

**GLS University's Faculty of Business Administration**  
**Formerly known as N R Institute of Business Administration**

**TYBBA 2020-21**

**Specialization Subjects Information**

## Contents

Specialization Subjects at a glance: .....	2
Banking & Financial Services Management as a Specialization Subject.....	3
Course Structure: .....	3
Aptitude: .....	3
GLS University – NSE Collaboration .....	3
Scope: .....	3
Human Resource Management as a Specialization.....	5
Course Structure: .....	5
Aptitude: .....	5
Scope: .....	5
Entrepreneurship and Family Business Management as a Specialization Subject.....	6
1. Entrepreneurs Spur Economic Growth.....	6
2. Entrepreneurs Add to National Income .....	6
3. Community Development .....	6
Key Takeaways.....	6
Course Structure .....	6
GLS University – Wadhvani Foundation Collaboration .....	7
Building Entrepreneurial Competencies (Wadhvani Foundation Course) .....	7
Key Takeaways :.....	7
Business Plan (Capstone Project) – Semester VI .....	7
Scope: .....	7

## Specialization Subjects at a glance:

### Banking and Financial Management

- Banking (Sem V)
- Financial Services I (Sem V)
- Financial Decision Making (Sem VI)
- Financial Services II (Sem VI)

### Human Resource Management

- Industrial and Labour Laws (Sem V)
- Compensation Management (Sem V)
- Strategic Human Resource Management (Sem VI)
- Talent Management (Sem VI)

### Entrepreneurship and Family Business Management

- Creativity and Innovation (Sem V)
- Business Opportunity, Identification and Feasibility (Sem V)
- Family Business Management (Sem VI)
- New Enterprise Creation and Management (Sem VI)

## Banking & Financial Services Management as a Specialization Subject

The Indian financial market is one of the oldest in the world. It has posed a rapid growth rate and is emerging as one of the emerging sector in the development of the economy. The Finance sector is comprised of banks, insurance companies, non-banking financial companies, pension funds, cooperative, mutual funds and other smaller financial entities. The finance and banking sector primarily looks for fresh graduates having commerce, finance, mathematics, economics or a business management background

### Course Structure:

The four specialization papers across semester V and VI - Banking, Financial Services-I, Financial Services- II, and Financial Decision making - will help you gain an overview of the various aspects of banking, insurance, mutual funds and other financial services, as well as polish your analytical skills.

### Aptitude:

For pursuing a career in banking and financial services, you should have an aptitude and interest for the subject. More importantly, you should have some degree of analytical thinking skills and the ability to apply theoretical concepts in practice.

### GLS University – NSE Collaboration

GLS University's Faculty of Business Administration (NRBBA) in collaboration with National Stock Exchange (NSE) Academy has started offering **Certification Courses in Financial Markets**. NSE Academy is a subsidiary of National Stock Exchange. It aims at equipping students and professionals with practical knowledge and skills to operate in India's dynamic financial markets.

Out of a range of Foundation, Intermediate and Advanced certification programs, students of Faculty of Business Administration can now take up selected modules and obtain a valuable certification as part of our partnership. These certifications are a great value addition to your CV and will help immensely in your higher education and professional careers, especially if you are interested in Finance.

### Scope:

You can take up a job immediately after a BBA with Banking & Financial Services Management Specialization or pursue further studies in the area of finance. The various options of higher studies available are:

1. MBA -Finance
2. Full time, part time and short term course offered by NISM (National Institute of Securities Management).
3. Programs offered by Institute of Finance, Banking and Insurance.
4. Chartered Wealth Manager certification program
5. CA/ CS/ACCA/ ICWA/CFA

In case you wish to take up a placement immediately after your graduation, some of the career options available after a specialization in Banking and Financial Services Management are:

Banking Industry (Operations and Marketing)

Insurance and Mutual Funds (Financial Analysis and Marketing)

Equity and Derivatives

Certified Wealth Planner

Financial Analyst

Investment Banker

Certification in Research, Trading & Advisory (CRTA)

## Human Resource Management as a Specialization

Managing human resource is perhaps the single most function that managers have to perform, considering the fact that this is a living, thinking and feeling resource. Even a slight error in the management of this resource could have long term impact on the goodwill and reputation of an organization. In large Indian Corporates and also in MNCs, HR is now being looked at as a strategic partner - PepsiCo, Google, the Tata Group to name a few.

Under these circumstances, the demand for Human Resource and Industrial Relations professionals is on the rise.

### **Course Structure:**

The four specialization papers spread over Semesters 5 and 6 - Industrial and Labour Laws, Compensation Management, Strategic Human Resource Management and Talent Management - aim to provide you with a comprehensive knowledge of the key areas of Human Resource Management along with enhancing your critical reasoning, analytical and people skills.

### **Aptitude:**

For pursuing a successful career in Human Resource Management, you should enjoy working with people and should possess an amiable and congenial personality. Good communication skills (particularly listening), patience are other qualities required for this field. Additionally critical reasoning skills, analytical thinking skills, and ability to apply concepts into practice will be added advantages.

### **Scope:**

Specialization in Human Resource Management may help you identify your area of interest and could lead you to take up further studies in this field. Some of the options of advanced studies are:

1. Masters in Human Resource Management
2. MBA with HR specialization
3. Masters in Human Resource Development
4. Masters in Labour Welfare
5. Masters in Social Welfare
6. LL. B/LL. M in Industrial and Labour Laws

In case you wish to take up a placement immediately after your graduation, some of the career options available after a specialization in Human Resource Management are:

1. Working with an HR Consultant
2. Executive in the HR Department of a medium to large organization

# Entrepreneurship and Family Business Management as a Specialization Subject

Entrepreneurs are frequently thought of as national assets to be cultivated, motivated, and remunerated to the greatest possible extent. Great entrepreneurs have the ability to change the way we live and work. If successful, their innovations may improve standards of living, and in addition to creating wealth with entrepreneurial ventures, they also create jobs and contribute to a growing economy.

Entrepreneurship is thus important for a number of reasons, from promoting social change to driving innovation.

1. Entrepreneurs Spur Economic Growth
2. Entrepreneurs Add to National Income
3. Community Development

## Key Takeaways

- Entrepreneurship is important as it has the ability to improve standards of living and create wealth, not only for the entrepreneurs, but also for related businesses.
- Entrepreneurs also help drive change with innovation, where new and improved products enable new markets to be developed.
- Economy wise, higher earnings thanks to entrepreneurship can help boost national income and tax revenue.
- Entrepreneurs contribute in other ways as well, such as investing in community projects and supporting local charities.
- Too much entrepreneurship (i.e, high self-employment) can be detrimental to economic development.

## Course Structure

There are four specialization papers in Entrepreneurship specialization:

1. Creativity and Innovation (Sem V)
2. Business Opportunity Identification and Feasibility (Sem V)
3. Family Business Management (Sem VI)
4. New Enterprise Creation and Management (Sem VI)

## **GLS University – Wadhvani Foundation Collaboration**

Faculty of Business Administration has collaborated with Wadhvani Foundation (USA) for the elective course of Entrepreneurship.

### **Building Entrepreneurial Competencies (Wadhvani Foundation Course)**

This will enhance the creativity and innovation in students to start up with their own business ventures and the students who do not opt for the Wadhvani Foundation Course they will prepare a full-fledged Business Plan as part of one of the core courses of Semester VI.

#### **Key Takeaways :**

1. The course is divided in two categories-1. Foundational Course (Semester V)
  2. Advanced Course (Semester VI)
2. Students would be having live and interactive sessions on starting up their own Business Venture.
3. Various assignments and class activities in the prescribed group will be allotted to the students at the end of every session.
4. Each and every member of the group will be allotted positions in the Business venture, and accordingly the venture would flow.
5. At the end of the course, presentations would take place about the progress of your venture.

### **Business Plan (Capstone Project) – Semester VI**

Students who choose Entrepreneurship and Family Business Management as a specialization, will have Capstone Project of Business Plan/Practice Venture in Semester VI. This is will be a 100-mark paper, in lieu of Grand Project. While other students will undertake a Research Project, Entrepreneurship students will undertake their practice venture.

#### **Scope:**

Students can start their own businesses soon after finishing their degree course as the course will help develop a business idea. Students with entrepreneurship specialization have the following scope:

1. Establish your own start-up/ business.
2. Add value to/ expand existing family business.
3. Submit the business idea to GLS' incubator 'LEAF' to be considered for selection for financial assistance provided by Government of India.
4. Participate in various entrepreneurship development activities such as seminars, workshops.

In case students wish to take up further studies after graduation then the following scope is available:

1. Post-graduation at Entrepreneurship Development Institute of India, Gandhinagar.
2. Post-graduation at Indian Institute of Rural Management.