



Where we are in India



scan here to find our location on Google map

Phagwara-Hoshiarpur Road, Phagwara, Punjab 144401 (INDIA)

Connect the Team at GNA University:

- ☎ 1800-137-7006 | +91-98762-00089
- 🌐 www.gnauniversity.edu.in
- ✉ admissions@gnauniversity.edu.in

These Services will facilitate you to have the latest news and tweets from students and teachers about the life on campus along with the academic activities as well as student's opinion towards the same.

Connect with us:

- 📘 [gnauniversityphagwara](https://www.facebook.com/gnauniversityphagwara)
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80 Years

Corporate Legacy



200+
Consultancy
Projects



50+

Prime Recruiters



500+

Corporate Associates



100+

Global Placements



GNA 
UNIVERSITY Inspiring Innovation



GNA BUSINESS SCHOOL

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



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. We at GNA.through our rationally designed. curriculum create next-generation; leaders from professional skills to personat 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 development 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 their careers. In addition to pursue 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.



OUR 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.



OUR 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



FROM THE DEAN'S DESK

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



WHY GNA BUSINESS SCHOOL ?

1

Excellent Academia
Industry Interface

2

Real Life Intensive
Practical Training
and Workshops

3

Corporate Relation
Division for Providing
Assistance on Trainings
and Placements

4

Exposure to the
Latest and Emerging
Trends in the Market
and Economy

5

Corporate Exposure
and Live Projects

6

MDU with Global
Industries for
Student Exchange
Program

7

Emphasis on
Making Students
Industry Ready

8

Virtual Simulation
Techniques for
Running Business

COURSES OFFERED

BBA – BACHELOR OF BUSINESS ADMINISTRATION (FINTECH)

B.COM-BACHELOR OF COMMERCE (HONOURS)

BACHELOR OF COMMERCE IN DATA SCIENCE *(Industry-Integrated Program)*

BBA-BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)

BBA IN DIGITAL MARKETING *(Industry-Integrated Program)*

MASTER OF BUSINESS ADMINISTRATION (MBA-BFSI)

MASTER OF BUSINESS ADMINISTRATION (DUAL SPECIALISATIONS)



MASTER OF BUSINESS ADMINISTRATION (MBA-BFSI)

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

The MBA BFSI program, a flagship offering of GNA Business School (GBS), serves as a gateway to lucrative opportunities in the banking and financial sector. Meticulously designed, it owns expertise through specialized Banking and NISM training while ensuring assured placements in core banking roles, bridging the talent gap and empowering future leaders of the BFSI industry.

Program Highlights

- Curriculum mapped as per Industry Skill Requirement.
- Specialized Mentoring & Training by Industry Mentors from Banking
- Salary Package offer after MBA IV semester with a minimum package of 4.5 Lacs.

Career Pathways

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

Program Structure

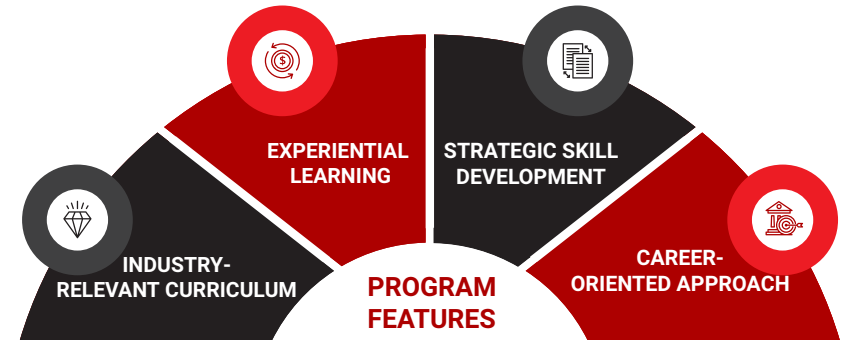
• Core Courses	44 Credits
• Specialization	52 Credits
• Skill Enhancement	08 Credits
• Electives	08 Credits

PLACEMENT OFFER AFTER 1ST SEMESTER

MASTER OF BUSINESS ADMINISTRATION (DUAL SPECIALISATIONS)

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

The MBA (Dual Specialization) program at GNA Business School is designed to equip future leaders with a strong foundation in core business disciplines while offering the flexibility to specialize in two high-demand areas or domains. This program provides in-depth knowledge and practical exposure to help students develop critical business acumen and analytical skills essential for today's competitive corporate landscape.



Program Structure

• Core Courses	51 Credits
• Specialization	24 Credits
• Skill Enhancement	02 Credits
• Electives	15 Credits

ON JOB STIPEND BASED TRAINING IN 4TH SEMESTER

Program Highlights

- Intensive Boot Camp for communication & leadership skills
- Immersive Corporate Engagement for hand on real world practical exposure
- Dedicated Student Support Available from upGrad

MBA-GLOBAL BUSINESS MANAGEMENT

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

The MBA BFSI program, a flagship offering of GNA Business School (GBS), serves as a gateway to lucrative opportunities in the banking and financial sector. Meticulously designed, it owns expertise through specialized Banking and NISM training while ensuring assured placements in core banking roles, bridging the talent gap and empowering future leaders of the BFSI industry.

CAREER PATHWAY

- International Business Manager
- Global Strategy Consultant
- Business Analyst
- Data Analyst
- Product Analyst
- Digital Marketing Manager
- SEO/SEM Specialist

Program Highlights

- Intensive Boot Camp for communication & leadership skills
- Immersive Corporate Engagement for hand on real world practical exposure
- Dedicated Student Support Available from upGrad

Major: Digital Marketing | Business Analytics Minor: Finance | Human Resource Management
Compulsory Specialization: Marketing International Exposure International Trip Included as part of the program curriculum Value-Added Certifications Industry-recognized certifications in every semester to enhance employability Stipend-Based Internship Hands-on internship with monthly stipend and real-world industry experience Pre-Placement Opportunities Pan-India placement access with leading companies and hiring partners.

BBA-BACHELOR OF BUSINESS ADMINISTRATION IN FINTECH

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

The Bachelor of Business Administration in FinTech at GNA Business School is a specialized business program designed to prepare students for the rapidly evolving world of digital finance and financial technology. The program integrates the fundamentals of business management, finance, and emerging technologies such as blockchain, artificial intelligence, digital payments, and financial data analytics. This program is offered as an Apprenticeship Embedded Degree Program (AEDP), which combines classroom learning with industry-based training and real-world experience. Through the AEDP model, students gain practical exposure to the Banking, Financial Services, and Insurance (BFSI) sector, enabling them to develop both academic knowledge and industry-relevant skills simultaneously.

CAREER PATHWAY

- FinTech Analyst
- Digital Banking Executive
- Financial Data Analyst
- Blockchain Consultant
- Risk & Compliance Analyst
- Investment Analyst
- FinTech Entrepreneur



B.COM-BACHELOR OF COMMERCE (HONOURS)

Eligibility - 10+2 (Any Stream) | **Duration** - 4 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.

CAREER PATHWAY

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

BACHELOR OF COMMERCE IN DATA SCIENCE *(Industry-Integrated Program)*

Eligibility - 10+2 (Any Stream) | **Duration** - 4 years

The B.Com in Data Science degree offered by GNA Business School combines a robust foundation in commerce principles with cutting-edge data analysis skills to prepare students for the dynamic demands of the modern business environment. Through a curriculum meticulously crafted to cover essential commerce concepts alongside intensive training in data analysis techniques acquire the necessary competencies to derive actionable insights from complex datasets. With a focus on ethical considerations and real-world applications, graduates emerge from GNA Business School equipped not only to make informed decisions across diverse business domains but also to navigate the ethical complexities inherent in data-driven decision-making, thereby making meaningful contributions to organizations while upholding the highest standards of integrity and professionalism.

CAREER PATHWAY

- Entry-Level Data Analyst
- Business Intelligence Analyst
- Data Scientist
- Data Consultant
- Business/Financial Analyst

BBA-BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)

Eligibility - 10+2 (Any Stream) | **Duration** - 4 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
- Entrepreneur
- Digital Marketing Manager

BBA IN DIGITAL MARKETING *(Industry-Integrated Program)*

Eligibility - 10+2 (Any Stream) | **Duration** - 4 years

It is a comprehensive undergraduate program designed to equip students with the knowledge skills, and practical experience necessary to thrive in the dynamic field of digital marketing. Developed in collaboration with industry experts and academic professionals, the program offers a blend of theoretical learning and hands-on training to prepare students for a variety of roles in the digital marketing landscape. Courses are designed to provide students with a solid foundation in traditional marketing principles as well as specialized knowledge in digital marketing strategies and techniques. Practical projects, case studies, and simulations are integrated into the curriculum to give students hands-on experience and real-world insights into digital marketing practices.

CAREER PATHWAY

- Digital Marketing Specialist
- Social Media Manager
- Search Engine Optimization (SEO) Specialist
- Content Marketing Specialist
- Email Marketing Specialist
- Digital Advertising Specialist
- Analytics Manager
- E-commerce Specialist

Glimpses of GNA BUSINESS SCHOOL



INDUSTRIAL VISIT AT "GNA GEARS"



INDUSTRIAL VISIT AT "RCF, KAPURTHALA"



INDUSTRIAL VISIT AT "CREMICA"



INDUSTRIAL VISIT AT "CENTURY MDF, HOSHIARPUR"



TEDx GNA UNIVERSITY



STUDENT INDUCTION PROGRAM



SESSION ON "LINKEDIN & PERSONAL BRANDING"



WORKSHOP ON "EMPOWERING WOMEN THROUGH FINANCIAL LITERACY"



INTER-CLASS COMPETITION "VIVID MANAGEMENT"



AWARENESS SESSION ON "CERVICAL CANCER"



WORKSHOP ON "TALLY PRIME TURBO"



TALENT HUNT

SOME OF OUR PLACEMENTS



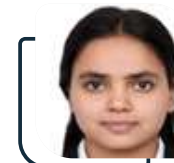
RAJEEV KUMAR



ISHA



JASREEN KAUR



PINKI SHAH



KHUSHBOO



SHUBHAM JHA



RAMANDEEP KAUR



PANKAJ DADHWAL



VISHAKHA



JASMEET KAUR



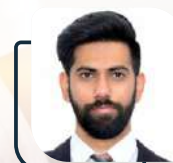
AVNI PABBI



GURISH



RAVI ATTER



PIYUSH SHARMA



BOBBIN



ANMOL



HIMANSHU



HARSIMRAN



AABHA



SHOURYA



SOME OF OUR LABS



STATISTICAL LAB



TALLY ACCOUNTING LAB



AIMA BUSINESS SIMULATION LAB



PROWESS FINANCIAL LAB

INDUSTRY LINKAGES

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

And Many More....

CLUBS @GBS



DIGITAL CLUB

Mentor

President
Vice president
Secretary

Dr. Anumeet

Samriti
Avneet
Akhil



FINANCE CLUB

Mentor

President
Vice president
Secretary

Dr. Yuvika Midha

Himanshu Sharma
Vishakha
Sharmila rana



HR CLUB

Mentor

President
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Dr. Sonia Kashyap

Harpreet
Shruti
Kavya



MARKETING CLUB

Mentor

President
Vice president
Secretary

Dr. Manpreet Kaur

Kusum Jain
Geetika
Ishita

OUTLOOK B-SCHOOL RANKINGS



INDUSTRY EXPERTS



GNA University stands out as a beacon of excellence in education, skill development, and industry collaboration. I have been truly impressed by the University's commitment to nurturing talent that is not only academically sound but also industry-ready. Their emphasis on innovation, experiential learning, and real-world application aligns perfectly with the evolving demands of the modern business landscape.

Mr. Vinod Agarwal
Managing Director,
Eicher Motors

"Innovation is not just about creating something new—its about solving real problems with purpose and passion. At GNA University, I found that same spirit deeply embedded in their culture. The University's drive to blend academic learning with hands-on experience is exactly what young minds need to thrive in today's world.



Gursaurabh Singh
Founder, Dhruv Vidyut



In today's rapidly evolving business landscape, it's crucial for educational institutions to cultivate creativity, entrepreneurial thinking, and a deep understanding of market dynamics. GNA University is shaping the future of Indian entrepreneurship, and I'm confident their graduates will lead with passion, purpose, and professionalism."

Ms. Sukun Chopra
Founder, Epic Begins

PROUD ALUMNI



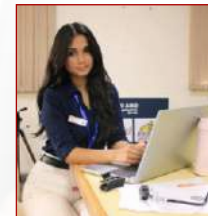
I proudly completed my MBA in Finance and Marketing from GNA University. The strong academic foundation, practical exposure, and supportive faculty helped me develop professional skills and confidence. GNA University truly shaped my career and overall personality. The industry-focused curriculum and hands-on learning experiences prepared me well for real-world challenges. I am grateful for the mentorship and opportunities that helped me grow both personally and professionally.

Himanshu Sharma



After completing my MBA from GNA University, I successfully secured placement at Frankvin as an MIS Executive. The practical learning environment, supportive faculty, and industry-oriented approach at GNA University played a key role in developing my professional skills. I am grateful for the guidance and opportunities that helped me confidently step into the corporate world.

Anjali Banga



My journey at GBS has been a transformative experience that shaped both my academic and professional growth. After completing my BBA in Finance, I secured a position as an Analyst – Business & Securities Valuations at Valuemize Services, which reflects the strong foundation and practical exposure I gained during my studies.

Sonali Thakur



GBS has played a pivotal role in building a strong academic and professional foundation for me during my B.Com and MBA in Finance. The blend of theoretical knowledge and practical exposure provided by the institution helped me secure placement at GNA Drivelines Limited. Starting as a Purchase Officer and progressing to Accounts Officer, I am currently working as a Senior Accounts Officer, where I manage responsibilities such as invoice processing, ledger maintenance.

Harsimran



My MBA in HR at GBS has been a transformative phase in my career, where I gained in-depth knowledge of human resource practices along with practical exposure to industry expectations. The program helped me build strong interpersonal, communication, and people management skills, which are essential in the HR domain. Currently working as a Management Trainee at Sonalika, I am able to apply 'these learnings in a real-world corporate setting and continue to grow professionally.

Gurish Chana

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)
- Medical Fitness Certificate (Original)
- Blood Group Report
- Gap Certificate (if applicable) (original)
- Migration Certificate / Transfer Certificate (original)

FINANCIAL ASSISTANCE



*SCHOLARSHIP SLABS FOR SESSION 2026					
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)		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
45 % of tuition fee	> 90%	300000 to 400000	> 90%	> 90%	Percentile more than 96 to 97
35 % of tuition fee	> 81% to 90%	400000 to 500000	> 81% to 90%	> 81% to 90%	Percentile more than 95 to 96
25 % of tuition fee	> 72% to 81%	500000 to 600000	> 72% to 81%	> 72% to 81%	Percentile more than 90 to 94.99
15 % 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-BFSI (Banking Financial Services and Insurance)	2 Years	Graduate Any Stream	₹ 99,000
2.	Post Graduate	Master of Business Administration (Dual Specialization)	2 Years	Graduate Any Stream	₹1,26,000
3.	Graduate	Bachelor of Business Administration (FINTECH)	4 Years	10+2 Any Stream	₹54,000
4.	Graduate	B.Com Honors (Bachelor of Commerce Honors)	4 Years	10+2 Any Stream	₹54,000
5.	Graduate	BBA Honors (Bachelor of Business Administration Honors)	4 Years	10+2 Any Stream	₹54,000
6.	Graduate	B.Com Honors in Data Science	4 Years	10+2 Any Stream	₹54,000
7.	Graduate	BBA Honors in Digital Marketing	4 Years	10+2 Any Stream	₹54,000

SINGLE GIRL CHILD / ONLY GIRL SIBLINGS

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

15% of tuition fee

CORPORATE EMPLOYEE SCHOLARSHIP*

GNA Employee

Additional 5% of tuition fee in First Semester Only

SIBLING SCHOLARSHIP*

Sibling Scholarship

Additional 5% of tuition fee in All Semesters

SPORTS SCHOLARSHIP*

Sports Scholarship

As per Sports Policy

Refundable Security Fee: ₹5000/- in first Semester only
Hostel Fee : ₹45,000/- Per Semester
Electricity Charges (Hostel) : Will be Chargeable as Consumed

Avail Education Loan on
Loan Helpline Number: +91-8558894203

