

MBA

PLACEMENT SNAPSHOT 2025-26

**MARKETING
FINANCE
HRM**



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**CENTRE OF
EXCELLENCE**

NOTIFIED
BY GOVERNMENT OF GUJARAT



Established Since 1999

WHY GANPAT UNIVERSITY MBA PROGRAMME ?



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AICTE Approved

Since 1999
(24 years of
educational experience)

2100+ Alumni
Serving Various
Sectors

Diversified
specializations as per
industry needs

Well blended
ecosystem
to foster
employable skills

18000+ Books in library

Intensive Industry
Interaction



COURSES

At Ganpat University- VMPIIM we teach a variety of courses using experiential learning pedagogies that help to learn contemporary lessons on how to utilize the knowledge and skills in business simulation. These programs are great for the students and professionals to enhance their career.



Digital Marketing as a specialization explores several aspects of the new digital marketing environment, including topics such as digital marketing analytics, search engine optimization, social media marketing, and 3D Printing to give a richer understanding of the foundations of the new digital marketing landscape and acquire a new set of stories, concepts, and tools to help digitally create, distribute, promote and price products and services.

Marketing Analytics



Financial Modelling: This Financial Modeling specialization has been created aiming to hone the spreadsheet and modelling skills. It introduces learners to spreadsheet models, modeling techniques, and common applications for investment analysis, company valuation, forecasting, and more. It teaches how spreadsheets work and how they may be used to build scenarios, predict performance, and make informed business and financial decisions.

Financial Analytics



HR Analytics: This course focuses on identifying effective data sources, developing meaningful metrics, designing long-term measures, and applying results in support of organizational strategy and tactics. With advances in technology and cloud computing, there are now numerous data sources available to guide decision-making and drive organizational success. Harvesting the right kind of data requires that HR teams possess strong analytical skills; high-performing HR teams know that their function is to leverage data as a “decision science” by identifying metrics and data sources that deliver organizational insights.

Talent Management

RESEARCH THAT DRIVES CHANGE

Ganpat University - Faculty of Management Studies is passionate for rigorous research matched by a deep commitment to positive change. We bring together unconventional thinkers-researchers and scholars-who collaborate across disciplines to push the boundaries of knowledge and creative expression, and consistently endeavor to lead a new way forward.

PHD EXCELLENCE INITIATIVE

Ganpat University- Faculty of Management Studies is committed to recruiting the best doctoral students and providing them with transformative academic programs that prepare them for future success through the PhD Excellence Initiative.



INFRASTRUCTURE

IT Infrastructure

IBM AMOS 27.0 Licensed version
IBM SPSS 30.00 Licensed Version
Turnitin - Anti-plagiarism
Capitaline - Financial Database
1-GBPS Internet Connectivity | Wi-Fi

Learning Environment

Personality Grooming Sessions
Communication Skills Lab
Sectoral Courses
Audit Courses

Library

18,496 Books
PROQUEST Journal Database

Business Simulation



**Harvard
Business
Publishing
Education**

Student Clubs

Marketing & Intelligence Club
Rethink HR Club
Finance Club
Entrepreneurship Club

Student Experience

Learning Management
System (LMS)



Curated Placement Support

REAL TIME EXPOSURE

Summer Internship Program (SIP)

Practice all the management concepts, theories and frameworks learned in their 6-8 weeks training in company.

Business Simulation Program

Through Business Simulation Program, students can analyze various strategies to Finance, Marketing, Human Resource and Production areas.

Anti-Plagiarism Training Program

Institute trains all students on how to use anti-plagiarism software and to improve the originality/authentic report writing that can be one of the proven competitive advantages in this content sensitive world.

For More Details

+91 79844 33919

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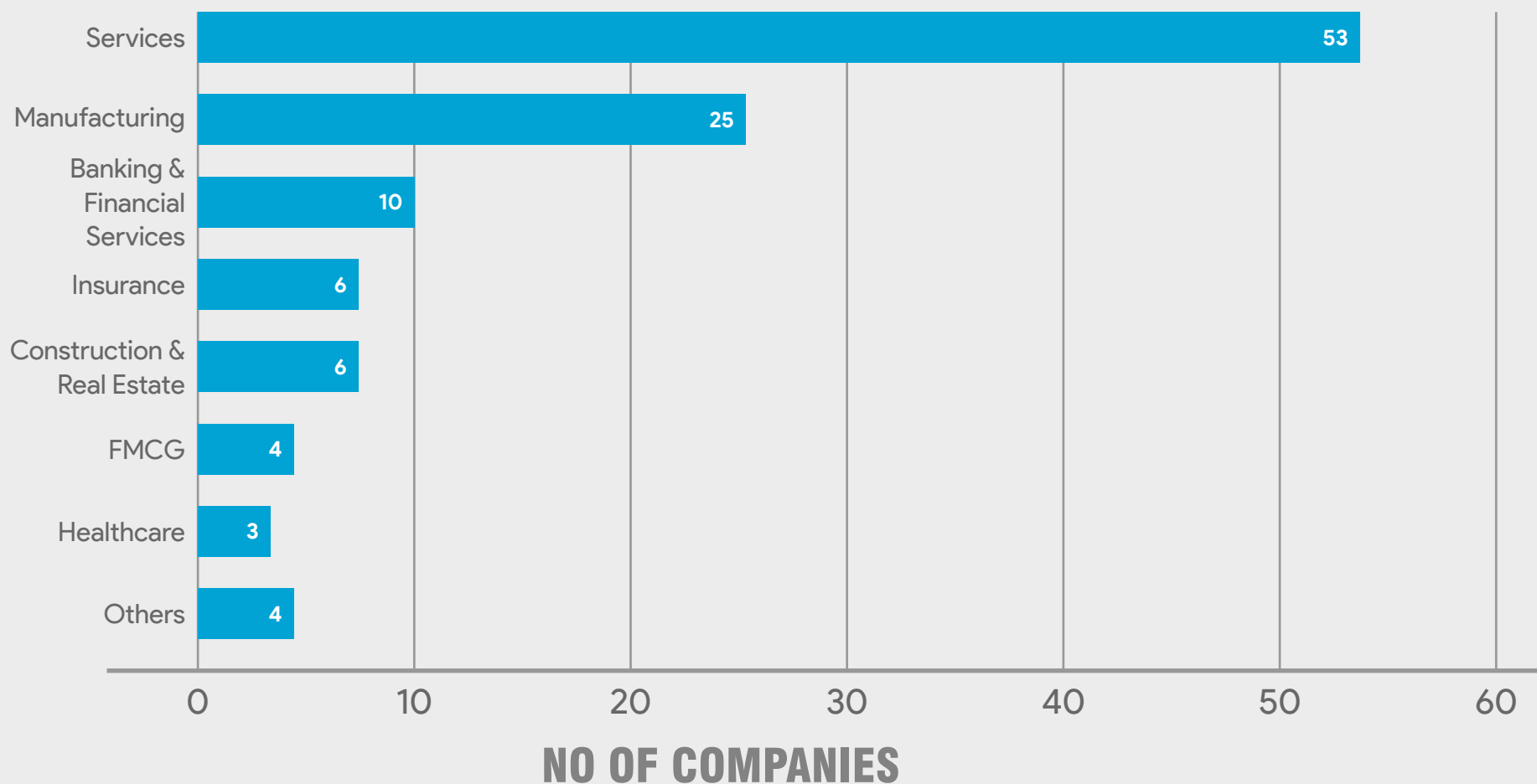
Placement
Percentage
96%

Highest
Package
₹10 LPA

Average
Package
₹4.5 LPA

No. of
Companies Visited
111

SECTORS WISE SUMMARY





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Process - Placement



Summer Internship Batch 2024-2026

Highlights of Summer Internship 2025

100%

Summer
Internship
Placement

All
198

students are
placed in
reputed
companies

38

companies

11

Sectors

More than

40

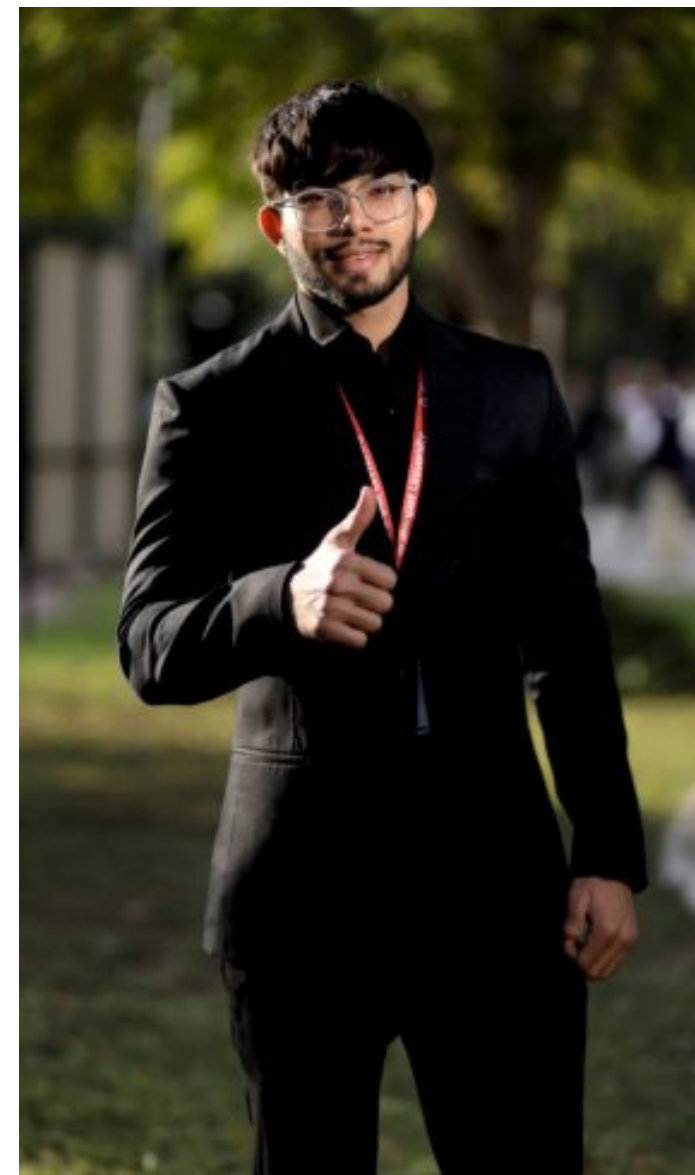
of students got
Summer Internship
Opportunities
with Stipend

Highest
SIP Stipend:

INR 15000

Industry-wise Summary of Summer Internship Placement for Batch 2024-2026

Industry	Percentage of Students
Finance/Stock Market	26
Mutual Fund Investment	20
Information Technology	11
Manufacturing	8
Life Insurance	7
Banking	6
Print & Publishing	5
FMCG	5
Healthcare	5
Consulting	4
Others	3



Clubs at GUNI - VMPIM



MARKETING CLUB

The Marketing Club of Ganpat University VMPIM works endlessly in order to serve students to participate in activities that enrich student's exposure to marketing in the "real world". It organizes knowledge sessions by industry experts, and share the latest trends in Marketing, facilitating a profound understanding of the domain.



HR CLUB

The HR Club of Ganpat University VMPIM is a student-driven initiative with an objective to develop interests in various areas of HR through guest lectures, seminars, workshops and professional opportunities.



Mehsana, Gujarat, India



FINANCE CLUB

The Finance Club of Ganpat University VMPIM is a student-driven club with an objective to develop interests in various areas of finance through guest lectures, seminars, workshops and professional opportunities.

Student Development Activities

Aptitude Session:

Through targeted training and resources, we are committed to ensuring our students are well-equipped to meet recruitment challenges and secure placements with leading companies.

Group Discussion Workshop:

The Group Discussion workshop was a significant success, effectively preparing our MBA students for the competitive placement process by enhancing their communication, critical thinking, and teamwork skills.

Personal Interview Workshop:

The Personal Interview Workshop was an integral part of our MBA program's pre-placement activities, demonstrating our commitment to preparing students for successful careers. By providing practical training and real-world insights, we aim to empower our students to approach their interviews with confidence and poise, ultimately increasing their chances of securing desirable job offers.



Business Simulation



Semester I

New Venture Simulation:
The Food Truck Challenge

Marketing

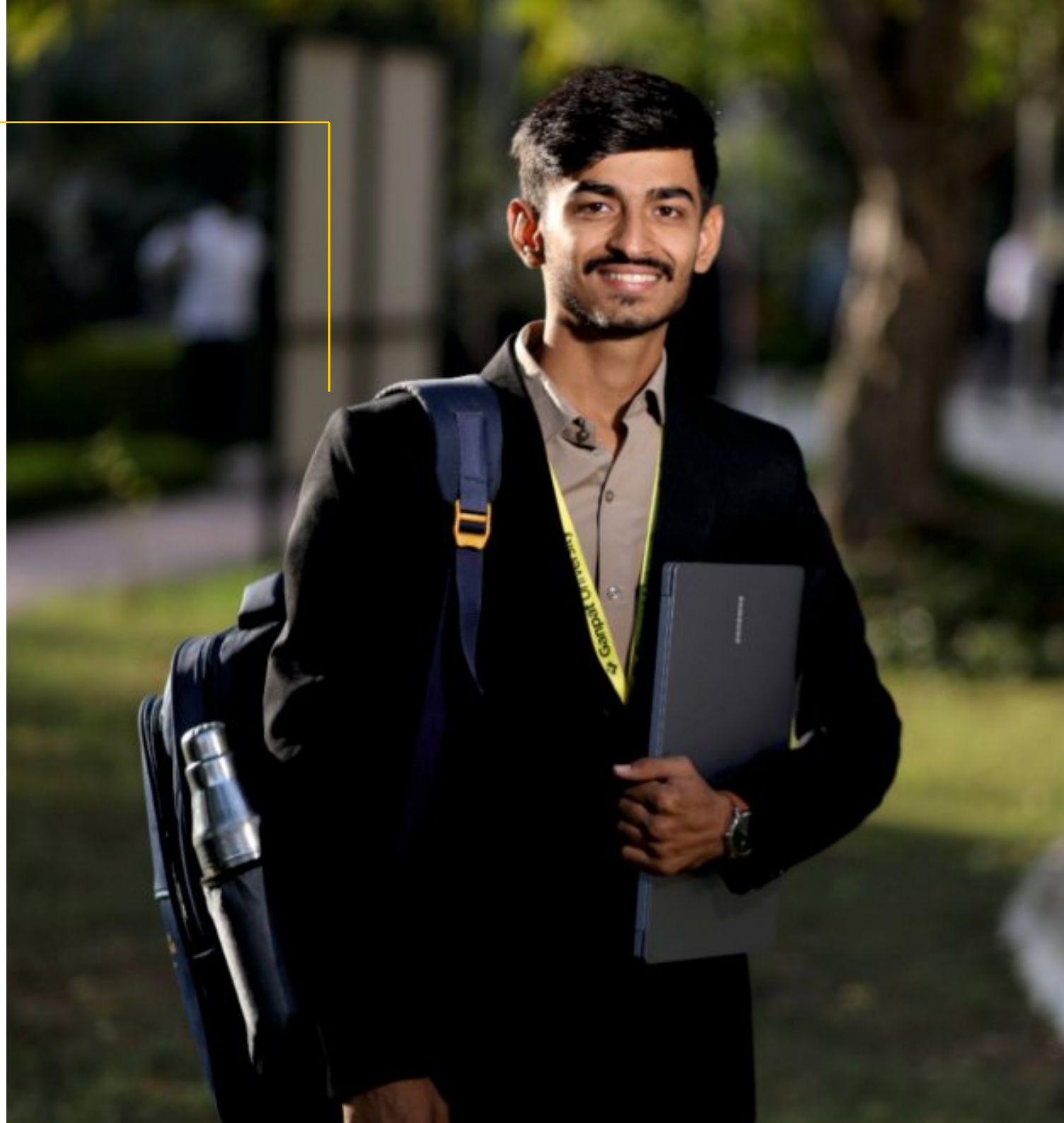
Specialization Students:
Marketing Simulation:
Managing Segments and Customers V3

Finance

Specialization Students:
Financial Analysis Simulation:
Data Detective

HR

Specialization Students:
Organizational Design Simulation:
Evolving Structures



Our Pride Recruiters



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BY GOVERNMENT OF GUJARAT

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Breaking Barriers, Building Futures!



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