





E
ENTREPRENEURIAL
MINDSET

V
VALUES

O
OBJECTIVITY

L
LATERAL
THINKING

V
VERSATILITY

E
ESG
ORIENTATION

INFRASTRUCTURE AND AMENITIES



- New-age Digital Campus
- Fully Automated Learning Resource Centre
- Theatre Style Lecture Rooms
- Smart Classrooms
- Computer Dome
- Business Simulation Laboratory
- Corporate Engagement Centre
- Business Incubation Centre
- Start-up Garage
- Auditoriums
- Gymnasium
- Conference & Meeting Rooms
- Indoor & Outdoor Sports Facilities
- Healthcare Centre/Cafeteria
- Zero Carbon Footprint
- LEED-certified Green Campus

PROPELLING VALUE CREATION AND SUSTENANCE THROUGH BUSINESS LEADERSHIP.

MESSAGE FROM THE MANAGEMENT

The new world order has propelled global power-shifts and digitalisation in most aspects of human endeavours. Most theoretical constructs that defined trade, commerce, business, and management in the past century are now redundant, calling for a paradigm shift and reimagination of business structures and everything encompassing the spectrum of business and management functions.

This has necessitated the academia to re-think the way it is creating the next generation of business leaders. This has meant bridging the gap between academia and corporates so as to enable holistic academic pursuits in knowledge creation, knowledge dissemination, and knowledge application – more so with the purpose of sustenance in value creation.

Towards this, the Sparsh Group has taken the initiative of creating Sparsh Global Business School, a new-age business school equipped with state-of-the-art infrastructure and also a conducive ambience for value-creation and value-delivery for the global student community – and society at large. This has propelled the corporate community to reimagine businesses, manufacturing techniques, resource utilization, so as to create footprints in a world of sustainable business.

SGBS, born of a business house, is committed to creating a transformational journey in all learners – thereby creating conscious, compassionate, and efficient business leaders of tomorrow.

DR. SHISHIR AGARWAL





CEO'S MESSAGE

DR. AMIT SAXENA

In ever changing dynamic business environment, disruption is the new normal. The advent of technology also brings tactical shift in the working environment as well and therefore, today we need business leaders who can thrive with their flexible outlook in a world that is full of uncertainty. Who else can understand this better than a business house itself therefore, to cater to the needs of the market, Sparsh Group launched Sparsh Global Business School to bring transformative education, prepare the next generation of business leaders, and cultivate a strong research culture relevant to the needs of academia, business, and society.

At Sparsh Global Business School, we have embraced this challenge and curated the programs very differently wherein, we have not only tried to bridge the gap between academics and industry but also how we impart knowledge and conduct research and bring entrepreneurial spirit in every individual. The core focus is being global, experimental, and transformation to groom the generation next to face and adapt to any kind of business challenges and become socially responsible business leaders.

SGBS offers highly competitive AICTE-approved postgraduate program in management, executive education programs in data science and business intelligence, and entrepreneurship and innovation which are meant for those who are looking for the new-age education aligned with NEP 2020. At SGBS, we also have stitched a seamless relationship with the best global and Indian institutions to give a holistic environment of learning to our students.

We are proud – and fortunate – to have professors who excel in both research and teaching. They are committed to providing students with a top-rate business education. Some of them also have significant industry experience and serve on corporate boards.

SGBS has a very strong network of employers and top corporate professionals are also a part of a mentorship program to nurture every student to inspire them to drive business transformation with an entrepreneurial mindset from day 1.

Located in the Delhi NCR region, Sparsh Global Business School is an exciting place to learn and grow. We welcome you to join our community of achievers who are shaping the future of business.



DIRECTOR'S MESSAGE

DR. RAVI KUMAR JAIN

Founding Director & Member Secretary, Professor of Finance & Strategy

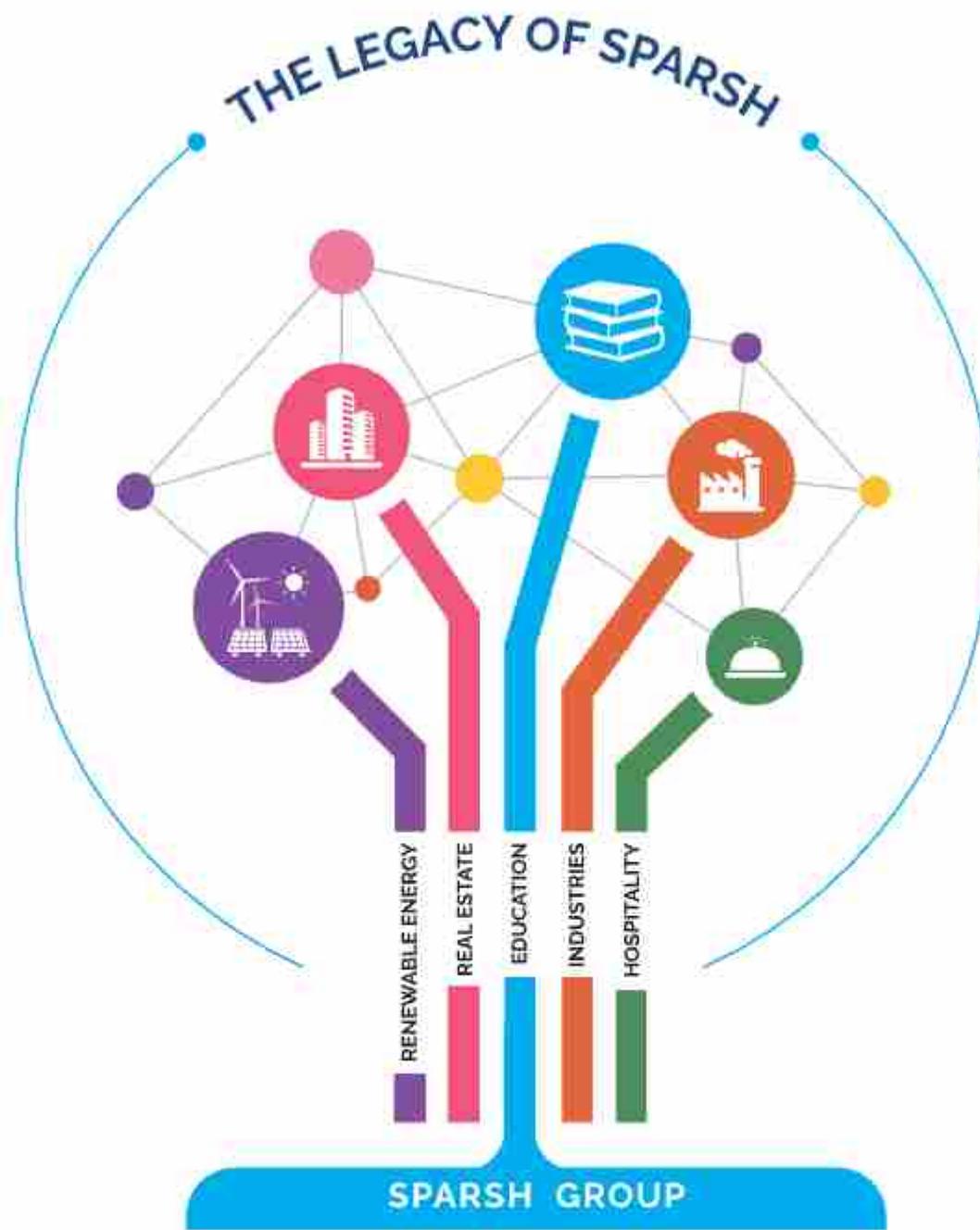
Sparsh Global Business School (SGBS) is a new-age Business School in India's management education realm, under the aegis of a prominent corporate house with a legacy of over five decades. This empowers our education that's enabled by an environment blending academic excellence, comprehensive and smart infrastructure, and numerous opportunities. Housed in the Center of Excellence, it's a world-class facility spanning over 3.5 lakh square feet of architectural excellence, designed to provide an enriching and immersive learning experience.

The rich legacy of Sparsh Group gives SGBS the edge of a wide network of corporate partners, global business houses, international institutional partners, a start-up ecosystem – all of which give the school elements for effective business and entrepreneurial training of global standards, thereby bridging the proverbial gap between Academia and Practice.

Highly qualified research-rich faculty members contextually fit comprehensive curriculum in collaboration with prominent international universities, pedagogical diversity and innovative approach to teaching-learning methods and social immersion make learning more personalised, holistic, contemporary, and effective at SGBS. We aim at inculcating the 'spirit of inquiry', 'independent thinking', 'data-driven objective decision-making' and most of all, 'high tolerance for ambiguity and diversity' among our learners.

SGBS has developed its own and unique '4-E Framework' that comprises Experiential Learning, Experimental Approach, Entrepreneurial Spirit, Environmental Consciousness – to promote holistic growth with responsible business acumen oriented towards '4-Ps of Sustainable Business' that are Purpose, People, Planet, and Profits.

SGBS is on a mission to create and nurture a global talent pool 'from India, for the world' in the domain of Business Management and Entrepreneurship.



86 acres of land

15,00,000 sq. ft.
built up area

8000+ students

700 faculty and
staff members



BOARD OF GOVERNORS



Shri Rama Subramaniam Gandhi

Former Deputy Governor, Reserve Bank of India
PG Management Information System, The American University, Washington DC, USA
PG Capital Market, City University of New York, New York, USA



Prof. Bharat Bhasker

Director, Indian Institute of Management, Ahmedabad (IIM-A). Former Director IIM Raipur. Ph.D. Virginia Polytechnic Institute and State University. [B.Tech.] IIT Roorkee



Dr. Uday Balakrishnan

Indian Postal Service 1975 batch. Govt. of India
Former Member Postal Services Board & Chairman Investment Board Government of India
Former Visiting Faculty Centre for Contemporary Studies Indian Institute of Science Bengaluru
Visiting Fellow at National Institute of Advanced Study (NIAS)
Visiting Fellow, The Central European University (CEU) Budapest



Mr. Arvind Vasudeva

Former CEO, Aurobindo Pharma
Founder MD, Sanmed Healthcare Pvt. Limited
Certified CEO Coach/Executive Coach, CFI



Dr. Asha Bhandarker

Distinguished Professor of Organisational Behaviour, IMI-Delhi
Director on the Board of IMT Ghaziabad
Former Dean, MDI-Gurgaon
Former Independent Director on the board of PNB



Dr. Ravi Kumar Jain

Founding Director & Member Secretary
Professor of Finance & Strategy,
Sparsh Global Business School



Dr. Harivansh Chaturvedi

Former Director, BIMTECH
Alternate President,
Education Promotion Society for India (EPSI)
Sparsh Global Business School



Prof. Chandan Chowdhury

Senior Associate Dean,
Indian School Of Business (ISB)
Former Vice President, Dassault Systemes
Former CEO and Director,
IFS Solutions India Private Limited
MS, Budapest University of Technology and Economics
Ph.D, Technical University of Budapest
Ph.D, Hungarian Academy of Sciences



Dr. Amit Saxena

Chief Executive Officer, Sparsh Group- Education
Amit Saxena has been an educator for 28 years with experience in different sectors.



**AN
APPROACH
THAT STEERS
HOLISTIC
DEVELOPMENT.**

**Values we
stand for**

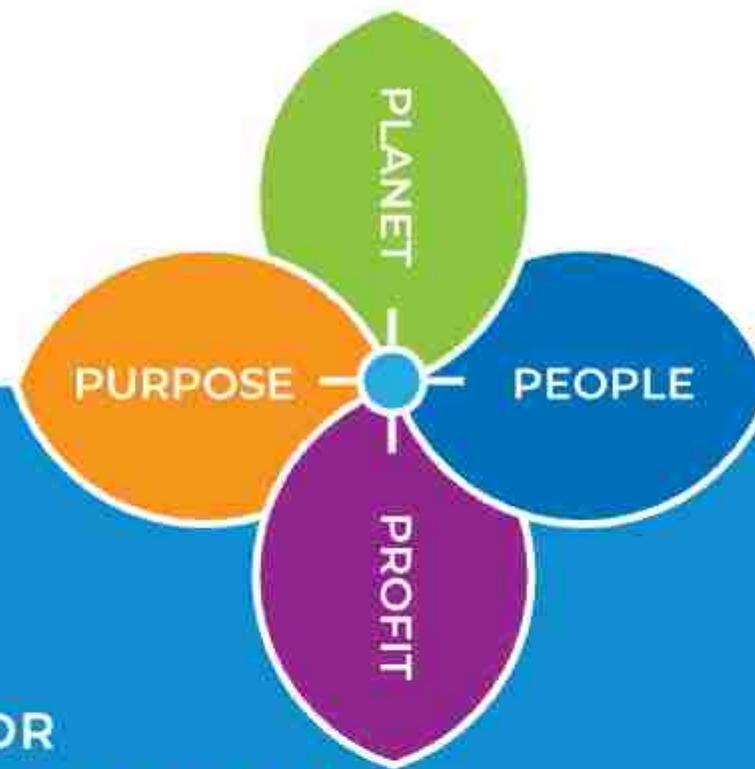
- Inclusivity and Equity
- Discipline and Commitment to Cause
- Integrity and Work Ethics

Vision

To promote conscious capitalism and sustainable living through transformative business education.

Mission

To nurture global citizens and environmentally-conscious business leaders of tomorrow.



OUR 4P PHILOSOPHY FOR RESPONSIBLE BUSINESS LEADERSHIP

At SGBS, we impart learning focused through our philosophy of 4Ps, to nurture purpose driven, environmentally conscious business leaders of the future.

Ours is a holistic approach through which we enable next-gen leaders to make a crucial shift, from profit-making and wealth maximization, to people and the planet on the centerstage of business.

We advocate a policy of responsibility over 'Damage-Repair-Restore'. Repair-Reuse-Recycle is our mantra, through which we impart the essence of responsible consumption and conscious capitalism leading to environmental conservation.

GET

AIMED AT
EMPOWERING
HOLISTICALLY

SGBS is a new-gen school to GET

- Global in exposure
- Experiential in learning process
- Transformational in effect



RSEH

THE SGBS '4E FRAMEWORK' OF PEDAGOGICAL EXCELLENCE

The '4E Framework' is a module that ingrains collective learning in learners from all fronts of business and management education. It encompasses:

- **EXPERIENTIAL LEARNING**
- **EXPERIMENTAL APPROACH**
- **ENTREPRENEURIAL SPIRIT**
- **ENVIRONMENTAL CONSCIOUSNESS**

EXPERIENTIAL LEARNING:

A bouquet of curated immersive pedagogy benchmarked with the best in the world and crafted by seasoned industry practitioners. It enables the learner to engage in real as well as simulated business situations and problem solving scenarios.

EXPERIMENTAL APPROACH:

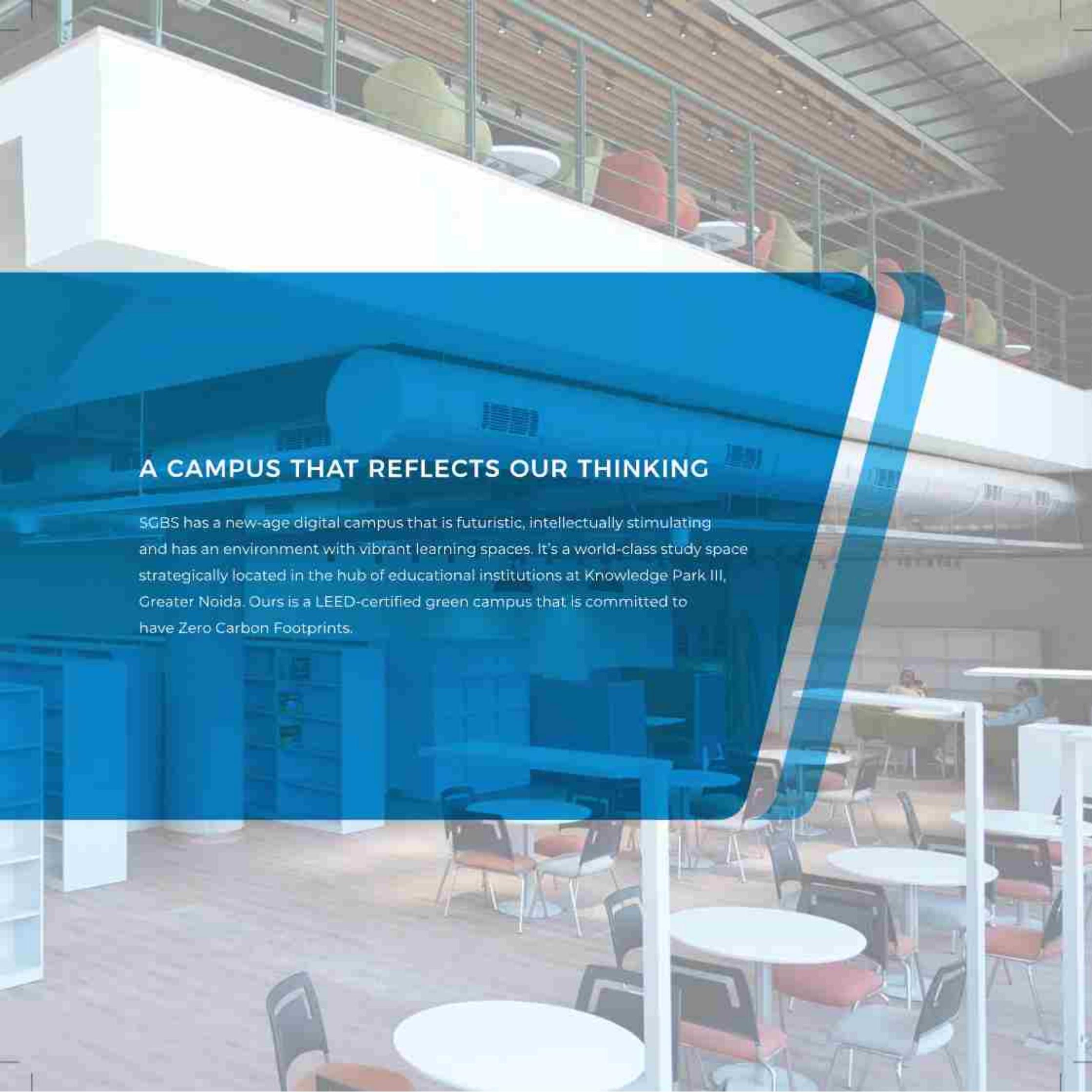
This conditions and trains the learners to experiment with new ideas, and improve their risk taking appetite. It enhances capabilities to confront ambiguity in life and business, and builds confidence to take charge of situations.

ENTREPRENEURIAL SPIRIT:

To cultivate an entrepreneurial mindset, learners develop future orientation, critical thinking and problem solving skills through innovation and creativity. This makes them adept at spotting opportunities, taking initiatives, adaptive collaboration and being self-reliant.

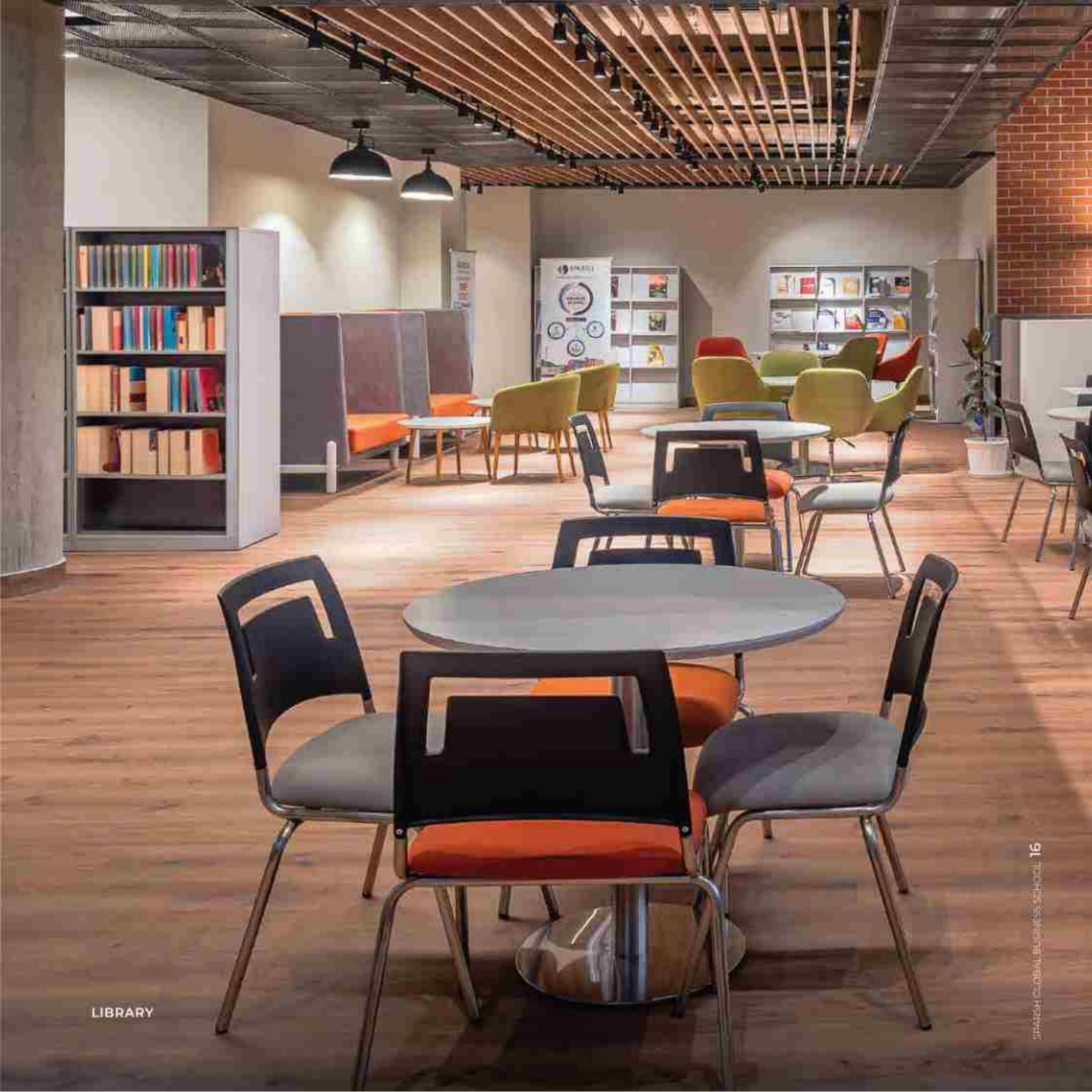
ENVIRONMENTAL CONSCIOUSNESS:

This approach sensitises learners about responsible business practices, the attitude towards environmental conservation & preservation, sustainable thinking and conscious consumption to pursue business without any natural collateral damage.

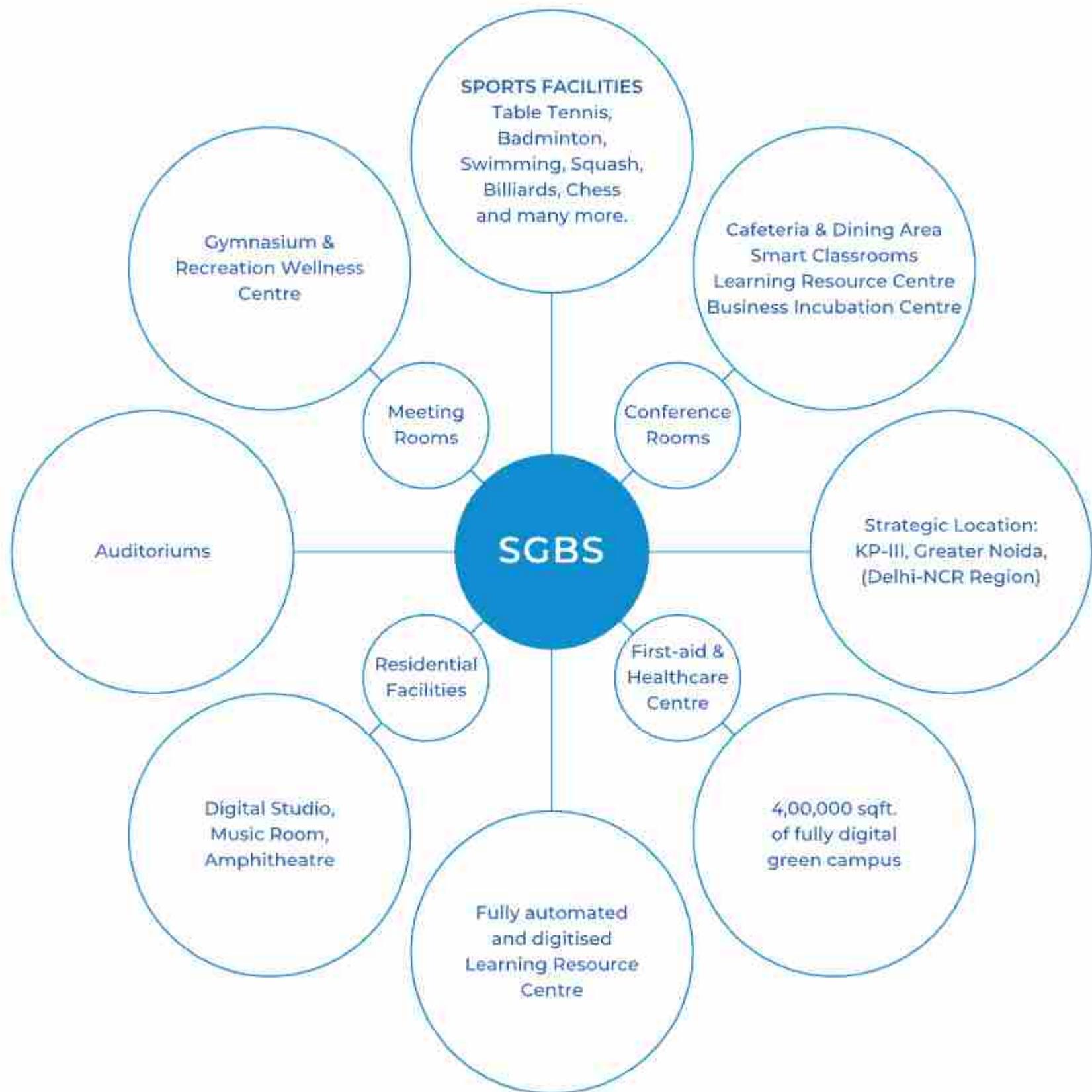


A CAMPUS THAT REFLECTS OUR THINKING

SGBS has a new-age digital campus that is futuristic, intellectually stimulating and has an environment with vibrant learning spaces. It's a world-class study space strategically located in the hub of educational institutions at Knowledge Park III, Greater Noida. Ours is a LEED-certified green campus that is committed to have Zero Carbon Footprints.



LIBRARY





Front Office



Computer Dome



Lecture Theatre 1



Cafeteria



Lecture Theatre 2

LIFE BEYOND ACADEMICS

SGBS is a world on its own. Outside of academics, we have well equipped facilities for entertainment, fitness routines, co-curricular activities and for you to follow your hobbies.

There's never a dull moment when you are in SGBS!



Hostel



Hostel Room



Football Ground



Music Studio



Canteen



Yoga Room



Table Tennis



Snooker



Squash Room



Badminton



Recreational Zone

AN ECOSYSTEM THAT STEERS WELL-ROUNDED TRAINING

14 COMPELLING REASONS TO CHOOSE SPARSH GLOBAL BUSINESS SCHOOL

● **B-School from a Business House**

Amongst those very few new breed of B-schools with a corporate DNA, uniquely positioned to offer a crucial mix of theory and practice across the program structure.

● **Contextually Tailored Curriculum**

Cutting edge curriculum, with a fair mix of phygital and blended learning, tailored to the rapidly changing business context of the disruptive digital era.

● **Immersive & Engaging Pedagogy**

Learners engage in field studies, exploratory research, hands-on problem solving assignments through specially crafted experiential learning labs where they get to innovate and evaluate social and corporate problems.

● **Mentoring by Masters**

Learners are mentored one-on-one, by senior corporate leaders throughout the program. This facilitates participative 'Learning by Shadowing' experts, by experience sharing, continuous feedback, apprenticeship, and active engagement.

● **Global Footprints**

Focus on nurturing global citizens by virtue of its corporate reach, providing global footprints through corporate partnerships, immersion programs and study-abroad programs that can lead to global opportunities.

● **Sim Lab**

Powered by marquee global brands such as Harvard Business School, Bloomberg, Capstone, NSE etc., our Business Simulation Laboratory allows learners to do trial-error in a risk-free environment. Giving them real business experiences with guided learning.

● **Start-Up Garage**

A full-fledged entrepreneurship lab called Sparsh Combinator, exists under the partnership of an internationally acclaimed Start-Up Accelerator and a registered Angel Fund. This functions to encourage young entrepreneurs to weave sustainable business models.





- **Win@Work Modules**

A bouquet of specially crafted modules throughout the program, designed and delivered by our industry partners and global agencies to hone life skills of our learners:

- **Social Immersion**

The focus is on nurturing environmentally conscious business leaders of tomorrow, where learners shall engage in social impact activities the ESG framework and UN Sustainability Development Goals.

- **Action Research**

To create scholastic impact by understanding and evaluating the Best Practices, and also contributing in developing the Next Practices for the business world. Qualitative and case method research would be at the core, with dedicated resources and global partnerships.

- **Professional Certifications**

Certificate programs from global stakeholders and Ivy League Institutions are offered for employment enrichment of our learners. SGBS students also get the opportunity to avail online certification from Harvard Business Online.

- **Crafting Creative Careers**

We offer support and a systematic approach in crafting careers through competency mapping and personality profiling. A dedicated center for Corporate Engagement and Career Advancement with career counsellors, behavioural scientists, enables in crafting a rewarding career and a meaningful life.

- **Gardner's Multiple Intelligence Framework**

Specially designed modules inspired by globally acclaimed Gardner's Multiple Intelligence Framework, is an amalgamation of nine types of intelligences – General, Linguistic, Logical/Mathematical, Spatial, Bodily-Kinaesthetic, Musical, Interpersonal, Intrapersonal, and Naturalist.

- **I-EVOLVE Metric**

Our proprietary and unique learning-outcome metrics assess and evaluates learners' progress, powered by attributes of responsible business leadership - entrepreneurship, values, objectivity, lateral thinking, versatility and environmental consciousness - right from their induction till graduation.





ANALYSIS MONEY EDUCATION BOSS
MANAGEMENT TRADE TECHNOLOGY CORPORATE PROFIT
COMMUNICATION TECHNOLOGY INNOVATION INTUITION
INFORMATION CREW COMPETENCE TEAM PEOPLE IDEA
TIME INVESTMENT DEBIT SUPPORT MARKET ADVERTISEMENT TEAMWORK
SALES CREDIT ORGANIZATION INSPIRATION LOGIC
WEB BUSINESS ORGANIZATION COMPANY PRODUCT
JURISDICTION BRAND CREATIVE INT COMMERCIAL



PROGRAMS TO CREATE INDUSTRY-READY LEADERS

SGBS provides fully residential, rigorous programs designed by industry and academic experts to bridge the proverbial gap between theory and practice. We offer wide choices of specialisations/streams, coupled with international exposure, industry mentorship, career planning and campus placement.

PROGRAMS OFFERED AT SGBS

- ▶ AICTE APPROVED 2 YEAR PGDM
- ▶ GLOBAL MBA FROM NKU, USA
- ▶ PROFESSIONAL CERTIFICATE PROGRAM IN DATA SCIENCE AND BUSINESS INTELLIGENCE
- ▶ PROFESSIONAL CERTIFICATE PROGRAM IN ENTREPRENEURSHIP AND INNOVATION

AICTE APPROVED PGDM

2-YEAR FULL-TIME RESIDENTIAL PROGRAM

1000+

Learning Hours

CHOICE

based Credit System (CBCS)

30+

Courses

11

Career Tracks to choose from

80+

electives to choose from

2

Centres of Excellence

3

Audit Courses

1 Cr+

Scholarship Fund

Employability

Enrichment Certifications

Value-add

programs

Capstone

project

7 Days

of Global Immersion

Ivy League Certification

100 hours

of Social Immersion

8-10 weeks

of Corporate Immersion

Harvard Business Online

Case Study & Simulation

CHOICE OF 11 CAREER TRACKS



Financial Management and Fintech



Marketing Management



Human Resource Management and Organisational Behaviour



Supply Chain and Logistics Management



Tourism and Hospitality Management



Hospital and Healthcare Management



Agri-Business Management



Digital Transformation and Digital Business Management



Sports Administration and Management

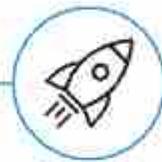


Data Science and Business Intelligence



Entrepreneurship and Innovation

POWERFUL TRANSFORMATIONAL INTERVENTIONS



Venture Start-Up
(with Seed Fund)



CXO Power Learning



Sharkology

(You will resolve real business challenges bound to tight deadlines)



ICE

(Immersive Consulting Experience)



Happiness and Well-being



Idea Weekend

IMMERSION PROGRAMS

SGBS OFFERS THREE DISTINCT IMMERSION PROGRAMS:

- **Global Immersion** is a 7 days mandatory international immersion for global business orientation and cultural immersion through a blend of academic sessions, factory visits, and interactions with CXOs/Business Leaders.
 - International internships (paid) for selected students, in Europe.

- **Corporate Immersion** involves:
 - ▶ Working in **Experiential Learning Lab (ELL)**, whereby learners attend to problem- statements given by industry partners
 - ▶ Practice learning by shadowing corporate mentors
 - ▶ Engage in internships (summer/winter)

- **Social Immersion** involves engagement in impact activities, whereby learners spend 100 hours with the NGO partners in observing, analyzing, and weaving sustainable business models around social challenges in order to trigger societal transformation.

GLOBAL MBA PROGRAM

CREATING NEW-AGE GLOBAL CITIZENS

DUAL ADVANTAGES OF

- Indian Inception
- Global Footprints

The Global MBA program equips you to learn how to think critically, challenge the status quo and collaborate with diverse set of people. For us it is a AACSB certified Global MBA program. For you it will be an opportunity of a lifetime. The program delivers a holistic curriculum and develops your potential as a Global Business Leader. The program will help you develop a global mindset, learn to lead multi-cultural teams and build skills crucial to fast-track your global career footprints in a challenging business environment.

The first year of the program is conducted in the World Class New-Age Digital campus at Sparsh Global Business School, Greater Noida, Delhi-NCR and the second year is conducted at AACSB certified Haile College of Business, Northern Kentucky University USA.

KEY HIGHLIGHTS

- ▶ AACSB certified Global MBA program
- ▶ International Education:
 - 1st Year in India PCP, with an option of 2nd Year in USA
- ▶ Contextually tailored global curriculum championed by distinguished and global champions
- ▶ Three years OPT/Stay back visa in USA after completion
- ▶ Career support to craft international career
- ▶ Unparallel international exposure
- ▶ Enhanced networking opportunities
- ▶ 20 hours a week work permit for international students

STRUCTURE OF THE PROGRAM

1st Year	2nd Year
<ul style="list-style-type: none"> ▶ Complete the PCP in Management Modules by SGBS 	<ul style="list-style-type: none"> ▶ Complete the Global MBA Modules ▶ Global MBA Degree by AACSB certified Haile College of Business

PARTNER INSTITUTION: HAILE COLLEGE OF BUSINESS, NORTHERN KENTUCKY UNIVERSITY (NKU), USA

Northern Kentucky University is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate, baccalaureate, masters, and doctorate degrees. NKU's Haile College of Business is also accredited by AACSB International, The Association to Advance Collegiate Schools of Business, which represents the highest standard of achievement for business schools worldwide.



ECOSYSTEM EMPOWERING HOLISTIC TRAINING: 14 COMPELLING REASONS TO JOIN SGBS

Corporate DNA	Digital Immersive Pedagogy	Holistic Business Leaders
<ol style="list-style-type: none"> 1. B-School from a Business House 2. Mentoring by Masters 3. Startup Garage 4. Global Footprints 5. Action Research 	<ol style="list-style-type: none"> 6. Contextually-tailored Curriculum 7. Immersive and Engaging Pedagogy 8. Social Immersion 9. Gardner's Multiple Intelligence Framework 	<ol style="list-style-type: none"> 10. I-EVOLVE Metric 11. Sim Lab 12. Win@Work 13. Professional Certifications 14. Crafting Creative Careers

SELECTION PROCESS

- ▶ Academic Credentials 4 year Degree:
 - 3 Years Bachelor: Additional 30 credits to be done at SGBS
 - 4 Years Bachelor: Additional 30 credits waived off
- ▶ Personal Profile
- ▶ Motivation and Initiative Level

WHY NKU MBA?

OUR EMPHASIS

The MBA program focusses on real world cases taught by faculty with current industry experience working with latest cutting edge business topics

14 CONCENTRATION TRACKS TO CHOOSE FROM

Accounting	Healthcare administration
Finance	Global Supply chain
Leadership and Org change	Legal Studies
Innovation	Build Your Own

OUR DIVERSE GROUP OF STUDENTS

"My experience at NKU was wonderful, challenging, interesting and invigorating. The classes allow you to go well beyond simply the academics and really challenge yourself as a person and professional. I enjoyed every bit of it".

~ Erica Hudson, Finance Manager, Sterilmed Jhonson and Jhonson Company

Renowned Faculty



Mr. Mark Thackeray
Professor of Practice and
Director of the Supply Chain
Management Program



Dr. Bulent Erenay
Assistant Professor of
Supply Chain
Management Program



Dr. Ed Fenton
Professor of Accounting



Dr. Young Kim
Professor of Finance



Dr. Bonnie Curtis
Professor of Practice in the
Department of Management



Dr. Cris Biazzin
Associate Professor of
Management and
Supply Chain Management



**Dr. Abdullah
Al Bahrani**
Associate Dean and
Professor of Economics



PROFESSIONAL CERTIFICATE PROGRAM IN DATA SCIENCE AND BUSINESS INTELLIGENCE

(11 months)

- Decipher Data
- Decode Business Intelligence

WHY JOIN THIS PROGRAM

- High employability
- Enabled to recraft your career
- 150 hours of specified training by industry partners like IBM, Microsoft, SAS
- Unique tech-infused program
- Career mentorship

PROGRAM HIGHLIGHTS

1. Unique combination of courses covering Business Core, Tech Core and Analytics tool kit	3. Experiential Learning	7. 100 hours of social immersion
2. Functional concentration tracks	4. Corporate Immersion	8. Value add programs
	5. Capstone Project	9. 2 centers of excellence
	6. 4-6 weeks of corporate immersion	10. 1000+ learning hours

CURRICULUM FRAMEWORK

PROFESSIONAL CERTIFICATE PROGRAM IN DATA SCIENCE & BUSINESS INTELLIGENCE

FOUNDATIONS OF BUSINESS ANALYTICS

A comprehensive overview of the Foundations of Business Analytics curriculum is designed to equip students with a robust grounding in both the theoretical underpinnings and practical skills essential for a career in analytics.

Segment	Core Deliverables
Statistical Foundations	Mastery of probability and statistical tests for analytics applications.
Data Collection & Cleaning	Skills in accurate data gathering, cleaning, and preparation for analysis.
Exploratory Data Analysis (EDA)	Proficiency in identifying data patterns, anomalies, and relationships through EDA.
Predictive Modelling Concepts	Understanding the theory behind and application of predictive modelling techniques.
Data Visualization	Competence in using visualization tools for effective representation of data insights.
Ethical and Legal Aspects	Awareness of ethical considerations and legal frameworks critical in analytics.
Analytical Tools Introduction	Familiarity with essential tools and software (e.g., Excel, SPSS) for analytics.

ADVANCED TOOLS

This segment equips students with the knowledge and skills to utilize advanced analytical tools, preparing them for sophisticated data analysis tasks.

Segment	Core Deliverables
Data Management	Mastery of database management systems, ability to organize, store, and retrieve data efficiently.
Statistical Analysis Tools	Proficiency in advanced statistical software (e.g., R, SAS); ability to perform complex statistical analyses.
Business Intelligence Software	Skills in using BI tools (e.g., Tableau, Power BI) for data visualization and decision-making.
Programming for Analytics	Competence in programming languages relevant to analytics (e.g., Python, SQL) for data manipulation and analysis.
Machine Learning Tools	Understanding of machine learning algorithms and tools, ability to apply them to predictive modeling tasks.

DEEP DIVING FUNCTIONAL APPLICATIONS OF ANALYTICS

This segment focuses on applying analytics in various functional areas, highlighting specific industry needs and solutions.

Segment	Core Deliverables
Marketing Analytics	Ability to analyze consumer data, market trends, skills in campaign analysis and customer segmentation.
Financial Analytics	Proficiency in analyzing financial data, forecasting, risk assessment, and investment analysis.
Operations Analytics	Skills in optimizing supply chain, logistics, production processes through data analysis.
Human Resources Analytics	Ability to analyze employee data for insights into hiring, retention, performance management.
Healthcare Analytics	Skills in analyzing patient data, treatment outcomes, understanding of healthcare system optimizations.
Retail Analytics	Ability to leverage consumer and sales data for inventory management, customer experience enhancement.

EMPOWERING WITH CUTTING EDGE TOOLS:

- ◆ TensorFlow ◆ PyTorch ◆ SQL Databases (PostgreSQL) ◆ MongoDB ◆ Apache Spark
- ◆ Docker ◆ Airflow ◆ AWS (Amazon Web Services) ◆ Tableau ◆ Kafka ◆ Power BI
- ◆ Ad Excel ◆ IBM-SPSS ◆ R ◆ Python ◆ SAS-Enterprise ◆ Eviews ◆ Hadoop

PROFESSIONAL CERTIFICATE PROGRAM IN ENTREPRENEURSHIP AND INNOVATION (11 months)

Discover the entrepreneur in you to craft a better future

WHY PCP IN ENTREPRENEURSHIP AND INNOVATION

- ◆ Tech Stack Digital Technologies infused program ◆ State-of-the-art Incubation Ecosystem
- ◆ Presenting Business idea to VC's ◆ Develop Entrepreneurial Mindset ◆ Economic Responsibility and Sustainability
- ◆ Be a job creator than a job seeker ◆ 100 hours of special training with our startup ecosystem partners Bombay Stock Exchange, BSE (Startup Zone and T-Hub, Hyderabad) ◆ Also an option to work with international startup ecosystems.

DISTINCTIVE FEATURES AND CURRICULUM FRAMEWORK

Year	Module	Deliverables and Outcomes
1	Structured Training and Business Incubation	Ideation: Proof of Concept (PoC) Development: Minimum Viable Product (MVP) Creation: Funding Opportunities
2	Business Acceleration Phase	MVP to Market Access Strategic Canvas Development Global Startup Ecosystem Access Assured Funding Support
3	Game-changer phase with Global Footprints	'Plug-N-Play' Co-Working Space Game-Changer Funding Opportunities Global Events and Competitions

- ◆ Unique combination of courses covering Business Core, tech stack digital technologies
- ◆ 3 entrepreneurial verticals and 4 functional streams to choose from
- ◆ Startup Garage
- ◆ Incubation Ecosystem
- ◆ Access to Startup funds
- ◆ 2 weeks Optional Global Immersion
- ◆ 1000+ learning hours
- ◆ 4-6 weeks of corporate immersion
- ◆ 100 hours of social immersion



BUSINESS FOUNDATION

The foundation segment provides the essential background knowledge and understanding necessary for entrepreneurs. It encompasses broad areas of business that underpin more specialized study and practice.

Segment	Core Deliverables
Economics	Understanding of micro and macroeconomic principles; ability to analyze market trends
Accounting	Basics of financial and managerial accounting; reading and interpreting financial statements
Business Law	Knowledge of legal frameworks surrounding startups, intellectual property, contracts, and employment
Management Principles	Theories of management and leadership; organizational behaviour insights
Marketing Basics	Fundamentals of market research, branding, and consumer behaviour
Technology in Business	Overview of how technology shapes modern businesses; introductory digital tools and platforms

BUSINESS CORE

The core segment delves into the specific, actionable skills and advanced knowledge areas critical for entrepreneurship and innovation. It focuses on practical applications, case studies, and project-based learning to prepare students for real-world challenges.

Segment	Core Deliverables
Entrepreneurship Fundamentals	Creation of business models; startup lifecycle understanding; risk assessment and management strategies
Innovation Management	Techniques for fostering innovation within organizations; managing the innovation process from ideation to implementation
Financial Planning for Startups	Budgeting, financial forecasting, securing funding (VC, angel investors, crowdfunding)
Marketing for Entrepreneurs	Developing and implementing digital marketing strategies tailored for startups; leveraging social media for brand building
Operations Management	Streamlining operations for efficiency; supply chain and logistics for small businesses
Product Development and Management	From idea validation to market launch; managing product life cycles
Entrepreneurial Leadership	Cultivating a vision; leading teams through growth and challenges; decision-making under uncertainty
Networking and Pitching	Building relationships with mentors, investors, and partners; effective communication and pitching skills

MASTERS OF THE CORPORATE WORLD

GLOBAL CHAMPIONS



Prof. Ramachandran Natarajan

W. E. Mayberry Professor of Management's Associate
Dean of the College of Business, Tennessee Tech
University, USA | B.Tech.,
IIT Madras | PGDM, IIM Calcutta



Prof. Robert W. Mcgee

Academician, Fayetteville State University,
USA | Professor, Florida International University



Prof. Rupert Beinhauer

Manager, Research and Development, FH Joanneum
GmbH in Graz, Austria



Prof. Sanjay Jain

Professor, The George Washington University, USA |
PhD, Rensselaer Polytechnic Institute, New York |
B.Tech., IIT Roorkee



Dr. Kumar Shreshtha

PhD (Marketing), IIM C (Batch 2022) | eMBA (CMP)
XLRI Jamshedpur (Batch 2012)



Prof. Ayon Chakraborty

Professor, Federation University, Australia | Former
Professor, IIM Tiruchirappalli | ME, BITS, Pilani | PhD,
National University of Singapore



Prof. Ravinder Rena

Honorary Professor of Economics, Durban University of
Technology, South Africa | Professor of Economics,
Monarch Business School, Switzerland |
Editor-in-Chief, International Journal of Education
Economics and Development, UK

Industry Champions



Dr. O P Goel
Former Head
Bosch India Foundation



Mr. P M Balaji
Former Vice President
Toshiba Plant Systems &
Services Corporation (Tokyo)



Mr. Shailendra Goswami
Chairman and Managing Director
Pushkaraj Group



Mr. Rajorshi Ganguli
President & Global HR Head
Alkem Laboratories Ltd.



Dr. Ravi Prakash Mathur
Vice President -
Head Global Logistics
& Supply Chain Excellence
Dr. Reddy's Laboratories Ltd.



Mr. Ashish Bhalla
Director HR,
Head of Campus Relations
HCLTech.



Mr. Rajiv Naithani
Chief People Officer
Infogain Corporation India Pvt Ltd.



Mr. Rajesh Popli
Assistant Director HR
Ernst & Young



**Ms. Rashmi
Mansharamani**
Chief Human Resource Officer
Wave Group



Mr. Sunil Ranjhan
Former - Sr. Vice President
& Director HR
LG Electronics India Pvt Ltd



Mr. Ashutosh Chadha
Director & Country Head
Govt. Affairs
Microsoft Incorporation



Mr. Harjeet Khanduja
Senior Vice President -HR
Reliance Jio Infocomm Ltd.



Mr. Shashwat K Mitra
Global Head HR
KPIT Technologies Ltd.



Mr. Anil Bhasin
Advisor Kent RO Systems Ltd
Former President
Havells India Ltd



Mr. Debashish Ghosh
Senior Vice-President HR
Berkadia Services India Pvt Ltd.



Mr. Neeraj Narang
Global HCM Director & APAC Lead
Oracle Corp.



Mr. Amit Pandey
Chief Executive Officer
Orient Cables India (P) Ltd



Ms. Sumedha Pal Parmar
Senior Director HR
Honeywell Technology Solutions



Mr. Abhinav Sharma
Chief Technology Officer &
Director - AI
Cisco Systems



Mr. Bharat Sethi
Founder & CEO
Rage Coffee



Mr. Suvarnanidhi Rao
Lead - Early Career Talent,
Indian sub - continent
Philips India



Mr. Mani Padmanabhan
Partner
CFO Bridge LLC

Corporate Mentors



Mr. Sushil Aggarwal
Chairman
Avro India Ltd



Mr. Rajesh Tripathi
Founder & Chief Executive
Officer,
Kenbox Technologies Pvt. Ltd



Mr. Ramit Tyagi
Director - Talent Acquisition
(India), Ultimate Kronos
Group (UKG)



Mr. Alok Kumar Mubai
Associate Vice President HR (L&OD)
IndiaMART InterMESH Limited



Mr. Amulya Sah
Senior Vice President & CHRO
Invest India



Mr. Gaurav Gupta
Vice President Human Resources
Subros Limited



Ms. Deepti Mehta
Chief Human Resource Officer
Interface Microsystems



Mr. Shreeram Iyer
Managing Partner
Technomist Ventures



Mr. Deepak Jindal
Director - Consulting Expert
CGI Incorporation



Mr. Prabhanjan Prasoan
Head- Talent Acquisition
Sopra Steris



Ms. Asha Subramanian
Chief Human Resource Officer
Subex Ltd



Mr. Sumanta Guha
Early Careers Recruitment Head
Fidelity International



Ms. Punam Dagar
DGM HR
Varun Beverages (Pepsico)



Mr. Himanshu Jessie Wadia
Director, IT Infrastructure & BSS
Amdocs



Dr. Aprajita Prasad
Director
PwC



Mr. Emmanuel Gosula
Senior Resource Development Manager
Epam Systems



Mr. Nilanjan Mukherjee
General Manager - HR
Relaxo Group Ltd



Ms. Radhika Arora
Group CPO
Jaxon Group



Mr. Shubham Triptahi
India Campus Head & Early
Career - TF
Atos Global It Solutions &
Services Pvt Ltd



Mr. Ashish Kumar
Service Delivery Manager
Tata Consultancy Services (TCS)



Ms. Priya Iyengar
Corporate Lawyer
Legal Strategist, Arbitrator, and
Diversity & Inclusion Expert



Mr. Harsh Raj Jain
Head of Talent APAC
Ebix Inc.

Distinguished Professors



Prof. Rajeev S
MBA, Stanford Business School (Batch 1988);
MS, Computer Science, Syracuse (Batch
1980); B Tech, Electronics Engineering, IIT
Madras, (Batch of 1978)



Dr. Arun Kumar Rath
IAS (Retd), Former Union Secretary, Ministry of HRD;
Chairman, Centre of Corporate Governance & CSR,
IIM Nagpur



EXPERIENCES ON-CAMPUS, FOR THE LIFE OUTSIDE.

STUDENT LIFE

SGBS commits to a student life in campus that encapsulates a plethora of activities leading to holistic development and intellectual growth. Such growth comprises:



● **Emotional Intelligence** involving emotional balance

● **Intelligence Quotient** involving functional growth

GIVING THE EDGE OF EMPLOYABILITY.

VALUE-ADD & EMPLOYABILITY ENRICHMENT

The state-of-the-art **Centre for Education Beyond Curriculum (EBC)** at SOBS engages with corporate leaders, senior practitioners, and top academia globally – to offer curated and specially-designed courses that encapsulate the fast-changing dynamics of New-Gen Business Management and Technology in today's fluid world.



Value-Add: These include a wide range of interventions capturing contemporary topics aligned with the latest trends and practices globally in the business environment, in association with academic bodies, policy-makers, industry associations and global think-tanks.

Employability Enrichment Program: These include a set of Industry Certifications offered by globally-acclaimed business consultancies in order to enrich the employability quotient and placement prospects. Certifications include 'Bloomberg', 'Six Sigma', 'SAAS & Cloud Computing', 'UX & Design Thinking', 'Idea to Business', 'HR Analytics' and many such.

EMINENT RECRUITERS



GETTING STARTED ON COURSE 'MISSION EVOLUTION'. Admission Process @ SGBS

Our easy steps admission process involves:

1. Application Forms are available both online and offline @ Rs. 1500/-
2. Review of your application by our Admissions Committee
3. Attempt our unique I-EVOLVE Metric to get assessed on key attributes
4. Personal Interview, if qualified
5. Offer of Selection
6. Submission of Holding Fees
7. Payment of 1st installment (As stipulated in the Offer Letter)
8. Commencement of session

ADMISSIONS @ SGBS

OUR ADMISSIONS PHILOSOPHY

SGBS is inviting learners who have a natural inclination and ability towards management and possess an entrepreneurial mindset. Through our unique and proprietary I-EVOLVE metric, we evaluate all our learners right from induction till graduation via a multistage screening process.

A program like this needs a talent willing to walk an extra mile. So, if you have compassion in heart, fire in the belly, creativity in the mind and keenness to do something more to challenge the status-quo and excel at a global stage, then you are welcome. SGBS provides you the opportunity and a congenial environment that shall transform you in to a future leader who can be a game-changer.

ELIGIBILITY & SELECTION PROCEDURE

- Recognised Bachelor's Degree (10+2+3 or 4) in any discipline from a recognised university with at least 50% in graduation. (As per AICTE Guidelines)
- Final year graduate students can also apply.
- Candidates with work experience and/or additional educational qualifications will get extra weightage.
- NRI/ Foreign Citizens can seek admission based on their Academic Merit, Group Discussion, and Personal Interview. (As per AICTE guidelines)

SELECTION PROCESS

- Class 10th, Class 12th, and Graduation Exams
- Performance in Competitive Score like CAT/XAT/CMAT/MAT/GMAT/ATMA/NMAT
- I-Evolve - SGBS administers its proprietary and unique learning-outcome metrics to assess and evaluate learners' progress powered by attributes of responsible business leadership - entrepreneurship, values, objectivity, lateral thinking, versatility, and environmental consciousness.
- Group Exercise & Personal Interview
- Achievements in other spheres/activities highlighting leadership qualities

How to Apply

- Application can be submitted online at www.Sparshgbs.in using UPI/Debit card/Credit cards.
- Application can be collected directly from the institute on cash payment of Rs 1000/- or sending Demand Draft (DD) for the same amount in favour of "Sparsh Global Business School".

Bank Loan Support

Selected students can apply for loans at attractive rates of interest from our banking and NBFC partners. The loans will be granted according to the terms and conditions of the partners.

Fee Refund Policy

Refund as per AICTE guidelines. For details, refer the below mentioned link

<http://www.aicte-india.org/>

The image shows a person's hands holding a tablet displaying the SPARSH Global Business School Online Application form. The form is titled "Online Application" and is divided into three main sections: 1. Personal information, 2. Previous education, and 3. Course selection. The form includes various input fields for name, address, contact details, and course preferences. A person's finger is pointing at the "Next Step" button at the bottom of the form.

SPARSH
GLOBAL BUSINESS SCHOOL

Online Application

1. Personal information

Name:

Address:

City:

State:

Pin:

Mobile:

E-mail:

2. Previous education

Level:

Year:

3. Course selection

Course:

Gender: Male Female

Next Step

A GLOBAL SCHOOL THAT IS GLOBAL, EXPERIENTIAL & TRANSFORMATIONAL

SCHOLARSHIPS ARE OFFERED TO MERITORIOUS STUDENTS BASED ON THEIR SCORES IN NATIONAL-LEVEL EXAMS SUCH AS:

GMAT, CAT, XAT, CMAT, NMAT, MAT, etc.

These scholarships are available on a first-come, first-served basis, with specific eligibility criteria to be met.

**SCHOLARSHIP
UNIVERSITY**

STUDYING





Where the mind is without fear
and the head is held high;
where knowledge is free;
Where the world has not been broken up
into fragments by narrow domestic walls;
Where words come out from the depth of truth;
Where tireless striving stretches its arms
towards perfection;
Where the clear stream of reason
has not lost its way
let my country awake,
into the dreary desert sand of dead habit;
Where the mind is led forward by thee
into ever-widening thought and action-
Into that heaven of freedom, my Father,

- Rabindranath Tagore

SPARSH GLOBAL BUSINESS SCHOOL

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