

FACULTY OF COMMERCE & BUSINESS MANAGEMENT

BBA | B.Com. | MBA | Ph.D.

TOMORROW CALLS FOR A NEW FUTURISTIC LEADER



GEETA UNIVERSITY

Panipat, Delhi NCR, INDIA
POWERING EDUCATION, EMPOWERING MINDS.

Established under Haryana State Private University Act-2006

XEDGE is a program to add and enhance your education in every segment.

Commerce & Management programmes at Geeta University is powered by XEDGE. It is a gamut of personality development, attitude coaching, stress management, tax planning, life skills like cooking and swimming and so much more, when you leave with your geeta university degree, you will be complete corporate citizens.



XEDGE

IS THE KEY TO UNLOCK
YOUR POTENTIAL OF BECOMING
COMPLETE CORPORATE CITIZENS

COMPLETE

with career skills, life skills & social skills.

CORPORATE

with an attitude that is focused on expected delivery within deadlines maintaining standards.

CITIZENS

who contribute to the nation with their skills and add value to the national resources.

Future is now & here
MEET FUTURE AT

GEETA UNIVERSITY

FACULTY OF COMMERCE & BUSINESS MANAGEMENT

FCBM aims to impart interdisciplinary & multi disciplinary knowledge to students across diversified fields. The curriculum & pedagogy of the department are industry-driven with a focus on experiential learning so that students acquire the knowledge & skill to evolve into 21st-century professionals & create a niche for themselves in the global arena. It strives to create well-groomed, world-class citizens through an academic environment that enhances their professional expertise. FCBM takes pride in nurturing future managers with acumen & intellect to lead professional life with integrity. This holistic development is nurtured through various clubs, clans, professional associations. The university is privileged to have a distinguished group of faculty blended with rich corporate experience and research expertise that augments students' learning.

Highlights of the Department

- Industry-driven curriculum and pedagogy (case studies, role plays, simulation, and business games).
- Professional Development/ Soft Skill Development/ Communication skills are part of the curriculum.
- Industry Projects, Internships, industry visits, guest lectures, workshops, seminars, cultural activities, competitions, and relevant outreach activities.
- FCBM functions in a congenial and cordial atmosphere wherein everyone participates and contributes to departmental activities sincerely.

PROGRAMS OFFERED

B.COM

- Auditing & Taxation
- Financial Market
- Banking & Insurance

Duration - 3 years

Eligibility - Passed 10+2 or its equivalent examination in any stream with minimum 40% marks.

Diverse Specializations: FCBM offers a wide array of undergraduate and postgraduate programs. We provide diverse specializations that cater to various career aspirations, ensuring that our students can follow their passions and align their education with their goals.

Auditing & Taxation

- Financial accounting
- Auditing
- Corporate taxation
- Business law
- Management accounting

Financial Market

- Mutual Funds
- Macro Economics
- Corporate & Security law
- Professional Communication
- Information Technology

Banking & Insurance

- Business Communication
- Business Economics Paper
- Environmental Studies
- Accountancy & Financial Management
- Mathematical & Statistical Techniques

BBA

- Digital Marketing
- Human Resource Management
- Import & Export Management
- Banking & Finance
- Marketing
- Entrepreneurship & Family Business
- Fintech

Duration - 3 years

Eligibility - Passed 10+2 in any stream with minimum 40% marks.

MBA

- Finance
- Human Resource Management
- Marketing
- Supply Chain Mgmt. & Logistics
- Pharmaceutical management

Duration - 2 years

Eligibility - Graduation with at least 50% marks.

Ph.D.

- Management
- Commerce

Duration - 3 years

Eligibility - Masters in relevant field with minimum 55% marks.

Finance

- Quantitative Methods
- Financial Management
- Portfolio Management
- Financial Markets
- Commercial Banking

Marketing

- Consumer behavior
- Marketing research
- Advertising
- Managerial economics
- Marketing strategy

Human Resource Mgmt.

- Talent management
- Compensation & employee benefits
- Training & development
- Compliance
- Workplace safety

Supply Chain Mgmt.

- Inventory management
Integration
- Supply chain analytics
- Demand management
- Warehousing costs

Pharmaceutical Mgmt.

- Economics
- Financial management
- Marketing
- Healthcare promotions
- Sales

Digital Marketing

- Social media marketing
- Affiliate marketing
- Search engine optimization
- Content marketing
- Cost per click

Import & Export Mgmt.

- EXIM policy framework
- International business environment
- Insurance & inspection in foreign trade
- Supply chain management
- Export-import regulations

Banking & Finance

- Banking Theory
- Banking Laws & Practices
- Foreign Exchange
- Financial Accounting
- Financial Accounting

Entrepreneurship & Family Business

- Business Environment
- Statistical Techniques
- Behavioral Science
- Managerial Economics
- Strategic Management

Fintech

- Security
- Blockchain
- Public cloud technologies
- AI, Machine Learning
- Data Science



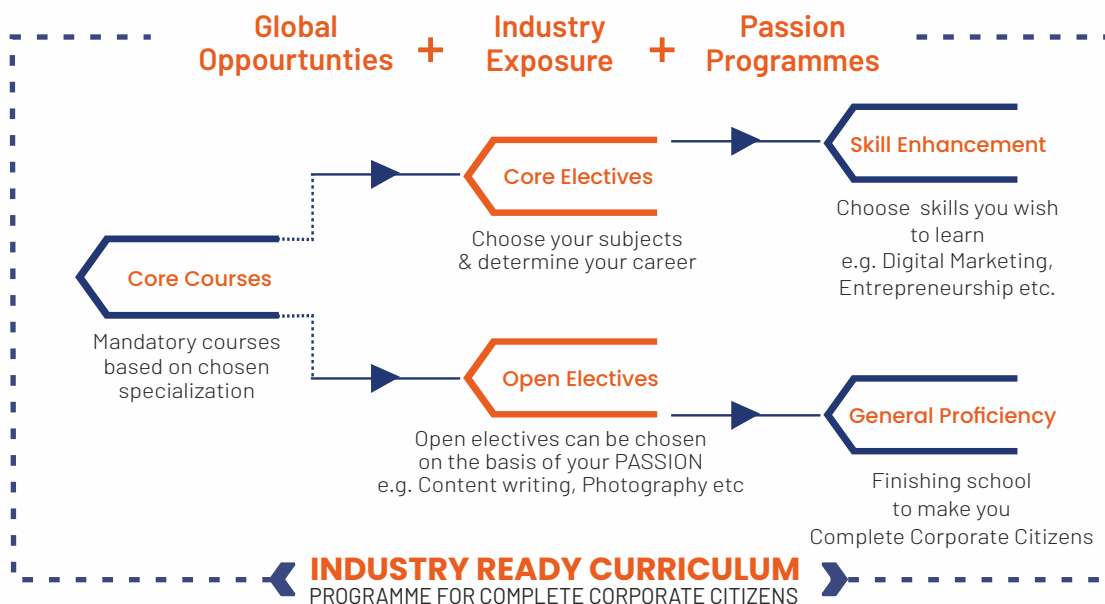
GU nurtures a new generation of professional graduates who are cultivated under the effective mentoring of corporate leaders. Innovative academic delivery, experiential learning coupled with a research and industry-oriented culture provide our students with fantastic and strengthened careers.



DESIGN YOUR OWN DEGREE WITH



GU is a multi-disciplinary university, offers a new age curriculum to the students with enough flexibility to choose subjects & skills as per their interests & career aspirations. Along with its flexible new age curriculum, GU nurtures the students with enough technical skills, life skills & so much more; impinging a high employability index in them.



Core Courses - mandatory courses based on the chosen programme.

Core Electives - are offered based on the opted specializations.

Open electives /Passion Programs- are offered, based on the multifaceted needs of the global workplace and evolving lifestyles. At GU, you need not suppress your hobbies or passions. Even as a Commerce student, you may choose HTML as one of your subjects.

Skill Enhancement Modules - are offered via Geeta Technical Hub & through Vocational training; which basically are the technical skill sets and are important because nearly every corporate job relies on different tools, programs and processes.

General Proficiency- Additionally, Geeta Finishing School offers a gamut of personality development, attitude coaching, stress management, life skills and so much more; targeting your general proficiency and developing you as a complete corporate citizen.

GU Students are empowered to choose their subjects, customize their degree, design their academic & skill based learning paths and become well-rounded professionals with strong human values.

CORE ELECTIVES

- o Fintech
- o AI applications
- o Behavioral Finance
- o Data Analytics
- o Crypto Analyst
- o Advanced Corporate Finance
- o Market Research
- o Digital Marketing
- o Sustainable Development
- o Fixed Income Markets
- o Disruptive Technology

VOCATIONAL TRAININGS

- o Digital Marketing
- o Data Visualization
- o Entrepreneurship

OPEN ELECTIVES / PASSION PROGRAMMES

- o Negotiation and Leadership
- o Dietary Management for Youth Fitness
- o Fingerprint Science & Personal Identification
- o Sustainable Development
- o HTML, CSS & Word Press
- o Digital Marketing
- o Advanced Excel and Power BI
- o Kitchen Gardening
- o Professional Photography
- o Hip Hop Contemporary Dance Forms
- o Singing (Vocal)
- o Karate and Self Defence
- o Cricket Practice
- o Kabaddi Practice
- o Badminton
- o Beverages and Cocktail
- o BUSY



70+ Study Programs, powered by:

XEDGE

is the key to unlock your potential
of becoming

COMPLETE CORPORATE CITIZENS

TOP 10 REASONS TO JOIN GU

1  DIGITALLY
ENABLED
CAMPUS


2  INDUSTRY
COLLABORATED
CAMPUS

3  SKILL
ENHANCEMENT
CERTIFICATIONS

4  EARN
WHILE YOU
LEARN

5  DISTINGUISHED
FACULTY

6  INTER-
DISCIPLINARY
RESEARCH LABS

7  FLEXIBLE
CHOICE BASED
CREDIT SYSTEM

8  OUTCOME
BASED
EDUCATION (OBE)

9  PRE PLACEMENT
TRAINING AND
GROOMING (GFS)

10  STRONG
ALUMNI
NETWORK

MEET THE **FUTURE** HERE



ORIENTATION WEEK

It is mainly focused on setting the mind-set for the students who have taken admission in Management or Commerce Program with an aspiration to become professionals in the corporate world.

To bring all the students from different disciplines and skill sets to one platform, from where they will be in a position to move in a path of enrichment of knowledge, acquisition of skill and fine tenement of attitude that takes them to the destination.

- ✓ To familiarize with the growth & prosperity environment.
- ✓ To mould them to get basic knowledge to take up management & commerce program in full swing
- ✓ To provide an opportunity to identify themselves among others.
- ✓ To shed their inhibition in a congenial environment.
- ✓ To identify & explore the capabilities by utilizing their potentials.
- ✓ To realize their level when compared to the expected levels of the corporate world.
- ✓ To bridge the gap through the finalized path of success for their achievement.
- ✓ To develop human relationships with a group dynamic.



“ GEETA TECHNICAL HUB”

In today' corporate world, technical skills enables a professional to coordinate tasks, solve problems, communicate effectively, and also understand the big picture in light of the front-line work that must be performed. GU initiated technical training programs & certifications, sets a perfect launch pads for students to perform successfully in corporate world.



SKILL CENTERS

AWS

Subsidiary of Amazon that provides ready-to-teach cloud computing curriculum for preparing students on industry-recognized certifications and in-demand cloud jobs.

REDHAT ACADEMY

IBM subsidiary intends to provide the next generation of IT talent with free access to a range of Red Hat training courses and certification exams.

CISCO

Cisco is an American multinational technology conglomerate corporation headquartered in San Jose, California. Specialized in cred. It is intended to provide IT skills and career-building programs for GU students.

COMPTIA

CompTIA (The Computing Technology Industry Association)

provides valuable tools and resources for recruiting, training, certifying, and upgrading the skills of students.

EC COUNCIL ACADEMY

Students will have the opportunity to achieve industry-recognized certifications and compete in free cyber competitions as they complete their degree programs, achieving the ultimate stackable credential lineup to enhance their resumes.

HUBSPOT ACADEMY

HubSpot is an American developer and marketer which provides you with quick, practical courses to comprehensive certifications.

GITHUB ACADEMY

With the GitHub Campus Program, students will get a package of technical tools and support to grow technical communities on campus.

“ GEETA FINISHING SCHOOL”

The mission of the Geeta Finishing School (GFS) is the career training division of GU. It offers intensive, short-term, and industry-oriented training programs designed to boost employability. The division also identifies and trains candidates in their areas of strength.



Business Communications

- Listening
- Negotiations
- Data Visualization
- Simulation & Practical Applications
- Debates, Impromptu speaking, Public Speaking

Personality Development

- Voice & Accent Neutralization
- English Language & Grammar
- Body language & its influence
- Social Mannerisms & Occasions
- Time Management
- Team building exercises
- Decision making skills
- Smart Thinking
- Positive Approach

Placement Trainings

- Resume Building
- LinkedIn
- Mock Interviews.
- Group Communications
- Presentations & Speech

IEDC (INNOVATION & ENTREPRENEURSHIP DEVELOPMENT CELL)

“Start-up helps students to generate employment opportunities, instead of seeking a job.”

IEDC aims to boost the innovative and entrepreneurial ecosystem of innovative enablers. GU provides infra support, computing facilities and varied equipment for business incubation. It aims to:

- Create your own campus start-up
- Learn to grow your family business
- Apply Support for Entrepreneurial and Managerial Development of MSMEs through Incubator's scheme



A PROFESSIONALLY RUN CAREER DEVELOPMENT CENTER (CDC)

We support the students in their quest for an exciting professional career after graduation. CDC takes care of the holistic development of the students for Placement Training and also takes care of shaping careers post their graduation by training them for higher studies. GGI has an inspiring and commendable placement record over the years. Students have been successfully placed across various industrial verticals including the top MNCs.



PLACEMENT RECORDS
SPEAK FOR ITSELF

350+ COMPANIES
VISITED

HIGHEST PACKAGE | **40 LPA**
BY APISERO PUNE

3000+
JOB OFFERS



22 LPA



12 LPA



8 LPA



9 LPA



6 LPA



6.06 LPA



5.82 LPA



7.10 LPA



20 LPA



5.2 LPA



7 LPA



12 LPA



8 LPA



8.46 LPA



10 LPA



5 LPA



5 LPA



6.5 LPA



40 LPA



4.5 LPA



7.2 LPA



3.8 LPA



4 LPA



4.5 LPA

& many more...













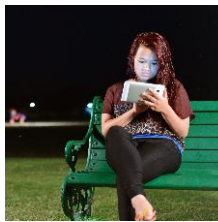
"The two years I spent at Geeta Campus inspired me to persevere & never give up on anything irrespective of how difficult it might seem. The practical lessons learnt here were instrumental in building my career."

Yakshup Goel (Package - INR 40 LPA)
Apisero, Pune

INFRA & FACILITIES

GU Campus houses every basic facility which a student may need. Four Hostels are available within the campus for boys & girls.

-  Central Library
-  Modern Classrooms
-  Industry Sponsored Labs
-  Wifi Enabled Campus
-  Cafeteria & Tuck Shops
-  Transport Fleet
-  Banking Facility
-  Sport Facility in 7 acres
-  24hrs CCTV Surveillance
-  Medical Care Center



GO GLOBAL WITH GU

GU is a globally connected university, working with the top universities across the world to provide a truly global experience to students. In GU, study abroad offering can range from going abroad for a short duration to getting a degree from a partner University. GU's international division helps the students to pick a study abroad program which fulfils their career aspirations and helps them to accomplish their goals in life.

- International Credit Transfer Programs
- Semester Exchange Programs
- International Internship Opportunities
- Summer/Winter Exposure Programs



WE SHARE
THE BELIEF THAT



Starting from the leadership team to our students, Cultural diversity has always been evident at Geeta campus. We are proud to be one of the most culturally diverse campuses in the region. Our students and staff represent over 9 countries & 19 states.

GU is an accessible and friendly university. We believe in embracing cultural differences – so we can be ourselves and feel empowered to achieve success...

“Cultural rights are an integral part of human rights”
UNESCO's Universal Declaration on Cultural Diversity.

SCHOOL OF MANAGEMENT AT A GLANCE



Vice President of Hindustan Wellness interacting with the Students



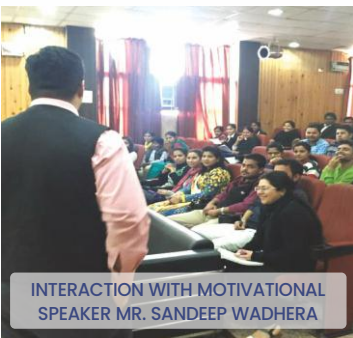
42 Top MNCs Were Spotted @ HR Conclave



Management Students during IUN Event



Team Building Activities



INTERACTION WITH MOTIVATIONAL SPEAKER MR. SANDEEP WADHERA



Industrial Visit to YAKULT



TEDx Workshop



PERSONALITY DEVELOPMENT SESSION



GU Students @ UNESCO Event



Mock Interview Sessions



Students participating in NDTV Talk show



Group Discussion Session



Interaction With Industry Experts



Budget Par Charcha 2k23



Case Study Workshop



Fun, Friendz, Forever !



International Conference



Interacting Students - Building Successful Careers



SCHOLARSHIPS AT GEETA UNIVERSITY (GU)

Geeta University (GU) strongly believes that monetary constraints should not be an obstacle for a student to have access to quality education. Following scholarships are offered at GU:

MERIT / PERCENTAGE IN QUALIFYING EXAM
NATIONAL LEVEL TESTS / ENTRANCE
SOCIAL RESPONSIBILITY
PERFORMANCE IN SPORTS

GU Scholarship Predictor



Scan
to know your
Scholarship
amount

In addition to the various other scholarships offered, University conducts online Scholarship exam GUTS to offer scholarships to the aspirants based on their performance in the test.

GUTS

GEETA UNIVERSITY TEST OF SCHOLARSHIP

EARN UPTO
100% SCHOLARSHIP
WORTH ₹ **18+** CRORES*

APPLY NOW



SCAN THE QR CODE
TO REGISTER FOR GUTS



Scholarship in Tuition Fee	100%	50%	40%	30%	10%
GUTS/12th Percentage	95-100	90-94.9	80-89.9	70-79.9	60-69.9
CUET Percentile	95-100	90-94.9	80-89.9	70-79.9	60-69.9
CAT/XAT Percentile	-	≥ 90	≥ 85	≥ 80	-
MAT/CMAT Percentile	-	≥ 95	≥ 90	≥ 85	-

0*
TUITION FEE
FOR THOSE WHO HAVE GUTS*

GUTS benefits

- ✓ Increase your existing scholarship amount.
- ✓ Avail upto 100% Scholarship through GUTS Score, even if you are not eligible for any other GU Scholarship.

Call for GUTS : 9896291400

Email ID : guts@geetauniversity.edu.in

STARS @GU



PARMISH VERMA



JASSI GILL & BABBAL RAI



NEERAJ CHOPRA



KANIKA KAPOOR





SHIPRA GOYAL



MANOJ JOSHI



RAFTAAR



MD DESI ROCKSTAR



COLLEGE KAND TEAM



JASRAJ JOSHI



JASMINE SANDLAS

EXTENSIVELY AWARDED YEAR AFTER YEAR



CERTIFICATE
OF
EXCELLENCE



PRESENTED BY:

SH. NITIN GADKARI
MINISTER OF ROAD TRANSPORT AND
HIGHWAYS OF INDIA



AWARD FOR BEST
GROUP OF COLLEGES
IN DELHI/NCR



PRESENTED BY:

Ms. RAVEENA TONDON
BOLLYWOOD ACTRESS



AWARD FOR BEST
PLACEMENTS



PRESENTED BY:

Sh. DINESH ORAO
SPEAKER, JHARKHAND LEGISLATIVE
ASSEMBLY

Sh. MANISH JAISWAL
SPEAKER, JHARKHAND LEGISLATIVE ASSEMBLY



AWARD FOR BEST
EDUCATION GROUP



PRESENTED BY:

Smt. SHARMILA TAGORE
PADAM BHUSHAN AWARDEE

Dr. C P TAHKUR
MEMBER OF PALIAMINT, RAJYA SABHA



GEETA
UNIVERSITY
Panipat, Delhi NCR, INDIA

(A Venture of GGI)

INDIA'S LEADING EDUCATION GROUP

Imparting knowledge from
Pre-nursery to Ph.D.

GEETA UNIVERSITY



70+ STUDY PROGRAMMES at Diploma, UG, PG & Ph.D. Level

COMPUTER SCI. & ENGG.

- ♦ **B.Tech. CSE (Hons.)**
 - Data Science & Business Analytics
 - AI & ML
 - Cyber Security
 - Full Stack Web Development
- ♦ **B.Tech. CSE** ♦ **M.Tech.**

COMPUTER APPLICATION

- ♦ **BCA** ♦ **MCA**
- ♦ **BCA**
 - Cyber Security
 - Data Science & Business Analytics
 - Full Stack Web Development

FORENSIC SCIENCE

- ♦ **B.Sc. (Hons.)** ♦ **M.Sc.**

PHARMACY

- ♦ **D.Pharm** ♦ **B.Pharm**
- ♦ **M.Pharm**

AGRICULTURE

- ♦ **B.Sc. (Hons.)** ♦ **M.Sc.**

MANAGEMENT

- ♦ **BBA (Hons.)**
 - Digital Marketing
 - Human Resource Management
 - Import & Export Management
 - Banking & Finance
 - Marketing
 - Entrepreneurship & Family Business
 - Fintech
- ♦ **MBA**
 - Finance
 - Human Resource Management
 - Marketing
 - Supply Chain Mgmt. & Logistics
 - Pharmaceutical management

COMMERCE

- ♦ **B.COM**
 - Auditing & Taxation
 - Financial Market
 - Banking & Insurance

HOTEL MANAGEMENT

- ♦ **Diploma**
- ♦ **B.Sc.** Hotel Management

LAW

- ♦ **BBA.LL.B. (Hons.)** ♦ **LL.B.**
- ♦ **B.A.LL.B. (Hons.)** ♦ **LL.M.**

NUTRITION & DIETETICS

- ♦ **B.Sc.** ♦ **M.Sc.**

ARTS & HUMANITIES

- ♦ **B.A. (Hons.)**
 - Political Science - Economics
 - Psychology
- ♦ **M.A.**
 - Political Science - Psychology

SCIENCES

- ♦ **M.Sc.** Maths

EDUCATION ^

- ♦ **M.Ed.** ♦ **B.Ed.** ♦ **D.Ed.**

Ph.D. programme is offered
in all disciplines

^ Courses run by Geeta Group of Institutions



ADMISSION HELPLINE

+91 92787 68000

WEBSITE

www.geetauniversity.edu.in

CAMPUS

NH-71A, Naultha, Panipat,
Haryana (132145), India