



2021 PROGRAM E-BROCHURE



SBS

Synetic Business School

... College with a difference

ABOUT SBS

A college with a difference...

Synetic Business School (SBS) was established in the year 2004 by renowned management expert and academician Dr. M.A. Zahir, Professor of Management & Dean (Retd.) PAU, Ludhiana and his son Dr. Zafar Zahir, MBA, Ph.D. who has over 25 years of corporate experience. SBS is managed by non-profit Zayn Educational Trust whose mission is Livelihood Generation for the youth through development of professional skill-based learning, entrepreneurship, and promoting health for a happy and peaceful society.

SBS Degree Programs are affiliated to UGC approved NAAC accredited Government Universities in Management, Commerce, IT, and Textiles education through affiliated Degree Programs; Job-Oriented Diplomas; Executive Training; Research; and Consultancy.



SBS takes a holistic view of talent and skill development empowering students on Knowledge, Attitude, Skills & Habits.

~ Dr. M.A. Zahir, Founder Chairman

17+

Years of Establishment

500+

Students Placed

5000+

Students Graduated

100%

Placement Ecosystem

POSTGRADUATE PROGRAMS

MBA

Masters in Business Administration 2 years full time

- Corporate exposure
- Prepares for a career across various industries
- Offering Eight Majors/Electives to choose from:
 - Marketing
 - Marketing with Digital Marketing Focus
 - Financial Management
 - Human Resource Management
 - Information Technology
 - Retail Management
 - International Business
 - Operation & Material Management/ Supply Chain & Logistics

M.COM

Masters in Commerce is a 2 years Full-time Program

- Equips for leadership in finance, banking, accounting, broking and investment management.
- Opens avenue for self-employment
- Teaching opportunities at school, college and university levels.
- Helps in PhD and other specialized certifications.
- Related areas of study ICAI, CFA, FRM, ICWA

GRADUATE PROGRAMS

B.SC TEXTILE

Bachelors of Science in Textile Design

- Three years Full time degree program
- Prepares a career in spinning, textile production, dyeing, designing, merchandising, retailing, etc.

BBA

Bachelors in Business Administration

- Three years Full time degree program
- Prepares for a career in business, finance and marketing.

BCA

Bachelors in Computer Applications & IT

- Three years Full time degree program
- Offers excellent career choices in software, IT, ITeS, BPO, IT helpdesk and assortment of IT based opportunities.

B.COM

Bachelors in Commerce

- Three years Full time degree program
- Commerce is life blood of economy, offering opportunity in Banking, Accounts, Finance and higher studies

JOB ORIENTED DIPLOMA

DIPLOMA COURSES

Certified Diplomas are available in Computer Application, Marketing, Retail, Fashion Designing, Finance & Accounts, Project Management, etc.

- Equips students with practical knowledge and subject proficiency.
- Provides students with job oriented skills.

CERTIFICATIONS

Certifications available in Accounts/Tally, Finance, Marketing, HR, Project Management, IT, Retail, etc.

- Helps students in widening their skill set.
- Aids graduate and postgraduate students in specializing in their field of interest.
- Helps students immigrating abroad to bridge gap



WHY SBS



- Green Campus
- Spacious Stair Type Classrooms
- Qualified & Experienced Faculty
- Fully wi-fi Campus
- Online Learning Portal
- Digital and fully equipped Labs
- Seminar Hall
- Auditorium
- Smart Conference Room

**ADMISSIONS OPEN
APPLY NOW!**

WWW.SBS.AC.IN/APPLY-ONLINE

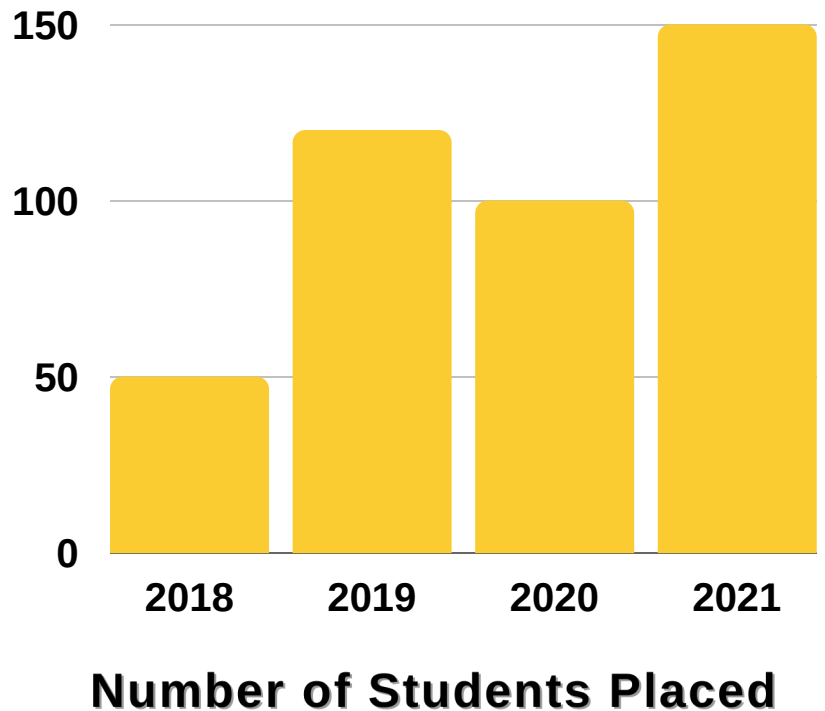
- Guest Lecture by Industry and academic Experts
- Industrial & Recreational Tours
- 100% Placement Assistance
- Focus on Skill development
- Women empowerment cell
- Business Incubator
- Annual Sports & Cultural activities - *NSS, Parwaz, Rubaru, Quwaat*



PLACEMENTS

We have a fully equipped Training and Placement Team that handles all types of interview sessions and organizes different activities to teach our students the Dos and Don'ts of the interview process.

It is our mission to get most students recruited in campus interviews, during Umeed Job Fest, and through off-campus placements – depending on the need for industry and interest of students.



TESTIMONIALS

“The management program at SBS is certainly aimed at honing your skills with a holistic view to one’s personality. The curriculum, in particular, has been designed to make ourselves equipped with the knowledge and concepts currently in vogue. Working at Hi-Tech Agro Mill as Production Assistant.” ~ Gurpreet Kaur (BBA 2014-17)

“Quality education is all that every college speaks about and promises but SBS has always been “A Quest above the Rest”. Knowing the very fact that books are not the only way of learning, SBS has taken immense efforts to see that every student get all possible exposure in potential fields. From my personal point of view, it has kept its promise of being different and providing the best of everything. Started career as Personal Banker at HDFC.”

~ Anjali Sharma (BCA 2014-17)



CONTACT US

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