

Launching Careers Proudly



Aryan Singh



Isha Pandey

99acres



Pritam Biswas



Samridhi Agrawal



Sejal Dwivedi



Sushant Bhattarai



Utkarsh Nigam



Vishwas Saraswat



and many more...



Campus:

17km Stone, NH-19, Mathura -Delhi Road,
P.O. Chaumuhan, Mathura-281406 (U.P.) India



+91-9027068068



www.gla.ac.in

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GLA
UNIVERSITY

Recognised by UGC Under Section 2(f) & 12B Status

Accredited with **A+** Grade by **NAAC**

Mathura | Greater Noida

**INSTITUTE OF
BUSINESS
MANAGEMENT**



PAVE YOUR WAY FROM
CLASSROOM TO BOARDROOM
WITH
**MASTER OF BUSINESS ADMINISTRATION (MBA)
DUAL SPECIALIZATION**

2-Year Full-Time Post-Graduate Program in Business Administration.

GLA University

Established in 2010 under "The GLAU Act 2010" by the Uttar Pradesh State Legislature, GLA University (GLAU) is dedicated to providing affordable, holistic education. Our commitment lies in equipping students with industry-ready knowledge and skills. As a government-recognized Private State University, GLAU holds the authority to confer degrees under Sections 2(f) and 12(B) of the UGC Act, 1956. Nestled in the sacred city of Mathura, just 150 kilometers from New Delhi, GLA University is more than an educational institution; it's a catalyst for positive societal change. Our programs span diverse disciplines, including Management, Pharmacy, Law, Education, Applied Sciences, Humanities, Bio-technology, and Engineering Technology. Accredited with NAAC Grade A+, our programs are recognized by the University Grants Commission, ensuring quality education and global competitiveness.

The Institute of Business Management (IBM) is a business school of the GLA University, having a distinct identity from the other schools of the University. At IBM, we uphold a separate mission focused solely on delivering quality education in Business Management. Offering undergraduate, postgraduate, and doctoral programs, our tailored curricula cater to varied learning and career aspirations, aligning with evolving industry demands. We boast strong industry associations and collaborations with organizations like the Confederation of Indian Industry (CII), All-India Management Association (AIMA), and NHRDN, and knowledge partners such as Safeducate, Bombay Stock Exchange Institute, Institute of Analytics (UK), ISDC staying ahead of the curve in understanding market dynamics and expectations.



ABOUT MBA PROGRAM

The MBA program offered by Institute of Business Management (IBM) at GLA University is a 2-year full-time management program allowing students for dual specializations, meticulously crafted for students aspiring for careers in leading corporates and business houses. Moreover, the program equips and mentors students for entrepreneurial ventures, envisioning to ride India's economic growth trajectory in the upcoming decades.

This program curriculum prioritizes the holistic development of students, fostering leadership, analytical finesse, critical thinking, and decisive aptitude. Delving into an array of domains such as Finance, Marketing, Operations Management, Logistics and Supply Chain, International Business, Business Analytics, and Human Resource Management, the program offers a comprehensive understanding of the multifaceted business realm. Through immersive learning experiences including case studies, management simulations, industry internship and real-world projects, students gain practical insights, enabling them to seamlessly apply conceptual knowledge to real-world business scenarios.

Students benefit from industry internships, cocurricular and extracurricular activities, including participation in various club activities, conferences, seminars, industry excursions, exposure trips, and national or international immersion programs organized by the institute. Financial support is provided to encourage academic research, presentation of work in conferences and seminars, and publication in reputable academic journals. A special emphasis is placed on developing communication and negotiation skills, alongside fostering teamwork and decision-making abilities. The program offers excellent networking opportunities for students to connect with industry professionals, alumni, and peers through networking events, guest lectures, and career workshops.

***A comprehensive understanding
of the multifaceted
business realm.***



Program Highlights of MBA

- Curriculum with Global Outlook
- Case-Based Learning featuring Harvard Business Review cases from Harvard Business Publishing Education (with a licensed subscription for each student)
- Technology-Driven Approach for enhanced learning experiences
- Industry-Focused Courses aligned with market needs
- Corporate Exposure through industry visits
- Experiential Learning via simulations and capstone projects in collaboration with Cesim Business Simulations, Finland (with a licensed subscription for each student)
- Industry Internships for practical application of knowledge
- Expert Insights through guest lectures and workshops
- Research & Innovation opportunities for academic and industry collaboration
- Job-Oriented Certifications to enhance employability
- Comprehensive Placement Support for career advancement
- Special Capacity Building Workshops to develop essential managerial skills



MBA students can undertake various add-on certifications to enhance their skills and employability. Some recommended certifications include:

1. Various online courses through NPTEL, SWAYAM PRABHA, Coursera, NISM relevant to Indian financial Markets.
2. Advance Excel Certifications
3. Project Management Professional (PMP)
4. Six Sigma Lean Management
5. Human Resources Certification (PHR/SPHR)
6. SAP University Alliances Program

These add-on certifications empower MBA graduates to expand their skill set, boost their competitiveness in the job market, and unlock exciting new career opportunities.

Our Knowledge Partners



Career Prospects

Management graduates with an MBA degree have a wide range of career prospects across various industries. Some of the career options include:

1. **Marketing Management:** Graduates in marketing management can pursue careers as Marketing Managers, Brand Managers, Product Managers, Digital Marketing Managers, etc., focusing on developing marketing strategies, brand promotion, and customer engagement.
2. **Finance:** Graduates with a finance specialization can explore roles such as Financial Analysts, Finance Managers, Investment Analysts, etc., involving financial planning, analysis, and management.
3. **Operations Management:** Opportunities exist as Operations Managers, Supply Chain Managers, Production Managers, etc., where graduates oversee efficient business operations, streamline processes, and manage resources effectively.
4. **Human Resource Management:** Graduates specializing in HR can pursue careers as HR Managers, Talent Acquisition Specialists, Training and Development Managers, etc., focusing on talent management, employee relations, and organizational development.
5. **Business Analytics:** Roles such as Business Analyst, Data Analyst, Market Research Analyst, etc., are available for graduates with skills in data analysis, interpretation, and strategic decision-making.
6. **Supply Chain Management:** Careers in Supply Chain Management include roles such as Supply Chain Managers, Logistics Managers, Procurement Managers, etc., focusing on optimizing supply chain processes, managing inventory, and ensuring smooth logistics operations.

In addition to these, Management graduates can explore roles in:

Strategic Consulting | Corporate Leadership Positions | Project Management | Entrepreneurship

Prominent Recruiters



Who Can Apply?

We invite applications from candidates who have completed an undergraduate degree from a recognized university/institution with a minimum aggregate of 50%. Applicants will be evaluated based on their academic credentials and GLA Entrance Test Scores. Admission decisions consider academic achievements and the potential for contributing to the business management community.

Application Process

To apply for admission, please follow the steps outlined below:

1. Visit the following link or scan the provided QR code to access the complete admission procedure:
<https://www.gla.ac.in/admissions/procedure>
2. Register for the GLA Entrance Test by making the necessary payment of the test fee. Candidate clearing entrance test will be called for online/ in-person interview.
3. Upon selection, proceed to deposit the admission fee online to confirm your enrolment into the program.
4. Once admission is confirmed, you may proceed with bookings for hostel accommodation, mess facilities, or transport services as needed.



For any further assistance or inquiries regarding the application process, please refer to the provided link or QR code.

Explore our other post-graduate degree programs

- MBA (Hons.)
- MBA (Business Analytics)
- MBA (Logistics and Supply Chain Management)
- MBA (Financial Markets and Banking)

REGISTER ONLINE AT

<https://bit.ly/3Vuj7pl>



Explore our
Virtual Tour of IBM:

<https://bit.ly/4cjYHW8>

