



INTEGRATED  
5 YEAR  
**BBA-  
MBA**  
PROGRAMME  
(I-MBA)  
(MORNING SHIFT)



FACULTY OF MANAGEMENT  
GLS UNIVERSITY



# ABOUT US

Gujarat Law Society (GLS) established in the year 1927, is one of the largest educational consortiums in the State of Gujarat. GLS was promoted by luminaries such as Shri Sardar Vallabhbhai Patel, Shri Ganesh Mavlankar, the first speaker of the country and was nurtured by revered personalities such as Shri I M Nanavati with a steadfast resolve to achieve Excellence in Education.

Based on the services rendered by GLS for more than eight decades, GLS University was established by an act of Gujarat Legislative Assembly in the year 2015 to continue the mission of promoting body-Gujarat Law Society. The prime philosophy of GLS University is to provide an ideal and creative learning environment and create thought leaders, who can bring about the much needed change in the fabric of the society.

Since the establishment of GLS University, it has endeavored to introduce programmes and design course structures by benchmarking the best prevailing global standards. The University has initiated various innovative programmes in diverse areas of Management, Information Technology, Communications, Social Sciences, Commerce and so on. Besides the existing programmes like B.com, M.Com, BBA, MBA, BCA and MCA, the University has also introduced other innovative diploma, undergraduate and postgraduate programmes in various upcoming disciplines such as Design, Analytics, etc. With a view to provide an impetus to research, the University has introduced Doctoral research programme in various disciplines.

All the courses offered at GLS have a high preference and acceptance in the student community as well as the corporate fraternity.

Integrated MBA Programme offered by GLSU is aimed to bring about several innovations in the management education arena and raise the bar for the conduct and delivery of integrated programmes in the country.

## UNIQUE FEATURES OF THE PROGRAMME

01

A unique CBCS based 5-year Integrated BBA-MBA programme.

02

Direct entry to MBA programme after successful completion of three years.

03

Convenient Morning Timings.

04

Broader spectrum choice of specialisations.

05

Ice breaking "Preparatory Bridge Courses" for developing homogeneity amongst participants.

06

Opportunity to interact with the best in Industry via various events and seminars.

07

Carnegie Mellon System of Concurrent Evaluation and feedback-based skill acquisition.

08

Choice to vast array of advance skill-based courses via enrichment subjects in each semester.

09

Exposure to various industries for Employability Enhancement.

10

Exposure to Global Education Arena through International Immersion Programme.

11

Focus on Experiential Learning Model.

## **Integrated MBA Programme (I-MBA)**

The Faculty of Management at GLS University offers a 5 year (10 Semester) Integrated BBA-MBA Programme for all eligible class XII pass outs aspiring for a career in the field of management.

On the successful completion of the 5 year Programme, the students will be awarded the Master of Business Administration (MBA) Degree.

The students, who want to acquire only an undergraduate qualification, will have an option of getting a Bachelor of Business Administration (BBA) Degree on the successful completion of 3 years of this programme.

The I-MBA Program is based on Choice Based Credit System (CBCS) to facilitate participants to choose the subjects in the specialization of their choice.

The curriculum motivates the students to understand the corporate nuances holistically and aims to impart problem solving skills with respect to the core values and changing time of the global market. Highly advanced state-of-art courses and balanced understanding of all horizontal and vertical business aspects of the market makes this program unique.

## **Broad Objectives of the Programme are**

- To equip the students with requisite knowledge, skill & right attitude necessary to operate in a competitive global environment.
- To develop competent management professionals with strong ethical values who would be capable of assuming a pivotal role in various sectors of Indian economy & society, aligned with the national priorities.
- To develop proactive thinking so as to enable participants perform effectively in the dynamic socio-economic and business ecosystem.

strategy

commercial  
target

idea

achieve  
professional  
education  
theory

VISION

motivation  
integration

advice  
analytics  
support

goal

mission  
illustration  
work  
index  
data  
improvement  
notice

quality

key industry plan

commerce performance

assessment  
purpose  
crisis  
measure  
consultant  
implement

management

business

organization  
information  
improve  
rating

achievement  
process

solution

analysis  
resource

concept production

optimize  
finance  
solve

system

review  
analyze

analysis  
resource

improve  
rating

achievement  
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achievement  
process

office

## PROGRAM MAP OF I-MBA



### BBA-MBA

#### MBA Degree

Fourth and Fifth year lead to completion of MBA program

#### MBA Program

- Choice Based Credit System
- Three electives - Finance, Marketing and HR

#### BBA Degree

BBA degree is awarded at the end of three years

#### Third Year (BBA)

Core courses as well as elective courses

#### First & Second Year (BBA)

- 7 courses in each semester with total 140 credits
- All 28 courses across 2 years are core subjects

## COURSE STRUCTURE

The Integrated BBA-MBA programme is conducted on semester basis with 10 semester spread over 5 academic years. The duration of each semester is around 16 weeks.

- a) First Year and Second Year: In the first two years, each semester has 7 courses from varied functional level domains.
- b) Third Year: In this year students are offered core courses as well as elective courses. As the programme offers Choice Based Credit System (CBCS), student can decide elective subject of their choice from three different electives namely Marketing, Finance and Human Resource Management. Upon the completion of the third year, the student would be eligible for BBA Degree.
- c) The Fourth and Fifth Year (Semester VII, VIII, IX and X) lead to the completion of MBA Programme. Students in these semesters can choose subjects of specialisation from the vast variety of offered advance courses.

### FIRST YEAR

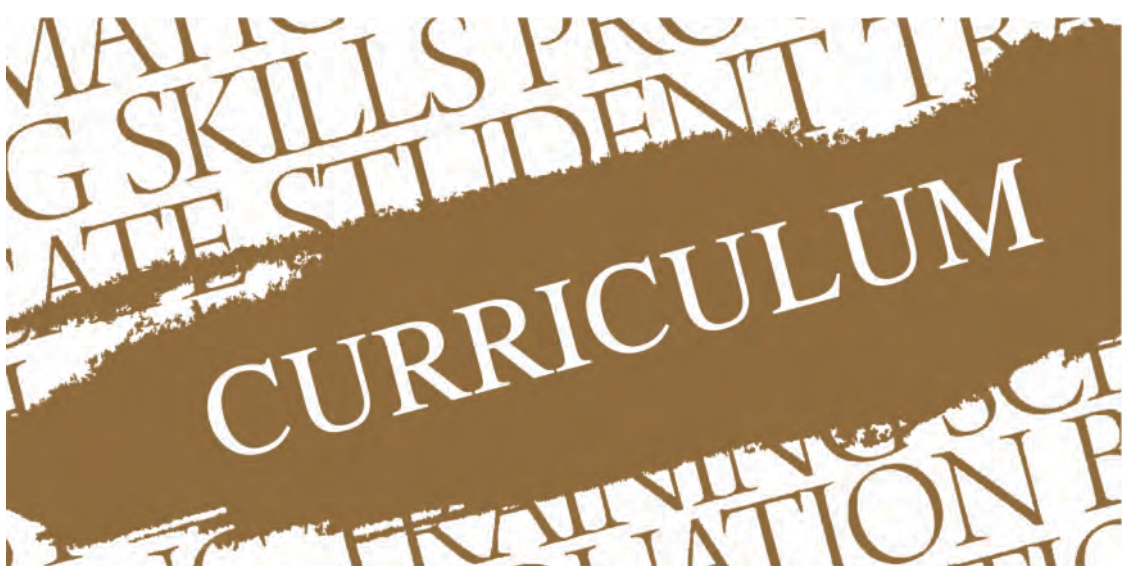
#### Semester I

Sr. No.	Subject	Credits
1	Business Mathematics - I	3
2	Communication Skills	3
3	Fundamentals of Financial Accounting	4
4	Micro Economics - I	3
5	Introduction to Information Technology	3
6	History of Business and Trade	3
7	Enrichment Course - I	4
<b>TOTAL CREDIT</b>		<b>23</b>

### FIRST YEAR

#### Semester II

Sr. No.	Subject	Credits
1	Business Mathematics - II	3
2	Business Communication	3
3	Management Concepts and Practices	3
4	Macro Economics - III	3
5	Introduction to Organizational Behavior	3
6	Corporate Accounting	4
7	Enrichment Course - II	4
<b>TOTAL CREDIT</b>		<b>23</b>





**SECOND YEAR Semester III**

Sr. No.	Subject	Credits
1	Management Research Process	3
2	Business Statistics	3
3	Marketing Essentials	3
4	Production Management	3
5	Foreign Language Level - I	3
6	Principles of Cost Management	4
7	Enrichment Course - III	4
<b>TOTAL CREDIT</b>		<b>23</b>

**SECOND YEAR Semester IV**

Sr. No.	Subject	Credits
1	Business Research Analysis	3
2	E-Commerce & Social Media Marketing	3
3	Managing Human Resource & Industrial Relations	3
4	Industrial Visit and Project	3
5	Foreign Language Level - II	3
6	Fundamentals of Financial Management	4
7	Enrichment Course - IV	4
<b>TOTAL CREDIT</b>		<b>23</b>

**THIRD YEAR Semester V**

Sr. No.	Subject	Credits
1	Entrepreneurship Development	3
2	Introduction to Corporate Taxation	3
3	Understanding Business Strategy	3
4	Business Laws	3
5	Fundamentals of Financial Management	3
6	Elective - I	4
7	Enrichment Course - V	4
<b>TOTAL CREDIT</b>		<b>23</b>

**Electives Offered:**

(Elective Courses will be offered subject to minimum number of students as decided by the university from time to time)

**Finance Electives :**

Indian Financial System

**Marketing Electives**

Business & Consumer Psychology

**HR Electives**

Employee Reward Practices

**THIRD YEAR Semester VI**

Sr. No.	Subject	Credits
1	Global Business Management	3
2	Banking and Insurance Management	3
3	Environmental Studies	3
4	Management of Services	3
5	Dissertation Project	5
6	Elective - II	4
7	Enrichment Course - VI	4
<b>TOTAL CREDIT</b>		<b>23</b>

**Electives Offered:**

(Elective Courses will be offered subject to minimum number of students as decided by the university from time to time)

**Finance Electives**

International Financial Management

**Marketing Electives**

International Marketing

**HR Electives**

Global Human Resource Management



**DIGITAL  
MEDIA  
MARKETING**



## ENRICHMENT COURSES

At least one Enrichment Course based on workshop model in every semester shall be offered from following:



## EVALUATION PATTERN

### Weightage of Components

- IE : Internal Evaluation : 50%
- EE: External Evaluation: 50%

### Internal Evaluation:

- 20% Internal Exam
- 30% Continuous Evaluation System

### External Evaluation:

- External Examination would be conducted by GLS University.



## FACILITIES

### Library Resources

- World class Library with 15,000 +volumes, 125+ journals and magazines subscribed.
- Extensive Digital resources with around 1000 educational Cds.
- Subscriptions to several online journals and databases such as EBSCO,Pro Quest, J Gate and IEEE.

### Cutting Edge Information Technology Support

- Access to 200+ Computers
- Exclusive Campus Agreement with Microsoft
- Secured Networks with Firewall and Antivirus protections.

### UNIFIED AIRWAVE WIFI NETWORK @ GLSU

- State of the Art wireless Wave 2.0 network with 5G speed
- Campus wide seamless connectivity
- 200 mbps dedicated Internet Leased Line
- Secured by Sonic Firewall
- Powered by HP Aruba
- One of the 10 largest WiFi networks in the city of Ahmedabad
- Project Managed by Seventh Sense Inc. Canada

**Stable Air • Secure Air • Simple Air • Smart Air**

### CLOUD BASED LMS @ GLSU

- World Class Learning Management System (LMS) with Student friendly Features
- Customized Course Calendars
- Download Subject Videos and Course Outline
- Online Quizzes and Student Evaluation
- Problem Solving and Clarity of Concept by Interacting with Teachers through LMS
- Moderated Discussion Boards
- Progress Monitoring, Attendance Reports and Fees Status available 24/7

### GIRLS HOSTEL

Choosing a University is also about choosing a new home. We ensure that students dwell in a healthy environment that helps them to grow and learn without any obstacle. GLSU offers comprehensive and independent hostel facility for girls within the campus with all modern amenities and facilities. It provides a comfortable, congenial and homely environment to the residents.

## STUDENT DEVELOPMENT ACTIVITIES:

- Personality Development
- Leadership Development
- Interview facing Skills
- Psychometric Testing
- Business Etiquette
- Mind Mapping

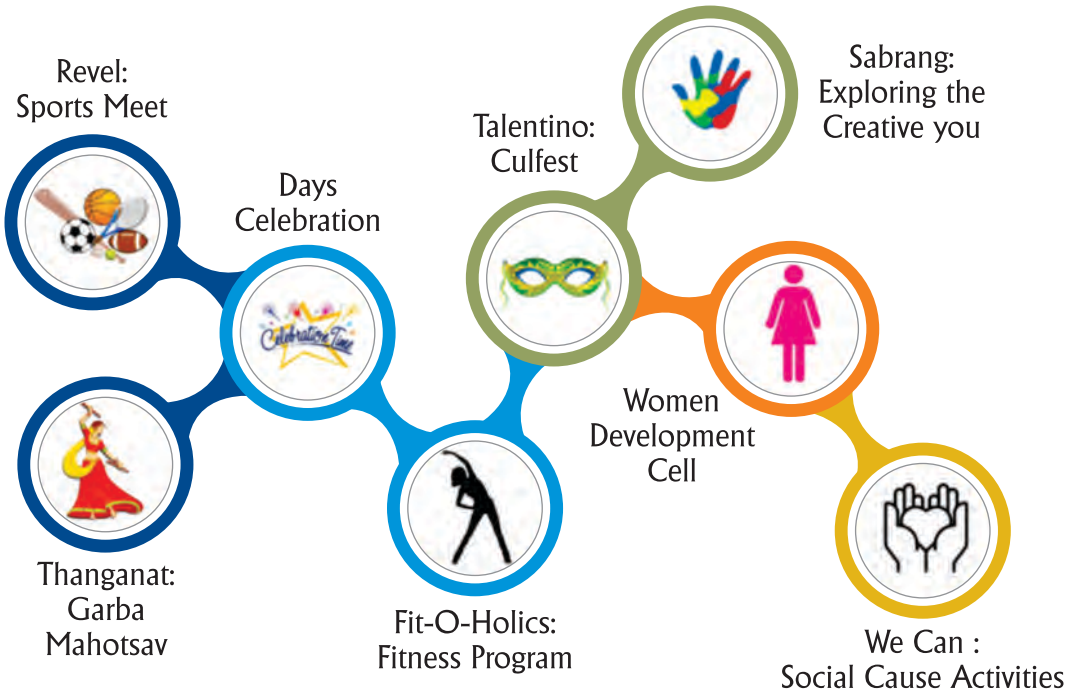


## SKILL ENHANCEMENT WORKSHOPS

- Developing effective Managerial Skills
- Logistics Management
- Data Analytics
- HR Analytics
- Social Media Analytics
- Advance Graphical Tools
- Career Counselling
- Basic and Advanced Excel



# BEYOND ACADEMICS



## COMMUNITY SERVICES



## FASHION & CULTURE





## PERFORMING ARTS



## SPORTS & OUTDOOR



## CAMPUS LIFE



## ELIGIBILITY CRITERIA FOR ADMISSION

The applicant should have passed the 12th Std. or equivalent examination with English as one of the subjects of Gujarat State Board/CBSE/ICSE or any other approved board with atleast one of the following subjects in General (Commerce) or Science stream at the first attempt with 45% marks (40% for students of reserved category viz. SC/ST/SEBC/OBC) or its equivalent:

- (1) Mathematics
- (2) Physics
- (3) Chemistry
- (4) Biology
- (5) Statistics
- (6) Elements of Accountancy
- (7) Elements of Book-keeping

## ADMISSION PROCESS AND NORMS

- Procure the form from the Faculty of Management, GLS University Office or log in to online admission portal.
- Submit the application form as prescribed.
- The candidate applying for admission will be given preference according to the merit list declared on basis of the result of the HSC examination.
- Merit lists for General Category Quota as well as applicable Reserved Quota will be displayed on the specified date. The subsequent merit list will also be displayed as per the decided schedule of admission, if required.
- An eligible applicant will be given admission according to his/her rank in the relevant Merit List and the availability of seat for IMBA.
- Candidates from other state boards than Gujarat Board will have to obtain provisional Eligibility Certificate from GLS University.
- GLS University reserves the right to make any exception in the above rules framed without any notice. However, incase of doubt, if any, of interpretation of any clause, the decision of the University authority will be final.

## CAMPUS TO CORPORATE

### Summer Placement

 **ICICI Securities**

  
ITC Limited



  
Member ITC's hotel group

 **kotak**

  
Investment Services  
Solid Research. Solid Advice.

  
HDFC BANK

  
State Bank of India

  
Birla Sun Life  
Insurance

  
DB Corp Ltd

  
TATA

  
PRAKASH  
General Investment

### Industrial Visit

  
Reliance  
Industries Limited

  
THE HIGH COURT OF  
GUJARAT

  
DB Corp Ltd

  
Havmor  
ICE CREAM

  
Vadilal



  
GIFT  
GUJARAT INTERNATIONAL  
FINANCE TEC-CITY

  
COURTYARD<sup>®</sup>  
Marriott

  
Amul  
The Taste of India

  
adani™

  
NSE  
National Stock Exchange of India Limited

  
Kitchen  
Xpress

  
SOMANY

  
Jewell  
Jewel Consumer Care Pvt. Ltd.


  
PARLE

## INTERNATIONAL COLLABORATIONS

 Uniwersytet  
Wrocławski

  
LASALLE  
COLLEGE OF THE ARTS

 UNIVERSITY  
of Prince Edward  
ISLAND

 Curtin University

 cbu

 VANCOUVER  
FILM SCHOOL

 THE UNIVERSITY OF  
WAIKATO  
Te Whare Wānanga o Waikato

 Georgian

 CIMA

 LEEDS  
BECKETT  
UNIVERSITY

 THE UNIVERSITY OF  
NEWCASTLE

 CONCORDIA  
COLLEGE NEW YORK



## **I-MBA Programme, Faculty of Management**

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