



FACULTY OF BUSINESS ADMINISTRATION

INTERNSHIP EMBEDDED RETAIL MANAGEMENT PROGRAMME

BBA in Retail Management

Faculty of Business Administration
(GLSBBA)

in collaboration with
Maruti Suzuki India Limited



INAUGURATION AND MOU SIGNING CEREMONY OF **BBA IN RETAIL MANAGEMENT DEGREE PROGRAMME**

Hon'ble Shri Bhupendrasinh Chudasama (Minister of Education, Government of Gujarat) and Hon'ble Shri Saurabhbhai Patel (Minister of Energy, Government of Gujarat) inaugurated the GLS University's Internship-embedded BBA in Retail Management Degree Program in collaboration with Maruti Suzuki India Limited (MSIL), in the august presence of Mr. Manoj Agrawal (Executive Vice President, Maruti Suzuki India Limited) and Shri Sudhir Nanavati (President, GLS University) On 3rd July 2021 at GLS Auditorium.



WELCOME TO 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.

ABOUT GLS UNIVERSITY

GLS University has been established to provide an ideal and creative learning environment and continue the tradition of excellence in the education of the sponsoring body of the University, viz., Gujarat Law Society (GLS). Gujarat Law Society, established in the year 1927, is one of the largest and oldest educational institutions in the State of Gujarat. GLS University is recognized by UGC and is a statutory state private university established by an Act of Gujarat State Assembly. GLS University, with its rich legacy of Gujarat Law Society, is now poised to become Gujarat's first globally relevant university, delivering quality education at affordable costs.

ABOUT FACULTY OF BUSINESS ADMINISTRATION (GLSBBA)

GLSBBA was established in 1999 to equip students of Gujarat with a substratum of management skills and to help them navigate through the complex business environment. It currently offers a Three Year Bachelor's degree programme in Business Administration (BBA) with different specializations. The NAAC accredited institute has carved a niche in Management Education due to an upgraded curriculum regularly mapped to match the changing global business environment.

About Maruti Suzuki India Ltd.

EXPERIENCE MARUTI SUZUKI WORLD

Cars are what Maruti Suzuki builds. Experiences are what it creates.

Experiences fueled by innovations, forward thinking, and a commitment to bring the very best to Indian roads. From the day the iconic Maruti 800 was launched in 1983, the company has been spearheading a revolution of change. Turning an entire country's need for driving, into its love for driving.

However, tastes and demands keep on evolving with each new generation of Indians. This has not been looked at by Maruti Suzuki as a challenge, but as an inspiration to go beyond traditional boundaries of car-making. Infusing design and technology is one such step it has taken to make its cars meet new age expectations smoothly.

Today, Maruti Suzuki has its eyes set firmly on the possibilities of tomorrow. And everybody is invited on this journey.

WHY BBA?



WHY PURSUE BBA WITH SPECIALISATION?

- Three-year professional degree course
- Versatile degree
- Multiple-disciplines covered
- Personal development and opportunities for Networking
- Practical learning experience
- Cost efficient
- Wider career options in Business Administration and beyond

WHY GLSBBA?



Salient Features

- Only Undergraduate college offering Retail Management with practical industrial exposure
- Balance between theoretical and conceptual frameworks and industry practices
- Case study method, Project work and classroom discussions are the main pedagogical tools
- Emphasis on the development of soft skills such as communication, leadership, teamwork, creativity and academic and creative writing
- Industry Interface in Academia through Samvaad – Guest lecture Series, Workshops and Seminars
- Student-centric approach and Student-Driven Activities through different Cells and Clubs
- Close connection with the business world in the delivery of the programme

WHY Retail Management??

Objectives

- To enter into an industry-academia partnership which will assist and guide for On-The-Job (OJT) Training, Knowledge Transfer, Learning and Skill building of the selected youths who have been enrolled into BBA (Retail Management) offered by the University in association with leading Dealerships of Maruti Suzuki India Limited (MSIL)
- To facilitate and create a pool of qualified job ready resources, who will meet the industry specific requirements of sales professionals and facilitate the research scholars to take the industry relevant projects and come up with the innovative solutions/patents

Duration:

It is a **3 years** Retail Management Program in collaboration with Maruti Suzuki India Limited.

- 1st Year: Classroom Training at GLSBBA, GLS University
- 2nd and 3rd Year: On Job Training (OJT) at MSIL Dealership (Weekly 5 days at Dealer and 1 day at University)

Who should join this programme?

- Only 12th pass candidates
- Age: 18 years to 22 years by start of OJT
- Local resident
- Should have good communication skills (elementary knowledge in English)
- Well groomed & presentable
- Soft spoken
- Interested in building career with Dealerships of largest Automotive Brand in India
- Willing to work at Dealership location (Respective City)



Benefits of the Programme



Earn while you learn* :

Students shall undergo the paid Internship with MSIL Dealerships from the second year

(*Terms and Conditions applied)

On Job Training :

The rich practical exposure shall empower you to put your theoretical knowledge into action



Opportunity for Pre-placement :

The dealerships offering OJT shall be at liberty to offer trainee any job after completion of the Program

Networking:

Exposure to Interaction with Industry Experts



Industry Ready :

Students will be Industry Ready on course completion

Practical Exposure :

Hands-on practical exposure during OJT



Be Ready for the industry and wide opportunities across different sectors!

ACADEMIC EXCELLENCE

Industry Relevant Curriculum

SEMESTER I

Core Courses

Fundamentals of Management
Principles of Economics (Micro)
Basic Automobile Technologies
Fundamentals of Marketing
Retail Management
IT Tools in Business
English Language and Business Communication
Interaction with MSIL and Dealer Management

SEMESTER II

Core Courses

Business Mathematics
Fundamentals of Financial Management
Retail Store Operations
Managers in Business
Mystery Shopping (Practical to Retail Store Operations)
Legal Aspect of Retail Business and Franchise Management
Grooming and Behavioural Skills
Maruti Product and Process
Interaction with MSIL and Dealer Management

SEMESTER III

Core Courses

Customer Relationship Management
Rural Retailing
Consumer Behaviour
Auto Finance (OJT)
Auto Insurance Sales (OJT)

SEMESTER IV

Core Courses

Retail Branding
E- Retailing
Institutional Sales
Accessories Sales (OJT)

SEMESTER V

Core Courses

Environment Studies
Entrepreneurship Development
Interaction with MSIL Management
Pre- Owned Vehicles Sales (OJT)

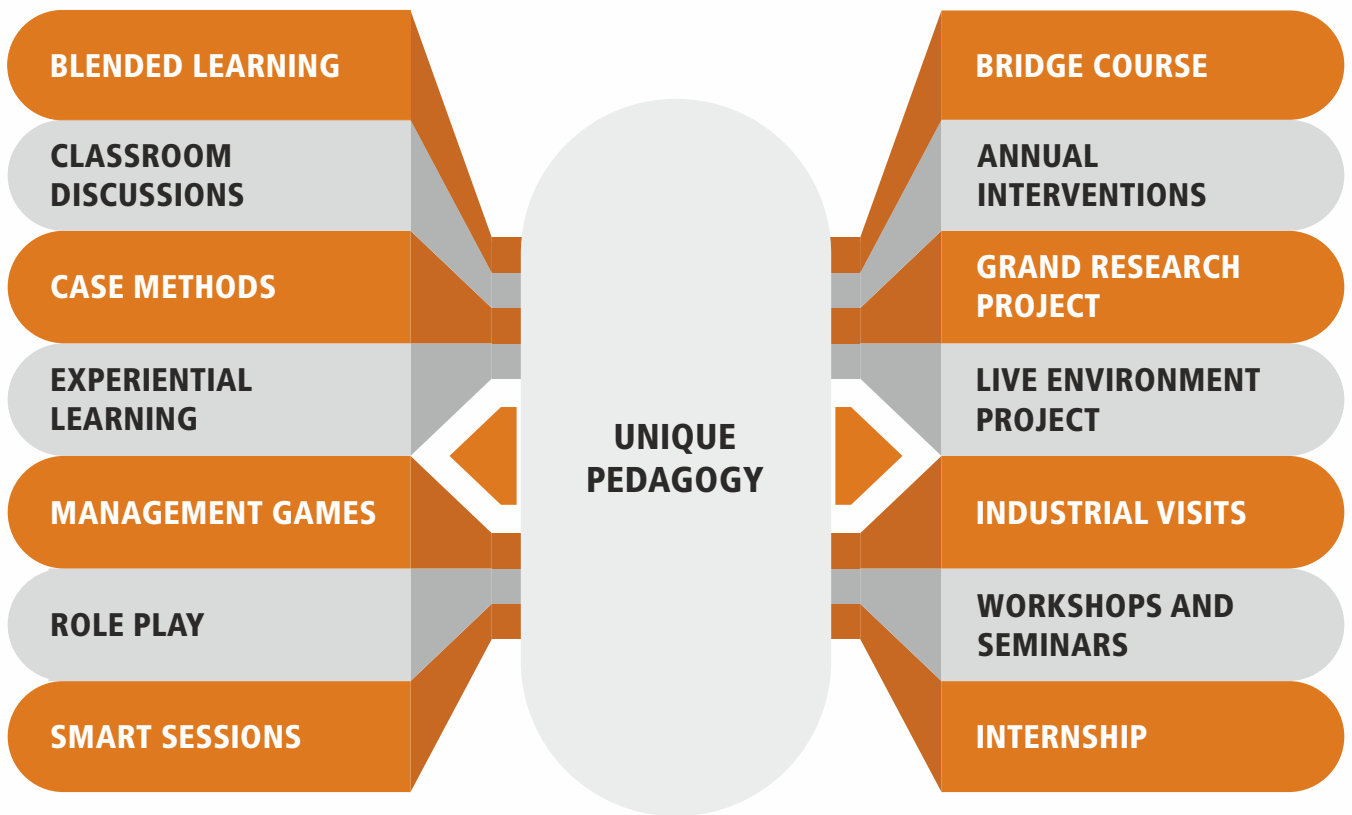
SEMESTER VI

Core Courses

Business Ethics & Governance
Digital & Social Media in E Commerce
Digital Marketing
Interaction with MSIL Management
Marketing and Social Media (OJT)
Final Internship Project

Students will also learn on:

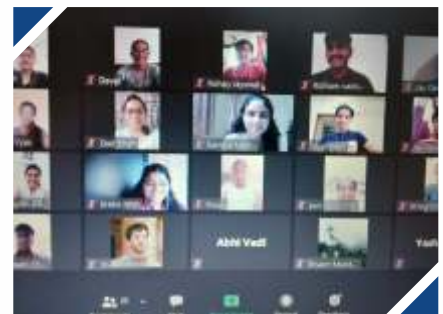
- Understanding Customer & Customer Care
- Japanese Culture
- Code of Business Conduct & Ethics Prevention of Sexual Harassment (COBCE & POSH)



Management Games



Experiential Learning



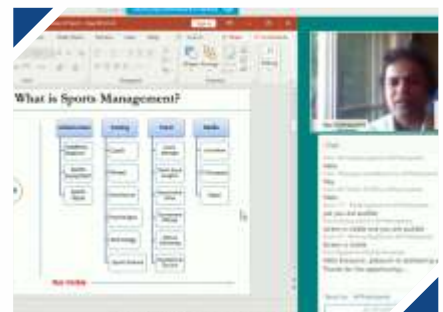
Online Classroom Discussions



Online Expert Sessions



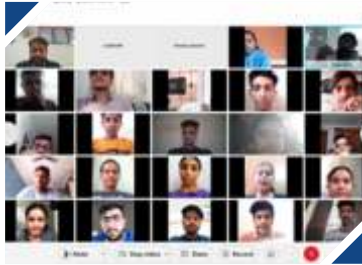
Online Presentations



Online Workshops and Seminars

INDUSTRY INTERFACE

GLS BBA in collaboration with Maruti Suzuki India Limited organizes industrial sessions for the students. The main aim of imparting practical training is to provide exposure to students about the real working environment. Such interactions are essential as they provide the students with an excellent opportunity to understand industrial practices fully. Through expert sessions, industry CEO interactions and full-day workshops, students get awareness about new technologies and know things practically through interaction, working methods, and employment practices.



MSIL Dealer CEO Interaction



Mr Jay Shah, Sales Consultant
Porsche Ahmedabad - as the
Key Note Speaker at Orientation 2021-22

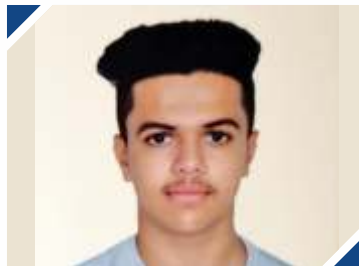


**Industry Workshop organised by
Maruti Suzuki India Limited**

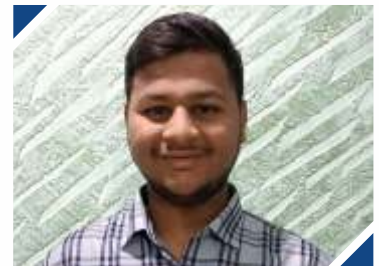
Students' Testimonials on Industry Sessions



Alisha Amit Singh



Parmar Jaivij Vijaysinh (2021)



Shah Dev Daxesh Bhai (2021)

1. Alisha Amit Singh (Batch 2021)

Teaching sessions here are very interactive, informative and easy to understand. Workshops and guest sessions give us new dimensions of professional learning. CEO interactions make us familiar with current market and teach professional approach to market. College life here is very friendly, result oriented and alive. It's a great learning platform here at GLSBBA.

2. Shah Dev Daxesh Bhai (Batch 2021)

The Retail Management course started by GLS University is very interesting and beneficial. Throughout the journey we acquired the practical knowledge with theory or concepts. More exciting things about this course is workshop on automobile, interaction with CEO and guest sessions. We enjoyed the college life which was wonderful, encouraging and splendid. I enjoyed studies and many activities at GLS university. Yes, I have spent the best days at the best institution.

3. Parmar Jaivij Vijaysinh (Batch 2021)

Based on the experiences I've had in Retail Management course I've learned a great many things. The sessions were very helpful in widening my knowledge of this field. CEO interactions and guest sessions were also enlightening and taught me very practical business skills. All of the above led to a greater exposure and knowledge of Retail along with Automobile industries that I can use practically moving forward. The MSIL workshops were helpful to gain more knowledge Automobile technologies; and overall college life has been a whole new experience that I have thoroughly enjoyed despite all of the Covid restrictions.

SENSE OF BELONGING

BEYOND CLASSROOM

■ Internship

■ Placements

■ Industrial Visits

■ Live Environment Project - Linkage with United Nations

■ Dynamic Research

■ Student-Run Clubs

■ Certified Workshops and Seminars

■ Career counselling and support

■ Startup support

■ Student Research Publication – “Vivechana”

■ Annual Magazine – “Flames”

■ Industry-Interface Expert Sessions

■ Cells

■ Clubs

■ Certified Workshops

■ Participation and Achievements

Annual Flagship Events

■ Image – An International Management Fest

■ Imagination – A National Cultural Fest

■ Shatranj – Annual Expert Talk on India’s International Relations and Current Affairs

■ Praxis - An exhibition to manifest students’ creative talents

Activities

■ Orientation

■ Anvesh – Inter-class Competitions

■ Teacher’s Day

■ Culture Curry & Annual Awards

■ Fun Week

■ Sports and Fitness

■ Samvedna – A Social Initiative

■ Garba Celebration

And many others...



Bharghav Purohit

The eminent Lyricist, Writer, Music director and screenwriter working with Gujarati film industry joined us in Annual Prize Distribution Ceremony 2021 as our Chief Guest.



Parth Vasvada

Social Entrepreneur and Founding Partner of YUVA Unstoppable, joined in to felicitate the students in Annual Prize Distribution Ceremony 2021 as our Chief Guest.

IMAGE 2022 - THE INTERNATIONAL LEVEL MANAGEMENT FEST

Since its conceptualization, the GLS Faculty of Business Administration annually hosts IMAGE – the international level management fest. This year we have adopted “ATMANIRBHAR BHARAT” as the theme for its Annual International Management Fest scheduled online on 24th & 25th January 2022. We support our country to be independent and with this theme we want the thoughts of our students to be independent as well. Despite facing the current crisis, we will not stop letting creative minds flourish. We feel privileged as Dr. Sudhanshu Trivedi, Rajya Sabha member and Senior Spokesperson, BJP had inaugurated the fest in presence of Dr. Sudhir Nanavati, President, GLS University. In the same event, Dr. Hindol Sengupta, Vice President of Invest India delivered a keynote speech on the same topic i.e. Aatmanirbhar Bharat.

This year we receive immense response with 700+ participants from more than 110 colleges from almost 21 states of India. Colleges like IIM Indore, IIM Kolkata, IIM Rohtak, IIM Kashipur, IIM Amritsar, IIM Shilong, IIM Sirmaur, Shri Ram college Delhi, IIFT, Welingkar, K.J Somaiya, NMIMS, XLRI, Christ University Bangalore, FMS Delhi, St. Xavier's Bhuvneshwar, Bundelkhand University, Utkal university, University of Calcutta, Symbiosis Pune, Nirma, Marwadi, PDPU, Ahmedabad University and many others.

700 + Participants

110 + Colleges participated

21 + States

35 + Cities

11 + Different Disciplines

International Judges from Africa and Germany



Dr Hindol Sengupta, Vice-President of Invest India delivered a keynote speech on Aatmanirbhar Bharat at Annual Management Fest IMAGE 2022



Dr Sudhanshu Trivedi, Rajyasabha Member & Senior Spokesperson, BJP inaugurated Annual Management Fest IMAGE 2022



Dr Sudhir Nanavati, President GLS University delivered welcome address at Annual Management Fest IMAGE 2022



Dr. Hindol Sengupta interacting with Dr Shefali Dani at Annual Management Fest IMAGE 2022

STUDENTS TESTIMONIALS



1. Dhruvanshi Jangid (Batch 2021)

The vocationality of this course offers a golden opportunity to understand current Indian automobile sector along with the studies. In addition to that we get the golden opportunity to earn while learning, which empowers us to be independent.



2. Bhavyaraj Gadhi (Batch 2021)

This course offers me a platform to learn valuable knowledge and skill and provides me the platform to utilize those abilities in real life. In addition, we are constantly mentored by Our professor's and MSIL executives along the way to reach our potential.



3. Saif Mallick (Batch 2021)

It's a wonderful course where you can have best knowledge and the best part is you will get practical knowledge. This will give me the exposure in market while I am studying. It's a wonderful and best course for management and marketing.



4. Khushi Garg (Batch 2021)

This new age course gives an overview of retail display. The course has a unique curriculum that gave me an opportunity to sharpen my skills sets and has definitely broadened my knowledge about the Retail sector. We had innumerable opportunities to attend guest lectures of remarkable people from Top Brands of the Retail industry to develop interpersonal skills, leadership and proactive thinking. Overall a very informative training session course. Content got well covered and also demonstrated the concept very well.

Also the neat, clean and green campus is well secured for students. I would highly recommend this course for students who wish to have an engaging and knowledgeable learning experience and have a glowing career in Retail industry.



5. Tanisha Jain (Batch 2021)

A BBA degree course in retail management is more helpful and rewarding for students since it gives them the option to work with top brands in retail and merchandising at a very young age and thereby provides them with domain expertise which is extremely essential to build a reputation in this sector.



6. Pandya Raj Hemantkumar (Batch 2021)

BBA in retail is the best courses offered by GLS in collaboration with Maruti (MSIL). As per my experience GLS is the best University, they provide daily sessions along with doubt solving sessions, college professors are also very well, also college life becomes great with different functions and programs, MSIL trainer is also very well trained, conducting CEO interaction helps us in better understanding.

CAMPUS AMENITIES



Classrooms - Modern and spacious ICT enabled class rooms



Seminar Room - Dedicated rooms for various seminars



Foyer - Ground Floor - Dedicated place for live activities and management games



Reading room - Dedicated and spacious reading rooms



Library - The Knowledge Centre is a rich collection of books



Auditorium - Modern and spacious auditorium with latest technology



Gymnasium - Modern and well equipped gymnasium



Canteen - The favourite hangout place of students



Sports Arena – Two Grounds for real time sports



"Stanza Living - Residence for GLS Students"

Find Home Away from Home with comfortable facilities like - Covid'19 proof residences, Multilayer security system, Sanitised & Fully furnished AC/Non Ac rooms, Kitchen Appliances, High speed internet facilities, Entertainment lounge and many more



Admissions

ELIGIBILITY CRITERIA FOR FYBBA

The applicant must have

- 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
- Obtained the following minimum aggregate marks :
 - For open category candidates : 45%**
 - For reserved category (SC/ST/SEBC) candidates : 40%**

ADMISSION PROCEDURE :

- 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.
- Selected Candidates will be invited for a brief round of interaction with MSIL and GLS University.
- Eligible applicants will be granted admission according to his/her rank in the relevant merit list, availability of seats and interaction.
- Candidates other than GSEB will have to obtain PEC from GLS University.
- For admission process, students will be selected as per defined process by University & MSIL
- 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.

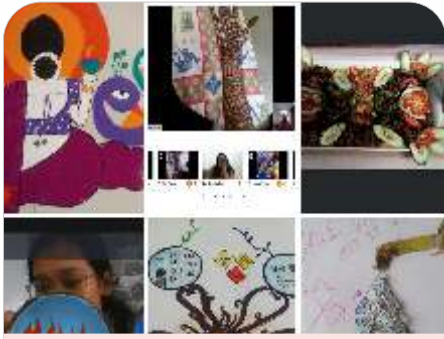
For admission inquiries, please contact on the following numbers :

Dr. Vineeta Anand
M.: +91 93284 32604

Dr. Swati Modi
M.: +91 94275 54173

Prof. Sonal Gogri
M.: +91 93135 79344

Dr. Tejal Jani
M.: +91 98799 83832



Glimpse of an Anvesh Fine Arts Activities



Lecture on Self Confidence & Self Esteem was organized for Sem 1 students in the auditorium By Ms Geetarsh Kaur



Food Squad Fun at Fun Week 2021



Glimpse of celebration in Fun Week 2021



On Stage Students Talents Performances in Fun Week 2021



Fun Games at GLS Auditorium in Fun Week 2021



On Stage Students Talents Performances in Fun Week 2021



Outdoor Games at Fun Week 2021



On Stage Students Talents Performances in Fun Week 2021



Outdoor Games at Fun Week 2021



Outdoor Games at Fun Week 2021



Outdoor Games at Fun Week 2021

CONTACT US


Campus Visit

GLS University Campus, Gate No. 1, Opp. Law Garden, Ellisbridge, Ahmedabad 380006, Gujarat.

Campus Visit time

11:30 AM to 5:00 PM

 | admission.glsbba@glsuniversity.ac.in

 | +91 96876 61791

 | <https://www.glsbba.org/>

Website



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(https://www.youtube.com/channel/UCIKLkInDr7Xk_IftenbqMjA)