

# Admission Brochure

## Two-Year MBA Program 2025-26



**Shri Mata Vaishno Devi University**  
Katra, J&K, India

## 1.0 UNIVERSITY PROFILE

### SHRI MATA VAISHNO DEVI UNIVERSITY (SMVDU)

Shri Mata Vaishno Devi University was established under an Act of J&K State Legislature in 1999 as fully residential and technical university, the first of its kind in J&K. The University recognized by UGC under Section 2(f) & 12(B) of the UGC Act of 1956. SMVDU is dedicated to provide high-quality education in the areas of Management, Engineering, Architecture, Science, Philosophy, and other fields

The University has witnessed a remarkable growth since its inception and has transformed in the lap of Trikuta hills, the abode of Shri Mata Vaishno Devi, into a magnificent “Temple of Learning”. The University has the unique distinction of being inaugurated in 2004 by Dr. A.P.J. Abdul Kalam (the then President of India), who engaged the inaugural class.

Outgoing students at the University have been privileged to be addressed by Dr. Manmohan Singh (the then Prime Minister of India), Dr. Narayan Murthy (the then Chairman Infosys), Mrs. Pratibha Devi Singh Patil (the then President of India), Mr. Hamid Ansari (the then Vice-President of India), Sh. Narendra Modi (The Prime Minister of India), Shri Ram Nath Kovind (the then President of India), Shri Satya Pal Malik (the then Governor of J & K) and Shri Dharmendra Pradhan Union Minister, Ministry of Education and Shri. Jagdeep Dhankhar, Vice- President of India in the convocations held in 2008, 2009, 2011, 2014, 2016,2018,2019, 2023 and 2025 respectively. The University has 04 Faculties consisting of 14 Schools, which offer different Four Year Undergraduate, Post Graduate Programs besides Ph.D. and Post-Doctoral Research.

## 1.1 Rankings & Recognition

SMVDU has consistently performed well in various rankings. The University is ranked in 151-200 Rank band among Engineering Institutions, Ranked 31<sup>st</sup> Among Architecture Institutions & in 51-100 Rank band among State Public Universities in India by NIRF 2024 of MoE. Govt. of India.

In International Rankings, SMVDU is ranked in 401-600 Rank Band in SDG-7 category in Times Higher Education (THE) & lies in 1001+ Rank in SDG 5 Gender Equality category in Times Higher Education Impact Rankings 2024 and is ranked globally in band 801-1000 by prestigious World University Rankings of Times Higher Education 2024. World University ranking of Times Higher Education 2024 by Subject are including: Engineering: Rank Band 601-800 & Physical Sciences: Rank Band 601-800. In Asia University Ranking of Times Higher Education 2024 it is Ranked in 251-300 Band. In Young University Ranking of Times Higher Education 2024 Ranks in 201-250 Band.

## 1.2 Quality Policy

The Quality Policy of the University is articulated as "Harnessing excellent academic environment infused with integrity, professionalism and human values for continuous intellectual and personal development through participative and transparent mechanism." Every resident of the University is committed towards ensuring meeting the spirit of the

policy. The Directorate Quality Assurance of the University continuously monitors, develops mechanisms for achieving the same.

### **1.3 Industry Exposure & Placements**

The University has established strong connections with industry leaders, providing students with valuable internships and placement opportunities. Collaborations with institutions like IIM Jammu, University of Jammu, and National Institute of Technology, Srinagar, enhance the academic and professional growth of students. The University has signed number of MoUs with various National and International Academic, Professional and Research institutes as well as industry to augment the teaching and learning process and to develop research and development infrastructure. SMVDU is the only University in UT of J&K to receive Rs. 20 Crores Grant in the year 2023-24 to strengthen University under Prestigious PM-USHA Scheme of Government of India.

### **1.4 Core Values**

- Academic Integrity and Accountability.
- Respect and Tolerance for the views of every Individual.
- Attention to issues of National relevance as well as of global concern.
- Appreciation of intellectual excellence and creativity.
- Ceaseless aptitude of scientific exploration.

### **1.5 Holistic Development**

SMVDU emphasizes not only academic excellence but also personal growth and spiritual development, influenced by the nearby holy shrine. The University organizes various events, workshops, and training programs to foster a well-rounded education.

## **2.0 School of Business (SoB)**

The School of Business, Faculty of Management, Shri Mata Vaishno Devi University adopts quality procedures and practices as per the international norms with high level of industrial exposure for developing best of the minds for the corporate and society. The School has established itself as one of India's leading Centres of Excellence in management education and research.

The School of Business has a contemporary courseware supported with well-equipped computer laboratory containing the latest hardware, software and databases which are used for Statistical and Econometric analysis. The School follows case-based pedagogy supported with Harvard Business Case studies. With a state of the art infrastructures facilities, and highly qualified faculty members, the School provides an enabling environment towards learning & development.

## 2.1 Vision

School of Business aspires to be the most sought after confluence of teaching, research and networking seat of management education, regionally anchored, nationally recognized and globally connected.

## 2.2 Mission

The School strives to be catalyst for change management in Business and Governance through continuous pursuit of excellence in research and teaching, keeping abreast of recent development in national and international scenario.

## 2.3 Thrust Areas

**Business Analytics, Finance, Marketing Research, Human Resource Management, Quantitative Techniques, Marketing Management.**

## 2.4 Programs Offered by School of Business

- **Four Year Undergraduate Program in Business Administration (FYUP in Business Administration)**
- **Two-Year Master of Business Administration (MBA) Program**
- **Ph.D. Program**

## 2.5 Infrastructure

The School of Business is nationally acclaimed with highly qualified Faculty Members, excellent academic and industry interaction, regular industrial visits, live projects and guest lectures. The computer laboratories in the School are equipped with latest Software & Databases like:

- **SPSS,**
- **E-Views,**
- **STAT Craft,**
- **SMART PLS-SEM,**
- **AMOS,**
- **CMIE (Prowess)**
- Two well equipped computer Labs in the School of Business

The School has special focus on sponsored and collaborative research projects, training, consultancies and MDPs, EDPs, etc. The School has well-equipped in-house School Library. For MBA program the School is using case based teaching pedagogy and having subscription of Harvard Business Cases of Harvard Business Publishing Education.

Along with the University is having access to a large number of Online Journals through ONOS (One Nation One Subscription) of Government of India including :

Sr.No.	<b>One Nation One Subscription based Online E-Resource</b>	<b>No. of Journals</b>
1.	AAAS- Science	1
2.	ACM Digital Library	158
3.	American Chemical Society Journals	87
4.	American Institute of Aeronautics and Astronautics (AIAA) Journals	9
5.	American Institute of Physics Journals	28
6.	American Mathematical Society Journals	9
7.	American Physical Society - ALL	15
8.	American Society for Microbiology Journals	25
9.	Annual Reviews Journals	51
10.	ASCE Journals Online	36
11.	ASME Journals Online	35
12.	Bentham Science Journals	118
13.	BMJ Journals	36
14.	Cambridge University Press Journals	442
15.	Cold Spring Harbor Laboratory Press Journals	8
16.	Elsevier ScienceDirect Journals	2387
17.	Emerald Publishing Journals	311
18.	ICE Publishing Journals	34
19.	IEEE Journals	210
20.	IndianJournals.com	258
21.	Institute of Physics Journals	74
22.	Lippincott Williams & Wilkins (Wolters Kluwer) Journals	305
23.	Oxford University Press Journals	375
24.	Project Muse	731
25.	Sage Publishing Journals	988
26.	SPIE Digital Library	11
27.	Springer Nature Journals	2404
28.	Taylor and Francis Journals	2548
29.	Thieme Journals	51
30.	Wiley Journals	1333
31.	<b>Indian Open Access Society Journals</b>	
32.	CSIR–NIScPR	18

### 3.0 Admission Procedure for MBA Program

- **TOTAL NUMBER OF SEATS-----60**

The admission in reserved and unreserved category seats will be done as per the new reservation policy of the Government and latest Statutes of SMVDU.

**Note-Detailed Seat Matrix is available on SMVDU Website**

### 3.1 ELIGIBILITY CR

#### Eligibility Criteria for MBA Program at SMVDU

Program	Eligibility Criteria
Master of Business Administration	The minimum qualification required for admission to the MBA Program is a Bachelor's degree in Arts/ Sciences/ Engineering/Commerce with a minimum of 55% aggregate marks (50% for SC/ST Candidates) or equivalent CGPA in any discipline from a recognized University/Institute
	And Admission is based on valid score in <b>CAT 2024/ MAT (Sept. 2024/ Dec. 2024/ Feb. 2025)/ CMAT 2025</b> in Phase-I. Admission against vacant seats along with the above candidates with <b>MAT (May-2025) and CUET (PG)-2025</b> may also be considered In Phase-II.
	Test paper code for appearing in <b>CUET-PG 2025</b> Any one out of the following <ul style="list-style-type: none"><li>• <b>COQP08</b></li><li>• <b>COQP10</b></li><li>• <b>COQP12</b></li><li>• <b>HUQP20</b></li></ul>

- **The candidate appearing in the final semester/year exams are also eligible to apply.**
- Candidates have to fill up **Online Admission Form** as per the advertisement notice issued by SMVDU from time to time.
- University may conduct its own entrance test for admission against the leftover seats or may admit students on the basis of merit in qualifying examination in line with UGC Curriculum & Credit Framework for PG Programs.

### 3.2 SELECTION PROCEDURE

The short listing of candidates will be based on his/her valid score in CAT/MAT/CMAT/CUET as applicable. Shortlisted candidates will be called for Personal Interview/Group Discussion. The selection list will be prepared with 85 percent weightage to CAT/MAT/CMAT/CUET score as applicable and 15 percent weightage to Personal Interview/Group Discussion.

### 3.3 SCHOLARSHIPS FOR MBA PROGRAM

1	Above 85 Percentile in CAT	Full Tuition Fee waiver for 1 <sup>st</sup> year & 50% Tuition Fee waiver for 2 <sup>nd</sup> Year
2	80 to 85 Percentile in CAT	Full Tuition Fee waiver for 1 <sup>st</sup> year
3	75 to 80 Percentile in CAT	50% Tuition Fee waiver for 1 <sup>st</sup> year
4	Above 90 Percentiles in MAT/CMAT	Full Tuition Fee Waiver for 1 <sup>st</sup> year & 50% Tuition Fee Waiver for 2 <sup>nd</sup> year.
5	85 to 90 Percentiles in MAT/CMAT	Full Tuition Fee Waiver for 1 <sup>st</sup> year.
6	80 to 85 Percentiles in MAT/CMAT	50% Tuition Fee Waiver for 1 <sup>st</sup> year.
<i>The student has to maintain a minimum CGPA of 7.50 with no backlogs in each semester.</i>		

### 3.4 FEE STRUCTURE OF MBA PROGRAM AT SMVDU\*

Program	Annual Tuition Fee (Rs)	Annual Fee (Rs)	One Time Charge (Rs)	Security Deposit (Rs)	Hostel Charges(Rs)
MBA	176550 /-	17000 /-	12750 /-	10000 /-	20000 /-

\*Subject to change as per SMVDU procedures and notifications. Mess charge will be notified separately for the Session 2025-26.

#### 4.0 Faculty Members at School of Business

Name	Position	Specialisation	Area of Specialization
<b>Dr. Jyoti Sharma</b>	<b>Professor &amp; Head of the School</b>	<b>M.Com., Ph.D.</b>	<b>Human Resource Management and Organisational Behaviour</b>
<b>Dr. Ashutosh Vashishtha</b>	<b>Professor &amp; Dean, Faculty of Management</b>	<b>M.B.A., Ph.D.</b>	<b>Finance</b>
<b>Dr. Supran Kumar Sharma</b>	<b>Professor</b>	<b>M.A. (Economics), M.Phil., Ph.D.</b>	<b>Decision Science, Business Analytics, Marketing Research Entrepreneurship</b>
<b>Dr. Sushil K. Mehta</b>	<b>Associate Professor</b>	<b>B. Tech., MBA, Ph. D.</b>	<b>Accounting and Finance</b>
<b>Dr. Hari Govind Mishra</b>	<b>Associate Professor</b>	<b>MBA, Ph. D.</b>	<b>Marketing</b>
<b>Dr. Sanjay Kumar Mishra</b>	<b>Assistant Professor</b>	<b>M.B.A., Ph.D.</b>	<b>Finance</b>
<b>Dr. Arti Maini</b>	<b>Assistant Professor</b>	<b>M.B.A., Ph.D.</b>	<b>Human Resource Management and Organisational Behaviour</b>
<b>Dr. Rashi Taggar</b>	<b>Assistant Professor</b>	<b>M.B.A., Ph.D.</b>	<b>Supply Chain Management and Consumer Psychology</b>
<b>Dr. Deepak Jain</b>	<b>Assistant Professor</b>	<b>MBA, Ph. D. PGDM, ST&amp;SM, DIEM.</b>	<b>Marketing, Tourism, Services and Retail</b>
<b>Dr. Syeda Shazia Bukhari</b>	<b>Assistant Professor</b>	<b>MBA</b>	<b>Human Resource Management and Marketing</b>

#### 5.0 Student Life at SMVDU

The University offers a vibrant student life with various clubs, societies, and activities to engage students in extracurricular pursuits. With a focus on holistic education, SMVDU promotes extracurricular activities, sports facilities, and student clubs, fostering a well-rounded development and nurturing the talents and interests of its students. The combination of exceptional academic infrastructure, dedicated faculty members, and a supportive learning



environment at SMVDU creates a platform for students to excel academically and thrive in their chosen disciplines.

At Shri Mata Vaishno Devi University, the culture and life on campus create an environment that encourages the mental and moral growth of students, fosters creativity and innovation, enables students to shoulder responsibilities, and provides the ambience for the most memorable days of their lives. With a strong sense of community, diverse cultural experiences, and inclusive values, the University offers a holistic platform for students to develop their talents, form lasting friendships, and engage in a wide range of activities. From academic pursuits to cultural festivals, sports events, and community service initiatives, SMVDU nurtures personal and academic growth, instilling values of social responsibility and empathy. The campus provides a safe and supportive atmosphere, promoting a healthy work-life balance and ensuring that students have an enriching and transformative experience during their time at the University.


## 6.0 Campus & Facilities

SMVDU is not just an educational institution but also a self-contained small township, accommodating more than 4000 people on campus. Within this vibrant community, all the necessary facilities and amenities required for comfortable living are readily available within the campus itself.

- **Location:** Nestled in the lap of the Trikuta Hills, the University offers a peaceful and inspiring environment for learning.
- **Facilities:** SMVDU boasts state-of-the-art infrastructure, including well-equipped laboratories, libraries, sports facilities, and hostels. The University ensures that residents have access to essential amenities to meet their daily needs like:
  - Shopping complex caters to various requirements, including grocery stores, sweet shop, snacks shop, barber shops, gas agencies, and chemist shop.
  - Banking services including bank branch and ATM facilities within the campus ensures easy access to banking services for students, faculty, and staff members.
  - Medical facilities are rendered through the medical aid centre that provides healthcare services to ensure the well-being of students and staff.
  - Post-Office is also conveniently located on campus, offering postal services to the University community.

**Note –For more comprehensive details regarding Admission to MBA Program at SMVDU as well as other Programs please refer University website [www.smvdu.ac.in](http://www.smvdu.ac.in)**

## 7.0 Alumni Speaks About School of Business, Faculty of Management, SMVDU

Studying at School of Business, SMVDU was a transformative chapter in my life, where I evolved from a student into a confident professional. The amazing MBA Program not only equipped me with knowledge but also instilled the confidence to tackle real-world challenges—a transformation made possible by the exceptional faculty. Their dedication, guidance, and real-world insights extended far beyond classroom teaching, helping me discover my potential and learn to lead with purpose.

I am deeply grateful to the entire faculty members for their unwavering support and mentorship—thank you for being the architects of my success.

**Mr. Madhu Sudan**  
Sales Enablement Leader, Kyndryl India



I pursued my MBA from School of Business, SMVDU from 2008-11. Extensive curriculum & multiple events organized during the MBA gave us good exposure. Immediately after completing MBA, worked in Mahindra group & currently working with Hyundai Motor India Ltd. Over the period of 13 years, worked in multiple departments in both companies and gained a diverse & vast experience of Automobile Industry in India. Case studies, application on course content in the job, Presentations & related MSO office skills laid a strong foundation to adapt quickly to the office work culture and the rest is history now. I thank my faculty members of School of Business, SMVDU & my Employers.

**Mr. Piyush Gupta**  
Senior Manager (Sales & Marketing)  
Hyundai Motors India Limited



School of Business, SMVDU provides comprehensive academic curriculum with experienced and passionate faculty members who put their best efforts for student's success. University is equipped with best of the class facilities for example advanced learning hubs, student mentorship, cross-cultural exchanges and global perspective on education which helps to foster career in short and long run.

**Mr. Anil Kangotra**  
Business Architecture, Senior Manager, Accenture Middle East



I want to express my heartfelt gratitude to the University which has played a pivotal role in shaping me into the professional that I am today. The University's commitment to excellence and unwavering support has made a lasting impact on my life. I will forever cherish the memories and lessons learned during years of my MBA.

**Mr. Tushar Mahajan**  
Managing Director, Shree Raghu Industries,  
Vice President (CMAIT, J&K Chapter),  
General Secretary, (Chamber of Traders Federation, J&K)



School of Business SMVDU University equipped me with essential skills in critical thinking, collaboration, and leadership, laying the groundwork for my career growth. The academic challenges and diverse experiences shaped my problem-solving abilities, empowering me to ace in the professional journey.


**Ms. Ila Sharma**  
Manager, Global Compliance & Quality Control Risk Management Services,  
Ernst and Young, Gurgaon



As a proud alumna of SMVDU, I am deeply grateful for the foundation it provided me—not just academically, but also in shaping my character, professional outlook, and passion for sports. The vibrant community, dedicated faculty members, and opportunities to participate in athletics taught me discipline, teamwork, and resilience.

These lessons extend far beyond the classroom and playing field, guiding me in every step of my journey. Here's to the continued success of our alma mater, both in academics and on the sports field, and to the bright futures it continues to nurture.

**Ms. Sakshi Jain**  
Marketing Head, Hiteksports



The insights, development, exposure gained at School of Business, SMVDU have helped me to work effectively in the areas of HR policies that include Promotion, NFI, transfer etc. of 30,000 Defense civilians in Indian Navy.

The involvement of faculty members and teaching pedagogy at the institute is par excellence and provides the students a platform for holistic development to flourish in their careers.

**Ms. Baban Preet Kaur**  
Deputy Director, Naval Headquarters,  
Ministry of Defense, Goa



My MBA experience at Shri Mata Vishno Devi University, Katra, J&K, played a pivotal milestone in my personal & professional growth. The residential program, expert faculty members & hands-on learning experiences helped me develop valuable skills, discipline, and decision-making abilities.

With almost 15 years of corporate exposure in Sales, Marketing, Networking & Customer Experience, I've successfully transitioned from a professional to a leadership role by emphasizing on case studies, presentations, internships & balanced assessments with focus on innovative thinking, teamwork & problem-solving skills, enabling me to stand out in my career.

**Mr. Eroz Singh,**  
Senior Manager, Hyundai Motors India Limited



# Corporate Footprints



## 9.0 Contact Information

Prof. Jyoti Sharma (Head, School of Business)

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# Programs & Events

*In the world of business, every event is a chance to make history*

