

Startups

The Growth Drivers

“Diversify your bets on multiple projects to succeed, irrespective of how confident or optimistic you feel about one.”

Nithin Kamath
Founder Zerodha
ZERODHA



“We may fail, we may fall, but it's important to rise every time and show the power of mettle within us.”

Vineeta Singh
Co-founder & CEO Sugar Cosmetics
SUGAR



SUGAR



AICTE APPROVED
PGDM & PGDM-M



**SHANTI
BUSINESS
SCHOOL**
AHMEDABAD

Creating Strategy Leaders

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 Charitable Trust is a Corporate Social Responsibility initiative set up by the Rs.20,000 crore Chiripal Group of Companies. Established in 1972 by Shri Ved Prakash Chiripal, the group has grown from a single powerloom unit to the dynamic conglomerate consisting of multiple strategic business units like Textile, Petrochemicals, Polyfilms, Solar Energy 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. 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 meaningful career trajectory which leads to vibrant career opportunities to all its student managers.

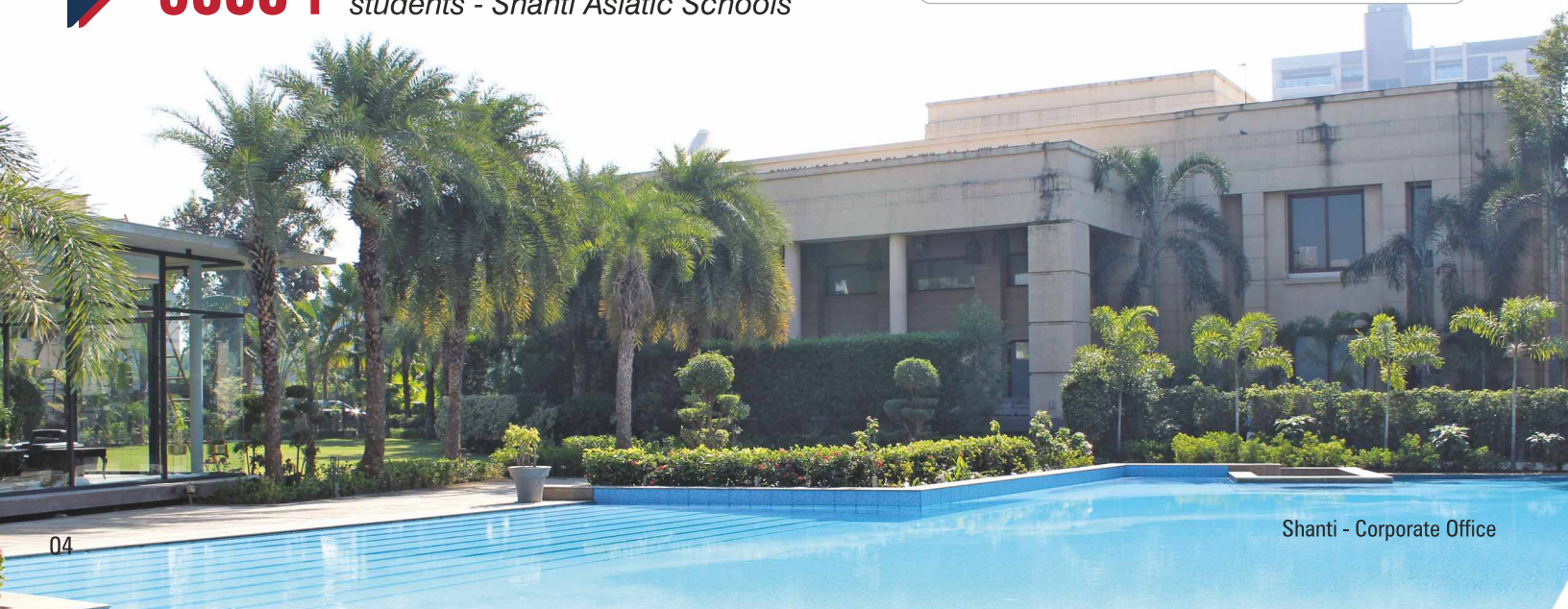
1972 Incorporation of Chiripal Group of Industries

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

1800+ professional graduates have already began their professional journey from Shanti Business School Ahmedabad

300+ Pre Schools across India Shanti Juniors

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





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.



Dr. Subhadip Roy
Associate Professor
Indian Institute of Management
Ahmedabad



Shri. Vijay Rane
Global HR Head
Milestone Inc. Headquarters
California



Shri. Basant Rathore
Sr. VP, Strategic Planning,
Brand & Business Development,
Jagran Prakashan Ltd., New Delhi



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



Promoted by Chiripal Group of Industries:

Shanti Business School is a higher education initiative of Gujarat's Largest Industry Conglomerate, The Chiripal Group. Rs 20000 Crore Conglomerate with Presence in Textile, Petrochemicals, Education, Polyfilms and Solar Energy. The Business Acumen of the Promoter family and executives of the group brings in the required industry perspective which eventually results in the development of cutting edge curriculum by the faculty members, which prepares our students for the industry needs of tomorrow.

Strong Industry Network:

SBS has a dedicated corporate relations cell in the campus, the members of the cell rigorously scout for best opportunities for the students in the corporate world. Some of the prominent corporate brands like Nestle, Perfetti van Melle, MRF, Asian Paints, TCS, E&Y, HDFC Bank, Know Craft Analytics, Federal Bank, Deloitte, and Neilsen among others are regular recruiters of SBS talent for Summer Internship and Final Placements.

Systematic Summer Internship Program:

SBS follows a well-crafted Summer Internship Program, every student is mentored by three mentors during SIP. 1st is Faculty mentor, 2nd is Corporate mentor and 3rd is SBS Alumni mentor. Every faculty mentor makes sure that he/she visit the organization of students allocated to him/her during SIP. Due to a focused SIP every year the number of students receiving Pre Placement offers (PPO) are increasing.

100% Placement:

SBS has successfully offered meaningful career opportunities to its students since the 1st batch enrolled in 2010. It is the result of its robust industry and alumni relations that can be seen in encouraging final placements for the students. SBS takes pride to share that it has offered 100% placements to every batch.

Student Diversity:

SBS Ahmedabad attracts students from 15 states of India and 40 plus cities. This student diversity is the unique feature of SBS campus. Even the gender ratio is noteworthy with more than 40 percent students are females.

Distinguished Alumni Network:

SBS has produced industry ready and socially responsible management professionals, today SBS is a vibrant community of 1800+ Alumni who are associated with top notch corporate brands at mid to senior positions. Our Alumni are our strength.

On Campus Residential Facility:

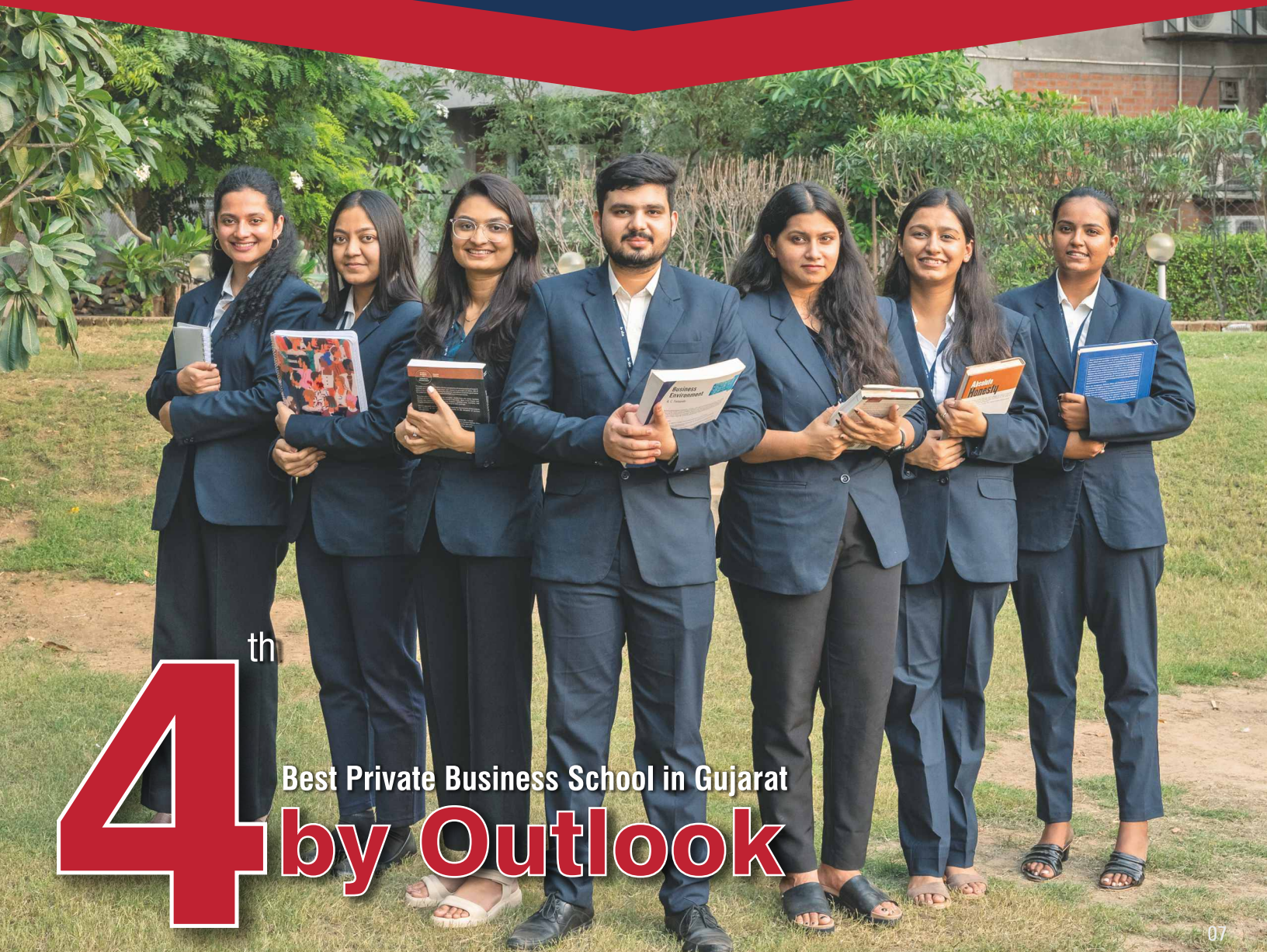
SBS campus caters to the needs of 21st century professionals, fully amicable campus with student accommodation, play area, recreational facilities in the outskirts of city makes it an ideal place for preparing the management professionals who can tackle contemporary as well as future challenges of Industry. Separate Hostel accommodation for male and female students are available in the campus.

360 Degree Mentoring:

In SBS every student is mentored by 3 set of mentors. 1st is faculty mentor, 2nd is Alumni Mentor and 3rd is Corporate Mentor. This 360 Degree mentorship program helps students to develop holistic perspective and understanding related to academics, student life and corporate life.

Integrated Infrastructure:

SBS Infrastructure is equipped with all the amenities suited for future business leaders. A proper integration of IT Infrastructure, Sports Infrastructure, Recreational Infrastructure and Hostel Infrastructure makes SBS Ahmedabad an ideal choice of Management education aspirants.



th
4 Best Private Business School in Gujarat
by Outlook

Why Gujarat?

Gujarat is known for its strategic location, robust infrastructure, and business-friendly environment. Several future growth projects are expected to drive its economic development further. Here's an overview of key areas where Gujarat is focusing on future growth

1. Dholera Special Investment Region (SIR):

Dholera SIR is planned with world-class infrastructure, including smart city features, rapid transit systems, and dedicated freight corridors.

2. GIFT City (Gujarat International Finance Tec-City):

Many global financial institutions have set up operations, and it is being developed as India's first operational smart city with cutting-edge infrastructure.

3. Renewable Energy Projects:

Solar and Wind Energy: Gujarat is already a leader in renewable energy, and there are plans to expand solar and wind power capacity, particularly with projects like the Dholera Solar Park and Kutch Wind Projects. Gujarat is positioning itself as a hub for green hydrogen production, with companies investing in hydrogen-based energy solutions.

4. Ahmedabad-Mumbai Bullet Train:

This high-speed rail project is part of India's push towards advanced transportation. It will nect Ahmedabad and Mumbai, reducing travel time between the two cities. This project will boost connectivity, reduce congestion, and potentially spur economic growth along the corridor.



Statue of Unity
The world's tallest statue



Ahmedabad City
It was known as the 'Manchester of India'

5. Ports and Logistics:

Gujarat's coastline makes it a vital hub for maritime trade. Expansion of major ports like Mundra and Hazira, and development of smaller ports, will strengthen Gujarat's logistics and trade capabilities.

6. Pharmaceutical and Biotechnology Sector:

Gujarat is one of India's largest pharmaceutical production hubs, with expansion in biotechnology, medical devices, and R&D being key growth areas.

7. Urban Development and Smart Cities:

Cities like Ahmedabad, Surat, and Rajkot are part of India's Smart Cities Mission, with investments in infrastructure, digital governance, public services, and sustainable development. The state is focusing on affordable housing projects, especially in urban centres, to accommodate the growing population.

8. Textiles and Apparel Industry:

Gujarat is known for its cotton and textile industry. The government is developing mega textile parks to support textile manufacturing, processing, and exports.

9. Tourism and Heritage Development:

The Statue of Unity has already become a major tourism attraction. Future developments include eco-tourism projects, new resorts, and enhanced infrastructure around the site. Gujarat is promoting its cultural heritage, including sites like Dwarka, Somnath, and Gir National Park, with improvements in connectivity and hospitality.

10. Defence and Aerospace Industry:

The central and state governments are promoting Gujarat as a defence and aerospace manufacturing hub.

Narendra Modi Stadium

Largest Cricket Stadium in the World



Surat Diamond Bourse

World's largest diamond trading hub as well as the world's largest office building



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 Integrated Chambers for Commerce & Industry (ICCI)



Global Award for Excellence in Education, Leadership & Teaching by World Education Congress



'Shiksha Bharati Award' By Indian Achievers Forum



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



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



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

Academic Collaborations



Cesim Business Simulation



AIMA Bizlab



Grant Thornton



Imarticus Learning



Harvard Business Publishing



Chartered Institute of Management Accountants UK



Institute Mines Telecom Business School



UAS International



Global Workforce Management, USA & Canada

Association Membership

AHMEDABAD
MANAGEMENT
ASSOCIATION



Confederation of
Indian Industry



Young Indians
WE CAN WE WILL



SMALL & MEDIUM BUSINESS
DEVELOPMENT CHAMBER OF INDIA



WADHWANI
FOUNDATION
ENTREPRENEURSHIP NETWORK



ASSOCIATION OF MANAGEMENT DEVELOPMENT INSTITUTIONS OF INDIA
MEMBER
AMDISA
RECOGNIZED BODY



rai
RETAILERS ASSOCIATION OF INDIA



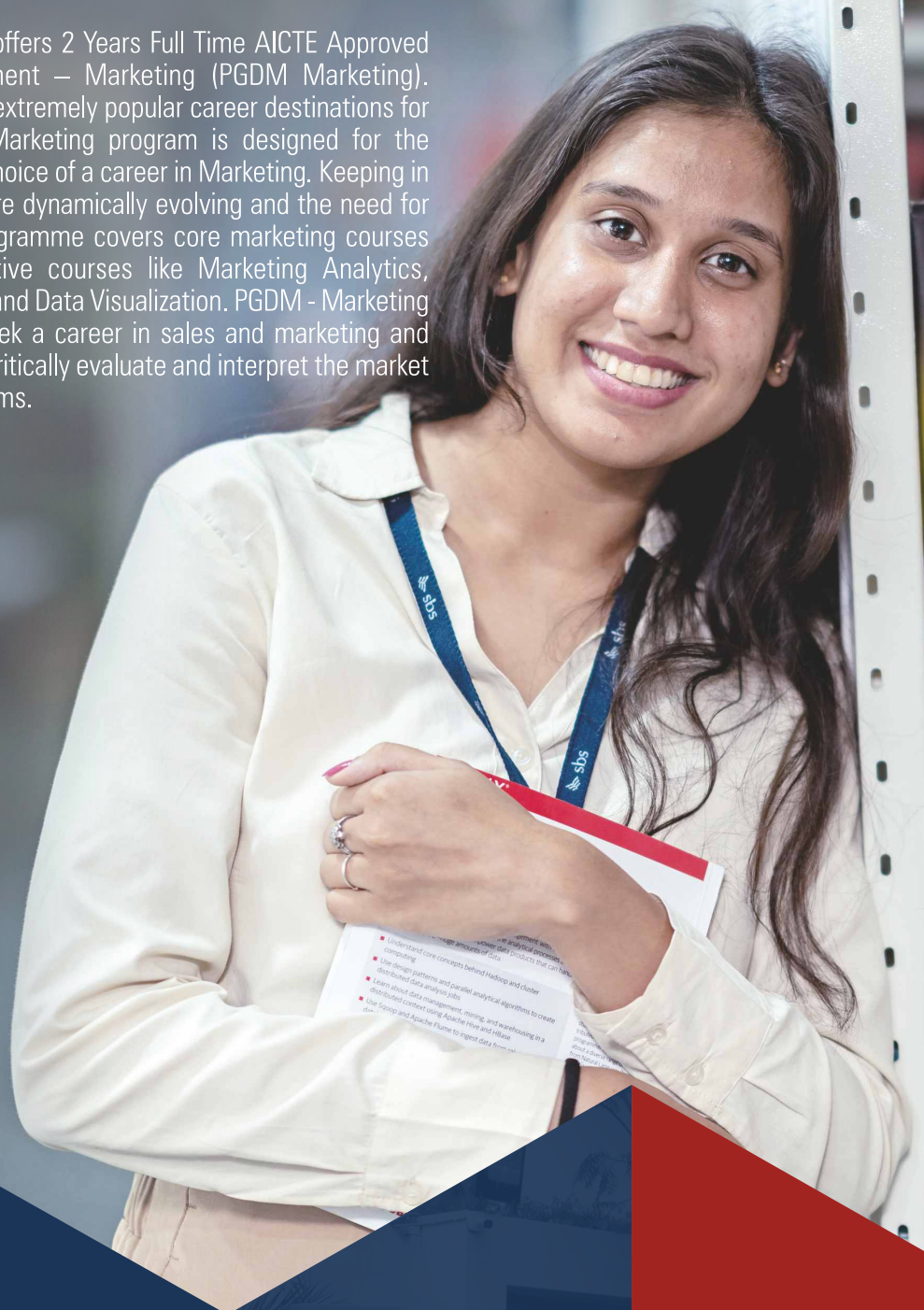
NHRD
NETWORK

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.



Finance

- Financial statement analysis
- Financial Management
- Financial analysis and modelling
- Corporate finance
- Valuations
- Security analysis and portfolio management
- Corporate tax planning
- 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
- Workshop on Financial Analytics

Marketing

- Consumer Behavior
- Sales & Distribution Management
- Marketing for Startups
- Integrated Marketing Communication
- Product & Brand Management
- Digital Marketing
- Marketing for Startups
- Marketing Analytics
- Service Marketing
- Customer Relationship Management
- Retail Marketing Management
- International Marketing Management
- B2B Marketing
- Logistics & Supply Chain Management
- Rural Marketing
- Hospitality and Tourism Marketing

Communication

- Fundamentals of Digital Marketing
- Brand Management
- Social Media Marketing
- Development Communication
- Communication Research
- Corporate Communication and Reputation Management
- Advanced Digital Marketing
- Introduction to Communication Mgmt.
- Indian Society and Culture
- Consumer Behavior
- Integrated Marketing Communication
- Workshop on Semiotics
- Workshop on Design Thinking
- Leveraging AI for Digital Marketing

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
- Managing Workforce Diversity
- Leadership and Group dynamics
- Industrial Relations & Legislation
- Organizational Design
- Strategic Human Resource Management

Supply Chain

- Product availability and inventory control
- Supply chain Design & control
- Multivariate Statistics for Decision Making
- Digital E-commerce
- Service Operations Analytics
- Theory of constraints
- Total quality Management
- Production planning and optimization
- Digital supply chain platforms
- Technology adoption
- Warehouse management
- Service Supply Chain Designing
- Supply Chain Analytics
- Logistics and transportation
- Marketing 4.0
- AHP and MCDM techniques
- Transportation and Logistics Optimization using Anylogistics and MS Projects software -W/S

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

Data Sciences

- Python Programming
- Basic SQL Programming
- Maths for Data science
- Communicating with data
- Marketing Analytics
- Business Intelligence with Tableau
- 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

PGDM - Marketing Electives

- Hospitality and Tourism Marketing
- AI Applications in Marketing
- Marketing Analytics
- E-Commerce Marketing
- Consumer Behavior
- Logistics & SCM
- B2B Marketing
- Marketing Research
- Services Marketing
- Product / Brand Management
- Workshop: Selling Skills

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 have valid scores from any one of the following all India recognized entrance tests: CAT/MAT/XAT/ATMA/CMAT taken not earlier than 12 months.

Admission Process

Interested candidates may register online with SBS website 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

01

Register & submission of online application form

02

Appear for GD and PI with Educational Documents

03

Submission of all Educational Documents

04

Payment of Registration Fees

Education Loan

SBI
To: Shanti Business School, Ahmedabad
Letter No.:PBBU/302 Date: 26.09.2019

EDUCATION LOAN OFFER

We are pleased to offer Education Loan under our SBI Student Loan Scheme to the students of Shanti Business School, Ahmedabad.

Contact Details : Name : Nishit Dalwadi - 9727460899 | Email : nishit.dalwadi@hdfcbank.com
Address : HDFC Bank Ltd, 2nd Floor, Shiwak 3, Near Drive In Cinema, Drive In Road, Ahmedabad - 380054

Date: 02 November 2023

To: Shanti Business School, Ahmedabad
Sub: Education Loan offer for the students of SBS.

HDFC BANK

EDUCATION LOAN OFFER

Contact Details : Name : Nishit Dalwadi - 9727460899 | Email : nishit.dalwadi@hdfcbank.com
Address : HDFC Bank Ltd, 2nd Floor, Shiwak 3, Near Drive In Cinema, Drive In Road, Ahmedabad - 380054

Date: 02 November 2023

To: Shanti Business School, Ahmedabad
Sub: Education Loan offer for the students of SBS.

IDFC FIRST Bank

CHAMPIONING YOUR FUTURE.

Educational Loans by IDFC FIRST Bank for Higher Studies (Domestic & International)

ICICI Bank

IS MART

To: Shanti Business School, Ahmedabad

Dear Sir,

We are pleased to offer Education Loan under our ICICI Student Loan Scheme to the students of Shanti Business School, Ahmedabad.

Contact Details : Name : Nishit Dalwadi - 9727460899 | Email : nishit.dalwadi@hdfcbank.com
Address : HDFC Bank Ltd, 2nd Floor, Shiwak 3, Near Drive In Cinema, Drive In Road, Ahmedabad - 380054

Date: 02 November 2023

To: Shanti Business School, Ahmedabad
Sub: Education Loan offer for the students of SBS.

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

APPROVAL PROCESS 2024-25
Extension of Approval (EOA)

F.No. Central/I-43662043352/2024/EOA Date of Approval: 22-May-2024

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 2024-25

Ref: Online application of the Institution submitted for Extension of Approval for the Academic Year 2024-25

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Education), Powers delegated in AICTE ACT 1987, (No 52 of 1987) chapter II - u/s 2(g) to regulate Technical and subsequent Regulations of AICTE, I am directed to convey the approval to:

Permanent Id	1-6084041	Application Id	1-43662043352
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		

Opted for Introduction of New Program/Level	Yes	Introduction of Program/Level Approved or Not	Approved
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To conduct following Programs/Courses with the Intake indicated below for the Academic Year 2024-25

Level	Program	Course	Affiliating Body (University /Body)	Intake Approved for 2023-24	Intake Approved for 2024-25	NRI Approval Status	FN / Guit quote/ OCI/ 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

Approved New Course(s)

Application No: 1-43662043352
Note: This is a Computer generated Report. No signature is required.
Printed By : an540691

ALL INDIA COUNCIL FOR TECHNICAL EDUCATION
Page 1 of 4
Note: This is a Computer generated Report. No signature is required.
Printed On: 3 June 2024

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



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

Academic Experience of 29 years
Industry Experience of 18 years



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

Academic Experience of 16 years
Industry Experience of 2 years
Areas of Interest: Operations Management, Business Analytics and Financial Services



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

Academic Experience of 17 years
Industry Experience of 6 years,
Areas of Interest: Retail Management, Sales & Distribution, Logistics and Supply Chain Management



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

Academic Experience of 18 Years
Industry Experience of 2 Years
Areas of Interest: Financial Analytics, Corporate Finance, Behavioral Finance and Private equity.



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

Academic Experience of 11 years
Industry Experience of 9 years
Areas of Interest : Communication Management, Digital Marketing



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

Academic Experience 16 Years
Industry Experience 1.5 Years
Areas of Interest: Financial Management, Financial Inclusion, Accountancy



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

Academic Experience of 8 Years
Areas of Interest: Organizational Psychology & Behavior, Motivation, Leadership, Decision-Making, Employer Branding, Talent Management and Emerging Marketing Concepts.



Dr. M S Rajan
Professor
MBA, BE, PhD

Academic Experience of 7 years
Industry Experience of 20 years
Areas of Interest: International Business, Macroeconomics and Supply Chain



Amit Saraswat
Professor
MBA(Marketing)
BE(IIT-Roorkee), FPM

Academic Experience of 11 Years
Industry Experience of 18 Years
Areas of Interest: Risk management for Fintechs, credit risk management, Customer attribution models in multi-channels



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

Academic Experience of 6 years
Industry Experience of 5.5 year
Area of Interest: Marketing Communication Strategy, Marketing Analytics, B2B Marketing, Theory of Constraints, Service Marketing



Dr. Tushar Panigrahi
Professor
MA(Economics),
MBA(Finance), PhD

Academic Experience of 21 years
Areas of Interest: Security Analysis, Portfolio Management, Derivatives, Risk Management, Financial Modelling Economics.



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

Academic Experience of 15 years
Areas of Interest: Economics, Entrepreneurship



Dr. Prashant Pareek
Associate Professor
B.B.A, MBA
UGC-NET, PhD

Academic Experience of 12 years
Industry Experience of 3 years
Areas of Interest: Marketing Management, Marketing Research, Integrated Marketing Communication, Corporate Communication



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

Academic Experience 14 Years
Industry Experience 6 Years
Areas of Interest: Consumer Behavior, Brand Management, IMC, Industrial Relations



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

Academic Experience of 15 years
Areas of Interest: Service Marketing, Digital
Marketing and Data analytics



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

Academic Experience of 3 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 9 Years
Industry Experience of 3 Years
Areas of Interest : Human Resource
Management, Gender Pay, Equality at Work,
Employee Performance, Women at Work



Dr. Manasi Vahia
Assistant Professor
BA, MHRM, PhD

Academic Experience of 10 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 16 Years
Industry Experience of 2 Years
Areas of Interest : Consumer Behaviour,
Marketing & Advertising Research



Mitesh Jadav
Assistant Professor
B.E. MBA(Marketing)

Academic Experience of 7 years
Industry Experience of 4 years
Areas of Interest: Marketing & Data Analytics.



Dr. Sejal Trivedi
Assistant Professor
Ph.D. CSE, M.E. CE, B.E. IT

Academic Experience of 18 years
Data Base management System, SQL,
Software Engineering, Data Science, Machine
Learning, Deep Learning, Project Management.



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

Academic Experience of 3 Years
Industry Experience of 5 year
Areas of Interest: Strategic Marketing,
Digital Marketing, Brand Management,
Corporate Communication.



Nirmitt Kansara
Assistant Professor
B.Com, MLISc

Academic Experience of 3 Years
Areas of Interest: Information Technology,
Library Development, Digital Transformation

Adjunct / Visiting Faculty

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

Adjunct / Visiting Faculty

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

Industry Experts

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

AI in Marketing by Imarticus Learning:

SBS in collaboration with Imarticus Learning offers a comprehensive 30-hour workshop tailored to elevate participant's understanding of AI applications in Marketing. This course will enable the students to understand the steps involved in introducing AI into their marketing efforts, as well as providing them with a roadmap to success. This course will enable students to apply the knowledge and test it in real-world scenarios. The prompts and tools will also give them hands-on experience of using AI in their marketing strategy.

AIMA (All India Management Association) BizLab:

Shanti Business School (SBS) in line with its mission to offer rigorous practice-oriented education to its student managers collaborated with All India Management Association (AIMA) to enhance its students' practical business skills. AIMA's BizLab is a simulation-based training where in students get a unique opportunity to apply their classroom knowledge in a realistic business environment. This AI-powered simulation allowed students to gain hands-on experience in strategic decision-making across various functional areas, such as marketing, finance, HR, operations, R&D, and sales to further enhance their employability quotient.

Financial Modelling and Valuations by Imarticus Learning:

SBS in collaboration with Imarticus Learning offers a comprehensive 30-hour workshop tailored to elevate participant's proficiency in financial modelling and valuation techniques. This course is suitable for graduates aspiring to become investment bankers as it includes a well-structured DCF model with its theoretical concepts. Moreover, it motivates you to be more confident with daily tasks and gives you the edge over other candidates vying for a full-time position. The five-day workshop on Financial Modelling and Excel Proficiency, led by CA Alok Sethi, was aimed at finance specialization students. The initiative, organized by Shanti Business School and supported by Imarticus Learning, focused on strengthening students' practical skills in Excel and financial modelling, both critical tools for a successful career in finance.

Workshop on Semiotics:

The second-year students of communication specialization are offered a workshop on semiotics where they learn about the fundamental concepts of signs, symbols and their meanings in both cultural and visual contexts. Through physical exercises and case studies, students will develop critical thinking skills to assess existing designs and advertisements from a semiotic perspective.

Workshop on Design Thinking:

The communication specialization students are offered a workshop on design thinking where students are exposed to perspectives, ideas, concepts and solutions related to designing and executing communication projects using design thinking principles. The students are encouraged to apply critical thinking and design thinking in parallel to solve problems and create designs.

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.

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.



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.

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.

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.

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 with UAS International:

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 | Career sessions | Internship placement assistance | Final placement assistance

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

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

Interview & Final Selection:

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

**Aptitude
Training**

100+
Hours

**Mock Group
Discussion**

50+
Hours

**Mock
Interviews**

50+
Hours

**Profile
Building**

20+
Hours

Internship & 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



Our Recruiters

(Representative list)



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

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



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.

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







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:

"SAMVAD – The SBS Debate Club" offers a regular & dynamic platform for the student managers to participate and witness the debates on the topics related to the contemporary issues related to economics, business world, society and politics. Since its start the club has conducted more than 50 debates on such issues with thorough and rigorous research by the participants of SBS. It doesn't only increase the research acumen of the student managers but also their articulation and presentation skills.

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, selfconfidence, 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:

Welcome to Dumbledore's Den, the marketing club of Shanti Business School Ahmedabad. Inspired by the legendary wizard Albus Dumbledore, our club is dedicated to fostering a space where marketing magic comes to life. Just as Dumbledore possessed the power to create extraordinary things, we believe that effective marketing can transform products into powerful brands. Our club is a haven for aspiring marketers, providing a platform to explore innovative strategies in diverse areas like selling, promotion, branding etc., learn from industry experts, and unleash one's creative potential. Join us on this magical journey of discovery and become a master of the marketing craft.

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 & 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: "Vichardhaara" 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.





MDP on “Business Intelligence Analytics using Power BI”

01st – 03rd March 2024

Shanti Business School (SBS), Ahmedabad organized a three days Management Development Program cum Workshop on “Business Intelligence Analytics using Power BI” on 1,2 & 3 March 2024. The MDP was conducted in Online Mode. Participants attended it online on Zoom Platform. The MDP was led by two resource persons- Ms. Priyanka Shah, Data Advantage Practice Lead at Resolvr, and Ms. Richa Soni, Power BI Professional from Infoanalytica. An overwhelming response was received for the MDP. All the participants received immense learning, Course Material (inclusive of presentations, research papers, book chapters), Lab Solutions, Research Guidance and Certificates. Specific research related queries were addressed by the resource persons. They also recommended further courses and action plan for mastering Power BI.

FDP on SEM using Smart PLS Software

24th-25th August 2023

Shanti Business School (SBS), Ahmedabad in collaboration with Association of Indian Management Schools (AIMS) organized a two days Faculty Development Program cum Workshop on “Structural Equation Modelling (SEM) using Smart PLS Software” on 24-25 August 2023. The FDP was conducted in a Hybrid Mode. Participants from Gujarat attended it offline on SBS Campus, while others from various parts of India attended it online. The license keys for free usage of the software Smart PLS were made available by the SBS FDP Team for hands-on experience and practice. The FDP was led by Dr. Amit Shankar, Assistant Professor, IIM Vishakhapatnam as the main resource person. All the participants received Smart PLS access, Course Material (inclusive of presentations, research papers, PLS book), Research Guidance and Certificates. Specific research & publication related queries were addressed by the resource persons. Overall positive feedback was attained from the participants.



Integrated Infrastructure

SBS Infrastructure is equipped with all the amenities suited for future business leaders. A proper integration of IT Infrastructure, Sports Infrastructure, Recreational Infrastructure and Hostel Infrastructure makes SBS Ahmedabad an ideal choice of Management education aspirants.

Academics

Learning Centers: *Soul of Institution*

Theatre-style modern classrooms known as Strategy Suites & Chessboards are the soul of the institution in which the exchange of knowledge occurs among students, faculty mentors and Industry practitioners.

Think Tank: *Hub for Brainstorming*

An ideal spot to hone interpersonal communication skills like Group Discussions & Presentations for future business leaders.

BookBay: *Thirst for knowledge ends here*

SBS Library facilitates the students with rich literature and other academic resources in print as well as digital format.

Rudraksha: *Celebration of Knowledge & Ideas*

Seminar Hall for Conferences, Workshops, FDP, MDP, Industry Expert Sessions, Student Orientations & Induction Programs.

Open Auditorium: *Stairs to your Vibrant Career*

Entire SBS Community gathers here for celebration & fun. More than 2000 students have climbed these stairs and entered in the corporate world.

Nerve Centre: *Building the Future Managers with Tech*

A well-equipped IT Lab with modern Computer Systems and softwares to prepares our students for Industry 4.0.

Recreational Facilities

Playgrounds: *Learn Managerial Skills beyond classroom*

Along with intellectual development, physical development of students is also important. SBS campus comprises of Cricket Ground, Football Ground, Volleyball & Basketball Courts.

Kitli Cafe: *Formations of Lifelong Friendship*

It is a place where groups get formed and lifelong friendships flourish over various cuisines and beverages.

Canteen: *Source of Energy*

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



Residential Accommodation

Gymnasium: *Sound Mind rests in Sound Body*

Multi-gym station with the latest equipment to keep students fit and healthy.

Hostel Accommodation: *Academic home away from home*

SBS provides comprehensive hostel facilities for boys and girls separately. Caring wardens and a vigilant security team ensures a pleasant stay.

Medical Room: *Relax, You are in Safe Hands*

Physical well-being and the comprehensive health needs of our students are taken care of with an in-house medical facility. We sign them up for a medical insurance policy and also have a full-time nurse and a doctor on-call option.



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
Then 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



Dr. Jatin Pancholi
Professor & Head of Finance, Middlesex University London
Shri S B Dangayach
Managing Director, Sintex Industries Ltd.

2019 Convocation



Shri. Santosh Desai
Managing Director & CEO
Future Brands

2020 Convocation



Prof. Tridip Suhrud
Provost, CEPT University
Director, Lalbhai Dalpatbhai Institute of Indology



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



2024 Convocation

Shri. Kishore Ajwani

Managing Editor, News18 India



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

AhmedabadMirror Thu, 23 February 2023
<https://epaper.ahmedabdmirror.com/c/71761064>



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.

SBS organises induction session for new PGDM batch



To ensure students of tomorrow are industry ready and have strong leadership qualities, Shanti Business School (SBS) organised 'Saksham 2023 — Be The Leader You Want To Follow' for the PGDM cohort 2023-25. Attended by 210 students, the session highlighted lessons on leadership with a special focus on connecting with team members and importance of learning, continuously.

AhmedabadMirror Wed, 19 July 2023
<https://epaper.ahmedabdmirror.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 Fresher and Karuna Nebhni as Ms Fresher.



"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 Kanthy, CEO & MD, Onicom 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 graduands were ushered with musical accompaniment into the venue. The dignitaries adorned the dias and after the customary lamp lighting, the Chief Guest Mr. Aditya Kanthy was felicitated with the Bouquet of flowers.

member to move on being students from becoming productive professionals.

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, re-

The Chief Guest Mr. Aditya Kanthy 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 KGK Pillai 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 Amisha 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 Kumari, Harshita Ramchander, Tasneem Akhtar, Pandya Devi Dhruv, Nitu Singh Rajput, Saijal Srivastava and Khera Preetsingh Harvindarsingh respectively.



Akshay Kumar wows the crowd at Shanti Business School

Stardust at B-School



Bobby Deol waves to the crowd

Akshay Kumar and Bobby Deol whip up frenzy at the Shanti B-School campus

Students of Chiripal Group's Shanti Asiatic School, Shanti Business School and Shanti Communications School were in for some exciting moments as Bollywood heartthrobs Akshay Kumar and Bobby Deol wowed them over completely during their recent trip to the campus. The students asked them 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, he came the reply "I always take out time for cooking. In fact, I am very passionate about it. In fact, when a man cooks for his wife that only adds to his sex appeal. Every man must know how to cook." Akshay even lifted a young student of Shanti Asiatic and mentioned how he was a complete fami-

ly man and loved children. For once we saw glimpses of Rajni Bhatia (his 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. 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.



ગુજરાતી જાગરણ

02nd August, Wednesday



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



વાલેલ્લપ્પા વિદ્યાલય ગ્રુપ દ્વારા શાંતિ બિઝનેસ સ્કૂલમાં કાર્યક્રમોને કે મિનિટે "શાર્ક ટેલ્સ" નામના વિદ્યાર્થી મોટિવેશનલ સેશનનું આયોજન કરવા માટે "BOAT" નો વિજયી કાર્ટુન અને સીડીલવ આઈડિયોસ્ટોર "અમન ગુપ્તા" સાથે વિદ્યાર્થી યુવાનો યુવા પ્રમોટર સેલ્ફ વિદ્યાર્થી વર્ગમાં કર્યા હતા. આ સંબંધેની ઉદ્દેશ્ય યુવાનો ના મનમાં ઉદ્દેશ્ય સંકલિત ની લાગણીને પ્રત્યક્ષિત કરવા નો અને તેઓ વાચી કાર્યક્રમોમાં સા હાસિ પાતા લક્ષ્ય માટે પ્રેરિત કરવા નો હતો. આ સંબંધેની ઉદ્દેશ્ય જાગૃત્તા સ્થાપિત અને સહન ઉદ્દેશ્યોનિ અમન ગુપ્તા ની પ્રેરણાથી યાત્રા ને રોક કરવા માં આવી. સમગ્ર અસંતોષ સહન BOAT કાર્યક્રમો આયતના કરી નો હતો. તેમણે હાથ રહેલા યુવા મોટિવેશન માટે સમના જોવા અને ગતવિધિપૂર્વકના જોવાનો લેવા પ્રોત્સાહિત કર્યાં. તેમણે જણાવ્યું કે હાલ ઉદ્યોગસંકલિતો માટે રેલામાં અભુક્તપૂર્વક તરી અને વાતાવરણ (વિલક્ષ્ય છે, વલ્કુનો તેમણે જણાવ્યુંકે કુલ 6 કલાક આ એક દલાક નથી પરંતુ આનો સર્વે કલાક નો છે. આ પ્રકારે જાગૃત્તા શેર અને વિદ્યાર્થીવ ગુપ્તા યુવા પ્રમોટર સેલ્ફ વિદ્યાર્થી જણાવ્યું કે, "રોક યુવાન વ્યક્તિમાં સહન ઉદ્દેશ્યસંકલિતવાનો કાતા છે. સહનિલકે એ સમના ને વાસ્તવિકતા માં ફેરવા ની સફર છે, જેમાં જુસ્સા અને હતા સાથે અનિચ્છિતવાનો સામનો કરી ક્ષિપત પૂર્વક આગળ વધવું જોઈએ."



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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