

SBS

INSTITUTE OF MANAGEMENT
AND TECHNOLOGY

KNOWLEDGE ♦ ILLUMINATION ♦ CHARACTER

Admissions Prospectus 2026–27

APPROVED BY AICTE, NEW DELHI

Affiliated to Maharshi Dayanand University, Rohtak
Run by Noble Welfare and Charitable Trust, New Delhi (Regd.)

BBA

3-YEAR UNDERGRADUATE
PROGRAMME

60 Seats • MDU Affiliated

MBA

2-YEAR POSTGRADUATE PROGRAMME

60 Seats • MDU Affiliated

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ज्ञानम् • ज्योतिः • धृतिः

**We open the book. We illuminate the mind.
We build the character that stands.**

The book is what we hand over. Illumination is what makes it mean anything. The pillars are what is left when both are gone.

FROM THE CHAIRMAN'S DESK

Building an institution that Haryana can trust

Dear Students and Parents,

Whatever this Trust has been able to build stands on the blessings of **Shri Shamsher Bahadur Saxena** — whose name the Institute bears — and on the grace of **Maa Santoshi**. When the Noble Welfare and Charitable Trust opened its doors to legal education at Makrauli Kalan, our promise was simple: bring serious, well-governed professional education within reach of students from Rohtak and the districts around it, so that talent does not have to leave home to be taken seriously.

The SBS Institute of Management and Technology is the next step in keeping that promise. With approval from the All India Council for Technical Education and affiliation to Maharshi Dayanand University, Rohtak, we now offer a Bachelor of Business Administration and a Master of Business Administration on the same campus — taught by qualified faculty, in classrooms and laboratories built to the standards the Council prescribes, and governed by the committees the law requires.

A management degree is not only a qualification. It is a habit of thinking clearly under pressure, of reading numbers honestly, and of leading people without diminishing them. That is what we intend to teach here, and that is what our motto — Knowledge, Illumination, Character — commits us to.

To every student joining us: you will be given the resources, the mentoring and the discipline you need. What you build with them is yours. We look forward to walking that road with you.

Mr. Amit Saxena

Chairman, Noble Welfare and Charitable Trust
SBS Institute of Management and Technology

KNOWLEDGE ♦ ILLUMINATION ♦ CHARACTER

FROM THE PRESIDENT'S DESK

A campus where every student is accounted for

Dear Aspiring Managers,

A warm welcome to the SBS Institute of Management and Technology. Our campus has, over the years, become a place where students from the towns and villages around us arrive a little unsure of themselves and leave as professionals. Management education now joins that story.

My particular concern, as President of the Governing Body, is that an institution should be measured by how it treats the student who needs the most support — the first-generation learner, the student travelling an hour each way, the young woman whose family is trusting us with her safety. We have built for that student: a mentor for every group, counselling that is available and confidential, a 24×7 women's helpline, an Internal Complaints Committee that functions independently, a fully constituted Anti-Ragging Committee and Squad, and a campus under CCTV surveillance with round-the-clock security.

Alongside that care, we hold a firm line on academic discipline. Attendance, internal assessments, internships and project work are taken seriously here, because employers take them seriously.

Come and see the campus. Meet the faculty. Ask hard questions. We would rather you join us with your eyes open than on the strength of a brochure.

Mrs. Rekha Saxena

President, Governing Body

SBS Institute of Management and Technology

AN OPEN INVITATION

Prospective students and parents are welcome to visit the campus on any working day between 9:30 a.m. and 4:00 p.m. to inspect the classrooms, computer centre, library and other facilities described in this prospectus before applying.

FROM THE TRUSTEES

Two notes on what we expect of ourselves

On the promise we make to parents

Most families who send a child to us are making a considered financial decision, often the largest one they will make for that child. We take that seriously. What is printed in this prospectus is what you will find on the campus: the fee and nothing beyond it, the classrooms and facilities as described, qualified teachers in front of every class, and an office that answers the phone when you call.

We would rather promise less and deliver it than promise a great deal and explain later. So there are no claims here about packages or rankings we have not earned. Come and see the campus, speak to the faculty, and judge us on what you find. If anything on our campus does not match what is written here, tell us, and we will correct one or the other.

Mr. Abhishek Saxena

Trustee & Secretary, Noble Welfare and Charitable Trust

On what the next four years should give you

Most students arriving at a management programme want one thing: a job that changes what their family can afford. That is a fair ask, and we treat it as an obligation rather than a by-product.

From the first semester you will work on live cases, presentations and business simulations rather than only notes. Summer training is a graded component, not a formality. The Training and Placement Cell begins aptitude, group discussion and interview preparation early, and the Institution-Industry Cell brings recruiters and practitioners onto the campus through guest lectures, industrial visits and internships. Skill-based credits through SWAYAM and recognised skilling platforms are available to every student who wants to go further.

Use all of it. The distance between a degree and a career is closed by the student, with the institution's help — never the other way round.

Mr. Shorya Saxena

Trustee, Noble Welfare and Charitable Trust

ABOUT US

SBS Institute of Management and Technology

The SBS Institute of Management and Technology (SBSIMT) is a private, self-financing management institution established in 2026 at Makrauli Kalan on the Panipat–Rohtak Highway, Rohtak, Haryana. The Institute is **approved by the All India Council for Technical Education (AICTE), New Delhi** and **affiliated to Maharshi Dayanand University (MDU), Rohtak**.

SBSIMT offers two management programmes — the **Bachelor of Business Administration (BBA)** with a sanctioned intake of 60 seats, and the **Master of Business Administration (MBA)** with a sanctioned intake of 60 seats. Both are conducted strictly in accordance with the scheme of examination and syllabi prescribed by Maharshi Dayanand University, Rohtak.

The Institute is housed in a purpose-built academic block. The management block provides five dedicated smart classrooms for the BBA and MBA batches, along with tutorial rooms, a computer centre, a seminar hall and a library and reading room, with a cafeteria, common rooms, sports facilities, a sick room, transport and round-the-clock security on the campus.

Our Name and Our Legacy

The Institute carries the name of **Shri Shamsher Bahadur Saxena**. “SBS” is drawn from his name, and it is by his blessings, and by the grace of **Maa Santoshi**, that the institutions on this campus have come into being. What began as a wish to make good education available to the young people of this region has grown into this campus, and the family and the Trust regard it as a continuing act of service undertaken in his memory.

The Trust

SBSIMT is established and run by the **Noble Welfare and Charitable Trust**, New Delhi (Regd.), with its registered office at GL-11, 3rd Floor, Jail Road, Shiv Nagar Extension, Janak Puri, New Delhi – 110058.

The Trust has been active in the field of education for over a decade. The accounts of the Institute are audited annually by a certified Chartered Accountant.

AT A GLANCE

Established	2026
Type	Private, Self-Financing
Approval	AICTE, New Delhi
Affiliation	MDU, Rohtak
AICTE Region	North-West
Programmes	BBA & MBA
Sanctioned intake	60 + 60

TRUST

NOBLE WELFARE AND CHARITABLE TRUST, NEW DELHI (REGD.)

Registered office GL-11, 3rd Floor, Jail Road, Shiv Nagar Ext., Janak Puri, New Delhi – 110058

Chairman Mr. Amit Saxena

President, Governing Body Mrs. Rekha Saxena

GUIDING OUR JOURNEY

Vision, Mission and Core Values

VISION

To be a respected centre of management education in North India that develops competent, ethical and socially responsible professionals who create value for enterprise and for the communities they come from.

MISSION

- ♦ To deliver management education of academic rigour, combining conceptual grounding with practical exposure to real business situations.
- ♦ To develop analytical thinking, communication ability and decision-making judgement in every student.
- ♦ To instil integrity, professional ethics and a sense of responsibility towards society.
- ♦ To build an enduring interface with industry through internships, live projects, guest lectures and placement support.
- ♦ To promote research, innovation, entrepreneurship and continuous learning among students and faculty.
- ♦ To serve the region by extending access to quality professional education to students from the towns and villages of Haryana.

Our Core Values

VALUE	WHAT IT MEANS AT SBSIMT
Knowledge	The book is what we hand over — a curriculum taught fully, honestly and on time, with nothing left to the guide-book.
Illumination	Teaching that turns information into understanding, through cases, simulations, projects and questions that have no single answer.
Character	What remains when the syllabus is forgotten: integrity, discipline, and the courage to make a decision and own it.
Excellence	Academic and professional standards held consistently, for faculty as much as for students.
Inclusiveness	A campus that is safe, barrier-free and equally welcoming across gender, caste, region and economic background.
Responsibility	Accountability to students, parents, the University, the Council and the community around the campus.

WHAT WE SET OUT TO DO

Our Objectives

OBJECTIVE	DESCRIPTION
Academic excellence	To impart high-quality management education through the MDU curriculum, delivered by qualified faculty using contemporary teaching methods, with continuous internal assessment and timely academic support.
Practical competence	To develop applied skills through case analysis, business simulations, live projects, industrial visits, summer training and a compulsory internship for final-year students, as part of the programme requirement.
Analytical and digital capability	To equip students with quantitative techniques, research methods, spreadsheet modelling, business analytics and information systems through a dedicated computer centre and technology-enabled smart classrooms.
Communication and personality development	To build written and spoken business communication, presentation skills and professional conduct through seminars, presentations, group discussions and structured soft-skills training.
Ethics and governance	To instil professional ethics, corporate governance awareness and social responsibility as an integral part of management education, in keeping with the emphasis on value-based learning.
Employability and career readiness	To prepare students for recruitment through aptitude training, group discussion and interview practice, resume building, and an active Training and Placement Cell.
Entrepreneurship and innovation	To encourage venture creation and innovation through the Institution's Innovation Council (IIC), entrepreneurship awareness programmes and mentoring for student business ideas.
Research orientation	To develop research capability through research methodology, project and dissertation work, and participation in seminars and conferences.
Regional access	To widen access to professional management education for students from Rohtak and the surrounding districts of Haryana, supported by transport connectivity and scholarship assistance.
Social and emotional learning	To provide mentoring, counselling and mental-health support as a built-in component of education, as an integral part of the student experience.

OUR GUIDING PRINCIPLE

To know. To illuminate. To stand.

APPROVALS AND AFFILIATION

Statutory Status of the Institute

Approval by AICTE

The Institute is approved by the **All India Council for Technical Education (AICTE), New Delhi** to conduct the BBA and MBA programmes for the academic year **2026-27**.

PARTICULARS	DETAILS
Name of the Institute	SBS Institute of Management and Technology
Institute type	Private – Self Financing
AICTE Region	North-West
Society / Trust	Noble Welfare and Charitable Trust, New Delhi
Institute address	NH-71A, Panipat–Rohtak Highway, Makrauli Kalan, Rohtak, Haryana

Courses approved for the Academic Year 2026-27

LEVEL	PROGRAMME	COURSE	AFFILIATING UNIVERSITY	APPROVED INTAKE
Post Graduate	Management	MBA	Maharshi Dayanand University, Rohtak	60
Under Graduate	Management	BBA	Maharshi Dayanand University, Rohtak	60

10% seats are allowed over and above the approved intake to accommodate reservation for EWS as per State Government policy. The approved intake for the BBA programme is subject to the approval of the affiliating University.

Affiliation to Maharshi Dayanand University, Rohtak

Both programmes are affiliated to Maharshi Dayanand University, Rohtak – a State University established in 1976 and accredited by NAAC. Admission, eligibility, the scheme of examination, syllabi, internal assessment, examinations and the award of degrees are governed by the ordinances, regulations and notifications of the University as amended from time to time. Degrees are awarded by Maharshi Dayanand University, Rohtak.

The Institute maintains an official website carrying current information on its infrastructure, faculty, fee structure and approvals, updated every year.

TWO PROGRAMMES. ONE DISCIPLINE.

Programmes Offered and Eligibility

BBA

BACHELOR OF BUSINESS
ADMINISTRATION

3 years • 6 semesters • Intake 60

MBA

MASTER OF BUSINESS ADMINISTRATION

2 years • 4 semesters • Intake 60

01 BBA (Bachelor of Business Administration)

DURATION	3 years, 6 semesters (full-time, regular)
SANCTIONED INTAKE	60 seats (+10% supernumerary EWS as per State Government policy)
ELIGIBILITY	Pass in 10+2 or an equivalent examination from a recognised Board in any stream, with the minimum aggregate prescribed by MDU, Rohtak for the session.
MINIMUM MARKS	As notified by MDU for the session. Relaxation for SC/ST and other reserved categories of Haryana as per University and State Government norms.
COURSE STRUCTURE	Core management, accounting, economics, quantitative and behavioural courses in the early semesters, followed by functional specialisation courses, project work and summer training in the later semesters.
MEDIUM OF INSTRUCTION	English

02 MBA (Master of Business Administration)

DURATION	2 years, 4 semesters (full-time, regular)
SANCTIONED INTAKE	60 seats (+10% supernumerary EWS as per State Government policy)
ELIGIBILITY	Bachelor's degree in any discipline from a recognised university with at least 50% aggregate marks (47.5% for SC/ST and Differently Abled candidates of Haryana), or as notified by MDU for the session.
ENTRANCE / MERIT	Admission on the basis of merit as per the University's admission notification, including scores of a recognised management entrance test where prescribed by the University.
SPECIALISATION	Dual specialisation in the second year from the streams offered by the University (see page 12).
SUMMER TRAINING	Compulsory summer training of 6–8 weeks after the second semester, evaluated through a project report and viva-voce.
MEDIUM OF INSTRUCTION	English

Seat Matrix and Reservation

PROGRAMME	SANCTIONED INTAKE	EWS (SUPERNUMERARY)	RESERVATION
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BBA	60	10% over and above	As per the reservation policy of the Government of Haryana and the rules of Maharshi Dayanand University, Rohtak applicable to private self-financing institutions.
MBA	60	10% over and above	

The Institute shall not make any admission over and above the approved intake under any circumstances, and shall not run any course without the prior approval of AICTE and the affiliating University.

AS PRESCRIBED BY MDU, ROHTAK

MBA — Scheme of Examination

Each paper carries **100 marks** — 80 marks for the written University examination and 20 marks for internal assessment. Internal assessment is based on sessional tests, assignments, presentations, case work and attendance, as prescribed by the University. The duration of each written paper is 3 hours.

FIRST YEAR — SEMESTER I

SR.	COURSE	EXTERNAL	INTERNAL	TOTAL
1.	Management Process and Organisational Behaviour	80	20	100
2.	Managerial Economics	80	20	100
3.	Accounting for Management	80	20	100
4.	Quantitative Techniques for Managerial Decisions	80	20	100
5.	Business Environment	80	20	100
6.	Business Communication	80	20	100
7.	Computer Applications in Management	80	20	100

FIRST YEAR — SEMESTER II

SR.	COURSE	EXTERNAL	INTERNAL	TOTAL
1.	Production and Operations Management	80	20	100
2.	Financial Management	80	20	100
3.	Marketing Management	80	20	100
4.	Human Resource Management	80	20	100
5.	Business Research Methods	80	20	100
6.	Legal Aspects of Business	80	20	100
7.	Management Information Systems	80	20	100

SECOND YEAR — SEMESTER III

SR.	COURSE	EXTERNAL	INTERNAL	TOTAL
1.	Strategic Management	80	20	100
2.	Entrepreneurship Development and Innovation	80	20	100
3.	Summer Training Project Report and Viva-Voce	—	100	100
4.	Three elective papers — Specialisation I	80 each	20 each	300
5.	Three elective papers — Specialisation II	80 each	20 each	300

SECOND YEAR — SEMESTER IV

SR.	COURSE	EXTERNAL	INTERNAL	TOTAL
1.	International Business Management	80	20	100
2.	Corporate Governance, Business Ethics and CSR	80	20	100
3.	Three elective papers — Specialisation I	80 each	20 each	300
4.	Three elective papers — Specialisation II	80 each	20 each	300
5.	Project / Dissertation and Comprehensive Viva-Voce	—	100	100

Indicative scheme. The Institute follows the scheme of examination, course codes, credits and syllabi notified by Maharshi Dayanand University, Rohtak for the relevant session. Any revision notified by the University shall prevail over this table.

DUAL SPECIALISATION, SECOND YEAR

MBA Specialisation Streams

In the second year, students opt for **two specialisation streams** under the University's dual specialisation scheme, taking three elective papers from each stream in Semester III and three in Semester IV. Streams are offered subject to the University's approved list and to a minimum number of students opting for a stream.

STREAM	REPRESENTATIVE ELECTIVE AREAS
Marketing Management	Consumer Behaviour; Sales and Distribution Management; Advertising and Brand Management; Services Marketing; Retail Marketing; Digital Marketing; Marketing Research.
Financial Management	Security Analysis and Portfolio Management; Financial Markets and Institutions; Management of Financial Services; Corporate Tax Planning; International Financial Management; Working Capital Management.
Human Resource Management	Human Resource Development; Industrial Relations and Labour Legislation; Compensation Management; Performance Management; Organisational Development and Change; Training and Development.
Information Technology Management	Database Management Systems; E-Business; System Analysis and Design; Business Analytics and Decision Support Systems; Enterprise Resource Planning; Cyber Security and IT Governance.
Production and Operations Management	Supply Chain Management; Total Quality Management; Logistics Management; Operations Research Applications; Project Management; Materials and Inventory Management.
International Business Management	Export-Import Procedures and Documentation; International Marketing; Foreign Exchange Management; Global Strategic Management; International Trade Policy and WTO.
Retail Management	Retail Store Operations; Merchandising Management; Retail Supply Chain; Customer Relationship Management; Franchising and Mall Management.

Streams and electives are offered strictly as per the scheme notified by Maharshi Dayanand University, Rohtak for the session, and subject to viability of student numbers.

BEYOND THE UNIVERSITY CURRICULUM

- ♦ **Value-added certificate modules** in advanced spreadsheet modelling, business analytics, digital marketing and financial statement analysis.
- ♦ **SWAYAM / MOOC electives** — students are encouraged to take recognised online courses as supplementary courses; credit transfer is facilitated as per University norms.
- ♦ **Skill-based credits** through courses offered by recognised skilling platforms.
- ♦ **Academic Bank of Credits (ABC)** — students are registered on the ABC platform for credit accumulation and transfer.

- ◆ **Student Induction Programme** based on Universal Human Values at the commencement of the first year.

AS PRESCRIBED BY MDU, ROHTAK

BBA – Scheme of Examination

Each paper carries **100 marks** — 80 marks for the written University examination and 20 marks for internal assessment; duration of each written paper is 3 hours. The programme also includes summer training and a project report in the final year.

SEMESTER I

COURSE
Business Organisation
Financial Accounting
Business Economics – I
Business Mathematics
Business Communication – I
Computer Fundamentals

SEMESTER III

COURSE
Marketing Management
Human Resource Management
Financial Management
Organisational Behaviour
Business Laws
Computer Applications in Business

SEMESTER V

COURSE
Entrepreneurship Development
Sales and Distribution Management
Financial Markets and Services
Management Information Systems
Elective paper
Summer Training Report and Viva-Voce

SEMESTER II

COURSE
Principles of Management
Cost Accounting
Business Economics – II
Business Statistics
Business Communication – II
Business Environment

SEMESTER IV

COURSE
Production and Operations Management
Management Accounting
Company Law
Income Tax Law and Practice
Research Methodology
E-Commerce

SEMESTER VI

COURSE
Strategic Management
International Business
Consumer Behaviour
Business Ethics and Corporate Social Responsibility
Elective paper
Project Report and Viva-Voce

Indicative scheme. The Institute delivers the BBA curriculum exactly as per the scheme of examination, course codes, credit structure and syllabi notified by Maharshi Dayanand University, Rohtak for the relevant session, including any structure notified by the University under the National Education Policy 2020 framework. Any revision notified by the University shall prevail over this table.

HOW WE TEACH

Teaching–Learning Process

Teaching at SBSIMT combines classroom instruction with methods that require the student to do the work: analyse, decide, present and defend. Faculty have academic freedom to choose the pedagogy appropriate to a course, within the framework of the University syllabus.

METHOD	HOW IT IS USED
Interactive lectures	Concept building in technology-enabled smart classrooms with projection, audio and internet access.
Case discussion	Indian and international business cases analysed individually and in groups, with written case submissions.
Business simulations and role plays	Decision-making exercises in marketing, finance and operations conducted in the computer centre.
Live and field projects	Market surveys, feasibility studies and functional projects with local enterprises and institutions.
Summer training and internship	Compulsory summer training for MBA students after Semester II; and a compulsory internship for all final-year students.
Seminars and guest lectures	Industry practitioners, entrepreneurs, bankers and civil servants invited through the Institution–Industry Cell.
Presentations and group discussions	Weekly slots to build articulation, listening and teamwork, with recorded practice sessions in the smart classrooms.
Industrial visits	Visits to manufacturing units, banks, logistics hubs and service organisations in the NCR and Haryana industrial belt.
Digital learning	SWAYAM and SWAYAM PRABHA access, National Digital Library resources and e-journals.
Mentoring	Each faculty member mentors an assigned group of students through the programme, with periodic parent communication.

ASSESSMENT

Internal assessment of 20 marks per paper is based on sessional tests, assignments, case submissions, presentations and attendance as prescribed by the University. End-semester examinations are conducted by Maharshi Dayanand University, Rohtak.

ATTENDANCE

Students must meet the minimum attendance prescribed by the University in each paper to be eligible to appear in the end-semester examination. Attendance is monitored monthly and communicated to parents. Shortage of attendance is a serious matter and is not condoned except under the University's rules.

OUR STRENGTH LIES IN OUR PEOPLE

Faculty — Domain-wise Profile

Faculty are appointed against sanctioned posts in the cadre ratio, qualifications, experience and pay scales prescribed by AICTE and Maharshi Dayanand University, through a duly constituted Selection Committee — a full-time core faculty across the functional areas of management, supported by adjunct and visiting faculty from industry and the professions.

ACADEMIC AREA	TYPICAL PROFILE OF FACULTY IN THE AREA
Marketing and Strategy	Ph.D. or NET-qualified faculty with MBA (Marketing), teaching Marketing Management, Consumer Behaviour, Sales and Distribution, Brand and Retail Management; several with prior experience in FMCG, retail or services sales, and research interests in regional and digital markets.
Finance and Accounting	Faculty holding Ph.D. / M.Com. / MBA (Finance), with professional qualifications such as CA, CMA or CS in the adjunct cadre; teaching Financial Accounting, Cost and Management Accounting, Financial Management, Security Analysis, Taxation and Financial Markets.
Human Resource and Organisational Behaviour	Ph.D. or NET-qualified faculty with MBA (HR) or MA (Psychology / PMIR), teaching Organisational Behaviour, Human Resource Management, Industrial Relations, Compensation and Performance Management; experience in HR practice and in conducting behavioural and personality-development workshops.
Operations and Quantitative Techniques	Faculty with Ph.D. / M.Sc. (Statistics or Mathematics) / MBA (Operations) or an engineering background, teaching Business Mathematics, Business Statistics, Quantitative Techniques, Production and Operations Management, Supply Chain and Project Management.
Economics and Business Environment	Faculty with Ph.D. / MA (Economics) teaching Managerial Economics, Business Environment, International Business and Indian economic policy, with research interests in regional and agrarian economy.
Information Technology and Business Analytics	Faculty with MCA / M.Tech / MBA (IT) teaching Computer Applications in Management, Management Information Systems, E-Commerce, Database Management and Business Analytics, and supervising the computer centre.
Business Communication and Soft Skills	Faculty with MA (English) / NET and communication-training experience, running Business Communication courses, group discussion and interview preparation.
Business Law and Corporate Governance	Law faculty with LL.M. and practice or teaching experience, covering Legal Aspects of Business, Company Law, Business Ethics and Corporate Governance.
Adjunct and visiting faculty	Practising chartered accountants, bankers, entrepreneurs, senior corporate managers and civil servants engaged for specialised electives, workshops and expert lecture series.

- ◆ Student–faculty ratio and cadre ratio maintained as per AICTE norms and published on the Institute’s website.
- ◆ Faculty undergo regular pedagogical training and faculty development programmes, and are trained for the Universal Human Values induction programme.
- ◆ Complete faculty profiles — name, designation, qualification, experience, specialisation and publications — are published department-wise on the Institute’s website.

BUILT TO AICTE NORMS

Instructional Facilities

The management block provides **five dedicated smart classrooms** for the BBA and MBA batches, together with tutorial rooms, a computer centre, a seminar hall and a library and reading room. All instructional areas are complete in respect of flooring, wall finish and painting, electrification and lighting, and furniture and fixtures, with well-planned access, circulation and toilet facilities.

FACILITY	NUMBER	LEVEL SERVED
Smart classrooms	05	Two for the MBA batches and three for the BBA batches
Tutorial rooms	02	One each for the MBA and BBA programmes
Computer Centre	01	Common — BBA & MBA
Seminar Hall	01	Common — BBA & MBA
Library and Reading Room	01	Common — BBA & MBA

COMPUTER CENTRE

A computer centre with 20 computers of current configuration, dedicated to management students for spreadsheet modelling, statistical analysis, business simulations, database work and online examinations. Supported by legal application and system software and printing facilities.

LIBRARY AND READING ROOM

A spacious library and reading room stocked with management titles, reference works, business periodicals and newspapers, with computers for digital access, subscribed e-journals and National Digital Library membership.

SMART CLASSROOMS

Technology-enabled classrooms with projection, audio and internet access, used for case discussions, presentations, business simulations, recorded practice sessions and mock interviews, and for screening online lectures and industry sessions.

SEMINAR HALL

A seminar hall used for guest lectures, workshops, orientation, group discussions, placement talks and the student induction programme.

All instructional rooms are provided with adequate furniture and fixtures; air conditioning is being installed progressively across academic areas. Barrier-free access for differently abled and elderly persons is provided in accordance with CPWD guidelines and the National Building Code.

ADMINISTRATION, AMENITIES AND IT

Campus Facilities

ADMINISTRATIVE AREAS

FACILITY
Reception area
Administrative office
Director's office
Board room
Central store
Examination control office
Housekeeping room
Maintenance room
Security room

CAMPUS AMENITIES

FACILITY
Cafeteria
Girls' common room
Boys' common room
First aid cum sick room
Stationery store
Sports and games facilities
Corridors and other common areas

COMPUTATIONAL AND IT FACILITIES

FACILITY	PROVISION	FACILITY	PROVISION
Computers exclusively for students	20	Smart classrooms	05
Computers in the library	02	Computers for faculty	02
Computers in the administrative office	03	Printers available to students	02
Internet bandwidth	100 Mbps	Legal application software	10
Legal system software	01	Proprietary software licences	40

CAMPUS SERVICES AND SAFETY

- ♦ **Transport facility** from Rohtak city and major points on the Panipat–Rohtak route.
- ♦ **24×7 security** with CCTV surveillance at all vital points.
- ♦ **24×7 women's helpline** and campus safety system for women students, faculty and staff.
- ♦ **First aid, medical and counselling** facilities, with a tie-up for emergency medical response.
- ♦ **Potable water** outlets at strategic locations across the building.
- ♦ **Food safety** — the cafeteria operates in accordance with applicable food safety norms.
- ♦ **Digital payments** for all financial transactions, as per Ministry of Education directives.
- ♦ **Sports and games** facilities for indoor and outdoor activities.
- ♦ **Sanitary napkin vending** and safe disposal facilities.
- ♦ **Green campus** — sewage disposal, waste management, rainwater harvesting and tree cover.
- ♦ **Insurance** — student safety insurance and a group accident policy for employees; assets insured against fire and other calamities.

Hostel facilities are not provided by the Institute at present. Assistance is offered to outstation students in identifying safe, verified accommodation in and around Rohtak city.

WE SUPPORT EVERY STUDENT TO LEARN, GROW AND SUCCEED

Student Support Services

SERVICE	WHAT IT PROVIDES
Mentorship programme	Every student is assigned a faculty mentor for the duration of the programme, with periodic one-to-one reviews of academic progress, attendance and career plans, and regular communication with parents.
Counselling and mental health	Confidential psychological counselling for students, faculty and non-teaching staff through a designated counsellor, along with stress-management and wellbeing sessions.
Social and emotional learning	Built-in mechanism for social and emotional learning delivered through the induction programme, mentoring and workshops.
Remedial and bridge support	Additional classes in quantitative methods, accounting and English for students who need them, particularly first-generation learners and those from Hindi-medium backgrounds.
Scholarships and fee concessions	Merit and need-based assistance from the Trust, and facilitation of Central and State Government scholarships including AICTE schemes such as Pragati, Saksham and Swanath. Details of fee waivers and scholarships granted are published on the Institute's website.
Support for differently abled students	Barrier-free access, ground-floor seating, examination facilities as per University rules, and an Equal Opportunity Facilitation Cell.
Library and digital resources	Reading room access, e-journals, National Digital Library membership and SWAYAM / SWAYAM PRABHA access.
Sports, cultural and club activities	Annual sports meet, cultural celebrations, quiz, debate, poster and business plan competitions, and student clubs in marketing, finance, HR and entrepreneurship.
Alumni network	An alumni association will be constituted from the first graduating batch to support mentoring, guest sessions and placement referrals.

CAMPUS LIFE THROUGH THE YEAR

The academic session opens with a student induction programme grounded in Universal Human Values, followed by a fresher's welcome organised by senior students. Through the year the Cultural Committee organises celebrations for Teachers' Day, Diwali, Makar Sankranti, Basant Panchami and Holi; the management clubs run marketing fairs, business quizzes, mock stock exchanges and case competitions; and the final-year batch is given a farewell before the examinations. Students are encouraged to participate in inter-college management fests across Haryana and the NCR.

FROM CLASSROOM TO CAREER

Training, Placement and Industry Interface

The **Training and Placement Cell** works with students from the first semester rather than the last — to make each graduating student demonstrably employable, and to bring recruiters to the campus who are looking for exactly that. The calendar below runs separately for the two programmes.

MBA — TRAINING AND PLACEMENT CALENDAR

STAGE	FOCUS
Semester I	Induction and orientation, business communication foundation, professional etiquette and grooming, resume building, spreadsheet proficiency and career counselling.
Semester II	Quantitative aptitude, reasoning and verbal ability training; group discussion practice; summer training preparation and mentor allocation.
Summer break	Compulsory summer training of 6–8 weeks with an organisation, assessed through a project report and viva-voce.
Semester III	Specialisation-wise domain preparation; advanced aptitude and case-interview practice; mock interviews; live projects; pre-placement talks.
Semester IV	Campus recruitment drives, off-campus referrals and entrepreneurship mentoring.

BBA — TRAINING AND PLACEMENT CALENDAR

STAGE	FOCUS
Year I (Sem. I–II)	Induction and Universal Human Values programme, spoken and written English, computer fundamentals, study skills and mentor allocation.
Year II (Sem. III–IV)	Aptitude and reasoning foundation, presentation and group discussion practice, field surveys and club activities, industrial visits, and guidance on career choices.
Between Year II and III	Summer training with an organisation, assessed through a training report and viva-voce.
Year III (Sem. V–VI)	Compulsory internship in the final year; project report; interview preparation; entry-level campus drives; coaching support for MBA entrance and government examinations.

INDUSTRY INTERFACE

- ♦ **Institution–Industry Cell** in contact with employers across the Rohtak, Sonipat, Panipat, Bahadurgarh and NCR industrial corridor.
- ♦ **Memoranda of Understanding** with enterprises and professional bodies for internships, live projects and placement.
- ♦ **Expert lecture series** with practitioners from banking, insurance, retail, manufacturing, logistics, taxation and the start-up ecosystem.
- ♦ **Industrial visits** each academic year.
- ♦ **Institution's Innovation Council** running ideation workshops, innovation contests and start-up

SECTORS OUR GRADUATES ARE PREPARED FOR

Marketing & Sales — FMCG, retail chains, real estate, telecom, digital agencies, market research.

Banking & Financial Services — banks, NBFCs, insurance, mutual funds, audit firms, fintech operations.

Operations & Supply Chain — manufacturing in the Haryana industrial belt, logistics, e-commerce fulfilment.

Human Resources — staffing firms, HR operations and payroll, training, industrial relations.

mentoring.

IT & Analytics — business analysis, MIS, CRM and ERP support, digital operations.

Enterprise & Public Sector — family business, new ventures, competitive examinations, PSU trainee roles.

2026–27 is the first academic session of the Institute, and the first batches of BBA and MBA students will be admitted this year. The Institute therefore has no past admission, result or placement record to report. Placement assistance is provided in good faith and with sincere effort; the Institute does not guarantee employment. Enrolment and placement data will be published on the Institute's website as each year's data becomes available.

CONSTITUTED BEFORE THE COMMENCEMENT OF THE SESSION

Statutory Committees and Cells

Every committee, cell and grievance mechanism required for the proper functioning of the Institute has been constituted and is operational at SBSIMT. The composition and contact details of each committee are displayed on the notice boards and on the Institute's website, and are notified to students at the time of induction.

COMMITTEE / CELL	CONSTITUTION AND FUNCTION
Anti-Ragging Committee	Headed by the Head of the Institution, with representatives of the civil and police administration, local media, an NGO working in youth activities, faculty, parents, fresher and senior students, and non-teaching staff, with a diverse mix by level and gender.
Anti-Ragging Squad	A standing squad of faculty and staff empowered to make surprise inspections of the campus, cafeteria, common rooms, corridors, toilets, bus stands and student accommodation, and to act immediately on any report of ragging.
Anti-Ragging Cell	Nodal point for registration of complaints, anti-ragging workshops, poster display at all prominent locations and collection of undertakings from every student and parent each academic year.
Internal Committee (IC) — Prevention of Sexual Harassment	Constituted for the prevention and redressal of sexual harassment, with a woman Presiding Officer of senior rank, two faculty members, two non-teaching employees, three students including at least one girl student, and one external member from an NGO or a person familiar with issues of sexual harassment. At least one half of the members are women. Persons holding senior positions such as the Chairperson or Secretary of the Trust and the Director are not members, to preserve the Committee's autonomy.
Committee for SC / ST	A five-member committee, of which at least two members belong to the Scheduled Castes or Scheduled Tribes and at least one member is a woman, to address the concerns of students and employees from these communities.
Student Grievance Redressal Committee (SGRC)	Chaired by the Head of the Institution with faculty members and a student nominee; at least one member is a woman and one from the SC / ST / OBC category. The Committee follows the principles of natural justice. A student aggrieved by its decision may appeal to the Ombudsperson appointed by Maharshi Dayanand University.
Grievance Redressal Committee for Faculty and Staff	Hears and resolves service-related grievances of teaching and non-teaching employees.
Online Grievance Redressal Mechanism	An online facility for lodging grievances, with defined timelines for acknowledgement, hearing and disposal.

Equal Opportunity Facilitation Cell

Addresses the concerns of students and employees from SC / ST / OBC / EWS / minority backgrounds and Persons with Benchmark Disabilities, and oversees barrier-free access and examination facilities.

ACADEMIC, QUALITY AND WELFARE BODIES

Committees and Cells (continued)

COMMITTEE / CELL	CONSTITUTION AND FUNCTION
Internal Quality Assurance Cell (IQAC)	Plans, monitors and reviews academic quality, teaching-learning outcomes, feedback from students and stakeholders, and to prepare the Institute for accreditation.
Institution's Innovation Council (IIC)	Builds an innovation and entrepreneurship ecosystem on the campus through workshops, contests and start-up mentoring.
Training and Placement Cell	Coordinates aptitude and interview training, internships, summer training, campus recruitment and employer relations.
Institution-Industry Cell	Builds and maintains industry linkages, MoUs, guest lectures, industrial visits and live projects.
Academic and Examination Committee	Prepares the academic calendar and time table, monitors syllabus coverage and internal assessment, and conducts University examinations.
Library Advisory Committee	Recommends acquisition of books, journals and e-resources and reviews library usage and reading-room discipline.
Discipline Committee	Enforces the code of conduct and campus discipline and recommends action in cases of misconduct.
Student Counselling and Mental Health Cell	Confidential psychological counselling and wellbeing support for students and employees.
Women's Cell and 24x7 Women's Helpline	Gender sensitisation and safety awareness sessions, and a round-the-clock helpline for women students and employees.
Mentor-Mentee Committee	Allocates mentees to faculty mentors and coordinates parent communication.
Cultural, Sports and Student Activities Committee	Organises induction, cultural celebrations, the sports meet, clubs and inter-college participation.
Alumni Committee	Maintains the alumni association and channels alumni into mentoring and placements.
Social Media Cell	Manages official digital communication and ensures accuracy of published information.
Health, Safety and Green Campus Committee	Oversees first aid, fire and electrical safety, food safety, waste management and conservation.

OTHER MEASURES IN FORCE

- ♦ Student registration on the Academic Bank of Credits platform
- ♦ Institutional information published and kept updated on the website
- ♦ Student induction programme on Universal Human Values
- ♦ Food safety norms observed in the cafeteria
- ♦ Digital payment for all financial transactions

- ◆ Annual audit of accounts by a certified Chartered Accountant
- ◆ Compulsory internship for all final-year students

- ◆ Student safety insurance and group accident policy for employees

MANDATORY NOTICE

Anti-Ragging Warning

Ragging is a punishable offence. It is totally banned at SBSIMT.

Anyone found indulging in ragging in any form, whether within or outside the campus, will face strict action — which may include suspension, withholding of results, scholarships and other benefits, debarring from participation in events, expulsion from the Institute, and the lodging of a First Information Report with the local police. Where those committing or abetting ragging cannot be identified, collective punishment may be awarded as a deterrent.

Ragging is prohibited by law and by the directions of the Hon'ble Supreme Court of India, and the Institute enforces that prohibition without exception. An Anti-Ragging Committee, an Anti-Ragging Squad and an Anti-Ragging Cell are in place, the campus is under CCTV surveillance, and surprise inspections are carried out through the session.

Definition. Ragging includes any disorderly conduct, by words spoken or written or by an act, which has the effect of teasing or handling a fresher or any other student with rudeness; any act likely to cause annoyance, hardship, psychological harm or fear in a junior student; or asking a student to do any act which they would not ordinarily do and which causes shame or embarrassment. Ragging also includes **any act of physical or mental abuse, including bullying and exclusion, targeted at another student on the ground of colour, race, religion, caste, ethnicity, gender (including transgender), sexual orientation, appearance, nationality, regional origin, linguistic identity, place of birth, place of residence or economic background.**

UNDERTAKINGS AND HELPLINE

Every student and every parent must submit an anti-ragging undertaking each academic year, along with a signed self-declaration attached to the admission form.

Students in distress may call the **National Anti-Ragging Helpline 1800-180-5522** (24×7, toll free) or write to **helpline@antiragging.in**. The Institute's Anti-Ragging Committee, Squad and Cell, with the names and mobile numbers of nodal officers, are displayed on all notice boards and on the website.

Prevention of Sexual Harassment

Sexual harassment in any form is strictly prohibited on this campus. The Institute has constituted an **Internal Committee (IC)** to receive complaints, conduct enquiries and recommend action, and runs regular gender sensitisation programmes for students, faculty and staff.

Penalty and consequences. Any student or employee found to have committed sexual harassment is liable to face one or more of the following: written warning or apology; withholding of academic or employment benefits; suspension or termination from employment; suspension or expulsion from the Institute; and the lodging of an FIR with the local police under the applicable criminal law.

Sexual harassment includes physical contact and advances, a demand or request for sexual favours, sexually coloured remarks, showing pornography, and any other unwelcome conduct of a sexual nature. Complaints are enquired into by the IC in a fair, confidential and time-bound manner. The names and contact details of the members of the Internal Committee and the complaints procedure are displayed prominently on campus and on

the website. All students and staff submit a declaration acknowledging commitment to the prevention of sexual harassment along with the admission or employment form.

TRANSPARENT, AND NOTHING BEYOND IT

Fee Structure and Refund Rules

PROGRAMME	DURATION	FEE (PER ANNUM)
BBA	3 Years	₹ 60,000/-
MBA	2 Years	₹ 70,000/-

Fee as approved by the Competent Authority for the session 2026-27. University examination fee, registration fee, migration fee and other charges levied by the University are payable separately by the student at actuals.

NO CAPITATION FEE

No capitation fee of any kind is charged from students or their guardians. Any demand for a payment other than those printed in this prospectus and receipted by the Institute should be reported immediately to the Director in writing.

Mode of payment

- ♦ All fees are payable by digital modes — NEFT / RTGS / UPI / demand draft in favour of the Institute. Cash payments are not encouraged.
- ♦ An official receipt is issued for every payment. Students should retain all receipts until the completion of the programme.
- ♦ The annual fee is payable at the commencement of the academic year, or in instalments where permitted by the Institute in writing.

Refund rules

- ♦ If a candidate, after being admitted, withdraws and requests a refund **before the commencement of the course**, the entire fee collected shall be refunded after deducting a processing fee of not more than ₹ 1,000/-.
- ♦ Where a student withdraws after the commencement of the course and the vacated seat is filled from the waiting list, refund shall be made in accordance with the refund policy applicable for the session.
- ♦ If the vacated seat is not filled, the fee for the relevant year shall not be refunded.
- ♦ The Institute shall **not retain the original school or institution leaving certificate** to force retention of an admitted student, and shall not charge fees for the remaining period if a student cancels admission at any point of time.
- ♦ Refunds are made by bank transfer to the candidate's own savings account. Correct beneficiary details must be provided with the refund request.
- ♦ These provisions are subject to the latest guidelines of the University and the State Government, which may change from time to time.

Fee waivers and scholarships

The Trust offers a limited number of merit and need-based fee concessions each year. Students are also assisted in applying for Central and State Government scholarships for girl students, differently abled students and students from economically weaker families. The fee waivers and scholarships granted each year are published on the Institute's website.

HOW TO APPLY

Admission Procedure

#	PROCEDURE
01	Admission to the BBA and MBA programmes is made strictly in accordance with the admission schedule, eligibility conditions and merit criteria notified by Maharshi Dayanand University, Rohtak and the Government of Haryana for the session 2026-27.
02	The prospectus and application form may be obtained from the administrative office of the Institute on any working day up to 4:00 p.m., Monday to Saturday, or downloaded from the Institute's website.
03	The completed application form, along with attested copies of all required documents, must be submitted at the office of the Institute. Incomplete forms are liable to be rejected.
04	Five recent passport-size photographs are to be affixed and attached with the form as indicated.
05	All particulars and certificates enclosed must be legible; three attested copies of each document are to be enclosed with the form.
06	Merit lists (main list and waiting list) are announced on the same day and displayed on the notice board and website. The waiting list is activated only on the expiry of the date given for the main list.
07	A candidate admitted on the basis of false, incorrect or suppressed information shall have their admission cancelled at whatever stage the fact is discovered, and fees and dues paid shall be forfeited. The Institute may take further action against the student and the guardian.
08	The Institute shall not register or enrol any student in violation of the merit list, and shall make no admission over and above the approved intake.
09	The BBA and MBA programmes shall not be combined with any other regular programme or apprenticeship, except a programme in a foreign language.
10	The maximum period for completing a programme is the duration of the programme plus the additional period permitted under the ordinances of the affiliating University.
11	A candidate with a gap of two years or more after the qualifying examination may be granted admission on submitting an undertaking that they have not been engaged in any illegal activity during the gap period, along with a gap-year certificate.
12	Medium of instruction and examination is English.
13	Every admitted student and their parent must submit the online anti-ragging undertaking and the declaration on prevention of sexual harassment along with the admission form.

Documents required for admission

01	Aadhaar Card	07	Character certificate from the institution last attended
02	Matriculation / High School certificate	08	Scheduled Caste / Scheduled Tribe certificate, if applicable
03	Senior Secondary (10+2) certificate and marksheet	09	Other Backward Classes certificate, if applicable
04	Degree certificate and all marksheets (for MBA)	10	EWS / income certificate, if applicable
05	Entrance test scorecard, where applicable	11	Haryana residence certificate
06	Migration certificate, if the last qualifying degree is from a university other than MDU, Rohtak		

Admission is provisional in every case until the eligibility of the candidate is confirmed by Maharshi Dayanand University, Rohtak and all documents are verified.

WHAT WE EXPECT ON CAMPUS

Code of Conduct

- ♦ Identity cards must be carried at all times on campus and produced on demand.
- ♦ Students must remain within the college premises during college hours. Visitors are not permitted to meet students during college hours.
- ♦ Mobile phones are not to be used in classrooms, the library or the computer centre.
- ♦ Vehicles are to be parked in the designated area, away from the main gate, so that traffic flows freely.
- ♦ Lights, fans and air conditioners must be switched off before leaving a classroom.
- ♦ Students should avoid carrying heavy cash, jewellery or other expensive items, and must abstain from lending and borrowing money. The Institute takes no responsibility for any loss.
- ♦ Littering the campus, scribbling on walls or college property, making noise in corridors, tampering with vehicles, and being found in the cafeteria or roaming during class hours are all viewed seriously.
- ♦ Books are issued only against a library card. Library discipline and silence in the reading room are to be strictly observed.
- ♦ Misconduct or misbehaviour with faculty or staff will not be tolerated and will attract disciplinary action.
- ♦ Ragging in any form is strictly prohibited and is a punishable offence, as set out on page 22.
- ♦ The instructions and directions issued by the Director from time to time are binding on all students.
- ♦ The Institute takes no responsibility for a student's conduct outside the college.

NOTE

Students who violate the code of conduct are liable to be penalised, which may include a fine, withdrawal of concessions, stipend or scholarship, and in extreme cases expulsion from the Institute.

ON THE PANIPAT-ROHTAK HIGHWAY

Location and Connectivity

The campus stands on the **Panipat–Rohtak Highway at Makrauli Kalan**, roughly five kilometres from Rohtak city. The highway location means students from a wide belt of towns across Rohtak, Sonipat, Panipat and Jhajjar districts can travel to the campus daily by bus without changing routes, and the National Capital Region is within easy reach for industrial visits, internships and placement drives.

FROM	APPROX. DISTANCE	CONNECTIVITY
Rohtak city (bus stand, railway junction, PGIMS)	5–8 km	Frequent city and state transport buses, shared autos and the Institute's transport facility.
Meham	30 km	Direct state transport buses via Rohtak.
Gohana	35 km	Direct buses on the Gohana–Rohtak route.
Jhajjar	35 km	Direct buses via Rohtak.
Bahadurgarh	50 km	NH-9 and rail link via Rohtak.
Sonipat	50 km	Direct buses on the Sonipat–Rohtak route.
Jind	55 km	Direct buses and rail link to Rohtak.
Panipat	70 km	Direct buses along the Panipat–Rohtak Highway passing the campus.
Delhi	75 km	NH-9 and the Delhi–Rohtak rail corridor; about two hours by road.
Hisar	100 km	NH-9 and rail link via Rohtak.
Indira Gandhi International Airport	95 km	Via NH-9 and the Dwarka Expressway.

Distances are approximate road distances from the campus.

TRANSPORT FACILITY

The Institute operates a transport facility covering Rohtak city and major points along the Panipat–Rohtak route. Routes and timings are notified at the start of each session, and charges are payable separately.

CAMPUS ADDRESS

SBS Institute of Management and Technology,
NH-71A, Panipat–Rohtak Highway,
Makrauli Kalan, Rohtak, Haryana

GPS: approximately 28°54'52" N, 76°37'11" E

WE WOULD BE GLAD TO HEAR FROM YOU

Contact Us

Prospective students and parents are welcome to visit the campus on any working day between 9:30 a.m. and 4:00 p.m. Our office will arrange a walk-through of the classrooms, computer centre and library, and a meeting with a faculty member from the area you are interested in. Application forms are available at the office and on the website.

DECLARATION

The information given in this prospectus is correct to the best of the knowledge of the Institute at the time of printing. All matters relating to eligibility, admission, the scheme of examination, syllabi, examinations, results and the award of degrees are governed by the ordinances and notifications of Maharshi Dayanand University, Rohtak, as amended from time to time, and by the terms of the approval granted to the Institute. Where anything in this prospectus is inconsistent with those provisions, the provisions of the University and the approving authority shall prevail. All disputes are subject to the jurisdiction of the competent courts at Rohtak, Haryana.

PURPOSE	CONTACT
Admissions enquiry	Admissions Office – 7042853438, 9773508301
E-mail	admissions@sbsimt.edu.in • help_desk@sbsimt.edu.in
Website	www.sbsimt.edu.in
Campus	NH-71A, Panipat–Rohtak Highway, Makrauli Kalan, Rohtak, Haryana

KNOWLEDGE ♦ ILLUMINATION ♦ CHARACTER

To know. To illuminate. To stand.

At SBSIMT we prepare managers who can read a balance sheet, lead a team and hold a line — and who remember where they came from.

Academic Excellence

Industry Readiness

Ethics & Integrity

Career Success

SBS

INSTITUTE OF MANAGEMENT AND TECHNOLOGY

Approved by AICTE, New Delhi • Affiliated to Maharshi Dayanand University, Rohtak
Run by Noble Welfare and Charitable Trust, New Delhi (Regd.)