

SHIV NADAR

INSTITUTION OF EMINENCE DEEMED TO BE
UNIVERSITY
DELHI NCR

ACADEMY OF
CONTINUING
EDUCATION

A NEW-AGE MBA DEGREE

(in Online Mode)

SPECIALIZATIONS:

Data Science
& Analytics

Digital
Finance

Marketing

Human
Resources



Message from The Dean

“The demand for data analysts continues to explode as data galaxy almost doubles every few years. The ability to make sense of data and leverage it effectively to make informed decisions is essential for any organization to meet its business goals. The MBA Degree (In Online Mode) program has been designed for students to develop a holistic understanding of businesses, identify data-driven business insights and solutions, and come up with business intelligence to refine and optimize business operations. The program emulates the vision of Shiv Nadar IoE, for nurturing path-shapers of tomorrow who will lead the future of work, globally. The MBA Degree (In Online Mode) is a high-value master’s degree for young professionals, ideally from backgrounds in Sciences, Technology, Engineering and Mathematics (STEM), but not limited to them, who aspire to lead organisations in the 21st-century digital future.”

Dr. Bibek Banerjee

Dean, School of Management
and Entrepreneurship

Dean, Academy of Continuing Education
Director, University Strategy & Planning
University Professor of Marketing, Strategy and Economics

Ph.D. Krannert School of Management,
Purdue University, USA



Overview

This 2-year MBA degree is designed for fresh graduates and working professionals to provide them with an effective business education in an online format. The online mode provides an opportunity to participants from various geographies to network with professionals from diverse functions, managerial levels, and range of industries. Apart from functional knowledge, the program emphasizes skills for managing digital transformation, entrepreneurship, and business strategy for the future. Participants will have an opportunity to connect with faculty, industry experts, peers and learn in an immersive experiential environment.

Format and specializations

The curriculum is spread over 8 quarters. The learning design is modular and has been adapted from the current methodology of agile working in sprints. Participants engage in sprints of 6 weeks comprising of 2 courses in each sprint. The functional electives as per the specialization are scheduled towards the end of the final year.

- Data Science & Analytics
- Digital Finance
- Marketing
- Human Resources

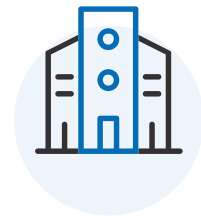


Highlights



Flexible learning mode

This program offers a flexible learning mode with weekend schedule of live online sessions and weekly release of recorded content and self-study material. Learners can set their own pace of study during the week. The live sessions enable case discussions, collaborative learning, and interaction with faculty. Tutorials enable deeper learning and an assessment of understanding.



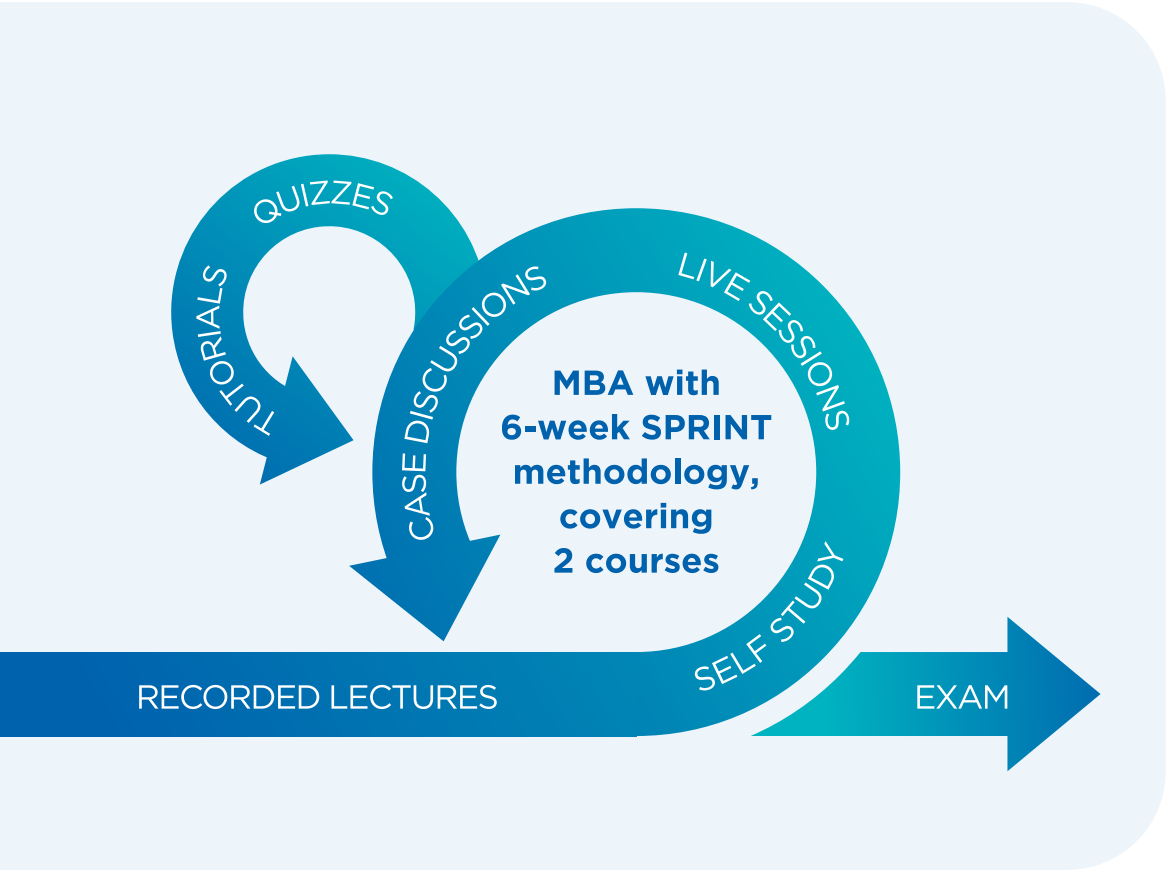
On-campus Immersion

On-campus immersion creates memories for a life-time. There is no greater joy than networking with peers in a residential campus environment. The late night case discussions and unlimited cups of tea with kathi-rolls or masala Maggi. In nostalgic moments many of the professional recall these days of the past. This optional immersion is an opportunity not be missed.



Contemporary curriculum

The curriculum prepares you for digital transformation and entrepreneurial venturing. The world is increasingly being driven by data, artificial intelligence, and innovation. Navigating business in such a world requires you to be equipped with analytical tools, entrepreneurial mindset, and leadership skills. Holistic learning is facilitated by a business simulation and capstone project in the final year.



Structure

33 World-class faculty		900+ Learning hours	
	Live, Interactive Lectures on weekends		8-12 hours of learning every week
	Simulations and capstone projects with real business scenarios		Self-study materials and recorded tutorials for learning at own pace & time
	Learning support to help continued learning beyond live sessions		Assignments and quizzes to test your understanding

Learning Sprint

Adapted from agile methodology the learning sprint is designed for completing 2 courses every 6 weeks. The weekly progress includes recorded content, self-study material, live online sessions on weekends, case discussions, tutorials, quizzes and assignments. Complete the learning Sprint in the 6th week with exams.

2 - Year Journey

The curriculum will equip you with the skills needed for digital transformation and creating entrepreneurial opportunities. Graduates from this program will provide leadership in any of the four future-ready specializations-Data Science & Analytics, Marketing, Human Resources and Digital Finance

SPECIALIZATIONS

Data Science & Analytics

- Business Analytics
- Web & Social Media Analytics
- Machine Learning
- AI For Business

Human Resources

- Strategic Human Resource Management
- HR Analytics
- Talent Acquisition & Management
- Communication, Negotiation & Conflict Management

Marketing

- Digital Marketing
- Consumer Experience Management
- Product & Brand Management
- Marketing Analytics

Digital Finance

- Finance Analytics
- Credit Tech & Digital Fraud
- Digital Banking & Finance
- Blockchain & Cryptocurrencies

MBA (Online) Year 1

Quarter 1	Quarter 2	Quarter 3	Quarter 4
Financial Reporting & Analysis	Managerial Accounting	Executing Marketing Plans	Corporate Finance
Business Leadership and Organizational Behaviour	Marketing Strategy & Planning	Managing People	Operations Management
Data for Decision Making	Managerial Economics	Macroeconomics	Indian Economy & Geopolitics
Managerial Communication	Information System for Managers	Data, Technology & Analytics for Business	Design Thinking & Innovation

MBA (Online) Year 2

Quarter 5	Quarter 6	Quarter 7	Quarter 8
Marketing Research	Entrepreneurial Finance	Business Simulation	Business Simulation
Project Management	Strategic Leadership	Capstone Project	Capstone Project
Creating & Launching Entrepreneurial Ventures	Business Model Innovation & Digital Transformation	Specialization Elective 1	Specialization Elective 3
Strategic Management & Competition	Data Visualization & Business Intelligence	Specialization Elective 2	Specialization Elective 4
	FinTech		

Learning Outcomes

On completion of the program, participants will be able to:

- ✔ Demonstrate a holistic understanding of the business in the digital world
- ✔ Visualize business problems in the digital world and recommend innovative solutions
- ✔ Work with data analytics to develop competitive advantages for associated businesses
- ✔ Appreciate appropriate skills in handling tools to perform organizational tasks efficiently
- ✔ Think strategically and entrepreneurially, and communicate effectively for ventures across different fields
- ✔ Demonstrate mastery of functional aspects of the business.

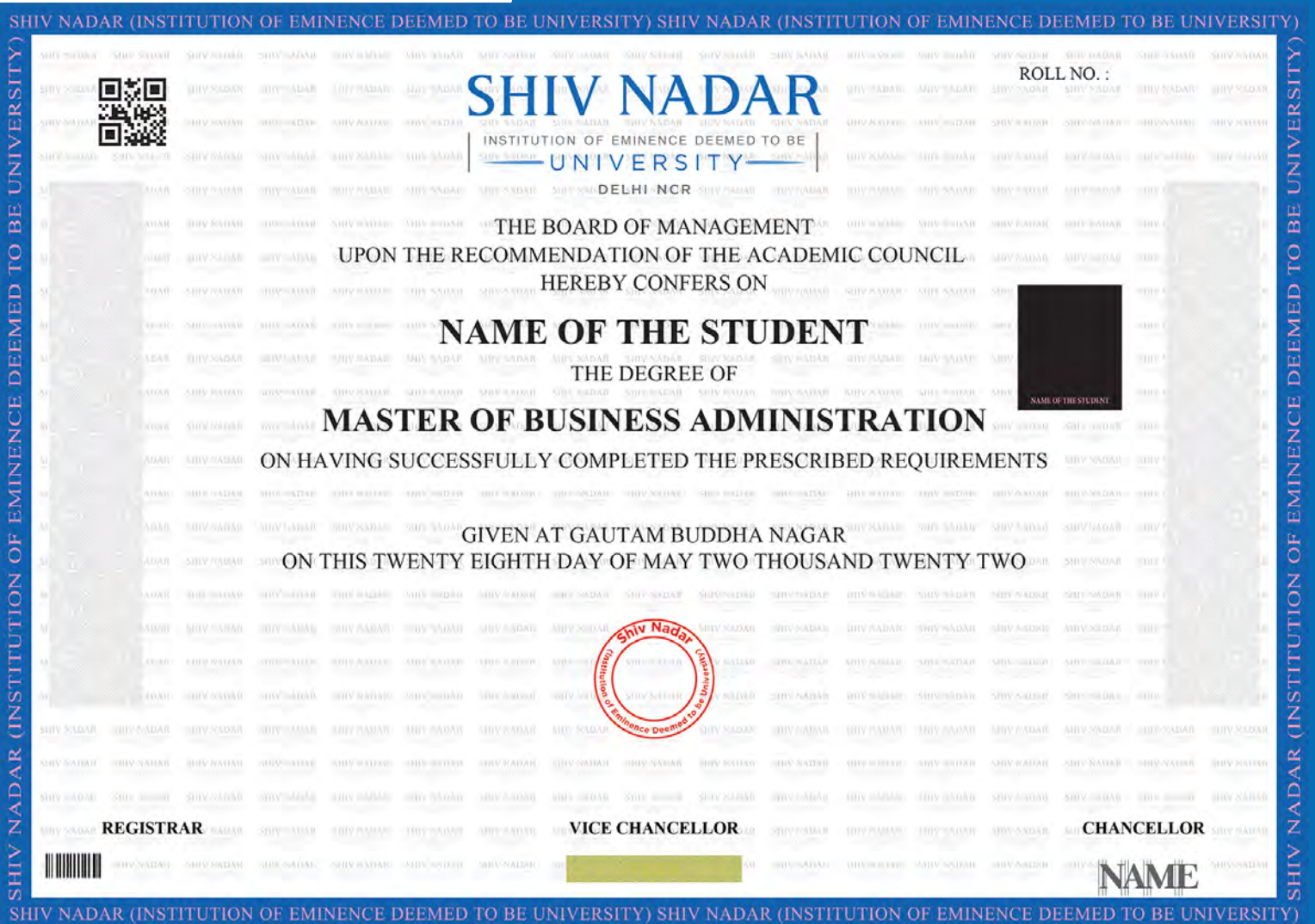


Degree Specimen

On successful completion of the 2-year program, the learner receives a Master of Business Administration degree from Shiv Nadar Institution of Eminence Deemed to be University, Delhi NCR.

Note that the following details will be mentioned at the back of the degree.

- Mode of Delivery: Online
- Date of Admission:
- Date of Completion:



MBA from an Institution of Eminence

Shiv Nadar Institution of Eminence (IoE), Delhi NCR is a comprehensive, multidisciplinary, research-focused, and student-centric University. It was set up in 2011 by the Shiv Nadar Foundation, a philanthropic foundation established by Mr. Shiv Nadar, Founder of HCL.

Through its innovative curriculum and interdisciplinary focus, the University is bringing a paradigm shift in higher education in India. The University's source of strength lies in its distinctive feature of providing education in a broad range of disciplines and the ability to go into depth in a particular area.



AWARDS & ACCOLADES



Youngest university to be ranked among the 'top 100' of NIRF (Government's National Institutional Ranking Framework) – 5 years in a row



Ranked 56 in NIRF 2021 in the 'University' category



Among the 20 universities to have been chosen as an 'Institution of Eminence' by the Government of India



Awarded the prestigious Atal Incubation Grant of 10 Crore

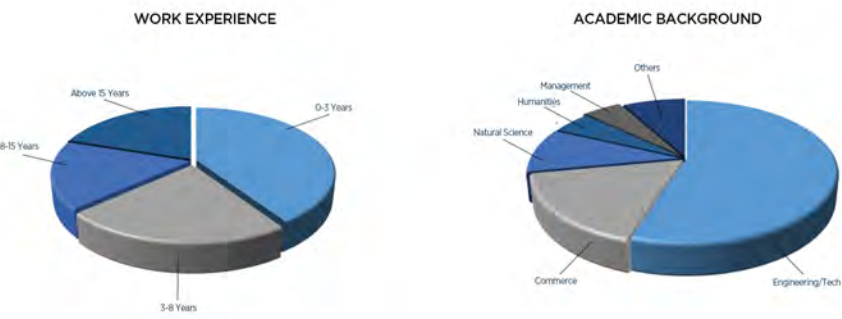


Received the best UGC Inspection Report in the country (Report available at the UGC website) <https://goo.gl/8vywnU>



Avant-Garde Institute of India Award by CII

Profile



Eligibility

- Applicants must hold a bachelor’s degree or equivalent with at least 50% marks or equivalent CGPA from a UGC-Recognized University.
- Applicants must mandatorily possess all of the following documents to be able to secure admission to this program:
 - Adhaar Card,
 - Xth and XIIth mark sheets,
 - Undergraduate degree mark sheets,
 - Undergraduate degree certificate
- Graduates with professional working experience shall be preferred
- Students in the final year of graduation can apply to the course after signing the required declaration, provided that they can fulfill all the bachelor’s degree requirements before the commencement of the course.

Admission Process

- 1** Fill the Application Form
 - Register by filling up the online application form
 - Provide basic information and professional details
 - 2** Profile Evaluation and Screening
 - Interested graduate applicants with 60% and above will go through a screening call by Admission Director’s Office
 - Graduate applicants with less than 60% will be tested for their aptitude and analytical skills, followed by a screening call by Admission Director’s Office
 - 3** Join the Program*
 - If selected, you will receive a ‘Provisional Offer of Admission’ letter for the upcoming cohort
 - Secure your seat provisionally by paying the admission fee
 - Before the program starts, offered participants will be asked to provide details and submit documents (10th, 12th, and UG mark sheets and certificates, professional experience proofs, etc.) for verification by the University.
- *Please note that admission to the program is subject to documents verification by the university

Program Fees

The tuition fee for the program shall be

INR 4,00,000

Financing Options
Available



Fee Plan

Admission Deposit: INR 25,000*

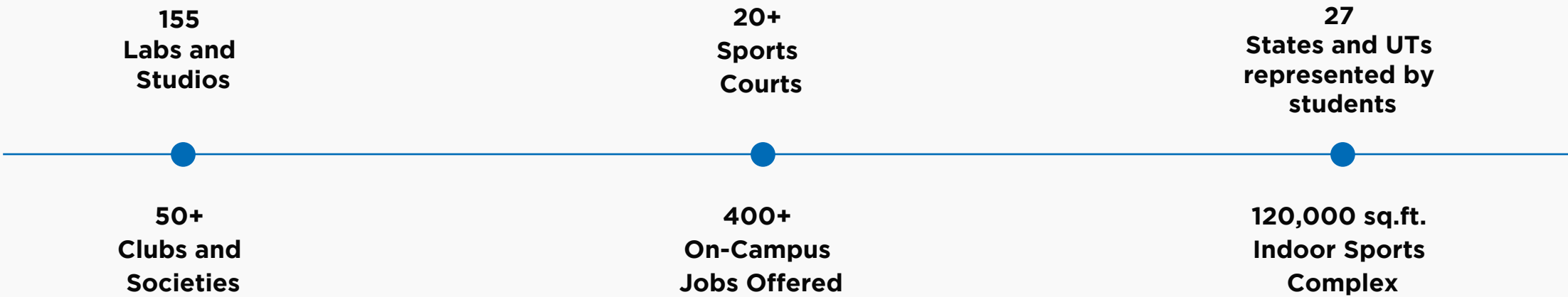
Before Q1	INR 1,00,000	Year 1 Fee INR 2,00,000
Before Q3	INR 1,00,000	
Before Q5	INR 1,00,000	Year 2 Fee INR 2,00,000
Before Q7	INR 1,00,000	

Note: Admissions deposit will be adjusted against the first semester fees, so only the balance of INR 75,000 is to be paid.



LIFE AT CAMPUS

Shiv Nadar Institution of Eminence is designed to provide an immersive learning experience to its students, both inside and outside the classroom. A fully residential campus, located on the outskirts of India’s capital, the University has a tranquil environment, ideal for learning and self-discovery. With students from 28 states, the University is like a microcosm of India with a welcoming and supportive community that reflects the country’s diversity in culture, talent, and perspectives. To support its ambitious mission of nurturing the next generation of leaders, Shiv Nadar Institution of Eminence fosters a respectful campus culture, where students are encouraged to engage in intellectual debates, develop talents, challenge conventional wisdom and experiment with new ideas. The University provides its students with all the resources needed to organize and pursue a range of academic and recreational interests through clubs, societies, activities and entrepreneurial projects.



READY TO ADVANCE YOUR CAREER?

APPLY NOW

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