

www.gniotmba.net



GREATER NOIDA INSTITUTE OF TECHNOLOGY MBA INSTITUTE

(Approved by AICTE, Ministry of Education, Govt. of India & Affiliated to AKTU, Lucknow)

TRANSFORMING

STUDENTS

INDUSTRY

SKILLS



MBA



Reverence to our Founder Chairman



Late Shri Krishan Lal Gupta

Founder, Chairman
GNIOT Group of Institutions



VISION

Our vision is that India's future should be both comprehensive and harmonious. It must encompass all the myriad aspects that constitute the life of the country and its people. We must be able to awaken a greater awareness of the cultural and spiritual strengths-which formed the bedrock of our past achievements and should form the foundation of our future accomplishments. We must be able to give rise to an unswerving confidence and a complete reliance of one's own capacity and an unshakable determination to realize the full potential.

MISSION

To serve the society and enhance the quality of life through excellence and leadership in professionally relevant education, as an academic community which is outward looking and committed to innovation and life long learning.



MESSAGE FROM THE **CHAIRMAN**



“We have always dreamt of empowering society with enlightened, skillful, and socially relevant citizens, which can be possible only by educating the masses...”

We firmly believe that the harmonious development of society can be achieved by the enlightenment of the individual heart, mind, and soul. This has become a prerequisite in today's fast-changing world where material gains have out-placed basic human values. I am of the firm opinion that education as a powerful instrument of socio-economic change can transform the attitude, thinking, and lifestyle of people. Education enables flexible thinking and better decision-making capabilities in individuals.

We have always dreamt of empowering society with enlightened, skillful, and socially relevant citizens, which can be possible only by educating the masses. As such, we initiated this benign task of reconstructing the social order by providing educational establishments, thus contributing to the development of the nation in our humble way.

GNIOT Group of Institutions, has taken the task of developing human capital in tune with the requirements of industry and society by integrating the basic principles of Right Philosophy, Right Knowledge, and Right Conduct in its policies and programs.

I extend my best wishes to all the aspirants and assure you that under the mentorship of the dedicated faculties of this prestigious organization, they shall be able to take full advantage of the opportunities offered to them.

I wish my students all the best.

Dr. Rajesh Kumar Gupta
Chairman
GNIOT Group of Institutions

MESSAGE FROM THE

VICE-CHAIRMAN



"We ensure that the students at GNIOT MBA Institute receive high-quality education and training in a congenial atmosphere..."

GNIOT MBA Institute is beyond providing a sound education, we wish to provide our students with a holistic learning experience for life. We are conscious of the changing needs of society, hence we shall emphasize imparting education and training to our students beyond the prescribed syllabus to make them responsible & disciplined citizens to serve the society. Students, you are about to cross a bridge in your life because college education is a turning point, the hard work of today is the triumph of the future. The time and effort you spend today are the deciding factors of your later years.

As an established and highly esteemed institution, we maintain the utmost academic standard, incorporated with the conduct of discipline, thereby achieving a remarkable and excellent percentage of results. We firmly believe that education is the key to a nation's progress with this; we will take it as our bounded duty to provide the best academic training a student can get. The institution endeavors to comfort the students with all the necessary knowledge and skills to become truly successful in their chosen fields. We will support students in achieving those golden ambitions and also ensure that their stay in college is meaningful and fruitful as well.

As the vice chairman of this institution, I anticipate the full participation and cooperation of the students and parents to make it possible for us to transform those dreams into reality.

We hope earnestly that the aspirants of Master of Business Administration and Integrated MBA, will find here opportunities and after graduation would be leaders in their respective fields.

Mr. Gaurav Gupta

Vice Chairman

GNIOT Group of Institutions

MESSAGE FROM THE **DIRECTOR**

India's management education is undergoing significant change. The competitive employment market is on the hunt for managerial talent with cutting-edge knowledge, skills, and competencies. Globally, management education is undergoing emergency revamp in terms of its structure, subject matter, and method of delivery due to the current fast changes in technology, connectivity, digitization, environment and situations like pandemic etc. GNIOT MBA Institute has been striving to excel in management education based on simple philosophy: Hire brilliant minds, Create the right atmosphere for students to flourish and then Step back to observe them grow into world-class leaders!

With a proud 22-years of Legacy, GNIOT MBA Institute, Greater Noida is acknowledged as one of the top institutions in the region for excellence in higher education offering a premier degree of Masters in Business Administration (MBA) after graduation with various specializations and Five-Year Integrated MBA Program after high school. Our courses are approved by All India Council for Technical Education (AICTE) and are affiliated to Dr. APJ Abdul Kalam Technical University (AKTU), Lucknow.; with consistently impressive rankings, and the success of our students in the business world as evidenced by exceptional national and international placements, are testimony to our dedication to excellence in management education. Today's business environment is full of uncertainties and complex than ever before. Business executives must think creatively and act smartly to respond to the increasingly complex issues they face in order to establish and maintain a competitive advantage. The modern manager must be able to adjust quickly to turbulence that is unavoidable and exude confidence in his/her strategic thinking & execution. GNIOT MBA Institute, is an educational institution, is aware of its responsibility to nurture the next generation of Indians, who will be largely responsible for advancing India's economic development and progress. With the goal of "Building Professionals, Building Nation," we are dedicated to provide students with an excellent education and all-round development based on moral principles and environmentally conscious.

In order to enhance our academic achievement index, we at GNIOT MBA Institute, Greater Noida recognize that it is our highest responsibility as a learning organisation to continuously transform our instructional techniques and foster innovation. We welcome all budding young managers to come here to set out on a fruitful path of excellence and guide you to future fame, glory, and prosperity.

Prof. (Dr.) Anshul Sharma

Director
GNIOT MBA INSTITUTE

***"Education is the Most
Powerful Weapon Which you
can Use to Change the World"***

- A.P.J Abdul Kalam



AWARDS & ACCOLADES

GNIOT IN

09^{TOP} PVT ENGG.

COLLEGE IN DELHI NCR

RANKED BY

THE WEEK

GNIOT GR.NOIDA

GNIOT RANKED

AAA INDIA'S BEST CNBC COLLEGES 2020

IN THE LIST OF THE BEST ENGINEERING INSTITUTIONS

RANKED BY

CAREERS 360

GNIOT GR.NOIDA

RATING

AA⁺

IN THE BEST

B-SCHOOL

RANKED BY

CAREERS 360

GNIOT GR.NOIDA

BEST MANAGEMENT INSTITUTE IN NORTH INDIA FOR INDUSTRY INTERFACE
by Rashtriya Shiksha Gaurav Puraskar Ceremony on 2022

NATIONAL EDUCATION EXCELLENCE AWARD IN NATIONAL BUSINESS SUMMIT & AWARDS
by National Business Summit & Awards on 2022

CSR EXCELLENCE IN EDUCATION AWARD
by CSR on 2022

A+ CATEGORY AND RANKED 36TH IN THE B-SCHOOL SURVEY
by Chronicle (All India B-School Survey) on 2022

TOP PRIVATE INSTITUTE IN NORTH INDIA (UNDER ENGINEERING CATEGORY)
by Jagran Josh by Jagran Josh on 2022

INDIA'S TOP 100 B-SCHOOLS (RANK-92)
by Times of India on 2021

INDIA'S TOP PRIVATE INSTITUTIONS (RANK-73)
by Times of India on 2020

INDIA'S TOP B SCHOOL OF EXCELLENCE (RANK-10)
by CSR-GHRDC B School on 2020



ABOUT GNIOT GROUP OF INSTITUTIONS

Over the years, since its initiation in 2001, The GNIOT Group of Institutions have carved a niche for itself in the arena of imparting Engineering and Management Education to a number of aspirants. The GNIOT Group of Institutions from its inception years have given huge impetus to diverse learning environment including research and innovation. The prime aim is to groom the students into technically sound and ethical leaders. The GNIOT Group of Institutions was founded by Honorable Late Sri Krishan Lal Gupta (Founder Chairman) under the aegis of Shri Ram Educational Trust in 2001. It comprises three wings : GNIOT for Technical Education, GIPS for BBA, BCA, B.Sc. (Computer Science), B. Com (H, GIMS for Post Graduate Management Education (PGDM) and GNIOT MBA Institute for Management Education. The GNIOT Group of Institutions are affiliated to AKTU, Lucknow and CCSU, Meerut. They have highly qualified and industry experienced Board of Management. The GNIOT Group of Institutions feel proud in placing on records world class infrastructure, with high-tech amenities and highly qualified, experienced and dedicated team of faculty members to teach and groom the students.

ABOUT GNIOT MBA INSTITUTE



Since 2001, for the past 22 years, GNIOT MBA Institute has been at the forefront of providing top-quality business education to students. With a diverse range of programs that cover the spectrum of business management, it has established itself as one of the premier Institute. The MBA and IMBA programs offer a transformative educational experience that combines academic excellence, practical industry exposure, and personal development. GNIOT MBA Institute is committed to produce socially responsible, ethically conscious, and globally aware leaders who can navigate the challenges of the business world while making a positive impact on society.



Why MBA/IMBA FROM GNIOT MBA INSTITUTE?

- **Top-10 ranked private Institute of Management**
- **Recipient of several prestigious Awards and Accreditations**
- **Innovative Teaching Methods for Analytical and Problem-Solving Skills**
- **Academia-Industry interface with 1500+ corporate leaders**
- **25,000 on-campus placements and counting (with few students having multiple offers)**
- **Scholarships for Brilliant students**
- **Career Development Initiatives and Activities**
- **Majority of faculty with Ph.D. from reputed Universities**
- **Value Added courses**
- **Excellent placement record in all programs**





GNIOT MBA INSTITUTE'S

UNIQUE OFFERINGS

WORLD-CLASS INFRASTRUCTURE

- Student Friendly Campus centrally located in Greater Noida Educational Hub
- A comprehensive Library with a warm ambience and broad collection of information sources which include: Latest editions of all Books, Print-Journals, Magazines, Newspapers, E-Journals, E-Thesis & Dissertations from top universities of the world, E-Books and Bound Volumes
- Smart Classes with cutting-edge technology
- Well Equipped Computer Labs
- Conference Halls & Auditorium
- Portable VSAT Multimedia Classrooms with Web 2.0
- CCTV cameras for surveillance and safety
- Separate Hostels for both Boys and Girls
- Cafeteria and Food Court
- Advanced In-door & Out-door Sports Facility
- Wi-Fi enabled Campus with 24*7 Water and Electric Supply
- Transport Facility for students and staff

INDUSTRY-ORIENTED CURRICULUM

Developed in extensive consultation with leading corporate leaders, the programs offered gives relevant inputs to students to meet the industry requirement and sharpen their analytical and theoretical skills. This further acquaints them with the core academic concepts along with ground realities and specifications of core industrial concepts.

CLUBS

The Clubs of GNIOT MBA Institute make students socially responsible and updated with latest in technology and academia. These include:

- Social Club
- IT Club
- Cultural Club
- Sports Club
- HR Club
- Marketing Club
- Finance Club

Initiatives through these platforms open avenues for students to gain competencies which enable them to explore, innovate and contribute to the society at large. These Clubs cultivate the intellect of the students. They also give space to create new ideas that shape tomorrow's world and have an impact on the society. Students have privileged access to this knowledge and are able to discuss and brainstorm in an inspiring and learning environment.

PLACEMENT

The current job market is highly competitive and a postgraduate degree can facilitate career with unmatched global experience and opportunities. The programs offered have been designed for professionals looking to develop successful careers in respective specializations. GNIOT MBA INSTITUTE is successful in placing the graduating students every year in reputed organizations such as Amazon, Wipro, Infosys, Genpact, ICICI Bank, Axis Bank, HDFC, Flipkart, KPMG etc.

LEARNING BEYOND CLASSROOM

The 2-year MBA program enables students to imbibe a holistic approach to augment their learning outside the classroom. The cohesive group of students ensure that the process of learning in a group is effective. Students engage in Club Activities to pursue their interests and, more importantly, to nurture their intellectual and emotional growth as individuals. The students are solely responsible for organizing a wide range of social events, such as:

- Fresher's Party
- Field Trips
- Farewell
- Nukkad Natak
- Skits
- Group Dance
- Rangoli making
- Club activities
- Flipped classes
- Debates
- Quiz competitions

The events are organized at departmental and inter-departmental levels which further gives a more vivid exposure to the students in their holistic development.

MBA & IMBA COURSE

Highlights

The MBA Program is a two-year full-time program approved by the All India Council of Technical Education (AICTE). It is equivalent to an MBA/IMBA degree recognized by the Association of Indian Universities (AIU) and accredited by the National Board of Accreditation (NBA). In today's complex business landscape, leaders must possess creative thinking and strategic agility to gain and sustain a competitive advantage. The programs focus on developing capable managerial professionals for the industry who are prepared to tackle the ever-evolving corporate environment.

MBA curriculum offers a unique blend of strategic thinking and practical approach, with a three-dimensional focus on:

- Academic Excellence
- Effective Corporate Interface
- Multi-dimensional Individual Development

The IMBA Program builds upon the academic precision and rigorous training of a regular MBA, while placing a stronger emphasis on global business management practices and culture. The IMBA program has been meticulously designed to produce exceptional performers and outstanding leaders on a global scale. The curriculum is specifically tailored to meet the demands of the global marketplace, providing the students with economically viable job opportunities and successful careers.

The program begins with a comprehensive business management education at the undergraduate level, ensuring that students develop a holistic understanding of management principles and practices that meet both national and international standards. Institute cultivates essential skills such as problem-solving, critical thinking, cultural intelligence, and experiential learning, equipping the students with the tools they need to excel in a dynamic business environment. Additionally, the Institute foster a learning culture that embraces technological interventions, preparing the students to thrive in a digital era.

PROGRAM

OBJECTIVES

MBA & IMBA

- To build awareness about the socio-economic environment at national & international front and its implications on business.
- To hone analytical and problem-solving skills using modern day management tools to enhance decision making capabilities.
- To impart state-of-art skills and knowledge in functional areas of management with the objective of preparing students for cross-functional positions in Industry.
- To develop the student's personality integrated with strong values and positive attitude so as to be receptive to societal concerns and ethical conduct.
- To expose the students to Global Industrial Environment by sending them for internships to various industries apart from industrial visits and expert lectures.
- To provide additional certificate courses to meet the dynamic challenges of the modern organizations.





CAREER OPTIONS

- Management Analyst/Consultant
- Data Analyst
- Business Development Officer
- Business Intelligence Analyst
- Program and Marketing Managers
- Big Data Analytics Specialist
- Operations Manager
- Market Research Analyst
- Marketing Manager
- Brand Manager
- Product Manager
- Sales Manager
- Human Resource Manager
- Finance Manager
- Stock Analyst Manager

SPECIALIZATIONS OFFERED

- FINANCE
- HUMAN RESOURCE
- INFORMATION TECHNOLOGY
- INTERNATIONAL BUSINESS
- MARKETING • OPERATIONS



CERTIFICATION COURSES

SEMESTER I

Certification Courses

- Corporate Readiness & Soft Skill Training
- Aptitude Training
- Life Skills Training
- Business Communication Certification

SEMESTER II

Certification Courses

- Advanced Excel Certification
- Sales Leadership Professional (CSLP) Certification
- HR Payroll & Statutory Compliance Certification
- HR Recruitment & HR Analytics Certification
- International Business & Documentation Certification
- Presentation Based Case Studies Certification

SEMESTER III

Certification Courses

- Certificate In Corporate Etiquette
- Data Analysis with R Certification
- Data Analysis Using Python Certification
- Financial Modeling & Valuation Analyst (FMVA) Certification
- Certificate Program in Financial Derivatives

SEMESTER IV

Certification Courses

- Project Management Professional Certification
- Business Analytics Certification
- Certificate Program in Operations Management
- Capital & Derivative Analysis Certification

ELIGIBILITY CRITERIA

Programmes affiliated to Dr. A. P. J. Abdul Kalam Technical University, Lucknow, U.P.
(For further details or update refer www.aicte-india.org/ / www.aktu.ac.in/ / upsee.nic.in/)

Course	Duration	Eligibility
MBA	2-Years	The student must have passed Bachelor Degree of minimum three years duration with 50% (45% for SC/ST).
MBA (Business Analytics)		
MBA (Healthcare and Hospital Management)		
MBA (Integrated)	5-Years	The student must have passed the 10+2 examination with a minimum aggregate of 45% from any stream.



MBA IN BUSINESS ANALYTICS

HIGHLIGHTS

The MBA in Business Analytics or MBA (BA) is a multi-disciplinary program intended to equip students with analytical tools and methodologies to solve business and social problems. During the program the students will be given inputs in management disciplines and will be provided rigorous theoretical and practical training on Data Management, Programming, Statistics, Machine Learning, Artificial Intelligence, Business Applications etc. This would help them learn to identify patterns, gain insights, develop business strategies and make better decisions, with application of analytics across different functional areas of management.

PROGRAM OBJECTIVES

- Integrated view of Management and Analytics.
- Focus on problem solving and decision-making using analytics across various functional areas of management in different domains.



CAREER OPTIONS

- Chief Data Officer (CDO)
- Data Scientist
- Analytics Consultant
- Data Analyst
- Market Research Analyst
- Operations Analyst
- Data Quality Analyst
- Business Analyst
- Functional Analyst
- Operations Manager
- Marketing Manager
- Data Science Manager
- Business Intelligence (BI) Manager
- Consultant
- Entrepreneur





MBA IN HEALTHCARE & HOSPITAL MANAGEMENT



HIGHLIGHTS

The Indian healthcare industry has grown to be one of the country's most important economic sectors in terms of both employment and revenue. The new growth spurt is propelled by the creation of hybrid business models, fresh business models centred on the core, and changes in public health and policy. The fusion of conventional and technological industries, as well as new firms centred on virtual first health and data, has also contributed to this acceleration. Omni channel healthcare delivery, telemedicine, artificial intelligence-assisted diagnosis, rising demand for high-quality healthcare services, efforts to create a cyber-secure ecosystem, and expanding insurance coverage are some of the key trends that will influence the healthcare system in the years to come.

PROGRAM OBJECTIVES

- To provide an understanding of the problems that healthcare systems encounter as well as the knowledge and abilities needed to ensure that it runs well.
- To understand the entire operations of the healthcare establishments so that they can manage the operations with the available resources without any glitch.

CAREER OPTIONS

- Floor Manager
- Hospital Operation Manager
- Front Office Manager
- Facility Manager
- Patient Care Services Manager
- Human Resource Executive
- Hospital Project Consultant
- Quality Manager
- Purchase & Supply chain Manager
- Project manager in Government health Programme
- Hospital Marketing Manager
- Pharmaceutical Manager
- Centre Head and Clinic Manager
- Claim Manager
- Medical Practice Manager





GNIOT MBA INSTITUTE | FACULTY

GNIOT MBA Institute has a team of experienced and enthusiastic faculty members from reputed universities. The devoted team grooms the students into intellectually strong and ethically sound leaders. Apart from teaching, the faculty also plays the role of mentor. All aspects of students, academics, research, mental and physical well-being, are continuously monitored for their growth and development. With an untiring dedication towards their profession, the faculty members leave no stone unturned in transforming every student into a performer. The Institute gives highest priority to continuous development of the faculty members for research by sending them for conferences and seminars. Various collaborations with industry and academia helps them to be updated and agile. They are instrumental in hosting several seminars, conferences and workshops.



INDUSTRIAL VISITS



GNIoT PLACEMENTS

Breakthrough

Group placements in
International Companies

“A conscientious journey towards success.”



Placed at a magnificent package

₹27.61 LPA | ₹70.00 LPA | ₹23.31 LPA



DHAIRYA SAIGAL
SERVA EDUCATION



NAUSHAD AHMED
NJ INDIA INVEST



MANVI
PAPERPEDIA



VISHAL RAJPUT
HDFC LIFE



SHIVAM TOMAR
EXTRAMARKS



SURAJ KUMAR
KAMDHENU GROUP



SATYAM GUPTA
GENPACT



SATYAM MISHRA
BANDHAN BANK



PRATEEKSHA SINGH
HIKE



SHIVANGNA RATHOD
TATA AIG



GOPAL KUMAR
SBI LIFE INSURANCE



ABHISHEK KUMAR SINGH
HDFC LIFE



POOJA SHARMA
GENPACT



AYUSHI SRIVASTAVA
ICICI BANK



SHRIANSHI MISHRA
PAPERPEDIA

many more...

OUR TOP RECRUITERS

	 SBI Life Apne liye. Apno ke liye.				
					
					
					
					
					
					
					
					

many more...

TRANSPARENT
STUDENT
INTO INDUSTRY
READY PROFESSIONALS

EXTRA-CURRICULAR ACTIVITIES:

- Debate Competition
- Business Planning
- Photography
- Nukkad Natak
- Skits
- Group Dance
- Rangoli Making
- Tree Plantation
- Poster Making
- Selfie Booth
- Blood Donation Camp



CO-CURRICULAR ACTIVITIES:

- FDPs • MDPs • WORKSHOPS (New Education Policy; Cyber Security; Process Design; Financial Education, etc.)



CO-SCHOLASTIC ACTIVITIES @ GNIOT MBA INSTITUTE



GNIOT IS ORGANIZING
A GUEST LECTURE on
SUCCESS WELLNESS MEDITATION
 "Wellness encompasses a healthy body, a sound mind, and a tranquil spirit. Enjoy the journey as you strive for wellness."
Mr. Poorvesh Thakkar
 CEO, Thakkar Developers, TX, USA
 Tuesday 02nd May, 2023
 11:00 AM onwards
 Ground Floor, Seminar Hall



GNIOT IS ORGANIZING
"DISHA BODH"
 How to select the Specialization?
 Dr. Nikin Aggarwal, Manager HR, P&G
 Dr. Ashutosh Agrawal, Director, CQS College of Higher Studies, Delhi
 Dr. Ripu Daman Gaur, Professor Marketing, GIBSAT

GNIOT IS ORGANIZING
International Guest Lecture Series
 For All MBA Students
"Industry Expectations From MBA Graduates"
 04th, December, 2022
 Dr. Amitabh Shrivastava

GNIOT IS ORGANIZING
INTERACTIVE SESSION WITH MBA STUDENTS (BATCH 2022-24)
"Drishti"
 Looking towards a New path in Professional Management Education
 Prof. Brij Bhusal, Management Educator, Brij Bhusal Group of Institutions, Jaipur
 Manish Kr. Agrawal, Regional Manager, Brij Bhusal Group of Institutions, Jaipur
 MODERATOR: Prof. PRAVEEN RAJPAL



GNIOT IS ORGANIZING
A Workshop on
CYBER SECURITY
 Cyber Security Awareness is a way of Life...
 Dr. Anurag Prasad, Director, I.T.S. School of Management, Greater Noida



GNIOT IS ORGANIZING
POSTER MAKING COMPETITION & PLANTATION DRIVE
OR
EARTH DAY
 No One Owns The Earth. Earth Day, Everyday.
 21st April, 2023



GNIOT IS ORGANIZING
International Guest Lecture Series
 For All MBA Students
"Industry Expectations From MBA Graduates"
 Dr. Amitabh Shrivastava, Director, I.T.S. School of Management, Greater Noida
 04th, December, 2022, Tuesday
 11:00 AM onwards
 Venue: Seminar Hall, First Floor, GNIOT

Life@ GNIOT MBA INSTITUTE



**Create
Professional
Leaders**



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VISIT US ON -