

Faculty of Business Administration
BBA Hons Programme
(Dual Specialization)



Step into a world of possibilities

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.

From 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

BBA Hons with Dual Specialization (Morning Shift)

Advanced Finance (in collaboration with TCS)

Digital Marketing (in collaboration with ISDC, UK)

Entrepreneurship and Family Business Management

(in collaboration with Wadhwani Foundation, USA)

Business Analytics (in collaboration with Institute of Analytics, UK)

Why Hons?

Opportunity to get
Additional Certificates
from National
and International
Organisations

Versatile degree
programme with Dual
Specialization

Indispensable
Major
Specializations

Industry relevant
curriculum in line
with NEP

Interdisciplinary skill-based
programme structure

Synchronous
education through
strategic learning

Integrated Minor
Specializations

Industry
Exposure



BBA HONS

**Enriching
Expert Talks**

**Think different, train hard
- through workshops**

**Innumerable opportunities (Higher
Education, Placements, Entrepreneurship)**

**Access to rich Alumni
Network of FOBA**



Versatile degree programme with Dual Specialization

Following GLS University's philosophy of revamping the idea of education, Faculty of Business Administration is offering a Three-Year BBA Hons Programme.

Dual Specialization will make students earn more credits in the span of three-year course.

Significant Aspects of the Dual Specialization 3-Year Programme



Synchronous Learning through strategic Outcomes

	Concepts	Skills	Value
Year 1	Fundamentals of Management	Time Management, Self Management	Respect
Year 2	Technological Knowledge	Self-presentation, team work	Believe in self and others
Year 3	Leadership, Decision Making	Critical and Analytical Thinking	Sense of community



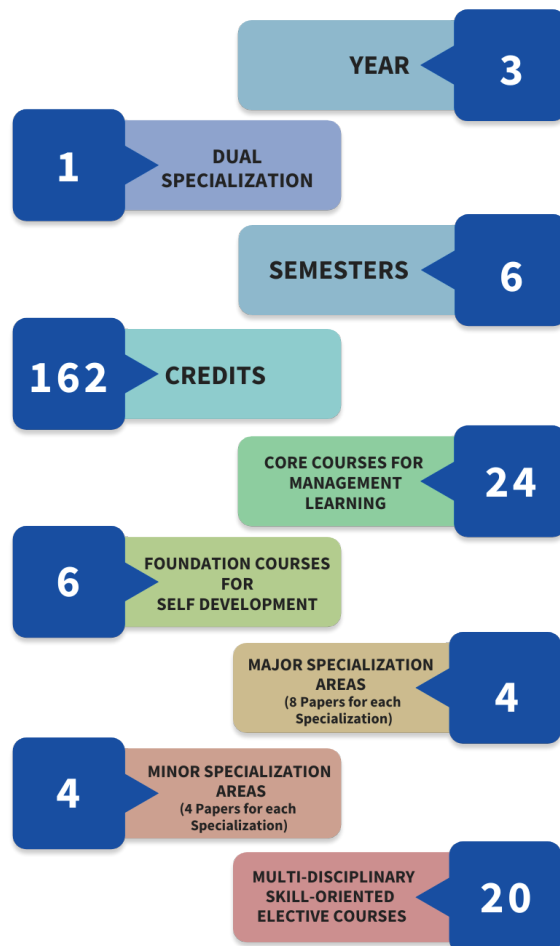
Opportunity to get Additional Certificates from National and International Organisations

- Certificate Achievement' on successful completion of the course in Advanced Finance by **Tata Consultancy Services**.
- Certification from **International Skill Development Corporation, UK** on successful completion of the course in Digital Marketing.
- Certification from **Institute of Analytics (IoA), UK** on successful completion of the course in Business Analytics.
- Certificate of Achievement from **Wadhvani Foundation, USA** on successful completion of the course in Entrepreneurship and creation of Potential Real Venture.



Interdisciplinary Skill based programme structure

With an interdisciplinary approach, the BBA Hons. programme provides ample opportunities for students to learn subjects from the fields of I.T., Commerce, Management, and Media, opening up vast opportunities to carve their career path.



Indispensable Specializations

MAJOR SPECIALIZATIONS

Advanced Finance

If you have...	Subjects	Opportunities
<ul style="list-style-type: none">• Strong logical abilities• Efficiency and accuracy in operations• Keeness to apply theoretical knowledge in practice• Interest in Finance, 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">• Introduction to Corporate Decision Making• Financial Services• Financial Statement Analysis• Advanced Corporate Decision Making• Wealth Management - I• Wealth Management - II• Financial Markets and Services - I• Financial Markets and Services - II	<ul style="list-style-type: none">• Collaboration with TCS for teaching and internship• Leads to better performance at higher education such as: Ph.D (Finance), CA/ CS/ ICWA/ CFA/ACCA• Numerous placement opportunities immediately after BBA



Digital Marketing

If you have...	Subjects	Opportunities
<ul style="list-style-type: none"> • Strong passion for Marketing and Communication • Efficiency in digital platforms • Keenness to apply theoretical knowledge in practice • Interest in technology, keeping up with emerging trends • Willingness to be part of the sector that is constantly evolving 	<ul style="list-style-type: none"> • Digital Marketing and Essentials • Consumer Behaviour • Digital Strategy and Innovation • Integrated Marketing Communication • Digital Channel and Experience • Sales and Distribution Management • Digital Marketing Professional • e-Tailing 	<ul style="list-style-type: none"> • Collaboration with ISDC, UK • Gives a hands-on knowledge of digital campaigns • Leads to better performance at higher education such as: MBA, Ph.D (Marketing) • Numerous placement opportunities immediately after BBA

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"> • Entrepreneurship And Entrepreneurial Self • Creativity And Innovation • Design Thinking • Business Opportunity Identification and Feasibility • Corporate Entrepreneurship • Business Modelling And Planning • Translating Business Model Into Start Ups • Creating A Family Business Legacy • Family Business Governance 	<ul style="list-style-type: none"> • Collaborations with Wadhvani Foundation • Opportunity for membership at world-renowned innovation and entrepreneurship organizations • Consistent support from ideation to company formation • Finance, HR, Marketing, Law taught from the entrepreneurial perspective • Launch a new venture as a part of the course

Business Analytics

If you have...	Subjects	Opportunities
<ul style="list-style-type: none">• A passion to solve problems• An approach to step up to handle tough issues• Logical and rational approach towards different situations• Interest in using different analytical methods• Can-do attitude in good and bad times	<ul style="list-style-type: none">• Structured Query Language• Statistics with R• Python Programming• Data Visualization using Tableau• Big Data Analytics• Machine Learning and Artificial Intelligence• Social Media Analytics• Natural Language Processing	<ul style="list-style-type: none">• Collaboration with ISDC• Leads to further education opportunities in fields like Data Analytics, Big Data that are in demand• Career opportunities as Business Development Executive, Business Analyst, Data Scientist, Data Analyst, Program Manager, Market Research Analyst only to name a few



Integrated Minor Specializations

MINOR SPECIALIZATIONS

- **Logistics and Supply Chain Management**
- **Human Resources**
- **Hospitality Management**
- **Media and Communication**

Minor Subject Specializations

Specialization	Semester III	Semester IV	Semester V	Semester VI
Human Resource Management	Managerial Psychology	Strategic HRM	Managerial Competencies and Career Development	Human Resource Development
Hospitality Management	Fundamentals of Hospitality Management	Front office Operations	Facility planning and Management	Introduction to Travel and Tourism Industry
Logistics and Supply Chain Management	Introduction to Supply chain and Logistics Management	Procurement and Warehouse Management	Inventory Management and Material Handling	Containerization and Multimodal Transportation
Media and Communication	Media & Culture	Visual Language of Media	Communication for Public Relations	Content Creation

Industry Relevant Curriculum in line with NEP

- **Core Subjects**
- **Foundation Subjects**
- **Multidisciplinary Elective subjects**
- **In-depth knowledge of all areas with more number of papers**

Core Subjects

Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI
Evolution of Indian Business	Entrepreneurship & Entrepreneurial Self	Basics of Marketing Management-II	Organizational Behaviour	Legal Aspects of Business - I	Legal Aspects of Business - II
Essentials of Management	Management of Human Resource	Statistics for Managers	Operations Research	Accounting For Managers	Personal Finance and Tax Planning
Financial Accounting	Foundations of Financial Management	Corporate Exposure	Managerial Economics	International Business	Strategic Management
Micro Economics	Macro Economics	Major Specialization I	Major Specialization III	Major Specialization V	Major Specialization VII
English	Basics of Marketing Management-I	Major Specialization II	Major Specialization IV	Major Specialization VI	Major Specialization VIII
Indian Financial System	Statistics for Business (Using Excel)	Minor Specialization - I	Minor Specialization II	Minor Specialization III	Minor Specialization IV

Foundation Subjects

Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI
IT Tools in Business	Communication Skills	Interpersonal Skills – I	Interpersonal Skills – II	Environmental Communication	Analytical Communication

Multidisciplinary Elective subjects

- Environment Management
- French (FL)
- Corporate Theatre
- Management Lessons from Indian Mythology
- Coding For Beginners
- Gender Equality & Diversity
- Yoga
- Still Photography
- Tourism Management
- Movie Making
- Indian Economy
- Business Stories from Gujarat
- Corporate Social Responsibility
- Law
- Happiness
- Life Skills and Community Services
- Stress Management
- Event Management
- Time Management

In-depth knowledge of all areas with more number of papers

14

Finance

12

Marketing

12

Entrepreneurship

08

Business Analytics

06

Human Resource

09

Communication

06

Law

04

Supply Chain and Logistics

Industry Exposure

Mandatory Credit based Internship

Rigorous pre-internship training

- Grooming : Workshops on Soft Skills, Grooming and Etiquette
- Training : CV Building, Mock interviews, Group Discussions, collaborative learnings
- Internship: Interviews by Company Representatives

*3 Credits given to internships



Merlin Robin

Hindustan Unilever Limited

The internship training helped me to build a strong resume, and facilitated me to present my portfolio in front of the interview panel.



Pruthul Chaurasia

Yuva Unstoppable

It was during the training that I understood the importance of internship. I now realize that getting work experience while studying shapes our personality and increases our self confidence.



Swapnil Surana

Knocksense Ahmedabad

In the pre-internship workshops we were guided about CV writing and grooming tips. The mock interview actually prepared me to secure the internship at Knocksense.



Devarsh Jain

Cadmach Machinery Co. Pvt. Ltd.

Internship training helped us understand how I can upgrade myself for the tough corporate world. It helped me to determine what is required to understand practical exposure to industry through the sessions that were held.



Sania Joshi

Careerline Education Foundation

The pre-internship workshops that were held during my BBA Hons. programme at FOBA, carved my path to the internship at Careerline Education Foundation. I feel extremely privileged to have gone through this training which helped me transform my personality.



HAIR **DRAMA** CO.



Careerline
Education Foundation

coaching | visa | immigration



We do more for productivity

Cygnat Enterprise



YUVA
NSTOPPABLE



MUBAI PVT. LTD.
MAHILLA UJJWAL BHAVISHYA AASHRAY INDUSTRIES



Enriching Expert Talks



Falguni Vasavada Oza



Riri Trivedi



Megha Jani



Anand Ranganathan



Esha Shah



Mini Joseph

Think different, train hard - through workshops

- Grooming and Personality Development
- Resume Building Workshop
- Mock Interviews
- Workshops
- Design Thinking
- Entrepreneurship - Shark Tank fame Soham Pathak
- Gender Prayogshala



Innumerable opportunities

- Internships: Get a hands-on experience of the rigor of corporate world from the very first year
- Training for Higher Education: Career counseling sessions, how to crack CAT
- Entrepreneurship: Train to be an entrepreneur while you are a student
- Placement: Get an assured placement through placement cell

Access to rich Alumni Network of FOBA



Divya Adnani
Batch 2019-2022
Founder, The Baker
Mania



Kanisha Chirag
Batch 2019-2022
Founder, Elan Image
Image Consultation



Jyoti Rathi
Batch 2019-2022
MBA, K J Somaiya,
Mumbai



Aarti Jain,
Batch 2020-2023
Founder, Theia Store -
Fashion Accessory Brand



Prarthana Avashia
Batch 2020-23
MBA, Institute of
Management, Nirma
University



Hitesh Panihar
Batch 2017-20
PGP, IIM Bodhgaya

Accommodation and Extended Facilities

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



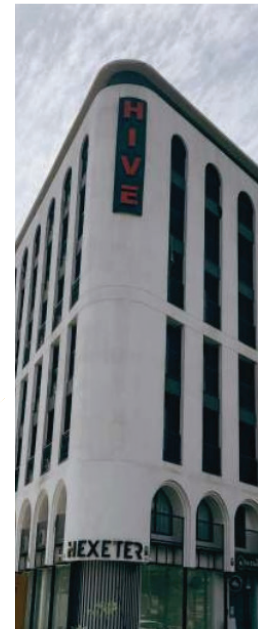
Delicious Meals and
Whatnot!

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.

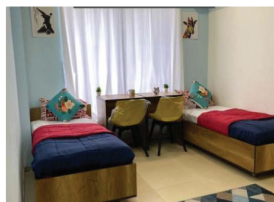
When you are here, you are Never Bored

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!



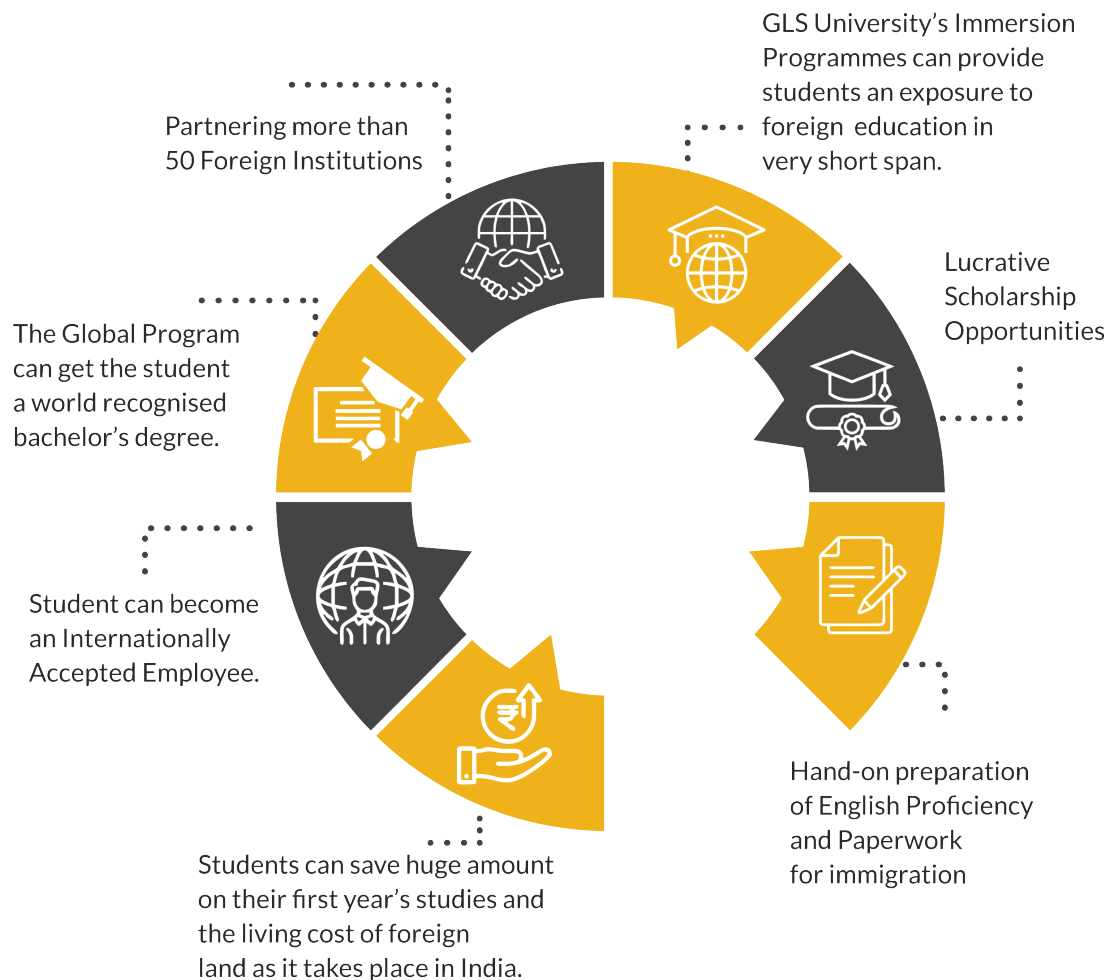
Contact : +91 95826 74319, 1800-572-0709

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



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



Discover the dots that created the theory, connect them in practice and you will see your learnings transformed into a beautiful future!



FACULTY OF BUSINESS ADMINISTRATION
BACHELOR OF BUSINESS ADMINISTRATION
BBA Hons (Dual Specialisation)

Contact us

Campus Visit:

Campus Visit Time:

Email:

Mobile No.:

Website:

GLSBBA, GLS University Campus, Gate No. 1, Opp.
Law Garden, Ellisbridge, Ahmedabad 380006, Gujarat.
11:15 AM to 5:00 PM
admission.glsbba@glsuniversity.ac.in
6351749586, 9727718112, 9879983832, 9328432604
www.glsbba.org/

