

gbs

GNA BUSINESS SCHOOL

2017-2019



MBA

2 YEAR FULL-TIME

GNA
UNIVERSITY

www.gnauniversity.edu.in



GNA Business School

GNA Business School seeks to nurture future leaders who have knowledge and skills to create success in their organisations. GBS seeks to transform management education through an innovative curriculum, research based teaching and project based learning. The School's focus is on innovation and entrepreneurship as the levers of change in organisations. The Corporate Engagement Division of the University works closely with the business organisations to design course modules that are highly practice and application oriented.

Here we train student to be effective leaders, ready to take on important roles in business enterprises. We deliver this talent through a distinctive training schedule based on the principle of unleashing creative energy of the participants. The training in critical thinking, creativity and innovation and ability to solve problem using inter-disciplinary analytical tools enables participants to be front line leaders who can manage effectively based on values and ethics. The sector specific modules enable industry to have well rounded, industry ready leaders who are equipped to take managerial responsibility from the day of completion of their training.

MBA at GNA Business School

GBS offers wide range of choices enabling graduates to pursue their passion with deep understanding of chosen specialization. MBA at GNA Business School is intensive, rigorous, and life transforming. Experienced faculty and mentors will instill in you the spirit of entrepreneurial thinking and innovation through contemporary program delivery. It provides both long-term strategic guidance to the leaders of tomorrow and giving them transformative education experience during their stay at GNA Business School.

If you are the type of person that can handle the challenge of holding a leadership position, of having a lot of responsibility and of being in a constant learning and development cycle, then you are probably a good candidate for an MBA.

Specialisations Offered at GNA Business School

- Marketing management
- Technology management
- Financial management
- Agri-busniess management
- Human resource management
- Banking and risk management
- International business
- Advertising and communication
- E- commerce
- Media and entertainment
- Information technology
- Retail management
- Hospitality management
- Infrastructure management

GNA Edge

- Corporate legacy of 70 years
- Innovative curriculum aimed at developing business acumen
- Effective teaching learning processes focused on skills and business applications
- Research based teaching
- Live and in-industry projects
- Strong corporate Interface
- Peer learning through clubs and societies
- Visiting faculty from the industry and leading business schools
- Community outreach
- Focus on decision making and analytical skills
- Incubation centre
- International immersion program

Programme Structure - MBA

The inter-disciplinary, application-oriented programme is structured core, elective, skill, and perspective courses. The rigorous and comprehensive courses will help you deal with challenges faced by managers across a variety of businesses during different stages of an organisation's life cycle.

Core Courses

Core courses will help students grasp theory and business fundamentals, building a firm bedrock of understanding in fields such as Industry, Accounting, Organisation Behaviour, Management, Marketing and Business Law.

Life Skill Courses

Besides acquiring discipline-related technical competencies, students will also acquire a range of life skill needed to be successful at workplace: Presenting, Communicating, Critical Reasoning, Problem Solving & Consulting.

Elective Courses

Elective courses will give students the freedom to explore and enable them to develop expertise in subjects that interests them. Students can choose from a wide range of options in areas such as Marketing, HR, Finance, Operations and General Management.

Inter Disciplinary

Perspective courses will help students see the larger picture, contextualize problems correctly, and acquire a better understanding of the core. Some examples of such courses are World Civilisations, Critical Reasoning and System Thinking.

Tuition Fee

MBA

1 st Year:	₹1.75 lac
2 nd Year:	₹1.75 lac
Total:	₹3.50 lac

Scholarship Scheme

- >90 Percentile in CAT/XAT or >650 GMAT score

Net Benefit: 100% of the tuition fee waiver

- 80 to 90 Percentile in CAT/XAT or >600 GMAT score

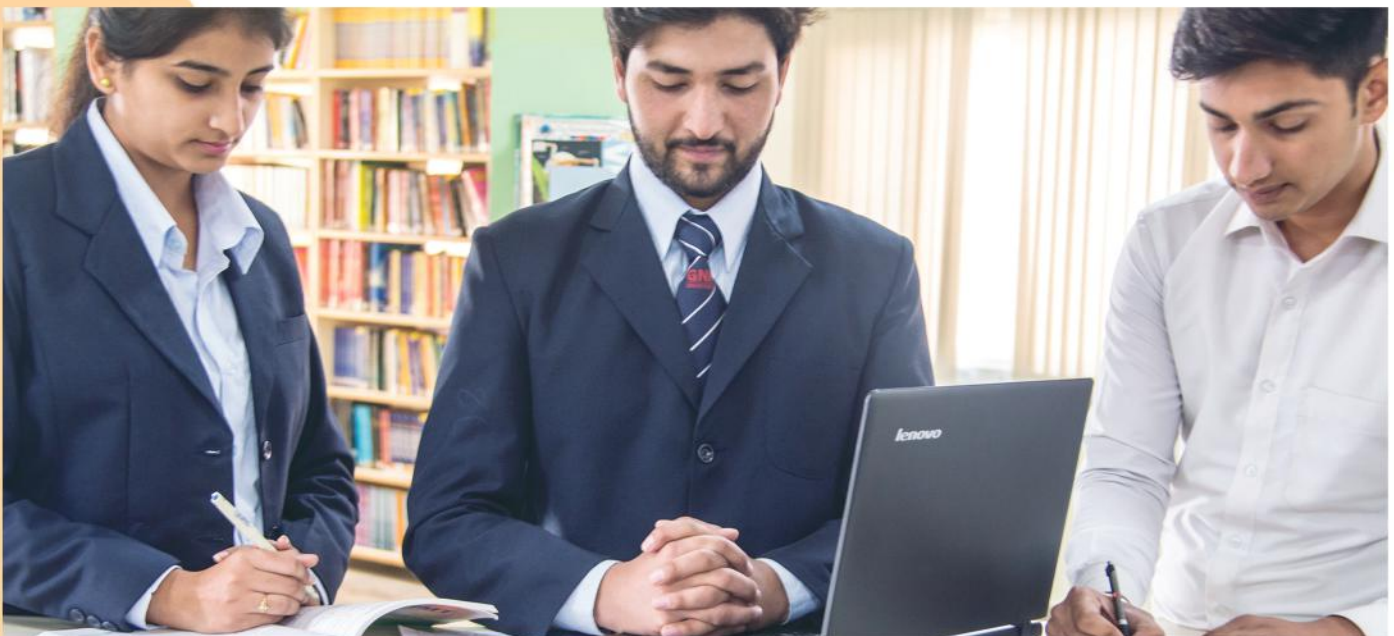
Net Benefit: 60% of the tuition fee waiver

- 70 to 80 Percentile in CAT/XAT or >550 GMAT score

Net Benefit: 30% of the tuition fee waiver

For other entrance exam, appropriate scholarship will be offered

- The fee stated here are indicative and can be revised in the future at the sole discretion of GNA University
- The fee do not include any additional programmes undertaken at GNA University
- The fee do not cover the internships and expenses incurred during the course of the program for any international trip
- The fee do not include the cost of books and study material



GNA UNIVERSITY

GNA University (GU) is designed to be a leading higher education organization engaged in creating, preserving and imparting knowledge to a diverse community of students. The University “aspires to nurture value based leaders who have knowledge and skills to create success in their organizations. The university seeks to improve the quality of life through eclectic 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”

The unique feature of the programs conducted at the University is the focus on experiential learning, industrial internships, learning to learn principles, flexible, credit based study programs and holistic development of personality which in turn will ensure employability of the students. The GNA University benchmarks itself with leading institutions across the world in terms of intellectual capital, academic quality, delivery practices and industry linkages. The University credo includes focus on meritocracy, transparency, accountability, ethical behaviour and service orientation.



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