

MBA PROGRAM

Specializations offered:

Finance | Human Resource Management | Marketing
Supply Chain Management | Pharmaceutical Management

📍 Panipat, Delhi NCR, INDIA
☎ +91 92787 68000
🌐 www.geetauniversity.edu.in



**S.P. BANSAL
SCHOOL OF BUSINESS**

Building Tomorrow's Leaders, Today

ABOUT THE S.P. BANSAL SCHOOL OF BUSINESS (SPBSB)

The S.P. Bansal School of Business (SPBSB) is the beating heart of Geeta University's commitment to excellence in management education. It is a center of excellence committed to shaping business leaders, entrepreneurs, and professionals who can excel in today's dynamic and interconnected world. Rooted in Geeta University's ethos of Excellence with Values, the school integrates academic rigor with industry orientation, global outlook, and ethical responsibility. With a dynamic blend of highly qualified faculty, innovative pedagogy, and industry mentorship, SPBSB prepares students to face the challenges of Industry 5.0. At SPBSB, we go beyond traditional classroom learning by blending theory with practice. Our programs are designed in consultation with industry experts to ensure alignment with global business trends and future workforce requirements. With a curriculum enriched by case studies, simulations, business games, data analytics, real-world applications of Artificial Intelligence, scenario analysis, live projects, industry internships, and outreach activities, we prepare our students to thrive in today's complex and competitive marketplace.

The school offers a wide range of programs in management, commerce, and emerging business domains, including the flagship MBA program with specializations in Finance, Marketing, Human Resource Management, Supply Chain Management, and Pharmaceutical Management.

WHY CHOOSE MBA @ SPBSB



INDUSTRY INTEGRATED CURRICULUM

Our MBA program, designed with industry experts, keeps pace with global trends to ensure classroom learning is instantly applicable in the corporate world.



MULTIPLE SPECIALIZATIONS

Choose from high-demand domains and customize your learning journey. Build the career path that matches your passion and goals.



EXPERIENTIAL LEARNING EDGE

Benefit from case studies, live projects, business simulations, summer internships, and capstone projects that sharpen analytical and problem-solving skills.



CAREER-DEFINING PLACEMENTS

Experience impressive placement support that connects MBA talent with the best recruiters for faster career growth.



GLOBAL EXPOSURE

International study tours and industry endorsed certifications provide MBA students with a global perspective and intercultural competence.



HOLISTIC DEVELOPMENT PROGRAMS

With the X-EDGE Program, Geeta Finishing School & Geeta Technical Hub — gain leadership, soft skills, digital expertise, and academic flexibility for all-round growth.



VIBRANT CAMPUS LIFE

Clubs, fests, ideathons, conclaves, and incubation support foster creativity, networking, and entrepreneurship in a dynamic learning environment.



VALUES WITH VISION

Our MBA graduates are prepared not just for professional success but also for ethical and socially responsible leadership.

At Geeta University, an MBA is not just a degree—it is a launchpad for your ambitions and a passport to global opportunities.





PLACEMENT RECORD SPEAKS FOR ITSELF

40 LPA
HIGHEST PACKAGE

445+
RECRUITERS

3000+
JOB OFFERS

Top Recruiters



Yakshup Goel, MBA
Package - INR 40 LPA

"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."



Manik Sharma, MBA
Canada Computers & Electronics
Package - \$75,000

"My journey at Geeta Campus gave me the global perspective and professionalism required to work abroad. The practical learning environment empowered me to excel in international roles."



Srishti Ahuja, MBA
Godrej Properties Ltd.
Package - INR 17 LPA

"Gaining industry-ready skills at Geeta Campus prepared me for real corporate challenges. The culture of discipline, teamwork, and leadership truly transformed my career path."



Sahib Singh, MBA
HouzZ n Home Realtor
(Own Startup)

"Geeta Campus shaped my entrepreneurial mindset and gave me the confidence to build my own venture. The faculty mentorship and exposure here helped me turn my ideas into a successful reality."



Rahul Mor, MBA
Blinket (Franchisee)
Package - 25 LPA

"Geeta Campus taught me operational excellence and business ethics, which helped me succeed as a franchise owner. The MBA program gave me clarity, confidence, and a strong business foundation."



Ajay Sharma, MBA
Jaro Education
Package - 8.7 LPA

"The MBA program at Geeta Campus helped me master communication and sales leadership. Every classroom session added value to who I am as a professional today."

MBA PROGRAM OVERVIEW

Eligibility:

Passed a Bachelor's degree of minimum 3 years duration with at least 50% marks (45% for reserved categories).

Duration:

The MBA program at SCBM is a 2-year (4 semesters), full-time professional degree designed to give you a 360° perspective of business leadership.



SPECIALIZATION SNAPSHOTS:

MBA in Finance

Finance is the lifeblood of business, driving investment, growth, and sustainability. The MBA in Finance at Geeta University equips students with analytical skills, financial modeling expertise, and strategic decision-making abilities to thrive in global financial markets.

During the course, students will be given an exposure in the following areas:

- Financial Statement Analysis
- Working Capital Management
- Security Analysis
- Portfolio Management
- Behavioral Finance
- Corporate Finance
- Financial Markets & Institutions
- Wealth Management
- Derivatives Trading
- Risk Management & Insurance

Career Pathways:

Investment Analyst, Financial Consultant, Wealth Manager, Risk Analyst, Corporate Finance Manager, Equity Researcher, & Treasury Manager

MBA in Marketing

Marketing shapes consumer choices, builds brands, and drives growth. The MBA in Marketing at Geeta University blends creativity with analytics, enabling students to design impactful campaigns and strategies in the digital-first era.

During the course, students will be given an exposure in the following areas:

- Consumer Behaviour
- Service Marketing
- Sales & Distribution Management
- B2B Marketing
- International Marketing
- Marketing Research
- Product & Brand Management
- Customer Relationship Management
- Retail Management
- Digital & Social Media Marketing

Career Pathways:

Brand Manager, Digital Marketing Strategist, Market Research Analyst, Sales & Business Development Manager, Advertising Executive, & Product Manager

MBA in Human Resource Management

The Human Resource function is at the heart of every successful organization, driving talent acquisition, engagement, learning, and culture. The MBA in HRM at GU equips students with the skills to manage people effectively and strategically contribute to business growth.

During the course, students will gain exposure in the following areas:

- Leadership & Team Building
- Industrial Relations & Labor Law
- Performance Management System
- Recruitment & Selection
- HR Analytics
- Cross-Cultural Management
- Industrial Psychology
- Competency Mapping
- Organizational Development

Career Pathways:

HR Business Partner, Talent Manager, Training & Development Specialist, Compensation & Benefits Analyst, HR Analytics Consultant, & Employee Engagement Specialist

MBA in Supply Chain Management

The MBA in Supply Chain Management at Geeta University equips students with strategic and analytical skills to design, manage, and optimize global supply networks for efficiency, resilience, and sustainability, driving seamless business operations.

During the course, students will be given an exposure in the following areas:

- Global Supply Chain & Logistics Management
- Procurement & Vendor Relationship Management
- Inventory & Demand Planning
- Operations & Distribution Strategy
- Supply Chain Analytics & Digital Transformation
- Sustainable and Green Supply Chain Practices

Career Pathways:

Supply Chain Analyst, Logistics Manager, Procurement & Sourcing Specialist, Operations Manager, Inventory Control Executive, Distribution & Warehouse Manager, & Supply Chain Strategy Consultant

MBA in Pharmaceutical Management

India's pharma industry is one of the fastest growing, creating a high demand for skilled professionals. The MBA in Pharmaceutical Management at Geeta University uniquely integrates management expertise with sector-specific knowledge, preparing leaders for this specialized domain.

During the course, students will be given an exposure in the following areas:

- Pharma Logistics Management
- Quality Management in Pharma
- Pharmaco-economics / Regulatory Affairs
- Intellectual Property Rights
- Pharma Sales & CRM
- Pharmaceutical Marketing
- Sales Force Management
- Pharma Business Environment
- Marketing Research & Statistics

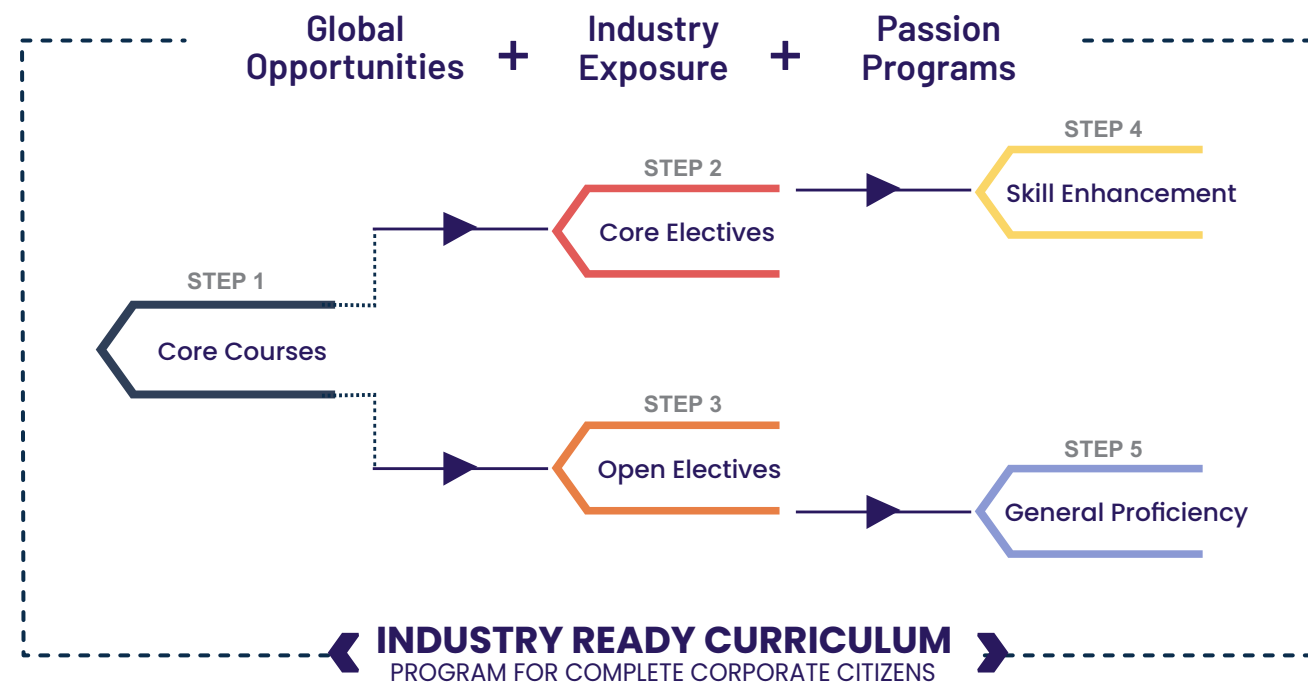
Career Pathways:

Pharmaceutical Product Manager, Business Development Manager, Regulatory Affairs Specialist, Pharma Supply Chain Manager, Healthcare Consultant, & Sales & Marketing Manager

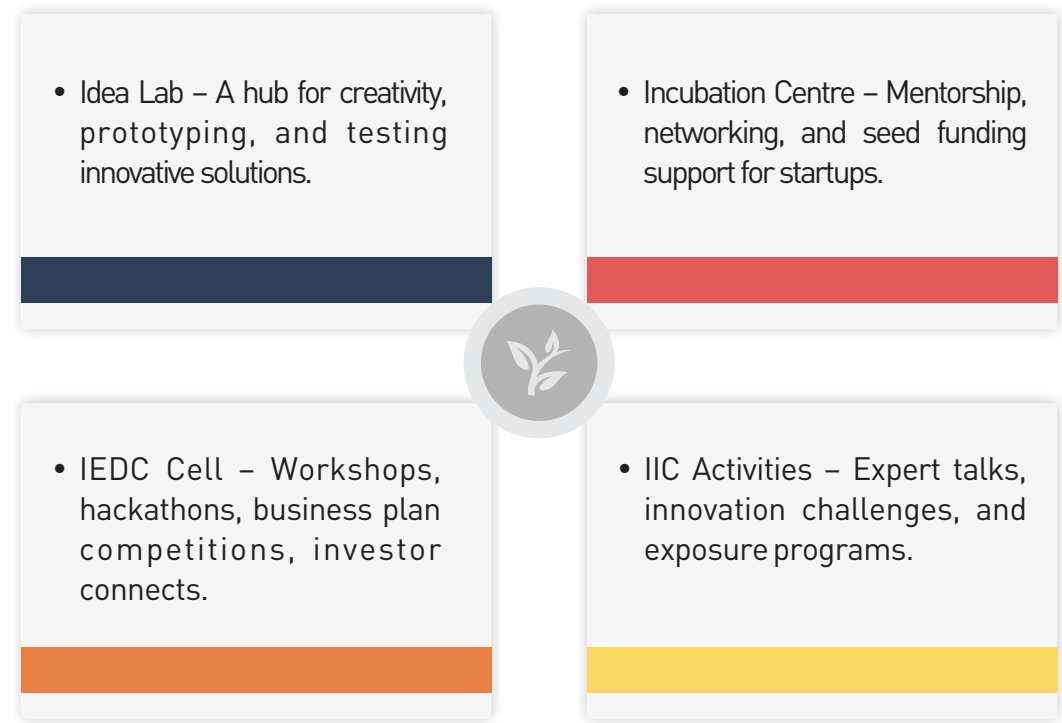


DESIGN YOUR OWN DEGREE

GU is a multi-disciplinary university, offering a new age curriculum to 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 the appropriate technical skills, life skills & so much more, impinging a high employability index in them.



A STRONG ECOSYSTEM EMPOWERS EVERY MBA STUDENT TO TRANSFORM IDEAS INTO IMPACTFUL VENTURES:



GEETA FINISHING SCHOOL

“The methodical process of making you stand apart”

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

GEETA TECHNICAL HUB

“Bridging the gap between academia & industry”

In today's corporate world, managerial and professional skills enable a business leader to coordinate teams, solve business problems, communicate effectively, and understand the bigger organizational picture while managing day-to-day operations. GU-initiated skill training programs and certifications strengthen these competencies for MBA aspirants.



Certification Tracks

- Amazon Aws
- RedHat
- Cisco
- HubSpot
- GitHub
- Oracle
- Microsoft Azure

Drive Ready Tracks

- MEAN/MERN Stack
- PHP & MYSQL
- Python
- Cyber Security
- AI & ML

DSA & Competitive Coding

- Logic Building
- Data Structure & Algorithms
- Coding Profile on In-house Platform

Milestone Actions

- G-connect
- T Shaped Technocrat
- Project Roundup
- Techno Coders

A HUB OF GLOBALLY BENCHMARKED EDUCATION



UNIVERSE OF GU

Students & staff representing 31 countries & 22 States

MOU with Prestigious Global Universities

- University of Sao Paulo, Brazil
- Swiss School of Management, Switzerland
- Universiti Malaysia Terengganu (UMT), Malaysia
- Mendel University, Czech Republic
- Murdoch University, Australia
- North Caucasian State Academy (NCSA), Russia

International Internships

Dubai, Singapore, Malaysia, Vietnam & beyond!



Shaam, Syria

"GU is a home away from home. The thing I admire the most is the multi-cultural environment with an excellent support system. Caring faculty and friends makes the experience at the university very exciting."



Bikas, Nepal

"Geeta Campus has a very enticing infrastructure, complimenting the most favorable learning environment. I feel very happy that our campus is now AI Enabled. I welcome all to join GU to ensure your bright future."



Shafiqul, Bangladesh

"Being an international student and coming to India for the first time was adding to my anxiety. But the friendly demeanor of the faculty and the students here have made me easily adapt to the environment. The faculty here always makes an extra effort in our learning process."



Liberia, Monrovia, Cornelius Patrick Labella

"I love exploring new places and what better than India, a place that offers a diverse cultural environment. Panipat, located near the national capital, proves to be the best education destination with the friendliest people around."



Meroslaf, Ukraine

"I really loved being under one roof in that beautiful building and enjoyed the diversity of the campus. The professors were extremely passionate about what they do and wanted me to become better during my internship at Geeta. Everyone really cared about me, and I was respected and appreciated for my opinions."



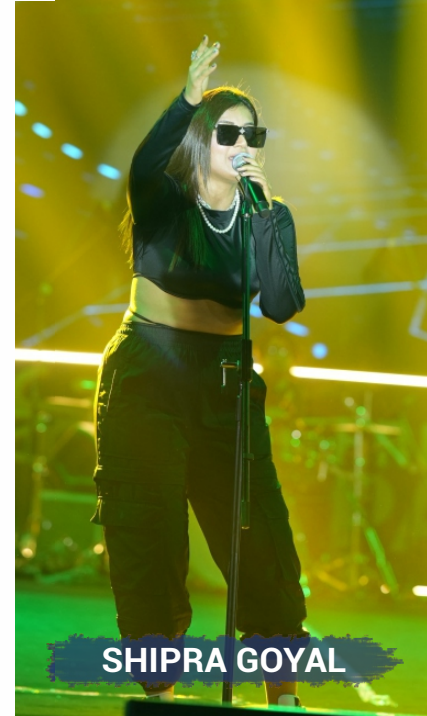
WAIS, Afghanistan

"I find myself very lucky that I am studying in India and that too at Geeta Campus, one of the most promising campuses in this region. Each thing here make me feel special and I feel here, India is my 2nd home, I really love the place & people around me."

SHAPING LEADERS BEYOND CLASSROOMS



STARS @GU



JEWELS OF HARYANA BY DAINIK JAGRAN



CERTIFICATE OF EXCELLENCE

PRESENTED BY:

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

PRIDE OF INDIAN EDUCATION AWARD



AWARD FOR BEST GROUP OF COLLEGES IN DELHI/NCR

PRESENTED BY:

Ms. RAVEENA TANDON
BOLLYWOOD ACTRESS

GLOBAL EXCELLENCE & LEADERSHIP AWARDS



AWARD FOR RANKED 1st AMONG TOP PRIVATE B-SCHOOLS IN DELHI NCR

PRESENTED BY:

Smt. BIPASHA BASU
BOLLYWOOD ACTRESS & MODEL

ASIA EDUCATION SUMMIT & AWARDS



AWARD FOR BEST EDUCATION GROUP

PRESENTED BY:

Smt. SHARMILA TAGORE
PADAM BHUSHAN AWARDEE

Dr. C P THAKUR
MEMBER OF PARLIAMENT, RAJYA SABHA

ASIA EXCELLENCE AWARDS



AWARD FOR FASTEST GROWING UNIVERSITY OF NORTH INDIA

PRESENTED BY:

Smt. JAYA PRADA
BOLLYWOOD ACTRESS &
FORMER MEMBER OF PARLIAMENT

DR. A.P.J. ABDUL KALAM INSPIRATION AWARD



AWARD FOR NORTH INDIA'S LEADER IN AI & EMERGING TECH EDUCATION

PRESENTED BY:

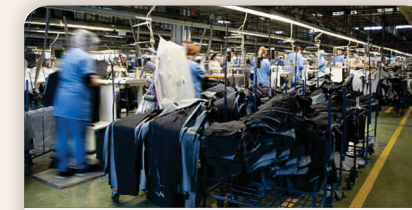
Sh. RANDEEP HOODA
BOLLYWOOD ACTOR

ABOUT PANIPAT



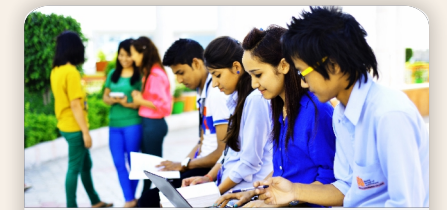
Connectivity

Panipat is well-connected; Delhi Airport is nearest, with rail and road access via Panipat.



Business

Panipat has emerged as a textile hub on the world map generating an annual revenue over 1 billion dollars.



Culture

Panipat, as an industrial hub, attracts people from various places, creating a rich cultural diversity.



Life

The city offers students shopping malls, food, and hangout spots.



Getaways

Location of Panipat is perfect for weekend getaways.



History

Three battles fought at Panipat were turning points in Indian history.

COUNSELING FORM

Name of Student:
Program of Interest:
Program Fee: (per semester)
Other Charges (if any):
Scholarship (Type & Amount):
Approximate Total Fee:

SUPPORT OFFICE

COUNSELLED BY :

DATE :

CONTACT :



GGI BENCHMARK INSTITUTES

GEETA INSTITUTE OF LAW, KARHANS

B.A. LL.B., BBA LL.B., LL.M., LL.B.

LAKSHAY COLLEGE OF EDUCATION, NAULTHA

GEETA INSTITUTE OF EDUCATION, KARHANS

GEETA COLLEGE OF EDUCATION, NIMBRI

M.Ed., B.Ed., D.Ed.

ADMISSION HELPLINE

+91 92787 68000

WEBSITE

www.geetauniversity.edu.in

CAMPUS

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