School Of Management & Entrepreneurship launched

Shiv Nadar University (SNU) recently announced the launch of the School of Management and Entrepreneurship (SME). The SNU School of Management and Entrepreneurship will be offering a two-year MBA programme in the academic session with classes starting on July 1, 2014.

The postgraduate management programme is specially designed to ensure that students become 'industry ready' and 'entrepreneurially oriented'. The curriculum has been designed in consultation with Prof. Srikanth Datar, professor of business administration of the Harvard Business School and a co-author of "Rethinking the MBA". It is hoped the programme will help in building abilities for creative thinking and innovation, developing analytical rigour and inculcating appropriate attitude for leading organizations of the future. Prof. Shekhar Chaudhuri, former director, IIM Calcutta, has been appointed as the director of SME.

To make its curriculum practically oriented and industry focused, SME will invite practicing managers to teach 20 per cent of functional courses. Additionally 15 per cent of the academic term will be devoted to experiential learning including visits to companies, urban and rural markets, government departments, to municipal corporations, chambers of commerce and intensive skill development workshop.

The programme will also have a compulsory course on "Starting and Managing a New Venture" and will also offer elective courses on different aspects of entrepreneurial organizations. The school also intends to provide incubation facilities to MBA students to incubate their entrepreneurial ideas. Admission to the MBA programme is through CAT or GMAT.