



SHANTI
BUSINESS
SCHOOL

AHMEDABAD

Admissions Brochure 2016

PGDM • PGDM-Communication • BBA



Celebrate Change

It's in the air.

500,000 sq. ft of lush green campus under
a crimson west Ahmedabad sky.

It's in the place.

Learning is fostered via state-of-art award-winning
architectural splendor of the campus.

It's in the people.

Pioneering visionaries, ignited minds,
caring souls are researching and sharing
with the young and energetic future leaders.

It's in the work.

With a revolutionary curriculum
to address future challenges.

It's in relating.

Bonds of affection which are transparent
and genuine exist between shishyas
and gurus at this gurukul.

It's in the vision.

"...produce sought-after and industry-relevant
leaders adaptable to changing socio-economic
world order in a globalised environment."

It's here.

It's the change India is looking for.

Vision

To build world-class centers of excellence that foster sought-after and industry-relevant leaders adaptable to changing socio-economic world order in a globalised environment

Mission

To create a conducive environment for the learning and practice of management through recruitment of right faculty and students, providing them best learning environment to turn into future leaders of tomorrow.

Welcome To SBS



Shree Vedprakash Chiripal

Chairman, Chiripal Charitable Trust
Chairman, Chiripal Group of Industries

We set up Chiripal Charitable Trust as part of our Corporate Citizenship Initiatives under the aegis of Chiripal Group of Industries. At the core of our hearts, we believe we must endeavour to contribute to build a society where people live with harmony and peace, where people live with their heads held high in all situations and where there is freedom of choice and freedom of thought. We believe that we must give back to the society in return of the abundance of resources that the society has given us.

In education, the Chiripal Charitable Trust wants to build and promote institutions that strive to herald much needed changes. With this objective, we have established Shanti Juniors, our national chain of pre-schools and Shanti Asiatic Schools.

As far as Management Education is concerned, our endeavour at Shanti Business School is focused on three aspects:

One, we want to continue research on requirement of managerial and leadership competencies. This research must be done with continuous dialogue with the industry in structured methods.

Two, we want to research and develop teaching methodologies which are driven by the sole objective of developing the right competencies in our students.

Three, we want to benchmark ourselves with the top global business schools and want to set new parameters in creating proprietary systems and processes to develop and deliver knowledge in the field of business and management.

I believe that you will find Shanti Educational Initiatives' Graduate and Post Graduate experience a deeply rewarding one to shape up your career, your values and faith in yourself.

Governing Board

Shri. Vedprakash Chiripal Chairperson, Chiripal Group of Industries, Ahmedabad	Chairperson
Dr. Binod C. Agrawal Director General, Taleem Research Foundation, Ahmedabad	Member
Shri. Brijmohan Chiripal Director, Chiripal Group of Industries, Ahmedabad	Member
Dr. GS Gupta Former Professor, IIM, Ahmedabad	Member
Dr. KN Shelat Former Principal Secretary, Govt. of Gujarat	Member
Dr. Vidyut Joshi Former Vice Chancellor, Bhavnagar University, Gujarat	Member
Smt. Vineeta Chiripal Managing Director, Shanti Educational Initiatives, Ahmedabad	Member
Dr. Arbind Sinha Director General, Shanti Business School, Ahmedabad	Member
Shri. KGK Pillai Executive Registrar Shanti Business School, Ahmedabad	Secretary

Experience The Difference



Arbind Sinha

Director General, Shanti Business School

In the fast changing educational landscape, it is not easy to find good learning environment, easily. Educational institutions have mushroomed and eroding values of education are a growing concern .

Here is a place, where you and we, make a good choice for knowledge seeking generation. At Shanti Business School (SBS), we not only impart knowledge on business environment, business skills, business practices and business ethics; we not only teach communication – business, social,

development communication, and new media; we not only talk about quality of life, but we constantly look for value of education. We, at SBS, strongly believe in “Fostering Change Through Education”.

SBS provides theoretical understanding with practical experience and prepares its vibrant students to face the challenges of business world and social realities with confidence. We understand your value and value of your money and we assure you of total satisfaction.

Be a part of SBS family.....

Awards



'Best Innovation' by
World Education Summit
citation signed by Chairman, AICTE



'Best Placement Through
Curriculum Innovation'
by Global Education Excellence Awards



India's No. 1
Top Emerging B-School
by Silicon India Magazine



'Shiksha Bharati Award' By
Indian Achievers Forum



'Best Infrastructure' Award
by Inside Outside Magazine



'Innovation In Learning' By
Indian Education Congress

Academic Collaboration & Accreditation



Florida State
University



International
Accreditation



Asian Media Information &
Communication Centre

Programs at SBS

PGDM-Business Management

SBS offers 2 years full time AICTE approved Post Graduate Diploma in Management (PGDM), with Specializations in Marketing, Finance, HR and the emerging important vertical of Decision Science and Analytics. It has a superior, evolving, and vertically specialised curriculum delivered through path-breaking methodologies like performance learning, internship and 5-Pronged mentoring process. SBS has customized its curriculum to include core courses, electives and sectoral specializations. SBS offers industry-relevant courses, facilitated by corporate interaction. Projects and research, complemented by internship, give our students a comprehensive 'real life' experience.

PGDM-Communication

SBS is also one of the very few B-Schools to offer the AICTE approved, 2-year full-time Post Graduate Diploma in Communication Management (PGDM-C), with Specialisation electives in Digital Communications Management, Media Management, Advertising Management and Development Communications Management (covering communication for societal benefit). The course enables students to take up exciting careers in their respective domains and industry verticals of Digital, Print, TV, Radio, OOH, Gaming, Entertainment Media, besides Advertising Agencies, NGOs and CSR Initiatives of Companies. Career options in Corporate Communications, PR and Event Management, etc., cut across all industry verticals. The new, path-breaking Specialization in Digital Communications Management focuses on imparting knowledge and preparing students for careers with digital companies as well those with digital verticals and initiatives.

SBS offers placement assistance for both programs and has consistently had 100% placements.

BBA

The Bachelor of Business Administration (BBA) program is a full time, 3 years Degree Course. This program presents students with a definite and clear understanding of different functional areas and core business processes. It also provides students the opportunity to pursue a career in industry as executives, explore entrepreneurial pursuits or join professional courses like C.A., C.S., M.B.A, P.G.D.M, I.C.W.A, Designing, IT, other streams/careers through competitive exams etc. on successful completion of the course.

SBS offers option for industry immersion in last semester of final year

PGDM Curriculum

Specialisations and Electives

Marketing

Marketing Research
Services Marketing
Retail Management
Advanced Digital Marketing
Integrated Marketing Communication
Product and Brand Management
Strategic Marketing Management
Rural Marketing
Digital Marketing
Customer Relationship Management
Brand Performance Management
Logistics & Supply Chain Management
International Marketing Management
Contemporary Issues in Marketing

Finance

International Finance and Trade
Security Analysis & Portfolio Management
Enterprise Risk Management
Management of Financial Institutions
Micro Finance
Entrepreneurship Finance
Behavioral Finance

*Learning for leadership in
thought and action*
Prof. Bala Bhaskaran
Director, PGDM



Derivatives & Risk Management
Wealth Management
Infrastructure Development & Finance
Advance Financial Services
Merger, Acquisitions & Corporate Restructuring

Human Resource

HR Information Systems
International HRM
Compensation Management
Recruitment & Selection
Handling Diversity in Work Organisations
Creativity in Work Organisations
Competency Mapping

Decision Science (Analytics)

Data Mining & Warehousing
IT and Business Alignment
Business Intelligence
SPSS, R & SAS
TQM & Six Sigma
Data & Social Media Mining
Big Data & HADOOP
Applications of Analytical Techniques (cases and sectors)

Other Courses

1

Language Skills
Information Technology and MIS
Principles of Management
Micro Economics
Quantitative Methods-1
Organizational Behavior
Marketing Management-1
Understanding Financial Statements
Operations Management

2

Written Analysis & Communication
Legal Aspects of Business
Macro Economics
Quantitative Methods-2
Business Research Methods
Human Resource Management
Marketing Management-2
Financial Management
Basics of Business Planning

3

Business Communication
Business Environment
Business Strategy

4

Employability Skills
Business Ethics & Corp. Governance
Management Control Systems

PGDM-C Curriculum

"PGDM-C is an exceptional course that prepares students for exciting marketing, account planning and profit-centre management careers in digital, media advertising and Development communication."

Prof. Vaneet Chhibber
Director, School of Communication



Specialisations and Electives

1

Digital Communications Management

Content Marketing
Mobile Marketing
Social Media Marketing
Digital Entrepreneurship

3

Advertising Management

Client Servicing and Account Planning
Account Planning Workshop
Integrated Campaign Planning

2

Media Management

Business of Media: Films and Music
Strategic Media Planning and Audience Research
Business of Media: Print/ TV/ OOH/ Radio/ Events

4

Development Communication Management

Managing Health Communications
Society and Development

NB: The subjects/specialisation electives' can be dropped/replaced/amended in any manner at the discretion of the PGDM - Communication Area Committee & Director, at any time, with a view to optimize overall desired student learning. A student can opt in for residential or day scholar studies. Educational loans are available from banks as per their terms and conditions.

PGDM-C Curriculum

Other Courses

Communication Domain Courses

Introduction to Communication
Introduction to Media and Society & Media Planning
Introduction to Digital Marketing
Creative Communication
Google Ad Words Training Workshop
Search Marketing & Biddable Media
Introduction to Development Communication
& Social Marketing
Introduction to Advertising Management
E-Commerce & Internet Retail
Corporate Communication & PR
Integrated Marketing Communication-I
Integrated Marketing Communication - II

Management Domain Courses

Organizational Behavior
Marketing Management
Understanding Financial Statement
Human Resources Management
Consumer Behaviour
Brand Management Industry Workshop
Strategic Led Design Management

Fundamental Courses

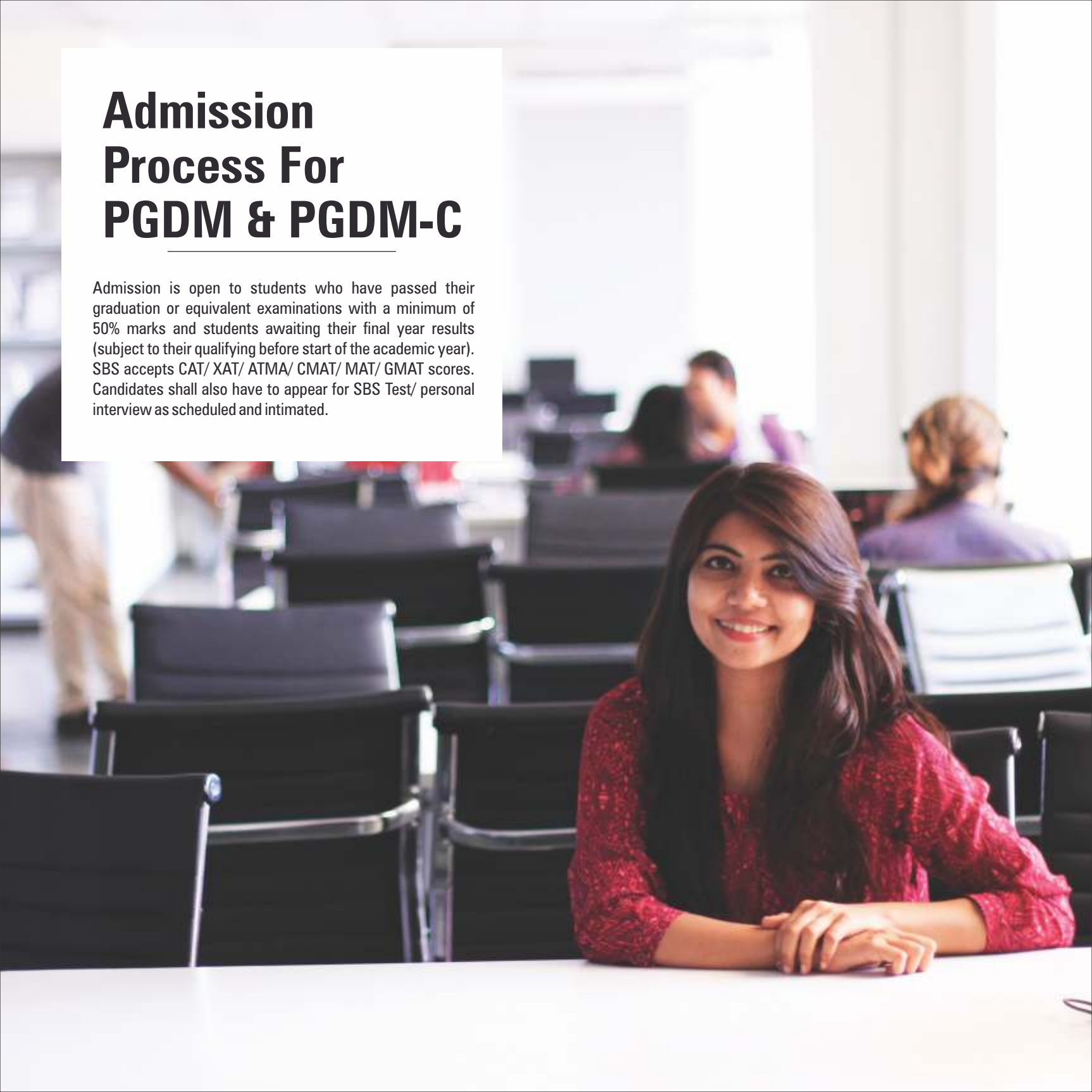
Principles of Management
Micro Economics
Quantitative Methods
Macro Economics
Business Research Methods
Communication Research
Business Strategy
Marketing Research
Business, Media Ethics & Corporate Governance

Executive Skills

Language Skills
IT and MIS
Written Analysis and Communication
Soft Skills
Business Communication & Presentation Skills
Employability Skills

Admission Process For PGDM & PGDM-C

Admission is open to students who have passed their graduation or equivalent examinations with a minimum of 50% marks and students awaiting their final year results (subject to their qualifying before start of the academic year). SBS accepts CAT/ XAT/ ATMA/ CMAT/ MAT/ GMAT scores. Candidates shall also have to appear for SBS Test/ personal interview as scheduled and intimated.



BBA Curriculum

*"Channelizing Energy, Shaping Minds &
Creating Thought Leaders"*

Dr. Kishor Barad
Director, BBA



Specialisations and Electives

1

Marketing

Consumer Behavior
Sales & Distribution Management
Advertising & Sales Promotion
Services Marketing
Marketing Research
Social Media Marketing

2

Finance

Security Analysis & Portfolio Management
Working Capital Management
Retail Banking
Marketing of Financial Services
International Financial System

3

Human Resources

Compensation Management
Human Resource Development
Management of Industrial Relations
Management of Training & Development
Change Management

BBA Curriculum

Other Courses

Executive Skills

Business Communication & Soft Skills
English Language & Indian Culture
Hindi Language Structure I
English Language, Scientific Temper and Soft Skills
Hindi Language Aur Samvedana
Employability Skills
English Language & Aspects of Development
Hindi Language (Bhasha Kaushal Aur Sanchar Sadhan)

Management Domain

Organizational Behavior
Financial Management
Marketing Management
Production & Operations Management
Human Resource Management
Management Information Systems

Basic Building Blocks

Principles of Management
Entrepreneurship
Business Mathematics
Managerial Economic
Financial Accountings
Corporate Training Program (Winter Program 15 days)
Fundamentals & Development of Entrepreneur
Business Laws
Business Environment
Cost & Management
Accounting Business Statistics
Banking & Insurance Practices
Business Ethics & Corporate Governance
Environmental Studies
Virtual Business
Rural Immersion Project
Business Strategy
Computer & Information Technology Basics I & II
Business Research Methodology

Admission Process For BBA

A candidate for being eligible for admission to the Degree course in BBA shall have passed 12th Standard Examination (H.S.C. 10 + 2) from any stream, with English as a passing subject, and secured at-least 50% marks.

OR

3 years Diploma Course after S.S.C. i.e. 10th standard of Board of Technical Education conducted by Government of Gujarat or its equivalent.

UGAT / BAT (Admission Test)

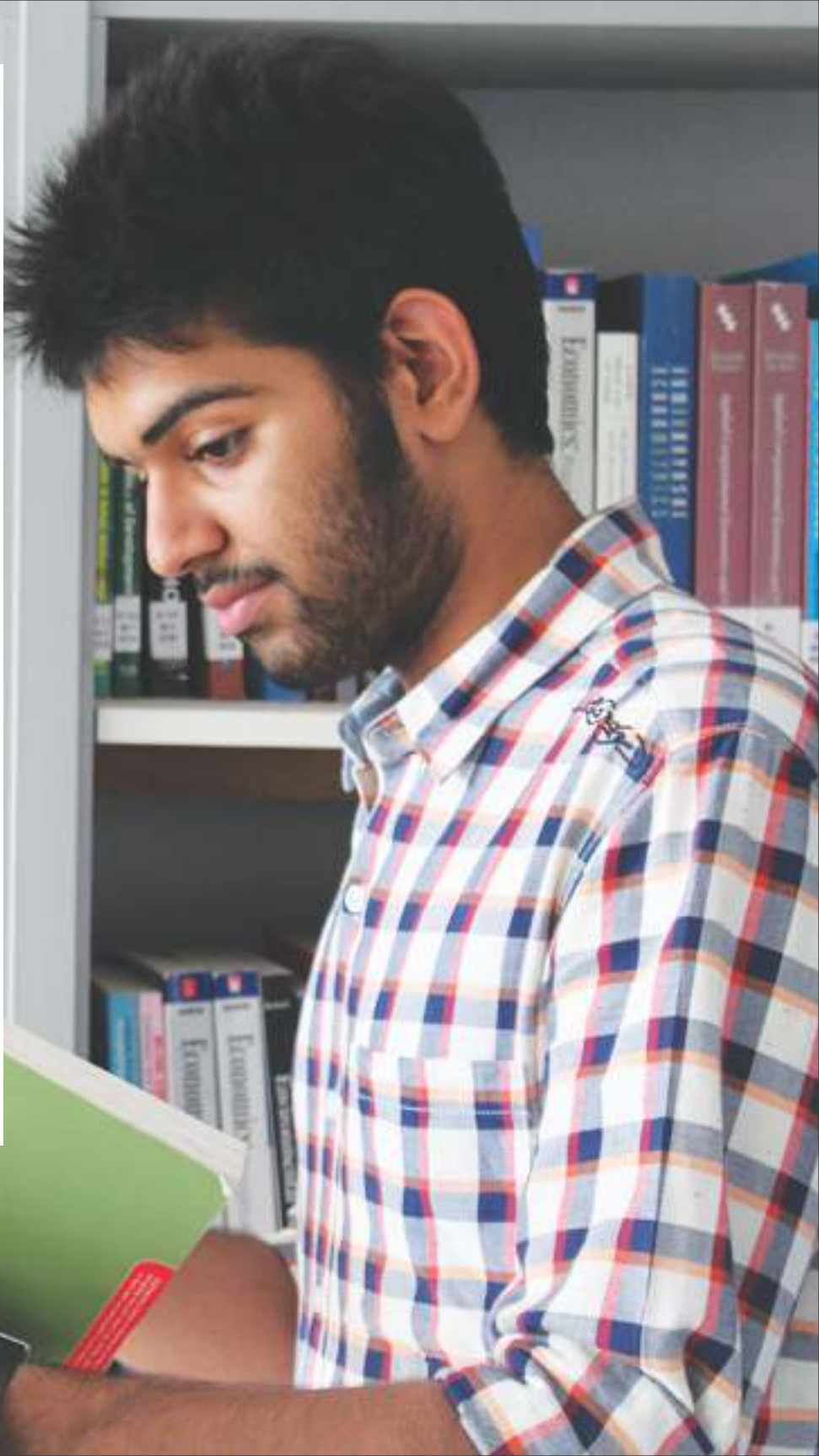
It is first-come-first Serve Admission Process.

A student who has not appeared for UGAT or is not eligible through UGAT can opt for BAT process of SBS.

The BAT is a management entrance exam devised by SBS. BAT assesses the aspirant's verbal and qualitative reasoning, data interpretation and analytical skills, mathematical comprehension, general knowledge and proficiency of English language.

Personal Interview:

At the next and final stage of the admission process, a personal interview is conducted with a panel of faculty from SBS to test the aspirant on a wide range of subjects. The interview aims to assess the student's interests and academic inclinations, as well as his potential and scope to grow within the institute.



Core Faculty

Dr. Arbind Sinha

Director General, SBS
Former Associate Director and
Acting Director, MICA, Ahmedabad
Former Communication Advisor, Denmark Embassy, New Delhi
Former Scientist 'SF', Space Application Centre
- ISRO, Ahmedabad

Prof. Bala Bhaskaran

Director PGDM, SBS
Former Head IBS
Former V.P. HRD Network
Former Chairman Institute of Management Consultants of India

Prof. Alan A. D'Souza

Founding Member, MICA
Former Executive Director Mudra Communication Ltd.
Former President IIMA Alumni Association
Former Director Goa Institute of Management

Dr. Abhay Raja

MBA
Ph.D in Management
Formerly With Atmiya Institute, GTU,
T.N.Rao College, J.V. Institute Of Management Studies

Prof. Amit Saraswat

Decision Sciences, IIT,
Formerly with TATA Motors Limited,
Research in Information Technology
and Business Strategy Alignment with CEPT

Prof. Chinmay Baxi

MBA
Formerly With Significant Cyber Security India,
SNL Financial (I) Pvt. Ltd.
and Divya Bhaskar

Prof. Vaneet Chhibber

Director, School of Communication, SBS
BA, MBA, 35 years of experience in Industry and Academics.
Former CEO(BPD), EVP, Sr. GM-Marketing (Indian Express),
Former Sr. VP-Corporate (JL Morison & VKL)
Former Head, Media and Digital Areas and
Chairperson-Corporate Relations and MDPs at MICA.

Dr. Kishor Barad

Director BBA, SBS
Member - Rural Marketing Association of India
Author "Cooperative Sugar
Industry of India - A Managerial Perspective"

Prof. Devina Sarwatary

Masters in Development Communication
M.Phil. in Mass Communication and Journalism,
GU, Researcher,
CEPT and MIT-CITE

Prof. Dhriti Bhattacharjee

Masters in Development Communication (Gold Medalist),
Pursuing Ph.D, CEPT
Formerly With PDPU and Counterpart International (I),
AKRSP (I), The Indian Express

Prof. Manasi Vahia

BA (Psychology), M.S. University,
M.HRM, M. S. University
Formerly With GMC Project
and India Metronic Pvt. Ltd.

Prof. Nasheman Bandoowala

Masters in Eco., M.Phil (Gujarat Vidhyapith)
and Pursuing Ph.D (Gujarat Vidhyapith)
Formerly With IIM- A,
ICFAI, ISBM, S.M.P.I.C., Nirma University

Core Faculty

Dr. Vina Vani

Former Faculty, MICA
Former Faculty, S.P. Jain Institute of Management
Former Faculty IRMA, Former Faculty CEPT
Former University of Illinois, USA

Dr. Vidyut Joshi

Member, Governing Council, SBS
Vice-Chancellor, Bhavnagar University
Director, L.J. Institute of Management Studies
Director, Shri Chimanbhai Patel (IMR)
Director and Professor, Center For Social Studies

Prof. Naval Bhargava

Former Faculty, MICA, Alumni, IIT,
IIM, Recipient of “Best Professor in
Marketing Management” by
CMO Asia Awards, Singapore

Prof. Shimoli Dhami

C.A., ICAI, L.L.B.
5 Years of Experience
In Corporate Organisations and in Academic

Prof. Pallavi Vyas

MBA (HRM), M.Sc (Plant Physiology/Biotechnology),
G. B. Pant University of Agriculture and
Technology, Pantnagar,
B.Sc., H.N.B. Garhwal University

Dr. Tejas Shah

MBA (Marketing)
Ph.D. (Management)
Formerly with KIM,
Shri Chimanbhai Patel Institute Management,
S.V. Institute, N.G.U.

Prof. Prashant Pareek

MBA (Marketing & IT)
Ph.D - Pursuing
Formerly with N.R. Institute of Management
& R.B Institute of Management Studies

Prof. Tirthank Shah

M.B.A., CFA,
Formerly With Claris Pharma and Futures First
7 Years Experience
In Corporate Across Pharma, IT and Finance

Prof. Raviraj Gohil

PGDM (Finance),
Formerly with Citi Group
Teaching & Research of Over 5 Years

Dr. Vipul Patel

B.E., Civil,
M.B.A. (Marketing)
Ph.D Guide at Ganpat University,
R. K. University and C. U. Shah University of Gujarat

Dr. Rinki Rola

MBA, NICM
Ph.D. In Management,
(KSV), Gandhinagar
H.O.D (MBA and MAM Programme), KIM

Prof. Vivek Banerjee

M.Com, University of Allahabad,
C.S, ICSI
Formerly with Institute of Company Secretaries of India

Prof. Sandeep Makwana

MBA & PGDBM
13 Years of Experience
In Corporate Organization and In Academic

Prof. Yasmeen Pathan

MBA (Finance), M. S. University,
PGDM (Sales and Advertising), MSU
Formerly with Citi Group and Barclay's Finance,
10 Years of Corporate Experience

Visiting Faculty & Speakers

A B Raju

CEO , Biz Trans Consulting

Ashok Abraham

Media Consultant, Publicity Parlour

Hiten Shah

Founder Director, Brand Aid Pvt. Ltd.

Abhishek Jain

Founder & Director, CineMan Productions Ltd.

Charulata Kumar

C.E.O., POY

Jim Rose

EX, HR Johnson & Johnson

Alok Jain

DGM (HR), IFFCO Kalol Unit

Dinesh Arora

CEO, Sundyota Numandis Pharmaceuticals Pvt. Ltd.

Kamlesh Acharya

Training Consultant

Amar Gargesh

Independent Professional Training and Coaching

Gaurav Vats

Management Consultant and Corporate Trainer

Kavan Purohit

Director - Human Resources, SNL Financial Inc.

Anjana Banker

Asst. Professor and Asst. TPO,
Kalol Institute of Management

Giraj Sharma

Brand Consultant to Onida,
LG, Videocon, Bhaskar Group, etc.

Ketan Bhatt

Co-founder and Principal Partner,
Alkemist HR Enablers LLP

Ankit Sanghavi

Deputy Manager Ratings,
Credit Analysis and Research Ltd.
(CARE Ratings)

Harry Lagad

Country Head, TOLL

Krupa Kapadia

Visiting Faculty

Annie Mathew

Director, Alliances and Business Development
at Blackberry

Dr. Hemang Desai

Associate Vice President-
Corporate HR. Doshion Ltd.

Dr. Khushru

Delivery Head at CYBAGE Software Pvt. Ltd.

Dr. Anurag Hitkari

Managing Partner,
Pragmetis Pharmaserve

Hemal Patel

Chief Executive Officer at
Elitecore Technologies Pvt. Ltd.

Makhija Diljeetkaur G.

Administrator, St. Joseph's Education Trust

Apoorva Agarwal

Pepsi Co.

Himal Parikh

Director, Interface Capital Markets

Nirav Joshi

Investment Banking Analyst,
Artifice Advisors Pvt. Ltd.

Visiting Faculty & Speakers

Nivedita Srivastava

Psychologist and OD consultant,
Ascent Infoware Pvt. Ltd.

Omprakash Todwal

Regional Human Resource Manager-West II,
Blue Dart

Parth Goyal

Sales and Marketing Manager, Crowdfire

Dr. Pawan Agrawal

CEO, Mumbai Dabbawala Association

Dr. P. M. Anavaratham

Centre Head, Camerareadyart.com Inc.

Ramesh Vishwakarma

SBU Head, Chief Operating Officer,
TATA Motors Ltd.

Rashmi Pant

Group Manager Pre Sales and Marketing,
Azure Knowledge Corporation

Romy Sebastian

Assistant Professor, Centre for
Management Studies, Ganpat University

Roshan Rawal

HR Manager, Indusa Infotech

Ruchi Tewari

Faculty, Ahmedabad University

Sandeep Petkar

Western India, Sales Head, Bluedart

Sanjay Rao

Center Director, Endeavor Careers Pvt. Ltd.

Sarla Sameul

Head, PR Hanmer MSL

Sarthak Bhansali

Proprietor, S S Bhansali and Co.

Dr. Satbir Sindhu

Sr. VP-HR, Adani group, Former AVP, Godrej

Savan Godiawala

Senior Director, Deloitte

Seshadri Iyer

Chief Manager, ICICI Bank

Shailesh Goyal

Director, Simulations
(Public Affairs Management Firm)

Shaileja Toby Mammen

Business Associate,
Prudent Corporate Advisory Services Ltd.

Shyam Taneja

Director, Vadilal Chemicals,
GM, Hindustan Packaging

Snehal Desai

Associate General Manager, Adani Group

Sunita Bajpai

Corporate Trainer

Taral Shah

TCS Project Incharge, Gandhinagar

Vibhuti Bhatt

CEO, One Advertising

Vishal Bhatt

Director, Smartfish Designs Pvt. Ltd.
and Raytrace Creations

Dr. Viral Nagori

Assistant Professor,
GLS Institute of Computer Technology (MCA)

Zankhana Srivastava

Zonal Marketing Manager,
West, ICICI Securities Ltd.



Hostel



Think Tank



Campus Building



Strategy Suite



At SBS, the infrastructure has a soul which strives constantly and silently to offer the right academic environment of tranquility and learning. It is built with the purpose to enable and stimulate student to pursue a path of excellence. SBS campus has won the Inside-Outside magazine award which has particularly highlighted the large staircase as the nerve centre for transition and interaction.

Strategy Suites Classroom capacity of 60, 72 and 120 is well equipped with state-of-the-art AV equipment and smart boards.

Chess Boards Classroom capacity of 32 is well equipped with state-of-the-art AV equipment for close interactions and tutorials.

Academic Ambience

Brain Storms Small-size rooms to conduct team meetings from industry mentors.

Think Tanks Large-size conference rooms for interactions and meetings.

Zeroes and Ones The entire campus is Wi-Fi enabled and the computer lab has a capacity of 80 students.

Book Bay Learning resource centre which houses a library and has an online resource centre.

Meal Street A large dining hall and cafeteria which has a capacity of 300 people.

Medic It's the place housing in-house medical facilities.



Gym



Basketball Court



IT



Hostel Room



Campus Experience

Accommodation

SBS offers one of the most modern and comfortable hostel accommodation facilities in India. Students stay in twin sharing rooms with optional AC facilities (subject to availability). The rooms are in suites that have a common kitchenette and clothes cabinets. Every room has an attached bathroom. The common area in a suite serves as dining area and sit-out. Girls have a separate hostel with a 24x7 Hostel Warden. Hostels also have a 24x7 security arrangement, CCTVs and transport with driver for any exigencies.

Other Facilities for leisure time

The hectic academic schedules and extra-curricular and co-

curricular activities may sometime tire a student. They need to de-stress and at the same time rejuvenate themselves.

Gymnasium

Gym offers modern equipments helping students to maintain a healthy lifestyle.

Playground

A large lush green playground covering an area more than an acre, with floodlight option, awaits students who can choose to play football, cricket, on a specially made pitch.

Other sports facilities are available for playing table tennis, basket ball and volleyball.

Key Differentiators

Excellent Academics

SBS offers an evolved and continuously updated curriculum that is relevant to the rapidly changing globalized business environment and needs of the industry. The team of esteemed and renowned faculty, drawn in from premium institutes like IIM, MICA, NID, S. P. Jain, amongst others has vast academic and industry experience. SBS offers a curriculum with a number of specialized electives that offer vertical & sectoral knowledge encouraging students to explore their interests from newer perspectives. The SBS pedagogy is a well crafted mix of lectures, case studies, project work and research which is supplemented by role play, simulation games and syndicate discussions, among other things. SBS is one of the few institutes in India to offer specialisations in Digital Science (Analytics) in PGDM. Similarly, PGDM-Communication Program is offered only by select institutes in India

Universalized Persona

In midst of academic rigor, the students participate in a range of activities for holistic development. Emphasis is given on soft skills, language proficiency, poise training and mentoring. Students take time out to participate in activities organized by the various academic clubs, including seminars and conferences, in-house and inter-college competitions, cinema and theatre visits and panel discussions. In addition, facilities like gymnasium, table tennis, cricket, basketball etc. are available which provide break from rigorous academic work.

Increased Corporate Readiness

In order to bring in practical orientation SBS has an internship program with industry-relevant project work. The Internships give students opportunity to apply management principles to live projects. It facilitates a better understanding of the industry and real world business problems. Industry Interface Sessions



are also an important element of SBS curriculum as they supplement the pedagogical goals with exposure to the real world experience.

Technology as a learning enabler

Modern technologies have made learning at SBS more productive, interactive and effective. We have our own web, mail and database servers to cater to the needs of our community. The entire campus is Wi-Fi enabled and is covered with CCTV cameras. The campus comprises of a well-equipped computer lab, a library with access to national as well as international journals, air-conditioned classrooms that are internet-enabled and equipped with LCD screens and projectors.

State-of-the-Art Infrastructure

The campus spreads over 7,00,000 sq. ft of lush green lawn. The picturesque setting of the overall infrastructure offers the right academic environment of tranquility and learning. This aesthetically designed, state-of-the-art SBS campus is awarded by Inside Outside magazine for its design and use of space and has particularly highlighted the large staircase as the nerve centre for transition and interaction.

It is no wonder that in only 5 years of its existence, SBS has already become a preferred institution for management study and is patronized by leading corporate for their recruitment needs. SBS, consistently, has had 100% placements.

Development of Executive Skills

Language Skills, IT & MIS, Written Analysis & Communication , Soft Skills, Business Communication, Employability Skills

Mentorship Program for each student

Individual and personalized mentorship by faculty

Placements

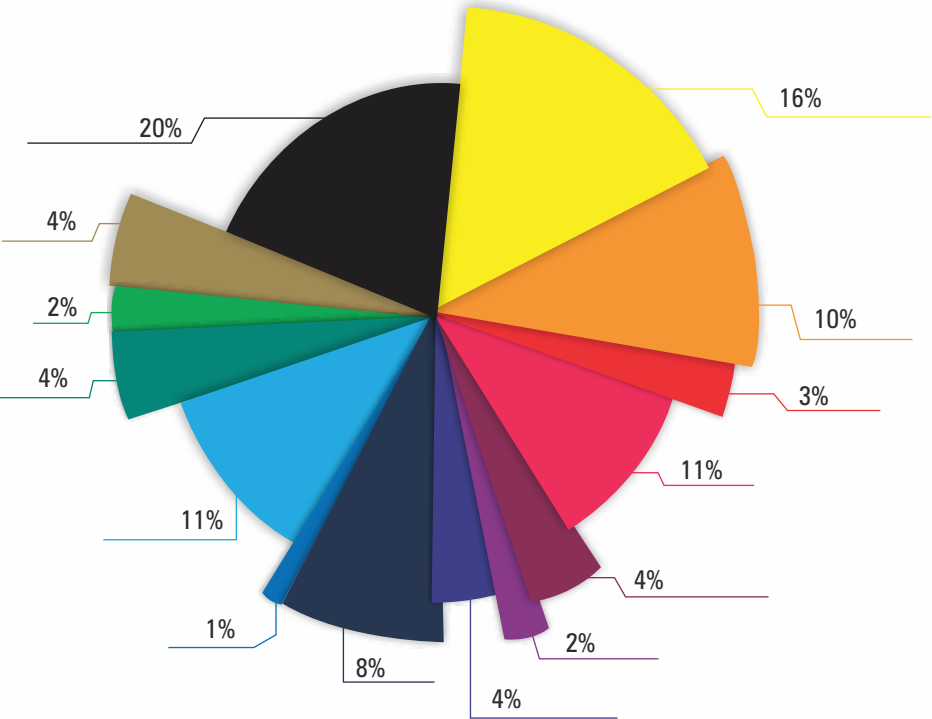
PGDM and PGDM-Communication

With a sharp focus on upcoming industry trends and rising techno functional domains, SBS has a curriculum on offer that has innovative electives. Needless to say, this has attracted industries from domains like FMCG, Banking and Finance, Business Analytics, Consultancy, IT, Pharma, Media, Healthcare, Manufacturing, Retail, Automobile etc. to source their manpower. Corporations like PepsiCo, Tata Consultancy Services, Future Group, SNL Financial, Reliance Communications and many more, have been regular visitors to SBS for placements. In fact, certain industry majors like Waterhealth, Minotti, Telenor, OOD Life etc., exclusively recruited from SBS for their Gujarat staffing.

PGDM Batch	Total No. of Companies	No. of Total Students	Percentage of Students Placed
2013-2015	132	110	100%

Highest Package - INR 7.95 LPA (PGDM 2013-15)

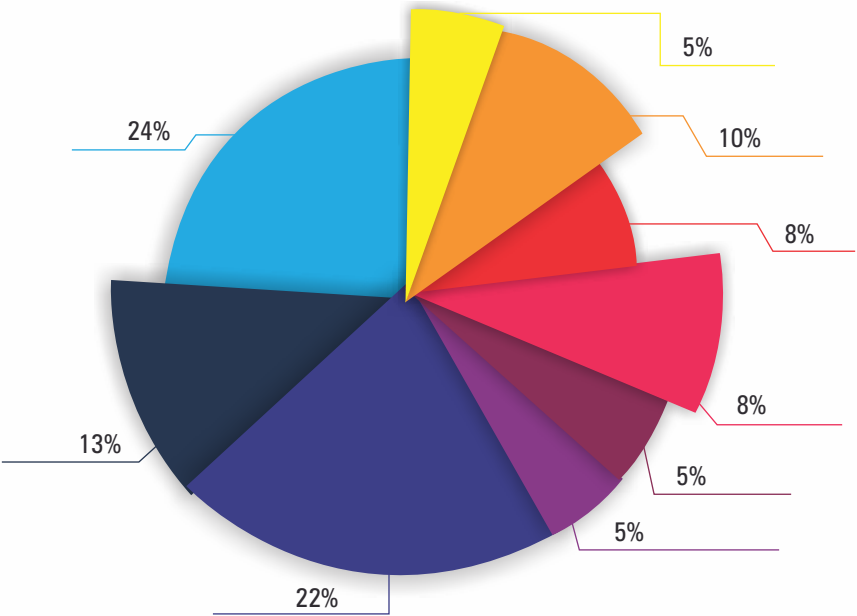
PGDM and PGDM-Communication Placements



Industry Domains



Functional Domains



Process

1

Interview Preparation

Expert sessions are conducted for Professional Resume Building and Group Discussion Preparation.

2

Preference Form Submission

With different industries participating, students submit a form showing their preference regarding industry, functional domain and location which gets the right fitment for both- employer and employee

3

Final Interview Preparation

Mock processes are conducted to prepare students for Aptitude, Group Discussions and Personal Interviews. This also prepares them for their respective functional domain viz. Marketing, Finance, HR and Decision Science.

4

Visiting Companies

After understanding students' interest areas, the placement cell visits companies to understand their hiring plans for the current year and also to discuss profiles, package and selection procedure.

5

Pre Placement Talk

Companies are encouraged to visit the campus before the placement season begins for a pre placement talk and introduce the job profiles of company.

6

Interviews and Final Selection




Companies visit the campus on the allotted date(s) and conduct tests and/or interviews according to their selection procedure.

7

Offer Letter and Formal Procedures

The Placement cell also coordinates the signing of offer letters by students who have been selected to ensure their smooth transitions.

Partial List of Recruiters

Recruiter's Speak

"We had a great experience in terms of placement drive getting conducted by SBS. For the very first time we entered a management college for our employee requirement and SBS made us proud that our decision was correct. Over all good coordination, facilities are really amazing and excellent quality of students".

- Dipali (HR)


Khinji Ramdas

"First of all I would like to thank SBS for inviting us for recruitment. We had a great experience interviewing your students. Quality of students was really very good. Students were good with their concepts and fundamentals. We wish to have a long term association with Shanti Business School".

- Tarak Shah (HR)

Minotti

"We would like to have a long term association with the institution because of the quality of students. Infrastructure and facilities are really amazing, sincere students, good coordination."

- Ruchi Arora (HR)


XL Dynamics

Dedication of the students towards attending the campus is appreciated, as they even made through overnight travel as well.

Thank you for inviting us.

-Ivy Mendonca (Deputy Manager HR)


vodafone

I am pleased to inform you that placement experience with your institute has been delighting for past few years. Be it the coordination from the team or the competencies being developed in students for being suitable for various jobs. We look forward for having a continuous support from your institute in terms of supply of future leaders and wishing good luck to entire institute.

-Arun Singh Songara (Regional Manager HR)

DCB BANK

Some Alumni

Dhananjay Jadeja
Channel Manager, Vodafone

Deepika Agarwal
Officer HR, Zydus Hospira

Imran Ali Khan
Marketing Science Associate, Millward Brown

Kajal Singh
Response Officer, Times of India

Karishma Sharma
Data Science Analyst, IQR

Meera Warriar
Associate Manager, Capital First Limited

Neil Oza
Financial Analyst, XL Dynamics

Prajit Bhatt
Operation and Logistics Manager, Able Logistics Group

Drashty Gorasia
Assistant Manager, HR
GTPL Hathaway

Richa Raj
Senior Business Analytics, TCS

Roma Jhala
Assistant Partner, GVK EMRI 108

Rishit Ankola
Sales Manager-Personal Banking, Deutsche Bank

Riddhi Shah
Sales Manager, Decathlon

Krutika Patel
HR, Head, Hester Biosciences Ltd.

Sonu Choubey
Business Development Manager, ICICI Securities

Shivani Shah
Senior Executive- Analytics, Uninor

Ujjwal Srivastav
Senior Executive Corporate Sales, 99Acres.com

Venkatesh Naidu
State Marketing Executive, Parle Agro

Vigneshwar Shankar
Assistant Manager Business Information Systems,
Nandan Denim Limited

Vikram Suklani
Sr. Executive - Media Analytics, Millward Brown

Student Testimonials

"Innovations and Analytics, rigorous assignments and cultural activities, together stroked the right balance for my career growth."

Richa Raj, PGDM Batch 2010-12

"SBS has an amazing pool of intellectual capital with senior faculty members from IIM, MICA, S. P. Jain, etc., mentoring us for academics and individual growth which adds immense value to our career. The faculty has the experience and knowledge to guide us for the crucial career path. I am thankful to the entire SBS team for expanding my horizon and giving wings to my dreams."

Ranu Kala, PGDM-C, 2013-15

"SBS offers a program that is comprehensive, and offers a wide range of electives across domains to choose from."

Tanya Agrawal, PGDM BATCH 2011-13

"I am glad I chose Decision Science as my Specialisation at SBS through which I got an opportunity to present a paper on Analytics in United States of America."

Pranav Karnavat, PGDM Batch 2011-13

"After completion of graduation, there was still scope for improvement when it came to our employability. SBS filled that gap by giving us various platforms to prove ourselves."

Deepika Agrawal, PGDM-2012-14

"After My Std. 12th, I Joined SBS as I wanted a liberal college with electives but focused on industry leadership. I am confident of a career without wasting time on post graduation."

Anuja Pathak, BBA-2012-14

"The constant guidance and directions from the faculty, the enabled technology available and the outburst of opportunities provided to the students has ensured my career to be full of content and success. Constant faculty guidance, access to latest technology and the right opportunities at the right time has helped me gain full control of my career and ensured its success."

Jagdish Changani, PGDM 2010-12

"I received unmatched guidance in academics and personal development from veteran faculty members. I feel fully confident to move forward with my set goals."

Parth Trivedi, PGDM Batch 2012-14

"Our faculties were the biggest source of learning and inspiration as they mentored us on all aspects of life. From shaping a rock solid career to building a strong persona within, our faculties are always available to motivate us."

Carl Saldanha , PGDM 2013-15

"It's unique pedagogy focused on innovation and research, gave me the confidence to start my career in Business Analytics!"

Karishma Sharma, PGDM-2012-14

Beyond The Classroom

The very purpose of holistic education is to instill in people a love of thinking and an inherent reverence for life. Apart from academics, student participates in a range of activities for holistic development.

Clubs

Prayag – The Marketing Club

It works as the meeting place of young business professionals and attempts to harvest newer ideas and strategies through different marketing events, activities and competitions.

OeconomousSodales – The Finance Club

The compatriots of this club explore potential careers and network with industry professional to discuss recent research news, topics and trends. This involves expert panel discussions, guest lectures and corporate visits.

Pilastro – The HR Club

This club, meaning 'pillar' in Italian, pledges to anchor on values of growth, dignity, transparency and diversity. It bridges the gap between professional and academic world by facilitating live projects, case study competitions and organizing events.

Digitelligence – The IT Club

Members of this club get exposure to the latest technological trends and learn how to channelise and incorporate these in business decision making. The club's members aspire for operational and managerial experience through workshops, corporate strategic games and intra-college competitions.

Khalbali Club

Khalbali, the students' club organizes events that challenge the artist in you with an objective of beating the academic-driven life. Khalbali Club always takes the lead when it comes to photography competitions, film making competitions, drama events, flash mobs to name a few.

Activities

Inter Collegiate Sports

SBS has immense opportunities for sports lovers. SBS holds inter-collegiate sports competitions like cage football, night cricket, kabbadi, volleyball tournaments etc., to make students competitive.

Inter Collegiate Cultural Festivals

SBS encourages students for an enhanced persona. SBS students have always been outstanding achievers in Josh, Fresh Face and other cultural competitions across India.

Community Social Responsibility Projects

Cleanliness drive, tree plantation, blood donation

camp, educating slum kids, food and shelter for pilgrimages and so on are few of the regular CSR projects SBS undertakes every year as a sincere responsibility towards the community.

Apprenticeship Activity

Apprenticeship at SBS aims to make students reach communities, promote events programs, Understand brand creation and get a good financial return on their applied learning.

Movie Making Contests

Amateur shutterbugs and newbie filmmakers get plentiful opportunities to showcase their talent. Short films made by the students of SBS have always been the talk of the town as they win tons of accolades at India Film Project- India's largest film making competition.



Beyond The Classroom

SBS brings out an enhanced persona, who is courageous, creative and one that is exhibited through the myriad extracurricular, sports and leadership roles undertaken by students in the form of following initiatives.

Student Initiatives



Intellectual Festival - Baudhhika

It's an Intellectual Inter-College fest organised by the students of SBS for management students competing for the 'Buddhika Brilliance' award. It is the battle of intellects, with the weapons of wits and brilliance along with amazing intellectual sessions from the national speakers sharing their rich industry experience with the students.

Shor- Marketing Communication

It showcases the marketing expertise through various competitions such as Fun Quiz, Click O Mania, Filmy Akhada, Ad Mad. It enhances strategically and creative think-ability of students. It further helps them to apply their newly acquired theoretical knowledge to practical situations directly.

Beats- Dance Competition

It takes a student little out of the academic world, allowing them to express themselves through other mediums. Students are encouraged to display their hidden talents via cultural activities like dance and music.

Colors Of Life- Photography Competition

It's an intra college photography competition which has participation from students as well as faculties. It envisages an entire gamut of art reflected through photography ranging from nature to creative photography.

Anveshana - Inspiring Sessions

It's an initiative by the students to inspire the youth to follow their dreams and trust their instincts. It signifies the true joy of success and the zeal to reach out for it. Anveshana sessions have young achievers sharing their life experiences, success stories and their journey of accomplishments.

FAQs

1

How are the programs offered by SBS and what is essentially different from those offered by other B-schools?

The cornerstone of SBS' growth story has been in its emphasis on an innovative, industry-focused and comprehensive curriculum that is taught by eminent faculty and industry professionals. It is enhanced by exceptional pedagogy, mentorship and projects that are provided to each student.

SBS' PGDM Program offers the following specialisations: Marketing, Finance, HR and Decision Sciences (Analytics). SBS is one of the few Institutions in India offering the PGDM- Communications Program with specializations in Digital Communications Management, Media Management, Advertising Management and Development Communications. Both Programs have AICTE approval. SBS also offers a comprehensive 3 years BBA Program with a UGC recognized Degree.

2

What is the admission process and eligibility criteria for Post Graduate and Under graduate programs at SBS?

Please refer to the detailed process mentioned on the Admissions Page of individual programs in the brochure or our website.

3

Which exams scores does the institute accepts for admission in PGDM/PGDM(C) and BBA?

As per the AICTE norms we accept test scores of CAT, MAT, CMAT, XAT, ATMA and GMAT for our PGDM programs. UGAT scores are accepted for our BBA program. In addition to the above, applicants will have to appear in SBS' written test/personal interview.

4

What are the placement statistics of SBS' PGDM/PGDM-C Programs?

SBS has had 100% placements since inception. For PGDM 2013-15, average salary was 4.65 LPA and highest INR 8 LPA. For details of the industry sector and companies please refer to the Placements section of our brochure or our website.

5

Are the programs offered by SBS, residential programs?

No. Students have the option either to choose being a day scholar or a residential student.

6

Do banks give education loans to study at SBS?

Yes, education loans are available from banks. These, of course, are as per their terms & conditions.

7

Can I apply online, what is the procedure for the same?

Yes, you can apply online from our website, either from the main menu or the admissions page. You will need to sign up first before you can fill in your details. Once the application form details have been filled, you can submit the Application Form as well as make the Application Fee payment online.

8

Is there provision for internship in BBA program?

Yes, BBA program offers option for internship in the last Semester of the Final Year.



The Brand Identity of the Shanti Business School has been reflected in its logo design



The first interpretation is of an open book, signifying learning and the pages offer various opportunities in Management Education.

The second interpretation is of a fledgling bird about to take off as a freshly minted MBA graduate ready to fly out of the portals of SBS to take on the world.

For details

Admission Cell:

Call: 99097 00000

**Shanti Business School, Opp. Vraj Gardens,
Off S. P. Ring Road, Shela, Ahmedabad - 380058**

admission@shantibschool.edu.in | shantibschool.edu.in

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