



# Shobhit University

EDUCATION EMPOWERS

Accredited by NAAC

Chomba Chibwe, MBA

Chomba Kabwe, B.Sc. Biotech



## SCHOOL OF BUSINESS STUDIES

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

MBA | M.Com. | M.Phil. | Ph.D.

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

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

MBA (Weekend Mode)

# SHOBHIT UNIVERSITY SCHOOL OF BUSINESS STUDIES

The University 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, 22 MBA batches and 21 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

## MASTER OF BUSINESS ADMINISTRATION

Duration : 2 Years, full time

### SPECIALIZATION

- MBA Marketing and retail
- MBA Retail and supply chain
- MBA IT and knowledge management
- MBA HRM and corporate leadership
- MBA Finance and insurance
- MBA Finance and investment
- MBA International business
- MBA Service Industry
- MBA Production and technology
- MBA Pharmaceutical Management
- MBA AgriBusiness Management

### ELIGIBILITY AND ADMISSION PROCEDURE

A Bachelor's degree or equivalent with a minimum of 50% aggregate marks in any discipline from a recognized University. Short listed applicants, on the basis of their MAT / CAT / XAT / SUNET / Academic score will be invited for a Group Discussion / Personal Interview.

### PROGRAM FEE

| Particulars                    | First Year | Second Year |
|--------------------------------|------------|-------------|
| Tuition Fee                    | 100,000    | 100,000     |
| Exam (2 Semesters)             | 10,000     | 10,000      |
| Corporate Resource Centre      | 10,000     | 10,000      |
| Academic Resources             | 3,000      | 3,000       |
| Centre for Sports & Recreation | 2,000      | 2,000       |
| University Development Charge  | 20,000     | 20,000      |
| Refundable Security Money      | 10,000     | -           |
| Total                          | 1,55,000   | 145000      |

Complex business world requires confidence, vision, and strategies that drive tangible business results. For nearly, 23 years, our business school has been fulfilling it's 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:

- (a) Foundation Courses
- (b) Foreign Language (Certificate Course)
- (c) Industry component

Semester-2:

- (a) Foundation Courses
- (b) Optional Course
- (c) Foreign Language (Certificate Course)
- (d) Industry component

Inter Semester Break:

- (a) Domestic Corporate Interface (Summer Training)

Semester-3:

- (a) Non-optional Courses
- (b) Specialization Courses
- (c) Industry component

Inter Semester Break:

- (a) International Corporate Interface (Optional)

Semester-4:

- (a) Specialization Courses
- (b) Industry component
- (c) Industry Project

## BBA (Bachelor of Business Administration) 22<sup>nd</sup> 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) 5<sup>th</sup> 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) 3<sup>rd</sup> 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) 2<sup>nd</sup> 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) 5<sup>th</sup> 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 3<sup>rd</sup> 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 3<sup>rd</sup> 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.

*All management students are provided with an option to join additional Foreign Language Certificate Program. Students may also opt for an International visit to get global exposure. A LAPTOP is provided to willing student to enhance their learning capacity in the Wi-Fi environment of the campus. (\*Optional)*

## 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.

Shobhit University is a place to pursue life's passions. A nurturing learning environment; a hotbed of research; an engine of employment; a melting pot of ideas and innovation; and an incubator for tomorrow's leaders.

According to CII Report: Glimpses of Research Productivity of Indian Universities and Research Institutions, based on Indian Citation Index 2016; Shobhit University, Meerut is Ranked 1<sup>st</sup> among Private Universities and 4<sup>th</sup> among all universities including IITs / IIMs based on Citation/Paper.

## RESEARCH JOURNAL OF BUSINESS STUDIES

NICE Journal of Business is a half-yearly journal, earlier published by NICE Management College, Meerut, and now being brought out by the School of Business Studies, Shobhit 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. Leading Journal in the Field of Business: 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.



National Education Excellence Awards 2017: Best University for Promoting Industry Academia Interface by Shri Prakash Javadekar, Hon'ble Union Minister of HRD bestowed by The Associated Chambers of Commerce of India (ASSOCHAM).

# UNIVERSITY RESOURCE CENTRE

## OUR RECRUITERS

The Shobhit 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;



## ALUMNI NETWORK

Shobhit 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 Shobhit 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

# ACADEMIC RESOURCES



## LEARNING RESOURCE CENTRE

- ⚙ 50000+ books covering different branches of knowledge
- ⚙ The library subscribes to 284 national and 16 international print journals
- ⚙ The library subscribes to approx. 1000 e-journals through INDEST-AICTE consortium
- ⚙ Besides above, the University has established a virtual library facility in the premises of main library. The database of the e-Library is repository of approx. 4,50,000 e-Books on relevant topics.
- ⚙ 24 X 7 Library facilities

## INFORMATION AND COMMUNICATION FACILITY

- ⚙ 1 GB Leased line internet connectivity through National Knowledge Network
- ⚙ 800+ Desktop and work stations supported by high-end servers
- ⚙ Wi-Fi eco-friendly campus
- ⚙ Latest configured desktops/laptops provided to the students and faculty
- ⚙ Campus Agreements with Microsoft for availability of latest softwares



## COMPUTER AIDED LANGUAGE LAB

University Computer Aided Language Lab (CALL) is a modern digital language lab that supports teacher-led, computer-based student activities in a traditional lab setting. With intensive target language exposure, pairing and small group conferencing activities ensure that all students have maximum exposure to diverse listening and speaking opportunities. Teachers can launch student activities and support students while they work individually, in pairs, or in groups. Teachers are able to use any combination of modern digital media (DVDs, Internet) and traditional analog media (audiocassette tapes, VCR tapes), without modification or editing.





# 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.



# 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 and the Menu is regularly reviewed by a Committee of students and faculty members in accordance with the tastes and likings of the students. Hostels also provide its residents an access to indoor and outdoor game facilities and recreational opportunities. All hostels are run under the supervision of experienced and matured wardens.

The Campus Cafeteria is the place where students can not only satisfy their taste buds by savoring a variety of foods and beverages, but also sit and relax in a cozy environment after long academic sessions.

Education should not only instill knowledge but strive us towards complete accord with existence .

# 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.

## SCHOLARSHIPS

All The following Scholarships are available for MBA Students;

1. Adarsh Vidyadhan Samman Scholarships: To empower the Girls and facilitate their education a special scholarship (equal to 20% Tuition Fee) for all Girl Candidates seeking admission in MBA full time program.
2. Babu Vijendra Shourya Samman Scholarships: A special scholarship (equal to 20% Tuition Fee) for Wards of Defense Personnel. The wards of Martyrs shall be provided a Gratitude Scholarship equal to 50% of Tuition Fee, seeking admission in MBA full time program.
3. Chancellor's Scholarships: To facilitate higher studies a special scholarship (equal to 20% Tuition Fee) for our proud alumni seeking admission in MBA full time program.
4. North Eastern states Scholarships: To facilitate higher studies a special scholarship (equal to 20% Tuition Fee) for candidates from the North Eastern states seeking admission in MBA full time program.

## RANKING & AWARDS

- ⚙ National Education Excellence Awards 2017: Best University for Promoting Industry Academia Interface bestowed by *The Associated Chambers of Commerce of India (ASSOCHAM)*.
- ⚙ CSR Excellence in Education Award 2017 and CSR Top Institutes of India Award 2017 bestowed by *Competition Success Review*.
- ⚙ Times of India 'Brand Icon Award 2017' bestowed by *The Time of India*.
- ⚙ Listed amongst Outstanding Universities of India by *Career 360 (Mar'17)*
- ⚙ School of Business Studies, ranked among the "Top B-Schools of Excellence' in India by *CSR-GHRDC B-School Survey 2016*.
- ⚙ Ranked amongst Top 20 Multi-Disciplinary Non-Government Universities of India by *Hansa- The Week Higher Education Survey, 2016*

## School of Business Studies

### SHOBHIT UNIVERSITY, MEERUT

(Established u/s 3 of UGC Act 1956)

NH-58, Modipuram

Meerut NCR Delhi

Admission Helpline: 8791000756

---

### SHOBHIT UNIVERSITY, GANGOH

(Established by UP Shobhit University Act No. 3, 2012)

Adarsh Institutional Area, Babu Vijendra Marg

Gangoh - 247341, Saharanpur District, UP

Admission Helpline: 7830810052

---

Toll-free Missed Call: 9910072070

SMS SU <course> to 53030

E. admissions@shobhituniversity.ac.in



[www.shobhituniversity.ac.in](http://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.