

The logo for Shiv Nadar University features the name "SHIV NADAR UNIVERSITY" in a blue, serif, all-caps font. Above the text is a horizontal blue line with a decorative flourish in the center. The entire logo is set against a light gray rectangular background.

**SHIV NADAR UNIVERSITY**

**SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP**

**Undergraduate Prospectus  
Bachelor of Management Studies**

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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**

Courses	Year/s	Credits
<b>Core Courses in Management Studies: Foundation Courses</b> <i>The foundational courses aims to build the basic understanding of the theories and practice of management</i>	Years 1, 2 & 3	34 Credits
<b>Departmental Elective Courses</b> <i>Selected from a wide range of course offerings covering diverse areas and sub-fields</i>	Selected from options available from Semester 2 of Year 1	42 Credits
<b>Social Sector Internship or Undergraduate Research (Dissertation)</b> <i>Students will either do a Social Sector Internship or conduct supervised research on a topic of their choice and prepare a thesis</i>	End of Year 2 to beginning of Year 3	6 Credits
<b>Business Internship</b> <i>Students will do a business internship to get hands-on exposure to the challenges of the managerial profession</i>	End of Year 3	6 Credits
	<b>Minimum 3 Years to Maximum 6 Years</b>	<b>88 Credits*</b>

\*The rest 42 credits would be made from UWEs and CCCs as per University norms. Please see Undergraduate Handbook for more information on UWEs and CCCs on the following link - <http://snu.edu.in/pdf/Undergraduate-Handbook-Academic-Year-2017-18.pdf>

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

<b>1<sup>st</sup> Year</b>	<b>Semester 1</b>	<b>Semester 2</b>
	<ol style="list-style-type: none"> <li>1. Quantitative Techniques in Business (3)</li> <li>2. Managing people in Organizations (3)</li> <li>3. From Creativity to Innovation Management (3)</li> <li>4. CCC /s</li> </ol>	<ol style="list-style-type: none"> <li>1. Economics for Business (3)</li> <li>2. Introduction to Information Systems and Operations Management (3)</li> <li>3. Analysis, presentation and report writing (3)</li> <li>4. Elective/s</li> <li>5. UWE/s</li> <li>6. CCC/s</li> </ol>
<b>2<sup>nd</sup> Year</b>	<b>Semester 3</b>	<b>Semester 4</b>
	<ol style="list-style-type: none"> <li>1. Managerial Accounting (2)</li> <li>2. Introduction to Marketing (3)</li> <li>3. Technology and Digital Economy (3)</li> <li>4. Elective/s</li> <li>5. UWE/s</li> <li>6. CCC/s</li> </ol>	<ol style="list-style-type: none"> <li>1. Financial Management (2)</li> <li>2. Business Law (1.5)</li> <li>3. Elective/s</li> <li>4. UWE/s</li> <li>5. CCC/s</li> </ol>
<b>3<sup>rd</sup> Year</b>	<b>Semester 5</b>	<b>Semester 6</b>
	<ol style="list-style-type: none"> <li>1. Values and Business Ethics (1.5)</li> <li>2. Elective/s</li> <li>3. UWE/s</li> <li>4. CCC/s</li> </ol>	<ol style="list-style-type: none"> <li>1. Strategic Management (3)</li> <li>2. Elective/s</li> <li>3. UWE/s</li> <li>4. CCC/s</li> </ol>
<b>4<sup>th</sup> Year</b>	<b>Semester 7</b>	<b>Semester 8</b>
	<ol style="list-style-type: none"> <li>1. Elective/s</li> <li>2. UWE/s</li> <li>3. CCC/s</li> <li>4. Projects (Elective)</li> </ol>	<ol style="list-style-type: none"> <li>1. Elective/s</li> <li>2. UWE/s</li> <li>3. CCC/s</li> <li>4. Projects (Elective)</li> </ol>

\*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 subjected to changes.*