



SHRI MATA VAISHNO DEVI UNIVERSITY

**Faculty of Management
School of Business**



Where Business Minds Evolve, and Leaders Thrive



SCHOOL OF BUSINESS

{Est. 2004}

A B O U T T H E S C H O O L

The School of Business has established itself as one of India's leading centres of excellence in management education and research since its inception in 2004.

The School offers contemporary courseware supported by well-equipped computer laboratories featuring the latest hardware, software, and databases. These resources are utilized for report writing, dissertation work, and advanced statistical and data analysis. The School follows a case-based pedagogy, utilizing Harvard Business Publishing case studies to bridge the gap between theory and practice. With state-of-the-art infrastructure and highly qualified faculty, the School provides an environment conducive to holistic learning and professional development. To date, the School of Business has successfully prepared 24 batches of graduates for careers in the corporate world, civil services, entrepreneurship, and family business management.

The faculty members, with an average experience of 18 years, are active contributors to global research, consistently publishing in high-impact journals and gaining significant citations. These resourceful and competent educators bring diverse expertise to the classroom and have organized numerous Management Development Programs (MDPs) and Entrepreneurship Development Programs (EDPs).

Notably, since 2011, the School has organized training programs for Indian Forest Service (IFS) Officers, funded by the Ministry of Environment, Forest and Climate Change, Government of India. Furthermore, the School has produced high-quality doctoral recipients, solidifying its reputation as a premier hub for research and academic excellence.



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.**

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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.**

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At School of Business our objective is to:

- Create intellectual capital in terms of scholarly and application-oriented teaching & research.
- To run state-of-the-art postgraduate and doctoral programs to develop human capital.
- To concentrate on areas of specialization as per industrial requirements at national and global level.
- Forge meaningful partnerships with industry, academia, government, and social sectors.
- To promote entrepreneurial activities in the region by imparting training and motivating prospective entrepreneurs.

Values imbibed at School of Business:

- Academic integrity and accountability.
- Respect and tolerance for the views of every individual.
- Recognizing issues of national and international relevance.
- Appreciation of intellectual excellence and creativity.

Program Educational Objectives:

- PEO 1: The Management Education will enable graduates to generate, disseminate, and apply managerial knowledge in real-world contexts.
- PEO 2: Analytical, innovative, and entrepreneurial skills developed during the program will help management graduates address challenges and seize opportunities in dynamic global markets.
- PEO 3: Strategic thinking, leadership, and team management capabilities will be cultivated to enhance organizational performance and impact.
- PEO 4: By fostering ethical responsibility, the program will prepare management graduates to integrate governance standards and societal values into professional practice.



ACADEMIC PROGRAMS



Two-Year Master of Business Administration (MBA) Program

The MBA program at Shri Mata Vaishno Devi University (SMVDU) is a two-year course offering specializations in Business Analytics, Finance, Marketing, and Human Resource. It provides a strong foundation in Business Management, preparing students to thrive in a dynamic global marketplace.

Duration: 2 years

Procedure	Eligibility Criteria
Admission based on CAT/MAT/CMAT Score & for Non-CAT/MAT/CMAT candidates' admission through CUET (PG) followed by GD/PI Any one CUET PG-2026 Question Paper Codes from Common (COQP01 to COQP22), Science (SCQP01 to SCQP30), Humanities (HUQP01 to HUQP26, M.Tech /Higher Sciences(MTQP01 to MTQP12)	Bachelor's degree with a minimum of 55% aggregate marks (45% for SC/ST Candidates) aggregate marks or equivalent CGPA in any discipline from a recognized University/Institute. Candidates with a valid score in CAT 2025/ MAT (Sept. 2025/ Dec.2025/ Feb./May 2026)/CMAT.2026). In phase II for vacant seats along with the above, candidates with CUET (PG), 2026 will also be considered.

Four-Year Undergraduate Program in Business Administration (FYUP in Business Administration)

FYUP program at Shri Mata Vaishno Devi University (SMVDU), Katra, Jammu, is a four-year undergraduate degree designed to shape future leaders in the business world. Students have the option to exit after completing the FYUP. The program offers specialized tracks in Business Analytics, Finance, Marketing, and Human Resource equipping students with comprehensive skills and knowledge to excel in the dynamic business environment.

Duration: 4 years

Procedure	Eligibility Criteria
Admission based on valid CUET-UG score	Candidate should have passed 10+2 Examination or equivalent with at least 50% aggregate marks from a recognized board

Ph.D. Program

The PhD program in Business Administration at the School of Business, SMVDU, Katra, is designed for research-driven individuals seeking to advance knowledge in business. The program offers specializations in Finance, Marketing, Human Resource and Business Analytics, fostering scholarly contributions to the field. It complements the School's MBA and FYUP programs, providing a robust academic foundation for business research. The program emphasizes interdisciplinary inquiry, encouraging candidates to address contemporary challenges in global and Indian business contexts. With strong mentorship and access to academic resources, it nurtures future scholars, educators, and thought leaders in management.

Procedure	Eligibility Criteria
Direct Interview for NET Qualified Candidates. Non-NET Candidates will have to qualify the Ph. D entrance examination conducted by the University followed by interview process.	Master's degree in relevant discipline with 55% marks or equivalent CGPA in or inter-disciplinary/trans-disciplinary disciplines. Selection Procedure: Selection procedure comprises of Written Examination followed by Viva Voce/Interview of the short-listed candidates. (As per SMVDU Ph.D. Ordinance)

SCHOLARSHIP AND FINANCIAL AID OPTIONS

(a) Scholarships Scheme for Meritorious Students Joining MBA Program. (2026-27):

Above 85 percentile in CAT	Full Tuition Fee Waiver for 1 st Year & 50% Tuition fee waiver for 2 nd Year*
80 to 85 percentile in CAT	Full Tuition Fee Waiver for 1 st Year*
75- 80 percentile in CAT	50%Tuition fee waiver for 1 st Year*
Above 90 percentile in MAT/CMAT	Full Tuition Fee Waiver for 1 st Year & 50% Tuition fee waiver for 2 nd Year*
85 to 90 percentile in MAT/CMAT	Full Tuition Fee Waiver for 1 st Year*
80 to 85 percentile in MAT/CMAT	50%Tuition Fee Waiver for 1 st Year*

***Continuation of scholarship after 1stSemester is subject to students maintaining minimum CGPA criteria applicable (With No Backlogs) in every semester from 1st Semester onwards.**

(b) Scholarship Scheme for Ph.D. Students

UGC-NET and SMVDU Ph.D. Entrance (for Non-NET) qualified students shall be eligible for registering on full-time basis and shall also be eligible for an Assistantship of Rs.25,000/- per month for first two years and Rs. 28,000/- per month for next one year along with a contingency of Rs. 12,000/- per year for the initial two years and a total of Rs. 25,000/- for the third year or till the time he/she submits the Ph.D. thesis, subject to the rules and regulations in this context. The maximum period of the Assistantship will be 3 years for the Ph.D. program extendable by one more year as per SMVDU Ph.D. ordinance.

(c) SMVDU Awards and Medals for Students

The University awards the following medals/certificate to the graduating students:

- ☐ - Chancellor's Gold Medal
- ☐ - Vice Chancellor's Gold Medal
- ☐ -University Gold Medal
- ☐ -Certificate of Distinction (with a cash prize of Rs. 10,000/-)
- ☐ -Infosys Foundation Prize for Excellence (Certificate with Rs. 5,000/-).
- ☐ -SMVD Shrine Board Gold Medal (Certificate with Rs. 50,000/-).
- ☐ -SMVD Shrine Board Medal for Best Girl Student (Certificate with Rs. 50,000/-).

Faculty Profile



Prof. Ashutosh Vashishtha

Dean, Faculty of Management

Qualification: M.B.A., Ph.D.

Area of Specialization: Finance



Dr. Arti Maini

Head, School of Business

Qualification: MBA, Ph. D.

Area of Specialization: Human Resource Maagement and Organisational Behaviour



Prof. Supran Kumar Sharma

Professor

Qualification: M.A. (Economics), M.Phil., Ph.D.

Area of Specialization: Decision Science, Project Management, Research Methods, International Business and Entrepreneurship Management



Prof. Jyoti Sharma

Professor

Qualification: M.Com., Ph.D.

Area of Specialization: Human Resorce Management and Organisational Behavior



Dr. Sushil Kumar Mehta

Associate Professor

Qualification: B. Tech., MBA, Ph. D.

Area of Specialization: Accounting and Finance



Dr. Hari Govind Mishra

Associate Professor

Qualification: MBA, Ph. D.

Area of Specialization: Marketing



Dr. Rashi Taggar

Assistant Professor

Qualification: MBA, Ph. D.

Area of Specialization: Supply Chain Management and Consumer Psychology



Dr. Syeda Shazia Bukhari

Assistant Professor

Qualification: MBA, Ph. D.

Area of Specialization: Human Resource Management and Marketing



Dr. Deepak Jain

Assistant Professor

Qualification: PGDM, ST&SM, DIEM, MBA, Ph. D.

Area of Specialization: Marketing, Tourism, Services and Retail



Dr. Sarabjot Singh

Assistant Professor

Qualification: MBA, Ph. D.

Area of Specialization: Marketing, Supply Chain Management



Dr. Divya Singh Jamwal

Assistant Professor

Qualification: MBA, Ph. D.

Area of Specialization: Finance, Marketing, Strategic Management,
Solid Waste Management



Dr. Ritu Rana

Assistant Professor

Qualification: MBA, PhD & Post doc.

Area of Specialization: Finance, Marketing, International Business, Business
Environment



Dr. Ketan Bhatt

Assistant Professor

Qualification: MBA, Ph. D.

Area of Specialization: Services Marketing, Entrepreneurship,
Sustainable Development, Financial Services

School Infrastructure



Entrance: The Entrance to the School of Business reflects its professional ethos, with a welcoming design that embodies the school's vision of excellence and innovation in management education.

Conference Room: A state-of-the-art facility for meetings, seminars, and discussions, the Conference Room is equipped with advanced technology and a professional setup to host academic and business events effectively.



Classrooms: Designed for interactive learning, classrooms are equipped with modern teaching aids like smart boards, projectors, and audio-visual systems, fostering a dynamic and engaging environment for students.



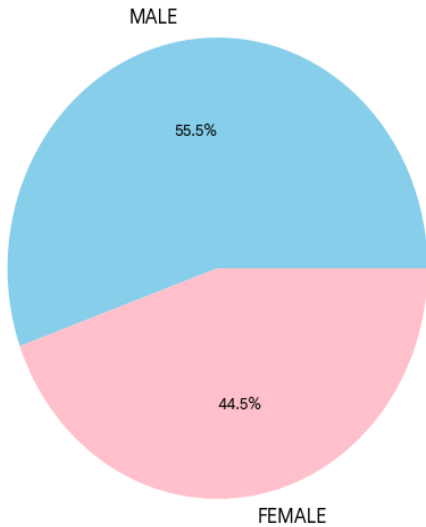
Computer Laboratories: A dedicated space for research scholars, the Computer Labs are equipped with resources and a quiet ambiance to facilitate focused research, collaboration, and academic discussions. They are further enhanced with access to advanced software packages such as SPSS, CMIE- Prowess, etc. empowering Scholars to perform comprehensive data analysis, statistical modelling and business research with precision.



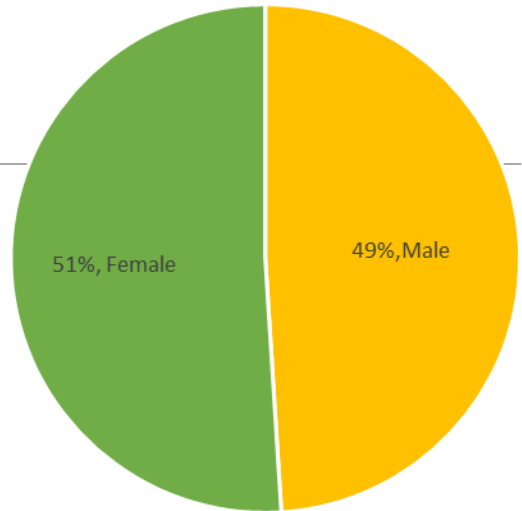
Departmental Library: The School of Business Library houses an extensive collection of management books, journals, e-resources, and research materials, supporting both academic and professional development.

Master of Business Administration Program 2024-2025 & 2025-2026

MBA - Male vs Female Ratio

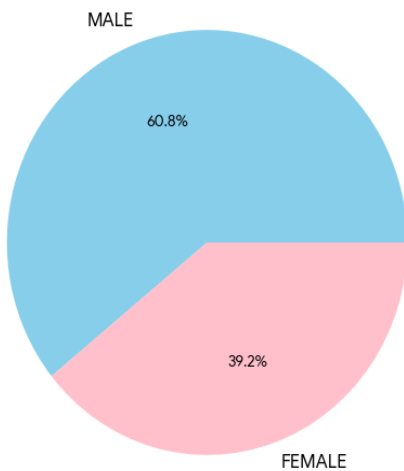


MBA Male vs Female Ratio

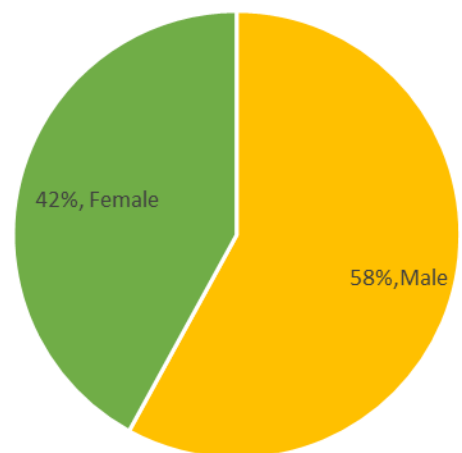


FYUP(BBA (Honors)-MBA) Program 2024-2025 & 2025-2026

BBA - Male vs Female Ratio



BBA Male vs Female Ratio





Co- Curricular Engagements

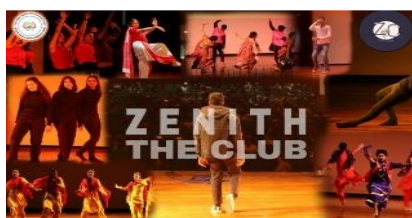
“From clubs to teams, we learn and play, boosting our morale in everyway.”



Code Club



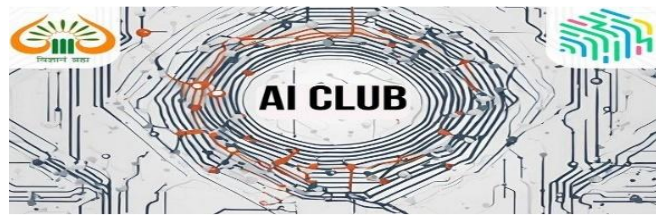
AET Club



Zenith: The Club



Atelier Multimedia Club



AI Club



VYOM Astronomy Club



Google Developer Student Club



Tarang Club



SAE Club



Artisans Art Club

INTERACTIVE LEARNING

*“Active minds, we grow and thrive,
Through interaction, we come alive.”*



School of Business: Learning Beyond the Classroom







Inspired by Legacy, Driven by Vision

Awards and Recognition



Mr. Anand Raj, a BBA Finance student, achieved remarkable success at competitions hosted by the Indian Institute of Management (IIM) Jammu. He secured the first position in the prestigious 'The Mafia Boardroom – Negotiation Challenge'. Additionally, he emerged as the 1st Runner-Up in the 'Shark Tank MBA Edition – Pitch Your Idea' competition.



Mr. Advitya Indu Mahajan, Ph.D student, receives Best Paper Award

At the 3rd Chancellor's Trophy 2025–26 (15-19 Jan 2026) organized by the Directorate of Sports & Physical Education, University of Jammu.

Aniket Singh, an MBA First Year student, delivered an exceptional performance by securing four bronze medals in the following events:

- 4×100 m Men's Relay,
- 4×100 m Mixed (Men & Women) Relay,
- 4×400 m Relay
- High Jump.

Aditya Bhardwaj, a BBA Second Year student, also made his mark by winning bronze medals in

- 4×400 m Relay and
- 4×100 m Relay.



Ms Riya Tickoo, MBA student, receives Best Paper Award at Two days International Conference on Dr. B.R. Ambedkar's thoughts in the Era of Globalization at Jabalpur, Madhya Pradesh



BBA students, Kashish and Rishav, earned Gold Badges in NPTEL Courses at National Level,

MBA students earned Silver Badges in NPTEL course at National Level.





ALUMNI Message

“Alumni words ignite the fire, inspiring dreams that take you higher.”

Alumni Message



**Neha
Gupta**

Salesforce Architect
Extensis Group, USA

During my time at SMVDU, I was fortunate to be a scholarship holder and that support gave me the confidence and freedom to aim higher. Today, I'm proud to be working as a Salesforce Architect at an American company based in New York, but the foundation of that success was built right here through the guidance of my professors, the curriculum that challenged me, and the values this university instilled. SMVDU didn't just give me a degree, it gave me direction, discipline, and belief in what's possible. I owe a significant part of my professional growth to this institution. I'm honored to carry forward its name, and I hope my journey can inspire some of you as you build your own paths.

My first semester in MBA was very challenging. Coming from a science background, I often felt lost in management concepts while the teachers taught, I could only visualize skeletons and muscles! However, with the constant guidance and motivation from my professors, I gradually adapted and went on to become one of the top performers in the next three semesters. During my MBA, I learned the value of hard work, perseverance, and consistency. Yes, it was tough, but those challenges shaped me into who I am today – someone who handles pressure with calm & wit.

**Dr. Anu
Sharma
JKAS**

Under Secretary to Govt.
(Chief Minister's
Secretariat)



**Varun
Vashish**

Area Sales Manager
Castrol - BP

SMVDU taught me more than just academics, I learned how to manage my time, stay resilient, and work well in a team. From hostel life to college fests, the experience helped me handle competition and gave me friends for life.

My journey at the School of Business, SMVDU, has been truly transformative. The constant guidance of the faculty, the vibrant learning environment, and the opportunities I received not only enriched my knowledge but also shaped my confidence, leadership, and values. Serving as the Training & Placement Coordinator gave me the chance to refine my skills and strengthen my leadership qualities. Securing my placement on the very first attempt, and being the first one to get placed, is not just my achievement; it is a reflection of the mentorship and unwavering support of the faculty members. To me, SMVDU has been more than just a campus; it has been a family that believed in my potential and constantly encouraged me to achieve more.

**Varun
Gupta**

Associate Regional Head
HDFC Life
(Bancassurance)



Alumni Message



**Shivani
Vij**

Senior Product Leader
Amazon Business, USA

Currently serving as a Senior Product Leader at Amazon, California, where I've been for the past four years. The problem-solving and marketing foundations I built at SMVDU, combined with my technical degree, have been instrumental in my success at Amazon

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**Sukhpal
Singh**

Vice President
HSBC



**Shivani
Langeh**

General Manager and Head
of Marketing Artech L.L.C

This is where it all started, SMVDU. I am truly grateful to SMVDU and our esteemed faculty for nurturing curiosity and ambition I will always carry with me.

My MBA at SMVDU provided a solid foundation in business strategy, operations, and leadership. The university's focus on case-based learning, real-world projects, and strong mentorship shaped the way I think and work. I started my career as a Manager at one of India's leading banks, where I led branch operations, managed customer portfolios, ensured compliance, and promoted digital banking. The structured thinking and leadership skills I developed at SMVDU continue to guide me through every professional challenge.

**Mithila
Munshi**

Team Lead Palmtech,
Europe



**Mr. Amit
Laira**

Special Secretary to
Chairman Jammu and
Kashmir Grameen Bank

On my first day at SMVDU, I was late and reminded to be punctual, a lesson that stayed with me: those who manage time can manage anything. The rigorous MBA program taught me resilience under pressure, a complete shift from my previous studies. I unlearned old habits, learned new ways of working, and today, in senior roles, I apply the skills and discipline I gained during my SMVDU days

Joining the MBA program at SMVDU turned out to be a life-changing decision for me. I want to express my sincere gratitude for the guidance and support that I received throughout my MBA journey. It has helped shape me into the professional I am today. Having completed my MBA in Supply Chain Management in 2011, my first job was with India's biggest distributor of petrochemicals, where I worked for four years handling local and international logistics. Later, I moved to Singapore and became a ship broker. I established my company, NASH Shipping Pvt. Ltd., in 2018

**Naveen
Raina**

Founding Partner
NASH Shipping Pvt. Ltd



Corporate Footprints

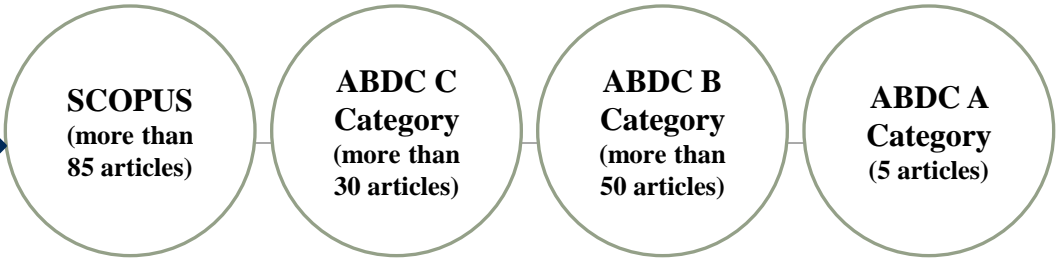




Research Spotlight



**Acclaimed
Publication**



**D
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SMVDU Signs
MoU with M/s
Nirmal Ganga
Industries

**SMVDU Signs MoU with AWS
Academy**

SMVDU Signs
MoU with M/s
Shiva Food
Industries

SMVDU Signs MoU with TATA STEEL Ltd to Promote
Academia-Industry Interface



SMVDU Signs
MoU with M/s
Shuvam
Industries

**SMVDU Signs MoU with The
Institute of Public Enterprises
(IPE)**

SMVDU Signs
MoU with Haryana
Vishwakarma Skill
University

SMVDU signs MoU with the Central Public Works
Department.



**SMVDU
Signs
MoU
with IIT,
Jammu**

SMVDU Signs MoU with Punjab Engineering College
(PEC), Chandigarh



SMVDU Signs
MoU with M/s
TV Super Filter
Industries

**SMVDU Signs MoU with
Narayana Vaishno Devi Speciality
Hospitals Pvt. Ltd.**

SMVDU Signs
MoU with
GMC, Jammu

JKEDI signs MoU with SMVDU



SMVDU Signs
MoU NISE

**SMVDU Signs MoU with Semi
Conductor Laboratory (SCL),
Chandigarh**

SMVDU Signs
MoU with M/s
Sebiz Infotech
Pvt. Ltd, Mohali

**SMVDU Signs MoU with Tripartite MOM-
University of Cambridge, UK, Indian Institute of
Science Education and Research, Kolkata**

**SMVDU Signs MoU with Department of ECE,
JNTUH College of Engineering, Jawaharlal
Nehru Technological University, Hyderabad**

**SMVDU Signs MoU with Centre for Advanced Research and Diagnostics (CARD) at Sri Guru
Ram Das University of Health Sciences (SGRDUHS), Amritsar, Punjab, India**

CONTACT

Campus Contacts

Phone: 01991- 285524(08 lines)
+91-9419068730; +91-9419068924
ANTI Ragging Helpline: 01991-
285536 (24 x 7)
Fax: 01991-285694
E-Mail: info@smvdu.ac.in
Postal Address: Shri Mata Vaishno
Devi University Campus,
Sub-Post Office, Katra,
Jammu and Kashmir – 182320

Office: School of Business

Phone: 01991-285524
Extn.: 2405
E-Mail: office.sob@smvdu.ac.in

Dean, Faculty of Management

Name: Prof. Ashutosh Vashishtha
Designation: Professor
Email ID:
dean.fom@smvdu.ac.in

Head School of Business

Name: Dr. Arti Maini
Email ID:
hod.business@smvdu.ac.in

