

# DESIRED EDUCATION, HOLISTIC LEARNING

&

## EMPLOYMENT OF YOUR CHOICE!



**PGDM**

Approved by AICTE  
Ministry of HRD, Govt. of India

Triple specialization in Finance, Marketing, HR and Supply Chain Management + Sectoral Specialization

## VISION & MISSION OF **GBS**

### **Vision**

"To become a world class management institute with value based education and learning, contribute to promote, manage and develop business, values and culture for the development of society at large".

### **Mission**

To make the organization as a center of excellence with quality management education, an institute of international repute, developing sophisticated systems and practices through committed faculty volunteer to give their best knowledge, experience and expertise. Our aim is to nurture, develop future corporate leaders with distinct qualities of high knowledge, positive of strategic importance and to actualize into a responsible citizen.

### **We believe in**

- Progress from Theoretical Studies to Application Based Studies
- Going extra mile to achieve the Success
- Creating Leaders for Tomorrow
- Turning Students into responsible citizens
- To develop healthy relationships with the stakeholders.



Guru Nanak Educational Society, the parent body was established in the year 2001 by Sardar Tavinder Singh Kohli. As the founding Chairman, his first offering to the society was Engineering College under banner of Guru Nanak Engineering College. In a span of eight years, Guru Nanak Educational Society has been nurturing professionals through its various colleges, Guru Nanak Institute of Technology, Guru Nanak Institute of Pharmacy, Guru Nanak Institute of PGD Studies, Panineeya Institute of Dental Sciences and Guru Nanak Engineering & Technology in Nagpur.



# INTRODUCTION TO THE GNI GROUP & GBS

## GNITC

### Guru Nanak Institutions Technical Campus

GBS, School of Business studies is a premium venture of Guru Nanak Institutions (GNI), an education conglomerate located in heart of Hyderabad. GNI is nearly a two-decade old educational venture of Sardar Tavinder Singh Kohli, an Entrepreneur and a philanthropist. GNI was founded in 2001 and today it offers courses in Engineering, dental, Pharmacy, Aeronautical sciences, Computer Applications and Management. It has a work force of nearly 300 employees spread across a sprawling 34-acre campus located in Ibrahimpatnam (Ranga reddy Dist.), on the out skirts of Hyderabad.

GNI acquired the status of technical campus in 2015 and henceforth is called Guru Nanak Institutions Technical campus (GNITC). GNITC has School of Engineering, School of Pharmacy, School of Management studies, School of Computer Applications and school of Business Studies. GBS is a part of GNITC's School of Business studies. GNITC has an intake of over 1000 students in various courses that it offers. In the year 2016-17 GNITC was granted an autonomous technical campus status from the Universities Grants Commission (UGC).

## GBS

### School of Business studies

GBS, School of Business Studies started its operations from 2009 onward and has emerged as a pioneer in management education in South India. GBS is the first Business School in Hyderabad to launch triple specialization and has focused on sectoral aspect to functional areas. It has 32 sets of specializations from which students can pick up 3 specializations of their choice. The first would be Functional, second would be Sectoral and the 3rd is an inter disciplinary giving choice to the students to pick up papers from across the specializations.

GBS also offers placements across a wide spectrum and its primarily due to its variety of offering specializations. All this culminated in star placements where students go placed in a wide spectrum of companies that include sports marketing, event management, PR, investment banking and consulting firms.



## *Message from the VC*

An integrated approach to management education best equips a student to face the business challenges. Today, business education is as much a behavioral science as it is statistics and numbers. Cross pollination of ideas from subjects like Psychology, Finance, Marketing and others make the process of studying more intense and enriching, resulting in creating better professionals to handle real time scenarios. At GBS, the focus is not only on a generalist pattern of education but also about creating specialists who can play a pivotal role in building a company's growth chart when employed. Also, an industry-interface driven curriculum ensures that students at GBS are ready for employment in any sector. Quality takes paramount importance at GBS which is visible with the employment record of our students in top-notch companies.



**Shri. Gagandeep Singh Kohli**  
**Vice-Chairman**

## *Message from the DEAN*

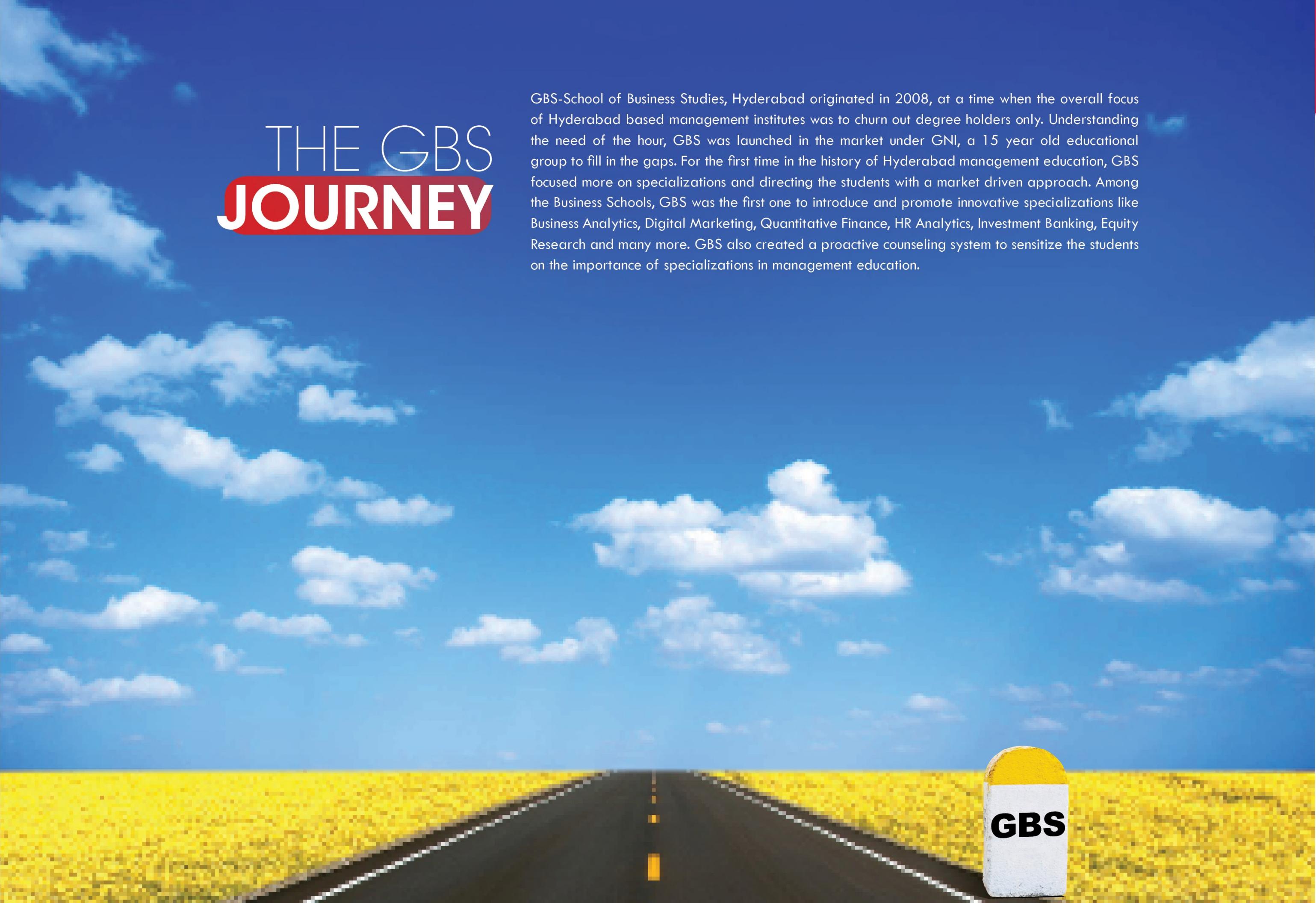
On behalf of the GBS family, I welcome you all to a Business Management Program which aims to be at the forefront of understanding the nature of business, professional policy and corporate practices. We also believe in creating and disseminating knowledge through research and learning that is distinctive; purposeful and transformational. We groom our students through informing, inspiring, promoting practices and policies that are value-creating, beneficial and sustainable. Our ultimate objective is to create managers who can act as responsible global citizens for the common good of business and society. Our continuous focus on quality, innovation in programme building and the value that we attach to the link between theory and real life have often resulted in giving us a stronghold among the Business Schools in a short period of time.



**Prof. Krishna Chandra Mishra**  
**Dean**

# THE GBS JOURNEY

GBS-School of Business Studies, Hyderabad originated in 2008, at a time when the overall focus of Hyderabad based management institutes was to churn out degree holders only. Understanding the need of the hour, GBS was launched in the market under GNI, a 15 year old educational group to fill in the gaps. For the first time in the history of Hyderabad management education, GBS focused more on specializations and directing the students with a market driven approach. Among the Business Schools, GBS was the first one to introduce and promote innovative specializations like Business Analytics, Digital Marketing, Quantitative Finance, HR Analytics, Investment Banking, Equity Research and many more. GBS also created a proactive counseling system to sensitize the students on the importance of specializations in management education.



**GBS**



# GBS PGDM

Full Time 2 Year Autonomous  
Management Program

Approved by AICTE  
Ministry of HRD, Govt. of India.

## PROGRAM HIGHLIGHTS

One of the few institutions to have a “Front Loaded” curriculum with complete analytics orientation with Business Analytics, Marketing Analytics, HR, Analytics, Quantitative Finance as part of the program.

- GBS PGDM is a Semester based program with 7 industry-based certifications for every student which ensures a high end qualitative placement.
- 360-degree treatment of specializations which equal focus on every sector.
- Subject based career option where each subject you read presents a different career opportunity for you.
- Institute supported guaranteed dual internship. The objective is to offer every student an opportunity to work with both Non-Profit and Profit oriented organizations.
- On-Line journals & On-Line supported learning supplementing classroom learning.

# OUR TEACHING & LEARNING METHODS

## APPLICATION BASED LEARNING

- Online Survey
- Simulation /Computer Simulation
- SEM Student Seminars
- Work Shops
- Problems
- Certification
- Academic Competition

## EXPERIENTIAL LEARNING

- Field Survey • Mini Project
- Case Study • Field Visit
- Focus Group Discussion
- Brain Storming
- Management Game
- SIP / WIP
- Dissertation



# OUR INTERNSHIP ASSOCIATES



# PGDM CURRICULUM

## SEMESTER-I

- Marketing in 21st Century
- Financial Markets and Institutions
- Human Capital Management in Business
- Logistics & Supply Chain Management
- Business Accounting, Analysis & Reporting
- Business Environment-I
- Professional Selling
- Business Psychology
- Image Management& Employability-I
- Excel for Managers

A student has to go through 39 papers spread across 4 semesters in his two-year PGDM Program. Of these 22 are Core Papers and 15 are specialization papers. Apart from that he/she will go through a major investigative project as a part of Course of Independent Study or CIS and a Capstone which is entirely activity based in the area of his functional Specialization.

## SEMESTER-II

- Business Law
- Image Management& Employability-II
- Organizational Behaviour
- Corporate Financial Management
- Information & Technology, Security & business Continuity
- Business Process & Operations Management
- Strategic Management
- Marketing Specialisation-I
- Marketing Specialisation-II
- Finance Specialisation-I
- Finance Specialisation-II
- HR Specialisation-I
- HR Specialisation-II
- Supply Chain Specialisation-I
- Supply Chain Specialisation-II

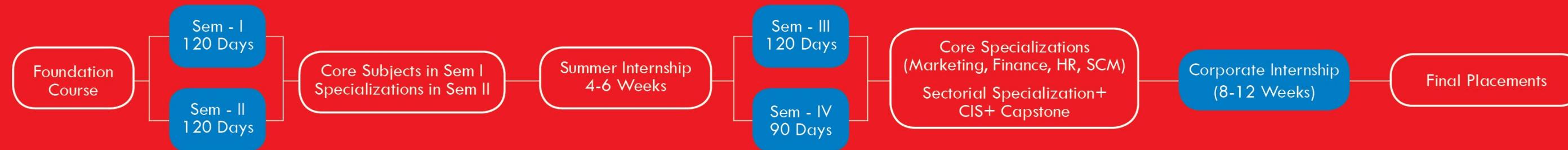
## SEMESTER-III

- Business Environment-II
- Buying Behaviour & Market Research
- Business Research & Decision Making
- Entrepreneurship
- Marketing Specialisation-III
- Marketing Specialisation-IV
- Finance Specialisation-III
- Finance Specialisation-IV
- HR Specialisation-III
- HR Specialisation-IV
- Supply Chain Specialisation-III
- Supply Chain Specialisation-IV
- Sectoral Finance-III
- Sectoral Finance-IV
- Sectoral-Marketing-III
- Sectoral-Marketing-IV
- Sectoral-HR-III
- Sectoral-HR-IV
- Sectoral-SCM-III
- Sectoral-SCM-IV

## SEMESTER-IV

- Vedic Management
- Business Analytics& Data Science
- Marketing Specialisation-V
- Marketing Specialisation-VI
- Finance Specialisation-V
- Finance Specialisation-VI
- HR Specialisation-V
- HR Specialisation-VI
- Supply Chain Specialisation-V
- Supply Chain Specialisation-VI
- Sectoral Finance
- Sectoral-Marketing
- Sectoral-HR
- Sectoral-SCM
- Capstone-Marketing
- Capstone-Finance
- Capstone-HR
- Capstone-Supply Chain
- Course of Independent Studies

## PROGRAMME PATH



## MANDATORY SPECIALIZATIONS



Marketing



Finance



Human Resource Management



Operation & Supply Chain

## SECTOR SPECIFIC SPECIALIZATIONS



Media



Hospitality Management



Retail Business



Digital Business



Investment Banking



Equity Research



Risk Management



Sectoral Finance



Health Care Management



Public Relations



Media Planning



International Business

# CERTIFICATION COURSES

As a part of the PGDM program, GBS offers a range of certification courses of different durations and involvements by the students. They are aimed at giving industry critical skills and exposure to the students to improve employability. These certifications are sector specific and specialization oriented in terms of its relevance. All these certifications are done with the help of competent outsourced professionals and training organizations.



## An indicative list of certification courses.

Business Analytics	Event management	HR Analytics
Image management	Sports marketing	Entrepreneurship
Emotional Intelligence	Equity Derivatives	Leadership Training
Personality Development	Currency Derivatives	Marketing Analytics
Copy Writing	Investment Banking	Project Management

**From all the above 13 certification courses, a student can choose any 2 of his/her choice.**

# INDUSTRY VISIT

HYDERABAD



MUMBAI



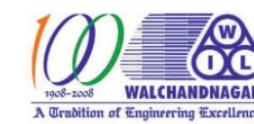
Whistling Woods  
International

INSTITUTE OF FILM, COMMUNICATION & MEDIA ARTS

PUNE



Mercedes-Benz



GOA



PYRO ELECTRIC®  
*We sense it the best*

CHENNAI



VIZAG



MANGALORE

Mysore  
Sandal

KAKINADA



RAJAHMUNDRI





## Parampara

We at GBS strongly emphasize on overall development and enrichment of personality of our students. To ensure that each student is able to showcase his strengths and abilities and improve upon his shortcomings, we have designed this program. It helps the student not only to hone skills which are not necessarily academic in nature, but also keep him/ her rooted to his cultural values.

## Fresher's welcome party - Udaya

Since the fresher's batch would be seeing a new period in their life on joining GBS, we would welcome them warmly and wish them all the luck for this new journey.

## Annual Day Celebration - Oorja

This will be a big event organized by the students and for the students. A kaleidoscope of events encompassing all creative areas will be organized and other B-schools will also be invited for these events. Competitions of different categories will be conducted.

## Farewell party for the passing batch - Kshitij

On leaving GBS, the senior PGDM batch will be seeing a new horizon in their life in the corporate. To wish them all the best, we will be sending them off with a night to remember.

## Foundation's Day Celebration - Neev

GBS Foundation Day will be celebrated in the campus and we will take up a cause to mark this occasion.



# OUR RECRUITERS

