



**Graphic Era**  
Deemed to be University  
DEHRADUN

APPLY NOW



# DEPARTMENT OF COMMERCE

Programs Offered —

\* B.Com \* M.Com \* Ph.D

BROCHURE 2026-27

# About the University

## A Legacy of Excellence

Founded by Prof. (Dr.) Kamal Ghanshala with a vision to transform youth through quality education, Graphic Era began its journey in 1993 and evolved into Graphic Era Institute of Technology (GEIT) in 1997. In 2008, it was granted Deemed to be University status by the Government of India.

Today, Graphic Era stands as a NAAC 'A+' accredited university, ranked 52nd in Engineering, 52nd in Management, and 48th in the University Category by NIRF, Ministry of Education. With 6 NBA-accredited programs, the university fosters an industry-academia partnership through collaborations with Tata Technologies and IBM and hosts a DST-sponsored Technology Business Incubator for startups.

With global academic partnerships and student exchange programs across US, Europe, Australia, and Asia, Graphic Era provides a world-class learning experience. Its alumni shine at Apple, Google, Microsoft, HSBC, TCS, Wipro, Infosys, and the Indian Armed Forces, shaping the future with innovation and excellence.

**Be a part of this legacy!**



## Welcome to the Department

The Department of Commerce, established in 2014 at Graphic Era (Deemed to be University), has consistently upheld a reputation for academic excellence and has played a pivotal role in shaping successful commerce professionals. The department boasts a highly qualified and experienced faculty members dedicated to delivering quality education and fostering holistic development of the students. The Department of Commerce Offers Undergraduate, Postgraduate and Ph.D. programs in Commerce. The department is well-equipped with modern infrastructure to support effective teaching and learning. Students are benefitted from state-of-the-art IT resources and extensive library facilities that enhance their academic experience. In addition to its strong academic foundation, the department is actively engaged in high-quality research. It provides robust support for research activities, contributing significantly to the scholarly output of the university. Further, its commitment to global academic standards, the department has entered into MoUs with international and national institutes: ISDC, ACCA, Wiley, CMA, Miles Education, Bombay Stock Exchange and ICAI to offer programs that are increasingly sought after in the field of commerce and accountancy.

### Vision

To impart high quality education for producing highly talented commerce graduates and entrepreneurs with latest knowledge and ethical orientation to cater to industrial requirements and meet the expectations set by the society.

### Mission

- To impart education of the highest standards in the field of commerce using state of art facilities under dedicated guidance.
- To adopt an innovative approach in tackling simple to complex problems as individuals and as team members.
- To develop commerce graduates with a strong foundation who are adaptable and dynamic towards rapidly changing scenarios that emerge in modern workplaces.
- To produce socially responsible and ethical commerce graduates who are an asset to society.

# Key Facts & Achievements

## Rankings

**#48** University Category

**#52** Engineering Category

**#52** Management Category



Source: **NIRF 2025 Ranking**  
Ministry of Education,  
Govt. of India

**#41** Sustainability Rank in India

**#138** Southern Asia 2026

**Diamond**

I-Gauge Rating



**#02** in India for Research Quality

**#601-800**

World University Ranking



World University Rankings 2026

## Startups

**₹500+ Cr**

Valuation of Startup's

**100+**

Incubated Startups

**90+**

Startups Recognised

**1000+**

Interns Enrolled

**8000+**

Beneficiaries in 2025

## Accreditations

**NAAC A+**

Grade Accredited



Source: National Assessment & Accreditation Council (NAAC)

**UGC, AICTE, BCI, NMC, INC**

Programs approved by University Grants Commission (**UGC**), All India Council for Technical Education (**AICTE**), Bar Council of India (**BCI**), National Medical Commission (**NMC**), and Indian Nursing Council (**INC**)



**06 NBA**

Courses Accredited

The only University in the region to have **B.Tech (CSE, ECE, ME, CE, Biotechnology)** and **MBA** accredited by NBA



Source: National Board of Accreditation (**NBA**)

## Academic Snapshot

**900+** Distinguished Faculty Members

**14K+** Students

**22** Departments (8 Engineering & 14 Non-Engineering)

**100+** Programmes

## Research & Innovation

**Top 2%**

34 faculty members of Graphic Era University included in Stanford-Elsevier-list.

**₹2648.99 Lac**

Research Project Funding from leading government agencies including DST, DBT, SERB, CSIR, UCOST, MoEF&CC and ISRO.

**₹3472.17 Lac**

Consultancy Project Funding

**15500+**

Research Publications

**240+**

Patents Granted

**2100+**

Patents Published

# Programs Offered

## Under Graduate Programs

### B.Com (Honors)

Duration — 3 Years

### B.Com (Honors) Banking & Finance

Duration — 3 Years

### B.Com (Honors) Integrated with US CPA in Corporate Finance

Duration — 4 Years

### B.Com (Honors) Corporate Accounting & Financial Analysis with CMA, US

Duration — 4 Years

**Eligibility** — Class XII pass from any Indian Board / Equivalent Foreign Board in Commerce & Management.

### B.Com (Honors) with Research

Duration — 4 Years

### B.Com (Honors) Accounting, Auditing and Taxation

Duration — 3 Years

### B.Com (Honors) International Finance & Accounting with ACCA, UK

Duration — 3 Years

## M.Com Program

**Eligibility** — Bachelors degree in commerce/Business Administration/BA Economics or any bachelor degree who has Economics/Accountancy or Finance as a additional subject from a recognized university.

## PhD Program

**Eligibility** — Post Graduate in Commerce from any Indian or foreign University.

## Department Collaborations

Bombay Stock  
Exchange



B.Com / B.Com (Hons)  
Integrated with U.S. CPA in  
Corporate Finance with Institute  
of Management Accountants,  
USA

ICAI



Tally



# Career Paths

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## Finance and Accounting

- Accountant
- Tax Consultant
- Auditor
- Financial Analyst
- Budget Analyst

### Industries:

- Public Accounting Firms (e.g., PwC, Deloitte)
- Corporate Finance Departments
- Government and Non-profit Organizations
- Start-ups and SMEs

## Banking and Financial Services

- Investment Banker
- Bank Officer (Retail or Corporate Banking)
- Loan Officer
- Credit Analyst
- Risk Manager

### Industries:

- Commercial Banks (e.g., HDFC, ICICI)
- Investment Banks (e.g., JPMorgan, Goldman Sachs)
- Insurance Firms
- NBFCs (Non-Banking Financial Companies)

## Marketing and Sales

- Marketing Executive
- Sales Manager
- Market Research Analyst
- Digital Marketing Specialist

### Industries:

- FMCG (e.g., Unilever, Nestle)
- E-commerce (e.g., Amazon, Flipkart)
- Advertising and Media
- Start-ups

## Entrepreneurship and Start-ups

B. Com students with entrepreneurial aspirations often start their ventures in retail, tech, or financial services. Many also take courses in entrepreneurship to hone their skills.

## Government and Public Sector

- Civil Services (via UPSC exams)
- Railway Officer (RRB exams)
- Tax Officer (SSC CGL)
- Public Sector Bank Probationary Officer (PO)

### Industries:

- High job security and benefits
- Roles in administration, finance, and policy-making

## Professional Courses

Many B.Com graduates pursue professional certifications to enhance their qualifications:

- **Chartered Accountant (CA):** Offered by ICAI, CA is one of the most prestigious accounting qualifications.
- **Certified Management Accountant (CMA):** Focuses on management accounting and financial management.
- **Company Secretary (CS):** For those interested in corporate law and compliance.
- **Certified Financial Analyst (CFA):** Ideal for careers in investment banking and financial analysis.
- **Financial Risk Manager (FRM):** Specializes in risk management.

## Master's Programs

- **Master of Commerce (M.Com):** For specialization in commerce-related fields, often leading to academia or research roles.
- **Master of Business Administration (MBA):** Offers diverse specializations like finance, marketing, HR, and operations. B.Com students with MBAs often secure good managerial positions.
- **Postgraduate Diplomas (PGDM):** Shorter, industry-focused programs offered by management institutes.

## International Study Opportunities

Many B. Com graduates pursue master's programs abroad in areas like finance, accounting, or business analytics, which provide global exposure and better career prospects.

## Emerging Career Options

With evolving industries and technology, B.Com students can also explore:

- **Data Analytics and Business Intelligence:** Roles in analysing business data and providing insights.
- **E-commerce and Digital Marketing:** Opportunities in online retail and digital strategy and marketing.
- **Fintech:** Combining finance and technology for roles in payment systems, cryptocurrency, and digital banking.
- **Sustainability and CSR:** Working in corporate sustainability and social responsibility departments.

# Meet Our Experts

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**Dr. Rupa Khanna Malhotra**  
Professor and Head

Ph.D., MBA, M.Com (IB, Gold Medalist), MSc (Biochemistry), NET & GATE qualified, has 20+ years of academic and industry experience in international marketing, logistics, and documentation. She has authored 200+ papers, headed Commerce and Management departments at Graphic Era institutions, and is a senior professor in International Business. A member of bodies like CII, PHDCCI, and AIMS, she has conducted trainings for ONGC and consulted for firms like Reliance, CIPLA, Big Bazaar, and Bharat Serums.

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**Dr. Ambica Prakash Mani**  
Professor

An academican with 10 years of corporate experience, she earned her Ph.D. in Management from GEU and has 15+ years of teaching at reputed institutions. At GEU since 2017, she specializes in consumer behavior, CRM, services marketing, and communication. She has published in SCOPUS, Springer, SCI, and WOS journals, presented at IITs/IIMs, won multiple best presenter awards, holds 4 patents, and received GEU's Best Researcher Award thrice. She also guides Ph.D. scholars and reviews for reputed journals.

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**Dr. Shipra Agarwal**  
Professor

Ph.D. from Chaudhary Charan Singh University, Meerut, she joined GEU's Department of Commerce as Associate Professor in 2016. With 22 years of teaching experience across B.Com, B.Tech, BA LLB, B.Sc. Agri, and Ph.D. programs, her research spans Finance, Economics, HR, and General Management. She has published extensively in international journals, received GEU's Research Excellence Award, actively organizes student-centric events, and serves as a reviewer for reputed Inderscience journals.

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**Dr. Amit Kumar Uniyal**  
Professor

Dr. Amit Kumar Uniyal, with 20+ years of experience, holds a Ph.D. in Statistics and has taught over 12 courses across MBA, MIB, BBA, and Ph.D. programs. He has certifications from SOAS, University of London, and Illinois, published in Scopus/SCI/WoS journals, authored two books, holds one patent, and is a reviewer for Elsevier and Springer.

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**Dr. Ranjit Kumar Mukherji**  
Associate Professor

He is an Associate Professor in the Department of Commerce, Graphic Era Deemed to be University since 2017, with 19 years of teaching and research experience in Management and Law. A former Advocate/Law Officer in arbitration, his research focuses on Organizational Learning, Behavior, and HR. He has published in Scopus/SCI journals and currently serves as NAAC Coordinator and Board of Studies Convener.

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**Dr. Vinay Kumar Jain**  
Associate Professor

He has 22 years of experience including 12 in research and 10 in administration. Former Principal and HOD, he has guided 450+ projects, presented 39 papers, reviewed research, conducted viva exams, set university papers, and completed multiple diplomas, FDPs, and orientation programs in management, finance, research, and education.

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**CA Priti Sharma**  
Assistant Professor

She is a Chartered Accountant and Assistant Professor at Graphic Era (Deemed to be) University since 2016. Formerly in CA practice, she holds degrees from HNB Garhwal University and is pursuing her Ph.D. from GEU. She has published research papers, teaches ACCA and CMA subjects, and mentors undergraduate research.

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**Dr. Chandan Gupta**  
Associate Professor

Dr. Chandan Gupta is an accomplished academic and researcher specializing in Accounting, Marketing, and Finance. He holds distinguished qualifications including B.Com, M.Com, M.Phil, PGDFM, MBA, Ph.D. (Management), and NET (Commerce). With 2 years of industry exposure and 17 years of rich teaching experience, he bridges theory with practice.

**Ms. Himani Upreti**  
Assistant Professor

Ms. Himani Upreti is an experienced academician with 16 years of teaching experience in Commerce and Management. She has published Scopus-indexed research papers in the domains of Corporate Social Responsibility (CSR), sustainability, and Sustainable Development Goals (SDGs).

**Ms. Shruti Sharma**  
Assistant Professor

Ms. Shruti Sharma is an Assistant Professor in Accounting and Finance, with over 8 years of teaching experience. She is NET qualified, holds a Law degree, and is pursuing a PhD, with her research focusing on stock market volatility and a comparative analysis of developing and developed economies.

**Dr. Mukul Bhatnagar**  
Assistant Professor

Dr. Mukul Bhatnagar is an academic and researcher with multidisciplinary expertise in commerce, finance, sustainability, and research, with 7 years of higher education teaching experience and specialization in sustainable finance, digital financial ecosystems, AI-enabled governance. Dr. Bhatnagar has authored 63 research documents indexed in Scopus and 4 indexed in Web of Science (WoS), reflecting academic productivity and research visibility.

**Ms. Roohi Naaz**  
Assistant Professor

Roohi Naaz is an Assistant Professor in the Department of Commerce, serving since 2016. She is a Gold Medalist in MBA (Finance) and has a background in finance and entrepreneurship. With more than 10 years of teaching experience at the undergraduate and postgraduate levels, she is involved in teaching, mentoring, and student development.

**Dr. Satyam Prakash  
Srivastava**  
Associate Professor

Dr. Satyam Prakash Srivastava, working as Assistant Professor with the Department of Commerce. An experienced academic professional with 16 years of teaching and research experience in higher education. Adapt to integrating technology-enabled teaching tools, innovative assessment methods, and experiential learning approaches to enhance academic outcomes.

**Ms. Riya Sharma**  
Assistant Professor

Riya Sharma is an Assistant Professor in the Department of Commerce with five years of experience in teaching. She is NTA-NET qualified in Management and Commerce and has pursued her education from the University of Delhi. Her core subject areas include Sustainability, Startups, and Entrepreneurship, with a focus on applied learning and relevance.

**Ms. Pooja Kannoja**  
Assistant Professor

Pooja Kannoja has been working in GEU since 2017 as an assistant professor. She is MBA in HR, and pursuing a PhD in the HR field from GEU. She is avid reader and researcher in the field of HR and Communication.

**Research  
and Academic  
Excellence**

**300+**  
Journal  
Publications

**150+**  
Book  
Chapters

**75+**  
Patents

**100+**  
Conference

**8+**  
Books

**2+**  
Books by  
Student

# Global Exchange Programs

At Graphic Era (Deemed to be University), we nurture globally competent leaders through strong collaborations with top-ranked universities worldwide. Students benefit from transformative opportunities including dual-degree programs, semester exchanges, academic internships, twinning programs, and credit transfers, gaining unparalleled academic exposure, cultural diversity, and professional prospects across borders.

## Dual-Campus Journey

### UG 2+1 (B.Com)

2 years at GEU + final year at partner university.



## Key Benefits

- ✓ The immersive experience of studying in different countries builds cross-cultural understanding, adaptability, and a global mindset.
- ✓ Dual-degree graduates gain a strong edge in international job markets through globally informed curricula, case studies, and industry projects that enhance problem-solving and decision-making, ready to take on leadership roles.
- ✓ Living and learning abroad also develops independence, resilience, and leadership qualities, shaping well-rounded professionals.

## Partner Universities



## Global Academic Engagement

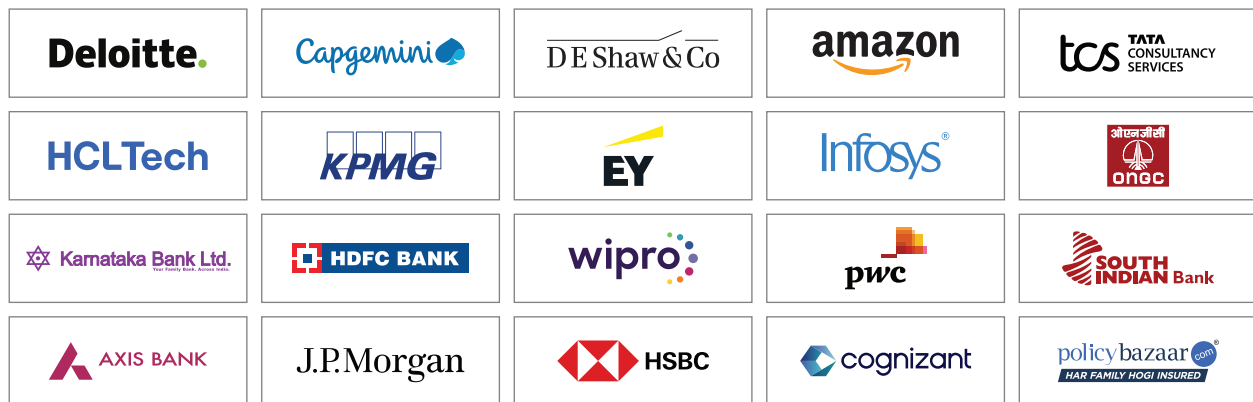
- ✓ Our university proudly organizes **International Higher Education Fairs** with renowned universities such as **The University of Cambridge (UK)**, **Deakin University (Australia)**, **New York University (USA)**, and **The University of Nottingham (UK)**, among others.
- ✓ Our university regularly hosts international guest lectures inviting eminent professors from countries such as USA, U.K. Italy, Germany, France, and others to deliver lectures on diverse and engaging topics.

## Global Language Learning Hub

The Office of International Affairs offers additional certification courses in French, Spanish, German, and Japanese, at GEU — benefiting 300+ students annually and enhancing cultural understanding, global career readiness, and higher education prospects abroad.



# Some of our Top Recruiters



and many more...

## Our Alumni

### Our Pride, Their Journey

The Bachelor of Commerce (Honors) program at Graphic Era (Deemed to be) University has consistently produced graduates who excel across diverse industries and sectors. Our alumni network is a testament to the academic rigor, professional development, and holistic approach that our institution fosters.

- **Corporate Leaders:** Many of our graduates hold leadership positions in Fortune 500 companies, contributing to strategic decision-making and global business development.
- **Entrepreneurs:** Several alumni have founded successful start-ups, demonstrating innovation and resilience in competitive markets.
- **Finance and Accounting Experts:** Our alumni work with top financial institutions, accounting firms, and investment banks, driving financial growth and strategy.
- **Public Sector and NGOs:** A number of graduates contribute to policymaking, economic development, and social change through roles in government and non-profit organizations.
- **Academics and Researchers:** Some alumni pursue advanced degrees and are involved in teaching and research at prestigious universities worldwide.

### Alumni Engagement

- Guest Lectures & Workshops
- Mentorship Programs
- Annual Alumni Meet
- Alumni Connect Programme

### Testimonials

The continuous support and training from the placement cell played a key role in helping me secure my campus placement and confidently step into the corporate world.

#### Pakhi Kothiyal

Class of 2023

Deloitte

I would like to express my heartfelt thanks to the Department of Commerce for their guidance and efforts in helping me achieve my dreams. Department support, timely updates, and preparatory sessions made the entire process smooth and successful.

#### Manya Garg

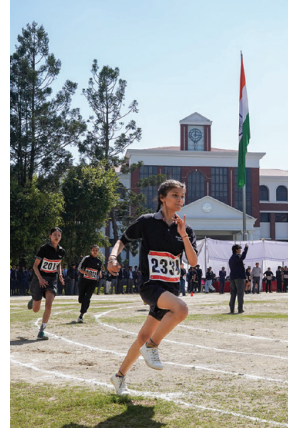
Class of 2023

Indian CMA Topper



# Beyond Classrooms

Where Every Event Tells a Story



Join us in 2026!



# Career Counselling Services

The Department of Commerce equips students with the guidance, skills, and opportunities needed for career success. Our Career Counseling and Professional Development Services prepare them for every stage of their professional journey.

## Domain-Specific Mentorship

We have dedicated Chair Heads for Marketing, Finance, and Human Resources, providing students with:

- Expert Mentorship
- Counseling Support

## Professional Development Program (PDP)

### Placement Support

Our Placement Department plays a vital role in shaping students' careers by providing:

- Support for Summer Internships (SIP) and Final Placements
- Internship Guidance

## Alumni Mentorship

# Graphic Era Common Entrance Test (GECET)

Scholarship upto

₹100 Cr 

Unlock up to 100% scholarships with GECET – Graphic Era Common Entrance Test.

Secure your admission & financial support for a brighter future!

Apply Now – [gecet.geu.ac.in](http://gecet.geu.ac.in)



# Scholarships & Support Benefits

- Upto **100%** Scholarship based on 12th or UG marks
- 10%** Scholarship to the Girl Candidates
- 05%** Scholarship to the children of Defense Personnel
- 05%** Scholarship to the Sport Person (National Level)
- 7.5%** Current Sibling Student Scholarship
- 05%** Passed out Sibling Student Scholarship
- 10%** Alumni Loyalty Scholarship
- 10%** Single Parent Scholarship (COVID Case)
- 05%** Single Parent Scholarship (Normal Case)
- 05%** Yearly Payment of Fees
- All students are covered under a comprehensive health insurance plan.
- Medical services are provided through the state-of-the-art Graphic Era Hospital.
- Student loan facilities are available to support financial needs.

## Student Facilities & Engagement



Well-equipped and comfortable hostel facilities



Efficient transportation services



Extensive sports facilities



Free student uniform



Vibrant student clubs and extracurricular activities



Multiple hygienic and student-friendly cafeterias



Green, eco-friendly campus environment



ICT-enabled smart classrooms



# Graphic Era

Deemed to be University  
DEHRADUN

## GET IN TOUCH

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