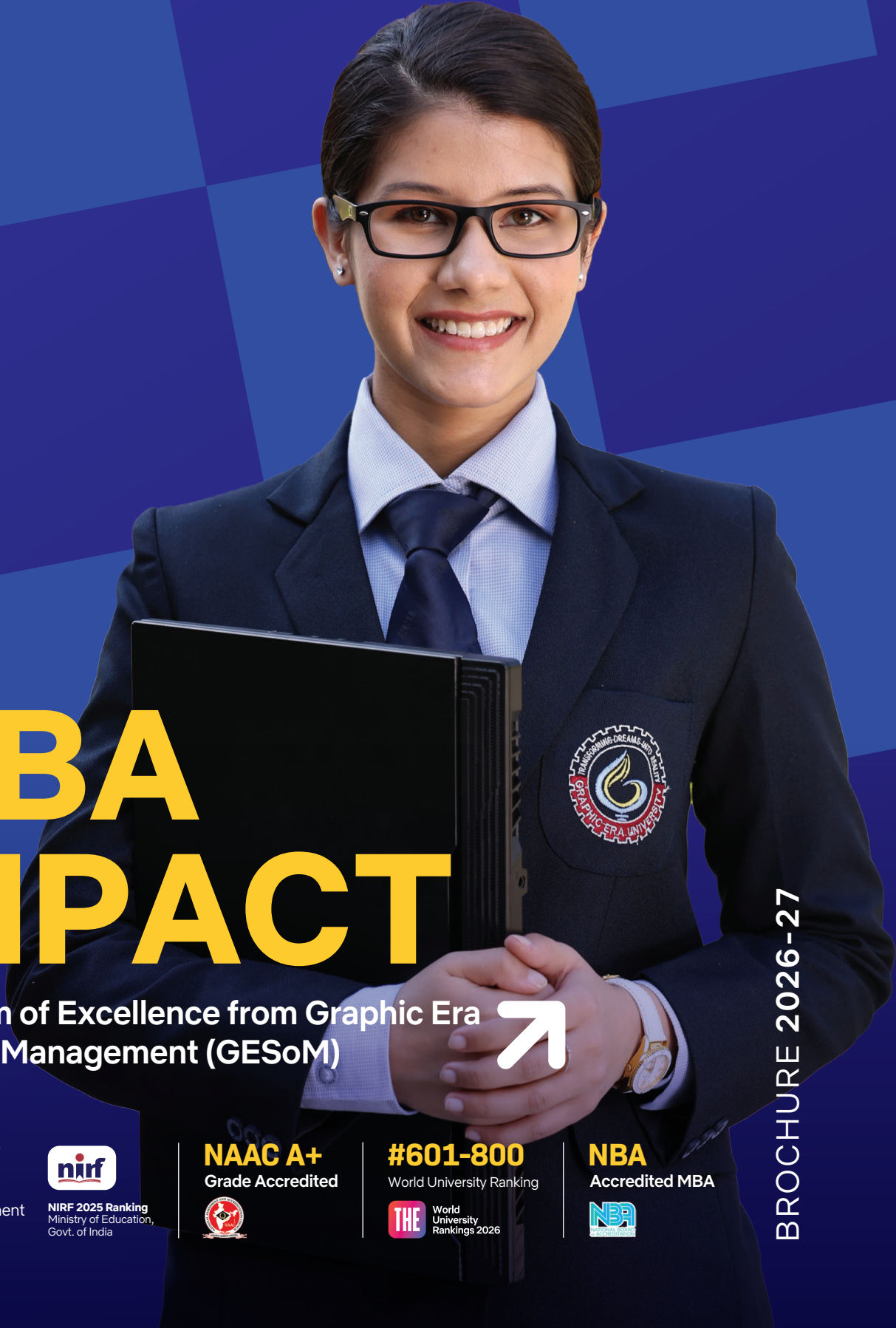




**Graphic Era**  
Deemed to be University  
DEHRADUN

APPLY NOW



# MBA IMPACT

A Program of Excellence from Graphic Era  
School of Management (GESoM)



**#48** University  
Category



NIRF 2025 Ranking  
Ministry of Education,  
Govt. of India

**#52** Management  
Category

**NAAC A+**  
Grade Accredited



**#601-800**  
World University Ranking



World  
University  
Rankings 2026

**NBA**  
Accredited MBA



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 Graphic Era School of Management (GESoM)

The GESoM has been a leader in management education for nearly two decades, fostering top-tier corporate leadership. Recognized among India's best, DoMS integrates global partnerships, cutting-edge technology, and innovative pedagogy to stay ahead in management learning.

With an industry-driven curriculum blending traditional and modern principles, GESoM emphasizes experiential learning through real-time case studies, business simulations, and hybrid education models. Distinguished faculty and industry experts provide academic rigor and practical insights.

Committed to technological advancements, GESoM is revolutionizing education by integrating AI, advanced training, and 3D learning tools. Its learner-centric approach nurtures responsible, innovative leaders equipped with essential 21st-century skills.

Programs like Campus to Corporate (C to C) ensure a seamless transition from academics to industry, empowering students for the corporate world. At GESoM, we don't just create managers; we shape ethical, visionary leaders ready to drive meaningful change. Join us and transform your future!

**Vision:** We visualize Graphic Era School of Management (GESoM) as an internationally accepted centre for management education, training and research which is engaged in continual evolution of managerial skills and practices enabling the inmates to contribute towards economic and social transformation and development.

**Mission:** The Mission of the GESoM is to impart knowledge and skills through well-defined process of academic planning, delivery, monitoring and evaluation. The GESoM aims at transforming the students into individuals equipped with managerial, human and ethical skills applicable for personal and professional life.

# 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

# MBA IMPACT



**Intensive Management Program  
for Achieving Creative Transformation**

## About the Program

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**MBA Impact, the exclusive flagship program of excellence from Graphic Era School of Management (GESoM), is designed to cultivate visionary leaders equipped with the skills, resilience, and global outlook needed to excel in today's dynamic and rapidly evolving business world.**

The program is typically structured as a two-year, full-time program that combines classroom instruction with advanced management practices and hands-on learning experiences to help aspirants gain an edge in their functional, managerial and leadership capabilities, develop the acumen to seize challenging opportunities, and position themselves as change agents who can drive innovation and create value for their organizations.

The curriculum is designed to provide students with a strong foundation in core management disciplines including finance, marketing, strategy, and operations while also exploring topics related to sustainable business practices, corporate social responsibility, entrepreneurship, and international business.

The futuristic program cultivates strategic thinking, global intelligence, collaboration, critical analysis, teamwork, problem-solving and decision-making skills in the students to bring transformative change in their organizations. Students are also offered the valuable opportunity to gain real-world experience, apply theoretical concepts, network with industry professionals, and enhance employability through the provision of summer internship after the completion of second semester.

## Eligibility

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Candidate must have valid CAT/XAT/SNAP/NMAT/CMAT Score as per the University's cut off criteria for MBA IMPACT program

University Aptitude Test (For candidates not having the aforementioned score)

## Opportunities

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MBA IMPACT graduates possess advanced management and leadership skills, making them ideal candidates for senior - level positions within organizations or entrepreneurial pursuits. Their ability to navigate complex challenges and drive strategic growth make them highly sought after by companies.



## Program Highlights

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- ✔ Course Designed in Consultation with IIM Indore
- ✔ International Industrial Tour / IIM Indore Immersion Opportunity Integrated in the Program
- ✔ Academically Rigorous Program with Clear Focus on Creative Transformation
- ✔ Internships & Placements at Top MNCs
- ✔ Specialised Teaching from the Best Experts in the Country
- ✔ Collaboration with Top B-Schools in the World
- ✔ NBA Accredited & AICTE Approved Degree

# Highlights

## Learning Beyond the Classroom

A University of the Scale of Graphic Era, considering its large student strength, is not known to mandate On-Campus residence for its candidates in various courses, but it is suggested as a part of MBA IMPACT. The reason is easily understandable - To deliver the results that a student expects after passing out from a Top B-School especially in a short duration course like an MBA, the University needs to ensure effective delivery and absorption of Academic Content at various levels as well as taking care of holistic development of a thorough professional by inculcating knowledge and skills required in all facets of the professional world.

The candidates, throughout their stay are expected to utilize the entire day, each day of the course to attain an edge over their competition globally by utilizing the limitless resources of the University Campus as well as enriching themselves with Peer Group Learning.

The Hostels at Graphic Era ensure a comfortable stay for all candidates, with access to all facilities 24x7



## Course Designed in Consultation with IIM Indore

The vision behind the commencement of the course was to establish a new Flagship MBA Program at Graphic Era (Deemed to be University) that provides the Academic Rigor, Preparation and the platform for the creative transformation of the candidate to a Top-Tier Professional capable of excelling and creating new avenues for growth at any level globally. In this quest, to frame out a dynamic and well-rounded course, Graphic Era decided to harness the expertise of seasoned professionals from the Indian Institute of Management, Indore, and entered into an MoU that covers strategic development of the Course Curriculum, Session Plan, Resource Materials, Teaching Learning Mechanism and all other crucial aspects. The candidates can be assured of the most updated and rigorous curriculum waiting for them at the commencement of the program, delivered to them by top experts in the most advanced teaching learning environments, competing with the Top B-Schools globally.

## IIM Indore - Immersion Opportunity Integrated in the Program

This opportunity allows students to travel to IIM Indore and be a part of an Immersion Program that allows them to reside at IIM Indore for a fixed duration, being taught by the expert faculty members of IIM Indore, targeted at further augmenting their skills and knowledge while putting their learnings to test. As a part of the Immersion program, important concepts, cases, models and examples in Strategy, Sales and Marketing, Finance, Operations and Human Resource management are taken up and discussed by a team of faculty members at the IIM Indore campus. At the end of the Immersion program, each participant is provided a certificate by IIM Indore after the successful completion of a final assessment.



## Top Internships and Placements

We have held great pride in being one of the first few private Universities in India who took on the task of ensuring Top of the Line placements for our students, and with IMPACT, we will write a new success story for the world to see. The University is equipped with one of the best placement teams in the country and this has resulted in Top Placements for our Flagship Programs consistently over the year, with the **highest package for the year 2025 under Brand Graphic Era currently sits at INR 61.99 Lacs (Domestic Package – CSE).**

The formation of IMPACT with a very clear goal, has enabled us to formulate a route that will ensure the Best Placements for the candidates that the region has ever seen. This will include Summer Internships at Top MNCs and PPOs and Placements with an average package that matches or improves upon the Top B-Schools of the country.



## Specialized Teaching by Experts in the Country

The academic rigor and the task of creative transformation of an individual are the centre pieces of this program – both these targets are achieved by ensuring just the right combination of teaching experts from the Industry and the Top B-Schools of the country. Graphic Era has ensured that the students are catered to by the best faculty from their domains, hailing from the Top B-Schools of India, including but not limited to IIMs. This is evident in experts in all domains, trickling right from the top with the Program Head being a Seasoned Management Professional who is an engineer with his UG from IIT Roorkee and his MBA from MDI Gurugram.

## NBA Accredited | AICTE Approved Degree

Unlike some of the other B-Schools in India, Graphic Era (Deemed to be University) is offering a Full-Time NBA Accredited and AICTE Approved Degree and not a diploma. These accreditations are attained through rigorous compliances of the Academic Processes of the University and carry great relevance for students who visualise a career that spans across geographical boundaries. NBA Accredited and AICTE Approved Degrees enable students to enjoy easy Credit Transfers across Top International Universities, opening up unlimited avenues of Research and Employment Opportunities Globally.



# Hostel Life

We envisage an academically productive stay for our students at the campus but we also realise the importance of their overall development while ensuring that not a single moment of their stay here is termed as “Boring”.

The campus is always lively with events happening all across on a daily basis, giving students plenty of options to choose from. Multiple student clubs are active on the campus indulging in various activities ranging from Cultural to Tech Clubs. This is also a great opportunity for our MBA students to learn from their peers from varied domains - since the campus is home to students from various domains, the learning is not restricted only to the management world, providing opportunities to get exposure in multiple fields.

The campus is well equipped with different facilities for Sports, Beautiful Cafeterias and Eat-Out Joints. A world class convention centre provides the right facility and ambience for the multitude of university events. The campus is housed in the peaceful area of Clement Town Cantonment in Dehradun, with the AIRFORCE SSB on one side and the beautiful greenery of Rajaji National Park on the other. Graphic Era also operates one of the biggest and the most advanced Hospitals of the Country, Graphic Era Institute of Medical Sciences, which ensures that medical care is available and well taken care of 24x7.



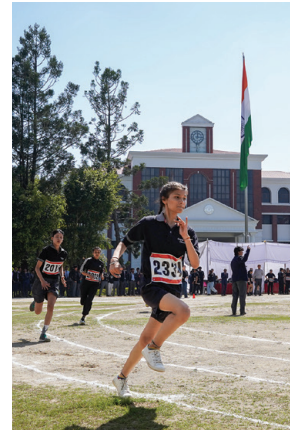
The hostels offered are equipped with all necessities, completely controlled and monitored by the University. The Hostels are well maintained with access to High Speed Internet, Hygienic Food, 24x7 Security, In Room Televisions and Refrigeration and options of both Air-Conditioned and Non Air-Conditioned Rooms, depending on the preference of the students. The allotment process of rooms for students of MBA Impact is a special one, ensuring that allotments happen considering their Intensive Schedule.





# Beyond Classrooms

Where Every Event Tells a Story



Join us in 2026!





## Program Head

# P.A. Anand

A seasoned Academician who is one of the leading experts in the country for Quantitative Aptitude and Logical Reasoning, Mr. Anand has been at the forefront of Graphic Era's Success Stories for the past 12 Years. He has a B.Tech Degree from IIT Roorkee and an MBA from MDI Gurgaon, and has been preparing students for Top Placements across all verticals for more than 15 Years, and has thousands of students placed in Top MNCs of the world who attribute their success to him.

Mr. Anand has been handpicked to head the program, with a clear vision of enabling the students of MBA IMPACT to attain the creative transformation that we seek to empower them with, whilst targeting Top End Employment for all the students across various MNCs globally. The teaching prowess that he carries will be underlining all the processes and efforts as a part of this program, and he will lead the charge in ensuring the best possible mentorship for all students who are a part of this program.

# Admission Process for MBA Impact

- Step 1:** Candidates need to fill up Application for MBA IMPACT at GEU, either online at [www.geu.ac.in](http://www.geu.ac.in) or by visiting our campus/admission centres. Application Fee is INR 1500 (Non-Refundable)
- Step 2:** Candidates clearing the Minimum Eligibility Criterion will go through a Personal Interview at the Campus as a part of STEP 2
- Step 3:** Candidate's Application, CAT/XAT/SNAP/NMAT/CMAT Score, Academic Profile (10th, 12th and Graduation marks), Overall Profile (Including Extra Curricular Achievements and Acquired Hot Skills) and Work Experience will be considered in finalizing the Merit Score of the candidate, basis which the final selection/rejection will be communicated.
- Step 4:** The selected candidates will have to complete their Admission Formalities, including the Fee Deposition within a stipulated time period.
- Step 5:** Once the Admission Formalities are completed, the candidates will be routed for Onboarding, leading to the commencement of the session.

## Career Counselling Services

The Graphic Era School of Management (GESoM) 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

Upto



**100%** Scholarship based on CAT/ XAT/MAT/CMAT/CUET etc. percentile



**10%** Scholarship to the Girl Candidates



**05%** Scholarship to the ward 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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