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About Shiv Nadar University

Shiv Nadar University is a student-centric, multidisciplinary and research-focused University offering a wide range of academic programs at the Undergraduate, Master’s and Doctoral levels. The University was set up in 2011 by the Shiv Nadar Foundation, a philanthropic foundation established by Mr. Shiv Nadar, founder of HCL. The University is in the quest to become a globally acclaimed center for learning and innovation in the fields of Engineering, Natural Sciences, Humanities & Social Sciences, and Management. The core of the University consists of a select, world-class faculty with doctoral and postdoctoral experiences from ranked universities all over the world.

Shiv Nadar University has recently been selected as one of the ten private ‘Institutions of Eminence’ by the Government. In the NIRF (Government’s National Institutional Ranking Framework), the University has been the youngest institution in the ‘top 100’ Overall list, and its score has been rising steadily. In NIRF-2020, it ranked 56 in the ‘University’ category. It is also among a select group of green-field institutions in the country.

- **5** SCHOOLS
- **42** PROGRAMS OFFERED
- **36** DEPARTMENTS
- **~2200** STUDENTS
- **250+** FACULTY MEMBERS
- **₹3000 Cr.** INVESTMENT
- **286** ACRE CAMPUS
- **30+** SPORTS FACILITIES
About the School of Management & Entrepreneurship

The School of Management & Entrepreneurship (SME) at Shiv Nadar University was established in 2014 with the goal of developing a premier business school in India that would serve the world. Its programs have been designed by distinguished faculty from Harvard Business School, The Haas School of Business, U.C. Berkeley and the Indian Institutes of Management. The School’s faculty members have been drawn from top institutions in India and across the world, and the School has made significant investments in acquiring the latest educational technology and infrastructure. It houses modern and well-equipped labs for financial trading, innovation prototyping and ‘digital experience’ simulations. The School has established a deep student-centric foundation for advanced experiential learning, incubation and entrepreneurship. Students at SME are equipped with the knowledge and competencies to flourish in the new-age digital economy in an international context through opportunities of global exposure, thanks to our partnerships with some of the top institutions abroad and hands-on learning on entrepreneurship at the in-house Atal Incubation Centre (AIC) supported by NITI Aayog’s Atal Innovation Mission, Government of India.

The School offers best-in-class management programs from undergraduate to the PhD level.

The programs include:

- Bachelor of Management Studies
- Bachelor of Science (Research) in Economics & Finance
- iGlobal Masters of Business Administration
- PhD in Management (regular and executive modes)
- MBAx – Full time MBA with flex time modular design
The Bachelor of Management Studies (BMS) program has been developed as a unique offering in India. It provides its selected cohort of students with a strong foundation of specialized knowledge, experiential learning and opportunities for early global exposure. It is aimed at shaping students as producing well-rounded global citizens who have a broad multidisciplinary base of knowledge and a ‘worldview’ – 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.

**Core Courses:**
Fundamental Courses that equip students with a holistic understanding of business and management

**Management Elective Courses:**
Specialized courses across the domains of Finance, Marketing, Decision Sciences and Operations, Economics, Organizational Behaviour and Strategic Management

**University Wide Electives:**
Multi-disciplinary courses that allow students to explore their areas of interest in other disciplines

**Common Core Curriculum:**
a set of courses aimed to expose students to essential practice and knowledge across different categories.

**The Internships:**
Structured program to provide students with industry experience;
- **Social Sector Internship**
  - An internship with an Not-for-profit organization in the development sector.
- **Business Sector Internship**
  - An internship in the corporate sector, at the end of third year.
The School of Management and Entrepreneurship was established to usher in a paradigm shift in the quality of management education. To deliver education that is both innovative and pragmatic, we have an avant-garde vision of focusing beyond the conventional norms. We have successfully embedded a flavour of theoretical rigour blended with critical thinking across all our programs, be it our Bachelor of Management Studies, our residential MBA or executive MBA offerings, or our PhD in Management. We empower our learners with the key skill of the future – meta-learning or in other words “learning to learn”, so that they always stay ahead of the curve. Data is the asset that most 21st century businesses are leveraging to generate intelligence that is powering humans to collaborate with smart machines to create value that is redefining the boundaries of development. We prepare our students for the digital economy and its platforms on which all strategies and transactions of future business will be conceived. Every student of the School of Management and Entrepreneurship is a practising theoretician and a potential entrepreneur who can successfully navigate digital economy platforms to spring tomorrow’s vision into action today.
Bachelors of Management Studies (BMS) was started in 2016 at Shiv Nadar University to provide a rigorous, well rounded management education at undergraduate level. The curriculum of BMS is carefully drafted to equip the students with all the core management skills and also giving them lot of options to choose from various electives. In this era when multiple disciplines are converging the interdisciplinary curriculum at SNU ensures that our students are capable of understanding the complex and real world problems and synthesize creative solutions for them. The two internships Social sector internship and Business sector internship during the program ensures that the students have practice-oriented knowledge on various managerial functions and also imbibe the tacit knowledge about the corporate culture.

BMS at SNU is about critical thinking, imbibing the entrepreneurial spirit and innovative solutions. All of this is achieved in the coursework through blend of coursework using projects, Harvard Business case studies, lectures by business leaders and eminent visiting faculty. Some of our students also do research projects with faculty, under OUR program, and this helps them to define, identify and structure the problem and find possible solutions.

The laurels of our students are not limited to curriculum but some of our student’s research papers have been presented at international conferences and there are some who have ventured outside their course offerings to obtain certificates like CFA.

This brochure will help you to understand about our students. I welcome you to come and interact with our bright and self-driven students.
Our Mentors

Dr. Raghu Sundaram
Dean, New York University (NYU)
Stern School of Business

Dr. Shekhar Chaudhuri
Former Director, IIM Calcutta;
Director and Chair Professor, Strategic Management,
Calcutta School of Business

Dr. Rishikesha Krishnan
Director and Professor of Strategy,
IIM Bangalore

Dr. Srikant M. Datar
Dean, Harvard Business School
Our Faculty

Dr. Aishna Sharma
Ph.D., Jawaharlal Nehru University, Delhi, INDIA

Dr. Ankur Mehra
Ph.D., Indian Institute of Management Calcutta, INDIA

Dr. Asish K. Bhattacharyya
D Phil, Allahabad University

Dr. Arvind Shatdal
FPM, Indian Institute of Management Ahmedabad, INDIA

Dr. Deepak Kumar Sinha
Ph.D., Massachusetts Institute of Technology, USA

Dr. Kaushik Chaudhuri
Ph.D., Reitaku University Japan, Postdoctoral Fellow, Hiroike Institute of Education, Japan

Dr. Meenakshi Ghosh
Ph.D. (Economics), University of Illinois at Urbana Champaign, USA

Dr. Jaideep Ghosh
Ph.D., University of Pittsburgh, USA

Dr. Paromita Goswami
Ph.D., Birla Institute of Technology and Sciences (BITS), Pilani, INDIA; AAUW Postdoctoral Fellow, University of Pittsburgh.
Our Faculty

Dr. Partha Sarathi Roy  
FPM, Institute of Rural Management Anand (IRMA), INDIA

Pradeep Mehra  
(Professor of Practice)  
PGDM, Indian Institute of Management Calcutta, INDIA

Dr. Raghupathy Balakrishnan  
Ph.D., Indian Institute of Technology Madras, INDIA

Dr. Sandeep Gupta  
Six Sigma Green Belt Certification, Indian Statistical Institute, New Delhi, INDIA  
Ph.D., IIT Kanpur, INDIA

Dr. Shalu Kalra  
FPM, Indian Institute of Management Bengaluru, INDIA

Dr. Simanti Bandyopadhyay  
Ph.D., Jawaharlal Nehru University, Delhi, INDIA

Dr. Sudarshan Naidu  
FPM, Institute of Rural Management Anand (IRMA), Gujarat, INDIA

Dr. Sundar Venkatesh  
Ph.D., Indian Institute of Management, Ahmedabad, INDIA  
Chartered Accountant, Institute of Chartered Accountant of INDIA

Dr. Surya Sarathi Majumdar  
Fellowship in Operations Management, Indian Institute of Management, Calcutta, INDIA
Our Faculty

Dr. Vijayta Fulzele  
Ph.D., Indian Institute of Technology Delhi, INDIA

Dr. Vinita Krishna  
Ph.D., Department of Management Studies, Indian Institute of Technology Delhi, INDIA

Dr. Vishwanath S.R.  
Ph.D., National Law University, Jodhpur, INDIA

Dr. Vivek Khanna  
Fellow Programme in Management (FPM) in Organizational Behaviour and Human Resource Management (OB & HRM), Indian Institute of Management Indore, INDIA
# Student-led Clubs

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<th>Club</th>
<th>Description</th>
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<tr>
<td>Entrepreneurship Cell</td>
<td>Entrepreneurship Cell, Shiv Nadar University strives to provide a platform for students to create, innovate, improvise, incubate and realize their entrepreneurial dream.</td>
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<tr>
<td>Finvest</td>
<td>Finvest works towards spreading financial literacy and demystifying finance. Oh, and they also make money!</td>
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<tr>
<td>Imprints</td>
<td>Imprints, the dramatics society, aims to provide all the theatre lovers and nukkad enthusiasts an opportunity to learn more about the beautiful art and to improve as an individual.</td>
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<tr>
<td>Inferno</td>
<td>Inferno, the dance society of Shiv Nadar University thrives on its diversity and welcomes anyone who has a passion for growing as a dancer.</td>
</tr>
<tr>
<td>Inspiria</td>
<td>Inspiria, the corporate entity of Shiv Nadar University enables students to get a glimpse of the amazingly complex and more often than the not intriguing world of business and entrepreneurship.</td>
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<tr>
<td>Kalakriti</td>
<td>Kalakriti is the creative club of Shiv Nadar University and it provides a space for budding artists to come together, and showcase their talents through different art mediums.</td>
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Sigree
Sigree is the food club where part-time cooks, hoggers and food bloggers come under one roof to create magic in the plate and sometimes participate in bizarre competitions.

Snuphoria
Snuphoria, the music society of Shiv Nadar University is the confluence of all the musicians to share and develop their passion for sound and music.

TedX Club
The TEDx Club at Shiv Nadar University organises the annual conference TEDxShivNadarUniversity, which is one of the flagship TEDx events in the Delhi-NCR region, through which it aims to showcase the biggest ideas in the university on the world's biggest platform.

Visually SNU
Visually SNU is the photography club of Shiv Nadar University. The motive of the Club is to provide a supportive environment for students interested in photography to share their creativity, knowledge, and passion for photography.

Wula
Wula, What You Laughing At, is the Comedy club of Shiv Nadar University which focuses on two different aspects of comedy including stand-up and improve.
Shiv Nadar University has hosted luminaries from diverse fields such as technology, business, economics, governance, sports, and academic excellence. This is a true reflection of our ethos and the inspirational environment we conjure for our students.

**Sir Tim Berners-Lee**
Inventor of World Wide Web

**Dr. Raghuram Rajan**
23rd Governor of Reserve Bank of India

**Bharat Ratna, Prof. CNR Rao**
FRS, Honorary President and Linus Pauling Research Professor at the Jawaharlal Nehru Centre for Advanced Scientific Research, Bangalore

**Dr. Krishnaswamy Kasturirangan**
Padma Vibhushan, Padma Bhushan, Padma Shri awardee and distinguished Indian Space Scientist

**Padma Bhushan, Dr. Isher Ahluwalia**
Chairperson, Indian Council for Research on International Economic Relations

**Mr. Arun Sarin (Knight of the British Empire)**
Former CEO of Vodafone and current board member of Cisco, Accenture and Charles Schwab
Events and Industry Speakers

Lord Charles Powell
Eminent diplomat, politician, and businessman

Dr. Ashok Seth
Padma Bhushan and Padma Shri awardee; Globally Renowned Cardiologist; and Chairman, Fortis Escorts Heart Institute

Ms. Vanitha Narayanan
Managing Director of IBM India

Mr. Mike Lawrie
Chairman, President and Chief Executive Officer, DXC Technology

Prof. Jagdish Sheth
Charles H. Kellstadt Professor of Marketing, Goizueta Business School, Emory University

Prof. Ronald J. Daniels
President, Johns Hopkins University
Events and Industry Speakers

**Mr. Kapil Dev**  
Former Captain of the Indian Cricket Team (1983)

**Mr. Rahul Bose**  
Film Actor, Director, Screenwriter, Social Activist, and Rugby Player

**Mr. Mahesh S. Bhupathi**  
Former Professional Tennis Player; and first Indian to win a Grand Slam tournament

**Ms. Abha Kumar**  
CIO & Head Global Sourcing, Vanguard, USA
Past Recruiters

AB Holdings | Berkeley Search Consultant | Bharti Infratel

Burger Singh | Byju's | CoHo.in

EY | Golden Oak Projects | Grant Thornton | HDFC

Hemp Street | Hike Education | Hitachi India

IIFL Housing Finance | India Accelerator | IndiaMART

ITC Hotels | Junglee Games

KAM Research and Training | KPMG | L&T Financial Services

Lido | McKinley & Rice | Microsoft

Nagarro | Nepal Arab Bank Ltd | Nucleus Software Export

Oglivy | Optum Global Solutions (UHS) | Praedico Global Research

Red Bull | Spandana Sphoorthy | The Money Roller

The Oberoi Group | Unschool

*The list of organizations is not exhaustive.*
Abhirami Ramireddy authored a paper titled "The Conundrum of Indian Corporate Bond Markets" under the guidance of Prof. Shalu Kalra and presented at International Conference on Global Financial and Business Environment, NDIM, New Delhi.

Akriti authored a paper titled "Selling Online: Challenges of the Indian Handicrafts Market" under the guidance of Prof. Paromita Goswami and presented it at the 14th NASMEI International Conference.

Mansi Narang presented a paper at 7th PAN IIM World Conference and received Best paper award for the paper titled "Entrepreneurial University: A view through IP lens" at the conference organised by SLC, Delhi University.

Neha Reddy was the contributing writer for a Chapter in the Book titled “Social and Sustainability Marketing: A Casebook for Reaching Your Socially Responsible Consumers through Marketing Science” and for a Chapter in the Book titled “Digital Entertainment – The Next Evolution in Service Sector”

Sashreek Jindal presented a paper titled, “Psychological Impact of Electronic Dance Music, Development of its Culture and its Relation with Recreational Drugs." at an International Conference on Multidisciplinary Research in Arts, Culture, Literature, Languages, Education, Philosophy and Spirituality held at JNU, under the guidance of Prof. Paromita Goswami

Pawan Kumar, Ankita Rai and Rohit Tiwari, batch of BMS 2021, presented a paper titled “A closer look at the plight of the farmers in India” at the 30th Annual Conference of International Academy of Business Disciplines in 2018, at San Francisco, co-authored by Fadil, P. (University of North Florida) under guidance of Prof. Kaushik Chaudhuri.
Abhimanyu Singh | CGPA 9.10

**Internships/Experience**
1. Research Intern, Religare Housing Development Finance Corporation Ltd
2. Teaching and Project Intern, Society For The Welfare Of The Handicapped, Patiala (NGO)
3. Dean Office Coordinator, Shiv Nadar University

**Projects**
1. Comparative analysis of operational practices of Religare Housing and its competitors
2. Future educational and employment prospects for deaf and blind children

**Skills**
MS Office, Photo and Video Editing, Tableau, Qualitative & Quantitative Market Research, Operational Analysis, Report Writing, Content Design

Abhimanyu is a highly motivated individual with a drive to push towards excellence in whatever project or task he pursues. In addition to being the Shiv Nadar University Basketball team’s current captain, he is also a two-time recipient of the Deans List award for excellence in academics, highlighting his ability to manage and prioritize a dedicated effort to all his passions. He has taken on several leadership roles during his projects. His minor degree in communication enables him to have a more creative and expansive approach to tackling the challenges he or his team faces. He has a keen interest in project and operations management; however, he keeps his eyes open towards any opportunities in the sports segment that combines both his skills as a manager and his passion as a sportsman.

Abhinav Gupta | CGPA: 8.69

**Internships:**
1. Market Analyst Intern at Futures First
2. Investment Banking Intern at Anbac advisors
3. CSR Intern ActionAid

**Projects:**
1. Acquisition of Free charge by Axis Bank: An analysis of the acquisition deal
2. HDFC Bank Stock Valuation: Intrinsic valuation (involving DCF modelling) and Relative Valuation

**Skills:**
Financial Modeling and Valuations, Security analysis, Microsoft Office

Abhinav is a Finance and stock market enthusiast and a CFA Level 2 Candidate. He is currently working with Futures First as a Derivatives Trader in International Markets and has done internships in the area of investment banking as well. Owing to his passion for finance he has completed various certifications such as Financial Modeling and Valuations, Technical Analysis from NSE. He loves to constantly learn new things and enhance his skillset.
Abhirami Ramireddy | CGPA: 9.75

Internships
1. Marketing Analyst at Namekart Pvt. Ltd
2. Intern at Sattva Consultancy and Media Pvt. Ltd
3. Digital Media Fellowship at Yes Foundation

Projects:
2. Market research to determine the factors impacting the customer’s intent to purchase moving consumer goods (FMCG) products from online platforms.

Skills:
Valuation, Market Research, Microsoft Office, Event Management

He is an avid sportsman who has participated in nationally recognized tournaments, and also has proved his leadership skills by working in multiple leadership roles like Sports Secretary, Academic Affairs Secretary etc. He has gained valuable experience by working in various sectors. He is passionate about finance and has done multiple courses like Business Valuation, Merchant Banking, Taxation. He loves to take on challenges and is efficient by ensuring to complete them on time. His strength is his willingness to listen, ability to adapt and apply any feedback received.

Abhishek Patel | CGPA: 8.7

Internships:
1. Market Research and Digital Marketing Intern at KAM Training Services
2. Marketing Intern at Drishti Media

Projects:
1. Consumer’s mindset behind getting a pre-wedding photoshoot.
2. Studying the Downfall of P C Jewelers

Skills:
Microsoft Office, Tableau, Canva, Adobe Premium Pro, Content Writing, Project Management

His moto is “Be Nice, Work Hard.” He is committed and full of enthusiasm. He puts his thoughts creatively and is a problem solver. He is pursuing BMS with specialization in marketing and finance. He is a team player and works in the core committee of the annual management fest of the college, MOQSH. He is in the dramatics club of the university and he makes films for the club. Abhishek is a keen learner and wishes to work on projects that allow him to challenge his understanding about consumer behavior and research, in order to go the extra mile to build something significant.
Student Profiles

Akriti | CGPA: 9.05

Internships:
1. Research Assistant, Shiv Nadar University
3. Business Development Intern, Sattva Consulting Pvt. Ltd

Projects:
1. Selling Online: Challenges of the Indian Handicrafts Market
2. Artificial "Emotional" Intelligence or Emotional "Artificial" Intelligence: Study to understand the relationship between artificial intelligence and emotional intelligence

Skills:
- Brand Management
- Creative Writing
- Digital Marketing
- SPSS
- Market Research
- Microsoft Office
- Non-Profit Volunteering

She is a committed as well as a responsible student with specialization in Marketing and a minor in English. A collaborative team player, she is patient and empathetic and is interested in Market Research and Consumer Behavior and has also volunteered for various social causes. Also, a core member of the marketing and advertising club at the annual management fest of Shiv Nadar University, MOQSH. Her fascination with reading works of diverse authors and writing led her to pursue a minor in English Literature.

Akshat Sahai | CGPA: 7.45

Internships:
1. Content writing and Digital Marketing Intern, Zimyo Consulting
2. Intern, Chintan Environmental Research and Action Group

Projects:
1. Managing people in organizations - HR and Management
2. Group Dynamics - Management

Skills:
- SEMrush
- Microsoft Office
- Canva
- Content Writing
- Editing

His areas of interest are Marketing and HR. He has experience in designing and showcasing marketing material. He is proficient in content writing, and public speaking, is a natural leader and a good team player and enjoys working in a collaborative environment. He is organized and is a stickler for deadlines. Self-driven when it comes to learning or developing a new skill. He always perseveres to give the best from his side. Approachable with excellent interpersonal skills make him suitable for an opportunity in a people function role.
Ankita Rai | CGPA: 8.4

Internships:
1. Summer Intern at HCL Foundation
2. Social Media Intern at Fandrum

Projects:
1. Sustainability and Competitive Advantage – Case Study
2. Financial Analysis of Distressed Companies – Ratios Analysis

Skills:
Microsoft Office, Teamwork, Task Oriented

She is a punctual person who loves to work in teams. Responsible and determined, she loves to explore new things and is curious to learn about them. She is patient and a good listener. She believes in setting achievable goals with a persistent, never give up attitude. She can multitask efficiently and the ability to balance out her time spent. She is good at meeting deadlines. She is always willing to take up challenges, learn new things and does not give up easily.

Arjun Mallik | CGPA: 8

Internships:
1. Financial Analyst, ABL Financial Services
2. Analyst, HCL Foundation

Projects:
1. Corporate Valuation and Financial Modelling (DCF and Relative Valuation)
2. Fundamental and Technical Analysis of stocks

Skills:

He is a self-motivated, persevering and honest student and works with full dedication. He handles multiple tasks and loves to play with numbers, which implies his interest in pursuing a finance career. He believes in healthy competition and strives to become a better version of himself every day. He maintains dignity and integrity towards his work and wants to pursue his Investment Banking or Private Equity career.
Asim Athar | CGPA: 7.9

Internships/ Experience:
1. Ernst & Young
2. L&T Power
3. Namekart
4. Galytix Analytics

Projects:
1. Social Action Qualitative Research
2. Mental Health Tech Platform

Skills:
MS Office, Canva, SPSS, HTML, Audacity

He is adept at adapting. A smart working and dedicated student, he is an experiential learner. With a keen interest in Marketing, he has worked on various projects and internships to understand and develop a relevant skillset. Confident by nature with curiousness and eagerness to learn new skills. He is committed and task-oriented while being determined and managing multiple tasks in a given time frame. He has keen research interest and has done many projects on market research using different tools.

Deepshi Srivastava | CGPA: 7.6

Internships/ Experience:
1. Marketing Intern at Unschool
2. Intern at ActionAid India

Projects:
1. Undergraduate Research on ‘Organizational Preparedness and Seriousness towards Sustainable Development’
2. Market Research on Indian Fast Food Industry

Skills:
Social Media Marketing, Quantitative Research, Qualitative Research, Market Research, MS Office, Canva

She is an honest person and focuses on being better every day. She believes we keep learning something new each day as we keep growing older. She likes exploring new opportunities that life has to offer. She is a creative thinker. She is an approachable person who is always willing to adapt, is disciplined, consistent and persistent. She acquired multi-tasking skills and honed her leadership, patience, and teamwork skills by being part of multiple projects and clubs. She is ready to kick start her career with a Marketing specialisation and wants to pursue a job in this field.
Evaan John Abrahim | CGPA: 8.07

Internships:
1. HelpAge India, Cochin. Worked to create awareness and relief for the disadvantaged elderly.
2. ABAD Fisheries, Kerala. Worked on Studying the Consumer’s Perception of Frozen Food Across Cochin

Projects:
1. Sales and Distribution Management- CEAT

Skills:
Market Research, Microsoft Excel, Operations Management, Event Management

Evaan is an avid sportsperson who has represented his District, State as well as University in Badminton. He has also proven his leadership skills by working as the Internal Sports Secretary and the university badminton team captain, who have won several laurels. He has shown a keen interest in marketing. He has taken up several courses like Market Research, Sales and Distribution, Brand Management, Mining Insights from the consumer’s mind to enhance his passion in this field. He is a hard worker, team player, and ready to go the extra mile to get the work done.

DV Shiva Siddarth | CGPA: 8.55

Internships/ Experience:
1. Marketing and Strategy Intern: Naandi Community Water Services
2. Business Development Intern: Frozen Iris

Projects:
1. Worlds Collide: DC vs Marvel; Understanding the Science Behind Fandom
2. Brand Analysis of Bose Technologies

Skills:
Marketing Research, MS Office, SPSS, Project Management, Figma

Currently pursuing his undergraduate in management studies, he has established a company, interned at a social enterprise, led a summit, worked on research projects, represented the student body, volunteered for an NGO and engaged with start-ups. These experiences led to his interest in Entrepreneurship, Marketing and Strategy. Therefore, he aspires to work in Marketing and Operations roles that involve research, project management, consumer behavior and brand strategy.
Gauri Sharma | CGPA: 8.2

Internships/ Experience:
1. Business Development Volunteer at Career Development Centre (Shiv Nadar University)
2. Intern at Itilite Technologies Limited
3. Data Analyst Intern at Shiksha Initiative

Projects:
1. Comparative Financial Analysis of Reliance Communications and Rolta India Limited.
2. Analysing the Supply Chain of Mumbai Dabbawalas.

Skills:
Teamwork, Microsoft Office, Canva

Gauri is devoted, honest and is always willing to do the best in whatever she does. She is a keen learner, works dedicatedly on her projects, and is still ready to help her peers. She has been a part of various clubs (Feeding India and AURA) that brushed her leadership and interpersonal skills. She realized the importance of planning, dividing the work among the team members, clear communication, close monitoring, and coordination. She enjoys taking on responsibility and working in groups. It gives her immense satisfaction to give back to society. She wants to use her skills in human resources to connect and understand human psychology.

Mansi Narang | CGPA: 9.93

Internships:
1. Postman, Operations and Strategy Intern
2. Invest India, Ministry of commerce and Industry, GoI
3. Hindustan Coca Cola Beverage Ltd: Work majorly revolved around computation of their High-volume vendors and analyzing the growth trend
4. Indian cancer society: Worked on the project Ayushman Bharat

Projects:
1. Best Paper award, for the paper titled "Sustainable Fashion: The movement from slow to fast fashion" during National Conference on sustainable development and business by PGDAV College and DSE, Delhi University
2. Best paper award for the paper titled "Entrepreneurial University: A view through IP lens" at the conference organized by SLC, Delhi University

Skills:
MS Office, Tableau, Financial Modelling, Market Research, Public Policy, Market Entry Strategy

Since the first semester, she has been receiving the Dean’s list award and has scored a perfect 10 for the last four semesters. Mansi is dedicated, committed, hardworking, and always open to new challenges. She is a diligent worker and is passionate about her career aspects. She has also participated in numerous inter as well as intra college fests and received various awards, including the best paper award for a paper titled “Study of quality management practices at IKEA” organised by Sri Guru Gobind Singh College of commerce and Sydney business school and has also presented her paper at 7th PAN IIM World Conference.
**Mohammed Junaid | CGPA: 9.19**

**Internships:**
1. Signzy - Business Analyst Intern
2. AsterDM - Operations and Research Intern
3. Jocata - Operations and Product Development Intern
4. KAM - Marketing Research Intern
5. Sattva - Project Management and Operations Intern

**Projects:**
1. Transition to carbon neutral factories: critical study of dilemmas and decisions.
2. Factors Impacting Customer Intent to Purchase FMCG Products on Online Platforms.

**Skills:**
- Statistical Analysis
- Data Visualization
- SAS Viya & SAS Studio
- Regulatory Compliance
- Microsoft Office Enterprise 2016
- IBM SPSS
- Tableau Desktop
- Atlassian Jira & Atlassian

Junaid is an undergraduate mission-oriented student specializing in Operations, Marketing and Analytics. He understands the value of building and maintaining interpersonal relationships with everyone. He is always interested in learning new things, prove his skills when he gets the platform. He has also been Chairperson of the Food Committee and the Content Head at the Business Society in college. He has a diverse set of experiences, intensively interested in project management, operations management, data analytics, quality, process planning, and market research.

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**Muskan Agarwal | CGPA: 8.77**

**Internship**
1. Founder, A Trillion Smiles
2. Digital Marketing Intern, Golden Oak Projects
3. Project Management Intern, Childhood Enhancement through Training and Action (CHETNA)

**Projects:**
1. Redesigned a Logo and an Identity for the Branding of Myntra
2. Designed and fabricated Stair Climber and Door Stopper for the Elderly, Detachable Die-Cut Handle and Pan Pizza Maker
3. Assembled components and developed a code using Arduino IDE for a Line Follower and Object Avoidance Bot

**Skills:**
- entrepreneurship
- Graphic Designing
- 3D Printing
- Website Development
- Digital Marketing
- Copywriting
- Identity Design and Branding
- Product Design
- Microsoft Office

Muskan is an entrepreneur pursuing Bachelors in Management Studies with a minor in Design and specialization in Marketing from Shiv Nadar University. She is a meticulous person with a broad perspective in multiple creative fields and ready for new creative challenges. She has worn numerous hats right from product designer, digital marketer, accountant to founder. That is the beauty of building a start-up, having a myriad of opportunities with a non-linear and exponential growth and learning path. She has also been a Dean's List Awardee for three consecutive semesters.
Nandini Sheth | CGPA: 8.1

Internships/ Experience:
1. Intern at Itilite Technologies as a Lead Generator as well as a Design Creator
2. Intern at Ashayen - The Spastics Centre as a Digital Marketer

Projects:
1. Possible reasons why Singapore is the highest FDI source for India
2. Analysis of pharmaceutical industry and recommending the best companies

Skills:
MS-Office, Canva, Valuation of Companies, Stock Market Analysis

She is self-motivated, reliable and has a knack for learning from others by observing them. Her meticulous attention to detail makes her work well-researched and comprehensive. While pursuing BMS, she realized her interest and potential in finance, especially the valuation of companies and the share market and in the field of design. With ever-changing market scenarios, the companies are trying to thrive. Nandini believes that to make the right investment choice, we need to do thorough research where valuation and stock price analysis comes. By exploring more in this field, she aims to enable the investors to make more informed and right decisions.

Neha Reddy Kuthuru | CGPA: 9.2

Internships:
1. One Impression - Trainee - Digital Marketing and Business Development
2. ABY Farmers LLP - Summer Intern for Marketing and Operations
3. Leap.club – Business development and engagement associate

Projects:
2. Contributing writer for a Chapter in the Book titled “Social and Sustainability Marketing: A Casebook for Reaching Your Socially Responsible Consumers through Marketing Science”

Skills:
Microsoft Office Suite, SPSS, Stata, EVIEWS, Adobe Photoshop

Neha is a highly ambitious student who aspires to gain expertise in the areas of Consulting and Marketing. She specialises in Marketing, Strategy and Finance with interests aligned to Market Research, Strategic Management, Consumer Behaviour and Digital Transformation. A collaborative team player and a leader, she has led teams in various capacities. She aims to harness her abilities and interests into tangible outcomes in the management consulting and marketing space. She has been the Associate Secretary of business club and Creative Director at the Business Conclave in college and the Runner’s Up at the National Entrepreneurship Challenge (2019), IIT Bombay. She was also the team lead at HSBC India Business Case Program 2020.
Student Profiles

Pawan Kumar | CGPA: 9.55

**Internships:**
1. Operation Intern at SHIKSHA INITIATIVE
2. Branding Intern at Distinct Horizon
3. Operation Intern at Career Development Center, SNU

**Projects:**
1. Authored a paper titled “Sustainable Fashion: The emerging movement from fast to slow fashion” and presented it at the National Conference on Sustainable Development, PGDAV, Delhi.
2. Post Exit: How do VIC IPOs Perform? A Survival Analysis

**Skills:**
Microsoft Office, Accounting, Data Analysis, Financial Statement Analysis, ProwessIQ, Ace Equity, Leadership, Problem Solving

Pawan is a person with a vision, a blend of simplicity and humility. He works well in a team and is overall a well-liked person in his group. His penchant for number crunching and data analysis is quite apt in current times where data is the currency. He possesses good writing and communication skills and seems to keep himself in an upbeat mood most of the time. He is also very passionate about the developmental aspects and upliftment of the local community. He also presented a paper titled "Direct Buy from Framers" at the 6th Agro-Horticulture Conclave, UPES, Dehradun and another one titled “The Critical Analysis of Framers Suicides in India” at the International Forum of Human Resources, USA. Critical thinking, practical applications of research and a mind for solution-based research are his forte.

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Prabesh Shankar Giri | CGPA: 7.31

**Internships:**
1. Nabil bank Limited, SME branch - Competitive Analysis and List of Potential Customers of Mid Corporate Loan (10-25 Crore NPR) for Nabil Bank, Nepal
2. Aiesec Organization, Gdansk - Observation and Analysis of the Current Situation, Pattern and Approach to English language education in Westerplatte Heroes Elementary School, Poland

**Projects:**
1. Upcycling wet waste from households in Amrapali Sapphire Apartments
2. Evolution of Kirana Shop, in-depth interview of rural and urban Kirana shops

**Skills:**
Strong Work Ethics, Collaborative Team Player, Creative Thinker, Microsoft Office, Knows multiple languages such as Nepali, English, Hindi, Maithili

Prabesh is pursuing his Bachelors in Management Studies with a specialization in Marketing and a minor in Communication from Shiv Nadar University. He is a member of university clubs such as Imprints - the theatre/acting society, Inferno - dance society and Snuphoria - the music society, Breeze feast, and MOQS!H. He has always been keen on social work: Project week IBDP stayed and served village schools and health centers for ten days and made significant donations; made playground and learned to interact in Bal Mandir, School of deaf and dumb. He along with his school helped to create a library and painted the school in Lele village. Served and spent time with the old age nursing home near Soltee and generated funds for 2015 earthquake victims in Nepal.
Rohit K Tiwari | CGPA: 7.93

Internships:
1. Career Development Centre at Shiv Nadar University – Business Development Intern
2. Unschool – Operations and Marketing Intern
3. HCL Foundation Project Samuday

Projects:
1. Retail marketing project on understanding shopping and consumers.
2. Organic Farming & Farmer Suicide project
3. Worked on the project (Economics of Education), analyzed how ranking system works for the educational institutions

Skills:
Canva, Event Management, MS Office, Leadership, Team building, Video editing

Rohit is a sports enthusiast who loves putting heart and soul when it comes to performing. Sports teach you big lessons and make you a good human being. He believes that hard work and sincerity always pay off no matter what the situation unfolds. He is persistent and optimistic in his approach. He is ready to go that extra mile to accomplish any task assigned to him in an organized manner. His strength lies in his ability to network, interact and build relationships. He is someone who believes in performing any task with sincerity, integrity, passion and respect. He also has a minor in Communications.

Sameer Jain | CGPA: 8.52

Internships:
1. Strategy Intern at Puma
2. Product Marketing Intern at MegaExams
3. Intern at Smile Foundation

Projects:
1. Corporate Valuation
2. Strategy recommendations for Nerolac Paints

Skills:
Digital Marketing, Business Analytics, Business Strategy, Search Engine Optimization

Being a management student, Sameer has developed a strong interest in Strategy, Business Analytics, and Marketing. He is also passionate about sports, and he sometimes writes blogs to express his views and opinions. He believes, having held positions of responsibility in college committees has taught him how to handle pressure moments, delegate work effectively, and achieve the desired result. He was the Sponsorship Head of the annual college fest Breeze and an active member Feeding India Chapter of Shiv Nadar University.
Sashreek Jindal  | CGPA: 8.52

**Internships:**
1. Intern, Invest India
2. Research and Advisory Intern, Sattva Consulting
3. Assistant Executive Intern, Chtrbox
4. Market Research Analyst, Namekart
5. Research Intern, HCL Foundation
6. Project Intern, Smile Foundation

**Projects:**
1. Market research to determine factors that impact purchase intention in clothing industry
2. Consumer behavior study on Men wearing fashion accessories and jewelry

**Skills:**
Market research, Operation Management, Problem-Solving skills, Attention to detail, Financial Analysis, Social Media Marketing, Brand Management, Consumer Behavior

Sashreek is a focused, determined, and earnest individual. He is not afraid to take risks and is ever willing to learn from his mistakes. He believes in being persistent while being positive in his approach. His strength lies in his ability to network, interact and build relationships. His aspirations include working in a challenging environment where he can utilize his analytical and interpersonal skills to add value to the organization and thus develop his potential towards becoming a successful professional.

Shreya Mundeja  | CGPA: 7.96

**Internships:**
1. Intern at Urban Company
2. Market Analyst at Namekart
3. Research Intern at ActionAid India.

**Projects:**
1. Multiple Team Membership: Comparison between academic and non-academic groups
2. Women & Property Rights

**Skills:**
MS Office, Canva, Social Media Marketing, Market Research

Shreya is a dedicated and punctual individual with a colourful mind who's always up for an adventure. She tries to take risks and live each day to its fullest. She was also the Student Coordinator at Admissions and Marketing in college. Her active contribution & genuineness makes her a likeable person. She has a sincere willingness to learn and believes learning has no boundaries. She built her self-confidence and honed her leadership skills by being an active member of various university activities. With an interest in market research and operations, she has done specialisation in Marketing. She's been a part of the marketing teams for a couple of events on campus and is keen on kick-starting her career in the same
Shail Yadav | CGPA: 7.98

**Internships/ Experience:**
1. White Panda – Marketing Intern
2. Quark Me - Graphic Design & Digital Marketing Intern
3. Quest Alliance – Marketing Intern
4. My Captain - Marketing Intern
5. My Child App, We Included - Social Media Management Intern

**Projects:**
1. “Artificial Intelligence in Beauty Industry”
2. “Policies to promote employment and preserve cultural heritage in the handicraft sector”: “Textile and Clothing Waste”

**Skills:**
Digital Marketing, Social Media Marketing, Photoshop, Illustrator, MS Excel, Public Speaking, Proficiency in Spanish.

Shail is a creative and ambitious individual with broad skills and experiences. She possesses a wide range of interest in creative fields helps her have the edge over others in the industry. Furthermore, she has worked in diverse backgrounds like Marketing, Design, and HR and gained extensive experience. She knows to balance between her creative side and the ability to bring in practicality. Being detailed oriented makes her strive for perfectionism, and she leaves no stone unturned to reach her goals. She believes in team efforts with an empathetic mindset.

Sheronika Budha Chhetri | CGPA: 9.02

**Internships**
1. Slisha Nepal: Entrepreneurship Training to economically disadvantaged people
2. Espresso Labs: B 2 B marketing to luxury hotels in India and Europe.

**Projects:**
1. Undergraduate research project on “Entrepreneurial Ecosystem in Nepal, case-based research on Sarath Cabs”
2. Economic Impact Analysis of Smart Floating Farms

**Skills:**
Market Research, Microsoft Office, Finance Internships

Sheronika is a tireless seeker of knowledge and passion for enhancing her skill set to solve real-world problems. She believes in nourishing her personality holistically to evolve as a person in every field. She is an approachable person who believes in teamwork, and good interpersonal relations are the most effective way to achieve organizational goals. She is good with data interpretation and presentation skills. She considers herself a team player and a leader and relentlessly works towards the given task to ensure quality output.
Shubhanshu Mehra | CGPA 7.2

**Internships:**
1. The Money Roller - Derivative research analyst
2. HCL Foundation - Social sector intern with HCL Foundation
3. Rakesh Kapoor & Co. - Private Insurance assessment firm

**Project:**
Derivative Research Live Project on Historical Volatility and Implied volatility

**Skills:**
Finance, Fundamental/Technical Analysis, Microsoft Excel

Shubhanshu is a final year student pursuing his bachelor’s in management studies with a keen interest in Finance and has worked on several projects to enhance his skills in the same domain. He is a sincere, diligent and self-motivated individual who has an attitude of accepting challenges. He believes in perseverance and the power of teams. Her quick learning ability helps her to adjust to different situations quickly.

Siddharth Ghosh | CGPA: 7.38

**Internships/ Experience:**
Summer intern with Quest Alliance.
Industry connect fellow
Derivatives research internship with the money roller

**Projects:**
Financial reporting and analysis project on JP Associates and JP Infratech using financial ratios and other metrics
Derivatives research project on stock options of Adani Enterprises, Vedanta and ONGC using option Greeks

**Skills:**
Canva, MS Office, Stock Trading

Pursuing his Bachelors in Management Studies, he has a keen interest in financial instruments and their modern world functions. He has the belief that one must aspire to achieve your desires. He is confident and a good motivator and knows well to work in a group. He is patient, disciplined and task-oriented to ensure he gets his tasks completed in an organized manner and well within the stipulated deadlines provided to him. He is also a sports enthusiast and engages in marathon events frequently.
Simran Chadha | CGPA: 8.61

**Internships/ Experience:**
1. Strategic Partnership Intern at Innovaccer
2. Business Analyst at Aptech Limited
3. Research Intern at Action Aid
4. Student Coordinator at Career Development Centre, SNU

**Projects:**
1. Strategic Analysis of Assessment Industry in context of Aptech Limited
2. Undergraduate Project: The Untold story of female domestic workers

**Skills:**
Microsoft office, Market Research, Strategic Analysis, Team-Work, Video Editing, Problem Solving, Report Writing

Simran is a positive, vibrant person and a determined person who is a highly motivated individual with a perfect blend of management and communication skills. She is a capable leader, having led multiple events and clubs at various levels. She believes in team efforts with an empathetic mindset. Creative and imaginative by nature with the ability to communicate in her words to excite and inspire everyone. Strong interest in strategy and market analysis, women empowerment and social causes. Adept at handling numerous tasks daily competently while working well under pressure.

Suhani Jain | CGPA 9.50

**Internships**
1. Summer Intern, Quadrical Ai
2. Project Intern, Child Rights & You

**Projects**
1. Study of Quality Management in E-Commerce Industry in India
2. Study on Retail Management at Starbucks

**Skills**
MS Office, Tableau, Canva, SPSS

Highly self-motivated learner with a strong analytical mindset and demonstrated leadership capabilities. She likes to seek newer challenges every day and is adept at multi-tasking and balancing a diverse array of activities together. She has a strong interest in the domains of finance, marketing and strategy, and looks forward to opportunities for further developing her skill set and enhancing her business acumen.
Student Profiles

Siri Gurram  | CGPA: 9.12

**Leader**
**Imaginative**
**Problem Solver**

**Internships/ Experience:**
1. Brand Designer at Frozen Iris
2. Consumer Behaviour & Market Research Intern at Tiivra Ventures
3. Leadership Hiring & Talent Acquisition Intern at Sattva Consulting

**Projects:**
1. Direct Buy from Farmers
2. Consumption of Online Streaming Services during the Pandemic

**Skills:**
Graphic Design, Market Research, Client Management, Adobe Illustrator, Photoshop & InDesign, Microsoft Office, SPSS

Siri is passionate about blending design and management to bring about a change in today’s organizations. She enjoys solving problems and creating unique experiences for users, clients and the teams she works with. Having spearheaded multiple events on campus and projects for reputed clients, she has experience in team management, stakeholder engagement and leadership. She has actively worked in the areas of Consumer Behavior, Market Research, Branding and UX owing her curiosity to understand why people make the choices they make. She is always enthusiastic to try new fields of work and explore ideas that push her boundaries.

Vasudha Khanna  | CGPA: 8.19

**Eloquent**
**Determined**
**Insightful**

**Internships/ Experience:**
1. Business development and planning intern at- QuarkMe
2. Marketing intern at- Quest Alliance
3. Intern at- Ropio Foundation

**Projects:**
1. Market Research Project to identify factors that affect the purchase intent for FMCG products through online marketplaces.
2. Sustainable operations project to new practices and their execution so as to decrease pollution and wastage while reducing the cost incurred by the energy usage on residential campuses (like SNU).

**Skills:**
Microsoft word, PowerPoint, Microsoft Excel, Public speaking

Vasudha has a keen interest in marketing and advertising. She has done internships in similar roles before because she enjoys doing that work and feels she has the skills required to do justice to the assigned task. She strongly believes in encouraging others and can help motivate all to achieve success. She also has a keen interest in handling social media marketing and is always swirling with ideas to increase the efficiency of reach. She is looking forward to enhancing her existing skills and learning to improve at whatever she is working on continually.
Internships/ Experience:
1. SRF Foundation- Impact assessment project - Team Lead
2. Espresso Labs- Business Development Intern

Projects:
1. Project on Consumer Behavior- A comparative study between Shiv Nadar University and SSN Chennai, studied the role of demography in the culture and rules of a university
2. Project on Intellectual Property- Created a website on Intellectual property using Wix

Skills:
MS excel, STATA, Communication Skills, Team Management, SPSS, WIX

Vidyashree is a marketing Enthusiast with experience in social media marketing and business development. She believes in adapting to any situation and up-skilling herself to remain relevant and competent. She is creative by nature, can think out of the box, and has an eye for detail. She is self-driven when it comes to learning or developing a new skill. She is also interested in photography and pursues it in her free time.