



**SHANTI  
BUSINESS  
SCHOOL**  
AHMEDABAD

*Creating Strategy Leaders*



**AICTE APPROVED  
PGDM & PGDM-M**

## Vision

To be a centre of academic excellence and research that nurtures industry ready and socially responsible management professionals.

## Mission

To offer rigorous practice-oriented education well-suited to meet the challenges of businesses and industries.

To inculcate values, ethics and sensitivity towards the society, country and environment.

To provide a conducive environment to all the stakeholders to enhance the quality of teaching, learning and research.





### **Shri. Vedprakash Chiripal**

*Founder Trustee, Chiripal Charitable Trust  
Chairman, Chiripal Group of Industries*

As stewards of the Chiripal Charitable Trust, our commitment extends to cultivating a society where individuals thrive in harmony, dignity, and freedom of thought. We've founded esteemed educational institutions such as Shanti Juniors, Shanti Asiatic Schools, and Shanti Business School. Our dedication encompasses ongoing research, innovative pedagogical methods, and a relentless pursuit of excellence. We invite you to embark on a gratifying educational journey with us.

### **Shri Brijmohan Chiripal**

*Chairman – Board of Governors, SBS Ahmedabad  
Director – Chiripal Group of Industries*

Chiripal Charitable Trust, an extension of the illustrious Chiripal Group, has a legacy dating back to 1972. SBS, Ahmedabad, an initiative of the trust, has rapidly ascended to prominence, drawing students from all corners of the nation. Our aspiration is to set unprecedented benchmarks in business and management education, differentiating ourselves through superior course content, delivery, and real-world relevance. We are deeply appreciative of the invaluable guidance and support we receive from industry luminaries.



### **Dr. Neha Sharma**

*Director, SBS, B.Sc, MBA, Ph.D, NET*

Since its establishment in 2010, our institute has been resolute in its mission to deliver industry-relevant management education. Our strength lies in pioneering teaching methodologies and a contemporary curriculum designed to address the dynamic needs of Industry 4.0. At SBS, we nurture a culture of lifelong learning and provide a dynamic ecosystem for comprehensive student development through diverse activities and immersive industry exposure. We are guided by Alvin Toffler's profound insight: 'The illiterate of this century are not those who cannot read and write, but those who cannot learn, unlearn, and relearn.'



# The Chiripal Group

The Chiripal Charitable Trust is a Corporate Social Responsibility initiative set up by the Rs.10,000 crore Chiripal Group of Companies. Established in 1972 by Shri Ved Prakash Chiripal, the group has grown from a single powerloom unit to the present multi-activity; multi-product textile house located at Ahmedabad, and is involved in processing, weaving and knitting of textile products, petrochemicals and education.

SBS, Ahmedabad an initiative of Chiripal Charitable Trust has within a short period of its existence, firmly established itself as an institute of distinction, attracting students from across the country to transform them into industry-ready talent, which is increasingly being preferred by the industry. We have benchmarked ourselves against 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 & management. We differentiate ourselves on every measure but particularly in course content, delivery and relevance SBS's post graduate programs provide a deeply rewarding experience to shape up your career, your values and faith in yourself.

**1** 1972 Incorporation of Chiripal Group of Industries

**2** 300+ Pre Schools across India Shanti Juniors

**3** Providing 7500+ employment opportunities in Chiripal Industries Limited

**4** Giving school education to 5000+ students Shanti Asiatic Schools

**5** 1000+ professional graduates have already began their professional journey from Shanti Business School Ahmedabad



Shanti - Corporate Office





## Board of Governors



**Shri Brijmohan Chiripal**  
Trustee, Chiripal Charitable Trust  
Chairman, SBS Governing Board  
Ahmedabad



**Dr. Rohit Swarup**  
Founder Director  
Xplora Design Skool & Futurz  
Xplored, Ahmedabad



**Shri Babu Thomas**  
Chief Human Resources Officer  
Shalby Hospitals Ltd  
Ahmedabad



**Dr. Manju Singh**  
Professor, Dept. of Humanities &  
Social Science Malaviya National  
Institute of Technology, Jaipur.



**Shri Ajay Bhatt**  
President - Global Human Resources  
Intas Pharmaceutical Ltd.  
Ahmedabad



**Dr. Subhadip Roy**  
Associate Professor  
Indian Institute of Management  
Ahmedabad



**Shri Lalit Patel**  
Advocate  
Gujarat High Court  
Ahmedabad



**Prof. KGK Pillai**  
Professor & Executive Registrar  
Shanti Business School, Ahmedabad



**Dr. Rinki Rola**  
Dean Academics  
Shanti Business School  
Ahmedabad



**Dr. Neha Sharma**  
Director, Shanti Business School  
Member Secretary

## Advisory Board Members



**Dr. Krishna Kumar**  
Former Director  
IIM Kozhikode



**Dr. Apoorva Palkar**  
Vice Chancellor  
Maharashtra State Skills University  
Mumbai



**Col. Rahul Sharma**  
Founder CEO  
Close Support Business Solutions



**Dr. Jayesh Chakravorty**  
Principal & Director  
Institute of Management Studies  
& Research Kosara, Chandrapur  
Maharashtra.



**Dr. Anil Pande**  
Associate Professor  
Jammalal Bajaj Institute of  
Management Studies  
University of Mumbai, Mumbai



**Dr. Shiva Kumar**  
Founder,  
President-Global WFM Forum



**Prof. M S Rajan**  
Professor  
Shanti Business School  
Ahmedabad



**Dr. Neha Sharma**  
Director,  
Shanti Business School  
Ahmedabad



**Prof. KGK Pillai**  
Professor & Executive Registrar  
Shanti Business School, Ahmedabad

# Why SBS?

## **Outcome Based Education (OBE)**

SBS follows Outcome Based Education (OBE) to measure the effectiveness of teaching and learning process with the help of a combination of Continuous Evaluation (CE) and End Term Evaluation (ETE) System. The institute believes in continuous reforms in academics and examination for the betterment of the students. Feedback from the stakeholders is regularly collected, analysed, and reviewed to plan and define the strategies for the overall development of the institute. Teaching, Learning and Assessment strategies of the institute are structured to facilitate the achievement of the Program Outcomes (POs). The institute ensures the achievement of these Program Outcomes through academic, co-curricular and extra-curricular activities.

## **Experiential learning and reflections**

Experiential learning is a continuous process. SBS organises various activities to inculcate creativity, critical thinking, and problem-solving skills. It is implemented in the form of events, live projects, research projects and workshops. It adds value to the students' understanding of the theoretical concepts. It also helps to apply these concepts in real life situations and reflect on them. Reflections have been most important part of teaching - learning process at SBS. Academic quality achieved through initiatives outside the classroom is gaining importance for both students and faculty.



### **Continuous Placement Training and Assessments**

Placement training plays a major role in shaping the career goals of students. The training programmes are continuously and closely monitored and regularly revised to include latest trend-setting practices in the activities. Preparation for the placement begins right at the time a student is inducted in SBS. The induction process is broadly categorized in two parts; Saksham and Prarambh. They have events that help in not only building the knowledge base of the students but also stimulates their critical thinking. Once in the campus, the students are trained in numerical analysis, news reading and news analysis as a part of the curriculum. Apart from that there are regular sessions on CV building and group discussions.

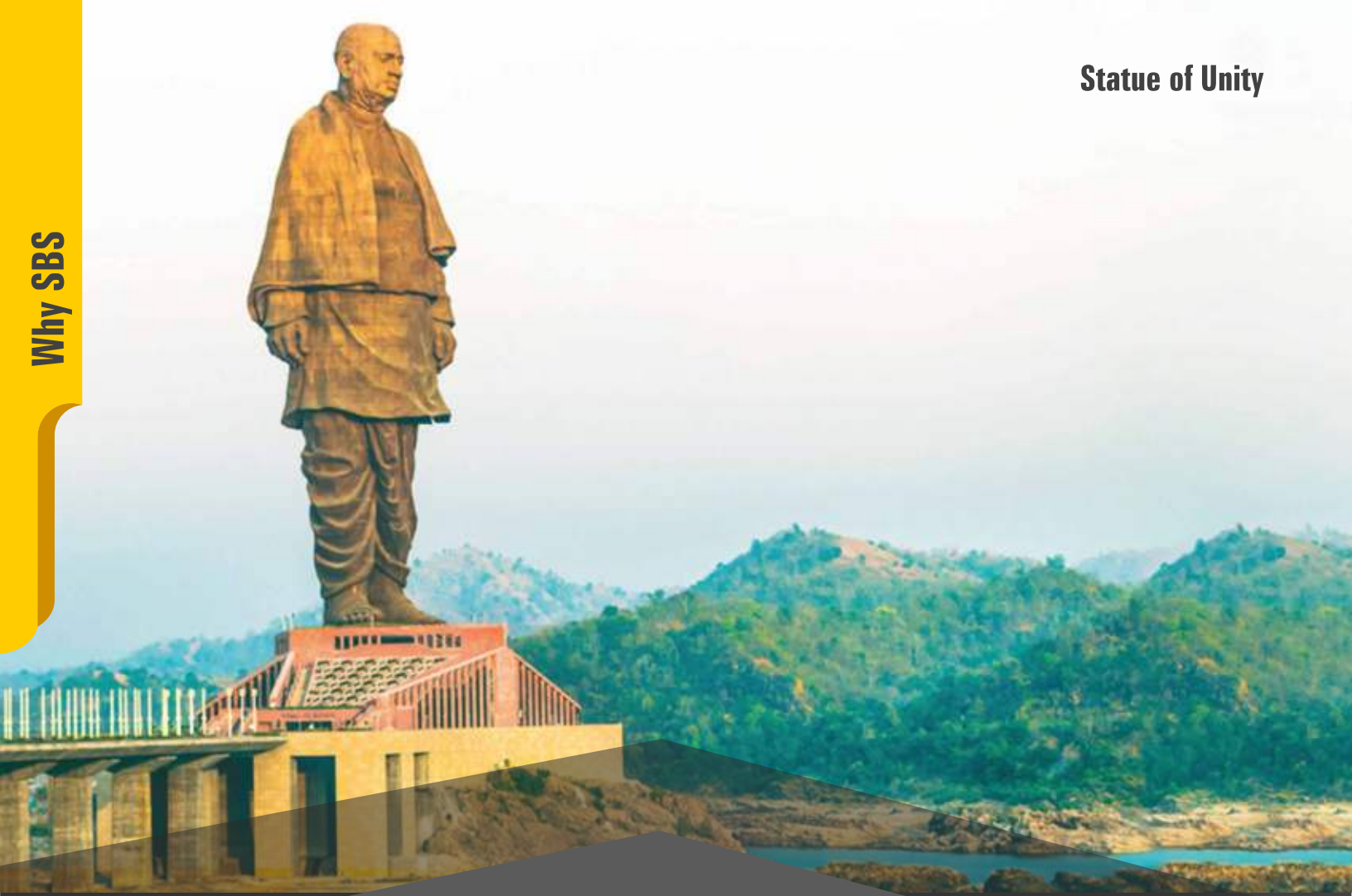
### **Mentoring**

Mentoring is another tool used by SBS to nurture and help the development of its students. The mentor's job is to promote the spirit of learning, which includes capacity building through methods such as instructing, coaching, profiling experiences and advising. Important benefit of this approach is that students are well-equipped to face the challenges of their careers and lives.

### **Soft Skill Training**

All SBS students must undergo compulsory training on soft skills as grooming, etiquettes, leadership attributes, effective communication, resume writing and interview handling. The focus is on enabling students to develop an independent and reflective style of personality that will help them in their careers and their lives.





# Gujarat

## The Gateway to Success

### 1. Fast Growing Economy

Gujarat boasts of a fast-growing economy with thriving sectors such as petrochemicals, pharmaceuticals, textiles and information technology. It contributes around 18 percent to India's industrial output and Gujarat's 30 percent to exports. SBS Ahmedabad has active collaborations with these industries, providing students with real-world exposure and networking opportunities.

### 2. Industrial Development

Gujarat is home to many projects of national importance. Some of them being the Surat Diamond Bourse that is the world's largest diamond trading hub. It is the world's largest office, even bigger than the Pentagon. Another feather in the cap is the Gujarat International Finance Tec-City (GIFT City), India's first operational smart city and International Financial Services Center. Many other projects like the Dholera smart city offer unique opportunities for internships and careers for management graduates.





Narendra Modi Stadium

### 3. Education Hub

Gujarat is home to a number of renowned educational institutes that offer top-tier education and industry connections. Having renowned institutes of various disciplines like National Institute of Design, CEPT University and Indian Institute of Management create an environment of cross-disciplinary learning that adds to the quality of education.

### 4. Entrepreneurial Spirit

Gujarat has a strong entrepreneurial culture, with many successful businesses like Reliance, Adani, Zydus, Vini Cosmetics, Amul, Balaji wafers, Havmor and Symphony among others originating from the state. PGDM program of SBS Ahmedabad includes courses and activities that encourage entrepreneurship, foster innovation and business acumen.

### 5. Vibrant culture

Beyond academics, Gujarat offers a rich cultural experience. It offers a mix of historical sites, festivals, and a variety of cuisines, creating a well-rounded educational experience.

# Awards



Best Management College in India for Industry Interface by Centre for Education Growth & Research (CEGR)



Best Management Institute of West India for Placement by India Integrated Chambers for Commerce & Industry (ICCI)

'Placement Excellence' by Campus Sigma

'Shiksha Bharati Award' By Indian Achievers Forum

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

"Top 50 Organizations in Education" by Global Forum For Education & Learning

'Excellence in Education-West Zone' by Collegedunia Excellence Awards 2023

# Academic Collaborations & Accreditation



AIMA Bizlab



Grant Thornton

Harvard Business Publishing

Chartered Institute of Management Accountants, UK

Global Workforce Management, USA & Canada

Institute Mines Telecom Business School

UAS International

# Association Membership



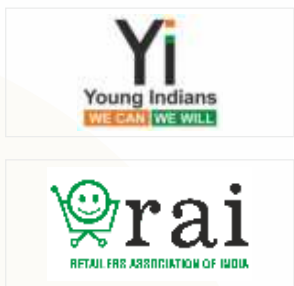
AHMEDABAD MANAGEMENT ASSOCIATION

WADHWANI FOUNDATION ENTREPRENEURSHIP NETWORK



CII Confederation of Indian Industry

AMBISA



Yi Young Indians WE CAN WE WILL

raif RETAIL FRANCHISE ASSOCIATION OF INDIA



SME CHAMBER OF INDIA SMALL & MEDIUM BUSINESS DEVELOPMENT CHAMBER OF INDIA

NHRD



## PGDM

Shanti Business School, Ahmedabad, offers 2 years full time AICTE approved Post Graduate Diploma in Management (PGDM). It has a superior, evolving, and vertically specialized curriculum delivered through path breaking methodology like performance learning, internship and five pronged mentoring process. SBS has customized its curriculum to include core courses, electives and sectoral specializations. SBS offers industry relevant courses, facilitated by corporate interactions. Projects and research, complemented by extensive internships, give our students a comprehensive 'real-life' experience.

### PGDM - Marketing

Shanti Business School, Ahmedabad offers 2 Years Full Time AICTE Approved Post Graduate Diploma in Management – Marketing (PGDM Marketing). Marketing has always been one of the extremely popular career destinations for Management Students. The PGDM Marketing program is designed for the students who have a pre-determined choice of a career in Marketing. Keeping in view of the way marketing functions are dynamically evolving and the need for advance marketing strategies, the programme covers core marketing courses and a choice of contemporary elective courses like Marketing Analytics, Marketing Research, Digital Marketing and Data Visualization. PGDM - Marketing course caters to the students who seek a career in sales and marketing and possess an analytical mind which can critically evaluate and interpret the market conditions and the ability to solve problems.



# PGDM Specialisations & Electives

## Finance

- Financial statement analysis
- Financial Management
- Financial analysis and modelling
- Corporate finance
- Valuations
- Security analysis and portfolio management
- Wealth management
- Financial Services
- Derivatives and risk management
- Strategic financial management
- Behavioral finance
- Management of financial institution
- Cost and Management Accounting
- Contemporary Issues in Finance
- International Finance
- Merger and Acquisition

## Marketing

- Consumer Behavior
- Sales & Distribution Management
- Strategic Marketing Management
- Integrated Marketing Communication
- Product & Brand Management
- Digital Marketing
- Social Media Marketing
- Marketing Analytics
- Service Marketing
- Customer Relationship Management
- Retail Marketing Management
- International Marketing Management
- B2B Marketing
- Logistics & Supply Chain Management
- Rural Marketing

## International Business

- International Management
- Cross-Cultural Global Management
- International Finance & Trade
- Financing Export & Import
- International Marketing
- Export-Import Procedure
- Export-Import Documentations
- Digital Marketing and E-commerce
- International Supply Chain Management
- Global Strategic Marketing Management
- Market Attractiveness and Strategy Grid
- Foreign Language-Spanish
- Logistics & Supply Chain Management
- Customer Relationship Management

## Supply Chain Management

- Product availability and inventory control
- Supply chain Design & control
- Supply chain co-ordination-S&OP (Sales and Operation)
- Digital E-commerce
- Strategic business analysis frameworks
- Theory of constraints
- Total quality Management
- Production planning and optimization
- Digital supply chain platforms
- Technology adoption
- Warehouse management
- Service Supply Chain Designing
- Project implementation and Management
- Logistics and transportation
- Marketing 4.0

## Entrepreneurship

- Family Business Management
- Business Plan and Project Preparation
- Enterprise resource planning
- Design thinking
- Entrepreneurial Finance and Investor Pitching
- Entrepreneurial Marketing
- Sickness and Turnaround Strategies
- Business Risk Management
- Finance and Tax Strategies for Family Business
- Behavioral Economics
- Social Entrepreneurship
- Cases of Entrepreneurs

## Human Resources

- HR Analytics
- Knowledge Management
- Talent Management
- Compensation Management & Reward System
- Industrial Relations and Labour Law
- Talent Acquisition
- Performance Management System
- Change Management & Organization Development
- HR Instruments & Tools
- Negotiation Skills
- Counseling skills for Managers
- Workforce Management(WFM)
- Leadership and Group dynamics
- Industrial Relations & Legislation

## Communication

- Fundamentals of Digital Marketing
- Brand Management
- Social Media Marketing
- Communication Software Skills
- Communication Research
- Corporate Communication and Reputation Management
- Advanced Digital Marketing
- Introduction to Communication Management
- Media Planning and Audience Research
- Consumer Behavior
- Integrated Marketing Communication
- Strategic Media Planning & Audience Research
- Leveraging AI for Digital Marketing

## Data Sciences

- Python Programming
- Data Mining
- Deep Learning and computer vision
- Artificial Intelligence- Natural Language programming (NLP)
- Project Management
- Marketing Analytics
- Advanced-Data Mining
- Advanced Excel with SQL
- Logistics & Supply Chain Management
- Advanced Data science
- Contemporary Issues in Analytics & Decision Science
- Data Engineering

- Software and data science
- Project Management
- Introduction to Mlops
- Data Prep and Data Analysis with Python
- Business Intelligence with Tableau

## PGDM - Marketing Electives

- Advanced digital marketing
- Business Simulations
- Marketing Analytics
- Marketing Strategy
- Consumer Behavior
- Logistics & SCM

- B2B Marketing
- Marketing Research
- Services Marketing
- Marketing of Financial Services
- Product / Brand Management
- Strategic Marketing Models



## Program Structure & Electives (PGDM, PGDM-Marketing)

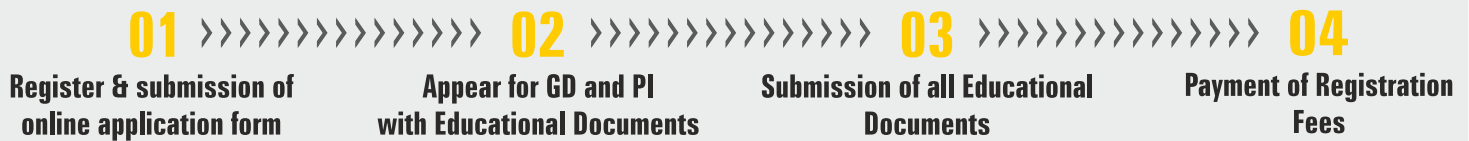
Induction Programme	Semester-1		Semester-2		Semester-3		Semester-4	
Foundation Courses	Course	Cr	Course	Cr	Course	Cr	Course	Cr
Communication Skills	Numerical Analysis - I	*	Numerical Analysis-II	*	Aptitude Training	*	Aptitude Training	*
Basics of MS Office	News Reading & Analysis	*	News Analysis for Professional Development	*	CIS (GD/PI)	2	Mock PI	*
Learning by Cases	Managerial Communication	2	Written Analysis and Communication	2				
	Python Programming	2	Power BI and AI Application for Business	2	Area - Specific Workshop	2		
	Excel Skills for Managers	2	Business Research Methods	2	Capstone Project		Capstone Project	3
POLC Framework	Management Principles and Organisational Behaviour	3	Human Resources Management	3	Sustainability, Responsibility & Managerial Ethics	3	Universal Human Values in Management	2
Basics of Accounting	Managerial Economics	3	Macro Economics	2	Business Strategy	3		
Basics of Statistics	Business Analytics - I	3	Business Analytics - II	3				
	Legal Aspects of Business	2						
	Marketing Management - I	3	Marketing 4.0	2	Elective 1	3	Elective 1	3
	Financial Statement Analysis	3	Financial Management	3	Elective 2	3	Elective 2	3
	Operations Management	3	Entrepreneurship	3	Elective 3	3	Elective 3	3
			Electives (ANY TWO)		Elective 4	3	Elective 4	3
			Elective 1	3	Elective 5	3	Elective 5	3
			Elective 2	3	Elective 6	2		
Credits	S 1	26	S 1	28	S 1	27	S 1	20
				3				104

## Admission Criteria

The PGDM programs are open to graduates of any University recognized by the UGC. The graduation should conform to (10+2+3) years or (10+2+4) years of schooling. The candidate must have completed graduation with minimum of 50 % of aggregate marks [45 % in the case of specified categories]. Those in the final year of graduation may seek provisional admissions. Provisional admissions, will be granted subject to the students submitting the graduation results satisfying the above conditions latest by 31st October of the year of admission. The candidate must also have valid scores from any one of the all India tests: CAT/MAT/XAT/ATMA/CMAT/taken not earlier than 12 months at the time of application.

## Admission Process

Interested candidates may register online with SBS website [www.shantibschool.edu.in](http://www.shantibschool.edu.in) and await schedule for the process of selection. After screening the on-line application, the Admission Committee, will organize the process of selection which may consist of Group Discussion and Personal Interview. The Admissions Committee will make a composite score of the various components of the admission process



## Education Loan

## AICTE Approval Letter

**All India Council for Technical Education**  
(A Statutory body under Ministry of Education, Govt. of India)  
Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Website: [www.aicte-india.org](http://www.aicte-india.org)

**APPROVAL PROCESS 2023-24**  
**Extension of Approval (EoA)**

F.No. Central/1-36958621831/2023/EOA Date: 10-Jun-2023

To,

The Principal Secretary Deptt.  
Of Higher & Tech. Education,  
Govt. of Gujarat, New Sachivalaya B. No. 5,  
7th Floor Gandhi Nagar-382010

**Sub: Extension of Approval for the Academic Year 2023-24**

Ref: Online application of the Institution submitted for Extension of Approval for the Academic Year 2023-24

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Education) Regulations, 2020 notified on 4th February 2020 and amended on 24th February 2021 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to:

Permanent Id	1-6084041	Application id	1-36958621831
Name of the Institution	SHANTI BUSINESS SCHOOL	Name of the Society/Trust	CHIRIPAL CHARITABLE TRUST
Institution Address	OPP. VRAJ GARDEN, OFF. S.P. RING ROAD, AHMEDABAD, AHMEDABAD, Gujarat, 380058	Society/Trust Address	CHIRIPAL HOUSE , SHIVRANJINI, SATELLITE, AHMEDABAD, AHMEDABAD, AHMEDABAD, Gujarat, 380015
Institution Type	Private-Self Financing	Region	Central
Year of Establishment	2010		

**To conduct following Courses with the Intake Indicated below for the Academic Year 2023-24**

Level	Program	Course	Affiliating Body (University /Body)	Intake Approved for 2022-23	Intake Approved for 2023-24	NRI Approval Status	FN / Gulf quota/ OCU/ Approval Status
POST GRADUATE DIPLOMA	MANAGEMENT	PGDM	NOT APPLICABLE	180	180	No	No
POST GRADUATE DIPLOMA	MANAGEMENT	PGDM (MARKETING)	NOT APPLICABLE	60	60	No	No

Application No: 1-36958621831  
Note: This is a Computer generated Report. No signature is required.  
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**ALL INDIA COUNCIL FOR TECHNICAL EDUCATION**

Page 1 of 3  
Letter Printed On: 16 June 2023

\*You may apply for the education loan from any nationalized bank across India.



## Our Strength - Core Faculty Members

Make SBS the start of your new world; our community is full of passionate people with the drive to change the world through their research and collaborations with global partners. We can help you develop the skills you need for your future.



**Dr. Neha Sharma**  
Director,  
B.Sc, MBA, Ph.D, NET

Academic Experience of 19 years  
Industry Experience of 15 years  
Areas of Interest: Design Thinking, Brand Communication, Social Responsibility, Societal Mktg., Teaching Learning Methods



**Dr. Rinki Rola**  
Professor  
BE, MBA (Finance), PhD

Academic Experience of 15 years  
Industry Experience of 2 years  
Areas of Interest: Operations Management, Business Analytics and Financial Services



**Amit Saraswat**  
Professor  
MBA(Marketing)  
BE(IIT-Roorkee)

Academic Experience of 10 Years  
Industry Experience of 18 Years  
Areas of Interest: Risk management for Fintechs, credit risk management, Customer attribution models in multi-channels



**Dr. Neera Singh**  
Professor  
BA, MA, MBA(HR), PhD

Academic Experience of 19 years  
Areas of Interest: Emotional Labour  
HR Analytics, Industrial Relations



**M S Rajan**  
Professor  
MBA, BE

Academic Experience of 6 years  
Industry Experience of 20 years  
Areas of Interest: International Business, Macroeconomics and Supply Chain



**Dr. Sandeep Makwana**  
Associate Professor  
B.Com, PGDBM,  
MBA (Marketing), PhD

Academic Experience of 16 years  
Industry Experience of 6 years,  
Areas of Interest: Retail Management, Sales & Distribution, Logistics and Supply Chain Management



**Dr. Dhriti Bhattarcharjee**  
Associate Professor  
BA, MDC, PhD, UGC-NET

Academic Experience of 10 years  
Industry Experience of 9 years  
Areas of Interest : Communication Management, Digital Marketing



**Dr. Raviraj Gohil**  
Associate Professor  
B.com, PGDM- Finance,  
Ph.D. Finance

Academic Experience of 17 Years  
Industry Experience of 2 Years  
Areas of Interest: Financial Analytics, Corporate Finance, Behavioral Finance and Private equity.



**Dr. Shreya Biswa**  
Associate Professor  
B.Sc, MA, M.phil, PhD

Academic Experience of 14 years  
Areas of Interest: Economics,  
Entrepreneurship



**Dr. Ishan Sharma**  
Associate Professor  
B.Com, M.Com, PGDM  
MBA, PhD

Academic Experience 13 Years  
Industry Experience 3.5 Years  
Areas of Interest: Financial Management, Financial Inclusion, Accountancy



**Dr. Prashant Pareek**  
Associate Professor  
B.B.A, MBA  
UGC-NET, PhD  
D.Litt (H.C)

Academic Experience of 11 years  
Industry Experience of 3 years  
Areas of Interest: Marketing Management, Marketing Research, Integrated Marketing Communication, Corporate Communication



**Dr. Hardik Bavishi**  
Associate Professor  
PGDM (Marketing:  
Gold Medalist), MBA, PhD  
UGC NET-JRF

Academic Experience of 14 years  
Areas of Interest: Service Marketing, Digital Marketing and Data analytics



**Dr. Nirav Vyas**  
Associate Professor  
MBA (HR), PGDM(Marketing)  
PhD (Marketing)

Academic Experience 13 Years  
Industry Experience 6 Years  
Areas of Interest: Consumer Behavior, Brand Management, IMC, Industrial Relations



**Dr. Neha Verma**  
Assistant Professor  
BA, MBA (HR & Marketing),  
M. Com, NET, Ph.D.

Academic Experience of 7 Years  
Areas of Interest: Organizational Psychology & Behavior, Motivation, Leadership, Decision-Making, Employer Branding, Talent Management and Emerging Marketing Concepts.



**Dr. Prashant Sharma**  
Assistant Professor  
BSc, PGDM(Finance), Ph.D.

Academic Experience of 2 years  
Industry Experience of 21 year  
Area of Interest: Security Analysis & Investments



**Dr. Megha Antani**  
Assistant Professor  
MA, M.Com, Ph.D

Academic Experience of 8 Years  
Industry Experience of 3 Years  
Areas of Interest : Human Resource Management, Gender Pay, Equality at Work, Employee Performance, Women at Work



**Manasi Vahia**  
Assistant Professor  
BA, MHRM

Academic Experience of 9 years  
Industry Experience of 10 years  
Areas of Interest: Human Resource Management & Organizational Behaviour, Managing Diversity at Workplace



**Mehul Yogi**  
Assistant Professor  
B.E. MBA(Marketing)  
UGC-NET

Academic Experience of 15 Years  
Industry Experience of 2 Years  
Areas of Interest : Consumer Behaviour, Marketing & Advertising Research



**Krunal Mehta**  
Assistant Professor  
B.E. (MSU), PGDM (NMIMS)

Academic Experience of 5 years  
Industry Experience of 5.5 year  
Area of Interest: Marketing Communication Strategy, Marketing Analytics, B2B Marketing, Theory of Constraints, Service Marketing



**Ashish Dugar**  
Assistant Professor  
B.Tech, PGDM (Marketing)

Academic Experience of 2 Years  
Industry Experience of 5 year  
Areas of Interest: Strategic Marketing, Digital Marketing, Brand Management, Corporate Communication.



**Avinash Kumar**  
Assistant Professor  
MBA(IB), B.Pharma

Academic Experience of 7 years  
Industry Experience of 6 years  
Areas of Interest: Marketing, Branding & Events



**KGK Pillai**  
Professor & Executive Registrar  
B.A (Eng. Language & Lit) MBA  
(Education Management)  
NLP Trainer

Academic Experience of 28 years  
Industry Experience of 18 years

## Adjunct / Visiting Faculty

<b>Dr. Toby Mammen</b> Faculty Member ICFAI Business School	<b>Prof. Chinmay Jain</b> Sr. Manager Analytics Visualization with Tableau	<b>Mr. Alan DSouza</b> Marketing and Communication Consultant
<b>Mr. Rohan Garg</b> Director, Phoenix Academy	<b>Mr. Abbas Kapasi</b> Digital Marketing Consultant BitWise Branding	<b>Mr. Vishwanadh Raju</b> HR Analytics Expert
<b>Mr. Deepak Permani</b> Centre Director ProTalent Elite Test Preparation Academy	<b>Prof. Hardeep Pathak</b> Content Writing Expert	<b>Prof. Arun Lal</b> Author, Speaker, Consultant, Coach
<b>Dr. Abhay Raja</b> Associate Professor Atmiya University	<b>Mr. Surya Kumar</b> Strategic Consultant Gelco Electronics Pvt. Ltd.	<b>Mr. Surendra Sharma</b> Consultant Trainer Ex-VP Axis Bank
<b>Dr. Deepali Raheja</b> Subject Expert Organisational Behaviour	<b>Mr. Gaurav Vatsa</b> Management Consultant and Co-operate Trainer, Freelance	<b>Mr. Mihirsinh Parmar</b> Founder, Penta Wealth Management & New Turn Academy of Excellence
<b>Prof. Nayan Gajjar</b> Data Scientist, Data Accuision Method and R Programming-Workshop	<b>Dr. Nivedita Srivastava</b> Founder and Business Psychologist 9LINKS-The Assessment Company	<b>Mr. Rushad Shah</b> AVP HR at Cygnet Infotech Pvt Ltd Ahmedabad
<b>Prof. Himalya Bachwani</b> Data Scientist Visualization with Tableau	<b>Dr. Ashish Joshi</b> Associate Professor Financial Analysis & Modelling	<b>Dr. Urjit Kavi</b> India Head – Hr & Admin Analytix Business Solutions (India) Pvt. Ltd.
<b>Mr. Aravind Warriar</b> HR Leader   Lead - People & Culture at VOLVO India	<b>Mr. Shirish Patil</b> Founder Turv Consulting	<b>Ms. Bhavana Handa</b> India Talent Acquisition Leader at Whatfix Bengaluru



## Adjunct / Visiting Faculty

<b>Mr. Vijay Kumar Shukla</b> Retired HR Professional	<b>Mr. Shreyansh Shukla</b> Associate Director, Business & Strategy – Disney+ Hotstar, Mumbai, Maharashtra	<b>Mr. HunaidKhan Pathan</b> Data Scientist Evolutionary System Pvt.Ltd.
<b>Mr. Shashank Divekar</b> Head Marketing Synergic Solar India Pvt. Ltd.	<b>Ms. Meetali Saxena</b> Asst. Professor L.J Institute	<b>Mr. Bhadresh Raval</b> Founder & Creative Director Greyphyte
<b>Dr. Tushar Panigrahi</b> Associate Prof. Finance Karnavati University	<b>Mr. Neil Harwani</b> Senior Solutions Architect CIGNEX Datamatics	<b>Mr. Siddharth Bhatt</b> Director Bhattji Broadcomm Pvt Ltd
<b>Mr. Vinod Gangotra</b> Management Consultant Dominos	<b>Mr. Ajay Dixit</b> Director, CET	

## Industry Experts

<b>Mr. Kandarp Bhatt</b> Founder of ZealousWeb	<b>Mr. Anish Baheti</b> Founder Train My Brain, Founder Concept Coach, Global Motivational Speaker	<b>Mr. Nishit Saigal</b> Founder & MD of S&S Super Brands
<b>Mr. Ranjan Dutt</b> SVP Global Head Marketing Operations at Apex Group	<b>Mr. Shyam Parekh</b> Co-Founder, Director at Gujarat Literature festival, Director at Bharatiya Vidya Bhavan Rajendra Prasad Institute	<b>Mr. Raaj Bajaj</b> Founder & CEO at FABgetaways
<b>Mr. Walter Peter</b> Founder Laa Po Laa TIE India, TEDx Speaker, Ex TIE Company Members NSD, Ahmedabad	<b>Mr. Suresh Swamy</b> Partner at PWC (GIFT CITY)	<b>Ms. Yogita bansal</b> Founder Director of StoryCircle Edusaarhi Social Impact Entrepreneur, TEDx Speaker
<b>Mr. Sandip Shah</b> General Manager & HOD, IFSC at GIFT CITY	<b>Dr. Anantha Babbili</b> Carnegie Foundation/CASE Professor in Media Studies at Texas A&M University	<b>Mr. Prashant Kumar</b> Head of Communicate, SE Asia, Founder Entropia Accenture, Malaysia
<b>Mr. Arvind Gaddala</b> Product Management Expert	<b>Mr. Shubhankar Jha</b> Financial Education Expert	<b>Dr. Himanshu Buch</b> Business & Leadership Coach Zen Institute of Management
<b>Mr. Mihir Mehta</b> Co-Creator at ABC, Founder At Zoobiz Sr. Director Consultant at BNI, Ahmedabad	<b>Ms. Kishori Gadre</b> Director, Dcode Designing Effectiveness LLP Pune, Maharashtra	<b>Mr. Chintan Dave</b> Head of India – AI Certs Director – Blockchain NetCom Learning
<b>Dr. N N Mahapatra</b> President, Colorant P.Ltd.	<b>Mr. Akshay Sethia</b> Director, Dezine Brainz P.Ltd.	<b>Ms. Rebecca Sudan</b> Image Consultant
<b>Dr. Jawahar Suriseti</b> Advisor to Government, TED Speaker, Start Up Mentor, Psychologist	<b>Mr. Nishant Ambrust</b> AVP, Godfrey Philips	<b>Mr. Ankit Machar</b> Wadhvani Foundation
<b>Mr. Kavan Purohit</b> Global Head HR at Hitech Digital Solutions	<b>Mr. Dev Mehta</b> Vice President Marketing and Strategic Alliances at NewVision Software	<b>Mr. Rahul Deo</b> HR at Adani Wilmar, Ahmedabad Ex GM(HR) Zydus Wellness
<b>Mr. Subhash Bhargava</b> Managing Director, Colorant P.Ltd.	<b>Mr. Rohitash Chaube</b> AVP – HR & Corporate affair at Pushpanjali Group	<b>Mr. Kanubhai Agrawal</b> Managing Director , Palco group of industries
<b>Mr. Mihil Musale</b> Director of films. Directed "Wrong-side Raju"	<b>Mr. Trilok Sanghani</b> Program Executive, All India Radio	<b>Mr. Sumedh Gupte</b> Regional Head, Business Standard
<b>Dr. Seema Gupta</b> Former Professor IIM- Bangalore	<b>Mr. Ajit Jain</b> Head Commercials, Godrej & Boyce mfg. Co. Ltd	<b>C.A. Palak Pavagadhi</b> Proprietor Pavagadhi Shah & Associates
<b>Mr. Mehul Pandya</b> AVP (HR), Genpact	<b>Ms. Shweta Desai</b> Head HR, VIVO Gujarat	<b>Ms. Sumana Khan</b> Sr Project Officer, Adani Foundation
<b>Mr. Anshul Dodiya</b> Head of Investment & Private Banking, Deutsche Bank	<b>Mr. Swati Bansal</b> Faculty, Indian Institute of Banking & Finance	<b>Dr. Paresh Kariya</b> Former Director, Strategy Otis Elevators
<b>Mr. Girish Khubani</b> Global Talent Manager S&P Global	<b>Mr. Achal Rangaswamy</b> Former President, Marketing Bell Ceramics	<b>Mr. Aniket Gupta</b> Co-Founder Spaceplex

# Certificate Courses and Workshops

## Using AI as a Creative Aid

A course on Using AI as a Creative Aid is offered to the second year students of communication specialization. The course is aimed at enhancing the content writing skills using the AI tools. The course covers topics like building prompt flows, using ChatGPT, Dall-E, Leonardo-AI, Midjourney, Stable Diffusion and Bard. The students are given hands on training on using them and are taught to embrace AI for creating more effective content for online platforms.

## Course on Canva Pro

A course on Canva Pro has been launched for the students of communication specialization. The course aims at acquainting students with the various features of Canva, basics of designing and layout and the understanding the usage of colours in designs. This course will enable the students to use Canva for creating better designs and using the software to its optimum capacity.

## International Business

Shanti Business School in collaboration with JBS Academy Private Limited conducts "Certificate Program on International Business" for students of IB Specialization, which covers topics on export-import, incoterms, custom clearance, risk management, foreign trade policy, and other allied topics to international business. Students undergo rigorous 65 hours of training and earn 4 credits after clearing the final exam.

## Financial Modelling and Valuation Techniques

SBS in collaboration with Grant Thornton Bharat offers a comprehensive 40-hour workshop tailored to elevate participant's proficiency in financial modelling and valuation techniques. It enables students to understand the fundamentals of DCF modelling, its components, and the crucial role it plays in assessing the intrinsic value of a business. Participants will gain practical insights into discount rates, cash flow projections, and terminal value estimations.

## Supply Chain Analytics

The Supply Chain Analytics course provides an immersive learning experience covering a comprehensive range of topics and units designed to equip participants with the essential knowledge and skills for optimizing supply chain operations. The course comprises sessions on demand forecasting, inventory management, transportation and logistics optimization, risk management, performance measurement, and the utilization of cutting-edge analytics tools and techniques. Participants delve into real-world case studies, practical applications, and hands-on exercises, fostering a deep understanding of supply chain dynamics and the ability to make data-driven decisions to enhance supply chain efficiency, reduce costs, and improve overall organizational performance.

## Structured Query Language (SQL)

SQL is used to access data within the relational database. Modern organizations store large amount of data, SQL helps to extract the data quickly. The course on SQL provides a hands-on training on getting access to data within the relational database. Students practice using different types of Joins to get data from two tables. There are sessions dedicated for writing queries and sub-queries. On the data front the students learn summarizing data using aggregate functions and performing basic arithmetic calculations. By the end of the course, students would be capable to clean data using SQL.

## Selling Skills

The course on "Selling Skills" is offered to the students of marketing specialization. The objective of this course is to let the students learn selling skills not merely by memorizing the theory, but by experiencing it practically. Industry experts and academicians are invited to acquaint the students to tools and techniques for different steps of sales. Processes are taught to students by incorporating role plays and mock drill of presentation and demonstration, overcoming objections and closing the deal.

## AIMA BizLab

AIMA BizLab is a first of its kind virtual lab for management students. Just like the laboratories for other education fields, using the AIMA BizLab software, students "experiment" with various management strategies and tactics on a given scenario. Specifically designed keeping the learning habits of the new generation of students, AIMA BizLab provides an unparalleled learning experience.





Our Student Managers in International Immersion - Dubai



### HR Analytics

HR Analytics workshop is conducted by an industry practitioner to equip the 2nd year HR Specialization students with basic understandings of analyzing the HR Data and creating HR Dashboards. The objective of the workshop is that the students will be able to analyze the real time HR related problems in the industry and will be able to appraise the HR performance drivers in the organization. As the pedagogy is based on case studies and hands on learning experiences, it makes students industry ready and be at par with industry requirements.

### Negotiation Skills

The course on Negotiation Skills is conducted for 2nd Year HR Specialization students and aims to inculcate in them an essential skill for career progression. The workshop conducted by a professional trainer includes topics like Negotiation Tactics and Strategy, Salary Negotiation, Union Negotiation, Role of Power and Designing the BATNA. The workshop is based on experiential learning and deals with real time examples and situations which makes the students industry ready.

### International Immersion Program

Shanti Business School is focused on providing opportunities & certifications to students through International projects and collaborations. These programs will equip student managers with multicultural exposure at the global level, helping them to easily adapt to the international work environment.

SBS, in association with UAS International, announced a Global Immersion Program at Dubai for its students. As a part of this, students were taken for visits to organizations in Dubai where they got exposure to Global Trade, Money Management through BlockChain, and International Logistics and Supply Chain Management.

# Placement Cell

- Career planning advice
- CV and application support
- Interview and assessment advice
- Workshops and skill sessions
- Career sessions
- Internship placement assistance
- Final placement assistance



4

## Placement Preparation Process

### Preference & Selection in Campus Placement Drives

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

### Placement Training

Expert sessions are conducted for Professional CV Building and Group Discussions. Mock processes are conducted to prepare students for Aptitude tests, Group Discussions and Personal Interview. This also prepares them for their respective functional domain viz Marketing, Finance, HR & Decision Science

### 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

### Interview & Final Selection

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

### Offer Letter & Final Procedure

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



## Internship and Industrial Interaction

Internship is a powerful tool in achieving the goal of nurturing industry-ready talent. During internship, students get exposure to the working environment of industry and learn to interact with people at different levels of the organization. They learn to work in teams towards set goals, come face to face with burning issues and problems and gain hands-on experience in managing oneself in a dynamic environment.

A healthy internship enhances the adaptability of the student to the organizational milieu, familiarizes the student to the organizational culture and enhances his/her self-confidence.

The internship at SBS is characterized by the following features :

- ◆ SBS has incorporated 8 to 10 weeks duration of rigorous summer internship
- ◆ The internship is jointly monitored by faculty guide and industry mentor to ensure definite learning in the process.
- ◆ Internship is mandatory and carries 3 credits

As a result, the internship has been a significant game-changer in enhancing the placement prospects of the SBS student



## Grand Project

Internship is followed by grand project submission. It allows students to work on a one-on-one basis with industry experts. They get involved in real job world and imbibe practical skills and knowledge. GP is a vital tool to understand the theoretical knowledge in a practical world. It holds critical credits which are mandatory to clear this program. Grand Project is mandatory and carries 3 credits at SBS

# Our Recruiters (Representative list)





# How We Groom Strategy Leaders

Depending on your chosen program, you will experience a wide range of innovative learning methods such as field visits, laboratory study, excursions and group projects supported by virtual learning environments. You will be challenged intellectually and encouraged to develop your ability to work and learn independently. Through group project work, you will also perform self-directed learning and gain transferable skills – such as communication, teamwork and project management – to put your subject knowledge into practice and help you achieve your career aspirations.

Student's experience are enriched by variety of teaching methods. Our programs are divided into modules, some of which are compulsory and others optional, giving a personalized learning and puts a student in control of his/her academic experience.

We offer you more than just a traditional learning environment, with access to virtual learning and the opportunity to design your own education by selecting modules outside your chosen discipline

## **Projects Based Learning**

Students are continually provided with the unique opportunity of learning through projects as a part of the SBS curriculum. Education that is based on research-linked courses helps the students of SBS to possess distinct advantages.

## **Blended Learning**

Blended learning (also known as hybrid learning) is a method of teaching that integrates technology and digital media with traditional instructor-led classroom activities, giving students more flexibility to customize their learning experiences.

## **Problem & Inquiry Based Learning**

PBL is a method of learning and teaching which allows students to focus on how and what they will learn. An unfamiliar problem, situation or task is presented to the students by faculty and students are required to determine for themselves how they will go about solving the problem.

## **Flipped Classroom**

In the flipped classroom, students complete learning covered in the classroom in their own time (by watching videos, and/or accessing resources), and classroom time is dedicated to hands-on activities and interactive, personalised learning leading to deeper understanding.

## Recruiters Speak

### Bisleri

Bisleri has been a regular recruiter at SBS for many years now and we have been experiencing a set of very professional and well-groomed candidates for our recruitment. The institution has a good talent pool of fresh minds that have been trained to become industry ready in state of the art infrastructure with a very high focus on technical capability as well as soft skills of students. This will add to our talented global workforce pool and enable our organization and society to reach greater heights. I wish the institution all the best to become a destination of choice in the sphere of Management education.

- Bhavik Acharya, Bisleri India



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, Vodafone



"Our experience with the management graduates of SBS has truly been interesting and exciting. The students are not only technically equipped in the requisite work skills but also excel in their practical applications. Their value addition to the organisation has been immense.

- Pranav Yagnik, Kotak Mahindra Bank



SBS adopts a judicious mix of theory and practical application, which equips its students with the requisite skills needed in being corporate citizens of the world. We have recruited students from this premier institute, who have consistently demonstrated a keen understanding of the banking and financial services environment. They adapt rapidly to our ever-changing needs and we look forward to a long and expanding relationship with the institute and its students."

- Pratik Kumar, Standard Chartered India



A big thank you for all the support and arrangements organized to make the "Syntellect" Recruitment Drive a smooth process. The arrangements and support was truly professional and we really appreciate your leadership, management of SBS and the team for all the efforts put in making it possible. Special mention to the volunteer team who made the coordination simple and easy.

- Vijay Raghvan Iyengar, Bajaj Corp Ltd.



Shanti Business School not only gives to its students an armory of skills, but also develops in them the assurance of being as good as the best anywhere. That, in the final analysis, is the ultimate confidence booster."

- Kaushal Pujara, ICICI Group

## Notable Alumni

<b>Abhinav Sumant</b> Consultant - Data Strategy & Engineering KANTAR	<b>Akash Soni</b> Area Sales Corporation Whirlpool Corporation	<b>Alpesh Dhanani</b> Founder Ideaslab Advertising Agency, Surat	<b>Amrit Kumar</b> Social Media Marketing Manager, TIG Corp
<b>Anurag Srivastava</b> Product Strategist, New Westminster British Columbia, Canada	<b>Ayushi Jain</b> Relationship Manager Deutsche Bank, Ahmedabad	<b>Bhoomika Mehta</b> Area Sales Manager IFB Appliances	<b>Bhumika Singhi</b> Key Account Manager Mirchi (Radio Mirchi)
<b>Darpan Thanki</b> Sales Account Manager A.P. Moller – Maersk	<b>Dewashish Pandey</b> Divisional Manager BFIL Micro Finance, Prayagraj	<b>Dishant Vora</b> Associate Manager - Valuation Knowcraft Analytics	<b>Dixit Nagar</b> Team Leader, TCS Gandhinagar
<b>Gautam Sarkar</b> Territory Sales Manager Asian Paints, Ahmedabad	<b>Gunjan Dua</b> Valuation consultant KPMG global	<b>Hunaidkhan Pathan</b> Senior Data Scientist Deloitte India (Offices of the US)	<b>Jayalakshmi S</b> HR Service delivery Associate Accenture, Bengaluru
<b>Krushang Modasia</b> Senior data scientist, Kapitus	<b>Manish Kumar Roy</b> Territory Sales Manager Tata Capital, Vadodara	<b>Minesh Khandelwal</b> Area Sales Executive Reckitt & Colman, West Gujarat	<b>Mohamad Suzan</b> Manager data science Lendingkart
<b>Mohit Mittal</b> Territory Sales Manager Unilever	<b>Nishant Shrimali</b> Senior Product Manager, S&P Global Market Intelligence	<b>Nitu Thomas</b> Senior Data Analyst EY, Bengaluru	<b>Parth Raval</b> CEO Finnvare Technologies FZCO
<b>Parth Trivedi</b> Go to Market Head Adani Wilmar, Gujarat	<b>Ranjeet Kumar</b> Assistant Vice President Sale Surat	<b>Pradeep Jana</b> Senior Executive, e Infochips, Ahmedabad	<b>Prakash Chandrashekar</b> Chief Manager Kotak Mahindra Bank
<b>Prince Savsani</b> Entrepreneur, Prime Industries Eagle Battery Corporation	<b>Priyank Doshi</b> Supply Chain Executive Gujarat Ambuja Exports Limited	<b>Ronal Das</b> Associate Manager-Valuation Knowcraft Analytics	<b>Shailja Zumkhwala</b> Manager Brand Solutions DDB Mudra Group, Ahmedabad
<b>Shemona Saxena</b> Senior Executive, Talent Initiative Collabera, Baroda-GTC	<b>Shivam Harnal</b> Assistant Manager Deloitte	<b>Shruti Karpe</b> Senior Campaign Manager Mavlers	<b>Somesh Sharma</b> Area Sales Manager Nestle India Limited, Gujarat
<b>Vaibhav Vyas</b> Senior Manager HRBP Smytten Ahmedabad	<b>Vishal Sharma</b> Founder, Affluent Fintech Ex- Deutsche bank	<b>Vishwas Rai</b> Assistant Manager PayTM	<b>Zaid Farooqui</b> Area Sales Manager Fairdeal.Market, Delhi





# Student Life

To ensure that your experience at SBS is one to remember, we have an expansive collection of clubs, sports teams, music, cultural programs and other activity groups.

The campus comes alive with many of our students performances in cultural fests, competition and events. SBS encourages students to take the lead in shaping the learning and living environment by participating, organizing and hosting the series of events.

As work-life balance is really important to get the most from your student experience. we provide a wealth of social and leisure activities, as well as help and support you with your studies. the city of Ahmedabad offers a lively nightlife, museums, galleries and variety of eating out options



# Student Life











# Student Clubs

## Sahas- Startup Charcha

Start-up Charcha Club provides a channel through which student managers of SBS can interact with the start-up entrepreneurs, where the aim is to ensure that these interactions ignite enthusiasm towards creation of enterprise, innovation and entrepreneurship ideas. Sahas will also be a conduit of entrepreneurial and start-up information for students. It is also intended to encourage students to look beyond the conventional placement mind set and take actions to become job givers rather than job seekers.

Interaction between SBS Student Managers and Start-up Entrepreneurs take place in hybrid mode depending on the prevailing situations. In these interactions the start up entrepreneurs discuss their journeys, learnings and future plans to capitalize on the opportunities that they see in respective sector.

## Capital Buddies - Finance Club

Keeping in mind the needs and dynamics of financial education, Shanti Business School has launched a "Student Finance Cell" which conducts series of different activities for enhancement of financial knowledge and investment etiquettes for student managers.

## Book Wizard Club

The library Club known as Book Wizards Club at Shanti Business School is an active club which organizes literary activities. The library club intends to foster learning, communication, ignite enthusiasm and fun amongst our student managers. These events help student managers to develop their curiosity, expressive skills, and bonding with one of mankind's oldest friend books.

## Samvad - Debate Forum

SBS aims not only at the nurturing excellent business managers and leaders but also informed and rational citizens. Samvad as a vibrant debate forum at SBS provides a platform to the student managers to enhance their communication, articulation, and analytical skills. It encompasses the debates on various contemporary issues including business practices, socio-political, economic policies etc. Samvad has become an integral part of the learning process at SBS and is well appreciated by all the participants as well as audience.



## Dynamic - The Sports Club

The Sports club is committed to promote a healthy sporting habits in the students. It focuses on teamwork, coordination among diverse groups and infuses discipline instudents. Value of time, precision and competitiveness are the major learning points apart from communication, coordination & teamwork. The objective of the Sports Club is to build up sportsmanship and in developing positive attitude, self-confidence, courage and patience.

## TalentNexus - The HR Club

It is a joint effort of the HR Enthusiasts of Shanti Business School to initiate a collaborative and experiential learning through activities domain that drive organizations towards performance and sustainability. The objectives of the HR club are to improvise on the competencies and skills of the budding professionals to make them better equipped and corporate ready and inculcate in them values of empathy, commitment and respect for all. The activities play a pivotal role in shaping the next generation HR Leaders making a significant impact on the HR Community.



## Synergy Club

Synergy is a club formed by the SCM, IB and DS specialization of SBS. The name Synergy is derived from the Greek word for "working together". Synergy implies that the combination of things produces an effect or result that is more amazing than what each thing can do separately. Therefore, this club is an amalgamation of multiple domains like SCM, IB and DS. The motto of club is to bring a synergy between different domains and learn how to make correct decisions looking at every perspective of business

## Expressions - The Cultural Club

Expressions- the Cultural Club at SBS aims to encourage student's interest, participation, and responsibility in the ingenious field through creativity in the fields of music, art, literary work, performing arts, so as to provide social, cultural and recreational activities for the college community. The objective is to facilitate cultural inclusiveness among the students and to undertake activities to increase the cultural awareness and facilitate diversity.

## Dumbledore's Den - The Marketing Club

The marketing club; named "Dumbledore's Den" intends to develop the students' marketing skill sets for enhancing the employability of students and to make them familiar with the practical nuances of the domain. The club sensitizes the students by engaging them in various activities related to selling skills, branding, promotion and other areas of marketing.

## Cinematic Society - The Communication Club

The Cinematic Society is the club formed by the communication specialization of SBS. The club aims to foster a vibrant community of students passionate about movies through various events, discussions, movies, and screenings. It encourages creative expression, cultural exploration, and collaboration, fostering a vibrant environment where students can bond, learn, and enjoy memorable experiences celebrating the magic of the silver screen.



# Events

Events & Seminars play a vital role in a student's development. Nowadays students don't want to be bookworms; they look for other options that could help them in the future. Besides, in this high tech world, every student wants to acquire knowledge in every field to stay updated. In the league of organizing the events, SBS is always ready to take a step ahead in organizing cultural, social, academic and corporate events.

## **Bauddhika**

Bauddhika the annual Inter-college Management Fest of Shanti Business School has been an epitome of management excellence since 2013. Every year the stage is set for students participating from various universities and colleges to showcase their practical ideas and solutions to competitive events. The campus is filled with vigor and competitiveness during those days.



## Hackathon

For the first time in Ahmedabad, Shanti Business School conducted Hackathon, 2019. Its purpose was to ignite the young and rigorous minds to come up with innovative ideas to tackle the major global concerns related to today's economy. It was a very informative and innovative event with a total of 23 teams of 140 participants participating from all over Gujarat.

## Vichardhara

"Vichardhara" the Leadership Series of Shanti Business School (SBS), Ahmedabad invited Mr. Aman Gupta renowned serial entrepreneur, the visionary founder of BOAT Lifestyle and one of the Shark from Shark Tank India. The event was aimed at igniting the entrepreneurial spirit within young minds and inspire them to take bold steps in their careers.



## Anusmriti

SBS organize alumni meet every year. It's an incredible reunion of Alumni, students, faculty and staff members at the campus. For an institute its always a pride moment seeing its successful Alumni. In the last meet, around 100+ Alumni across the country attended the meet and gave their valuable feedback and suggestions for the betterment of students and institute.

## Thought Leader Series

SBS students and faculty draw insights from leading academicians, successful business practitioners, industrialists, and eminent personalities from the fields of management through their "Thought Leader Series" seminars. Each year, we invite esteemed scholars, faculty, and researchers from across the country. The primary motive is to bridge participants' gap between theoretical know-how and practical problem-solving. As guest speakers also share their work experiences, the interactions highlight crucial business management issues along with market trends, situational leadership decisions, challenges and their strategies.







## Amenities

With the finest facilities, SBS is created around student ambitions. Students have unmatched opportunities for hands-on learning utilizing some of the most sophisticated facilities

### Medical Facilities

We look after the physical well-being of the students with an in-house medical facility. To look after the health needs of our students we sign them up for a medical insurance policy and also have a full-time nurse and a doctor on-call option.

### Auditorium

Participation in co-curricular activities also play a vital role in personality development of students. Such activities develop the qualities, initiative, creativity, leadership, teamwork, time management and resource management. To add value and standard to such activities, SBS has a beautiful auditorium to host events.







## Student Services & Facilities

SBS provides all supports which a student needs to succeed. A modern library, online learning and specialized facility for chosen subject, IT support with modern lecture rooms. The campus has a corporate well-designed, aesthetically pleasing building with ultra modern appearance and functionality.

### Gymnasium

Working out in a gym is a great way to keep fit, to make friends and to unwind after academic work. SBS has a multigym station to keep students fit and healthy.

### Food Court & Canteen

SBS has a food court and a canteen which are located within the campus. The multi-cuisine food court caters to the varied taste of students and provide various choices in a hygienic environment.







## Hostel Accommodation

SBS provides hostel facilities for boys and girls separately. It has provision for AC and Non-AC rooms. In addition, the hostel life allows students to interact with their colleagues and peers, make friends, and develop into good human beings capable of independent judgement and competent in handling the day-to-day pressures of life. Caring wardens and a vigilant security team ensures a pleasant stay.



## Classrooms / Lecture Rooms

SBS has adequate number of spacious lecture rooms, fully equipped with necessary teaching aids. The lecture rooms are designed to accommodate a large number of audience while providing ample space for AV equipments, instructors area, movement space, vacant room between the occupants seat and projection screen. The orientation of the halls encourages the sound reflection from one end of the room to the other.





## Playground

From increasing concentration levels, to work as a team to inculcate a winning spirit; sports help students build a strong character and a well-rounded personality. SBS has ample space to explore many games.



## Student Support Services

With a comprehensive student support services, we make sure that you are well supported through out your time at SBS.



# Convocation at SBS



**2012**  
Convocation

**Dr. Binod Agarwal**  
Vice Chancellor-Himgiri Zee University



**2013**  
Convocation

**H. R. H. Shreeji Arvind Singh Mewar**  
of Udaipur



**2014**  
Convocation

**Shri Bhupendrasinh Chudasama**  
Minister, Education (Primary, Secondary and Adult) Higher & Technical Education, Food, Civil Supplies & Consumer affairs, Science – Technology



**2015**  
Convocation

**Smt. Mridula Sinha**  
Hon'ble Governor of Goa



**2016**  
Convocation

**Dr. B. P. Sanjay**  
Founding Vice-Chancellor of Central University of Tamil Nadu  
Director, College of Integrated Studies at Central University, Hyderabad



**2017**  
Convocation

**Shri Mahendra N Patel**  
Chairman & M.D.  
Mamta Group of Industries

**Shri Sean Chen**  
Director-CEO  
VIVO



**2018**  
Convocation

**Shri S B Dangayach**  
Managing Director  
Sintex Industries Ltd.

**Dr. Jatin Pancholi**  
Professor & Head of Finance  
Middlesex University, London



**2019**  
Convocation

**Shri. Santosh Desai**  
Managing Director & CEO  
Future Brands



**2020**  
Convocation

**Prof. Tridip Suhrudd**  
Director of Lalbhai Dalpatbhai Institute of Indology,  
Ahmedabad



**2021**  
Convocation

**Shri. Ajay Bhatt**  
President, Global Human Resources  
Intas Pharmaceuticals Ltd, Ahmedabad





**2022**  
Convocation

Shri. Lalit R Jadhav  
CEO, IndusInd Bank, GIFT City, Gandhinagar, Gujarat



**2023**  
Convocation

Shri. Aditya Kanthy  
CEO & MD, DDB Mudra Group



## FAQ's

### 1 What are the programs offered by SBS?

SBS offers 2 years full-time PGDM and PGDM - Marketing programs. The PGDM Program has a variety of specializations like Financial Management, Marketing Management, International Business Management, Supply Chain Management, Communication Management, Data Science Management, Human Resource Management. The first year of the program is common, the specializations commence in the second year.

### 2 What is the status of recognition of the programs offered by SBS?

The PGDM and PGDM - Marketing Programs offered by SBS is recognized by AICTE (All India Council of Technical Education). Copies of approval can be seen on the website.

### 3 How do you differentiate SBS with other B-Schools?

The foundation of SBS growth story has been 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, projects and certificate.

### 4 What is the Pre-Entry Qualification and Selection Process?

The Pre-Entry Qualification for the PGDM Program is graduation in any discipline from a University recognized by UGC with minimum of 50 % marks. The selection process for admission to the program is as under:

A - Valid score from any one of the following management admission tests ( CAT/XAT/ATMA/MAT/CMAT)

B- Candidates have to appear for Personal Interview, Group Discussion and any other process of selection as decided the Admission Committee

C - Based on the academic performance, scores in the entrance tests, performance in the selection process and other co-curricular activities , the admission committee will prepare a composite score for the candidate. Based on this, the admission will be decided.

### 5 What is the cut-off percentile of the Entrance Exam?

SBS makes a comprehensive evaluation of the candidate and his/her potential for management education and decisions of admission are made. The process is holistic and comprehensive.

### 6 Is the program offered by SBS residential ?

No, the program is not mandated to be residential. Students also can choose to be day-scholar. However it is a full-time program and its rigour would not leave any scope for the student to pursue any other course or vocation.

### 7 What are the placement prospects after completing the SBS programs?

SBS has been maintaining 100 % placement since inception. with respect to students seeking placement. SBS has a very proactive Placement Cell taking care of the placement of all students seeking placement. Organizations participated in the placement process and the range of compensation packages offered can be shared with the prospective candidates by the Placement Cell.

### 8 Are students of SBS eligible to get educational loan?

Yes. As programs are approved by AICTE, all students pursuing the program are eligible to apply for educational loans that are being offered by nationalized and private banks in India. SBS has signed MOUs with SBI, Vijaya Bank, Axis Bank, HDFC Bank, Credenc and so on to enable speedy processing of the loan application of students admitted to SBS. Loans are decided by the respective banks based on their prevailing policies and guidelines and applicants will have adhere to these.

## Implementation of Anti-Ragging policy of MHRD at SBS

SBS has implemented the guidelines of Hon'ble Supreme Court in its judgment dated 8th May 2019 on matters of ragging on its educational campus.

The Institute has an active Anti - Ragging Committee, the contact details of committee members are written on posters across the campus. Guilty students shall face strict punishment as declared by the college authorities.



# SBS in News

## Inter-college festival at Shanti Biz School



The two-day intercollege fest 'Baudhika 2023' organised by Shanti Business School provided a platform to students of more than 50 colleges across the state to express their creativity and skills. More than 2000 students participated in 28 programs and competitions hosted under seven broad categories.

AhmedabadMirror Thu, 23 February 2023  
<https://epaper.ahmedabadmirror.com/c/7176106>



### Road safety, traffic discipline talk at SBS

Students of Shanti Business School participated in a session that was designed to teach them the importance of road safety and traffic discipline. At the event, guest speaker Neeta Desai, Deputy Commissioner of Police (DCP) Traffic (West) discussed various aspects of road safety and traffic discipline, including the importance of obeying traffic rules and regulations, identifying major traffic issues, strategies to reduce road accidents and fatalities and more.



Akshay Kumar wows the crowd at Shanti Business School

### Stardust at B-School

Students of Chiripal Group's Shanti Astute School, Shanti Business School and Shanti Communications School were in for some exciting moments as Bollywood heart-throbs Akshay Kumar and Bobby Deol wowed them over completely during their recent trip to the campus. The students asked their questions on time management, how to deal with stress and relationships and the actors answered them with effortless ease and sparkling wit. When Akshay was quizzed about his culinary skills, put under the topic, "I always take out time for cooking. In fact, I am very passionate about it. I think when a man cooks for his wife this only adds to his sex appeal. Every man must know how to cook." Akshay even lifted a young student of Shanti Astute and mentioned how he was a complete family man and loved children. For once we saw glimpses of Rishi Rishi's this real name and not Akshay Kumar -- the star. Bobby also seemed very comfortable with the crowd and answered questions on relationships. "If you do not expect your partner to be perfect, you'll do great," he said when he was asked what made a marriage successful.



Bobby Deol waves to the crowd

Both Akshay and Bobby praised the 'green' campus and mentioned that this was the first time they visited an educational institute in Ahmedabad and it had left an indelible impression on them.

## "Shanti Business School (SBS) celebrated its 12th convocation"

Ahmedabad, Shanti Business School (SBS) Ahmedabad celebrated its 12th convocation for the PGDM students of the Class 2021-23. Mr. Aditya Kanthi, CEO & MD, Omnicom India was the Chief Guest of the event. SBS conferred degrees to 130 students who graduated in the year 2023.



The celebrations started with the academic procession in which the graduates were ushered with musical accompaniment into the venue. The dignitaries adorned the dias and after the customary lamp lighting, the Chief Guest Mr. Aditya Kanthi was felicitated with the Bouquet of flowers.

Shri Vishal Chiripal, Trustee, Chiripal Charitable Trust presided over the Convocation. Dr. Neha Sharma, Director SBS welcomed all the dignitaries, invitees, parents, faculty and graduands. Dr. Neha Sharma said that "Convocation is a symbol of progress, change, and fulfillment. It is the beginning of a new journey. As you gain your Degrees from SBS, remember to move on being students from becoming productive professionals." The Chief Guest Mr. Aditya Kanthi in his address acknowledged the power of big dreams & ambition. He advised the students to focus on understanding the kind of work they want to do and focus on finding people they want to be around. Taking Charge, Accountability, and ownership of the work will be the mantra to success. The Executive Registrar Shri KKG Palle called out the names of the graduands who were awarded with their diplomas. The Overall Academic excellence award, given to the topper of the Class 2021-23 was presented to Ameha Jain. The others who received meritorious awards as the toppers of their respective specializations - Marketing, Finance, Human Resources, International Business, Data science, Communications and Supply Chain Management were Ruchi Kurnari, Harshita Ramchandani, Tasneem Akhtar, Pandya Devi Dhruv Nitu Singh Rajput, Saijal Privastava and Khera Sreesthanga Harvindarsingh respectively.



### ચિરીપાલ ગ્રુપ દ્વારા જાણીતા ઉદ્યોગપતિ અમન ગુપ્તા સાથે મોટિવેશનલ સેશન "શાર્ક ટેલ્સ" યોજાયાં

અમરેશ્વર ચિરીપાલ ગ્રુપ દ્વારા શ્રી વિશ્વેશ્વર ચિરીપાલ ટ્રસ્ટીશ્વરે 1 ડિસેમ્બર 2022ના રોજ શાંતિ બિઝનેસ સ્કૂલ ખાતે યોજાવેલ મોટિવેશનલ સેશનમાં અમન ગુપ્તા સાથે મોટિવેશનલ સેશન "શાર્ક ટેલ્સ" આયોજીત કરવામાં આવ્યું હતું. આ સેશનમાં અમન ગુપ્તાએ તેમના અભિવ્યક્તિ અને જીવનના અનુભવો વિશે સ્ટુડન્ટ્સને જાણ કરવામાં આવ્યાં હતાં. અમન ગુપ્તાએ સ્ટુડન્ટ્સને મોટિવેશન આપવામાં આવ્યું હતું અને તેમને જીવનમાં સફળતા મેળવવા માટેની સલાહ આપી હતી. આ સેશનમાં અમન ગુપ્તાએ સ્ટુડન્ટ્સને જાણ કરવામાં આવ્યું હતું કે, જીવનમાં સફળતા મેળવવા માટેની સલાહ આપવામાં આવ્યાં હતાં. અમન ગુપ્તાએ સ્ટુડન્ટ્સને મોટિવેશન આપવામાં આવ્યું હતું અને તેમને જીવનમાં સફળતા મેળવવા માટેની સલાહ આપી હતી.

## SBS organises induction session for new PGDM batch



AhmedabadMirror Wed, 19 July 2023  
<https://epaper.ahmedabadmirror.com/c/72981686>

## SBS kicks off year with freshers' gala

Bridging the gap between the newbies and the seniors and to ensure the academic year starts on a high note, the Shanti Business School hosted a freshers' party — SEHER 2023 — for the new batch of PGDM 2023-2025. The theme for the year was 'Heavenly Heights and Hellish Delights' that was followed with much pomp and show. The highlight was the crowning of Manan Siddhpuriya as Mr Freshers and Karuna Nebhani as Ms Freshers.



**PLACEMENTS AT SHANTI BUSINESS SCHOOL**  
 Shanti Business School, Ahmedabad experienced an impressive placement season this year with all final year students getting highly rewarding jobs in top corporate. Dr. Neha Sharma, Director, Shanti Business School said "A total number of 127 companies visited the campus for the placement of all 179 final year students with highest package Rs. 12.67 lacs and the Median package Rs. 7.34 lacs". The various sector companies visited the campus for placement are FMCG, Telecommunication, Marketing Analytics, Finance, IT, Pharma, Consumer Durables, E-Commerce and Digital





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