



FACULTY OF BUSINESS ADMINISTRATION

Experience Explore Evolve

2023

25 YEARS
OF EXCELLENCE IN EDUCATION

PROGRAMMES OFFERED

BBA (Honors) with Dual Specialization

(Advanced Finance, Digital Marketing, Entrepreneurship and Family Business Management, and Business Analytics)



BBA in Retail Management

(Internship-embedded in collaboration with Maruti Suzuki India Limited)



BBA

(Accounting & Finance, Human Resource Management, International Business, Marketing Management, and Public Policy & Administration)



ACCA

(along with BBA)



ABOUT GLS UNIVERSITY

The zenith value of GLS University is to provide an ideal and innovative learning environment and continue the tradition of excellence in the education of the sponsoring body of the University, viz... Gujarat Law Society (GLS). GLS established in the year 1927, is one of the largest and oldest educational institutions in the state of Gujarat. GLS was promoted by luminaries Sardar Vallabhbhai Patel, Shri Ganesh Mavlankar, the first Speaker of the country, and Shri I. M. Nanavati with the vision of Excellence in Education. GLS University was established in April 2015 under Gujarat Private University Act-2009. In a short span, GLS University has become a Prestigious University with 15,000+ students 10+ departments, and 20+ programs in diverse disciplines like Business Management, Design, Law, Computer Application, Engineering, Commerce, Performing Arts, and Research at Undergraduate and Post Graduated levels which provides enhanced learning experiences through their excellent academic quality, well-equipped infrastructure, innovative teaching methods, creative curricular design, experienced faculty, and industry-oriented programs.

GLS University is a modern organization that retains the cultural & heritage values of providing a creative learning environment in a manner that is nationally entrenched, regionally recognized, and globally relevant. GLS University is a safe and inviting space with student-centric infrastructure located in the heart of Ahmedabad. Within the lush green campus of the University, students avail all the facilities of learning and recreation such as modern classrooms, computer labs, library, indoor and outdoor sports areas, gym, seminar halls, auditorium, canteen, and so on.

With its heritage in Gujarat's pioneering education field, GLS University has been an innovative force in education for many years. Our strong relationships with industry and impeccable career services complement high-quality teaching to ensure GLS students gain the knowledge and skills they need to match their ambition. Our academicians are experts in their fields and driven to deliver research that makes a meaningful social and environmental impact on the nation.



GLS University is also known as an education hub with liberal thoughts and rigorous learning along with policy from NEP - 2020. We offer flexible entry-exit options in relevant programs and also a dual degree program to accelerate the multi-discipline approach for students. GLS University also aligns with an industry-oriented curriculum and offers an industry apprenticeship program through various corporate collaborations which leads the university to focus on experiential learning.

Our new strategic plan is supported by three key pillars which provide a foundation for GLS University to focus on and expands over the next 10 years through meeting societal needs; expanding GLS University's global presence; and promoting skill-based education.

GLS University offers students a high-quality educational experience that prepares them for success in life, as well as research that addresses society's most persistent challenges. Our creation and transfer of knowledge contribute every day to our country's global competitive advantage and make the world a better place.

ABOUT FACULTY OF BUSINESS ADMINISTRATION

Faculty of Business Administration takes pride in being one of the first BBA colleges affiliated with Gujarat University established in 1997 as GLS Institute of Business Administration.

Established to offer its management students a beautiful blend of the mind and heart through its courses and academic activities, the courses attempt to inculcate a holistic outlook in our students, through the multidisciplinary courses and versatile course structure. During the three years of the BBA programme, students learn the management concepts and apply them through their involvement in different

competitions, activities, internships and industrial visits. In other words, through their involvement, they are introduced to the faculty of the 'heart' wherein they learn to connect collaboratively at an emotional level and thereby learn the vital life skills of being a teamplayer, networking and negotiating at multiple levels with different stakeholders.



FROM THE PRESIDENT'S DESK

Dear Prospective Student,

Greetings from GLS University!!!!

We are a dynamic university established in 2015 and uniquely located in the heart of Ahmedabad. Our goals are to pursue high levels of excellence, promote innovation and nurture creativity to improve people's lives. In a city where East meets West, our vision is to become globally recognized for professional education, one that emphasizes the mutual enrichment of different cultures and intellectual traditions, and for research that makes a real difference.

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 program delivery, faculty acquaintance, Corporate Partners, Global Strategic Alliances, and Visionary Leaders. Our alumni are making significant contributions across sectors and around the world and thousands of professionals opted for their education at our university.

As a globally acclaimed university, we emphasize diversity, intercultural learning, and a global vision. Our distinguished faculty are recruited from all over the nation. We have established an excellent international network of academic collaborations and developed our curriculum in collaboration with numerous international education institutes.

We have built world-class amenities and facilities for all the University's stakeholders, providing an adequate environment for innovative learning experiences and space for originality. GLS University always believes in revolutionizing its infrastructure as per the requirement of time in this innovative ecosystem of education.

GLS University is a pioneer in its focus on providing education at par with the best in the world. We aim to help students become well-rounded individuals who can think significantly about issues from multiple points of view, communicate effectively, and become leaders with a commitment to public service.

GLS University's education strongly emphasizes foundational knowledge, thorough academic research based on rigorous pedagogy, innovative curriculum,

and hands-on experience with real-world challenges. It prepares students to be ethical leaders in a diverse and complex world.

We know the industry requirement regarding skills and the ability to groom the student by focusing on the Intelligence quotient, Emotional quotient, Analytical quotient, & Creative quotient.

GLS University follows the National Education Policy (NEP) 2020, which aims to make the education system holistic, flexible, multidisciplinary, and aligned to the needs of the 21st century and works towards the 2030 Sustainable Development Goals. The intent of policy seems to be ideal in many ways, but it is the implementation that lies the key to success.

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



Sudhir Nanavati

President GLS University



Why **BBA**

- Carefully curated courses
- Comprehensive syllabus structure in line with the National Educational Policy
- Relevant subjects understanding the demand of the industry
- Inclusive learning experience
- Numerous career opportunities
- Multidisciplinary skill based courses



FACULTY OF BUSINESS ADMINISTRATION

Why **FOBA**?

Salient Features

- 25 Years of Quality Education
- Wide choice of specialisations across all four BBA programmes
- Choice Based Credit System and Outcome-based Education
- Conducive learning environment
- Pedagogy fostering values like diversity, sustainability and social justice
- Emphasis on the development of soft skills such as Communication, Leadership, Teamwork, Creativity and Academic and Creative writing
- Close connection with the business world in the delivery of the programme
- Facilitates intellectual, social and emotional growth of students
- 360 degree holistic professional and personal development



360-DEGREE HOLISTIC DEVELOPMENT

Explore Every Potential Angle



ACADEMICS



Experiment with multidisciplinary courses and Industry Relevant specializations

Programmes Offered

A unique blend of Commerce and Management along with multi-disciplinary subjects, are offered through a cost-efficient three-year degree course in Bachelor of Business Administration.

- 1) BBA (Honors) with specializations in**
Advanced Finance **in collaboration with TCS**
Digital Marketing **in collaboration with ISDC, UK**
Entrepreneurship **in collaboration with Wadhvani Foundation, USA**
Business Analytics **in collaboration with Institute of Analytics, UK**
- 2) BBA with specializations in**
Accounting & Finance
Human Resource Management
International Business
Marketing Management
Public Policy & Administration
- 3) BBA in Retail Management**
Internship-embedded in collaboration with Maruti Suzuki India Limited
- 4) ACCA, UK (along with BBA)**

Ease of Being
Exceptional

Inculcate Skills and Values

Skill Based Certified Workshops And Seminars

Certified workshops and seminars are planned with focus on varied soft skill development and personality growth

- Analytical Skills:**
- Investment Strategies
 - Data Analytics
 - Research Methodology
 - Industry Analysis
 - Business Intelligence Workshop
 - Marketing Information Systems (MIS)
 - International Market Research

- Technical Skills:**
- Security Analysis
 - Fundamental Analysis
 - Technical Analysis
 - Derivatives
 - Export Import Procedure and Documentation
 - Digital Marketing

- Decision Making Skills**
- Waste Management
 - Design Thinking
 - Argue to Understand
 - Entrepreneurship

- Conceptual Skills**
- Channel Member and Behaviour
 - International Supply Chain & Logistics Management
 - Selling the invisible services marketing
 - Management of Human Resources
 - Sports Marketing
 - International Business
 - Product and Brand Management
 - Customer Relationship Management
 - Guerrilla Marketing

- Interpersonal and Communication Skills:**
- Public Speaking & Presentation Skills
 - Creative Writing
 - B-plan
 - Personality Development

- Human Skills**
- Environmental Sensitivity
 - Creating Manure from Vegetable Waste
 - Gender Equality
 - Movie Appreciation

- Expressive Skills**
- Performing Arts (Drama)
 - Performing Arts (Dance)
 - Poster Making and Painting
 - Soap Making Workshop
 - Warli Art
 - Compost Making
 - Mandala Making
 - Content Writing
 - Lippan Art
 - Hoop Hanging
 - Jewellery Design
 - Makeup Art

Being untraditional,
has its traditions!

SAMVAAD

Dialogue is all the world needs today! and Samvaad is all about dialogue.
This is an open forum where students get a platform to converse with each other and with the experts in the respective fields!

What Makes “You” Unique?

Design Thinking

Youth and Society

Journey into Digital Marketing

Transmission Mechanism- The Heart of Monetary Policy

Waste Management

Taxation for Startups

Management of Human Resources

Startup Essentials

Strategic Management Accounting

Forensic Accounting and Fraud Detection

Emotional Intelligence

Technical Feasibility in Startup

Packing

Additional Flourishing Workshop

Power of Me

Ad Campaign

Grand Strategy

Human Resource Information Systems

Credit Rating

Choosing Appropriate Statistical Measure and Test

Enterprise Resources Planning (ERP) Systems

Mandatory and Voluntary Disclosures

Working Capital Management from a Banker’s Perspective

Current Trends in Organizations

Contemporary Development in Accounting

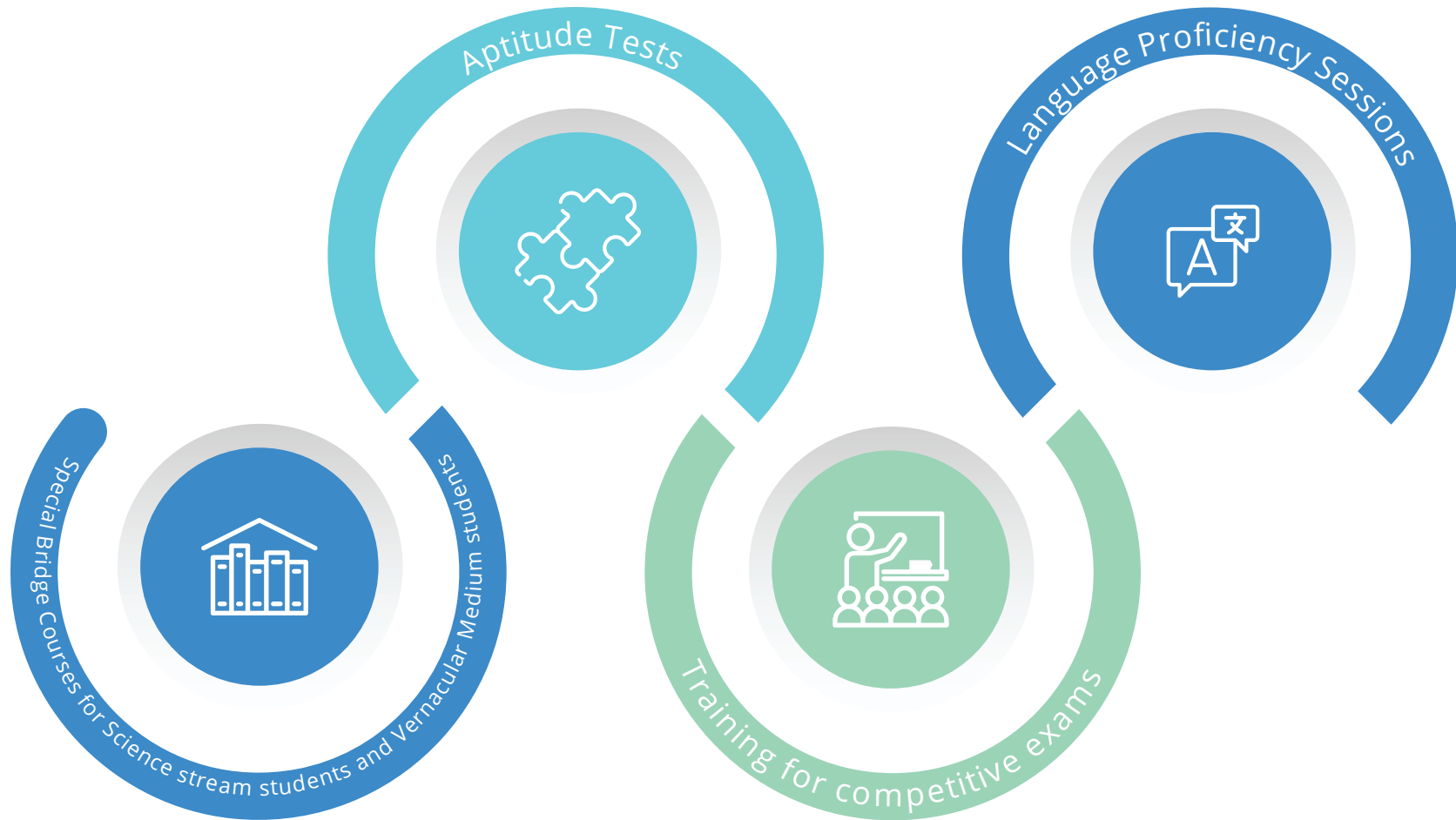
Art of Writing - Scripting for Media

Overview of Micro-Economics and its subject matter

Application of Statistics in Real Life

Digital Marketing

**Prepare yourself for Higher Education at
institutes of National and International repute**



**Don't wish for it,
work for it!**

Carve your own career

The Placement and Internship Cell includes an annual campus recruitment and selection process for students. Students are trained in essential placement related skills throughout the year such as Resume-building, Interview and Group Discussion skills. The cell provides Mentorship for career support and 100% assistance in summer internship and placement, with Average salary package ranging from 1.44 lakhs P.A. To 4 lakhs P.A. **Choose from more than 100 companies for final placements**



**Rigorous,
uncompromising
and Incredibly
Comprehensive!**

Invigorating Experience!

Beyond Academics

Excel in co-curricular and extra-curricular activities with unprecedented faculty support



Orientation



Anvesh – Inter-class Competitions



Teacher's Day Celebration



Culture Curry



Fun Week



Sports and Fitness



Samvedna – A Social Initiative



Garba Celebration



Annual Prize Distribution



Converge Alumni Meet

And many others...

Participate in student led-clubs



Engage, Express,
Empower!



SERVICE AND OUTREACH

Samvedna – A Social Initiative

Be socially responsible by participating in Samvedna

To sensitize the students towards society, we at FOBA consistently make efforts towards social initiatives. A total of approximately 3000 hours were spent by the students on social initiatives in a year with more than 22 organizations.

- Visual Challenged School Visits
- School Makeover Project
- Tide - Neev Evening School
- Tide - Vikash Gruh
- Tide - Shreya
- Blood Donation Camp
- Disabled Sports Competition
- Environmental Sensitivity : Workshop on making Manure from Vegetable Waste, Distribution of Bio-degradable Poly-carbonate Plastic Bags to Street Vendors
- Organising Blood Donation Camp
- Teaching Slum Kids in association with Tide NGO
- Organising Cleanliness Drive
- Working on Gender Equality
- Samvedna Club has collaborated with various NGOs including Tide Foundation, Green Bhumi NGO, Muskurahat Foundation, NEEV, Dr. APJ Abdul Kalam Research Foundation

The aim of Samvedna is to make students socially, morally and ethically responsible.



Organize National Level Management Festival

Annual Flagship Events

- **Image:** International Management Fest
- **A GLIMPSE OF IMAGE 2023: A NATIONAL-LEVEL MANAGEMENT FEST**
Since its establishment, GLS University's Faculty of Business Administration has hosted its annual international management festival IMAGE. IMAGE 23, the 20th installment of the event themed '*Generation We: The Movement Begins*' was held on campus on the 3rd and 4th of February, 2023. The event was attended by over 30 reputed institutes like IIM-A/B/C, IIM Rohtak, MICA, NMIMS, IIT, SRCC, Christ University, etc. across India with participation from over 1800 individuals.

The proceedings began with the inaugural ceremony that witnessed the welcome address from the Dean Dr. Shefali Dani as well as the President of GLS University Shri Sudhir Nanavati and the keynote speaker, the renowned author and historian Dr. Vikram Sampath.

A special Fiesta was organized for the participants to cherish headlined by the sunburn artists The Lost Stories with supporting acts from ZOLTRON and Rahul Prajapati.

1800 participants	30+ colleges participated	21+ States
Globally recognised jury	11+ Different Disciplines	35+ Cities

- IIM Ahmedabad, IIM Bangalore, IIM Indore, IIM Kolkata, IIM Rohtak, IIM Kashipur, IIM Amritsar, IIM Shillong, IIM Sirmaur
- Shri Ram College Delhi, IIFT, Welingkar, KJ Somaiya, NMIMS, XLRI, Christ University Bengaularu, FMS Delhi, St. Xavier's Bhuvneshwar
- Bundelkhand University, Utkal University, University of Calcutta, Nirma University, Marwadi University, PDEU, Ahmedabad University & many more



Shatranj:
Annual Expert Talk on India's International Relations and current affairs Shatranj captures the spirit of India in the context of the historical, political and social milieu of the world. Experts like renowned political authors, military personnels and journalists are invited to give the talk.



National Colloquium:
National Conference on Gender Equity and Equality Through the NCGEE FOBA embraces the values like diversity, inclusion, equity and equality.



Praxis:
Exhibition to manifest students' creative talents Pushing students out of their comfort zone, Praxis is where students pour all their theory knowledge into the real world and get a first-hand experience of the managerial fields.



UNIVERSITY

FACULTY OF BUSINESS ADMINISTRATION

LIFE AT FOBA

CWDC (Collegiate Women's Development Cell)

- Informative workshops focusing on gender issues
- Gender sensitivity activities like Gender Prayogshala

Grievance Redressal Cell

- Resolution of problems and issues that students may face
- Awareness activities and feedback sessions

Anti Ragging Cell

- Creating a fearless academic environment
- Initiatives for a safe campus life

Health awareness

- Awareness sessions for physical and mental health
- Special sessions and activities on fitness and strength

Counseling

- Counseling support for students to resolve psychological and emotional problems
- Counseling support for parents



STUDENT ACHIEVEMENTS

SUM OF SMALL EFFORTS, REPEATED DAY-IN AND DAY-OUT!



FACULTY OF BUSINESS ADMINISTRATION

National Level

- Participated and won in different events of Atharv 2022, IIM Indore's Management & Literary fest
- Participated and won in Change Makers' Symposium organised by AIESEC
- Participated and won in different events in National Level Stock Market Competition organised by B- School Bulls
- Secured second position in the 24 Hours Stadium Run organised by NEB Sports, at Wankhede Stadium, Mumbai
- Participated and won in different events in West Zone competition 2022, which is an inter-college competition organized at Madhya Pradesh, Amarkantak District

State Level

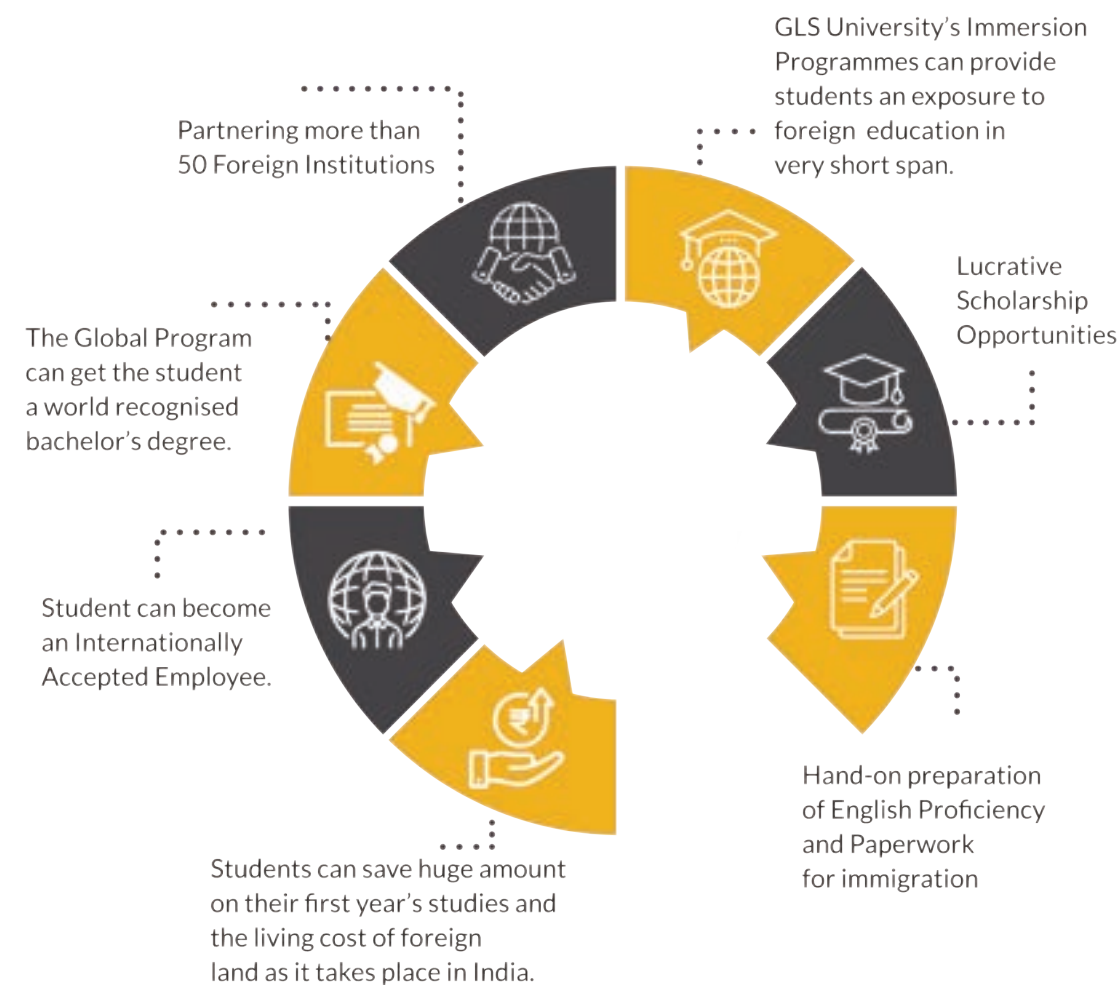
- Won prizes in Inter-collegiate Swami Vivekananda Elocution Competition 2022 organized by Faculty of Commerce (SMPIC)
- Team FOBA won first prize (Cash Prize of Rs. 5,000) in inter-collegiate on the spot Ad making competition organised by Shri Jairambhai Patel Institute of Business Management (NICM) Gandhinagar
- Team FOBA secured winning positions in Model United Nations organised by Ahmedabad Prodigy
- Participated and won in different events of Cognizance 2023, organized by Xavier's College Ahmedabad
- Team FOBA secured winning positions in Chhatra Sansad youth parliament 4th edition organized by UDGAM School, Ahmedabad
- Team FOBA secured winning positions in National level Business Conclave "Explorer" organized by SMPIC, Faculty of Commerce, GLS University
- Team FOBA secured winning positions in International Peace MUN, Anand
- Participated and won in different events in LIT FEST organised by Faculty of Business Administration and Women's Development Cell, GLS University
- Participated and won in different events at HL College of Commerce
- Participated and won in different events at GLS University's I.M. Nanavati Sports Meet 2022
- Participated and won in different events at GLS University's Youth Festival SPECTRUM 2023





GLOBAL EXPOSURE

GLS University's School of International Studies prepare and nurture the students for the Global Exposure. The department offers various global, pathway, and immersion programmes through our well-established arrangements and relations with other foreign institutions of repute.



Contact No: +91-9998552369
Email: international@glsuniversity.ac.in

Distinguished Collaboration



RICH ALUMNI NETWORK!

Be a part of the illustrious legacy by connecting with our distinguished alumni!

VISITORS ON CAMPUS



Bharghav Purohit

2004-07

The eminent Lyricist, Writer, Music director and screenwriter working with Gujarati film industry



Kaushambi Bhatt

2010-2013

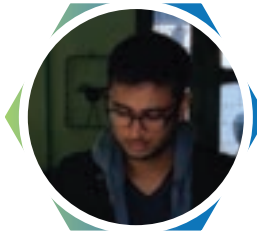
National award winning actress (Gujarati Movie "Hellaro" Fame)



Akash Jauhari

2016-2018

MBA, Media Communications from SIMC, Pune
Digital Solutions Manager, Entertainment & Media, Meta India



Akshay Ordiya

Batch: 2008 - 2011

Creative Director, Bartle Bogle Hegarty, Ex-Ogilvy



Mittal Rana

Batch 1999-2002

Parent Coach, Motivational speaker



Naandika Tripathi

2012-2015

Special Correspondent, Forbes India.
Hosts video show called Leadership Mantras at National Level



Dr. Vikram Sampath

Renowed Historian and Writer- Chief Guest, Image 2023



Ms. Shubhrastha

Political and Communication Consultant



Dr. Anand Rangnathan

Prof. JNU
Consulting Editor and Columnist - SWARAJYA



Mr. Burzin Unwala

Editor and Co-Producer



Dr Sudhanshu Trivedi

Rajyasabha Member & Senior Spokesperson, BJP



Jhanvi Patro

2017-2020

Executive- Marketing, Beardo, wholly-owned brand of Marico



Luv Patel

2008-2011

International Certified Nutritionist, Pursuing Ph.D in Healthcare



Sandeep Neptra

1997-2000

"CEO - NEPRA Resource Management Pvt. Ltd; Founder - NEPRA - @Letsrecycle_IN"



Mayoor Kothari

1997-2000

Business Transformation, Digital & Innovation Enablement- Greater Brisbane Area-Australia



Chinmay Shah

2006-2009

Tipsons Financial Services Pvt. Ltd. - Deputy Vice President - Ahmedabad



Paras Makhija

Batch 2016-19

PGP, IIM Rohtak



Captain Raghu Raman

Former CEO of The National Intelligence Grid



Mr. Prahlad Kakar

Advertising Film Director



Mr. Abhishek Jain

Filmmaker and the Founder of Cineman Productions Limited



Mr. Jamnadas Majethia (Jd)

(Born 5 February 1969)

Indian Actor, Director and Producer



Major Gaurav Arya

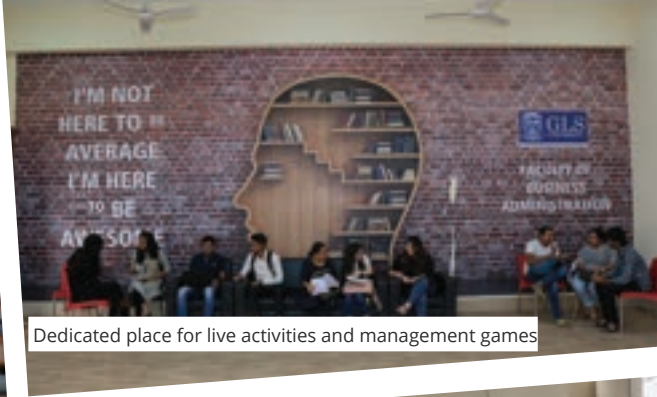
Senior Consulting Editor of Strategic Affairs at the Republic Media Network.



Modern and spacious ICT enabled class rooms



Dedicated rooms for various seminars



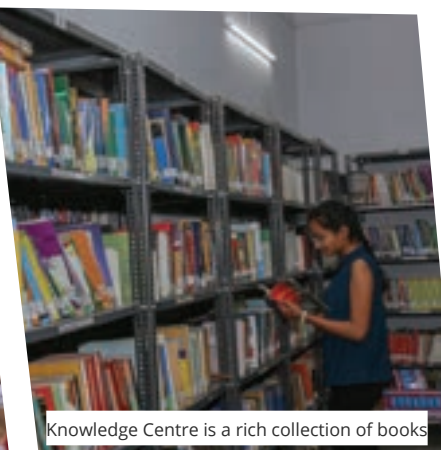
Dedicated place for live activities and management games



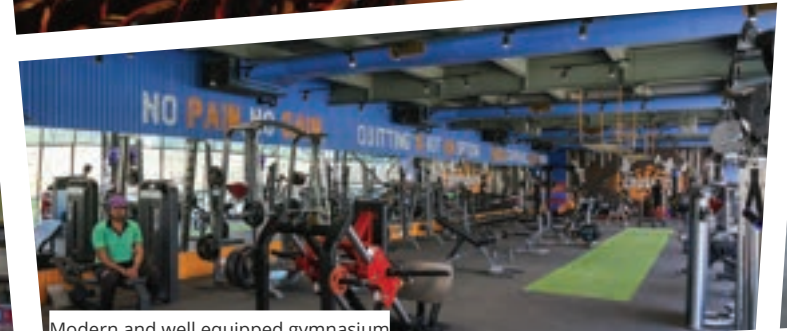
Modern and spacious auditorium with latest technology



Dedicated and spacious reading rooms



Knowledge Centre is a rich collection of books



Modern and well equipped gymnasium



The favorite hangout place of students



Two Grounds for real time sports

CAMPUS AMENITIES

FACULTY OF BUSINESS ADMINISTRATION

ACCOMMODATION AND EXTENDED FACILITY

Elevate your student living experience with affordable luxury only at **The Hive Hostels**. At The Hive Hostels, we have curated every space and experience to suit your ever-changing moods and needs! We strongly believe that your hostel should be a place that enables you to relax, unwind and refuel- so you have the power to win the world! Everything and More - You Just Name It!



Comfy Bed



Study Table



Spacious Cupboard



High-Speed Wi-Fi



Coffee Machine



Pick-up & Drop Service



Laundry Service



Delicious Meals and Whatnot!

A Place where you Inspire and Be Inspired

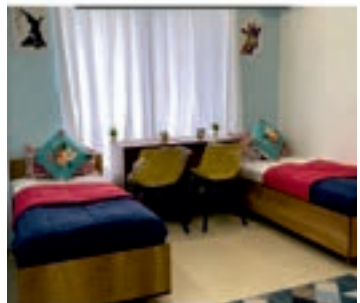
The Hive Hostels is more than just a roof and 4 walls-it's your comfort zone, a habitat, your own space where you can meet like-minded people, learn from them, and teach them a thing or two. Here you can express your vision and talk about your dreams and goals without being judged.

When you are here, you are Never Bored

The Hive Hostels, in simple words, is a junction of functions. From the sacred fires of Holi and Lohri to the joys of Diwali, Eid, and Christmas and even the thrills of Cricket and Football - we just need a chance to put your best clothes on and get partying!

Contact : +91 95826 74319, 1800-572-0709

*GLS University has collaborated with The Hive Hostels for hostel facilities where hostel is not managed and owned by GLS University



ADMISSIONS

ELIGIBILITY CRITERIA FOR FYBBA

The applicant must have

Passed the GSEB/CBSE/ICSE or its equivalent under the 10 + 2 pattern with English

Obtained the following minimum aggregate marks

For open category candidates: 45%

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

For Admission inquiries, please contact on the following numbers:

- 97277 18112
- 93284 32604
- 96388 57857
- 98799 83832
- 78744 63330

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

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

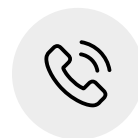
PROVISIONAL ADMISSION CONFIRMATION PROCEDURE



Contact us



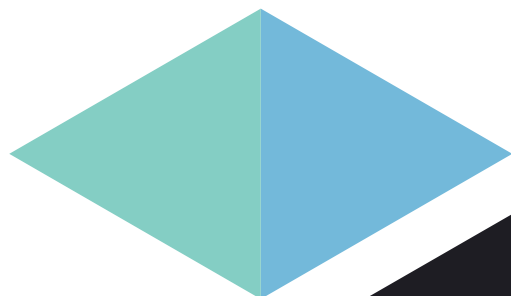
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