

**SCHOOL OF  
BUSINESS**



# Sushant University

The legacy of the Chiranjiv Charitable Trust in the realm of higher education dates back to the founding of the Sushant School of Art and Architecture in 1989. The Trust expanded to set up the Ansal Institute of Technology in 2000. The journey continued with the establishment of the Ansal University in 2012 under the Haryana Private Universities Act 2006. Going back to its roots, the name was changed to Sushant University (SU) in 2020. Sushant University's ideology is futuristic with the mission of 'Ahead for Life'. Today, SU has seven Schools: Architecture, Design, Engineering, Health Sciences, Hospitality, Law and Management/Business. Each School has carved a niche offering quality educational programmes through the best-in-class faculty and state-of-the-art facilities to promote academic excellence. The University has a sprawling green campus in India's largest hub of Fortune 500 companies - Gurugram, Haryana. SU has many collaborations, both Indian and foreign, like with the University of Essex, Vatel International, ISDC, University of Northern Iowa etc. These collaborations cover curriculum development and delivery, student and faculty exchanges, joint research conferences and seminars abroad. SU has received many awards like the National Education Excellence award for 'Best Private University in Northern India 2017' along with 'CSR Excellence in Education'.

## Message From Dean's Desk



**Prof V A Dubey**

A recent study suggests that only a minuscule proportion of business graduates across the spectrum possess the requisite skills that are critical for success in the contemporary business climate. The School of Business (SoB), with its focus on the development of global management professionals passionate to make a positive impact in the corporate space, is widely recognized as a premier B-school in India.

Governed by the philosophy of Excellence-with-Compassion, the rigorous program delivery at the SoB is further reinforced by corporate lectures, industry interaction, case study sessions, and business and simulation games. Both, the summer and social internship, are integral components of the programs offered by the school. The team of highly qualified faculty members ensures effective transition from classroom to corporate. With companies vying to offer employment to our management graduates in their final semester of study, there are multiple employment opportunities available to them.

I extend a warm welcome to the aspiring management graduates and invite you to join us in your pursuit of corporate excellence with the promise of an enriching, enjoyable, and empowering experience at the School of Business.

## Director International Relations' Message



**Prof. Emeritus J.S. Mukul**

At Sushant University's School of Business, we strive relentlessly for all-round excellence to create professional business leaders and innovative entrepreneurs who are future-ready for a globalized world. The objective is to ignite minds to generate new ideas and broaden the horizons with a global outlook. In line with NEP-2020, we focus on a multi-disciplinary approach and internationalisation in higher education. We endeavor to maintain an impressive network of overseas strategic partnerships and collaborations with reputed foreign institutions. We add critical value by way of international exposure and outreach, including through Platform Lecture Series with Foreign Ambassador, Global Immersion Programs, visits to multinational companies, interactive sessions with foreign guest speakers, value added courses on foreign policy, etc. Looking at contemporary challenges as opportunities, we welcome you to be an integral part of this exciting journey in 2024 for crafting a modern, vibrant New India which is once again destined to be a Vishwa Guru.





# School of Business

Sushant University's School of Business (SoB), offers under-graduate, post-graduate and doctorate programmes. SoB has been at the epicentre of transformational capabilities, where the foundation is laid for combining traditional and modern with dynamic global understanding of learning. It has come a long way in redefining the typical and archaic pedagogies and methodologies of teaching and shaped them into more pragmatic and non-conservative approaches for corporate leaders of tomorrow.

With the roots of the School firmly entrenched in the traditional Indian values, it embraces New Age technologies to deliver education in an engaging manner. This helps budding business managers to imbibe theoretical concepts through practical applications in real life corporate scenarios. SoB's triumph in providing high quality experiential learning to the students has been recognised from time to time with several awards and accolades like the 'Best Business School Campus for Academic Excellence in India'.

## PROGRAMS OFFERED

### Ph.D-Management

The School offers doctoral research programme leading to the award of Ph.D. degree and aims at developing individuals into distinguished researchers in the field of management.

### MBA in Industry Collaboration with Samatrix

2 Years Full time post-graduate degree program is designed to help students being innovative and reinvent themselves to become global managers of tomorrow. The school transforms the young graduates into global managers with strong ethical values needed for the success of contemporary business organization.

#### Dual Specializations:

- Marketing
- Finance
- Human Resource
- Digital Marketing
- Business Analytics
- Logistics & Supply Chain
- International Business
- Fintech
- Hospitality Management

**Eligibility :-** Bachelor's degree from any discipline with 50% marks and above .

### BBA, BBA (Hons.)

Full time under graduate degree program nurtures students to hone skills to be part of corporate league. The student explores opportunities to specialize in diverse functional areas of management.

- Marketing
- Finance
- Digital Marketing
- Human Resource Management
- Fintech
- Business Analytics

### B.COM., B.COM. - IAF (ACCA), B.COM. (Hons.)

Full time undergraduate degree program focuses on advanced knowledge of accounting, taxation, investment and wealth - management. The program equips students with adequate skills and proficiency in areas relating to Commerce and Management with diverse Specializations.

- Financial Market
- Taxation & Finance
- Banking & Insurance

**Eligibility (Undergraduate):-** 10+2 from any discipline with 50% marks and above .



# Corporate TESTIMONIALS



Learning is a lifelong experience, which was very well proved during the engagement with the students on modern trends in management. The students of School of Business were updated about the skills required for managers in the corporate world. It was a win-win experience for both, where the students enhanced the existing knowledge and I got an opportunity to carry knowledge gaps that can be mended in the corporate sector for budding managers.

**MS. RUCHI SHARMA**

Vice President & Head-HR  
IndiGo (InterGlobe Aviation Ltd.)

The students of Sushant university possess right blend of academic and social knowledge. They are curious, well groomed and enthusiastic that is needed in fresh talent by corporates. During my interactions, I found them to be open-minded and inquisitive. The courses are well structured with focus on new and evolving areas enabling them to be industry ready. I wish the students good luck.

**MR. DEEPAL JAIN**

Principal Consultant  
Ericsson Global



## # Social Immersion Program

Social Internship (Karunashay) is an experiential learning in which the students engage with the social sector to work on projects that are aligned with the needs of the community. The concept is designed to inculcate a sense of responsibility and compassion for under privileged members of the society.

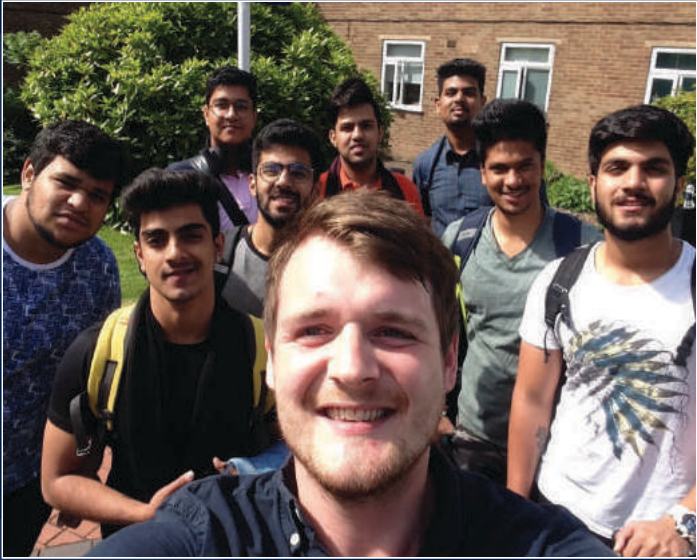




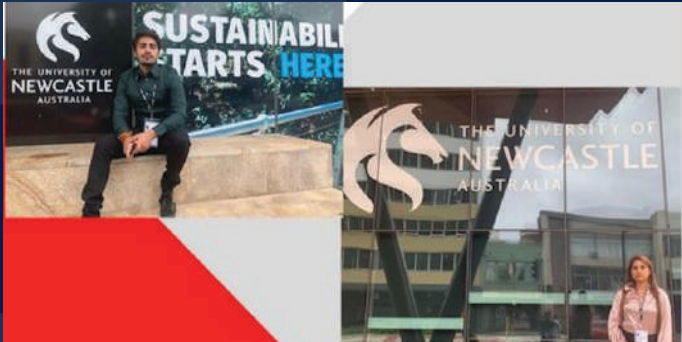
# # Global Immersion Program



Dr. Gerhard Schnyder, Loughborough University, London



Students at University of Warwick, UK



Students at The University of New Castle, Australia



Students at Dubai Frame, Dubai



Industrial Visit to Air Dubai, Dubai office



Student of Ghana at SoB

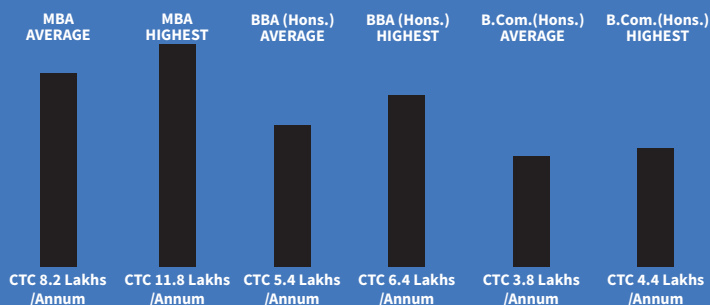
## Collaborations



# Ambassadors on the Campus



## # Student Offers



## # Job Roles

Product Manager | Financial Analyst |  
Business Development Manager |  
Social Media Analyst | SEO Expert |  
Financial Researcher | Account Manager | Training  
& Development Manager | Brand Manager |  
Sales Manager | Auditor

## # Top Recruiters





# Life @ SoB



# CLUBS @ SoB



Literary Club



HR CLUB



Marketing Club



Cultural Club



Sports Club



Finance Club





## DIGITAL PRESENCE

Youtube Channel

<https://youtube.com/@SushantUniversity?feature=shared>



Instagram Profile

<https://instagram.com/sushant.university?igshid=OGQ5ZDc2ODk2ZA==>



Facebook Page

<https://www.facebook.com/SushantUniversity?mibextid=LQQJ4d>



Web Page

<https://sushantuniversity.edu.in/school-of-business>

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# **Sushant** University

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