

# MASTERS OF BUSINESS ADMINISTRATION

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## ABOUT PROGRAM

# M.B.A

## Specialization in HR | Marketing | Finance | Business Analytics Program

School of Management



The MBA program at GSFC University (GSFCU) is transforming the landscape of postgraduate education with its innovative approach. The program empowers tomorrow's leaders with the knowledge, skills, and connections to succeed in today's business landscape. Our MBA program is strategically crafted to cultivate exceptional business executives, managers, and entrepreneurs, equipped with a blend of theoretical knowledge and practical expertise to confidently tackle demanding industry tasks and embark on successful entrepreneurial journeys. Furthermore, we prioritize instilling a strong foundation of values, ethics, and a socially responsive attitude, shaping our graduates into responsible global citizens. At GSFCU, we believe in unleashing the full potential of MBA aspirants by challenging them to exceed their limits and cultivate exceptional problem-solving skills. Our program goes beyond traditional business management

making abilities, taking their professional game to new heights.

With a systematic and well-planned approach to career growth, our postgraduate MBA degree program empowers aspiring minds to pursue their entrepreneurial ambitions with confidence. We understand the ever-evolving nature of today's business landscape, and our curriculum equips graduates with a unique skill set that combines time-tested wisdom with innovative thinking. At GSFCU, we nurture business management graduates who are equipped to tackle critical business challenges head-on and provide optimal solutions. Our students acquire the skills needed to navigate dynamic environments, identify opportunities, and deliver exceptional results. Through a perfect blend of theoretical knowledge and practical application, we shape our students into resourceful problem-solvers who can effectively address the demands of the business world. At the heart of the program lies a commitment to individual growth, learning, and development. The dedicated faculty and staff foster a supportive learning environment that encourages critical thinking, innovation, and collaboration. The program is designed to bridge the gap between academia and the business world, equipping graduates with the practical exposure and real-world insights needed to excel in their chosen careers.

Join us at GSFCU and embark on a transformative journey that will elevate your business acumen, unlock your entrepreneurial spirit, and position you as a sought-after professional capable of making a significant impact in the business landscape.

## THE MBA EDGE@GSFCU

**Student-Centric Culture:** We foster a student-centric culture where individual growth, learning, and development are at the forefront. Our dedicated faculty and staff are committed to providing personalized attention, mentorship, and support to each student, creating an environment that nurtures talent, fosters collaboration, and encourages critical thinking.

**State-of-the-Art Facilities:** Our campus boasts state-of-the-art facilities and resources, providing an optimal learning environment for our students. From well-equipped classrooms to cutting-edge technology labs, students have access to the tools and infrastructure necessary to enhance their learning experience and engage in hands-on practical learning activities.

**Industry-Oriented Approach:** We prioritize strong industry connections and partnerships, ensuring that our students receive practical exposure and real-world insights throughout their MBA journey. Our curriculum is designed to bridge the gap between academia and the business world, making our graduates highly employable and industry-ready.

**Value-Added Courses:** In addition to the core curriculum, we provide value-added courses such as storytelling, effective business communication, and ESG (Environmental, Social, and Governance). These courses enhance our students' overall skill set, enabling them to become well-rounded professionals who can effectively communicate, innovate, and make ethically sound business decisions.

**Cutting-Edge Super Specializations:** Our MBA program stands out with its unique specializations in Business Analytics, Marketing, HR, and Finance. We offer courses that focus on emerging future trends in these fields, equipping our students with the latest knowledge and skills required to excel in their chosen career paths. All the functional specializations

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and other real-life problems, use analytical tools and techniques to identify models, gain insights, extend business strategies, and make sound management decisions.

## THE MBA LEADERSHIP ACCELERATOR



Students will gain and apply knowledge of Mathematics & Statistics along with Computer Science concepts to solve industry problems.

Students will be able to develop software, perform experiments, analyze and interpret data for investigating complex problems in IT related domains.

Students will be able to design and develop sustainable solutions to major environmental problems by applying appropriate IT tools.

Students will be able to demonstrate learning skills to work as a team in a multidisciplinary environment.

Students will have knowledge and understanding of norms and ethics in the field of Computer Science and its applications.

## PROGRAM STRUCTURE

Postgraduate Degree Program with 130 credits

Full-time - 2 years' duration\* Trimester System

Specializations in Business Analytics \* HR \* Marketing \* Finance

Super Specializations in HR Analytics \* Marketing Analytics \* Finance Analytics \* Supply Chain Analytics (for those who opt Business Analytics as a specialization)

Core Courses \* Elective Courses \* Skill Enhancement Courses \* Value added Courses

## COURSE STRUCTURE

[Trimester I](#)

[Trimester II](#)

[Trimester III](#)

[Trimester IV](#)

[Trimester V](#)

[Trimester VI](#)

Trimester – I						
Sr. No.	Course Code	Course Title	L	T	P	Marks
<b>A. Ability Enhancement Compulsory Course</b>						
1	AS01	Organization Theories	0	0	0	100
2	AS02	Indian History, Culture & Values	0	0	0	100
<b>B. Core Courses</b>						
3	MBA101	Business Communication	3	0	0	100
4	MBA102	Principles of Management	3	0	0	100
5	MBA103	Accounting for Managerial Decisions	3	0	0	100
6	MBA104	Business Environment	3	0	0	100
7	MBA105	Business Mathematics	3	0	0	100
8	MBA106	Foundation of Information Systems for Business	3	0	0	100
<b>Total</b>					<b>22</b>	<b>800</b>

## ADMISSION PROCESS

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60 seats

## **ELIGIBILITY FOR ADMISSION**

Graduates of any stream with minimum 50% in qualifying exam of a University. Candidates awaiting results of final examination are eligible to apply.

## **FEES STRUCTURE**

INR 1,09,000 P.A.

## **SELECTION PROCESS:**

**For State Quota Seats:** The state quota seats of the MBA Programs will be filled by the Admission Committee for Professional Courses (ACPC), Govt. of Gujarat.

**For Management Quota Seats:** A candidate should be a graduate in any discipline with a minimum of 50% marks (45% in case of SC/ST/SEBC) • Seats (All out-of-the-state applications) will be filled from all Indian candidates (including Gujarat) on the basis of score in CMAT/CAT/MAT/XAT in the corresponding year.

- Admission announcements for these seats will be posted on the University's website.

- Students who have not appeared in any of the above-stated entrance exams must not appear in any of the above-stated entrance exams to appear in GSFC University Management Aptitude Test (UMAT-GSFCU) and secure a minimum of 50 % marks.

- If seats are not filled under the specified category, vacant seats will be transferred to either of the category.

## **CONTACT CO-ORDINATOR**



**Dr. Chetna Parmar**

Associate Dean

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**Dr. Abha Kalaiya**

Program Co-ordinator

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[Sample Paper for Entrance Test](#)[University Brochure](#)[Detailed Curriculum](#)

## Enroute to GSFC University



Today    Month    Year  
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## Contact Us

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