



**SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP**

**Undergraduate Prospectus  
Bachelor of Management Studies**

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## **Management at SNU**

The School of Management and Entrepreneurship (SME) at Shiv Nadar University was established in 2014 with the goal of developing into a premier business school ... *located in India but serving the world*. It has been built painstakingly from the ground up – recruiting both established and high potential faculty from top educational institutions; investing in the latest educational technology and infrastructure such as financial trading, innovation prototyping and ‘digital experience’ labs; and establishing a deep *student-centric* foundation for advanced experiential learning, incubation and entrepreneurship. SME currently offers a flagship *IGlobal* MBA, a Bachelor of Management Studies (BMS) program and a PhD program. Given its association with Babson College, recently rated as the #1 entrepreneurship program in the world, SME has a special focus on entrepreneurial leadership in both programs including opportunities to spend a semester at its overseas partner campuses.

## **The Undergraduate Major in Management Studies**

The Bachelor of Management Studies (BMS) has been developed as a unique offering in India. It will provide its selected cohort of students with a strong foundation of specialized knowledge, experiential learning and opportunities for early global exposure. It is aimed at producing well rounded global citizens who have a broad multidisciplinary base of knowledge and a ‘world view’ – Shiv Nadar University’s special differentiator- along with depth and specialization in several job-oriented and ‘in-demand’ areas in Management. The goal is to give students the best of both worlds – versatility that prepares them for any career, including higher education and targeted acceleration into chosen career tracks.

## **Program structure**

BMS Program at SNU gives an opportunity to students to pursue their interest in the specific area of management that they have a flair for. The program has lesser credits on core courses, and more on elective courses. Every student has to take 64 core credits, and 32 departmental elective credits. The students can start taking elective courses from the very first year of undergraduate studies as long as pre-requisites, if any, are met by the students. In addition to departmental core and electives, a student has to satisfy the university requirements of 42 credits combining University-wide Electives (UWE) and Core Common Curriculum (CCC) with a minimum of 18 credits of each type. Depending on aptitude and interest, a student may specialize in one or two managerial areas, say in Marketing and Finance; or Information Systems and Finance (and so on). Different specialization areas are Strategic Management, Entrepreneurship and International Business; Decision Sciences and Operations Management; Economics and Public Policy; Organizational Behavior and Human Resources; Marketing; Finance, Accounting and Control. Every student has to complete a social sector internship (6 credits), *and* a business sector internship (6 credits). The total credit requirements for BMS is 150, and the minimum duration for the program is 3 years, and maximum duration is 6 years.

**Major in Management Studies | Coursework and Credits Overview:  
An example**

Courses	Year/s	Credits
<b>Core Courses in Management Studies: Foundation Courses</b> <i>The foundational courses aims to build the basic understanding of the theories and practice of management</i>	Years 1, 2 & 3	64 Credits
<b>Departmental Elective Courses</b> <i>Selected from a wide range of course offerings covering diverse areas and sub-fields</i>	Selected from options available from Semester 2 of Year 1	32 Credits
<b>Social Sector Internship</b> <i>Students will do a Social Sector Internship</i>	End of Year 2 to beginning of Year 3	6 Credits
<b>Business Internship</b> <i>Students will do a business internship to get hands-on exposure to the challenges of the managerial profession</i>	End of Year 3	6 Credits
	<b>Minimum 3 Years to Maximum 6 Years</b>	<b>108 Credits*</b>

\*The rest 42 credits would be made from UWEs and CCCs as per University norms. Please see Undergraduate Handbook for more information on UWEs and CCCs on the following link - [https://snulinks.snu.edu.in/handbook/Student\\_Handbook.pdf](https://snulinks.snu.edu.in/handbook/Student_Handbook.pdf)

## Major in Management Studies |An Example of a Semester-wise Schedule

<b>1<sup>st</sup> Year</b>	<b>Semester 1</b>	<b>Semester 2</b>
	<ol style="list-style-type: none"> <li>1. Quantitative Techniques in Business - I (3)</li> <li>2. Managing people in Organizations (3)</li> <li>3. From Creativity to Innovation Management (3)</li> <li>4. Introduction to Financial Accounting (3)</li> <li>5. CCC /s</li> </ol>	<ol style="list-style-type: none"> <li>1. Economics for Business - I (4)</li> <li>2. Analysis, presentation and report writing (3)</li> <li>3. Managerial Accounting (3)</li> <li>4. Quantitative Techniques in Business - II (3)</li> <li>5. Introduction to Information Systems and Operations Management (3)</li> <li>6. Elective/s</li> <li>7. UWE/s</li> <li>8. CCC/s</li> </ol>
<b>2<sup>nd</sup> Year</b>	<b>Semester 3</b>	<b>Semester 4</b>
	<ol style="list-style-type: none"> <li>1. Financial Management (3)</li> <li>2. Introduction to Marketing (3)</li> <li>3. Economics for Business-II (4)</li> <li>4. The Venture Lab Phase 1</li> <li>5. Elective/s</li> <li>6. UWE/s</li> <li>7. CCC/s</li> </ol>	<ol style="list-style-type: none"> <li>1. Business Law (3)</li> <li>2. The Venture Lab Phase 2</li> <li>3. Elective/s</li> <li>4. UWE/s</li> <li>5. CCC/s</li> </ol>
<b>3<sup>rd</sup> Year</b>	<b>Semester 5</b>	<b>Semester 6</b>
	<ol style="list-style-type: none"> <li>1. Technology and the Digital Economy (3)</li> <li>2. Value and Business Ethics (3)</li> <li>3. Elective/s</li> <li>4. UWE/s</li> <li>5. CCC/s</li> </ol>	<ol style="list-style-type: none"> <li>1. Strategic Management (3)</li> <li>2. Business Simulation (4)</li> <li>3. Elective/s</li> <li>4. UWE/s</li> <li>5. CCC/s</li> </ol>
<b>4<sup>th</sup> Year</b>	<b>Semester 7</b>	<b>Semester 8</b>
	<ol style="list-style-type: none"> <li>1. Elective/s</li> <li>2. UWE/s</li> <li>3. CCC/s</li> <li>4. Projects (Elective)</li> </ol>	<ol style="list-style-type: none"> <li>1. Elective/s</li> <li>2. UWE/s</li> <li>3. CCC/s</li> <li>4. Projects (Elective)</li> </ol>

\*Credits in parentheses

\*\*Social Sector Internship to be done in the months of June-July at the end of second year;

# Business Internship to be done in the months of June-July at the end of third year

## **Course descriptions**

### **Quantitative techniques in Business - I**

An introduction to the basic mathematical tools that are designed to give students the mathematical background for studying quantitative methods in management. Topics covered will include set theory, basic algebra, linear and quadratic equations, inequalities, logarithms, exponentials, differential calculus, basic statistical measures and probability calculations, and permutations and combinations. **(2:1:0)**

### **Managing People in Organizations**

The course will illustrate the basic understanding of people management and principles of developing effective employment relationships in the organizations. **(2:0:1)**

### **From Creativity to Innovation Management**

The course is designed to give participants an idea about how creativity works at individual and group level. Further, how individual/group level creativity can be transformed into organization level innovations. In addition, course takes a close look at internal (structure, culture and leadership) and external (customers and interpreters (designers) factors that may influence organizational innovation. **(2:0:1)**

### **Economics for Business - I**

This course gives an overview of microeconomics and its applications. Major topics include theories of demand and supply, consumer theory, producer theory, theory of economic cost, market structure. In each topic there is a theory component and a practical application component. The practical applications deal with mathematical modelling and some hands on training with data. **(4:0:0)**

### **Economics for Business - II**

This course gives an overview of macroeconomic theory and its applications in framing and analysing policies. Major topics include national income accounting, supply and demand determined macroeconomic models, money market and banking, unemployment, inflation, business cycles. In each topic, there is a theory and an application component. The application component involves mathematical modelling and some hands on training with data. **(4:0:0)**

### **Analysis, Presentation, and Report Writing**

This is intended as foundation training for in-depth business analysis as well as effective writing and oral presentation of cases, articles and reports. Students will be exposed to a variety of business and economics related situations issues and will be trained to write and present reports for different situations typically encountered in business careers [Sales Presentations, Making a Business Case, Project Updates, Team Meetings et. al.] **(3:0:0)**

### **Introduction to Financial Accounting**

This is an introductory course intended to provide strong foundation on financial accounting. Starting with a discussion on preparing journal entries it takes the candidates

through the complete accounting cycle that includes preparation of ledger, trial balance, income statement & balance sheet and cash flow statement. At the end, students will try their hand in analysing financial statements through financial ratios. This course will serve as an essential for those who are interested in a career in accounting and auditing. The pedagogy will consist of regular class exercises, short cases and student discussions on select topics of interest. **(3:0:0)**

### **Quantitative techniques in Business – II**

An introduction to the basic mathematical and statistical tools that are used to analyze data in order to make decisions in a business environment. The syllabus includes introductory statistics, estimation, hypothesis testing and linear regression analysis. The objective of the course is to provide students an understanding of how business data can be analyzed to get useful information and draw inferences. **(2:1:0)**

### **Managerial Accounting**

This course introduces students to various cost concepts and tools that help managers in decision making, planning and control of business operations. Major topics include cost-volume-profit analysis, job, process and batch costing, joint product and by-product costing, standard costing & budgets and evaluating discrepancies in the form of variance analysis. By the end of the course, students will be able to work on product / service pricing, outsourcing decisions, examine cost structures of various organisational divisions and prepare budget and evaluate for performance appraisal. **(2:1:0)**

### **Introduction to Marketing**

This course is designed to introduce marketing practices and perspectives and develop an ability to design and execute marketing plans. The objectives are fulfilled through a combination of discussions, lectures, and projects. This course helps students to understand the customers, company, context, competitors, and collaborators; segment and target the market; create brand position; and develop, communicate, deliver and capture value. **(2:0:1)**

### **Introduction to Information Systems and Operations Management**

This course offers a comprehensive overview of Information System (IS) and Operations management (OM), introducing many key concepts and tools of business information systems (BIS) used in the production of goods and services in an organization, encompassing the bulk of its activities with the largest portions of assets, working capital and human resources. It will examine both technical and strategic issues related to IS and introduces concepts, principles, and techniques for managing manufacturing and service operations at all types of business organizations. The students will also learn how, using these tools for managing manufacturing and service operations, competitive advantage can be gained and the effectiveness and efficiency of organizational resources can be enhanced. **(2:0:1)**

### **Business Law**

This course introduces the nature and development of legal systems in India and the world, with a particular emphasis on how the law applies to businesses and how the law adapts and remains relevant in the face of constantly changing economic, political, social and technological conditions. It includes a study of business contracts, how business entities are created and operated, the role of government in regulating businesses, the ethical implications of law and selected cases on laws governing the digital economy. **(2:0:1)**

### **Financial Management**

This is a basic financial course which will acquaint students to fundamental concepts of finance. The course will cover the practical problems faced by the financial managers. The objective is to familiarize participants with the three major decision areas of Corporate Finance, viz. the investments, financing and earnings distribution decisions. The course presents a comprehensive and detailed treatment of the theories, applications, and financial tools used in a corporate financial environment. **(3:0:0)**

### **Technology and the Digital Economy**

The course will provide students with a grounding in new technologies that are disrupting virtually every industry and process today: Robotics, Virtual Reality, 3-D Printing, Nano Technology, Tissue Engineering et. al. They will also be introduced to the vocabulary and tools of the Digital Economy: various digital platforms, synchronized mobility, cloud computing, social media and analytics engines that are now ubiquitous platforms for business everywhere. The course features a student project where they will be challenged to integrate these ideas and re-imagine future strategies for an industry sector or firm of their choice. **(2:0:1)**

### **Strategic Management**

The strategy capstone course has been designed to enable participating candidates to integrate the knowledge and learnings from some of the previous courses completed as part of the curriculum such as marketing, finance, operations and human resources, and their role in achieving the overall strategic objectives of the organization. **(2:0:1)**

### **Business Simulation**

Business Simulation is a hands-on course that requires teams of students to create a business typically from the beginning. Students in each team divide their roles acting as CXO. They set company's direction by formulating strategies and carrying out decisions related to various functional areas of business such as finance, marketing, operations, staffing and innovation. The simulated decision making environment aims to prepare students for facing consequences of various inter related business issues, complex situations and resource constraints, in a competitive and dynamic world. **(4:0:0)**

### **Values and Business Ethics.**

This course will provide an overview to values and ethics in business operations. This course is designed to inform students how to recognize and manage the ethical issues in business effectively. At end of this course the students will be able to develop themselves as ethical, knowledgeable, compassionate leaders and competent professionals. **(3:0:0)**

## **List of Representative Elective Courses**

### **Marketing Area**

- Services Marketing
- Brand Management
- Marketing Research
- Integrated Marketing Communications
- Mining Insights from the Consumers' mind
- Digital Marketing
- B2B Marketing

### **Finance, Accounting and Control Area**

- Advanced Accounting
- Advanced Financial Management
- Financial Frauds
- Direct and Indirect Taxation
- Banking and Financial Services
- Capital Markets
- Security Analysis and Portfolio Management
- Mathematical Finance
- Spreadsheet modeling in Finance
- Insurance

### **Decision Sciences, Operations Management and Information Systems Area**

- Project Management
- Systems Approach to Management
- Introduction to Programming for Business Applications
- Business and Big Data Analytics
- Optimization in Industry
- Supply Chain Management
- Efficiency Analysis
- Decision Theory
- Total Quality Management

### **Strategic Management, Entrepreneurship and International Business Area**

- Acquisition and Alliances
- Negotiations for Business Success
- Entrepreneurship
- Social Entrepreneurship
- Multinational Business
- Competitive Strategy and Digital World

- Business Government and Society

### **Organizational Behaviour and Human Resource Management Area**

- Japanese Management
- Managing Diversity
- Group Dynamics for Teams
- Compensation and Benefits
- Performance Management
- Recruitment, Selection and Manpower Planning
- Leadership Development

### **Economics and Public Policy Area**

- Econometrics
- Environmental Economics and Policy
- Contemporary issues in Public Policy in India
- Global Cities and Business Environment
- Game Theory for Managers
- Industrial Economics and Competitive Strategies
- Labor Economics
- Development Economics
- Money and Banking
- International Trade
- Social, Historical and Political Economy of India
- Infrastructure Economics and Policy

*The courses are reviewed periodically based on the requirement of the program and are subjected to changes.*