SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP

Undergraduate Prospectus
Bachelor of Management Studies
CONTACT INFORMATION:

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Management at SNU

The School of Management and Entrepreneurship (SME) at Shiv Nadar University was established in 2014 with the goal of developing into a premier business school … located in India but serving the world. It has been built painstakingly from the ground up – recruiting both established and high potential faculty from top educational institutions; investing in the latest educational technology and infrastructure such as financial trading, innovation prototyping and ‘digital experience’ labs; and establishing a deep student-centric foundation for advanced experiential learning, incubation and entrepreneurship. SME currently offers a flagship IGlobal MBA and a Bachelor of Management Studies (BMS) program. Given its association with Babson College, recently rated as the #1 entrepreneurship program in the world, SME has a special focus on entrepreneurial leadership in both programs including opportunities to spend a semester at its overseas partner campuses.

The Undergraduate Major in Management Studies

The Bachelor of Management Studies (BMS) has been developed as a unique offering in India. It will provide its selected cohort of students with a strong foundation of specialized knowledge, experiential learning and opportunities for early global exposure. It is aimed at producing well rounded global citizens who have a broad multidisciplinary base of knowledge and a ‘world view’ – Shiv Nadar University’s special differentiator- along with depth and specialization in several job-oriented and ‘in-demand’ areas in Management. The goal is to give students the best of both worlds – versatility that prepares them for any career, including higher education and targeted acceleration into chosen career tracks.

Program structure

BMS Program at SNU gives an opportunity to students to pursue their interest in the specific area of management that they have a flair for. The program has lesser credits on core courses, and more on elective courses. Every student has to take 34 core credits, and 42 departmental elective credits. The students can start taking elective courses from the very first year of undergraduate studies as long as pre-requisites, if any, are met by the students. In addition to departmental core and electives, a student has to satisfy the university requirements of 42 credits combining University-wide Electives (UWE) and Core Common Curriculum (CCC) with a minimum of 18 credits of each type. Depending on aptitude and interest, a student may specialize in one or two managerial areas, say in Marketing and Finance; or Information Systems and Finance (and so on). Different specialization areas are Strategic Management, Entrepreneurship and International Business; Decision Sciences and Operations Management; Economics and Public Policy; Organizational Behavior and Human Resources; Marketing; Finance, Accounting and Control. Every student has to complete either a social sector internship or undergraduate dissertation (6 credits), and a business sector internship (6 credits). The total credit requirements for BMS is 130, and the minimum duration for the program is 3 years, and maximum duration is 6 years.
# Major in Management Studies | Coursework and Credits Overview: An example

<table>
<thead>
<tr>
<th>Courses</th>
<th>Year/s</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Core Courses in Management Studies:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Foundation Courses</strong></td>
<td><em>The foundational courses aim to build the basic understanding of the theories and practice of management</em></td>
<td>Years 1, 2 &amp; 3</td>
</tr>
<tr>
<td><strong>Departmental Elective Courses</strong></td>
<td>Selected from a wide range of course offerings covering diverse areas and sub-fields</td>
<td>Selected from options available from Semester 2 of Year 1</td>
</tr>
<tr>
<td><strong>Social Sector Internship or Undergraduate Research (Dissertation)</strong></td>
<td>End of Year 2 to beginning of Year 3</td>
<td>6 Credits</td>
</tr>
<tr>
<td><strong>Business Internship</strong></td>
<td>End of Year 3</td>
<td>6 Credits</td>
</tr>
</tbody>
</table>

| Minimum Years to Maximum Years | 3 to 6 Years | 88 Credits* |

# Major in Management Studies | An Example of a Semester-wise Schedule

<table>
<thead>
<tr>
<th>1st Year</th>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Quantitative Techniques in Business (3)</td>
<td>1. Economics for Business (3)</td>
<td></td>
</tr>
<tr>
<td>2. Managing people in Organizations (3)</td>
<td>2. Introduction to Information Systems and Operations Management (3)</td>
<td></td>
</tr>
<tr>
<td>3. From Creativity to Innovation Management (3)</td>
<td>3. Analysis, presentation and report writing (3)</td>
<td></td>
</tr>
<tr>
<td>4. CCC/s</td>
<td>4. Elective/s</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. UWE/s</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6. CCC/s</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2nd Year</th>
<th>Semester 3</th>
<th>Semester 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Managerial Accounting (2)</td>
<td>1. Financial Management (2)</td>
<td></td>
</tr>
<tr>
<td>2. Introduction to Marketing (3)</td>
<td>2. Business Law (1.5)</td>
<td></td>
</tr>
<tr>
<td>3. Technology and Digital Economy (3)</td>
<td>3. Elective/s</td>
<td></td>
</tr>
<tr>
<td>4. Elective/s</td>
<td>4. UWE/s</td>
<td></td>
</tr>
<tr>
<td>5. UWE/s</td>
<td>5. CCC/s</td>
<td></td>
</tr>
<tr>
<td>6. CCC/s</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3rd Year</th>
<th>Semester 5</th>
<th>Semester 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Values and Business Ethics (1.5)</td>
<td>1. Strategic Management (3)</td>
<td></td>
</tr>
<tr>
<td>2. Elective/s</td>
<td>2. Elective/s</td>
<td></td>
</tr>
<tr>
<td>3. UWE/s</td>
<td>3. UWE/s</td>
<td></td>
</tr>
<tr>
<td>4. CCC/s</td>
<td>4. CCC/s</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>4th Year</th>
<th>Semester 7</th>
<th>Semester 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Elective/s</td>
<td>1. Elective/s</td>
<td></td>
</tr>
<tr>
<td>2. UWE/s</td>
<td>2. UWE/s</td>
<td></td>
</tr>
<tr>
<td>3. CCC/s</td>
<td>3. CCC/s</td>
<td></td>
</tr>
<tr>
<td>4. Projects (Elective)</td>
<td>4. Projects (Elective)</td>
<td></td>
</tr>
</tbody>
</table>

*Credits in parentheses
**Social Sector Internship to be done in the months of June-July at the end of second year; UG Research (dissertation) may be done in Spring/June-July at the end of second year or June-July/Monsoon at the beginning of third year
# Business Internship to be done in the months of June-July at the end of third year
Course descriptions

DOM 103: Quantitative techniques in Business
An introduction to the basic mathematical and statistical tools that are used to analyze data in order to aid decision-making in a business environment. Methods covered will include basic statistical measures, probability calculation, estimation, hypothesis testing and simple regression analysis. The objective of this course is to impart to the students an understanding of how business data can be analyzed in order to get useful information and draw inferences. (2:1:0)
Pre-requisites: None

OHM 103: Managing People in Organizations
The course will illustrate the basic understanding of people management and principles of developing effective employment relationships in the organizations. (2:0:1)
Pre-requisites: None

STM 103: From Creativity to Innovation Management
The course is designed to give participants an idea about how creativity works at individual and group level. Further, how individual/group level creativity can be transformed into organization level innovations. In addition, course takes a close look at internal (structure, culture and leadership) and external (customers and interpreters (designers) factors that may influence organizational innovation. (2:0:1)
Pre-requisites: None

MEC 102: Economics for Business
The course gives an overview of the basic principles of economics applied to formulate and analyze business decisions. The course can be divided into three modules. The first one has elements of Microeconomic Theory, the second module has elements of Macroeconomic Theory and the third module covers and analyses some major policies in Indian Economy in the perspective of the World economy. (3:0:0)
Pre-requisites: None

ISM 101: Introduction to Information Systems and Operations Management
This course offers a comprehensive overview of Information System (IS) and Operations management (OM), introducing many key concepts and tools of business information systems (BIS) used in the production of goods and services in an organization, encompassing the bulk of its activities with the largest portions of assets, working capital and human resources. It will examine both technical and strategic issues related to IS and introduces concepts, principles, and techniques for managing manufacturing and service operations at all types of business organizations. The students will also learn how, using these tools for managing manufacturing and service operations, competitive advantage can be gained and the effectiveness and efficiency of organizational resources can be enhanced. (2:0:1)
Pre-requisites: None
MGT 102: Analysis, Presentation, and Report Writing
This is intended as foundation training for in-depth business analysis as well as effective writing and oral presentation of cases, articles and reports. Students will be exposed to a variety of business and economics related situations issues and will be trained to write and present reports for different situations typically encountered in business careers [Sales Presentations, Making a Business Case, Project Updates, Team Meetings et. al.](2:0:1)
Pre-requisites: None

FAC 203: Managerial Accounting
Three major components complete this course - (a) Understanding and analyzing financial statements (b) earnings quality issues associated with interpreting financial statements and (c) assembling and analyzing cost data for pricing, control and planning. This course provides a foundation in analyzing firm performance and its operational efficiency. Additionally, it also works as a necessary base for getting deeper into the world of corporate finance. The pedagogy will consist of class exercises and short cases. (2:0:0)
Pre-requisites: None

MKT 202: Introduction to Marketing
This course is designed to introduce marketing practices and perspectives and develop an ability to design and execute marketing plans. The objectives are fulfilled through a combination of discussions, lectures, and projects. This course helps students to understand the customers, company, context, competitors, and collaborators; segment and target the market; create brand position; and develop, communicate, deliver and capture value. (2:0:1)
Pre-requisites: None

DOM 205: Technology and the Digital Economy
The course will provide students with a grounding in new technologies that are disrupting virtually every industry and process today: Robotics, Virtual Reality, 3-D Printing, Nano Technology, Tissue Engineering et. al. They will also be introduced to the vocabulary and tools of the Digital Economy: various digital platforms, synchronized mobility, cloud computing, social media and analytics engines that are now ubiquitous platforms for business everywhere. The course features a student project where they will be challenged to integrate these ideas and re-imagine future strategies for an industry sector or firm of their choice. (2:0:1)
Pre-requisites: MEC 102, ISM 101

FAC 202: Financial Management
This is a basic financial course which will acquaint students to fundamental concepts of finance. The course will cover the practical problems faced by the financial managers. The objective is to familiarize participants with the three major decision areas of Corporate Finance, viz. the investments, financing and earnings distribution decisions. The course presents a comprehensive and detailed treatment of the theories, applications, and financial tools used in a corporate financial environment. (2:0:0)
Pre-requisites: None
MGT 201: Business Law
This course introduces the nature and development of legal systems in India and the world, with a particular emphasis on how the law applies to businesses and how the law adapts and remains relevant in the face of constantly changing economic, political, social and technological conditions. It includes a study of business contracts, how business entities are created and operated, the role of government in regulating businesses, the ethical implications of law and selected cases on laws governing the digital economy. (1.5:0:0)
Pre-requisites: None

MGT 301: Values and Business Ethics
This course will provide an overview to values and ethics in business operations. This course is designed to inform students how to recognize and manage the ethical issues in business effectively. At end of this course the students will be able to develop themselves as ethical, knowledgeable, compassionate leaders and competent professionals. (1.5:0:0)
Pre-requisites: FAC 102, MKT 102, OHM 102

STM 301: Strategic Management
The strategy capstone course has been designed to enable participating candidates to integrate the knowledge and learnings from some of the previous courses completed as part of the curriculum such as marketing, finance, operations and human resources, and their role in achieving the overall strategic objectives of the organization. (2:0:1)
Pre-requisites: MEC 102, FAC 102, MKT 102, OHM 102, ISM 101

List of Representative Elective Courses

Marketing Area
Services Marketing
Brand Management
Marketing Research
Integrated Marketing Communications
Mining Insights from the Consumers' mind
Digital Marketing
B2B Marketing

Finance, Accounting and Control Area
Advanced Accounting
Advanced Financial Management
Financial Frauds
Direct and Indirect Taxation
Banking and Financial Services
Capital Markets
Security Analysis and Portfolio Management
Mathematical Finance
Spreadsheet modeling in Finance
Insurance
Decision Sciences, Operations Management and Information Systems Area
Project Management
Systems Approach to Management
Introduction to Programming for Business Applications
Business and Big Data Analytics
Optimization in Industry
Supply Chain Management
Efficiency Analysis
Decision Theory

Strategic Management, Entrepreneurship and International Business Area
Acquisition and Alliances
Negotiations for Business Success
Entrepreneurship
Social Entrepreneurship
Multinational Business
Competitive Strategy and Digital World
Business Government and Society

Organizational Behaviour and Human Resource Management Area
Japanese Management
Managing Diversity
Group Dynamics for Teams
Compensation and Benefits
Performance Management
Recruitment, Selection and Manpower Planning
Leadership Development

Economics and Public Policy Area
Econometrics
Environmental Economics and Policy
Contemporary issues in Public Policy in India
Global Cities and Business Environment
Game Theory for Managers
Industrial Economics and Competitive Strategies
Labor Economics
Development Economics
Money and Banking
International Trade
Social, Historical and Political Economy of India
Infrastructure Economics and Policy

The courses are reviewed periodically based on the requirement of the program and are subject to changes.