SHANTI BUSINESS SCHOOL
AHMEDABAD

Creating Strategy Leaders

2000+
STUDENTS GRADUATED

15 YEARS

LEADER







SBS AI



20+ MULTIDISCIPLINARY ELECTIVES

800+
INDUSTRY LEADING RECRUITERS

50+
YEARS OF
CORPORATE
HISTORY

AICTE APPROVED
PGDM & PGDM-M



Vision

To be a centre of academic excellence and research that nurtures industry ready and socially responsible management professionals.

Mission

To offer rigorous practice-oriented education well-suited to meet the challenges of businesses and industries.
To inculcate values, ethics and sensitivity towards the society, country and environment.
To provide a conducive environment to all the stakeholders to enhance the quality of teaching, learning and research.



Shri. Vedprakash Chiripal

Founder Trustee - Chiripal Charitable Trust
Chairman - Chiripal Group of Industries

As stewards of the Chiripal Charitable Trust, we are committed to building a society where individuals thrive with dignity and freedom of thought. Through institutions like Shanti Business School, we pursue excellence with ongoing research and innovative teaching methods. We invite you to join us on this rewarding educational journey.



Shri. Brijmohan Chiripal

Chairman - Board of Governors, SBS Ahmedabad
Director - Chiripal Group of Industries

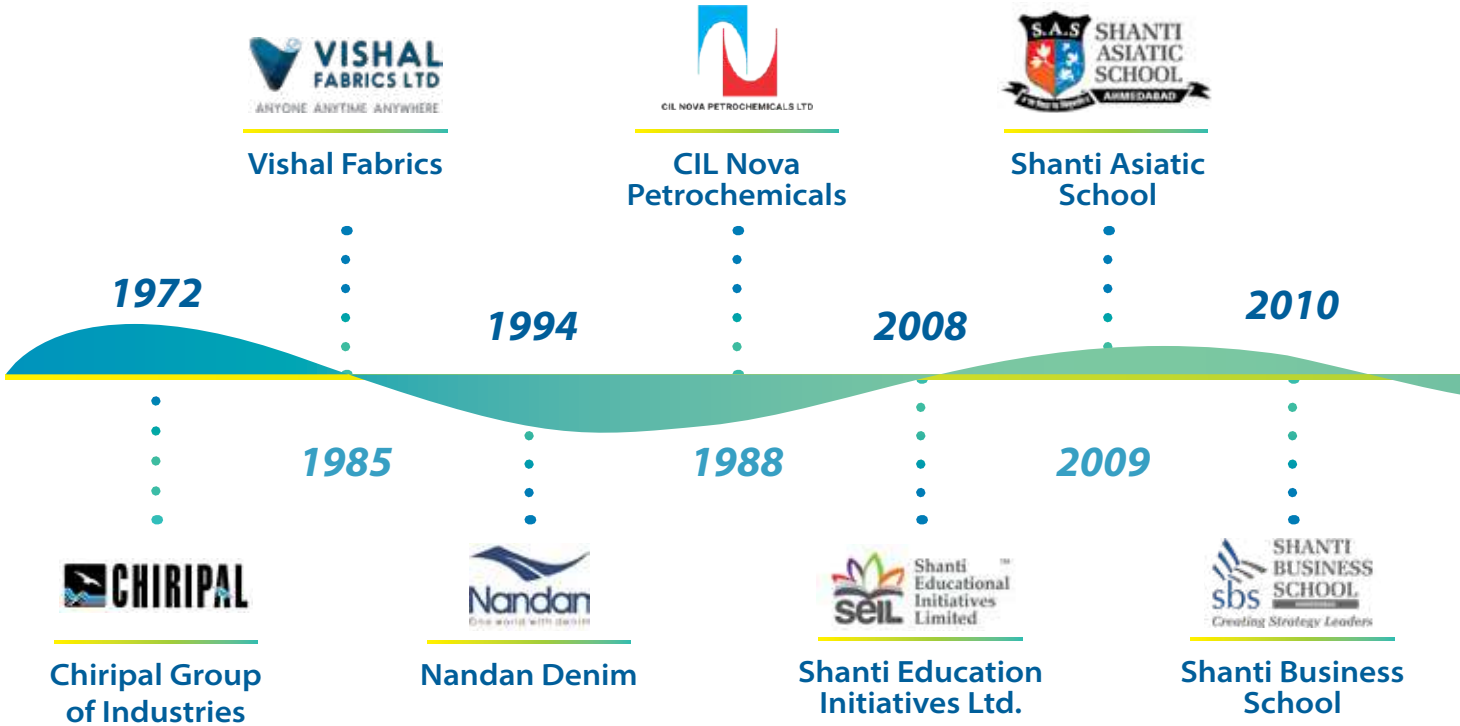
An initiative of the esteemed Chiripal Group, SBS has quickly become a prominent institution, attracting students nationwide. We aim to set new standards in management education with superior course content and real-world relevance, supported by invaluable guidance from industry leaders.



Dr. Neha Sharma

Director - SBS, Ahmedabad

Since 2010, our institute has been dedicated to delivering industry-relevant management education. Our strength is our modern curriculum and pioneering teaching methods, designed for Industry 4.0. At SBS, we cultivate a culture of lifelong learning and provide a dynamic ecosystem for student development through diverse activities and immersive industry exposure.



THE CHIRIPAL GROUP

Chiripal Charitable Trust is the CSR initiative of the ₹10,000 crore Chiripal Group of Companies. Founded in 1972, the group has expanded from a single powerloom into a dynamic conglomerate with interests in textiles, petrochemicals, polyfilms, renewable energies, eduction and more. SBS, an initiative of the trust, has quickly established itself as a premier institute, transforming students into industry-ready talent. We benchmark against top global business schools to deliver knowledge that provides our students a vibrant career trajectory.

2012 — Chiripal Poly Films Limited

2016 — Nandan Terry

2021 — Hexa Biochem

2022 — Grew Energy

2023 — Catalyzer

2025 — True Green Bio Energy

20,000+	**1800+**	**200+**	**11,000+**
Workforce, one Family - Chiripal Group	*Professional graduates of SBS, Ahmedabad making their mark in the corporate world*	*Pre Schools across India - Shanti Juniors*	*Students receiving School Education - Shanti Asiatic School*

Board of Governors



Shri Brijmohan Chiripal

Trustee, Chiripal Charitable Trust
Chairman, SBS Governing Board
Ahmedabad



Shri Babu Thomas

Chief Human Resources Officer
Shalby Ltd,
Ahmedabad



Dr. Subhadip Roy

Associate Professor
Indian Institute of Management
Ahmedabad



Shri. Basant Rathore

Sr. VP, Strategic Planning,
Brand & Business Development,
Jagran Prakashan Ltd., New Delhi.



Prof. KGK Pillai

Executive Registrar,
Shanti Business School
Ahmedabad



Dr. Neha Sharma

Director, Shanti Business School
Member Secretary SBS Governing Board
Ahmedabad



Dr. Rohit Swarup

Founder Director,
Xplora Design Skool & Futurz
Xplored, Ahmedabad



Dr. Manju Singh

Professor, Dept. of Humanities &
Social Science Malaviya National
Institute of Technology, Jaipur.



Shri. Vijay Rane

Global HR Head
Milestone Inc. Headquarters
California.



Dr. Pradip Malik

Professor
Pandit Deendayal Petroleum
University, Gandhinagar



Dr. Rinki Rola

Dean Academics
Shanti Business School
Ahmedabad



What Sets
SBS Apart ?

- *PROMOTED BY CHIRIPAL GROUP - Rs.10000 CRORE CONGLOMERATE*
- *STRONG INDUSTRY NETWORK*
- *INDUSTRY CENTRIC CURRICULUM WITH SMART TECH INTEGRATION*
- *100% PLACEMENT SINCE INCEPTION*
- *STUDENT DIVERSITY (STUDENTS FROM 15+ STATES AND 40 + CITIES)*
- *DYNAMIC NETWORK OF 2000+ ALUMNI*
- *ON CAMPUS RESIDENTIAL FACILITY*
- *360° MENTORING WITH AI-DRIVEN CAREER GUIDANCE*
- *EXPERIENTIAL LEARNING THROUGH LIVE PROJECTS & INTERNSHIPS*

Why Gujarat?



01 Strategic Economic Gateway

Gujarat's prime coastal location and extensive port infrastructure establish it as a critical hub for both domestic and international trade.

02 Industrial Powerhouse

The state boasts of a diverse and robust industrial base, with significant contributions in textiles, petrochemicals, and advanced manufacturing.

03 Pioneering Smart Cities

Gujarat is home to the Dholera Special Investment Region (SIR), a developing world-class smart city, and the operational Gujarat International Finance Tec-City (GIFT City), India's first international financial services center.

04 Innovation and Entrepreneurship Hub

A dynamic startup ecosystem, supported by government initiatives and a business-friendly climate, makes Gujarat a fertile ground for new ventures.



05 Leader in Renewable Energy

Gujarat is at the forefront of the green energy transition, with major investments in solar, wind, and other renewable power sources.

06 Advanced Infrastructure and Connectivity

The state is enhancing its connectivity with projects like the Ahmedabad-Mumbai bullet train, which will stimulate economic growth across the corridor.

07 Thriving Financial Sector

A strong presence of financial services and a burgeoning fintech scene, centered around hubs like GIFT City, contribute to Gujarat's vibrant economic landscape.

08 Excellence in Education

The state hosts a number of premier educational institutions that foster industry-aligned talent and drive research and innovation.

09 Rich Cultural and Tourism Destination

Gujarat's unique cultural heritage, featuring historical sites like the Statue of Unity, is a significant driver of tourism

10 Global Business Destination

With world-class facilities like the Surat Diamond Bourse and Narendra Modi Stadium, Gujarat is increasingly a destination for international business and events



Awards





Best Management Institute in West India for Industry Interface By Centre for Education Growth and Research (CEGR)



Best Management Institute of West India for Placement by Integrated Chambers for Commerce & Industry (ICCI)



Global Award for Excellence in Education, Leadership & Teaching by World Education Congress



Global Award for Excellence in Education, Leadership & Teaching by World Education Congress



'Excellence in Education-West Zone' by Collegedunia Excellence Awards



'Best Placement Through Curriculum Innovation' by Global Education Excellence Awards



"Top 50 Organizations in Education" by Global Forum For Education & Learning



Best Management Institute in West India for Placement By Centre for Education Growth and Research (CEGR)

Academic & Industrial Collaborations

Deloitte.

Industry-led fintech sessions nurturing business leaders ready to thrive in a disruptive innovation landscape and evolving financial ecosystem.

FranklinCovey Education U.S.A.

Leadership and personal effectiveness training cultivating the agility and innovation-driven mindset essential for today's professionals.

IMARTICUS LEARNING

Certifications in marketing and financial modeling with the AI+PGDM advantage, shaping next-gen leaders through a tech-augmented, future-ready learning ecosystem.

UIS® INTERNATIONAL
A Unit of United Accrual Services Pvt Ltd
A Crafted Platform for Inspiring Leaders...

Immersive international exposure accelerating future with global business insights and innovation-centric management education.

cesim BUSINESS SIMULATIONS

Experiential learning through simulation based strategy labs that decode business challenges and develop a future-skilled workforce mindset.

EDRUPT

Hands-on digital marketing courses with live projects, client exposure, and paid internship opportunities, preparing students to become industry-ready professionals.

Association Membership

AHMEDABAD MANAGEMENT ASSOCIATION

WADHWANI FOUNDATION
ENTREPRENEURSHIP NETWORK

CII
Confederation of Indian Industry

rai
RETAILERS ASSOCIATION OF INDIA

SME CHAMBER OF INDIA
SMALL & MEDIUM BUSINESS DEVELOPMENT CHAMBER OF INDIA

NHRD NETWORK



BEST BUSINESS SCHOOL OF 2024
Awarded by The Academic Insights for its Vibrant and Inclusive Academic Culture

RANKED 4th
BEST PRIVATE
B-School
IN GUJARAT BY
OUTLOOK



BEST MANAGEMENT INSTITUTE IN WEST INDIA FOR INDUSTRY INTERFACE & PLACEMENT 2025
By Centre for Education Growth and Research (CEGR)

Programs



PGDM

Shanti Business School, Ahmedabad, offers a 2 year full time AICTE approved Post Graduate Diploma in Management (PGDM) program. It has a superior, evolving, and vertically specialized curriculum delivered through path breaking methodology like performance learning, internship and five pronged mentoring process. SBS has customized its curriculum to include core courses, electives and sectoral specializations. SBS offers industry relevant courses, facilitated by corporate interactions. Projects and research, complemented by extensive internships, give our students a comprehensive 'real-life' experience.

PGDM - Marketing

Shanti Business School, Ahmedabad offers a 2 Year Full Time AICTE Approved Post Graduate Diploma in Management – Marketing (PGDM Marketing) program. Marketing has always been one of the extremely popular career destinations for Management Students. The PGDM Marketing program is designed for the students who have a pre-determined choice of a career in marketing. Keeping in view of the way marketing functions are dynamically evolving and the need for advance marketing strategies, the programme covers core marketing courses and a choice of contemporary elective courses like Marketing Analytics, Marketing Research, Digital Marketing and Data Visualization. PGDM - Marketing course caters to the students who seek a career in sales and marketing and possess an analytical mind which can critically evaluate and interpret the market conditions and the ability to solve problems.

Specialisations & Electives

Marketing

- *Consumer Behavior*
- *Sales & Distribution Management*
- *Integrated Marketing Communication*
- *Product & Brand Management*
- *Digital Marketing*
- *Marketing for Startups*
- *Service Marketing*
- *Customer Relationship Management*
- *Retail Marketing Management*
- *International Marketing Management*
- *B2B Marketing*
- *Logistics & Supply Chain Management*
- *Rural Marketing*
- *Hospitality and Tourism Marketing*

Finance

- *Financial Management*
- *Financial Analysis and Modelling*
- *Corporate Finance*
- *Valuations*
- *Security Analysis and Portfolio Management*
- *Corporate Tax Planning*
- *Financial Services*
- *Derivatives and Risk Management*
- *Strategic Financial Management*
- *Behavioral Finance*
- *Management of Financial Institution*
- *Cost and Management Accounting*
- *Contemporary Issues in Finance*
- *International Finance*
- *Workshop on Financial Analytics*

Data Sciences

- *Python Programming*
- *Basic SQL Programming*
- *Maths for Data science*
- *Communicating with Data*
- *Marketing Analytics*
- *Business Intelligence with Tableau*
- *Advanced Excel with SQL*
- *Logistics & Supply Chain Management*
- *Advanced Data science*
- *Contemporary Issues in Analytics & Decision Science*
- *Data Engineering*
- *Data Sciences*
- *Software and Data Science Project Management*
- *Introduction to MLOps*

Digital Marketing & Brand Communications

- *Fundamentals of Digital Marketing*
- *Brand Management*
- *Social Media Marketing*
- *Development Communication*
- *Communication Research*
- *Corporate Communication and Reputation Management*
- *Advanced Digital Marketing*
- *Introduction to Communication Management*
- *Indian Society and Culture*
- *Consumer Behavior*
- *Integrated Marketing Communication*
- *Workshop on Semiotics*
- *Workshop on Design Thinking*
- *Leveraging AI for Digital Marketing*

Human Resources

- *HR Analytics*
- *Knowledge Management*
- *Talent Management*
- *Compensation Management & Reward System*
- *Industrial Relations and Labour Law*
- *Talent Acquisition*
- *Performance Management System*
- *Change Management & Organization Development*
- *HR Instruments & Tools*
- *Negotiation Skills*
- *Counseling skills for Managers*
- *Managing Workforce Diversity*
- *Leadership and Group Dynamics*
- *Industrial Relations & Legislation*
- *Organizational Design*
- *Strategic Human Resource Management*

Supply Chain

- *Product Availability and Inventory Control*
- *Supply Chain Design & Control*
- *Multivariate Statistics for Decision Making*
- *Digital E-commerce*
- *Service Operations Analytics*
- *Theory of Constraints*
- *Total Quality Management*
- *Production Planning and Optimization*
- *Digital Supply Chain Platforms*
- *Technology Adoption*
- *Warehouse Management*
- *Service Supply Chain Designing*
- *Supply Chain Analytics*
- *Logistics and Transportation*
- *Marketing 4.0*
- *AHP and MCDM Techniques*
- *Transportation and Logistics Optimization using Anylogistics and MS Projects software*

Entrepreneurship

- *Family Business Management*
- *Business Plan and Project Preparation*
- *Enterprise Resource Planning*
- *Design Thinking*
- *Entrepreneurial Finance and Investor Pitching*
- *Entrepreneurial Marketing*
- *Sickness and Turnaround Strategies*
- *Business Risk Management*
- *Finance and Tax Strategies for Family Business*
- *Behavioral Economics*
- *Social Entrepreneurship*
- *Cases of Entrepreneurs*

Program Structure & Electives
(PGDM, PGDM-Marketing)

Induction Programme		Semester-1			Semester-2			Semester-3			Semester-4			
Foundation Courses		**Course**	**Cr**		**Course**	**Cr**		**Course**	**Cr**		**Course**	**Cr**		
Learning by Cases	Executive Skills	Numerical Analysis - I	*		Numerical Analysis-II	*		Aptitude Training	*		Aptitude Training	*		
Newspaper Assignment		News Reading & Analysis	*		News Analysis for Professional Development	*		CIS (GD/PI)	2		Mock PI	*		
Communication Skill		Managerial Communication	2		Written Analysis and Communication	2								
		Python Programming	2		Power BI and AI Application for Business	2		Area - Specific Workshop	2					
Basics of MS Office		Excel Skills for Managers	2		Business Research Methods	2		Grand Project			Grand Project	3		
POLC Framework	Basic Building Blocks	Management Principles and Organisational Behaviour	3	Autumn Break	Human Resources Management	3	Summer Internship [3 Credits]	Business Strategy	3	Autumn Break	Universal Human Values in Management	2		Total
Basics of Accouting		Managerial Economics	3		Macro Economics	2					Sustainability, Responsibility & Managerial Ethics	3		
Basics of Statistics		Business Analytics - I	3		Business Analytics - II	3								
UHVM		Legal Aspects of Business	2											
	Management Domain	Marketing Management - I	3	Autumn Break	Marketing 4.0	2		Elective 1	3	Autumn Break	Elective 1	3		
		Financial Statement Analysis	3		Financial Management	3		Elective 2	3		Elective 2	3		
		Operations Management	3		Entrepreneurship	3		Elective 3	3		Elective 3	3		
					Electives 1	3		Elective 4	3		Elective 4	3		
					Elective 2	3		Elective 5	3					
					Elective 3	2		Elective 6	3					
Credits		S1	26		S1	30	3	S1	25		S1	20		104

Admission Criteria

The PGDM programs are open to graduates of any University recognized by the UGC. The graduation should conform to (10+2+3) years or (10+2+4) years of schooling. The candidate must have completed graduation with minimum of 50% of aggregate marks [45 % in the case of specified categories]. Those in the final year of graduation may seek provisional admissions. Provisional admissions, will be granted subject to the students submitting the graduation results satisfying the above conditions latest by 31st October of the year of admission. The candidate must have valid scores from any one of the following all India recognized entrance tests: CAT/MAT/XAT/ATMA/CMAT taken not earlier than 12 months.

Admission Process

Interested candidates may register online with SBS website (www.shantibschool.edu.in) and await schedule for the process of selection. After screening the on-line application, the Admission Committee, will organize the process of selection which may consist of Group Discussion and Personal Interview. The Admissions Committee will make a composite score of the various components of the admission process

01 Register & submission of online application form

02 Appear for GD and PI with Educational Documents

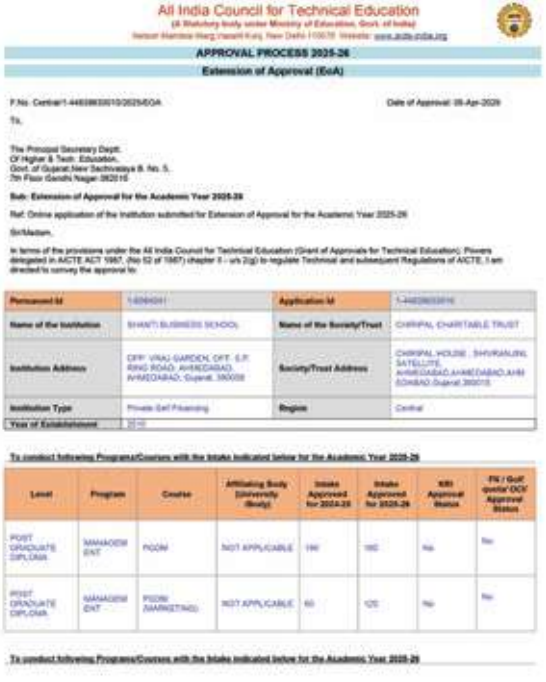
03 Submission of all Educational Documents

04 Payment of Registration Fees

Education Loan



AICTE Approval Letter



Our Strength

Core Faculty Members

Make SBS the start of your new world; our community is full of passionate people with the drive to change the world through their research and collaborations with global partners. We can help you develop the skills you need for your future.



Dr. Neha Sharma

Director,
B.Sc, MBA, PhD, NET

Academic Experience of 21 years
Industry Experience of 15 years
Areas of Interest: Design Thinking, Brand Communication, Social Responsibility, Societal Mktg., Teaching Learning Methods



KGK Pillai

Professor & Executive Registrar
B.A (Eng. Language & Lit) MBA (Education Management) NLP Trainer

Academic Experience of 30 years
Industry Experience of 18 years



Dr. Rinki Rola

Dean, Academics
Professor
BE, MBA (Finance), PhD

Academic Experience of 17 years
Industry Experience of 2 years
Areas of Interest: Operations Management, Business Analytics and Financial Services



Dr. Tushar Panigrahi

Head, R&D
Professor
MA(Economics), MBA(Finance), PhD

Academic Experience of 22 years
Areas of Interest: Security Analysis, Portfolio Management, Derivatives, Risk Management, Financial Modelling Economics.



Dr. Niyat Shetty

Head, IIC
Professor,
BE (Civil), LLB, MBA (Marketing), PhD

Academic Experience of 16 years
Industry Experience of 6 years
Areas of Interest: Marketing Management, Operations Management, Entrepreneurship



Dr. Sandeep Makwana

Area Chair - Marketing
Associate Professor
B.Com, PGDBM, MBA, PhD

Academic Experience of 18 years
Industry Experience of 6 years
Areas of Interest: Retail Management, Sales & Distribution, Logistics and Supply Chain Management



Dr. Raviraj Gohil

Area Chair - Finance
Associate Professor
B.com, PGDM- Finance, PhD

Academic Experience of 19 Years
Industry Experience of 2 Years
Areas of Interest: Financial Analytics, Corporate Finance, Behavioral Finance and Private Equity.



Dr. Dhriti Bhattarcharjee

Area Chair - Communication/ Head IQAC
Associate Professor
BA, MDC, UGC-NET, PhD

Academic Experience of 13 years
Industry Experience of 9 years
Areas of Interest : Communication Management, Digital Marketing



Dr. Neha Verma

Area Chair - HR
Associate Professor
BA, MBA, M. Com, NET, PhD

Academic Experience of 9 Years
Areas of Interest: Organizational Psychology & Behavior, Motivation, Leadership, Decision-Making, Employer Branding, Talent Management and Emerging Marketing Concepts.



Amit Saraswat

Area Chair - Data Science
Professor
MBA(Marketing), BE, FPM

Academic Experience of 12 Years
Industry Experience of 18 Years
Areas of Interest: Risk management for Fintechs, credit risk management, Customer attribution models in multi-channels



Krunal Mehta

Controller of Examination
Assistant Professor
B.E. (MSU), PGDM (NMIMS)

Academic Experience of 7 years
Industry Experience of 5.5 year
Area of Interest: Marketing Communication Strategy, Marketing Analytics, B2B Marketing, Theory of Constraints, Service Marketing



Dr. Ishan Sharma

Associate Professor
B.Com, M.Com, PGDM,MBA, PhD

Academic Experience of 17 Years
Industry Experience of 2 Years
Areas of Interest: Financial Management, Financial Inclusion, Accountancy



Dr. Nirav Vyas

Associate Professor
MBA (HR), PGDM(Marketing)
PhD

Academic Experience of 15 Years
Industry Experience of 6 Years
Areas of Interest: Consumer Behavior, Brand Management, IMC, Industrial Relations



Dr. Shreya Biswas

Associate Professor
B.Sc, MA, M.Phil, PhD

Academic Experience of 16 years
Areas of Interest: Economics, Entrepreneurship



Dr. Prashant Pareek

Associate Professor
B.B.A, MBA, UGC-NET, PhD

Academic Experience of 13 years
Industry Experience of 3 years
Areas of Interest: Marketing Management, Marketing Research, Integrated Marketing Communication, Corporate Communication



Dr. Anushree Mehta

Associate Professor
Post-Doc, PhD

Academic Experience of 9 Years
Industry Experience of 3.5 Years
Areas of Interest: Organizational Behaviour, Human Resource Management, Compensation Management, HR Analytics



Dr. Hardik Bavishi

Associate Professor
PGDM (Marketing: Gold Medalist), MBA, UGC NET-JRF, PhD

Academic Experience of 16 years
Areas of Interest: Service Marketing, Digital Marketing and Data analytics



Dr. Prashant Sharma

Assistant Professor
BSc, PGDM(Finance), PhD

Academic Experience of 4 years
Industry Experience of 21 year
Area of Interest: Security Analysis & Investments



Dr. Hiral Desai

Assistant Professor
B.Com., M.Com., MBA (Finance), PhD

Academic Experience of 18 years
Areas of Interest: Accounting and Finance



Dr. Yugma Bharatiya

Assistant Professor
BBA , MBA (HR), PhD

Academic Experience of 3 Years
Industry Experience of 3 Years
Areas of Interest: Organization Behavior, Human Resource Management, Workplace Diversity



Dr. Manasi Vahia

Assistant Professor
BA, MHRM, PhD

Academic Experience of 11 years
Industry Experience of 10 years
Areas of Interest: Human Resource Management & Organizational Behaviour, Managing Dversity at Workplace



Dr. Yogesh Mungra

Assistant Professor
Ph.D - Marketing,
Post-doctorate - Marketing

Academic Experience of 11 years
Industry Experience of 2 years
Areas of Interest: Customer Relationship, Marketing Research, Consumer Behaviour.



Dr. Mitesh Jadav

Assistant Professor
B.E. MBA(Marketing), PhD

Academic Experience of 8 Years
Industry Experience of 4 Years
Areas of Interest: Marketing & Data Analytics.



Medha Sharma

Assistant Professor
Master of Arts [English Literature and Language]

Academic Experience of 8 Years
Industry Experience of 5 years
Areas of Interest: Language, Communication Skills and Emerging Marketing Concepts.



Anjali Maheshwari

Assistant Professor
M.Com (EAFM), NET (Commerce)

Academic Experience of 5 years
Areas of Interest: Financial Management, Microeconomics, MFS



Ashish Dugar

Assistant Professor
B.Tech, PGDM (Marketing)

Academic Experience of 4 Years
Industry Experience of 5 year
Areas of Interest: Strategic Marketing, Digital Marketing, Brand Management, Corporate Communication.



Nirmit Kansara

Assistant Professor
B.Com, MLISc

Academic Experience of 4 Years
Areas of Interest: Information Technology, Library Development, Digital Transformation

Adjunct / Visiting Faculty

Dr. Tobby Mammen
Faculty Member
ICFAI Business School

Prof. Chinmay Jain
Sr. Manager Analytics Visualization with Tableau

Mr. Alan DSouza
Marketing and Communication Consultant

Mr. Rohan Garg
Director, Phoenix Academy

Mr. Abbas Kapasi
Digital Marketing Consultant
BitWise Branding

Dr. Radhika Gandhi
Assistant Professor, Gujarat Technological University

Mr. Deepak Permani
Centre Director
ProTalent Elite Test Preparation Academy

Ms. Vrutti Tanna
Data Engineer, FUGETRON

Mr. Arun Lal
Author, Speaker, Consultant, Coach

Dr. Anurodh Singh Khanuja
Sr. Assistant Professor, Sri Balaji University, Pune.

Dr. Neera Singh
Associate Professor, Sri Balaji University, Pune.

Prof. Nayan Gajjar
Data Scientist, Data Accuisition Method and R Programming-Workshop

Mr. Sudhanshu Purohit
Assistant Manger, Welspun Transformation Service Limited

Mr. Alok Tindwani
Academic Director, Protalent, Ahmedabad

Major Shirish Patil
Founder & CEO; Turv Consulting

Mr. Jalaj Chhaya
AVP, Finance & Accounts, Rishabh Software Private Limited

Mr. Hardeep Pathak
Founder, Managing Director, Writopedia Consultants Pvt. Ltd

Mr. Mohd. Suzan Shaikh
Director, LendingKart

Prof. Shanti Verma
Associate Professor, L.J. Institute of Computer Applications

Capt. Purba Pani
Ex. Army Officer, Psychological Counselor & Personality Development Coach

Mr. Aravind Warrier
HR Leader | Lead - People & Culture at VOLVO India

Mr. HunaidKhan Pathan
Data Scientist
Evolutionary System Pvt.Ltd.

Industry Experts

Mr. Kandarp Bhatt
Founder of ZealousWeb

Mr. Anish Baheti
Founder Train My Brain, Founder Concept Coach, Global Motivational Speaker

Mr. Surja Kishore
Former CEO – BBDO TeamX for Mercedes-Benz India

Mr. Nishit Saigal
Founder & MD of S&S Super Brands

Mr. Ranjan Dutt
SVP Global Head Marketing Operations at Apex Group

Mr. Shyam Parekh
Co-Founder, Director at Gujarat Literature festival, Director at Bharatiya Vidya Bhavan Rajendra Prasad Institute

Mr. Paresh Gupta
Founder & Chairman – GCEC Global Foundation

Mr. Walter Peter
Founder Laa Po Laa TIE India, TEDx Speaker, Ex TIE Company Members NSD, Ahmedabad

Mr. Suresh Swamy
Partner at PWC (GIFT CITY)

Ms. Yogita Bansal
Founder Director of StoryCircle Edusaarthi Social Impact Entrepreneur, TEDx Speaker

Mr. Sandip Shah
General Manager & HOD, IFSC at GIFT CITY

Dr. Anantha Babbili
Carnegie Foundation/CASE Professor in Media Studies at Texas A&M University

Mr. Prashant Kumar
Head of Communicate,SE Asia, Founder Entropia Accenture, Malaysia

Mr. Arvind Gaddala
Product Management Expert

Mr. Shubhankar Jha
Financial Education Expert

Dr. Himanshu Buch
Business & Leadership Coach Zen Institute of Management

Mr. Mihir Mehta
Co-Creator at ABC, Founder At Zoobiz Sr. Director Consultant at BNI, Ahmedabad

Nikisha Kapasi
Psychotherapist / Early Interventionist RCI REGD

Mr. Chintan Dave
Head of India – AI Certs Director – Blockchain NetCom Learning

Dr. N N Mahapatra
President, Colorant P.Ltd.

CA Swati Panchal
TEDx Speaker | Finance Strategist | Startup Mentor | Author | Public Speaker | CA

Ms. Rebecca Sudan
Image Consultant

Dr. Jawahar Surisetti
Advisor to Government, TED Speaker, Start Up Mentor, Psychologist

Mr. Nishant Ambrust
AVP, Godfrey Philips

Mr. Ankit Machar
Wadhwani Foundation

Mr. Kavan Purohit
Global Head HR at Hitech Digital Solutions

Mr. Dev Mehta
Vice President Marketing and Strategic Alliances at NewVision Software

Mr. Rahul Deo
HR at Adani Wilmar,Ahmedabad Ex GM(HR) Zydus Wellness

Mr. Achal Rangaswamy
Former President, Marketing Bell Ceramics

Mr. Rohitash Chaube
AVP – HR & Corporate affair at Pushpanjali Group

Mr. Kanubhai Agrawal
Managing Director , Palco Group of Industries

Mr. Girish Khubani
Global Talent Manager S&P Global

Mr. Sumedh Gupte
Regional Head, Business Standard

Ms. Sumana Khan
Sr Project Officer, Adani Foundation

Mr. Aniket Gupta
Co-Founder Spaceplex

Mr. Ajit Jain
Head Commercials, Godrej & Boyce Mfg. Co. ltd

C.A Palak Pavagadhi
Proprietor Pavagadhi Shah & Associates

Mr. Mehul Pandya
AVP (HR), Genpact

Ms. Shweta Desai
Head HR, VIVO Gujarat

Certificate

Courses and Workshops

AI in Marketing by Imarticus Learning

A 30-hour workshop on applying AI to marketing strategies with hands-on experience.

CESIM Business Simulation

Experiential learning through simulation based strategy labs that decode business challenges and develop a future-skilled workforce mindset.

Financial Modelling and Valuations by Imarticus Learning

A 30-hour workshop on DCF models and other valuation techniques for aspiring investment bankers.

Workshop on Semiotics

A workshop for communication students on analyzing signs and symbols in cultural and visual contexts.

Workshop on Design Thinking

A course on applying design thinking principles to solve problems and execute communication projects.

HR Analytics

A workshop to equip HR students with skills to analyze HR data and create dashboards.

Supply Chain Analytics

An immersive course covering demand forecasting, inventory management, and logistics optimization using data-driven techniques.

Knowledge Management

A 10 hours workshop on streamlining, collaborating, and innovating through effective knowledge management

Structured Query Language (SQL)

Hands-on training in SQL for data extraction, cleaning, and analysis from relational databases.

Selling Skills

A practical course for marketing students that uses role-playing and mock drills to teach sales techniques.

HR 4.0

A 10 hours workshop empowering HR managers to align people, technology, and strategy for meeting business challenges

International Immersion Program with UAS International

A global immersion program in Dubai offering exposure to international trade, blockchain, and logistics.



Placement Cell



Career planning advice | CV and application support | Interview and assessment advice | Workshops and skill | Career sessions
Internship placement assistance | Final placement assistance

Placement Preparation Process

Preference & Selection in Campus Placement Drives

With different industries participating, students submit a form showing their prefrence regarding industry, functional domain and locations which gets the right fitment for both employer and employee.

Placement Training

Expert sessions are conducted for Professional CV Building and Group Discussions. Mock processes are coducted to prepare students for Aptitude tests, Group Discussions and Personal Interview. This also prepares them for their respective fuctional domain viz Marketing, Finance, HR & Decision Science

Pre-Placement Talk

Companies are encouraged to visit the campus before the placement process begins for a pre placement talk and introduce the job profiles of company

Interview & Final Selection

Companies visit the campus on the alloted date(s) and conduct tests and/ or interviews according to their selection procedure

Offer Letter & Final Procedure

The placement cell also coordinates the signing of offer letters by students who have been selected to ensure their smooth transitions

100+ HOURS
APTITUDE TRAINING

50+ HOURS
MOCK GROUP DISCUSSION

50+ HOURS
PRACTICE INTERVIEWS

20+ HOURS
PROFILE BUILDING

Our Recruiters *(Representative list)*



Recruiters Speak

Bisleri has been a regular recruiter at SBS for many years now and we have been experiencing a set of very professional and well-groomed candidates for our recruitment. The institution has a good talent pool of fresh minds that have been trained to become industry ready in state of the art infrastructure with a very high focus on technical capability as well as soft skills of students. This will add to our talented global workforce pool and enable our organization and society to reach greater heights. I wish the institution all the best to become a destination of choice in the sphere of Management education.

- Bhavik Acharya, Bisleri India

A big thank you for all the support and arrangements organized to make the "Syntellect" Recruitment Drive a smooth process. The arrangements and support was truly professional and we really appreciate your leadership, management of SBS and the team for all the efforts put in making it possible. Special mention to the volunteer team who made the coordination simple and easy.

- Vijay Raghvan Iyengar, Bajaj Corp Ltd.

Shanti Business School not only gives to its students an armory of skills, but also develops in them the assurance of being as good as the best anywhere. That, in the final analysis, is the ultimate confidence booster."

- Kaushal Pujara, ICICI Group

SBS adopts a judicious mix of theory and practical application, which equips its students with the requisite skills needed in being corporate citizens of the world. We have recruited students from this premier institute, who have consistently demonstrated a keen understanding of the banking and financial services environment. They adapt rapidly to our ever-changing needs and we look forward to a long and expanding relationship with the institute and its students."

- Pratik Kumar, Standard Chartered India

"Our experience with the management graduates of SBS has truly been interesting and exciting. The students are not only technically equipped in the requisite work skills but also excel in their practical applications. Their value addition to the organisation has been immense.

- Pranav Yagnik, Kotak Mahindra Bank

Dedication of the students towards attending the campus is appreciated, as they even made through overnight travel as well. Thank you for inviting us.

- Ivy Mendonca, Vodafone

Notable Alumni

Parth Raval CEO Finnvare Technologies	**Abhishek Gupta** Co-Founder Traverse Media	**Rahul Babbar** Chief Business Officer Petfort	**Vishal Sharma** Founder Affluent Fintech
Prince Savsani Founder Prime Industries	**Hrutvij Chitalia** Founder Archizone	**Richa Raj** Director Circana, USA	**Alpesh Dhanani** Founder Ideaslab
Manan Trivedi Director - Shaun Telecom Dubai	**Parth Rathod** Director Aarna Inc.	**Vikas Khoyani** Managing Director Endurance Consultants Pvt Ltd	**Aditya Sharma** Director Marbella Trendz
Sahil Sherasiya Director Enagic India - Kangen Water	**Ashish Darji** COO Vnnovate Solution Pvt. Ltd.	**Saurabh Trivedi** Cofounder M4U Finance	**Kishan Chauhan** Director The Oculus Studio
Devanshi Shastri Managing Director Maruti Missile Pest Treatment	**Kishan Bhalgama** Founder Cladviq Pharmaceuticals Pvt. Ltd.	**Harsh Barot** Director Mediaf5	**Mihir Popat** Director Alonza International



Internship & *Industrial Interaction*

Internship is a powerful tool in achieving the goal of nurturing industry-ready talent. During internship, students get exposure to the working environment of industry and learn to interact with people at different levels of the organization. They learn to work in teams towards set goals, come face to face with burning issues and problems and gain hands-on experience in managing oneself in a dynamic environment.

A healthy internship enhances the adaptability of the student to the organizational milieu, familiarizes the student to the organizational culture and enhances his/her self-confidence.







The internship at SBS is characterized by the following features

- *SBS has incorporated 8 to 10 weeks duration of rigorous summer internship.*
- *The internship is jointly monitored by faculty guide and industry mentor to ensure definite learning in the process.*
- *Internship is mandatory and carries 3 credits, As a result, the internship has been a significant game-changer in enhancing the placement prospects of the SBS students.*

How We Groom
Strategy Leaders



At Shanti Business School, we groom the next generation of strategy leaders through a tech-driven, agile learning ecosystem designed for Industry 4.0. Our pedagogy moves beyond traditional classroom learning, blending immersive, real-world experiences with personalized academic pathways that empower every student to thrive.

Experiential & Project-Based Learning

Through hands-on projects and real-world case studies, students are equipped with practical skills to solve complex business problems.

Tech-Driven Blended Learning

Our hybrid learning model combines cutting-edge digital resources with interactive classroom sessions, offering a flexible and personalized educational experience.

Agile & Inquiry-Based Learning

We foster an agile mindset by challenging students with complex, inquiry-based problems that cultivate critical thinking, resilience, and adaptability.

The Flipped Classroom Advantage

Core concepts are delivered through digital resources, freeing up valuable classroom time for high-impact, collaborative activities such as case analysis and strategic simulations.

The *Pulse of SBS*

To ensure a memorable experience, we offer a wide range of clubs, sports teams, and cultural programs. The campus is alive with student-led events and activities. We believe in a healthy work-life balance and provide a wealth of social and leisure opportunities alongside academic support.














Kitli Café



Vibrant
Student Clubs

At Shanti Business School, student-led clubs are the heart of our campus community, providing dynamic platforms for leadership, innovation, and personal growth. These clubs offer students invaluable opportunities to explore their passions, develop new skills, and build lifelong connections outside the classroom.



Sahas- Entrepreneurship Cell

This club connects students with successful entrepreneurs, igniting innovation and an enterprise-driven mindset. Through interactive sessions, it encourages students to look beyond conventional career paths and consider becoming the job creators of tomorrow.

Capital Buddies - The Finance Club

Dedicated to enhancing financial knowledge, this club organizes a series of activities, workshops, and investment simulations. It provides a platform for students to deepen their understanding of financial dynamics and investment strategies.

Book Wizard Club

This literary club fosters a culture of learning and intellectual curiosity through engaging activities. It helps students sharpen their communication and expressive skills while building a connection with books.

Samvad - The Debate Club

A dynamic platform for debating contemporary issues in business, society, and politics. Samvad hones students' research, articulation, and critical thinking skills, preparing them to be persuasive and well-informed leaders.and well-informed leaders.

Dynamic - The Sports Club

Committed to promoting a healthy and active lifestyle, the sports club instills values of teamwork, discipline, and sportsmanship. It offers a range of activities that help develop coordination, resilience, and a competitive spirit.

Dumbledore's Den - The Marketing Club

A creative space for aspiring marketers, this club provides a platform to explore innovative strategies in branding, sales, and promotion. Inspired by its namesake, the club believes in the magic of marketing to transform products into powerful brands.

Institute Innovation Council (IIC)

The Institute Innovation Council (IIC) fosters creativity, innovation, and entrepreneurial thinking among students. It offers a platform to nurture ideas through workshops, mentorship, and industry interaction, encouraging to develop impactful, sustainable, and market-ready solutions.

TalentNexus - The HR Club

This collaborative forum prepares budding HR professionals for the corporate world. Through experiential learning and skill-building activities, it equips students with the competencies needed to become effective and empathetic HR leaders.

Synergy Club

As an amalgamation of the SCM and DS specializations, Synergy focuses on integrated decision-making. The club's motto is "working together" and it trains students to analyze business challenges from multiple perspectives to arrive at holistic solutions.



Expression - The Cultural Club

Celebrating creativity and diversity, this club encourages student participation in music, art, and the performing arts. It fosters an environment of cultural inclusiveness through a variety of recreational and social events.

Cinematic Society - The Communication Club

This club fosters a vibrant community of movie enthusiasts through screenings, discussions, and events. It encourages creative expression, cultural exploration, and collaborative learning, celebrating the art of cinema.

Beyond the Classroom

Signature Events at SBS

At Shanti Business School, we believe that holistic development extends far beyond traditional academics. Our calendar of cultural, social, academic, and corporate events provides students with invaluable opportunities to learn, network, and grow. These signature events are designed to ignite innovation, foster leadership, and build a vibrant campus community.



Anusmriti

The annual alumni meet, Anusmriti, is a cherished tradition that brings together our extensive network of alumni, current students, and faculty. It is a proud reunion that celebrates the achievements of our graduates and provides a valuable platform for networking and mentorship.

Hackathon

A pioneering event at SBS, the Hackathon challenges young and ambitious minds to develop innovative solutions for major global economic concerns. This high-energy event brings together teams from across Gujarat to foster creativity, collaboration, and a problem-solving mindset.





Vichardhara

Vichardhara, the distinguished leadership series, brings students face-to-face with visionary leaders and achievers such as Aman Gupta, Vikrant Massey, Saina Nehwal, and many more. These engaging sessions inspire students with real-world experiences, success stories, and insights, nurturing their entrepreneurial spirit and motivating them to pursue excellence in their chosen paths.

Thought Leader Series

This series of seminars bridges the gap between academic theory and industry practice. We invite leading academicians, successful business leaders, and eminent thinkers to share their insights on crucial management issues, market trends, and real-world challenges, providing our students with a direct line to the forefront of business innovation.













Bauddhika

As our flagship annual inter-college management fest, Bauddhika has been a symbol of management excellence since 2013. The event brings together bright minds from across the country to compete in a series of challenges that test their practical knowledge and strategic thinking, filling the campus with energy and a competitive spirit.




Travel Partner
Hospitality Partner
GRAND 07
Times


boAt







Integrated
Infrastructure

SBS offers integrated infrastructure equipped for future business leaders. The campus blends high-speed IT infrastructure and smart classrooms. Sports, hostel, and recreational zones are seamlessly connected, fostering a vibrant learning environment built for Industry 4.0.



Academics Infrastructure

Strategy Suites: Modern, theatre-style classrooms fostering active participation and collaboration.

Think Tank: Dedicated zone for group discussions, brainstorming, and idea exchange.

BookBay: Library with a wide range of print and AI-curated digital resources.

Nerve Centre: Latest tools for business analytics and data science, developing analytical and leadership skills.

Seminar Hall: Venue for industry sessions, workshops, and student presentations.



Recreational Facilities

Playgrounds: Cricket, football, volleyball, and basketball courts for holistic growth.

Kitli Café: Social hub for students to connect and build friendships.

Canteen: Hygienic, multi-cuisine dining supporting student wellness.

Open Spaces: Green areas for relaxation, informal discussions, and vibrant campus life.



Residential Accommodation

Hostel: Separate facilities for boys and girls with high-speed Wi-Fi and 24/7 security.

Common Room: Space for interaction, group study, and entertainment.

Gymnasium: Fully Equipped fitness center encouraging a healthy lifestyle.

Medical Room: On-site medical support for student safety and wellbeing.







Convocation at SBS



2012 Convocation

Late Dr. Binod Agarwal

Vice Chancellor-Himgiri Zee University



2013 Convocation

H. R. H.

Late Shreeji Arvind Singh Mewar

of Udaipur



2014 Convocation

Shri Bhupendrasinh Chudasama

Minister, Education (Primary, Secondary and Adult)Higher & Technical Education, Food, Civil Supplies & Consumer affairs, Science – Technology



2015 Convocation

Smt. Mridula Sinha

Then Hon'ble Governor of Goa



2016 Convocation

Dr. B. P. Sanjay

Founding Vice-Chancellor of Central University of Tamil Nadu, Director, College of Integrated Studies at Central University, Hyderabad



2017 Convocation

Shri Mahendra N Patel

Chairman & M.D. Mamta Group of Industries

Shri Sean Chen

Director-CEO VIVO



2018 Convocation

Dr. Jatin Pancholi

Professor & Head of Finance, Middlesex University London

Shri S B Dangayach

Managing Director, Sintex Industries Ltd.



2019 Convocation

Shri. Santosh Desai

Managing Director & CEO

Future Brands



2020 Convocation

Prof. Tridip Suhrud

Provost, CEPT University
Director, Lalbhai Dalpatbhai Institute of Indology



2021 Convocation

Shri. Ajay Bhatt

President, Global Human Resources
Intas Pharmaceuticals Ltd, Ahmedabad



2022 Convocation

Shri. Lalit R Jadhav

President, Global Human Resources
Intas Pharmaceuticals Ltd, Ahmedabad



2023 Convocation

Shri. Aditya Kanthy

CEO & MD, DDB Mudra Group



2024 Convocation

Shri. Kishore Ajwani

Managing Editor, News18 India



FAQs

What are the programs offered by SBS?

SBS offers 2 years full-time PGDM and PGDM - Marketing programs. The PGDM Program has a variety of specializations like Financial Management, Marketing Management, Supply Chain Management, Digital Marketing & Brand Communication Management, Data Science Management and Human Resource Management. The first year of the program is common, the specializations commence in the second year.

What is the status of recognition of the programs offered by SBS?

The PGDM and PGDM - Marketing Programs offered by SBS is recognized by AICTE (All India Council of Technical Education). Copies of approval can be seen on the website.

How do you differentiate SBS with other B-Schools?

The foundation of SBS growth story has been its emphasis on an innovative, industry-focused and comprehensive curriculum that is taught by eminent faculty and industry professionals. It is enhanced by exceptional pedagogy, mentorship, projects and certificate.

What is the Pre-Entry Qualifcation and Selection Process?

Qualification for the PGDM Program is graduation in any discipline from a University recognized by UGC with minimum of 50 % marks. The selection process for admission to the program is as under:

A - Valid score from any one of the following management admission tests (CAT/XAT/ATMA/MAT/CMAT).
B- Score of Personal Interview, Group Discussion and any other process of selection as decided the Admission Committee.
C - Based on the academic performance, scores in the entrance tests, performance in the selection process and other co-curricular activities , the admission committee will prepare a composite score for the candidate. Based on this, the admission will be decided.

What is the cut-off percentile of the Entrance Exam?

SBS makes a comprehensive evaluation of the candidate and his/her potential for management education and decisions of admission are made. The process is holistic and comprehensive.

Is the program offered by SBS residential ?

No, the program is not mandated to be residential. Students also can choose to be day-scholar. However it is a full-time program and its rigour would not leave any scope for the student to pursue any other course or vocation.

What are the placement prospects after completing the SBS programs?

SBS has been maintaining 100 % placement since inception. with respect to students seeking placement. SBS has a very proactive Placement Cell taking care of the placement of all students seeking placement. Organizations participated in the placement process and the range of compensation packages offered can be shared with the prospective candidates by the Placement Cell.

Are students of SBS eligible to get educational loan?

Yes. As programs are approved by AICTE, all students pursuing the program are eligible to apply for educational loans that are being offered by nationalized and private banks in India. SBS has signed MOUs with SBI, Vijaya Bank, Axis Bank, HDFC Bank, Credenc and so on to enable speedy processing of the loan application of students admitted to SBS. Loans are decided by the respective banks based on their prevailing policies and guidelines and applicants will have adhere to these.

Implementation of Anti-Ragging policy of MHRD at SBS

SBS has implemented the guidelines of Hon'ble Supreme Court in its judgment dated 8th May 2019 on matters of ragging on its educational campus.

The Institute has an active Anti - Ragging Committee, the contact details of committee members are written on posters across the campus. Guilty students shall face strict punishment as declared by the college authorities.



SBS in News

Western Times

Chiripal Group hosts Aman Gupta in a unique motivational session Shark Tales



Ahmedabad, Chiripal Group on foundation day of Shanti Business School hosted an extraordinary motivational session titled "Shark Tales" featuring the renowned serial entrepreneur, Mr. Aman Gupta, the visionary founder of BOAT. The event aimed to ignite the entrepreneurial spirit within young minds and inspire them to take bold steps in their future careers. The session witnessed the enthusiastic participation of students from Shanti Business School and Shanti Asiatic School, along with key management professionals from Chiripal Group.

India, being the fifth largest economy in the world and rapidly advancing towards claiming the third position, stands at a crucial juncture. To attain the ambitious target of becoming a $5 Trillion economy by 2025, the nation requires a surge of entrepreneurs who can drive growth and innovation. Recognizing this need, Chiripal Group took the initiative to organize the "Shark Tales" session, which sought to empower and nurture the entrepreneurial potential of the students. During the session Aman Gupta, Co-founder, Boat said "Empowering the youth to embrace entrepreneurship is the key to unlocking boundless innovation and growth.

While Mr. Ronak Chiripal, Promoter of Chiripal Group, stated, "Every young individual has the potential to become a successful entrepreneur. Entrepreneurship is the journey of turning dreams into reality, fuelled by passion, perseverance, and the courage to embrace uncertainty." On this occasion Dr. Neha Sharma, Director Shanti Business School said that "The Shark Tales session proved to be a transformative experience for the students, as they soaked in valuable lessons and were motivated to harness their creativity, innovation, and determination in pursuit of entrepreneurial excellence.

City ભાસ્કર

Amdavad Wednesday, 23 April 2025


ફેરવેલ પાર્ટીમાં સ્ટુડન્ટ્સનું સ્ટાઈલિશ રેમ્પ વૉક...

સંદેશ City Life

TUESDAY 18.02.2025


બૌદ્ધિકા ૨૦૨૫ : બોલિવૂડ ક્વિઝ, ગ્રૂપ ડાન્સ અને કેસ સ્ટડી કોમ્પિટિશન યોજાઇ

Ahmedabad Mirror

"Shanti Business School receives Education Excellence Award"



Ahmedabad, Shanti Business School – A Renowned Management education providing institution has been honoured with Education excellence award in "Connect – An Education Summit" organized by College Duniya. The award was received by Dr. Neha Sharma, Director of Shanti Business School and Mr. Tejinder Singh Dhatt, Dean Admissions of Shanti Business School. On this occasion Dr Neha Sharma shared that "This award is a testament of hard work and commitment shown by each and every team member of vibrant shanti business school. It is an indication that we are at par with the expectations of our stakeholders and we must strive hard to keep on nurturing industry ready professionals and socially responsible citizens". The theme of education summit was "Innovation in Education – The Key to Transforming India". Institutions and universities from all across the country participated in the summit, there was also a panel discussion which was the key attractions of the summit, The theme of discussion was "Universal Access to Education: Leaving no one behind". Dr. Neha Sharma, Director of Shanti Business School participated in the discussion and shared her views on the theme. SBS Ahmedabad was felicitated with the award because of its robust placement preparation process, faculty research output, strong industry connect and industry relevant curriculum.

Western Times

SBS Elevates Social Responsibility, Inspiring Empathy-Driven Leadership through 'The Rakhi Radiance'



Ahmedabad, Shanti Business School (SBS), Ahmedabad, reaffirmed its dedication to social responsibility and inclusive growth with the successful organization of its annual flagship event—'The Rakhi Radiance'. Driven by the Marketing Club in collaboration with the Blind People's Association, this initiative reflects SBS's enduring commitment to empowering marginalized communities and shaping socially conscious business leaders.

More than just a celebration of Raksha Bandhan, 'The Rakhi Radiance' serves as a platform for physically challenged artisans to showcase and sell their exquisitely handcrafted rakhis. This year's edition witnessed sales worth Rs. 23,000, directly contributing to the artisans' financial independence and social dignity. Dr. Neha Sharma, Director of Shanti Business School, emphasized the deeper purpose behind such initiatives: "At SBS, education goes beyond classrooms and case studies. We believe in shaping student-managers who lead with empathy and a sense of responsibility. 'The Rakhi Radiance' is a transformative experience—one that teaches our students the real meaning of leadership, rooted in compassion, inclusion, and community service."

The overwhelming participation from students, faculty, and staff once again highlighted SBS's unified culture of giving back. For SBS students, this initiative is more than a social event—it is an opportunity to engage with real-world challenges, practice entrepreneurial thinking, and understand the social impact of business decisions.

The Blind People's Association and all participating artisans expressed heartfelt gratitude to SBS for sustaining this meaningful tradition. By aligning business education with social value, SBS continues to inspire future leaders to drive purposeful change and nurture a more inclusive society.

The Indian EXPRESS

JOURNALISM OF COURAGE

SHANTI BUSINESS SCHOOL WELCOMES PGDM COHORT 2025–27 WITH 'SAKSHAM 2025



Shanti Business School, Ahmedabad, marked the beginning of the management journey for the PGDM Cohort 2025–27 with the launch of its annual Induction Program, Saksham 2025, welcoming 300 enthusiastic students to its vibrant learning community. This year, the program revolves around the theme 'Unlocking Collective Intelligence'. Speaking on the occasion Dr. Neha Sharma, Director of SBS said, "At SBS, we believe that true growth happens when individual strengths come together. 'Unlocking Collective Intelligence' is about building a learning ecosystem where collaboration drives innovation and shared success." The Chief Guest, K J Alphons, Former Union Minister for Culture and Tourism, urged students to believe in themselves, develop confidence, and have the courage to chase their dreams.The program was graced by Brijmohan Chiripal, Surja Kishore, and International Motivational Speaker Dr. Himanshu Buch.

Ahmedabad Mirror



Shanti Business School concludes induction program

Shanti Business School, Ahmedabad, successfully concluded Saksham 2025, its 7 Day long Induction Program for the PGDM Cohort 2025–27, attended by 300 management professionals. The event was graced by K J Alphons, Former Union Minister, Surja Kishore, CEO BBDO TeamX for Mercedes-Benz India, and Mr. Brijmohan Chiripal, Promoter of Chiripal Group. Students visited the Blind People's Association, participated in panel discussions and took an enriching Heritage Walk through Ahmedabad's historic old city

Ahmedabad Mirror

SBS hosts party for new students



Shanti Business School (SBS) hosted 'Seher-25,' an energetic fresher's party, to welcome its newest students with an evening full of celebration and enthusiasm. The institution also recognised students who impressed the crowd with their confidence and personality, awarding them Mr Fresher and Miss Fresher. In addition, two students were crowned Mr and Miss Iconic, respectively, for their distinct style and presence.

Shanti Business School Hosts PRARAMBH 15: A Grand Induction for PGDM Cohort 2024-26

Ahmedabad, Shanti Business School (SBS) launched PRARAMBH 15, the induction program for its new PGDM cohort of 2024-26. This event marked the beginning of a promising educational journey for the new students.

The program commenced with an engaging interaction with five second-generation entrepreneurs from Chiripal Industries. Mr. Vishal Chirpal, Mr. Deepak Chirpal, Mr. Rishabh Chirpal, and Mr. Vaivav Chirpal. These industry leaders also unveiled two exciting initiatives for the students: the Chiripal Shark Tank and the Chiripal Business World Challenge, designed to foster entrepreneurial spirit and problem-solving skills.



Industry Captains Mr. Surja Kishore, CEO, BBDO India and Mr. Jitu Mistry, General Manager, HR, Hindalco Novelis, spoke to students emphasized the importance of staying and sticking to one's personal story. Mr. Kishore highlighted that every marketing offers a story, calling opportunity. If one remains observant and mindful.

They gave PRARAMBH witnessed the launch of Book 'Perspectives on Policy & Society: A Collection of Articles' Jointly written by Dr. Neha Sharma, Director, Shanti Business School and Dr. Prashant Pareek, Associate Professor, SBS. Mr. Surja Kishore, CEO, BBDO India co-authored the Book.

Dr. Neha Sharma, Director of Shanti Business School, expressed her best wishes for the new batch. "PRARAMBH signifies an auspicious beginning for our students as they embark on their higher education journey with us. SBS is a vibrant community of learners committed to excellence in teaching, research, and learning," she remarked.

PRARAMBH 15 sets the stage for an enriching and immersive experience for the new PGDM students, aligning with SBS's mission to nurture future business leaders.

'Shanti Business School (SBS), A'bad celebrated its 13th convocation"

Ahmedabad, Shanti Business School (SBS), Ahmedabad celebrated its 13th convocation for the PGDM students of the Class 2022-24 recently. Mr. Kishore Ajwani, Managing Editor News18 India was the Chief Guest of the event. SBS conferred degrees to 190 students who graduated in the year 2024.



The celebrations started with the academic procession in which the graduands were ushered with musical accompaniment into the venue. The dignitaries adorned the dais and after the customary lamp lighting, the Chief Guest Mr. Kishore Ajwani was felicitated with the Basket of flowers.

Shri Brijmohan Chiripal, Chairman, Chiripal Charitable Trust presided over the Convocation. Dr. Neha Sharma, Director, SBS welcomed all the dignitaries, invitees, parents, faculty and graduands. Dr. Neha Sharma said that "Convocation is a symbol of progress, change, and brilliance. As you go forth in your journey, you have the power not just to navigate but to future but to shape it."

The Executive Registrar, Shri KGK Patal called out the names of all the graduands who were awarded with their diplomas. The Overall Academic excellence award, given to the topper of the Class of 2022-24 was presented to Rakesh Dhanki. The others who received meritorious awards in the toppers of their respective specializations – Marketing, Finance, Human Resources, International Business, Data science, Communications and Supply Chain Management were Lavish Poswal, Upendra Kumar, Sneharika Das Gupta, Priyansh Dhakan, Priyanshi Mishra, Nirvani and Sakshi Jain respectively.

Fulfillment. As you go forth in your journey, remember the values of Excellence, Innovation and Social responsibility that guided you during the two rigorous years of Education at Shanti Business School."

The Chief Guest Mr. Kishore Ajwani in his address, advised the batch as "Step into this new dimension of life with purpose— define your path, succeed, embrace curiosity, and build wonderful relationships. Pause the chase for instant gratification, seek beauty and pleasure, Dr. Neha Sharma said that "Convocation is a symbol of progress, change, and brilliance. As you go forth in your journey, you have the power not just to navigate but to future but to shape it."

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Sandesh City Life

'ફ્લેશબેક ફ્રેમ્સ-વોકિંગ ડાઉન ધ મેમરી લેન' એક્ટિવિટી દ્વારા એલ્યુમનાઇએ વર્ષો જૂના બેચમેટ્સને ઓળખ્યા

'અનુસ્મૃતિ - એસબીએસ ગ્રાન્ડ એલમનાઈ મીટ ૨૦૨૫ 'નું આયોજન કરવામાં આવ્યું



The Indian EXPRESS

JOURNALISM OF COURAGE

SHANTI BUSINESS SCHOOL HONORED AS BEST MANAGEMENT INSTITUTE IN WEST INDIA FOR PLACEMENTS AND INDUSTRY INTERFACE



Shanti Business School (SBS) has cemented its position as a premier institution for management education after receiving two prestigious awards from the Centre for Education Growth and Research (CEGR). During the 25th Rashtriya Shiksha Gaurav Puraskar Ceremony in New Delhi, SBS was named the "Best Management Institute in West India for Placement 2025" and the "Best Management Institute in West India for Industry Interface 2025. "This recognition is a proud moment for the entire Shanti Business School community," said Dr. Neha Sharma, Director of Shanti Business School. "These awards are a direct reflection of our unwavering commitment to empowering students with the skills and network needed to thrive in a competitive global landscape. This honor validates the hard work of our faculty and the ambition of our talented students."

SHANTI BUSINESS SCHOOL
AHMEDABAD

Creating Strategy Leaders

Shanti Business School, Ahmedabad

Campus

Shanti Nagar, Opp. Vraj Gardens, Off S. P. Ring Road, Shela,
Ahmedabad - 380058

Eastern Region Office

506, 5th foor Verma Centre, Boring Road Crossing, Patna - 800001

90999 09261

99097 00000 | 89805 00000, 90990 44174 | admissions@shantibschool.edu.in | www.shantibschool.edu.in