural Society of Sharda University

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

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

FINE ARTS CLUB

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

MUSIC CLUB

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.

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

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.

PHOTOGRAPHY CLUB

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

ENVIRONMENTAL CLUB

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

World-Class Infrastructure

Sharda University campus combines modern teaching and study spaces on 63 acres of landscaped greenery. At Sharda, you will 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 various 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

EXPLORE
One of north India's biggest educational hubs

The Sharda Campus Life.

Truly Extraordinary!

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."

Prof. (Dr.) Subir Ranjan Das

Prof. (Dr.) Subir Ranjan Das
Distinguished Professor & Dean, School of Business Studies
Ph.D. in Engineering and Post Graduate in Management

Prof. Das was Senior Professor and Vice President-Academic Affairs with University of Petroleum and Energy Studies, Dehradun. He has been the Deputy Director & Dean (Academics) of Amity Institute of Competitive Intelligence and Amity College of Corporate Warfare in Amity University-Uttar Pradesh till April 2006. Prof (Dr) Subir Ranjan Das has worked with engineering and the banking industry before he joined NIIT Ltd where he was a member of the pioneer team that introduced IT education franchising in India. He has a rich experience in the franchising area. In the leadership role in franchising of IT education and IT services, he has worked with Globsyn Technologies Ltd and Tata Infotech Ltd before joining the higher education sector in 2001.

Dr. Prem S. Vashishtha, Professor Emeritus
Ph.D, MA
Visiting Fellow at Institute of Development Studies, Sussex (UK) and Economics Department, University of Pennsylvania (USA); and Consulted with the World Bank, UNDP, ILO and IFAD.
Experience: More than 56 years

Dr. Vijai Pal Singh Arora, Professor Emeritus
Ph.D, PGD in Marketing Management
Vice-Chancellor at three universities. Has undertook consulting projects of OECD, APO, and FAO. Conceived the first College of Agribusiness and first MBA in Agribusiness in India as Founder Dean.
Experience: 45 years

Mr. Pramod Kumar Mitra, Professor
MBA (Finance), PGDHR, B.Tech. (ME)
Recipient of 'Best Salesman of Services' award from the President of India and 'Rajiv Gandhi Sadbhavna Samman' for the 'Best Banker' from Odisha Govt.
Area: Finance
Experience: More than 39 years

Dr. Sunil Joshi, Professor & Associate Dean
Ph.D, MBA, M.Sc.
Visiting Professor to SP Jain School of Global Management, Dubai & Singapore
Area: Finance
Experience: 23 years in industry and 16 years in academics

Dr. Daleep Parimoo, Professor
Ph.D, PG Dip. in MR & IR, M.Com, M.Phil.
Area: HR and OB
Experience: 34 years
Has published 48 research papers.

Dr. Sharad Chaturvedi, Professor
Ph.D, MBA
Area: Operations
Experience: 31 years
Has published 1 books and 15 research papers

Mr. Michail Barmpas, Professor
MBA, MA
Area: General Management
Experience: 27 years

Mr. Subhamay Chatterjee, Professor
Ph.D. (Pursuing), MBA
Area: HRM , OB , Strategy
Experience: 26 years
Has published 2 papers in scopus.

Dr. Anoop Pant, Professor
Ph.D
Area: Finance
Experience: 25 years
Has published 16 books and 15 research papers

Dr. Pradeep Kumar Aggarwal, Professor
Ph. D, M.Com, MA (Eco.), CMA, ACS. PGDFM
Area: Finance
Experience: 3 years of industry and 22 years of teaching
Has published 35 research papers

Dr. Manmohan Rahul, Professor
Ph.D, MBA, UGC-NET, FDPM (IIM-A)
Area: Operations and Supply Chain Management
Experience: 22 years
Has published 2 books and 20 research papers

Dr. Raj K Kovid, Professor
Ph.D
Area: General Management
Experience: 24 years
Has published 22 research papers

Dr. A. V. Nageswara Rao, Professor
Ph.D, MBA,M.Phil,PGDIB, LLB
Area: Supply Chain, Marketing, HR
Experience: 20 years
Has published 2 books and 26 research papers

Dr. Vinti Kumar Agarwal, Professor
Ph.D (Eco.), MA (Eco.), MS (Govt. Analytics), CFA
Area: Economics, Finance, Analytics, Public Policy
Experience: 20 years
Has published 14 papers, 20 research projects

Dr. Vikas Kumar, Professor
Ph.D (Electronics), MBA (IT), M.Sc.
Area: IT and Business Analytics
Experience: 19 years
Has published 11 books and 53 research papers

Dr. Anubha Vashisht, Professor
Ph.D, MA, PGDM
Area: Marketing
Experience: 19 years

Dr. Mridul Dharwal, Professor
Ph.D, UGC-NET, SLET, MA (Economics)
Area: Economics and International Business
Experience: 14 years
Has published 04 Books and 20 Papers

Dr. Atul Sangal, Associate Professor
Ph.D., M.Phil, M.Sc (Mathematics) M.Sc (Applied Operations Research)
Area: Opeartions Research and Business Analytics
Experience: 30 years
Has published 9 research papers

Dr. Hari Shankar Shyam, Associate Professor
Ph.D, MBA
Area: Marketing
Experience: 21 years
Has published 2 books and 28 research papers

Dr. Animesh Singh, Associate Professor
Ph.D, UGC-NET, MIB
Area: Economics & International Business
Experience: 21 years

Dr. Mohit Maurya, Associate Professor
Ph.D, MBA, UGC-NET, PGDIBO
Area: Marketing
Experience: 21 years
Has published 16 research papers

Dr. Satendar Singh, Associate Professor
Ph.D, MBA
Area: Marketing
Experience: 18 years
Has published 1 books and 10 research papers

Dr. Sweta Dixit, Associate Professor
Ph.D, MBA, UGC-NET
Area: HR and OB
Experience: 17 years
Has published 4 research papers

Dr. Nisha Kant Ojha, Associate Professor
Post Doc, Ph.D, MBA
Area: IT
Experience: 13 years

Dr. Amarnath Tripathi, Associate Professor
Ph.D (BHU), MA
Area: Economics
Experience: 11 years
Has published 1 books and 31 research papers

Dr. Manisha Gupta, Associate Professor
Ph.D., MBA, UGC-NET
Area: Marketing
Experience: 11 years
Has published 15 research papers

Dr. Piali Haldar, Assistant Professor
Ph.D, MPhil, PGDRM
Area: Economics
Experience: 24 years
Has published 1 books and 50 research papers

Dr. Santhi Narayanan, Assistant Professor
Ph.D, MBA, LLB
Area: General Management
Experience: 24 years
Has published 7 research papers

Mr. Alamgir Sani, Assistant Professor
Ph.D. (Pursuing), MBA (Marketing)
Area: Marketing
Experience: 23 years

Dr. Priti Verma, Assistant Professor
Ph.D, MA, MBA
Area: Communication
Experience: 22 years
Has published 3 book and 35 research papers

Dr. Madhu Sharma, Assistant Professor
Ph.D, MA
Area: Business Communication
Experience: 21 years

Dr. Monica Agarwal, Assistant Professor
Ph.D, MBA
Area: HR & OB
Experience: 21 years
Has published 20 research papers

Dr. M. Junaid Alam, Assistant Professor
Ph.D, MBA, PGDESD
Area: Economics
Experience: 20 years
Has published 20 research papers

Dr. Guruvishal Sinha, Assistant Professor
Ph.D, MBA
Area: Marketing
Experience: 20 years
Has published 10 research papers

Mr. Anup Kumar Srivastava, Assistant Professor
MBA
Area: Finance
Experience: 19 years

Dr. Ankur Aggrawal, Assistant Professor
Ph.D, MBA, M.Com.
Area: Finance
Experience: 19 years
Has published 25 research papers

Mr. Awanish Kumar Sinha, Assistant Professor
MBA, Ph.D (Pursuing)
Area: Finance
Experience: 18 years

Dr. Kalpana Singh, Assistant Professor
Ph.D (Pursuing), MBA, BAMS
Area: Marketing
Experience: 18 years
Has published 2 research papers

Dr. Parul Saxena, Assistant Professor
Ph.D, UGC-NET, MHRM
Area: HR & OB
Experience: 18 years
Has published 35 research papers

Dr. Deepa Kumari, Assistant Professor
Ph.D, MBA, UGC-NET
Area: General Management
Experience: 17 years
Has published 6 research papers

Dr. Pooja Nanda, Assistant Professor
Ph.D, MBA (IT)
Area: IT & Business Analytics
Experience: 16 years
Has published 2 research papers

Ms. Swati Oberoi, Assistant Professor
Ph.D (Pursuing), UGC-NET, MBA, CS, CPA
Area: Entrepreneurship and Family Business
Experience: 15 years
Has worked as Financial Auditor with KPMG

Ms. Sadhana Tiwari, Assistant Professor
Ph.D (Pursuing), M.Sc ,MBA, PGDFM, SIX SIGMA
Area: Business Analytics, IT, Statistics
Experience: 15 years
Has published 2 research papers

Dr. Raj Karan Gupta, Assistant Professor
Ph.D, MBA, UGC-NET, M.Com.
Area: Entrepreneurship and Family Business
Experience: 15 years
Has published 17 research papers

Dr. Nimmi Agarwal, Assistant Professor
Ph.D, UGC-NET, MHRD
Area: HR & OB
Experience: 14 years
Has published 8 research papers

Mr. Abhishek Chander Chanda, Assistant Professor
Ph.D (Pursuing), PGDM
Area: Information Systems
Experience: 14 years

Dr. K. R. Gola, Assistant Professor
Ph.D, UGC-NET, MBA, M.Com.
Area: Finance and Taxation
Experience: 13 years
Has published 2 book and 26 research papers

Ms. Ambika Khurana, Assistant Professor
MBA, M.Sc.
Area: Operations and SCM
Experience: 13 years

Mr. Jitender Kumar, Assistant Professor
FPM (IIM-R), APMP (IIM-C), UGC-NET JRF, M.Com.
Area: Marketing
Experience: 13 years
Has published 11 research papers

Ms. Swati Bansal, Assistant Professor
M.Phil, MBA
Area: HR & OB
Experience: 13 years
Has published 18 research papers

Dr. Garima Madaan Dua, Assistant Professor
Ph.D, UGC-NET, PGDM
Area: Finance
Experience: 13 years
Has published 7 research papers

Mr. Sandeep Kumar Anand, Assistant Professor
M.Tech (IIT-Delhi), B.Tech.
Area: OM and SCM
Experience: 12 years
Has published 2 research papers

Dr. Shalini Mittal, Assistant Professor
Ph.D, PGDBM, C.A.
Area: Finance
Experience: 12 years
7 papers and chapters published in reputed journals including Scopus

Dr. Rachna Bansal Jora, Assistant Professor
Ph.D, UGC-NET, MBA
Area: HRM
Experience: 12 years
Has published 8 research papers

Ms. Chhavi Jain, Assistant Professor
Ph.D (Pursuing), MBA, M.Sc.
Area: IT and Business Analytics
Experience: 12 years
Has published 3 research papers

Dr. Mohammad Daoud Ciddikie, Assistant Professor
Ph.D.
Area: Marketing
Experience: 11 years
Has published 10 research papers

Mr. Rakesh Sharma, Assistant Professor
CS, PGDM, M.Com, Ph.D (Pursuing)
Area: Finance, Accounts & Taxation
Experience: 11 years
Has published 2 research papers

Dr. Ashish Saxena, Assistant Professor
Ph.D, UGC-NET, MBA, M.Com, PGDIBO
Area: Finance & Accounts
Experience: 11 years
Has published 6 research papers

Dr. Aarti Sharma, Assistant Professor
Ph.D, MBA
Area: HR and OB
Experience: 10 years
Has published 3 Papers(Scopus), 1 Paper(UGC)

Dr. Neha Zaidi, Assistant Professor
Ph.D. (Pursuing), MBA, Advanced Diploma in Management, UGC- NET
Area: Marketing
Experience: 10 years
Has published 7 research papers

Ms. Deepa Chauhan, Assistant Professor
Ph.D (Pursuing), MBA, B.Com.
Area: Finance
Experience: 10 years
Has published 7 research papers

Mr. Anshul Mathur, Assistant Professor
FPM (Pursuing), MBA
Area: General Management
Experience: 9 years

Dr. Vineet Gupta, Assistant Professor
Ph.D, UGC-NET
Area: Economics and International Business
Experience: 9 years
Has published 4 research papers

Mr. Aditya Samdershi, Assistant Professor
Ph.D. (Pursuing), M.Phil, M.Sc.
Area: Economics and International Business
Experience: 9 years
Has published 3 research papers

Dr. Gaurav Singh Arora, Assistant Professor
Ph.D, UGC-NET, MBA, B.Tech.
Area: Economics and International Business
Experience: 9 years
Has published 9 research papers

Dr. Roopali Fulzele, Assistant Professor
Ph.D, UGC-NET, MBA, MCA
Area: HRM
Experience: 8 years
Has published 4 research papers

Ms. Richa Pandey, Assistant Professor
Ph.D (Pursuing), PGDHHM, MBA , BDS
Area: Healthcare and Hospital Management
Experience: 8 years

Ms. Saumya Kumar, Assistant Professor
Ph.D (Pursuing), UGC-NET, MBA
Area: HR and OB
Experience: 8 years
Has published 3 research papers

Dr. Himanshi Puri, Assistant Professor
PGDPH, MHA, BDS
Area: General Management (Healthcare and Hospital Administration)
Experience: 7 years

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

Ms. Priya Rampal, Assistant Professor
Ph.D. (Pursuing), M.Phil.
Area: Economics and International Business
Experience: 6 years
Has published 4 research papers

Dr. Bithika Bishesh, Assistant Professor
Ph.D, MBA (Fin & IB)
Area: Economics and International Business
Experience: 5 years

Dr. Priyanka Chatterjee, Assistant Professor
Ph.D.
Area: Economics
Experience: 5 years
Has published 2 research papers

Dr. Parveen Rani, Assistant Professor
Ph.D, MA
Area: Economics, Public Finance and Agriculture
Experience: 4 years
Has published more than 10 research papers and 1 Book

Dr. Sucheta Sardar, Assistant Professor
Ph.D.
Area: Economics
Experience: 4 years

Dr. Sanjay Kaushal, Assistant Professor
Ph.D, UGC-NET
Area: Business Communication
Experience: 4 years
Has published 2 book and 5 research papers

Dr. Priyanka Srivastava, Assistant Professor
Ph.D., UGC- NET, MBA
Area: HRM
Experience: 3 years
Has published 7 research papers

Mr. Shashank Bhardwaj, Assistant Professor
MBA
Area: Business Analytics
Experience: 2 year

Dr. Bhawna Choudhary, Assistant Professor
Ph.D (Pursuing), UGC-NET, M.Com.
Area: Finance
Experience: 1 years
Has published 6 research papers

Dr. Ajay Kumar, Assistant Professor
Ph.D.
Area: Marketing
Experience: 1 years
Has published 8 research papers (including Scopus)

Dr. Priyam Mendiratta, Assistant Professor
M.Com, UGC-NET
Area: Finance
Experience: 1 years

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

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.

Management Programmes Designed For Success

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

PROGRAMMES OFFERED BY SCHOOL OF BUSINESS STUDIES

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

**As per NEP BBA/B.Com./BA/MBA (Integrated) also available with 4 & 5 years programme by Research.*

Master of Business Administration

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

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

Objectives

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

- 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

FUNCTIONAL AREA	FIRST YEAR		SECOND YEAR	
	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV
	COURSE	COURSE	COURSE	COURSE
CORE COURSES	Principles of Management	Human Resource Management	Legal Aspects of Business	Strategic Management
	Financial Reporting & Analysis	International Business		
	Organizational Behaviour	Operations Research		
	Marketing Management	Corporate Finance		
	Economic Analysis for Business Decisions	Business Research Methods		
	Quantitative Techniques for Business Decision	Production and Operations Management		
	Information Technology for Managers			
ABILITY ENHANCEMENT COURSES/ SKILL ENHANCEMENT COURSES	Managerial Communication	Total Personality Development	Industry Readiness	
'DISCIPLINE SPECIFIC' COURSES	DSC-1	DSC-2, DSC-3	DSC-4, DSC-5, DSC-6, DSC-7, DSC-8, DSC-9	DSC-10, DSC-11, DSC-12, DSC-13
FIELD WORK		Community Connect	Summer Training Report & Presentation	Dissertation

DISCIPLINE SPECIFIC COURSES (DSCs)

HUMAN RESOURCE MANAGEMENT

- Introduction to Cross Cultural Management
- Human Resources Information System
- Collective Bargaining & Negotiation skills
- International Human Resource Management
- Performances & Compensation Management
- Organizational Changes & Development
- Employee Engagement
- Talent Acquisitions & Retention
- Employees Training & Development
- Organizational Design & Structure
- Industrial Relations & Labour Enactments
- Emotional Intelligence & Managerial Effectiveness
- Human Resources Analytics

ENTREPRENEURSHIP & FAMILY BUSINESS

- Introduction to Entrepreneurship and Family Business
- Entrepreneurship in Action
- Creativity, Innovation & Design Thinking
- Business Plan and New Venture Creation
- Family Business Management
- Management of Start-ups and Small Enterprises
- Entrepreneurial Finance and Valuation
- Entrepreneurial Marketing
- Intellectual Property Rights
- Family Business Houses in India
- Social Entrepreneurship and Sustainable Development
- Technology Platform Business and Strategy
- Contemporary Issues in Entrepreneurship and Family Business

BANKING & FINANCE

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

LOGISTICS & SUPPLY CHAIN MANAGEMENT

- Principles of Logistic Management
- Infra-Structure Management
- Procurement of Inventory Management
- M-E Commerce and IT Enabled SCM
- Logistics Management
- Operational Strategic and Implementation Issues in Supply chain management
- Project Management
- Supply Chain Dynamics and E-Commerce
- Trends in Supply Chain Management
- Contract Management Tax
- International Transportation and Logistics
- Logistics Management Application and Cases
- Recent Trends in Supply Chain Management

INTERNATIONAL BUSINESS

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

PUBLIC POLICY AND ADMINISTRATION

- Introduction to Public Policy
- Policy Formation & Governance
- Social Justice & Public Administration
- Civil Services in India
- Designs and Structure of Public Policy
- States, Market and Society
- Energy Economics and Policy
- International Affairs and Policy
- Microeconomic Foundation of Public Policy
- Agriculture Policy
- Leadership Management for Policy Makers
- Monitoring and Evaluation
- Economics of Natural Resources

HEALTHCARE MANAGEMENT

- Introduction to Hospital and Healthcare Management
- Introduction to Epidemiology
- Quality Management in HealthCare
- Health Policy and Healthcare Care Delivery System
- Hospital Management Information System
- Hospital Training Logbook and viva
- Hospital Waste Management
- Management of Clinical Services
- Management of Hospital Support
- Hospital Accreditation Systems
- Hospital Planning and Designing
- Material & Equipment Management in Hospitals
- National Health Programmes

MARKETING

- Retail Marketing
- Advertising and brand management
- Sales and distribution management
- Consumer behaviour
- Service marketing
- Marketing in Action
- Marketing Analytics
- International Marketing
- Responsible and Sustainable Marketing
- Marketing Survey/Field Project
- Digital Marketing
- Customer Relationship Management
- Rural Marketing

BUSINESS ANALYTICS

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

PHARMA MARKETING AND MANAGEMENT

- Marketing in Action
- Introduction to Pharmacology
- Anatomy and Physiology
- Regulatory Framework of Pharma Industry
- Understanding Buyer Behaviour in Pharma Markets
- Pharma Sales and Distribution Management
- Pharmaceuticals and Healthcare Management
- Pharmaceutical Promotion and Advertising Management
- Global Pharmaceutical Marketing
- Customer Relationship Management in Pharmaceuticals
- Managing Pharmaceutical Brands
- Managing Pharma Retail Business
- Contemporary Issues in Pharma Industry

Master of Business Administration with specialization in Marketing Management

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

The Master of Business Administration with spec. in Marketing Management 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.

Master of Business Administration with specialization in Human Resource Management

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

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

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

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

Objectives

The programme would attempt the following abilities:

- 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.

Master of Business Administration with specialization in International Business

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

Objectives

The Master of Business Administration with spec. in International Business aims at imparting professional education and training in modern management techniques for analysing & handling international business operations in a highly dynamic and competitive environment. The main focus would be:

- To familiarize students on fundamental concepts of Management.
- To expose students to the challenges in the emerging competitive business environment in an increasingly globalized world.
- To prepare the students for successful and rewarding career in the field of international business.
- To develop analytical and decision skills for evolving effective international business strategies.

Highlights

- Collaborative arrangement for study overseas.
- Program is guided by Ex-Director, IIFT, New Delhi and foreign faculties.
- Practical oriented skills/knowledge delivery with case studies.
- Board of management consists of professionals from organizations dealing in International Business and academicians.
- Regular industry interface through panel discussions, seminars, visit of industrial experts, projects etc.
- Opportunity to acquire first hand knowledge of port administration, filing of documentation, shipping and cargo handling etc.

Master of Business Administration with specialization in Banking and Finance

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

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

Objectives

- 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.

Master of Business Administration with specialization in Health Care & Hospital Administration

*(in association with **900+ Beds Super Speciality Sharda Hospital**)*

Govt. of India lays greater emphasis on development of healthcare and hospital administration infrastructure to meet the requirement of almost 1.2 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 Master of Business Administration with spec. in Health Care & Hospital Administration is the industry-specific course designed for Professionals in the specialized areas. It focuses on knowledge and skills required by management professionals who plan to work for Indian and multinational corporations. It provides the students with a general management perspective and introduces them to the latest concepts and practices related to functions of hospital administration.

The main focus would be

- To develop and groom top class healthcare management professionals with in-depth knowledge and expertise suited to the various organizations in the field of healthcare globally.
- To familiarize students on fundamental concepts of Management for Hospital management.
- To prepare the students for successful and rewarding career in the field of Hospital management.
- Special emphasis on business environment, organization theory, quantitative methods, and total quality management.
- To inculcate essential business & marketing skills blended with specialized knowledge in Hospital Management that will prepare learners for career across Health Care sector spread across diverse nations.

Highlights

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

Career Opportunities

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

Master of Business Administration with specialization in Business Analytics

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

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

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

Objectives

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

Highlights

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

Master of Business Administration with specialization in Supply Chain Management and Logistics

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

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

Master of Business Administration with specialization in Entrepreneurship & Family Business

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

Objectives

The programme enables students to achieve following objectives:

- 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

Master of Business Administration with specialization in 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 pre-ponderance 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 which are core to the Master of Business Administration with specialization in Public Policy and Administration stream:

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

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, NGOs 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 programmes and Policies 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.

Master of Business Administration with specialization in Fashion Management

Master of Business Administration with spec. in 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 Master of Business Administration with spec. 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.

Master of Business Administration with specialization in 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 Master of Business Administration with spec. 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

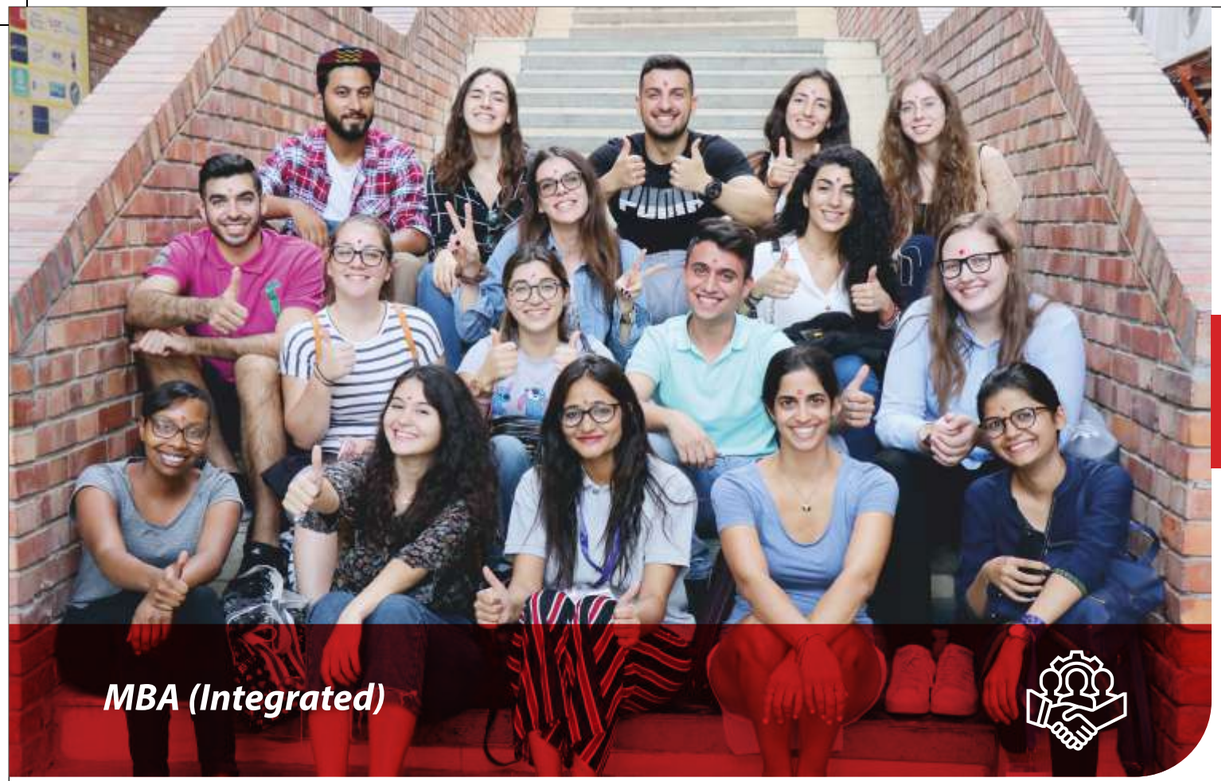
The objectives of Master of Business Administration with spec. in Pharma Marketing & Management course is to

- 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.



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, 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 multi-cultural 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

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

Bachelor of 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.

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.

ACCA

COURSE STRUCTURE-BBA

	FIRST YEAR		SECOND YEAR		THIRD YEAR	
	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI
	COURSE	COURSE	COURSE	COURSE	COURSE	COURSE
CORE COURSES	Business Economics	Economic Environment of Business		International Business/Global Business Environment		
	Financial Accounting	Cost Accounting & Managerial Accounting/Cost Accounting and Performance Management	Business Law	Financial Management	Corporate Strategy	Corporate Governance and Business Ethics
	Principles of Management	Organisational Behaviour	Human Resource Management			
		Marketing Management	Business Research Methods/Corporate Financial Reporting			
ABILITY ENHANCEMENT COURSES/ SKILL ENHANCEMENT COURSES	Communicative English-I	Communicative English-II	Environmental Studies	Computerized Accounting System		
OPEN ELECTIVE COURSES*	To be opted by students	To be opted by students	To be opted by students			
GENERIC INTERDISCIPLINARY ELECTIVE COURSES	Basic Business Mathematics	Computer Application in Business	Business Communication/ Management Accounting	Total Personality Development		
		Business Statistics		E Business/Cross Cultural Management/Entrepreneurship Development/ /Production and Operation Management/Corporate Law /Healthcare Management & Medical Terminolog (Any one to be chosen)		
DISCIPLINE SPECIFIC ELECTIVE COURSES					DSE 1, DSE 2, DSE 3, DSE 4	DSE 5, DSE 6, DSE 7, DSE 8
PROJECT			Community Connect		Summer Training	Research Report

DISCIPLINE SPECIFIC ELECTIVE COURSES (DSE's):

INTERNATIONAL BUSINESS

- International Finance and Foreign Exchange Management
- International Aspects of Business Operations
- Globalizing Indian Business
- Management of Cross Cultural Issues
- International Trade Theory and Policy
- Monetary Economics
- EXIM Policy & Procedures
- Structure of Global Economy

ENTREPRENEURSHIP

- Innovation and Design Thinking
- Launching New Ventures
- New Venture Financing
- Managing Small Enterprises and Family Businesses
- Social Entrepreneurship
- Project Management for Entrepreneurs
- Marketing for New Ventures
- Contemporary Issues in Entrepreneurship

HEALTHCARE MANAGEMENT

- Introduction to Human Physiology & Biochemistry
- Introduction to IT in Health Care
- Hospital Operations Management
- Healthcare Systems and Policy
- Patient Care Services in Health Care
- Quality Management in Hospitals
- Managed Care and Health Insurance
- Healthcare Marketing & Communication

MARKETING MANAGEMENT

- Retail Management
- Advertising and Brand Management
- Sales and Distribution Management
- Service Marketing
- Consumer Behavior
- Advanced Digital Marketing/E-commerce
- Advance Research Techniques in Marketing
- Marketing Strategy

HUMAN RESOURCE MANAGEMENT

- Employee Training and Development
- Compensation Management
- Recruitment and Selection
- Industrial Relations
- Human Resource Information System
- Human Resources: Value and Contribution to Organizational Success
- Performance and Competency Management
- Team Building and Leadership

BANKING & FINANCE

- Business Taxation
- Security Analysis & Investment Management
- Indian Banking System
- International Finance & Foreign Exchange Management
- Banking Law & Practice
- Marketing of Financial Products & Services
- Credit Management
- Retail Banking

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

- Sustainability and Green Supply Chain Management
- Supply Chain Risk Management
- International Transportation Management
- Containerization and Infrastructure Management
- Project Management
- Disaster Management
- Shipping and Maritime Law
- International and Logistics Management

ACCOUNTING AND FINANCE (ACCA, UK)

- Audit and Assurance
- Income Tax Law and Practices
- Fundamental of Research Methods
- Investment Management
- Advanced Financial Management
- Strategic Business Leader
- Advanced Performance Management
- Entrepreneurship

Note: ** A student shall opt for one course from the list of open elective courses for that particular semester.*

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 ate 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
CORE COURSES (18 CORE COURSES)	Financial Accounting	Corporate Accounting	Corporate Financial Reporting	Income Tax-Law and Practices	Fundamentals of Research Methods	*International Financial Management
	Principles of Management	Cost Accounting & Performance Management	Management Accounting	Financial Management	Audit and Assurance	**Corporate Governance and Business Ethics
	Business Statistics	Business Mathematics	Business Law	Corporate Law	Investment Management	Indirect Taxation (GST)
ABILITY ENHANCEMENT COURSES/ SKILL ENHANCEMENT COURSES	Communicative English-I	Communicative English-II	Environmental Studies	Computerized Accounting Software (Computer Lab)	Business Communication	
GENERIC ELECTIVE COURSES	To be opted by students	To be opted by students	To be opted by students			
GENERIC INTERDESCIPLINARY ELECTIVECOURSES	Micro Economics	Macro Economics	Global Business Environment	Fundamentals of Operations Research		*** Entrepreneurship
		Marketing Management	Human Resource Management			
DISCIPLINE SPECIFIC ELECTIVE COURSES				DSC-1, DSC-2	DSC-3, DSC-4	DSC-5
FIELD WORK			Community Connect		Summer Training	Research Report

Department Specific Electives (DSE)
1. E-Commerce, 2. Money Banking and Financial Institutions, 3. Marketing of Financial Services, 4. Tax Procedure and Management, 5. Industrial Law, 6. Micro Finance and Rural credit, 7. Fundamentals of Derivatives, 8. Insurance and Risk management
FOR INTERNATIONAL ACCOUNTING AND FINANCE: *Advanced Financial Management, ** Strategic Business Leader, *** Advanced Performance management

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.

B.Com. (Hons.) Finance & Accounting (with ICA)

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

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
Management Process & Organisation Behaviour	Advanced Managerial Accounting	Applied Research Methods	Goods and Services Tax
Advanced Statistical Techniques	Corporate Finance and Policy	Advanced Corporate Law	Security Analysis And Portfolio Management
Managerial Economics	International Trade and Business	E-Commerce	International Finance and Forex Management
Legal Environment Framework	Financial Markets & Institutions	Advanced Tax Laws	Insurance & Risk Management
Advanced Corporate Accounting	Advanced Auditing	Management of Financial Services	Dissertation Report & Viva Voce
Business Communication	Corporate Governance, Strategy & Ethics	Personality Development	Comprehensive VIVA-VOCE

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
CORE COURSES 18 CORE COURSES)	Mathematics for Economics and Business-I	Mathematics for Economics and Business-II	Public Economics	Money and Financial Markets	Economics of Organization	Indian Economy
	Introductory Microeconomics-I	Introductory Microeconomics-II	Introductory Macroeconomics	Development Economics	International Economics	Structure of Global Economy
	Statistics for Business and Economics-I	Statistics for Business and Economics-II	Basic Econometrics	Intermediate Econometrics	Economic Research Methods with R	Economic Modelling
ABILITY ENHANCEMENT COURSES/SKILL ENHANCEMENT COURSES	Communicative English-I	Communicative English-II				
			Environmental Study	IT Skills and Data Analysis	Total Personality Development	
GENERIC ELECTIVE COURSES	To be opted by students	To be opted by students	To be opted by students	To be opted by students		
GENERIC INTERDISCIPLINARY ELECTIVE COURSES	Principles of Management	Human Resource Management	Marketing Management	Accounting for Business Decisions		
DISCIPLINE SPECIFIC ELECTIVE COURSES					DSC-1, DSC-2, DSC-3	DSC-4, DSC-5, DSC-6
FIELD WORK/PROJECTS		Field Work/Term Paper Publishable in e-magazine of the Department	Field Work/Term Paper Publishable in e-magazine of the Department	Field Work/Term Paper Publishable in e-magazine of the Department	Summer Project Publishable in e-Journal of the Department	Research Essay/ Report Publishable in e-Journal of the Department

Department Specific Electives (Three out of first five and rest five courses to be opted by students in Vth and VIth Semesters respectively)
1 Introduction to Energy Economics, 2. Applied Econometrics, 3. Microeconomic Analysis, 4. Economics of Health and Education, 5. Global Economic Issues, 6 Economics of Internet and E-Commerce, 7. Financial Market Economics, 8. Macroeconomic Analysis, 9. Public Policy and Governance, 10. Economic Way of Thinking

*** The term paper / field work report consists of 1500 /2000 words (excluding title, subtitle, footnotes, endnotes, tables, graphs, and reference/ bibliography) of plagiarized, publishable, original work of students in any of the core courses for 3 and 4 credits respectively
The term paper will be in the form of book reviews, article reviews, summary of the chapter/report or article and evaluated by respective core course teacher.

MA - Applied 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 issues in 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

FUNCTIONAL AREA	FIRST YEAR		SECOND YEAR	
	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV
	COURSE	COURSE	COURSE	COURSE
CORE COURSES 18 CORE COURSES)	Advanced Microeconomics-I	Advanced Microeconomics-II	International Economics	Health Economics and Policy
	Applied Macroeconomics-I	Applied Macroeconomics-II	Agricultural Economics	Urban Economics
	Quantitative techniques for Economists-I	Public Finance and Policy	Economics of Education	
	Quantitative techniques for Economists-II	Economic Growth and Development	Research Methods	
	Indian economy: Structure and Reforms	Monetary Economics		
	Population and Demography	Applied Econometrics		
ABILITY ENHANCEMENT COURSES/ SKILL ENHANCEMENT COURSES	Open Elective-1	Open Elective-2		
DISCIPLINE SPECIFIC ELECTIVES COURSES			DSE 1*, DSC 2*	DSE 3*, DSC 4*
FIELD WORK			Internship	Dissertation

***Elective Courses:**

1. Infrastructure, Finance and Environment
2. Energy Economics and Policy
3. Industrial Organization
4. Rural non-farm sector and Agri-Business
5. Economics of e-Business
6. Gender Discrimination and Empowerment
7. Project Appraisal, Monitoring and Impact Assessment
8. Natural Resource Economics
9. Survey Methods, Big Data and Analysis
10. Time Series Analysis
11. Contemporary Issues in Human Development
12. Monetary Policy, Institutions and Theory
13. Labour Economics
14. Law and Economics
15. Panel Data Econometrics
16. Political and Institutional Economics
17. Industrial Economics
18. India in the Global Economy
19. Ethics in Economics
20. Seminar Paper on Demography (To be offered as OE)
21. Seminar Paper on Economic Growth (To be offered as OE)

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

Nodal Centre Indian Navy for Campus Recruitment

Highest Package Offered (MBA)- 17.75 LPA

MBA-100% placement offers

Achievements that set the tone

PRANJAL MITTAL AND RITISHKA CHAUHAN (BBA – 2nd YEAR)

- Attended a full semester (February-June 2019) at the University of Ljubljana in Slovenia (Europe) under the Erasmus+ scholarship worth Rs. 7 lakh.

T. HAOMINTHANG HAOKIP (BBA-3rd YEAR) **AND YURUM CHACHUM** (BBA-1st YEAR):

- Attended **'Tomorrow's India Student Exchange Programme'** (TISEP) from 23rd to 27th January 2019 at Singapore.

TEAM COMPRISING: RIYA BHADORIA, ANURAG TRIPATHI AND SASWAT PATI

- Won First prize at the **Supply Chain Management Case Study Competition** conducted by Lloyd Business School, Greater Noida, in association with Safe Educate, on 17th March 2019.

TEAM COMPRISING: SANSKRITI TRIPATHI, ARCHANA YADAV AND HENRY THIERY

- Won Second prize at the Supply Chain Management Case Study Competition conducted by Lloyd Business School, Greater Noida, in association with Safe Educate, on 17th March 2019.

AVINASH SINGH AND FARHEEN ALTAF (MBA 2nd YEAR):

- Won First prize of Rs. 25,000/- at an inter-college competition under the banner of CII-Majestic Skill-Will-Lead programme, held at KIET, Ghaziabad, on 20th September 2018.

KOTIAN DESHAN DEEPAK AND KRITIKA LOHANI (BBA+MBA INTEGRATED) (1st YEAR):

- Won First prize in the B-School Case Study Competition 'ADHYAYAN', organized by Bhavan's Usha & Lakshmi Mittal Institute of Management (BULMIM), New Delhi, in association with their corporate partner, Multiplier Mudra (trade and retail marketing arm of DDB Mudra Group). Sharda University team emerged as winners after competing with 16 teams of different B-Schools like IIM- Rohtak, IBS, FIIB, BULMIM, etc. The students will get an opportunity to work closely with MULTIPLIER MUDRA and pitch their solution to the company's corporate client, in a live boardroom.

FAHEEM MUSHTAQ, SANSKRITI TRIPATHI AND SONALI RANA (MBA):

- Won First prize of Rs. 25,000/- at CII-Majestic Skill-Will-Lead programme organized on 24th September 2018 at Amity University, Noida.

Views that speak Excellence

Mr. William Swamy, Integrated B.Tech-MBA (Finance & Business Analytics)

(Recruited By: Square Yards)

Choosing Sharda as a platform for my graduation is indeed one of the best decisions I've ever made in my life. In my 5 years with the University many faculties came forward and were there as a mentor for me whenever I needed any help. I appreciate the efforts of the Training and Placement Department in preparing us professionally according to business standards. Starting your career with a job abroad is a dream for many, and Sharda University made it possible for me.

Ms. Kavita Chettri, MBA Dual - Finance & Business Analytics

(Recruited By: UNIQLO INDIA PVT. LTD.)

Sharda University is a place where you can find an amalgamation of learning. I feel great studying at Sharda University as it gives great opportunity as well as support from faculties and placement officers. My sincere appreciation & gratitude to the T & P department and all the staff of Sharda University for their efforts in imparting quality technical and aptitude training.

Ms. Swati Keshari, MBA -Banking & Finance

(Recruited By: HDFC, AMC and Phronesis-Partners)

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

(Recruited By: Phronesis- Partners)

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

Mr. Abhishek Sharma, MBA-Marketing and Supply Chain Management

(Recruited By: ICICI BANK)

The biggest thing for every MBA student is to get an opportunity to start their career with a reputed organization and a good package. I was lucky to got placed in ICICI bank as a Deputy Manager. I am confident that I shall be able to apply all the skills acquired in my MBA at my workplace. I hope to make my parents and teachers proud with my performance.

Mr. Akbar Raza Taqvi, MBA - Marketing

(Recruited By: Ceasefire Industries Pvt. Ltd.)

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 who impart quality education to the students.

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. 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.

Ms. Deeksha Gupta, MBA-Marketing & Finance

(Recruited By: Hindustan Sanitaryware & Industries Ltd.)

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

It makes me happy to meet Shardans at various business forums. I am proud to be a Shardan!

Ms. Himanshi, MBA-Banking & Finance

(Recruited by-ICICI Securities, Kotak Mahindra Bank)

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

Mr. 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.

Mr. Sanjeev Kumar Das, MBA

(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.

Admission Flow Chart

Step 1

Register Online at www.sharda.ac.in

Register Manually at Admission Cell, Sharda University OR Sharda Counselling Centres

- Enquiry registered
- System ID generated

- Information is provided on courses, eligibility criteria, fee, etc by Counsellor/Faculty
- Document verification is done

→ Exit if not eligible/ not interested

Eligible

Step 2

- Pay Application Fee
- Fill Application form

Step 3

Admission through SUAT

Admission through National/State Level Test JEE/CLAT/LSAT/CAT/MAT/XAT/NATA/NEET

Test ID & Password are issued

- SUAT @ Sharda University
- SUAT @ Pan India Centres
- SUAT @ Home Based Proctor Enabled Test

Unsuccessful → Exit

Successful

Step 4

Appear for PI at Sharda University (GD as well in case of MBA)

Selected

Rejected → Exit

Step 5

Provisional Admission Offered

Programme fee deposited either through Cash/DD/Credit-Debit Card/Online

Registration/Matriculation (Document verification by School) → Commencement of Class

Greater Noida.
Hub of Education in Delhi-NCR.

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

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

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

> *"Greater Noida integrated township is shaping up as India's smartest city, the National Capital Region's most modern urban development centre and its fastest-developing centre of attraction. It has emerged as a modern model of far-sighted town planning."*

Notes

Regional Reach-
Sharda Counselling Centre

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