



INTEGRATED
BBA+MBA PROGRAMME

**DISCOVER
YOUR
PATH AT
GLSU-IMBA**

YOU+ IMBA

Welcome
to your ensuing
chapter.

As you are stepping for the biggest milestone in your journey called life, you are looking for the best place to make it enticing.

A Place where all your thirst for knowledge meets highly experienced academicians. Your Dream career meets Gujarat's best Integrated Business Management Programme and where your limitless potential meets communities that support your bright future.

Let's explore together story of you at GLSU-IMBA !!



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MORE TO EXPLORE

Meet us online for more tips and stories.

📍 GLS_IMBA

👤 GLS Faculty of management IMBA

🌐 GLS management programme

ABOUT US



Gujarat Law Society (GLS), established in the year 1927, is one of the largest educational consortiums in the State of Gujarat. GLS was promoted by luminaries such as Shri Sardar Vallabhbhai Patel, Shri Ganesh Mavlankar- the first speaker of the country and was nurtured by revered personalities such as Shri I M Nanavati with a steadfast resolve to achieve Excellence in Education. Based on the services rendered by GLS for more than nine decades, GLS University was established by an act of Gujarat Legislative Assembly in the year 2015 to continue the mission of promoting body- Gujarat Law Society.

With the advent of the era of self-financing educational institutions, GLS took a pioneering role by offering programs in several disciplines such as Business Management, Computer Technology, Commerce, Business Administration, Education etc.

Our dynamic curriculum, which is an amalgamation of academics and industrial expertise, provides our students opportunities to master new skills and explore diverse perspectives. Our courses not only focus on their classroom learnings, but also enable students to actively participate in case studies, talks with industry experts, live projects, etc., which prepares them for the rigour of the industry and makes them ready to contribute effectively to Global Corporate world. All the courses offered at GLS have a high preference and acceptance in the student community as well as the corporate fraternity.

The prime philosophy of GLS University is to provide an ideal and creative learning environment and create leaders, who can bring about the much-needed change in the fabric of the society.

Our student body comes from multidimensional backgrounds and are equipped with skills that are at par with the industrial needs. Our pedagogy and our aspiration for excellence have always motivated our students to excel and it also makes GLS University a place of budding young talents who will be able to make meaningful contributions to Global organization.

Integrated MBA Programme offered by GLSU is aimed to bring about several innovations in the management education arena and raise the bar for the conduct and delivery of integrated programs in the country. Building on the grand heritage of the GLS, IMBA fosters a culture and curriculum whose sole purpose is to create socially responsible managers and emotionally mature leaders.

FROM THE PRESIDENT'S DESK



Dear Prospective Students,

Greetings from GLS University!!!!

GLS University's vision is "to be a global, renowned academic institution fostering excellence in technology, design, management, innovation, creativity, art, Law and entrepreneurship for better enhancement of business, government and society."

In keeping with this vision, since its inception in 1927, Gujarat Law Society the sponsoring body of GLS University has distinguished itself by its excellent academic programme's delivery, faculty acquaintance, Corporate Partners, Global Strategic Alliances, Visionary Leaders. Our 10,000+ alumni are making significant contributions across sectors and around the world and thousands of professionals who opted their education in our university.

While our faculties are not only outstanding scholars in their respective disciplines, but they have publications in leading international and national reputed journals, they are also inspiring teachers, impactful consultants, award-winning case writers, and renowned corporate and policy advisers.

We have built world class amenities and facilities for all the

stakeholders of the University which provide an adequate environment for innovative learning experience and space for originality. GLS University always believes in modernizing their infrastructure as per the requirement of time in this cutting-edge ecosystem of education.

GLS University's all departments organize their flagship events focusing on academic, curricular, co-curricular and personal grooming of the students' which facilitates the students to explore their knowledge and skills beyond the books.

GLS University's philosophy for education focuses on industry-oriented education which develops the students for the real world. We have ensured that the learning experiences of the students are exceptional while collaborating with renowned organizations like, Maruti Suzuki India Ltd, Tata Consultancy Services and many more and we have invited 500+ Industry experts to deliver their wisdom and knowledge to students.

The purpose of education is often misunderstood. It should not be the means to becoming a big, rich person. It should be about social and economic development & about the student should also be taught moral values which are enriched with their social values. They should be cognizant of the rising need for environmental consciousness. Sustainability and minimalism are the way forward. Hence, our vision for education transformation would be a fine balance between machine learning and human values. A conscious effort to bridge the urban-rural divide by optimising technological advancements to reach every growing child is the driving force and motto of GLS University.

Our vision for the next few years will provide student's holistic environment in terms of infrastructure, faculty, learning & development environment, research orientation, innovation capability, and international outreach to the students which ensure their overall grooming and development enabling them to compete with national as well as international scenarios.

Sudhir Nanavati

President

**YOUR
CAREER
STARTS
NOW**



WHY IMBA ?

100% PLACEMENT



- 140+ Companies Visited
- Highest Salary Package offered 12,00,000 p.a.
- Average Salary Offered 4,00,000 p.a.

EXPERT FACULTY TEAM



- 45 Full Time Faculty Members
- 38 Ph.D. Faculties
- 12+ years of average experience
- 500+ Published Research Papers

STRONG INDUSTRY CONNECTION



- 16000+ LinkedIn Connection
- 4000+ Alumni Network

E-JOURNAL DATABASE



- EBSCO
- PROQUEST
- J-GATE
- IEEE

INEXHAUSTIBLE LIBRARY



- More than 15000+ volume
- 125+ International Journals and Magazines

DATA SCIENCE CENTER



- Tech centre with 200+ computers With advanced Configuration & latest software
- High Speed internet broadband connectivity over Wi-Fi



IMBA

PROGRAMME



Leading Institute which
reimagined business education



Dynamic curriculum tailored
for 21st century managers



Coveted content delivered
across 10 semesters



Focus on holistic
development and progress



Best in class
Industry Interaction



Emphasis on innovative,
practical & experiential learning



BBA degree awarded upon
successful completion of 3 years



100% placements year
after year



OBJECTIVES OF IMBA

- To focus on specialized management education from the undergraduate level
- To create and nurture the knowledge and awareness of management practices adopted at the national and the global front
- To enrich the students with an in-depth real life experience based on dynamic structure developed around industry needs
- To enhance the problem solving and critical thinking capabilities of students in order to develop confident future leaders
- To provide excellent learning atmosphere coupled with immaculate technological interventions



COURSE OVERVIEW

Foundation Year

Focuses to build on synergy with the ever changing industry requirements.

Stepping Stone Year

Fosters a culture to build socially responsible managers with high emotional quotient.

Graduation Year

Develops a practical holistic approach.

Progression Year

Empowers future leaders with a visionary approach.

Specialization Year

focuses on applying the acquired knowledge to the real world challenges.

PROMINENT FEATURES

- The latest CBCS based 5-year integrated programme
- Direct entry into MBA after completion of 3 years of BBA
- Cutting-edge, in-demand curriculum
- A bouquet of subjects offered under concentration area
- Continuous industry engagement for enhanced employability



FUTURISTIC SUBJECTS



Data Analytics



Data Visualization



Financial Modelling



**Block Chain
Management**



Data Mining



Cyber Security



Forex Management



Marketing Analytics



FinTech



**Forensic Accounting
and Auditing**



**Marketing Decision
Models**



**Managing Intellectual
Property Rights**



HR Analytics



**International Economics
and Trade**



**Effective Workplace
Communication**

LEARNING OUTCOMES

On successful completion of IMBA Program, student will acquire skills, knowledge and their application that validate the following learning outcomes:

- **Communication:**
Students will be able to demonstrate effective communications skills and develop proficiencies in oral and written communications.
- **Managerial attributes:**
Students will acquire the qualities of being the efficient team member and also develop the skill for becoming effective leader.
- **Critical Thinking and Analytical Skills:**
Student will develop the ability and skill to evaluate information, solve problems, and make logical deductions for effective decision making.
- **Globalization:**
Student will gain the understanding of the demands and challenges faced by global business environment, they tend to develop the capabilities to become the successful corporate professional at global level.
- **Technological advancement:**
Students will be equipped with much needed advance technology knowledge which will allow them to stand apart as a Management graduate.



**DISCOVER
WHERE
YOU
AIM TO BE**



LIFE AT IMBA

A typical day in the life of an IMBA student

- Group project
- Preparation for college days' celebration
- Attend a personality development class
- Planning for in class student activity

01

- Prepare for class test
- Prepare a feasible plan for WE CAN project
- Industrial visit
- Attend an expert session on graphical interface development

03

- Assignment completion
- Sports activity on ground
- Attend a meeting for students activity committee
- Take part in a workshop for aptitude

05

- Artistry club activity
- Practice enrichment course at computer lab
- Group Discussion session
- Attend a class on advance analytics

02

- Gym class
- Literature club activity
- Attend a bridge course class
- Music practice for external competition

04

- Oasis club activity
- Study for class quiz for each subject
- Prepare comprehensive project
- Join a session on resume building

06

07

- Register for guest lecture series
- Appear for mock interview
- Attend a class on attire grooming

EXPERIENCES @ IMBA



Thanganat : Garba Mahotsav

'Reflecting the spirits of Navratri festival and bringing the vibrancy of Gujarati folk dance, Thanganat is a much awaited and loved event by the students.



Talentino : Culfest

'Talentino' develops and promotes the many endowments of students which range from dancing, singing, playing musical instruments and walking the ramp, enhancing the spirit of healthy competitions and appreciation of the talent multitude of each other.



Revel - Sports Meet

Revel, the Sports Fest of GLSU I-MBA, plays a crucial role in creating grit, hustle and passion among all students through the sporting activities.



We Can : Social Cause Activities

The social service initiative at GLSU, IMBA aims to identify and actively address various social issues.



Blood Donation

The Blood Donation Drive is a meaningful occasion where tremendous selflessness is experienced by the students, for the greater good of society and humanity.



Picnic

Picnic is a fun filled event, organized by GLSU I-MBA program for all its students.



Daan Utsav

The institute understands the social obligation towards the society and conducts the CSR activity of Daan Utsav every year, where they provide the old clothes, toys, newspapers, stationery, etc to the underprivileged and the needy.



Fit-O-Holics : Fitness Program

Activities like Zumba, Aerobics and Tabata are offered to the students to take care of their mental and physical fitness.



Neeti : The Strategic Battle

The aim of 'Neeti' is to expose the students to the structured, logical strategic thinking, which will enhance their professional outlook.



Yoga Day

Yoga Day is celebrated by I-MBA program at GLSU to promote the benefits and values of the ancient science.



Sabrang : Exploring the Creative you

The aim of 'Sabrang' is to raise a platform for the students to portray their creative skills and strive for success amidst their peers and their creations



Arthneeti : The Battle of Economy

'ArthNeeti' promotes critical thinking and develops students to widen the knowledge horizon on the global front.

EXPERIENCES @ IMBA



Days Celebration

In order to make the academic journey more joyful every year days are celebrated based on different themes, wherein students are encouraged to organize and manage the events which give them a chance to sharpen leadership and team building skills.



TED Talk Discussion:

TED talk discussions enriches the students with the knowledge of contemporary issues by industry stalwarts; which will help them to think critically and creatively participate in an open discussion.



Finatics: The Finance Club

With an objective to improve the financial prowess of students and to make learning about money and finance in fun and engaging way, the institute have designed various activities like Fintalk, Finquiz, Fin-charades, Wall-street survivor and many more.



Mavericks – The Marketing Club

The purpose of this club is to enhance our students' exposure to marketing in the 'real world' and provide information & experiences of marketing via activities like The Mentors Way, Likes & Tags, Ad-Wars, Mark-Quest, Marketing Hurdles, Marketing Alerts, and Marketing Bulletin.



Synergy- The HR Club

It is conceptualized and formed with the aim to bring together all the students interested in HR and explore various opportunities to enhance their interpersonal skills, knowledge and practical experience in order to make them Corporate ready.



Puns & Proses – Personality Development Club

Personality Development Club aims at enhancing effectiveness of communication, creativity and productivity of the students by giving them various exercises on writing and speaking skills.



Industrial Visits

The institute believes in providing excellent professional education and developing students by giving them practical exposure through industrial visits.



Oasis Club

Oasis club helps the students to outperform themselves in extra-curricular activities like music, dance and drama.



Literary Club

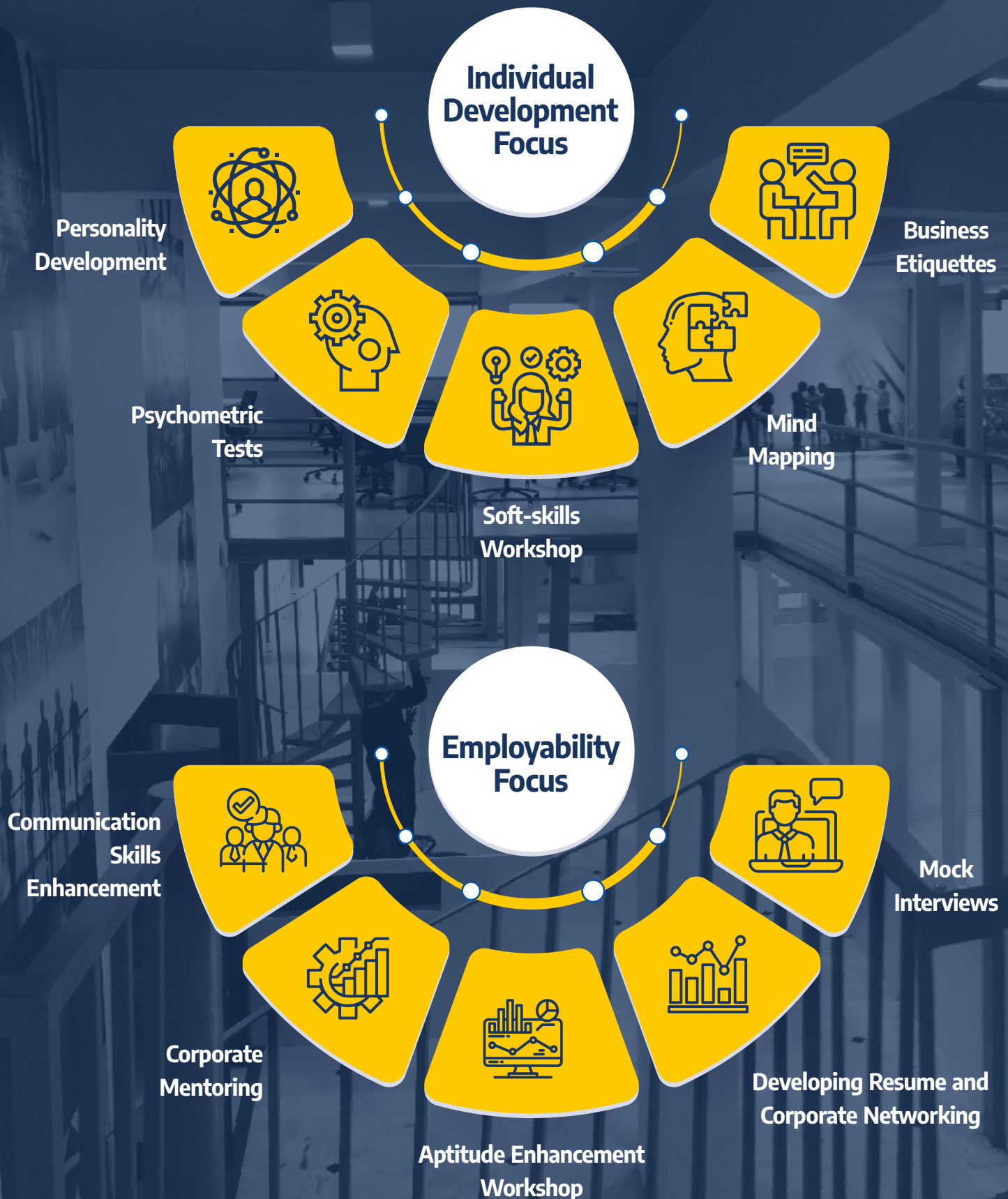
Literary club encourages the students to explore the content writing skills and emboldens the reading habits.



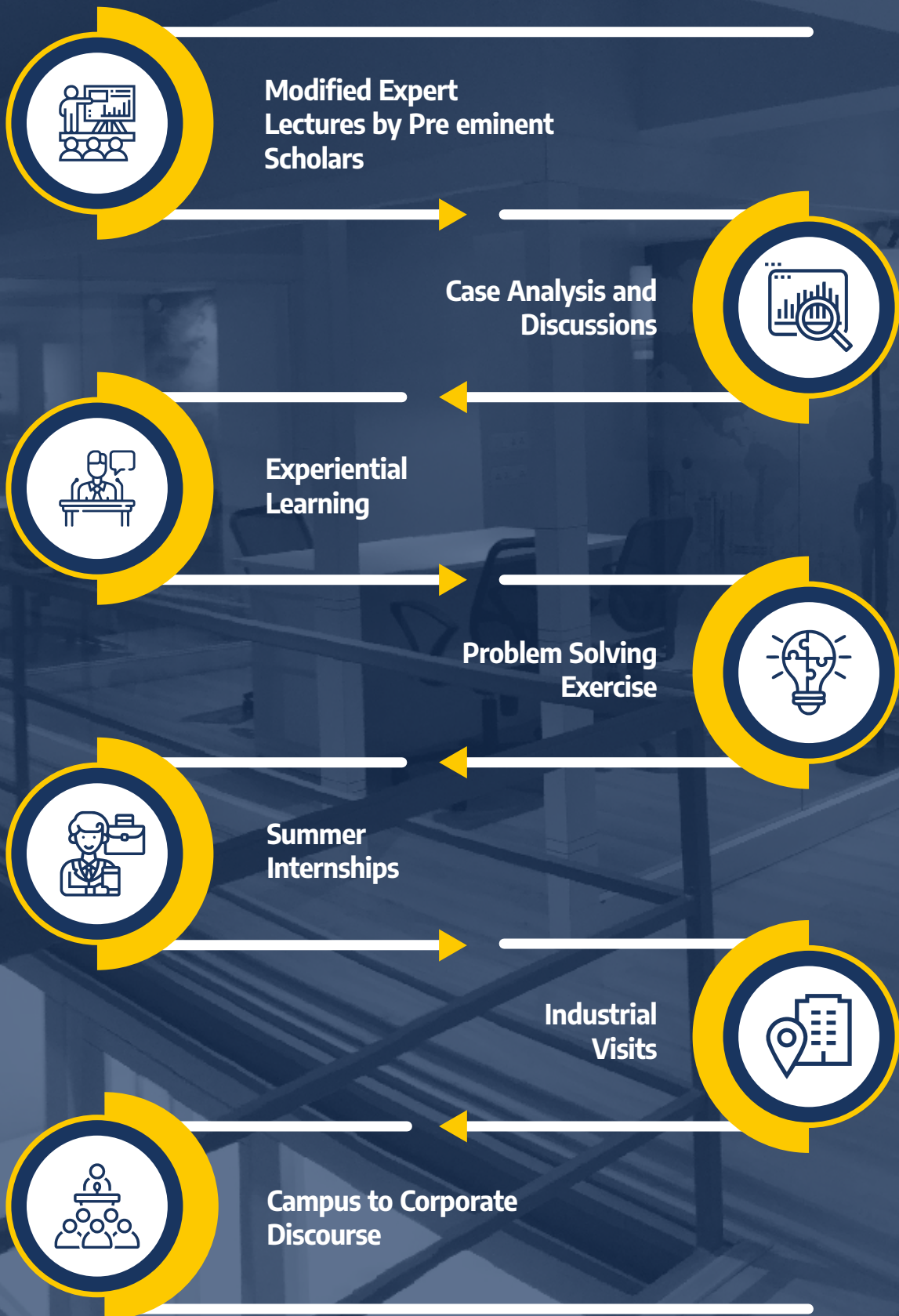
Artistry Club

This club helps the students to relieve their stress by engaging them in making posters and craft related to global current affairs.

CAREER ENHANCEMENT ACTIVITIES



PEDAGOGY

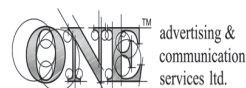


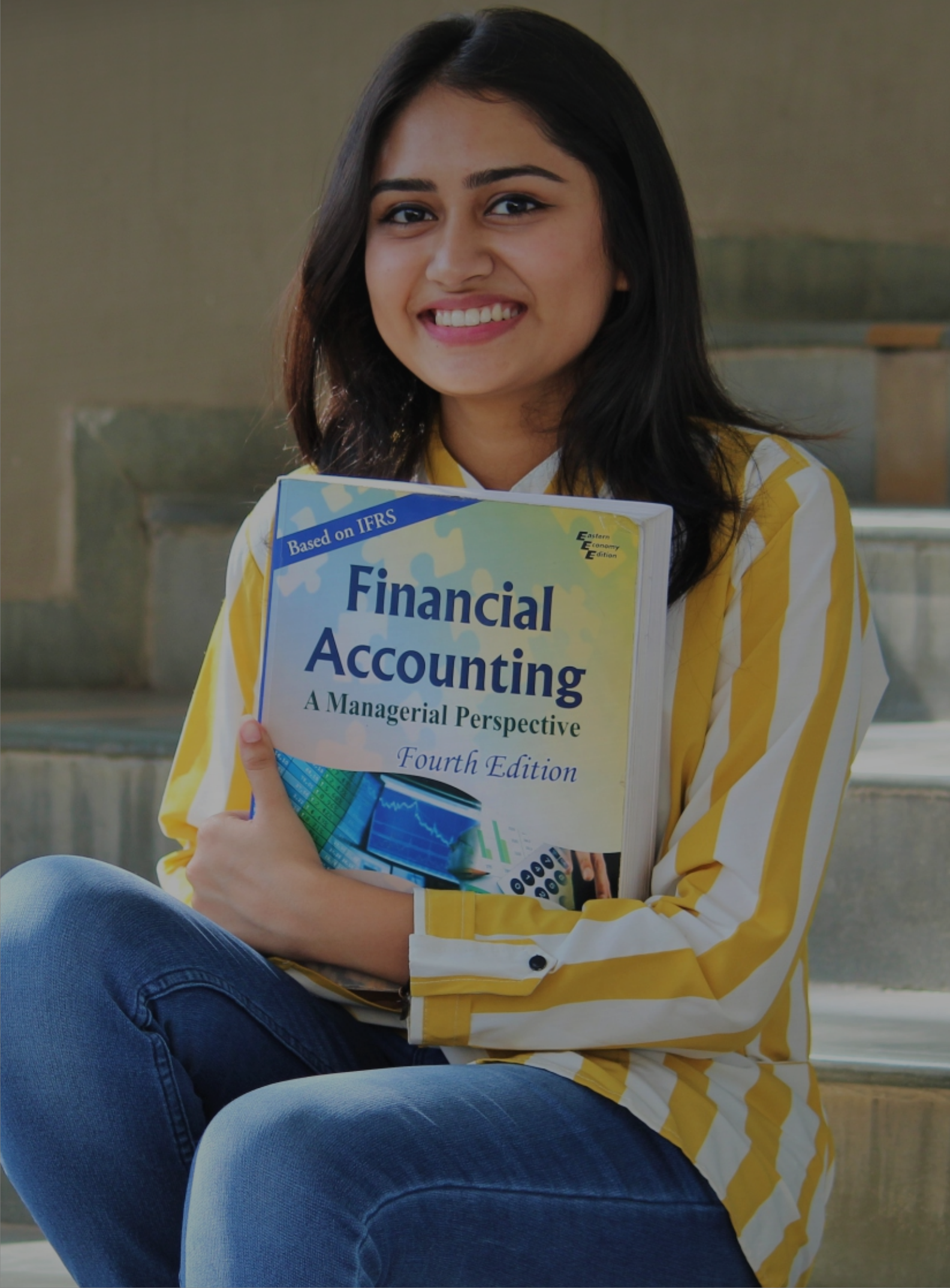


**CRAFT
YOUR PATH
TO POSITIVE
IMPACT**

PROMINENT RECRUITERS

- IMBA offers 100% placement year after year with highest salary over ₹ 12,00,000 and average salary of over ₹ 4,00,000 per annum.
- The Institute has strong franchise with corporate feternity based on 16000+ linkedin connections, 3000+ alumni network and campus visit by over 200 companies.





Based on IFRS

Eastern
Economy
Edition

Financial Accounting

A Managerial Perspective

Fourth Edition

INTERNATIONAL AFFILIATIONS

In order to bring the international exposure and cultural diversity, to GLS University has established collaboration with several reputed global institutions.



HOW TO JOIN

Eligibility Criteria For Admission



The applicant should have passed the 12th Std. or equivalent examination with English as one of the subjects of Gujarat State Board/CBSE/ICSE or any other approved board with 45% marks (40% for students of reserved category viz. SC/ST/SEBC/OBC) or its equivalent with first attempt.

CONVO CATION





Promoted By Gujarat Law Society Since 1927



**I-MBA Programme
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