

FACULTY OF BUSINESS ADMINISTRATION

Specialisations

ACCOUNTING & FINANCE

MARKETING MANAGEMENT

INTERNATIONAL BUSINESS



GUJARAT LAW SOCIETY

Beginning from a single law college in 1927, Gujarat Law Society has transformed into one of the largest and most renowned destination for education in Gujarat.

Visionaries and luminaries such as Sardar Vallabhbhai Patel, Shri Ganesh Mavlankar and Sheth Shri Kasturbhai Lalbhai were the first to set

lofty standards of excellence in education at GLS. Today Gujarat Law Society has burgeoned into a mammoth trust that manages 30 institutions imparting quality education at four campuses in Ahmedabad. What has not changed is the steadfast resolve to always 'aim higher' and the motto of 'Excellence in Education'.

GLS UNIVERSITY

GLS University is a statutory state private university established by the act of Gujarat State Assembly. Gujarat Law Society, the parent body of the university, is a premier educational group, offering course in multiple disciplines. It stands as a synonym for contemporary education in the region with its state-of-the-art infrastructure which houses nearly 30 institutes in various spheres. There are over 24000 students at the campus who are assisted in the meticulously crafting their careers and leading them to the path of success. GLS has particularly expansive alumni group too which echoes the values that it has imparted, right since its inception. Being a part of some of the most distinguished

corporations across the globe, these alumni have carved out a niche identity for themselves, that of being responsible, pragmatic and proactive.

GLS University is set up with a vision to benchmark the global standards of education and create path breaking programmes in the areas of strategic importance not only to the country but across the world. The university is all set to initiate various innovative programmes in diverse areas of management, information technology, communications, social sciences and commerce. GLS is poised to become Gujarat's first globally relevant university, delivering quality education at affordable costs.



FACULTY OF BUSINESS ADMINISTRATION

As per a recent PricewaterhouseCoopers (PwC) report India is set to become the third largest economy in the world. This announcement brings with it, an anticipation of growth, and future well-being. But along with this there is a responsibility on the shoulders of the youth of India to be future ready. The new millennium has seen a paradigm shift of sorts in the critical skill that a manager is required to develop to meet the rapidly changing needs of the business.

Since its inception in 1999, the Institute endeavours to create future global leaders who

are well equipped with the leadership skills, analytical skills, critical thinking, and industry exposure. Besides this an equal importance is given to human values, because the Institute firmly believes that talent may take an individual to the top but it the strength of character which will keep them there.

The present University status of GLS is a promise to autonomy which culminates to a globally relevant syllabus, unique pedagogical tools for experiential learning, along with a stimulating blend of co-curricular and extra-curricular activities including socially oriented pursuits.

MISSION

To be an active participant in the development of globally competitive India by creating future business leaders

VISION

- To provide learning environment
- To encourage the development of professional competencies
- To provide technological advancement
- To support the professional development

QUALITY POLICY

We aim at excellence in education by

- Providing learning environment conducive to professional development coupled with technological advancement
- Updating quality systems leading to quality output
- Creating globally competitive business leaders with strong ethical and moral background



ADMISSION PROCEDURE

CBCS

In order to bring itself at par with international universities, GLS University has adopted the Choice Based Credit System. Under this system, the three year programme is divided into 6 semesters.

6 core course + 1 foundation + 1 elective = 1 semester

6 semester = 140 credit = Bachelor of Business Administration from GLS University

ELIGIBILITY CRITERIA FOR FYBBA

The applicant must have

(1) Passed the GSEB CBSE/ICSE or its equivalent under the 10 + 2 pattern in Commerce or Science stream, with English and Mathematics /Physics/ Statistics/ Business Mathematics, Accountancy

(2) Obtained the following minimum aggregate marks

For open category candidates: 45%

For reserved category (SC/ST/SEBC) candidates: 40%

- Application form can be obtained from GLS University Campus or login to online admission portal
- Duly filled application form should be submitted as prescribed
- Admission is strictly on merit list prepared on the basis of HSC result
- Set of Merit Lists for all categories will be displayed on the specified date
- Eligible applicants will be granted admission according to his/her rank in the relevant merit list and the availability of seats
- Candidates other than GHSEB will have to obtain PEC from GLS University
- GLS University reserves the right to make an exception in the above rules without any notice. Decision of GLS University will be considered final and binding

**INTEGRATED INTERDISCIPLINARY
APPROACH
INNOVATIVE PEDAGOGY
CAREER FOCUSED
PERSONAL GROWTH**

FOBA MAKES THE DIFFERENCE

Open to a world of
OPPORTUNITIES....



**MARKETING
MANAGEMENT**

**ACCOUNTING AND
FINANCE**

**INTERNATIONAL
BUSINESS**

**CRITICAL
THINKING**

ECONOMICS

**STRATEGIC
MANAGEMENT**

**Communication
& Personality
Development**

**BUSINESS
RESEARCH**

**HUMAN
RESOURCE**

ENTREPRENEURSHIP

STUDENT'S TESTIMONIAL



GLSIBA has played a very important role in my life. Not only because it has some of the best faculties and is known for academic excellence, but because GLSIBA has provided me various opportunities, both academic and non-academic, that have groomed me into a sharp professional and more importantly, a better individual.

Ishita Joshi (2010-13)

PwC | Consultant | Advisory - Government Reforms & Infrastructure Development

While pursuing BBA at GLSIBA, participated in various inter college competitions & activities across Dramatics, public speaking & management events which really helped me to grow as a professional & an individual in life. Participation in public speaking events helped in expressing views confidently. With various management competitions it helped in brining a problem solving approach and sharpened my presentations skills which is helpful forever. It developed the ability to handle stress levels to compete with the best in Gujarat at a young age. Lastly exposure to dramatics was the best part of being at GLS which completely changed my life forever. It gave me my aggression, my confidence, my passion and made me what I am today.



Thank you GLS for giving the best 3 years of my life I shall always miss & cherish..!!

Hitesh Ramchandani

Corporate Banking | Ahmedabad & Vadodara | Winner of “Young Achiever”– HDFC Bank Icon Awards



Students who
have joined IIM

Hemal Shah @ FMS, Delhi

Shahbaz Akhbani @ IIMC

LECTURES

Lectures delivered focus on incorporating the most relevant content for the budding managers



AUDIO VISUAL LEARNING

All classrooms have the most updated techno savvy teaching aids



PROJECTS AND ASSIGNMENTS

All students are compulsorily required to undertake Research Projects / Live projects



PROJECT / RESEARCH BASED LEARNING

Engage in innovative project/research work during their study for the credits prescribed under their curriculum



INDIVIDUALIZED ATTENTION

Each student is given an opportunity to interact and communicate with the faculties independently



INDUSTRY INTERFACE AND GUEST SPEAKERS

Special lectures industrial/academic by various eminent speakers are emphasized to provide the latest update directly from the doyens of management



CASE STUDIES

Case study methods help the students apply the learnt theory into real life situation



FOREIGN LANGUAGE

One foreign language is taught by experienced faculty over a period of three semester



ROLE PLAYING EXERCISES

Exercises imitating practical workplace situations stimulate the thinking and decision making capabilities of students and hone their creative skills



SYLLABUS

CORE COURSES

- Fundamentals of Management
- Principles of Economics (Micro)
- General English
- Business Mathematics
- Fundamentals of Accounting
- Fundamentals of Financial Management

FOUNDATION COURSE

- IT Tools in Business

ELECTIVE COURSE

- Foreign Language I (French)
- Management Lessons from Mythology
- Indian Culture through Performing Arts
- Indian Constitution

SEMESTER 01

CORE COURSES

- Production Management
- Principles of Economics (Macro)
- Fundamentals of Marketing
- Critical Thinking
- Introduction to Financial Markets & Institutions
- Business Ethics

FOUNDATION COURSE

- Basics of Communication & Personality Development

ELECTIVE COURSE

- Environment Management

SEMESTER 02

CORE COURSES

- Introduction to Service Marketing
- Statistics for Business Decisions
- Managing People
- Entrepreneurship Process and behaviour
- Managerial Economics
- Subject Specialization

FOUNDATION COURSE

- Interpersonal Communication I

ELECTIVE COURSE

- Foreign Language II (French)
- Still Photography and Movie making
- Leadership Influence and Power
- Business Stories of Gujarat

SEMESTER 03

CORE COURSES

- Industrial Economics
- Digital Marketing
- Psychology for Managers
- Intro. To Research Methodology
- Practical Studies
- Subject Specialization

FOUNDATION COURSE

- Interpersonal Communication II

ELECTIVE COURSE

- Foreign Language III (French)
- Vedic Mathematics
- Creativity and Innovation
- Gender Equality

SEMESTER 04

- Accounting & Finance
- Marketing Management

- Entrepreneurship
- Human Resource Management

CORE COURSES

- Legal Aspects Of Business
- Business Environment
- Managerial Competencies and Career Development
- Research Methodologies tools and analysis
- Subject Specialization
- Subject Specialization

FOUNDATION COURSE

- Analytical Communication I

ELECTIVE COURSE

- Banking Theory & Practices
- Management Information System
- Business Opportunity Identification & Feasibility
- Organizational Development

SEMESTER 05

CORE COURSES

- Indian Tax Structure
- Strategic Management
- Operations Research
- Grand Project
- Subject Specialization
- Subject Specialization

FOUNDATION COURSE

- Analytical Communication II

ELECTIVE COURSE

- Financial Services
- Event Marketing
- Emotional Intelligence and Managerial Effectiveness
- Talent Management

SEMESTER 06

SUBJECT SPECIALISATIONS

ACCOUNTING & FINANCE

- SEM-3** • Corporate Finance I
• Security Analysis & Portfolio Management

- SEM-4** • Cost & Management Accounting

- SEM-5** • Corporate Accounting

- SEM-6** • Corporate Finance II
• Contemporary Issues in Accounting & Finance

MARKETING MANAGEMENT

- SEM-3** • Integrated Marketing Communications

- SEM-4** • Consumer and Culture Theory

- SEM-5** • Sales and Distribution Management
• Product and Brand Management

- SEM-6** • Consumer Relationship Management
• Marketing Perspectives

INTERNATIONAL BUSINESS

- SEM-3** • International Financial Management

- SEM-4** • International Marketing Management

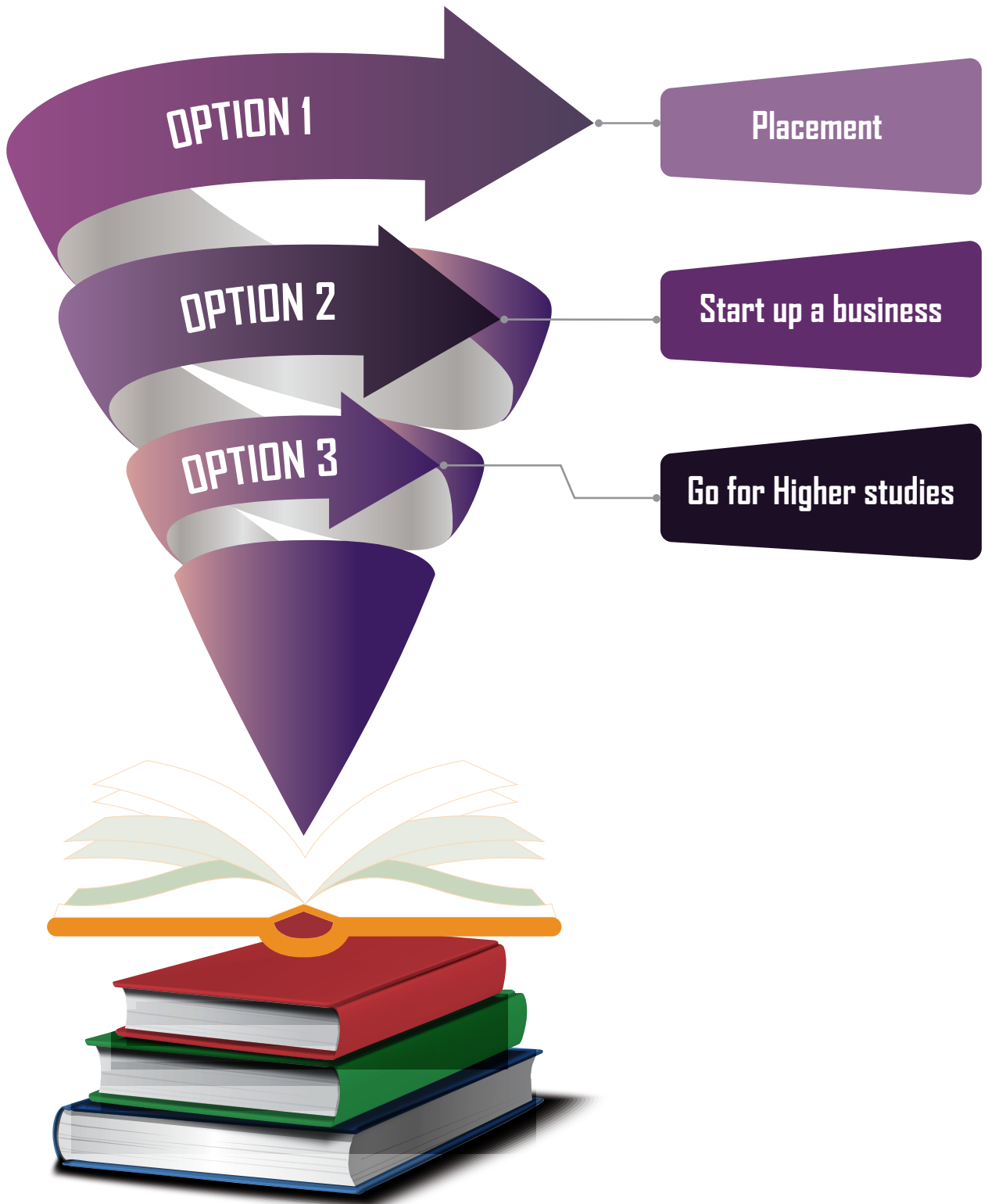
- SEM-5** • International HRM
• International Supply Chain & Logistics Management

- SEM-6** • Export Import Procedures & Documentation
• International Marketing Research & Country Analysis



Stepping Stone to the
Business World

3 BASIC CAREER PATH FOR ANY GRADUATE:



Option 1 – PLACEMENT

For the Year 2017-18, 35 students had shown interest in getting placed,
There were around 55 offers made by them as on 1st March 2018

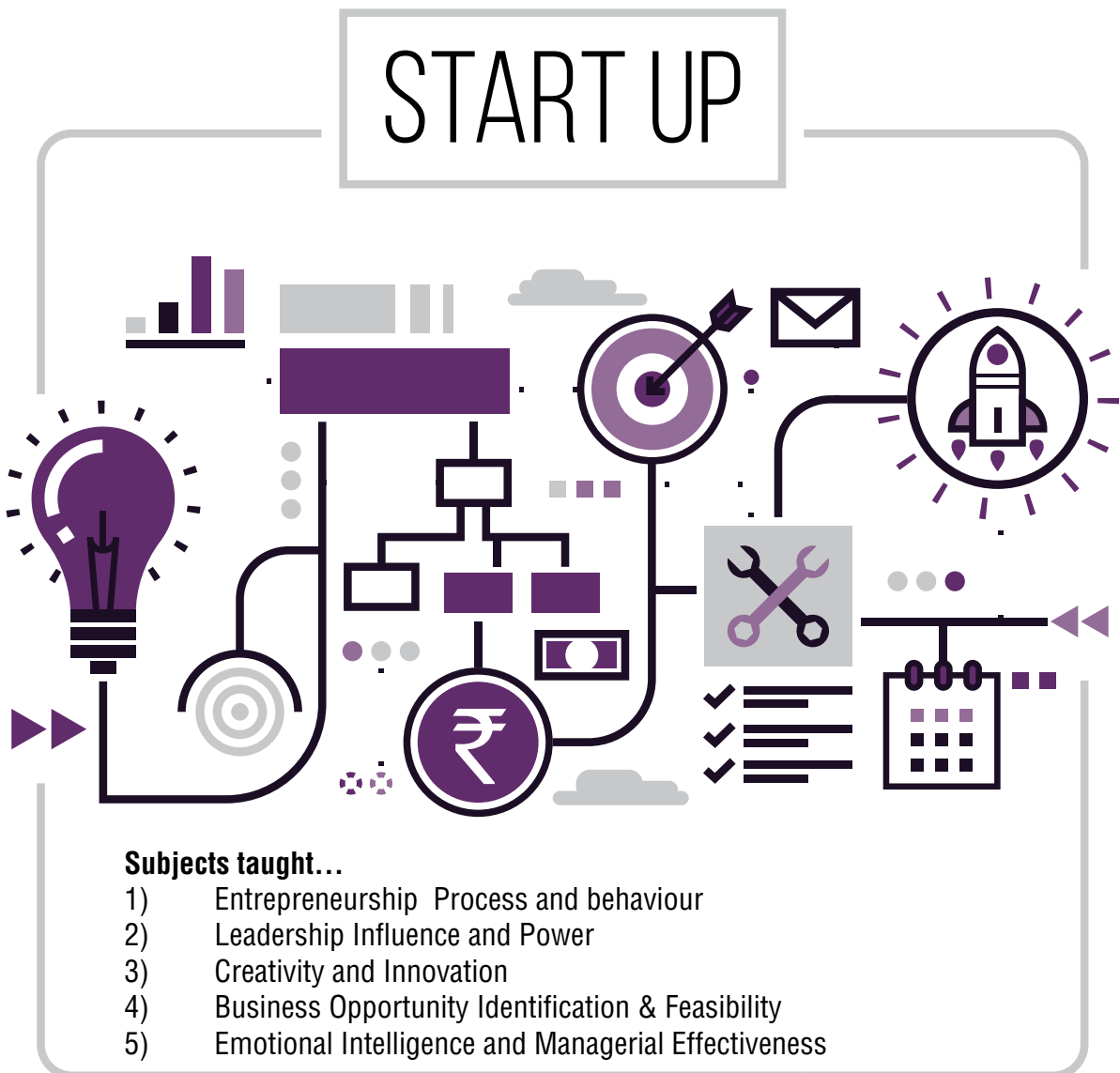


INTERNSHIP



Option 2 – START UP A BUSINESS

Five Papers in Entrepreneurship will groom you in this



Unique Hands On Pedagogy To Develop The Flair For Entrepreneurship

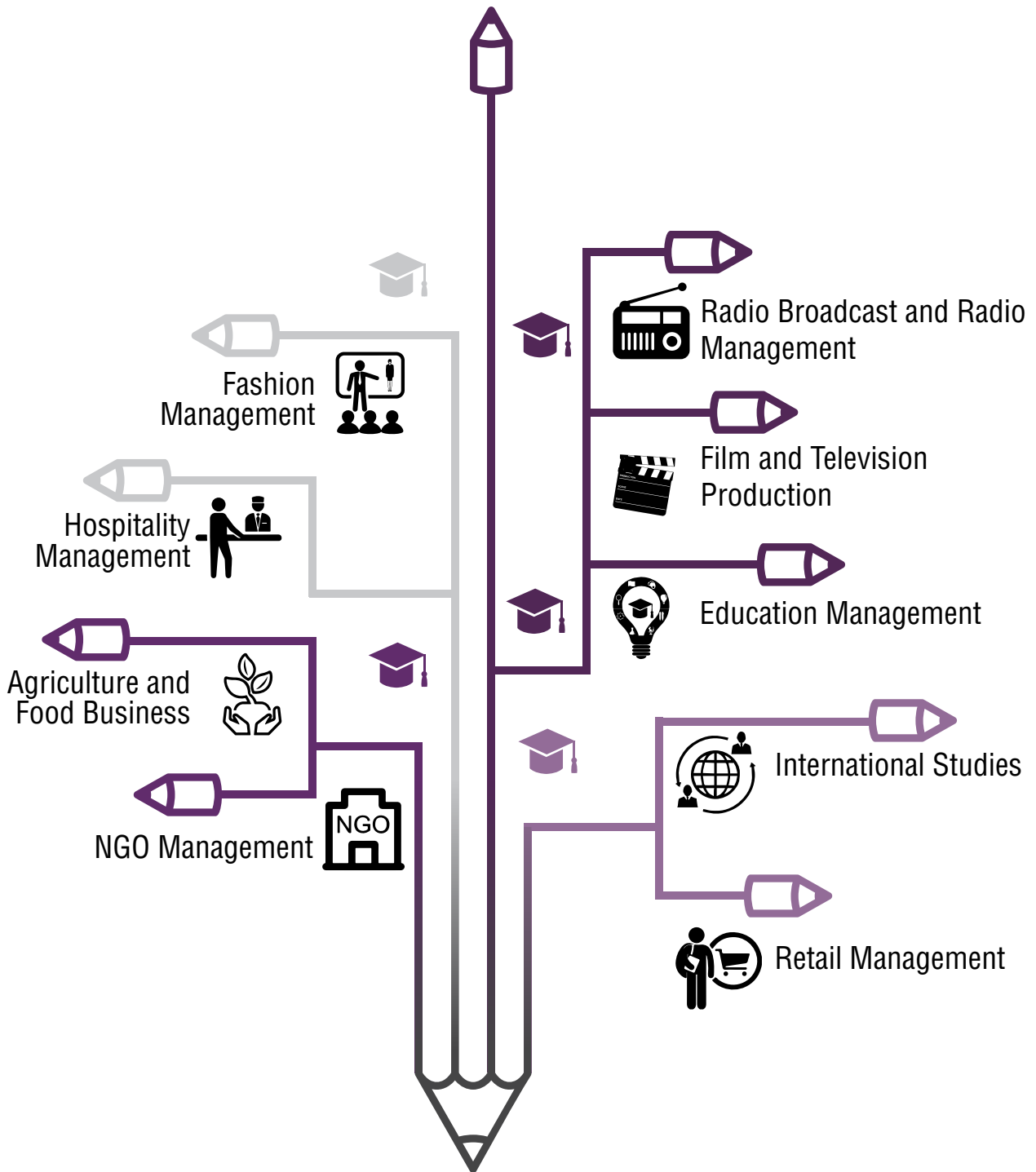
- 1) Tie Up with IIT-Gn for a Certificate Course on Entrepreneurial Skills
- 2) Internal Assessment Based on Live Projects
 - 1) Stall selling dryfruits and pulses chaat at Parimal Garden
 - 2) Workshop on English speaking
 - 3) Selling Kites during Utrayan
 - 4) Health and yoga session for the elderly
 - 5) Lecture by Jay Vasavada
 - 6) Selling Adhidiyu (winter speciality of Gujarat)

Handholding by



Option 3 - GO FOR HIGHER STUDIES

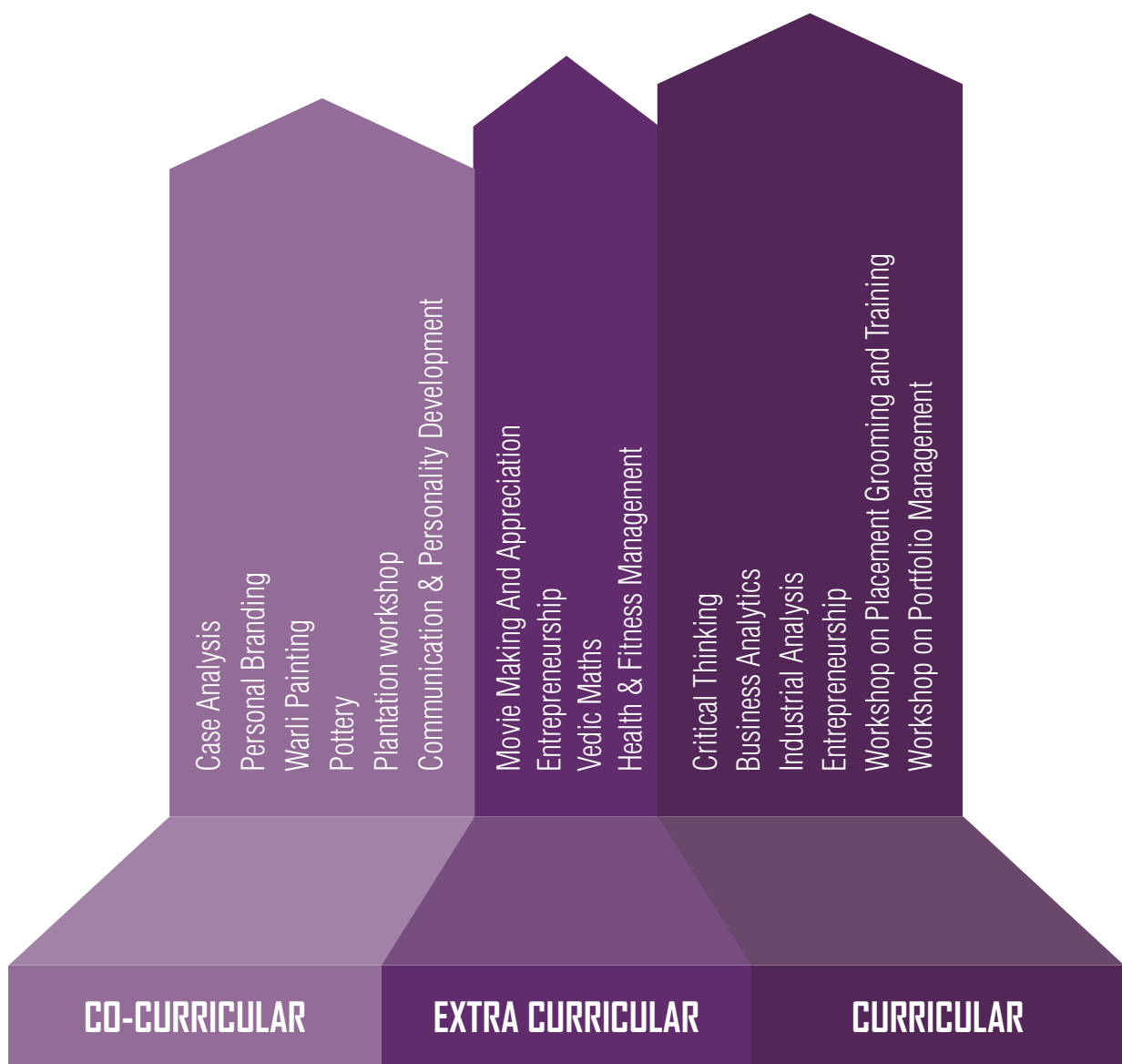
Other masters are in



AND THE LIST GOES ON.....

Workshop Intertwined In The Curriculum

College is a time when many things begin to come together; A large part of the journey is learning about yourself, developing different skills and honing your natural abilities. To become the person you want to be you need formal education, real life experience and opportunities for self-development.

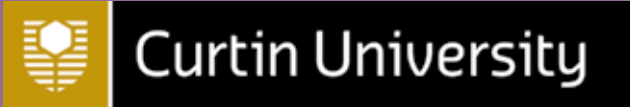


Keeping this understanding at the core FOBA has conducted variety of workshop which add to the overall curriculum. The purpose of university is to bring you out of your comfort zone, that school ensconced you in. In college you are not spoon fed. You are responsible for your performance to quite an extent.

STUDENT EXPOSURE

Foreign Immersion

Today's employers seek personnel who have cutting edge technical skills, cross cultural competence besides fostering openness, intellectual curiosity, tolerance and an appreciation for diversity. All these are skills which are strengthened when a person spends time studying, living and working abroad. Understanding this GLS University has a unique tie up with



The immersion will take place over about 21 days in USA / Canada/ Australia and would consist of lectures with faculty and guest speakers, experiential and reflective exercises , group based and independent assignments.

GLS – Georgian Pathway Program

This is a unique opportunity for GLS University BBA students to earn double qualification i.e. BBA degree from GLS University and Advanced Diploma from Georgian College and a 3 years open work permit in Canada.

GLS- Curtin Pathway Program

An opportunity to earn dual qualification from GLS University and from the Australian University.

Global MBA- Curtin University

A distinctive prospect for a select few to get direct admission in this reputed university of Australia.

IIT Gandhinagar

will mentor two third year students of our institute by way of internship with stipend for a year. This will be a residential program where lodging and boarding will be provided by IIT-Gn.



STUDENT ACHIEVEMENTS

- Overall champions at Vividha-2017 organized by Christ College Rajkot
- Shreyansh Mehta won first prize in Vijaypadma Elocution Competition organized by CU Shah Arts College
- Third prize in Aghaz(Street Play) in Chao 2018 organized by IIM (A)
- First prize in Gold Rush, second prize in kaleidoscope and third prize in Grape vine and Wall Street warriors' part of Cognoscence- organized by St. Xavier's College
- First in Marketing Strategy, photography, Stock Market, Role play, rangoli, Business quiz and second in Treasure Hunt at Reva 2018 organized by Narmada College of Management
- Anjali Tanna won First prize in Naach in Synapse-2018 organized by DAIICT
- First prize in Kalakruti, Ingenious and Fashion Show at Genesis-2018 organized by Nirma University
- First prize in Fashion Show in Athena-2018 organized by New L.J.IMBA
- Third Prize in Mahatma Gandhi Elocution Competition organized by H.L.College of Commerce
- Best College in Amity Business Quiz organized by Amity Global Business School
- Second prize in Ms. Rhythm and Street Play at JU Rhythm -2018 organized by JECRC University - Jaipur
- First Prize in Kabbadi in IIM Nanavati Sports Celebration organized by GLS University
- Monark Bhatt won the gold Medal in Inter District Boxing Tournament organized by Gujarat Boxing Association
- Sayma Matwa won 2nd prize in Shot Put in Kurukshetra – a state level Sports Competition in Gandhinagar



FACILITIES

Centrally Located Campus

Wi-Fi Campus

Air Conditioned Class Rooms

Spacious Updated Library With Reading Room

State Of The Art Auditorium And Gymnasium

Sports Facility (Skating Rink, Volleyball Court, Cricket Pitch)

INDUSTRIAL VISIT

Industrial Visit sensitizes students to the practical challenges that organizations face in the business world, besides they also give greater clarity about various management concepts for students as they can practically see how these concepts are put into action.

Industrial visits have been undertaken at

- Ultratech Cements Pvt. Ltd.
- Mundra Ports
- Meghmani Dye Chem
- Wonder Masala
- E+L
- Amul
- Mother Dairy
- Claris

INDUSTRY INTERFACE



Mr. Prahad Kakar
Ad Guru



Guruji Shri G Narayana
Management Guru



Mr. Abraham Koshy
Marketing Guru-IIM(A)



Prof. Sudhir Jain
Director IIT-Gandhinagar



Shri O.P. Kohli
Governor, Gujarat



Bharat Dhabolkar
Ad Maker & a theatre personality

Life at FOBA

WORKSHOPS

Workshops are conducted for subjects like basic communication skills, resume building, presentation skills, gender sensitization, movie making, visual arts, performing arts, management lessons from mythology.

PARTICIPATION

Students have participated in Mangement Fest organized at –JECRC University - Jaipur, Christ College- Bangalore, SP Jain- Mumbai, IIM-Kozhikode , Christ College – Rajkot.



ORIENTATION WEEK

The first week of First year students is spent in fun filled workshop, activities and treasure hunt to act as ice breaking activity and get into understanding the college, its culture and their friends.



FUN WEEK

A week full of fulfilled activities which comprises of On stage Activities, Off stage Activities, Sports day, Group Day, Traditional Games day and most awaited Fun Fair.



FUN FAIR

One of the most awaited day in the Fun Week, the entire event is conceptualized, managed and coordinated by the students of FOBA.



IMAGE

A Two Day National Level Fest organized and managed by the students of GLSBBA. This year saw around 40 teams participating in this fest from all over India.



PRAXIS

As part of the Environmental Studies the students had put up an exhibition of the plants they and potted and nurtured.



SAMVEDNA

