

UGC 12B
Status
Granted

36 YEARS
OF ACADEMIC
EXCELLENCE



CELEBRATING 30 YEARS OF SHAPING GLOBAL BUSINESS LEADERS

MBA
MASTER OF
BUSINESS
ADMINISTRATION

INTRODUCTION

Founded in 1995, NICE School of Business Studies has completed a journey of nearly 30 years, emerging as a leading institution in business education. Over these three decades, the school has nurtured thousands of professionals who have excelled in various industries across the globe. Today, the school is renowned for its academic excellence, strong social impact, proud alumni network, and its commitment to creating future business leaders prepared to meet the challenges of an evolving global market.

As we stand at this significant milestone, NICE School of Business Studies is undergoing a transformative phase, ensuring that the education we provide is relevant, forward-thinking, and impactful in today's dynamic world.

OUR MBA PROGRAM

NICE School of Business Studies launched its flagship MBA program in 1995, coinciding with India's economic liberalization. Designed to address the needs of an evolving business landscape, the MBA program has become the cornerstone of the institution's legacy. With its rigorous curriculum, experiential learning approach, and strong industry partnerships, the program equips students with the skills and knowledge required to thrive in today's competitive global markets.

The program balances theoretical knowledge with practical exposure through features such as:

Industry-Integrated Curriculum: Developed in collaboration with industry leaders to ensure real-world applicability.

Global Exposure: Opportunities for international study tours, exchange programs, and collaborations with global institutions.

Holistic Development: Focus on soft skills, critical thinking, leadership, and ethics to create well-rounded professionals.

Robust Placement Support: A dedicated career services team ensures strong industry connections and impressive placement records.

The success of our alumni, many of whom now hold leadership positions across the globe, is a testament to the program's impact and relevance.

VISION

Empower Future Leaders: Nurture ethically grounded and globally aware leaders who can drive change and make meaningful contributions to both businesses and society.

Foster Innovation and Excellence: Embrace modern learning methodologies and maintain a commitment to excellence, striving to be a pioneer in business education.

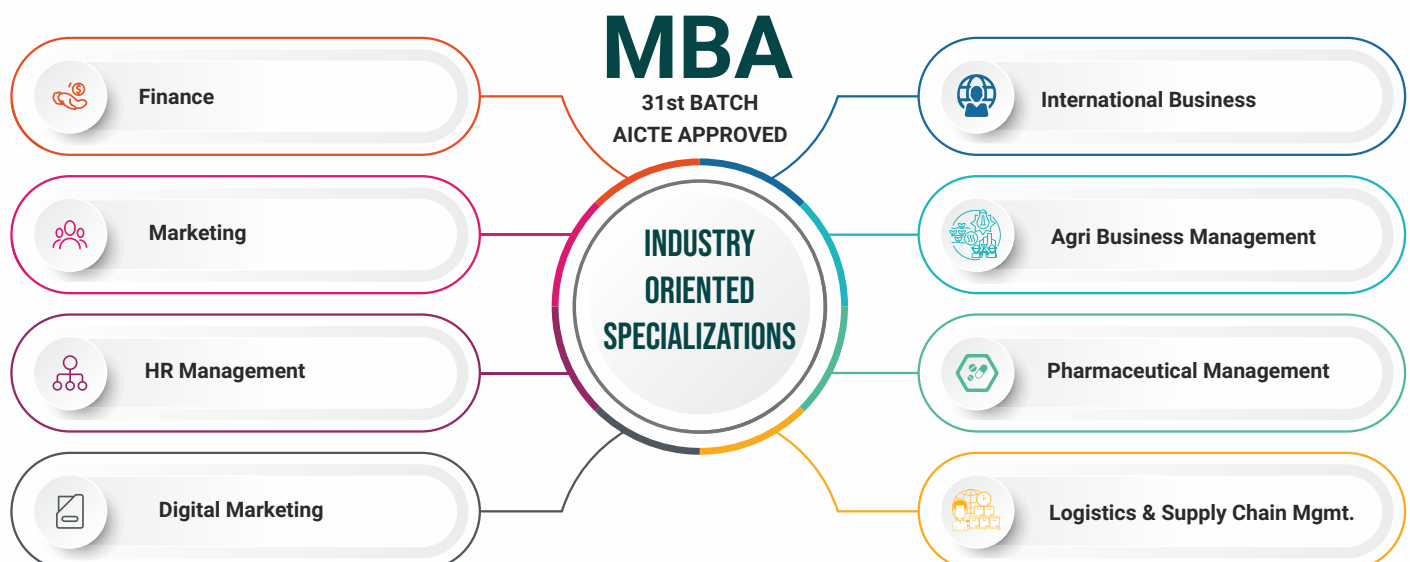
Social Responsibility and Sustainability: Extend beyond the boardroom, emphasizing the importance of social impact, sustainability, and creating business solutions that serve both economic and societal needs.

MISSION

Integrate Global Business Practices with Local Insights: Offer a curriculum that blends international best practices with regional business nuances, preparing students to succeed in the global business environment while remaining deeply connected to their roots.

Develop Well-Rounded Professionals: Combine theoretical knowledge, practical exposure, and personal growth opportunities to ensure that students can think critically, lead effectively, and solve complex problems.

Promote Ethical Leadership: Commit to developing leaders who not only succeed in their careers but also contribute to society in meaningful ways.



OUR UNIQUE OFFERINGS



INDUSTRY INTERACTION AND NETWORKING OPPORTUNITIES

Networking is a critical element of career growth. Through guest lectures, seminars, live projects, and industry visits, you will gain invaluable insights into current business trends. These interactions are key to building a professional network that will support your future career success.



CASE-BASED LEARNING FOR REAL-WORLD PROBLEM SOLVING

Generally students are engaged with 5-6 subjects per day in one-hour sessions, with a strong emphasis on lectures and note-giving. We are shifting to 150-180 minute sessions, allowing for deeper exploration of topics. This method fosters critical thinking and in-depth discussions, ensuring a richer academic experience that mirrors the practices of leading global business schools.



GROUP LEARNING AND COLLABORATIVE PROJECTS

Business is built on collaboration. Through group projects and presentations, you will develop leadership and communication skills, preparing you for teamwork in any business setting. These experiences are highly valued by employers across industries.



LEADERSHIP AND SOFT SKILLS DEVELOPMENT

The MBA program emphasizes the development of leadership and soft skills. Through practical industry engagements, presentations, and workshops, you will enhance your communication, negotiation, and leadership capabilities—essential skills for career advancement.



CUSTOMIZED SPECIALIZATIONS AND ELECTIVES

Tailor your MBA to suit your career aspirations with a wide range of specializations and electives, including Human Resource, Finance, Marketing, Pharmaceutical Management, Logistics & Supply Chain Management, and Agri-Business Management. This flexibility ensures your studies align with your professional goals.



ENTREPRENEURSHIP OPPORTUNITIES AND INCUBATION CENTER

At NICE School of Business Studies, we encourage innovation and entrepreneurship. Our E-Cell and Incubation Center provides resources, mentorship, and networking opportunities to help you transform your business ideas into viable startups. You will have access to successful entrepreneurs, investor connections, and startup support to guide your entrepreneurial journey.



INTERNATIONAL IMMERSION PROGRAM: GLOBAL EXPOSURE

In your second year, you will have the opportunity to participate in our International Immersion Program at our partner university abroad, where you will be exposed to global business practices. This program broadens your understanding of international markets and provides valuable networking opportunities with peers and faculty worldwide.



DIGITAL LEARNING SUPPORT: PERSONAL LAPTOP FOR EVERY STUDENT

To support your academic journey, we provide every student with a personal laptop upon admission. This tool will be critical for your studies, research, and collaboration, ensuring you are fully equipped for the digital age of learning.



ADD-ON FEATURES TO ENHANCE YOUR MBA EXPERIENCE



1 PUBLIC SPEAKING AND EXECUTIVE COMMUNICATION

Public speaking and executive communication are essential skills for business leaders. You will learn how to deliver compelling presentations, manage challenging Q&A sessions, and excel in boardroom discussions.



2 EMOTIONAL INTELLIGENCE AND LEADERSHIP TRAINING

Emotional intelligence (EQ) is critical for business success. Our training will help you develop self-awareness, empathy, and social skills, all essential for effective leadership and strong professional relationships.



3 INDUSTRY-SPECIFIC CERTIFICATIONS

Stand out in the competitive job market by acquiring industry-specific certifications in areas such as data analytics, digital marketing, or artificial intelligence. These certifications equip you with specialized knowledge sought after by employers.



4 NEGOTIATION AND CONFLICT RESOLUTION

Learn strategies for effective negotiation and conflict resolution, key skills for managing business disputes and closing successful deals. Our workshop will help you foster win-win outcomes in professional settings.



5 LINKEDIN PROFILE OPTIMIZATION

In today's digital era, an optimized LinkedIn profile is essential for networking and career visibility. This workshop will teach you how to enhance your professional online presence and open doors to new opportunities.



6 TIME MANAGEMENT AND PRODUCTIVITY TOOLS

Effective time management is key to excelling in fast-paced environments. This session will teach you strategies to prioritize tasks, manage workloads, and boost productivity, essential skills for both personal and professional success.



7 BUSINESS DINING ETIQUETTE

Proper etiquette during formal networking events or business meals can leave a lasting impression. Our training will help you conduct yourself professionally during client meetings and networking events over meals.



8 PROFESSIONAL ATTIRE AND GROOMING SESSIONS

Your professional image is an important aspect of your career. Our grooming sessions will teach you how to present yourself confidently in both formal and business-casual settings, reflecting the professionalism expected in corporate environments.

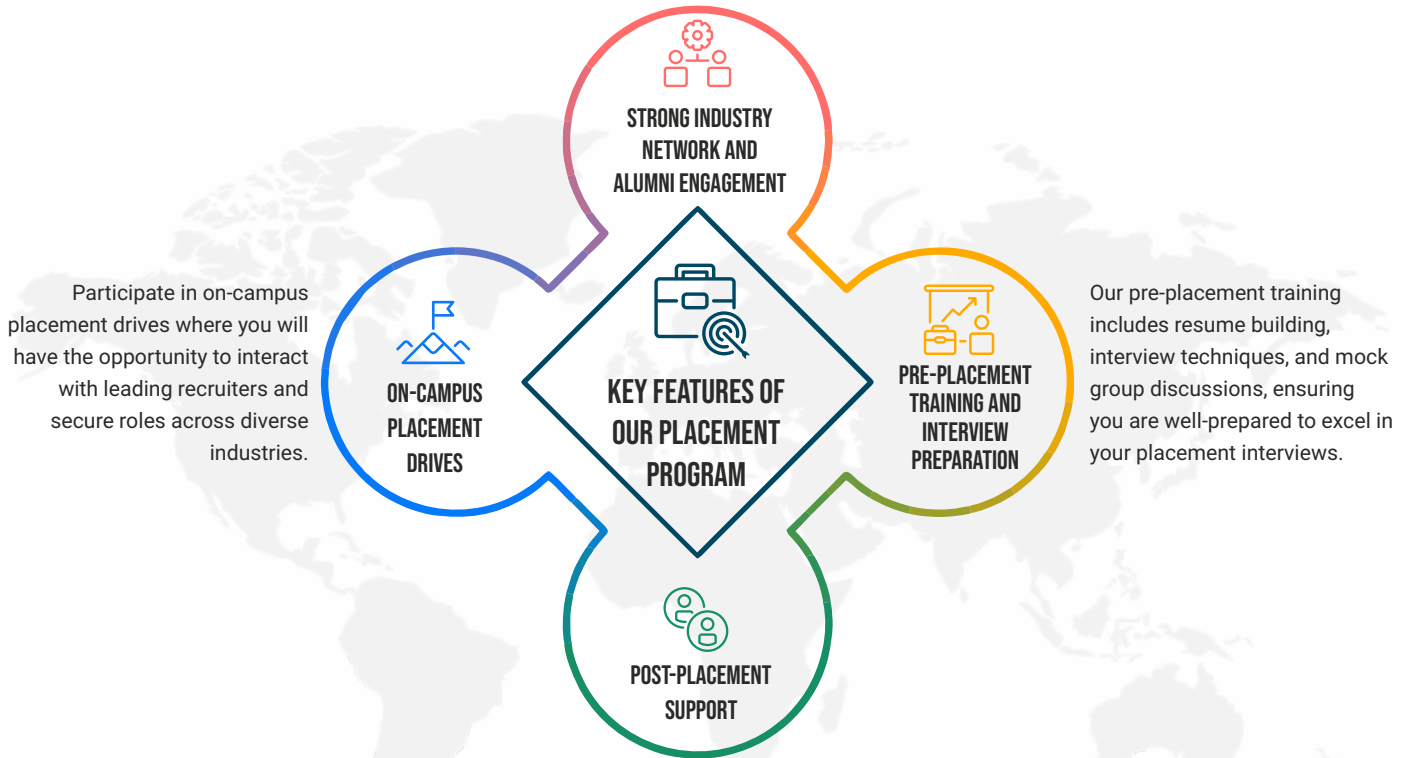
MBA RANKINGS



PLACEMENTS AND CAREER DEVELOPMENT SUPPORT



Leverage our robust industry connections and global alumni network to access top companies across various sectors. Alumni also serve as mentors, guiding you through your career path.



Our support does not end at graduation. We provide post-placement assistance to alumni during career transitions and for continued professional development.

PLACEMENT SUCCESS STORIES

Our graduates have successfully secured leadership positions in renowned companies across a variety of industries. The combination of academic rigor, practical exposure, and industry interaction ensures you are well-prepared for your career.



PROUD ALUMNI NETWORK

Over the past 30 years, NICE School of Business Studies has built an alumni network that spans across the globe. Our graduates have gone on to hold leadership positions in top multinational companies, start their own ventures, and contribute to industries as varied as finance, marketing, technology, healthcare, and agribusiness.

Our alumni are our greatest ambassadors, reflecting the quality of education and experience they gained at NICE. They actively participate in mentorship programs, offer guidance to current students, and collaborate with the institution on various industry projects and initiatives.

As we move forward into the next chapter of our journey, the transformation of NICE School of Business Studies marks the beginning of an exciting era. With a strong legacy behind us, we are ready to embrace innovation, challenge conventional approaches, and continue shaping the future business leaders who will make a meaningful impact on both business and society.

We remain committed to excellence, growth, and creating a learning environment that empowers our students to reach new heights in their careers while staying deeply connected to the values of leadership, innovation, and social responsibility.

MBA PROGRAM ADMISSION POLICY



ENTRANCE EXAMINATION

Accepted Scores: Scores from national-level management entrance exams such as CAT, XAT, CMAT, MAT, GMAT, CUET(PG) and SUNET.

ACADEMIC QUALIFICATIONS

Educational Background: Applicants must hold a bachelor's degree in any discipline from a recognized university.

Minimum Marks: Candidates must have a minimum aggregate score of 50% in undergraduate studies. For reserved categories (SC/ST), the minimum aggregate score is 45%.

WORK EXPERIENCE

Preference Criteria: Preference will be given to candidates with relevant work experience.

SELECTION PROCESS

Personal Interview (PI): Applicants will be evaluated on leadership potential, motivation, and fit with the program during personal interviews.

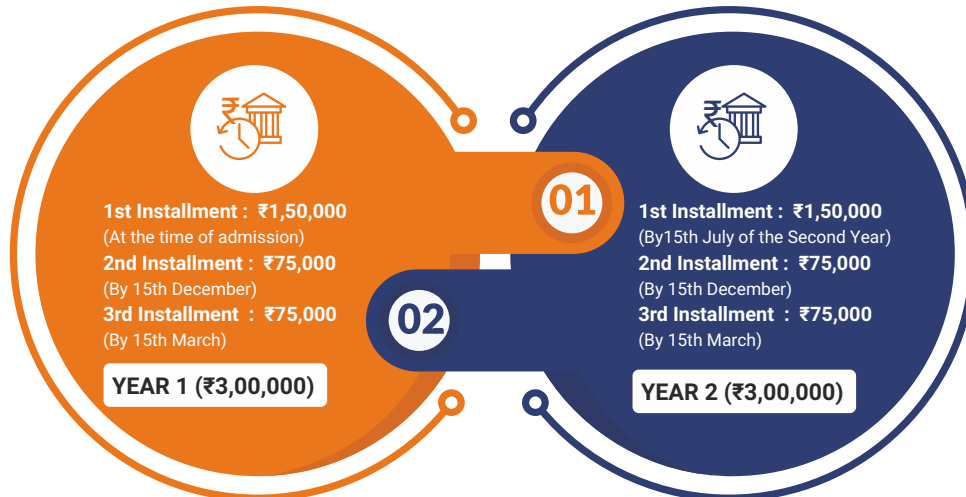
DIVERSITY CONSIDERATIONS

Holistic Evaluation: The assessment process will consider academic achievements, professional experience, extracurricular activities, and personal attributes to create a diverse and dynamic cohort.

APPLICATION PROCEDURE

Online Submission: Applicants must complete an online application, submitting necessary documents, entrance exam scores, and other relevant information.

FEE STRUCTURE BREAKDOWN



NICE SBS SCHOLARSHIP SCHEME

Adarsh Women Empowerment Gratitude Scholarship: A celebration of strength and achievement, this scholarship honors all female candidates with more than 65% marks in qualifying exams, offering 10% of the tuition fee.

Academic Merit-Based Scholarships: Recognizing excellence, these scholarships reward students based on their academic performance, with varying levels of support.

80% - <90% marks in qualifying exams: Equal to 20% of Tuition Fee

> 90% marks in qualifying exams: Equal to 25% of Tuition Fee

Chancellor's Scholarship: For proud alumni returning to pursue postgraduate studies, this scholarship acknowledges their continued connection with the university, providing 10% of the tuition fee.

Early Admission Benefits:

Eligibility: Available to candidates who secure admission early (latest by May 01, 2025).

Benefit: 10% reduction in first-year tuition fees.

Application Process for Scholarships

Applicants will be evaluated for scholarships based on their application, and additional certificates. Scholarship awards will be communicated at the time of admission, and students may be required to submit additional documents.

Students are eligible for availing only one Scholarship at a time.

Continuation of Scholarship in the next year is subject to minimum 80% attendance in all classes and 7.5 CGPA in Scholarship Year without any backlog.

BABU VIJENDRA MARTYRS' SHAURYA SAMMAN

A profound homage to the great martyrs, this distinguished scholarship immortalizes their legacy by empowering their wards with a future of possibilities, covering 100% of tuition fees, university charges, mess and accommodation.

ENTREPRENEURSHIP CELL

Empowering Visionaries, Building Innovators



At NICE School of Business Studies, we believe that entrepreneurship is the driving force of economic growth and innovation. Our dedicated Entrepreneurship Cell (E-Cell) is a dynamic hub where aspiring entrepreneurs turn ideas into impactful ventures. It is an integral part of our MBA program, fostering creativity, leadership, and business acumen among students.

What We Offer

Mentorship by Industry Leaders:

Gain insights and guidance from successful entrepreneurs, investors, and business experts who help you refine your ideas and navigate challenges.



Start-Up Incubation:

Access resources such as seed funding, office space, legal support, and market research tools through our state-of-the-art Incubation Center.

Hands-On Training:

Participate in workshops, Hackathons, and business plan competitions to develop entrepreneurial skills and gain practical exposure.



Networking Opportunities:

Build meaningful connections with peers, alumni, venture capitalists, and industry leaders through events, seminars, and conferences.

Access to Funding:

Pitch your ideas to potential investors and secure funding through our E-Cell's robust network of angel investors and venture capitalists.



Global Exposure:

Learn global entrepreneurial practices through our International Immersion Program with partner universities abroad.

GLOBAL PROGRAMS



A Transformative Joint Degree Program in Collaboration with University of Toledo

Shobhit University, in collaboration with the University of Toledo, offers unique and transformative joint degree programs designed to equip students with knowledge, leadership skills, and a global perspective in business. This prestigious partnership combines the academic excellence of two renowned institutions, providing a comprehensive and internationally recognized Master's in Business Administration. This program aims to empower future leaders to thrive in a dynamic global business environment.

The University of Toledo is the third largest public metropolitan research university in the state of Ohio. And it is renowned for its beautiful and scenic campuses. The esteemed University is situated within the vibrant city of Toledo, a bustling hub of commerce, cultural richness and intellectual pursuit. The UToledo Neff College of Business and Innovation programs are AACSB-accredited and Nationally Ranked by U.S. News and World Report, ensuring that the curriculum meets the highest standards of business education worldwide. The university offers 300+ undergraduate and graduate degree programs across the arts, business, education, engineering, law, medicine, natural sciences, nursing and pharmacy. They prepare you to make a difference in your community.

Master of Business Administration (MBA) Program

The Master of Business Administration (MBA) Program offered by Shobhit University in collaboration with the University of Toledo offers a transformative journey of knowledge, leadership, and global business. This joint degree program combines the academic excellence of two esteemed institutions to provide students with a comprehensive and internationally recognized MBA experience. Through this collaboration, students gain access to a diverse range of resources, faculty expertise, and networking opportunities, preparing them to excel in today's dynamic business environment.

Specialization offered:

- Information Systems (STEM Program)
- Finance
- Marketing
- Human Resource Management
- Leadership
- Public Health Management
- Operations and Supply Chain Management
- Administration

Master of Applied Business Analytics (MABA) Program

The Master of Applied Business Analytics (MABA) Program, a collaborative effort between Shobhit University and the University of Toledo, is designed to equip students with the knowledge necessary for strategic decision-making in today's data-driven business landscape. This joint program harnesses the combined expertise of both institutions to serve as a driving force in the ongoing revolution of data-powered businesses.

Duration:

1 Year at Shobhit University, India + 1 Year at University of Toledo, USA

For more details, please contact the International Office at international@shobhituniversity.ac.in | outreach@shobhituniversity.ac.in





CELEBRATING

30

Glorious Years of
NICE SCHOOL OF BUSINESS STUDIES



NICE SCHOOL OF BUSINESS STUDIES
Shobhit Institute of Engineering & Technology
 [NAAC 'A' Grade Accredited Deemed to-be University established u/s 3 of UGC Act, 1956]
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SCAN TO APPLY

