



Shobhit

Institute of Engineering & Technology
Deemed to-be-University

EDUCATION EMPOWERS

Accredited by NAAC



ACCREDITED BY NAAC



RECOGNISED BY UGC



MEMBER OF AIU



APPROVED BY AICTE

SCHOOL OF BUSINESS STUDIES

Continuing the academic legacy of NICE Management College, established in 1995

MBA | MBA Agribusiness | BBA

M.Com. | B.Com. Honors | B.A. Honors Business Economics

BBA LL.B. Honors | B.Com. LL.B. Honors | BA LL.B.

MBA (Weekend Mode) | M.Phil. | Ph.D.

www.shobhituniversity.ac.in



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SCHOOL OF BUSINESS STUDIES

The School of Business Studies enjoys the academic legacy of NICE Management College, which was established in 1995, and that makes it as one of the oldest established business schools in North India. During this period, 25 MBA batches and 24 BBA batches have successfully graduated.

The School of Business Studies model is based on innovation, enterprise and re-engineering of the contemporary business education in India. We nurture managers into having global vision and insight in their chosen fields. They are globally employable in emerging areas.

Our excellent reputation attracts students from all over the country and abroad. We welcome you to join our Highly Ranked programs with a Global Outlook.

MBA

26th BATCH

MASTER OF BUSINESS ADMINISTRATION

Duration : 2 Years, full time

AICTE Approved

Specializations offered

- ⚙ **Marketing**
- ⚙ **Finance**
- ⚙ **Human Resource Management**
- ⚙ **Operations Management**
- ⚙ **International Business**
- ⚙ **Pharmaceutical Management**

MBA

Agri-Business Management

- ⚙ **A unique Program designed and delivered by Industry experts with special focus on entrepreneurship.**

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 University Online Entrance Test (SUNET) OR MAT with 75% percentile or above score OR CAT/XAT/CMAT with 65% percentile or above score followed by Group Discussion / Personal Interview.

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 FEE (For MBA)

Program Fees	Amount (in Rs.)
Tuition Fee	80,000/- Per Annum
University Charges	40,000/- Per Annum
Refundable Caution Money	10,000/- (Once)
Student Welfare	1,200/- Per Annum

PROGRAM FEE (For MBA Agri Business Mgmt.)

Program Fees	Amount (in Rs.)
Tuition Fee	2,50,000/- Per Annum
University Charges	50,000/- Per Annum
Refundable Caution Money	10,000/- (Once)
Student Welfare	1,200/- Per Annum

Complex business world requires confidence, vision, and strategies that drive tangible business results. For nearly, 25 years, our business school has been fulfilling its mission of educating business leaders. We offer a highly innovative MBA program that has very practical and a unique industry oriented approach. The curriculum includes a range of courses that take advantage of new teaching methods and the reinforcement of basic skills and concepts.

OUTLINE OF THE PROGRAM

Semester-1:

- Foundation Courses
- Foreign Language (Certificate Course)
- Industry component

Semester-2:

- Foundation Courses
- Optional Course
- Foreign Language (Certificate Course)
- Industry component

Inter Semester Break:

- Domestic Corporate Interface (Summer Training)

Semester-3:

- Non-optional Courses
- Specialization Courses
- Industry component

Inter Semester Break:

- International Corporate Interface (Optional)

Semester-4:

- Specialization Courses
- Industry component
- Industry Project

BBA (Bachelor of Business Administration) 25th Batch

BBA is a regular three-year program which aims towards building future professionals. Based on an interdisciplinary and integrated curriculum, with a team-based, problem solving and hands-on learning environment, the BBA program prepares its students for the corporate world. Students will graduate with practical knowledge and skills that will help them set the highest possible standards at the workplace. Students will understand basic managerial skills, communications skills, business planning, team spirit and real life problem solving.

Eligibility: Intermediate / Higher Secondary (10+2) from any approved Board with 50% marks.

Admission Procedure: Academic Merit + Personal Interview.

B.Com. Honors (Bachelor of Commerce) 8th Batch

The Bachelor of Commerce degree is designed to provide students with a wide range of managerial skills, while at the same time building competence in a particular area of business. Therefore, in that degree students are exposed to general business principles, taking courses in accounting, finance, business management, human resources, (business) statistics, marketing, and economics.

Eligibility: Intermediate / Higher Secondary (10+2) from any approved Board with 50% marks.

Admission Procedure: Academic Merit + Personal Interview.

BA Honors (Business Economics) 6th Batch

The courses of economics cover multidimensional social aspects of life involving national interest to uplift social status of all classes of people of the country by proper planning of resource allocations in financial budget. Through studying a mix of theoretical and applied modules, you will be trained to think like an economist and to apply rigorous, tried, and tested techniques that give insight and guidance to government and business.

Eligibility: Intermediate / Higher Secondary (10+2) from any approved Board with 50% marks.

Admission Procedure: Academic Merit + Personal Interview.

M.Com. (Master of Commerce) 5th Batch

M.Com. is a two year Post Graduate degree program. M.Com. is suitable for those candidates who want studies and research work in the field of statistics and related areas. Students with M.Com. degree may build careers as: Various Corporate Sectors in their Marketing and Accounts Sections. Finance, Commerce and the Banking Sectors. Research Associates with Economic Consulting Firms. Economic Consulting Jobs, Customs Department, Import/Export Companies, Indian Civil Services, Indian Statistical Services, Indian Economic Services, Insurance Industry etc.

Eligibility: A Bachelor Degree (Minimum 3 years Program) with 50% in Commerce or other relevant branch.

Admission Procedure: Academic Merit + Personal Interview.

BA LL.B. (Integrated Program) 8th Batch

BA LL.B. is a five year degree program. The course is an integration of subjects related to humanities and law. The course is designed with an intention to create dedicated professionals, who are well suited for legal profession. Students apart from getting enriched with law subjects are also exposed to various Arts disciplines viz Economics. Students are exposed to the latest laws and judgments pertinent to the core sectors of India, apart from studying the regular legal subjects.

The employability of BA LLB students is in Law Firms, Government Undertakings, In-House legal departments of various Companies, NGOs, various National and State Commissions, etc.

BBA LL.B. Honors 6th Batch

BBA LL.B. (Honors) is an integrated regular five year degree program. It is a combination of BBA and LL.B. subjects taught over a period of five years. BBA LL.B. (Honors) provides an integrated understanding of the interrelationship of Management Studies and Law. This program is designed to create a new brand of corporate lawyers, who would not only understand the intricacies of business but equally well versed in the corporate law and regulatory affairs.

B.Com. LL.B. Honors 6th Batch

B.Com. LL.B. (Honors) is an integrated 5 year program. The course is designed to bridge the gap between legal theory and practice. Law is a profession, that works in economic context, and therefore for a legal practitioner, understanding of Business, Commerce and Economic is prerequisite. The trade, finance and commerce component of the B.Com., LL.B. (Hons.) course includes subjects such as accounts, finance, economics, language and, which are supplemented by a range of law courses, and together they provide a broad-based multi-disciplinary foundation to the curriculum.

Eligibility: Intermediate / Higher Secondary (10+2) from any approved Board with 50% marks.

Admission Procedure: Entrance Test / Academic Merit + Personal Interview.

MBA (Weekend Program)

The MBA (weekend) programme at SBS provides the best option for working executives seeking to advance their careers. It prepares functional managers for general management roles and fills the gaps in their knowledge of essential management disciplines. This programme aims at broadening their management skills through lectures, case studies, action learning and coaching.

Eligibility : Bachelor's degree with minimum 50% marks from any recognized University. Minimum 3 years of work experience after graduation is mandatory

Admission Procedure: Through personal interview.

WHY SBS

- ✦ 25 Years of academic legacy with Global Alumni Network.
- ✦ Ranked amongst Best B-Schools for Living Experience by Business Today.
- ✦ Ranked in Top 10 B-Schools amongst Private Universities in India in Times B-School Ranking 2019.
- ✦ Technology Business Incubator (TBI) creating an ecosystem of innovation.
- ✦ Highly research oriented environment with opportunity of working on industry consultancy assignments.
- ✦ Collaboration with foreign institutions offering options of exchange programs.
- ✦ Flexible & Choice Based Credit System (CBCS) in an interdisciplinary Outcome Based Education framework.
- ✦ Cutting edge curriculum authenticated by industry.
- ✦ Contemporary pedagogy based on case studies and field projects.
- ✦ Highly qualified and experienced faculty members drawn from Industry & Academia.
- ✦ Additional certifications in emerging technology based courses for enhanced employability.
- ✦ State-of-the-Art infrastructure in a lush green campus.
- ✦ Specially designed training modules on Communication Skills and Personality Development.
- ✦ 100% Placement Assistance by University Training & Development Centre.

Acknowledging the contribution to empower the nation through education, the University has been copiously honoured and awarded.

Recently, ASSOCHAM the oldest Apex Chamber of Commerce, has bestowed

National Education Excellence Awards 2019

“Best University for Promoting Industry Academia Interface”
on the University.

The award was conferred by

Bharat Ratna

Hon'ble Shri Pranab Mukherjee

The 13th President of India.

Education Summit

Awards 2019



ACADEMIC RESOURCES

We are committed to creating the best learning environment and provide the right equipment and facilities, to help our students to achieve their potential during studies. Our students learn in a variety of ways, including case studies, role-plays, and simulations. Because we know that no single approach can effectively address the range of challenges they'll encounter throughout their career, this diverse education is designed to give them the breadth and depth of skills and experience they'll need for success.

We invest heavily in our teaching and learning facilities so that you can make the most of your university experience. We have been teaching for more than 30 years, but our faculty is much more senior. Well-known experts, media guru, scientists and leading business figures will be mentoring programs. Best of all, we provide you with support and guidance throughout your studies.

Library & Learning Centre

Library is the nerve center of learning resources of any institution and it supports teaching, learning, research, academic and development programs. The Central library of the University is well stocked with wide range of books in all core, functional and applied areas of study. Leading journals both National and International, Newspapers, Current magazines etc. are subscribed regularly for a quick dissemination of information to students. Library is connected to other national libraries through e-Library facilities and connected to International Library Network. The database of the virtual -Library is repository of approximately 4,50,000 e-Books. This unique facility is being used by the student community & faculty, others associated with the University.

Computing Services

Shobhit Deemed University is the first University in the region to join the National Knowledge Network (NKN) and centrally sponsored scheme called “National Mission on Education through Information & Communication Technology” under the Ministry of Human Resource Development. This joint venture of Shobhit Deemed University has put it at the forefront of the Information and Communication Technology revolution. The computer centers/labs are artistically and ergonomically designed, where students get an opportunity to develop their skills in tune with the global needs and international standards.

Laboratories & Research Facilities

The laboratories meant for research, academic programs and thrust areas are equipped with modern, sophisticated instruments, research tools, workstations, computers, software and systems.

Lecture Halls

The University has acoustically designed Lecture Halls equipped with modern teaching aids like Overhead Projectors, Multimedia Projectors etc. for effective teaching-learning process. In addition, acoustically designed auditorium & Lecture Halls with LCD projector facility are also available in the campus.



CORPORATE RESOURCE CENTRE

University Corporate Resource Centre enthusiastically looks into the immediate & future needs of its students. Academic, training, placement, project and psychological needs of the students are carefully perceived, planned and implemented, so that the students feel themselves at home even when they are away from home.

TRAINING

The process of Teaching & Learning remains incomplete without the application of acquired knowledge. Corporate Resource Centre of the University assist students in getting placed for their Summer Training in various corporate organizations, so as to fulfill their requisite curriculum requirements and get first hand real world exposure from the industry. The CRC is also gearing up to conduct training programs to executives from the corporate sector.

INTERFACING WITH EXPERTS

The Corporate Resource Centre serves as a link between the students and experts from different streams and walks of life. Experts from academics, industry, social sector and government are frequently invited for close interaction with students. Seminars workshop, symposiums are arranged to keep the faculty and students abreast of the latest developments in the relevant area through discussions with other outside experts.

INDUSTRIAL TOURS AND CULTURAL EXCURSIONS

The Corporate Resource Centre caters to the practical needs of the students by organizing various industrial tours to leading industries in the region. This gives a much-desired exposure to students and they are also able to feel the pulse, which they shall require tomorrow when they actually become a part of any organization. Cultural tours and excursions are also organized for students .

CAREERS ADVISORY SERVICE

Careers Advisory Service aims to help you develop your employability skills, make the right career choice and achieve it. The CRC provides guidance and assistance to the students for getting suitable employment in industry and institutions of their choice. CRC gets in constant touch with the prospective recruiters to monitor the current trends and expectations in the job market. Our Alumni have an enviable track record of placements in most of the finest organizations in the country and abroad.



UNIVERSITY ALUMNI NETWORK

OUR RECRUITERS

The University School of Business Studies is a center of excellence for value based management education and research. Our proud Alumni are globally employable in emerging areas. We are proud to have a long trustworthy association with a number of national and international corporate groups. The continuous patronage of these companies is a result of meaningful and dedicated contribution of our Alumni working with them. Few of our corporate patrons are;



Shobhit Institute of Engineering & Technology, Meerut (Deemed to-be University) and other NICE Society Institutions are amongst the most reputed institutions in India and they have earned this trust over a tenure of several years. Our institutions have produced some of the finest engineers, managers, researchers and entrepreneurs. The alumni of the University have proved their talent in various fields including business, art and academics. Many of the ex-Shobhitians are today doing very well in their jobs. Big MNCs have hired many of the talented minds of the university for very important and respected posts. We are proud of our alumni who have made it large in their lives and are contributing to the development of global society.



Shobhit University has proven itself to be a breeding ground for successful global talent.

Ruchit G Garg

Chairman @ShobhitUniv Alumni Network
 Founder CEO @harvestingco, @9slides (Acquired by @Limeade),
 ex- @Microsoft, President Awardee,
 @ruchitgarg

CENTRE FOR SPORTS & RECREATION



CLUBS & SOCIETIES

The Students' Welfare Centre of the University supports a number of clubs and societies. These range in nature from departmental clubs, cultural societies and social groups to sports and arts clubs.

SPORTS FACILITIES

The University boasts of its indoor stadium, which comprises the modern gymnasium, squash court, badminton courts and Table Tennis facilities. The University also has a centrally located outdoor stadium which is used for track and field events and also for games like cricket, football and hockey, etc. are being played there.

UNIVERSITY HOUSING & DINING SERVICES

Hostel living is an experience to every student, which is cherished throughout the life. It develops a sense of living and sharing together along with a feeling of belongingness towards the institution. Students are in close touch and guidance of the faculty and are able to use the library, computer and other facilities, better. Shobhit University provides Hostel accommodation to majority of its students opting for the facility.

The Boys' and Girls' Hostels are located in the campus. Hostel dining services provide good quality and nutritious food to students. All hostels are run under the supervision of experienced and matured wardens.

Boarding & Lodging Charges

Room Type	Air-Cool	Air-Conditioned
Triple Accommodation	Rs.65,000/-	Rs.85,000/-
Double Accommodation	Rs.80,000/-	Rs.1,10,000/-
Single Accommodation	Rs.1,10,000/-	Rs.1,60,000/-

Note: The Annual boarding & lodging charges are subject to revision every year. It is compulsory for hostel residents to avail university mess facility. Indian Vegetarian Food is served.



RESEARCH PROGRAMS

PH.D. IN MANAGEMENT

Eligibility: A Master's degree with at least 55% marks in the appropriate field of Management of a University or its equivalent.

Admission Procedure: Through Entrance test conducted by Shobhit University, followed by personal interview. Candidates who have qualified in GATE/NET/ SLET/ UGC/ CSIR (JRF) examination will be exempted from the University entrance test, however they will have to appear for personal interview.

M.PHIL. IN MANAGEMENT

Eligibility: A Master's Degree in the relevant subject with 55% or more marks; Bachelor's Degree Examination with at least 50% marks; and Intermediate Examination with at least 50% marks.

Admission Procedure: Through Entrance test conducted by Shobhit University, followed by personal interview.

RESEARCH JOURNAL OF BUSINESS STUDIES

NICE Journal of Business is a half-yearly journal, published by the School of Business Studies, Shobhit Institute of Engineering & Technology, Meerut (Shobhit Deemed University), Meerut. Since 2005 it is providing a platform to research scholars, practicing managers, and academicians in business management, commerce, economics, and allied fields, to present their research findings and share their views and experiences. The Journal is now established as one of the leading academic journals on the subject. It has been accepted well among academicians as well as practitioners. In a short span of time, it has made rapid progress and has carved out its place among the reputed, peer-reviewed, business research journals published in India.

NICE Journal of Business (ISSN: 0973-449X) is listed in "Cabell's Directory, USA". The journal aims at disseminating information about recent developments in the relevant fields, by way of research articles and to publish book reviews, Ph.D. thesis abstracts, case studies, and bibliographies on relevant topics.

SCHOLARSHIPS

The following Scholarships are available for MBA Students:

1. **Adarsh Vidyadhan Samman Scholarships:** For Girl Candidates:
Equal to 20% of Tuition Fee.
2. **Babu Vijendra Shourya Samman Scholarships:** For the wards of great Martyrs in uniform: Equal to 100% of Tuition Fee.
3. **Chancellor's Scholarships:** For proud Alumni of the University:
Equal to 20% of Tuition Fee
4. **National Integration Scholarships:** For Students from North East states and J&K: Equal to 20% of Tuition Fee.
5. **Defence Wards Scholarships:** For the wards of defence, paramilitary and other forces: Equal to 20% of Tuition Fee.
6. **Academic Merit Based Scholarships:**
 - 75 - 80% marks in qualifying exam:
Equal to 25% of Tuition Fee
 - 81 - 85% marks in qualifying exam:
Equal to 50% of Tuition Fee
 - 86 - 90% marks in qualifying exam:
Equal to 75% of Tuition Fee
 - >90% marks in qualifying exam:
Equal to 100% of Tuition Fee

Meerut is a metropolitan city. The city lies 70 km northeast of the national capital New Delhi and is the second largest city in the National Capital Region of India, the 17th largest city in India. It ranked 242 in the list of largest cities and urban areas in the world.

Meerut has excellent transport links. It is on the NH-58 providing access to the extensive motorway network. It is on the main railway line connecting Delhi and three airports at Delhi can be reached in less than three hours by car or coach.

School of Business Studies

Shobhit Institute of Engineering & Technology, Meerut

(A NAAC Accredited Deemed to-be University established u/s 3 of UGC Act, 1956)

NH-58, Modipuram

Meerut Delhi, NCR

Admission Helpline: 7617505020

For Assistance Call: 9870265521

SMS SU <course> to 53030

E. admissions@shobhituniversity.ac.in

www.shobhituniversity.ac.in

Admission Application Forms are available online on the University website. Complete Application Form shall be submitted along with non refundable Admission Processing Charges of Rs.1100/- only.

The University does not discriminate against any student on grounds of religion, race, caste, sex, place of birth or any of them.

No admission in the University is offered against Management Quota, Capitation fee. In case of any complaint in this regard, candidates are advised to write to corp.office@shobhituniversity.ac.in

