BACHELOR OF MANAGEMENT STUDIES - BMS

4-Year Fully Residential Program

LEARN, CREATE, LEAD

THE VENTURE LAB™

AACSB Business Education Alliance Member

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About the University

Shiv Nadar University, Delhi NCR is a comprehensive, multidisciplinary, research-focused, and student-centric University. It was set up in 2011 by the Shiv Nadar Foundation, a philanthropic foundation established by Mr. Shiv Nadar, Founder of HCL.

Through its innovative curriculum and interdisciplinary focus, the University is bringing a paradigm shift in higher education in India. The University's source of strength lies in its distinctive feature of providing education in a broad range of disciplines and the ability to go into depth in a particular area.

Shiv Nadar University is built on a sprawling campus, spread over 286 acres, located in a rapidly transforming rural-urban landscape in the National Capital Region. Aiming to become a center for creating and disseminating new forms of knowledge and human creativity, the campus is an ecosystem of discovery with a plethora of living, thriving ecological diversity.

- ☀ Interdisciplinary Fostering Culture
- 👥 Diverse Student Body
- 🔎 Open Culture Exchange of Ideas
- 💡 Focus on Research
- 👤 World-Class Faculty
- 🏛 Fully Residential Programs
- 🌐 International Exposure

School of Management & Entrepreneurship

In this era of constant change and technological disruptions, it is expected for business professionals to think differently to drive innovation, respond to disruptions, create disruptions and leverage the opportunities in the Volatile, Uncertain, Complex and Ambiguous (VUCA) environment.

School of Management and Entrepreneurship (SME) has programs designed to foster the development of resilient global leaders; adept at fueling innovative, pertinent, and implementable solutions for the challenges posed by the new digital economy of the future.

The unique pedagogical approach at SME equips students to manage continuously emerging challenges in the VUCA environment. The approach is an amalgamation of advanced knowledge, academic learning and practical implementation, and a multicultural openness to diversity in the corporate environment. The School challenges conventional wisdom, promote excellence, transforms careers, and empowers the students to be the catalyst of social change.

Academic Excellence

The pedagogic approach is to encourage students to discover and develop. Our curriculum ties together different pieces of business education to lead as a whole.
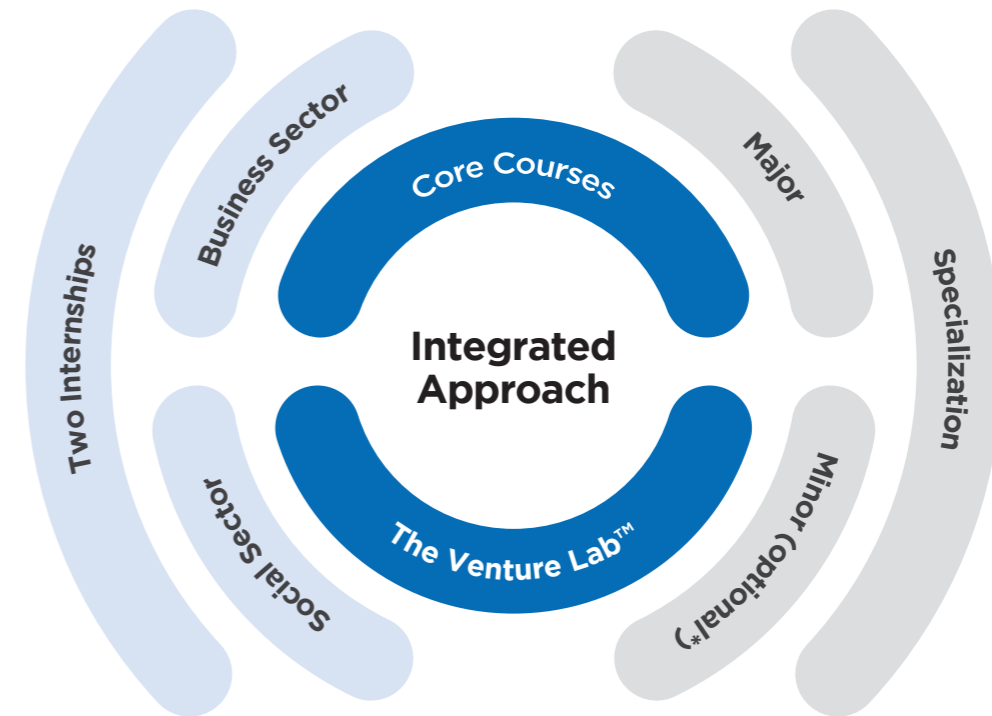
Interdisciplinary Curriculum

Shiv Nadar University interdisciplinary curriculum reflects University's belief that interdisciplinary thinking leads to newer possibilities. Going beyond the traditional silo-based departments, our curriculum is structured to provide options to students in taking courses across disciplines of Engineering, Humanities & Social Sciences, and Natural Sciences. This enables BMS students to pursue career opportunities traditionally limited to STEM students.

Two Internships

The BMS program pioneered the concept of two internships in the undergraduate curriculum: one in the social sector, and the other in the business sector. Our students develop a sense of engagement & sustainable business practices through these internships. This has been done with a focus on nurturing contextually relevant, socially-conscious leaders of tomorrow.

*to be decided by the students based on their interest.

The Venture Lab ™

The Venture Lab™ is a first-of-its-kind academic project in India that has been carefully curated to provide BMS students with an incubated environment of venture creation. The only way to learn the business - is by DOING Business. Student teams ideate, experiment, and execute business models around problems picked from everyday life, with funding support from the institution based on idea promise and potential. Spread over a year and having 10 academic credits, TVL is the signature component of the BMS program and is executed to foster an entrepreneurial mindset.

Opportunities for Undergraduate Research (OUR*)

As a research-focused University, 'OUR' is SNIoE's flagship offering to undergraduate students for developing a foundational understanding of how research is conducted in various disciplines. The OUR program enables a deeper understanding of the research process and an aptitude for problem-solving.

Program Structure

The BMS Program at Shiv Nadar allows students to pursue their interests in Management. Beyond core curricula, the credit system offers elective courses and departmental courses of your interest. The total credit of the BMS program is 150, wherein every student has to take 64 core credits and 32 departmental elective credits. The BMS curriculum also incorporates the Venture Lab (TVL) to encourage entrepreneurship skills among students. TVL is designed to equip students with world-class entrepreneurial expertise. The students can start taking elective courses from the very first year of undergraduate studies as long as prerequisites, if any, are met by the students. In addition to departmental core and electives, a student has to satisfy the university requirements of 42 credits combining University-wide Electives (UWE) and Core Common Curriculum (CCC) with a minimum of 18 credits of each type. The course offers an understanding of different subject areas: Strategic Management, Entrepreneurship, and International Business; Decision Sciences and Operations Management; Economics and Public Policy; Organizational Behavior and Human Resources; Marketing; Finance, Accounting, and Control. Every student has to complete a social sector internship (6 credits) and a business sector internship (6 credits). The minimum duration for the program is 3 years, and the maximum is 6 years.

Major in Management Studies
Coursework and Credits Overview: An example

Courses	Year/s	Credits
Core Courses in Management Studies: Foundation Courses The foundational courses aim to build a basic understanding of the theories and practice of Management	Years 1, 2 & 3	64 Credits
Departmental Elective Courses Selected from a wide range of course offerings covering diverse areas and sub-fields	Selected from options available from Semester 2 of Year 1	32 Credits
Social Sector Internship An 8-weeks internship in socially oriented organisations like Foundations, NGOs, social enterprises focused on solving community related challenges	End of Year 2 to the beginning of Year 3	6 Credits
Business Internship An 8-weeks internship in business organisations focused on solving industry problems leveraging classroom learnings	End of Year 3	6 Credits
	Minimum 3 Years to Maximum 6 Years	108 Credits*

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

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

	Semester 1	Semester 2
1st Year	• Quantitative Techniques in Business - I (3) • Managing people in Organizations (3) • From Creativity to Innovation Management (3) • Introduction to Financial Accounting (3) • Analysis, presentation and report writing (3) • CCC /s	• Economics for Business - I (4) • Managerial Accounting (3) • Quantitative Techniques in Business - II (3) • Introduction to Information Systems and Operations Management (3) • Electives • UWE/s + CCC

	Semester 3	Semester 4
2nd Year	• Financial Management (3) • Introduction to Marketing (3) • Economics for Business-II (4) • The Venture Lab Phase 1 • Business Law • Elective/s • UWE/s • CCC/ s	• The Venture Lab Phase 2 • Elective/s • UWE/s • CCC/ s

	Semester 5	Semester 6
3rd Year	• Solving Business Problems in Digital Contexts (3) • Value and Business Ethics (3) • Strategic Management (3) • Elective/s • UWE/s CCC/s	• Business Simulation (4) • Elective/s • UWE/s • CCC/s

	Semester 7	Semester 8
4th Year	• Elective/s • UWE/s • CCC/s • Projects (Elective)	• Elective/s • UWE/s • CCC/s • Projects (Elective)

*Credits in parentheses
**Social Sector Internship to be done in the months of June-July at the end of the second year;
Business Internship to be done in the months of June-July at the end of the third year

YOU'RE NEVER TOO YOUNG TO START YOUR OWN BUSINESS. EVEN WHILE YOU PURSUE YOUR FIRST DEGREE PROGRAM.

THE VENTURE LAB

Managers and business leaders of the new-age global digital economy will need to possess and deploy sharp entrepreneurial acumen to successfully navigate their careers in the highly dynamic business terrains of the future.

The curriculum of the Bachelor of Management Studies (BMS) program is uniquely designed to recognise this fact and prepare its students to thrive in such an all-encompassing digital business environment. Our BMS curriculum, therefore, offers students the invaluable opportunity to 'Learn Business by Doing Business' inside what we call The Venture Laboratory.

The Venture Lab provides students with an extensive, authentic, and rigorous entrepreneurial experience, in which they learn to build and run a business enterprise from ground zero. The program's focus is on equipping students with the necessary competencies, skills, and attitudes to surmount business complexities so that they gain the confidence to handle tomorrow's real-life business challenges by experiencing them today.

The Venture Lab experience includes mentorship by esteemed faculty and domain experts. Students are guided on all the core and functional aspects of setting and managing their own business venture, such as;

- Understanding the fundamentals of business and management
- Identifying market needs and converting ideas into a business plan
- Executing in all areas of the business (financial planning and viability, sales & marketing, operations, strategy, and human resource management)
- Business planning, problem solving and negotiation
- Working in teams

Advisory Council

Dr. Pradeep K Chintagunta

Distinguished Service Professor of Marketing
University of Chicago

Dr. Raghu Sundaram

Dean
NYU Stern School of Business

Dr. Rishikesha T Krishnan

Director
IIM Bangalore

Mr. Manoj Kohli

Country Head | Former CEO & MD
SoftBank India | Bharti Airtel

Senior Faculty Mentors

Dr. Sundaravaradhan Venkatesh

Dean, School of Management and Entrepreneurship
Dean, Academy of Continuing Education
Professor of Finance, Accounting and Control

Ph.D., IIM Ahmedabad

Dr. Piyush Kumar

Associate Professor of Marketing, Terry College of Business, University of Georgia, USA

Ph.D. Purdue University, USA

Dr. Rajiv Grover

Senior Research Fellow, Drucker School of Management Claremont Graduate University, USA

Ph.D. University of Massachusetts Amherst, USA

World Class Faculty

Guided by world-class faculty, the classroom conversations will be dynamic and immersive. The masterful teaching prepares you to develop innovative solutions to business problems with new lenses and strategies based on analytical insights and cutting-edge research.

AISHNA SHARMA
Ph.D. Jawaharlal Nehru University
Economics and Public Policy

ANKUR MEHRA
Ph.D. Indian Institute of Management Calcutta
Finance, Accounting and Control

ARVIND SHATDAL
Ph.D. Indian Institute of Management Ahmedabad
Organization Behaviour and Human Resource Management

ASISH KUMAR BHATTACHARYYA
D. Phil. University of Allahabad
Finance, Accounting and Control

ATANU RAKSHIT
Ph.D. Virginia Tech, USA
Strategy Management, Entrepreneurship and International Business

PRADEEP MEHRA
PGDM Indian Institute of Management Calcutta
Strategy Management, Entrepreneurship and International Business

RAGHUPATHY M B
Ph.D. Indian Institute of Technology Madras
Finance, Accounting and Control

RAJIV GROVER
Ph.D. University of Massachusetts Amherst, USA
Marketing Management (Honorary Professor)

RASHMI AGGARWAL
Ph.D. Panjab University, Chandigarh
Strategy Management, Entrepreneurship and International Business

SATYAM MUKHERJEE
Ph.D. Indian Institute of Technology Madras
Decision Sciences, Operations Management, and Information Systems

AVINASH SAMVEDI
Ph.D. Indian Institute of Technology Delhi
Decision Sciences, Operations Management, and Information Systems

BIKRAMJIT RISHI
Ph.D. Punjabi University, Patiala
Marketing Management

DEBARATI BASU
Ph.D. Indian Institute of Management Calcutta
Finance, Accounting and Control

DEBMALYA BISWAS
Ph.D. Jawaharlal Nehru University
General Management

DEEPAK KUMAR SINHA
Ph.D. Massachusetts Institute of Technology, USA
Strategy Management, Entrepreneurship and International Business

SHALU KALRA
FPM Indian Institute of Management Bangalore
Finance, Accounting and Control

SHEETAL JAIN
Ph.D. Aligarh Muslim University
Marketing Management (Visiting Professor)

SHRUTI SARDESHMUKH
Ph.D. Rensselaer Polytechnic Institute, USA
Organization Behavior and Human Resource Management

SIBANI MOHAPATRA
Ph.D. Indian Institute of Management Indore
Decision Sciences, Operations Management, and Information Systems

SIMANTI BANDYOPADHYAY
Ph.D. Jawaharlal Nehru University
Economics and Public Policy

JAIDEEP GHOSH
Ph.D. University of Pittsburgh, Pennsylvania, U.S.A.
Decision Sciences, Operations Management, and Information Systems

K. ABDUL WAHEED
Ph.D. Indian Institute of Technology Bombay
Marketing Management

KAUSHIK CHAUDHURI
Ph.D. Reitaku University, Japan
Organization Behaviour and Human Resource Management

MEENAKSHI GHOSH
Ph.D. University of Illinois at Urbana-Champaign, USA
Economics and Public Policy

N.T. SUDARSHAN NAIDU
FPM Institute of Rural Management Anand
Marketing Management

SUBIR BANDYOPADHYAY
Ph.D. University of Cincinnati, USA
Marketing Management (Visiting Professor)

SUNDARAVARADHAN VENKATESH
Ph.D. Indian Institute of Management Ahmedabad
Finance, Accounting and Control

SUNIL K PARMESWARAN
Ph.D. Duke University, USA
Finance, Accounting and Control

SURYA SARATHI MAJUMDAR
FPM Indian Institute of Management Calcutta
Decision Sciences, Operations Management, and Information Systems

VALLURUPALLI VAMSI
Ph.D. Indian Institute of Management Calcutta
Decision Sciences, Operations Management, and Information Systems

PAROMA ROY CHOWDHURY
Resident Press Fellowship in Journalism Cambridge University, UK
General Management

PAROMITA GOSWAMI
Ph.D. Birla Institute of Technology and Sciences, Pilani
Marketing Management

PARTHA SARATHI ROY
FPM Institute of Rural Management Anand
Strategy Management, Entrepreneurship and International Business

PARUL SINGH
Ph.D. Banasthali Vidyapith
Organization Behaviour and Human Resource Management (Visiting Professor)

PIYUSH KUMAR
Ph.D. Purdue University, USA
Marketing Management (Honorary Professor)

VIJAYTA FULZELE
Ph.D. Indian Institute of Technology Delhi
Decision Sciences, Operations Management, and Information Systems

VINITA KRISHNA
Ph.D. Indian Institute of Technology Delhi
General Management

VISHESH SINGH
Ph.D. Guru Gobind Singh Indraprastha University
Strategy Management, Entrepreneurship and International Business (Visiting Professor)

VIVEK KHANNA
Ph.D. Indian Institute of Management Indore
Organization Behaviour and Human Resource Management

Career Support & Development

Shiv Nadar University Career Development Center (CDC) works for the best interests of the students by collaborating with different organizations. It also works closely with students to understand their goals and aspirations and facilitate achieving them.

To keep students constructively engaged and on top of their professional game, CDC organizes a number of programs throughout the academic year; including weekly sessions, counseling sessions, guest lectures, placement preparation modules, mentorship programs and industry visits.

Key milestones achieved by CDC are:

- Eminent and prestigious organizations which have hired our students include the likes of Mckinsey, D. E. Shaw, Futures First, Dell, Saint Gobain, and many more!
- Our students have been selected for pursuing higher education opportunities with premier institutes like Yale University (USA), Fuqua School - Duke University (USA), Asian Institute of Technology (Thailand), King's College, (UK), Imperial College (UK), Vienna University of Economics & Business (Austria) at a global level, and IIM Bangalore nationally.

- Our students are recruited by Leading MNCs including Bain Capability Network, SmartServ, Sattva Consulting, Genpact, Innovaccer, Grant Thornton, Bharat LLP, Xanadu Realty, Great Place to Work, Pace Stock Broking Services, 1Point1 and LeadSquared amongst others

In a nutshell, we build great lives by enabling our students to get the livelihoods they truly deserve.

Scholarships & Financial Aid

Shiv Nadar University strongly believes in nurturing and encouraging the brightest minds to transform their lives and become lifelong learners and leaders. The University offers Financial Aid and Scholarships to students who are selected through the specified admission criteria(s) in undergraduate programs, covering part or full academic and living expenses.

The amount of Financial Aid and Scholarship depends upon the total number of applications and the decision of the committee will be final and binding.

School Topper's Scholarship: 50% waiver on Tuition Fees
Students under this scholarship category will receive a 50% waiver on tuition fees for the four year duration of the program, subject to satisfying criteria for continuation of the scholarship.

Eligibility for Topper's Scholarship:- The student must be the topper of the school from which he/she completed Class 12 board, and satisfy the requirements as mentioned below:

- **Aggregate of best 4 academic subjects in the marksheet must be >=98% (must include English)**

The student must provide a letter of recommendation from the Principal of the respective school confirming the satisfaction of eligibility for the School Topper's Scholarship.

For more details, please contact scholarship@snu.edu.in

Merit Based Scholarship: 25% waiver on Tuition Fees
Students with at least 95% marks in Class 12 Board or at least 98 percentiles in JEE Mains or at least 40 in IB Board (without bonus point) or A* in all subjects in Cambridge Board can apply for Merit Based Scholarship, which offers 25% waiver on Tuition Fees for the duration of the program, subject to satisfying criteria for continuation of the scholarship.

Scholarship for candidates from low-income households: 100% waiver on Tuition Fees and Hostel Charges
The University covers the academic and living expenses in full for high-potential students from economically weak backgrounds, whose family income may be below INR 3,00,000 a year. We consider applications from students only from the following schools:

1. Vidyagan
2. Jawahar Navodaya Vidyalaya
3. Pratibha Vikas Vidyalaya
4. Municipal Schools
5. Schools in Schedule V regions
6. Super 30
7. Art of Living Schools
8. Udayachal School
9. Satya Bharti School
10. Kallam Anji Reddy Vidyalaya
11. Sarswati Vidya Mandir
12. The Suryodaya School
13. Isha Vidhya
14. Vidya School
15. Vidya Vanam School
16. Door Step School
17. Free School India
18. Sri Sathya Sai VidyaKendra

Sports Scholarship:
Students with ranking in their sport from 1 to 100 ranks issued by their respective sports federations in India are eligible to apply. Due weightage shall be given to the Certificates of Winners/Participation at International, National, State level tournaments in respective sports/games recognised by National/International sports bodies of respective sports/games

It is mandatory for the candidates to qualify for the PHYSICAL FITNESS TEST and SPORTS SPECIFIC tests (related to the game/sport of the applicant) conducted by the Department of Physical Education and Sports to avail sports scholarship. The list of Sports offered for Scholarship is mentioned below:-

Chess, Tennis, Badminton, Squash, Table Tennis

In addition, other team sports may be considered after review by the Shiv Nadar University sports committee if the students are representing the country internationally.

Financial Aid
To apply for financial aid, interested candidates can file the application in the application form.

Once a candidate is selected through the specified admission criteria(s), he/she will be provided a detailed form to fill in additional details. Applicants are required to submit the following documents at the time of submitting the financial aid form:

1. Income Tax Returns of all earning members of the family
2. Address Proof
3. Bank Account Statement of all members of the family
4. School Fee Receipt(s) of the applicant for grade XII
5. School Fee Receipt(s) for the applicant's sibling
6. Details of Financial Asset(s) owned by the family
7. Company's Income Tax Returns and Bank Statements (in case any earning member of the family owns a Business)

Scan to Know More
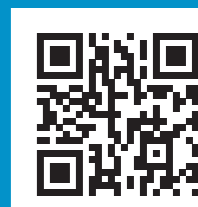
Become Part of a Global Alumni Network

Join a powerful network of 3600+ alumni and develop a mutually beneficial relationship. You can build on the created legacy and help to continue to deliver on our promise of creating value for society.

With such a strong group of graduates and postgraduates acting as educational advocates across India (and the globe), we conceptualized the Alumni Relations Office in January 2015 to ensure continuous engagement and communication with them. The office's primary responsibilities include keeping our alumni engaged, promoting networking amongst alumni, and being adequately informed about SNIoE's achievements and accolades.

Selecting Shiv Nadar University for your next educational foray not only gives you the knowledge to perform exceptionally well but also the support, help, and assistance of a robust alumni network – elements that are critical to ensure a successful start to your professional journey in today's 'networked' world!
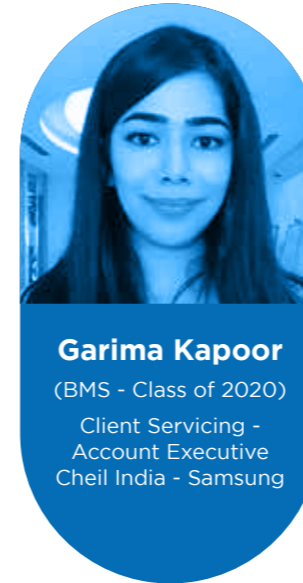
Garima Kapoor
(BMS - Class of 2020)
Client Servicing -
Account Executive
Cheil India - Samsung

"The BMS curriculum was diverse and designed in a way that let students tailor their coursework to obtain in-depth knowledge that can have a long-term effect on their careers. I chose to do a minor in economics and another minor in communication (filmmaking) which helped me learn about the subjects of my interest and the possibility to pursue my passion.

The program also offers Core Common Curriculum (CCC) wherein you learn so many different things like advanced excel, EVS, etc. that will really help you be a very well-rounded professional.

The unique aspect of SME's management program is two internships - business sector internship and social sector internship. In my social internship, I worked with the Red Cross wherein I learned that the managerial concepts of the projects were the same as you would apply to a corporate."

Arni Gupta
(BMS - Class of 2023)
Data Analyst, Genpact

"Over the past three years, I've studied courses like business analytics, organizational change, marketing research, and intellectual property rights which are essential for any business school student.

We are being taught by professors who are visionaries and thought leaders. The interactions with professors are not limited just to classroom learning; we might sit with our professors at the library café or have lunch with them at the mess or even play a sport with them at the indoor sports complex. Integration of classroom learning to sharing life experiences takes our learning to a completely different level.

At Shiv Nadar, the students are encouraged to take courses not just from our discipline but from other disciplines as well which brings together multidisciplinary learning in the coursework. "
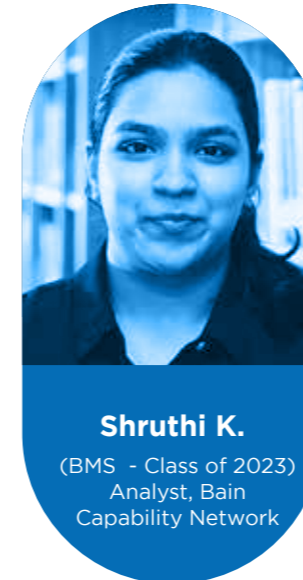
Shruthi K.
(BMS - Class of 2023)
Analyst, Bain
Capability Network

"The BMS program offered by the School of Management and Entrepreneurship has given me a strong academic foundation in the different areas of management and has also given me the opportunity to take up specific courses in the areas that I am interested in.

I have also been able to apply what I've learned in the classroom in real-life management case studies. As part of the case study challenge conducted by the Institute of Management Accountants, my team and I emerged as one of the top six finalists in India.

After almost two years of online classes, we're now back on campus and it's exciting to experience all of this in person the vibrant campus life also adds to the experience. Being part of student-led clubs and organizing events has helped me improve my interpersonal skills take up leadership roles and also interact with industry experts."

What do you need to know?

Admission Process

Step 1: Application
Visit https://ugapplications.snu.edu.in/under-graduate-form/ and fill in the application form.

Step 2: Entrance Test
Route 1: SNUSAT
Route 2: Valid College Board SAT Score
Route 3: Valid ACT Score
Route 4: CUET 2024 + Screening Form + Class 12th Marks

Step3: Admission Letter
Admission letters offered to selected candidates

Please note, the admission offers will be provisional in nature and the candidate should meet the eligibility criteria once the Class 12th results are declared.

Eligibility

Board	Eligibility Criteria
All Indian Boards	Aggregate of best 4 academic subjects in the marksheet must be >=65% (must include English)
IB curriculum	Aggregate score of 28 with a minimum 4 in every course.
Cambridge International Examinations (CIE)	Percentage Uniform Marks equivalent to >=65% (must include English)

Program Fees

Admission Fee: INR 60,000 (Payable one time, non-refundable)
Security Deposit
(Refundable): INR 30,000 (payable one time and refundable at the time of leaving the university)
Tuition Fees:
Year 1   INR 5,00,000/-
Year 2   INR 5,00,000/-
Year 3   INR 5,00,000/-
Year 4   INR 5,00,000/-

(the tuition fee is excluding Hostel & Mess Charges)

Diverse and Dynamic Campus Life

Shiv Nadar University has a welcoming, vibrant and dynamic campus that celebrates the diversity of students. Immerse yourself in an environment that is friendly, spirited, supportive, and unforgettable. A fully residential institution with well-equipped laboratories, smart classrooms, and a state-of-the-art library. Apart from providing outstanding education, we strive to make it a comfy home for our students. Whether you are looking for space to socialize, exercise, a quick bite to eat, or a complete meal, the campus has to offer numerous activities and facilities.

The campus hosts students representing 28 states and 8 Union territories from diverse backgrounds including professional background, personal experience, goals, culture, ethnicity, gender, and nationality. Individuals may identify across multiple communities, and these perspectives come together to enrich our educational environment and our everyday experience.

SHIV NADAR

INSTITUTION OF EMINENCE DEEMED TO BE
U N I V E R S I T Y
DELHI NCR

NH91, Tehsil Dadri, Greater Noida, Uttar Pradesh 201314

For admissions and program related queries, please write to

Tusha Chandra
Program Manager

tusha.chandra@snu.edu.in

www.snu.edu.in

/shivnadarvarsity

/shivnadaruniv

ShivNadarUniv

shiv-nadar-university

**To apply for
BMS program,
scan the QR code**