

Faculty of Business Administration

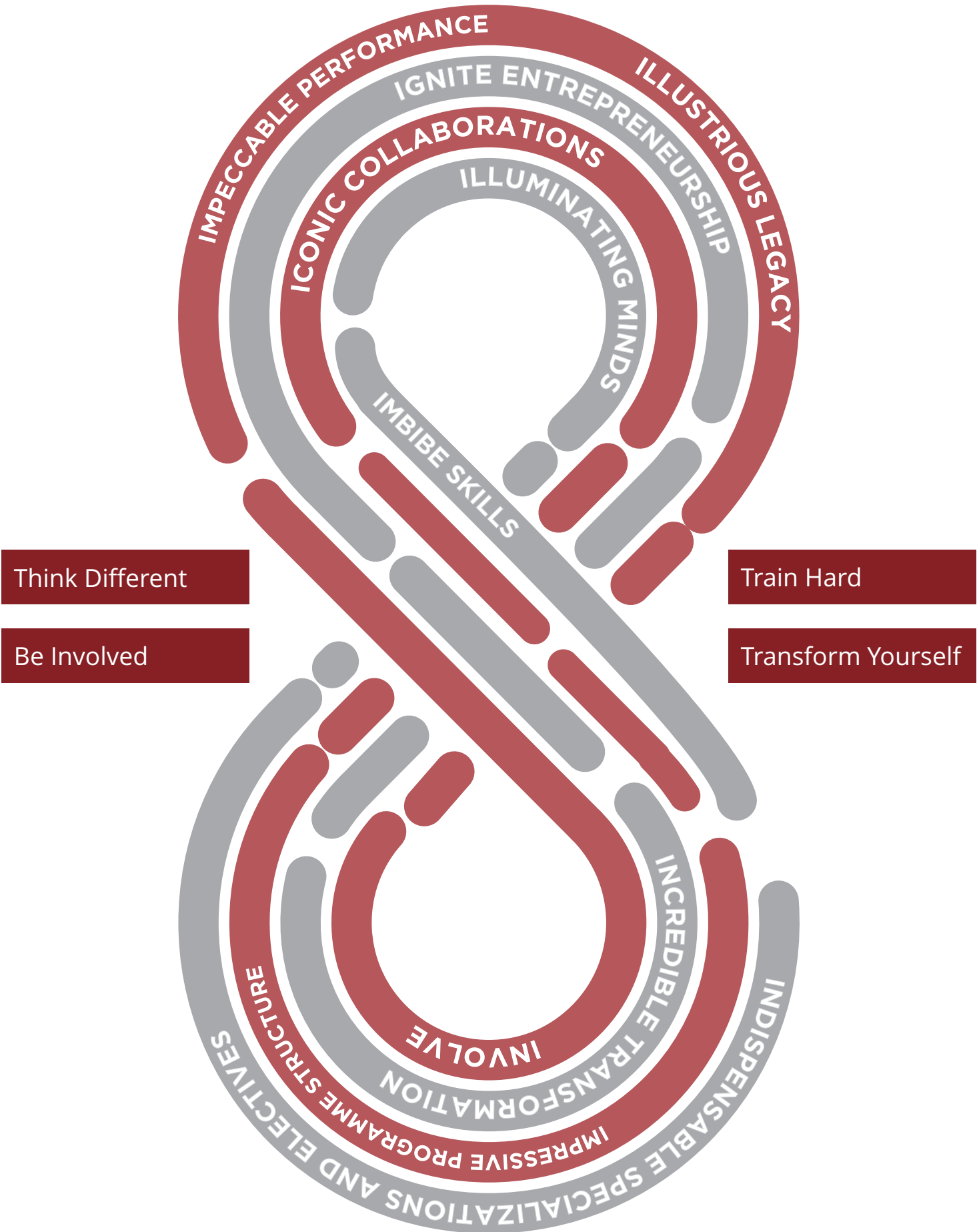


Banking and Financial
Services Management

Human Resource Management

Entrepreneurship and Family
Business Management

Embrace the Spirit of Infinity



From the President's desk

Dear Prospective Student,

Greetings from GLS University!

At GLS University, we believe that it is not a crisis, but our response to it that defines us.

The COVID-19 global pandemic represents the most serious public health challenge that our country and the world have faced in a century. GLS University has been working tirelessly not only to help mitigate the effects of this crisis on the university community, but also to alleviate the suffering of the most vulnerable members of society.

Our constant concern from the beginning of the crisis has been the health, welfare and safety of the entire GLS University community. To this end we have taken a number of significant operational decisions.

Whilst we all are adapting to new norms of maintaining social distancing; GLS University is investing heavily into world-class ONLINE platforms and Learning Technologies that will ensure that the education delivery continues uninterrupted. This initiative would put our university at par with the leading global universities that have adopted to high-tech educational innovations enabling us in doing all academic tasks ONLINE such as:

- 1) Conduct and Record Online Virtual Video Lectures**
- 2) Arranging Online Exams, Presentations, Quizzes and Assignments**
- 3) Enabling Online Group or Collaborative work**
- 4) Online Query resolution**
- 5) Online Grading, Feedback and Announcement of Results**

GLS University and on behalf of my staff members, we ensure a smooth educational journey during your programme tenure at GLS University.

As one of the most respected and long-standing institutions in Gujarat, GLS University has taken its responsibility very seriously. From donating Rs. 51 lakhs to the CM's Relief Fund, a comprehensive student benefit scheme/ scholarship for all deserving and needy students to reduce their financial hardship, special scholarship for COVID-19 affected students for the academic year 2020-21, GLS University is doing its bit in line with our motto of "Learn, Love, Serve".



While there is still a lot of uncertainty about the coming months, our plans for the next academic year are based on two principles that remain completely certain:

- 1) first and foremost, to protect the health of our students to the best extent possible
- 2) to provide all of our students with an excellent academic experience

I want to provide a strong assurance that we shall be doing everything possible to safeguard the health of our community through fulfillment of all norms & safeguards in a campus and to maintain our high standards of excellence in teaching and learning.

No matter what, we are committed to educating all of our students in the upcoming new academic year, in VIRTUAL classrooms, and beyond the classroom. We are committed to a safe and enriching educational experience. We are committed to you.

Sudhir Nanavati

President, GLS University



GLS UNIVERSITY

GLS University (GLSU) is a statutory state private university established under the Gujarat Private Universities Act, 2009. GLSU has been set up with the vision to benchmark global standards of education and create path-breaking educational programmes in areas of national and global strategic importance. Besides the existing BBA, MBA, BCom, MCom, BCA and MCA programmes, GLSU has also introduced BDesign, MDesign, IMBA and IMSc(IT). GLSU's strong research focus is reflected in its research degrees such as MPhil and PhD. GLS and GLSU have promoted its incubators LEAF and ATAL, supported by Department of Science and Technology, Government of India. LEAF is the nodal institute of the Government of Gujarat to promote new enterprises through the State Startup Assistance Programme and is a disbursement agency of State Government funds to startups in the Ahmedabad region. With a rich legacy of nine decades and a passionate commitment to excellence in education, GLS University is poised to become Gujarat's first globally relevant university, delivering high quality education at affordable cost.

23 YEARS OF QUALITY EDUCATION

Faculty of Business Administration

Being Untraditional, Has its Traditions

Faculty of Business Administration was one of the first BBA colleges affiliated with Gujarat University established in 1997 as GLS Institute of Business Administration and later renamed as N R Institute of Business Administration in June 2000.

In its 23 years of existence, Faculty of Business Administration has always focused on being an undergraduate B-School that prepares its graduates for the rigors of higher management education, the challenges of the corporate world and the intricacies of the entrepreneurial arena.

- Centrally Located Wifi-Enabled Campus
- Rich Library
- Convenient Canteen
- Ultramodern Gymnasium
- Well-Equipped Infrastructure
- State-Of-The-Art Auditorium
- Ample Parking Facilities

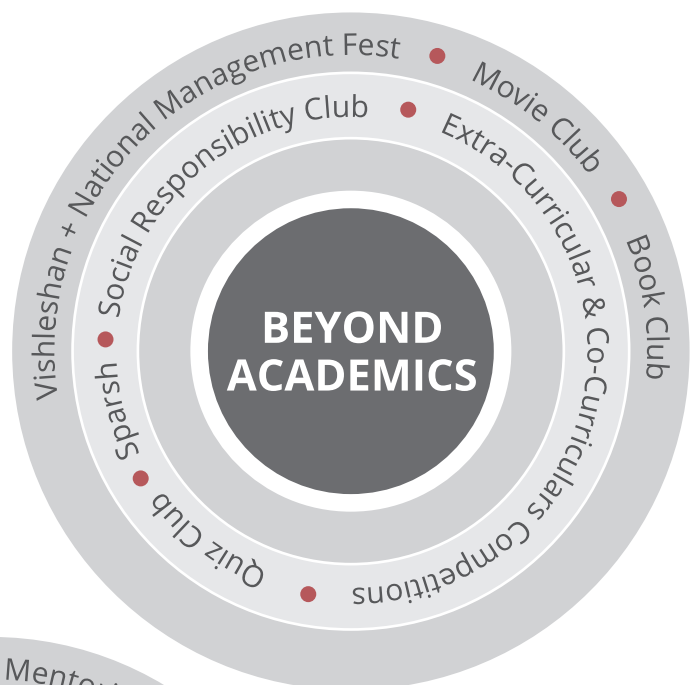
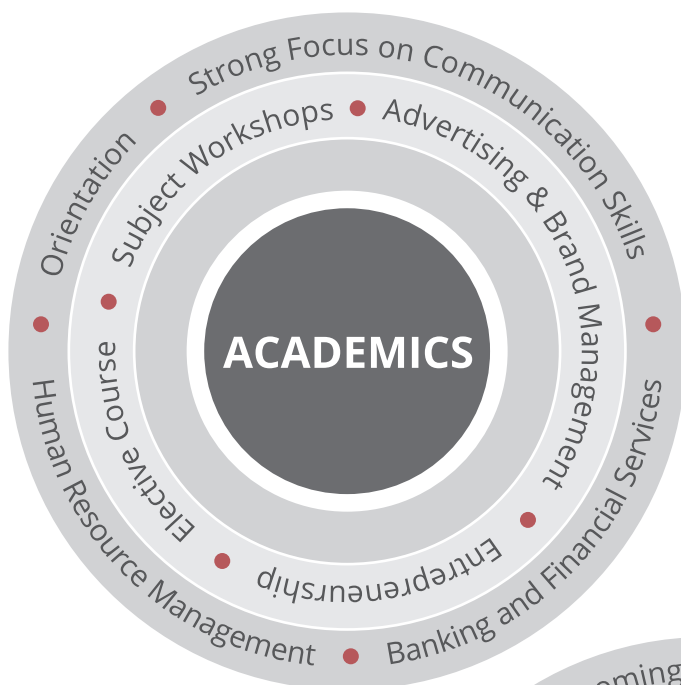
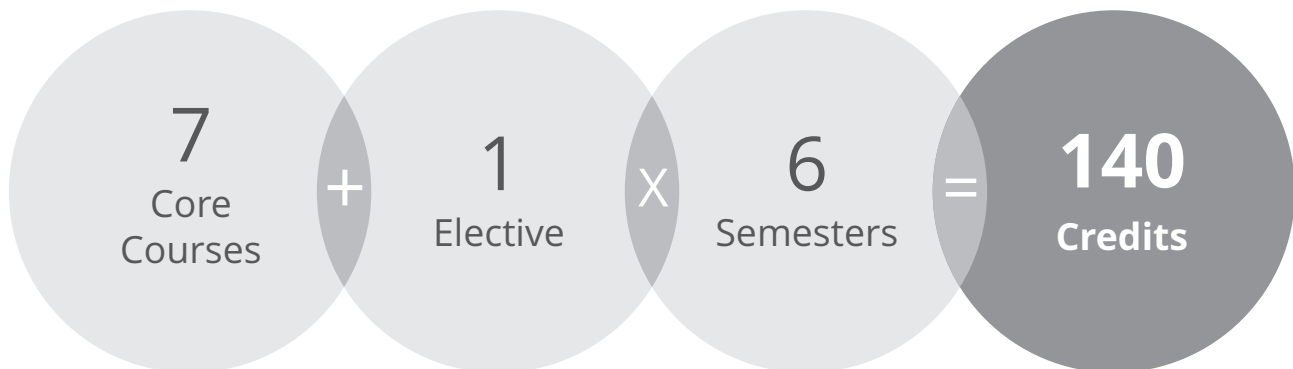
Mission

To sustain a vibrant learning environment that fosters knowledge, skills, attitudes and values; and facilitates intellectual, social and emotional growth of students.

To be recognized amongst the best under-graduate B-schools in India, by ensuring that our students emerge well-equipped to thrive in an ever-changing business environment.

Vision

INSIGHT INTO 3-YEAR BBA PROGRAMME



Impressive Programme Structure

Rigorous, Uncompromising & Incredibly Comprehensive

General Management	Accounting, Finance & Financial Services	Human Resource Management
Management Concepts & Practices	Basics of Financial Accounting	Management of Human Resource
Economics for Managers	Indian Financial System	Human Resource Psychology
Statistics for Managers	Financial Statement Analysis	Organizational Behavior
Industry Exposure and Project work	Corporate Accounting and Law	Industrial & Labour Laws
Business Research Methods	Corporate Finance	Compensation Management
Applied Business Research	Accounting for Mangement Decisions	Talent Management
Excel for Business	Banking	Human Resource Development
Strategic Management	Financial Services	
IT in Business	Financial Literacy and Tax Planning	
Legal Aspects of Business	Financial Services Marketing	
Capstone Project	Financial Decision Making	

Entrepreneurship & Family Business Management	Marketing	Global Business Management
Evolution of Indian Business	Marketing Management	Cultural Influences on Business
Introduction to Entrepreneurship	Product Marketing	Business Environment
Creativity and Innovation	Marketing Decisions	Foreign Language
Exploring Entrepreneurship Options	Advertisement and Sales Management	Foreign Language II
Establishing and Growing Ventures	E-Commerce	Leadership through Arts and Humanities
Business Feasibility	Digital Marketing	
Creating Family Business Legacy	Event Management	
Entrepreneurship through practice	Tourism Management	

9 courses in Communication = one of the most powerful communication skills programme in Gujarat

Organizational Communication	Employability & Communication	Critical Thinking & Communication
Language Skills For Managers	Communication at Workplace	Happiness Hypothesis
Communication in Action	Analytical Communication	Creative Writing

Semester I & II	Semester III & IV	Semester V & VI	Electives
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FACULTY OF BUSINESS ADMINISTRATION



Learning Outcomes

Year	Concepts	Skills	Values	Communication Skills
FY	Fundamentals of business management, Time management	Observe and connect	Respect	Search and sift
SY	Technological knowledge, sense of responsibility	Self-management and Team work	Believe	Deliver output
TY	Ethics in business, decision making, cross disciplinary applications.	Critical and Analytical thinking	Change	Problem solution and defend

ENTREPRENEURSHIP AND FAMILY BUSINESS MANAGEMENT

If you have...	Subjects	Opportunities
<ul style="list-style-type: none"> • A keen aptitude and interest in creativity • Strong analytical abilities • A family business background • Interest and willingness to start own business • Desire to be your own master 	<ul style="list-style-type: none"> • Creativity and Innovation • Business Opportunity Identification and Feasibility • Family Business Management • New Enterprise Creation and Management • Building Entrepreneurial Competencies • Design Thinking 	<ul style="list-style-type: none"> • Collaborations with EDI, TiE, IAOIP, EO for mentoring and networking • Opportunity for membership at world-renowned innovation and entrepreneurship organisations • Access to GLS University's Incubator- LEAF • Consistent support from ideation to company formation • Finance, HR, Marketing, Law taught from the entrepreneurial perspective

BANKING AND FINANCIAL SERVICES MANAGEMENT

If you have...	Subjects	Opportunities
<ul style="list-style-type: none"> • Strong logical abilities • Efficiency and accuracy in operations • Keenness to apply theoretical knowledge in practice • Interest in banking, mutual funds, insurance and other financial sectors. • Willingness to be part of the sector contributing the most to the nation's economy • 	<ul style="list-style-type: none"> • Banking • Financial Services I • Financial Services II • Financial Decision Making • Art of Selling • Understanding Stock Market Operations 	<ul style="list-style-type: none"> • Collaboration with National Stock Exchange (NSE) for teaching and NSE certification • Option to take up Chartered Wealth Manager certification program • Live Projects at reputed banks and financial services companies organized by college • Leads to better performance at higher education such as: MBA (Finance), CA/ CS/ ICWA/CFA • Numerous placement opportunities immediately after BBA

HUMAN RESOURCE MANAGEMENT

If you have...	Subjects	Opportunities
<ul style="list-style-type: none"> • People skills • Patience and good listening skills • Analytical, diagnostic and problem solving skills. • An open mind and creativity • Interest in pursuing a career in the fastest growing function in the corporate sector 	<ul style="list-style-type: none"> • Industrial and Labour Laws • Compensation Management • Strategic Human Resource Management • Talent Management • Introduction to Human Psychology • Doing Business Across Cultures 	<ul style="list-style-type: none"> • Collaboration with National HR Network, AHRD • Live Projects at reputed companies organized by college • Leads to better performance at higher education such as: MBA (HR), Masters in Industrial Relations/Labour Laws/ Social Welfare • Numerous placement opportunities immediately after BBA • Career growth from executive level position to head of HR function



Infinite Discovery through Unique Elective Courses

Explore Every Potential Angle



Management
Lessons from
Mythology



Corporate
Theatre



Photography
for
Storytelling



Environment
Management



Foreign
Language



Foreign
Language II



Film
Making



Indian
Constitution



Gender,
Media and
Literature



Event
Management



E-Commerce



Tourism
Management



Digital
Marketing



Leadership
through Arts
and Humanities



Happiness
Hypothesis



Creative Writing

Iconic Collaborations

The World Is Waiting for You!

- **Georgian College, Canada**
- **California Baptist University, USA**
- **Curtin University, Australia**
- **University of Newcastle, Australia**
- **Wadhwani Foundation, USA**
- **Competitiveness Mindset Institute, USA**
- **Tata Consultancy Services (TCS)**
- **TiE (The Indus Entrepreneurs)**
- **National Stock Exchange (NSE)**
- **Centre for Environment Education (CEE)**
- **British Council, UK**
- **International Association of Innovation Professionals- IAIOP**
- **CIMA, UK**
- **AOC, UK**
- **Heriot- Watt University Edinburgh, UK**
- **Aberdeen University, UK**
- **Waikato University, NZ**
- **Wismar University, Germany**
- **Essex University, UK**
- **Wasar & Brown College, USA**
- **Southern City University, California, USA**
- **National University, California, USA**



GLS University Students at Georgian International Immersion Course



John Patterson, Heriot- Watt University, Edinburgh giving a talk on Research Methodology

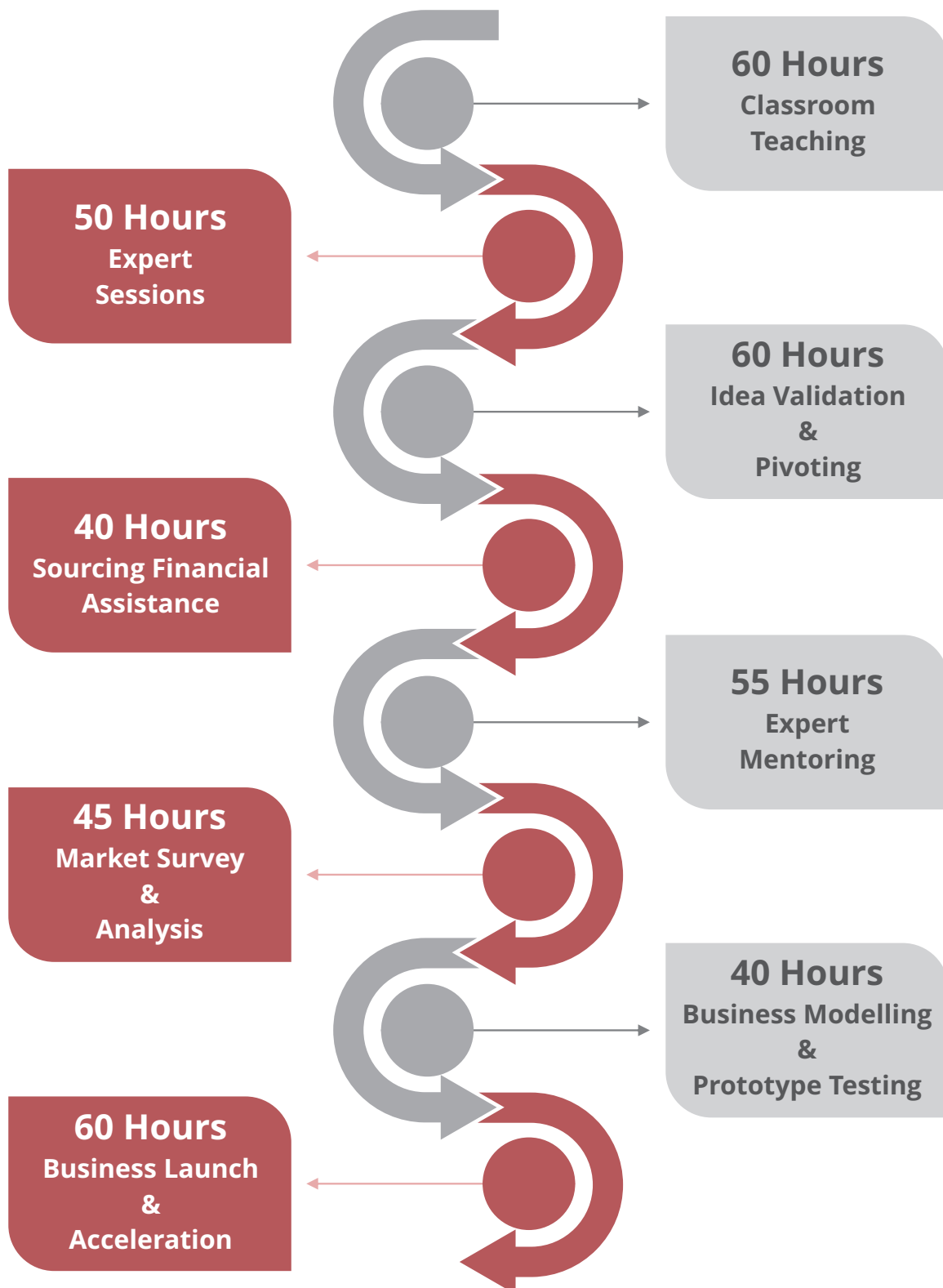


Prof. Alice Clark, University of California-Berkeley Extension,

Ignite Entrepreneurship

Positively Different, Passionately Optimistic

At FBA, students are given rigorous training for their ventures, right from the idea generation stage. Constant mentoring, research & consultation help the students come up with different ideas which, then developed into a working business model.



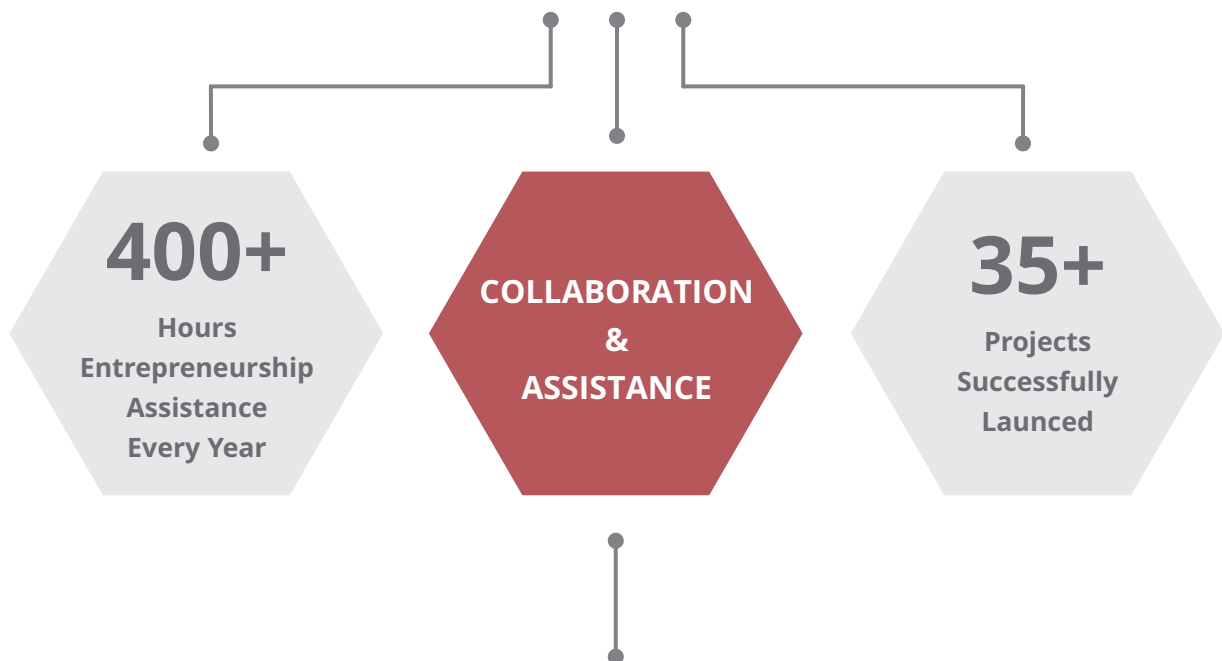


EXPERTS

- Prof. Anil Gupta, IIM Ahmedabad
- Mr. Gurmeet Singh Bhutani, Director, Disruptive Innovations, Pepsico
- Prof. Amit Karna, IIM Ahmedabad
- Prof. UT Rao, MICA
- Prof. Amitkumar Dwivedi, EDI
- Mrs. Beena Handa, Director, Poiesis Foundation
- Dr. Pankaj Bharti, EDI & 300 More
- Mr. Sameer Somal, CEO, BOGT, USA



INNOVATE



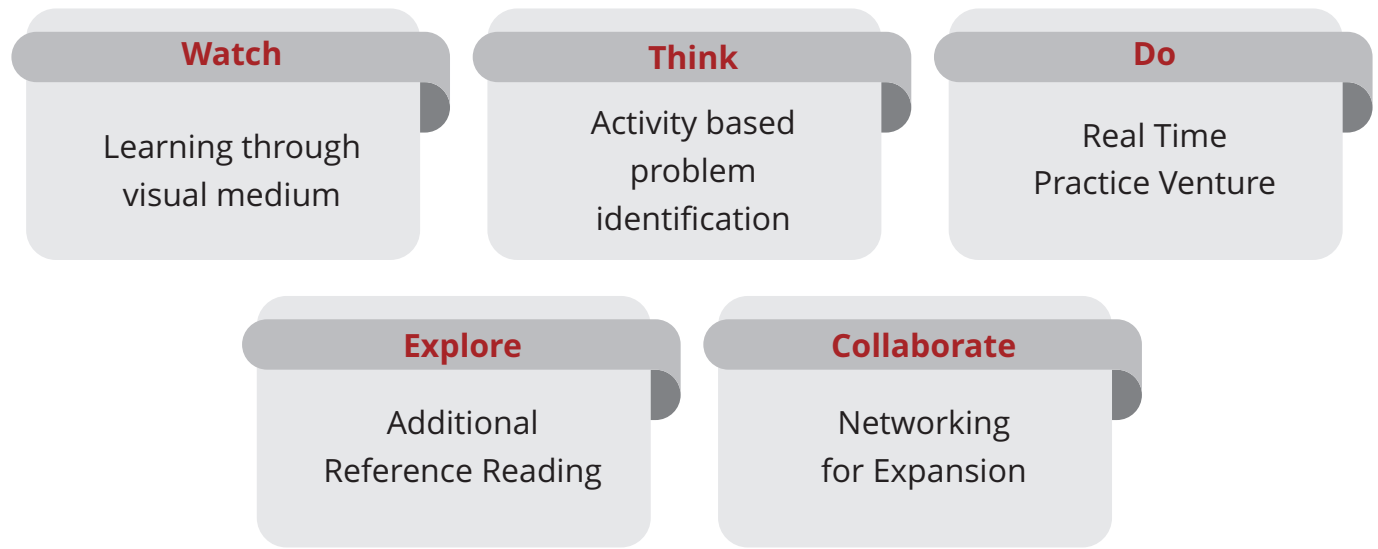
- TiE (The Indus Entrepreneur) Ahmedabad
- Entrepreneurship Development Institute of India (EDII)
- Entrepreneurs' Organisation (EO)
- LEAF (GLS University)
- ATAL Innovation Mission, Niti Ayog

Wadhvani Foundation, California, USA

Prepare to Flourish

Entrepreneurship & Family Business Management specialization is offered in collaboration with the Wadhvani Foundation based California, USA. In-house training is ably supported by expert lectures by mentors from the foundation which imparts a rich experience to young entrepreneurs in the domain of innovation.

“Watch-Think-Do-Explore -Collaborate” Pedagogy



Lean Startup Approach

About Lean Canvas

“A strategic management and lean startup template for brainstorming possible business models using value proposition, infrastructure, customers, and finances”

PROBLEM

List your customer's top 3 problems

SOLUTION

Outline a possible solution for each problem

UNIQUE VALUE

Proposition
Single, clear, compelling message that turns an unaware visitor into an interested prospect

UNFAIR ADVANTAGE

Something that can not be easily copied or bought

CUSTOMER SEGMENTS

List your target customers and users

EXISTING ALTERNATIVES

List how these problems are solved today

KEY METRICS

List the key numbers that tell you how your business is doing

HIGH LEVEL CONCEPT

List your X for Y analogy

CHANNELS

List your path to customers

EARLY ADOPTERS

List the characteristics of your ideal customers

COST STRUCTURE

List your fixed and variable costs

REVENUE STREAMS

List your sources of revenue

The Company We keep

Entrepreneurs & Their Ventures Batch 2020



Quickprints: Being students, this group has identified the major problem that they face – getting prints in time, especially on crucial days of submissions. Quickprints delivers the photocopies to the doorstep of the customer at the same market price harnessing the reach of social media for placing orders.

Marketch: A tech based marketing firm, Marketch excels in the area of marketing assistance to startups and MSME(s). Their primary customer base consists of all the innovative startups and MSMEs looking forward to reach their potential customers and achieve Economies of Scale at a very economical rate.



Swanky: Swanky is an online, personal Fashion Advisor, who will guide the people who are confused in choosing any outfits. Through this platform, they will get suggestion and guidance about the perfect outfit that suits them the best.

Lean Kitchen: Lean kitchen is solving the major problem faced by PG students – healthy and yet tasty meals. They provide the quantity and quality that satisfy both – the taste buds as well as the nutrition need of the body.



Cooknet: Cook net is a cook delivery service. They provide subscriptions and packages for monthly, yearly and for special occasions. Their motto is to provide cooks who can adapt to the customers' food requirements, taste and all of this, at their doorstep.

Funkies: This group has got the nerve of the youth, and is all set to cater to their mates with funky products like personalized t-shirts, mobile covers and passport covers. They take orders online through Instagram, Facebook and whatsapp.



Book My Cook: An offline based service provider, Book My Cook provides cook for PG's, Family gatherings and for daily services. They aim to serve better quality of food at the customers' places.

Fast and Fresh: As the name of the venture suggests, this group provides fresh vegetables and groceries at the doorstep of the consumer. Be it students of their age group or working professionals, grocery shopping is not something that everyone loves to do; and yet, it is unavoidable. So here is the solution, get it delivered.



Flourification: Flourification is there to solve the day to day (mal) nutrition problem. Their practice venture is on providing customized flour on customers demand at their door step.

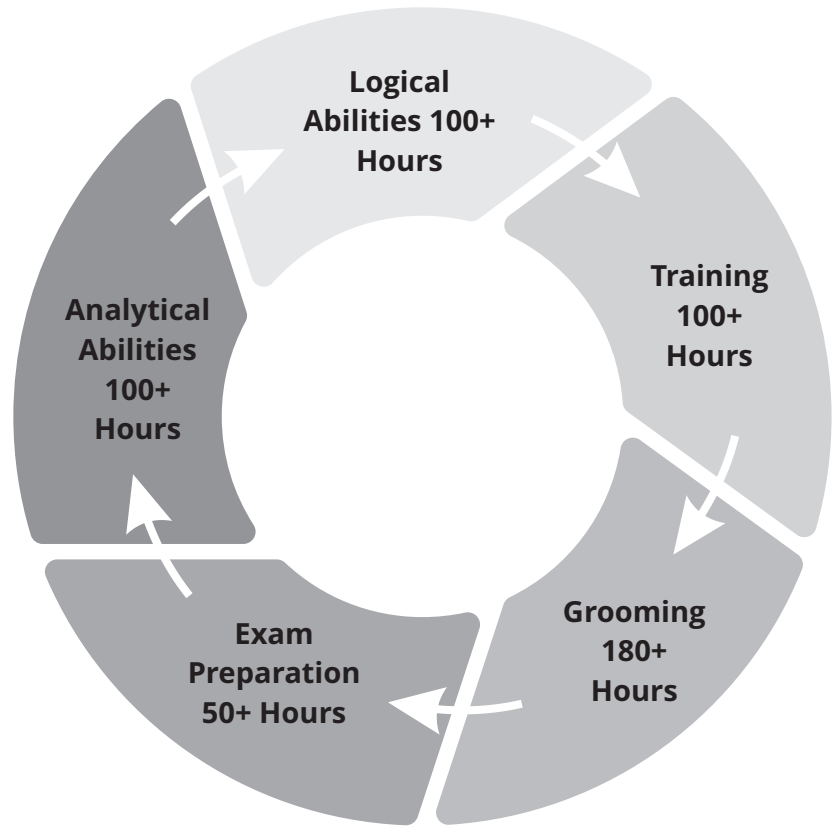
Bakebox: The founders of Bakebox has managed to turn chocolate into (fruit) salad, by introducing a unique product – fresh fruit chocolate. The moment you eat the chocolate, the fresh fruit (strawberry/kiwi/pomegranate/grape) pops in and the flavours burst in!



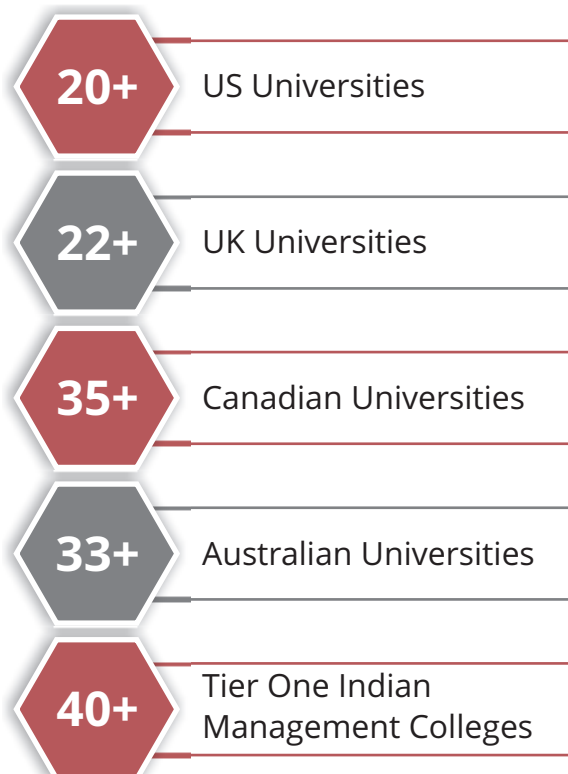
Immeasurable Opportunities

When Things Change, the World Notices

The training imparted during the three years aids students to secure admissions or placements at some of the top rated global institutes



HIGHER EDUCATION



- Ohio State University
- Pace University
- London School of Economics
- Adelphi University, US
- Melbourne Business School, University of Melbourne, Australia.
- Kingston University
- Leeds Beckett University
- Symbiosis Institute of Mass Communication, Pune
- Indian Institute of Management, Ranchi
- Indian Institute of Management, Udaipur
- Indian Institute of Management, Amritsar
- Narsee Monjee Institute of Management Studies, Mumbai
- Symbiosis Institute of Business Management, Pune
- Indian School of Business, Hyderabad
- IRMA
- Nirma University, Ahmedabad
- B K School of Management, Ahmedabad
- Entrepreneurship Development Institute of India, Gandhinagar

INTENSE PLACEMENT PROCESS



20,000+
Per Month
Art Curator



20,000+
Per Month
Business
Development



20,000+
Per Month
Financial Analyst



18,000+
Per Month
Business Development
Executive



15,000+
Per Month
Customer Relationship
Manager



15,000+
Per Month
Human Resource
Executive

100% Placement record of students registered for placement service



Illuminating Minds

Notoriously Active, Ridiculously Passionate, Perpetually Involved

- Humor Hub- Laughter Makes A Comeback
- Acoustic Club- Music Club
- #shequality-Express, Engage, Empower
- Debate Club- Step Up! Speak Up!
- Movie Club- Reel to Real Management Lessons
- Manomanthan Club- Extramural Marketing Discussions
- Management Games-Leadership is Not Mundane
- eNRich- Academic Club
- Dance Up- The Dance Club
- Drishti- Videography & Photography Club
- Ventus- The Sports Club

Impeccable Performance

Be the Change You Want to See

530+ Internships

580+ Academic Prizes

370+ Fine Arts Prizes

320+ Performing Arts Prizes

Incredible Alumni

A Network of Unparalleled Possibilities



Shivang Ganatra (IIM Ranchi)

The faculty team here has a very hands on approach! They do not restrict themselves to the classroom teaching. All the assistance that a student requires for career growth is provided by the faculty members. The open door policy followed here is one of the best guidance tools that a student can hope for.

Tanvi Asawa (MICA)

Focused training for career development is the key to success and no other place understands this better than FBA (Formerly NRBBB). I was clear from the beginning that I wanted to pursue a career in branding and so MICA was aim. The training that I received at college was more than enough to prepare me for my masters.



Harshil Shah (Company Secretary)

The common understanding is that BBA students cannot pursue courses such as Company Secretary. However this is not true! If the academic focus is towards a goal then one can easily pursue both these challenging courses. My BBA helped me understand the core subjects of CS and gave me an edge over other CS aspirants. Such academic focus towards professional courses is a corner stone at FBA (Formerly NRBBB).

Faraz Wadwania (Venture Capitalist)

Even before entrepreneurship became the buzzword, me and my friends used to talk about opening our own ventures. The training that we received at FBA (Formerly NRBBB) in many ways pivotal in our growth. One of the best parts of my association with my college is that I am invited to talk to my juniors. This helps create a wonderful network which transgresses batches.



Kaushambi Bhatt (National Award Winner, Hellaro Fame)

Much before I was part of the National Award Winning movie Hellaro, I was keenly involved in the dance and drama related activities at FBA (Formerly NRBBB). Understanding the individual talents of students and then giving them a platform to nurture and grow is core to this college.

Hardik Panchamatiya (IIM A, Research Associate)

My leanings towards academics was very evident since I was in college. While my classmates were going towards corporates I was more inclined towards research in the academic field. The academic tools that I gathered while doing my BBA from FBA (Formerly NRBBB) helped me to be part of IIM Ahmedabad as a research assistant.



Admission

Eligibility Criteria

- a) The applicant must have passed the Gujarat Higher Secondary Education Board (GHSEB)/Central Board of Secondary Examination (CBSE)/Indian Council of Secondary Examination (ICSE) or its equivalent under the 10 + 2 pattern in Commerce or Science stream, with the following subjects :
- (1) English and
 - (2) Any one of the following :
 - (i) Mathematics (ii) Physics (iii) Statistics (iv) Business Mathematics (v) Accountancy
- b) The candidate must have obtained the following minimum aggregate marks (i.e., total marks obtained divided by maximum total marks admissible, including marks of all subjects, theory and practical) :
- (i) For open category candidates : 45%
 - (ii) For reserved category (SC/ST/SEBC) candidates : 40%



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