

35 YEARS
OF ACADEMIC
EXCELLENCE



SHOBHIT
DEEMED
TO BE
UNIVERSITY
Shobhit Institute of Engineering & Technology



#Lead
With **Shobhit**

NICE SCHOOL OF BUSINESS STUDIES

30TH BATCH | AICTE APPROVED

MBA

NICE SCHOOL OF BUSINESS STUDIES

NICE School of Business Studies (erstwhile known as NICE Management College) was established in 1995 in the historical industrial city Meerut. It is one of the oldest Business School of Northern India with excellent track record of imparting management education, training and placement to a wide category of students.

Since last 30 years, our Post-graduate Program in Management (MBA) is a flagship educational program preparing the young and dynamic graduates for senior level positions in industry and other sectors. The MBA program lays greater emphasis on knowledge assimilation and its effective use than on its mere reproduction. Instructors choose from multiple pedagogical tools including lectures, case studies, exercises, role-plays, simulation, video shows etc. to facilitate effective learning in their courses. The continuous evaluation system is rigorous comprising of quizzes, assignments, mid-term and end-term examinations etc. The program also lays emphasis on learning through requirements of library-based self-study, group work, open-ended discussions and real life projects. The students inculcate the spirit of 'dream-innovate-achieve' and imbibe social concern as an integral part of the learning process.

The MBA program is approved by the All India Council for Technical Education (AICTE) with an annual intake of 180 seats. Students from different countries are also undergoing training in various programs. It is a 2 years regular program and offered as full time courses.



MASTER OF BUSINESS ADMINISTRATION (MBA) :

The Master Degree program in Business Administration is designed to provide flexibility to working professionals to be engaged in their respective professions and at the same time to upgrade their knowledge. The program is designed for professionals and entrepreneurs, who would like to take the opportunity to become transformational leaders and innovative solution creators in their respective organizations, but find it difficult to pursue a full-time program in management. The objective of the program is to provide participants with a platform to enhance their knowledge base, and hone their skills and competencies to grow higher in their career and to be a leader in their organizations. The program comprises of a rigorous curriculum, exposes participants to experiential learning, and provides avenues for creative collaborations with their peers, faculty, and their organizations. The program is similar in rigor to our regular Master of Business Administration. Successful completion of the program would lead to the award of AICTE approved Master of Business Administration degree.

Who can apply/Eligibility:

A bachelor's degree in any discipline from a recognized University with aggregate marks of 50% or above. Candidates appearing for their final year degree examination may also apply.

Selection Procedure:

Domestic Category: On the basis of CUET (PG) /SUNET OR MAT Score.

Foreign/NRI Category: A separate merit list of the applicants under the Foreign/NRI category will be prepared based on the marks obtained in the qualifying examination.



PROGRAM LEARNING GOALS & OBJECTIVES:

- ⊗ Integrative Experience and Experiential Learning
- ⊗ Analyze and synthesize information across disciplines/ functions in order to evaluate business opportunities and make sound business decisions
- ⊗ Demonstrate awareness of the current Indian and global regulatory business environment
- ⊗ Strategic and Innovative Thinking and Analysis Skills to Enable Effective Opportunity Identification, Problem Solving, and Decision-Making
- ⊗ Demonstrate and apply appropriate management science and statistical tools to analyze business conditions
- ⊗ Evaluate business environment and opportunities and devise strategies for responding effectively to problems, threats, and opportunities
- ⊗ Effective Oral, Written, and Presentation Communication Skills
- ⊗ Construct and communicate a logical, relevant, and professional quantitative assessment of business information in an effective manner
- ⊗ Summarize and apply theories of effective leadership

PEDAGOGY AND COURSES

The pedagogy will be a judicious mix of lectures, case discussions, project work, term papers, role-play, seminar presentations, assignments, management games, and simulations. The program is expected to have a mix of core and elective courses in the following areas: -

Finance	Marketing
HR Management	Business Analytics
International Business	Digital Marketing
Agri-Business Management	Pharmaceutical Management
Logistics & Supply Chain Management	

CAMPUS AND INFRASTRUCTURE:

The learning begins within a classroom but should not be limited within the confines of the walls of a classroom. This is with this mindset that the University functions. The NICE School of Business Studies is equipped with all the modern facilities and state-of-the-art-infrastructure to enhance the quality of teaching and learning process. In addition, there are a number of central facilities, which include Computer Centre and Central Library. The Central Library is equipped with the latest editions of books and a large collection of Indian and international journals in the field of management and others.

The modern Business communication Lab aids students on campus to become better communicators. The lab provides business students with assistance in developing their oral and written communications skills.

Business Simulation Lab at NICE SBS helps the users to magnify the real business experiences with guided and immersive ones that draw substantial aspects of the real world in a fully interactive style. It allows students to do trial-error in a risk-free environment and help them understand the impact of their decisions. This helps them to improve their decision-making skills and conceptual tools in the business management field where experience-based learning is critical.

The University has well-equipped conference halls with the state of the art audio & video facilities. The University also provides many facilities like gym, e-library, canteen, medical facilities, indoor stadium, a big playground, and a basketball court etc.



UNIQUE FEATURES OF NICE SCHOOL OF BUSINESS STUDIES

- ✦ In our mission to inculcate life skills in each student, the University Training and Development Centre has designed Soft Skills Module (SSM) in collaboration with the Centre for Psychology and Human Behaviour of the University. SSM covers sessions on Psychometric Test, Setting value based goals, Body Language, Leadership, Etiquettes, Presentation skills, Time management, Understanding values and beliefs, Cultivating new habits, Self-esteem, etc.
- ✦ NICE SBS has also designed special module to prepare students as entrepreneurs, this effort is complemented by MSME funded University Technology Business Incubator (TBI), and supported by Indian Industries Association (IIA).
- ✦ Well established Ecosystem for start-ups and incubation support guided by a large pool of Industry and Alumni Entrepreneurial Mentors.
- ✦ Internships/Live Projects based learning with leading start-ups and industries.
- ✦ Free Value added Certification programs in Digital Marketing, Accounting Package, and Retail Management etc.
- ✦ Lifetime Membership of prestigious Shobhit University Alumni Association.

OUR ALUMNI:

For 30 years, we have been creating managers who have within themselves the mettle to take on the challenges of the future - people with the vision, knowledge and potential to thrive in a dynamic ever-changing environment. Our Management Graduates are known for their caliber and contribution. We have produced some of the finest managers, researchers and entrepreneurs. The Alumni of the Business School have proved their talent in various fields including business, art and academics. Our alumni are successfully serving renowned national and international organizations. NICE School of Business Studies is indeed proud of our Alumni.



Approved by AICTE | NAAC 'A' Grade Accredited | Recognised by UGC

To know more about Course structure, Infra-structural facilities and Admission Application Form please visit

www.shobhituniversity.ac.in



NICE SCHOOL OF BUSINESS STUDIES

Shobhit Institute of Engineering & Technology

[NAAC 'A' Grade Accredited Deemed to-be University established u/s 3 of UGC Act, 1956]

NH-58, Modipuram,
Meerut - 250 110; UP, India

Admission Helpline: 7617505016, 9870265521
E : admissions@shobhituniversity.ac.in

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Ranked 32 in Top B-School of India in overall category by Times B'School Survey 2023