



**FACULTY OF BUSINESS ADMINISTRATION
INTERNSHIP EMBEDDED RETAIL
MANAGEMENT PROGRAMME**



BBA in Retail Management
Faculty of Business Administration
in collaboration with

Maruti Suzuki India Limited
MARUTI  **SUZUKI**

LET'S SET SAIL.... TO A NEW ERA OF EDUCATION

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.

Shri Sudhir Nanavati

President GLS University

INAUGURATION AND MoU SIGNING CEREMONY OF BBA IN RETAIL MANAGEMENT DEGREE PROGRAMME

Hon'ble Shri Bhupendrasinh Chudasama (Minister of Education, Government of Gujarat) and **Hon'ble Shri Saurabhbhai Patel** (Minister of Energy, Government of Gujarat) Inaugurated the GLS University's Internship-embedded BBA in Retail Management Degree Program in collaboration with Maruti Suzuki India Limited (MSIL). The inaugural gathering was graced in the august presence of **Mr. Manoj Agrawal** (Executive Vice President, Maruti Suzuki India Limited) and **Shri Sudhir Nanavati** (President, GLS University) On 3rd July 2021 at GLS





ABOUT FACULTY OF BUSINESS ADMINISTRATION (FOBA)

GLSBBA was established in 1999 to equip students in Gujarat with a foundation of management skills and to help them navigate the complex business environment. It currently offers a three-year Bachelor of Business Administration (BBA) program with various specializations. The NAAC-accredited institute



has carved a niche in management education due to an upgraded curriculum regularly mapped to match the changing global business environment.

ABOUT MARUTI SUZUKI INDIA LTD. (MSIL)

Cars are what Maruti Suzuki builds. Experiences are what it creates.

Experiences fueled by innovations, forward thinking, and a commitment to bring the very best to Indian roads Since the day the iconic Maruti 800 was launched



in 1983, the company has been spearheading a revolution of change. Turning an entire country's need for driving into its

love for driving. Today, Maruti Suzuki has its eyes set firmly on the possibilities of tomorrow. And everybody is invited on this journey.

About the **BBA in Retail Management Degree Program**

OBJECTIVES

To enter into an industry-academia partnership which will assist and guide for On-The-Job (OJT) Training, Knowledge Transfer, Learning and Skill building of the selected youths who have been enrolled into BBA (Auto Retail) offered by the University in association with M/s Maruti Suzuki India Limited.

The purpose is also to facilitate and create a pool of qualified job ready resources, who will meet the industry specific requirements of sales professionals and facilitate the research scholars to take the industry relevant projects and come up with the innovative solutions/patents.

DURATION

It is a **3-year** BBA in Retail Management Degree Program in collaboration with Maruti Suzuki India Limited.

1st Year:

- Classroom Training at GLSBBA, GLS University

2nd and 3rd Years:

- On Job Training (OJT) at MSIL Dealership
- Weekly 5 days full-day OJT at the MSIL Dealer and 1 day at the University

WHO SHOULD JOIN THIS PROGRAMME?

- Only 12th pass candidates
- Age: 18 years to 22 years by start of OJT
- Preferably Local resident
- Should have good communication skills (elementary knowledge in English)
- Well groomed & presentable
- Soft spoken
- Interested in building career with Dealerships of largest Automotive Brand in India
- Willing to work at Dealership location (in Ahmedabad City)

BENEFITS OF THE INTERNSHIP EMBEDDED PROGRAM



***EARN WHILE YOU LEARN**

Students shall undergo the paid Internship with MSIL Dealerships from the second year
(*Terms and Conditions applied)



ON JOB TRAINING

The rich practical exposure shall empower you to put your theoretical knowledge into action



OPPORTUNITY FOR PRE-PLACEMENT

The dealerships offering OJT shall be at liberty to offer trainee any job after completion of the Program



NETWORKING

Exposure to Interaction with Industry Experts



INDUSTRY READY

Students will be Industry Ready on course completion



PRACTICAL EXPOSURE

Hands-on practical exposure during OJT

Be Ready for the industry and wide opportunities across different sectors!

INDUSTRY RELEVANT CURRICULUM

3 years

6 Semesters

144 Credits

Including 2 years OJT at MSIL Dealership

I

SEMESTER

1. Customer Relationship Management
2. Rural Retailing
3. Consumer Behaviour
4. Auto Finance
5. On Job Training (OJT) Performance

II

SEMESTER

1. Business Mathematics
2. Fundamentals of Financial Management
3. Retail Store Operations
4. Managers in Business
5. Mystery Shopping (Practical to Retail Store Operations)
6. Legal Aspect of Retail Business and Franchise Management
7. Grooming and Behavioural Skills
8. Maruti Product and Process

III

SEMESTER

1. Customer Relationship Management
2. Rural Retailing
3. Consumer Behaviour
4. Auto Finance
5. On Job Training (OJT) Performance

IV

SEMESTER

1. Retail Branding
2. E- Retailing
3. Institutional Sales
4. On Job Training (OJT) Performance

V

SEMESTER

1. Environment Studies
2. Entrepreneurship Development
3. Auto Insurance Sales
4. On Job Training (OJT) Performance

VI

SEMESTER

1. Business Ethics & Governance
2. Digital Marketing
3. Interaction with MSIL Management
4. Marketing and Social Media
5. Final Internship Project

Students will also learn:

- Understanding Customer & Customer Care
- Japanese Culture
- Code of Business Conduct & Ethics Prevention of Sexual Harassment (COBCE & POSH)

The curriculum also gives opportunity to Interact with MSIL and Dealer CEO/GM/HR

INDUSTRY INTERFACE

GLS BBA, in collaboration with Maruti Suzuki India Limited, organizes industrial sessions for the students. The main aim of imparting practical training is to provide exposure to students to the real working environment. Such interactions are essential, as they provide the students with an excellent opportunity to understand industrial practices fully. Through expert sessions, industry CEO interactions, and full-day workshops, students get awareness about new technologies and know things practically through interaction, working methods, and employment practices.



Dhruvanshi Jhangid secured First Position in National Level Inter-University Quiz organized by Maruti Suzuki Training Academy in December 2022



Yash Lakkad Secured 2nd Runner Up in Gujarat's Maruti Suzuki Arena Channel's Dealership, Maruti Suzuki Arena Sales Contest: 2022-23



Mr. Hiren Trivedi, MSIL Dealer CEO, Uday Motors interacting with students



MSIL Classroom Training through Full-Day Workshops



On Job Training (OJT) Joining Letter Handover Ceremony



Students at On Job Training (OJT)



Students presenting Car Demo in MSIL Workshop

On Job Training (OJT) Students' Testimonials

1. KHUSHI GARG (Batch 2021-24)

My experience at FOBA played a significant role in my success during the internship. The theoretical as well as practical training provided by the college was highly effective in preparing me for real-world challenges in the industry. I am now able to work with a team of experts in the field and gain hands-on experience in various aspects of the automotive industry. My time at Maruti Suzuki [Kiran Motors] has been a fantastic experience.



2. KAGDI M SAAD MO SALIM (Batch 2021-24)

It has been a wonderful experience at Kiran Motors Ltd. since a year gone. All the staff members and employees are very supportive in every aspect of their work. I was initially concerned about how I would complete this task, but as time passed, I became accustomed to it. The main advantage of this course is that it improves our field marketing and sales abilities.



3. ALISHA AMITKUMAR SINGH (Batch 2021-24)

This course provides us with classroom lectures as well as practical training. The internship at dealerships gives us a lot of practical learning and exposure to the real working world. It brings out the professional expertise in a student. This new concept of OJT along with studies is very interesting. My assigned dealership, DB Motors, helps us learn every aspect of dealership management.



4. LAKKAD YASH CHANDUBHAI (Batch 2021-24)

As a sales executive at Maruti Suzuki Kiran Motors Arena, my journey was filled with various challenges and learning opportunities. The training sessions helped me improve my sales techniques, communication skills, and customer service, enabling me to perform my job more effectively. I was also recognized as an "emerging star" by the company, earning the 2nd runner-up position. and this motivated me to continue striving for excellence in my job.



5. TANISHA JAIN (BATCH 2021-24)

The internship values 'hard work' and 'quality,' which makes you more responsible at work and offers a great place with a friendly environment and supportive clients to grow and develop your knowledge and skills. There are many other good things, such as appreciation for work, work-life balance, great leadership, a friendly work environment, and many more. Overall, I am extremely happy to be working with Maruti Suzuki Arena, while studying at GLSBBA.



6. NANDANI VAGHELA (BATCH 2021-24)

I have been allotted Pegasus Dealer, where one year of my internship has already been completed. I learnt about practical aspects like what the market is, how it works, the mindset of the customer, the expectations of a customer buying a new product, etc. That is more interesting to learn practically on the field. After joining OJT, I realized how big the automobile field actually is and its immense potential for career growth.



7. CHAVDA YUDDHVEER DARSHAN (Batch 2021-24)

I learned about different factors in the corporate world, such as how to communicate with customers, how to handle and tackle customer queries, and the entire process from booking the car to delivery, which includes finance, insurance, and many more parameters. Overall, it has been a great learning experience up until now.



8. JANGID DHRUVANSHI gls retail 21-24 batch

As a sales executive at Maruti Suzuki DB Motors Arena in Ahmedabad, my experience over the course of one year was one of growth, learning, and achievement. I shadowed more experienced sales executives and participated in training sessions to hone my skills and learn best practices for selling cars. I focused on being a trusted advisor, providing guidance and support throughout the entire sales process, and working hard to ensure customer satisfaction. Largely, it's an astonishing course where I can gain experience along with a college degree.



Students' Testimonials on Class Room Training (CRT) and Industry Sessions

TANUSH DAULTANI (BATCH 2022-25)

My first year of college has been an incredibly rewarding and exciting experience. From attending lectures, seminars, and study groups to forging new relationships with peers, faculty, and staff members, I have gained invaluable experience and knowledge. The MSIL workshops as part of our course are interesting, informative and quite technical. I am eager to put my new knowledge into action.



MAHI PATEL (BATCH 2022-25)

This course offers us a platform where we can identify our new skills, and it gives us the confidence to stand on our own two feet and to be independent at a very young age by earning while studying. The workshops organized by MSIL are fun, and the trainers are also friendly. The GLSBBA professors are very supportive too.



NENSHI SAVALIYA (BATCH 2022-25)

Throughout the journey, we acquire practical knowledge with theoretical concepts. The most interesting thing about this course is the workshop about the automobile and the interaction with different dealer CEOs and expert guests during sessions. This course offered me a platform to learn and update my knowledge and skills that are utilized in real life.



PARESH KUKDEJA (BATCH 2022-25)

I started the course because I wanted to do something different with my life, and then I discovered this course, which combines "learn and earn" for students with the experience of working in the corporate sector for two years. The faculties here are very supportive and cooperative.



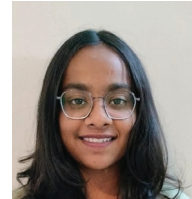
BHAVI VARIYANI (Batch 2022-25)

I like the vibes of this college and its campus. Mainly, the BBA retail course has expanded my understanding of business tactics. And the Maruti Suzuki tie-up with the university helps each and every student gain more knowledge about cars, their features, and variants. The supporting faculties of GLS and trainers of MSIL have enlightened me throughout this entire journey.



NIYATI CHAUHAN (Batch 2022-25)

This course is truly career-oriented, with a focus on the skill development of students. It gives a broad understanding of different aspects of running a successful retail business. This course includes several group assignments where I learned how to work efficiently in a team and also developed my communication skills. It has been extremely valuable experience, both in terms of the skills I gained and the personal growth I experienced.

**RAJPUT SASHANK SINH RAJPUT (BATCH 2022-25)**

The course is well-structured, comprehensive, and provides useful insights into the retail industry. It has really opened up my eyes to the different aspects of retail and how they are applied in the real world. I would highly recommend this course for anyone looking for an in-depth understanding of the retail industry.

**DARSHIL MATHUR (BATCH 2022-25)**

This course has given me the confidence to talk in front of a crowd. I am eager to join OJT to learn more about cars and get an opportunity to work in and experience the corporate world. BBA Retail is good for those who want to go into marketing and sales. And there are many co-curricular activities at GLS University, like fun fairs, day celebrations, etc.

**RUTWA BHAVSAR (BATCH 2022-25)**

This course is future-oriented and focuses on the character development of students. The professors at our college are very experienced and down to earth. They always guide us in our conceptual understanding of the subjects. The MSIL sessions are interesting and prepare us for OJT. I am looking forward to joining OJT to create an astonishing career and a bright future.

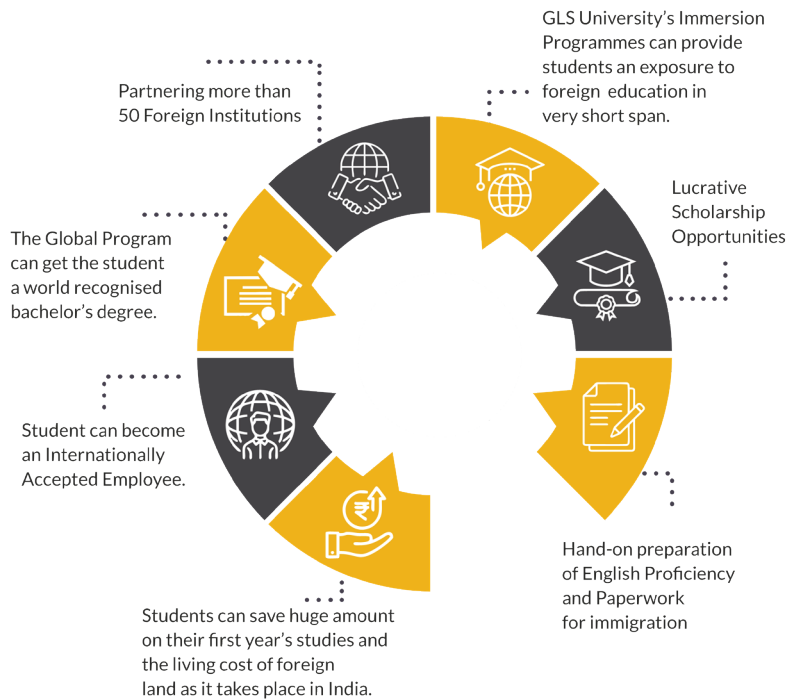
**VIVEK NILESHKUMAR RAICHURA (BATCH 2022-25)**

This course is completely different from the regular BBA courses. This course is for those who want to go into the field of sales and marketing. In this course, you will learn many things about the retail industry and experience on-the-job training. The workshops are fun and will teach you about the industry and about Maruti Suzuki. It's much more than just a degree, It's an experience. .



Global Exposure & Distinguished Collaboration

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





ACCOMMODATION AND EXTENDED FACILITY

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

Contact us



GLSBBA, GLS University
Campus, Gate No. 1, Opp.
Law Garden, Ellisbridge,
Ahmedabad 380006,
Gujarat



Telephone
9313579344
079-26468511



E-mail:
admission.glsbba@glsuniversity.ac.in

Connect with us on



@glsiba



@GLSBBA



@gls.bba



@Faculty of Business
Administration GLSBBA



@gls-bba



WWW.GLSBBA.ORG

