



# UNITEDWORLD SCHOOL OF BUSINESS

**BBA** (HONS.)

**PGDM** (AHMEDABAD)

[karnavatiuniversity.edu.in](http://karnavatiuniversity.edu.in)

BBA

PGDM



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+91 96670 48555



Find out more, visit  
[www.karnavatiuniversity.edu.in](http://www.karnavatiuniversity.edu.in)



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\*Programme Structure and Certification Courses may change as per market dynamics.

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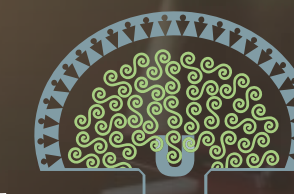
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[www.karnavatiuniversity.edu.in](http://www.karnavatiuniversity.edu.in)

**Campus:**  
Karnavati University  
907/A, Uvarsad, Dist. Gandhinagar - 382422



**UNITEDWORLD**  
school of business



The world today is changing at a rapid pace and the technique of learning and responding to these changes is critical for our future success. The future belongs to those work on it now, so finding a right university is the most important decision you make at this stage of your life. It all begins with the right learning environment. Every Karnavati student receives a personalized, transformative learning experience coupled with practical learning opportunities that respond to the world moment by moment accompanied by live learning environment and the chance to collaborate with like-minded students.

As a Karnavati student, you will get a lifelong advantage as you will be equipped with required skills to stand up against intense competition while becoming globally mobile and connected with the right people for career success. Guided through world-class lectures, all our students are eager, ambitious and ready to challenge the norms with innovation at the top of mind. Our programmes are inspired by a culture of discipline and focus which results into graduates who are confident, capable and prepared for any opportunity. We know you have the potential to make a real difference – because we have seen many of our students over the years achieving just that, living and working in every corner of the globe, presently working with major corporations and also helping disadvantaged communities in the developing countries.

As a graduate of Karnavati University, you will be joining their elite ranks. I very much look forward to sharing the journey as you will realize your ambition to life.



Dr. Deepak Shishoo  
Provost

# MAKING OUR MARK EVERYWHERE WE GO

With a degree from Karnavati you can go anywhere in the world.






Our graduates are spread throughout the country and continents and work for the most prestigious companies at the forefront of Indian and international business and innovation.

A degree from Karnavati puts you in an enviable position that is recognized and desired by employers.

When you graduate, you'll become one of the thousands of Karnavati graduates around the country that are writing their own success stories.

That is all because a degree from Karnavati sets you up for life.

<b>Business</b>	<b>Business</b>	<b>Law</b>	<b>Design</b>	<b>Dental</b>
BBA (Hons.) 3 Year UG Programme	PGDM 2 Year Programme (AICTE Approved)	BBA LL.B (Hons.) 5 Year Integrated Programme	B.Des. (4 Year-Inclusive Foundation) M.Des. (2 Year-Inclusive of Industry Exposure)	B.D.S 4+1 Year Programme M.D.S 3 Year Programme
			<b>Liberal Arts</b>	<b>Mass Comm.</b>
			BA (Hons.) B.COM BBA (Hons.) 3+1 Year UG Programme	BA (Hons.) 3 Year UG Programme

Total Enrollments  3,400	Total Faculty  450	Academic Space  10 lac Sq. Ft.	Recruiters  200+	Students From  20+ States
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# MAKING MORE FROM THE CAMPUS

## Best-In-Class Education In World-Class Infrastructure

Our campus offers a serene and tranquil environment which acts as a catalyst in gaining knowledge. The classrooms are designed for letting in ample amount of natural light and fresh air to inspire creative minds. Technologically advanced amenities enhance learning, whereas dedicated courts for indoor and outdoor games ensure physical fitness.

The campus is an avenue for students and faculty members to assemble after classes and have discussions on various topics. Hygienic cafeteria and separate hostels for boys and girls along with a stringent security system provide a homelike environment. The stationary shop within campus ensures that the students get everything handy for studying. The campus of Karnavati University translates our educational philosophy into the infrastructure and thus, it makes an ideal education hub for the students.



ACADEMIC  
INFRA-  
STRUCTURE

With utmost attention, the architecture of classrooms is made spacious, air-conditioned and comforting for students. We have embraced technology to transform the concept of classrooms into interactive sessions with the help of LCD projectors and sound amplification system. A soundproof reading room is also provided for students so that they can learn peacefully. Students have access to the Library, which has the most exhaustive collection of books.



FOOD & ACCOMMODATION



Be it a gooey, fresh, chocolate chip pastry that hugs you from inside or a warm, scrumptious masala dosa that makes you feel like tasting clouds, the food available at the canteen will make you forget your home!

UWSB hostel is your 'second home' where you grow up and transform into an individual who is responsible, independent and capable of facing the fierce competition of the professional life without other's help!



SPORTS & ENTERTAINMENT

An agile mind needs an agile body. UWSB believes in holistic development of aspiring design students through multiple sports tournaments and numerous entertaining activities throughout the year. Here at UWSB, numerous outdoor and indoor sports events and tournaments are organized such as- cricket, football, basketball, kabaddi, chess, badminton etc. This is a combined effort of students, faculty and management alike that encourages a healthy competitive environment.



# EVERYTHING YOUR FUTURE WANTS

## Glimpse of Our Recruiters

Our unique global placement team provides students with efficient assistance which is based on three models. With global contacts and one of the most active placement teams in India, Unitedworld provides suitable placement opportunities for its students. It is one of the most structured and well planned career development efforts of any business school.

Excellence That Takes You To The Top Firms

### TIER-I

The first team explores zonal opportunities in East Zone, West Zone, Central Zone, North Zone and South Zone.

### TIER-II

The second team works on creating national opportunities and integrate national placements in a centralized manner.

### TIER-III

An overseas placement team explores opportunities in UK, Middle East, East Asia and Australia. The globally spread network of Unitedworld team and industry advisors jointly create employment opportunities for Indian talent.

Google	DELL	amazon	citibank	GVK EMRI	YOKOHAMA	esk
vodafone	Deloitte.	airtel	Standard Chartered	pwc	EY	Godrej Consumer Products Ltd.
SOCIETE GENERALE	LAKME	asianpaints	Bank of India	khaitan	NDTV	HSBC
RBS	HCL	PHILIPS	PARLE	PEPSICO	Polysar	AL KHARAJ
ATC	ERNS & YOUNG	Nestle	Capgemini	JETCO	Godrej   PROPERTIES	Johnson & Johnson
abzooba	Amul	Berger	ESSAR	Gulf	Mahindra	Business Standard
ARVIND	future group	BYJU'S	CAPITAL FIRST	Dabur	MRF	TOI
99acres	IndusInd Bank	HCB	Colgate	Audi	HAVELLS	cog-part
SWIGGY	naukri.com	GKB Opticals	S&P Global	goibibo.com	Reckitt Benckiser	OYO

# ACADEMIC LEADERSHIP



## Industry Veterans Grooming The Leaders Of Tomorrow



**MR. SANJEEV JAIN**  
Director – Academics  
PGDM, IIM – Ahmedabad  
B.E., (Hons.)



**DR. KISHOR BHANUSHALI**  
Director-Administration  
Ph.D., MA Economics, B.Com



**PROF. JAYANTA SENGUPTA**  
Mentor, IIM Calcutta



**DR. SOUMENDU BHATTACHARYA**  
Associate Director-BBA  
Ph.D., M.Phil (Mgmt),  
MBA (Marketing), M.A (Eco)



**MR. R A SWAMINATHAN**  
Associate Director  
Placement &  
Corporate Relation

# FACULTY LIST (\*partial)

**PROF. AMITAVA GHOSH**  
PGDM, IIM Calcutta,  
B.Sc. (Physics), Calcutta University

**DR. SUNIL PATEL**  
Ph.D., MBA, B.Pharma

**PROF. TRIDIBESH BANDYOPADHYAY**  
IIM Calcutta

**DR. DAISY N. KURIEN**  
Ph.D., MBA

**PROF. KAVERI NARANG**  
PGDM, IIM Calcutta

**DR. GURMEET SINGH**  
Ph.D, MBA, M.Com

**DR. MEENAKSHI KHEMKA**  
Ph.D. (IIT Delhi),  
MBA (Uni. of Allahabad)

**DR. HIMANSHU BAROT**  
Ph.D, MBA

**DR. TEJAL T. SHAH**  
Ph.D., PGDCA, M.Sc.

**PROF. BHUPINDER ARORA**  
Ph.D. (Pursuing), M.Phil,  
MA (Psychology)

**PROF. PARVINDER SINGH NARANG**  
PGDM, IIM Calcutta,  
B.Tech (Hons.), IIT Kharagpur

**DR. BANSARI DAVE**  
Ph.D., M.Phil.,  
MBA (Finance, HR), B.Com

**DR. MAHUA DUTTA**  
Ph.D., MBA (CU), M.Sc. (IPMS, Mumbai)

**PROF. HARDIK GANDHI**  
Ph.D. (Pursuing),  
M.Com ACCOUNTS-AMFI, B.Com

**DR. SUVARNA SEN**  
Ph.D. Uni. of Calcutta,  
M.A. (Applied Psychology) Uni. of Calcutta  
B.A. (Hons.) Uni. of Calcutta,  
B.ED. Uni. of Calcutta

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M.Phil (Economics), MA (Economics),  
Delhi School of Economics - JNU

**PROF. VIKAS SHARMA**  
PGDM, BIMHRD, Pune

**DR. KAVITA JOSHI**  
Ph.D., M.Phil.,  
MBA (Finance), B.Com.

**PROF. GAURAV ARORA**  
MBA, BMS, Jai Hind College, Mumbai

# ABOUT PROGRAMME

## BBA (Hons.)

While a good business school teaches management fundamentals and covers the functional areas of an organization, a great business school transforms the way one thinks, leads and gives back to the society.

UWSB's 3-year BBA (Hons.) programme aims at laying a solid foundation for its students to pursue higher education in management at Master's and Doctoral levels or succeed in the world of business. The programme is designed to provide holistic education, as it imparts fundamental knowledge of business and management principles its students.

Activities like management games, quizzes, case studies and other interactive exercises like workshops and seminars by eminent people are conducted based on curricular and allied topics to keep students abreast with the emerging trends in management and also to expose them to the ever-developing thought process of practicing managers. Innovative pedagogy used by UWSB, emphasizes on the development of communication skills, quantitative reasoning and analytical skills in line with the needs of the hour. As a result, the students can gain knowledge of various latest business practices and processes and apply these in current and future global business scenario.

### Highlights of the Programme

- Highly qualified and experienced educators with state of the art infrastructure
- Professional Skills & Personality Development Training
- Add-on module such as – Team management skills, Leadership skills, Image management, Personal branding, Negotiation skills, Decision making skills
- Case Study based Pedagogy
- Industrial Visits, Guest Lectures & Outbound Training
- Foreign Language Training
- Professional Certifications in the important management areas like – Entrepreneurship (EDII), Project management immersion by top international institute, Cooperatives Management, Rural Management, Digital Marketing(NIIT), Startups (CII)
- Visits and Immersion to reputed Institutes
- Study Trip Abroad (optional)
- Industry Visits and Industry Interactions



### Programme Prospects

A degree in BBA (Hons.) qualifies students with the basic knowledge about corporate world in India & abroad and provides expertise that makes them understand the diverse areas of functioning in a successful organization.

A BBA (Hons.) graduate can attain ample career opportunities and can perform diverse roles such as-

- Relevant jobs in various disciplines- Marketing, HR, Finance, Operations Management
- Sales executive or management trainee in the Sales/Marketing divisions of organizations
- Executive Trainee in sectors like FMCG, Consultancy, Advertising agencies, Brand Management, etc.
- Trainee across verticals in Banks and Non Banking Finance Companies
- Entrepreneur / self employed professional
- Pursue higher studies- Master of Business Administration (MBA) and hone their skills further in a specific management domain.

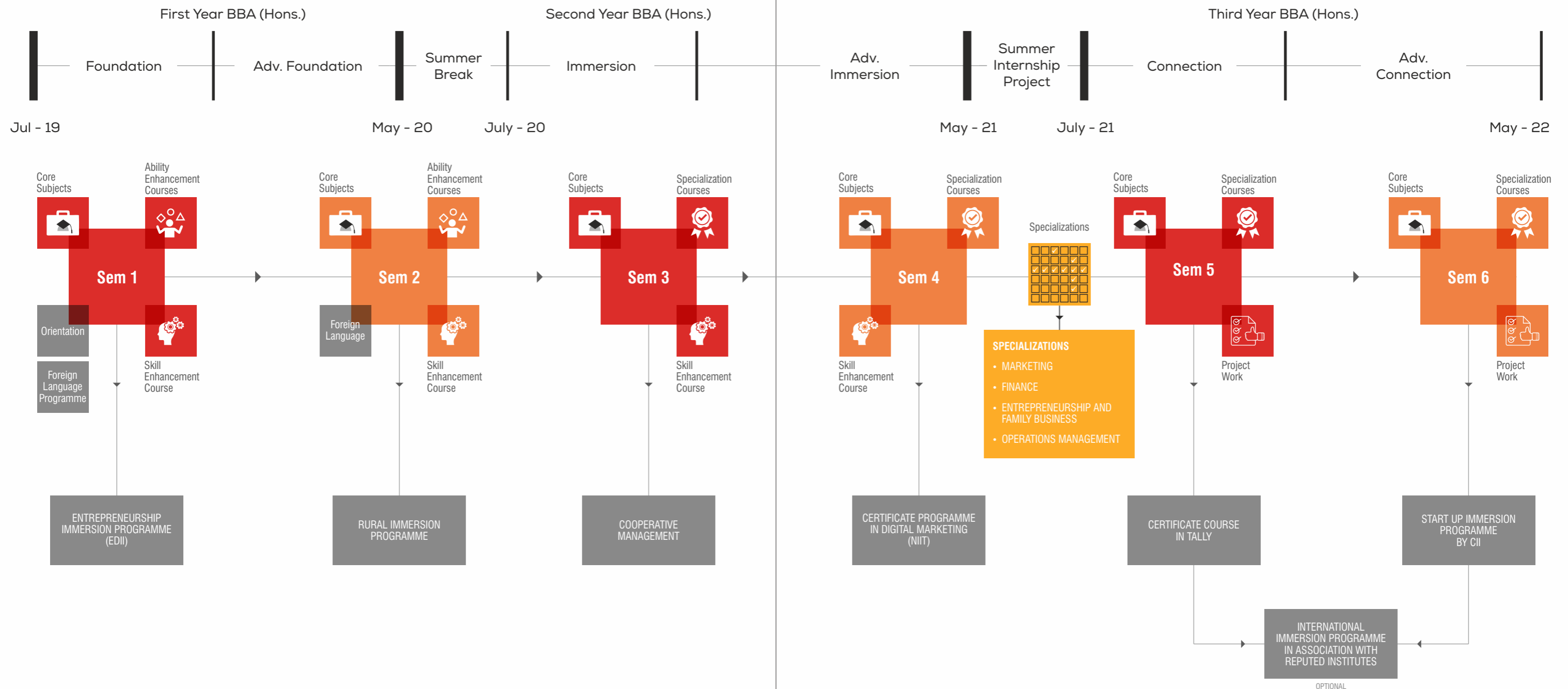
Karnavati University (KU) offers its students a platform to unleash their hidden potential and discover the intensity & nature of talent they are capable of developing. We encourage students to take up live projects and to participate in various cultural, social and business events. Such participation instills confidence in them and prepares them to overcome challenges in their future career and help them become socially responsible person.

# LEARNING MODEL - BBA (Hons.)

Unitedworld School of Business has undertaken additional efforts in this year's academic curriculum (learning model) to introduce and expose the students to various skill development programmes which will help them understand and readily adapt to rapid business, technological and social changes. These certificate programmes shall help provide analytical and problem solving skills and keep them abreast with the trends and changes in a highly competitive and globally dynamic economy.

**Curriculum That Prepares You For The Real World**

## TIME SCALE





# PROGRAMME STRUCTURE

## BBA (Hons.)

The curriculum at UWSB is extensive and covers all aspects of business management to provide students with multi-faceted knowledge in all areas of management, while ensuring they gain expertise and specialize in their chosen field of discipline of management. The course structure has been designed such that the students can assimilate this knowledge in the best possible combination of subjects and time. The details as listed below, give a comprehensive understanding of the program spread over the 3 years of the students' journey at Unitedworld School of Business.

### Eligibility Criteria

- 10+2 from any recognized board.
- Class 12th students appearing / waiting for final result.

### Selection Process

- Best of UGAT/KUAT\* shall be considered
- Group Discussion on a given topic and a Personal Interview.

(\*Karnavati University Admission Test)

### Orientation Program (2 Weeks)

#### Semester I

##### Core Subjects

- Management Thought and Functions
- Basic Mathematics
- Managerial Economics - Microeconomics
- Financial Accounting

##### Ability Enhancement Compulsory Courses (AECC)

- IT Tools and Applications

##### Skill Enhancement Compulsory Courses (SECC)

- General English and Corporate Communication
- Leadership and Team Management - I
- Introduction to Foreign Language

#### Semester II

##### Core Subjects

- Cost Accounting
- Understanding Human Behavior
- Managerial Economics - Macroeconomics
- Business Mathematics

##### Ability Enhancement Compulsory Courses (AECC)

- Environmental Studies

##### Skill Enhancement Compulsory Courses (SECC)

- Advanced English and Business Communication
- Leadership and Team Management - II
- Advanced Foreign Language

#### Semester III

##### Core Subjects

- Introduction to Marketing
- Introduction to Financial Management
- Introduction to Human Resource Management
- Elementary Statistics

##### Specializations - Discipline Specific Electives

- Functional Elective I

##### Skill Enhancement Compulsory Courses (SECC)

- Management Information Systems
- Negotiations and Decision Making
- Quantitative Ability and Reasoning

#### Semester IV

##### Core Subjects

- Business Law
- Company Accounts
- Research Methodology
- Production and Operations Management

##### Specializations - Discipline Specific Electives

- Functional Elective II

##### Skill Enhancement Compulsory Courses (SECC)

- Professional Networking Skill
- Image Management and Personal Branding
- Quantitative Ability and Reasoning

S U M M E R I N T E R N S H I P

#### Semester V

##### Core Subjects

- Auditing and Advanced Accounting
- Foundation of Entrepreneurship
- Economic Environment of Business

##### Specializations - Discipline Specific Electives

- Functional Elective III
- Functional Elective IV

##### Project Work

- Summer Internship Project\*
- Mini Project

#### Semester VI

##### Core Subjects

- Business Strategy
- Business Ethics and Corporate Governance
- International Business

##### Specializations - Discipline Specific Electives

- Functional Elective V
- Functional Elective VI

##### Project Work

- Dissertation
- Mini Project

# SPECIALIZATIONS IN BBA (Hons.)



## MARKETING

In a world of hyper competition, it has become immensely important to sustain a leading position in the market for every business organization. Marketing is the key area for every business to survive in this market. The Marketing specialization of BBA (Hons.) at UWSB covers important areas of Sales and Marketing like Sales & Distribution, Basics of Digital Marketing, Basic of Advertising, Branding & Positioning, Consumer Relationship Management, and Marketing in Small Business Operations.

### Career Prospects

Students with BBA (Hons.) marketing specialization can expect careers in all kinds of business organization, banks, service marketing companies, direct selling companies, retail companies etc. They can also become entrepreneurs, distributors of all kinds of products, stockiest, wholesalers and even retailers of established brands.

### Programme Outline

- Sales & Distribution
- Basics of Digital Marketing
- Basics of Advertising
- Branding and Positioning
- CRM
- Marketing in Small Business Operations

## FINANCE

With BBA (Hons.) Finance specialization, the students are provided with innovative, basic and rigorous education to evolve as successful finance professionals. Along with financial aspects, this specialization also reinforces the vital managerial and operational skills of the students. Practical aspects like financial products, financial markets and financial services are also included to enhance knowledge of the students.

### Career Prospects

Finance department holds the responsibility of the finances of a company. Graduates with this specialization can be Financial Services Providers, Financial Advisors, Finance Managers and Financial Analysts. They can also have careers in different finance companies and banks.

### Programme Outline

- Financial Products
- Financial Services
- Financial Markets & Management
- Financial Risk Management
- Understanding Foreign Exchange Market

## ENTREPRENEURSHIP AND FAMILY BUSINESS

With prime focus on leadership, organizational and negotiation skills, this specialization trains the students to deploy their understanding in real-life business situations. Every family business owner faces the challenge to meet the utmost standards of quality and resource management. This specialization provides the skills to acknowledge one's abilities and manage a growing enterprise of one's own, in the market

### Career Prospects

With numerous startups evolving every day, entrepreneurs are highly paid for their innovative ideas that grow into large-scale businesses in the future. Graduates with this specialization could help expand family businesses or start an independent business venture.

### Programme Outline

- Basics of Entrepreneurial Development
- Developing Business Plan
- Basics of Project Development
- Family Business Management
- Finance and HRM in small and medium organizations
- Managing a growing family business

## OPERATIONS MANAGEMENT

Increasing complexities and the competition in the market has made the decision makers to look towards operations management as a tool for gaining a competitive edge. Operations Management being a vital business function is responsible for overseeing production and assuring product quality, initiating and building relationships with vendors, managing logistical processes and the overall supply chain, ordering, warehousing, and managing the flow of materials. It involves managing all the resources needed to produce a company's goods and services. In other words, operations management ensures that the day-to-day operations of the business are working as efficiently as possible in order for the company to achieve its objectives.

### Career Prospects

With a degree in Operations Management, a person has a wide variety of career options as Operations Manager, Materials Manager, Purchasing Manager, Logistics Manager, Facilities Coordinator, Industrial Production Manager, Operations Research Analyst.

### Programme Outline

- Enterprise systems
- Supply chain Management
- Supply chain Design and Sourcing
- Logistics Management
- Project Management
- Business Process Reengineering

Note: Specialization offered will be subject to minimum number of students opting for the same.

# ABOUT PROGRAMME

## PGDM (AICTE Approved)



The course is a rigorous program to prepare students to excel in corporate & business world in India and abroad. The course requires strenuous and comprehensive inputs imparted to the admitted students supported by ingenious efforts of the students and rigorous mentoring by the distinguished faculty of Unitedworld School of Business. This 2-year program is chiefly divided into four semesters of academic delivery and 2 months of industry internship, with added modules on Soft skills, Leadership, Public Speaking, Business Communication, Networking skills, Negotiation skills, MS Office skills, Team Building and other personality re-engineering programs, internship preparation, GDPI preparation, industry exploration & engagement, newspaper reading and contemporary issues discussions.

### Eligibility Criteria

Graduates in any discipline from a recognized University are considered eligible for this course. Candidates in their final year of graduation may also apply. All students seeking admission to Unitedworld School of Business must fill-up the prescribed application form, and submit the same to Unitedworld School of Business with their admit cards and scorecards of CAT / CMAT / MAT / XAT / ATMA / Any other National Level Entrance Test.

### Highlights of the Programme

- Opportunity to learn basic computer applications oriented towards business needs.
- Professional Certifications in the important management areas like Rural Immersion, International Immersion (Optional), Entrepreneurship Immersion (EDI), Start-Up Immersion (CII), Lean Six Sigma (KPMG), Data Analytics Training (NIVT), Specialization Based Certifications
- Soft skills & employability skills training
- Aptitude building sessions
- Personality re-engineering sessions
- Industry interaction and exposure
- Mentoring by experts
- Industrial visits and leadership skills

### Selection Process

**Stage - I**  
The date and venue for the Selection Round will be intimated to the shortlisted candidates through email, letter and phone call on receipt of application form.

**Stage - II**  
The selection round comprises of on the spot presentation / Group discussion / Case analysis, WAT, Psychometric Test and Personal Interview.

**Stage - III**  
Selected Candidates will be intimated via mail and letter. The admission will be confirmed on receipt of requisite fees as mentioned in the admission offer letter.

### ACADEMIC PROGRAM STRUCTURE OF THE PGDM

#### Orientation Program (2 Weeks)

#### Foundation (Semester I)

##### Academic Modules

1. Principles of Management
2. Organizational Behavior
3. Financial Accounting
4. Management Accounting
5. Marketing Management - I
6. Managerial Economics
7. Contemporary Issues in Management

##### Skill Modules

1. Language and Communication - I (+GD)
2. Personality Re-engineering, Grooming, Etiquette & Soft Skills - I (+ PI)
3. Taptitude Training & Psychometric Testing
4. IT Tools and Application

#### Immersion (Semester II)

##### Academic Modules

1. Financial Management
2. Business Statistics and QT
3. Marketing Management II
4. Business Research Methods
5. Legal Environment for Business
6. Management Information Systems
7. Business Operations and SCM

##### Skill Modules

1. Soft Skills
2. Language and Communication - II
3. Summer Internship

#### Industry Exposure & Internship (2 months along with practical project work)

#### Specialization (Semester III)

##### Academic Modules (Compulsory)

1. Strategic Management
2. International Business Management

##### Specializations

- |                          |                     |
|--------------------------|---------------------|
| 1. Marketing Major/Minor | 4. IB Minor         |
| 2. Finance Major/Minor   | 5. Retail Minor     |
| 3. HR Major              | 6. Operations Minor |

##### Skill Modules

1. Language and Communication - I Written and Verbal
2. Aptitude Training & Psychometric Testing
3. Contemporary Issues in Management
4. GDPI
5. Personality Reengineering, Grooming, Etiquette & Soft Skills

#### Finishing (Semester IV)

##### Academic Module (Compulsory)

1. Entrepreneurship & Innovation Management
2. Business Ethics & CG
3. Business Analytics

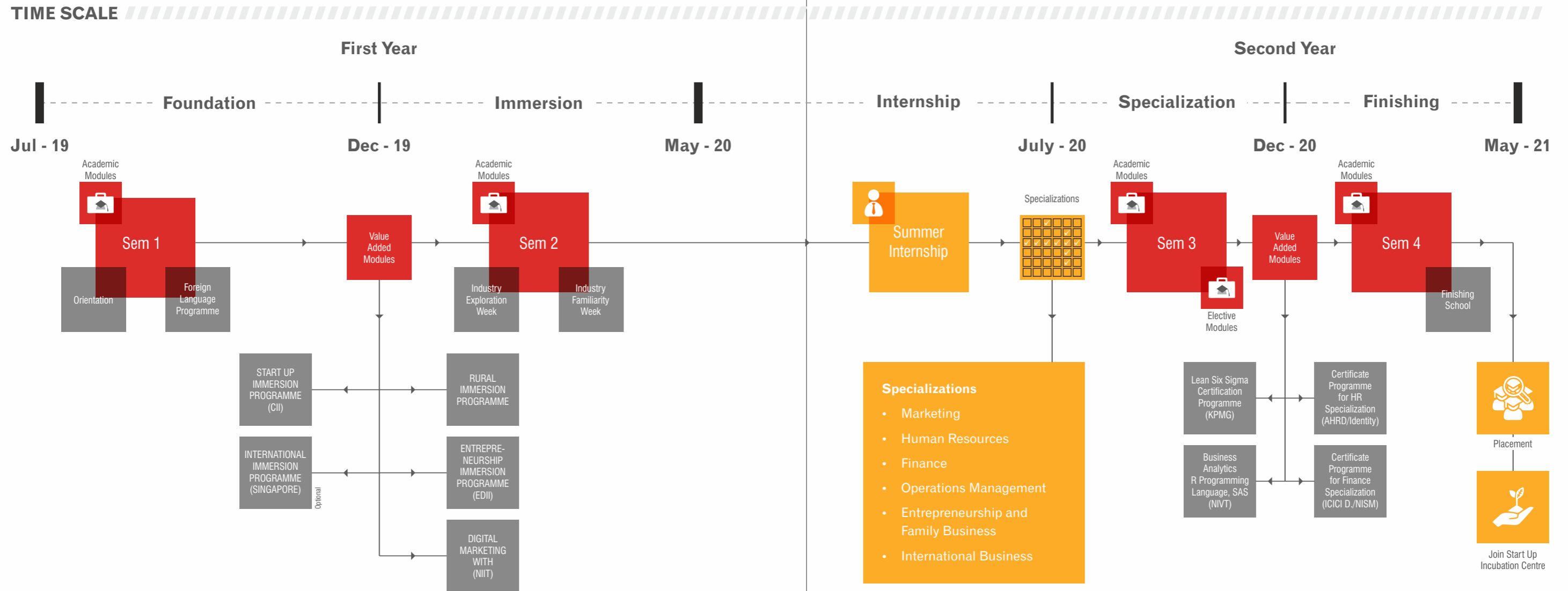
##### Specializations

1. Marketing Major/Minor
2. Finance Major/Minor
3. HR Major
4. IB Minor
5. Retail Minor
6. Operations Minor

# LEARNING MODEL - PGDM

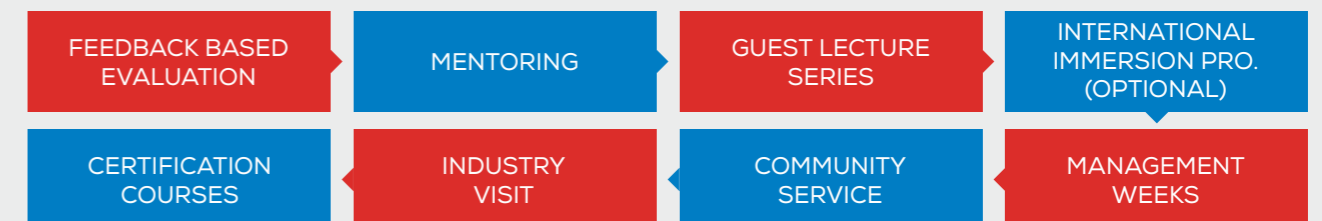
Unitedworld School of Business has undertaken additional efforts in this year's academic curriculum (learning model) to introduce and expose students to various skill development programmes which will help them understand and readily adapt to rapid business, technological and social changes. These certificate programmes & add-on skill modules shall help provide analytical and problem solving skills and keep them abreast with the trends and changes in a highly competitive and globally dynamic economy.

Curriculum That Creates Decisive Leaders



## Education Delivery Method

Through focused learning opportunities, our students dwell in the realm of impactful ideas, both inside & outside the classroom which helps them understand bigger perspectives. The students also gain new insights into businesses across sectors, functions, organisation types through business projects and apply them successfully in complex and changing environment. During first year, students are exposed to immersion programmes in rural, entrepreneurship and start-ups followed by Internship. Further, second year is concentrated towards specialised add-on programmes like Lean Six Sigma, Business Analytics, Investment Analysis and Decisions, Learning Interventions & Consultancy leading to a greater focus and stress in the respective areas of Specializations



# SPECIALIZATIONS IN PGDM

## MARKETING

In a fiercely competitive world, where products have to compete with each other not just nationally but internationally, it becomes immensely important to sustain a position in the market. The Marketing specialization covers Sales, Digital Marketing, Advertising, Branding, Consumer Relationship, Management, Market Research, Consumer Behavior and Small Business Operations.

### Career Prospects

Marketing helps decide the medium to promote a brand and communicate to the target audience. Graduates with this specialization have career prospects as Marketing Managers, Marketing Research Analysts, Media Planners, Brand Managers and Product Managers.

### Programme Outline

- Managing sales and distribution
- Services Marketing
- Consumer behavior
- Product & Brand Management
- Integrated Marketing Communication
- Retail marketing and management
- Rural marketing
- Digital & Social Media Marketing
- Strategic marketing
- B2B Marketing
- Customer Relationship Management

## HUMAN RESOURCE MANAGEMENT

India has a vast pool of ingenious talent. It is the job of a Human Resource Specialist to identify this talent and channelize it into result-oriented work force. The HR wing is an extremely crucial part of any organization since the functional and qualitative ability depends upon them. This specialization educates the students on the rapid growth of service sector, liberalization, privatization and globalization.

### Career Prospects

Human Resource helps in dealing with the recruitment, training and functioning of employees as well as planning the company policies. Graduates with this specialization can be HR Managers, HR Consultants, and Team Leaders.

### Programme Outline

- Employee relations & Labor Laws
- Organizational Development
- Training & Development
- Performance management
- Strategic HRM
- Compensation Management
- Cross Cultural Management
- Emotional Intelligence and Leadership
- Competency Mapping

## FINANCE

With this specialization, the students are provided with innovative, comprehensive and rigorous study to evolve as future Finance experts. Along with financial aspects, this specialization also reinforces the managerial and technical skills of the students. Practical aspects like micro-Finance and global prospects are also included to enhance knowledge and prepare the students at global level.

### Career Prospects

Finance department holds the responsibility of the finances of a company. Graduates with this specialization can be Financial Consultants, Financial Advisors, Finance Managers, Investment Bankers and Bank Consultants.

### Programme Outline

- Financial Markets & Services
- Investment Analysis & Portfolio Management
- Derivatives and Risk Management
- Project Appraisal (to be reviewed)
- Financial Products (to be reviewed)
- Strategic Financial Management
- Bank Management
- Corporate Tax planning
- Mergers & Acquisitions and Corporate restructuring
- International Financial Management





## OPERATIONS MANAGEMENT

Operations Management is an area which deals with designing, managing and controlling the process of production, services and supply chains. It takes into consideration the acquisition, development and utilization of resources to deliver the goods and services to their clients. Operations Management is also concerned with strategic issues i.e. determining the size and location of manufacturing plants, structure of service / telecommunications networks, and designing technology supply chains.

### Career Prospects

Degree in Operational Management program offers an opportunity to work as a Supply Chain Manager, Logistics Manager, Consultant, Inventory Control Manager or work in the Strategy Planning and Manufacturing Strategy.

### Programme Outline

- Global Supply Chain & Logistics Management
- Services Operations Management
- Project Management
- Total Quality Management
- Six Sigma & World Class Operations Systems
- ERP Systems: Technology Planning and Implementation

## ENTREPRENEURSHIP AND FAMILY BUSINESS

With prime focus on leadership, organizational and negotiation skills, this specialization trains the students to deploy their understanding in real-life business situations. Every family business owner faces the challenge to meet the utmost standard of quality and resource management. This specialization provides the skills to acknowledge one's abilities and manage a growing enterprise in the market.

### Career Prospects

With numerous startups evolving every day, entrepreneurs are highly paid for their innovative ideas that grow into large-scale businesses in future. Graduates with this specialization could help expand family businesses and start an independent business venture.

### Programme Outline

- Entrepreneurial Development
- Accounts and finance for small and medium businesses
- Business Communication
- Developing Business Plan
- Project development and implementation
- Family business management
- Managing people in own business
- Marketing of small and medium businesses
- Start up development, implementation and management

## INTERNATIONAL BUSINESS

In today's world, a management student is required to understand the business with a global perspective. With increasing globalization and integration of businesses in our country with the world market, it has become imperative to understand the concepts of global business operations and management. International Business specialization not only opens the mind of the students to global perspective but also provides the knowledge.

### Career Prospects

International Business specialization provides chances to join the global marketing teams of large and medium sized companies or their international logistics departments. Students can also become self employed entrepreneurs doing import & export business. Students can also join international banks in their foreign exchange division.

### Programme Outline

- Global Business Environment
- International Trade Procedures & Documentation
- International Marketing
- Global Business Operations
- Global Supply Chain & Logistics Management
- Cross Cultural Management
- International Financial Management

Note: Specialization offered will be subject to minimum number of students opting for the same.

# CERTIFICATE COURSES IN BBA-PGDM



## UNIVERSITY IMMERSION PROGRAMME IN ASSOCIATION WITH REPUTED INSTITUTES (BBA)

### About the Programme and Pedagogy

UIP is a premier certification program offered to our BBA(H) students to get exposure to top notch university learning environment with workshops and certifications in areas of general management focusing on corporate communication and strategic management.

This course is an intensive one week residential program. It is carefully structured to ensure that it incorporates high quality and learned faculties. This certificate course is a perfect blend of knowledge, experience and training skills. It will be beneficial for students, to develop an in-depth understanding of the

interrelationships crucial to successful business management. This will enable them to be more effective in their career while being sensitive to the issue and challenges confronting people in other parts of the organization.

### Session Plans

- Historical perspective on strategic management in businesses.
- Need for better corporate communication and strategy in a competitive market
- Basics of strategic management
- Secrets of better corporate communication
- Strategic tools and models for modern businesses

## EMPLOYABILITY SKILLS TRAINING AND CERTIFICATION IN ASSOCIATION WITH REPUTED INSTITUTES (BBA)

### About the Programme and Pedagogy

Employability skills mainly constitute skills, attitude and qualities required to get and keep a good job. It is a myth that once a career is chosen one is stuck with it. Employability skills training tries to teach one how to use life skills and positive attitude to prosper and progress in his or her desired professional career and if need be, change the path of career in the right direction.

### Session Plans

- Understanding universal employability skills.
- Having and using your life skills to be hired and remain hired.
- Importance of building knowledge of a desired career.
- Understanding employability characteristics.
- How to build employability skills
- Building realistic career goals.
- Building a career plan.
- Learning importance of tradeoffs.

## COOPERATIVES MANGEMENT (BBA)

### About the Programme and Pedagogy

Cooperatives Management is an Indian innovation with several successful examples of excellent organizations operating from India. The management of cooperatives requires specialized knowledge and understanding of policies and practices which are important to the constitution and successful management of cooperative entities which have contributed immensely to the society and workers in most positive manner. The course focuses on basic concepts of cooperatives management and key success factor of establishing cooperative organizations and businesses.

### Session Plans

- History of cooperatives in India
- Constitution and development of cooperatives in India
- Organizational structure of typical cooperative organization
- Reporting and documenting in cooperatives
- Human resources management of cooperatives
- Examples of most successful cooperative organizations of India – Case studies

## PROJECT MANAGEMENT EXCELLENCE - JAPANESE WAY IN ASSOCIATION WITH TOP INTERNATIONAL INSTITUTE (BBA)

### About the Programme and Pedagogy

The Japanese philosophy of continuous improvement in processes and structure of every project undertaken has helped businesses achieve all round success. This program talks about this Japanese philosophy called Kaizen meaning 'continuous improvement'. The focus of this program is to teach most effective strategies for achieving project execution excellence through continuous improvement in the processes and structure during project management.

### Session Plans

- Meaning and aim of Kaizen philosophy
- Process oriented thinking vs Result oriented thinking
- Japanese way of job functions in project management
- Kaizen and project management
- Visual control and the work stations
- The key Kaizen practices
- Quality circles
- Problem solving techniques



## CERTIFICATE PROGRAMME IN LEAN SIX SIGMA WITH KPMG (PGDM)

### About the Programme and Pedagogy

A Consecutive 4-weekend 32-hour contact programme designed with adaptive learning methodology. It orients participants towards fact based decision making, using data to draw business conclusions, analysing current trends and metrics for their practical use, conducting depth causes analysis and innovating Performance improvement brings practical demonstration of statistical tools and provides an opportunity to practice

### Analyze

- Graphical Analysis
- Process capability Analysis- CP, CPK
- Identify Variation success- Hypothesis Testing
- Correlation Factors- Regression Analysis

### Improve

- Brainstorming techniques and TRIZ
- Solution Selection and error proofing- NGT, N/3 voting
- Pilot testing of Improvement
- Pilot testing report and justification of improvement initiative

### Control

- Control charts- Variable and Attributes charts
- Implementing process control
- Project Closure
- Acceptance strategy

### Session Plans

- Understanding Lean Six Sigma
- Project Definition and Project Charter
- Critical to Quality (CTQ) characteristics
- High Level Process Mapping- SIPOC

### Measure

- Learning and Usage of tools like FMEA, cause & Effect diagram, Pareto charts & detailed process mapping
- Performance Standards
- Measurement System Analysis (MSA)
- Data collection and Sampling techniques

**About the Programme and Pedagogy**

The programme is meant to give the students an introductory understanding of the R language, SAS programming, Excel and case studies discussion with brief statistical knowledge. R programming becomes more and more popular since it is fully open source and reacts very dynamically to new developments. SAS is the most powerful data analytics tool. With this course, students shall build a very strong foundation out of the various applications using R and SAS.

**Session Plans**

- Introduction to Business Analytics using R language & SAS Programming
- About Analytics
- Expectations from Analytics Professionals
- Comparison of various Analytics tools like SAS, R, Excel, SPSS and StatSoft
- Application & Case studies examples

**About the Programme and Pedagogy**

The 20 hour Certificate Programme aims at equipping participants with the requisite competence for design and delivery of training modules as a training manager or consultant. The pedagogy includes didactic sessions, case studies and simulation exercises.

**Session Plans**

- Expanding roles of trainers and consultants
- Effective Performance Management System
- 360 degree approach to designing, developing and conducting interventions
- Adult learning processes
- Multi-pronged exploration in TNA
- Developing content, curriculum and calendar
- Creating games, tools and techniques; generating participation and measuring training outcomes

**About the Programme and Pedagogy**

It aims to help students acquire practical knowledge of stock markets and derivatives. The Classroom lectures combined with practical training commences the journey of students into the exciting world of equities and derivatives and lay a strong foundation to work in the Capital Market segment.

**Session Plans**

- Overview of Equity
- Financial Market
- Capital Market
- Mechanism of Stock Trading- Virtual Stocks Demo
- Corporate Action and Taxation on Equity Investments
- Introduction to Fundamental and Technical Analysis
- Hedging Risks - Derivatives

**About the Programme and Pedagogy**

In this era of globalization; students should be exposed to the international environment as organizations can not just rely on domestic workers and domestic market. In the lean period, students are able to go about Singapore, to witness the multi-racial and cultural environment.

**Session Plans**

- Role of strategy in global business
- Integration- responsiveness framework
- Distinct strategies emerging from the integration responsiveness framework
- Item for preparing Global Sustainable Business Group
- Differences of Cultural Environment and its Impacts
- Implications of Political, Legal and Government Intervention

**About the Programme and Pedagogy**

A three-day Rural Immersion Programme presents a cohesive mix of class as well as field experience. The class room sessions present a comprehensive picture of rural India, the field visits provide students an opportunity to connect the classroom learning with the realities of rural area.

**Session Plans**

- Rural Society & Culture
- Rural Development Interventions
- Collective Action : Milk Revolution in Gujarat
- Rural Livelihoods and Natural Resources
- Field Visit
- Understanding rural household economic decision making behaviour through a simulation game (Naranpur Express)

**About the Programme and Pedagogy**

A three- day Entrepreneurial Immersion Programme presents an experiential based learning along with nuances attached to understanding Entrepreneurship. This immersion programme includes important topics such as - know your entrepreneurial quotient, ideation process , start-up idea generation, resource / technology based idea mapping. Financial feasibility of Start-up and then understanding ways and means to scale up the start-up for sustain ability. Classes are facilitated in an interactive and participatory manner.

**Session Plans**

- Charms of Becoming An Entrepreneur
- Know Your Entrepreneurial Quotient
- Start-up Ecosystem in India
- Entrepreneurship Development Process
- Start-up Idea Generation Process
- Resource/ Technology Based Idea Mapping & Presentation (Group Exercise)
- Market Analysis: Start-up
- Financial Feasibility: Start-up
- Start-up Management and Scaling
- Start-up Entrepreneur (Interaction)
- Valedictory and Certification

**About the Programme and Pedagogy**

This course aims to provide holistic view of digital marketing. It familiarizes students with various tools and techniques used in digital marketing and will help them devise and plan effective marketing campaigns.

**Session Plans**

- Digital Marketing Fundamentals
- Evolution of Digital Marketing
- Content Marketing and Strategy
- Web Designing and User Experience
- SEO, SEM, Social Media Marketing and Strategies
- Display and Affiliate Marketing, Email Marketing
- Mobile Marketing, App, Mobile and Web Analytics
- Digital Marketing Planning and Strategy

**About the Programme and Pedagogy**

Start-up Immersion Programme will be a hands-on experience covering the exploration and hard decisions that students face when getting their ideas off the ground. The programme aims to create awareness on Start-up and helps students to turn their ideas to venture. The programme consists of classroom modules which helps students to understand entrepreneurship as a career, tools to generate and validate their ideas, develop a business plan and learn how to turn it into real Start-up.

**Session Plans**

- Overall environment in the country for start-ups
- Start-up basics-idea to go
- Best suitable business structure for start-up
- Get your toolkit ready - legal compliance requirement & impact
- Navigate a path to market - identify and examine sources of start-up funding
- Marketing strategy for start-up
- Team building and resource management
- Business plan preparation
- Role of intellectual property management for start-up



# KARNAVATI LIFE IS WHAT YOU MAKE IT



Shri Amit Shah - National President, Bharatiya Janata Party,



Shri Vijay Rupani  
Hon'ble Chief Minister, Gujarat



Dr. Kiran Bedi - Hon'ble Lt. Governor of Puducherry



Smt. Meenakshi Lekhi  
Member of Parliament, Lok Sabha



Sam Pitroda - Father of Indian Telecom Revolution



Dr. Subramanian Swamy  
Member of Parliament, Rajya Sabha



Shri Pawan Khera  
Senior Leader, Indian National Congress



Ms. Priyanka Chaturvedi  
National Spokesperson, Indian National Congress



Shri Akhilesh Pratap Singh  
National Media Panellist, Indian National Congress



Dr. Sambit Patra  
National Spokesperson, Bharatiya Janata Party



Col. Rajyavardhan Singh Rathore, VSM (Retd.), Hon'ble Minister of State (I/C) for Youth Affairs & Sports and Information & Broadcasting, Govt. of India

Karnavati University Offers its students a platform to unleash their hidden potential and discover the talent are capable of.

Our students are at the center of all our activities. We believe holistic education as beyond textbooks and lectures in classroom. Therefore, we encourage students to take up projects and participate in various events, which instills confidence in them and prepares them to brave challenges in future.



Kanika Mohan Saxena



Binita Desai



Shuchi Kapoor



Simon Bradbury



Prof. (Dr.) N. Ravichandran



Himanshu Ghosh



Nikhil Rao



Pooja Vijay



Vijay Vikram Singh



Lenny Emanuel



Sunil Sethi - President, FDCI



Pallavi Foley - Jewellery Designer



Julian Roberts - Fashion Designer, UK



Angela Guzman - Design Lead, Google Inc.



Peter Bilak - Graphic & Typeface Designer



Uttam Pal Singh - Head, Discovery Kids



Amitabh Shrivastav - Curator, Fine Arts, Crafts Artist and Sculptor



Carol Hanlon - Founder, TCF Global & BEC Global



Rajeev Sethi - Designer, Scenographer and Art Curator



Durga Puja



Saraswati Puja



Ganesh Utsav



Independence Day Celebration



Fresher's Party



Cricket Tournament



Kheer Kabbadi Tournament



Football Tournament



Convocation



Karnavati Utsav



Viaje 2018

## Heal The World - A CSR initiative by KU



Women's Day



**HEAL THE WORLD  
FOUNDATION**

Compassion is what makes us human, and holistic humans is what we all need to be. Augmenting our education spectrum with a CSR ecosystem-Heal the World Foundation. A foundation guided by us and run by students. An initiative aimed at a holistic development of students. Where students and we come together to make a difference. Our Aim: Do Good. Spread Smiles. Change the World, One Selfless Act at a Time.



World Literacy Day



Gala Lunch Organized for the College Staff



Uttarayan Celebration



Holi Celebration



Earth Hour



World Environment Day

# GLOBAL APPROACH

Education today goes beyond the walls of a classroom and it is imperative to take students to the frontiers of the Creative World.



What does KU global offer?

### Student Mobility Outbound

- Fast Track Masters progression opportunities for UG students
- Study Abroad Program/Semester Exchange Program
- Study Trips
- Summer Schools/Summer Courses

### Inbound

- Reciprocal semester exchange for international students from partner universities
- Study trip program for International students at KU-Craft innovation centre
- Art, Craft & Heritage workshops and study trips

### Craft Innovation Center

UID craft innovation centre networks with master craft persons, craft communities from a diverse and culturally rich heritage, traditional fields and has a reach and networking with nearly 400 artisans.

UID welcomes students from reputed international/national institutions for short courses/hands on workshop on Craft documentation, interactive sessions with craftsmen; craft design process, interdisciplinary understanding and traditional craft skills and techniques.

### Others

- Master Classes & Workshops by International faculty, professionals and experts
- Joint research and projects with faculty and students from partner universities

### Fast Track Masters Progression Opportunities

All our curriculum, academic systems & quality processes are internationally benchmarked & mapped with partners which ensures a seamless transfer of graduating UG students to Master Courses and preferred higher studies with some of the top ranking

Our Latest Initiative For International Collaborations



UNITEDWORLD-WIDE  
by KU Global

and prestigious universities in the world. KU Global would assist in fast track progression to the Masters program. It also aims towards providing scholarship, bursaries and subsidized fee for deserving students.

### Master Class

Master class is conducted by the international renowned experts in respective fields from partner institutions as well as from across the globe who share their knowledge and experience with our students. Master classes involve lecture demonstration, lab work, through skill based learning.

### Workshop

Internationally renowned faculty and expert practitioners spends time interacting with students in studios and workshops by demonstrating innovative techniques in specific fields.

### Study Abroad Program/Semester Exchange Program

At KU, students are supported to travel abroad and gain global exposure and learn about different cultures, environments, creative industries and international practices and markets.

The KU global platforms encourages our students through number of unique opportunities for international travel, study abroad, semester exchange through our collaborations with top end International Universities and institutions.

### Study Trips

Overseas trips to visit fairs, museums, places of historic relevance and architecture are an integral part of the learning experience at our university. We believe this serves the dual purpose of fulfilling academic requirements as well as introducing students to multiple cultures from various parts of the worlds. since it is not possible for all students to go on these trips, we bring international experience into our classrooms through various master classes and other interactions with Global Experts.

# RECOGNISED AND REWARDED

Karnavati University has been conferred the citation of "Excellent Private University for Inspirational Leadership in Higher Education in India" at the 12th National Education Summit & Awards 2018, organized by CMAI Association of India, New Delhi

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Worldwide Achievers, a leading market research company, has acknowledged Karnavati University as the "Leading University in Western India" during the 8th World Education Summit & Awards, 2018

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Unitedworld Group of Institutions – Business, Law and Design School won the 94.3 MY FM, Education Excellence Awards presented by Jio Dil Se

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Unitedworld Group of Institutions awarded as the 'Best Education Group - Infrastructure & Facilities' in the 24th Business School Affair & Dewang Mehta National Education Awards

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Unitedworld School of Business was recognized by Siliconindia Education magazine - College of the year 2017 - Marketing Management Program

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Unitedworld School of Business - Ahmedabad Campus ranks 24th (A++ Category) in the annual survey of Siliconindia Education What if not IIMs: B- Schools Survey 2017

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Siliconindia recognised Unitedworld School of Business – Ahmedabad Among 25 Best Colleges to Hire From, 2016

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Unitedworld School of Business, Ahmedabad was awarded as 'Institute with Best Academic & Industry Interface' in the 24th Business School Affair & Dewang Mehta National Education Awards-2016

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Unitedworld School of Law was recognized as the "Top 10 Promising Law Colleges in India-2017" by popular Magazine 'Higher Education Review'

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Unitedworld School of Law won the "Top 10 Law Institute Legal Aid Cell" Award in the recently held 3rd National Conference on Human Rights and Gender Justice organized by knowledge steez and Indian Institute of Law

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As part of the Hall of Fame Honours, Unitedworld School of Law, Karnavati University, was awarded "IP Emerging Campus of the year(Legal)- 2018" by IPPO for having contribution in spreading the awareness in the field of IP

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Unitedworld Institute of Design joins the top league of world-class Design Institutes to be granted Full membership of Cumulus - The International Association of Universities and Colleges of Art, Design and Media in 2018

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Unitedworld Institute of Design became a proud Member of World Design Organization in 2018

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Unitedworld Institute of Design receives an Award for Best Design Institute at Asia Education Summit 2016

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Unitedworld Institute of Design won the D Designer award