

GLS UNIVERSITY'S
FACULTY OF BUSINESS ADMINISTRATION
MONTH-WISE PLANNED SYLLABUS
SEM III (HONS)
2023 - 2024

Subject Name	Advanced Marketing Management		Statistics for Managers	Managerial Economics			Financial Statement Analysis			Introduction to Corporate Decision Making			Creativity and Innovation		Business Opportunity Identification		Employability and Communication	
	Dr Belur Baxi	Dr Sonal Gogri	Prof Maitray Bhagat	Ms Vrinda Dave	Dr Sonam Dawa	Ms Griva Raval	Dr Seema Pandit	Dr Minouti Jani	Dr Yukti Modhia	Dr Priyanka Zala	Ms Karishma Ankiesaria-Dalal	Dr Swati Modi	Dr Rikita Thakkar	Dr Vineeta Anandan	Dr Rikita Thakkar	Dr Vineeta Anandan	Dr Nirja Vasavada	Prof. Reeti Pandya
June-July	Module-II Brand Management (Upto Synchronisation of Logo)	Unit 1: Segmenting, Targeting and Positioning	Unit I: Correlation and Unit II: Regression	Unit-3: Perfect competition and Monopoly	Unit-2: Gini Coefficient	Unit-1 Introduction to Managerial Economics	Unit-III Ratio Analysis	Unit -V Contemporary Issues in Accounting (Forensic Accounting, Window Dressing, Concept of Creative Accounting)	Unit -I Final Accounts of Companies (as per The Companies Act 2013)	Unit 1: Capital Structure Theories and Leverage Analysis (Theory and sums of Capital structure till NOI approach)	Unit 2: Time Value of Money: Compounding	Unit 3: Capital Budgeting Basics	Module III: Understanding Innovation- Till principles of innovation	Module I: Introduction to Creativity & Innovation- The Whole Module	Module III: Assessing business potential The whole module	Module I: Understanding of Business opportunity till sources of opportunity	Unit 4	Unit 1
August	Module-II Brand Management (Remaining Part) Module-IV Distribution (Upto Functions of Distribution)	Unit 3: Integrated Marketing Communication	Unit III: Probability	Unit-4: Monopolistic Competition	Unit-2: Lorenz Curve	Unit-2: Application of concepts of elasticity	Unit-III Ratio Analysis contd...	Unit -IV Cashflow Statement	Unit -I Final Accounts of Companies (as per The Companies Act 2013)	Unit 1: Capital Structure Theories and Leverage Analysis (Complete)	Unit 2: Time Value of Money: Discounting	Unit 3: Capital Budgeting Basics	Module III: Understanding Innovation- Module complete	Module II: Developing a creative work environment and Team- The whole module	Module IV: The challenges in business- The whole module	Module I: Understanding of Business opportunity- Module complete	Unit 4	Unit 1 and 2
September - October 1, 2023	Module IV Distribution (Remaining Portion)	Unit 5: Pricing	Unit IV: Mathematical Expectation and Unit V: Statistical Quality Control	Unit-4: Oligopoly	Unit-2: Demand Forecasting		Unit-II - Financial Statement Analysis	Unit -IV Cashflow Statement	Unit-V Contemporary Issues in Accounting (Economic Value Added)	Unit 4: Dividend Decisions	Unit 5 : Business Valuation part A	Unit 5 : Business Valuation part B	Module IV: Sources of Innovation- The whole module	Module V: Jugaad Innovation- The whole module	Module V: Methods to initiate ventures	Module II: Analysis of Business opportunity- The whole module	Unit 5	Unit 2 and 3
October ()	Case Study	Revision					Revision	Practice Sums	Practice Sums	Practice Sums	Revision		Revision	Revision	Revision	Revision	Unit 5	Unit 3

Issued on: