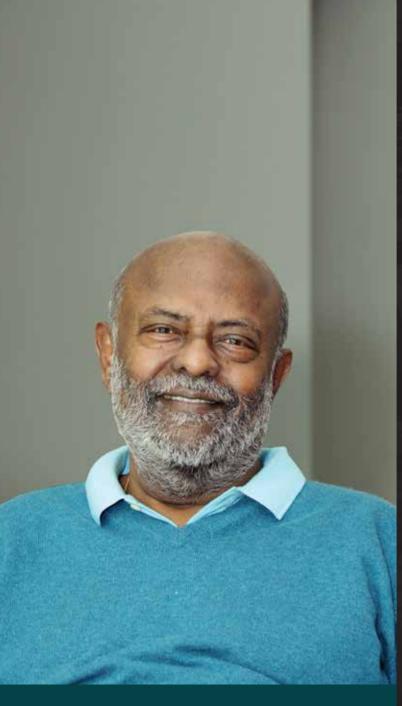


SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP



HABA BROCHURE 2026-27



Shiv Nadar

Padma Bhushan, 2008

Founder & Former Chancellor, Shiv Nadar University - Delhi NCR Founder, HCL

Chairman Emeritus & Strategic

Advisor to the Board - HCL Technologies

Founder & Chairman, Shiv Nadar Foundation

SHIV NADAR LEGACY

SHIV NADAR FOUNDATION

Established in 1994 by Shiv Nadar, Founder, HCL - a US\$34 billion leading global technology enterprise - the Foundation is committed to creating an equitable, merit-based society by empowering individuals through transformational education to bridge the socio-economic divide. Over the last 29 years, the Foundation has touched the lives of over 30,000 families through its marquee institutions in literacy, K-12, and higher education. Today, the foundation has a community of over 100,000 constituents, including globally dispersed alumni, faculty members, corporate executives, research collaborators, and extended families.

The Foundation till date has invested over US\$ 1 billion in its institutions and initiatives across education and art.

Shiv Nadar Foundation pursues the philosophy of Creative Philanthropy; it is a powerful model that envisages the creation of institutions built to last & continue to impact future generations. It is an approach that allows sustained institutionalized philanthropy for long-term, high-impact, socio-economic transformation.

SHIV NADAR INSTITUTION OF EMINENCE

Shiv Nadar Institution of Eminence, Delhi-NCR, is a student-centric, multidisciplinary research university offering a wide range of academic programs at the undergraduate, masters and doctoral levels. The Institution was set up in 2011 by the Shiv Nadar Foundation, a philanthropic foundation established by Mr. Shiv Nadar, founder of HCL.

As the first university in the country to offer a 4-year undergraduate multidisciplinary research degree, the Institution is on the quest to become a globally acclaimed centre for learning, research, and innovation with new age curriculum, excellent faculty-student ratio, undergraduate research opportunities, sports infrastructure, labs, etc. The core of the Institute consists of a select, world-class faculty with doctoral and postdoctoral experiences from leading institutions in India and the world.

Academic research including basic and applied research, scholarly publications, and creative expression are the fundamental building blocks of the academic mission of the University. Shiv Nadar IoE is a center for the discovery and creation of new forms of knowledge and expression, and on a mission to contribute to the process of creating knowledge, not just disseminating it. The University is home to an excellent research infrastructure including a dedicated Research Block spread over an area of 63,000 sq. ft. for experimental research. Central Library, an iconic building on the 286-acre campus, provides access to the latest journals and databases.



Shiv Nadar IoE, Delhi NCR, houses four schools and one academy:

School of Management and Entrepreneurship

School of Natural Sciences

School of Humanities and Social Sciences

School of Engineering

Academy of Continuing Education

THE UNIVERSITY LEADERSHIP

Shikhar Malhotra

Chancellor
Director, HCL Corporation
Vice Chairman & CEO, HCL Healthcare
Trustee, Shiv Nadar Foundation
Chairman, Shiv Nadar School
Trustee, The Habitats Trust





Dr. Ananya Mukherjee

Vice Chancellor Professor of Economics, School of Humanities and Social Sciences



SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP

In this era of constant change and technological disruptions, it is expected for business professionals to think differently to drive innovation, respond to disruptions, create disruptions and leverage the opportunities in the VUCA (Volatile, Uncertain, Complex and Ambiguous) environment.

School of Management & Entrepreneurship (SME) has programs designed to foster the development of resilient global leaders; adept at fueling innovative, pertinent, and implementable solutions for the challenges posed by the new digital economy of the future. The unique pedagogical approach at SME equips students to manage continuously emerging challenges in the VUCA environment. The approach is an amalgamation of advanced knowledge, a blend of academic learning and practical experience, and a multicultural openness and corporate dialogue. The school challenges conventional wisdom, transforms careers, and empowers the students to be the catalyst of social change.

ADVISORY COUNCIL



DR. PRADEEP CHINTAGUNTA

Distinguished Service Professor of Marketing,
Booth School of Business,
University of Chicago, USA



DR. RAGHU SUNDARAM

Dean,
Leonard N. Stern School of Business,
New York University, USA



DR. RISHIKESHA T KRISHNAN
Director,
Indian Institute of Management,



MR. MANOJ KOHLI Former Country Head, SoftBank India Former CEO & MD Bharti Airtel

MESSAGE FROM THE DEAN

Hello there!

If you are thinking of an MBA, this much is for sure: it is hard to imagine a more exciting time for it than now. Or more challenging. The business of business today is anything but business as usual. All transforms the rules of work and thought, and the shifting sands of global politics play havoc with supply chains and market access. The skills for tomorrow look increasingly different from those for yesterday. The search for solutions demands an ever-expanding horizon.

This is exactly what makes a B-School today a fabulous place to be in: to understand tested solutions, appreciate a never-before business context, and to bet sensibly on the future. At SME our best-in-class faculty is fully conscious of this. Our professors engage with young learners, serving up timeless wisdom garnished with the cutting-edge techno-business context, preparing students for the world of tomorrow. With teaching methods far from conventional they continue to challenge and surprise as they inform.

Preparing for the business world needs a ring-side view. Industry visitors - from the NCR or afar - connect our classroom to the corporate world. Our link with one of India's largest IT companies creates an opportunity to witness application of concepts and the tackling of real-life challenges.

Much learning in a business program happens outside the classroom. Students thrash out problems together and hone their arguments on co-learners: peers who will likely stay in touch throughout their professional careers.

An MBA at SME grooms them for the recruitment round as much as it readies one for a rewarding career beyond it. For the entrepreneurially inclined, the doors of our Atal Incubation Center are open 24X7. What makes SME rise above the competition, is its being part of a vibrant young research university – an elite Institution of Eminence (IoEs). At SNIoE, students can deep dive into latest or turn to classics for guidance. Our sister schools provide resources spanning from archaeology to AI.

Finally, I take special pride in welcoming you to our verdant 280-acre campus and challenge you not to fall in love with its acres of greenery, flocks of local and migratory birds and its shaded walks. A quiet oasis amidst the bustling NCR, perfect for uninterrupted focus, fun time with friends and a refreshing connection with nature.

Take a careful look at us: through the pages of this brochure, at our website, or visiting the campus. Drop a line or, better still, drop in: who knows what we can create together?



GLOBAL FACULTY

Guided by world-class faculty, the classroom conversations will be dynamic and immersive. The masterful teaching prepares you to develop innovative solutions to business problems with new lenses and strategies based on analytical insights and cutting-edge research.



AISHNA SHARMA Ph.D. Jawaharlal Nehru Economics and Public Policy



ANKUR MEHRA Ph.D. Indian Institute of Management Calcutta Finance, Accounting and



ARVIND SHATDAL Ph.D. Indian Institute of Management Ahmedabad Organization Behaviour and nan Resource Management



BHATTACHARYYA D. Phil. University of Allahabad Finance, Accounting and Control

ASISH KUMAR



Ph.D. Virginia Tech. USA Strategy Management, Entrepreneurship and ernational Business



AVINASH SAMVEDI Ph.D. Indian Institute of Technology Delhi Decision Sciences, Operations Management, and Information



Ph.D. Punjabi University, Marketing Management



DEBARATI BASU Management Calcutta Finance, Accounting and



Ph.D. Jawaharlal Nehru General Management



SINHA Ph.D. Massachusetts Institute of Technology, USA Strategy Management, Entrepreneurship and International Business



JAIDEEP GHOSH Ph.D. University of Pittsburgh, Pennsylvania, U.S.A. Decision Sciences, Operations Management, and Information



K. ABDUL WAHEED Ph.D. Indian Institute of Technology Bombay Marketing Management



Ph.D. Reitaku University, Japan Organization Behaviour and Human Resource Management



Ph.D. University of Illinois at Urbana-Champaign, USA Economics and Public Policy



NAIDU FPM Institute of Rural Management Anand Marketing Management





PRADEEP MEHRA Management Calcutta Strategy Management,

International Business



RAGHUPATHY M B Ph.D. Indian Institute of Technology Madras Finance, Accounting and Control



Massachusetts Amherst, USA Marketing Management (Honorary Professor)



Ph.D. Panjab University, Strategy Management, Entrepreneurship and International Business



Ph.D. Indian Institute of Technology Madras Decision Sciences, Operations Management, and Information



SHALU KALRA FPM Indian Institute of Management Bangalore Finance, Accounting and



Ph.D. Aligarh Muslim University Marketing Management (Visiting Professor)



BANDYOPADHYAY Ph.D. Jawaharlal Nehru Economics and Public Policy



BANDYOPADHYAY Ph.D. University of Cincinnati, USA Marketing Management (Visiting Professor)





PARMESWARAN Ph.D. Duke University, USA Finance, Accounting and



MAJUMDAR

FPM Indian Institute of Management Calcutta Decision Sciences, Operations Management, and Information



Ph.D. Indian Institute of Technology Delhi Decision Sciences, Operations Management, and Information



Ph D Indian Institute of Technology Delhi General Management



Ph D. Guru Gobind Singh Indraprastha University Strategy Management

Entrepreneurship and

(Visiting Professor)



Ph D. Indian Institute of Management Indore Organization Behaviour and Human Resource Management



Ph D IIT Kharagpur Finance, Accounting and Control



Ph D Indian Institute of Marketing Management



SHAILENDRA SINGH Ph.D. Indian Institute of

Organization Behaviour and

man Resource Manage

Ph.D. Indian Institute of

Decision Sciences, Operations

Management and Information

Technology,IIT Delhi



RAHUL CHAKRABORTY Ph.D. Jawaharlal Nehru University Economics & Public Policy Area



VIPUL KUMAR SINGH Ph.D. Jamia Millia Islamia

Central University



University of California at Los Angeles, Los Angeles, USA, Dean - SME Finance, Accounting and



RAJESH CHAKRABART





PAROMITA GOSWAMI

Ph.D. Birla Institute of Technology and Sciences. Marketing Management



PARTHA SARATHI ROY

FPM Institute of Rural Management Anand Strategy Management Entrepreneurship and



PARUL SINGH Ph.D. Banasthali Vidyapith Organization Behaviour and Human Resource Managemen

(Visiting Professor)



PGDM Indian Institute of



DEEPAK GAUTAM

Ph.D. Louisiana State University,



SUJANA KABIRAJ

Economics & Public Policy Area



SIDDHARTH MALU

Ph.D in Astrophysics, Madison.Master's in Physics University of Oxford



PhD, Ethics, Political Economy

Southern California

SHIV NADAR MBA

(2 YEAR FULL-TIME RESIDENTIAL **DEGREE PROGRAM)**

THE TAKE-AWAYS

Learning Outcomes

- Solve real-world problems through projects, activities, and business cases
- Develop skills to tackle real business challenges
- Apply skills and knowledge acquired through coursework in team research and presentations
- · Foster personal and professional connections with diverse individuals
- Interact and network with industry thought leaders and influencers
- Cultivate a global perspective and understand the interconnectedness of the business world



Experiential Learning

Accelerate your leadership capabilities with a focus on hands-on, experiential learning. The MBA program offers opportunities for real-life learning by solving real-world problems through a diversified roster of projects, activities, and business cases. Students are prepared to take on real business challenges, and the difference will be noticeable throughout their careers.

Business Challenge Practicum (BCP)

Serves as a practice and a capstone in team research and presentations, integrating skills and knowledge developed through coursework.

Summer Internship with Industry

Gain valuable real-world skills, and networking opportunities and learn more about different business functions to determine your career path.







Leadership & Entrepreneurial Spark

Get prepared to be an agent of change within a new venture or an established organization. Building knowledge and skills to open your mind to how the business world really works while preparing you to take challenges head-on. Aiming to inspire new global perspectives with entrepreneurial character and leadership through collaborations.

Atal Incubation Centre (AIC)

Offering a holistic environment to help innovation-driven individuals lay out and succeed in their business ventures.



PANEL MEMBERS -



Distinctive Community

Attracting some of the most talented young minds with diverse cultural, educational and professional backgrounds. The shared experience with students, staff and faculty with a variety of backgrounds and preferences creates the foundation for a lifetime of personal and professional connections. Develop an inclusive culture that empowers people, enables cross-disciplinary collaboration, and commits to equality and diversity.

Thought Leaders Mentorship

Interact and network with the thought leaders & influencers of the industry.

Alumni Network

Get advice, guidance, and industry insights through the acclaimed alumni network.









2025 Batch

96.20 HIGHEST CAT PERCENTILE 80.03 AVERAGE CAT PERCENTILE

96.06 HIGHEST XAT PERCENTILE

Educational Background

37% COMMERCE 23%

Gender Diversity

Demographics

15% **MANAGEMENT**

15% **SCIENCE** 10% ARTS

66

I chose Shiv Nadar University for my MBA because of its holistic and well-structured curriculum. The esteemed faculty, with their rich industry experience, foster an inspiring learning environment. What attracted me most is the University's strong emphasis on entrepreneurship and innovation. Its modern infrastructure, combined with a collaborative culture, makes it an ideal place to learn and grow. I am confident that SNU will shape my academic, professional, and personal development."

Pragya Arya, Class of 2027

KPMG





Multidisciplinary education is one thing that intrigues me and is important in today's era of education. Shiv Nadar IoE enables me to gain a broad understanding of different fields and develop the skills I need to succeed in my career. One of the many reasons is the faculty. Each one of them has extensive experience in their respective fields. Placement is an important parameter for anyone enrolling in a business school. Here, at Shiv Nadar IoE, students have the best possible chance of securing a good career after graduation."

Divya Malpani, Class of 2025

Sony India



The faculty of the School of Management and Entrepreneurship has an individual focus approach towards teaching and personalized mentorship. The program structure involved an in-depth picture of various business topics and translated them into real-world applications. I am thankful to the Career Development Center of the University which fosters experiential growth for each student by offering opportunities like individualized career assessment and guidance sessions, personal profiling, and real-time industry exposure. I feel the three things that contributed most were - my cohort, my professors, and on-campus community diversity."







"

Shiv Nadar University has been a cornerstone in shaping my professional and personal journey. It has been more than an institution — an experience that nurtured not only my knowledge but also my spirit. Serving as Secretary of Vittartha and Head of the Student Placement Cell transformed me, sharpening my leadership, resilience, and organizational abilities, while allowing me to leave a legacy for future batches. The faculty's constant guidance and mentorship, along with the peers I was fortunate to work with, enriched my learning beyond the classroom. The foundation built at Shiv Nadar empowered me to join PwC Consulting, one of the Big 4, and continues to guide me as I successfully apply my learning and get recognized for my

Lakshika Middha, Class of 2027 PwC (PricewaterhouseCoopers)





2 YEAR LEARNING JOURNEY Semester 4 Electives **Semester 3** Core Courses & **Business Challenge** Practicum (BCP) Semester 2 Core Courses & Semester 1 Core Electives Core Courses **02 Credits 06 Credits 44 Credits 16 Credits** (Compulsory (Core Electives (Core Courses) (Electives) Summer & BCP) Internship) 68 Credits

MBA

CORE COURSES**

Apart from core courses in Marketing, Finance, Economics, OB & HR, Operations, Communications, Law, Strategy, more core courses are mentioned below:

- Design Thinking and Innovation
- Launching & Managing Ventures
- Emerging Technologies (to choose any three): Fintech, Cleantech, Cloud Computing, Machine Learning, Blockchain

ensation

- Going Digital (Digital Marketing)
- Virtual Business Simulation: Cross Functional Management

ELECTIVE COURSES**

Marketing	Finance	Human Resources
Channel Design and Salesforce Management	Investment Management	Performance and Compe Management
Marketing Strategy	Raising Capital	W HR Analytics
Brand Management	International Finance	Strategic HRM
		•
Strategy and General Management	Operations & Decision Science	
Negotiations for Business Success	Introduction to Data Science for Business using R and Python	
Sustainable Business Strategy	Project Management	
Management Consulting	Business Intelligence using Tableau	

^{*} Elective Courses. Indicative electives are designed based on student's demand and industry needs

^{**} An elective is offered only if a minimum number of students opt for the same

MBA CURRICULUM

Monsoon

Year 1	Quarter 1	Credits
Course 1	Financial Reporting and Analysis	2
Course 2	Design Thinking and Innovation	2
Course 3	Quantitative Methods for Business Decisions	2
Course 4	Individuals and Organizations	2
Course 5	Managerial Communication	2
	Quarter 2	
Course 6	Managerial Economics	2
Course 7	Managerial Accounting for Decision Making	2
Course 8	Marketing Strategy & Planning	2
Course 9	Business Research and Analysis	2
Course 10	Leadership Communication	2
Course 11	Decision Models and Optimization	2

Spring

Year 2	Quarter 3	Credits
Course 12	Financial Reporting and Analysis	2
Course 13	Design Thinking and Innovation	2
Course 14	Quantitative Methods for Business Decisions	2
Course 15	Individuals and Organizations	2
Course 16	Managerial Communication	2
	Quarter 4	
Course 17	Launching and Managing Ventures	2
Course 18	Strategic Management and Competition	2
Course 19	Business Ethics	2
Course 20	People Management	2
Course 21	Legal Aspects of Business	2
		2

ELECTIVES

Quarter	Course Name	Credit
Q5	Management Of InC2:C34tellectual Property in Business	0
Q5	Channel Design and Salesforce Management	2
Q5	Consumer Behavior	2
Q5 and Q6	"Introduction to Data Science for Business using R and Python	4
Q5	Business Analysis and Valuation using Financial Statements	2
Q5	Investment Management	2
Q5	Talent Acquisition and Succession Planning	2
Q5	Brand Management	2
Q6	Retail management	2
Q6	Negotiations for Business Success	2
Q6	Compensation and performance management	2
Q6	Raising Capital	2
Q6	Security Analysis and Portfolio Management	2
Q6	Creativity and innovation	2
Q6	Corporate governance	2
Q6	Business Intelligence Using Tableau	2
Q7	Talent Management	2
Q7	Communicating through Crises and Conundrums	2
Q7	Merchant Banking & Financial Services	2
Q7	International Marketing	2
Q7	'Bottom of the Pyramid Marketing'	2
Q7	Reputation and Brand Communication	2
Q7	Corporate governance and Risk Management	2
Q7	International Finance	2
Q8	Written analysis & communication	2
Q8	Taxation	2
Q8	Mergers, Acquisitions and Corporate Restructuring	2
Q8	Project Management	2
Q8	Training and Development	2
Q8	Applied Analytics for Business Problem Solving	2
Q8	Integrated Marketing communication	2
Q8	Prompt Engineering using Artificial Intelligence	2
Q8	Supply Chain and Logistics Management	2
Q8	B2B Marketing	2
00	CHDM	2

CAMPUS LIFE

Immerse yourself in a diverse community and learn about other cultures. Showcase your talents and participate in co-curricular and extra-curricular activities throughout the year. Develop your passion with like-minded fellow students. Become part of an environment that embraces the essence of warmth, camaraderie, and support. Our residential institution provides you a home away from home, offering a range of exceptional facilities and amenities.

286 ACRE

CAMPUS

50+ 400+

CLUBS & SOCIETIES 571,410+ **OUTDOOR FACILITIES**

(SQ. FT. AREA)

ON-CAMPUS

BACKGROUND

120,000+

INDOOR SPORTS COMPLEX (SQ. FT. AREA)

3,000+

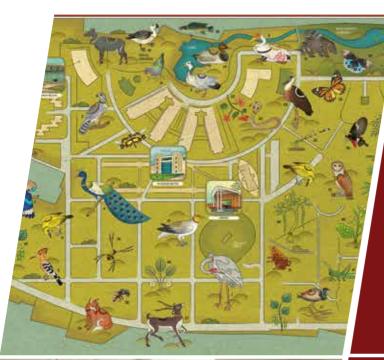
STUDENTS FROM DIVERSE



STATE-OF-THE-ART INFRASTRUCTURE

Our campus boasts well-equipped laboratories, smart classrooms, and a state-of-the-art library, creating an optimal learning environment for students. Explore the latest technology and resources as you embark on your educational journey.





JOBS

SUSTAINABLE & BIODIVERSITY CAMPUS

Committed to Development Goals, the University's 286-acre biodiverse campus serves as a "living lab" with over 10,000 trees, 700 unique plant species, 125 bird species and

COMFORTABLE LIVING SPACES

At our institution, we understand the importance of creating a comfortable living space for our students. Our residential facilities are designed to provide a cozy and welcoming atmosphere, ensuring that you feel at ease throughout your stay.



DIVERSE DINING OPTIONS

We recognize the significance of catering to diverse food preferences. Our dining halls offer a wide array of culinary delights, with the menu changing daily. Indulge in a variety of options ranging from North Indian, Continental, South Indian, Chinese, and more. Whether you seek a quick bite or a complete meal, our campus has numerous dining options to satisfy your cravings.



ENGAGING ACTIVITIES AND FACILITIES

Our campus is abuzz with activities and facilities designed to enrich your student experience. Whether you desire spaces for socializing, exercise, or relaxation, you will find an abundance of opportunities to engage in a vibrant campus life.

ELIGIBILITY & ADMISSION PROCESS

ELIGIBILITY

A candidate must fulfill the following criteria:

Min. 50% in Bachelor's Degree or equivalent (final year student can apply)*

Score-card from any one of the entrance exams - GMAT/GRE (2023-25) or CAT (2023-25) or XAT/NMAT/GATE (2023-25) Score only

* Final year undergraduate students can apply. Provisional offer will be released.

ADMISSION PROCESS

Application:

Apply online at

https://snu.edu.in/schools/school-of-management-and-entrepreneurship by submitting relevant academic and work experience documents through the application process, and pay the application fee of ₹ 1,800/-



Interaction:

Receive a call for interaction. In the interaction, the panellists will look for candidates who display enthusiasm, aptitude, and high leadership potential.

Admission Offer Letter:

Receive an offer of provisional admission. The provisional admission may be accepted by paying the admission fee and security deposit within the specified time period. The admission fee is non-refundable. Receive a confirmation letter with further details on process to complete the enrolment into the portal.





Program Fee Payment and Enrolment:

Pay program fee within the specified time period and upload documents into the portal & complete the enrolment process.

PROGRAM FEES & EASY FINANCING

APPLICATION FEE

₹ 1,800

ADMISSION FEE

SECURITY DEPOSIT

₹ 70,000 (non-refundable)

₹ 25,000 (refundable)

ANNUAL TUITION FEE

₹7,50,000* (Including admission fee & security deposit)

*Subject to revision of 5% to 8% in the second year

ANNUAL LIVING FEE

₹2,75,000** (Tentative fee for Hostel, Mess, Laundry and Medical Insurance)

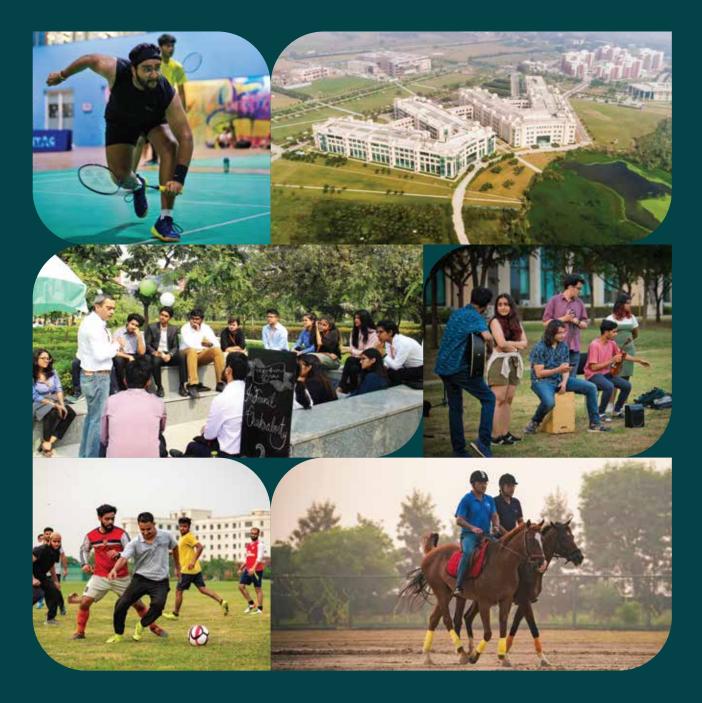
**Current estimate for a furnished single room and attached restroom; with all weather AC

SCHOLARSHIPS AND EASY FINANCING OPTIONS AVAILABLE

Students can access education loans at attractive interest rates through our banking and NBFC partners. Loan approvals are subject to the respective partners' terms and conditions.

In addition, a variety of scholarships are offered to support deserving and meritorious students, helping them pursue quality education with reduced financial burden.





SCHEDULE A CAMPUS VISIT

Contact Admissions Cell



Debjyoti Bhattacharya Head of Admissions (MBA) | +91 96504 02777

8 +91 84489 80970 **9** +91 84489 80979









