



**SHIV NADAR UNIVERSITY**

**SCHOOL OF MANAGEMENT AND  
ENTREPRENEURSHIP**

**Master of Business Administration**

**PROSPECTUS**

**2018-2019**

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## PROGRAMME PHILOSOPHY AND OBJECTIVES

The School of Management and Entrepreneurship [SME] has been created to usher in a paradigm shift in business education in India. At a time of global uncertainty, volatility and rapid technological disruption, SME aims to develop leaders who are ready to be successful globally.... ..in India; for India and the world. SME also strongly believes in a balance between knowledge and career skills at one end and self-awareness, values driven leadership development at the other. Accordingly, there is an important emphasis on experiential learning, strategic thinking and creativity, overseas exposure and personalized coaching. The program encourages diversity of ideas, people and this exposure leads to enable innovative thinking and breakthrough solutions to transform society.

## ACADEMIC CALENDAR

The first year course work, which is fully compulsory, is spread over four quarters. This is followed by a mandatory summer internship. The second year course work is also scheduled over four quarters.

*A draft curricula for the first year of the MBA program is given in **table 1** (at the end of the handbook).*

## CURRICULUM

### Course Workload

A two credit course consists of about 30 hours of class. Class hours for courses of under two credits are correspondingly determined in direct proportion to their credit units. A two credit course requires approximately 100 hours of work, both in and outside the classroom, from the student.

### First Year Programme

All first year courses (total of 39 credits) are compulsory. Some additional credits may be allotted for Workshop and Practicum such as industry visits, skill development workshops, rural experiential program, etc.

### Summer Internship

Every first year student will be required to work on an assignment with a company or an organization for a period of eight weeks during the summer vacation at the end of the first year of the Programme. The summer placement is an integral part of the MBA Programme. The Career Development Cell (CDC) of SNU will assist the eligible students in finding suitable summer assignments. Company sponsored students will be governed by the understanding between the sponsoring organization and SNU.

Summer internship is of 2 credits. The students will be required to submit a written project report, and a certificate from the host organization certifying the completion of the assignment, at the time of registration for the fourth term.

### Second Year Programme

The MBA program Chair will announce the elective courses to be offered in the second year. A student must take at least 31 credits from courses offered by the SME, over four quarters of the second, year subject to the following conditions:

- Minimum of 6 or a maximum of 10 credits in each quarter
- Minimum of 14 elective credits will be required to be taken at SME for students participating in SME's International Student Exchange programme.

## Elective Curriculum

SME offers a broad range of electives from Information Systems, Finance, Marketing, Operations, HR, Entrepreneurship and Strategy. As pointed out above students can take up to 31 credits of courses in the second year. **Appendix 1** lists out the electives currently offered by the school.

## Advanced Specializations (Minors)

The School of Management and Entrepreneurship offers a number of minor (advanced) specializations that permit students to study a focused area of specialization in some depth. Presently SME offers advanced minors in the following fields:

- **Entrepreneurial Leadership:** Entrepreneurship education is in the DNA of Shiv Nadar University. Students are offered core courses on Design Thinking and Innovation, Starting and Managing New Ventures. Elective courses that are offered on creating and launching New Ventures focus on giving an entrepreneurial orientation to everyone and nurturing the entrepreneurial DNA.

Courses offered under this track include:

- Emerging Business Models and Social Entrepreneurship
  - Negotiations for Business Success
  - Creating and launching Entrepreneurial Ventures
  - Executing Winning Moves
  - Marketplace Simulation
- **Quantitative Finance:** Students are trained in the area of Quantitative Finance and can deepen their learning with Elective courses such as Business Valuation, Mergers & Acquisitions, Corporate Restructuring, Options and Derivatives and Raising Capital.

Courses offered under this track include:

- Financial Engineering and Risk Management
- Options, Futures and Other Derivatives
- Fixed Income Securities
- Measuring and Managing Credit Risk

- **E-commerce, Digital Marketing and Customer Experience Management:** Few businesses can flourish today without an active digital presence. E-commerce and digital marketing have become all pervasive and managing customer "experience" comprehensively has become the new standard for success. Understanding customers deeply, exceeding their expectations and providing life-time value is a necessity to be a preferred brand. SME offers various courses and workshops to develop comprehensive 'experience mapping', deploy the best digital tools & platforms and orchestrate integrated campaigns.

Courses offered under this track include:

- Contemporary E-Commerce
  - Digital Marketing Strategy
  - Competitive Strategy in the Digital Age
  - Customer Experience Management
- **Big Data, Data Visualization and Analytics:** Predictive Analytics and Data Mining are a significant key to competitive advantage. With elective courses on Big Data, Data Visualization, Predictive Business Analytics and Decision Theory, students can build skill sets that will make them highly sought-after in the market.

Courses offered under this track include:

- Business Intelligence
  - HRIS and Analytics Workshop
  - Marketing Analytics Workshop
  - Data Visualization
- **Sustainability and Environmental Management:** Sustainability and environmental management are going to be the cornerstones of tomorrow's successful businesses. SME is planning to launch courses and workshops to fulfill this requirement for the I-Global MBA program. University also features a vanguard Center for Environmental Sciences and Engineering that will be a big asset for students pursuing this specialization.

Course offered under this track includes:

Business and the Environment

## Workshop and Practicum

In addition to the academic course work, the MBA program consists of several workshops and practicums. All the practicums are supervised by faculty and some of them are graded. These workshops are announced during the year depending on need and demand from students. A partial list of workshops and experiential learning practicums/trips conducted during the last 4 years is given below.

- Microsoft Excel Modeling
- Industry Trip (Short)
- Thinking Social Seminar
- Industry Trip (Long)
- Rural Experiential Practicum
- Oral Communication and Presentation Skills
- Social Network Analysis

TABLE 1: LIST OF COMPULSORY CORE COURSES IN THE MBA PROGRAM

| S No | Course code | Course Description                             | Quarter | Group/Department  |
|------|-------------|--|---------|---|
|      |             |  |         |   |
| 1    | FAC501      | Financial Accounting                           | 1       | Finance, Accounting and Control                                   |
| 2    | OHM501      | Organizational Behavior I                      | 1       | Organizational Behavior and Human Resource Management             |
| 3    | DOM501      | Quantitative Techniques in Management I        | 1       | Decision Sciences and Operations Management                       |
| 4    | STM510      | Design Thinking and Innovation                 | 1       | Strategic Management, Entrepreneurship and International Business |
| 5    | MGT531      | Business Research Methods I                    | 1       | General Management  |
| 6    | MGT502      | Written Analysis and Communication             | 1       | General Management  |
| 7    | FAC505      | Financial Management I                         | 2       | Finance, Accounting and Control                                   |
| 8    | MKT501      | Marketing Management I                         | 2       | Marketing   |
| 9    | FAC502      | Managerial Accounting                          | 2       | Finance, Accounting and Control                                   |
| 10   | DOM505      | Operations Management                          | 2       | Decision Sciences and Operations Management                       |
| 11   | MEC501      | Micro Economics for Managers                   | 2       | Economics and Public Policy                                       |
| 12   | OHM502      | Organizational Behavior II                     | 2       | Organizational Behavior and Human Resource Management             |
| 13   | FAC506      | Financial Management II                        | 3       | Finance, Accounting and Control                                   |
| 14   | MEC502      | Macro Economics, External Environment & Policy | 3       | Economics and Public Policy                                       |
| 15   | MKT502      | Marketing Management II                        | 3       | Marketing   |
| 16   | DOM502      | Quantitative Techniques in Management II       | 3       | Decision Sciences and Operations Management                       |
| 17   | ISM505      | Management Information Systems                 | 3       | Information Systems Management                                    |
| 18   | MGT540      | Legal Aspects of Business                      | 3       | General Management  |
| 19   | OHM503      | Organizational Behavior III                    | 3       | Organizational Behavior and Human Resource Management             |
| 20   | MGT520      | Business Ethics                                | 4       | General Management  |
| 21   | OHM504      | Human Resource Management                      | 4       | Organizational Behavior and Human Resource Management             |
| 22   | STM511      | Starting and Managing New ventures             | 4       | Strategic Management, Entrepreneurship and International Business |
| 23   | STM512      | Strategic Management                           | 4       | Strategic Management, Entrepreneurship and International Business |
| 24   | OHM510      | Leadership Development                         | 4       | Organizational Behavior and Human Resource Management             |
| 25   | MGT532      | Business Research Methods II                   | 4       | General Management  |



## APPENDIX 1: LIST OF ELECTIVE COURSES

SME offers more than 50 electives across disciplines. Given below is a partial list of elective courses offered by SME.

1. Contemporary Banking
2. Financial Services
3. Mergers, Acquisitions and Corporate Restructuring
4. Investment Management
5. Valuation
6. International Finance
7. Raising Capital
8. Derivatives
9. Management Control Systems
10. IT Consulting
11. ERP
12. E Commerce
13. Web and social media analytics
14. Business Intelligence
15. Business Transformation and Emerging Technologies
16. Managing Businesses on Cloud
17. HRIS and Analytics
18. IT Strategy
19. B2B marketing
20. Sales and Distribution
21. Consumer Behavior
22. Brand Management
23. Retailing
24. Performance Management
25. Organizational Design
26. Change Management
27. Strategic HRM
28. Market Research
29. Integrated Marketing Communication
30. International Business
31. Corporate Governance

