



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.



Let's Set Sail... to a New Era of Education

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 (Auto Retail) offered by the University in association with leading Dealerships of Maruti Suzuki India Limited (MSIL)
- The purpose is also 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.

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 OJT offering Dealerships 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
Understanding Customer & Customer Care
Auto Finance
Auto Insurance Sales

SEMESTER IV

Core Courses

Retail Branding
E- Retailing
Institutional Sales
Japanese Culture
Accessories Sales

SEMESTER V

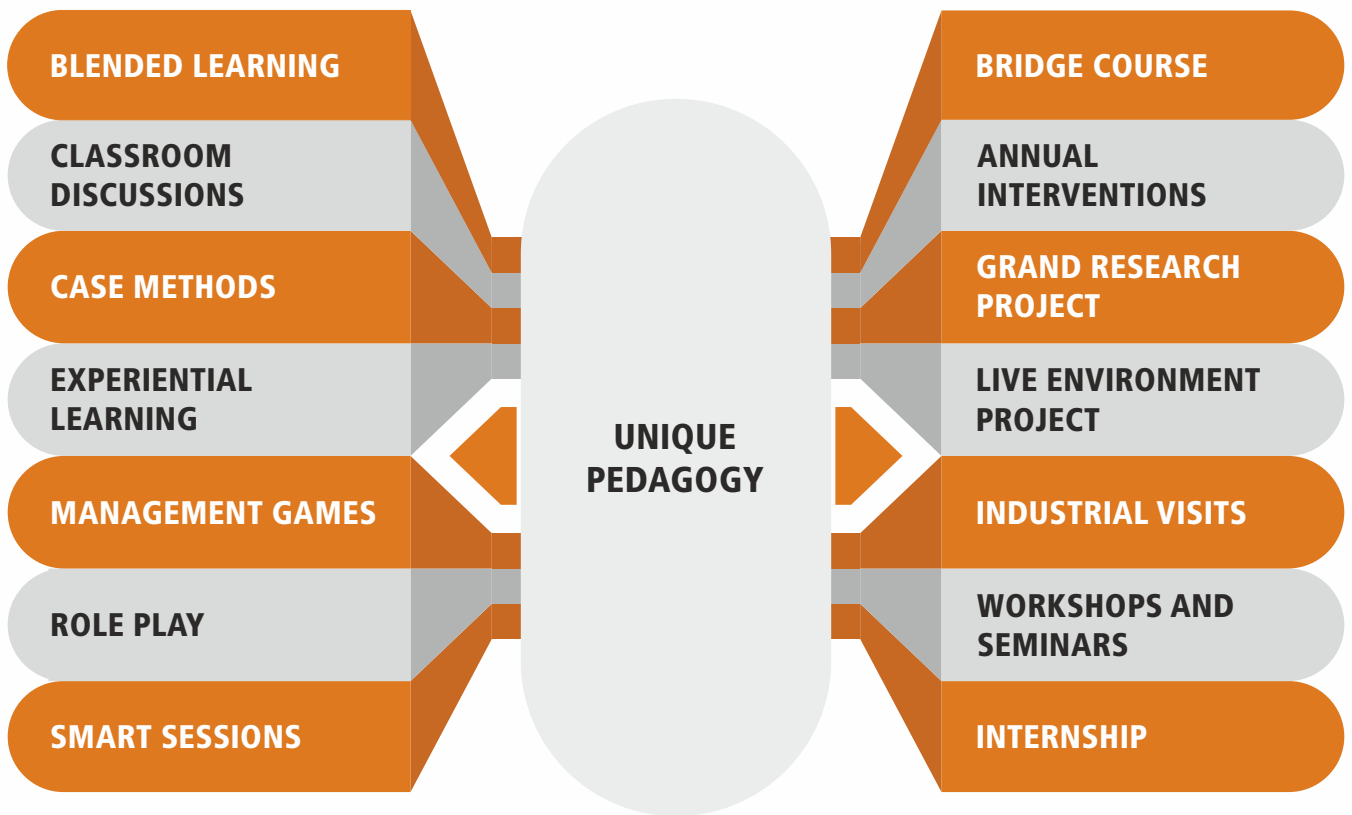
Core Courses

Environment Studies
Entrepreneurship Development
COBCE & POSH
Interaction with MSIL Management
Pre- Owned Vehicles Sales

SEMESTER VI

Core Courses

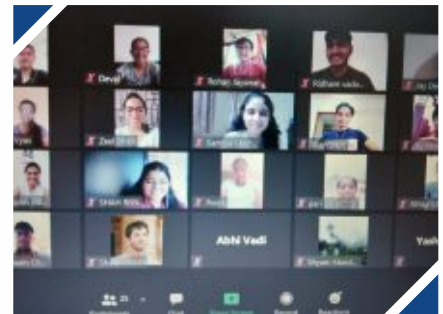
Business Ethics & Governance
Digital & Social Media in E Commerce
Digital Marketing
Interaction with MSIL Management
Marketing and Social Media
Final Internship Project



Management Games



Experiential Learning



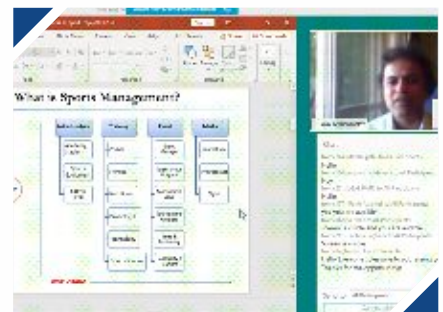
Online Classroom Discussions



Online Expert Sessions



Online Presentations



Online Workshops and Seminars

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

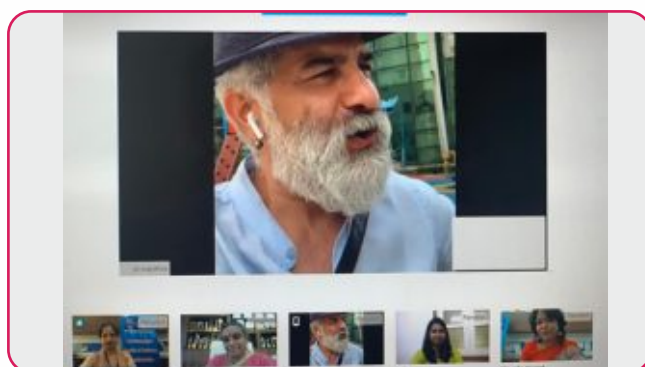
Annual Flagship Events

- 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 2020
- Anvesh – Inter-class Competitions
- Teachers Day
- Culture Curry & Annual Awards
- Fun Week
- Sports and Fitness
- Samvedna – A Social Initiative
- Garba Celebration

And many others...



A celebrated actor, producer and director - J D Majethia encouraged the students at the Annual Award ceremony “CULTURE CURRY”, conducted online in 2020.



Major Gaurav Arya was the speaker at “SHATRANJ – Talk series on contemporary issues”, conducted online in 2020.

IMAGE 2021 – AN INTERNATIONAL MANAGEMENT FEST (Conducted Online)

With every consecutive year, we try to include management-centric activities in IMAGE – An International Management Fest. It is the perfect forum to bring together some of the most intellectual and creative undergraduate and postgraduate minds from colleges across the world. Last year the college organized the fest online considering pandemic. Pandemic could not stop the enthusiasm of curious young minds instead IMAGE 2021 went international and this can be seen from the terrific entries that we received from all over the world.

Participants from reputed colleges like :

King's College, Nepal; RUDN University, Russia; Curtin University, Australia; Shri Ram College, Delhi; NMIMS Mumbai; IIM Kozhikode, Kerala; IIM Indore; IIM Raipur; IIM Udaipur; IIT Madras; IIT Mumbai; IIT Kharagpur, West Bengal; Krea University; Welingkar College, Mumbai; K.J.Somaiya College, Mumbai; Christ University, Bangalore; Jamnalal Bajaj College, Mumbai; St. Xavier's College, Calcutta; J.D.Birla Institute of Management , Calcutta; IMT, Hyderabad; Symbiosis Institute of Management, Pune; IET, Lucknow; SRM, Tamilnadu; ITER Bhubaneswar, Odisha; List keeps on.....

575 + Participants

90 + Colleges participated

35 + Cities

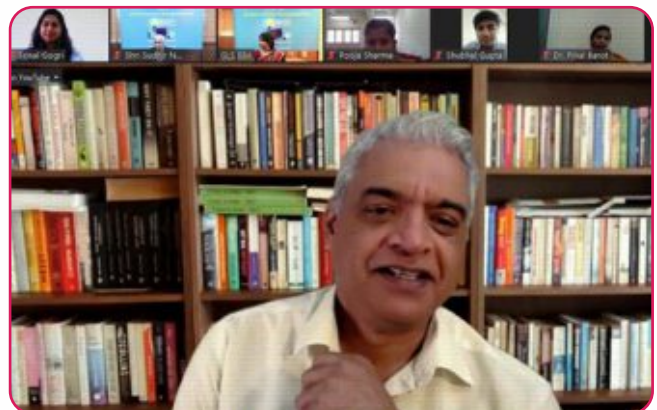
15 + States

11 + Different disciplines

Participants from Russia, Australia and Nepal



GLSBBA had organized the Online panel discussion in IMAGE 2021, where different personalities from different fields shared their life experiences.



Chief Guest Captain Raghuraman gracing the inauguration Online For "IMAGE 2021 – A National Level Management Fest"

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 favorite hangout place of students

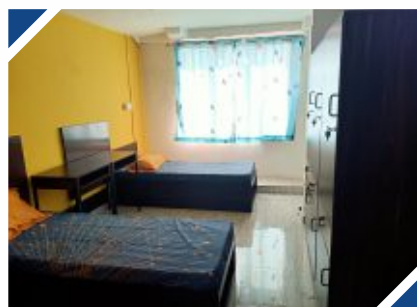


Sports Arena – Two Grounds for real time sports



"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 GHSEB 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 98257 89991

Dr. Swati Modi
M.: +91 94275 54173

Prof. Sonal Gogri
M.: +91 99792 03500

Dr. Tejal Jani
M.: +91 98799 83832



IMAGE 2021 - President Shri Sudhir Nanavati addressing during Online Inauguration



Farewell and Annual prize Distribution ceremony with Mr. J.D. Majethia



IMAGE 2021 - Dr. Francis Norman addressing during Panel Discussion



IMAGE 2021 - Anshu Gupta addressing during Panel Discussion



IMAGE 2021 - Grand Online Inauguration with Captain Raghu Raman

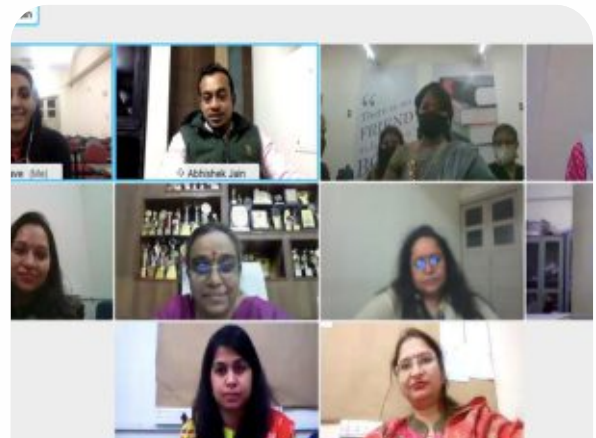
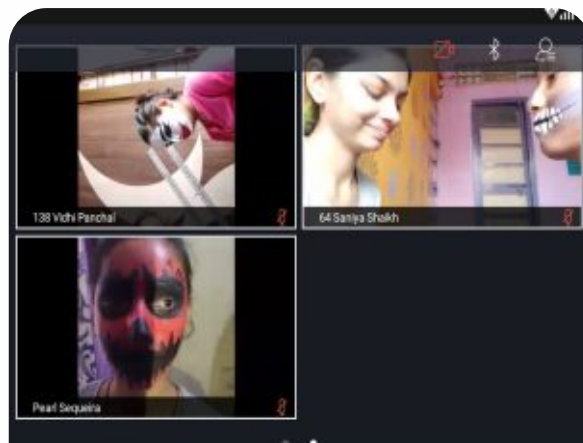


IMAGE 2021 - Grand Online Valedictory Function with Abhishek Jain

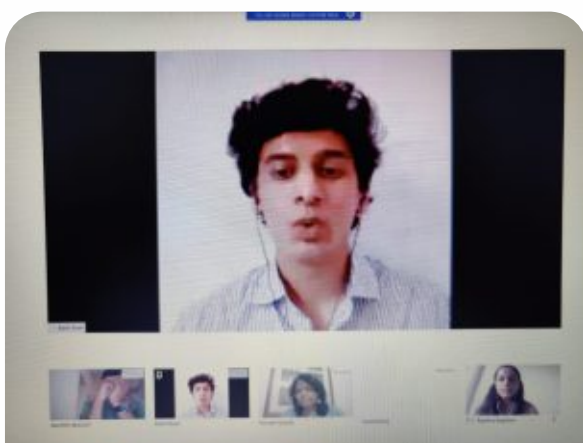
“ We felt alone in a room full of people, and now when we are isolated, we are all together ”



Online Research Project Presentation



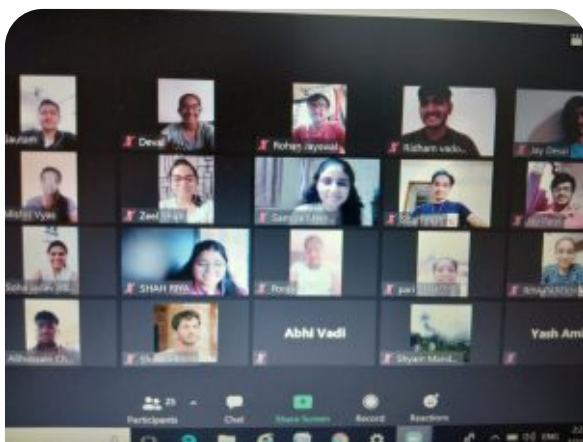
Online ANVESH 2021 - Glimpse of Fine Arts Events



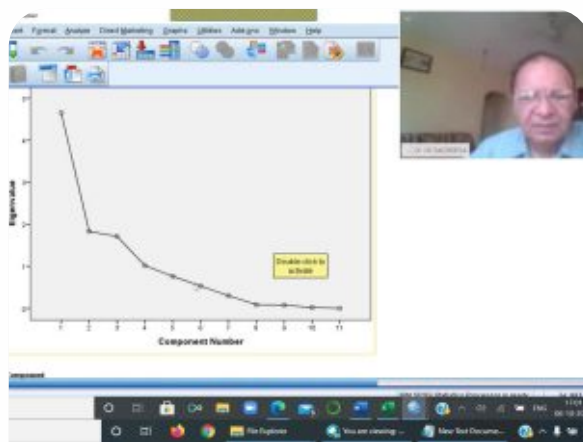
Online ANVESH 2021 - Glimpse of Literary Events



Online ANVESH 2021 - Glimpse of Management Events



Online Classroom Discussions



Online FDP 2020-21 with Dr. J.K. Sachdeva

**YouTube Link of the GLIMPSES of the year 2020-21 :
<https://www.youtube.com/watch?v=NKjA1FgeXWU>**

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



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

Website



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@Faculty of Business Administration GLSBBA
(https://www.youtube.com/channel/UCIKLkInDr7Xk_IftenbqMjA)

GLSBBA Brochure

To know more about other programmes offered at GLSBBA, click on this link:

<https://www.glsbba.org/web/admissions/2021.pdf>