

**Ganpat  
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**V. M. Patel  
Institute of  
Management**



**CENTRE OF  
EXCELLENCE**  
BY GOVERNMENT OF GUJARAT

સત્યમેવ જયતે



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.

Our Newly introduced specializations to learn in-demand skills are:



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 20.0 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 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.

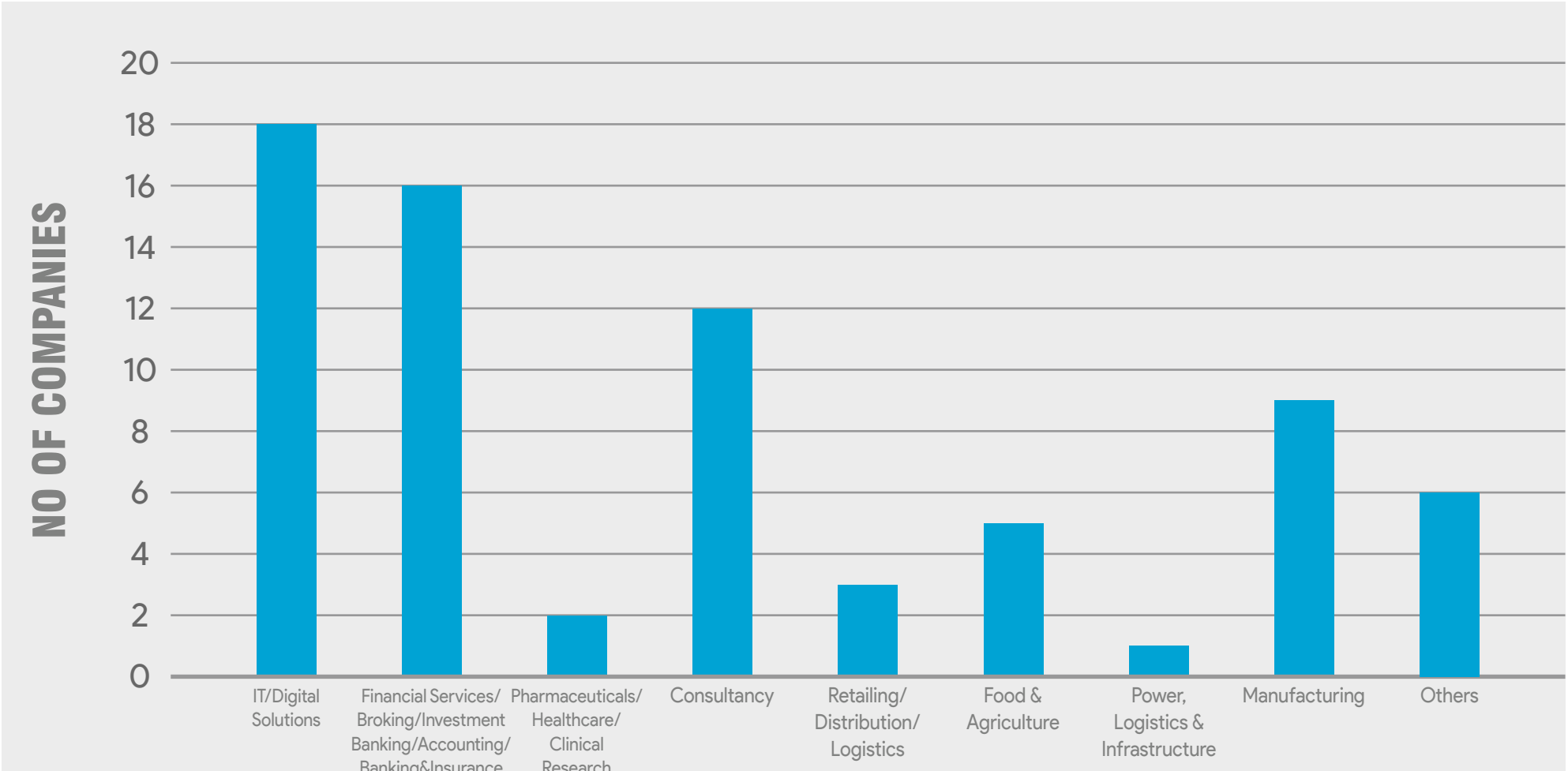
For More Details

**+91 79844 33919**

# PLACEMENT SNAPSHOT 2024-25

Placement Percentage	Highest Package	Average Package	No. of Companies Visited
93%	₹9.00 LPA	₹4.5 LPA	74

## SECTORS WISE SUMMARY





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**Jagdish Vaja**  
MBA (Marketing)

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Intensive Summer Internship | Participative learning in Class | Modern Syllabus | Simulation based Learning | Marketing Analytics | Pre-placement Training: Resume Building Workshop, Group Discussion Workshop, Personal Interview Workshop, and Aptitude Sessions

**Brijesh Makwana**  
MBA (Finance)

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**S&P Global**



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**Kevin Barot**  
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**Shreya Nathji**  
MBA (Marketing)

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**Payal Rao**  
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**Harshad Prajapati**  
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**Sagar Sharma**

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**Jay Priyadarshi**

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**Noaman Pawar**  
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**Aakanksha V. Sharma**  
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**Mohammad Tahir Mogal**  
MBA (Marketing)

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**Sanjay Rabari**  
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**Naivam Shah**

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**Dhruvee sisodiya**  
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**Utsav Patel**  
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**Ayush Malvi**  
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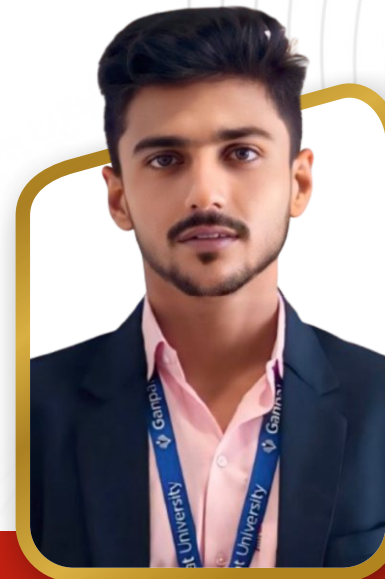


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**Himani Chauhan**  
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**Deep Sadariya**  
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**Hritik Raj**  
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I CAN - I WILL



**Kevin Barot**  
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# Summer Internship Batch 2024-2026

## Highlights of Summer Internship 2023

**100%**

Summer  
Internship  
Placement

All  
**198**

students are  
placed in  
reputed  
companies

**38**

companies

**18**

Sectors

More than

**50%**

of students got  
Summer Internship  
Opportunities  
with Stipend

Highest

SIP Stipend:

**INR 15000**

## Industry-wise Summary of Summer Internship Placement for Batch 2022 -2024

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
Consulting	4
Healthcare	3
Automotive	3
FMCG	2
Realty	1
Retail	1
Pharma	1
Agriculture	1
Chemical	1
Import/Export	1
Foods	1



## 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.*



### 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.*

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

