

2020-2021

PROSPECTUS



SBU
SARALA BIRLA
UNIVERSITY

Transforming
Global Leaders for
Social & Economic Change

The Legacy | The Birla Group

OUR MISSION

To develop well-motivated global leaders who are intellectually competent, morally upright, socially committed, spiritually inspired and ' स्वान्तः सुखाय ' to propagate the philosophy of ' वसुधैव कुटुम्बकम् '.

OUR VISION

To build an egalitarian global society based on national integrity, equality, social justice, secularism, freedom and fraternity, international understanding and scientific approach to the problems of the society, as enshrined in the Constitution of India through various modes of teaching- learning process and supported by curricular and co-curricular activities.



CONTENTS

About Us.....	02
Birla Legacy.....	03
Governing Body/Board of Management.....	04
Message From Chancellor.....	05
Message From Pro-Chancellor.....	06
Message From Chief Executive Officer.....	07
Message From Registrar.....	08
The Gurus.....	09
Ethos of SBU.....	10
Advantages @SBU.....	11
Faculty of Engineering and Applied Sciences	14
Faculty of Commerce and Management.....	15
Faculty of Yoga, Naturopathy and Allied Sciences.....	18
Faculty of Social Science and Humanities	20
Join SBU to Experience the Difference.....	21
Our Associations.....	22
Workshop	25
Library.....	25
Cafeteria.....	26
Sports.....	26
Transport	27
Hostels.....	27
Clubs @SBU.....	28
Events @SBU.....	29
Training and Placement Cell.....	32
Students Speak.....	34
Admission Procedure.....	36
Fee Structure.....	37

ABOUT US

Sarala Birla University came into existence under the Sarala Birla University Act, 2017, Govt. of Jharkhand as per section 2(f) of UGC Act, 1956. SBU, Ranchi is nestled in the midst of verdant surroundings, with nearly 60 acres of lush green campus.

Sarala Birla University aims to be a global leader by creating a knowledge economy where there would be an integration of academia and industry to nurture leaders who are creative, enlightened, dynamic and closely connected to the roots. At present, the University has four Faculties namely:

-  **Faculty of Engineering and Applied Sciences**
-  **Faculty of Commerce and Management**
-  **Faculty of Social Science and Humanities**
-  **Faculty of Yoga, Naturopathy and Allied Sciences**



BIRLA LEGACY

Mr. Basant Kumar Birla and **Dr. Sarala Devi Birla**, successors of late Syt. G.D. Birla, are our founders and patrons who established Bharat Arogya and Gyan Mandir in Kolkata in 1951 to promote arts, culture, literature, and education. The society has played a vital role in establishing Sarala Birla University. Apart from being associated with the management of several companies like Birla Brothers Pvt. Ltd., Kesoram Industries & Cotton Mills Ltd., Mr. Basant Kumar Birla set up many new industries for producing cotton, paper, cement, chemical, tea, coffee, cardamom, polyester and nylon yarns. He was the first Indian industrialist to launch Inda-Ethiopian Textiles abroad in 1959. For this, he was awarded with THE MENELIK II Medal -the highest Ethiopian award by the then emperor.

Apart from heading his industrial ventures like Jay Shree Tea & Industries, Kesoram Industries Ltd., Century Enka Ltd. and Century Textiles Ltd., he made dynamic contributions to the education sector in India. While he was associated with Birla Institute of Technology & Sciences, Pilani, Birla Education Trust, Pilani and TITS, Bhiwani as trustee, he was keenly interested in nurturing educational institutions such as Birla Global University, Bhubaneshwar, BIMTECH, Greater Noida, Sarala Birla Public School, Ranchi. At present, Mrs Jayashree Mohta, Mr B.K" Dalan and Mr. Pradip Kumar Varma are mentoring Sarala Birla University.



GOVERNING BODY

CHAIRPERSON

SMT. JAYASHREE MOHTA

CHANCELLOR

Sarala Birla University, Ranchi

MEMBERS

SHRI SHAILESH KUMAR SINGH, IAS
THE SECRETARY TO THE GOVERNMENT
Dept. of Higher, Technical Education & Skill Development,
Jharkhand

CA B K DALAN
PRO-CHANCELLOR
Hon'ble Secretary, Bharat Arogya & Gyan Mandir kolkata,
India

SHRI HASSAN GANI
6 Court Close, St. Johns Wood Park,
London, NW86NN, United Kingdom

SHRI ANANT JATIA
Greenland Investment Management
C-3 Paragon Center, Pandurang Budhkar Marg Worli,
Mumbai-400013

SHRI PRADIP KUMAR VARMA
CHIEF EXECUTIVE OFFICER (CEO)
Member, Bharat Arogya & Gyan Mandir kolkata, India

PROF. SHAILENDRA SINGH
DIRECTOR
Indian Institute of Management, Ranchi

PROF. VISHNU PRIYE
DIRECTOR
IIIT-RANCHI

CA DEEPAK BANKA
LLB, FCA

PROF. VIJAY KUMAR SINGH
REGISTRAR
Sarala Birla University, Ranchi

BOARD OF MANAGEMENT

CHAIRPERSON

VICE CHANCELLOR

Sarala Birla University, Ranchi

MEMBERS

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Hon'ble Secretary, Bharat Arogya & Gyan Mandir kolkata, India

SHRI PRADIP KUMAR VARMA
CHIEF EXECUTIVE OFFICER (CEO)
Member, Bharat Arogya & Gyan Mandir kolkata, India

SHRI SUNIL SINGH
HON'BLE MP,
Chatra, Jharkhand

SHRI J B TUBID, EX-IAS
FORMER HOME, CABINET & REVENUE SECRETARY,
Govt. of Jharkhand

SHRI T P BARNWAL
FORMER REGIONAL DY. DIRECTOR, HEALTH SERVICES
Govt. of Jharkhand and President, Pharmacy Council

DR. S K SINHA
ASSOCIATE PROFESSOR, DEPTT. OF CHEMISTRY
Sarala Birla University, Ranchi

PROF. RAHUL VATS
ASSISTANT PROFESSOR, DEPTT. OF COMMERCE & MANAGEMENT
Sarala Birla University, Ranchi

PROF. MEGHA SINHA
ASSISTANT PROFESSOR, DEPTT. OF CSE
Sarala Birla University, Ranchi

PROF. VIJAY KUMAR SINGH
REGISTRAR
Sarala Birla University, Ranchi



Jayashree Mohta

Chancellor

Sarala Birla University, Ranchi



MESSAGE FROM CHANCELLOR

Her to a glorious tradition of learning and scholarship, India today is modern, young and focused on reinventing itself to take its rightful place among the comity of nations. Demographically speaking, every second Indian is less than 25 years of age today. The vast energy of such a youthful nation is finding creative outlets in all fields – be it education, business, entrepreneurship, defence, sports, governance etc.

This is the context in which we have to view education in our country. There is an insatiable thirst for knowledge, skills and entrepreneurship among the youth of India, as witnessed in the explosion of under-graduate and post-graduate courses, especially professional. Their needs can be satisfied only by quality educational institutions with requisite standards in every respect. Delivering anything less will be unjust and unfair to the aspirations of thousands of young hopefuls. We are conscious of our responsibilities in this regard and have been striving to render quality education with values.

It will be our prime concern to ensure that at Sarala Birla University, Ranchi students find complete self-expression in the ambience of the university. We aspire to render every possible help to make their dreams come true. It gives me great pleasure to commend Sarala Birla University to the youth of India!

MESSAGE FROM PRO-CHANCELLOR



B. K. Dalan

Pro-Chancellor

Sarala Birla University, Ranchi



Shri GD Birla laid a strong foundation of philanthropy and commitment to educational development. The tradition of nurturing talents in our students has been sustained and carried forward by our Chairperson Smt. Jayashree Mohta.

Sarala Birla University, Ranchi campus provides a peaceful environment that nurtures young minds to strive for excellence in various fields—be it management, engineering, or humanities.

In Sarala Birla University our primary goal is to disseminate knowledge through teaching, research and creative initiatives to help in widening the horizons of knowledge, human understanding and wisdom.

Our second objective is to teach and encourage students to develop a spirit of curiosity, nurture the strength to think critically, to pursue knowledge and scholarship. The emergence of intelligent technologies and new business models will bring limitless opportunities for growth, both for our nation and the young population.

Our third purpose is to ask our students and faculties to keep their minds open and garner knowledge and enlightenment.

The classroom learning along with industry visits, sports, cultural festivals, and other co-curricular and extra-curricular activities foster all-round development of our students.

In all the endeavours for academic and curricular development, discipline remains our top priority.

With all good wishes.



Pradip Kr Varma
Chief Executive Officer
Sarala Birla University, Ranchi

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MESSAGE FROM CHIEF EXECUTIVE OFFICER

I am pleased to welcome you all in Sarala Birla University, Ranchi. It is a huge privilege to get the opportunity to lead Sarala Birla University, provided with incredible assets, remarkable talent, and an unmatched legacy of innovation and execution. I am extremely proud of working with our leadership team and employees to continue our legacy while moving faster into the world of education to lead the University into the next era. I believe in the three parts to the creative process: inspiration, execution, and result. Sarala Birla University would be the best option to seek a career. Students would be in the best environment nurturing a dream. We aim to provide students with knowledge, experience, and a multidimensional perspective that will allow them to explore, learn, question, create, and thrive as productive members of a global society in their chosen careers.

Sarala Birla University is proud to present a diverse range of academic choices and opportunities for students to study under the guidance of a distinguished faculty dedicated to an interactive style of teaching. We maintain high academic standards in the classroom. We are committed to giving students the personal attention, support, and care necessary for them to succeed and realize their full potential.

My best wishes for those who seek to be a part of this University which is on a mission to strive for holistic development.

MESSAGE FROM REGISTRAR



Dr. V. K. Singh

Registrar

Sarala Birla University, Ranchi



The rationale for Sarala Birla University in Ranchi, Jharkhand is to establish an institution of international repute and create a global learning environment in the state. It aims to develop the state and national manpower to build the research and professional capacity in the state and create a global reputation of the state. This also enhances the visibility of the state in higher education at the national and global level. Given the development agenda of the state and global level interest in the agenda, it is important to build an international quality higher education to sustain the interest and provide qualified manpower to the state, nation and the global community.

There is no university in the state with such vision to offer undergraduate, postgraduate and doctoral studies in diversified areas of professional education in Business, Engineering, Communication, Yoga, Art & Culture, Skill Development, and Social science. The core strength of the University is a commitment to developing research capacity and professional programs in multiple domains. The University specifically satisfies the need of the State Higher Education agenda and National Knowledge Commission (NKC) to provide context-specific education through regional universities. Sarala Birla University has the mission to develop human resources and research capability for equitable and sustainable socio-economic development of the state. The university intends to be an institution of excellence in higher education to place the State on the global map.



THE GURUS

PROF. (DR.) V. K. SINGH
Professor / Registrar
M.Sc., Ph.D, LL.B, PGDBM

DR. P. PAUL
Associate Professor
M.E., Ph.D

DR. P. DAS
Assistant Professor
M.Sc., M.Phil, Ph.D

DR. SHASHI KUMAR
Assistant Professor
M.Sc., NET, GATE, Ph.D

PROF. M. SAHA
Assistant Professor
M.Tech

PROF. K. P. SINGH
Assistant Professor
MBA, NET, Ph.D Pursuing

PROF. NISHANT KUMAR
Assistant Professor
CA, CMA

PROF. (DR.) S. K. SINGH
Professor & Dean (Academic)
M.Tech, Ph.D

DR. S. K. SINHA
Associate Professor
M.Sc., Ph.D

DR. A. SARKAR
Assistant Professor
M.Tech, Ph.D

PROF. R. RANJAN
Assistant Professor
M.Tech, Ph.D Pursuing

PROF. M. K. AGRAWAL
Assistant Professor
M.Tech, Ph.D Pursuing

PROF. L.G. HONEY SINGH
Assistant Professor
M.Com., NET

PROF. S. BAJAJ
Associate Professor
M.B.A, Ph.D Pursuing

DR. SANDEEP KUMAR
Associate Professor
M.Sc, MBA, Ph.D

DR. R. MUKHERJEE
Assistant Professor
M.A, M.Phil, Ph.D

PROF. R. VATS
Assistant Professor
CS, M.Com, Ph.D Pursuing

PROF. M. SINHA
Assistant Professor
M.Tech, Ph.D Pursuing

PROF. K. KUMARI
Assistant Professor
MA, NET

PROF. S.B. DANDIN
Associate Professor
M.Tech, Ph.D Pursuing

DR. NITYA GARG
Assistant Professor
M.Sc., Ph.D

DR. P. MISHRA
Assistant Professor
MBA, NET, Ph.D

DR. ADITI SINGH
Assistant Professor
M.Tech, Ph.D

PROF. C. KUMAR
Assistant Professor
M.E.

DR. P. K. HOTA
Assistant Librarian
M. Lib., NET, Ph. D.

DR. R. M. JHA
Associate Professor
MA, Ph.D

DR. SANJEEV KUMAR
Assistant Professor
M.E., Ph.D

PROF. K R R PARASHAR
Assistant Professor
MA, Ph.D Pursuing

PROF. S. GHATAK
Assistant Professor
MCA, M.Tech, Ph.D Pursuing

PROF. A. ASTHANA
Assistant Professor
MBA, NET, Ph.D Pursuing

PROF. D. AMBA
Assistant Professor
MA, M. Phil

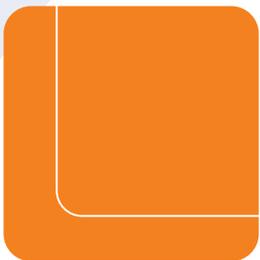


ETHOS OF SBU

- Transforming the University into a center of excellence
- Integral growth of students to bring social and economic change in our society
- To develop the state-of-the-art physical infrastructure of the University to achieve our vision and mission
- To globalize through international collaborations and exchange of students and faculty
- To strive for excellence in teaching and research



- To inculcate best global practices in our students through widespread global knowledge and technology
- To provide the best campus environment to students and faculty with all facilities to nurture their interest
- To encourage unity in diversity, inclusiveness and altruistic approach towards environment and climate change
- To empower our faculty at par with global standards and exposure to constantly develop new skills and excel professionally





LEARN AT THE HUB

As a part of our Experiential Learning Program, SBU provides students intellectually invigorating and personally enriching academic combinations that enable students to take charge of their own learning. The Campus that's class apart, enviable Faculty, peer mentoring, sustainable living, amazing residences, industrial visits, notable guests in the University, Seminars and Workshops, facilitate students in finding recruiters that fit their skill set. Sports, Cultural, Social Immersion, Developmental Activities Program, the academic Fair help students navigate the task through formal and informal interactions with all academic departments. Corporate immersion and Summer Internships are the integral parts of the experiential learning program of SBU. Our students have interned at prestigious companies across sectors.

EXPERIENCE WORLD – CLASS CURRICULUM

The curriculum is regularly updated to reflect the latest in technology, research, and management. Most of our faculty members have vast experience of teaching in leading global institutions.

IMMERSE IN THE STATE-OF-THE-ART INFRASTRUCTURE

The vibrant campus offers high-tech laboratories of international standards, a well-sourced library, ergonomically-designed classrooms, and excellent hostel and sports facilities.

GROW WITH INDUSTRY INFRASTRUCTURE

It offers industry stints to gain exposure and adapt quickly to careers in the industry even before the course is completed. This preparation in advance boosts the employability skills of students.

EXPLORE THE VERDANT CAMPUS

Nestled in serene surroundings, in the lap of nature, the lush green campus offers a stimulating environment to study and stir creativity.

INNOVATE WITH ALL-ROUND DEVELOPMENT

We believe in helping students develop their interests wholeheartedly in the field of their choice and enable them to reach their full potential. Soft skills development is made part of the classroom experience through presentation and open-ended learning components. Extra-curricular activities, student-managed clubs, and events give them more avenues to express themselves and develop skills beyond academics.

PROGRAMS OFFERED



FACULTY OF YOGA, NATUROPATHY
AND ALLIED SCIENCES



FACULTY OF SOCIAL SCIENCE
AND HUMANITIES



FACULTY OF ENGINEERING AND APPLIED SCIENCES

BE HERE TO LEARN
FROM THE BEST



FACULTY OF COMMERCE
AND MANAGEMENT



FACULTY OF ENGINEERING AND APPLIED SCIENCES

An innovative program that offers a perfect blend of experiential and theoretical studies to build a strong base in Engineering fundamentals and to create a well-rounded learning environment through academic collaborations with industry leaders.

The Faculty of Engineering and Applied Sciences at Sarala Birla University is committed to prepare technology leaders for tomorrow with innovative curriculum and meticulous pedagogy for training. The programmes offered are unique in their right and fall in line with international practices. The efforts travel beyond classrooms and encompass trends and practices through research and modular training at par with some of the best institutions of national and international repute.

Sarala Birla University offers innovative and interdisciplinary programmes, complemented by experiential learning in real world situation that allow our students to combine classroom learning and their exposure to the industry to understand current trends in their field of interest and expertise.

With world class strategic partnerships, Sarala Birla University provides access to global exposures. TCS iON is a strategic unit of Tata Consultancy Services. The TCS iON (IHCP) modules are designed by experts from industry and academics covering latest technology and subjects.

These modules aim to hone the practical skills of students and will be part of their curriculum which includes Digital Learning, Digital Campus, TCS iON preparation for jobs, TCS iON Qualifier Test and TCS iON certification. This will help them to get on the radar of Global Corporate and directly get the opportunity for job in various companies. Sarala Birla University also has strategic tie-ups with premium institutes such as IIT Ranchi and BIT Sindri. Strategic relationship with BIT Sindri enables Students to take a training and exposure in the 'SIEMENS', Centre of Excellence Labs.



FACULTY OF ENGINEERING AND APPLIED SCIENCES

PROGRAMMES

DURATION
In Yrs.

ELIGIBILITY (As per UGC/AICTE Norm)

B.Tech

- Computer Science & Engineering (CSE)
- Electronics & Communication Engineering (ECE)
- Electrical & Electronics Engineering (EEE)
- Mechanical Engineering (ME)
- Civil Engineering (CE)

4

Passed 10+2 examination with Physics and Mathematics as compulsory subjects along with one of the Chemistry/ Biotechnology/ Biology/ Technical Vocational subject. Obtained at least 45% marks (40% in case of candidates belonging to reserved category) in the above subjects taken together.

Note : Students appearing in (10+2 examination) may also apply.

B.Tech - Lateral

- Computer Science & Engineering (CSE)
- Electronics & Communication Engineering (ECE)
- Electrical & Electronics Engineering (EEE)
- Mechanical Engineering (ME)
- Civil Engineering (CE)

3

- Passed Diploma examination with at least 45% marks (40% in case of candidates belonging to reserved category) in appropriate branch of Engineering and Technology.
- Passed B.Sc. Degree from a recognized University as defined by UGC, with at least 45% marks (40% in case of candidates belonging to reserved category) and passed 10+2 examination with Mathematics as a subject.
- Provided that the students belonging to B.Sc. Stream, shall clear the subjects Engineering Graphics/ Engineering Drawing and Engineering Mechanics of the First Year Engineering Programme along with the Second year subjects.
- Provided that the students belonging to B.Sc. Stream shall be considered only after filling the supernumerary seats in this category with students belonging to the Diploma stream.

BCA

3

Passed 10+2 or equivalent with a Minimum of 40% (35% in case of candidates belonging to reserved category) in the qualifying examination. English should be one of the subjects.

Note : Students appearing in (10+2 examination) may also apply.

Diploma

- Computer Science & Engineering (CSE)
- Electronics & Communication Engineering (ECE)
- Electrical & Electronics Engineering (EEE)
- Mechanical Engineering (ME)
- Civil Engineering (CE)

3

Passed 10th Std./ SSC examination. Obtained at least 35% marks in the qualifying examination.

Note : Students appearing in 10th board examination may also apply.

Diploma - Lateral

- Computer Science & Engineering (CSE)
- Electronics & Communication Engineering (ECE)
- Electrical & Electronics Engineering (EEE)
- Mechanical Engineering (ME)
- Civil Engineering (CE)

2

A candidate should be 12th Science (with Mathematics as one of the subject) OR 10th + (2 years ITI) with appropriate trade OR 12th Science with Vocational / Technical subject.



FACULTY OF COMMERCE AND MANAGEMENT

To be a successful business leader it's imperative to integrate knowledge of Finance, Marketing, Human Resource Management and Operations into effective business models. Faculty of Commerce and Management at Sarala Birla University prepares students for a full range of functions within the business world.

The Faculty of Commerce and Management at Sarala Birla University, believes in developing and nurturing global competencies in students through quality education, research and continuous innovation. It provides a proficient environment to nurture commerce and management professionals with a high level of knowledge and competence to effectively contribute to society with commitment and integrity. The Sarala Birla University provides platforms for innovation, nurture skills and build leaders through various academic and co-curricular activities. It offers a rigorous curriculum combining studies in management and economics for an enriched professional undergraduate experience. The program explores the role of commerce in modern society while developing skill and confidence in analysis, effective communications and decision making.

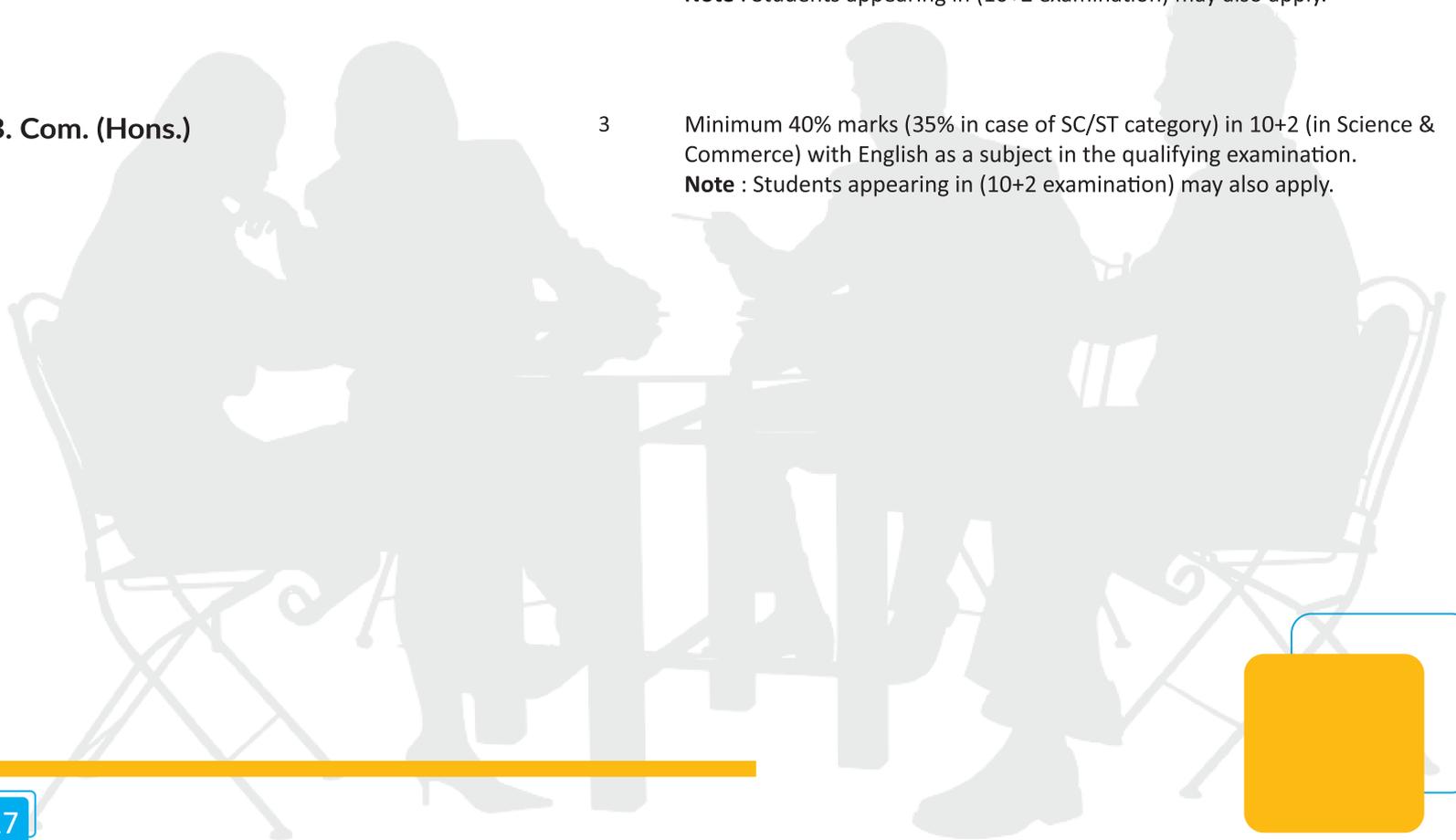
The Faculty of Commerce and Management aims to promote the development of socio- economically sensitive, responsible and effective managers and management academicians of tomorrow.

With world class strategic partnerships, Sarala Birla University provides access to global exposures. Sarala Birla University, Ranchi signed an MOU with BSE Institute Ltd, to offer an undergraduate program in Capital Market. BSE (Bombay Stock Exchange) Institute Ltd, Mumbai, India, has designed a program Bachelor in Business Administration- Capital Market. This program will be jointly conducted by Expert Professionals from BSE Institute Ltd and Sarala Birla University. The program is a job oriented professional program where BSE Institute Ltd will assist in training, internship and final placement of the students.



FACULTY OF COMMERCE AND MANAGEMENT

PROGRAMMES	DURATION In Yrs.	ELIGIBILITY (As per UGC/AICTE Norm)
MBA	2	Passed Bachelor's Degree of minimum 3 years duration. Obtained at least 50% marks (45% in case of candidates belonging to reserved category) in the qualifying Examination.
BBA	3	Passed 10+2 or equivalent with a Minimum of 40% (35% in case of candidates belonging to reserved category) in the qualifying examination. English should be one of the subjects. Note : Students appearing in (10+2 examination) may also apply.
BBA in Capital Market	3	Minimum 40% (35% in case of SC/ST category) marks in 10+2 (any stream) with English as a subject in the qualifying examination. Note : Students appearing in (10+2 examination) may also apply.
B. Com. (Hons.)	3	Minimum 40% marks (35% in case of SC/ST category) in 10+2 (in Science & Commerce) with English as a subject in the qualifying examination. Note : Students appearing in (10+2 examination) may also apply.





FACULTY OF YOGA, NATUROPATHY AND ALLIED SCIENCES

Yoga and Naturopathy education has covered the learning of both traditional naturopathy medicine and modern medicine. Yoga was originated in India thousands years ago and it is a structured discipline. In naturopathy students are taught to use natural ingredients to prepare cure medicines for many of diseases. Naturopathy is an ancient science which uses natural ingredients to prepare drugs for diseases. To recognize and realize the need of naturopathy Government of India established central council for research in yoga and naturopathy (CCRYN), New Delhi, and NIN (National Institute of Naturopathy) Pune, and near about 500 naturopathy hospitals in India.

Patanjali is one of the most successful Yoga and Naturopathy placed. Globally, with the focus of natural healing, Yoga and Naturopathy is in great demand.

In the Faculty of Yoga, Naturopathy & Allied Sciences at Sarala Birla University offers Diploma, Under Graduate & Post Graduate Programme. The duration of Diploma in Yoga & Naturopathy is 1 Year, Bachelor of Yoga & Naturopathy is 3 Years, Master of Yoga and Naturopathy is 2 Years and Master of Yoga and Naturopathy (Lateral Entry) is 1 Year. In the field of Integrative Medicine, this covers the study of Naturopathy Medicine and Modern Medicine as Integrative Medicine and Therapeutic Yoga. The curriculum is taught in English with additional language like Sanskrit & Hindi too by the University.

The Degree of B. Sc. Nursing is also running under the umbrella of this Faculty. Health is the fundamental right of every individual in the society. To provide good academic resources, quality education and amicable environment is the sole motto of the programme.



FACULTY OF YOGA, NATUROPATHY AND ALLIED SCIENCES

PROGRAMMES	DURATION In Yrs.	ELIGIBILITY (As per UGC/AICTE Norm)
Bachelor of Yoga & Naturopathy	3	Minimum 50% marks (45% in case of SC/ST category) in 10+2 (any streams). Note : Students appearing in (10+2 examination) may also apply.
Diploma in Yoga & Fitness Trainer	1	Minimum 50% marks (45% in case of SC/ST category) in 10+2 (any streams). Note : Students appearing in (10+2 examination) may also apply.
Master of Yoga & Naturopathy	2	Passed (Graduation) qualifying examination or equivalent. Note : Students appearing in Graduation Final Semester/ Year examination may also apply.
Master of Yoga & Naturopathy (Lateral Entry)	1	Passed Graduation with Post graduation diploma in Yoga qualifying examination or equivalent. Note : Students appearing in Post graduation diploma examination may also apply.
B.Sc. Nursing	4	The candidate should have passed 12th Science – PCB (with English as one of the subjects) with minimum 45% marks (40% in case of ST / SC category).



FACULTY OF SOCIAL SCIENCE AND HUMANITIES

Faculty of Social Science and Humanities is dedicated to systematic and scholarly study of contemporary social, political, psychological and cultural issues from an interdisciplinary perspective, keeping in mind social relevance, applicability and pragmatic utility in the Indian and international content of social sciences. The Department admits students at the undergraduate and post-graduate levels and encourages PhD and quality research work. One may find a psychologist, sociologist, linguist or a journalism expert working hand in hand.

The Faculty of Social Sciences and Humanities, Sarala Birla University adopts a holistic approach to knowledge creation. It challenges the conventional approach of solving problems by going beyond the narrow disciplinary compartments found in traditional academic structures. It is dedicated to scholarly study of contemporary social, political, psychological and cultural issues, with a focus on social relevance and practicality in the Indian and global context of social sciences. It offers undergraduate (UG) and post-graduate (PG) programs, including doctoral programs in different social science disciplines. It aims to be recognised as a leading Knowledge Centre through creative teaching and learning and research for global prosperity. It facilitates the effective delivery of academic programs and provides students with a transformational learning experience to achieve their full potential. It plays a stellar role in promoting global humanities and social science understanding through quality education.



PROGRAMMES

B.A. (HONS.)

- English

DURATION
In Yrs.

3

ELIGIBILITY (As per UGC/AICTE Norm)

Minimum 40% marks (35% in case of SC/ST category) in 10+2 (any streams).
Note : Students appearing in (10+2 examination) may also apply.

JOIN SBU TO EXPERIENCE THE DIFFERENCE

IMMERSE
EXPLORE
INNOVATE
EXPERIENCE

LEARN



INTENSIVE INDUSTRY TIE-UPS

SBU offers industry stints to gain exposure and adapt quickly to careers for Training Live Projects and Internships



WORLD CLASS INFRASTRUCTURE

The vibrant campus offers high-tech laboratories of international standards



MERIT SCHOLARSHIP

SBU provides scholarship for meritorious students



100% PLACEMENT ASSISTANCE

The leading companies from all sectors are invited by the Placement Department on the campus



TRANSPORT FACILITY

SBU's transport department runs a fleet of buses to facilitate its students and staff to commute to and fro from various places



ON CAMPUS RESIDENTIAL ACCOMMODATION

Separate, well-designed and furnished hostel facilities for boys and girls with attached mess.



POOL OF 192+ COMPANIES FOR INTERNSHIP AND PLACEMENT

SBU has a well laid-out and systematic process of dovetailing our students' career aspirations with corporate expectations.



ULTRA MODERN LABS AND WORKSHOPS

Workshops and laboratories are equipped with modern, State-of-the-art infrastructure.



LATEST COURSES ON TECHNOLOGY

Courses designed to enable students in the fast evolving technological domain



CHOICE BASED CREDIT SYSTEM

The choice of flexible credit courses to enable students to select their own major



INDUSTRY DESIGNED SYLLABUS

Syllabus designed to solve real world industry challenges



EXPERIENTIAL LEARNING

Learning through application of knowledge to solve practical problems

Strategic Collaboration with

ABOUT TCS iON INDUSTRY HONOUR CERTIFICATION

TCS iON Industry Honor Certification is a bouquet of electives developed in collaboration with Industry and Academia aligned with the AICTE curriculum. It is envisaged to help build strong foundations in a series of Industry relevant skills across various streams.

Through each **TCS iON Industry Honour Certification**, students get access to :

- **Digital Content In multimodal format:** Course to consist of various multi modal content to provide learners with multiple learning enablers which delivered through **iDLH Digital course**
- **Digital Lectures:** Multiple digital lectures delivered by **renowned academicians and industry expert** spread across the entire duration of the course which delivered through live classrooms
- **Academic Community:** Learning communities moderated by **renowned professors and educators** from the lead institution delivered through iDLH Digital community
- **Industry Connect Community:** Learning communities to be moderated by a subject matter expert from the industry will be delivered through **iDLH Digital community**
- **Industry Assignment:** Access to **2 industry mini-projects for practical exposure** to the students along with **virtual hands-on environment**
- **Summative Assessment:** Students to appear for summative assessments and formative assessments at college premises and will be assessed in two parts - **Test of Knowledge and Test of Application**
- **Verifiable Digital Certificate:** Successful students to receive a **digital certificate** which can be verified through online platform.
- **Internship Opportunity:** Internship opportunity subject to **topper in the electives** and subject to vacancy in the corporates.
- **Job Opportunity:** **Gain visibility to job vacancies** from the most sought after corporate recruiters that recognize the certification

The stream-wise elective courses available for BE/B. Tech. students -

Mechanical Engineering	Electronics & Communication Engineering	Computer Science & Information Technology
Automotive -Sensors And Instrumentation	Intelligent Control	Social, Text and Media Analytics
Energy Conservation And Management	Intelligent Game Design	Usability Design of Software Applications
Engineering Economy, Costing and Accounting	Computational Foundations of Cyber Physical Systems	Cloud Computing
Mechatronic Systems	Nano Electronics	Information Security
Solar Energy Technology		
Machine Learning	Machine Learning	Machine Learning
Introduction to Innovation, IP Management & Entrepreneurship	Introduction to Innovation, IP Management & Entrepreneurship	Introduction to Innovation, IP Management & Entrepreneurship
Design Thinking	Design Thinking	Design Thinking
Data Mining & Analytics	Data Mining & Electronics	Data Mining & Electronics
Artificial Intelligence	Artificial Intelligence	Artificial Intelligence
Introduction to IOT	Introduction to IOT	Introduction to IOT
Robotics	Robotics	Robotics
Deep Learning and Neural Networks	Deep Learning and Neural Networks	Deep Learning and Neural Networks

ABOUT BSE

Bachelor of Business Administration in Capital Markets is designed and offered by Sarala Birla University(SBU) & BSE Institute Ltd(BIL) in which Students get **hands-on knowledge about Cash, Derivatives, Mutual Funds & Banking Coordinates**. This program will be Covered in **6 semesters** followed by **industrial practice**. The experienced faculties with more than 10+ years of experience will assist you. They will give a special concentration on developing students leadership skills. It provides you a 360 degree learning experience or a practical exposure which will help the students in their

HOW IS IT DELIVERED?

The values offered within the BSE concern Bachelor of Business Administration in Capital Market. The BSE values are indicated here:

- Terminal **practical classes**.
- **Live lab** classes in campus.
- BSE Market expert many **modules training** in every semester
- All **BIL** and **SBU certified Faculties**.
- **Internship** and **Placement** support.
- Latest **Market Knowledge**.
- **Virtual free software**(with Virtual Rs. 10,00,000 /-cash given) for training purpose.

ADVANTAGES OF BSE

- Covering breadth of knowledge in the **BFSI domain**
- Cutting edge curriculum with **industry immersion**
- Faculty from industry and academia – **learn from the masters**
- **Employability** in key areas like
 - Banks
 - Investment Banks
 - Brokerage houses
 - AMCs etc



ABOUT "n+i"



Network "n+i" is a France based not-for-profit association which links together **French 50 higher education institutions** in all areas of engineering. Network "n+i" represents more than 30 000 student engineers and 250 research laboratories spread over 40 cities and 13 regions of France. It is also currently the largest engineering network in France that strives to help science and engineering students and young engineers from foreign institutions wishing to pursue their Masters or PhD education in France.

TRAINING PROGRAMS

The training programs offered within the Network "n+i" concern Bachelor, Master or Doctorate students in sciences, engineering, technology and management. One or more of these programs will be offered to the students to allow them to achieve their study abroad project. The Network "n+i" programs are indicated here:

- An Undergraduate research internship program (two months),
- Foundation year programs (leading to Bachelor or Master programs),
- Masters programs (two, three or five years),
- Bachelor programs (three years) (under development)
- Post Masters programs (one year),
- A discovery of culture and technology short term program "Rendez-Vous" (two - three weeks).

The training programs offered by Sarala Birla University are

- B. Tech: Civil, Mechanical, Computer Science, ECE, EEE
- MBA
- BBA
- BCA
- BA English (Hons.)
- B.Com

STUDENT MOBILITY

- SBU will select, among their students, highly motivated candidates for **studies abroad**. The University will select the candidates from SBU, Ranchi wishing go to **France**. French Engineering Institutes from Network "n+i" will select French candidates for study mobility in SBU.
- Students from both partner institutions will apply through the **Network "n+i" website**.
- SBU and Network "n+i" institutions welcoming students for any duration commit to inform exchange students about the precise nature of the qualification and degree they will obtain after completion of the mobility period.
- Students involved in a mobility program will receive a **certificate, a degree and/or credits** corresponding to the validated training program achieved in the host institution.
- Students of SBU, who wish to undertake a Network "n+i" program, will be assisted by the host institution for administrative registration and daily requirements including, but not limited to, **accommodation, transport, office, library and laboratory facilities**.
- The associated institutions will commit to offer **logistic support and assistance** to student mobility.
- SBU commit to facilitate access to students participating to mobility programs to **scholarships programs** by interacting with scholarships .



IMMERSE IN THE STATE-OF-THE-ART INFRASTRUCTURE WORKSHOP

Laboratories and workshops are amazing learning environments which provide students with “real life” opportunities to implement theoretical knowledge. The goal is to expose students to hands-on experiences and open-ended, real-world engineering projects, as well as provides support for faculty and students involved in research projects. SBU Lab has excellent facilities and ideal atmosphere to support creativity and development.

LIBRARY

Learn more with access to the spacious library stocked with the requisite number of reference books and textbooks. Being an integral part of the university set up, it exists to serve the objectives of the parent organisation. It aims to advance the functions of SBU and support universities total program. Students and faculties are provided easy access to courses and e-books from reputed publishers.



SPORTS

Facilities are available on campus to engage students in several sporting activities throughout the year. Various outdoor sports events are organised both within the campus and also outside. Competent teams are formed to represent Sarala Birla University for different prestigious competitions held in the state and at the national level.

CAFETERIA

Sarala Birla University has well-established Canteens located inside the campus. It provides a wide range of multi-cuisine food items to the students and staff at lunch-time. The food served is hygienic and sumptuous . It helps students and staff members to get food of their choice. The new international standard cafeteria - die Mensa is all set to bring new energy in our students they can have a good, reasonable meal or a quick snack, study together, or just take a break.



TRANSPORT

Safety and comfort are the prime concerns of Sarala Birla University. The fleet of University buses provide pick and drop facility to students coming from within a radial distance of 100 km. The modern buses offer a comfortable travelling experience. The buses ply on specific routes covering more than 60% of the city. The bus timings are synchronized with the schedule of the University.

HOSTELS

Separate Hostel accommodation is provided to female and male students of all the courses within the university campus. The hostels have rooms of varying sizes, both single and double occupancy with attached bathrooms. Mess facility is available for all meals. Hot water facility, water purifier with RO technology, newspaper subscription, housekeeping staff room cleaning, laundry facilities, 24 hours security personnel are offered. A study hall for the use of students and round-the-clock internet facility are also provided.



PARTICIPATE IN STUDENT CLUBS



SAMARPAN CLUB

Sarala Birla University strongly believes in 'giving back to society'. With this objective, a club named 'SAMARPAN' has been formed to increase social awareness. The activities of the club come under the purview of Dean Students Welfare Office.



MARKETING CLUB

It provides a forum for members to educate and enhance their overall understanding of the digital marketing ecosystem including the growing emphasis on e-commerce market.



PHOTOGRAPHY CLUB

It is the right place for those who want to learn photography through various workshops and show case their talents in several exhibitions.



FINE ARTS CLUB

It provides an opportunity to the students to let their imagination run wild and provides them with the sight to see things in a different way. Students learn from one another and share their prowess in different aspects of art.



LITERARY CLUB

It comprises students who willingly participate in various literary competitions such as debates, paper presentations, extempore and group discussions on inter and intra college levels.

WORLD CLASS EVENTS AT SBU



NATIONAL CONFERENCE

Each session commits to organise seminar/conference for the benefit of teachers/students/research scholars and give a platform for the exhibitors to present their research in specific topic or area of study. It is beneficial for each department of the university.

GLOBAL IMMERSION PROGRAM

Learning is a continuous process that involves various educational tools. These travels ingrain experimental learning along with persistent instruction required to be achievers.



UMANG

Sports activities are important in every curriculum. Umang was organised as a week-long inter-house sports meet within the campus - with an objective to bring together bright and young talents in various sports.





FACULTY DEVELOPMENT PROGRAM

The Faculty Development Programme is organised by the University regularly for one week in association with UGC–MHRD and other prominent institutions for the all-round development of the faculty members. A number of researchers and professors from outside the University also participate in the FDP and enhance their knowledge and wisdom.

INDUSTRIAL VISIT

It is a part of the curriculum with an objective to come across real-life scenarios at the workplace, to inculcate ethics of that environment. Sarala Birla University organized industrial visits to Usha Martin Pvt. Ltd, MSME Tool Room, and many more units."



NATIONAL AYURVEDA DAY

Every year an event is organised by Faculty of Yoga, Naturopathy and Allied Sciences to spread awareness about importance of Ayurveda, Yoga and Naturopathy. Participants from various National and International organisation participate in the programme.



FRESHERS' DAY

Freshers' Day for newly admitted students focuses on the overall development of students to cope with the increasing pace and changes in modern society. Students need new life skills such as the ability to deal with stress and frustration, to create bonding among the students.

YOUTH PEACE FOUNDATION DAY

SBU creates awareness to nurture humanity and peace, to develop the culture of peace among the youth.



INDUCTION PROGRAM

The Induction program was held at SBU campus for all the courses as per the AICTE, UGC norms, to make students comfortable in the new environment, set a healthy daily routine, create bonding in the batch as well as between faculty and students, develop awareness, sensitivity, and understanding of the self, people around them, the society at large, and the nature.

BE INDUSTRY READY WITH TRAINING AND PLACEMENT CELL



There is a focused approach of the University towards persistent and multi-dimensional training of students in-line with the industry expectations and establishment of industry sponsored labs for hands-on-learning. The Training & Placement Cell facilitates the process of placement of students passing out from the Institute besides collaborating with leading organizations in setting up of internship and training program of students. The Training & Placement cell provides the infrastructural facilities to conduct group discussions tests and interviews besides catering to other logistics.

The cell organizes Industrial visits, Mock interview, seminars and PDP classes to generate confidence among the students before campus placement begins. The industries which approach the institute for placement are: Core Engineering industries, IT & IT enabled services, Manufacturing Industries, Consultancy Firms, Finance Companies, Management Organizations and R & D laboratories.



SOME OF THE MAJOR ACTIVITIES OF THE PLACEMENT CELL :

- ▶ Organising **On-and-Off campus** interviews
- ▶ Organising training programs like **Personality Development Programs, Mock Aptitude tests, Group Discussion training and mock interviews**
- ▶ Co-ordinating **Industrial Visits**
- ▶ Co-ordinating **Project Placement** for the Students
- ▶ Supporting **Technical Seminars, Conferences, Workshops** etc., organized by various departments
- ▶ Organising Student level **workshops/meets with major Corporates**
- ▶ **Organising Management Development Programs (MDP), collaborating with companies etc.**
- ▶ Facilitating **Industry Institute Interactions** by inviting experts for lectures, as members of Project and Laboratory evaluation panels, members of Selection Committees, etc.

SUPPORTED BY



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CENTURY ENKA LIMITED

BIRLA ACADEMY OF ART & CULTURE

MANGALAM TIMBER PRODUCTS LIMITED

CENTURY Textiles and Industries Limited

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WITH YOU ALWAYS

HDFC MUTUAL FUND
Asset Management Company Limited

ADITYA BIRLA FINANCE

STUDENTS SPEAK



PUJA KUMARI

MBA

3RD SEM, BATCH (2018-20)

SBU provides the state-of-the-art infrastructure with latest technology, hygienic cafeteria and well equipped Library with latest journals. The faculty members provided us the platform to showcase our potential.



ANJALI AGRAWAL

B.TECH-CSE

3RD SEM, BATCH (2018-22)

Our University conducts lot of Seminars and industrial visits which give us corporate exposure and enhance our practical Skills. Thanks to our faculties for our overall development.



SHALINI KESHRI

BBA-CM

1ST SEM, BATCH (2019-22)

The transdisciplinary environment helps us to choose our interest area amongst Management, Engineering, IT, Yoga and Naturopathy. It has always been a great experience to be a part of Birla Legacy for a better tomorrow.



RISHY RAJ

BA ENGLISH (H)

BATCH (2019-22)

To provide quality education is the main motto of the Sarala Birla University. Learning from industry leaders and networking with top professionals will help us to enhance our leadership traits.

STUDENTS SPEAK



RAMAN KUMAR CHOUDHARY
B.TECH-CSE LATERAL
3RD SEM, BATCH (2019-22)

With the emerging technology our lab is also emerged with the latest technical tools to provide us the hands-on experience to become corporate ready.



RIYA JAISWAL
B.COM
1ST SEM, BATCH (2019-22)

University has not limited itself in education only but also endeavors to promote the study of Social justice, Secularism and National and International threats to our economy. Thanks for helping us to overcome the feeling of public speaking.



AMRIT SINGH
MASTERS IN YOGA & NATUROPATHY
3RD SEM, BATCH (2018-20)

Our Naturopathy lab is well equipped with the latest world-class equipment for panachkarma and natural treatment. Facilities are proficient and renowned in their specialized fields.



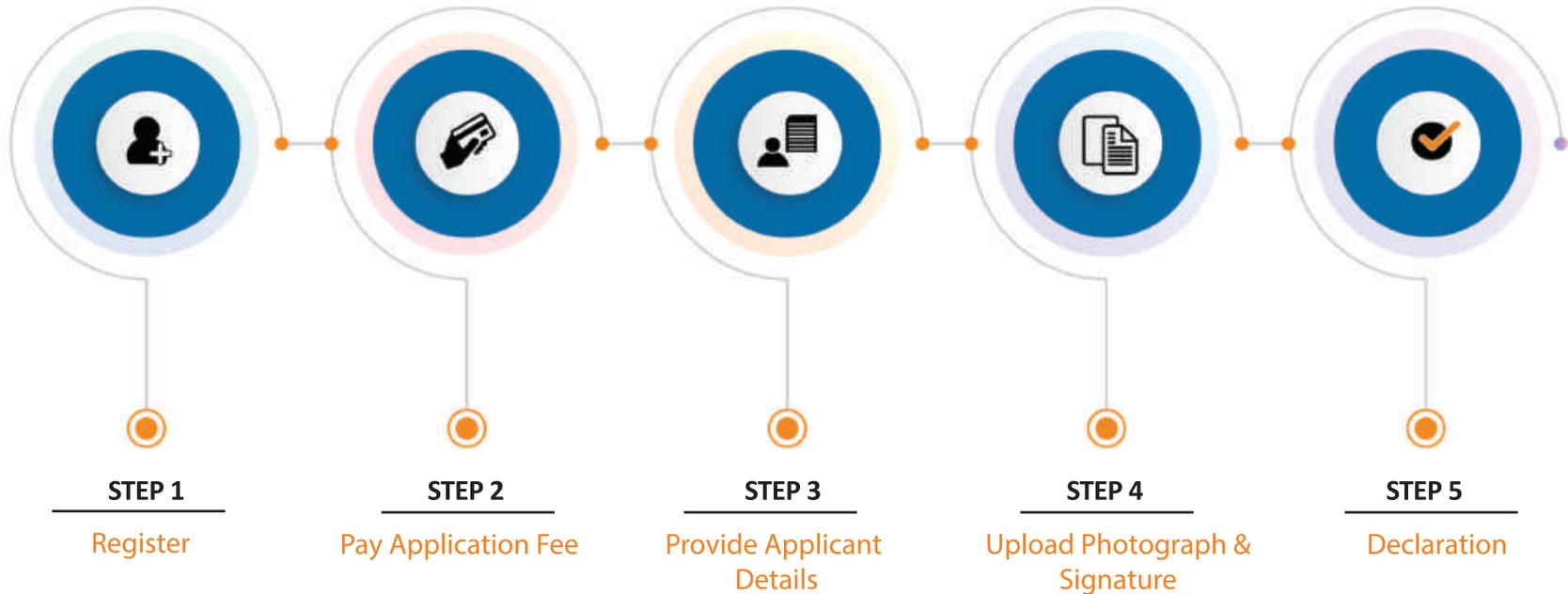
NAVNEET KESHRI
MBA
1ST SEM, BATCH (2019-21)

The place to explore yourself in different clubs & committee for the overall development. All the faculty members motivate and inspire us to write research papers and always encourage us to publish articles and papers in journals of high repute.

HOW TO APPLY?

SARALA BIRLA UNIVERSITY (ADMISSION 2020-21)

ONLINE MODE: Visit at: www.sbu.ac.in



NOTE

- This brochure is available in offline/online mode.
- Changes and updates to this document, if any, will be highlighted on the official SBU admission website (www.sbu.ac.in)
- Candidates are advised to download this handbook/buy from University and check for any updates on the website before submitting their application.
- All courses at SBU are taught in English.
- Candidates must satisfy all of the eligibility criteria stipulated in this handbook / website in order to be eligible for admission.
- Records of exam-related documents will be retained by SBU only for a period of one year from the date of declaration of final result.
- The court and tribunals in Ranchi alone shall have exclusive jurisdiction to entertain and settle any dispute or claim regarding admission to SBU.

VISIT

SARALA BIRLA UNIVERSITY

Birla Knowledge City, P.O.-Mahilong, Purulia Road, Ranchi - 835 103 (Jharkhand)

Toll Free : +91-95251 10001 | Mobile : 7707006061 - 65, 7707004286 -87



FEE STRUCTURE

COURSES OFFERED	DURATION (YEARS)	ONE TIME REGISTRATION FEE (₹)	SEMESTER FEE			TOTAL COURSE FEE (₹)
			DEVELOPMENT FEE (₹)	EXAM FEE (₹)	TUITION FEE (₹)	
MBA	2	25,000	3,000	3,000	75,000	3,54,000
BBA	3	25,000	2,000	2,000	24,000	1,98,000
BBA Capital Market	3	25,000	2,000	2,000	46,000	3,30,000
B.Com	3	10,000	1,500	1,000	10,500	93,000
BA (English)	3	10,000	1,500	1,000	7,500	75,000
BCA	3	15,000	2,000	2,000	24,000	1,88,000
B.Tech (CE, CSE, EEE, ECE, ME)	4	25,000	3,000	3,000	47,450	4,57,600
B.Tech Lateral Entry (CE, CSE, EEE, ECE, ME)	3	25,000	3,000	3,000	47,450	3,50,700
Diploma (CE, CSE, EEE, ECE, ME)	3	10,000	2,500	2,500	18,200	1,54,200
Diploma Lateral Entry (CE, CSE, EEE, ECE, ME)	2	10,000	2,500	2,500	18,200	1,07,800
Master of Yoga & Naturopathy	2	10,000	1,000	500	6,000	45,000
Master of Yoga & Naturopathy (Lateral Entry)	1	10,000	1,000	500	6,000	30,000
Bachelor of Yoga & Naturopathy	3	10,000	1,500	1,000	7,500	75,000
Diploma in Yoga & Fitness Trainer	1	10,000	1,000	1,000	6,000	31,000
B.Sc. Nursing	4	31,000	2,500	2,500	24,000	2,63,000

HOSTEL ACCOMMODATION AND FOODING

TYPE OF ACCOMMODATION	ACCOMMODATION CHARGE (PER ANNUM)	FOOD CHARGE (PER ANNUM)	TOTAL CHARGE (PER ANNUM)
Non - AC	40,000	30,000	70,000
AC	60,000	30,000	90,000

Eligibility *: As per UGC/AICTE Norm.

Note : *One time registration fee payable at the time of admission is **Non-Refundable**

*One time refundable caution money to be deposited at the time of admission : ₹ 5,000.00

*Development Fee, Exam Fee and Tuition Fee are per semester.

*ICT charges and miscellaneous fee is applicable for the course.

*Only For BSc Nursing program the one time registration fee includes Rs. 6,000 for uniform and Rs. 5,000 for Books, Development Fee is Clinical Fee and Exam Fee is Practical Fee. Living in University Hostel (Non-AC) is mandatory for Nursing students.

***Accommodation & Fooding For 10 Months.**



SBU
SARALA BIRLA
UNIVERSITY

Transforming
Global Leaders for
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The Legacy | The Birla Group

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