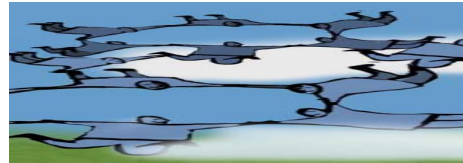


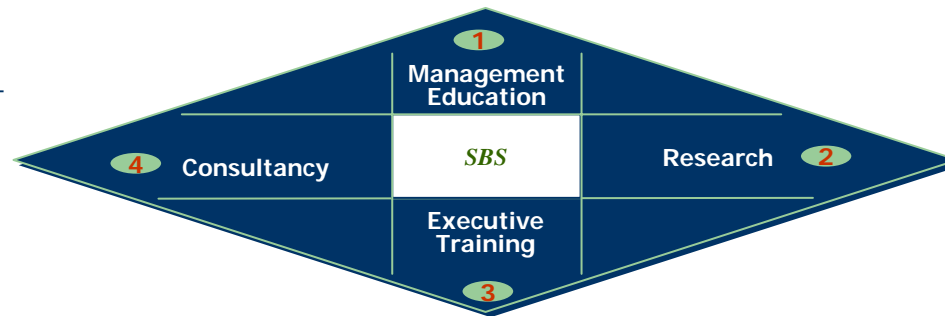
**Synetic Business School (SBS)** gets its origin from 'synergy' plus 'kinetic'. The founders' vision is to make it literally achievable and figuratively possible. The founders of **SBS** aim for a management institute with a difference – in style, substance and deliverance.

**SBS** has strong interaction with the industry which not only makes it distinctive amongst the management institutions in North India but also adds a lot of zeal in curriculum preparation, deliverance of knowledge and ultimate absorption of its students in the corporate world.

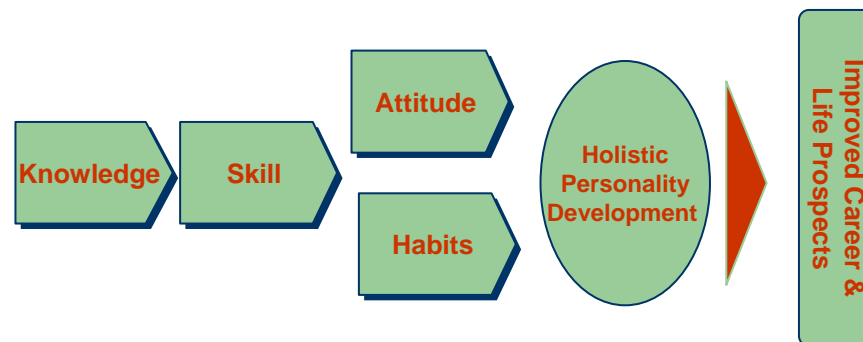


**SBS** has a unique opportunity being new and not being directly associated with any single university. *First*, most existing institutions carry a legacy of curriculum and systems finding it difficult to change at rapid pace in tune with the changing business landscape and faster evolving business environment. *Second*, it gives **SBS** independence to set a curriculum that delivers what the business world requires and constantly upgrades and updates it. *Third*, **SBS** endeavors to provide needful training and consultancy to corporate world and social organizations.

- ▶ These four distinct areas make a synergistic whole - where sum of parts is greater than the whole – hence enabling live adherence to **SBS** name and vision.
- ▶ **SBS** aims for innovative programs that guarantee Knowledge-Skill development and inculcating Soft Skills that the corporate requires.



- ▶ **SBS** is not merely a b-school that churns out students with paper degrees.
- ▶ **SBS** aims to change the lives of those associated with it through offering teaching, research, training & development and consultancy services.
- ▶ **SBS** imparts holistic knowledge and develops all aspects of an individual



## GRADUATE/POSTGRADUATE DEGREE PROGRAMS

- ✓ Continuation of existing and introduction of new programs in 2008
- ✓ Autonomous Diploma and University Awarded Degree Courses

### Post Graduate Program in Management (PGPM)

- Duration: 2 Years Full Time
- Eligibility: Graduation (Any stream)

### Dual Degree Program (PGPM+MBA)

- Duration: 2 Years Full Time
- Eligibility: Graduation (Any stream)

### Diploma in Business Management (DIBM)

- Duration: 1 Years Full Time
- Eligibility: Graduation (Any stream)

### Bachelors in Business Administration (BBA)

- Duration: 3 Years Full Time
- Eligibility: 10+2 (Any stream)

## SECTORAL INDUSTRY SPONSORED HIGH SKILLS PROGRAMS

- ✓ Introduction of new industry-theme oriented programs in fast growing sectors such as Retailing, Insurance and Pharmaceutical Management.
- ✓ The programs are backed by MOU/agreement with large corporate retailers

### ● Post Graduate Program in Retail Management

- Duration: 1 ½ Years Full Time
- Eligibility: Graduation (Any stream)

### ● Diploma in Retail Sales & Operations (DRSO)

- Duration: 6 months Full Time
- Eligibility: 10+2/Graduation (Any stream)



# Placement Record



**PGPM Batch 2005-07**

**PGPM Batch 2006-08**

**Industries**

- Industrial/manufacturing
- Insurance & Banking
- Pharma & Chemicals

- Industrial/manufacturing
- Insurance & Banking
- Retail



**YES BANK**

**Salary Range**

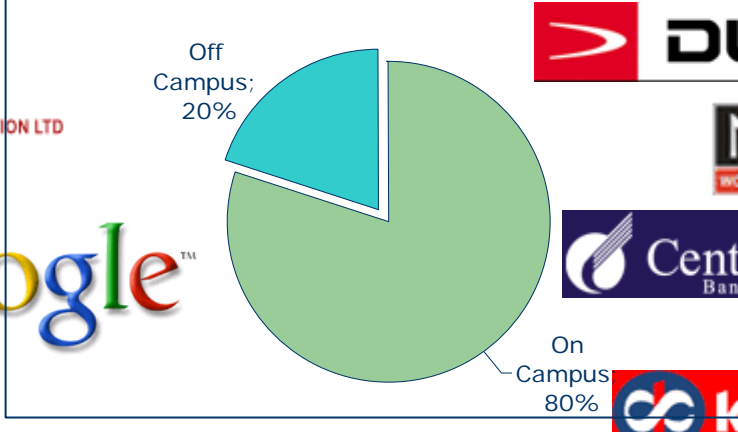
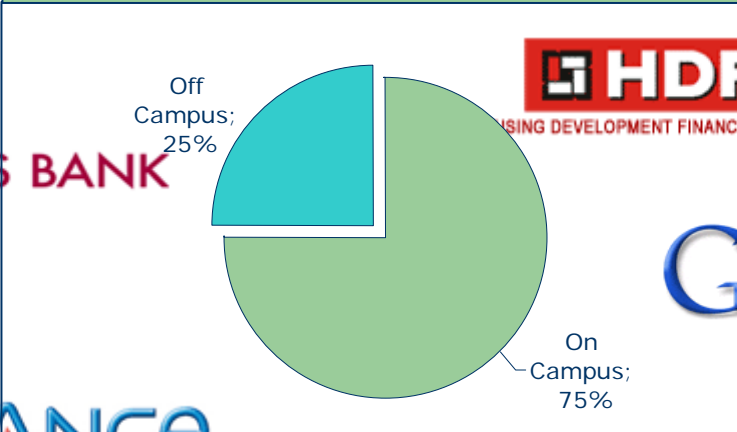
Highest: Rs 5.0 Lac  
Mean: Rs 2.2 Lac

Highest: Rs 6.5 Lac  
Mean: Rs 2.25 Lac



**On Campus Placement Ratio**

**On Campus Placement Ratio**



Spacious campus **spread over 6.5 acres** combines the best of architecture, aesthetics and functionality.



Swanky Administrative Block with atrium, conference room and auditorium;

Amphitheatre and spacious playgrounds.



Dedicated campus -with focus on business management education.

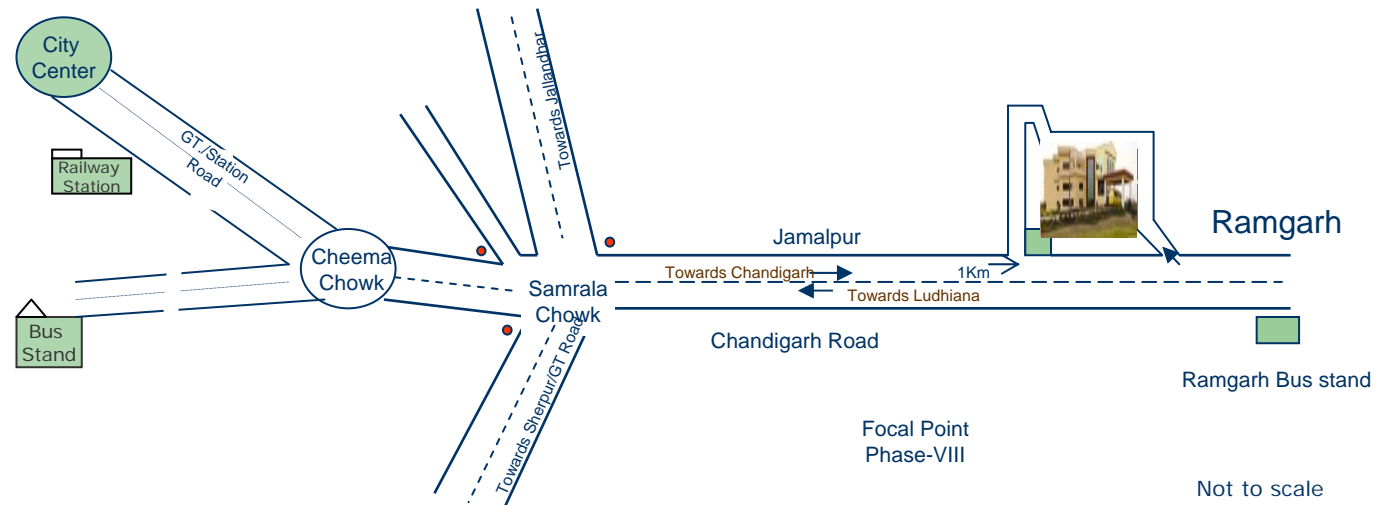


State-of-the-art computer lab with broadband connection;

Well equipped Library;

Air-conditioned stair type class rooms

- ▶ **SBS** Campus is situated on the main Chandigarh Highway about 15 kilometers from Ludhiana city centre and railway station/interstate bus stand.
- ▶ The campus is well connected by local and intercity bus service, private Auto/taxi and SBS own bus facility.



**CONTACT INFO**

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 Website: [www.sbs.ac.in](http://www.sbs.ac.in) or [www.synetic.in](http://www.synetic.in)