

MBA Programme

Faculty of Management, GLS University



(This Course Structure is tentative in nature. GLS University reserves the right to make changes to the curriculum, requirements for award of Degree and other norms, at any time without any notice)

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MBA Programme

Faculty of Management, GLS University

1. MBA Programme

1.1 Preface

The faculty of Management at GLS University offers a 2 year (4 Semesters') Masters of Business Administration (MBA) Programme for all eligible graduates aspiring for a career in the field of management. On the successful completion of the 2-year Programme, the students will be awarded the Masters of Business Administration (MBA) Degree.

MBA at GLS University is based on Choice Based Credit System (CBCS) in order to facilitate students to opt the subject in the specialization of their choice.

1.2 Broad Objectives of the Programme

- To equip the students with requisite knowledge, skills & 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 perform effectively in the dynamic socio-economic and business ecosystem

1.3 Key Differentiating Factors

- Choice Based Credit System:** The course incorporates Choice Based Credit System (CBCS). After learning the core courses in the first year, the students may select the elective courses of their preference along with a few core courses during second year. The students can select the combination of subjects of their choice from Marketing, Finance or HR specialization.
- Optional International Immersion Programme:** The students will get an opportunity of a visit to a foreign country in second year. The prime objective behind international immersion is to ensure global perspective/orientation through participation and understanding of international practices in a selected country's institutes/organizations. This will require the study of cultural, social, economic and political environment of countries chosen for immersion.
- Development of Soft Skills:** The programme will have an additional soft skills training course during its 1st year. Soft Skills Training will focus on enhancing employability through augmented Personal Grooming, Presentation skills, Corporate Etiquette, Workplace Etiquette and Communication Etiquette.

- d) **Experiential Learning Mechanism:** This approach will focus on creating globally relevant management skills through the Experiential Learning Mechanism (ELM). Such mechanism will help the students to learn the theoretical concepts by putting them into practice. Guest sessions, live projects and internship training will help the students in getting the practical exposure.
- e) **Social Approach of Aptitude Development:** Ample of opportunities will be provided to the students to participate in the social activities like Tree Plantation, Charity, Swachh Bharat Abhiyan, Blood Donation, etc. This practice will help the students in understanding their responsibility towards the society and environment.
- f) **Information & Communication Technology Based Learning:** The session will be conducted with the support of various audio-visual aids which helps the students in understanding various concepts in effective and efficient way.
- g) **Infrastructure:**
- **Seminar Hall:** Capacity of 120 students with all facilities like audio visual aids, furniture & fixtures, AC, Electrical & Lighting etc.
 - **Class Rooms:** All the classrooms are air-conditioned and operational with multimedia and audio-visual equipment's that facilitate effective teaching and learning.
 - **Auditorium:** The institute hosts a centralized air conditioned, multipurpose auditorium with a seating capacity of 275 participants with a big modular stage and a green room.
 - **Library Resource Centre with Reading Room:** The library at the institute boasts of 72 international, national journals, magazines & periodicals as well as more than 16000 books, reference volumes, CD-ROMS, J-GATE, EBSCO, and ProQuest E-Journal Databases.
 - **Computer Centre:** The institute has high-technology supported labs which are equipped with 180 computers. All computers are connected to LAN and internet.
 - **Amphitheatre:** An Amphitheatre is an open-air venue with lush green lawn used for entertainment and performances.

1.4 Programme Structure

Core Subjects & Elective Subjects

The MBA program will be conducted on a semester basis with four semesters spread over two academic years. The duration of each semester is around 15 weeks.

a) **First Year:**

In the 1st year there will be all compulsory subjects to acquaint students in various areas like General Management, Marketing, Finance, Quantitative

Techniques and HR.

Semester I: 7 compulsory subjects (Each having 3 credits)

Semester II: 7 compulsory subjects (Each having 3 credits)

Soft Skills Training: Soft skills training course is offered with 1 credit in first semester and 2 credits in second semester during 1st year

b) Second Year:

In the 2nd year there will be compulsory as well as elective subjects. Through Choice Based Credit System, students will be able to select their choice of subjects along with minimum two compulsory subjects in each semester. The elective subjects will be from three different areas namely, Marketing, Finance and Human Resource.

Summer Internship: At the end of the first year, students based on their area of interest, select an organization for internship/ summer training. The internship usually spans over a six to eight-weeks period. It is designed to provide exposure to organizational working, to develop an understanding of business realities, and to learn how to apply theory to real life business situations.

Comprehensive Project : The Comprehensive Project will be spread over the span of 3rd and 4th semesters. Once a student decides a particular topic as for the project in semester III, he/she will continue the same in semester IV.

Semester III:

Summer Internship Project (2 Credits)
Comprehensive Project (2 Credits)
2 Compulsory Subjects (Each having 3 credits)
3 Elective Subjects (Each having 4 credits)

Semester IV:

Comprehensive Project (2 Credits)
3 Compulsory Subjects (Each having 3 credits)
3 Elective Subjects (Each having 4 credits)

1.5 Medium of Instruction

The session will be delivered in English Language. All the submissions and presentations will also be accepted in English Language only.

1.6 Pedagogy

Following pedagogical tools will be used for effective learning process:

- Interactive Sessions & Discussions

- Role Plays
- Presentations
- Tutorial/Bridge Course
- Live projects
- Industry projects & Dissertations

1.7 Famous Alumni Members

Selected Alumni Database			
Year Wise			
Batch	Name	Company Name	Designation
1998-00	Kaushal Acharya	ICICI Bank	Infrastructure & Facility Manager
1998-00	Dipen Shah	Harsha Engineering	Senior Manager
1998-00	Amar Gandhi	United World School of Business	Senior Manager-Corporate Relation
1999-01	Kashyap Shukla	HDFC Mutual Fund	Deputy Sales Manager
1999-01	Anoop Shah	Taling International Pvt Ltd	Director
1999-01	Hitesh Chopra	Arihant Textile	Owner
2000-02	Mandeep Saini	ICICI Bank	Branch Manager
2000-02	Gaurav Dave	Torrent Pharmaceuticals Ltd	Product Manager
2000-02	Alpesh Pujara	Kotak Mahindra	Manager
2002-04	Chiragi Chokshi	Iron & Steel	Owner
2002-04	Shreya Bhatt	Bonanza Portfolio Ltd	AVP(Assistant Vice President)
2002-04	Himanshu Vaja	HDFC Bank	Senior Manager
2003-05	Chaitik Fofaria	Samsung India Electronics Pvt Ltd	Area Business Manager
2003-05	Virang Darji	Vodafone	Senior Executive
2003-05	Jignya Shah	Torrent Pharmaceuticals Ltd	Product Manager
2004-06	Jay Shah	L&T	International Marketing Manager
2004-06	Pratik Vakil	ABB Ltd	Senior Manager
2004-06	Kinnar Kapadia	HDFC Bank	Branch Manager
2005-07	Sushan Shah	YES Bank	Manager
2005-07	Tejas Joshi	Uninor	Zonal Manager
2005-07	Maithili Mahadevia	SNL Finance India Pvt Ltd	Manager
2006-08	Urvendrasinh Gohil	Cyberoam Technology Ltd	Head of Marketing(Middle East & Africa)
2006-08	Bhargav Shah	Food Corporation of India	Account Manager
2006-08	Gauranggi Sagar	Bank of Baroda	Officer

2007-09	Mahesh Solanki	ICICI Bank	Assistant Manager
2007-09	Anil Vaghela	Axis Bank	Assistant Manager
2007-09	Ajit Dandekar	Deepak Nitrite Ltd	Senior Executive-Purchase
2008-10	Pratik Joshi	Guj.Upjavikas	Account officer
2008-10	Rahul Goyal	ITC Ltd	Area Executive
2008-10	Pratik Jariwala	Godrej & Bovcemfgco.ltd	Departmental Manager
2009-11	Jimmy Vohra	Fedral Bank	Prob. Officer
2009-11	BhavinBhalani	Kotak Mahindra	Departmental Manager
2009-11	Srujal Shah	Care rating	Jr consultant
2010-12	Tanmay Kotak	SNL Financial	Senior Fin. Manager
2010-12	Ravi Thakkar	Asian Paints	Senior Territory Sales Officer
2010-12	Keyur Mehta	StanvacSuperon Group	Area Manager
2011-13	Meet Mistry	Inheritx Solutions LLC	Business Strategist
2011-13	Dhaval Bhatt	ICICI Securities Ltd.	Senior Mgr. Sales & Marketing
2011-13	Mayur Tekchandani	Flexco Steel Lacing Company Pvt. Ltd.	Service & Sales Engineer
2012-14	Siddhesh Shah	Clariss life sciences	Management Trainee - International Operations
2012-14	Raj Modi	ICICI Securities Ltd.	Senior Relationship Manager
2012-14	Paresh Kakadiya	Indiabulls Home Loans	Management trainee

1.8 Eligibility Criteria for Admission

1. The applicant must possess a Bachelor's Degree from any discipline with minimum 50%
2. The applicant should have appeared in CMAT / MAT / XAT / CAT / ATMA or any other such MBA entrance tests prescribed by competent authorities from time to time.
(In case of vacant seats, Centralized Admission Committee's guidelines will be followed)

1.9 Admission Procedure and Norms

Procedure and norms as prescribed by the centralized admission committee [(ACPC) – Gujarat State's Admission Committee for professional Courses]] will be followed for admission of the students to MBA programme at GLS University.

1.10 Schedule of Admission

As the admission process is carried out by ACPC, the schedule determined by ACPC will be followed by GLS University. ACPC publishes the schedule of admission conveying the important dates regarding filling of admission forms and submission of various documents on its website www.jacpcldce.ac.in; each year in the month of May / June.

1.11 Distribution of Seats

Reservation Policy: As per government norms from time to time.

1.12 Details of Fees

The fee of the course is Rs. 1, 00, 000 per year.

1.13 Parents' & Students' Undertaking

Parents' and Students' undertaking for anti-ragging will required at the time of admission. Parents and Students can submit the undertaking online on the website: www.theamanfoundation.org; which is as per UGC recommendations.

2. Proposed Academic Calendar (MBA Programme)

Academic Year: 2015-16 (Semester: I/ II/III/IV)

Date	Activities like Mid Sem Exam, University Exam, Assignments & Project submissions, Vacation, etc.
August, 2015	Orientation Program
August, 2015 – April, 2016 (Regular activities carried out round-the-year as part of academic extension initiative)	Management Quiz
	Contemporary Issues
	Guest Sessions
	Communication Workshop
	Meeting Of the Mentor Group
	Comprehensive Project
September, 2015	Blood Donation Camp
September, 2015	Revel – Football, Badminton and Volleyball
October, 2015	DaanUtsav
November, 2015	Placement Season Begins
November, 2015	CP Mock Viva
November, 2015	Practice Paper for Star Batch Students
November, 2015	Mock interview of placements
December, 2015	Rural Immersion
December, 2015	Internal Examination
December, 2015	Internal Remedial Examination
January, 2016	Exam Forms
January, 2016	University Examination
January, 2016	New Terms Begins
6 th February, 2016	Yoga Camp
2 nd March, 2016	Tree Plantation – Go Green Drive
8 th March, 2016	Women's Day Celebration
11 th March, 2016	Talentino – Cultural Festival
4 th April, 2016	Sankalan-Alumni Meet
April, 2016	Conclusion of Placements
April, 2016	Practice paper for Star Batch Students

April, 2016	CP Mock Viva
April, 2016	Internal Examination
April, 2016	Internal Remedial Examination
April, 2016	Exam Forms
May, 2016	University Examination
May, 2016	Comprehensive Project Viva-voce
May - June, 2016	Vacations (34 Days)
July, 2016	Summer Internship Viva-voce

3. MBA Curriculum

3.1 List of Subjects:

Total Credits: 90 Total Courses: 30

The MBA programme will have following subjects.

MBA 1ST YEAR

Semester – I

Sr. No.	Subject Name	Subject Credit
1	Financial Accounting & Analysis	3
2	Statistics for Managers	3
3	Economics for Managers	3
4	Principles of Management	3
5	Organizational Behavior	3
6	Research Methodology	3
7	Managerial Communication	3
	Total Credits	21+1 =22*

Semester – II

Sr. No.	Subject Name	Subject Credit
1	Financial Management	3
2	Quantitative Techniques	3
3	Marketing Management	3
4	Human Resource Management	3
5	Technology & Business	3
6	Cost Management	3
7	Production & Operations Management	3
	Total Credits	21+2 =23*

*Over & above core subjects, Soft Skills as a certificate course will be provided with 1 credit in first and 2 credits in second semester.

MBA 2ND YEAR

Semester – III

Compulsory Subjects:

Sr. No.	Subject Name	Subject Credit
1	Summer Internship Project	2
2	Comprehensive Project	2
3	International Business	3
4	Business Laws	3

Elective Subjects:

Sr. No.	Subject Name	Subject Credit
1	Finance Electives:	
	1 Corporate Tax Planning	4
	2 Security Analysis and Portfolio Management	4
	3 Management of Financial Services	4
2	Marketing Electives:	
	1 Consumer Behavior	4
	2 Integrated Marketing Communication	4
	3 Sales and Distribution Management	4
3	Human Resource Electives:	
	1 Change Management & Organizational Development	4
	2 Compensation Management	4
	3 Human Resource Development	4
	Total Credits	22

Note: Students will have to choose any one of the above elective. However, they can also select any combination of the elective subjects from any of the areas mentioned above.

Semester – IV

Compulsory Subjects:

Sr. No.	Subject Name	Subject Credit
1	Comprehensive Project	2
2	Entrepreneurship Development & New Venture Planning	3
3	Managing Sustainable Development	3
4	Strategic Management	3

Elective Subjects:

Sr. No.	Subject Name	Subject Credit
1	Finance Electives:	
	1 Derivatives & Risk Management	4
	2 Corporate Restructuring	4

	3	Corporate Finance	4
2		Marketing Electives:	
	1	Product & Brand Management	4
	2	Digital Marketing	4
	3	Services & Relationship Marketing	4
3		Human Resource Electives:	
	1	Management of Industrial Relations & Labor Legislations	4
	2	International Human Resource Management	4
	3	Talent Management	4
		Total Credits	23

Note: Compulsory subjects cannot be skipped by any of the students. However, they can select any combination of the elective subjects from any of the areas mentioned above.

3.2 Evaluation Scheme

The evaluation pattern will consist of a component of internal evaluation (internal exam & continuous evaluation) by the institute as well as external examination conducted by GLS University. The former will carry a 50% weight and the later 50% weight towards the total marks obtained by the student in a given subject.

The internal component of the examination consisting of 50 marks is based on the following:

Internal exam (20%) and continuous evaluation components (assignments, quiz, practical work, projects, presentations, etc.) (30%) will be conducted by the institute.

The scheme of assessment is to be decided by the instructor of the course and announced at the beginning of the course.

After adding the internal marks with the marks secured by the student in the university examination, the marks will be converted to a letter grade as per the following:

1. 85 -100 marks – AA grade
2. 75 -84 marks – AB grade
3. 65 – 74 marks – BB grade
4. 55 – 64 marks – BC grade
5. 45 – 54 marks – CC grade
6. 40 – 44 marks – CD grade
7. 35 – 39 marks – DD grade
8. Less than 35 is FF grade

At any point of time student can have maximum 4 backlogs/ FF grades pending.

The performance of a student during a semester is indicated in the grade card by a “Semester Performance Index” or SPI, which is calculated as follows:

Each letter grade (AA to FF) will have a corresponding grade point assigned as follows: AA = 10, AB = 9, BB = 8, BC = 7, CC = 6, CD = 5, DD = 4, FF = 0.

If $C(i)$ is the credit of a course i and the grade point secured by the student is $G(i)$ in that course, the SPI is given by the formula:

$$SPI = \frac{\sum^n C_i G_i}{\sum^n C_i},$$

where the sum is over all the n courses taken during a semester.

In the same way, the cumulative performance of the student is indicated by a Cumulative Performance Index (CPI) which is calculated essentially by the same formula but for the sum being over all the courses taken in the current semester as well as in the preceding semesters. However, in calculating the CPI, any fail grade which the student might have earned but has subsequently passed will be replaced by the passing grade in that subject.

The SPI of the corresponding semester will however, continue to reflect such failures and will not be recalculated.

Class and Distinction etc. will be awarded for the degree on the basis of cumulative performance index.

Formula for conversion of equivalent percentage of CPI:

An equation to find equivalency between CPI/CGPA may be obtained as follows:

$$\text{Percentage Marks} = (CPI/CGPA - 0.5) \times 10.$$

CPI/CGPA Equivalent Class shall be as follows:

Below 5.5: Pass class

5.5 & above: Second class

6.5 & above: First class

7.1 & above: First class with distinction

Award of degree:

The degree shall be conferred to students based upon CPI (Cumulative Performance Index) considering all the four semesters performance.
