

SHIV NADAR

INSTITUTION OF EMINENCE DEEMED TO BE
UNIVERSITY
DELHI NCR

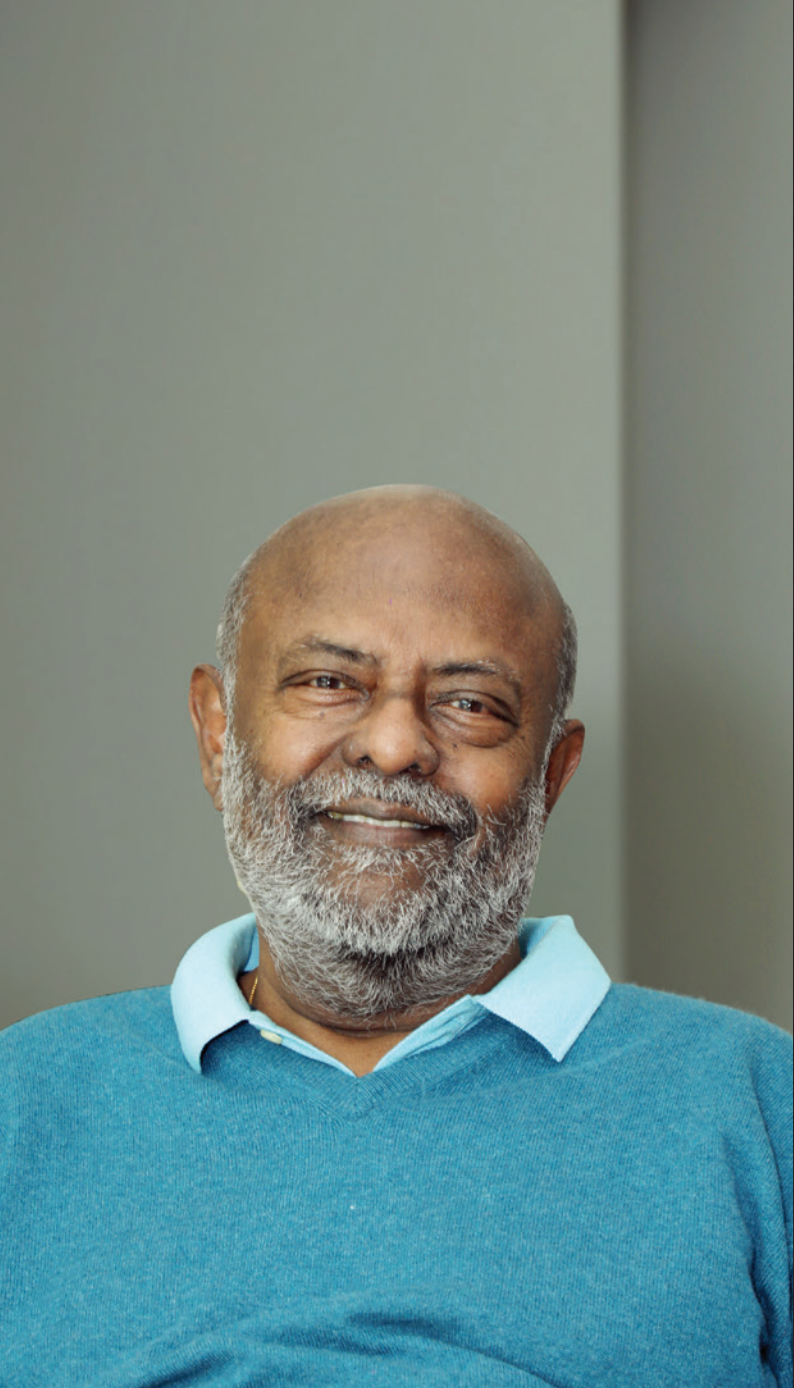
SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP



MBA

BROCHURE

2026-28



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



PARUL SINGH
Ph.D. Banasthali Vidyapith
Organization Behaviour and Human Resource Management (Visiting Professor)



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



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)



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



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



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



VISHESH SINGH
Ph.D. Guru Gobind Singh Indraprastha University
Strategy Management, Entrepreneurship and International Business (Visiting Professor)



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



ASHISH VAZIRANI
Ph.D. IIT Kharagpur
Finance, Accounting and Control



FARHAN MUSTAFA
Ph.D. Indian Institute of Technology
Marketing Management



SHAILENDRA SINGH
Ph.D. Indian Institute of Technology, Delhi
Organization Behaviour and Human Resource Management



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



VIPUL KUMAR SINGH
Ph.D. Jamia Millia Islamia Central University
Finance, Accounting and Control



RAJESH CHAKRABARTI
University of California at Los Angeles, Los Angeles, USA,
Dean - SME



ANKIT SINGHAL
Shiv Nadar University, Delhi
NCR
Finance, Accounting and Control



DEEPAK GAUTAM
Ph.D. Indian Institute of Technology, IIT Delhi
Decision Sciences, Operations Management and Information System



SUJANA KABIRAJ
Ph.D. Louisiana State University, USA
Economics & Public Policy Area



SIDDHARTH MALU
Ph.D. in Astrophysics, University of Wisconsin-Madison, Master's in Physics - University of Oxford



DARRYL REED
PhD, Ethics, Political Economy & Public Policy University of 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

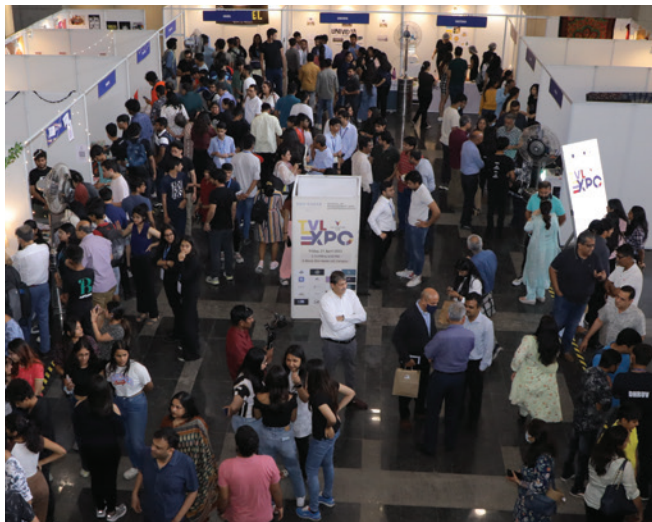
Accelerate your leadership capabilities with a focus on hands-on, experiential learning. The MBA program offers opportunities for real-life learning by solving real-world problems through a diversified roster of projects, activities, and business cases. Students are prepared to take on real business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



Distinctive Community

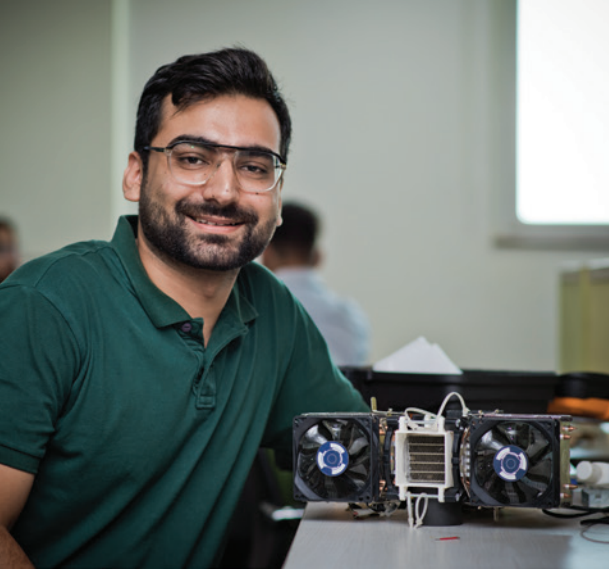
Attracting some of the most talented young minds with diverse cultural, educational and professional backgrounds. The shared experience with students, staff and faculty with a variety of backgrounds and preferences creates the foundation for a lifetime of personal and professional connections. Develop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

ALUMNI SPEAK

2025 Batch

96.20 HIGHEST CAT PERCENTILE

80.03 AVERAGE CAT PERCENTILE

96.06 HIGHEST XAT PERCENTILE

Gender Diversity

55% MALE 45% FEMALE

Demographics

17+ STATES 30+ CITIES

Educational Background

37% COMMERCE	23% ENGINEERING	15% MANAGEMENT	15% SCIENCE	10% ARTS
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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."

Sargam Palod, Class of 2020

Investment Professional, JP Morgan Chase & Co.



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 contributions."

Lakshika Middha, Class of 2027

PwC (PricewaterhouseCoopers)



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

Electives

Summer Internship

Semester 2

Core Courses

Semester 1

Core Courses

42 Credits
(Core Courses)

28 Credits
(Electives Courses)

06 Credits
(Compulsory
Summer
Internship)

02 Credits
BOP Immersion
and
02 Credits
Simulation

80 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

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

ELECTIVES

Quarter	Course Name	Credits
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
Q8	SHRM	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**

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 (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

₹ 60,000 (non-refundable)

SECURITY DEPOSIT

₹ 25,000 (refundable)

ANNUAL TUITION FEE

₹ 7,50,000* (Including admission fee)

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

ANNUAL LIVING FEE

₹ 3,11,500** (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

+91 84489 80970 +91 84489 80979

sme.snu.edu.in mbaadmissions@snu.edu.in



APPLY NOW

Shiv Nadar Institution of
Eminence, Delhi-NCR

