

SIR PADAMPAT SINGHANIA UNIVERSITY



MBA

- MARKETING • HR • FINANCE
- IT • BUSINESS ANALYTICS
- HOSPITALITY MANAGEMENT

 18008896555

 spsu.ac.in

SPSU
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ABOUT SPSU UDAIPUR

The JK Cement Ltd. and Nimbahera Foundation envisioned the establishment of Sir Padampat Singhania University (SPSU) in Rajasthan benchmarked to international educational institutions. The Foundation constituted a think tank of eminent people from the industry, science and technology and academia who prepared the blueprint of the university. The University is committed to academic excellence, entrepreneurial spirit, diversity, vibrancy and creativity. SPSU is on a journey of transformation with objective to create future ready graduates through Industry-ready specialized programs co-delivered with leading corporates

ABOUT THE SCHOOL OF MANAGEMENT

The School of Management was established in 2009. The School of Management draws inspiration from our Founder Chancellor's vision of focusing on creating knowledge that liberates all humans from limitations. It focuses on three pillars, i.e., to deliver a distinctive quality education, to foster research, creation, and discovery, and to use the knowledge created on campus to serve society. It is committed to educating and developing leaders and builders of enterprises who create value for their stakeholders and society at large. Its vision is to develop future managers possessing a portfolio of capabilities, including a global perspective. Since its inception, the school has organized several seminars, HR conclaves, and Industrial visits for students. To provide better global exposure to students, SoM has partnered with corporations and universities in the USA, Japan, Malaysia, and the Czech Republic.

MBA SPECIALIZATIONS

MBA is a two-year professional program in Business Management. It offers a specialization in the areas of Marketing, IT, HR and Finance. MBA program offers a comprehensive and innovative curriculum, hands-on experience using Projects and Research-based pedagogy techniques, encouraging students for innovations, entrepreneurship and life-long learning. The curriculum of the MBA program is aligned with NEP 2020.



MARKETING

Consumer Behaviour & Neuro Marketing, Marketing Research, Customer Value Creation & Innovation, Retail Marketing, Digital Marketing & Digital Ecosystem, Services Marketing, Rural Marketing, Nurturing & Managing Brand Equity, Marketing Analytics & Models, Sales & Distribution Management



HUMAN RESOURCES

Cross Cultural Management, Human Performance Enhancement, Human Resource Metrics and Analytics, Contemporary Trends in HRM, Labor Laws, Psychometrics, Negotiation and Conflict Management, Training and Development, Strategic HRM, Talent Management



FINANCE

Investment Analysis and Portfolio Management, Managing Banks and Financial Institutions, Basics of Fintech, Financial Derivatives, Behavioral Finance, Business Valuation, Cryptocurrencies and Digital Tokens, Mergers, Acquisitions and Corporate Restructuring, Financial Modelling, Financial Analytics



INFORMATION TECHNOLOGY (IT)

E-Commerce, Business Intelligence, AI in Business, Data Visualisation with R, Search Engine Optimization, Cloud Computing for Business, Information System Management, Data Analysis for Business, Statistical Programming with R, Cyber Security and Cyber Laws



BUSINESS ANALYTICS

Business Analytics Curriculum Covers the latest analytics tools and techniques with a focus on business applications. Emphasizes hands-on, real-world case studies for practical application.



HOSPITALITY MANAGEMENT

Hospitality management opens doors to diverse career opportunities in a rapidly growing global industry. Emphasizing leadership development, career planning, strategic business management, and practical problem-solving, this program prepares professionals for success in luxury hospitality and tourism sectors.

MBA KEY HIGHLIGHTS



Alignment with NEP 2020



Global Curriculum



Startup Incubation



Industry Partnerships



Collaborative Research



Technology Enabled Smart Campus



Workshops & Seminars by Global Leaders



Student Exchange Programs

SCHOLARSHIPS

- SPSU awards scholarships to meritorious students based on their academic performance.

For more details, visit us on www.spsu.ac.in

ELIGIBILITY CRITERIA

- Minimum 50% aggregate in Graduation (Final Year Students completing graduation in 2024 are eligible to apply) in any stream from UGC approved University or equivalent and Valid score in the National Level Test conducted by an apex testing body: CAT 2023, XAT 2024, NMAT 2023, GMAT 2023, CMAT 2024, ATMA, CUET 2024 & Sep/Dec MAT 2023, Feb/May MAT 2024, Rajasthan State level Entrance Test or SPSU SPSAT 2024.
- **Selection Process:** The candidates will be evaluated based on National Level Test scores or SPSAT Entrance Exam Score and Interview.

MBA CAREER OPTIONS & OPPORTUNITIES

- ACCOUNTING MANAGER
- ASSOCIATE MARKETING CONSULTANT
- B2B SALES MANAGER
- BUSINESS DEVELOPMENT / EXECUTIVE
- BUSINESS ANALYST
- BUSINESS INTELLIGENCE ANALYST
- CUSTOMER RELATIONSHIP OFFICER
- CLIENT SERVICING MANAGER
- DIGITAL MARKETING MANAGER
- DATA ANALYST
- EMPLOYEE RELATIONS MANAGER
- FINANCE MANAGER
- FINANCIAL ANALYST
- HR MANAGER/ EXECUTIVE
- INTERNATIONAL MARKETING MANAGER
- LOGISTICS MANAGER
- MANAGEMENT TRAINEE
- PRODUCT MANAGER
- PROJECT MANAGER
- PRIVATE EQUITY ASSOCIATE
- RELATIONSHIP MANAGER
- SALES MANAGER
- TALENT ACQUISITION

LIFE @SPSU



HOSTEL FACILITIES

- SPSU offers AC and Non AC Hostel accommodation for Boys and Girls
- Twin sharing rooms
- Healthy and delicious food in Mess
- 24 x 7 electricity supply with solar power backup
- 24x7 Internet Facility
- Recreational spaces

ADDITIONAL FACILITIES COMPRISES OF GYM, SPORTS, MEDICAL CLINICS AND CAFE



OUR REPUTED ALUMNI



Darshit Kothari, MBA
OMNI Sports Manager
DECATHLON
Batch: 2021-23



Prakriti Soral, MBA
Assistant Professor,
IIM Indore
Batch 2011-15



Disha Vyas, MBA
Talent Acquisition
Team, **KPIT**
Batch 2022-24



Nishant Pachori, MBA
District Market Officer
JK Cement
Batch: 2021-23



Mohammad Mohsin, MBA
Associate Manager,
Prakash Chemical International
Batch 2021-23

OUR VALUED RECRUITERS

Elevate your workforce with SPSU Udaipur's exceptional talent pool! To our valued recruiters: Your partnership is the key to unlocking a future of innovation and success. Join hands with us as we shape tomorrow's leaders together



INTERNATIONAL INTERNSHIPS



Unlock global opportunities in business leadership with SPSU's exclusive MBA international internship, partnering with Chiba University of Commerce and INTI International University Malaysia

FOR REGIONAL COUNSELLING & COLLEGE CONNECT

RAJASTHAN	☎ 9982302044 / 9251993686	ANDHRA PRADESH/ TELANGANA	☎ 9251627841
GUJARAT	☎ 8160941728	JHARKHAND/ BIHAR	☎ 9540543927
MADHYA PRADESH	☎ 7000472163		

SCAN TO APPLY



CALL : 18008896555
WEBSITE : spsu.ac.in
CAMPUS : Sir Padampat Singhania University
Bhatewar, Udaipur, Rajasthan - 313601
CITY OFFICE UDAIPUR : Technocrat Housing Society Near Neelkanth
Mahadev, Behind U. I. T. Office, Zinc Park
Moti Magri Scheme, Udaipur, 313001, Rajasthan



SPSU
Sir Padampat
Singhania University

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