

**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' alongwith 'CSR Excellence in Education'.

Dean's Message



Prof. (Dr.) Anshika Prakash

At the School of Business, we believe that true learning begins where textbooks end. Our mission is to develop future-ready leaders who think critically, innovate fearlessly, and lead with integrity in an increasingly interconnected world.

Aligned with the transformative vision of NEP 2020, our academic framework blends strong conceptual foundations with experiential learning, industry immersion, and research-driven insights. Students gain hands-on exposure through live industry projects, credit-integrated internships, and real-world business challenges, ensuring they are prepared from day one.

A defining feature of our ecosystem is the emphasis on global exposure. Through international collaborations, global case studies, cross-cultural learning, and opportunities for interaction with global industry leaders, students develop a broader worldview and the

cultural intelligence needed to excel in global markets.

Our thriving entrepreneurship and innovation ecosystem, supported by dedicated faculty and strong corporate linkages, empowers students to ideate, experiment, and build impactful solutions. We focus on nurturing not just competent professionals but socially conscious leaders who contribute meaningfully to society.

At SoB, students don't just prepare for a job—they prepare for life.

We invite you to join a community that shapes leaders, expands horizons, and builds global futures.

Director General Message



Prof. (Dr.) Atmanand

In today's rapidly evolving global economy, business education must prepare students to think critically, act ethically, and lead with confidence. At the School of Business, Sushant University, we are committed to developing future-ready professionals through a curriculum that blends strong theoretical foundations with practical, industry-oriented learning. Our programs emphasize experiential learning, innovation, sustainability, and digital competence, supported by experienced faculty and strong industry engagement. Through case-based learning, live projects, internships, and global exposure, students are equipped with the skills and mindset required to succeed in competitive business environments. I invite you to join the School of Business, Sushant University, and take the first step towards a transformative learning journey and a successful professional future.

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 2025 for crafting a modern, vibrant New India which is once again destined to be a Vishwa Guru.



School of Business

School of Business (SoB), offers under-graduate, post-graduate and doctorate programmes in management & Commerce. The School 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.

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 Academic Collaboration with Samatrix / Industry Embedded MBA for Professionals & Graduates (Weekends)

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 Specialization :

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

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
- Human Resource Management
- Finance
- Fintech *
- Digital Marketing
- Business Analytics *
- Aviation Management
- Event Management & Cruise Line Operations

B.Com/B.Com (Hons.)/B.Com (Hons.) with ACCA* in Academic Collaboration with ISDC

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
- Banking & Insurance
- Taxation & Finance *

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

***9 Papers Exempted**

***Option to study one year at University of Essex, UK**

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



Credited Based Experiential Learning

Credit-Based Experiential Learning includes Social Internship, Integrated Assignment, Summer Internship, and Dissertation. These components provide hands-on learning through community engagement, research-based analysis, and real-world corporate exposure, enabling students to apply academic knowledge, develop practical skills, and enhance career readiness.



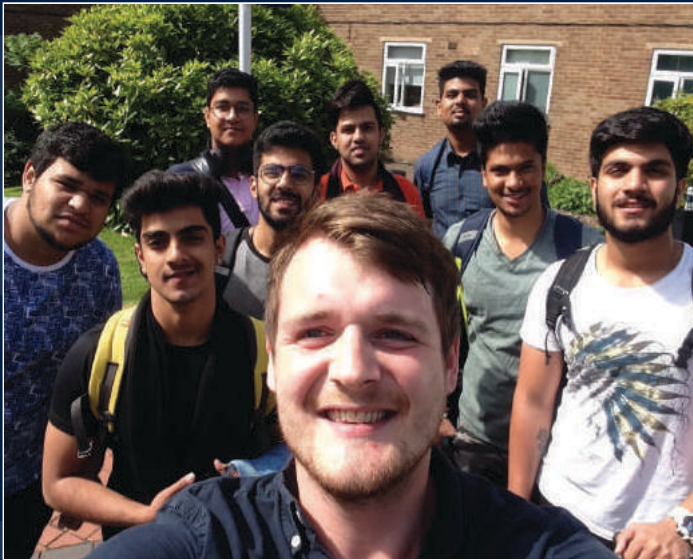
Global Immersion Program



Dr. Gerhard Schnyder, Loughborough University, London



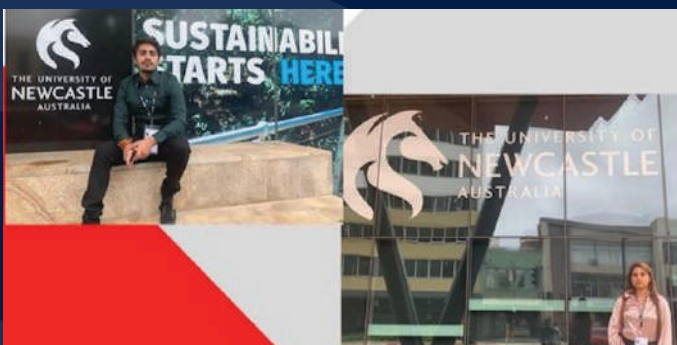
Students at Dubai Frame, Dubai



Students at University of Warwick, UK



Industrial Visit to Air Dubai, Dubai office



Students at The University of New Castle, Australia



Student of Ghana at SoB

Collaborations



Ambassadors on the Campus



H.E. MR. DENIS ALIPOV
Ambassador of Russia



H.E. JACQUELINE MUKANGIRA
High Commissioner of Rwanda



H.E. MR. MARTEN VAN DEN BERG
Ambassador of Netherlands



G.E. GABRIEL P. SINIMBO
Ambassador of Namibia



H.E. DR. RALF HECKNER
Ambassador of Switzerland



H.E. MR. FEDERICO SALAS LOTFE
Ambassador of Mexico

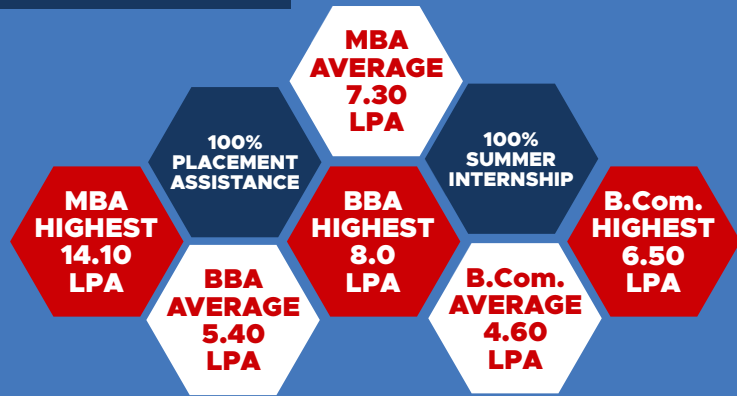


H.E. Ms. PATTARAT HONGTONG
Ambassador of Thailand



H.E. MR. KAMEL GALAL
Ambassador of Egypt

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





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>

Sushant
University
soaring high

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