

GLS UNIVERSITY'S																										
FACULTY OF BUSINESS ADMINISTRATION																										
MONTH-WISE PLANNED SYLLABUS																										
SEM III (REGULAR) : NR BLDG																										
2023 - 2024																										
Subject Name	Cross Cultural Management		Production Management and Industrial Exposure			Principles of Economics (Macro)		Marketing Management - II			Business Statistics		A&F Spz - Accounting for Managers (Div 1)		MM Spz - Consumer and Culture Theory (Div 1)			IB Spz - International Marketing Management (one division between both buildings)			HRM Spz - Managerial Psychology (one division between both buildings)			BFS Spz - Banking (one division between both buildings)		Employability and Communication
Subjects taken by	Dipalee Atre	Monaz Parikh	Dr Priyanka Zala	Ms Karishma Ankesaris-Datal	Ms Manushi Dudhela	Dr Neha Mishra	Ms Griva Raval	Dr Betur Baxi	Dr Rikita Thakkar	Ms Manushi Dudhela	Dr Minal Joshi	Dr Seema Pandit	Ms Karishma Ankesaris-Datal	Dr Rikita Thakkar	Ms Manushi Dudhela	Ms Munsal Mehta	Prof. Munsal Mehta	Dr. Pooja Sharma	Dr. Pinal Barot	Dr Pooja Sharma	Dr Pinal Barot	Dipalee Atre	Dr. Neha Mishra	Prof. Rajat Shah	Dr. Anjali Rannan	
June-July	Unit I: Understanding the role of culture (complete)	Unit III: Culture and Business Communication (all barriers to inter-cultural communication - partial)	Module I- Introduction to production and operations management (all classification of production system)	Module-I Introduction to production and operations management (i) Difference between manufacturing operations and service operations, (ii) Classification of industries, (iii) Concept of automation, types of automation and its advantages)	Module-I Meaning of waste management, (i) Reasons of Accumulation/ Generation of waste, Control and Disposal of waste	Unit-4 BOP (Full Unit)	Unit-1 : Introduction (Full Unit)	Module-II Brand Management (Up to Synchronisation of Logo)	Module-I Segmentation, Targeting and Positioning upto Unit differentiated Targeting	Module - V: Pricing Up to cost determinants	Module I : Probability	Module IV-Final Accounts of Companies	Module-I: Financial Statement Analysis	Unit III-Consumer Perception and Learning upto consumer learning	Unit-I Basic aspects of consumer behaviour	Unit V-Culture's influence on consumer behaviour upto social class	Unit-2 Emerging Opportunities in International Markets	Unit 1 Introduction to International Marketing	Unit-3 Product Strategy for International Markets	Unit-2 Perception, Values and Individual Decision Making	Unit-3 Conflict and Stress Management	Unit I: Personality and Emotions (all functions of Emotions)	Unit-1 Indian Banking Services (Full Unit)	Unit-3 Risk Management in Banks (Full Unit)	Unit 1: Developing Interpersonal skills & Unit 2: Planning & Managing a career	
August	Unit II: Culture and Organizations (complete)	Unit III: Culture and Business Communication (all barriers to inter-cultural communication - partial)	Module IV- Purchasing and Inventory management (all techniques of Inventory Management)	Module-II Plant Location and Layout (all Types of Layouts)	Module-III Material Handling and Maintenance (i) Types of Material Handling equipments)	Unit-5 Macroeconomic Problems (Full Unit)	Unit-2 Keynes (Full Unit)	Module-II Brand Management (Remaining Part)	Module-I Segmentation, Targeting and Positioning - Module complete	Module- V Pricing complete	Module II: Mathematical Expectation and Module V- Statistical Quality Control	Module IV/Final Accounts of Companies contd...	Module-IV: Activity Based Costing	Unit III-Consumer Perception and Learning module complete	Unit-II Consumer Motivation and personality Up to Personality Trait	Unit V-Culture's influence on consumer behaviour module complete	Unit-3 Pricing Decisions for International Markets	Unit-5 Mode of Investment	Unit-3 Pricing Decisions for International Markets	Unit-2 Perception, Values and Individual Decision Making	Unit-3 Conflict and Stress Management	Unit I: Personality and Emotions (complete) Unit IV: Motivation and Learning (all Model of Motivation)	Unit-2 Banking Products and Services (Full Unit)	Unit-4 Assets-Liabilities Management (Full Unit)	Unit 3 Report writing & Unit 4 Group Discussion	
September - October 1, 2023	Unit IV: Cross Cultural Negotiation and Decision Making (complete)	Unit III: Culture and Business Communication (all barriers to inter-cultural communication - partial)	Module IV- Purchasing and Inventory management (Complete)	Module-II Plant Location and Layout (Remaining)	Module - III Material Handling and Maintenance (Remaining)	Unit-3: Money (Full Unit)	Module-III Integrated Marketing Communication (Up to Goals and Task of Promotion)	Module-III Integrated Marketing Communication (Remaining Portion)	Module IV/Intermediaries upto Omni channel Distribution	Module-IV (Remaining Portion)	Unit III: Probability Distribution (Discrete) and Unit IV: Probability Distribution (Normal)	Unit-III: Final Accounts of Banking Companies contd...	Module-IV: Target Based Costing	Unit II-Consumer motivation and personality - From compulsive consumption to altering the self	Unit-IV Consumer attitude	Unit II-Consumer motivation and personality - From need for uniqueness to fixated consumption					Unit IV: Motivation and Learning (Learning and Shaping tools)	Unit IV: Motivation and Learning (Motivation theories)	Unit V Employee Counseling	Unit-5 Credit Delivery and Credit Monitoring (Full Unit)	Unit 5 Ethics in & legal aspects of business communication	
October 1			Revision	Revision	Revision			Revision	Revision	Revision	Revision	Revision	Revision	Revision	Revision	Revision									Revision	

Issued on: