

**SHIV NADAR**  
INSTITUTION OF EMINENCE DEEMED TO BE  
UNIVERSITY  
DELHI NCR

**SCHOOL OF  
MANAGEMENT AND  
ENTREPRENEURSHIP**



# **MBA**

## **BROCHURE**

### **2025-27**





## 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 Humanities and  
Social Sciences**

**School of Natural 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,  
Bangalore



### MR. MANOJ KOHLI

Former Country Head,  
SoftBank India  
Former CEO & MD  
Bharti Airtel





# 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 University  
*Economics and Public Policy*



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



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



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



**ATANU RAKSHIT**  
Ph.D. Virginia Tech, USA  
*Strategy Management, Entrepreneurship and International Business*



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



**BIKRAMJIT RISHI**  
Ph.D. Punjabi University, Patiala  
*Marketing Management*



**DEBARATI BASU**  
Ph.D. Indian Institute of Management Calcutta  
*Finance, Accounting and Control*



**DEBMALYA BISWAS**  
Ph.D. Jawaharlal Nehru University  
*General Management*



**DEEPAK KUMAR 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 Systems*



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



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



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



**N.T. SUDARSHAN NAIDU**  
FPM Institute of Rural Management Anand  
*Marketing Management*



**PAROMITA GOSWAMI**  
Ph.D. Birla Institute of Technology and Sciences, Pilani  
*Marketing Management*



**PARTHA SARATHI ROY**  
FPM Institute of Rural Management Anand  
*Strategy Management, Entrepreneurship and International Business*



**PIYUSH KUMAR**  
Ph.D. Purdue University, USA  
*Marketing Management (Honorary Professor)*



**PRADEEP MEHRA**  
PGDM Indian Institute of Management Calcutta  
*Strategy Management, Entrepreneurship and International Business*



**VINITA KRISHNA**  
Ph.D. Indian Institute of Technology Delhi  
*General Management*

Faculty members and students work together to expand business knowledge and practice boundaries from classroom lectures to seminars and informal chats.



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



**RAJIV GROVER**  
Ph.D. University of Massachusetts Amherst, USA  
*Marketing Management (Honorary Professor)*



**RASHMI AGGARWAL**  
Ph.D. Panjab University, Chandigarh  
*Strategy Management, Entrepreneurship and International Business*



**SATYAM MUKHERJEE**  
Ph.D. Indian Institute of Technology Madras  
*Decision Sciences, Operations Management, and Information Systems*



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



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



**SHRUTI SARDESHMUKH**  
Ph.D. Rensselaer Polytechnic Institute, USA  
*Organization Behavior and Human Resource Management*



**SIBANI MOHAPATRA**  
Ph.D. Indian Institute of Management Indore  
*Decision Sciences, Operations Management, and Information Systems*



**SIMANTI BANDYOPADHYAY**  
Ph.D. Jawaharlal Nehru University  
*Economics and Public Policy*



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



**SUNIL K PARMESWARAN**  
Ph.D. Duke University, USA  
*Finance, Accounting and Control*



**SURYA SARATHI MAJUMDAR**  
FPM Indian Institute of Management Calcutta  
*Decision Sciences, Operations Management, and Information Systems*



**VALLURUPALLI VAMSI**  
Ph.D. Indian Institute of Management Calcutta  
*Decision Sciences, Operations Management, and Information Systems*



**VIJAYTA FULZELE**  
Ph.D. Indian Institute of Technology Delhi  
*Decision Sciences, Operations Management, and Information Systems*



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



# 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

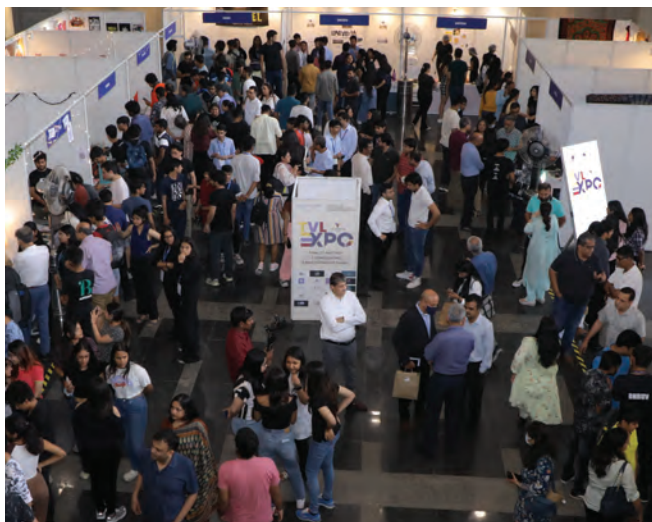
Accelerate your leadership capabilities with a focus on hands-on, experiential learning. The MBA program offers opportunities for real-life learning by solving real-world problems through a diversified roster of projects, activities, and business cases. Students are prepared to take on real business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



### Distinctive Community

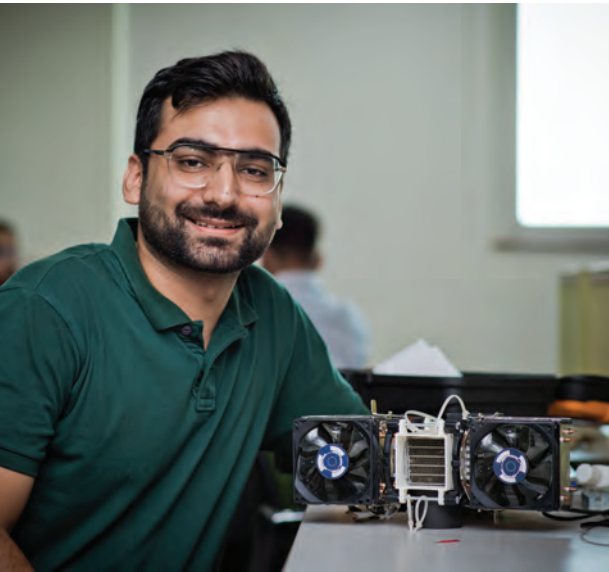
Attracting some of the most talented young minds with diverse cultural, educational and professional backgrounds. The shared experience with students, staff and faculty with a variety of backgrounds and preferences creates the foundation for a lifetime of personal and professional connections. Develop 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.







## CLASS PROFILE

### 2024 Batch

**92.25** HIGHEST CAT PERCENTILE

**80** AVERAGE CAT PERCENTILE

### Gender Diversity



**52%**  
MALE



**48%**  
FEMALE

### Demographics



**20**  
STATES



**40**  
CITIES

### Educational Background

**31%**  
COMMERCE

**13%**  
ENGINEERING

**29%**  
MANAGEMENT

**10%**  
SCIENCE

**10%**  
ARTS



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



I got offer letters from multiple reputed B-schools, including Shiv Nadar IoE. For a significant amount of time, I was torn between a few of my choices. It was at this point that a mentor of mine asked me to do in-depth research on the faculties and programs in each of my options. The placement records, as he put it, was just one of the by-products of a good MBA. What took priority was the quality of education and level of understanding of the fundamental concepts one would acquire from the two years that would follow. Having done my recce, I came to a realisation that the quality of faculty at Shiv Nadar IoE's MBA program was much higher than any of my other prospects. What helped furthermore was the ease with which I was able to secure an education loan from HDFC Credila and the affordability of the course as compared to other MBA programs all over the country."

**Ritwik Chatterjee**

Class of 2025



## ALUMNI SPEAK



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."

**Sargam Palod**, Class of 2020

Investment Professional, JP Morgan Chase & Co.



My deepest gratitude to Shiv Nadar Institution of Eminence, particularly to the faculty, for their invaluable support and guidance throughout my MBA journey. It was a dream come true to join an MBA program that promised a wealth of knowledge and experience. I can proudly say that the university has exceeded my expectations in nurturing my skills and character. The amalgamation of character, integrity, and intellect that I've achieved is a testament to the comprehensive approach of the MBA program which is uniquely positioned at Global Standards.

Throughout my MBA, I've had enriching interactions with faculty, research scholars, and students across diverse fields. These exchanges have not only broadened my understanding of various sectors but also enabled me to engage in cross-functional collaborations and entrepreneurial ventures for creating sustainable well-being.

My experiences at the university have taught me invaluable lessons and refuelled me to make a significant impact in the world. I am excited to take forward the generosity, values and knowledge that I've garnered at Shiv Nadar IoE. Once again, I express my heartfelt gratitude to the institution for providing me with the platform to transform from a skilled professional to a purposeful leader."

**Sai Teja. K**, Class of 2023

Enterprise Solutions Consultant, Innovapptive Inc



More testimonials  
are available here





# CAREER & PROFESSIONAL DEVELOPMENT

## CHARTING YOUR PATH TOWARD PROFESSIONAL GROWTH

Shiv Nadar IoE's Career Development Center (CDC) works for the best interests of the students by collaborating with different organizations. It also works closely with students to understand their goals and aspirations and facilitate achieving them. To keep students constructively engaged and on top of their professional game, CDC organizes a number of programs throughout the academic year; including weekly sessions, counselling sessions, guest lectures, placement preparation modules, mentorship programs and industry visits.

₹ **23.8 LPA**  
THE TOP SALARY  
2021-2023

**100%**  
PLACEMENT

₹ **10.04 LPA**  
AVERAGE SALARY

### Select Placement Partners





# 2 YEAR LEARNING JOURNEY

## Semester 4

Electives

## Semester 3

Core Courses &  
Business Challenge  
Practicum (BCP)

## Semester 2

Core Courses &  
Core Electives

## Semester 1

Core Courses

44 Credits  
(Core Courses)

06 Credits  
(Core Electives  
& BCP)

16 Credits  
(Electives)

02 Credits  
(Compulsory  
Summer  
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
- » Going Digital (Digital Marketing)
- » Virtual Business Simulation: Cross Functional Management

## ELECTIVE COURSES\*\*

### Marketing

- » Channel Design and Salesforce Management
- » Marketing Strategy
- » Brand Management

### Finance

- » Investment Management
- » Raising Capital
- » International Finance

### Human Resources

- » Performance and Compensation Management
- » HR Analytics
- » Strategic HRM

### Strategy and General Management

- » Negotiations for Business Success
- » Sustainable Business Strategy
- » Management Consulting

### Operations & Decision Science

- » Introduction to Data Science for Business using R and Python
- » Project Management
- » 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

This is the curriculum for 2024-2026. The curriculum is under revision.



# 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**

**571,410+**

**OUTDOOR FACILITIES  
(SQ. FT. AREA)**

**120,000+**

**INDOOR SPORTS COMPLEX  
(SQ. FT. AREA)**

**50+**

**CLUBS &  
SOCIETIES**

**400+**

**ON-CAMPUS  
JOBS**

**3,000+**

**STUDENTS FROM DIVERSE  
BACKGROUND**

## 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.



## SUSTAINABLE & BIODIVERSITY CAMPUS

Committed to UN Sustainable 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 much more.



## 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 (2022-25) or CAT (2022-25) or XAT/NMAT/GATE (2022-25) 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

₹ 70,000 (non-refundable)

To be adjusted against first year tuition fee

## SECURITY DEPOSIT

₹ 25,000 (refundable)

## ANNUAL TUITION FEE

First year tuition fee : ₹ 7,50,000

Second year tuition fee : ₹ 7,50,000\* (\*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

## EASY FINANCING

Students can apply for loans at attractive rates of interest from our banking and NBFC partners. The loans will be granted according to the terms and conditions of the partners.







# SCHEDULE A CAMPUS VISIT

Contact Admissions Cell

📞 Debjyoti Bhattacharya: +91 96504 02777

📞 +91 84489 80970

📞 +91 84489 80978

🌐 [sme.snu.edu.in](http://sme.snu.edu.in)

✉️ [mbaadmissions@snu.edu.in](mailto:mbaadmissions@snu.edu.in)



APPLY NOW

Shiv Nadar Institution of Eminence, Delhi-NCR

