

# TESTIMONIALS

**NIKITA**  
**B.Com.(H)**

Batch: 2019-2022  
Pursuing CA

*My single focus in life was to pursue Chartered Accountant (CA) along with my B.Com and with the able guidance of my teachers, today I take pride and also feel blessed for clearing my Intermediate level of CA. I whole heartedly express my sincere thanks to my teachers and to GNA University for giving me this valuable opportunity.*



*It is a great privilege for me to be associated with GNA University. I strongly believe in the philosophy of the University. The University is really trying to transform its students into innovative assets.*

**Dr. Weng Marc Lim**  
Professor & Head of  
School | Swinburne  
University of  
Technology, Malaysia



Where we are in  
**INDIA**  
Scan here to find  
our location on  
Google map



## CONTACT WITH US:



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## GNA BUSINESS SCHOOL

JOIN US **TODAY** TO **LEAD TOMMOROW**

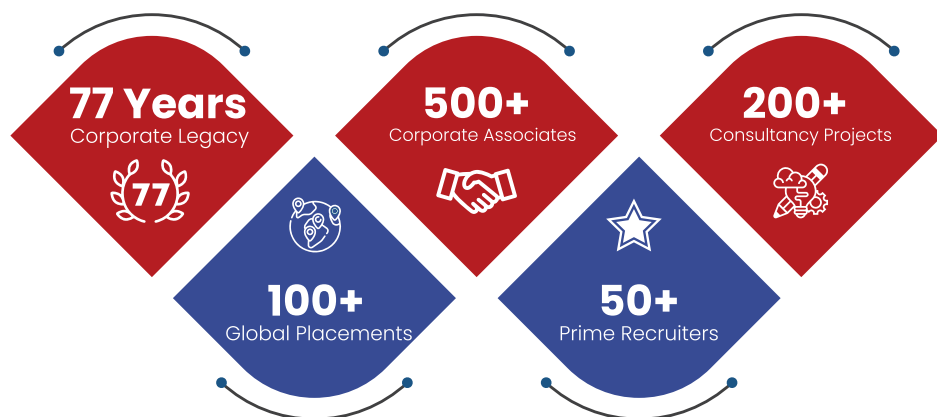


[www.gnauniversity.edu.in](http://www.gnauniversity.edu.in)

GNA Gears Limited is one of the companies of GNA Group & GNA university is promoted by GNA Gears. GNA University is a private, co-educational university in North India. The university is a hub for rigorous and multitudinous courses to a diverse community of students, setting a benchmark and making a brand name in the vicinity and around the areas. The University seeks to improve the quality of life through electric blend of science, technology and humanities for innovative solutions to real life problems. The University is engaged in imparting, creating, preserving and propagating knowledge in the global context.

## OUR LEGACY

- Industrial Legacy of 77 years
- Strong Corporate Interface
- Research Based Teaching
- Effective Teaching Learning processes
- Focus on Skill Enhancement
- Innovative curriculum
- Live and In-Industry Projects
- International Immersion Program
- Visiting faculty from the Industry & Leading Academic Institutions



At GNA Business School (GBS), we are deeply committed to not only provide and deliver contemporary and industry-relevant management education but also comprehensively provide students with a prudent learning ecosystem to enhance their knowledge, acumen, skills and personalities to become competent business managers and entrepreneurs who can positively impact the world. Our faculty members are professionally competent with relevant research and industry experience in their domain areas and are determined to nurture and prepare the students for their corporate and business world pursuance.

GBS has a strong and growing corporate resource center with prominent focus on business and industry networking and several experts from various corporate spheres periodically visit the University to deliver guest lectures and seminars to the business students to increase their intellect. Further, the corporate resource center is continuously working to provide students with preferable training and placement opportunities along with several opportunities to participate in various live projects.

GBS has a number of active student clubs which encourage students to plan, coordinate and conduct various co-curricular and extra-curricular activities themselves to hone their leadership and managerial capabilities. Further, students are encouraged to participate in community service based activities to inculcate in themselves the sense and belonging of serving the society.

At GBS everything that we do is student-centric and we take this opportunity to thank all our stakeholders for their continuous faith and support in our endeavors.

**Dr. Sameer Varma**  
Dean, GNA BUSINESS SCHOOL

## FROM THE DEAN'S DESK





## GNA BUSINESS SCHOOL

In the emerging technologies with transformation into the business world, GNA Business School (GBS) focuses on three key areas-inculcation of entrepreneurial aptitude, the development of business acumen, in the field of Finance, Marketing, HR, Banking and Data Analytics and includes management training. We at GNA through our rationally designed curriculum create next-generation leaders from professional skills to personal skills. GNA Business School is ranked as Top Prominent B- School in India by the Competition Success Review that offers an insight into the educational system in the business world that is internationally recognized.

The well-rounded and comprehensive learning undergraduate and post graduate programs under GBS work toward your personal career goals and puts you in touch with the latest ideas and developments in every area of the business. With the presence of experienced & professional faculty members GNA Business School is putting its best foot forward to make students ready to face challenges at any point of in their careers.

In addition to pursuing a degree, students are exposed to internships and live industry projects. With the plethora of opportunities in the field of Business nationally and internationally we are heading toward the bright future for the students

## WHY GNA BUSINESS SCHOOL

Excellent Academia Industry interface 1

Corporate Relation Division for providing assistance on Trainings and Placements 2

Corporate exposure and live projects 3

Emphasis on making students Industry ready 4

Real life intensive practical Training and workshops 5

Exposure to the latest and emerging Trends in the Market and Economy 6

MOU with global industries for student Exchange program 7

Virtual Simulation techniques for running business 8

Ranked No. 1 in emerging Private MBA institutions by outlook B-school Ranking 2022 9

Ranked No. 1 in emerging Private MBA institutions 10





# OUR » VISION AND MISSION

## VISION

- To be recognized as a premier B-School for nurturing competent future global business managers and entrepreneurs with well-versed managerial and research capabilities

## MISSION

- To accomplish academic excellence among aspiring business management professionals by enhancing their management and leadership competencies in a conducive learning environment with state of art infrastructural and learning facilities
- To foster contemporary business knowledge and skills among budding corporates through strategic corporate linkage coupled with rich curriculum and modern pedagogical techniques
- To encourage the experiential based learning with a zeal to emphatically contribute towards societal development through emphasis on women empowerment, community health and environmental conversation

## PROGRAMS OFFERED

- BACHELOR OF COMMERCE
- BACHELOR OF BUSINESS ADMINISTRATION
- B.COM WITH FORENSIC ACCOUNTING
- BBA IN HOSPITAL ADMINISTRATION
- MASTER OF BUSINESS ADMINISTRATION WITH BFSI
- MASTER OF BUSINESS ADMINISTRATION
- MBA IN LOGISTICS & SUPPLY CHAIN MANAGEMENT
- MBA IN BUSINESS ANALYTICS





## BACHELOR OF COMMERCE (B.COM)

**Eligibility** – 10+2 (Any Stream) | **Duration** – 3 years

The undergraduate degree of Commerce at GNA Business School aims at making the students bright with expertise in business and management. The program explores the role of commerce in modern society while developing skills and confidence, effective communication, and decision making. The Bachelor of Commerce degree builds on a common foundation of range of business disciplines offered by GNA University. The degree of B. Com equips the students to apply sharp business skills to solve real-life business problems.

### PRACTICAL LABS

- Tally & Accounting
- IMA Biz Lab
- Communication Lab
- Statistical Lab

### CAREER PATHWAY

- Accounts Executive
- Tax consultant
- Banker
- Stockbroker
- Entrepreneur
- Auditor

## BACHELOR OF BUSINESS ADMINISTRATION (BBA)

**Eligibility** – 10+2 (Any Stream) | **Duration** – 3 years

The Bachelor of Business Administration program at GNA Business School is a first-class business and management degree, where a student equips himself with conducive knowledge of the core areas of a business and entrepreneurship. The course helps the students to gain comprehensive knowledge of a business management and can have full knowledge of startups. We at GNA Business School always endeavour to put a step at the threshold of the business journey wherein students will get a foundation in business knowledge, communication skills, extensive growth opportunities, and interactive learning experience. BBA graduates will leverage their theoretical knowledge to solve real-world business problems.

### CAREER PATHWAY

- Business Development Executive
- Management Trainee
- HR Trainee
- Relationship Banker
- Insurance Advisor
- Marketer Researcher
- Entrepreneur
- Digital Marketing Manager

## B.COM WITH FORENSIC ACCOUNTING

**Eligibility** – 10+2 (Any Stream) | **Duration** – 3 years

Forensic Accounting degree program teaches students to analyze financial data and identify fraudulent activities. It involves the use of specific accounting procedures to investigate financial statements. Furthermore, knowledge from other disciplines as well. It provides specialized accounting skills required for identifying fraud activities. It is a three-year program that is further divided into six semesters. This program offers jobs in numerous business sectors with fruitful salaries includes banking and stock exchange companies. Develop careers within insurance companies, accounting, law firms, banks, and more. students will also get hands-on practice in different practical areas through various labs such as:

Tally & Accounting      Communication Lab  
IMA Biz Lab              Statistical Lab

### CAREER PATHWAY

- Auditors
- Investigator of legal & financial Documents
- Accountants
- Career in Public Accounting firms
- Career in Insurance Companies and Banks

## BBA IN HOSPITAL ADMINISTRATION

**Eligibility** – 10+2 (Any Stream) | **Duration** – 3 years

The BBA In Hospital Administration at GNA University is a world-class program that prepares a student to become a leader in the Healthcare industry. This program will equip students to understand the fundamentals of hospital administration in a creative, innovative and entrepreneurial outlook. The students are encouraged to learn and perform managerial tasks and there on apply the advanced practical knowledge for improving the health service provisions to the people and contribute to nation building while upholding ethical practices. Our competent administrators will be able to access the needs and problems of the healthcare industry, find solutions and design effective and efficient strategies to drive maximum output.

### CAREER PATHWAY

- Entry level management position
- Mid-level management
- Consultant
- Sr. Consultant
- Senior management

## MASTER OF BUSINESS ADMINISTRATION WITH (BFSI)

**Eligibility** – Graduation (Any Stream) | **Duration** – 2 years

The Degree of Master's in Business Administration with Banking Financial Services & Insurance aims at providing the students with a strong base of knowledge in the arena of business, management, and its practices along with expertise in the areas of Accounting, Finance, Economics, and Taxation. GU provides this specialized MBA program that includes training & mentoring session from the beginning of the semester from banking professionals which provides students the knowledge and skill relating to business practices and organizational liability. While fully developing business knowledge, students will also gain comprehensive & congenial network of inspiring and supportive peers, an adaptive mindset, and the ability to absorb and apply to learn quickly.

### CAREER PATHWAY

- Investment Banking
- Research Analyst
- Financial Consulting
- Corporate Finance
- Entrepreneur
- Credit Analyst

## MASTER OF BUSINESS ADMINISTRATION

**Eligibility** – Graduation (Any Stream) | **Duration** – 2 years

MBA is one of the oldest discipline of Management study in its generic & traditional form. At GNA Business School lays a strong foundation in core business disciplines such as Marketing, Finance, Human Resources, Business Analytics and International Business to help future leaders to study different concepts to dig into a deeper insight in the coming future which will help them to resonate their career. The two-year full-time MBA is an intensive experience, designed for maximum career impact. GBS aims to transform management education through an eclectic blend of innovative curriculum, research-based teaching, and project-based learning. The faculty of Management at GNA Business School believes in shaping the career of the students through a unique and comprehensive approach by teaching and instructing students under the guidance of highly skilled and trained academic experts.

### CAREER PATHWAY

- Management Consultant
- Supply Chain & Logistics Manager
- Entrepreneur
- Business Analyst
- Human Resource Manager
- Credit Analyst
- Relationship Manager
- Digital Marketing Manager
- Investment Banker

## MBA IN LOGISTICS & SUPPLY CHAIN MANAGEMENT

**Eligibility** – Graduation with minimum 50% marks | **Duration** – 2 years

The MBA in Logistics & Supply Chain Management is designed to provide students with a fundamental understanding of company Supply Chain Management from a global perspective, with an emphasis on leveraging the effects of operations and Supply Chain Management on business performance and objectives. The program intends to prepare Supply Chain Managers who will be able to work around the world and help companies build a competitive edge based on high levels of technical and managerial competence gained on the job and in the classroom. Logistics & Supply Chain Management Degree allows for a high level of integration between management techniques and the technologies that they control, with emphasis on strategic decision-making and international Supply Chain Management across borders. Key focus areas include Global Supply Chain Design and Management, Global Project Management, Quality Management, and Financial Management. Each term has three to four modules based on regular industry inputs and requirements. The curriculum of the MBA Logistics & Supply Chain Management program is governed and inducted by practitioners from SCM and Logistics industry. The curriculum includes exposure to facilities of Safexpress and on-the-job training after 15 months of intensive learning on campus, including internship and various live projects.

### CAREER PATHWAY

- Documentation Executive
- Operations Executive
- Warehouse Executive
- Document Controller
- Warehouse/Hub Manager
- Logistics Manager/Area Manager

## MBA IN BUSINESS ANALYTICS

**Eligibility** – Graduation with minimum 50% marks | **Duration** – 2 years

The Business Analytics program is designed for individuals who want to develop the skills and knowledge necessary to make data-driven decisions in the business world. This program provides a comprehensive education in advanced data analysis and interpretation, preparing students to tackle complex data problems and make informed business decisions. The curriculum covers a wide range of topics, including data mining, predictive modeling, and statistical analysis, as well as the ethical and societal implications of using data in business. Students will learn to use industry-standard software and techniques to collect, process, and analyze large amounts of data, and develop the ability to communicate their findings to both technical and non-technical audiences. Graduates will be equipped with skills and knowledge to pursue careers in areas such as market research, data science and business intelligence.

### CAREER PATHWAY

- Junior Management Consultant
- Financial Analyst
- Business Analyst
- Management Consultant
- Marketing Manager
- Business Development Manager



## SOME OF OUR LABS



**STATISTICAL LAB**



**AIMA BIZ LAB**



**TALLY LAB**



**LEADERSHIP LAB**

## GLIMPSES OF GNA BUSINESS SCHOOL



**Expert talk with Ms. Rajni Vector**



**Jazba-E-Josh**



**Talent Bling**



**Leadership Talk**



**Fostering Entrepreneurship**



**Guest Lecture on Banking**



**Tree Plantation Drive**



**Trip to McLeod Ganj**



## OUR INDUSTRIAL LINKAGES



The above logos are registered trade marks of the respected companies. These are used here for reference only

and many more...



## OUR INDUSTRIAL VISITS



YAKULT (SONIPAT)



GNA GEARS (Hoshiarpur)



ITC (Kapurthala)



HERO CYCLES (Ludhiana)



PTC PUNJABI (Mohali)



COCA COLA (Ludhiana)



## PROUD ALUMNI



GNA University has always believed in helping and guiding its students and it was no different during the placement season. Regular classes were held in the University to help us learn & develop our aptitude and technical skills. Our Placement Administration Officers also guided and encouraged us at each step thereby helping me secure my placement with such a reputed company.

**Anu Bala**  
MBA | 2016-18

**KIRANDEEP KAUR**  
B. Com. | 2017-20

My life at GNA University made me stronger and took me a step ahead for being an independent women. I am thankful to all the teachers who supported us and corrected me throughout my bachelor's degree. I loved the infrastructure of GNA University and its International life. The events that I took part helped me to grow my confidence level. I would like to specially thank the placement cell for guiding me and providing me a good platform to secure a job in a company of my dreams.



**MANSOUR**  
MBA | 2017-19

It's an immense pleasure to be a part of GNA University. From studying B.com (Hons) to MBA, GNA University provided me with the right platform and exposure to become the global citizen of today and no matter how long I chew on my thoughts, I can't thank enough my Alma Mater to get to where I am today. My words seem to fall short of explaining the impact, GU had in my life.



**RAMAN SINGH**  
MBA | 2018-20

I'm so thankful that I choose GNA University. I cherish the moments spent under the guidance of eminent faculty members and my dear friends. I'd recommend this University to all management aspirants. Thank you for helping me shape my career.



**BHAVNA RATTU**  
MBA | 2017-19

I always wanted to be a successful person. But the road to success is always a rocky one. You need solid guidance and support to reach there. GNA University has been super supportive and incredibly instrumental in shaping my career. Thank you GNA University.



## CLUBS @GBS



### FINANCE CLUB

<b>Mentor</b>	<b>Mr. Ramandeep Singh</b>
President	Muskan Arora
Vice President	Shashi
General Secretary	Sahil



### DIGITAL CLUB

<b>Mentor</b>	<b>Dr. Anumeet</b>
President	Liza Talwar
Vice President	Bableen
General Secretary	Gurleen Kaur



### HR CLUB (HRICANS)

<b>Mentor</b>	<b>Dr. Ashutosh Verma</b>
President	Jasleen
Vice President	Daman Arora
General Secretary	Gourav Sahota
Treasurer	Muskan Sharma



### MARKETING CLUB

<b>Mentor</b>	<b>Dr. Manpreet kaur</b>
President	Ajneesh Kumar
Vice President	Guneet
General Secretary	Liza



# SOME OF OUR PLACEMENTS



**Shalu Kumari**  
Hr Co-ordinator  
Nest Luxury Resort



**Harmandeep Kaur**  
Sales Executive Trainee  
HDFC LIFE



**Kiran**  
Executive Officer  
Capital Small Finance Bank



**Shivika**  
Business development Executive  
Net Up



**Rajat Tyagi**  
Assistant manager  
Axis Bank



**Somnath Karmkar**  
Dealer Associate  
The Brick



**Deepak Suman**  
Assistant Manager  
HDFC Bank



**Gurneet Kaur**  
Campus Engagement and inside sales  
SS Educare



**Milani Narula**  
Senior Executive, CSR  
Sonalika, Hoshiarpur



**Manoj**  
Executive Business Development  
LOGIX ITS



**Saneha**  
Customer Relationship Advisor  
HYUNDAI



**Sunil Kumar**  
Relationship Manager  
HDFC FINANCIAL SERVICES



**Ajay Kumar**  
Data Acquisition Officer  
International Marketing Research Bureau



**Aarti**  
Educational Counsellor  
Testbook



**Neha**  
Hr Executive  
Sonalika, Hoshiarpur



**Raman Kumar Singh**  
Executive HR  
GNA Enterprises



**Altaf Hussain Wani**  
Senior Analyst HR  
Mercer



**Avtar Krishan**  
Finance Assistant  
ITC LTD.



**Charanjit Singh**  
Senior Executive  
Capital Small Finance Bank



**Mehak Anand**  
Digital Marketing Executive  
GNA University



**Nikhil Luthra**  
Relationship Manager  
Just Dial



**Preeti**  
Management Trainee  
Aspire Management Solution



**Ruksana Khatoun**  
Credit Controller  
The Knowledge Academy



**Anupreet Kaur**  
Bank Officer  
IDFC First Bank





## — ADMISSION PROCESS —

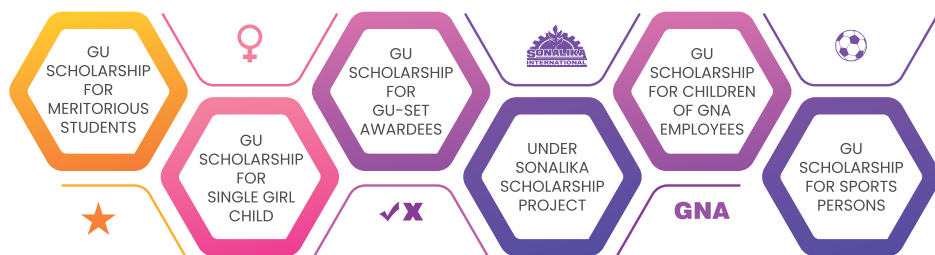
- Fill in the Application Form only if you satisfy yourself about your eligibility for admission in the Program.
- If you have appeared in a qualifying examination and the result there of is awaited, you can apply provisionally to go through the admission process, subject to fulfillment to the eligibility criteria.
- The Application Form has to be filled in your own handwriting in black/blue ink and undertaking is to be signed by the applicant only.
- The instructions in the Application Form are self-explanatory. Kindly adhere to them strictly.
- It is mandatory to provide your e-mail address (clearly) and contact number as it will be used by the Admission office for any further communication.
- University/Board Marks filled in the Application Form will be considered for all procedures related to the admission. Any discrepancy found during the original document verification will result in the cancellation of the admission.

## — APPLICATION CHECKLIST —

- ☐ Admission Form
- ☐ Four Passport Size Photographs
- ☐ Matriculation DMC
- ☐ Matriculation Passing Certificate
- ☐ 10+2 Mark Sheet
- ☐ 10+2 Pass Certificate
- ☐ Mark sheets of Graduation (if applicable)
- ☐ Degree of Graduation (if applicable)
- ☐ Residence Proof (Voter card/Driving Licence etc.)
- ☐ Aadhar Card
- ☐ Character Certificate (Original)



## FINANCIAL ASSISTANCE



*SCHOLARSHIP SLABS FOR SESSION 2023					
SCHOLARSHIP	UG				PG
	QUALIFYING EXAMINATION STREAM- ARTS / COMMERCE / OTHERS	QUALIFICATION EXAMINATION STREAM - NON-MEDICAL (MARKS OBTAINED IN PHYSICS, CHEMISTRY, MATHEMATICS WILL BE CONSIDERED FOR SCHOLARSHIP)	QUALIFYING EXAMINATION MARKS	QUALIFICATION EXAMINATION STREAM - MEDICAL (MARKS OBTAINED IN PHYSICS, CHEMISTRY, BIOLOGY WILL BE CONSIDERED FOR SCHOLARSHIP)	ALL PG COURSES
	QUALIFYING EXAMINATION MARKS	JEE (MAIN) RANK	QUALIFYING EXAMINATION MARKS	QUALIFYING EXAMINATION MARKS	MBA - CAT/ XAT / MAT
50 % of tuition fee	> 90%	300000 to 400000	> 90%	> 90%	Percentile more than 96 to 97
40 % of tuition fee	> 81% to 90%	400000 to 500000	> 81% to 90%	> 81% to 90%	Percentile more than 95 to 96
30 % of tuition fee	> 72% to 81%	500000 to 600000	> 72% to 81%	> 72% to 81%	Percentile more than 90 to 94.99
20 % of tuition fee	63% to 72%	>600000	63% to 72%	63% to 72%	Percentile more than 85 to 89.99

\*Student can avail one scholarship at one point of time during the course of study

Sr. No.	Level of Program	Programs Name	Program Duration	Eligibility min. 50% Marks	Tuition Fee Per sem (Rs.)
1.	Post Graduate	MBA (Finance, Marketing, HR, Business Intelligence)	2 Years	Graduation (any stream)	83700
2.	Post Graduate	MBA (Banking, Financial Services & Insurance)	2 Years	Graduation (any stream)	75000
3.	Graduate	BBA (Human Resource Management/Marketing/Finance)	3 Years	12th Any Stream	40500
4.	Graduate	B.Com	3 Years	12th Any Stream	40500
5.	Graduate	B.Com (Forensic Accounting)	3 Years	12th Any Stream	40500

### GIRL CHILD SCHOLARSHIP\*

Single Girl Child / only girl siblings

15% of tuition fee

\*If student is not eligible for meritorious scholarship, then above category of scholarship will be applicable.

### CORPORATE EMPLOYEE SCHOLARSHIP\* (in First Semester only)

Corporate Employee

additional 5% of tuition fee

GNA Employee

additional 7% of tuition fee

### SIBLING SCHOLARSHIP\*

Sibling Scholarship

additional 5% of tuition fee



## SPORTS SCHOLARSHIP

CATEGORY	DETAIL	AMOUNT OF SCHOLARSHIP
Grade A	<ul style="list-style-type: none"> <li>International Level Position and Participation.</li> <li>First three positions in All India Inter University Tournaments/ Khelo India University Games.</li> <li>First three positions in SGFI Games/ Khelo India Youth Games</li> </ul>	100% Tuition Fee, Examination Fee with Free Hostel and Mess Facility
Grade B	Participation in senior National tournaments (organized by ministry of youth Affair/SAI/IOA or concerned Game's federation/Association) Participation in All India Inter University/ Khelo India University Games	70% Tuition Fee with Free Hostel Facility
Grade C	First three positions in Inter College Tournament (organized by ministry of youth Affair/SAI/IOA or concerned Game's federation/Association) Participation in All India Inter University/ Khelo India University Games	50% Tuition Fee with Free Hostel Facility
Grade D	First three positions in CBSE/ICSE/Navodaya Vidyalaya /Kendriya Vidyalaya Competition.	40% Tuition Fee
Grade E	Participation at state level junior/senior tournament/ League (organized by state sports Department/ Concerned Game's federation/ Association)	30% Tuition Fee

Refundable Security Fee: ₹5000/- in first Semester only  
Hostel Fee: ₹40,000/- Per Semester  
Examination and ERP Fee: ₹3600/- Per Semester

Avail Education  
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