

GLS UNIVERSITY

Faculty of Business Administration Bachelor of Business Administration (BBA) Programme

1. GLS University's Bachelor of Business Administration programme is a three-year full-time undergraduate programme leading to the degree of Bachelor of Business Administration (BBA). The programme will be offered by two constituent colleges of GLS University, viz., N R Institute of Business Administration and GLS (J P Shah) Institute of Business Administration.

2. Programme Objectives

The course is multi-disciplinary and aims at providing a foundation in business administration theory that is steeped in contemporary industry practices as well as equipping the students with robust communication skills to render them effective professionals. More specifically, the programme is intended:

- To equip the students with academic knowledge and understanding of the theory, principles and conceptual framework of business administration and subjects allied to it.
- To inculcate the ability to observe situations and make linkages between academic knowledge and practical applications.
- To develop strong communication skills supporting their role as future managers.
- To ensure that the students learn to critically evaluate and analyze complex situations and hone problem solving skills.
- To help develop the ability to manage oneself and work collaboratively in teams.
- To encourage the students to think creatively and innovatively

3. Eligibility Norms for Admission to First Year BBA

a) The applicant must have passed the Gujarat Higher Secondary Education Board (GHSEB)/Central Board of Secondary Examination (CBSE)/Indian Council of Secondary Examination (ICSE) or its equivalent under the 10 + 2 pattern in Commerce or Science stream, with the following subjects:

(1) English and

(2) Any one of the following:

(i) Mathematics

- (ii) Physics
- (iii) Statistics
- (iv) Business Mathematics
- (v) Accountancy

b) The candidate must have obtained the following minimum aggregate marks (i.e., total marks obtained divided by maximum total marks admissible, including marks of all subjects, theory and practical):

- (i) For open category candidates: 45%
- (ii) For reserved category (SC/ST/SEBC) candidates: 40%

4. Admission

- a) The intake for the BBA programme will be 225 seats at each institute.
- b) Admission to reserved category candidates will be as per the guidelines of Government of Gujarat.
- c) Admission to all categories will be on merit.
- d) Separate category-wise merit lists will be prepared.
- e) Admission to each institute will be done separately.
- f) Candidates from Boards other than Gujarat Board will have to obtain and produce a Provisional Eligibility Certificate from GLS University.

5. Programme Overview

The entire schedule of academic activities of the programme will be listed in the Academic Calendar to be released at the beginning of each academic year. An overview of the programme is as follows:

Sr.No.	Particulars	Number
1	No. of Years/Semesters	3/6
2	Total Credits	140
3	Total No. of Courses	48
	a) Core Courses	32
	b) Foundation Courses	6
	c) Elective Courses	6
	d) Specialization Elective Courses	4
4	Total teaching weeks (per semester)	15
5	Admission and examinations (per semester)	2

6. Programme Structure (Semester-wise)

SEMESTER I			
Code	Core Courses	Credits	Objectives
C101	Management Concepts and Practices	3	To provide the students with conceptual understanding about the key functions of the process of managing organisations.
C102	Basics of Financial and Cost Accounting	3	To acquaint the students with the basic concepts of Financial and Cost Accounting, and provide an understanding of the concepts in business from an accounting perspective.
C103	Business Maths I	3	To provide the students with a basic understanding of mathematical concepts and terminology that form the foundation for further management studies.
C104	Economics I (Micro)	3	To acquaint the students with the basic micro-economic concepts and develop economic reasoning.
C105	Introduction to Entrepreneurship	3	To introduce the students to the meaning and basic concepts of entrepreneurship. It aims at helping them understand entrepreneurial traits and characteristics, and initiate cultivation of an appreciation of the challenges faced by entrepreneurs by emphasizing on sharing of real-life stories.
C106	English	3	To improve the reading and writing skills amongst the students. The course will also help students become willing, careful and critical readers; practice writing as a form of creative and business expression and ultimately to become more effective thinkers and communicators, laying the foundation for further management studies.
C107	Foundation Course		
F101	Basics of Communication	3	This course focuses on verbal communication which includes both oral and written. By the end of the first semester, this course will equip the students with the skills to introduce, summarise and draft managerial communications. They will also be trained to use MS Word as a tool for written

			communications.
	Elective Courses (any 1 out of 4)*		
E101	Indian Culture through Performing Arts	2	To bring the students closer to their roots by introducing them to Indian Performing Arts in the areas of music and dance.
E102	Management Lessons from Mythology		To enable the students to appreciate the relevance of mythology in the present-day business context.
E103	Foundation course in Visual Arts		To provide an initial exploration of visual arts as a link with management studies.
E104	Foreign Language Level I		To introduce the students to a foreign language in its audio-visual and written forms.
	TOTAL CREDITS	23	

SEMESTER II			
Code	Core Courses	Credits	Objectives
C201	Managing People	3	To introduce the students to the concept of Human Resource Management (HRM). The focus of this course will be on the key functions of HRM.
C202	Financial Markets and Intermediaries	3	To introduce the students to the structure, working and inter-relations of the Indian financial system and to develop a basic understanding of different financial markets.
C203	Business Maths II	3	To provide an understanding of the mathematical concepts, terminology and application of basic arithmetic operations on matrices including inversion and determinants, financial mathematics as well as technical tools used in modelling.
C204	Economics II (Macro)	3	To provide students with an understanding of the behaviour and working of the economy as a whole. Additionally, it introduces the students to different economic aggregates and helps them appreciate their inter-relationships.
C205	Introduction to Production Management	3	To provide the students with a basic understanding of the concept of production management, various production systems, and the

			underlying decisions such as plant location, layout, materials management, etc., so that there is clarity about the value addition during the input-output conversion process.
C206	Industrial Visit and Project	3	To bridge the gap between theory and practice by enabling the students to acquire basic understanding of the functioning of a business organisation; to introduce a student to the various functional areas of management through industrial exposure followed by report writing and viva-voce.
C207	Foundation Course		
F201	Business Communication	3	To provide a thorough understanding of the non-verbal nuances in oral and written communication. It introduces the students to report writing and imparts training for the same through practical assignments. Through the use of MS PowerPoint, the course attempts to equip the students with the skills needed to create and deliver presentations.
Elective Courses			
E201	Environment Management	2	To introduce the students to the concept of conserving various elements of environment and managing it, as well as the best practices in this area.
Total credits		23	

SEMESTER III			
Code	Core Courses	Credits	Objectives
C301	HR & Organization Behaviour I	3	To provide exposure to the students about individual and group factors influencing employee behaviour at the workplace.
C302	Financial Management I	3	To provide the students with the knowledge and skills expected of a future manager regarding various financial management decisions.
C303	Marketing Management I	3	To acquaint the students with the various marketing practices of organisations and their impact on the market.
C304	Corporate Accounting	3	To familiarize students with the

	I		various legal provisions for preparing and presenting the accounts according to the provisions of the Indian Companies Act, 2013.
C305	Business Statistics	3	To help the students interpret and solve business related problems using statistical concepts.
C306	Managerial Economics I	3	To introduce the students to the basics of managerial economics.
Foundation Course			
F301	Inter-personal Communication I	3	To explain the importance of inter-personal communication in business and provide a thorough understanding of communication related to employment.
Elective Courses (any 1 out of 4)*			
E301	Business Stories of Gujarat	2	To emphasize the entrepreneurial spirit of Gujarat through stories of successful Gujarati entrepreneurs.
E302	Film Studies and Movie Making		To introduce the students to film appreciation and the mechanics of movie making.
E303	Indian Constitution		To enable the students to appreciate the spirit of the Indian Constitution and its relevance in personal and business lives.
E304	Foreign Language Level II		To enable the students to progress to making basic conversation and written skills in the selected foreign language.
Total credits		23	

SEMESTER IV			
Code	Core Courses	Credits	Objectives
C401	HR & Organization Behaviour II	3	To explain the impact of motivation and leadership at the workplace and provide an understanding of individual/organisational dynamics, ethical behaviour and other contemporary issues in OB.
C402	Financial Management II	3	To familiarize the students with important financial decisions such as financing, investment and dividend and their application in real-life business situations.
C403	Marketing Management II	3	To enable an understanding of product management, distribution and

			branding.
C404	Corporate Accounting II	3	To familiarize the students with corporate annual reports and selected techniques of financial analysis.
C405	Business Research Methods	3	To introduce the students to the basics of business research and equip them with skills needed to carry out research projects.
C406	Managerial Economics II	3	To provide a deeper understanding of the application of micro-economic concepts and create a foundation for rational decision making in business.
	Foundation Course		
F401	Inter-personal Communication II	3	To train the students to work in groups, understand the importance of meetings and draft documents necessary for business meetings.
	Elective Courses (any 1 out of 4)*		
E401	Corporate Social Responsibility	2	To introduce the students to the evolution and various forms of CSR, its implementation and benefits to the business and society.
E402	International Relations		To create a basic understanding of the dynamics of relationships between countries and introduce students to a Model United Nations.
E403	Gender Equality and diversity		To enable students to appreciate the importance of maintaining equality and inclusivity at the workplace.
E404	Foreign Language Level III		To equip the students with more advanced listening, speaking and writing skills in the chosen foreign language and prepare them for external certification examination.
	Total credits	23	

SEMESTER V			
Code	Core Courses	Credits	Objectives
C501	Personal Finance and Tax Planning	3	To acquaint the students to the concept of personal portfolio and taxation planning.
C502	Basics of Strategic Management	3	To introduce the basic elements of external and internal environment analysis and other tools that help a business to form its business strategy.
C503	Business	3	To train the students to scan the

	Environment & Policy		prevailing business environment and understand the implications of government policy on industry and firm.
C504	International Business	3	To familiarize the students with international trade bodies, their functions and the process of international business.
Specialisation Electives			
MSE501	Marketing Research	6	To equip the students with necessary skills for conducting market research.
MSE502	Consumer Behaviour		To familiarize the students with the concept of consumer behaviour and its application for marketing managers.
FSE501	Corporate Finance		To develop a deeper understanding of capital budgeting, working capital and other corporate finance decisions.
FSE502	Financial Services		To provide the students with an understanding of the various financial services, their providers and regulatory bodies.
HSE501	Industrial and Labour Laws		To provide the students with the required legal background to carry out the functions of HRM.
HSE502	Compensation Management		To train the students to understand the intricacies and carry out all the functions related to designing, managing and changing compensation structures in an organisation.
ESE501	Generating Business Ideas		To encourage the students to explore the creative process of generating innovative ideas for products/processes.
ESE502	Legal Environment for Entrepreneurs		To provide students with an understanding of the existing legal framework for setting up a new venture or managing a family business.
Foundation Course			
F501	Analytical Communication I	3	This course, through exercises in case studies, aims to enhance the students' analytical skills in the context of managerial subjects. It focuses not only on logical reasoning and research methodology, but also

			on writing skills of students.
	Elective Courses (any 1 out of 4)*		
E501	Introduction to Human Psychology	3	To make the students familiar with theories concerning human behaviour in an organizational as well as social context, which will help them understand the organizational behaviour overall.
E502	Learnings from Entrepreneurs of the World		To give a glimpse of the stories of struggle that the entrepreneurs across the world have gone through. This will enable them to compare the business situations in different countries and how these situations helped them to evolve in their respective fields.
E503	Business Ethics		To provide a comprehensive framework of ethical decision making and other issues in business.
E504	Digital Marketing		To equip the students with the competencies to carry out a digital marketing campaign.
	Total credits	24	

SEMESTER VI			
Code	Core Courses	Credits	Objectives
C601	Accounting for Managers	3	To provide the students with accounting skills that help in decision making.
C602	Corporate Laws	3	To provide a practical understanding of the framework of laws in India that impact a business organisation and its operations.
C603	Grand Project	3	To enable the students to develop an in-depth understanding of an industry/sector/product/service of their choice by exploring it through a rigorous group study project.
C604	Operations Research and Quantitative Techniques	3	To equip the students with quantitative problem-solving skills.
	Specialisation Electives		
MSE601	Integrated Marketing Communication	6	To develop an in-depth understanding of the various components of IMC and their applications for a marketing manager.

MSE602	Sales and Distribution Management		To develop familiarity with various types and elements of distribution systems, their working and strategic choices regarding the same.
FSE601	Banking and Insurance		To familiarize the students with the various products, management and decision making at banks and insurance companies.
FSE602	Security Analysis and Portfolio Management		To create an understanding about different securities including derivatives, concept of portfolio and its creation.
HSE601	International HR		To introduce the challenges of international HRM and strategies to overcome them.
HSE602	Strategic HR		To discuss areas of strategic decision making in HRM and equip the students with the tools and techniques for the same.
ESE601	Finance for Entrepreneurs		To enable budding entrepreneurs to understand the various sources of finance available to them and the process of obtaining funds.
ESE602	Business Plan		To train the students to write and present an effective business plan based on an original business idea.
Foundation Course			
F601	Analytical Communication II	3	To provide an understanding on analysing an industry and writing an in-depth industry report based on concepts learnt in Semester V and to enhance writing skills by giving them exercises on Literature Review and referencing.
Elective Courses (any 1 out of 4)*			
E601	Doing Business across cultures	3	To enable the students to work effectively in a cross cultural environment.
E602	Management of Services		To provide basic understanding of management in service sectors as hospitality, tourism, health-care, etc.
E603	Introduction to Logic		To improve reasoning and mathematical ability of the students that they can use in other managerial aspects of their work.
E604	Analysis of		To teach the students to critically

	Advertisements		evaluate TV/Radio and print advertisements, and gain practical knowledge of marketing through these exercises.
	Total credits	24	

**Elective courses will be offered subject to a minimum number of students (as decided by the institute) opting for the same.*

7. Evaluation Pattern

	Internal Evaluation	External Evaluation
Core Courses	50%	50%
Foundation Courses		
Elective Courses		
Specialization Elective Courses		
<ul style="list-style-type: none"> • Passing percentage in Internal and External evaluation is 40.each. The components of the internal evaluation will be communicated by the institution at the beginning of the semester. • External evaluation will consist of University Examination to be conducted by GLS University. 		

8. Fee Structure

Details of fees to be collected at the time of admission/
commencement of each semester

Sr. No.	Type of Fees	Amount per semester (Rs.)
1	Tuition fee	17,500

Fee Refund Rule: Tuition fee will be refunded if cancellation is made within **one month** of admission after deducting Rs.500/- as processing fee.