

# SHIV NADAR UNIVERSITY

DELHI NCR

Recognized as Institution of Eminence by Govt. of India

# MBA (Executive)

A TWO-YEAR MASTER OF BUSINESS ADMINISTRATION (EXECUTIVE)  
DEGREE FOR EXPERIENCED PROFESSIONALS



**DON'T ASK FOR YOUR  
NEXT PROMOTION.  
MAKE IT HAPPEN.**

# Accelerate your career with MBA (Executive)

In a world of global uncertainty, volatility and rapid technological disruption, keeping knowledge and skills updated and relevant is more important than ever, whether for a successful business venture or for professional growth in your organisation.

So, how do you prepare yourself to deal with complex scenarios and chart a path to growth in your chosen field? The right education empowers you to achieve that.

The School of Management & Entrepreneurship (SME) at Shiv Nadar University – Delhi NCR aims to shape future leaders that are ready to succeed in today's dynamic environment by focusing on experiential learning, strategic thinking, creativity, global exposure and personalized coaching.

The uniquely positioned MBA (Executive) degree will prepare you for the world of tomorrow. In addition to training you on future-facing subjects and technology, it will sharpen your analytical and cognitive capabilities along with deep action learning to understand, manage and command business complexities – so that you thrive and lead on the cusp of opportunity, always. It's an opportunity to undergo one of the most rigorous management programs, which will prepare you to advance your career in the emerging ecosystem.

## Program Highlights

This MBA (Executive) degree has been structured for professionals with a minimum work experience of 2 years to empower them with the knowledge and conceptual understanding they need to accelerate growth in their business or professional career, without disruptions in their existing career.



# The Idea of MBA (Executive)

The unique delivery model allows you to connect with our faculty and pursue the MBA (Executive) curriculum through a blend of face-to-face classes, site research activities, online sessions, self-study, industry visits, and on-campus workshops and competitions.

The program experience will be extremely rewarding and through the length of the program, you will be able to apply your learning in the real world in your daily professional life. This blend of study alongside work is the best way for working professionals looking to significantly upskill themselves to reach for greater heights in their careers.

## Key Highlights

Rigorous 2 year MBA (Executive) degree

Weekday Evenings & Weekend Classes

Renowned faculty and subject matter experts

Access to Library resources and research journals

Access to on-campus facilities including the 120,000 sq. ft. indoor sports complex

Access to on-Campus residence facilities available (at additional charge)\*

Broad choice of elective courses in the 2nd year based on specific focus areas

\*Can be availed when academic sessions are in progress

# Key Advanced Specializations

The School of Management and Entrepreneurship offers a number of specializations that permit participants to study a specific area of specialization in greater depth. In order to qualify for a specialization, a participant has to take 2 courses amounting to 4 credits. Presently, SME offers specializations in the following fields:

## **Entrepreneurship:**

Entrepreneurial education is in the DNA of Shiv Nadar University. Participants are offered courses on business leading concepts such as Design Thinking and Innovation or Starting and Managing New Ventures among others.

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## **Finance:**

Participants are trained in the area of Quantitative Finance and can deepen their learning with Elective courses such as Business Valuation, Mergers & Acquisitions, Corporate Restructuring, Options and Derivatives and Raising Capital.

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## **Digital Transformation:**

Few businesses can flourish today without an active digital presence. E-commerce and digital marketing have become all pervasive and managing customer experience and the end-to-end customer lifecycle has become the new standard for success. Learn to harness the power of the digital medium to accelerate your progress.

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## **Business Analytics and Data Strategy:**

Predictive Analytics and Data Mining are significant practices for gaining competitive advantage. With elective courses on Big Data, Data Visualization, Predictive Business Analytics and Decision Theory, participants can build skill sets that will make them highly sought-after in the market.

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# An Institution of Eminence

Shiv Nadar University was established by the Shiv Nadar Foundation in 2011 as a multidisciplinary, student-centric and research-focused university. The University was presented as a "Gift to the Nation", accepted by the President of India in 2016. It is spread across a beautiful, modern 286 acre campus, equipped with new-age infrastructure, offering a perfect environment that enables holistic growth. The University's distinguished faculty members have an established track record in mentorship, teaching and world-class research in their respective fields.

The University has been chosen as an Institution of Eminence by the Ministry of Education, Government of India. It is one of only ten private institutions in India to have received this prestigious recommendation, enabling it to emerge as a world-class Teaching and Research Institution.



**5**

SCHOOLS



**42**

PROGRAMS  
OFFERED



**36**

DEPARTMENTS



**~2200**

STUDENTS



**250+**

FACULTY  
MEMBERS



**₹3000 Cr.**

INVESTMENT



**286**

ACRE CAMPUS



**30+**

SPORTS  
FACILITIES

# The School of Management & Entrepreneurship (SME)

The School of Management and Entrepreneurship at Shiv Nadar University, Delhi-NCR is poised to offer quality management education with a strategic cross-sectional focus on business competency to help you lead in an ecosystem with synergies across distinct disciplines. The School designs programs with a technology lens on applied management across the entire business vertical spectrum. It has invested in educational technology and infrastructure to establish a student-centric foundation for experiential learning – including design thinking, innovation prototyping and start-up incubation for entrepreneurship.

**The School offers best-in-class management programs from undergraduate to doctoral levels.**

The programs include:

Bachelor of Management Studies - 4 year Degree

Master of Business Administration – 2 year Degree

Master of Business Administration (Executive) - 2 year Degree

Master of Business Administration (Online)- 2 year Degree

Ph.D. in Management (regular and executive modes)



## Dean's Message

“The current COVID-19 crisis has hit the Ctrl-Alt-Reset for our lives in general, and the business world in particular. It is a foregone conclusion that businesses must rework their operating models to survive; and professionals must reboot their credentials to stay relevant. The MBA (Executive) is specifically designed to empower you with the skills and the tools to successfully navigate the uncertain world ahead. Our program curriculum as well as our delivery modalities are a testament to this theme.”

### Dr. Bibek Banerjee

Dean, School of Management & Entrepreneurship,  
Dean, Academy of Continuing Education, University  
Professor of Marketing, Strategy and Economics,  
Director, University Strategy & Planning  
School of Management and Entrepreneurship (SME)



## Our Mentors

We are led by a group of globally recognized and distinguished academicians and our faculty members are handpicked from the finest of institutions around the world. This thought leadership enables us to architect programs that target subjects of strategic importance on a continuum of applied learning.

### Dr. Rishikesh Krishnan

Director  
Professor, Strategy, IIM Bangalore,  
Former Guest Faculty at NUS,  
Singapore and Georgetown  
University

His primary interest is in strategy and innovation, in the context of emerging markets, with special focus on India. He has published extensively on the concept of Jugaad.



### Dr. Raghu Sundaram

Dean of the New York University  
Stern School of Business

He is a prominent academic writer and a recipient of the Jensen Prize from the Journal of Financial Economics in 2000.



### Dr. Srikant M. Datar\*

Dean,  
Harvard Business School

His recent work has been in the areas of Design Thinking, Innovative Problem Solving, Machine Learning and AI. He has developed and introduced the course, "Managing with Data Science" at Harvard.

\*Academic Council member for  
2019-2021



### Dr. Shekhar Chaudhuri

Former Director, IIM Calcutta,  
Director and Chair Professor,  
Strategic Management,  
Calcutta School of Business

During his tenure over a decade as Director, he played a key role in connecting IIM Calcutta to the global ecosystem. He was a Founding Director of the School of Management & Entrepreneurship at Shiv Nadar University.



## Our FACULTY



### Dr. Bibek Banerjee

Dean, School of Management & Entrepreneurship,  
Dean, Academy of Continuing Education, University  
Professor of Marketing, Strategy and Economics,  
Director, University Strategy & Planning  
School of Management and Entrepreneurship (SME)

**Research Interests:** Strategic Marketing, Digital Business Ecosystems, and Entrepreneurship in the Digital Economy

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### Dr. Subir Bandyopadhyay\*

Ph.D. (Marketing), University of Cincinnati, USA  
MBA, Indian Institute of Management Calcutta, India  
Professor of Marketing, Indiana University Northwest, USA

**Research Interests:** Retailing Strategy, International Marketing, Social Media Marketing, Consumer Behavior, and Non-Profit Marketing

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### Dr. Sundar Venkatesh\*

Ph.D., Indian Institute of Management Ahmedabad, India  
Chartered Accountant, Institute of Chartered Accountant of India  
Bachelor of Law, University of Kolkata, India  
Member, Institute of Directors, Thailand  
Faculty, Asian Institute of Technology, Thailand

**Research Interests:** Finance and Accounting Theories and Concepts in Managerial and Personal Decision Making in Emerging Markets (especially in non-formal settings using survey and case study methods).

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### Dr. Asish K Bhattacharyya

D.Phil., Allahabad University, India  
FCA, Institute of Chartered Accountants of India  
FCMA, Institute of Cost Accountants of India  
ACMA, CIMA (London), UK  
DMA, Institute of Chartered Accountants of India

**Research Interests:** Corporate Financial Reporting, Corporate Governance, and Management Accounting

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### Dr. Vishwanath SR

Ph.D., National Law University, Jodhpur, India  
PGDBA, Xavier Institute of Management and Entrepreneurship, Bengaluru, India

**Research Interests:** Corporate Finance, Capital Markets, Financial Intermediation, International Finance, and Investment Management



## Our FACULTY



### Dr. Jaideep Ghosh

Ph.D., University of Pittsburgh, USA  
M.S., University of Pittsburgh, USA

**Research Interests:** Data science and Business Analytics, Modelling and Simulations in Business and Management, Mathematical Finance and Financial Engineering, Social Network Analysis, Nonlinear Dynamics and Complex Systems, and Econometric Studies of Large-Scale Economic, Financial, and Social Systems

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### Pradeep Mehra (Professor of Practice)

PGDM, Indian Institute of Management Calcutta, India  
B.Tech. (Mechanical), Indian Institute of Technology Delhi, India  
Cost Accountant, Institute of Cost Accountants, India

**Research Interests:** Strategy and Strategic Alliances, Strategy Execution, Negotiation, Entrepreneurship, and Managerial Accounting

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### Dr. Paromita Goswami

AAUW Post-Doctoral Fellowship from University of Pittsburgh, USA  
Ph.D., Birla Institute of Technology and Sciences, Pilani, India

**Research Interests:** Sexual Violence and Consumption, Sustainable Menstruation and Social Entrepreneurship, Clinical Depression from Critical Marketing Perspective, Stigma and Mental Health Intervention, COVID19 and effect on consumption, Religious Violence, Magic versus Science in Mineral Buying, Social Marketing of Peace, Psychographics and Youth Consumption, Effect of Big Retail on Small Retail, and Green Consumption of Apparel

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### Dr. Deepak Kumar Sinha

Ph.D., Massachusetts Institute of Technology, USA  
PGDM, Indian Institute of Management Calcutta, India

**Research Interests:** Corporate Diversification, Divisionalisation, Adoption of New Technology, and Investment in Productivity and Quality

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### Dr. Simanti Bandyopadhyay

Ph.D., Jawaharlal Nehru University, Delhi, India  
M.Sc. Economics, University of Calcutta, India

**Research Interests:** Applied Development, Public Finance and Public Policy, Urban Infrastructure and Finance, Economics of Education, Industrial Performance in India, and Tools for Quantitative Analysis: Statistical and Mathematical Programming Techniques

## Our FACULTY



**Dr. Shalu Kalra**

Ph.D., Indian Institute of Management Bengaluru, India  
MBA, Indian Institute of Technology Roorkee, India

**Research Interests:** Liquidity in Capital Markets, Corporate Social Responsibility, IPOs and Capital Allocation, Asset Pricing, and Market Microstructure

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**Dr. Kaushik Chaudhuri**

Post-Doctoral Fellowship, Hiroike Institute of Education, Reitaku University, Japan  
Ph.D. (Business Administration), Hiroike School of Graduate Studies, Reitaku University, Japan

**Research Interests:** Institutionalization of ethics in Indian and Japanese corporations; leadership cognition and ethical vignettes in entrepreneurship; social Media and its impact on employee behavior; impact of stress on occupation and working life of employees in Asian economies

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**Dr. Partha Sarathi Roy**

FPM, Institute of Rural Management Anand (IRMA), India

**Research Interests:** Social Entrepreneurship, Innovation & Design Thinking, and Institutional Theory

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**Dr. Arvind Shatdal**

FPM, Indian Institute of Management Ahmedabad, India  
M.S., University of Wisconsin at Madison, USA

**Research Interests:** Group Information Sharing and Transactive Memory, Group and Organizational Learning, Virtual Teams, and Organizational Innovation and Design Thinking

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**Arup Majumdar\***

MBA (Marketing), Indian Institute of Management Ahmedabad, India  
B. Tech. (Mechanical Engineering), Indian Institute of Technology, Kanpur, India  
CEO Trariti Consulting Group  
Former Executive Director Bonphul Air Products

**Research Interests:** Strategy, Business Transformation, Strategic marketing, People & Culture, Sustainability

## Our FACULTY



**Dr. Vinita Krishna**

Ph.D., Department of Management Studies, Indian Institute of Technology, Delhi, India

**Research Interests:** Dynamics of Intellectual Capital, Open Innovation Strategy, Technology Transfer/Commercialization, Technology Management, IP linked Business Policy Research, and Social impact of IPRs

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**Dr. Surya Sarathi Majumdar**

Fellowship in Operations Management at Indian Institute of Management Calcutta, India  
B.S. in Electrical Engineering, Texas A&M Kingsville, USA

**Research Interests:** Logistics and Optimization, and Data Envelopment Analysis Decision Theory

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**Dr. Sudarshan Naidu**

FPM, Institute of Rural Management Anand (IRMA), Gujarat, India

**Research Interests:** Relationship Marketing, BoP Marketing, Customer Experience Management, Agribusiness, Managing Collectives, Local Governance, and Social Impact

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**Ms. Paroma Roy Chowdhury\***

Fellowship in Journalism, Cambridge University, UK  
Lead Communications and Advocacy, Dream Sports (which owns Dream 11 and Fancode)  
Former Senior Director, Asia Communications and Public Affairs, SoftBank Group International

**Research Interests:** Reputation Management, Executive Branding, Policy/Regulatory Communication, Crisis Communication, and Advocacy

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**Dr. Ankur Mehra**

Ph.D., Indian Institute of Management Calcutta, India

**Research Interests:** Venture Capital and FinTech

## Our FACULTY



**Dr. Vivek Khanna**

FPM (Organizational Behavior and Human Resource Management), Indian Institute of Management Indore, India

**Research Interests:** Business Ethics and Critical Management Studies

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**Dr. Vijayta Fulzele**

Ph.D., Indian Institute of Technology Delhi, India

**Research Interests:** Supply Chain Management, Operations Management, and Managing Service Operations

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**Dr. Raghupathy Madhavan Balakrishnan**

Ph.D., Indian Institute of Technology Madras, India

**Research Interests:**

- Field: Primary Markets and Private Equity
  - Process: Regulatory Impact, Earnings Quality and Performance Management, and Survival and Growth Analysis
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**Meenakshi Singh\***

MBA, Faculty of Management Studies, Delhi University, India (Rank #3 in batch)

Agency Business Manager, Google India

Batch topper of Marketing specialization, RCI Scholarship holder

**Research Interests:** Sales and Marketing Strategy, Business Development Frameworks, BFSI and E-commerce

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**Dr. Aishna Sharma**

Ph.D., Jawaharlal Nehru University, India

M.Phil., Jawaharlal Nehru University, India

**Research Interests:** Economics of Education, Public Finance, Urban Finance and Public Private Partnership

## Our FACULTY



**Dr. Sandeep Kumar Gupta**

Ph.D., Indian Institute of Technology, Kanpur, India

**Research Interests:** Sustainable Operations Management, Quality Management, Resource Economics, Sustainability Reporting, and Agri-business Management

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**Dr. Meenakshi Ghosh**

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

M.S. (Economics), University of Illinois at Urbana Champaign, USA

**Research Interests:** Applied Microeconomic Theory, Applied Game Theory, Industrial Organization, Political Economy, and Competition and Regulation

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**Mr. Sorabh Bajaj\***

MBA (Strategy), Ohio University, USA

Behavioral Economics, University of Toronto, Canada

Associate Director, Harappa Education

Master Mentor, Master's Union School of Business, India

**Research Interests:** Mentorship and Business Strategy and Growth Drivers

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\*Visiting faculty

# Snippets of Faculty Achievement

## Publications

Papers, cases, books and book chapters published



**187**

Peer reviewed in entire faculty career so far



**38**

Peer reviewed with Shiv Nadar University, Delhi-NCR affiliation

## Presentations

In International and National Conferences



**196**

Conference presentations in faculty career so far



**64**

Conference presentations with Shiv Nadar University, Delhi-NCR affiliation

## Awards, Grants, and Fellowship

- Prof. Jaideep Ghosh has received Ramanujan Fellowship Award by SERB/DST, Govt. Of India 2015-2016 with 123 lakhs per year.
- Prof. Jaideep Ghosh has received Best Paper Award, 2018- International Conference on Financial Markets and Corporate Finance, Indian Institute of Technology, Kanpur, July 12 – 14.
- Prof. Jaideep Ghosh has received Best Paper Award, 2017-Indian Academy of Management, Indian Institute of Management, Indore, December 18–20.
- Prof. Jaideep Ghosh received World IT Project Grant (International Project), headquartered at UNC, USA, ongoing.
- Prof. Kaushik Chaudhuri has received Reviewer of the Year Award from Midwest Academy of Management (2016), Research Fellow, Hiroike Foundation, Japan (2017).
- Prof. Kaushik Chaudhuri received Kaken–Hi Grant as Collaborator from 2012 to 2015.
- Prof. Partha Sarathi Roy has received 'Kaken Grant' of Japanese Society for the Promotion of Science (JSPS).

# Learning Themes



Comprehensive Coverage of Business Fundamentals



Technology in the Digital Economy



Financial Orientation



Design Thinking



Customer Insights & Business Acumen



Digital Maturity Assessment



Business Analytics & Big Data



Entrepreneurial Thinking



Self-Awareness Deep Dive



Incisive Communication



World Class Faculty



Weekend Classes



1000+ Hours of Classroom Instruction



Customized with a focused technology



Relevant and future ready curriculum

# Salient Features of the Program

What we teach and how we teach are the key ingredients for a winning recipe of academic success. Here is the garnishing on that recipe:

## **Top-tier faculty**

Faculty with rich pedigree and prior experience in the finest of institutions

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## **Specialized Courses**

New age transformative topics such as Design Thinking, Block Chain, AI, Financial Engineering, and Digital Strategy

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## **Embedded with world class eLearning elements**

Top quality business simulations, Coursera course integration, and Harvard case studies

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## **Interdisciplinary Environment**

Opportunity to interact and learn with students from other schools such Arts, Natural Sciences, and Engineering

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## **Entrepreneurial Opportunities**

Potential to develop start-ups while still studying through the Atal Incubation Centre

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## **Individual Development Tracks**

Through specific mentoring and psychometric assessments





# Pedagogy



Blend of Online and Face-to-Face Learning



Self-Paced Study



Online Classes/  
Debrief Sessions on Weekdays



Physical Classes on Weekends



Site Research and Project- Based Activities



Workshops with Industry Experts



Business Simulations,  
Case Studies

The time commitment for this program involves evening classes on weekdays and full day classes on weekends throughout the entire 2 year program tenure. Also, it will be mandatory to attend some specific sessions and workshops at the Shiv Nadar University campus on some weekends on a periodic basis. A detailed academic calendar will be shared at the time of program orientation. Therefore, while having the liberty to pursue a full-time job, students will need to give substantial attention on a consistent basis to successfully complete this degree within 2 years.



# Fee Structure

The application fee for the MBA (Executive) degree for the upcoming batch is as follows. Options are available from leading banks to ease the lump sum payment through loans.

## Fee Table

**Application Fees: MBA (Executive) applications are non-chargeable now.**

Fees and Charges	1 Year	2 Year	Full Program
<b>One Time Charge</b>			
Registration Fee	₹ 25,000		₹ 25,000
<b>Recurring Charges</b>			
Tuition Fee	₹ 3,62,500	₹ 3,62,500	₹ 7,25,000
Total Charges	₹ 3,87,500	₹ 3,62,500	₹ 7,50,000
<b>Net Payable</b>	<b>₹ 3,87,500</b>	<b>₹ 3,62,500</b>	<b>₹ 7,50,000</b>

Any boarding and lodging provision on campus, if needed, will incur an additional nominal charges based on actuals.



# Eligibility and Application Process

Eligibility criteria:

1. A minimum of 2 years of work experience post graduation
2. A minimum of 50% marks or equivalent CGPA in graduation

Here are the steps for applying for the MBA (Executive) degree:

## Step 1

Applicants need to apply online at <https://sme-snu.nopaperforms.com/> and complete the application form.

## Step 2

**Shortlisted** applicants would be invited for a Personal Interview

# Life at Campus



# SHIV NADAR

## UNIVERSITY

DELHI NCR

NH 91, Tehsil Dadri, Gautam Buddha Nagar, Uttar Pradesh - 201314, India

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