



Gautam Buddha University

A Government University Established by the Uttar Pradesh Gautam Buddha University Act 2002 UP Act No. 9 of 2002

Approved by UGC under section 12 B and NAAC Accredited

UNIVERSITY SCHOOL OF MANAGEMENT
OFFERS

Executive MBA

Add Differentiation to Your Capabilities

For Working
Professionals

Two Years
Weekend
Programme

Apply_Now !

IDEAL BLEND
OF THEORY
AND
PRACTICAL
CURRICULUM

MENTORING BY
SENIOR
EXPERTS FROM
ACADEMIA AND
INDUSTRY

MASTER'S
DEGREE FROM
GOVERNMENT
UNIVERSITY

**ADMISSIONS OPEN
2023-24**

Contact: (M) 7310980984, 8770441269, 8840091363

Email: admissions@gbu.ac.in

www.gbu.ac.in



MESSAGE FROM THE VICE CHANCELLOR



Prof. Ravindra Kumar Sinha
Vice Chancellor

It gives me immense pleasure to announce the commencement of the Executive MBA-Weekend Programme in the University School of Management, Gautam Buddha University. This programme is thoughtfully designed by senior experts to provide the experienced professionals with a comprehensive understanding of key business disciplines including Marketing, Operations, HR, Finance, Business Analytics, Strategy and Leadership. I fully believe that this programme will create a valuable networking environment where participants will be able to interact with their peers, faculty members and industry leaders. The networking opportunities will create success path leading to new business partnerships, collaborations, and career opportunities.

ABOUT THE UNIVERSITY SCHOOL OF MANAGEMENT (USOM)

University School of Management commenced its first batch of MBA in August 2008 with 120 students. Since then, it has been marching on with an integrated focus on exploring and creating new avenues for young aspirants through strategic collaborations with institutions and enterprises of National and International repute. USoM has state of the art classroom and computing facilities, supported by an extensive library of books, journals, films and databases, and a meditation centre.



ABOUT THE PROGRAMME

Executive MBA is especially designed for individuals who possess a flair and zeal to expand their horizons and capabilities. The programme offers weekend classes for the convenience of the working professionals. What sets the Executive MBA of GBU on top of all the other institutions offering this programme is its perspicuous pedagogy which blends the theoretical knowledge with the industry use case discussions to enable the future managers develop deep understanding and application of the skills required to be a good manager.

SALIENT FEATURES OF THE PROGRAMME

- After successful completion, this Master's Degree makes the participants eligible for higher academic studies.
- Customized electives to enhance the candidate's managerial, analytical and technical skills.
- Minor and Major Projects focus on developing analytical and problem solving skills.
- Special focus on developing communication, team-building and leadership skills.
- Boarding and lodging facility available on demand.
- Highly qualified faculty members.



Programme Objective

To equip experienced professionals with the necessary knowledge, skills and mindset to lead with confidence, make strategic decisions and drive organizational success in a dynamic and globally interconnected business world.

Who Should Apply

Working professionals with minimum 50% marks (45% for SC/ST candidates) in Graduation or equivalent with **Minimum 1 Year Work Experience**.

How to Apply

Please visit University website for detailed information: www.gbu.ac.in

For Admission Brochure (2023-24) / Online Application Form: <https://pravesh.gbu.ac.in/>

Selection Process

Direct admission based on merit in the qualifying examination.

Programme Structure

The programme is split in four semesters. The first three semesters are a thoughtful combination of theory, projects and practical labs. The last semester has only dissertation/ industry project. The course covers wide range of subjects like Business Research Methods, Managerial Economics, Strategic Management and Entrepreneurship, Operations Management, Quantitative Techniques, Marketing Management, Managerial Accounting and Executive Development Lab.

The detailed tentative course outline is available at

https://www.gbu.ac.in/Content/gbudata/AcadProg/SOM/MBA_Executive.pdf

Fees Structure*

Total Fees 1st Semester	-----	1,25,500	INR
Total Fees 2nd Semester	-----	1,01,500	INR
Total Fees 3rd Semester	-----	1,01,500	INR
Total Fees 4th Semester	-----	1,01,500	INR



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