

BBA (HONS.)
PGDM (AICTE Approved)

PROSPECTUS



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Experience UWSB

Every new experience
today shapes tomorrow

At Karnavati University (KU), we believe in learning from our past achievements and implementing them in the present to achieve futuristic results. A huge portion of the credit for our success goes to our faculty team and the students, who utilize the resources to the fullest and bring out the best in themselves. We don't just cultivate excellence but we also believe in identifying it and catalysing it through the powerful medium of education.

Our foundation is based on the principles of hard work with consistent dedication. We instil the same values in our students, train them in a manner that helps them evolve into noteworthy achievers. The campus has been designed in a way that it immerses one in the ambience of enthusiasm and optimism. We have left no stone unturned to make student life at Unitedworld an experience of a lifetime. This makes our students emerge victorious and push their boundaries to achieve only the best.

We ensure that choosing Unitedworld as an Alma Mater becomes the best decision of your life. We realize that our students have the potential to make a difference, as many of our graduates are working with prestigious organizations from all over the world and are also individually making their mark. As a graduate of KU, you will be joining the elite ranks of our alumni. I look forward to sharing your journey of ambition and transformation.

Dr. Deepak Shishoo
Provost

About Karnavati University

Creating an impact
through excellence in
education and contributing
to the community

Karnavati University (KU) is a State Private University dedicated to excellence in teaching and focused on interdisciplinary learning. Spread over 33 acres, the University is located in Uvarsad near Gandhinagar. Karnavati University was granted Private University status in March 2017 by the state of Gujarat through the Gujarat Private Universities Act, 2017.

KU is empowered to award degrees as specified under Section 22 of UGC Act to the students studying in its main campus through regular mode with the approval of Statutory Bodies/Councils, wherever it is required. Karnavati University has also been granted the membership of Association of Indian Universities, New Delhi with effect from April 2019.



Total Enrolment **4,000+**

Our excellence in education makes us the most sought after private university in Gujarat. The idea of delivering the best learning environment makes us fortunate enough to attract the best talent.



Academic Space **10 Lac Sq. Ft.**

Karnavati University provides world-class facilities like technologically advanced labs, workshops and libraries in its sprawling green campus. Here the traditional ethos marries the contemporary infrastructure to create an engaging learning environment.



Students From **20+ States**

Being the most sought after private university, gives us a unique edge in attracting the best talent not just from the state of Gujarat but from the whole country. Our immensely diverse campus benefits from the diverse set of rich ideas.



Leaders In Education

Education that goes beyond the walls of a classroom and takes the students to the frontiers of the creative world. Being one of the most awarded universities, we offer our students a global perspective to learning through our global reach.



Total Faculty **450**

Our esteemed faculty members are more than their impressive degrees, their industry experience and their thought provoking insights. First and foremost they are passionate educators set upon transforming inquiring minds into intellectuals of tomorrow.



Recruiters **200+**

With our enviable industry connections, exemplary education and immaculate talent, KU boasts an excellent track record in placement. Attracting the top recruiters from India and abroad, our students get the opportunity to work with the best.



Total No. of Workshops **25+**

Our numerous workshops encourage personal and artistic growth through innovative self-expression. Here students get hands-on experience of working like an industry professional.



Best Design Institute in India (Private Sector)

UID a constituent college of Karnavati University was conferred with "Best Design Institute in India for 2018 in Private Sector" by Shri Murli Manohar Joshi during the World Education Awards 2019.

Infrastructure

Best-in-class education in world-class infrastructure

At UWSB, one gets it all – innovative teaching, tailored study support, award-winning courses and world-class facilities. The campus boasts of architecturally impressive buildings and top-notch facilities for every student.

A hygienic cafeteria and separate hostels for boys and girls along with a stringent security system provide a homelike environment. The stationary shop on campus ensures that students get everything they require for studying.

The University campus translates our educational philosophy into the infrastructure and buildings thus, making it an ideal education hub.



FOOD & ACCOMMODATION

Be it a gooey, fresh, chocolate chip muffin, or a warm, sumptuous masala dosa, the food available at the canteen will make sure that diversity and taste go hand-in-hand.

UWSB hostel is your 'second home' where you transform into individuals who are responsible, independent and capable of facing the fierce rigors of a professional life.



SPORTS & ENTERTAINMENT

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





ACADEMIC INFRASTRUCTURE

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



Everything Your Future Wants

Excellence That Takes You To The Top Firms

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

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

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

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

Academic Leadership

Industry Veterans Grooming the Leaders of Tomorrow



Faculty List (Partial)

PROF. TRIDIBESH BANDYOPADHYAY
IIM Calcutta

PROF. KAVERI NARANG
PGDM, IIM Calcutta

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

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

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

PROF. ASHISH RANJAN
PGDM, IIM Ahmedabad, B.Tech

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

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

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

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

DR. HIMANSHU BAROT
Ph.D, MBA

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

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

PROF. HARDIK GANDHI
Ph.D. (Pursuing),
M.Com {Accounts (AMFI)}

PROF. VIKAS SHARMA
PGDM, BIMHRD, Pune

PROF. VIKRANT JAIN
Ph.D. (Pursuing), Gujarat University
M.Com, Pune University

PROF. NUPUR RAWAL
MBA (International Business & Mktg.)
D.A.V.V., Indore

PROF. HETAL DESAI
MCA, B.Sc.

PROF. KUNJ GANATRA
M.A. (Pursuing)

DR. VIMAL BABU
Dean – Academics
Ph.D. (Mgt), Jamia Millia Central Univ, New Delhi

DR. KISHOR BHANUSHALI
Director-Administration
Ph.D., M.A (Economics)

PROF. JAYANTA SENGUPTA
Mentor
IIM Calcutta

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

About The Programme BBA (Hons.)

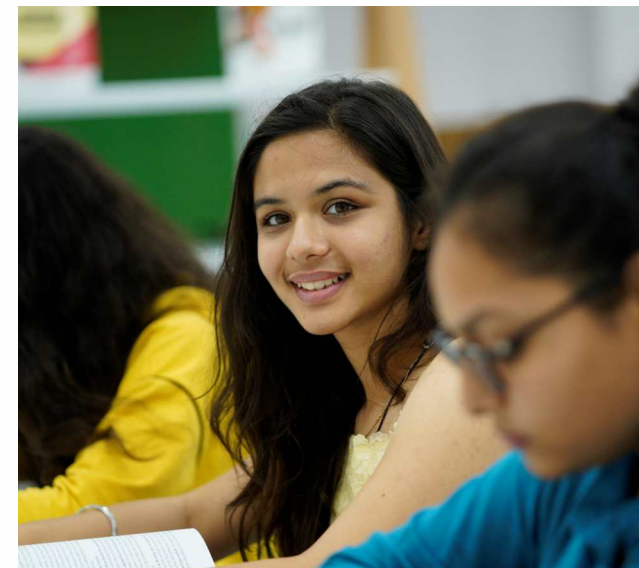
While a good business school teaches management fundamentals and covers the functional areas of an organization, a great business school transforms the way one thinks, leads and gives back to society.

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

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



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



Programme Prospects

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

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

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

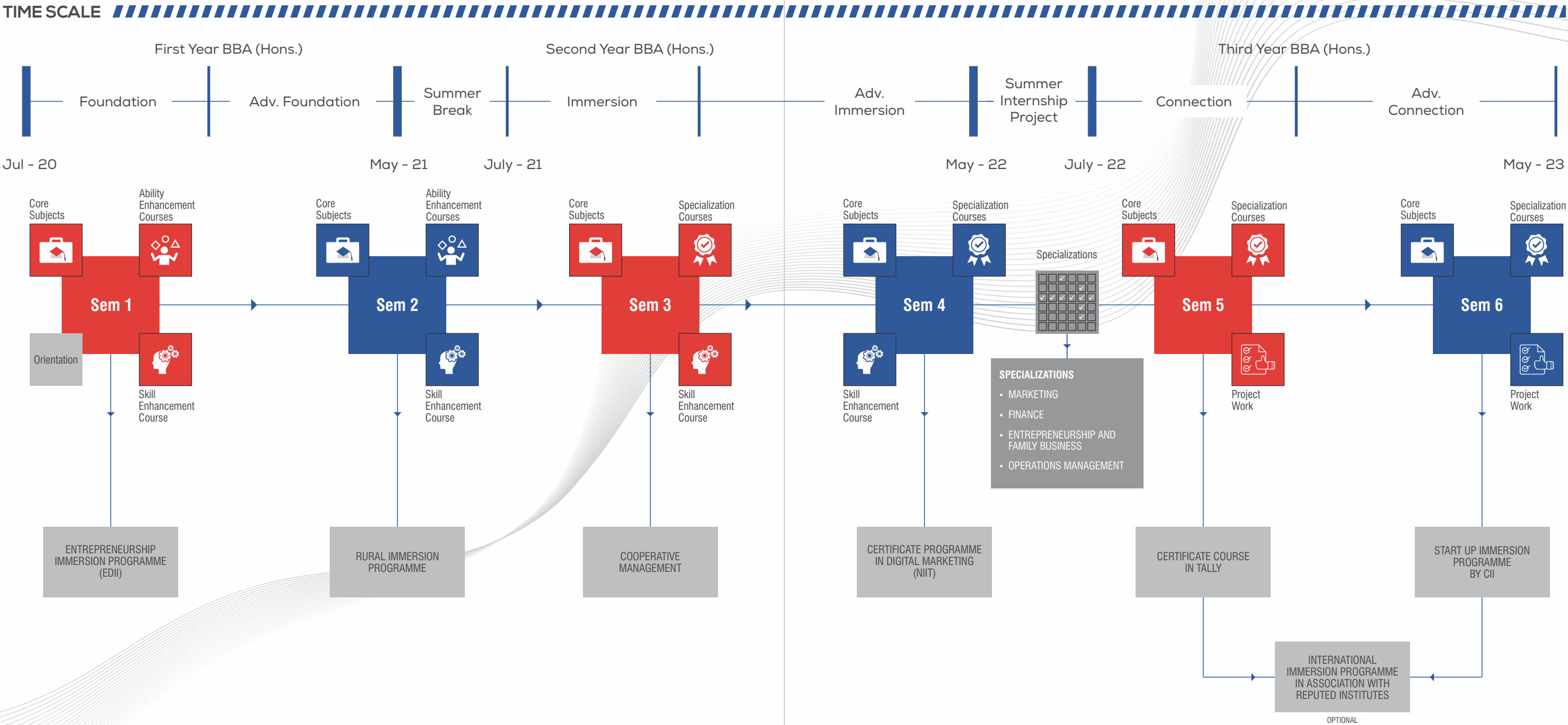
We offer aspiring students a platform to unleash their hidden potential and discover the intensity & nature of talent they are capable of developing. We encourage students to take up live projects and to participate in various cultural, social and business events. Such participation instills confidence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



Learning Model BBA (Hons.)

Curriculum That Prepares You For The Real World

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



Programme Structure BBA (Hons.)

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

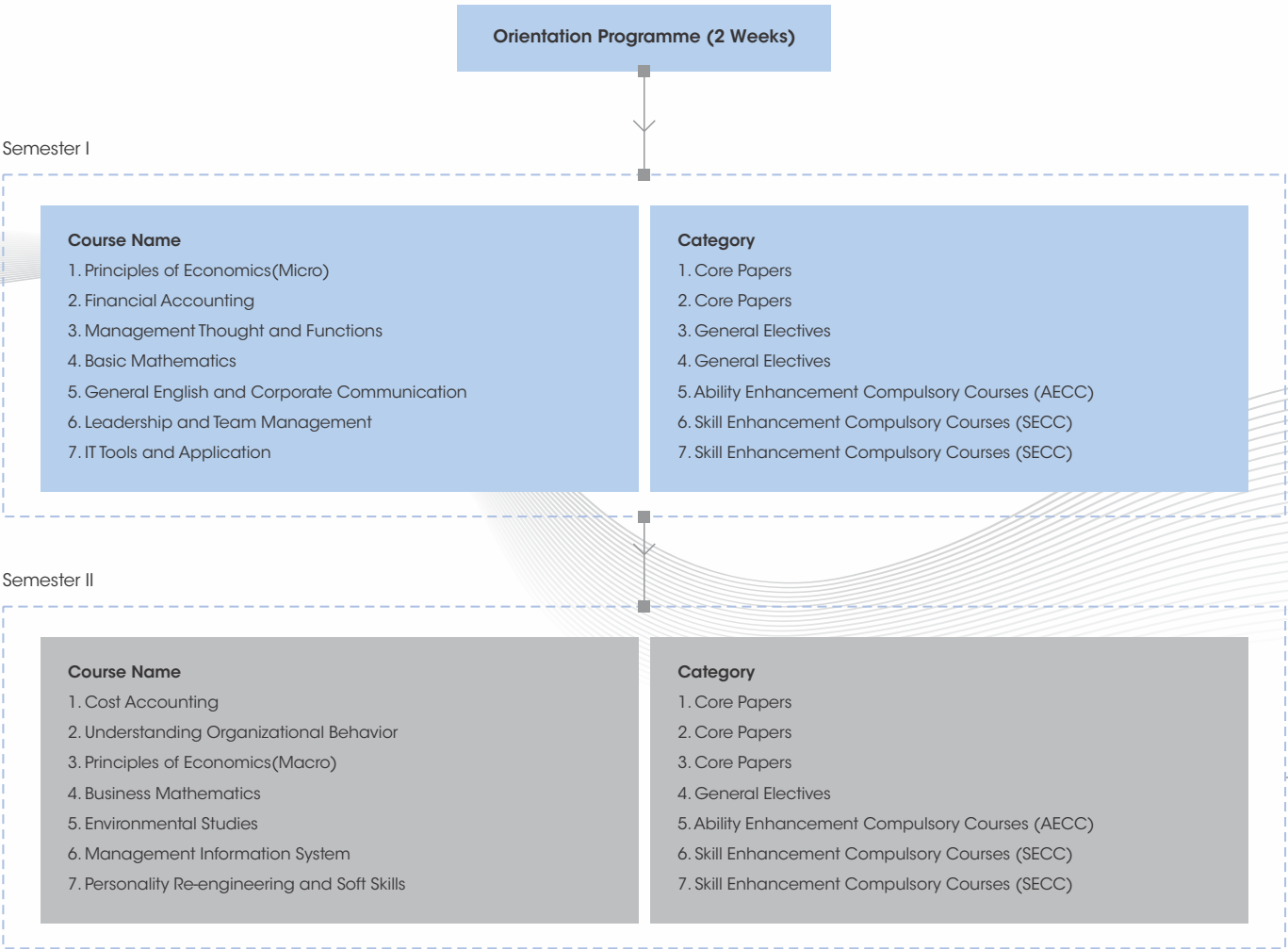
Eligibility Criteria

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

Selection Process

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

(*Karnavati University Admission Test)



Note: Subject to industry demands, the courses may change



Specialization Electives

Semesters	Marketing Electives	Finance Electives	Operations Electives	Entrepreneurship & Family Business Electives
V	Consumer Behaviour Sales and Distribution Mgmt.	Introduction to Financial Mar. Introduction to Banking	Supply Chain Management Supply Chain Designing & Sourcing	Identifying & Evaluating Business Opportunities Launching & Scaling up New Start-ups
VI	Integrated Marketing Comm. Retail Management	Introduction to Insurance Taxation	Logistics Management Project Management	Entrepreneurial Finance Social Entrepreneurship

Note: Subject to industry demands, the courses may change

Specializations In BBA (Hons.)

Marketing

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

Career Prospects

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

Programme Outline

- Sales & Distribution
- Consumer Behaviour
- Integrated Marketing Communication
- Retail Marketing

Finance

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

Career Prospects

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

Programme Outline

- Introduction to Financial Markets
- Introduction to Banking
- Introduction to Insurance
- Introduction to Financial Services

Operations Management

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

Career Prospects

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

Programme Outline

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

Entrepreneurship & Family Business

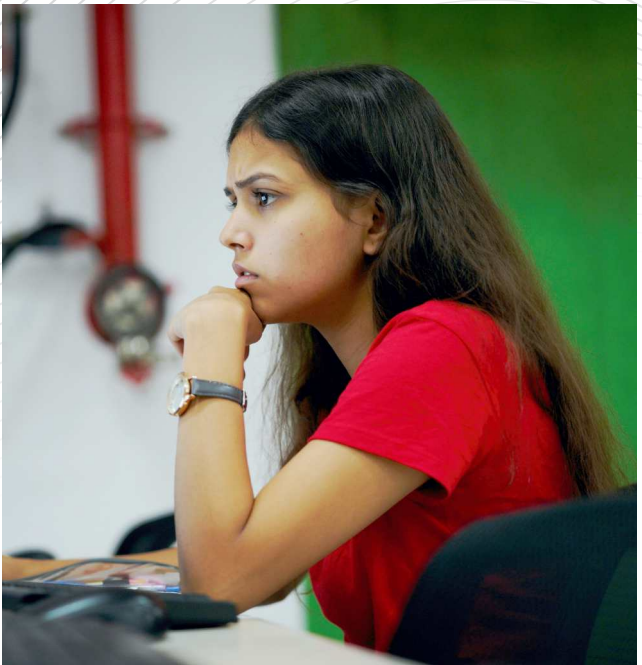
With prime focus on leadership, organizational and negotiation skills, this specialization trains the students to deploy their understanding in real-life business situations. Every family business owner faces the challenge to meet the utmost standards of quality and resource management. This specialization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

Career Prospects

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

Programme Outline

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



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

About The Programme

PGDM (AICTE Approved)

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



Highlights of the Programme

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

Selection Process

- Stage - I**
The date and venue for the Selection Round will be intimated to the shortlisted candidates through email, letter and phone call on receipt of application form.
- Stage - II**
The selection round comprises of on the spot presentation / Group discussion / Case analysis, WAT, Psychometric Test and Personal Interview.
- Stage - III**
Selected Candidates will be intimated via mail and letter. The admission will be confirmed on receipt of requisite fees as mentioned in the admission offer letter.

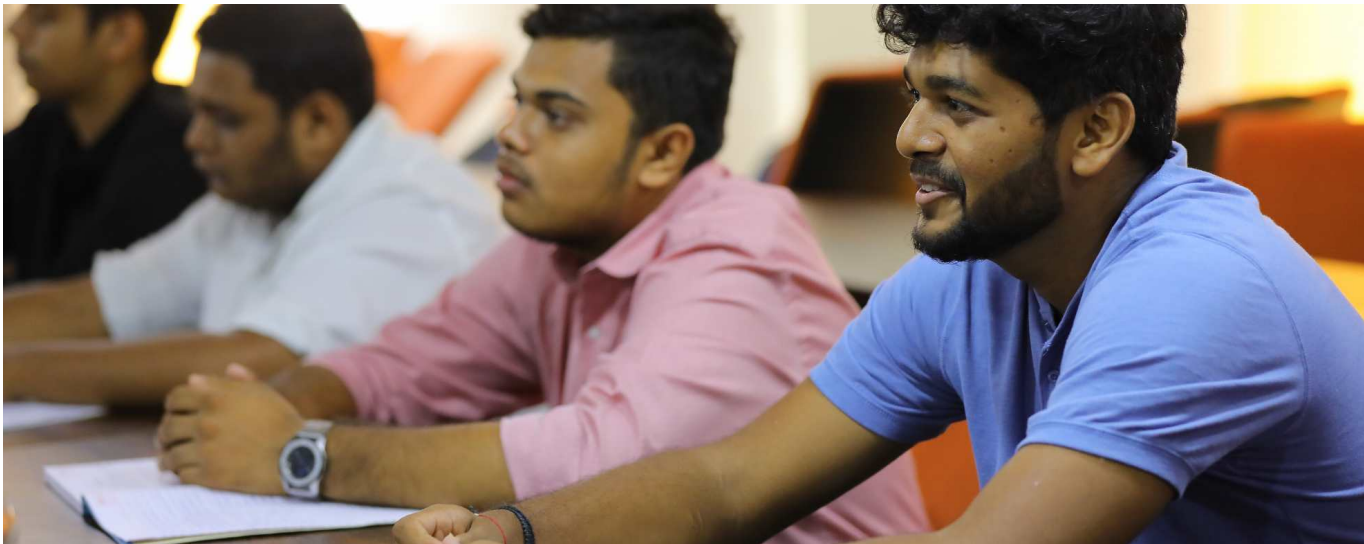
Programme Structure

PGDM (AICTE Approved)

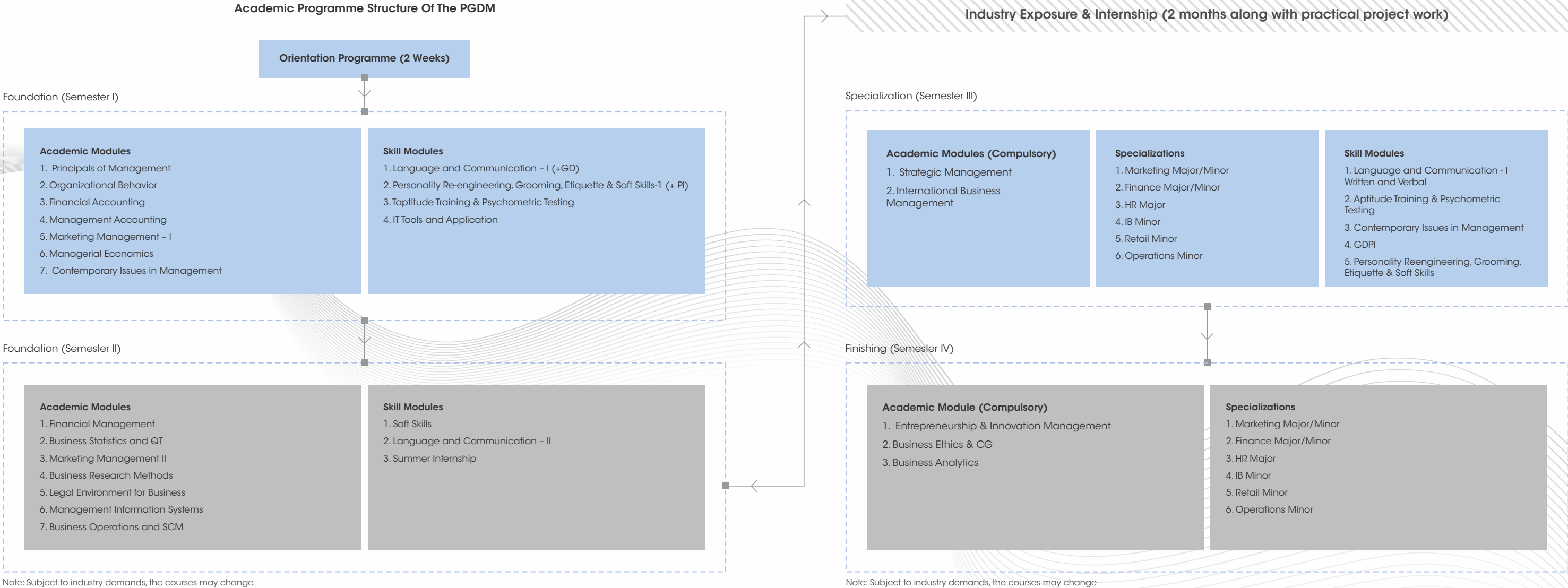


Eligibility Criteria

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



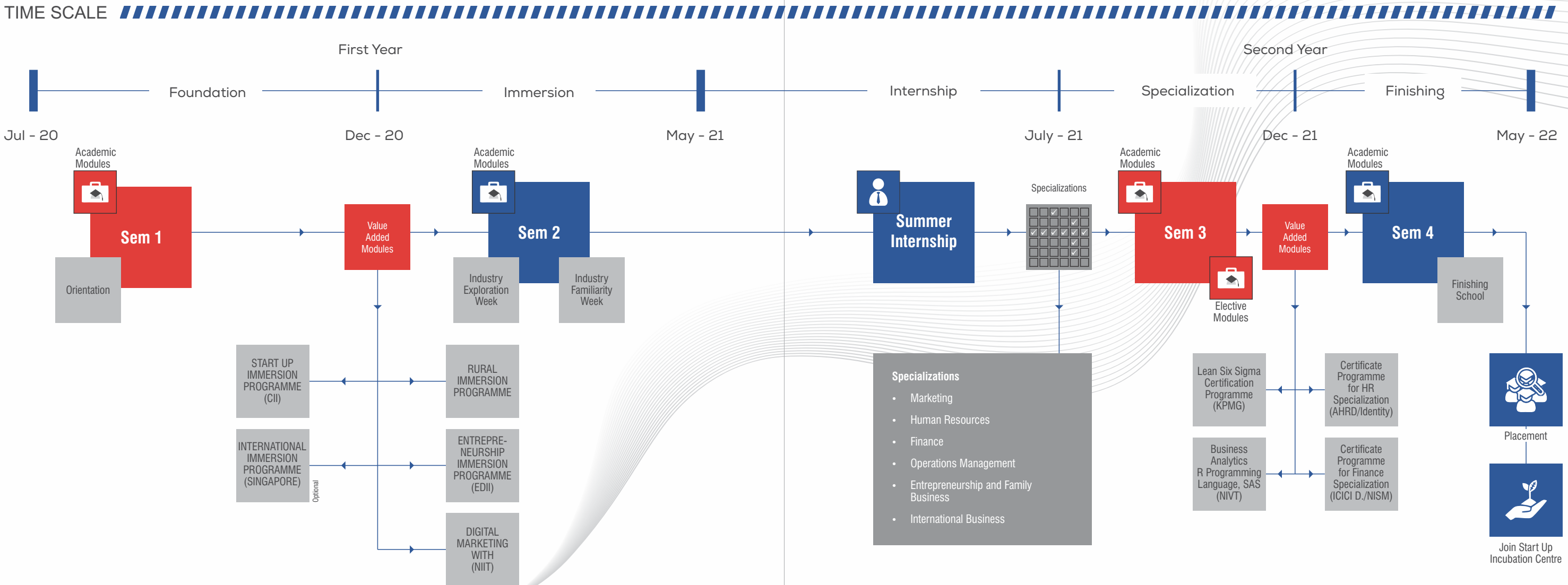
Academic Programme Structure Of The PGDM



Learning Model PGDM

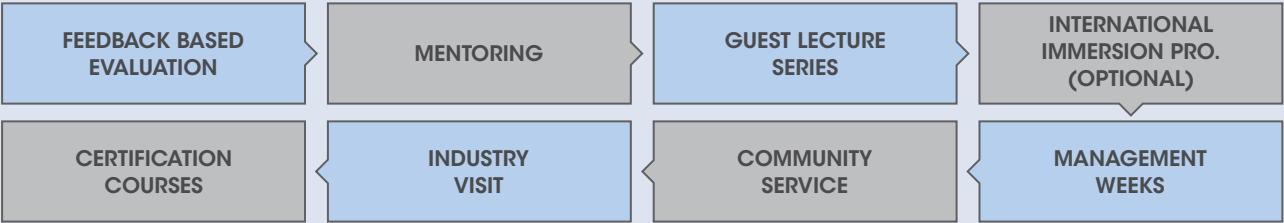
Curriculum That Creates Decisive Leaders

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



Education Delivery Method

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



Specializations In PGDM

Marketing

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

Career Prospects

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

Programme Outline

- Managing Sales and Distribution
- Services Marketing
- Consumer Behavior
- Product & Brand Management
- Integrated Marketing Communication
- Retail Marketing and Management
- Rural Marketing
- Digital & Social Media Marketing
- Strategic Marketing
- B2B Marketing
- Customer Relationship Management

Human Resource Management

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

Career Prospects

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

Programme Outline

- Employee Relations & Labor Laws
- Organizational Development
- Training & Development
- Performance Management
- Strategic HRM
- Compensation Management

Operations Management

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

Career Prospects

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

Programme Outline

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

Entrepreneurship And Family Business

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

Career Prospects

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

Programme Outline

- Entrepreneurial Development
- Accounts and Finance for Small and Medium Businesses
- Business Communication
- Developing Business Plan
- Project Development and Implementation
- Family Business Management
- Managing People in own Business
- Marketing of Small and Medium Businesses
- Startup Development, Implementation and Management



International Business

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

Career Prospects

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

Programme Outline

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



Finance

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

Career Prospects

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

Programme Outline

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

Certificate Courses

University Immersion Programme In Association With Reputed Institutes

BBA

About the Programme and Pedagogy

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

This course is an intensive one week residential program. It is carefully structured to ensure that it incorporates high quality and learned faculties. This certificate course is a perfect blend of knowledge, experience and training skills. It will be beneficial for students, to develop an in-depth understanding of the interrelationships crucial to successful business management. This will enable them to be more effective in their career while being sensitive to the issue and challenges confronting people in other parts of the organization.

Broad Session Plans

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

Employability Skills Training And Certification In Association With Reputed Institutes

BBA

About the Programme and Pedagogy

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

Session Plans

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

Project Management Excellence - Japanese Way In Association With Top International Institute

BBA

About the Programme and Pedagogy

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

Session Plans

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

Cooperatives Mangement (BBA)

BBA

About the Programme and Pedagogy

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

Session Plans

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



Certificate Programme In Lean Six Sigma With KPMG

(PGDM)

About the Programme and Pedagogy

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

Session Plans

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

Measure

- Learning and Usage of tools like FMEA, cause & Effect diagram, Pareto charts & detailed process mapping
- Performance Standards

- Measurement System Analysis (MSA)
- Data collection and Sampling techniques

Analyze

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

Improve

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

Control

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



Certificate Programme In Data Analytics With NIVT

(PGDM)

About the Programme and Pedagogy

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

Session Plans

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

About the Programme and Pedagogy

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

Session Plans

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

About the Programme and Pedagogy

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

Session Plans

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



About the Programme and Pedagogy

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

Session Plans

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

About the Programme and Pedagogy

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

Session Plans

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



About the Programme and Pedagogy

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

Session Plans

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



About the Programme and Pedagogy

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

Session Plans

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



About the Programme and Pedagogy

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

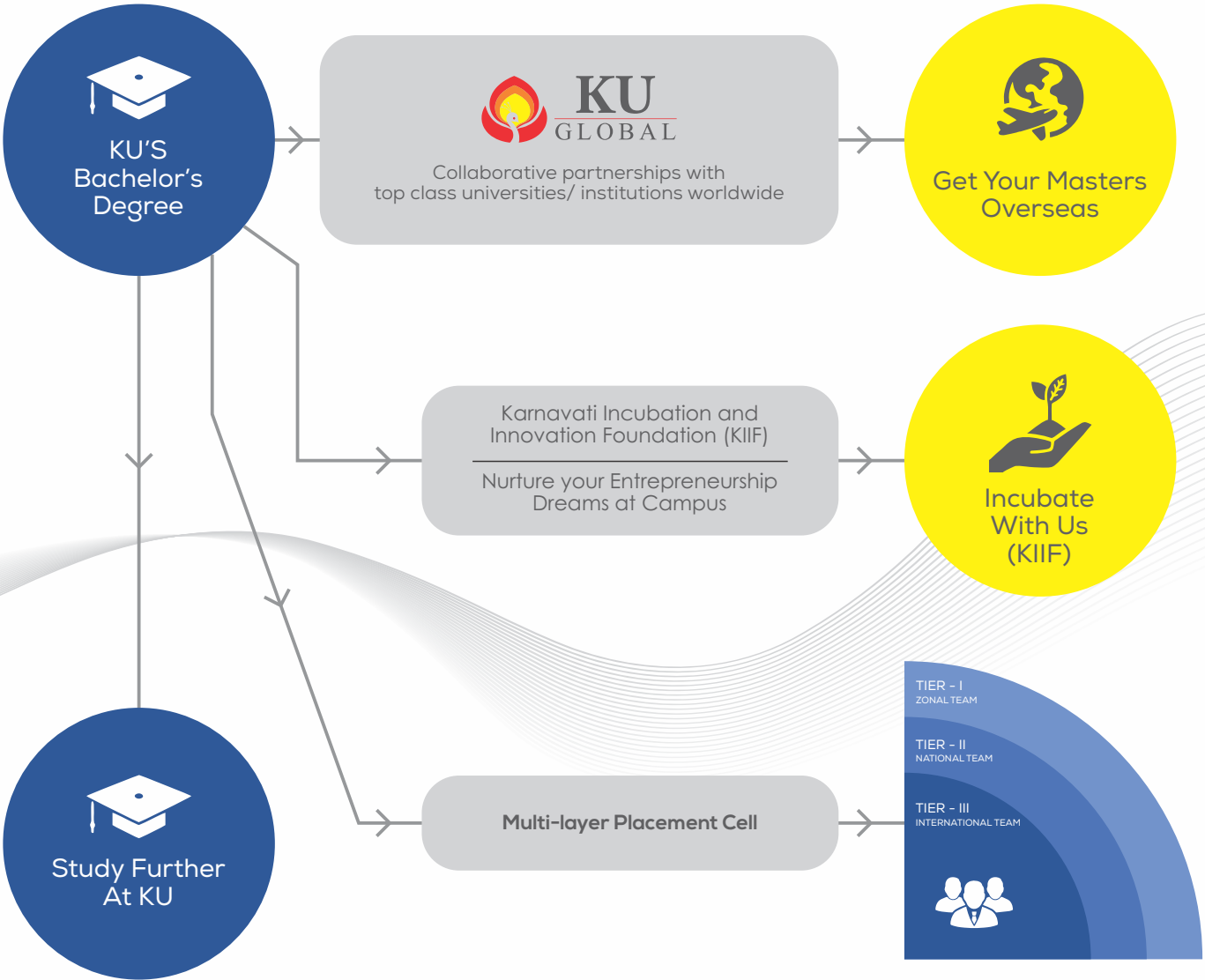
Session Plans

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

The Future Is Bright!



A world of opportunities
beyond your degree



University Industry Connect Worldwide

Education today goes beyond the walls of a classroom and it is imperative to take students to the frontiers of the creative world. Through Unitedworld-Wide, a progressive initiative by KU Global, the university has signed a number of MoUs with some of the most renowned universities and design institutes of international repute for student and faculty exchange program and joint project/research opportunities. These unique collaborations will provide our students with a solid platform that will not only bolster their cultural enrichment but also help them expand the horizons of their design knowledge. From Fast Track Masters Progression Opportunities to short courses/hands on workshop through Craft Innovation Center, from Study Abroad Program/Semester Exchange Program to Overseas Study trips, KU Global will provide every student of KU with a plethora of opportunities to become a modern day professional with globally recognized skills.

- Support to the incubated companies
- Providing co-working space
- Focussed mentorship support
- Various coursework and workshops
- Talks by industry experts
- Access to labs
- Help in company registration
- Help in IP and Patent filing
- Access to bank loans
- Access to Angel Investor and Venture Capitalist funding
- Government Grants

Multi-Layer Placement Cell

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

TIER - I

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

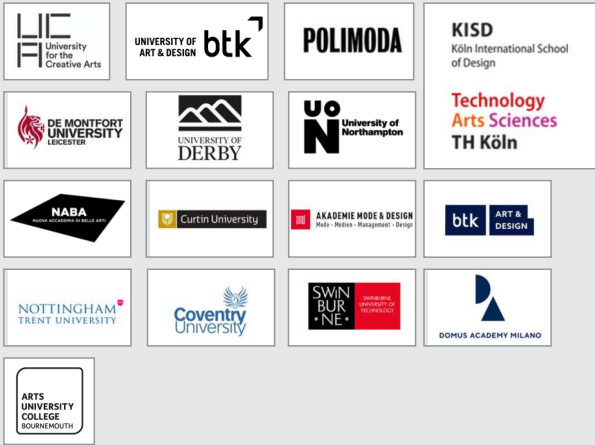
TIER - II

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

TIER - III

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

OUR PRESENT COLLABORATIONS



Karnavati Incubation and Innovation Foundation (KIIF)

Karnavati Incubation and Innovation Foundation (KIIF) is a design business incubator that works on an amalgamation of design, technology and business principles. Located within the campus of Karnavati University, it has been formed to help start companies and entrepreneurs in their journey towards becoming successful businesses. Through its hallmark business assistance services, it would render much needed support to companies sprouting their way into the business world. The incubated companies will have access to corporate like workspaces, domain expert mentors and cutting-edge labs to take their idea to emerge out into a successful and profitable business venture.

Study Further At KU

You can also opt to study further in your world-class Alma Mater under the expert guidance of subject experts, leading industry professionals and veteran educators. Get a more in-depth understanding of the subject of your choice with the opportunity to gain industry experience exploring real-life problems.

Global Approach

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

Our Latest Initiative For International Collaborations



What does KU global offer?

Student Mobility

Outbound

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

Inbound

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

Craft Innovation Center

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

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

Others

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

Fast Track Masters Progression Opportunities

All our curriculum, academic systems & quality processes are internationally benchmarked & mapped with partners which ensures a seamless transfer of graduating UG students to Master Courses and preferred higher studies with some of the top ranking and prestigious universities in the world. KU Global would assist in fast track progression to the Masters program. It also aims towards providing scholarship, bursaries and subsidized fee for deserving students.

Master Class

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

Workshop

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

Study Abroad Program/Semester Exchange Program

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

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

StudyTrips

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

Live Your Best At Karnavati University



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

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



Shri J.P. NADDA
Member of Parliament, RS and Working President, BJP



Shri VIJAY RUPANI
Chief Minister, Gujarat



H.H. BRAHMVIHARI SWAMI
BAPS Swaminarayan Sanstha



SHRI RAVINDER RAINA
State President, BJP J&K



Smt. SMRITI IRANI
Minister for Women & Child Dev. & Textiles, Govt. of India



Shri. PRADEEPSINH JADEJA
MoS, Legislative and Parliamentary Affairs, Govt. of Gujarat



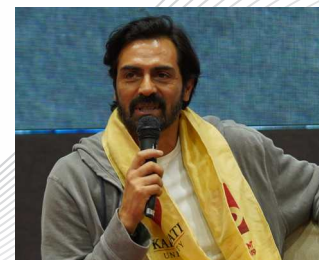
DR ABHISHEK MANU SINGHVI
Member of Parliament, RS Sr. Advocate



Shri SALMAN KHURSHID
Sr. Advocate



DR. AMEE YAJNIK
Member of Parliament, RS



ARJUN RAMPAL
Actor



Shri G.V.L. NARASIMHA RAO
Member of Parliament, RS



Shri MANOJ JOSHI
Film & Theatre Actor



Shri MANSUKH MANDAVIYA
MoS (I/C) Shipping, MoS Chemicals & Fertilizers, Govt. of India



Shri AKHILESH PRATAP SINGH
Spokesperson, INC

Disclaimer: All Designations are in context to Nov., 2019



CHETAN BHAGAT
Best-selling Author & Columnist



MUMBAI DABBAWALA
Internationally acclaimed food delivery system



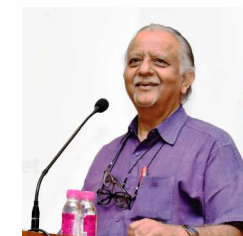
JITENDRA CHAUHAN
Chairman & MD of Jade Blue
Creator of famous Modi kurtas & Modi jackets.



HARI MOHAN BANGUR
Managing Director of Shree Cement



NAYAN PARIKH
CEO of Nayan Parikh & Consultants



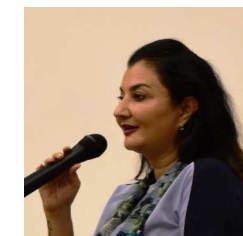
SUNIL PAREKH
Startup Consultant & Corporate Strategist



ANUJ GOSALIA
Founder of Terribly Tiny Tales



ZERXES WADIA
Former Head of branded content, MTV India Digital
MTV VJ, Comic-Con Host



DR. MANJULA POOJA SHROFF
MD & CEO of Kalorex Group



ANKIT PANTH
Famous Professional Gamer, Redbull Athlete, Intel and Alienware Brand Ambassador, Founder of Team Brutality, and Streamer



CHRIS MESSINA
Inventor of #hashtag



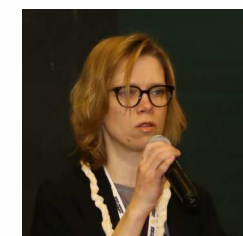
JAMES JEFFERS
Sr. Director, Intel



SURYA VANKA
Former User Experience Director, Microsoft



YEHUDA DEVIR & MAYA DEVIR
Illustration Artist and Creator of the web comics "One of those Days"



DR. REET AUS
Fashion Designer and Founding Partner, Aus Design OÜ



DANIELA PAREDES FUENTES
Co-founder & Managing Director, Gravity Sketch



PAUL SANDIP
Industrial Designer, Founder - Paul Studio



ANIL REDDY
Founder & Design Director, Lollypop Design



GAURAV JAI GUPTA
Textile & Fashion Designer, Founder - Akaaro

Student Life At Karnavati University



Ganesh Utsav



Independence Day



Durga Puja



Cricket Tournament



Fresher's Party



Khel Kabbadi Tournament



Football Tournament



Karnavati Utsav



VIAJE 2019



Convocation

Heal The World (KU's CSR Initiative)



Women's Day



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



World Literacy Day



Gala Lunch Organized for the College Staff



Uttarayan Celebration



Holi Celebration



Earth Hour



Environment Day

Awards And Recognitions

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

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

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

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

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

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

Silicon india recognized Unitedworld School of Business – Ahmedabad Among 25 Best Colleges to Hire From, 2016

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

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

Unitedworld School of Law was awarded with 'Excellent Services in Social Justice & Legal' in LEGAL AID AWARD 2018 organized by Knowledge Steez in collaboration with Youth for Human Rights India and All India Law Teachers Congress held at Indian Law Institute, New Delhi

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

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

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

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

Unitedworld Institute of Design won the D Designer award