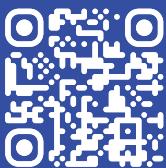




Graphic Era
Deemed to be University
DEHRADUN

APPLY NOW



DEPARTMENT OF MANAGEMENT STUDIES

Programs Offered —

* **MBA** * **MBA (AI & DS)** * **Ph.D**

Generative Business Intelligence Leadership Program

#48 University
Category



NIRF 2025 Ranking
Ministry of Education,
Govt. of India

#52 Management
Category

NAAC A+
Grade Accredited



#601-800

World University Ranking



World University
Rankings 2026

NBA
Accredited MBA



BROCHURE 2026-27

About the University

A Legacy of Excellence

Founded by Prof. (Dr.) Kamal Ghanshala with a vision to transform youth through quality education, Graphic Era began its journey in 1993 and evolved into Graphic Era Institute of Technology (GEIT) in 1997. In 2008, it was granted Deemed to be University status by the Government of India.

Today, Graphic Era stands as a NAAC 'A+' accredited university, ranked 52nd in Engineering, 52nd in Management, and 48th in the University Category by NIRF, Ministry of Education. With 6 NBA-accredited programs, the university fosters an industry-academia partnership through collaborations with Tata

Technologies and IBM and hosts a DST-sponsored Technology Business Incubator for startups.

With global academic partnerships and student exchange programs across US, Europe, Australia, and Asia, Graphic Era provides a world-class learning experience. Its alumni shine at Apple, Google, Microsoft, HSBC, TCS, Wipro, Infosys, and the Indian Armed Forces, shaping the future with innovation and excellence.

Be a part of this legacy!



Key Facts & Achievements

Rankings

#48 University Category

#52 Engineering Category

#52 Management Category



Source: **NIRF 2025 Ranking**
Ministry of Education,
Govt. of India

#41 Sustainability Rank in India

#138 Southern Asia 2026

Diamond

I-Gauge Rating



#02 in India for Research Quality

#601-800

World University Ranking



World University Rankings 2026

Startups

₹ 500+ Cr

Valuation of Startup's

100+

Incubated Startups

90+

Startups Recognised

1000+

Interns Enrolled

8000+

Beneficiaries in 2025

Accreditations

NAAC A+

Grade Accredited



Source: National Assessment & Accreditation Council (NAAC)

UGC, AICTE, BCI, NMC, INC

Programs approved by University Grants Commission (**UGC**), All India Council for Technical Education (**AICTE**), Bar Council of India (**BCI**), National Medical Commission (**NMC**), and Indian Nursing Council (**INC**)



06 NBA

Courses Accredited

The only University in the region to have **B.Tech (CSE, ECE, ME, CE, Biotechnology) and MBA** accredited by NBA



Source: National Board of Accreditation (NBA)

Academic Snapshot

900+ Distinguished Faculty Members

14K+ Students

22 Departments
(8 Engineering & 14 Non-Engineering)

100+ Programmes

Research & Innovation

Top 2%

34 faculty members of Graphic Era University included in Stanford-Elsevier-list.

₹2648.99 Lac

Research Project Funding from leading government agencies including DST, DBT, SERB, CSIR, UCOST, MoEF&CC and ISRO.

₹3472.17 Lac

Consultancy Project Funding

15500+

Research Publications

240+

Patents Granted

2100+

Patents Published

Welcome to the Department

With more than two decades of academic excellence in management education, the department of management studies has established itself as a hub for nurturing top-tier leadership in the corporate world. Recognized among the best in management education in India, the department continues to redefine learning with its innovative and future-focused approach.

Through partnerships with globally renowned business schools, we have seamlessly integrated international exchange programs and cutting-edge technologies into our academic framework. This synergy of technology and education has placed the department at the forefront of management learning, consistently staying ahead of the curve.

At Department of Management Studies, we foster a learner-centric environment designed to inspire and empower aspiring leaders to create meaningful change. Our industry-driven curriculum, rooted in both traditional and modern management principles, emphasizes experiential learning. Delivered by a distinguished faculty, top industry experts, and accomplished alumni, our programs provide a rich blend of academic rigor and practical experience.

Vision:

We visualize Department of Management Studies, Graphic Era (Deemed to be University) as an internationally accepted centre for management education, training and research which is engaged in continual evolution of managerial skills and practices enabling the inmates to contribute towards economic and social transformation and development.

Mission:

M1: The mission of the department is to impart knowledge and skills through well-defined process of academic planning.

M2: Department endeavours to monitor and evaluate the process of academic delivery on continual basis

M3: Department aims at transforming the students and individuals equipped with managerial, ethical, and human skills applicable for personal and professional life.



Why Graphic Era?

Value Driven Return on Investment

View of Pure ROI:

It's rare to find such value—even among the top 20 B-schools in India at this modest fee

Experienced Faculty:

An exceptional blend of academic scholars and seasoned industry professionals

Smart Digital Classrooms,

Conference Halls and Auditorium supporting advanced learning experiences and collaboration.

Advanced Computer Labs

equipped for high-performance computing and innovation.

Project Based Learning

encouraging creativity, problem-solving, collaboration, and innovation.

Startup Ecosystem

A dynamic startup ecosystem supporting student innovation through mentoring, incubation, and funding.



Trusted Leadership:

Established in 1993 and growing, advancing education, fostering research, inspiring talent, and shaping future leaders.



Global Immersion Program

at an International Location, learning perspectives, gaining competencies, skills, horizons.



Business Simulation Labs

enabling strategic thinking with hands-on market analysis and operational simulations.



State-of-the-Art Library

offering extensive resources for advanced research.



Placement Cell:

To assist in summer internship and placement in leading organisations.



A Campus Designed for Learning



Green Eco-friendly Campus

Eco-friendly city surrounded by hills, forests & natural beauty.



Hostels for Girls and Boys

Spacious boys' and girls' hostels available.



Transportation

University Busses from Vantage Points in the City to the Campus.



Peaceful State to Live and Study

Secure and comfortable for students from everywhere.



How to Reach?

You can travel to Dehradun by air, train and road.



The nearest airport to Dehradun is Jolly Grant Airport, which is 20 km from the University. Dehradun has regular flights from major cities.



The Dehradun railway station is well connected to major cities.



3 hours from New Delhi.



Cultural Diversity

City blending heritage, harmony, and global outlook.



Lifestyle & Leisure

Lively cafés, art, and culture enrich student life.

Courses Offered

Post Graduate Courses

Master of Business Administration (MBA)

Marketing / Finance / Human Resource / Business Intelligence & Analytics / Digital Marketing / Fintech / Logistics & Supply Chain Management / International Business / Entrepreneurship / Sports Management

Master of Business Administration (MBA)

in Artificial Intelligence and Data Science

Eligibility — APTITUDE TEST / Bachelor's Degree of at least 3 years duration from a recognized University.

MBA (IMPACT)

Eligibility — Candidate must have valid CAT/XAT/SNAP/NMAT/CMAT Score as per the University's cut off criteria for MBA IMPACT program. University Aptitude Test (For candidates not having the aforementioned score)

PhD Program

Eligibility — Admissions are on the basis of GATE/NET/SLET scores or written test followed by interview by the Department concerned with due attention to National/State Reservation.



Meet Our Experts

The department's strength lies in its highly qualified, experienced faculty, each an expert in their domain with rich academic and industry backgrounds. Covering Marketing, Finance, HR, and Operations, they deliver a diverse, industry-relevant curriculum. Embracing modern management trends, the department emphasizes experiential learning through live projects, case studies, simulations, and industry collaborations, preparing students to lead and innovate in today's dynamic business world.

Name	Designation	Qualification	Area of Expertise
Dr. Jitendra K. Das	Chief Advisor	PhD (Tornoto), M.Tech (IIT Delhi), B.Tech (IIT Delhi); Former Director General, FORE; Founder Dean, IIM Lucknow (Noida Campus) .	Strategic Academic Leadership and Mentorship
Dr. Ajay Kumar Pandey	Professor & HOD	PhD (SIU Pune), EPGDM (IIM Indore), M.Tech (NIT Allahabad), B.Tech (NIT Surat); Founder Head (Tendering), Inox Wind; Former Head Business Development, L&T.	Marketing
Dr. N S Bohra	Professor	PhD, MBA	Finance
Dr. Neeraj Sharma	Professor	PhD (IIT Roorkee), PGDM (IIM Shillong), MBA	Operations, Marketing, Sustainability
Dr. Manu Sharma	Professor	Post Doc, PhD, MBA; Top 2% Scientist	Supply Chain Management, Research
Dr. Sanjay Taneja	Professor	Post Doc (Turkey), PhD, MBA; Top 2% Scientist"	Finance, Research
Dr. Vinay Kandpal	Professor	Post Doc (Brazil), D.Litt, MBA	Finance
Dr. Pawan Kumar	Professor	Post Doc (Turkey), PhD, MBA	Finance and Accounting
Dr. M P Singh	Professor	PhD, MBA	General Management
Dr. Arvind Mohan	Professor	PhD, MBA	Finance, Analytics
Dr. Navneet Rawat	Professor	PhD, MBA	Marketing
Dr. Ashulekha Gupta	Professor	PhD, MBA	Economics, Data Analysis, RM
Dr. Rajesh Tiwari	Professor	PhD, MBA	Finance
Dr. Ratnakar Mishra	Professor	PhD, MBA	HR and HR Analytics
Dr. Praveen Singh	Professor	PhD, MBA	Finance and Accounting
Dr. Girish Lakhera	Professor	PhD, MBA	HR
Dr. Deepak Kaushal	Professor	PhD, MBA	Marketing, Entrepreneurship
Dr. D C Pandey	Professor	PhD, MBA	Wealth Management
Dr. Sanjay Kumar	Professor	DBA, MBA	Strategic Marketing & Business Growth

Global Spectrum

The department offers students the chance to spend one or two semesters at prestigious partner universities worldwide, gaining valuable international exposure. It also provides a Dual Degree option in MBA, allowing students to earn a second degree and experience diverse academic environments and cultures.

Dual-Campus Journey

PG 1+1 (MBA)

1 year at GEU + final year at partner university.



Key Benefits

- 💡 The immersive experience of studying in different countries builds cross-cultural understanding, adaptability, and a global mindset.
- 💡 Dual-degree graduates gain a strong edge in international job markets through globally informed curricula, case studies, and industry projects that enhance problem-solving and decision-making, ready to take on leadership roles.
- 💡 Living and learning abroad also develops independence, resilience, and leadership qualities, shaping well-rounded professionals.

Global Village 2025 at Graphic Era

A vibrant celebration of diversity, Global Village 2025 brought together students from over 28 countries through performances, cuisines, and cultural showcases — reflecting Graphic Era's commitment to cross-cultural learning and an international academic environment.

Global Opportunities with MGIMO University, Russia

Graphic Era University hosted Prof. Vladimir Shapovalov, Dean, School of International Business, MGIMO University, for a session on business trends in Russia and the MBA Dual Degree Program. Graphic Era and MGIMO will co-host the 2nd International Student Conference (ISCCIMT 2026), with selected papers appearing in SCOPUS-indexed proceedings.

Investing in Future Talent

GESoM's collaboration with PwC Acceleration Centers enables shortlisted MBA students to join the 12-week PwC Tax Launchpad Program, featuring industry-aligned training, masterclasses, and certification. The initiative supports structured recruitment pathways and further learning through hackathons, seminars, and expert sessions.



The Russia Immersion and Management Insights internship at MGIMO, Russia was a valuable learning experience. The university campus, supportive faculty, and welcoming students created an enriching environment. Working on practical projects and interacting with diverse teams enhanced my understanding of global management practices and cross-cultural collaboration between Russia and India.

Simranpreet Kaur Dhillon



Research & Achievements

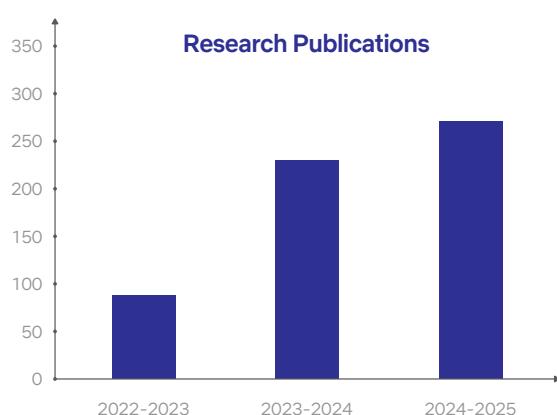
The department has emerged as a vibrant hub of research excellence, intellectual inquiry, and knowledge creation. Over the years, it has built a strong scholarly culture anchored in high-quality publications, funded research projects, international collaborations, and continuous engagement with industry and society.

Research Publications Output

500+ Research Publications

The faculty of management studies consistently publishes in Scopus, ABDC, Web of Science, and other listed journals, underscoring its strong commitment to rigorous, high-impact scholarship. Over the last two academic years alone, the department has produced more than 500 research publications, reflecting its vibrant research culture and academic excellence.

Notably, several faculty members have contributed to A and B category ABDC journals, reflecting the department's strong orientation toward global academic standards. A growing proportion of publications also appear in Q1 and Q2 Scopus-indexed journals, demonstrating its continuous improvement in research quality. Many of these works are interdisciplinary, bridging management studies with environmental science, information systems, public policy, and social sciences, which has positioned Graphic Era as a thought leader in solving complex, real-world problems.



100+ Conference Papers

The department has contributed more than 100 conference papers, many of which have earned best-paper awards, special recognitions, and invitations for extended journal publication, reflecting the strength and impact of its research contributions.

Complementing its journal publications, the department of management studies has produced a rich collection of books and edited volumes published by reputed international publishers such as Springer, Routledge, Emerald, Sage, and Taylor & Francis. Over the past few years, faculty members have authored/edited over 25 books covering contemporary themes including: Digital Transformation and Industry 4.0, Sustainable Business Models and Circular Economy, Strategic Human Resource Development, Behavioral Insights for Consumer Studies, Emerging Trends in Financial Markets, Innovations in Supply Chain and Logistics Management. These books serve as important reference points for students, scholars, and practitioners. In addition to full-length books, faculty members have contributed numerous chapters to international edited volumes.



Global Recognition

The department proudly celebrates the remarkable accomplishments of its faculty members, who have received distinguished honors for their contributions to sustainability, research, and academic leadership.

- One faculty member was honoured with the **CSR Leadership Award 2025**, a highly esteemed recognition that highlights exceptional contributions to sustainable development, corporate responsibility, and transformative academic leadership. This achievement reinforces department's pivotal role in advancing socially conscious and ethically driven management practices.
- Another faculty member has been awarded a prestigious **Post-Doctoral Fellowship by UNIP, Brazil**, one of Latin America's leading research institutions. This fellowship provides a significant platform for advanced scholarly inquiry, cross-cultural knowledge exchange, and the development of impactful international research collaborations.
- A distinguished **Post-Doctoral Fellowship at the University of Usak, Turkey** was successfully completed during the current academic year, further strengthening Graphic Era's global academic presence.
- Additionally, a faculty member has been selected for the highly regarded **Global Postdoctoral Researcher (LGPR) Programme 2025**, a prestigious accomplishment that reflects dedication to high-impact research and enhances Graphic Era's international academic footprint.

Achievements

MoU with Awoke India Foundation, Lucknow

On 13th September 2025, department of management studies signed an MoU with Awoke India Foundation to offer students internships, financial literacy sessions, and industry-oriented projects, strengthening experiential learning.



Research Grant from IIM Indore

The department received a prestigious ₹8.5 Lakh research grant from IIM Indore for the project "Connect to Recycle: Designing a Digital Supply Chain Interface for Sustainable E-Waste Management". This Project was also selected among the top 10 at ANVESHAN.

Research Grant from UCOST

The department received a ₹6 Lakh UCOST grant for the project on "Sustainable Natural Springs and Participatory Water Governance in Border Districts of Uttarakhand".

Collaborative Learning with Reputed B-Schools

Student Development Program at IIM Indore

MBA IMPACT students (Batch 2024-26) attended a comprehensive program at IIM Indore from 23rd April to 2nd May 2025, receiving intensive instruction across strategy, leadership, marketing, finance, HR, and behavioural management.

International Workshop with FPT University, Vietnam

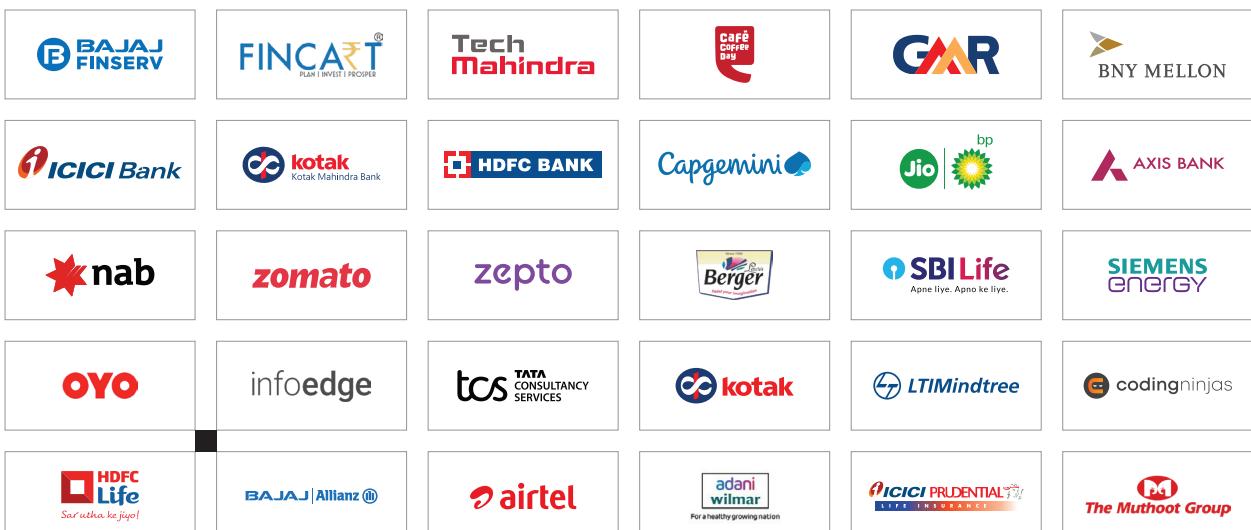
A five-day workshop (15-19 September 2025) brought together participants from India and Vietnam to discuss emerging business themes, including ESG, AI, digital marketing, security, and startup collaboration.



Student Opportunities and Placement

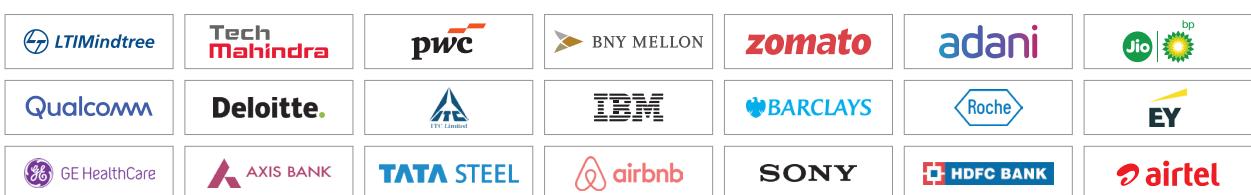
The department of management studies at Graphic Era Deemed to be University is dedicated to unlocking students' potential through strong academics, industry-aligned internships, and robust corporate partnerships. With a focus on holistic development, the department equips students with the skills and experience needed to thrive in today's competitive business environment. Consistently achieving excellent internship and placement outcomes, the department reinforces its commitment to student success and industry readiness.

Some of our Top Recruiters



and many more

Our Alumni Thrive at Leading Organizations



and many more

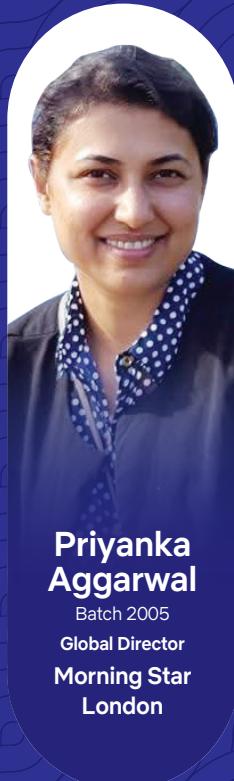
Our Esteemed Alumni



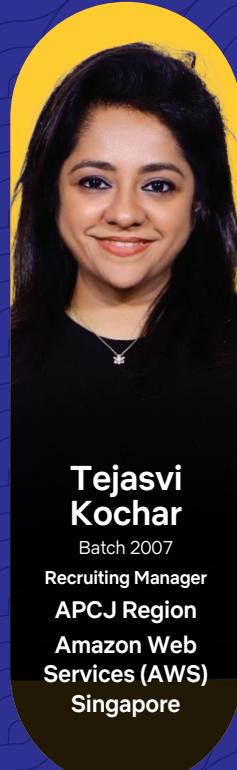
Neelam Goswami
Batch 2021
Rajasthan Administrative Services



Prabhanjan K. Prasoon
Batch 2005
Sr. Director - Talent Acquisition
Birlasoft Noida



Priyanka Aggarwal
Batch 2005
Global Director
Morning Star London



Tejasvi Kochar
Batch 2007
Recruiting Manager
APCJ Region
Amazon Web Services (AWS) Singapore



Rajat Arora
Batch 2013
Co-Founder & Strategy Officer
Icubes Wires Services Gurgaon



Vikas Raghuvanshi
Batch 2007
Business Director & Head Non-Institutional Sales
Trust Capital Mumbai



Richa Goyal
Batch 2011
Vice President
Northern Trust Corporation Bengaluru



Col. Salil Tangri
Batch 2014
Vice President
Yes Bank



Deepak Rawat
Batch 2007
Regional Head
AU Small Finance Bank



Happy Paul
Batch 2009
Associate Professor
IIM Vishakhapatnam

Student Life & Activities

Graphic Era Entrepreneurship Development Cell (GEDC)

GEDC nurtures entrepreneurship by supporting scalable ventures, focusing on sustainable enterprise development in Uttarakhand's remote regions. It fosters creativity, problem-solving, teamwork, networking, and opportunity recognition.



Centre for Regional Studies

The Graphic Era Regional Language Centre preserves and promotes India's linguistic heritage through programs in regional languages, literature, and culture, fostering multilingualism and cultural understanding.



Graphic Era Socially Responsive Cell (GESRC)

GESRC engages students in social responsibility through campaigns, workshops, and NGO collaborations, promoting education, health, rural development, and environmental welfare.





12th Convocation

Shri Nitin Jairam Gadkari (Hon'ble Minister, MoRTH) received the Doctor of Science (Honoris Causa) at GEU's 12th Convocation.

Research and Development (R&D) Cell

The R&D Cell fosters research culture through interdisciplinary projects, collaborations, and funding support. It promotes conferences, workshops, and grants while aiming to establish a research lab and consultancy services to drive innovation.

Academic Extension Council

The Academic Extension Council connects academia with industry, alumni, and government, promoting internships, social outreach, and practical learning.

Finance Club

The Finance Club explores financial trends, market insights, and economic issues while fostering critical thinking, leadership, and multidisciplinary collaboration.

HR Club

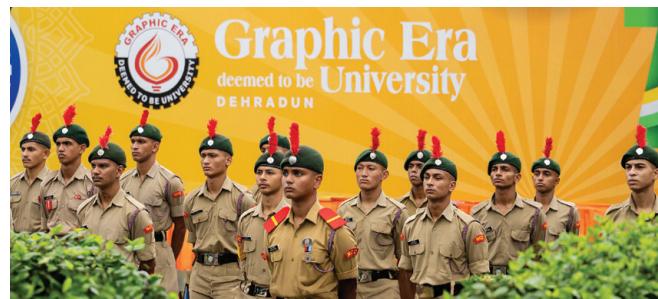
The HR Club explores key HR trends, challenges, and practices while enhancing leadership, communication, and decision-making skills through workshops, seminars, and case studies.





Beyond Classrooms

Where Every Event Tells a Story



Join us
in 2026!



Career Counselling Services

The department of management studies equips students with the guidance, skills, and opportunities needed for career success. Our Career Counseling and Professional Development Services prepare them for every stage of their professional journey.

Domain-Specific Mentorship

We have dedicated Chair Heads for Marketing, Finance, and Human Resources, providing students with:

- Expert Mentorship
- Counseling Support

Professional Development Program (PDP)

Placement Support

Our Placement Department plays a vital role in shaping students' careers by providing:

- Support for Summer Internships (SIP) and Final Placements
- Internship Guidance

Alumni Mentorship

Graphic Era Common Entrance Test (GECET)

Scholarship upto
₹ 100 Cr

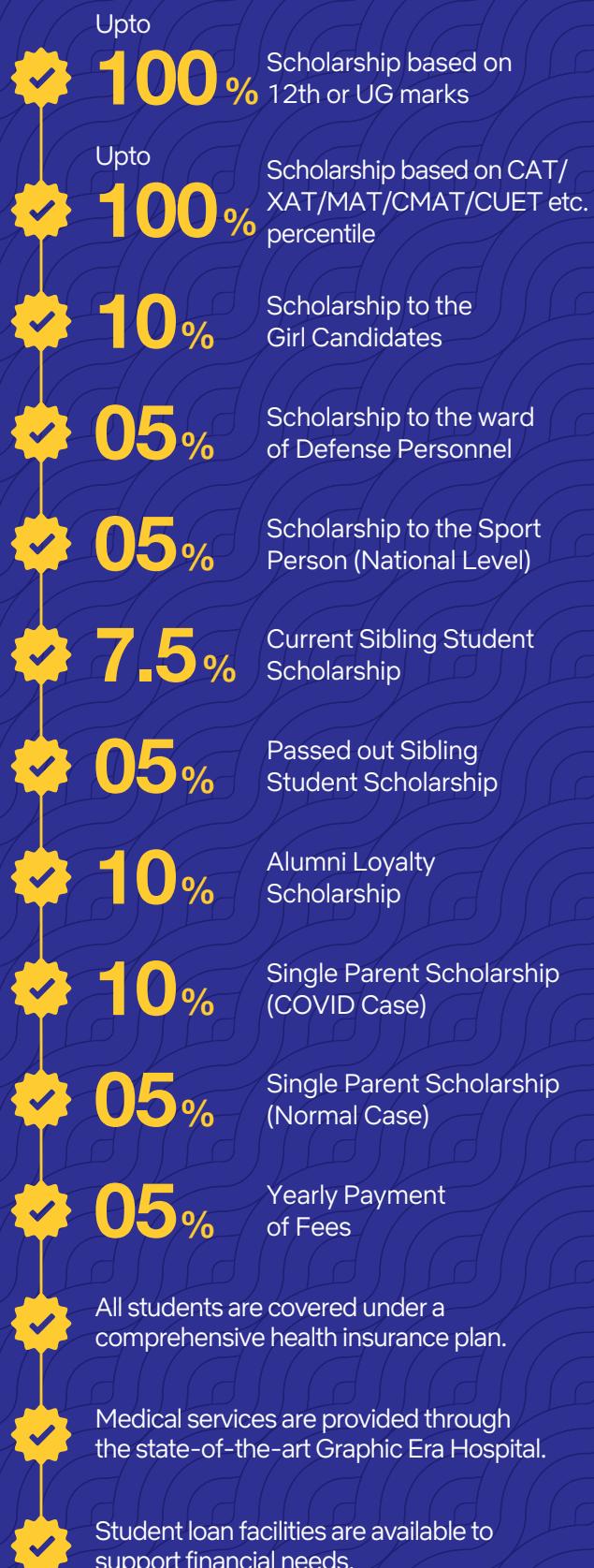
Unlock up to 100% scholarships with GECET – Graphic Era Common Entrance Test.

Secure your admission & financial support for a brighter future!

Apply Now –
gecet.geu.ac.in



Scholarships & Support Benefits



Facilities & Infrastructure

The department is nestled within a sprawling 36 acre campus that blends visual grandeur with modern architecture and state-of-the-art facilities. Surrounded by beautifully landscaped gardens, the campus provides an inspiring environment for both learning and relaxation, fostering academic and personal growth.

To complement its rigorous academic programs, the department boasts cutting-edge infrastructure and resources designed to meet the demands of contemporary management education. Key highlights include:

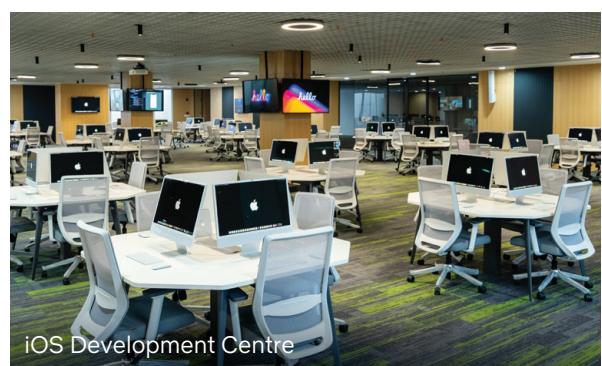
Smart Digital Classrooms: Equipped with interactive technologies and advanced audio-visual systems to enhance the learning experience.



Multipurpose Halls: Spacious lecture halls, seminar halls, and conference halls for collaborative and experiential learning activities.



Advanced Computer Labs: Modern computer centers with high-speed internet, including DELL 88/44 Labs supporting hands-on training in analytics, AI, and other emerging technologies.



Center of Artificial Intelligence and High-Performance Computing: The state-of-the-art Center for Artificial Intelligence, High-Performance Computing, and iOS Development houses an advanced NVIDIA DGX B200 system with 144 TFLOPS, 1440 GB GPU memory, and a dedicated 40-node setup, powered by NVIDIA Blackwell GPUs for generative AI and scientific workloads. The 10,000 sq. ft. facility also supports next-generation iOS development, offering hands-on learning, workshops, collaborative research, and 24x7 secure VPN access for AI, ML, HPC simulations, LLM fine-tuning, and mobile app innovation.



State-of-the Art Library: A comprehensive management library offering a vast collection of books, journals, e- resources, and access to global databases.

Residential Facilities: Comfortable on- campus accommodation options for students, ensuring a holistic campus experience.

The department stands as a beacon of excellence, combining world-class infrastructure, expert faculty, and a dynamic curriculum to shape the leaders of tomorrow.

Career Paths

The department of management studies is dedicated to providing a wide array of career opportunities for MBA students, ensuring they are well-equipped to excel in diverse fields. Our programs empower students to pursue their aspirations across the following domains:

Corporate Careers

Graduates are recruited by top companies across various industries for roles in:

- 👉 **Marketing and Sales:** Developing strategies to promote products, manage brands, and drive customer engagement.
- 👉 **Financial Analysis and Investment Banking:** Analyzing market trends, managing investments, and supporting strategic financial decisions.
- 👉 **Human Resource Management:** Managing talent acquisition, employee relations, and organizational development.
- 👉 **Business Development:** Identifying growth opportunities and building partnerships to drive organizational success.
- 👉 **Operations and Supply Chain Management:** Streamlining processes, ensuring efficient production, and optimizing logistics.
- 👉 **Data Analytics and Consulting:** Leveraging data to make informed decisions and solve business challenges.

Higher Education

Graduates are encouraged to deepen their knowledge by pursuing advanced degrees, including:

- 👉 **MBA for UG students:** Gaining specialized expertise at prestigious B-Schools.
- 👉 **PhD for MBA students:** Engaging in research to become thought leaders and scholars.

At department of management studies, we foster a holistic learning environment, ensuring our students excel professionally and personally. With tailored opportunities in corporate roles, entrepreneurship, academia, and higher education, our graduates are empowered to shape impactful and fulfilling career paths.

Entrepreneurship

For entrepreneurial minds, our Technology Business Incubator (TBI) provides:

- 👉 Mentorship and guidance from experienced professionals.
- 👉 Access to funding opportunities.
- 👉 A collaborative ecosystem to transform innovative ideas into successful ventures.

Leadership Roles

Students aspiring for leadership positions can take up on-campus administrative roles, fostering managerial capabilities, organizational skills, and a sense of responsibility.

Academia and Training

For those with a passion for teaching and research, we offer:

- 👉 **Samarthya – Assistant Professor Training Program:** Designed to prepare students for academic roles by equipping them with pedagogical skills, subject expertise, and practical exposure.
- 👉 Pathways to pursue higher education, such as PhDs, enabling students to contribute to research and scholarly pursuits.

Placement Success

Owing to our robust industry connections and dedicated career support services, our graduates secure roles in top-tier companies and multinational corporations. We focus on preparing students for a dynamic job market, ensuring they remain adaptable, innovative, and future-ready.

Student Facilities & Engagement

-  Well-equipped and comfortable hostel facilities
-  Efficient transportation services
-  Extensive sports facilities
-  Free student uniform
-  Vibrant student clubs and extracurricular activities
-  Multiple hygienic and student-friendly cafeterias
-  Green, eco-friendly campus environment
-  ICT-enabled smart classrooms



Graphic Era

Deemed to be University

D E H R A D U N

GET IN TOUCH

Tollfree —
1800 270 1280, 1800 890 6027

E-mail —
admissions@geu.ac.in

WhatsApp —
(+91) 70881 19995

Campus —
Bell Road, Clement Town, Dehradun, Uttarakhand, India 248002

Website —
www.geu.ac.in

