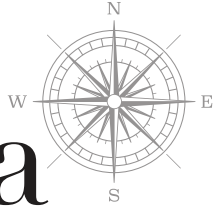


# ADMISSION BROCHURE 2026

## School of Management Studies

- ▶ BACHELOR OF BUSINESS ADMINISTRATION (BBA)
- ▶ BACHELOR OF COMMERCE (B.COM)
- ▶ MASTER OF BUSINESS ADMINISTRATION (MBA)

# life ka compass



# LIMITLESS VISION, BOUNDLESS INSPIRATION

## FOUNDER'S LEGACY

Born in 1925 in Uttarakhand, H.H. Dr. Swami Rama was a Yogi, philosopher, scientist, and humanitarian. Mentored by luminaries like Mahatma Gandhi, Sri Aurobindo and Rabindranath Tagore, he pursued higher studies in India and Oxford before serving as a medical consultant in London and conducting parapsychological research in Moscow.

Guided by his master, he journeyed worldwide on a quest to bridge science and spirituality. Along the way, he founded an array of top-tier spiritual and medical institutions. In the 1970s, he established the Himalayan Institute of Yoga, Science & Philosophy in the U.S., pioneering research that proved the mind's power over the body. His yogic feats were featured in Encyclopedia Britannica (1973), influencing holistic medicine and biofeedback therapy.

Returning to India, he founded the Himalayan Institute Hospital Trust (HIHT) in Dehradun, transforming healthcare and education landscape of Uttarakhand. A sage ahead of his time, Swami Rama's legacy continues to inspire generations. His mission was to serve the people of Uttarakhand in the field of health, education, rural development and more.

“

Your real education begins  
when you learn to explore  
and discover yourself.

”

*H.H. Swami Rama*





## CAN EDUCATION BE MORE THAN A TRANSACTION?

Beyond the conventional pursuit of academic achievement and career readiness, can it provide a direction to life's journey? Can it create strength of character? Make high energy a habit? And forge a mind-set that meets every challenge with unwavering resolve?

At SRHU, we believe education must go beyond the classroom.

For us, the syllabus marks the beginning, not the destination. We are committed to holistic development—combining academic rigour with real-world exposure, meaningful mentorship, and experiential learning. From nurturing ideas and transforming them into enterprises to providing dedicated platforms for leadership development, we create opportunities that prepare students for life, not just careers. Alongside academic excellence, we cultivate entrepreneurship, mentorship, leadership, and hands-on work experience through internships and industry engagement. This is how learning becomes a way of life.

At SRHU, life skills are not taught in isolation—they become second nature. Because the journey of life is shaped not merely by speed, but by purpose and direction.

**INTERNSHIP**

**ENTREPRENEURSHIP**

**MENTORSHIP**

**LEADERSHIP**

# UNIVERSITY LEADERSHIP



**Dr. Vijay Dhasmana**  
President



**Dr. Rajendra Dobhal**  
Vice Chancellor



**Dr. Vijendra D. Chauhan**  
Director-General  
(Academic Development)



**Prof. (Dr.) A. K. Deorari**  
Pro Vice Chancellor

# BUSINESS ADVISORY COUNCIL (BAC)



**Shri A.P. Parigi**  
Chairman, BAC  
Director, Bennett Coleman &  
Co Ltd (Times of India)



**Shri Shiv Shivakumar**  
Member, BAC  
Operating Partner  
Advent International



**Shri Prabhat Pani**  
Member, BAC  
Executive-in-Residence,  
SP Jain Institute of Management  
& Research (SPJIMR), Mumbai



**Dr. Prakash Keshaviah**  
Member, BAC  
Volunteer: Kidney Disease  
Program, SRHU



**Dr. Taruna Gautam**  
Member, BAC  
Vice-Chancellor  
IILM University, Greater Noida

# OUR PHILOSOPHY

The School of Management Studies (SMS) at Swami Rama Himalayan University embodies academic excellence, strong industry integration, and global outlook. Driven by a vision of innovation, ethics, and social responsibility, SMS is committed to developing future-ready business leaders who can thrive in a rapidly evolving, technology-driven global economy while remaining responsive to local and societal needs.

## SCHOOL OVERVIEW

Moving from leadership to learning, SMS offers a vibrant, practice-driven academic ecosystem where knowledge translates into capability.

Our pedagogy blends case studies, simulations, role plays, industry interactions, and technology-enabled tools (including business analytics and AI-driven applications).

Research, innovation, global awareness, and career readiness remain central to our approach. Through workshops, internships, interdisciplinary projects, and exposure to sustainability and geopolitics, SMS shapes well-rounded, confident, future-ready professionals.

## VISION

To be recognized as an institution of excellence in educating and developing adaptive, ethical global leaders.

## MISSION

To empower future leaders with quality education, life skills and research expertise, preparing them to succeed in business, society and environmentally responsible endeavors.

## OUR CORE VALUES

01 Integrity

02 Excellence

03 Inclusivity

04 Compassion

05 Altruism



# EXPERIENCE HOLISTIC WELLBEING AT SRHU DEHRADUN

- **Lush Green Campus:** A tranquil natural environment that rejuvenates the mind and body, supporting academic focus and personal growth.
- **Comprehensive Medical Care:** On-campus health facilities with prompt medical services to ensure students' physical wellbeing and peace of mind.
- **Yoga & Meditation:** Daily sessions and workshops to enhance mental clarity, reduce stress, and foster emotional balance.
- **Ayurvedic Therapies:** Traditional healing practices offered to promote holistic health and vitality
- **Emotional & Psychological Support:** Access to counseling services and wellbeing workshops for mental health and resilience.
- **Physical Fitness & Sports:** State-of-the-art sports infrastructure encouraging active lifestyles and team spirit.
- **Nutritional Guidance:** Well-balanced and healthy eating options to nourish students throughout their studies.
- **Academic and Social Wellbeing:** Programs to build time management, peer support, and life skills, ensuring a balanced student life.



# RANKING

**NIRF 2025**

Ranked in \_\_\_\_\_

**101-150 Band**

**NIRF 2025** \_\_\_\_\_

**6<sup>th</sup> in Uttarakhand**

# ACCREDITATIONS



ज्ञान-विज्ञान विमुक्तये

**University Grants  
Commission (UGC)**



**NAAC Accredited:  
A+ Grade**



**NABH Accredited  
(National Accreditation  
Board for Hospitals &  
Healthcare)**



**NABL Accredited  
(National Accreditation  
Board for Testing and  
Calibration Laboratories)**

# RECOGNIZED BY



सर्वज्ञानं सर्वभूतानां  
विमुक्तये  
**DSIR**  
DEPARTMENT OF SCIENTIFIC AND  
INDUSTRIAL RESEARCH

**Department of  
Scientific and  
Industrial Research**



**National Medical  
Commission**



**icmr**  
INDIAN COUNCIL OF  
MEDICAL RESEARCH  
Serving the nation since 1911

**Indian Council  
of Medical Research**



**American Heart  
Association**



# WHY CHOOSE US?

**SMS delivers an industry-relevant and comprehensive learning experience.**

- Industry-oriented Curriculum
- Experienced and Research-Oriented Faculty
- Strong Placement Track Record
- State-of-the-Art Campus Facilities
- Comprehensive Skill Development
- Global Exposure
- Entrepreneurship & Innovation
- Ethical & Sustainable Leadership
- Hostel Facility

**Elements powering this vibrant ecosystem include:**

- Business Simulation Labs
- Industry-Centric & Collaborative Programmes
- Holistic Learning & Development
- C-PACE / Industry / Internship
- Earn While You Learn Scheme

## MESSAGE FROM PRINCIPAL

“At the School of Management Studies, we are committed to nurturing future-ready leaders who blend knowledge with empathy and innovation with integrity. In an era defined by digital transformation and global interconnectedness, our focus remains on building professionals who can adapt, lead, and inspire. Through global collaborations, technology-integrated learning, and personalized mentorship, we provide our students with opportunities to apply classroom knowledge to real-world challenges. Our experiential pedagogy, powered by analytics, simulations, and industry partnerships, fosters critical thinking, creativity, and leadership. At SMS, we prepare our students not just for successful careers, but for meaningful contributions that create lasting impact in business, industry, and society.”

---

**PROF. (DR.) RITVIK DUBEY**



## MESSAGE FROM ASSOCIATE DEAN

“At the School of Management Studies, SRHU, we are dedicated to shaping future-ready leaders who blend managerial acumen with technological insight. Our tech-driven programmes—powered by industry collaborations with EY—seamlessly integrate business analytics, fintech, and AI with contemporary management education. Supported by state-of-the-art simulation and research labs, global academic partnerships, and an experiential learning ecosystem, SMS fosters innovation, integrity, and leadership. We take pride in preparing our students to become agile professionals and responsible global citizens who lead with purpose and transform business through knowledge, creativity, and technology.”

---

**PROF. (DR.) RAJNEESH KLER**



# ADVISORS: INTERNATIONAL FACULTY & INDUSTRY PROFESSIONAL



**Dr. Sudhanshu Rai**  
Copenhagen Business  
School

**Expertise:**

Innovation and Entrepreneurship  
Organisational learning and creativity  
Design thinking and cultural innovation

**Highlights:**

Over 20 years of teaching and  
research experience in international  
business and innovation.



**Dr. Tracy F.H. Chang**  
Associate Professor &  
Associate Dean (Academic Affairs),  
Rutgers University

**Expertise:**

Organizational Behavior and Leadership  
through Team Dynamics, Mindfulness, and  
Social Entrepreneurship

**Highlights:**

Ph.D. in Sociology, University of Iowa  
Certified Mindfulness-Based Stress  
Reduction (MBSR) Teacher



**Mr. Harshal Dilwali**  
Industry Advisor,  
Director & CEO, Clarissa Group

**Expertise:**

Entrepreneurship and Leadership  
Hospitality and Real Estate Management  
Strategic Business Growth

**Highlights:**

Hospitality & Real Estate Entrepreneur,  
TEDx Speaker



**Mr. Sandeep Gautam**  
Head, GDE Operational Excellence  
and Automation, T-Systems

**Expertise:**

HR Strategy and Organisational Transformation  
Business Growth Leadership  
Talent Development and Change Management

**Highlights:**

Senior HR leader, driving business  
transformation across large organisations-  
Global/India.



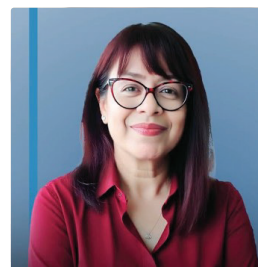
**Deepali Naair**  
Global Head- Brand and  
Corporate Communications at  
Biocon Biologics Ltd

**Expertise:**

Leadership, Marketing, Culture  
Transformation and Digital Transformation.

**Highlights:**

MBA(Marketing)



**Ms. Richa Shailesh**  
Global HR Leader, Consultant  
& Leadership Coach

**Expertise:**

IHR Strategy and Leadership Coaching  
Organisational Development and  
Change Management  
Corporate Mentoring and Talent Development

**Highlights:**

Global HR Leader & Consultant,  
Leadership Coach with  
59K+ LinkedIn followers.

# ESSENTIALS FOR STUDENT LIFE

The campus is equipped with modern amenities and facilities to cater to the diverse needs of students. State-of-the-art laboratories, a central library, hostels, auditoriums, cafeterias, and canteens ensure access to key academic and residential resources. Additional facilities such as a gym, hospitals, ATMs, banks, post office, playgrounds, courts, and bus services provide a comfortable and convenient experience for every student.

## Academic Infrastructure

- State-of-the-art laboratories
- ICT-enabled Classrooms
- Central library
- Lecture theatres & classrooms
- Academic buildings & infrastructure
- Green learning spaces
- On-campus hospital access

## Residential & Student Facilities

- Separate hostels
- Cafeterias & canteens
- Gymnasium & fitness
- Parks and open greens
- Sports: playgrounds & courts
- Café & student hangouts

## Essential Services & Connectivity

- On-campus ATMs & banking
- Post office
- Grocery & shopping stores
- Laundry services
- Campus transportation & bus services
- Medical & emergency support



ESSENTIALS FOR  
STUDENT LIFE



# LIFE @ SRHU

The campus is thoughtfully designed to blend with the natural surroundings, creating a picturesque setting that is both inspiring and serene. Abundant green spaces attract numerous species of birds, adding to the tranquillity of the environment. This natural beauty provides an ideal backdrop for yoga and meditative practices, allowing students to find solace and inner peace.

## Wellness & Mindfulness

- Yoga & meditation-friendly green zones
- Quiet study gardens & shaded walks
- Holistic well-being ethos across campus
- Access to healthcare and counselling support

## Community & Culture

- Management Conclave (e.g., Manthan)
- Annual fests and cultural showcases (e.g., Himotsav, YouNite)
- Student-led social outreach and volunteering
- Clubs & interest groups (e.g., Literary, NSS, Open Mic, etc.)
- Dining hubs: cafeterias & canteens

## Sports & Outdoors

- Multi-sport playgrounds and courts
- Parks and open lawns
- Active wellness: gymnasium & fitness
- Recreational hangouts and event lawns



# GLOBAL COLLABORATIONS

Through a blend of school-led collaborations and university-level MoU's, SRHU-SMS connects students with leading industry bodies and academic institutions. These alliances enable exchanges, joint research, employability programs and community-oriented projects—broadening global outlook while deepening local impact.

## Industry & Institutional Collaborations

 <p>Airports Authority of India</p>	 <p>CII – Young Indians (CII-Yi)</p>	 <p>PHD Chamber of Commerce and Industry (PHDCCI)</p>
 <p>Industries Association of Uttarakhand (IAU)</p>	 <p>Indian Society for Training and Development (ISTD)</p>	 <p>ICTACADEMY<sup>®</sup> ICT Academy</p>
 <p>ICAI Dehradun</p>	 <p>Ernst &amp; Young</p>	 <p>VFS GLOBAL ACADEMY</p>

## Academic Collaborations (University-level MoU's)

 <p>IIT Roorkee</p>	 <p>筑波大学 University of Tsukuba</p>	 <p>ELSEVIER</p>
 <p>Indian Institute of Management Ahmedabad <i>*Annual contract agreement for case studies</i></p>		

## Employability & Recognition

Recognized as a Centre of Excellence for Youth Empowerment under the Infosys Foundation Finishing School for Employability.

## Innovation Ecosystem

Himalayan Centre for Innovation and Entrepreneurship (HCIE) — a dedicated university center that enables ideation, prototyping and startup pathways for students across schools, including SMS.

# BBA

## BACHELOR OF BUSINESS ADMINISTRATION

BBA program at the School of Management Studies builds strong foundations in business, leadership, and communication through a practical, industry-linked curriculum. It prepares students to think strategically, work confidently in teams, and grow into job-ready professionals and future entrepreneurs.

### PROGRAM OFFERED:

BBA, BBA(HONS.) & BBA (Hons. with Research)*	 <p>Knowledge provider <b>EY</b> Shape the future with confidence</p>
BBA (BUSINESS ANALYTICS)*	 <p>Knowledge provider <b>EY</b> Shape the future with confidence</p>
BBA (TOURISM AND WELLNESS)*	 <p>VFS GLOBAL ACADEMY</p>

**Duration:** 3-4 years

**Eligibility:** Candidate must have passed 10+2 with 50% marks in aggregate with English as an essential subject.

### Value-Added Certifications:




# B.COM

## BACHELOR OF COMMERCE

B.Com program at the School of Management Studies builds a strong base in accounting, finance, taxation, and business law with a practical, career-focused approach. It prepares students for professional roles and higher studies by developing analytical thinking, digital readiness, and real-world business understanding.

### PROGRAM OFFERED:

B.com, B.Com (Hons.) & (Hons.) with Research*	 <p>Knowledge provider <b>EY</b> Shape the future with confidence</p>
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**Duration:** 3-4 years

**Eligibility:** Candidate must have passed 10+2 or equivalent examination with Commerce/ Economics/ Mathematics/ Computer Science as one of the subjects securing a minimum of 50% marks in the aggregate with English as an essential subject of study.

\*All the programmes are National Education Policy 2020 aligned

# MBA

MASTER OF  
BUSINESS  
ADMINISTRATION

MBA program at the School of Management Studies integrates classroom theory with practical insights to drive real-world results. A one-of-a-kind curriculum integrating core management with cutting-edge sustainability practices.

**Duration:** 2 years

**Eligibility:** Graduate with minimum 50% marks from any discipline + valid CAT/MAT/GMAT/CMAT/XAT scores

**Selection Procedure:**

1. Eligibility Screening
2. Application Submission
3. Entrance Examination
4. Shortlisting of Candidates
5. Group Discussion (GD)
6. Personal Interview (PI)
7. Final Merit List Preparation

## Specialisations

Entrepreneurship

Finance

Human Resources

Business Analytics & AI

Marketing

**Value-Added Certifications:**



# Ph.D

Ph.D. program at the School of Management Studies nurtures scholarly excellence, critical inquiry, and innovative, interdisciplinary research in management, where—guided by expert mentors—scholars develop rigorous, ethical research that creates meaningful impact for business and society.

## Specialisations

Finance

Marketing

Human Resources

## Key Highlights

- Integrated learning with top corporates (Ernst & Young)
- Business Simulation, Research & Communication Labs
- Strong focus on ethics, innovation & sustainability
- Dedicated professional communication and career enhancement centres
- Scholarships & Earn While You Learn scheme
- Rich industry collaborations and global networking opportunities

# FROM CLASSROOM TO CORPORATE

## PLACEMENT & INDUSTRY CONNECT

With a strong framework that blends capability building and employer engagement, SMS provides a powerful launchpad for student careers.

## 300+ RECRUITERS READY TO HIRE

Top global brands actively recruit from SMS.

## OUR FOUR-PILLAR PLACEMENT STRATEGY

- Skill Amplification: AI literacy, digital analytics, teamwork, soft skills
- Corporate Connect: Conclaves, live projects, expert talks, industry visits
- Psychometric Profiling: Personalized career counseling
- Entrepreneurship Incubation: Mentorship & startup ecosystem support

## PLACEMENT SUCCESS

95%+ placement rate for management Postgraduates

## SUMMER INTERNSHIP PROGRAM (SIP)

SIP with reputed organizations with pre-placements offers (PPOs)

## CAREER DEVELOPMENT HUB

Resume-building, interview prep, GD sessions, networking, and more.

## DIVERSE CAREER ROLES

Management Trainee | Finance Analyst | HR Executive | Operations Manager | Client Partner | Business Analyst | and more

## LEADING RECRUITERS



PROGRAMMES FEE		PROGRAMMES					
		UG					PG
Fee Category		BBA	BBA (Hons.) /BBA (Hons. with Research)	B.Com	B.Com (Hons.) /B.Com. (Hons. with Research)	BBA (Tourism & Wellness Management)	MBA
		(3 Years)	(4 Years)	(3 Years)	(4 Years)	(4 Years)	(2 Years)
		INR	INR	INR	INR	INR	INR
Tuition Fee	Per Semester	80,000	80,000	80,000	80,000	1,00,000	1,75,000
Examination Fee	Per Semester	5,000	5,000	5,000	5,000	5,000	7,500
Enrollment Fee	One Time	2,000	2,000	2,000	2,000	2,000	2,000
Admission Fee	One Time	15,000	15,000	15,000	15,000	15,000	25,000
Uniform & Sportswear Fee	One Time	8,640	8,640	8,640	8,640	8,640	2,000
Refundable Security (to be refunded after completion of programme)	One Time	25,000	25,000	25,000	25,000	25,000	25,000
Supplementary Exam Fee (if applicable)	Per Course	2,500	2,500	2,500	2,500	2,500	2,500
Convocation Fee	One Time	5,000	5,000	5,000	5,000	5,000	5,000
Hostel Fee	Per Semester	54,000	54,000	54,000	54,000	54,000	54,000

## SCHOLARSHIP

- Up to 100% Merit Scholarship-** for outstanding students scoring above 90%.
- Merit-Based Support-** 75% or 50% fee scholarships available for achievers with 80% and 70%+.
- Merit-cum-Means Scholarship-** 50% tuition fee support for students with family income < ₹5 Lakh (min. 70% marks).
- Special Scholarships-** for Transgender, Differently-abled, and Wards of Non-Commissioned Officers (Armed/ Paramilitary/Police personnel – serving and retired) (Up to 100% in UG).
- Free-ship for Orphans-** one full free seat for the entire duration of the program.
- Legacy & Support Benefits-** Fee concession for SRHU staff wards.

# ALUMNI INCLUDE...



## **Mr. Ayush Bijalwan (MBA)**

**Branch Operations Manager — HDFC Bank**

“SRHU–SMS shaped my career with rigorous academics, caring mentors, and hands-on exposure. Classroom concepts connected to real operations through projects and internships. The focus on communication, ethics, and process discipline still guides me at HDFC Bank. I’m proud to be an SRHU alumnus leading teams as a Branch Operations Manager.”



## **Mr. Ajay Kapri (MBA)**

**Sr. Commercial Manager — Goodrich Logistics Pvt Ltd**

“SRHU–SMS transformed me from a student into a results-driven professional. The MBA’s rigorous curriculum, mentorship, and live projects sharpened my analytics, negotiation, and operations skills. That foundation now powers my work as Senior Commercial Manager at Goodrich Logistics, where I lead cross-functional teams, build partnerships, and deliver customer-focused, profitable solutions.”



## **Mr. Shahrukh Khan (MBA)**

**Branch Manager — Axis Bank**

“SRHU–SMS gave me the confidence and competencies to lead. Rigorous coursework, mentoring, and live projects connected theory to banking practice. Communication, compliance, and service excellence were drilled into us. Those habits power my work every day at Axis Bank, where I now serve customers and teams as a Branch Manager.”



## **Ms. Vanshika Negi (MBA)**

**Client Partner — APPWRK IT Solutions**

“SRHU–SMS gave me a career ready edge. The MBA curriculum, mentoring, and live projects honed my problem solving, analytics, and client communication. Today, as a Client Partner at APPWRK IT Solutions, I translate business goals into technology outcomes, build trust with stakeholders, and deliver measurable value with confidence and agility.”

APPLY NOW





स्वामी राम नगर, जौलीग्रान्ट, देहरादून 248016, उत्तराखण्ड, भारत

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