



### MBA - GLOBAL BUSINESS

This program provides a comprehensive coverage incorporating all the important areas and disciplines relevant to the international business activities i.e. International Financial Management, Comprehensive International Economics, International Marketing Management, Foreign Trade Policies, International Forex, & Risk Management, Foreign Language (French), International Business Procedures & Documentation, International Logistics & Supply Chain Management, Contemporary issues in International HR etc. MBA (Global Business) postgraduates are absorbed by international marketing departments of companies engaged in export business.

### MBA- E-Governance and ERP

All the governments are investing in E-Governance, which is generally based on ERP systems. Large companies are also investing in ERP systems. The International certification of technology like SAP, are included in the syllabi and the students can take up these training programme. This Programme helps in Implementation of enterprise level quality models, design / implementation of software development processes, testing and technical documentation. The grade obtained in this certification will be included in the final evaluation of MBA. As the programme relates to the latest professional practices and the IT work place management students are best suited for leading and managing IT industries.

### Seminars

Seminars enhance the student's capability of out of the box thinking which provide an edge over others by developing their self confidence and presentation skills. This also gives deeper understanding of various economic & business issues and help to interact with the various stakeholders of corporate sectors.

### Industrial Visit

Industrial visits are quite frequently organized to provide practical exposure of the students to the industry. The industrial training program will help in understanding the application of theoretical knowledge at the shop floor of the industry.

### Operational Workouts(OW)

Operational Workout is an integral part of all courses in ISBM. OW equips the students to manage stress, improves communication skills and inculcates leadership quality in them.

### Professional Guest Lectures

Guest lectures by industry professionals and eminent scholars are a regular feature of the program that provides good exposure and feel of the corporate environment to the students. At ISBM, we not only make students academically brilliant, but also make them true leaders and team players, thus gear up them for the real corporate life. Students get the opportunity to share the real world experiences of their role models, knowledge about Industry expectations, latest technical updates, and avenues for higher studies and also learn communication skills and presentation skills from these experts. Many experts from different fields regularly visit the Institute and deliver inspiring lectures to the students.

### SCHOLARSHIPS

Suresh Gyan Vihar University provides various scholarship to meritorious and financially weaker students.

The scholarships will provide:

100% Freeships

50% Freeships

for more details visit [www.gyanvihar.org](http://www.gyanvihar.org).



### Student Community Forum

University has established 14 students Community Forums. The Community Forum is a cluster of student driven Communities that may cater to diverse needs of the students with respect to spending their quality time on campus in a productive manner and thus improving the overall quality of life at campus for the students.

The students has an option to join community forum like:

- GREEN (Environment Club)
- HYPHEN (Literary Club)
- RHYTHM (Art Club)
- CLC (Entrepreneurship Club)
- AXIOM (Creative cooking Club)
- SPORTY (Sports Club)
- i-TECH (INFORMATION TECHNOLOGY)
- SEEDS (Socio Economic & Education Development Society Club)
- JACK (Creative Club)
- SAFE (Transport Club)
- WELLNESS (Fitness Club)
- AXIS (Marketing Club)
- CRONOUS (Soft Skills Development)
- INNOVATIONS (Robotics Club)

### Training & Placement Activities:

The university is ranked number 1 in terms of placements among the private universities of the country by DNA 2011. The liaison & symbiotic relationships developed with leading business organizations, MNC's & industries over the years by ISBM is all leveraged for the final placement, resulting in students getting at least 8-10 interview opportunities, and out of which he/she gets 3-4 job opportunities to choose from. Exclusive personality development sessions, soft skill development programs, Mock interviews, Panel discussion Group Discussion, Interaction with Industry Experts, are organized to prepare our students for high-end placements.



Our students have been placed in various companies

### Online Admission Process:

In order to have more systematic and transparent system of admissions, the University has adopted the "Online Admission System" which inevitably avoids all delays in the process of admissions. Students can fill the online admission forms by paying Rs. 1100/- cash at University finance department or by DD drawn in favour of Suresh Gyan Vihar University, Jaipur or by online payment at <http://www.gyanvihar.org>.

*"The University welcomes you to the world of excellent education and a great career"*

Gyan Vihar University, Mahal, Jagatpura, Jaipur-302017, Rajasthan (India),  
 website - [www.gyanvihar.org](http://www.gyanvihar.org) e-mail:- [admission@gyanvihar.org](mailto:admission@gyanvihar.org), Tel. No:- 0141-6450389-90,  
 For Admission Query Cont No. 09413345444, 09414033422, 09413341196

MBA	Human Resource	Marketing	BBA
Global Business	B.A	Banking	Finance
Dual specialization	Actuarial Science	Capital Market	Corporate Secretaryship
B.Sc	Entrepreneurship and Leadership	B-Com	E-Governance & ERP

Leader in quality education



GYAN VIHAR  
 I S B M

**The University**  
The University is established by the state government of Rajasthan, vide Suresh Gyan Vihar University, Jaipur, Act no 16, 2008.

The University is recognized under section 2(f) of the UGC Act, 1956 and has been empowered to award degrees under section 22 of the UGC Act. The University offers a wide range of programs in the areas of Management, Engineering, Pharmacy, Biosciences, Hotel Management and Education. Around 6000 students are pursuing education in various programs offered by the university.

The university is ranked 3rd among private universities of the country by Financial Express 2009. A Study conducted by DNA has placed Gyan Vihar on the Top amongst private universities across the country.



#### Picturesque Campus

The University is situated on a sprawling and picturesque campus at Mahal, Jagatpura, Jaipur. A serene atmosphere bereft of any noise and air pollution rejuvenates the spirit of learning and the first step into the campus fills one with an all pervading ambience of academic excellence.

In terms of infrastructure, campus and human resources Gyan Vihar is amongst one of the best

institutions in India. Our infrastructure is dynamic as we are constantly striving to maintain pace with the latest developments.

### Gyan Vihar ISBM

ISBM, an independent department of Suresh Gyan Vihar University, is at the forefront of management education offering multifarious specializations. The design of course and content of the ISBM programs embrace a range of relevant theory firmly linked to the practical world of management, enabling to develop analytical skills to professional level. ISBM's courses provide a sound understanding of managerial theory and practice, and offers scope to specialize in the chosen areas of interest. Indeed, ISBM focuses on result oriented teaching based on innovative assignments, case studies, operation workouts and live projects, which are augmented with the latest e-learning technology. ISBM motivates students to be self dependent, aspire them to become leaders rather than followers. The programs of ISBM also encompass grooming of personal skills, effective communication, team-leadership, analytical and presentation skills

### Unique Features:

- \* All Programs are approved by UGC.
- \* Top ranking business school in Rajasthan.
- \* Faculty with brilliant Academic Credentials and rich Corporate/Industry experience.
- \* State-of-the-art world-class infrastructure.
- \* Most modern computer labs having 24x7 connectivity through I GBPS Wi-Fi link.
- \* Ultra modern Gymnasium and fully equipped sports complex.
- \* Excellent hostel facility-separate for boys and girls (with 1000 capacity).
- \* 14 social clubs for overall personality development & infusing creativity.
- \* International industrial visit to provide global exposure.
- \* Strong linkages with industry and business.
- \* Eminent corporate leaders in academic bodies.

### Programs offered

Programs	Qualification	Selection Criteria (Entrance)
BBA	10+2 with 55%	Personal Interview
BBA (Actuarial Science, Banking, Capital Market)	10+2 with 55%	Personal Interview
B-Com (Corporate Secretary ship)	10+2 with 55%	Personal Interview
MBA (Dual Specialization)	GRADUATION with 55%	MAT/CAT/
MBA(HR)	GRADUATION with 55%	MAT/CAT
MBA(FINANCE)	GRADUATION with 55%	MAT/CAT
MBA(MARKETING)	GRADUATION with 55%	MAT/CAT
MBA (E-Governance & ERP )	GRADUATION with 50%	MAT/CAT
MBA (Global Business)	GRADUATION with 55%	MAT/CAT
MBA (Entrepreneurship & Leadership)	GRADUATION with 55%	MAT/CAT

#### Bachelor in Business Administration

BBA programs is purely professional program which helps the students to groom them as per the corporate requirements. Students can get the basic knowledge of management and pursue their higher degree in Management with specialization in Marketing, Finance and HR.

#### BBA - Actuarial sciences

With the rising insurance sector, there is a need of professionals in actuarial science. The job involves preparing insurance premium calculations. A person with strong mathematical background can easily rise in this profession.

#### BBA - Banking

With the rising modern banking, there is a need of professionals in this sector. BBA Banking will equip the student with all latest knowledge about modern tools and techniques of banking. Thus a BBA Banking will be preferred over other graduates for a banking job.



#### BBA - Capital Markets

Capital market and commodities markets are creating employment opportunities - both self employment and as professionals for giving investment advice. Thus there is a need of comprehensive training in this sector. A student can also undertake studie of NSE, BSE and SEBI certificates along with this course. The course contents will cover the latest knowledge about business practices in these sectors.

#### B.Com (Corporate Secretaryship)

B.Com(Corporate Secretaryship) prepares students as professional in the field of corporate secretarial work, office management, and related careers. The student can opt for finance, accounting, or other careers after doing this course. There are regular soft-skills trainings (in every semester) and two practical training (summer internship training during B.Com Programme to be taken under CA/CS in some company) in the programme, which sets it apart from other B.Com programmes. With the increasing corporate sector, there is a huge demand of company secretary and other staff well versed in corporate laws and corporate practices.

### Masters in Business Administration - MBA (Dual Specialization)

The 2 years full time masters programme focuses on developing practical skills and business understanding along with academic knowledge, personality development and the analytical skills.

This programme empowers the students to take on the challenges of corporate world nurturing them into confident individuals because of solid foundation in Marketing, Finance & Human resource fundamentals and functions.



### MBA - Marketing

Growing service industry, more focus on customer satisfaction, rise of BPO sector and fast developing Retail sector has increased the demand of Management professionals with specialization in Marketing.

Candidates with MBA Marketing degree are sure to enjoy excellent career growth in this highly competitive world. Marketing manager, market research analyst, brand manager and new product manager are some of the employment opportunities available to MBA marketing professionals.

### MBA Finance

This Program aims at providing a comprehensive coverage of all the important functional areas and disciplines relevant to financial activities which facilitate Managerial Decision Making. Equal emphasis has also been placed on the quantitative as well as analytical approach to the study of financial management. MBA Finance opens up a wide range of job opportunities. Be it an investment bank, a Corporation or a Securities Firm or a Consulting Industry, MBA Finance professionals are much in demand. The stock markets and all financial institutions also offer a range of job opportunities for MBA Finance specialists.

### MBA - Human Resources Management:

This programme is designed to impart the management skills required to function effectively in corporate sectors. The tailor-made programme includes practical sessions, whereby, students are required to present & defend cases on various potential HR issues in an organization. A career in MBA -HR is a challenging and exciting. It is a fast-growing field with multiple lucrative opportunities. It is expected, that the number of Human Resources (HR) jobs will rapidly increase in the near future.



### MBA Entrepreneurship and Leadership

This programme is designed to create entrepreneurs and leaders for tomorrow. The programme has various components, which enable development of entrepreneurial capabilities. Some of the special

components of the programme are as under :-

- ★ Mentoring by entrepreneurs and industrialists
- ★ Business Plan formulation and presentation
- ★ Visits to exhibitions and trade shows
- ★ Participation in Entrepreneurial training programmes and entrepreneur interactions by TIE, NEN and other associations
- ★ Participation in entrepreneurial forums
- ★ During the last semester of the programme, the participants will spend some time with entrepreneurs learning from them the practical aspects of entrepreneurship and will prepare business plans for their own businesses.

