



**SHARDA**  
UNIVERSITY  
*Beyond Boundaries*



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# SHARDA SCHOOL OF BUSINESS STUDIES

THE  
**#WORLD**  
IS HERE. WHERE ARE YOU?

CREATING  
**ACHIEVERS**  
IN MANAGEMENT

[www.sharda.ac.in](http://www.sharda.ac.in)



# 25 YEARS OF AN UNPRECEDENTED JOURNEY OF EXCELLENCE.

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

<b>1995</b> SHARDA GROUP	<b>1996</b> SHARDA GROUP OF INSTITUTIONS (SGI)	<b>2005</b> RISHAV SHELTERS	<b>2006</b> SHARDA HOSPITAL	<b>2009</b> SHARDA UNIVERSITY
<b>2013</b> SHARDA LAUNCHPAD	<b>2016</b> SHARDA TECH	<b>2019</b> SHARDA UNIVERSITY UZBEKISTAN	<b>2020</b> MAXWELL BIOTECH	<b>2021</b> SHARDA WORLD SCHOOL



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# SHARDA UNIVERSITY

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

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 130+ UGC recognised programme/ plans (including diploma) in various disciplines. It's a part of the renowned Sharda Group with operations in areas like Education, Healthcare, Infrastructure and IT.

Being the only global university in India that has seen students from 95+ countries experience world-class facilities, and having 270+ global academic partnerships, Sharda University offers a truly international learning environment & produces achievers across the globe. That's why it says,

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

## 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.

## MULTIPLE AVENUES FOR RESEARCH

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

## 900+ TEACHING FACULTY WITH GLOBAL EXPERIENCE

Students learn from distinguished faculty from USA, UK, Greece, Singapore, Ireland, Germany, Italy, China, Finland & India among others.

## OPPORTUNITY TO LAUNCH STARTUPS

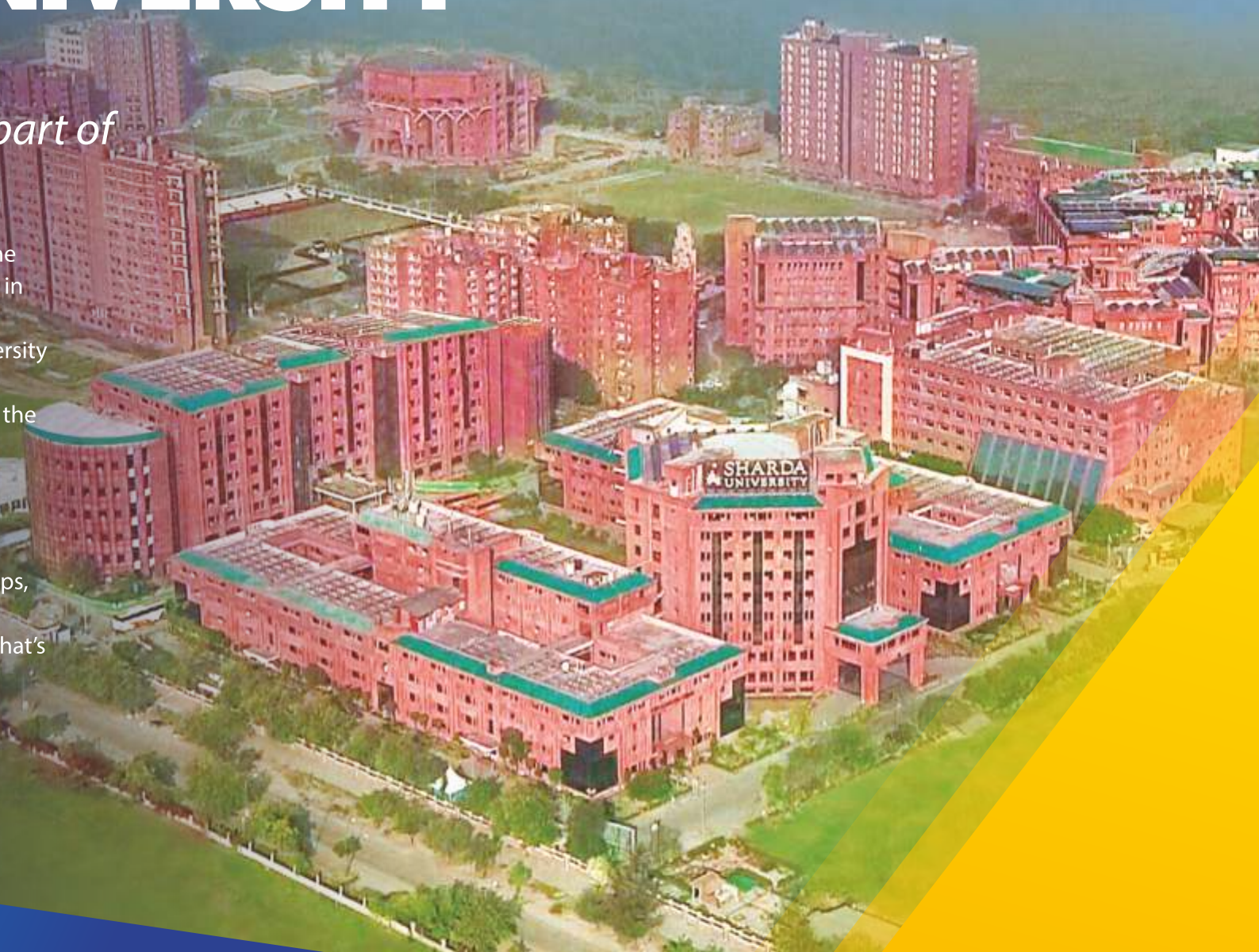
100% Scholarship and Rs.40 lacs seed money is offered for Student StartUps through various programmes like Next StartUp, Syncubator and Xcelerator.

## UPTO 100% SCHOLARSHIP. 4399 STUDENTS STUDYING WITH SCHOLARSHIP AND FREESHIP WORTH RS. 20.46 CORE IN 2021-22

Scholarships include Academic, SGI, Defence, Sibling, Art & Culture, Sports & Innovation Scholarship

## LEADING THE WAY IN EMPOWERING WOMEN THROUGH EDUCATION

Delhi-NCRs only University with 44% female students



**nirf** RATED AMONG **101-150 RANK BAND** IN UNIVERSITY CATEGORY  
RANKING 2021



**SHARDA IS RANKED 5<sup>TH</sup> IN INDIA**

in the number of patents granted  
As per India Today issue dated 10th August, 2020



Accredited by



Awarded



Rated by



Ranked 23 across India in the Green Institutional Rankings 2022.







## SHARDA SCHOOL OF BUSINESS STUDIES

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

### KEY FACTS & FIGURES

- » Over 10 years of excellence in Management Education.
- » Faculty from IIM-A, IIM-K, IIT-K, IIT-B among other prestigious institutions
- » Choice Based Credit System (CBCS) designed to inspire students for holistic development.
- » 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.



## Partner Universities For Semester Exchange Programme



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





## FACULTY THAT'S TRULY INSPIRING

Sharda School of Business Studies faculty members come from all over the world and are engaged in rigorous academic research on a wide range of business-related subjects. They bring to their teaching not only high-level specialist knowledge in varied subjects but also a wide understanding of diverse cultures and business environments.

They tirelessly teach the fundamentals in the core curriculum and work towards nurturing tomorrow's business leaders.



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

**Dr. Jayanthi Ranjan**

**Dr. Jayanthi Ranjan**  
Professor & Dean, Sharda School of Business Studies  
Ph.D, MCA, PGDM (Exe.)

Dr. Jayanthi Ranjan is an academician with 26+ years of experience in Big data, Business Analytics and digital innovations with a specific focus on Design thinking and critical problem-solving. She specializes in institutional brand building, international strategic academic activities, international benchmarking campus school alignments, student affairs and program innovation. She has held positions of Academic mentor of Ashoka Group of Educational Institutions, Hyderabad and Director of Ashoka School of Business Hyderabad. Her past positions include Director Gitam Hyderabad Business School, Group Associate Dean; Advisor & Professor, IMT Nagpur.

She has organized over 25 conferences, conclaves, and seminars, workshops single-handedly and tied up with many industries/international top universities for collaborations and innovative revenue driven programs. She had been to many countries including the USA, Europe, Japan, Australia, South Korea, Hong Kong, Singapore, Sweden, Norway etc and taught courses abroad. She is ranked 6th in India on the India Business School Faculty productivity rankings in the area of MIS as per study conducted by IIM Bangalore and is published in Elsevier journal - OMEGA. She has around 2600+ Google scholar citations.



**Dr. Prem S. Vashishtha, Professor Emeritus**  
**Ph.D, MA**  
Visiting Fellow at Institute of Development Studies, Sussex (UK) and University of Pennsylvania (USA); and Consulted with the World Bank, UNDP, ILO and IFAD.  
Experience: More than 57 years Area: Economics



**Dr. Sunil Joshi, Professor**  
**Ph.D, MBA, M.Sc.**  
Visiting Professor to SP Jain School of Global Management, Dubai & Singapore  
Area: Banking and Finance  
Experience: 39 years



**Dr. Sharad Chaturvedi, Professor**  
**Ph.D, MBA**  
Area: Operations  
Experience: 33 years  
Has published 15 Papers + 1 book



**Mr. Michail Barmpas, Professor**  
**MBA, MA**  
Area: General Management  
Experience: 29 years of experience including State University of New York-Empire State College, USA  
Has published 23 research papers



**Dr. Raj K Kovid, Professor**  
**Ph.D**  
Area: Strategy, Entrepreneurship, Technology Management  
Experience: 26 years  
Has published 28 papers + 3 books



**Dr. Manmohan Rahul, Professor**  
**Ph.D., MBA, UGC-NET, FDP (IIM-A)**  
Area: Operations and Supply Chain Management  
Experience: 25 years  
Has published 22 papers, 1 copyright, 4 books (1 Text-3 Course Material)



**Dr. Hari Shankar Shyam, Professor**  
**Ph.D, MBA**  
Area: Marketing  
Experience: 23 years  
Has published 2 books and 28 research papers



**Dr. Anubha Vashisht, Professor**  
**Ph.D, MA, PGDM**  
Area: Marketing  
Experience: 20 years  
Has published 30+ Research papers



**Dr. Mridul Dharwal, Professor**  
**Ph.D., UGC-NET, SLET, MA (Economics)**  
Area: Economics and International Business  
Experience: 15 years  
Has published 04 Books and 20 papers



**Dr. Mohit Maurya, Associate Professor**  
**Ph.D, MBA, UGC-NET, PGDIBO**  
Area: Marketing  
Experience: 22 years  
Has published 16 research papers



**Prof. (Dr.) Subir Ranjan Das, Distinguished Professor**  
**Ph.D., MBA, BE (Chem), MIE, MIICHE, MAICHE, ACSI**  
Distinguished Professor, Chair - Virtual Teaching Learning Cell & Chair - Industry Academia Integration Cell  
Area: General Management & Competitive Strategy  
Experience: 45 years



**Dr. Daleep Parimoo, Professor**  
**Ph.D., PG Dip. in MR & IR, M.Com., M.Phil.**  
Area: HR and OB  
Experience: 35 years  
Has published 45 papers + 1 Chapter.



**Dr. Surya Prasad Rao, Professor & Director (Teaching Learning)**  
**Ph.D, MA**  
Area: Finance & General Management  
Experience: 30 years  
Has published 8 Books, 46 Papers



**Dr. Anoop Pant, Professor**  
**Ph.D**  
Area: Finance  
Experience: 26 years  
Has published 18 books and 15 research papers



**Dr. Pradeep Kumar Aggarwal, Professor**  
**Ph. D, M.Com, M.A.(Eco.), CMA, ACS, PGDFM**  
Area: Finance & Taxation  
Experience: 3 years of industry and 23 years of teaching  
Has published 35 research papers



**Dr. Raju V Voleti, Professor & Director- Global Academic Alliances**  
**Ph.D.**  
Area: HR, Leadership, Institutional Building  
Experience: 24 years  
Has published 8 research papers



**Dr. A. V. Nageswara Rao, Professor**  
**Ph.D., MBA, M.Phil, PGDIB, LLB**  
Area: Supply Chain, Marketing, HR  
Experience: 21 years  
Has published 26 papers & 2 Books published



**Dr. Vikas Kumar, Professor**  
**Ph.D (Electronics), MBA (IT), M.Sc.**  
Area: IT & Analytics  
Experience: 20 years  
Has published 11 Books, 53 papers in Scopus indexed journals



**Dr. Atul Sangal, Associate Professor**  
**Ph.D., M.Phil, M.Sc (Mathematics) M.Sc (Applied Operations Research)**  
Area: Operations Research and Business Analytics  
Experience: 31 years  
Has published 10 research papers



**Dr. Rituparna Das, Associate Professor**  
**Ph.D**  
Area: Finance, Financial Markets, Financial Risk  
Experience: 22 years  
Has published 15 papers, 6 books, 30 book chapters, 4 consultancy





**Dr. Animesh Singh, Associate Professor**  
**Ph.D, UGC-NET, MIB**  
 Area: Economics & International Business  
 Experience: 22 years  
 Has published 18, out of which 3 are Scopus



**Dr. Satendar Singh, Associate Professor**  
**Ph.D, MBA**  
 Area: Marketing  
 Experience: 19 years  
 Has published 1 books and 10 research papers



**Dr. Deepak Bansal, Associate Professor**  
**Ph.D**  
 Area: Accounting & Finance  
 Experience: 18 years  
 Has published 9 research papers



**Dr. Manisha Gupta, Associate Professor**  
**Ph.D., MBA, UGC-NET**  
 Area: Marketing  
 Experience: 12 years  
 Has published 15 papers, 3 copyrights



**Dr. Santhi Narayanan, Assistant Professor**  
**Ph.D, MBA, LLB**  
 Area: Law, Human Resource Management  
 Experience: 27 years  
 Has published 6 research papers



**Dr. Priti Verma, Assistant Professor**  
**Ph.D, MA, MBA**  
 Area: Business Communication  
 Experience: 23 years  
 Has published 4 books, 35 papers, 9 book chapters, 8 published patents, 1 granted patent, 5 copyrights.



**Dr. Monica Agarwal, Assistant Professor**  
**Ph.D, MBA**  
 Area: HR & OB  
 Experience: 22 years  
 Has published 20 research papers



**Dr. M. Junaid Alam, Assistant Professor**  
**Ph.D, MBA, PGDESD**  
 Area: Business Economics & Social Business  
 Experience: 21 years  
 Has published 22 research Papers, 2 Copyrights, 02 Patents



**Mr. Anup Kumar Srivastava, Assistant Professor**  
**MBA**  
 Area: Finance  
 Experience: 20 years  
 Has published 4 Papers (Scopus), 3 Paper (UGC), 2 Book



**Mr. Awanish Kumar Sinha, Assistant Professor**  
**MBA, Ph.D (Pursuing)**  
 Area: Finance  
 Experience: 19 years  
 Hold rich corporate experience in Banks like HDFC, ABN AMRO, Last assignment was Vice President of Yes bank.  
 Has published 1 Book Chapters



**Dr. Parul Saxena, Associate Professor**  
**Ph.D, UGC-NET, MHRM**  
 Area: HR & OB  
 Experience: 19 years  
 Has published 01 Book, 15 research papers, 3 Copyrights registered



**Dr. Sweta Dixit, Associate Professor**  
**Ph.D, MBA, UGC-NET**  
 Area: HR and OB  
 Experience: 18 years  
 Has published 22 research papers + 1 Book + 4 Patents + 5 Copyrights



**Dr. Amarnath Tripathi, Associate Professor**  
**Ph.D (BHU), MA**  
 Area: Economics  
 Experience: 12 years  
 Has published 1 books and 31 research papers



**Mr. Arvind Kumar, Assistant Professor**  
**B.Com-H, PGDMM, PGDIB**  
 Area: General Management, Marketing  
 Experience: 32 years



**Mr. Alamgir Sani, Assistant Professor**  
**Ph.D. (Pursuing), MBA (Marketing)**  
 Area: Marketing  
 Experience: 24 years  
 Extensive corporate & Academic experience in reputed Govt. & Private National & International Organisation.



**Dr. Madhu Sharma, Assistant Professor**  
**Ph.D, MA**  
 Area: Business Communication  
 Experience: 22 years  
 Has published several National & International research papers.



**Dr. Guruvishal Sinha, Assistant Professor**  
**Ph.D, MBA**  
 Area: Marketing  
 Experience: 21 years  
 Has published 10 research papers



**Dr. Ankur Aggrawal, Assistant Professor**  
**Ph.D, MBA, M.Com.**  
 Area: Finance  
 Experience: 20 years  
 Has published 25 research papers



**Ms. Kalpana Singh, Assistant Professor**  
**Ph.D (Pursuing), MBA, BAMS**  
 Area: Marketing  
 Experience: 19 years  
 Has published 2 research papers



**Dr. Deepa Kumari, Assistant Professor**  
**Ph.D, MBA, UGC-NET**  
 Area: General Management  
 Experience: 18 years  
 Has published 6 research papers + 4 book chapters



**Dr. Nimmi Agarwal, Assistant Professor**  
**Ph.D, UGC-NET, MHRD**  
 Area: HR & OB  
 Experience: 16 years  
 Has published 12 research papers, 3 book chapters published, 3 Copyrights, 1 Edited Book Published



**Ms. Sadhana Tiwari, Assistant Professor**  
**Ph.D (Pursuing), M.Sc, MBA, PGDFM, SIX SIGMA**  
 Area: Business Analytics, IT, Statistics  
 Experience: 16 years  
 Has published 5 research Papers + 1 Edited Book published



**Mr. Jitender Kumar, Assistant Professor**  
**FPM (IIM-R), APMP (IIM-C), UGC-NET JRF, M.Com.**  
 Area: Marketing  
 Experience: 15 years  
 Has published 12 Papers and 1 Chapter, 11 Patents, 1 Copyright



**Dr. K. R. Gola, Assistant Professor**  
**Ph.D., UGC-NET, MBA, M.Com.**  
 Area: Finance and Taxation  
 Experience: 14 years  
 Has published 25 Research Papers and 2 Books



**Mr. Sandeep Kumar Anand, Assistant Professor**  
**Ph.D (Pursuing), M.Tech (IIT-Delhi), B.Tech.**  
 Area: OM and SCM  
 Experience: 14 years  
 Has published 3 Papers, 1 Edited Book published, 1 Book chapter published



**Dr. Swati Bansal, Assistant Professor**  
**Ph.D, M.Phil, MBA**  
 Area: HR & OB  
 Experience: 14 years  
 Has published 18 research papers, 3 scopus, 1 web of science, 1 book, 6 book chapters



**Ms. Chhavi Jain, Assistant Professor**  
**Ph.D (Pursuing), MBA, M.Sc.**  
 Area: IT and Business Analytics  
 Experience: 13 years  
 Has published 3 research papers



**Mr. Rakesh Sharma, Assistant Professor**  
**CS, PGDM, M.Com, Ph.D (Pursuing)**  
 Area: Finance, Accounts & Taxation  
 Experience: 12 years  
 Has published 2 research papers



**Dr. Deepa Chauhan, Assistant Professor**  
**Ph.D, MBA, B.Com.**  
 Area: Finance  
 Experience: 11 years  
 Has published 7 papers (including Scopus and UGC)



**Dr. Gaurav Singh Arora, Assistant Professor**  
**Ph.D., UGC-NET, MBA, B.Tech.**  
 Area: Economics and International Business  
 Experience: 10 years  
 Has published 9 research papers



**Dr. Raj Karan Gupta, Assistant Professor**  
**Ph.D, MBA, UGC-NET, M.Com.**  
 Area: Entrepreneurship and Family Business  
 Experience: 16 years  
 Has published 17 research papers



**Mr. Abhishek Chander Chanda, Assistant Professor**  
**Ph.D (Pursuing), PGDM**  
 Area: Information Systems  
 Experience: 15 years  
 Has published 2 research papers



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



**Dr. Rachna Bansal Jora, Assistant Professor**  
**Ph.D, UGC-NET, MBA**  
 Area: HRM  
 Experience: 14 years  
 Has published 8 research papers



**Dr. Shalini Mittal, Assistant Professor**  
**Ph.D, PGDBM, C.A.**  
 Area: Finance  
 Experience: 14 years  
 Has published 7 papers and chapters published in reputed journals including Scopus



**Ms. Ambika Khurana, Assistant Professor**  
**MBA, M.Sc.**  
 Area: Operations and SCM  
 Experience: 13 years  
 Has published 2 research papers



**Dr. Ashish Saxena, Assistant Professor**  
**Ph.D., UGC-NET, MBA, M.Com. PGDIBO**  
 Area: Finance & Accounts  
 Experience: 12 years  
 Has published 6 research papers



**Dr. Aarti Sharma, Assistant Professor**  
**Ph.D**  
 Area: HR and OB  
 Experience: 11 years  
 Has published 7 Papers (Scopus), 1 Paper (UGC), 4 Book



**Ms. Neha Zaidi, Assistant Professor**  
**Ph.D. (Pursuing), MBA, UGC-NET, Advanced Diploma in Management**  
 Area: Marketing  
 Experience: 11 years  
 Has published 10 Research Papers + 2 Copyrights



**Dr. Vineet Gupta, Assistant Professor**  
**Ph.D, UGC-NET**  
 Area: Economics and International Business  
 Experience: 10 years  
 Has published 1 (WOS) 2 Book Chapters





**Dr. Garima Chhabra, Assistant Professor**  
BDS, MBA  
Area: Economics and International Business  
Experience: 10 years



**Ms. Richa Pandey, Assistant Professor**  
Ph.D (Pursuing), PGDHHM, MBA, BDS  
Area: Healthcare and Hospital Management  
Experience: 9 years  
Has published 8 papers, 5 book chapters published  
Worked with several Universities in the past.



**Dr. Mohammad Daoud Ciddikie, Assistant Professor**  
Ph.D., MBA, M.Com, UGC-NET  
Area: Marketing  
Experience: 8 years  
Has published 10 Research Papers, 1 Edited Book



**Dr. Priya Rampal, Assistant Professor**  
Ph.D, M.Phil.  
Area: Economics and International Business  
Experience: 7 years  
Has published 4 research papers



**Dr. Sanjay Kaushal, Assistant Professor**  
Ph.D, UGC-NET  
Area: Communication studies  
Experience: 5 years  
Has published 3 Books + 11 papers



**Dr. Hannah Hameed, Assistant Professor**  
Ph.D, MBA, UGC-NET  
Area: Marketing and HR  
Experience: 4 years  
Has published 3 book chapters, 2 papers



**Dr. Ajay Kumar, Assistant Professor**  
Ph.D. (Mgmt), UGC-NET, JRF, MBA, M.Sc  
Area: Marketing  
Experience: 3 years  
Has published 14 Research papers, 5 book chapters,



**Mr. Shashank Bhardwaj, Assistant Professor**  
MBA  
Area: Business Analytics  
Experience: 3 years  
Worked as Probationary Officer in Canara Bank



**Ms. Priyam Mendiratta, Assistant Professor**  
M.Com, UGC-NET  
Area: Finance  
Experience: 2 years  
Has published Research papers in national & International journals.



**Dr. Kanika, Assistant Professor**  
MBA, M.Phil, PhD, UGC-NET-JRF  
Area: Management  
Experience: 1 year



**Dr. Himanshi Puri, Assistant Professor**  
PGDPH, MHA, BDS  
Area: General Management  
Experience: 9 years  
Has published 2 research papers



**Ms. Saumya Kumar, Assistant Professor**  
Ph.D (Pursuing), UGC-NET, MBA  
Area: HR and OB  
Experience: 9 years  
Has published 6 research papers, 3 book chapters,  
1 edited book, 3 Copyrights & 1 Patent



**Ms. Nauma Rafique, Assistant Professor**  
Ph.D (Pursuing), MBA, UGC-NET  
Area: Finance  
Experience: 7 years  
Has published 6 research papers



**Dr. Gautam Kumar Sinha, Assistant Professor**  
Ph.D  
Area: Economics/Developmental Issues  
Experience: 7 years  
Has published 7 research papers



**Dr. Sucheta Sardar, Assistant Professor**  
Ph.D.  
Area: Economics  
Experience: 5 years  
Has published 3 papers in reputed and scopus indexed journals



**Dr. Imran Alam, Assistant Professor**  
Ph.D  
Area: Economics/International Business  
Experience: 4 years  
Has published 8 research papers



**Dr. Pooja Singh, Assistant Professor**  
Ph.D, MBA, CSR (Applied)  
Area: General Management, CSR  
Experience: 3.8 years  
Has published 12 national research papers 3 international research papers, 1 Patent



**Dr. Bhawna Choudhary, Assistant Professor**  
Ph.D, UGC-NET, M.Com.  
Area: Finance  
Experience: 2 years  
Has published 7 papers, 1 book, 2 book chapter, (Including ABDC, SCOPUS), 1 copyright, 1 copyright (in process)



**Mr. Santosh Kumar, Assistant Professor**  
M.Phil, M.A, UGC-NET  
Area: Development Economics, Industrial Economics and Labour Economics  
Experience: 2 years  
Has published 2 research papers, 1 chapter in edited book and 1 report for Ministry of Labour and Employment, Gol.

## OUR ONLINE EDUCATION PRACTICE ONCE AGAIN RECEIVES TOP GLOBAL HONOURS



## PROUD TO RECEIVE ADVANCED E-LEAD CERTIFICATE

Sharda University took commendable digital initiatives to ensure that the students academics do not suffer due to Covid-19 situation. It has brilliantly adopted a multi-pronged strategy of inclusive e-learning solutions (Remotely) to cope up with the prevailing crisis in Indian education system. The iCloud LMS software that the University subscribes to is cloud-based and highly advanced. Even for the students residing in remote areas, teachers are pro-actively providing them with class-notes and assignments with solutions over WhatsApp and Email or even through Audio lectures. Sharda's University's endeavours during the Covid-19 crisis found special mention in the speech of Dr. Ramesh Pokhriyal 'Nishank', Former Union Education Minister who graced the 2020 Convocation of the University.



### Highlights of Sharda University's focus on Online Education:

- Live online classes are conducted through ERP, Microsoft Teams, Google Meet etc.
- Timetable, session plan, attendances, feedback are uploaded on ERP and chat/discussion happen through these online platforms.
- Virtual labs are conducted
- Students engagement through consultative meetings, Chat/discussions through Google/Zoom classrooms, Flip classes, real time online projects, virtual gallery walk.
- Continuous Assessments are being practised where the quizzes/assignments/projects are floated to students through the online platforms and evaluated through the same.
- Online proctored End term papers are conducted for all.
- Online feedbacks are taken twice in a semester and open house discussions through consultative meetings and action taken report prepared and shared.



## 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*



# 17<sup>TH</sup> ANNUAL NATIONAL CONFERENCE OF UTTAR PRADESH

# UTTARAKHAND ECONOMIC ASSOCIATION (UPUEA)

April 22-23, 2022



## 17<sup>th</sup> Annual National Conference of Uttar Pradesh-Uttarakhand Economic Association on April 22nd - 23rd, 2022, Hosted by School of Business Studies Sharda University Greater Noida.

The 17th Annual Conference of the Uttar Pradesh - Uttarakhand Economics Association (UPUEA), with Prof. P.K. Sinha as the Conference President, was held on 22nd and 23rd April 2022 at SBS Sharda University, Greater Noida, G. B. Nagar. The 17th Annual Conference of the UPUEA is being held when India is celebrating its 75th year of independence, and the country is poised for significant transformations. The Conference was organized under an overarching theme viz India @75: An assessment of Development Challenges in the light of Covid-19. In light of the above, following were the Conference's central themes.

### India @75: An assessment of Development Challenges in the light of Covid-19.

- **Theme 1:** Covid-19 and the Economy.
- **Theme 2:** Assessment of Pandemic and Post-pandemic Policies for Vulnerable Sectors and Groups.
- **Theme 3:** Education, Employment, and Skill Development.
- **Theme 4:** (Special Theme): Development Experience & Challenges and Strategies for India@75

For the very first time, UPUEA had chosen any private university. Further, the 17th Annual Conference witnessed a galaxy of intellectuals comprising eminent economists, policymakers, public figures, and people of eminence from the industry. The inaugural session was graced by Dr. Ashok Lahiri, Member 15th Finance, Commission & Former Chief Economic as Guest of Honour, Sri Brijesh Pathak, Hounrable deputy chief minister of UP as the chief guest, graced the occasion with his virtual presence. Prof Jayanthi Ranjan (Dean) SBS Sharda University led the conference core committee, along with her team members Prof. Prem S. Vashishtha, Professor Emeritus, Prof. Manisha Gupta, Prof. Animesh Singh, Prof. Jitender Kumar, and Mr. Kali Charan Tiwari. The Conference was successful and was attended by more than 1000 viewers (including, students, government Policymakers, Academicians, research scholars, professors and other dignitaries) in the Anand Swaroop Auditorium and in Block 7 more than 500 attendees (government Policymakers, Academicians, research scholars, professors) excluding students were the part of the event.





## FOCUS ON INDUSTRY ACADEMIC COLLABORATED EVENTS



MDP on Emotional Intelligence



National HR Seminar



Seminar on 'Supply Chain Management'



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



CII Majestic Inter-Collegiate Competition



Conference on Ease of Doing Business in India



Harvard Speaker being felicitated by Prof. GRC Reddy, former Vice Chancellor, Sharda University



Seminar on Modern Supply Chain Management Contracts and Technologies



Guest Lecture on 'Union Budget 2019' by Dr. Aman Agarwal, Director, Indian Institute of Finance, Greater Noida.

### EVENTS ORGANIZED BY SBS

- Distinguished Speaker Series 2022 by "HBL Shishir Sinha"
- "Inauguration of Sharda University Yunus Social Business Centre" **Prof. Muhammad Yunus (Nobel Laureate)**
- World Hindi Day celebration Hindi Certificate Program for Foreigners
- 3- Day Case Study Workshop
- Motivational Lecture राष्ट्रीय युवा दिवस - उत्तिष्ठ, जाग्रत, प्राप्य वरान्निबोधत Vivekananda Jayanti (National Youth Day)
- Mon Ami Foundation- SSBS is organizing a talk on INNOVATION IN CSR PROJECTS **Mr. Vishal Bhardwaj, Group Head- CSR & CEO, Dalmia Bharat Foundation**
- Two Days Online Skill Development Workshop/Training Program on MS-Excel. **Mr. Sumit Gulati- Facilitator**
- Community Connect Series 1 - **Maj Gen GD Bakshi**
- Seminar with Alumni on "Sales & Marketing Strategies" **Mr. Ubaid Majeed**
- Cashless Economy- Finance Club
- Webinar on **Digitalisation: A tool to enhance employability**
- Webinar on **Careers in Banking Sector**
- Webinar on **Leading people you do not see** by Prof. Miha Skerljvaj, Vice-Dean Academics, School of Economics and Business, University of Ljubljana
- Guest Lecture on **Services Marketing**
- School of Business Studies and Sharda LaunchPad Announces **Ideation and Innovation E-Camp**
- Online Guest Lecture on **Designing and Conducting Focus Group Interview**
- 3-Day Online Workshop on **Campus to Corporate**
- Workshop on **International Taxation** by CA. Yogesh Mittal
- Guest Lecture (Invited talk) on **Soft Skills for Budding Managers**
- Guest Lecture (Invited talk) on **Cyber Crime and Youth**
- Guest Lecture (Invited talk) on **Life Skills for Students**
- Guest Lecture on **New Trends in Marketing** by Mr. Naveen Badoni, Associate Director, Johnson & Johnson, Mumbai
- 2-day International e-Conference on **Transitioning from Digital Inclusion to Digital Empowerment**
- Online Guest Lecture (Invited Talk) on **Exports and Imports**
- Online Workshop on **Business Decisions using Excel**
- Guest Lecture (Invited Talk) on **New Approaches to MSME & Entrepreneurship Financing**
- **'Sukriti'** - Celebrating Spirit of Women Entrepreneurship-An Exhibition to Showcase the Women Artisans Work



## 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.

### LEARN

BROWSE THROUGH LACS OF BOOKS IN LIBRARIES



### EXERCISE

STAY FIT AT THE ON-CAMPUS GYMNASIUM



### EXPERIENCE

GUEST LECTURES, EVENTS & ACTIVITIES IN AUDITORIUMS & SEMINAR HALLS



### RESEARCH

HI-TECH LABS & RESEARCH CENTRES

### EXPLORE

ONE OF NORTH INDIA'S BIGGEST EDUCATIONAL HUBS



### CONNECT

STAY CONNECTED 24X7 THROUGH SEAMLESS WI-FI NETWORK

### EAT

DISCOVER MULTI-CUISINE OUTLETS ON CAMPUS



### PLAY

RELAX BY PLAYING MANY OUTDOOR & INDOOR GAMES



# SHARDA LAUNCHPAD FEDERATION.

## SUPPORTING ENTREPRENEURS

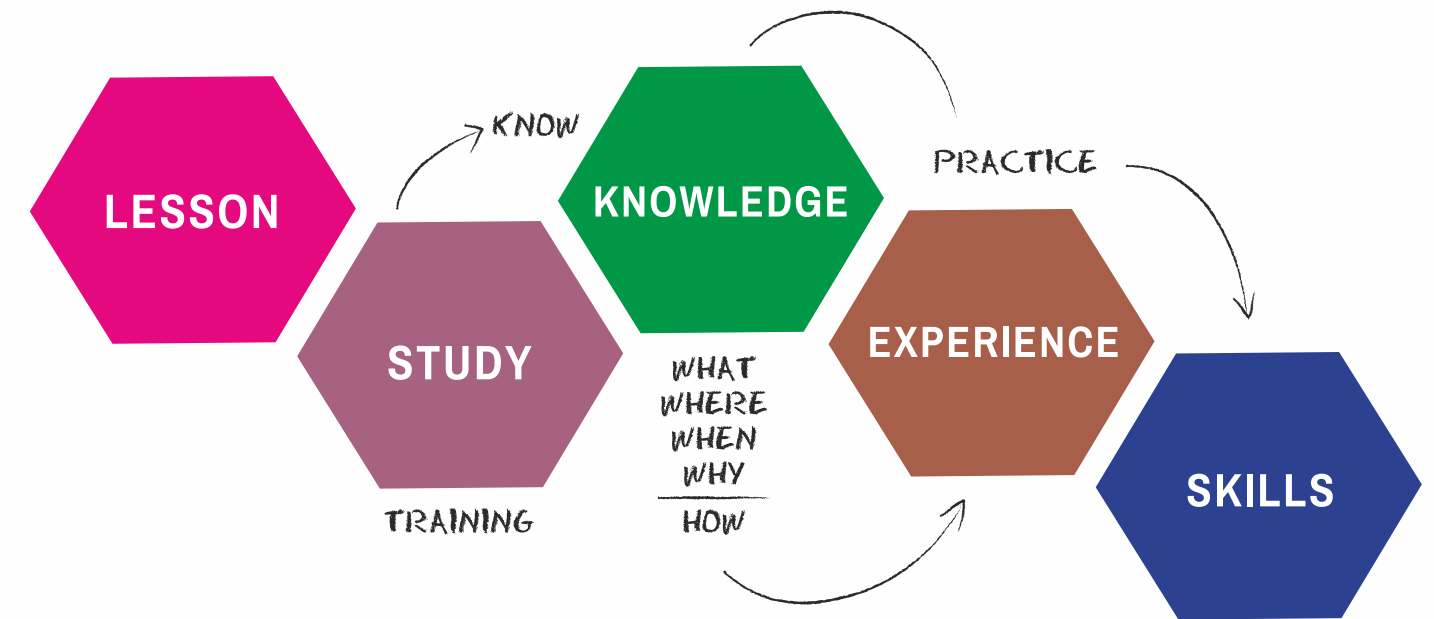


AN EARLY STAGE INCUBATOR AND ENTREPRENEURIAL ECOSYSTEM



# SHARDA SKILLS

## ENHANCING COMPETENCIES TO EXCEL



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, Drones, EV's, Block Chain, IoT Application and SDG 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.

### Ecosystem Partners



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 Sharda 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.*



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



# FULFILLING CAREER DREAMS THROUGH SHARDA SCHOLARSHIP

**Upto 100% Scholarship**

**4399 students studying with Scholarship and Freeship worth Rs. 20.46 crore in 2021-22**

Right to Education is one of the fundamental rights of every Indian citizen. Sharda University believes that money should not be a road block for a student with innovative ideas in his mind and passion in his heart. We extend scholarships and financial assistance to meritorious students based on their academic achievements.

A number of scholarships are offered to students depending on the academic credentials and their achievements in sporting and cultural arena. The University grants full to partial waiver on tuition fees payable by the student.

### Upto 100% Scholarships granted based on Academic Merit:

The students on their satisfactory performance in Sharda University Admission Test (SUAT), Personal Interview (PI) and depending on their merit in qualifying exams, shall be eligible for the grant of merit scholarships.

For details, visit: [www.sharda.ac.in/scholarship](http://www.sharda.ac.in/scholarship)



### ACADEMIC SCHOLARSHIP

Merit based Scholarship offered to students as per details mentioned hereunder.

### INNOVATIVE IDEA SCHOLARSHIP

10% to 100% based only innovation ideas that get selected by committee for innovation. Send your ideas to [ideas.scholarship@sharda.ac.in](mailto:ideas.scholarship@sharda.ac.in)

### SGI ALUMNI SCHOLARSHIP

On their admission in Master Degree programmes (other than Medical, Dental & Nursing) will be eligible for the award of fee waiver equivalent to 25% of their Tuition fee of first year. Last date to avail SGI Scholarship is 30th August 2022. University Scholarship Policy (2023-24) would be applicable on 2nd year.

### DEFENCE SCHOLARSHIP

5% Scholarship for Children of Military/Para Military/Govt. Security Forces, Serving & Retd. Defence Personnel on tuition fee of 1st year in all courses except Medical, Dental, Nursing & Pharmacy.

### SIBLING SCHOLARSHIP

Fee waiver of 5% in 1st year for student whose sibling is pursuing education at the university. Proof of relation is required.

### ART & CULTURE SCHOLARSHIP

Upto 100% Art & Culture Scholarship based on exemplary student performance in class XI & XII. Scholarship % would be decided by Art & Culture Committee.

### SPORTS SCHOLARSHIP

The students who have excelled in sporting activities at National & State Level will be eligible for Sports Scholarship from 10% to 100% on tuition fee in 1st year. For updated & detailed information on the nature of Sports and the Eligibility criteria you may visit the University campus or our website [www.sharda.ac.in](http://www.sharda.ac.in) \*Applicable for achievements in 2021-22 & later.

### SHARDA UNIVERSITY STAFF'S WARD SCHOLARSHIP

As one of the employee welfare schemes, Sharda University offers tuition fee waiver to ward of Sharda's staff as per University policy.

### JKPMSSS SCHOLARSHIP

Jammu Kashmir Prime Minister's Special Scholarship Scheme is given to J&K Students to pursue undergraduate studies outside the Union Territories of Jammu and Kashmir.

### MISSION SHAKTI SCHOLARSHIP

Sharda University is proud to contribute to the Mission Shakti 2022 programme by offering a 50% admission Fee Waiver to all female applicants. No wonder, Sharda is Delhi-NCRs only pvt. university with 44% female students.

### Scholarships granted based on Academic Merits:

The students on their satisfactory performance in Sharda University Admission Test (SUAT), Personal Interview (PI) and depending on their merit in qualifying exams, shall be eligible for grant of the following merit scholarships:

#### All UG (SBS) Programmes:

% Marks in #SSE or Equivalent Examination (overall)	Scholarship %		
	Gold	Silver	Bronze
95.00 and above	100	100	100
90.00-94.99	60	50	40
85.00-89.99	40	30	20
80.00-84.99	20	10	10
75.00-79.99	10	5	5

#### All PG (SBS) Programmes:

MAT percentile	CAT/XAT percentile	Graduation %	Scholarship %		
			Gold	Silver	Bronze
98 and above	95 and above	95 and above	100	100	100
90-97.99	90-94.99	90-94.99	60	50	40
85-89.99	85-89.99	85-89.99	40	30	20
80-84.99	80-84.99	80-84.99	20	10	10
75-79.99	70-79.99	75-79.99	10	5	5

Under Scholarship policy the following date parameters are applicable, Gold-upto 31<sup>st</sup> July, Silver- till 26<sup>th</sup> August, Bronze- from 27<sup>th</sup> August till Sharda University registration 2022 as notified by the University.



# MANAGEMENT PROGRAMMES DESIGNED FOR SUCCESS

Sharda 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 SHARDA SCHOOL OF BUSINESS STUDIES

B.Com.		3 Years
B.Com. - International Accounting & Finance	(with ACCA, UK)	3 Years
B.Com. - Finance & Accounting	(with ICA)	3 Years
B.Com. - Modern Finance		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. - Economics		3 Years
M.Com		2 Years
M.A. - Economics		2 Years
<b>MBA with Specialization in</b>		
• 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
• Entrepreneurship & Family Business		2 Years
• Digital Transformation		2 Years
• Supply Chain Management And Logistics		2 Years
• Dual Specialization		2 Years
• Dual Specialization with International Immersion Programme		2 Years
• Executive Mba In Healthcare And Hospital Administration		1 Year
• 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

### 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

### 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

### 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





**MASTER OF BUSINESS ADMINISTRATION WITH SPECIALIZATION IN MARKETING MANAGEMENT**

**MASTER OF BUSINESS ADMINISTRATION WITH SPECIALIZATION IN HUMAN RESOURCE 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 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 1200+ BEDS SUPER SPECIALITY SHARDA HOSPITAL)

Govt. of India lays greater emphasis on development of healthcare and hospital administration infrastructure to meet the requirement of almost 1.2 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 SCML for hands-on training.

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

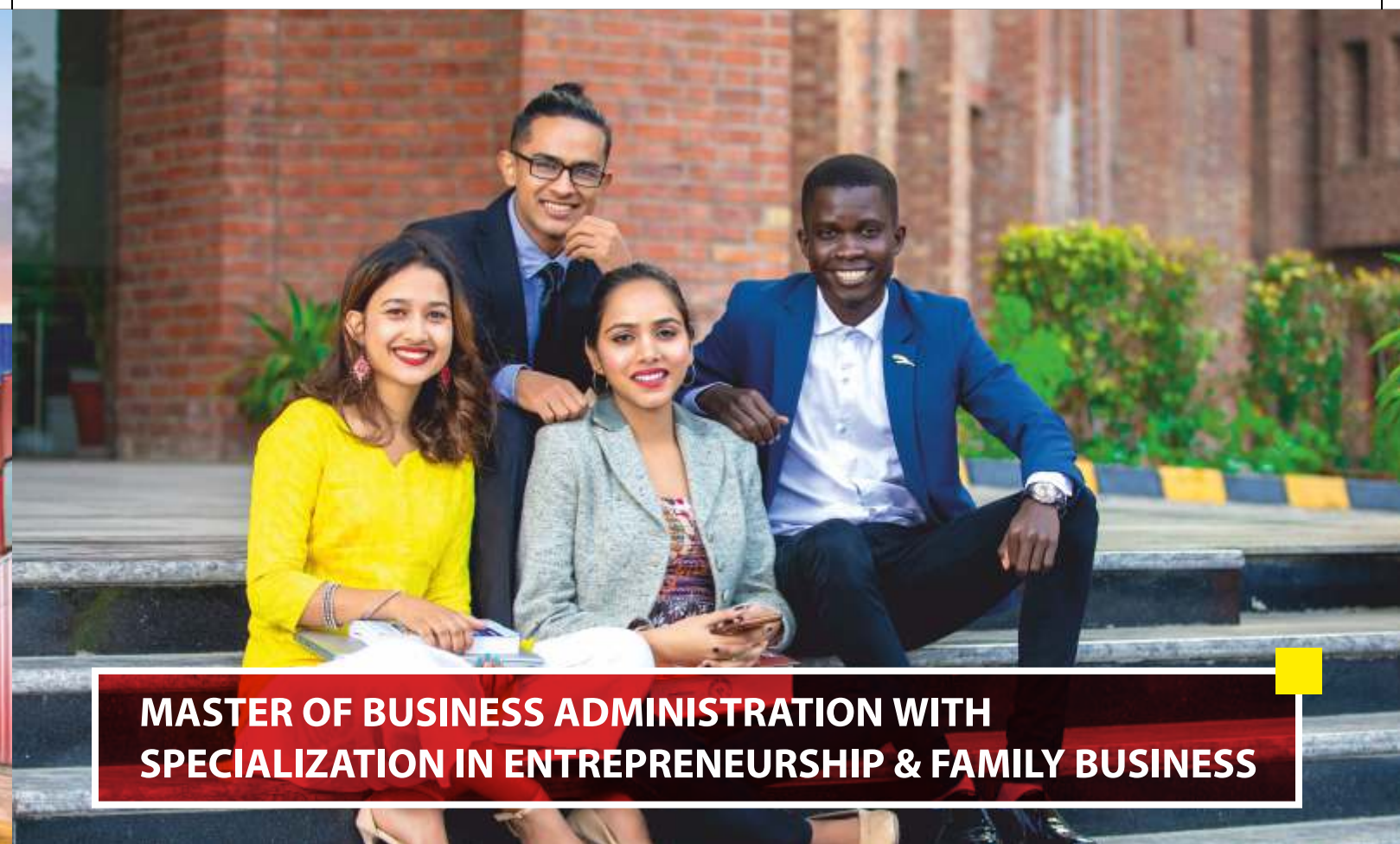
- Take-up positions in managerial capacities in manufacturing, retailing, e-commerce companies and export & import houses.
- Work as merchandizing and logistics managers in import and export operations.
- Work as system designers, packaging, warehousing and other operations for domestic and international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

### Career Opportunities

There is an acute shortage of trained manpower in the Supply Chain Industry. According to Industry estimates, the demand for skilled manpower will be approximately 20 million in the

year 2020 (Directorate of Skill Development Centre, Government of India). Graduates can explore roles as:

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



## 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





## EXECUTIVE MBA IN HEALTHCARE AND HOSPITAL ADMINISTRATION

The Executive MBA in Healthcare is designed to empower and enable leaders to think critically, make informed decisions, and inspire confidence. Our EMBA in healthcare addresses the unique and rapidly changing challenges faced in the field of healthcare and provides access to global experts in both business and healthcare. This thoughtfully crafted program will help professionals to apply best practices and tools from other industries and is flexible enough to enable professionals to balance the demands of MBA-level coursework with non-stop professional responsibilities and family's needs.

### Program Type

Specialised MBA

### Mode

Blended

### Duration

15 months

The Executive MBA in Healthcare and Hospital Administration brings together a wide variety of health care leaders, allowing incomparable exposure to a diverse mixture of fields. The program teaches diverse business applications as well as broad strategic and readily applicable perspectives to those in mid to senior level positions who wish to expand their knowledge of management and administration and excel as a leader in the healthcare industry. An MBA provides health care leaders the

business skills needed to manage both the streamlining of operations to save costs and increasing the quality of patient care.

### Objectives

The Executive MBA in Healthcare and Hospital Administration prepares graduates to:

- Understand and analyze health care industry accreditation, regulatory, licensure, and compliance issues
- Apply and assess economic supply and demand aspects of health care
- Identify and evaluate the major financial, management and political challenges impacting health care and develop strategies to improve health care delivery
- Understand the use of technology in making and evaluating data-driven decisions

### Target Audience

Our Executive MBA (EMBA) in healthcare program is designed for healthcare providers; clinicians, administrators; professionals working in the pharmaceutical, medical device, or biotechnology industries.

The program will equip you to answer such tough questions as:

- How can I help to shape the healthcare system?
- What skills do I need to be prepared for the future of healthcare?
- What tools can I use to manage the quality, efficiency, equity, and delivery of healthcare?

## COURSE STRUCTURE-EXECUTIVE MBA

Healthcare and Hospital Administration

TERM	PHASE	ATTITUDE		SKILLS		KNOWLEDGE	TOTAL CREDITS
Web Learning	Web Learning					<ul style="list-style-type: none"> <li>• Financial Accounting</li> <li>• Managerial Communication</li> <li>• Quantitative methods</li> <li>• Data Visualisation Techniques</li> </ul>	NC
Term I	Foundation	Personal Growth Lab for Professionals (1)	Contemporary Issues in Management (1)	<ul style="list-style-type: none"> <li>• Profile Mapping Workshop(NC)</li> <li>• Well Being workshop (NC)</li> <li>• Advanced Data Visualisation Techniques</li> </ul>	Personality Development & Mind Tools (NC)	<ul style="list-style-type: none"> <li>• Strategic Analysis and Decision-Making (2)</li> <li>• Health Economics (2)</li> <li>• Fundamentals of OB (2)</li> <li>• Contemporary Business Laws (2)</li> </ul>	9
Term II	Functional			<ul style="list-style-type: none"> <li>• Business Research Methods (2)</li> <li>• Cross cultural Communication (1)</li> </ul>		<ul style="list-style-type: none"> <li>• Entrepreneurship (2)</li> <li>• Operations Management (2)</li> <li>• HRM in Healthcare (2)</li> <li>• Business Analytics for Managers (2)</li> <li>• Marketing Management (2)</li> </ul>	14
Term III	Internationalization					Global Career Accelerator GCA (6)	6
Term IV	Functional	Sustainability and Social Responsibility (2)	Contemporary Issues in Management (1)	<ul style="list-style-type: none"> <li>• Critical Thinking &amp; Problem Solving (2)</li> <li>• SAS workshop(NC)</li> </ul>	Business Consulting Project(2)	<ul style="list-style-type: none"> <li>• Corporate Finance (2)</li> <li>• Emotional Intelligence &amp; Managerial Effectiveness (2)</li> <li>• Customer Experience Management (2)</li> <li>• Business Policy (2)</li> </ul>	14
Term V	Customization			<ul style="list-style-type: none"> <li>• Lean &amp; Six Sigma Certification (NC)</li> <li>• Business Acumen workshop(NC)</li> </ul>		<ul style="list-style-type: none"> <li>• Customised Electives (10)</li> <li>• Public Health Management (*)</li> <li>• IT in Healthcare Management(*)</li> <li>• Services in Health and Hospital Management (*)</li> </ul>	13
Term VI	Integration			<ul style="list-style-type: none"> <li>• Cross functional Simulation (2)</li> <li>• Healthcare Entrepreneurship &amp; Innovation Workshop (2)</li> <li>• Mentoring Skills (1)</li> </ul>		<ul style="list-style-type: none"> <li>• Contemporary Leadership Practices (2)</li> <li>• Leading and Managing Change (2)</li> </ul>	9
Term VII	Dissertation			Dissertation (5)			5
<b>Total Credits</b>			7		12	51	70

## CUSTOMIZED ELECTIVES LIST

5 Electives to be offered out of the list given below

Public Health Management	IT in Healthcare Management	Services in Health and Hospital Management
Basics of Epidemiology	IT Strategy	Hospital Support Services
Basics of Bio- Statistics	IT Business Development	Advanced Hospital Operations
Health System and Policies	IT consulting in HealthCare	Health Communication for Services
Social and Behavioral Aspects Of Health	Big Data Visualisation for Healthcare Professionals	Safety Measures in Hospital
Ethics in Public health	AI and IoT in Healthcare	Bio Medical Waste Management
Communicable and Non-Communicable Disease Program	Project Management In Healthcare	Hospital Planning





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

- creative and integrative abilities.
  - Develop ethical thinking.
- Programme 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 an 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.





## 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/Entrep reneurship /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

### 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

### 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

### 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

### 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

### 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

### 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

### 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.

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

### The salient features of the programme are:

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

### Career & Placement

After completing B.Com. (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 INTERDISCIPLINARY ELECTIVE COURSES	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. 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. 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. 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 IFRS and IGAAP. They will also acquire ACCA certification.



## B.COM. FINANCE & ACCOUNTING (WITH ICA)

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


## 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.



# 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.



## 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.

## 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.



## 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.

## 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.



## 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.

## 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.



## 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.



## ACHIEVEMENTS THAT SET THE TONE





**Mr. Norbu Jamtsho**  
**Ms. Karma Dema**  
1<sup>st</sup> and 5<sup>th</sup> position in  
Bhutan Civil Services Examination 2021




**Mr. William Swamy: MBA**

- Company: Square Yards
- Package: 7500 Qatari Rial (QAR) per month / INR 17.75 LPA (approx)




**Mr. Dhruv Singh Bana: MBA**

- Company: UpGrad, Byju's
- Package: 10.00 LPA




**Mr. Rohan Mishra: MBA**

- Company: ICICI Bank, Lido Quality Education
- Package: 10.00 LPA (approx)




**Ms. Kavita Chettri: MBA**

- Company: Uniqlo India
- Package: 5.84 LPA




**Ms. Sakshi Kaul: MBA**

- Company: UpGrad, Benzara E-Commerce, Capline Services
- Package: 8.00 LPA



**Ms. Arisha Dwivedi: MBA**

- Company: ICICI Bank Ltd., Satin Credit Care
- Package: 4.20 LPA




**Mr. Danish Khan: BBA**

- Company: Robou Ibra Al Hadeetha LLC, Oman
- Package: 11.40 LPA (6000 OMR)



**Mr. Sudhanshu Mishra: Integrated B.Tech-MBA**

- Company: Parentune.com
- Package: 6.50 LPA






Package: 6.6 LPA

1. Arisha Dwivedi - MBA
2. Samaresh Gupta - BBA
3. Vipul Prashar - B.Com.



Package: 8.00 LPA

1. Adarsh Kumar - BBA
2. Gaurav Kumar - BBA
3. Harpreet Singh - BBA
4. Ishika Gupta - BBA
5. Manisha - BBA
6. Sanskar Shekhar - B.Com.
7. Shashwat Shourya - BBA

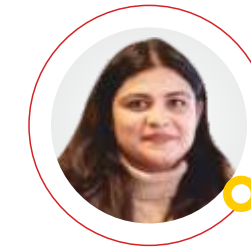
## VIEWS THAT SPEAK EXCELLENCE



**Mr. Danish Khan (BBA 2021)**  
**Recruited By: Robou Ibra Al Hadeetha LLC (Oman)**  
My experience in Sharda University, so far is one of pride that I have been able to be apart of my university. The dedication and hard work that has been put into my three years so far has allowed me to succeed in many ways, as well as increasing my self-development skills. The university is a great place to study and I would suggest it to anyone.



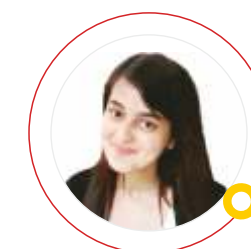
**Ms. Anu Gupta (MBA 2022)**  
**Recruited By: Mswipe Technologies & Vidal Health Insurance TPA**  
My two year journey in Sharda has been a great experience. I got to learn alot from my faculties and without their support, all of this wouldn't be possible. I will always be grateful to Sharda University for providing me an amazing platform to study, explore, and get my career a wonderful direction.



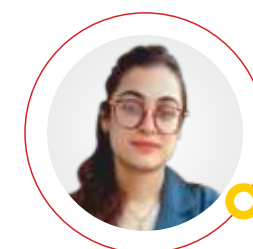
**Ms. Kirti Tyagi (MBA 2022)**  
**Recruited By: Mace Project & Cost Management**  
Sharda University is as a Global Platform University which offers diverse and inclusive environment. Teaching faculties were there for me at every step, helping me until the end and always encouraging me to move forward. They made me feel at ease in this environment and gave me the confidence that they would always be there for me whenever I needed them as a true guide in the future.



**Mr. Rahul Sharma (MBA 2022)**  
**Recruited By: Skolar & ICICI Bank Ltd.**  
My days at Sharda University were some of the best moments which taught me great learnings. I pursued my B.Tech. from Sharda and after that went on for the MBA programme too. Faculties here have a great insight and are very good at judging each and every students caliber. Sharda University not only provides education, but also serves the purpose to let each and every student unlock there potential and try to achieve the best they can, no matter what field they choose.

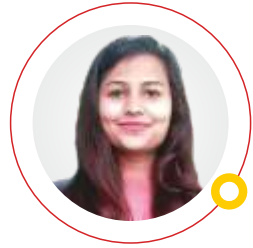


**Ms. Arisha Dwivedi (MBA 2021)**  
**Recruited By: ICICI Bank Ltd., Satin Credit Care.**  
My journey at Sharda University has had a huge impact on making me realize how I want to lay my path for the future. It's not just a University, it is a different world in itself filled with professionalism for which anyone would admire. It's amazing how this college has developed; I have been through that journey, experienced it all. I have been provided with great exposure and supporting faculty which I adore a lot.



**Ms. Deeba Tariq (MBA 2022)**  
**Recruited By: Entab Infotech Pvt Ltd.**  
Being a member of such a prestigious university with a helpful and well-educated faculty is an incredible opportunity. These two years have played a significant role in shaping who I am today. I was always free to pursue my interests, and the professors were always willing to mentor me and provided the encouragement I needed. The University's infrastructure is noteworthy. My experience at Sharda University is one that I will remember for the rest of my life.





**Shikha Daga (MBA 2022)**

**Recruited by: Bigbasket.com**

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



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

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

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



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

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

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



**Ms. Anjali Sinha (MBA 2022)**

**Recruited By: ICICI Bank Ltd.**

Sharda University is the best platform to achieve you dreams. Being India's truly global University, Sharda offers an international environment which is a mix of students from various countries. The faculties are awesome and are always there for you. When your morale is down they always support you at any point of time.



**Mr. Sudhanshu Mishra (B.Tech. + MBA (Integrated) 2021)**

**Recruited By: Parentune.com**

My time in Sharda University was truly memorable, I really enjoyed the presence of like minded people there. The best thing about Sharda was there approach to clear the basics and still give students enough time to find their interests. I managed to work, freelance and do internships while staying in the college which would not have been possible without the faculties there.

My time at Sharda University was truly the best time of my life.



**Mr. Denzil Burrows (MBA 2022)**

**Recruited By: UpGrad Education & Vidal Health Insurance TPA**

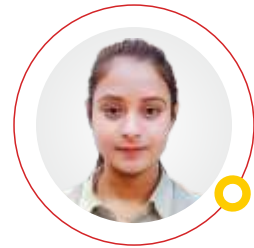
My experience at Sharda University was a memorable one. I will cherish the moments for lifetime. I got all the support and guidance from Faculties and Placement Officers. The events that I took part helped me to grow my confidence level. I would like to specially thank the placement cell for guiding me and providing me a good platform for my career.



**Mr. Shivam Kaushik (MBA 2021)**

**Recruited By: Flipkart.com**

Sharda University in Greater Noida is dedicated to providing students from all walks of life with a high-quality academic experience in a welcoming environment. It's the curriculum, the flexibility to acquire subjects and skills you're passionate about, the chance to interact with the wisest folks, and so on. The three most significant lessons I learned at Sharda University were "right attitude," "humility," and "desire to learn."



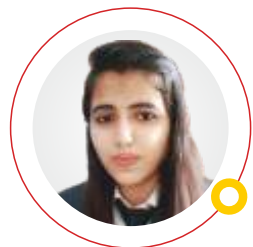
**Ms. Manisha Jana (MBA 2021)**

**Recruited By: UOLO Edtech Pvt. Ltd.**

Sharda is an emotion that binds people of all the cultures together. It consist of super supportive and energetic faculties that never fails the expectation. Thereby help us to build all the creative knowledge that makes us stand out of the crowd.

Placements are what that you will always find on the door steps so that one gets the best to choose, explore and shine with a bright future.

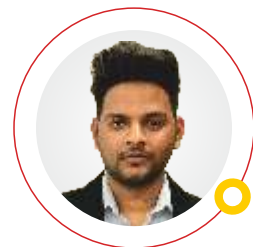
Loved being here because Sharda not only gives education but holds the hand till one reaches their destination.



**Ms. Preeti Choudhary (MBA 2022)**

**Recruited by-Visible Alpha**

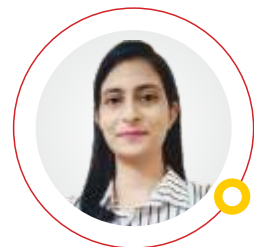
My experience at Sharda University is great and memorable. The mentors at Sharda University helped us enhance my academic and interpersonal skills. You get many opportunities here at Sharda University to kick start your career. I am thankful to Training & Placement cell for providing a platform to enhance my skills and provide me an opportunity to showcase them. In the tough times of Covid 19 also, SBS faculty and administration did a great work with online classes and mentorship.



**Mr. Honey Singh (MBA 2022)**

**Recruited By: UpGrad Education & Vidal Health Insurance TPA**

My Experience at Sharda School of Business has been wonderful. Sharda has always believed in helping and guiding its students and it was no different during the placement. I got placed in 2 companies and it was overall a great experience with Sharda and I am satisfied with the Placements. The faculties are determined, experienced, and very helpful.



**Ms. Sakshi Kaul (MBA 2021)**

**Recruited By: upGrad, Benzara E Commerce, Capline Services**

Education is not the learning of facts, but the training of minds to think. I am Sakshi Kaul and my 2 years of journey with Sharda University has been a very meaningful part of my life. If you want to discover your potential, then there is no better place than Sharda University. The management and professors here put their trust on the Students and supported us to reach new heights. Sharda has a very positive attitude towards placement and training for students, an essential need in today's era.



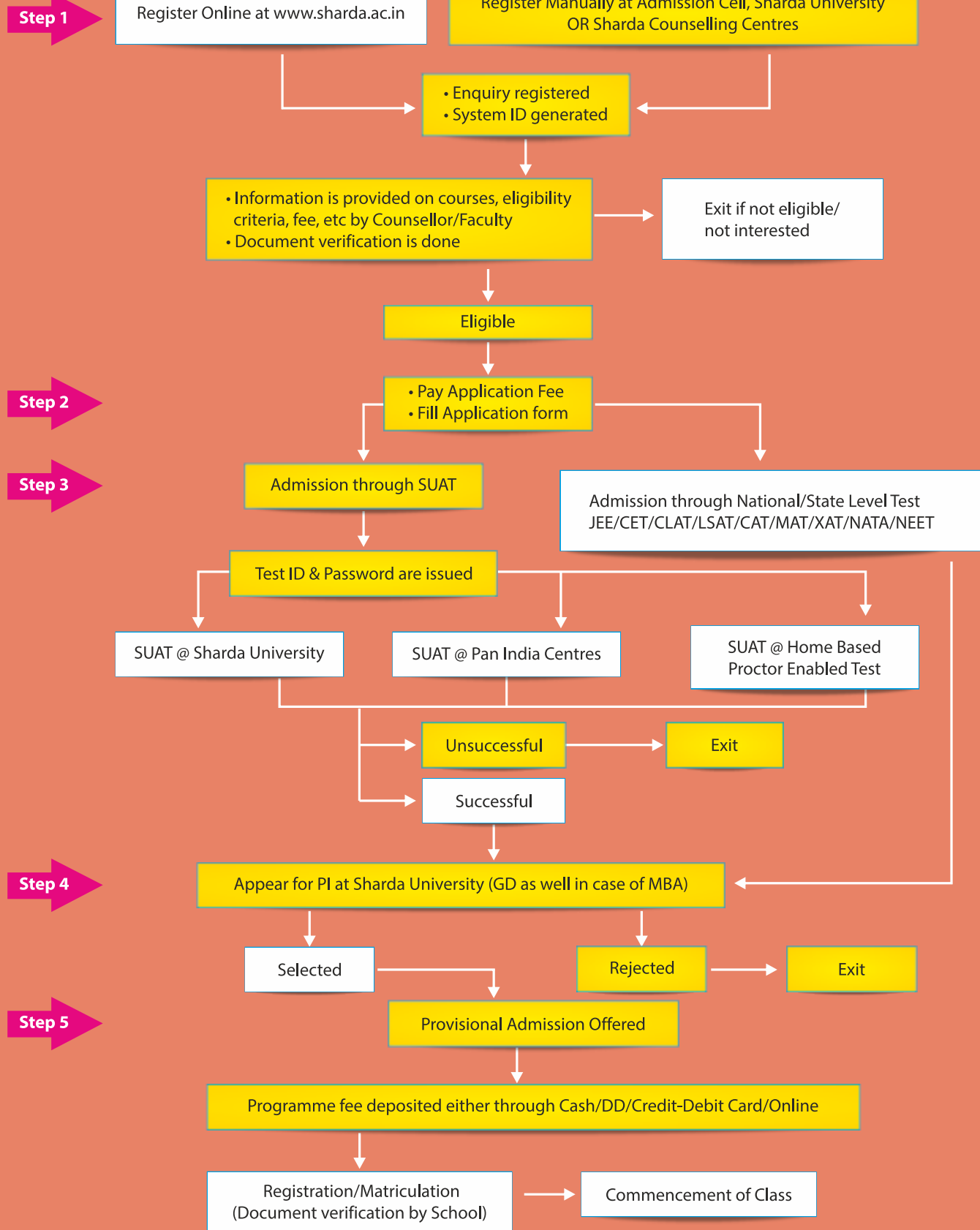
**Mr. William Swamy, (B.Tech. + MBA (Integrated))**

**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.



## Admission Flow Chart



## 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.”



