

FACILITIES

Department of Management Studies is a part of 36 acres of visual grandeur with landscaped gardens, up-to-date architecture and the best on-campus facilities. The department offers learning and relaxation facilities in an inspiring environment. To support the academic pursuit, the department is well equipped with infrastructural facilities and academic resources. The department has spacious digital classrooms, well equipped with lecture halls, seminar halls, conference halls, a state-of-the-art computer centre, and one of the best management libraries of the region, with more than 5000 books, journals and magazines, an DELL 88/44 Computer Labs and a lavish auditorium that can seat more than 200 participants.

The campus also has residential accommodation for students. Major strength of the department is highly qualified faculty members, expert in their respective domain and having vast industry and academic experience. The academic component is delivered through different chairs of streams like Marketing Stream, Finance Streams and Human Resource Stream.



Corporate Interface Cell

Students are also offered opportunities of best placements. This is done by our proactive Corporate Interface Cell, which invites the premier companies of different sectors for training and placements. Corporate Interface allows students avenues for industry interactions. Every week speakers from reputed organizations visit our campus and provide insightful information to students regarding current business trends helping them develop into well rounded professionals.

Dr. Manish Kumar (MBA, MSc CS, MTech CS, PhD)

Professor Incharge Training and Placement, Department of Management Studies,
Mobile No. 9412348116 Email. Id. manishkumarbisht@geu.ac.in



Business Innovation Centre

Those students who are interested in setting up their own enterprises are offered the mentorship and guidance to fulfill their aspirations under DoMS, Business Innovation Center. A Business Innovation Cell was created to further strengthen the innovation efforts which not only includes inculcating innovation in teaching but work on various parameters with industry to not only bring new ideas in promoting innovation but create future ready innovating leaders. Presently BIC has four consultancy projects engaging students to start up innovation establishment. Business Innovation

Center and TBI(Technology Business Incubation) working together for over all entrepreneurial mentoring of students.

Business Innovation Center Consultancy Projects:



Onnies- Food and Beverage Startup



Fb group- more than 40,000 dentist and more than 100 dealers



Dentistry Ecommerce



www.hillbus.in

Tour and Operator based in Uttarakhand

Abhijeet Singh (IIM, IIT, Alumnus, Certified Business & Executive Coach)

Head, Business Innovation Center, Department of Management Studies

Mobile No. 8979623713 Email Id: abhijeetrpr@geu.ac.in



Research Cell

The Department of Management Studies has separate Research Cell to promote research culture within department. The Research Cell is aimed at enhancing the research capacity of faculty and students. Students at DoMS undergo thorough Research Method courses followed by a Dissertation and a Seminar Paper which are coordinated by the cell.

The Research Cell is also responsible for informing students about inter universities research opportunities and encouraging students to publish original work in leading journals and presenting at conferences. The cell also organizes Academic Writing workshops in order to hone writing and analytical skills of students. Moreover, the Cell also encourages faculty and students alike to take up research projects on contemporary local, national and international issues.

Dr. Sanjeev Kumar (M.Phil Stats, MSc Stats, MBA, MA Eco, DCA, UGC Net)

Head, Research Cell, Department of Management Studies

Mobile No. 8791020001 Email Id: sanjeevkumar5@geu.ac.in



Social Responsive Cell

HELPING HANDS Every organization has its mandatory functions clearly expressed and all the employees are expected to contribute to the goals of the organization through individual and combined efforts. People get so much involved in the course of their official obligations that many a time the obligations of the organization to the society in which it works are forgotten. Graphic era has come up with mandates for intellectuals to disburse their obligations towards the society. However, simply enacting laws cannot ensure affirmative changes in the society. Sensitizing people by making them responsible toward the needs of the fellow human beings in one's surrounding is the first step to achieve the objective of better tomorrow.

Realizing the above aspect, the Department of Management Studies established Social Responsive Cell (SRC) with the purpose to fulfill societal obligations towards its own people like staff and students as well as the community surrounding the campus and nearby places. The nature of its formation and its activities has been well thought out by the intellectuals of the Department. The goal of SRC is to respond to the needs of the society in its surroundings and implement sustainable drives. The persons contributing to the activities of the cell does so, on a purely voluntary basis without expecting any gainful returns.



THE UNTOLD STORIES

Stories Can Change The World

Somewhere along the way, we believe that all of us have stories, good or bad, happy or sad, highs or the lows, "the Yes or the Nos", the Selections & the Rejections.

We Humans search reasons to connect with our own kind these days. Quotes and short stories from each other's lives can really help us to learn and smile. We all have stories to tell. When we tell those stories, we become change artists. The very act of sharing our story changes the world and the people around us. Stories and all art forms compel us to explore, question, and reflect on long held and often erroneous beliefs.

Mr. Girish Lakhera/Mr. Nitin Mohan Arya

Head/Coordinator, Social Responsive Cell

Mobile No. 997964390/9999406841

Email Id: girishlakhera.mba@geu.ac.in/nitinmohan@geu.ac.in

Global Immersion Program

The students of MBA offered hands-on experience of international study culture and pedagogic practices through **Global Immersion Program** that enables them to visit and attend workshops, seminars and undertake internships in foreign universities and premier organizations abroad. Under this program the MBA students have visited countries like Singapore, Dubai, Malaysia etc

Foreign Collaboration

Graphic Era (Deemed to be) University signed MoUs with following universities:

- **College De Paris, France**
- **Rennes School of Business, France**
- **University of North Alabama, USA**
- **Arkansas State University, USA**
- **National University, USA**
- **Chatham University, USA**
- **Birmingham City University, UK**
- **Universidad Catolica San Antonio De Murcia (UCAM), Spain**
- **Hochschule Fulda - University of Applied Sciences, Germany**
- **Stenden University of Applied Sciences, Netherlands**
- **Taylor's University, Malaysia**
- **Galilee International Management Institute (GIMI), Israel**
- **Lyceum of the Philippines University, Philippines**
- **Mindanao State University, Iligan Institute of Technology, Philippines etc.**

The department also has international tie-up with College De Paris, France, California State University, San Bernandio (USA), University of Worcester (UK) and ICM (UK). The experts from many other foreign universities and organizations visit the department for guest lectures. 90 postgraduate students of management visited many industries in Malaysia and participated in various seminars and guest lectures by eminent scholars from academia and industry. This not only had given them exposure to global business practices but has opened their mind for possible career avenue in industry and academia abroad.

Management Students at Foreign Universities/Organizations

- **Global Immersion Programme at DUBAI and ABU DHABI, 2018**
- **Winter Internship at Hochschule Fulda, University of Applied Sciences, Germany**
- **Summer Internship at Hochschule Fulda, University of Applied Sciences, Germany**
- **Global Internship Programme at DUBAI, 2017**
- **Global Internship Programme at Nanyang Technological University (NTU), Singapore, 2016**
- **Global Immersion Program at Dubai, 2015**
- **Global Immersion Program at Singapore, 2014**

- **Global Immersion Program at Malaysia, 2013**

International Students at Department of Management Studies

- **Ms. Claire Porchet**, student of University Geneva, Switzerland has carried out an internship from 27th June 2017 to 02nd Aug 2017 at the Department of Management at Graphic Era University. She carried out the work entitled “Financial Literacy and Planning: How do professional Responds? (A study of University Professors and Students)” under the supervision of Prof. Narendra Singh Bohra.
- **Ms. Priya Mishra**, BBA student of Ritsumeikan Asia Pacific University, Japan completed her internship from 6th July to 15th of Sept. 2015 under the mentorship of Dr. Uday Khanna, Asst. Prof., Department of Management Studies. She carried out the work related to Developing a Social Market Model “Dev Mart” for the State of Uttarakhand, in collaboration with Industries Association of Uttarakhand.
- Graphic Era University welcomes international students **Ms. Mary Manong’a** Republic of Malawi (Africa). The university is proud of seeing the family grow in cultural diversity with the inclusion of Ms Manonga as a student in MBA programs. The student will add a new tinge of ethos, outlook and values by joining the existing pool of students from India and other parts of the world.
- Students from CSUB, California, came to Graphic Era University for their Summer Internship in the field of management. **Manpreet Kaur** and Ernesto De La Torre, were the undergraduate students who came into the University for pursuing their summer training into various aspects of management. They were exposed to both theoretical and practical dimensions of management by lectures and industrial visits.

Mr. Suchit Arora/Mr. Kartikeya Raina

Head/Coordinator, Global Immersion Program

Mobile No. 9760476220/9997331706

Email Id: internationalaffairs@geu.ac.in/kartikeyaraina@geu.ac.in