



**FACULTY OF  
MANAGEMENT**

**RECRUITER'S** / HANDBOOK 2022



GEARED UP FOR THE CHALLENGES...  
**GEARED UP FOR THE CHALLENGES...**



## OUR VISION

To create value through economic, social and environmental development whilst being a world class education provider in a manner that is nationally entrenched, regionally recognized and globally relevant.

To foster a culture wherein original ideas are generated through strong accent on innovation, inquiry, scholarship, creativity and research. To develop leadership, which is capable, compassionate, conscious and committed to common good.

## OUR MISSION

We strive to provide and promote quality education and training in multiple verticals by leveraging a structured mix of scholarship with professionalism. We believe our first responsibility is to the students, staff, alumni and all other stakeholders. We commit to develop a system that focuses on the head, heart and hands within an intensive teaching, learning and research environment that streams through our code of conduct. To put strong emphasis on enhancement of skill sets which are practically relevant with an uncompromising orientation towards quality in whatever we do.





GLS University

## GOVERNING BODY MEMBERS

### **PRESIDENT**

Mr. Sudhir Nanavati

### **MEMBERS**

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Mr. Devang Nanavati  
Mr. Pankaj Patel  
Ms. Paru Jaykrishna  
Dr. Tejas Patel  
Mr. Bhadresh Shah  
Dr. Bakul Dholakia

Mr. Bhikhubhai Patel  
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Mr. S. J. Haider  
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Mr. Shashank Shah

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## GLS University

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.

With the advent of the era of self-financing educational institutions, GLS has taken a pioneering role by offering programmes in several disciplines such as Business Management, Computer Technology, Commerce, Business Administration, Education etc. in addition to those already offered in areas of Law and Humanities. GLS has also been offering a wide range of professional programmes encompassing various functional and vertical specializations such as Human Resource Management, Banking and Insurance, CA, CS, Professional Accounting, Export Management, Personality Grooming, Communications Skills etc.

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

In its nine decades of journey the prime philosophy of GLS is to provide an ideal creative learning environment and create thought leaders, who can bring about the much-needed change in the fabric of society.

Since the establishment of GLS University, it has endeavored to introduce programmes, design their course structures and curriculum benchmarked as per the best prevailing global standards.



## Message from The President



Backed by the learnings of 95 years of our existence as educational body which has evolved into an iconic institution that we know as Gujarat Law Society, we have maintained the same spirit of 'Excellence in Education' in nurturing the students of GLS University.

I am glad that we have been successful in developing and implementing a dynamic platform of learning by optimally utilizing the combination of digital and physical infrastructure which has successfully endured the test of time.

GLSU have remained determined in building an educational experience that is dynamic, innovative and relevant to the need of society at large by moulding the attitude, knowledge and skills amongst students. We prepare our students to hit the ground and start running from day one. They are systematically exposed to the strong fundamentals in their subject areas as well as groomed to hone their leadership, problem solving and interpersonal skills necessary to evolve as successful business professionals.

Our team of young and dedicated team of faculty members have done their best in facilitating students with informative, factual and creative sessions and activities that develop and improve their core competencies. Expert sessions, webinars and debates have created an enormous difference in students' hard skills and soft skills whilst simultaneously helped them gaining practical insights.

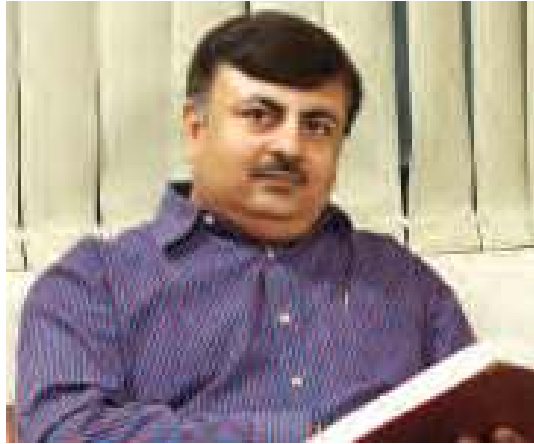
During my several interactions with them, I have observed the students of this batch of our flagship post graduate management programme brimming with energy and excitement to take on the world outside management school. Their enthusiasm is infectious, and you will be happy absorbing them in your esteemed organization.

Welcome back at GLS University.

**Sudhir Nanavati**  
President



## From the Dean's Desk



Greetings from Faculty of Management, GLS University!

I am glad to present before you the 22nd batch of our flagship management programme, which is ready to serve the society and corporate community. True to the fact of being the most sought after b-school in the state of Gujarat, we are confident of being able to deliver quality education to this diverse batch of academically and professionally qualified students. We are sure of them to be geared up to meet the challenges and prove their worth in business world amidst the environment of rising global uncertainties due to pandemic, untamed inflation and geo-political tensions.

Since its establishment in 1998, the industry has continually trusted the talent of our students as evident by the fact that most of our recruiters have been visiting us during recruitment season year after year. The students of the present batch have undergone rigorous training as potential management professionals, to be able to steer corporate activities. The course curriculum and the industry exposure at Faculty of Management of GLS University reinforce that they should aptly fulfil ever-changing and demanding job requirements.

During the disruption in recent times, our students have suitably adapted to the challenges and have shown extreme agility to grow in their career. I whole heartedly endorse the capabilities of the students, who have embraced the 'New Normal' with positivity and zeal. We are certain that these enthusiastic and deserving students can offer extensive value to your organization.

They have been groomed to meet the expectations of the corporate fraternity whilst putting the national priority of being "Atmanirbhar" and address the responsibility towards the global concern for ESG - Environmental, Social and Governance issues.

I am confident that like each of the yesteryears, you would be able to find the spark in our students and make them a part of your organizational team.

We are eagerly looking forward to host you at GLSU.

With best wishes as always

**Dr. Hitesh Ruparel**  
Dean

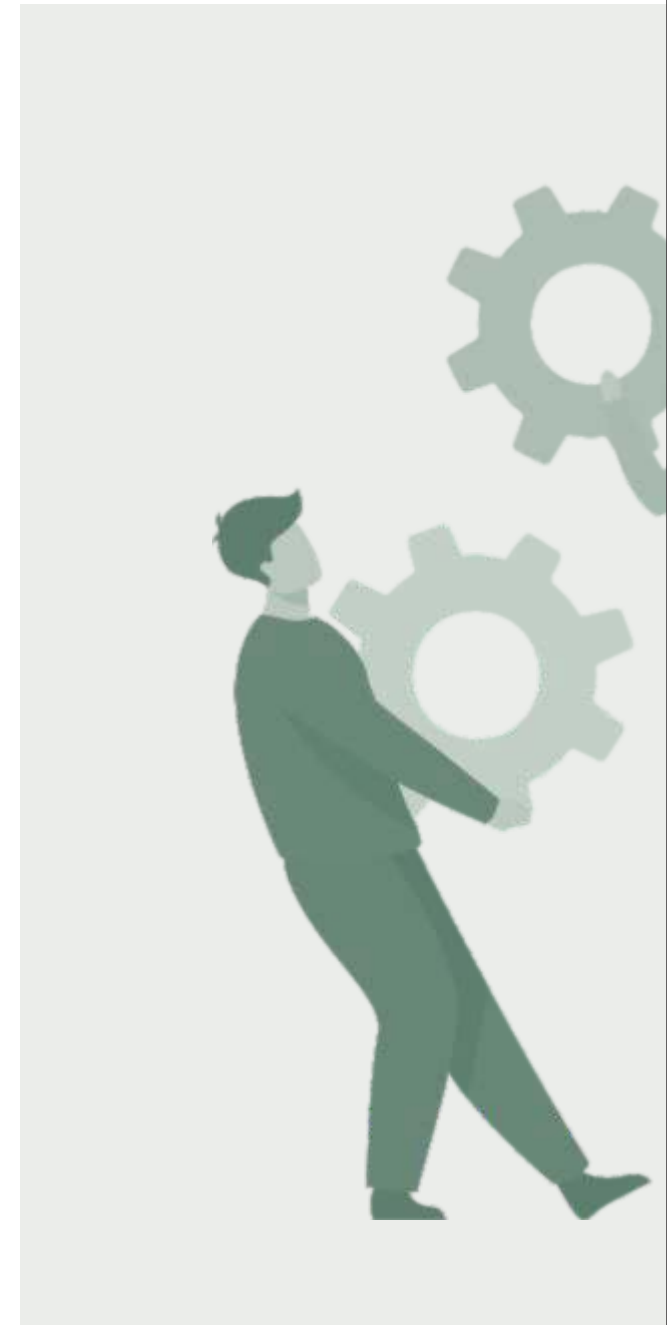
## About Faculty of Management

The Faculty of Management at GLS University offers a 2 year (4 Semesters) Masters of Business Administration (MBA) Programme. On the successful completion of the 2-year MBA Programme, the students will be awarded the Masters of Business Administration (MBA) Degree.

Apart from that, the Faculty of Management at GLS University offers 5 years' (10 Semesters) BBA+MBA for all eligible Class XII pass-outs aspiring for a career in the field of management. On the successful completion of the 5-years Programme, the students are awarded Master 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. The MBA programme at the institutes is a swift paced and a vibrant blend of educational rigor and corporate relations. A careful concentration is given to academic fineness through stringent eminence check in the form of quizzes, assignments, projects and internal examinations ensure that students are resonance in their conceptual knowledge.

Moreover, incessant learning and assessment supported by tie-up with business houses for live projects, corporate guest lecture series in every course area, global immersion and exposure to virtual managerial orientation moulds their talent finest suited for corporate career challenges to be entrusted to the participants. The MBA programme at our Institute helps the student to augment his knowledge to face challenges in today's shifting business environment. During the course of the two-year programme the institute also builds personal efficiency and leadership skills that prove priceless throughout students' professional lives.





# MANAGEMENT

# Infrastructure Support

'Inspiring Minds; Inspiring Creation'; the institute follows this motto for the Infrastructure facet. The ambience is designed and offered keeping in mind student friendliness. Faculty of Management has made it a point to provide their students with all the facilities so that the students face no bars from a 360 degree development prospect.

## The Learner Rooms

The Learner Rooms at the institute are designed to endorse interactive learning involving the students and the faculty. All the classrooms are air-conditioned and operational with multimedia and audio-visual equipments that facilitate effective teaching and learning.

## The Digital Lab

Highly equipped, latest technology supported labs is a unique feature of Faculty of Management. With more than 230 computers with exclusive campus agreement with Microsoft which connects the faculties and students for effective information sharing, GLS also provides an access to state-of-the-Art wireless Wave 2.0 network with 5G speed powered by HP Aruba. The campus has been converted into a WiFi zone to make learning more feasible for the students.

## GLSU On-Line Student Centric System

GLSU is having online student centric system with features like tracking individual attendance record, updates on subject result of continuous evaluation components, notifications of exam and academic related information, course material of all subjects and many more features. Students can access all these details regularly by using their student id



## The Knowledge Centre

A well-made repository of knowledge makes learning more enjoyable and deep. The Library operates as the principal information reserve and storehouse for all the education and research activities at the institute. Apart from course books and suggested reading material prescribed for each course offered at the institute, the library abodes a growing collection of research reports, reference works, encyclopedias, handbooks, and so on. The annals at the institute prides of 10,780 physical books 17,000+ E-books, 98+ national and international journals, magazines and periodicals & reference volumes subscribed and 1000 educational CD ROMs to keep the students informed and educated about the Indian and global business environment. Access to several journals and databases such as EBSCO, J Gate, National Digital Library, AIMS International Journal of Management, inventi.in and Indiajournals.com are available to quench their thrust towards knowledge.

## Cloud based Learning Management System (LMS)

GLSU has World Class Learning Management System (LMS) with student friendly features like Customized Course Calendar, facility of downloading subject Videos and Course Outline, undertaking online quizzes and student evaluation. LMS facilitates Students in problem solving and clarifying the concept via interaction with faculties. LMS also assist in Progress Monitoring, Attendance Reports and Fees Status.



## Auditorium

The campus hosts a centralized air conditioned, multipurpose auditorium with a seating capacity of 275 people with a big modular stage and a green room. The auditorium is adequately equipped with latest technology equipment's with uninterrupted power supply, sound systems, video facility and LCD projectors.



## Fitness Centre

With an emphasis on the scientific approach to fitness, University has an ultra-modern fitness center "The Fitt Wave" spread across the area of 12,000 sq. ft. It is equipped with resources and facilities like advanced equipment, fitness trainers, weight exercise area, cross fit area, yoga studio, Nutrition & Health café, consultation room, locker facilities, steam rooms, huge shower cabins etc.





# Academic Innovation

The institute believes in etching new paths in innovation, leadership and managing; and therefore it helps the aspirants value the dynamic transformations that are unwinding its colors in the turf of management culture and advancement in vision of the global competition. In the quest for gaining this competitive lead, we have commenced several novel action-oriented activities.



## Online Learning

In order to provide best possible learning experience for our students during these unprecedented times, we have established safe and secure online learning environment through Cisco Webex, Edmodo & Google Forms. Webex provides an online environment as opposed to face-to-face. Each faculty member of the institute is equipped to provide best classroom experience.



## Live Projects

MBA program, by calibre of exploring its corporate ties, invites corporates to select preferred students for live industry project to impart the actual experience of corporate assignment. Students have been given opportunity to undertake live projects with reputed companies like Reckitt Benckiser, Britannia, ITC and many more.



## Mentor group

Each faculty (Mentor) and a group of students, who share common curiosity in a definite area of management or inclination towards a common industry, come collectively and the faculty mentors the group of students by imparting essential knowledge to present them with insights and theoretical clarity in their shared interest area.



## Students' Review

Being a student-centric organization, the institute seeks regular feedback from the students in regards to their contentment and expectation from the faculty and implementation of various academic quests by the institute in order to utilize the feedback as an instrument for scheduling future activities and understanding the scope for improvement.

## Our Distinguished Faculty Team

It takes someone special to be an educator; a person who cares for others, and aims to help students grow to their fullest potential. Teaching, advising, guiding and encouraging students to carve new paths is the main concern of faculty members. The faculty panel has an affluent blend of industry and academic experience. Individual faculty associates are dexterous in varied areas - Finance, Marketing, IT, Quantitative Techniques, Economics, HR and Strategy.

Dr. Hitesh Ruparel  
Dr. Dharmesh Shah  
Dr. Rajesh Asrani  
Dr. Sneha Shukla  
Dr. Jasmin Padiya  
Dr. Juhi Shah  
Dr. Nishtha Asrani  
Dr. Megha Shah  
Dr. Rajsee Joshi  
Dr. Gurmeetsingh Sikh  
Dr. Kalagi Shah

Dr. Amish Soni  
Dr. Hetal Vyas  
Dr. Darshna Khakhar  
Dr. Deepa Vyas  
Dr. Avni Patel  
Dr. Chinmay Gandhi  
Dr. Isha Dave  
Dr. Hiteksha Upadhyay  
Dr. Neelam Purey  
Mr. Bhaumit Patel  
Dr. Dhruv Brahmbhatt

Dr. Roshni Tijoriwala  
Mr. Ashok Bantwa  
Dr. Harikrishan Chaurasiya  
Dr. Jaimini Yagnik  
Dr. Apeksha Champaneri  
Dr. Yasmeen Pathan  
Dr. Smruti Vakil  
Dr. Hima Trivedi  
Ms. Deepa Khatwani  
Mr. Devarshi Upadhyay  
Dr. Tanvi Pathak

Dr. Maitri Shah  
Dr. Jaineel Shah  
Dr. Dharmesh Adesara  
Ms. Pooja Shah  
Dr. Aneri Shukla  
Ms. Neetu Jain  
Mr. Maulik Shah  
Mr. Tanay Shah  
Ms. Dhairya Jhala  
Ms. Anjali Panicker



# FACULTY TEAM

## Academic Extension Activities

In accumulation to its academic activities, the institute is involved in a swarm of additional activities which are an expansion into united meadows and which reinforces the institute-industry ties.



## Research by Students and Faculty Associates

The institute, apart from establishing a robust teaching environment, facilitates and supports cutting-edge research in a wide variety of areas. This enables the students to acquaint themselves with latest developments in their respective areas of study and pursue their own research interests. The institute encourages its faculty members and students to establish collaborative research ventures. The students and faculty members of the institutes are actively involved in writing research papers on various contemporary issues in national and international journals. Institute has also subscribed to Online Research Database like EBSCO and J - Gate. Over the period of the last one year, the students and faculty members have published several research papers in International and National Journals of repute.



## International Conference on Advance Theory, Research and Practices in Management

Faculty of Management, GLS University organizes the International Conference on Advances in Theory, Research and Practice in Management. The prime objective of the conference was to provide a platform for exchange of ideas between experienced and knowledgeable researchers, practitioners and doctoral students in various fields of economy, marketing, finance and human resource.



## Students' Activities

In addition to its academic activities, Management programmes are involved in a host of other activities which are an extension into allied fields.



TEDx TALKS

### TED Talk Discussion

TED Talks are influential videos from expert speakers on education, business, science, tech and creativity. They are video podcast of the best talks and performances from the TED Conference, where the world's leading thinkers and doers give the talk of their lives in 18 minutes (or less). These short videos will be shown in the class followed with an open discussion on the topic. This will not only enrich the students with the knowledge of contemporary issues but will also teach them to think critically and creatively to participate in an open discussion and share their viewpoints on the topic of discussion.

### Finatics- The Finance Club

With an objective to improve the financial prowess of students and to make learning about money and finance fun and engaging, the institute have designed various activities like Fintalk, Finquiz, Fin-charades, Wall-street survivor and many more under the aegis of Finactics – Finance club.



### Mavericks – The Marketing Club

It was formed with a vision to bridge the gap between the students and the industry. The purpose of this club is to enhance our students' exposure to marketing in the 'real world' and provide information & experiences that will help them to increase their awareness about the marketing function and put a strong impetus on their career development. The activities conducted by this club are The Mentors Way, Likes & Tags, Ad-Wars, Mark-Quest, Marketing Hurdles, Marketing Alerts, and Marketing Bulletin

## Synergy- The HR Club

It is conceptualized and formed with the aim to bring together all the students interested in HR and explore various opportunities to enhance their interpersonal skills, knowledge and practical experience in order to make them Corporate ready.

The club is actively run by students and it encourages them to participate, arrange and organize HR related events like HR Speaks, The psychometrics, Know it all, HRTak.



## Puns & Proses – Personality Development Club

Personality Development Club at Faculty of Management aims at enhancing effectiveness of communication, creativity and productivity of the students by giving them various exercises on writing and speaking skills. The club serves as a social group to inspire camaraderie among students. It also connects students with professionals in the field of communication, foster critical thinking and assist students with their language skills.

## Industrial Visits

The institute believes in providing excellent professional education in business & management, developing students by giving them practical exposure through industrial visits. It remains a great learning experience & practical exposure for students for subjects like Cost Management, Production & Operations Management, Legal Aspects of Business, International Finance, Risk Management, Indian Financial System & International Business. Places such as Mudra Port, IndiaInx International Exchange, BSE, Havmor, Gujarat High Court, JB Bricks, Mother Dairy, Rubber King etc. are some of the companies that students visit.



## Sanshodhan

Sanshodhan is a Summer Internship Project Competition organized to admire, appreciate and assess, the practical learning of the selected projects on the basis of their internship. The main objective of this competition was to give platform to the students of Management Programme to showcase and share their learnings through presentations. Sanshodhan is a notion, made to define, refine and find the best research done during the Summer Internship Project.

## Parishti

Parishti is a state level summer internship competition with the objective of providing a common platform to students of Management Institutes across the State to showcase their practical learning and their contributions from their summer internship. Several reputed colleges across Gujarat were furnished a common platform to showcase their practical learnings and their contributions from their summer internship. The winners are awarded with cash prizes.



## EVOLVE – A Soft Skills Training Program

With the changing times, the face of the corporate world is also changing, wherein the need-of-the-hour is to have state-of-the-art professionals who are agile enough to meet the growing demands of the industry. 'Evolve' was set up to meet the growing needs for soft skills among professionals. The institute has initiated a Soft Skill Training Program to get students out of their nut shells and enhance their employability. Students are guided and trained for the areas like Body Language & Grooming, Personality Development, Resume Writing, Group Discussions, Psychometric Test and Mock Interviews by Panel of Corporate Experts & Internal Faculties.

## MANEDGE – The Wall Magazine

Manedge is a platform provided to the students for expressing their view points in a creative manner on various themes such as Economics, Politics, Marketing, Finance, Management, Global happenings and so on. The thought process behind Manedge is to create a learning opportunity for students by assigning end-to-end responsibility. Students collectively write articles on these varied topics and present them creatively in the form of a wall magazine.



## Talentino

With the objective of providing a platform to explore the latent talent of the students, every year institute organizes "Talentino", the annual cultural festival. These activities exist to complement the academic curriculum and to enhance the student's educational experience as Education cannot happen just in classroom—it must go beyond the walls of the classroom.

## PRABANDH: The Management Fest

It is imperative to give management students a platform to showcase their co-curricular activities. With this objective the institute organizes an event called Prabandh: The Management Fest. The event comprises of four sub events like Mudra Bazaar (Virtual Stock Trading), Manthan (About Turn), VyaparNeeti (Business Plan Competition) and PrashnaVyuh (Management Quiz).



## Neeti-The Strategic Battle

With the objective of imparting students the atmosphere where students could portray their strategic skills. The event comprises of Virtual Trading, Management Quiz, Youth Parliament and Bid to Win. The event ends with the feel of strategic battle dipped in joy.

## Sabrang

We believe in overall development of our students and hence every year hosts Sabrang. The event comprises of Brand Rangoli, Collage Making, T shirt Painting, Photography and Master Chef competitions.



## Funshala

It is very critical to groom students and acquaint them with management skills required to sustain in corporate world. Thus every year institute conducts Funshala wherein students apply their marketing and branding skills and come up with innovative jingles and logos to market their product. As well, students perform role play on different management theme.

## Revel

All work and no play will certainly make a student get bored in academics, so we at institute have come out with Revel, a sports event considering of games like football, carom, cricket, football, chess and volleyball. The best part of the event is that the whole event is being organized by the students and for the students. Which portrays the leadership, team spirit and sportsmanship of the students on the ground, and is reflected in their work too.



## Yoga and Meditation

GLS University took a thought to celebrate International Yoga Day for our students, where they learn the various techniques of Yoga and Meditation, to stay prepared for the situations which might land them in stress. Yoga exercises are believed to have a strengthening effect on the nervous system through its non-tiring physiological activities that bring about poise of body and mind. The institutes believe that students should indulge themselves in this Indian practice of de-stressing the body, mind and soul.

## Days Celebration

Our students drowned themselves in the happiness and excitement of Days Celebration that consist of Web series days, Mismatch day and Traditional Day. These days saw the most of rejoice and cheer amidst the students



## Thanganat: Garba Mahotsav

The Navratri fervor in Gujarat has to be seen to be believed. The worth of this fervency is myriad when it turns into a Mahotsav in particular at GLS This event starts with Arti and ends with divine and joyous feeling among all the people who were present waiting for the festival to come again

## Daan Utsav

The institute understands the social obligation towards the society and conducts the CSR activity of DaanUtsav every year, where they provide the old clothes, toys, newspapers, stationery, etc to the underprivileged and the needy. Students donated old clothes to “Gunj”, which is a Delhi based NGO, they also donated stuff at “Charity Shop” located at Vastrapur, Ahmedabad, backed by the Blind Man Association. Apart from this, students donated newspapers and magazine to “Utthan”, a vocational training school for differently abled kids.



## Blood Donation Camp

The goal of GLS is not only to groom managers of tomorrow, but also to sensitize students towards the needs of society. The institute thus, aims to make their students, socially responsible citizens. On this path, GLS organizes Blood Donation Camp every year in association with Indian Red Cross Society.

## Alumni Association

Over the decade, we have a strong database of 3000+ registered alumni members till date with whom we are in regular touch in the form of various activities and events. To name a few, the department had organized alumni meet along with a musical concert by ghazals maestro Shri ManharUdhas and Shri Jagjit Singh.

GLS STAMP (Student Teacher Association of Management Program) organizes Sankalan - a reunion of alumni every year with the purpose of confluence between the past & future talent. The Alumni members are the ambassadors of the department in the corporate & they continue to bring laurels to their alma mater in form of regular guest lectures and final placements. GLS management programmes aims at generating & maintaining a strong alumni network by reaching out to alumni & keeping them connected.



## Synergy with Corporate

The institute believes in offering practical exposure along with theoretical and conceptual knowledge. The institute invites industry stalwarts and eminent speakers to share their valuable experiences and acquaint students with upcoming development in various industries.

Ms. Vibhuti Bhatt  
Director  
One Advertising and  
Communication Services Ltd

Mr. Sanjay Chakroboraty  
The Founder and the Chief Marketing  
Advisor Essksee Consultancy

Mr. Nilesh Purey  
Senior Vice President  
GIFT City

Mr. Saurin Raichura  
Regional Head  
Piramal Capital &  
Housing Finance Ltd

Mr. Subhabrat Mukherji  
Ex- COO  
Coco-Cola NBCL

Mr. Ankit Joshipura  
Founder & Managing Director  
Metamorphosis Institute  
of Transformation

Dr. Komal Baxi  
Certified Psychologist  
Rehabilitation council of India (RCI)

Dr. Sameer Rohadia  
Data Analyst & IT Trainer  
Independent

Mr Gajanand Pawar  
Founder  
Kreeda Tantra

CA Amit Popat  
Trainer, Learner

CA CS Tapas Ruparelia  
Associate Director  
K C Mehta &  
Co. Chartered Accountants

Mr Viral Jani  
Sr. Business Aanlaytis  
Printvista

Mr. Akshay Joshi  
Regional Manager - Bazana

Mr. Kuldeep Kaler  
Tea-post

Mr. Nihar Dave  
Unit Operations Head  
Divya Bhaskar

Mr. Nilesh Bhagat  
Founder and CEO  
Trusst24

Mr. Rohan Bhargava  
Cluster Head  
IDFC First Bank

Mr. Sambhu Nair  
Account Manager - Amazon

Mr. Vijay Gupta  
Sr. Brand Manager  
Cholayil Private Limited  
(Medimix and Cuticura)

Mr. Vikram Navle  
Deputy General Manager  
Aditya Birla Group

Ms. Bhakti Jhaveri  
Senior Manager – HR  
CIIE.CO  
IIM Ahmedabad

Ms. HunneyGor  
Senior Corporate Trainer  
IMS Grouo

Ms. MittiLimbachiya  
T & D Head  
Cimpress

Ms. Nancy Shah  
Founder  
Speakers' Circle

Ms. Shilpa Patel  
Corporate Trainer

Ms. Swapna Sai  
Corporate Trainer &  
Image Consultant

Mr. Subhrata Mukharjee  
Ex- COO  
Coco-Cola NBCL

Mr. Anmol Modi  
Director  
Plusme Strategies

Amish R. Mandaliya  
Manager - International Business (Africa)  
Jamp Pharma Corporation

Mr. Gajanan Pawar  
Founder CEO  
Kreedra Tantra Academy Pvt Ltd

CA Amit Jain  
Excel Trainer and Automation Expert  
BizzWizzz

Mr. Mahidwaj Sisodia  
Head of International formulations,  
Cadila Pharmaceuticals  
Cadila Pharmaceuticals

Mr. Dipen Vyas  
Sr. Manager  
R K & Sons

Mr. Ankur Sharma  
Sr. Manager  
TCS

A B Raju  
CEO  
Biztrenz consulting

Ankur Agarwal  
Founder and Director  
Medkart Pharmacy

Keyur Doshi  
Sr Dep. GM  
Vadilal

Jayesh Desai  
Director  
BRCM Surat

Japan trivedi  
Founder  
Efforts consulting

Sudesh zingde  
GM  
Missionpharma India

Unnati Gandhi  
Cost accountant  
Intas Pharmaceuticals

Manohar Puranik  
Financial Education Manager  
ICICI Foundation

Sameer Kachole  
Founder & CEO  
Vivaan International &  
Vivaan Consultancy

Yashree Dixit  
CS  
Yashree Dixit and Associates

Ankit Kotecha  
C-suite Advisor and B2B  
Sales Coach Dun & Bradstreet  
Information Services India  
Private Limited

Hash Patel  
Founder  
Hi Wealth Financial services

Manali Sarpotdar  
Instructional Designer  
Conscience Information  
Technologies

Mr. Darpan Pandya  
Branch Head  
Aditya Birla Capital - AMC

Mr. Bhadresh Das  
Founder  
VentureX Services Pvt. Ltd.

Mr. Rushah Prajapati  
Asst. Manager  
Brilloca Ltd.

Mr Bhavin Shah  
Founder  
I M Possible Training Solution

Mr. Mahesh Pandya  
Manager  
BSE- IPF

Mr. Sahil Pareek  
Deputy Manager  
Ajio.com Reliance Retail Ltd

Mr. Devang Patel  
Consultant  
Vantage Point business

## Invitation Message

The placement team at Faculty of Management extends its gratitude towards corporate fraternity for being our major source of motivation for molding our students as per the changing trends in the industry. Management Program at GLS is designed & curated so to meet the expectations of all the stakeholders of the society.

The learning of MBA students is not only confined to the rigor of academics but is augmented by actively engaging industry leaders for expert sessions, Summer Internships, live projects, case studies. Students are also encouraged to participate in other extracurricular activities to imbibe the different management skills in them. Through our continuous efforts we try to make all our students corporate ready.

The time of the year has come again for us to present a group of vivacious, enthusiastic and self-motivated minds to the corporate world that waits to test and absorb the talent radiating from every individual.

We take great pride in our industry partnership and constantly strive to make this affiliation mutually beneficial. It always has and shall continue to give us immense pleasure to welcome you for our campus engagement process. We eagerly seek your invaluable cooperation and invite you to participate in the forthcoming placement season for the batch 2020-2022.

**Dr. Kalagi Shah**





## Placement Process

For students of the professional Management programme, placements are a vital culmination to their academic pursuits. The placement process allows an organization to visit the institute and witness the efforts that have gone into grooming the young management aspirants.

### Final Placements

The ultimate test of a management institute is the placement offers that it can generate for its students. For final placements, the institute invites companies to the campus so that our placement committee can offer them the required assistance for recruiting the right talent to suit their needs.

The institute offers best of the facilities to recruiters for conducting the selection procedure at the campus; including written tests, group discussions and personal interviews as per their requirements. The young, well-trained, self-motivated minds of the institute contributed to achieve the super-ordinate goals of the recruiter.

### Placement Activities

The placement season begins in the month of November and goes on upto June. However, the placement office is a place with vibrant ideas, activities and enthusiasm throughout the year. It carries out the following placement related activities for over development of the students on campus:

- Resume verification: Resumes submitted by students for campus placement are duly verified by the Placement In-charge.
- Employability enhancement programmes: Our goal is to give our students the fine-tuning that they require not just during the placement season but also as they board on their corporate endeavour. With this objective in mind, the Institute carries out several employability enhancement activities that include:
  - Communication evaluation sessions
  - Resume writing/Group Discussion/Personal Interview workshops
  - Informal interactive talks with alumni during the alumni meet
  - Several other preparatory activities like mock tests and discussion



01

The Placement Cell sends invitations to companies/ organizations along with relevant information.

02

Company/ organization sends in the details of the job and the offer using campus visit confirmation form.

03

If the company/ organization wishes to conduct a Pre-Placement Talk (PPT) they can send a request along with the preferred dates.

04

The job and offer details are announced to the students, along with any other information furnished by company/ organization.

## PLACEMENT ACTIVITIES

05

Interested students show their willingness to appear for the recruitment process of a company by registering at the Placement Office.

06

Placement Office allots dates in consultation with the company for conducting Pre-Placement Talk (PPT) and campus interviews.

07

Company visits the campus on the allotted date/s and conduct Written Test and/or GD/Case Discussion and/or Personal Interview according to their recruitment process.

08

The company/organization is required to furnish the final list of students selected during the recruitment process and issue a copy of Offer Letter on successful selection of candidate/s.

## E- placement Details

The Institute has an active account on LinkedIn and Facebook which bridges the gap between the corporates and placement cell. This committee is formed with an objective to regularly stay in touch with corporates and student fraternity through social media platforms. It regularly shares information about various events, workshops and seminars organized at the campus like International conference, Alumni meet, Guest lectures, Expert Opinion Series, etc.

There are more than 16200+ connections on LinkedIn across various Industries and more than 4000+ alumni and current students are connected with the Institute on Facebook. And more than 10000+ likes have been generated on Institute's Facebook page. New database of corporate is generated via LinkedIn which helps to enrich our placement database. LinkedIn helps to explore various opportunities related to recruitment for existing students and alumni.

To stay updated about the latest happenings at the Institute click on the following links:-

<http://www.linkedin.com/in/nribm>

<https://www.facebook.com/nribm.gls>

This committee keeps identifying and post relevant job vacancies for the final year students from the sources like naukri.com, mosterindia.com.





## Recruiters' 2021

94.3 MY FM	Bacancy Technology Pvt Ltd	Fasttrack HR Services Pvt. Ltd.
A.K. Capital Services Ltd.	Bandhan Bank	FotonVR
ACE Consultant	Basilion	GATI Logistic
ACE Infoway	Berger Paints India Ltd	GNF International
Aculife	Bharti Airtel	Go Ads India Pvt.ltd.
Adani Transmission	Bisleri International Ltd.	Godrej
Addrec Solutions Pvt Ltd	Bonville Foods Pvt. Ltd	Gopal Snacks Pvt. Ltd.
Aditya Finance Ltd.	Brainvire	Growth Catalysts
Ahmedabad Agency	Byju's	GTPL Hathway Ltd.
Alpha E Barcode Solution Pvt. Ltd.	Care Health Insurance Limited	Gujarat Model United Nations
Alps Chemicals	Care Ratings Ltd	HDB Financial Services
Amanta Healthcare Ltd.	Career Naksha	HDFC Financial Service
Amrapali Consultants LLP	Cars 24	HDFC Ltd.
Amrut Energy	Centre for Monitoring Indian Economy Pvt. Ltd. (CMIE)	HDFC Sales Pvt Ltd
Anar Insurance Brokers	Chiripal Industries B137	Hinduja Leyland Finance Ltd.
Anmol Finsec Ltd	CIEL HR Services	HoduSoft
Appit Simple	CIMCON Software (India) Pvt Ltd	Home First Finance Company
Aries Gro	Cimec Technologies	ICICI Bank
ASC Technology Solutions	D.P Cotton	IDFC First Bank
Asian Paints Ltd.	Eduprogess& Research P. Ltd.	IIFL
Atigo Electronics India Pvt Ltd	Elasticrun	IndiaMARTInterMESH Ltd
AtulyaInfracon Pvt. Ltd.	Equilibrium Mortgage Solutions Pvt Ltd	Indusind Bank
AU Small Finance Bank	Equitas Small Finance Bank	InvestMitra
Awaaz.De	Evosys Global	Iolite Softwares Pvt Ltd
AXIS Bank	Extramarks Education Pvt. Ltd	ITC
Azilen Technologies Pvt. Ltd.	Faber Infinite	Jagdish Hirani & Associates

Jaro Education  
Jay Jalaram Bricks Works  
JK Securities Pvt Ltd  
JM Financial  
Just Dial  
Karma Resort & Hospitality  
Khimji Ramdas India Pvt. Ltd.  
Knovos  
Kotak Life Insurance  
Kotak Mahindra Bank Ltd  
Magenta BI Pvt Ltd  
Mansukh Securities and Finance Ltd  
MAS Rural Housing & Mortgage Finance Ltd  
Max Bupa  
Medkart Pharmacy Private Limited  
Meghmani Pigments  
Mitaja Corporation  
Moksh Tech.  
Motilal Oswal Financial Services  
Motilal Oswal Financial Services Limited  
Nevoxel\_Wilh Loesch Group  
Nimblechapps  
Omni Informatics Private Limited.  
One Advertising  
Online Print & pact Pvt. Ltd.  
Optamark Graphics  
Opulus Advisory Services  
Pacific Maritime Pvt Ltd  
Parle Agro  
Paveit Ceramic

PhonePe  
Phyto Life Science Pvt. Ltd.  
Pin Click  
Planet Health  
PlanetSpark  
Prakash Chemicals International  
QX Global Services LLP  
Radixweb  
Radixweb  
Rao Information Technology Pvt. Ltd.  
RenewBuy.com  
Saggi Software  
Saint Gobain  
Salasar Organics Pvt. Ltd.  
SBICAP Securities  
Scanpoint Geomatics Ltd.  
Shalibhadra  
Sharp &Tannan Associates  
Shree Tripada Info Media Pvt. Ltd  
Shreeji Consultancy Services  
Shreeji Industries  
Shreenath Smart Technologies  
ShyamMetalics& Energy Ltd.  
Sobha Limited  
Sonakey  
SpandanaSphoorty Financial Ltd  
Spectra Fuels  
SpeEdlabs  
Stainless Bolt Industries Pvt. Ltd.  
SundyotaNumandis

Supernova - Kia Motors  
Surekha Technologies  
Talent Corner HR Services  
TASK Initiatives Pvt Ltd  
Task Staffing  
TATA AIG General Insurance  
Tax Tech India (P) Ltd.  
Tax Tech India (P) Ltd.  
TCS  
Techneos Solutions  
Techno Wise  
The Kalupur Comm. Co-op. Bank Ltd  
Tipsons Group  
Tipsons Group  
Torrent Pharmaceuticals Ltd  
Torrent Power  
Tradebull  
Transrail Protech Consultants P. Ltd  
Tremendous Plants Pvt. Ltd.  
Trestle Research & Consulting Private Ltd.  
Tridhya Tech  
Turabit  
Universal Hunt Pvt. Ltd.  
Varietea  
Vatsal Healthcare Solutions Pvt.Ltd.  
VC ERP  
Veeda Clinic  
WebOccult Technologies  
XH20 Solutions Pvt Ltd  
XL Dynamics  
Zydus Cadila

## Luminous Achievements of Students

Participated in MUN4IMPACT 3.0 organized by Gujarat Model United Nations.

- Won 2nd Price in the competition.  
Participated in Broke the stock organized by Jaipuria Institute of management, Indore.
- Won 2nd Position/1st Runners up in State Level Competition.  
Participated in International Conference on Advances in Theory, Research and Practices in Management GLSU - ATRPM 2021 organized by GLS University Faculty of Management.
- Won 1st Position in International Level Competition.  
Participated in Swami Vivekananda Study Circle organized by SMPIC, GLSU.
- Won 1st Position in Elocution Competition, National Level Competition.  
Participated in I. Quiz organized by ICFAI
- Won 1st price in quiz competition  
Participated in Virtual Stock market challenge organized by Jaipuria Institute of management, Indore.
- Won 3rd Position / 2nd Runners up in Broke the stock (Ahmedabad through virtual trading app) National Level Competition.  
Participated in Vijae 2020 organized by Karnavati University, Ahmedabad
- Won 1st Position in Stock market game, National Level Competition.



Participated in Adwitiya an International Virtual Fest 2021 organized by Atmiya University Faculty of Business and Commerce.

- Won 1st Position in Mock Stock, National Level Competition.

Participated in Protsahan & Pratibha organized by Ganpat University.

- Won 1st Position in Prarambh, National Level Competition.

Participated in Karnavati Cup organized by Karnavati University, Ahmedabad

- Won 3rd Position/ 2nd Runners in Football tournament National Level Tournament.

Participated in Pratibha organized by Ganpat University.

- Won 3rd Position/ 2nd Runners at Pratibha 2020, National Level SIP competition

Participated in Sahityakosh Samman 21 organized by Author Recognition.

- Won 1st Position in Sahityakosh, National Level Competition.

Participated in Adwitiya an International Virtual Fest 2021 organized by Atmiya University Faculty of Business and Commerce

- Won 3rd Prize in Biz Quiz, National Level Competition.

Participated in Speaking Mastery Program organized by I.M. Possible Training Solutions

- Won 2nd Position/1st Runners up in State Level Competition.

Participated in Litfest 2020 organized by Literary Icon.

- Won 1st Position in Inspiring Author for 2021, National Level Competition.

Participated in Image 2020 organized by Faculty of business administration (GLSBBA).

- Won 2nd Position/1st Runners up in financially forward event, National Level Competition.

Participated in Ahmedabad Tennis Foundation organized by Ahmedabad Tennis Foundation.

- Won 2nd Position/1st Runners up in Tennis, National Level Competition.

Participated in Train the Trainer organized by I.M. Possible Training Solutions.

- Won 1st Position, International Level Competition.

Participated in Police commemoration Day Event organized by Vadodara city Police.

- Won 1st Position, State Level Competition.

Participated in EBSB CAMP organized by NCC CAMP.

- Won 3rd Position/ 2nd Runners up in Debate, National level Competition.

## About MBA Programme

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 facilitates students to opt the subject in the specialization of their choice. The MBA programme at the institutes is a swift paced and a vibrant blend of educational rigor and corporate relations. A careful concentration is given to academic fineness through stringent eminence check in the form of quizzes, assignments, projects and internal examinations ensure that students are resonance in their conceptual knowledge.

Moreover, incessant learning and assessment supported by tie-up with business houses for live projects, corporate guest lecture series in every course area, global immersion and exposure to virtual managerial orientation moulds their talent finest suited for corporate career challenges to be entrusted to the participants. The MBA programme at our Institute helps the student to augment his knowledge to face challenges in today's shifting business environment. During the course of the two-year programme the institute also builds personal efficiency and leadership skills that prove priceless throughout students' professional lives.

## Programme Objectives

- 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.





# Curriculum Canvas

## Semester – I

- Critical Thinking & Corporate Communication
- Econometrics & Economics for Managers
- Management Accounting
- Organizational Behavior
- Principles of Management
- Quantitative Techniques-I
- Research Methodology
- Computer Applications in Management

## Semester – II

- Business & Technology
- Advanced Research Methods
- Financial Management
- Human Resource Management
- Marketing Management
- Production & Operations Management
- Quantitative Techniques-II
- Managing Start-ups

## Semester – III

### Core Subjects :

- Summer Internship Project
- Business Analytics
- International Business
- Elective-I
- Elective-II
- Elective-III
- Elective-IV
- Concentration Area Subject-I
- Concentration Area Subject-II

## Semester – IV

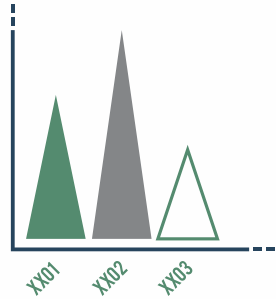
- Comprehensive Project
- Strategic Management
- Business Law
- Elective-I
- Elective-II
- Elective-III

The programme configuration uses the most contemporary teaching techniques includes interactive classroom setting, predicament solving, and decision making techniques in management education. Students are optimized to develop systematic, problem-solving, decision-making and communication skills to make certain that they furnish to the ever-changing needs of the corporate world. The gamut of Extensive exercising of audio-visual assistance and computer supported learning methods encourage creativity, inquisitiveness and inter-personal growth.





# FINANCE



# Finance



## Gajendra Choudary (22)

**BE** (Mechanical)

**Summer Project** : A study on consumer behaviour towards Organic Products

7778865011, 8005630723

gajendrachoudhary.mba20@gmail.com

## Keyur Barot (23)

**BE** (Mechanical)

**Summer Project** : A study on financial planning for Salaried employee in Ahmedabad and Strategies for tax savings at Aim India Pvt. Ltd.

7984450850, 9925126863

keyurbarot.mba20@gmail.com

**Work Experience** : Worked as Production engineer in Apurva Vinimay Pvt Ltd for 32 months



## Nikunj Soni (22)

**BCA**

**Summer Project** : Cost structure analysis, allocation of cost and price mechanism of crude Oil and Natural Gas at ONGC

9898596295, 9428519009

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## Aakanksha Jain (21)

**B.Com**

**Summer Project :** A study on a wareness and preference of Mutual Funds among investors in Ahmedabad at AIM India Pvt. Ltd.  
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## Aman Kureshi (21)

**B.Com**

**Summer Project :** A study on preferences and perceptions of customers investment towards Life Insurance policy at Shriram Life Insurance company  
9512137575, 9879858828  
amankureshi676@gmail.com

## Anirudhsinhji Vaghela (23)

**B.Com**

**Professional Certification :** Tally  
**Summer Project :** Study on analysis of perception and attitude of investors growth Scheme at Aditya Birla Sun Life  
9408291119, 9824922616  
anirudhsinhjivaghela.mba20@gmail.com



# Finance



## Anuj Shah (22)

**B.Com**

**Summer Project :** To study on Investment pattern in mutual funds in Ahmedabad urban region at Aditya Birla Capital  
9558284077, 9375015500  
anujshah103@gmail.com  
Work Experience : Worked as Accountant in Techno Scale Industries for 32 months

## Arpita Suthar (21)

**B.Com**

**Summer Project :** A study report on relationship between risk and return of selected mutual funds in India at NJ India Invest Ltd.  
7434034851, 9426363242  
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## Arun Kalwani (21)

**B.Com**

**Summer Project :** A comparative study between Mutual funds with other Investment at Aditya Birla Sun Life Mutual Fund  
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## Athuna Thiya (22)

**B.Com**

**Summer Project :** Attitude of investors towards sectoral and equity diversified schemes offered by AMCs in line with Aditya Birla Sun life AMC  
8347300750, 9586580850  
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## Bhupinderkaur Ghotrha (22)

**B.Com**

**Summer Project :** A study on preferences of Customer towards Mobile Banking services  
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## Avish Andhariya (22)

**B.Com**

**Summer Project :** A survey on the preference of Salaried class on various Investment Options available at Shriram life insurance  
8866224020, 8866224020  
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# Finance



## Chaitany Raval (21)

**B.Com**

**Summer Project :** A comparative analysis of selected Equity and Hybrid Mutual Funds scheme in India at Jinen Fincap Pvt Ltd  
9726714807, 9825793067  
rchaitany33@gmail.com



## Darshini Barot (24)

**B.Com**

**Summer Project :** A perception of Investor towards Mutual fund with special referece to Equity linked saving schemes (ELSS) at Aditya Birla Capital  
9327064505, 7990992240  
darshinibarot.mba20@gmail.com  
**Work Experience :** PGP in Banking, Insurance & Financial Management, PGP in Export Management & International Business

## Burjary Shah (21)

**B.Com**

**Summer Project :** A Study on Analysis of Factors Affecting Debt Mutual Funds in India at Aditya Birla Capital  
9773117486, 9925100595  
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## Dax Gandhi (22)

**B.Com**

**Summer Project :** Performance evaluation of selected equity mutual funds in India at N J India Investment  
9409362207, 9033298778  
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## Devang Kanabar (21)

**B.Com**

**Summer Project :** A Study On Determinants that affects the millennial investing in Mutual Fund in context to Ahmedabad city at Aditya Birla Sun Life Mutual Fund  
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devangkanabar.mba20@gmail.com



## Dev Shah (21)

**B.Com**

**Summer Project :** A different ways of Investment in Mutual Fund at Aditya Birla Sun Life Mutual Fund Ltd  
9016712291, 9724446808  
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# Finance



## Henal Mehta (22)

**B.Com**

**Summer Project** : A Research study on the buying behavior of Health Supplements among the Consumers of Ahmedabad at Kantar IMRB  
7096487601, 9327059872  
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## Henil Soni (21)

**B.Com**

**Professional Certification** : CFP (Pursuing)  
**Summer Project** : A study on Financial Goal Planning of an Individual through Mutual Fund at Aditya Birla Sun Life Mutual Fund  
7698476483, 9099825800  
sonihenil26@gmail.com



## Hitesh Sharma (22)

**B.Com**

**Summer Project** : Mutual funds awareness and preference of Investors in Ahmedabad city at AIM India pvt ltd  
9898402149, 9624693938  
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## Jahanvi Patel (21)

**B.Com**

**Summer Project :** A study on performance evaluation of different debt mutual fund schemes of Aditya Birla Capital  
8128006262, 9825930051  
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## Jayesh Rathod (23)

**B.Com**

**Summer Project :** To Study Investor Behavior towards Mutual Fund in Ahmedabad with special reference Aditya Birla Sun Life Mutual Fund  
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jayeshrathod.mba20@gmail.com

**Work Experience :** Worked as Sales Executive in R V Communication for 15 months; Worked as Guest Relation Executive for 27 months



## Jaimin Shah (26)

**B.Com**

**Summer Project :** Impact of COVID-19 on Stock Market at Monarch Netwworth Capital  
8128899737, 9825406447  
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# Finance



**Dhruvi Joshi (21)**

**B.Com**

**Summer Project :** Cloud kitchen at  
Namaste foodiee

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**Divy Modi (22)**

**B.Com**

**Summer Project :**

9328365999, 9924918399

divymodi.mba20@gmail.com

**Devansh Bhavsar (22)**

**B.Com**

**Summer Project :** Study on recruitment  
and selection at Acme International Ltd  
7383809886, 0

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## Ezhava Abhirami C. (22)

**B.Com**

**Summer Project :** Relevance of Green banking in Current Scenario  
9898931857, 9898753990  
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## Harsh Chavda (21)

**B.Com**

**Summer Project :** Performance evaluation of selected Equity Mutual Funds in India at N J India Investment  
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## Heena Hasrajani (21)

**B.Com**

**Summer Project :** A study on impact of COVID-19 on Household Financial Planning at Karma Foundation  
9099499588, 9537375553  
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# Finance



## Jaynil Shah (21)

**B.Com**

**Summer Project :** Buying behaviour of consumers towards Life Insurance  
9662905814, 7383686754  
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## Jyoti Motwani (22)

**B.Com**

**Summer Project :** A study on factors affecting Preference of Investors between Direct Equity and Mutual Funds at Aditya Birla Sun Life AMC Ltd.  
9925421612, 9428350861ri  
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## Kalpana Rai (24)

**B.Com**

**Summer Project :** Comparative study of traditional and ULIP products at AIM India Ltd  
9426206642, 9426953990  
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## Kanchan Tekwani (21)

**B.Com**

**Summer Project :** A study on factors affecting preference of investors between direct equity and mutu funds at Aditya Birla Sun Life Mutual Fund 9630609268, 7600675366 kanchantekwani77@gmail.com



## Khushi Sanghvi (21)

**B.Com**

**Summer Project :** A study on awareness and buying behaviour of health supplements at Kantar IMRB 9427123927, 9429462753 Khushisanghvi12944@gmail.com



## Khushbu Jain (22)

**B.Com**

**Summer Project :** A study on factors affecting Consumer Preference towards investing in Life Insurance Policy at Aditya Birla Sun Life Mutual Fund 9429382409, 7284847187 khushbujain03.mba20@gmail.com



# Finance



## Kinjal Solanki (21)

**B.Com**

**Summer Project :** A study on investment patterns in Mutual Fund of Ahemdabad urban regions at Aditya Birla Sun Life Mutual Fund  
9725087921, 8140639119  
kinjals509@gmail.com  
Work Experience : Worked as Sales associate in Swipecard247 for 7 months

## Kinjal Pandya (23)

**B.Com**

**Summer Project :** Role of Consultants in environmental issues & liasioning  
7990845387, 9426362158  
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## Kishita Bansal (21)

**B.Com**

**Summer Project :**  
8866091960, 7297930224  
kishita.bansal00@gmail.com



## Kruti Jhala (21)

**B.Com**

**Summer Project :** A study on impact of Covid-19 on selected Stock Market Indices

9427642017, 9825537517

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## Maitri Pandya (23)

**B.Com**

**Summer Project :** Investors approach towards Systematic Investment Plan at Aditya Birla Sun Life Mutual Fund

9727444355, 9427588299

maitripandya.mba20@gmail.com



## Kuldeep Bapodara (22)

**B.Com**

**Summer Project :** A study on Effectiveness of Logistics service in GIDC Ahmedabad

9723137308, 7069925444

kuldeepbapodara.mba20@gmail.com



# Finance



## Margi Somani (22)

**B.Com**

**Summer Project :** Examination of Investment strategies of various Investors in Mutual Fund at NJ India Pvt. Ltd.  
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MARGISOMANI.MBA20@GMAIL.COM



## Moinuddin Shaikh (23)

**B.Com**

**Summer Project :** The Overview of Real Estate Industry in Ahmedabad at The Bliss Group  
9825439866, 9924009666  
moinshaikh.mba20@gmail.com  
**Work Experience :** Worked as Executive manager in C4E Tech Pvt. Ltd. for 14 months

## Mansi Patel (24)

**B.Com**

**Summer Project :** A survey on the preference of Salaried class on various Investment Options available at Shriram life insurance  
8160220780, 9725816415  
mansipatel.mba20@gmail.com  
**Work Experience :** Worked as an Operations executive in HDFC bank for 36 months



## Monisha Shah (22)

**B.Com**

**Summer Project :** Comparative Analysis on performance of Equity and Debt Mutual Funds of Aditya Birla Sun Life Mutual Fund  
9033860256, 9426329715  
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## Navnit Thakur (21)

**B.Com**

**Summer Project :** A study on Financial Goal Planning of an Individual through Mutual Fund at Aditya Birla Sun Life Mutual Fund  
9033903888, 9033903222



## Naresh Motwani (21)

**B.Com**

**Summer Project :** A Study on Awareness and Preference of Investor toward Nippon India Flexi Cap Fund  
9499554911, 9054358824  
nareshmotwani.mba20@gmail.com



# Finance



## Neha Thacker (23)

**B.Com**

**Professional Certification :** CA (CPT)

Summer Project : A study on Systematic Investment Planning with special reference to Mutual Fund at UTI Mutual Fund

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thackerneha111@gmail.com

## Nishi Shah (23)

**B.Com**

**Professional Certification :** PGDCA

Summer Project : A study on impact of Economic factors on the performance on the Mutual Funds in India at Aditya Birla Sun Life AMC

8866448990, 9824630481

nishishah.mba20@gmail.com

**Work Experience :** Worked as an Assistant Accountant in R G Manek & Associates for 6 months.



## Palak Samariya (22)

**B.Com**

**Professional Certification :** CA (CPT)

Summer Project : A study on financial planning and Investment Behaviour of Women in Ahmedabad at Revital GST & Management Services Pvt. Ltd

7096494389, 9426759360

palaksamariya.mba20@gmail.com



## Palak Barot (21)

**B.Com**

**Summer Project :** A study on attitude and adoption of Fintech in Ahmedabad  
8780342900, 7201991865  
palakbarot174@gmail.com

**Work Experience :** Worked as Sales Associate in Ramesh Pharmaceuticals for 6 months



## Pankaj Sharma (22)

**B.Com**

**Summer Project :** Financial Performance Analysis of Gujarat Ambuja Export Ltd.  
9925017060, 9376903369  
sharmapankaj.mba20@gmail.com



## Pallav Solanki (22)

**B.Com**

**Summer Project :** Financial performance of selected Indian Textile companies in India  
8320128540, 9898837880  
pallavsolanki.mba20@gmail.com  
**Work Experience :** Worked as an accountant in Gupta Texfab for 36 months

# Finance



**Pankti Vaidya (22)**

**B.Com**

**Summer Project :**

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**Parth Panchal (22)**

**B.Com**

**Summer Project :** Different ways of

Investment in Mutual Fund at

Aditya Birla Sun Life Mutual Fund

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**Parth Shah (21)**

**B.Com**

**Summer Project :** A study on preference

of investors in online trading at

Aditya Birla Sun Life Mutual Fund

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## Poonam Rami (21)

**B.Com**

**Summer Project :** A study on Attitude and Adoption of Fintech in Ahmedabad  
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## Priti Pandya (22)

**B.Com**

**Summer Project :** A comparative analysis of selected Equity and Hybrid Mutual Funds scheme in India at Jinen Fincap Pvt Ltd  
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**Work Experience :** Worked as Online terminal operator and back office administrative at Monarch Network Capital



## Nidhi Panchal (22)

**BBA**

**Summer Project :** An Impact of Dividend Announcement on Stock Prices – An Analysis of Selected Companies Listed in Nifty 100  
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## Sagar Singh Rajput (23)

**B.Com**

**Summer Project :** A Study of Financial Planning and investment of Individual investor at Aditya Birla sun life AMC  
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## Shahrukh Shaikh (21)

**B.Com**

**Summer Project :**  
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**B.Com**

**Summer Project :** A study on preferences of Customers towards Mobile Banking Services  
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# Finance



## Rutwa Kapadiya (21)

**B.Com**

**Summer Project :** A Study on Awareness and preference of investors towards NFO Nippon India Flexi Cap Fund.  
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## Sachi Shah (22)

**B.Com**

**Summer Project :** A study on consumers buying behavior towards Life Insurance Policies at Shriram life insurance  
9428130961, 9328151002  
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## Riya Shah (21)

**B.Com**

**Summer Project :** A study on Impact of COVID-19 on Household Financial Planning  
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# Finance



**Priya Bhagat (21)**

**B.Com**

**Summer Project :** A study on Analysis of factors affecting Debt Mutual Funds in India at Aditya Birla Capital  
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**Radhe Shah (22)**

**B.Com**

**Summer Project :** Impact of covid-19 pandemic on Life Insurance sector in India at Shriram Life Insurance company Limited  
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**Radhika Ruparelia (21)**

**B.Com**

**Summer Project :** Risk & Return Analysis on Equity Mutual Fund at Aditya Birla Sun Life Mutual Fund  
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## Rashmi Chauhan (22)

**B.Com**

**Summer Project :** A study of customer perception awareness on Insurance at Reliance Nippon Life Insurance Ltd.  
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## Riya Shah (22)

**B.Com**

**Summer Project :** A comparative study on performance of Equity and Debt Mutual Fund of Aditya Birla Sun Life Mutual Fund  
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## Riya Gupta (22)

**B.Com**

**Summer Project :** Study on Consumer awareness level towards Online Gaming  
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# Finance



## Shikha Sanghavi (21)

**B.Com**

**Summer Project** : A study on Risk and Return analysis on Equity Mutual fund at Aditya Birla Sun Life Mutual Fund Ltd  
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**Work Experience** : Worked as Tutor in Vishal Classes for 9 months.



## Shimoni Kothari (22)

**B.Com**

**Summer Project** : A Financial analysis on Production and Prospects of export of Peanut Butter at Bonville foods Pvt Ltd  
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**Work Experience** : Worked as Junior Executive in CK Travels for 26 months

## Shaili Trivedi (23)

**B.Com**

**Summer Project** : A study on preferences and perceptions of customers investment towards Life Insurance policy at Shriram Life Insurance company  
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## Shreeja Sheth (22)

**B.Com**

**Summer Project :** Investors' Approach Towards Systematic Investment Plan at Aditya Birla Sun Life Mutual Fund  
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## Shreyansh Sankhala (22)

**B.Com**

**Summer Project :** Performance analysis of Mutual Fund at Aditya Birla capital  
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## Shreya Warier (21)

**B.Com**

**Summer Project :** Relevance of Green Banking in current scenario  
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# Finance



## Srushti Mehta (22)

**B.Com**

**Summer Project :** A comparative study of performance of selected Equity and Debt funds of selected companies

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## Swapnil Barot (21)

**B.Com**

**Professional Certification :** CA (Pursuing)

**Summer Project :** A Study on Investors perception towards investment in Gandhinagar society at Barot Jayesh & Associate

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## Simran Metai (21)

**B.Com**

**Summer Project :** A study on customers awareness, preference and satisfaction towards various types of insurance at Reliance Nippon Lufe Insurance

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## Tanvi Oza (21)

**B.Com**

**Summer Project :** A study on relationship between Risk and Return of selected Mutual Fund in India at N.J.India Invest pvt. Ltd.  
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## Tirth Shah (22)

**B.Com**

**Summer Project :** To study Investor Behavior towards Mutual Fund in Ahmedabad City with special reference to ABSL-AMC at Aditya Birla Sun Life Mutual Fund  
9099973930, 9879957967  
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**Work Experience :** Worked as Office Assistant & Accountant in Arihant Trading Corporation for 36 months



## Tapan Jain (22)

**B.Com**

**Professional Certification :** CA (CPT)  
**Summer Project :** A study on customer preference towards Investment in Life Insurance at Aim India Private Ltd  
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# Finance



**Tithi Trivedi (22)**

**B.Com**

**Summer Project :**

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**Vandan Mehta (22)**

**B.Com**

**Summer Project :** A study on consumer satisfaction towards Online Gaming

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**Vatsal Shah (21)**

**B.Com**

**Summer Project :** Attitude of Investors towards Sectoral and Equity Diversified Schemes offered by AMCs in line with Aditya Birla Sun Life AMC

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## Vijay Mundhva (23)

**B.Com**

**Summer Project :** A Study on Recruitment and Selection Process at Chawla Publications

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**Work Experience :** Worked as Process Executive in Brain Teclabs for 6 months



## Aangi Shah (21)

**BBA**

**Summer Project :** A study on Factors influencing Retail Investors investing decisions in Mutual Funds in context to Ahmedabad City at Aditya Birla Sunlife Mutual Fund

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## Vishwa Shah (21)

**B.Com**

**Summer Project :** A study on consumers preference towards usage of digital services for insurance in Ahmedabad city at Shriram Life insurance company

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# Finance



## Bhavya Javia (22)

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**Summer Project :** A study on consumers buying behaviour towards Mutual Fund at Aditya Birla Sun Life Mutual Fund  
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## Bhumika Chovatiya (21)

**BBA**

**Summer Project :** A study on Investors' Financial Planning in the context of Mutual Fund at Aditya Birla Sun Life AMC Ltd.  
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## Arti Hirani (22)

**BBA**

**Summer Project :** A consumer satisfaction towards Balaji Wafers  
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## Binal Padhra (22)

**BBA**

**Summer Project :** A Study On Financial Performance Analysis of BICCB at Bhuj Mercantile Co operative Bank Ltd.  
7016874453, 9825234338  
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## Chirag Chudasama (22)

**BBA**

**Summer Project :** A Study of Procedure, Role and Support System of EXIM Bank of India in Assisting Export Financing in India at Bonville Foods Pvt. Ltd  
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## Dhara Zala (22)

**BBA**

**Summer Project :** A study on awareness about mutual fund in Ahmedabad city at Kotak Mutual Fund  
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**Work Experience :** Worked as Front office executive in Daikin Air Conditioning Pvt Ltd for 6 months



# Finance



## Aarti Thacker (23)

**BBA**

**Summer Project :** A study on perception awareness on insurance at Reliance Nippon Life Insurance Company  
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## Aayushi Shah (22)

**BBA**

**Summer Project :** A study on Retail Investors' awareness & preference for investment in BFSI Sector at Aim India Pvt. Ltd.  
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## Abhi Shah (22)

**BBA**

**Summer Project :** A Study on Comparative Analysis of Selected Mutual Fund Schemes at Aditya Birla Sun Life AMC Ltd.  
9558393646, 9825560043  
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## Aksha Vindhani (22)

**BBA**

**Summer Project :** A Study on Consumer Behavioural factors affecting while Purchasing Residential Property at Financial Service Consultant

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**Work Experience :** Financial Service Consultant in ICICI Prudential Life Insurance Company for 6 months



## Akshar Prajapati (22)

**BBA**

**Summer Project :** A study on financial planning of investors special focus on Insurance at Reliance Nippon Life Insurance

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## Aman Shah (21)

**BBA**

**Professional Certification :** CFP (Pursuing)

**Summer Project :** A Comparative Study of Traditional Life Insurance And ULIP at Aim India Ltd

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# Finance



**Dhruvika Somaiya (22)**

**BBA**

**Summer Project** : A study on Working Capital Management of GHCL Limited  
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**Harsh Kariya (23)**

**BBA**

**Summer Project** : Study research on health supplements at Kantar (IMRB)  
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**Harsh Kotecha (23)**

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**Summer Project** : A study on Health Supplements at at Kantar (IMRB)  
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## Hemangi Tanna (22)

**BBA**

**Summer Project :** A study on preferences and perceptions of customers Investment towards Life Insurance policy at Shriram Life Insurance company  
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## Jay Shah (21)

**BBA**

**Summer Project :** Short run & long run performance of IPO  
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## Jainil Dhrangdhariya (21)

**BBA**

**Summer Project :** A study of buying behaviour of customer while purchasing Life Insurance at Shriram Life Insurance  
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# Finance



## Jaydeep Purohit (22)

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**Summer Project :** A study on scope of NGO's at Karma foundation  
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## Khushi Dave (21)

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**Summer Project :** A study on Impact of Economic Factors on the Performance of Mutual Funds in India at Aditya Birla Sun Life AMC  
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## Komal Solanki (21)

**BBA**

**Summer Project :** A study on Performance Evaluation of different Mutual Fund Aditya Birla Sun Life AMC Ltd.  
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# Finance



## Pooja Patadiya (21)

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**Summer Project :** A study on Investors' Financial Planning in the context of Mutual Fund at Aditya Birla Sun Life AMC Ltd.

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## Prachi Bhavsar (21)

**BBA**

**Summer Project :** A study on consumer's preference towards usage of Digital services for Insurance in Ahmedabad city at Shriram Life Insurance Company

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## Palak Solanki (21)

**BBA**

**Summer Project :** Perception of investors towards mutual fund with special reference to ELSS at Aditya Birla Sun Life Mutual Fund

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## Manil Doshi (22)

**BBA**

**Summer Project :** A Consumer  
Consciousness toward Life  
Insurance Sector  
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## Miti Sheth (21)

**BBA**

**Summer Project :** Solid waste  
management:A case study of Indore vis  
a vis A comparison with status in  
Ahmedabad  
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## Mansi Thakur (22)

**BBA**

**Summer Project :** The impact of Covid-19  
on Customer's Online Banking  
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## Priyanshi Patalia (21)

**BBA**

**Summer Project :** A study on factors affecting consumer's preference towards Investing in Life Insurance policies at Aditya Birla Sun Life Mutual Fund  
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## Sakina Sham (21)

**BBA**

**Summer Project :** A study on buying behavior of customer while purchasing Life Insurance Policy at Shriram Life Insurance  
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## Riya Parekh (22)

**BBA**

**Summer Project :** Comparative analysis of Co-operative Bank in terms of Service Quality at Shree Mahuva Nagarik Sahakari Bank Ltd.  
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# Finance



## Shrey Parikh (27)

**BBA**

**Professional Certification :** CFP (Pursuing)

**Summer Project :** To study attitude of common investors towards various Financial Instruments

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## Simoli Shah (21)

**BBA**

**Summer Project :** A study preference of Investors in online trading at Aditya

Birla Sun Life Mutual Fund

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## Shabana Panja (22)

**BBA**

**Summer Project :** A study of Procedure, Role and Support System of Exim Bank of India in assisting Export Financing in India at Bonville Foods Pvt. Ltd.

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## Smit Lalwani (21)

**BBA**

**Summer Project :** Study on awareness of Dehydrated Vegetables Spices and Herbs at Lalsai Dehy Foods  
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## Hinal Soni (22)

**B.Com**

**Summer Project :** A study on Financial Performance of SBI  
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## Umang Chauhan (24)

**BBA**

**Summer Project :** A study on investors attitude towards Systematic Investment Plan in Mutual Fund at N J India Pvt. Ltd  
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# Finance



## Raj Parmar (23)

**BE** (Mechanical)

**Summer Project** : Understanding of export procedure and documentantation in automotive industry at Hanon Systems  
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**Work Experience** : Worked as Junior Manager in Drashti construction for 15 Months

## Ronak Thakkar (22)

**BE** (Mechanical)

**Summer Project** : A study on analysing the challenges faced by Indian exporters at Bonville Foods Private limited  
9737706144, 9228424444  
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## Aditya Hedao (23)

**BE** (Mechanical)

**Summer Project** : Study on consumer awareness towards Online gaming at Captain X Pvt. Ltd.  
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## Karthik Iyer (24)

**BE** (Mechanical)

**Summer Project** : A study about reduction in Electricity Duty for MSME's at Vision Capital  
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## Mazhar Khan (25)

**BE** (Electrical)

**Summer Project** : Consumer Behavior towards Electric Vehicle in Gujarat  
7048726008, 7802054976  
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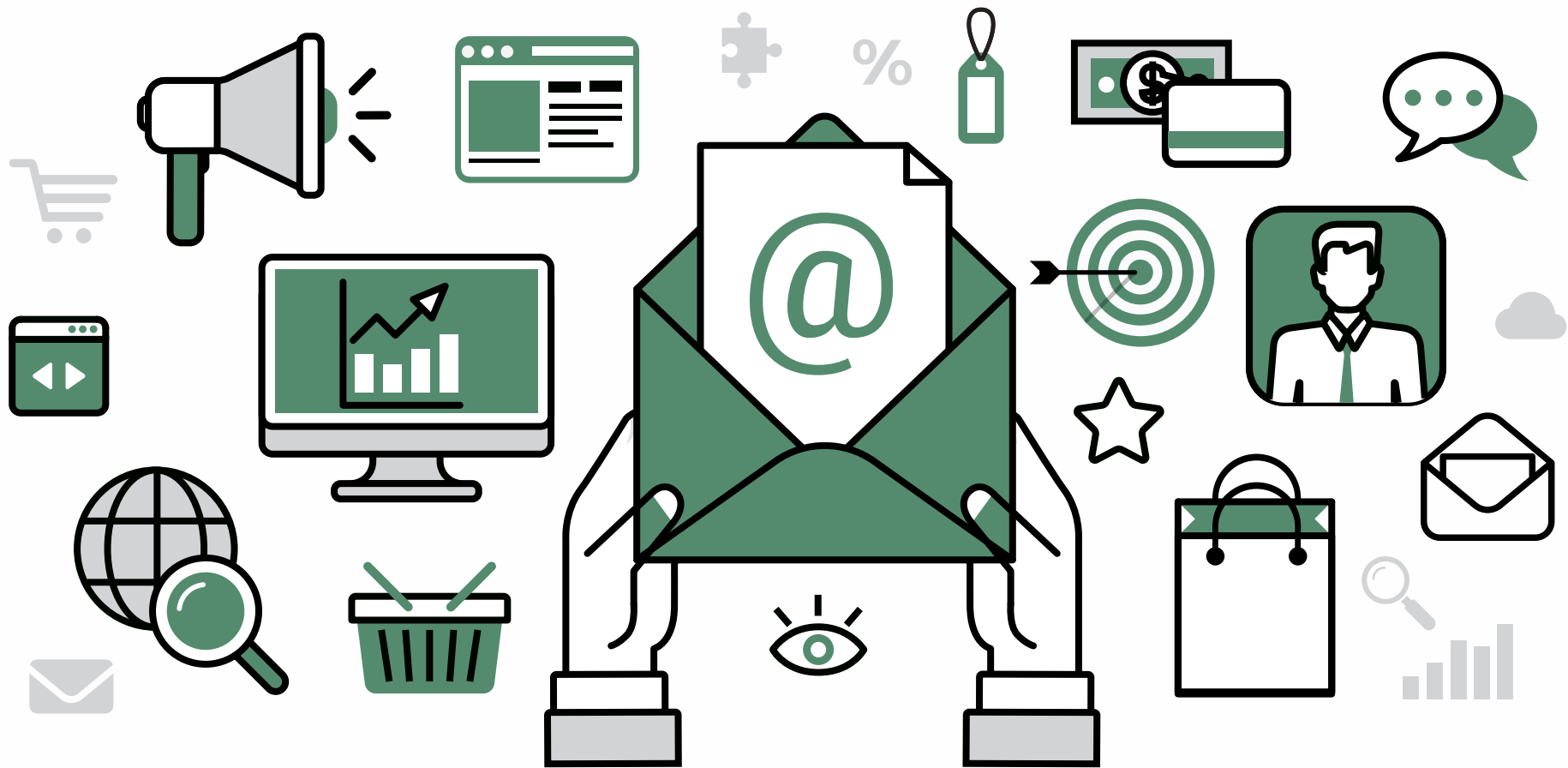


## Akhil Vekariya (24)

**BE** (Chemical)

**Summer Project** : Understanding and Analysing the demand of Hydrazin Hydrate in India at Prakash chemical agencies Pvt Ltd  
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**Work Experience** : Worked as Marketing Executive in Prakash chemical agencies Pvt Ltd for 15 months.





# Marketing



## Karan Shah (23)

**BE** (Electrical)

**Summer Project** : A study on Consumer Behaviour of Fantasy Sports in India at CAPX Creative Contest Pvt. Ltd.

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## Khyati Maheshwari (22)

**BE** (Civil)

**Summer Project** : Effect of E- Reading Material: A Student Preference

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## Nemi Shah (22)

**BE** (Metallurgy)

**Summer Project** : A study on Online based Skill development program for generation Z at Lericon Informatics Pvt Ltd

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## Shikha Rajput (23)

**BE** (IT)

**Summer Project** : Dealer's preference towards decorative laminates at Levin Décor  
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## Raj Mevada (25)

**BE** (Automobile)

**Summer Project** : Impact of Digital marketing on consumer Behaviour.  
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**Work Experience** : Worked as Sales Advisor in Tata Active Automobiles for 7 months; Worked as Design Engineer in Delta Associate Engineering Consultants for 10 months



## Monarch Patel (25)

**BE** (Electronics & Communication)

**Summer Project** : A study on survival of Study Abroad industry during Pandemic at Careerline Education Foundation  
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**Work Experience** : Worked as Counsellor & Consultant in Careerline Education Foundation for 18 months; Worked as part time Counsellor & Consultant in Careerline Education Foundation for 12 months



# Marketing



**Akshay Vaghela (22)**

**BCA**

**Summer Project :** A study on customer satisfaction at Dev Priya Hotel Private Limited  
9033987587, 9825304960  
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**Vishwas Naik (21)**

**BCA**

**Summer Project :** Youth preference and awareness toward Investment in Mutual Fund at Aditya Birla Capital  
9429852255, 9427425656  
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**Abhi Sangani (21)**

**B.Com**

**Summer Project :** A study on perception of consumers while buying a property from Online Real Estate platform at Tornado Software Pvt. Ltd  
9033143117, 9033477654  
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## Antriksh Sisodiya (21)

**B.Com**

**Summer Project :** A study on customer satisfaction towards Outlook magazine  
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## Bhavya Patel (22)

**B.Com**

**Summer Project :** A study on sources and challenges for finance by MSME in India at Vision capital  
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## Bhavdeep Lalakiya (22)

**B.Com**

**Summer Project :** Consumer behavior towards home loans and competitor mapping of home loan companies at Mahindra Rural Housing Finance Ltd  
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**Work Experience :** Worked as Plant Supervisor in Sradha Trailer for 12 months



# Marketing



## Darshil Bhatt (21)

### B.Com

**Summer Project** : A survey on the listenership pattern of Music among population with special preference to Ahmedabad region at Radio one 95 FM (fever FM)  
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**Work Experience** : Worked as Back Office Administrative at Subh Aarogyam Pvt Ltd for 12 months; Worked as Back Office Administrative at Aarnav Poly Chem for 12 months



## Deep Mase (21)

### B.Com

**Summer Project** : A study on Customer Service Quality with reference to Junagadh Commercial Co-operative bank  
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## Chetankumar Prajapati (22)

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**Summer Project** : A comparative analysis Mint vs. The Economic Times  
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## Devanshi Parmar (23)

**B.Com**

**Summer Project :** Consumer satisfaction towards online gaming  
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## Dhruvi Gupta (22)

**B.Com**

**Summer Project :** Consumer behavior towards electric vehicle  
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**Work Experience :** Worked as a back office administrative in Parth Enterprise for 11 months

## Dhruv Vyas (21)

**B.Com**

**Summer Project :** A study on investor behavior towards Mutual Fund before and during the Covid-19 Pandemic at Aditya Birla Sun Life mutual fund  
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**Work Experience :** Worked as Receptionist at Green Cross Pathology for 7 months



# Marketing



## Harsh Parekh (23)

**B.Com**

**Summer Project** : A study on effectiveness of Logistics service in GIDC, Ahmedabad

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**Work Experience** : Worked as Sales Manager in All India Medical & General stores for 60 months



## Hemani Solanki (22)

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**Summer Project** : A study on export procedure and documentation in Astral Limited

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**B.Com**

**Summer Project** : A study of digital marketing on customer's choice in real estate business with reference to

Ahmadabad city at The Bliss realty

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## Het Shah (22)

**B.Com**

**Summer Project :** A study on investment pattern and preferences of investors at Aim India Pvt. Ltd.

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**Work Experience :** Worked as Manager in Het Buildcare for 12 months



## Karan Shah (23)

**B.Com**

**Professional Certification :** Tally ERP 9

**Summer Project :** A study on analysing challenges faced by Indian exporters at Bonville foods pvt ltd

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**Work Experience :** Worked as Jr Account Executive in Ajeet Seeds Pvt Ltd for 8 months



## Kabir Puri (22)

**B.Com**

**Summer Project :** A study on brand image in Textile Industry with reference to Rinku Synthetics

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**Work Experience :** Worked as Sales Consultant in Rinku Synthetics for 36 months



## Mansi Desai (22)

**B.Com**

**Summer Project :** A study analysis on customer satisfaction at Shree JD Marketing Exim Pvt Ltd  
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## Mona Varandani (22)

**B.Com**

**Summer Project :** A study on consumer behavior towards Life Insurance Sector at Reliance Nippon Life Insurance  
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## Mayank Agrawal (21)

**B.Com**

**Summer Project :** A project report on Investors Behavior towards Mutual Fund before and during the Covid-19 at Aditya Birla Sunlife Mutual Fund  
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# Marketing



## Krina Shah (22)

**B.Com**

**Summer Project :** Customer satisfaction on disposable products at Shree JD Marketing  
9879390500, 9427602555  
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## Krupesh Mistry (22)

**B.Com**

**Summer Project :** A study on effect of hallmark and diamond certification on consumer behavior for diamond jewelry in ahmedabad at Jigna Creations  
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krupeshmistry.mba20@gmail.com  
**Work Experience :** Worked as Accountant in Jigna creation for 9 months

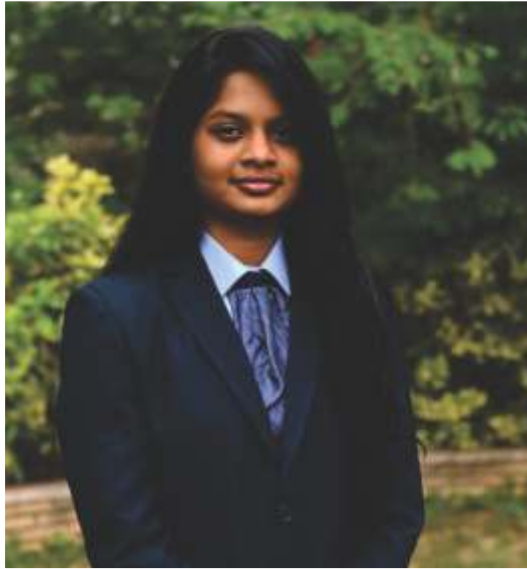


## Manpreet Bhatia (22)

**B.Com**

**Summer Project :** A survey on the listenership pattern of music among population with special preference to Ahmedabad region at Radio One  
8511511694, 7226889426  
manpreetbhatia.mba20@gmail.com

# Marketing



## Shreya Singhi (22)

**B.Com**

**Professional Certification** : Diploma in graphic designing  
**Summer Project** : A broad overview of export policy promotion and documentation at Bonville foods Pvt Ltd  
9429156197, 9429932105  
shreyasinghi0729@gmail.com

## Suhani Bhatt (22)

**B.Com**

**Summer Project** : Understanding the preference of consumers for buying tickets online through social media marketing from Allevents.in  
9429064294, 9426573504  
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## Swati Varsani (22)

**B.Com**

**Summer Project** : Role of Radio Advertising prior and during Covid19 Pandemic at Radio One FM 95  
9537638690, 9712679534  
swativarsani.mba20@gmail.com

## Vaishali Raj Singh (23)

**B.Com**

**Summer Project :** Awareness of Outlook magazine in Ahmedabad  
8160497241, 8160019588  
vaishalisingh.mba20@gmail.com



## Aanand Chudasama (22)

**BBA**

**Summer Project :** A study on role of consumer's perception and attitude in Car buying behavior with reference to Visual Autolink Pvt. Ltd. Ahmedabad at Maruti Suzuki India Ltd  
9106683736, 9824149953  
aanandchudasama.mba20@gmail.com



## Vasu Hingrajiya (21)

**B.Com**

**Summer Project :** Consumer buying behaviour towards Amul product  
9409226042, 9924462564  
vasuhingrajiya.mba20@gmail.com



# Marketing



## Nishva Gandhi (22)

**B.Com**

**Summer Project :** Short Run & Long Run performance of Initial Public Offerings in different sectors  
6352145705, 9429178502  
nishvagandhi.mba20@gmail. Com



## Parth Parmar (25)

**B.Com**

**Professional Certification :** M.Com  
**Summer Project :** Understanding of export procedure and documentation in automotive industry at Hanon Systems  
9722852104, 9016322867  
parthparmar.mba20@gmail.com

## Nayankumar Vaghela (22)

**B.Com**

**Summer Project :** A study on the effects of digital based materials on Post Graduates reading habit at Chawla publication pvt. lmt  
8780653855, 9265266236  
nayanvaghela041@gmail.com



## Rutvij Kumar Patel (22)

**B.Com**

**Summer Project :** A study on the effect of digital based materials on Post Graduates' reading habit at Chawla Publications Pvt. Ltd  
7285064230, 9714777490  
rutvijpatel.mba20@gmail.com



## Saujanya Moteda (22)

**B.Com**

**Summer Project :** A study on customer satisfaction for Powerbox at Shreenath Smart Technology Pvt. Ltd.  
9427506676, 9429021949  
saujanyamoteda@gmail.com



## Sakshi Supekar (21)

**B.Com**

**Summer Project :** A study on factors affecting individual investor's decision at AIM India Pvt. Ltd.  
9586826125, 9825298607  
sakshisupekar.mba20@gmail.com

# Marketing



## Aniket Rathod (21)

**BBA**

**Summer Project** : A study on perception & satisfaction level among investors investing in Liquid Fund at Aditya Birla Sun Life Mutual Fund  
7984606862, 9099765094  
aniketrathod218@gmail.com  
**Work Experience** : Worked as sales & marketing officer in Samsung Mobile for 7 months



## Anjali Nagori (22)

**BBA**

**Summer Project** : A study on effects of digital marketing on consumer buying behaviour in the city of Ahmedabad  
7226885228, 9328004070  
anjalinagori30@gmail.com  
**Work Experience** : Worked as Human Resource Executive (Part-time) in Hmatic Human Solutions for 6 months, Worked as Content writer (part-time) in NY International for 9 months and Worked as Content Writer in WordsVibe for 8 months

## Abdulkadir Rangwala (23)

**BBA**

**Professional Certification** : Graphic Designing  
**Summer Project** : Artificial Intelligence: The changing face of online marketing at Sahajanand Laser Technology Ltd  
7228817445, 8733880157  
abdulkadirrangwala.mba20@gmail.com  
**Work Experience** : Worked as Sr. Graphic Designer in ACE Packaging for 30 months



## Asfina Sutar (22)

**BBA**

**Summer Project :** Performance analysis of Mutual Fund scheme at Aditya Birla Sun Life Mutual Fund  
8460536500, 9925336500  
asfinasutar.mba20@gmail.com



## Bharat Baghel (23)

**BBA**

**Summer Project :** Effect of Social Media Marketing on students behavior with reference to University choice- A study of selected cities in Gujarat at The Bliss Solution  
8690305109, 8780166464  
bharatbaghel.mba20@gmail.com

## Bhaumik Joshi (21)

**BBA**

**Summer Project :** A comparative study on traditional Marketing vs Digital marketing from a consumers' perspective at Sahajanand laser technology ltd.  
9724932406, 9714516101  
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# Marketing



## Hasti Chudasama (21)

**BBA**

**Summer Project** : A study on Consumer Behavior towards premium Hair Oil brands in India at Zero Gravity Communications

7984643396, 9712906250

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**Work Experience** : Worked as a Business Development Executive in Silvertouch Technologies for 7 months.



## Hitanshu Ghelani (22)

**BBA**

**Professional Certification** : PG Certification in Digital Marketing from MICA\*UpGrad

**Summer Project** : A study on Customer Buying perception towards Amul bread in Ahmedabad

9978811284, 9904103637

hitanshughelani.mba20@gmail.com

**Work Experience** : worked as Digital Marketing Intern in TLJ Digital Marketing LLP for 10 Months

## Drashti Dholakia (22)

**BBA**

**Summer Project** : A survey on factors affecting Franchiser in owning Franchise

9998777655, 9662015215

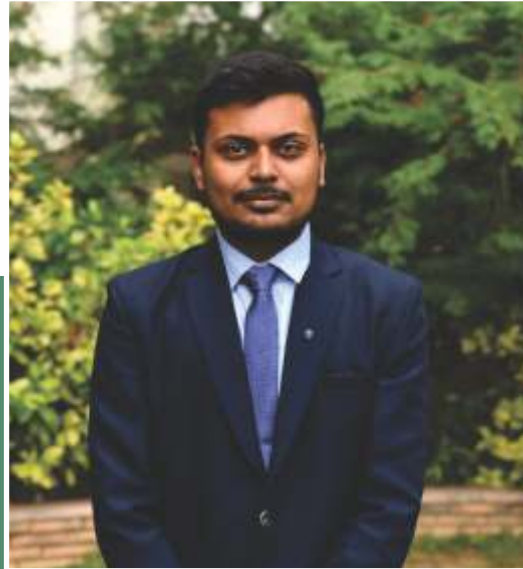
drahstidholakia.mba20@gmail.com



## Jay Bhosle (21)

**BBA**

**Summer Project :** Comparative analysis of Mint vs. The Economic Times  
9662917321, 8140797750  
jaybhosle.mba20@gmail.com



## Jigar Solanki (22)

**BBA**

**Summer Project :** Study on Analysis of Online gaming among the youth in Ahmedabad  
7490880473, 9925085649  
jigar.solanki99250@gmail.com



## Jenil Dave (21)

**BBA**

**Summer Project :** A study on customer satisfaction at Austin Engineering Company Ltd  
9879183088, 8511959709  
jenildave.mba20@gmail.com



# Marketing



**Krupa Panchal (21)**

**BBA**

**Summer Project :** A fundamental analysis of Mutual Funds  
9727478769, 7383692235  
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**Neel Virpariya (21)**

**BBA**

**Summer Project :** A study on determinants that affects Millennial's decision while investing in Mutual Fund at Aditya Birla Sun Life Mutual Fund  
9033882821, 9426804015  
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**Niraj Chauhan (22)**

**BBA**

**Summer Project :** Role of radio advertising prior and during covid-19 pandemic at Next radio limited ( Radio one 95 FM )  
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## Niyati Thakkar (21)

**BBA**

**Summer Project :** The effect of Social media on Travel and Tourism with special reference to instagram at Best Voyage pvt. ltd.  
9714989021, 9727719856  
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## Parth Suyani (22)

**BBA**

**Summer Project :** Supply chain management at Parth  
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suyaniparth.mba20@gmail.com

## Raksha Dave (22)

**BBA**

**Summer Project :** A study on factors affecting individual investor's decision at AIM India Pvt. Ltd.  
8200968288, 9429520236  
rakshadave.mba20@gmail.com



# Marketing



**Riddhi Rami (22)**

**BBA**

**Summer Project** : A study on the effects of Social Media on Travel and Tourism with special reference to Instagram at Best Voyage Pvt. Ltd  
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Riddhirami99@gmail.com

**Ruchil Shekhava (21)**

**BBA**

**Summer Project** : Study on consumer behaviour towards Organic product  
6353106869, 8511388817  
ruchilshekhavamba@gmail.com



**Rushali Kanabar (22)**

**BBA**

**Summer Project** : A study on effects of Digital Marketing on consumer buying behaviour in the city of Ahmedabad  
7575057511, 9409254406  
rushalikanabar99@gmail.com  
**Work Experience** : Worked as Human Resource Executive in Hmatic Human Solution for 6 months



## Shahidhusen Ranavadiya (23)

**BBA**

**Summer Project :** An analytical study on factors affecting to Retailers of Daawat basmati rice in Himatnagar city at Ranawadiya Corporation  
9408008981, 9898190481  
shahidhusen45@gmail.com  
Work Experience : Worked as Genral Manager in Ranawadiya Corporation for 18 months



## Vidhi Shah (21)

**BBA**

**Summer Project :** A study on demographic factor influencing Customer perception for Ahmedabad city at Aditya birla capital  
8320730949, 9825355663  
Vidhi.mba20@gmail.com



## Stephanie Christian (21)

**BBA**

**Summer Project :** Buyers profile of hydrometers and its usage at Global scientific corporation  
9664964327, 9662055315  
Stephanie512000@gmail.com



# Marketing



## Zeenat Malik (22)

### BBA

**Professional Certification** : PGP in Export Management & International Business

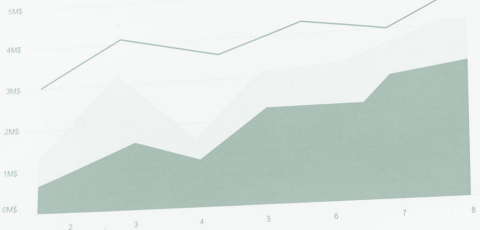
**Summer Project** : To study Export operations of Industrial Valve at 3A Global Engineering Pvt. Ltd.  
9265631014, 7567702525  
zeenatmalik.mba20@gmail.com





### Business Chart - Visual

Business Chart



Who is your audience and what are their needs? This can help you better articulate the benefits of doing business with you and deliver a smarter product or service.

#### Interactive User

1,505  
New User Registrations



18,321  
Registered Users



#### Realtime Dashboard

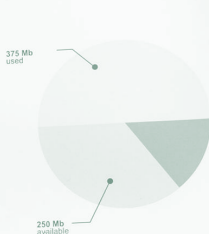


Focus on Your Finances  
Whether you're a full time, part time or freelance photographer - or even if you make a few bucks on the side from your photography - you are your own business.

#### Marketing Chart



Space Usage (750 Mb)







## Mansi Gandhi (21)

**B.Sc** (Dietetics)

**Summer Project** : Designing HR Policies of Huaheng Automation Pvt Ltd  
7698663585, 9924555621  
mansigandhi.mba20@gmail.com

## Mayuri Rajvanshi (24)

**BA**

**Summer Project** : Virtual Team to achieve Team Success at Lericon Informatics Pvt. Ltd.  
9173774837, 9173775332  
rajmayuri97@gmail.com



## Abdulahad Memon (22)

**B.Com**

**Summer Project** : Study on Employee Retention Strategy at Reliance Nippon Life Insurance  
7383190196, 9879807322  
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**Axat Kabra (22)**

**B.Com**

**Summer Project :** Consumer Behaviors towards Online Gaming  
7359362843, 9638044079  
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**Dipshikha Thakore (22)**

**B.Com**

**Summer Project :** Employee Welfare Activities at John Energy Limited  
8160903240, 6355490164  
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**Dhwani Agrawal (22)**

**B.Com**

**Summer Project :** HR Practices at Chawla Publication  
9825855969, 9979085559  
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**Janhavi Lodha (21)**

**B.Com**

**Summer Project :** To study the effects of Emotional Intelligence on Student's Academic Performance

7043361257, 9099367418

janhavidodha1380@gmail.com



**Kalyani Ahir (22)**

**B.Com**

**Summer Project :** The study on effectiveness of Performance Appraisal in Hotel Ilark

8758789681, 70695272724

kalyaniahir.mba20@gmail.com

**Drashti Bhanushali (23)**

**B.Com**

**Summer Project :** A study on the Perception of employees regarding the Training and Development at Raymond Ltd Vapi

9724880743, 9998315822

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**Maya Pareek (22)**

**B.Com**

**Summer Project** : Reward & Promotion Policies in top 5 Banks at Ahmedabad  
9824993743, 9825066987  
mayapareek1100@gmail.com

**Palak Parikh (22)**

**B.Com**

**Professional Certification** : M.Com  
**Summer Project** : Meme: New Era of Marketing  
9408817554, 8866018070  
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**Parigna Varma (21)**

**B.Com**

**Summer Project** : A study on Employees Perception towards Organizational Change at Ratnakar Securities Pvt. Ltd.  
9157000266, 9428807580  
parignavarma10@gmail.com



## Khushali Dave (22)

**B.Com**

**Summer Project :** Employees awareness regarding HR analytics  
7228035233, 9426929292  
khushalidave1999@gmail.com



## Loveisha Bhambhani (21)

**B.Com**

**Summer Project :** Women in Top Management and Employee Behaviour towards their Leadership with special reference to Chawla Publications  
7043557164, 7698498787  
bhambhaniloveisha@gmail.com

**Work Experience :** Worked as Administrative Assistant in Sandip Pathak and Associates for 15 months



## Krinali Popat (21)

**B.Com**

**Summer Project :** A study on Customer Service Quality with reference to Commercial Cooperative Bank of Junagadh  
9429853688, 9106615821  
krinalipopat.mba20@gmail.com



## Priyansh Pandey (23)

**B.Com**

**Summer Project :** Study on Talent Management at Lericon Informatics Private Limited  
9979726262, 9879479220  
pandeypriyansh4@gmail.com



## Sonakshi Tola (22)

**B.Com**

**Summer Project :** Work Life Balance of Employees with special reference to Kotak Life Insurance in Ahmedabad  
8000392107, 9824010553  
Sonakshitola531@yahoo.com



## Simran Mulchandani (21)

**B.Com**

**Summer Project :** A study on the Employee Engagement at Kotak Life Insurance  
9558103976, 9904522828  
Simranmulchandani.mba20@gmail.com





## Twinkal Jogiya (21)

**B.Com**

**Summer Project :** A study on Impact of Motivation on Employee Performance at Akshar Group Technologies  
8469418183, 9825930041  
twinkaljogiya.mba20@gmail.com



## Yash Shah (22)

**B.Com**

**Summer Project :** A study on Employees Perception towards HR analytics  
8141251505, 9722127231  
shahysh1310@gmail.com

## Swati Prajapati (21)

**B.Com**

**Summer Project :** Impact of Training and Development on Employee's Performance at Hanon Automotive Systems  
7226962253, 9537647351  
swatiprajapati.mba20@gmail.com



## Yashvi Shah (21)

**B.Com**

**Summer Project :** A study on Employees Preference Regarding Recruitment and Selection in an Organisation at Kabara Extrusion Technick Ltd  
7622044072, 9824334822,  
yashvishah.mba21@gmail.com



## Divya Jethwani (21)

**BBA**

**Summer Project :** Employee's Perception towards Organizational HR Practices and Culture at Aim India  
7016685361, 9016109810  
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## Dhwani Pujara (22)

**BBA**

**Summer Project :** A study on Holistic Wellness Framework across various categories at Tata Chemicals  
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## Pooja Lakdawala (23)

**BBA**

**Summer Project :** HR Practices at  
Chawla Publication  
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## Rahi Modi (21)

**BBA**

**Summer Project :** A study on Virtual  
Teams to achieve Team Success at  
Lericon Infomatics Pvt Ltd  
9737151919, 9978055199  
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## Priyal Gajjar (23)

**BBA**

**Summer Project :** A study on Employee  
Welfare Measures at Lericon Informatics  
Pvt Ltd  
7990638955, 9898095998  
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**Fenali Shah (22)**

**BBA**

**Summer Project :** A study on Employees Perception towards WFH in Pandemic (Covid-19) at Kotak Life Insurance  
9427283052, 9825029700  
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**Kishan Patadiya (24)**

**BBA**

**Summer Project :** Women in Top Management and Employee Behavior towards them at Chawla Publications  
7016125731, 9825271494  
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**Kismat Padhiyar (22)**

**BBA**

**Summer Project :** Virtual Team to achieve Team Success at Lericon Informatics Pvt. Ltd.  
999889832, 9909707602  
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**Ranjan Baraiya (21)**

**BBA**

**Summer Project :** A study on Recruitment and Selection Process at Chawla Publications  
8200630907, 9723917374  
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**Riya Pathak (22)**

**BBA**

**Summer Project :** Employee Engagement Activities at Chawla Publications Pvt. Ltd at Chawla Publications Pvt. Ltd  
7878366853, 0  
riyapathak.mba20@gmail.com



**Sakshi Shah (21)**

**BBA**

**Summer Project :** A study on Employees Perception towards WFH in Pandemic (Covid-19) at Kotak Life Insurance  
9106865314, 7874250330  
sakshishah026@gmail.com



## Sweety Yagnik (22)

**BBA**

**Summer Project :** A study of Employee  
Engagement at Kotak Life Insurance  
9687771774, 9375195664  
Sweetyyagnik28@gmail.com



## About I-MBA Programme

The Integrated MBA Programme at GLS University is offered since its inception in the year 2015. The programme offers 5 years' (10 Semesters) BBA+MBA for all eligible Class XII pass-outs aspiring for a career in the field of management. On the successful completion of the 5-years Programme, the students are awarded 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 successful completion of 3-years of this programme.

This 5 year, 10 semester, Integrated MBA Programme is based on Choice Based Credit System (CBCS) in order to facilitate participants to choose the subjects in the specialization of their choice.

### I-MBA Programme Objectives

- To equip students with knowledge, skills, and right attitude necessary to operate in competitive legal environment.
- To develop competent management professions with strong ethical values who could be capable of assuming a pivotal role in various sectors of economy & society, aligned with national priorities.
- To develop proactive thinking so as to perform effectively in the dynamic socio-economic and business system.





# Curriculum Canvas

The curriculum aims at equipping students with the knowledge, skills and right attitude necessary to operate in competitive environment. It is developed in order to shape the students into competent management professionals with the strong ethical values which enable them to assume a pivot role in various sectors of economy and society. The unique feature of CBCS (Choice Based Credit System) facilitates students to master their skills in varied advanced domains. The program imbibes the importance of dynamic global environment by fostering students with practical insights. The innovative pedagogical tools involve methods such as case-based studies, experiential learning, advanced curriculum, industry affiliation and the like.

## Semester – I

International Economics and Trade Analysis  
Marketing Management  
Statistics for Managers  
Strategic Operation Management

### **Finance Specialization**

Managing Banking Operations  
Micro Finance and Financial Inclusion  
Strategic Cost Management

### **Marketing Specialization**

Integrated Marketing Communication  
Managing Sales and Distribution  
Understanding Consumer Behavior

### **HR Specialization**

Human Resource Management  
Recruitment and Selection  
Understanding and Managing Cultural Diversity

## Semester – II

Communication for Managers  
Data Analytics  
Financial Management  
Legal Environment for Business

### **Finance Specialization**

Corporate Restructuring  
Forensic Accounting and Auditing  
Security Analysis and Portfolio Management

### **Marketing Specialization**

Marketing Decision Models  
Marketing of Services  
Supply Chain Management

### **HR Specialization**

Human Resource Information System  
Performance Management System  
Talent Management

## Semester – III

Corporate Strategic Management  
Management Control System  
Management of Corporate Social Responsibility  
Summer Internship Project

### **Finance Specialization**

Derivatives and Risk Management  
Investment Banking Services  
Strategic Financial Management

### **Marketing Specialization**

Marketing Research & Analytics  
Retail Management  
Strategic Brand Management

### **HR Specialization**

Employer Branding  
Employee Relations and Labor Laws  
HR Analytics

## Semester – IV

Comprehensive Project  
International Business Management  
Managing Intellectual Property Rights  
Managing Startups

### **Finance Specialization**

Financial Analysis, Valuation and Reporting  
Forex Management  
Tax Planning and Management

### **Marketing Specialization**

Customer Relationship Management  
Pricing Decisions  
Rural Marketing

### **HR Specialization**

Competency Based HRM  
Human Resources Development  
Organizational Change and Interventional Strategies



# FINANCE



# Finance



**Manisha Bhandari (21)**

**BBA**

**Summer Project :** A study on risk analysis of top five mutual fund companies

9959665825, 8639227615

manisha.imba20@gmail.com



**Drashti Bhavsar (21)**

**BBA**

**Summer Project :** A comparative study of financial performance of selected public and private sector banks

8780191995, 9601413608

drashtibhavsar.imba20@gmail.com

**Ayushi Agravat (21)**

**BBA**

**Summer Project :** A study on awareness and preference among people regarding covid -19 insurance in Ahmedabad city

8511225175, 9909993096

agravatayushi.imba20@gmail.com



## Charmi Chechani (21)

**BBA**

**Summer Project :** Impact of covid-19 on financial planning of the people of India  
7043977231, 8980865512  
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## Het Dalwadi (21)

**BBA**

**Summer Project :** Impact of dividend payment on share price of selected IT companies  
9313532280, 9979975267  
het.imba20@gmail.com



## Dhruvil Chorasiya (21)

**BBA**

**Summer Project :** A study on impact of budget on Indian Stock Market with reference to Nifty-50  
7990122257, 9898024031  
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# Finance



**Harsh Dave (21)**

**BBA**

**Summer Project :** A study on Trading of Nifty 50 stocks using RSI  
7202018622, 8160619049  
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**Senorita Dias (21)**

**BBA**

**Summer Project :** Impact of size on operational performance of public sector banks : Evidence from Ahmedabad  
7984360233, 7567051586  
senorita.imba20@gmail.com



**Deepanshi Doshi (21)**

**BBA**

**Professional Certification :** Data Science  
**Summer Project :** A study on awareness among people regarding online frauds and scams in Ahmedabad City  
9033976003, 9227263003  
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## Anjali joshi (21)

**BBA**

**Summer Project :** A comparative study on non- performing assets of public sector, private sector and foreign banks in India  
8160229624, 9824932635  
anjali.joshi.imba20@gmail.com



## Jeet Kalavadiya (21)

**BBA**

**Summer Project :** A impact of FDI on Indian Economy  
9979886901, 8200918274  
jeetkalavadia456@gmail.com



## Vismaya K (21)

**BBA**

**Summer Project :** A Study on Factors Influencing the Profitability of Selected IT Companies in India  
8849757479, 9726356502  
vismaya.imba20@gmail.com



# Finance



**Harshita Kanwar (21)**

**BBA**

**Summer Project :** A study on impact of covid 19 on selected private banks of India  
9998168096, 9512134312  
harshita.imba20@gmail.com

**Kirtan Mehta (21)**

**BBA**

**Summer Project :** A Comparative Study on Ease of Doing Business in BRICS Nations  
9909419700, 9909919700  
kirtan.imba20@gmail.com



**Jaydeep Mevada (22)**

**BBA**

**Summer Project :** Determinants of capital structure of Indian banks  
9106767865, 9106753785  
jaydeep.imba@gmail.com



## Munjal Mewada (21)

**BBA**

**Summer Project :** To study the impact of Merger on Financial Performance of selected companies  
9106753785, 9825513746  
munjal.imba@gmail.com



## Yash Pandey (21)

**BBA**

**Summer Project :** A Study on customers' preference, perception Satisfaction level towards online banking in Ahmedabad city  
9974572474, 9898840609  
yash.imba20@gmail.com

## Jahanvi Parmar (21)

**BBA**

**Professional Certification :** Steno  
**Summer Project :** A study on investor's attitude towards life insurance company  
8490984418, 9714540339  
jahanviparmar.imba20@gmail.com



# Finance



**Heli Patel (21)**

**BBA**

**Summer Project :** A Study on Fundamental and Technical analysis of five major companies with reference to IT sector

9773116653, 9408785163

helipatel.imba20@gmail.com



**Janaki Patel (21)**

**BBA**

**Summer Project :** A Study on International Trade Finance of India

8511060583, 9662013771

janaki.imba20@gmail.com

**Drashti Patel (21)**

**BBA**

**Summer Project :** A Study on Impact of Financial Literacy on Investment Behavior of Working Individual

9898737478, 9712412913

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## Palak Prajapati (21)

**BBA**

**Summer Project :** Comparative Study on Pre and Post Corona Effect on Investment Alternative  
8320706802, 9825941359  
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## Kirti Rajput (21)

**BBA**

**Summer Project :** A study on fundamental analysis in selected top 10 pharmaceutical companies in India  
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## Kajal Rajput (21)

**BBA**

**Summer Project :** A study on performance of Initial Public offering of selected listed companies in NSE, India  
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# Finance



## Jay Rambhia (21)

**BBA**

**Summer Project :** Healthcare hazards and its impact on health insurance business an overview on pre Covid-19 and present situation during Covid-19  
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**Work Experience :** Worked as Assistant Production Head in Flying Routes for 12 months.

## Fatma Radhanpuri (21)

**BBA**

**Summer Project :** To study the impact of Electronic payment systems on satisfaction level of consumers  
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## Meet Rathod (22)

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**Summer Project :** A Study On Investors Preference And Satisfaction Towards Online Payment Transaction  
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## Anavi Shah (21)

**BBA**

**Summer Project :** A Study on Fundamental and Technical analysis of Top Five Company in IT Sector  
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## Hardi Shah (22)

**BBA**

**Summer Project :** A study on Preference Analysis of Hybrid Mutual Fund Schemes In India  
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## Darshil Shah (21)

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**Summer Project :** A study on perception and investment pattern of investor's towards IPO in Ahmedabad city  
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# Finance



## Manthan Shah (21)

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**Summer Project :** A study on Fundamental Analysis of selected companies of FMCG Sector  
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## Muskan Shah (21)

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**Summer Project :** A study on pre and post-merger of selected Indian Banks  
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## Jainesh Shah (21)

**BBA**

**Summer Project :** An empirical study on existence of Calendar Effect in Indian Stock Market with reference to BSE SENSEX  
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**Work Experience :** Worked as Sales Trainee in Shikhar Sales Corporation for 24 months



## Pooja Shah (22)

**BBA**

**Summer Project :** A study on Awareness Preference and Satisfaction among people towards Life Insurance in Ahmedabad city  
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## Riya Shah P. (21)

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**Summer Project :** In depth analysis of Pharmaceutical Industry in India  
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## Riya Shah (21)

**BBA**

**Summer Project :** A Study on Financial Performance Evaluation of Selected Equity Linked Saving Schemes of the Indian Mutual Funds Industry  
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# Finance



**Yukta Shah (21)**

**BBA**

**Summer Project :** Construction of Portfolio Using Sharpe's Single Index Model and CAPM Model

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**Work Experience :** Worked as Business Development Executive in Stallion Laboratories Pvt. LTD. for 9 months



**Vidhi Soni (22)**

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**Summer Project :** Indian Derivatives Market

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**Rujul Shah (21)**

**BBA**

**Summer Project :** Volatility caused in Indian Stock Market Index due to linkage with major Global Stock Market Indices

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## Prishita Thakkar (21)

**BBA**

**Summer Project :** A study on Investors Preference towards Mutual Funds and Other Investment Avenues  
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**Work Experience :** Worked as Business Analyst in Reddito Capital Investment Advisor Pvt Ltd for 10 months.



## Rutvi Trivedi (21)

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**Summer Project :** Impact of covid 19 on major sectors of of Indian economy  
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## Miralee Thakrar (21)

**BBA**

**Summer Project :** A comprehensive overview of performance of Indian banks with reference to Market Capitalization and Net Interest Margin.  
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# Finance



## Swapnil Yadav (22)

### BBA

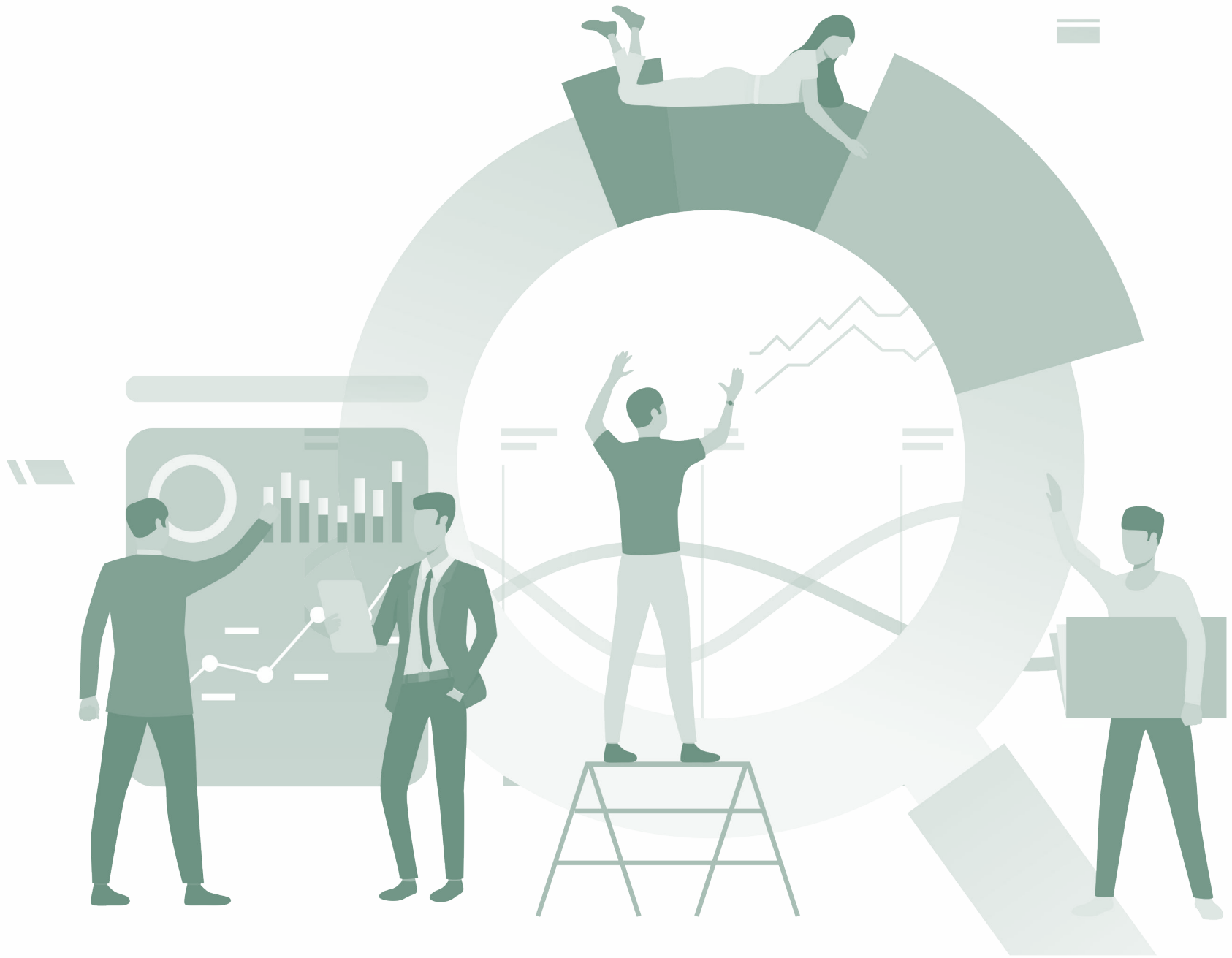
**Summer Project :** A study on effect of tweets made by selected influential personalities on manipulating the pricing value of Bitcoin and Dogecoin.

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# Marketing



**Dishank Dodia (23)**

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**Summer Project :** Consumer behaviour towards cred application in Ahmedabad  
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**Ishita Ganguly (21)**

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**Summer Project :** Meme Marketing;  
An Epoch to the New Digital Marketing  
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**Maharshi Acharya (21)**

**BBA**

**Summer Project :** Billboard's Role in attracting customers towards a brand  
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## Vishal Gohel (22)

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**Summer Project :** A study on Reliance Jio Telecommunication advertisement on consumer behavior.  
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## Shalvi Jhaveri (21)

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**Summer Project :** Sensory Marketing :  
The power of five senses  
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**Summer Project :** Impact of Internet Marketing on Consumers Impulsive Online Buying Behaviour  
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**Work Experience :** Worked as Business Development Intern at Nicety Systems for 6 Months.



# Marketing



## Darshi Shah (22)

### BBA

**Professional Certification** : Certification in Fundamentals of Digital Marketing

**Summer Project** : A study on impact of personalization marketing on consumer behavior in Ahmedabad city: With special reference to chat-bots.

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## Ayush Solanki (21)

### BBA

**Professional Certification** : Certification in Fundamentals of Digital Marketing

**Summer Project** : A study on the marketing strategies of Top 3 pharma company's most selling drug in India with special reference to Glenmark's Fabiflu drug

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## Aashvi Shah (22)

### BBA

**Summer Project** : A study on impact of FOMO marketing on consumer behavior in Ahmedabad

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**Work Experience** : Worked as Sales Trainee at Paridhan for 2 years.



## Kosha Modi (21)

**BBA**

**Summer Project :** A study on the Instagram Influencer marketing with reference to selected fashion brands  
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# Marketing



**Dhruvil Marthak (22)**

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**Summer Project :** Consumer Behaviour on tourism industry before and after Covid-19

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**Jui Mehta (22)**

**BBA**

**Summer Project :** A report on Consumer Preferences for Selected Video Conference Platforms in Ahmedabad city

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**Astha Mitra (21)**

**BBA**

**Summer Project :** A study on impact of Covid-19 on travel behaviour of Ahmedabad people

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## Heli Parikh (21)

**BBA**

**Professional Certification** : Course on  
Arena Graphic Design

**Summer Project** : To study the impact of  
surrogate advertisements in Liquor Industry  
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**Work Experience** : Worked as Account  
Manager in Dhruvats for 6 months.



## Nirzari Raval (21)

**BBA**

**Summer Project** : A Study On Effect Of  
CSR On Purchase Decision Of The  
Consumers - FMCG Industry  
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## Urvirathi (21)

**BBA**

**Summer Project** : Consumer's preference  
for online and offline shopping with  
apparel industry

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## Mahek Bhatt (21)

**BBA**

**Summer Project :** Effects of Covid-19 on HR and new normal of work

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**Work Experience :** Worked as Office Administrative in JSK Academy and event for 4years



## Harshita Agrawal (21)

**BBA**

**Summer Project :** A study on communication breakdown in an organisation

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**Work Experience :** Working as HR Executive in Deepkiran Foods Pvt. Ltd. since July 2021.



## Surbhi Bhosle (21)

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**Summer Project :** A Study on factors affecting work from home on employees performance and impact of work from home on employees

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## Mosam Doshi (21)

**BBA**

**Professional Certification** : DELF A2, Tally

**Summer Project** : A study on digitalization in Human resources with help of some examples and case study analysis

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## Muskan Pandey (21)

**BBA**

**Summer Project** : Impact of Work From Home on employees

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**Work Experience** : Worked as HR Intern in Ashman Foundation for 6 months



## Arya K S (22)

**BBA**

**Summer Project** : Effect of Covid-19 pandemic on Human Resource Management functions in service industry

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**Yashvi Shah (22)**

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**Summer Project :** A study on effectiveness of HR Metrics  
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**Summer Project :** A study on Holistic Benefits provided by IT organizations  
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**Summer Project :** Effects of work from home on employee performance.  
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# International Collaboration



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