



SBS University

Balawala, Dehradun- Uttarakhand INDIA

Elevate
Your **Career** with us

SCHOOL OF MANAGEMENT

Pioneers in
Professional
Education

www.sbsuniversity.edu.in



Dr. Deepak Sahni
Registrar & HOD
M.Com, M.A.(Eco.)
L.L.B, PGDBM
PE 28 Years

Since its inception in the year 2024, School of Business Management is consistently striving to transform young minds to professional leaders. With a glorious past of 30 years of SBSU, from academic excellence to leadership qualities, a nurturing environment to excellent infrastructure, SBSU is offering excellent opportunities to the students of management.

The vision of the School of Management is to create excellent management professional for the Corporate World. The Curriculum is designed as per the National Education Policy (NEP) 2020, whose aim is to transform India's Education System, making it more Holistic, Flexible and Multidisciplinary. We offer various opportunities to the students to engage themselves with industry experts through Internships and Guest Lectures.

We are very much confident that the education imparted by our faculty members who are from diverse background to the management students will make them demanding for the corporate world which in long run will help in the development of the nation.

I welcome you all to SBSU family to have an interaction with our students in order to build a fruitful long-term relationship.

Our Faculty



Ms. Neha Joshi
MBA (HR & Marketing)
Assistant Professor
Business Management
PE- 7 Years



Ms. Ritu Rawat
MBA (HR & Marketing)
Assistant Professor
Business Management
PE- 1 Year



Ms. Monika Bhatt Uniyal
M.Com. (Finance & Marketing)
Assistant Professor
Business Management
PE- 3 Year



Ms. Dipanjoli Mukherjee
M A English
Assistant Professor
Business Management, PE- 3 Year

Programs Offered

BBA

BBA (Hons.)

Bachelor in Business Administration

Choose Specialization from 5th semester onwards

- Business Analytics ■ Logistics & Supply chain Management ■
- Hotel & Hospitality Management ■ Finance ■
- Human Resources ■ Marketing

Elig: 10+2 pass with minimum 45 % marks in any stream from a recognized board



Program Highlights

Comprehensive Education: Encourages students to explore academic enhancement opportunities and understand associated constraints

Diverse Curriculum: Covers fundamental and specialized areas of specialization

State-of-the-Art Facilities Dedicated computer labs, a conference hall with smart boards, and a well-stocked library.

Highly Qualified Faculty: Experienced faculty, trained at centers of excellence.

Continuous Mentorship: Students receive guidance from well-qualified faculty through a structured mentorship system.

Value-added Courses: (VACs) are short-term courses that provide content outside of the university curriculum.

Holistic Development: Nurtures creativity, inquiry, entrepreneurship, innovation, and strong values through hands-on cross-disciplinary learning and life skills.

Global Presence Vision: Strives to provide quality research and training to meet evolving industry and societal needs.

Industry-Academia Ties: Builds relationships with world-class organizations to strengthen industry-academia collaboration.

Career Opportunities & Placement Assistance: Graduates pursue entry-level positions in Banking, Insurance, Mutual Funds, Stock Broking, Accountancy, Tax Consultancy, E-commerce, Logistics, Academics, HR Management, Sales, Corporate Training, and MNCs as Management Trainees



BBA - Scope in India

The demand for management graduates is rising significantly with an increase in the number of start-ups. One of the disciplines that has experienced spectacular growth recently and has become a top choice in India and internationally is business administration / management.

Given below are the top industries that hire BBA graduates:

Finance and Banking

- Involves managing money, investments, and financial services.
- Roles include financial analysts, investment bankers, and loan officers, focusing on financial planning, advising clients, and facilitating transactions.

Marketing

- Centers around promoting and selling products or services.
- Positions such as marketing managers, brand strategists, and digital marketers involve market research, advertising, and building brand awareness.

Human Resources

- Focuses on managing an organization's workforce.
- HR professionals handle recruitment, training, employee relations, and performance management to enhance workplace culture and efficiency.

Operations Management

- Involves overseeing production and service delivery processes.
- Operations managers streamline processes, improve efficiency, and manage supply chains to ensure effective resource use.

Consulting

- Consultants provide expert advice to organizations on various business issues. BBA graduates can work in management consulting, strategy consulting, or human resources consulting, helping clients improve performance and solve problems.

Entrepreneurship

- Many BBA graduates choose to start their own businesses.
- This sector involves developing business ideas, managing operations, and navigating market challenges to achieve growth and profitability.

Retail and Sales

- Involves selling products directly to consumers.
- Roles range from sales executives to store managers, focusing on customer engagement, inventory management, and sales strategy development.

E-commerce

- Focuses on online business operations.
- Roles in this sector include e-commerce managers, digital marketers, and customer service representatives, all aimed at enhancing online sales and customer experience.

Government and Non-Profit

- Involves working in public service and non-profit organizations.
- BBA graduates may engage in policy analysis, program management, and community outreach, contributing to societal welfare.

Healthcare Management

- Involves managing healthcare facilities and services.
- BBA graduates can work in administrative roles, focusing on improving patient care, managing budgets, and ensuring compliance with regulations.

The SBS Advantage:

- Well qualified & experienced faculty.
- MOU with leading 200+ bedded hospitals for clinical training.
- 50+ Ultra modern high tech Research & Training Labs and OPDs.
- Fully AC Library with 30000+ Books & Journals.
- 1200+ Publications, over 30+ Patents, 50+ Ph.D. Scholars.
- Excellent Placement every year in Top Notch Companies
- Plethora of Co-curricular & extra curricular activities
- NCC Girls & Boys Battallion.
- On Campus Separate hostels for boys & Girls.

25+ Acres

Lush Green Campus

20000+ sq. mt.

Academic Infrastructure

10000+ Alumni

Across the Globe

Merit & Special Scholarships

Upto 5 Crore Every year

UG,PG Courses & Ph.D. Program

• PHYSIOTHERAPY

B.Physiotherapy, M.Physiotherapy

• MEDICAL LAB TECHNOLOGY

B.Sc.Medical Microbiology
B.Sc. Medical Lab Technology

• BASIC & APPLIED SCIENCES

B.Sc. Hons Chemistry, B.Sc. PCM/CBZ,
M.Sc.Chemistry, M.Sc. Pharmaceutical
Chemistry, M.Sc. Drug Design &
Development, M.Sc. Industrial Chemistry

• BIOTECHNOLOGY

B.Sc. Hons Biotechnology,
M.Sc. Biotechnology, M.Sc. Biochemistry

• MICROBIOLOGY

B.Sc. Hons Microbiology,
M.Sc. Microbiology

• AGRICULTURAL SCIENCES

B.Sc.(Hons) Agriculture,
B.Sc.(Hons) Horticulture
M.Sc. Agronomy

• COMPUTER SCIENCE

Bachelors in Computer Application (BCA),
BCA (Hons)
B.Tech Computer Science

• BUSINESS MANAGEMENT

Bachelors in Business Management (BBA),
BBA (Hons)

Top Recruiters



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