



**Gujarat
Technological
University**

INTERNATIONAL INNOVATIVE UNIVERSITY

GTU – SCHOOL OF MANAGEMENT STUDIES

MBA (INTERNATIONAL BUSINESS)
Class of 2024-26

ACCREDITED WITH



5 - Star Rating in GSIRF
(Gujarat State Institutional Rating Framework) - 2024



In Top 50 universities under the 'Innovation' category
and Top 100 under 'State Public University' category for 2024



First University in Gujarat to receive
NABL Accreditation for its Pharmacy Laboratory

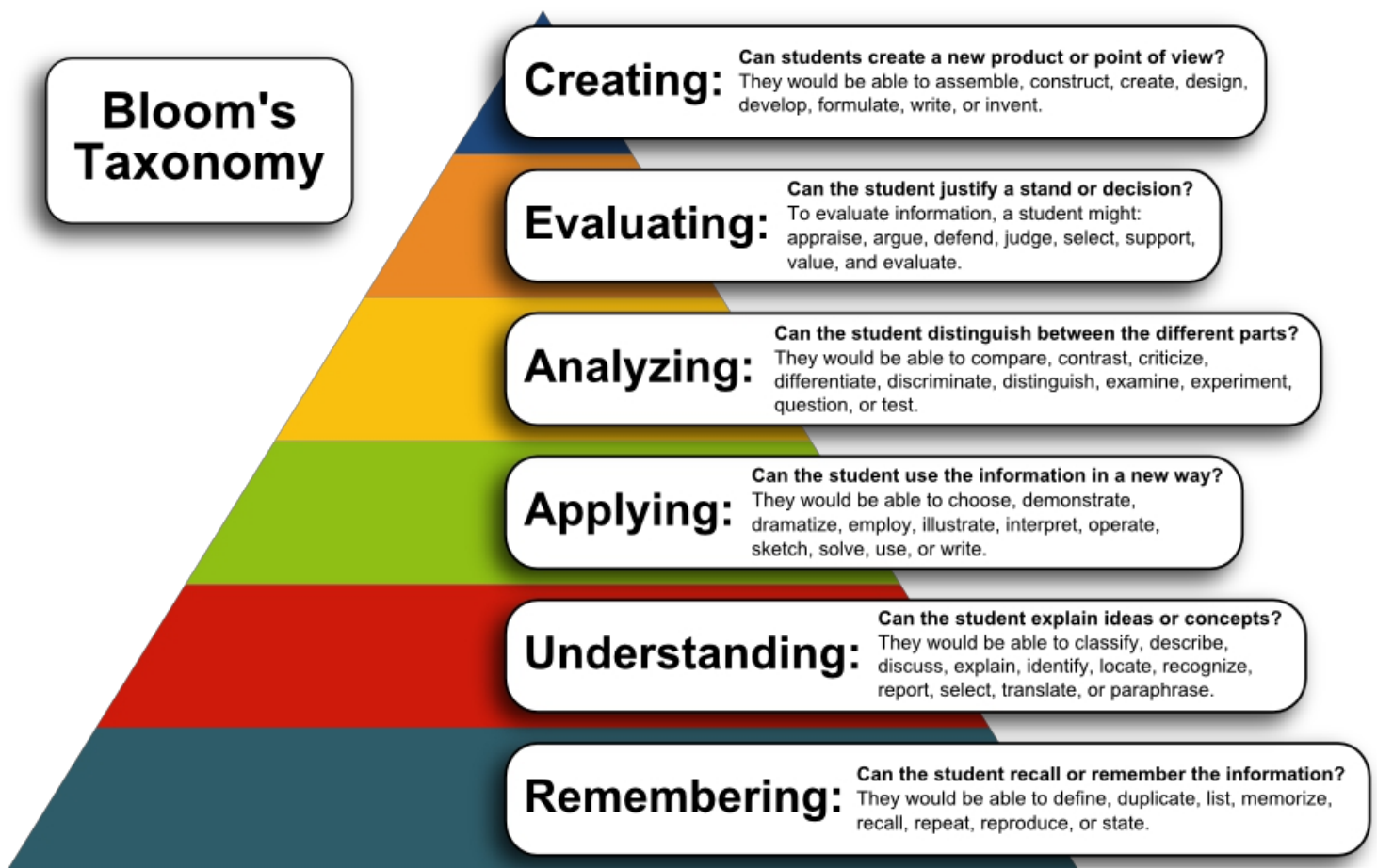


Computer Engineering (Cyber Security) Course
under 'Tier-1' category has been accredited by



PROGRAM OUTCOMES (POs)

- **PO1** – Apply knowledge of Management theories and practices to solve business problems.
- **PO2** – Foster Analytical and critical thinking abilities for data-based decision making.
- **PO3** – Ability to develop Value based Leadership ability.
- **PO4** – Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- **PO5** – Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.



CLASS OF 2024-26

RECRUITER GUIDE

About GTU

Gujarat Technological University is a premier academic and research institution which has driven new ways of thinking since its 2007 founding, established by the Government of Gujarat vide Gujarat Act No. 20 of 2007. Today, GTU is an intellectual destination that draws inspired scholars to its campus, keeping GTU at the nexus of ideas that challenge and change the world.

GTU is a State University with 412 affiliated colleges in its fold operating across the state of Gujarat through its six zones at Ahmedabad, Gandhinagar, Vallabh Vidyanagar, Rajkot, Surat and Bhuj. The University caters to the fields of Engineering, Architecture, Management, Pharmacy and Computer Science. The University has about 2,71,000 students enrolled in a large number of Diploma, Under Graduate, Post Graduate programs along with the robust Doctoral program.

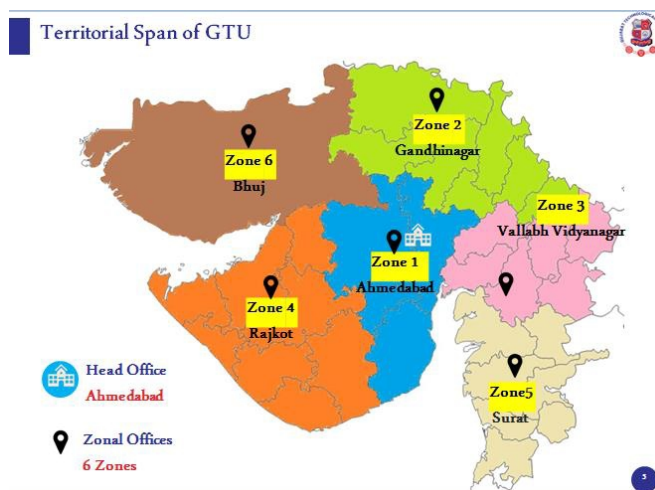
Our education empowers individuals to challenge conventional thinking in pursuit of original ideas. With a commitment to free and open inquiry, our scholars work transforms the way we understand the world, advancing – and creating – fields of study.

Vision:

To be a global university for the creation and dissemination of knowledge and Innovation in Science & Technology, Humanities and Multidisciplinary domains for sustainable development and enrichment of human life.

CORE VALUES:

- 1.Excellence with value-based education
- 2.Responsiveness to society
- 3.Integrity and transparency
- 4.Mutual Respect
- 5.Sustainable development



About GSMS

GTU School of Management Studies (GSMS) established in the Academic Year 2017-18 with M. Phil in Business Management and Post Graduate diploma in Digital Marketing. With a view to provide quality education in the field of Global Business, GSMS started AICTE (All India Council for Technical Education, New Delhi) approved MBA (International Business) from the Academic Year 2018-19. With a view to provide support to Student Start-Up and Innovation, GSMS started AICTE approved MBA (Innovation, Entrepreneurship and Venture Development) from the Academic Year 2019-20. GSMS also enrolls full time International Students (sponsored by ICCR) for its various Programs including Ph.D. From the Academic Year 2022-23, GSMS has launched two new programs, namely – Bachelors of Business Administration (BBA) and Post Graduate Diploma in Hospital Management. The BBA program offered by GSMS is offered as per National Educational Policy (NEP) 2020 and approved by AICTE. It focuses on skill development of students. From the Academic Year 2025-26, the institute has also launched an AICTE approved MBA (FinTech) program to cater to the need of professionals in Financial Technology sector.

GSMS strives to adapt and constantly explore pedagogy to update the learning processes for its students to make them competitive, accountable, and effective individuals in society.

Vision

To be an Institute of Excellence in Management Education by Developing Globally Competitive and Socially Responsible Professionals

Mission

- To create an enriched environment for aspirants of management education who will bring a significant change in the society
- To provide a transformational learning experience to nurture ideas, research and solution through innovative courses and pedagogy
- To work in partnership with leading national & international higher educational institutes/organizations for collaborative research and innovation



Dr. Rajul K. Gajjar
Honorable Vice Chancellor
Gujarat Technological University

“

It gives me immense pleasure to present the placement brochure of the GTU School of Management Studies, Gujarat Technological University, showcasing the graduating batch of BBA and MBA (International Business) students – Class of 2026.

At GTU, we believe in nurturing not just academic excellence, but also holistic development that prepares our students to face the challenges of a dynamic and competitive business world. Through a well-structured curriculum, industry-oriented pedagogy, value-based learning, and exposure to real-world practices, our students are equipped with strong analytical skills, leadership qualities, global perspectives, and professional competencies.

The students featured in this brochure embody GTU's vision of creating socially responsible, innovative, and future-ready professionals. I am confident that they will contribute effectively to the organizations they join and excel as leaders in their chosen fields.

I warmly invite esteemed recruiters to engage with our talented pool of students and explore a mutually enriching association. Your partnership will not only help our students shape their careers but also strengthen the industry-academia bond that GTU deeply values.

I extend my best wishes to the graduating batch for a successful and fulfilling professional journey ahead.

”



Dr. K. N. Kher

Registrar

Gujarat Technological University

“

It is a matter of pride to introduce the placement brochure of the BBA and MBA (International Business) graduating batch of 2026 from the GTU School of Management Studies. The brochure reflects the collective efforts of our faculty, staff, and students in shaping a strong academic foundation integrated with practical exposure and professional values.

At GTU, we emphasize not only knowledge and skill development but also inculcating ethical values, adaptability, and a spirit of innovation. Our students have been trained through rigorous coursework, experiential learning, and industry interactions, making them competent to meet the expectations of today's business environment.

I am confident that the recruiters will find in our students the right blend of talent, commitment, and potential to excel in diverse organizational roles. I also take this opportunity to invite the corporate world to collaborate with GTU for long-term engagement in placements, internships, and knowledge sharing.

I extend my best wishes to the graduating students for their future endeavours and successful careers.

”



Prof. (Dr.) Pankajray Patel

Professor & Director

Gujarat Technological University

School of Management Studies

“

Greetings from GTU School of Management Studies. Within a short span of GSMS establishment, our alumnus has generated renown for the institute by exceeding the expectations of recruiters. I am delighted to share that students of the BBA and MBA (International Business) graduating batch of 2026 will also keep the flag high with their commitment, focus, and loyalty.

Our students capitalize on the opportunity to pursue wide-ranging topics to prepare them for their future management careers through a blend of coursework, internships, and lectures by eminent visiting faculties/business leaders. Our MBA (IB) students attempt to strengthen their knowledge commensurate with the practice of management for the corporate sectors.

They regularly organize and participate in Conferences, Seminars, and Workshops to update their knowledge base and to keep themselves updated with professional developments all around the globe.

It gives me immense pleasure in placing our Campus placement brochure for the 7th batch of MBA (International Business) and 2nd batch of BBA Students. The students of this batch are not only academically proficient but also display creativity, adaptability, and problem-solving skills. I am confident that they will make a meaningful contribution to the organizations they join and prove to be valuable assets.

I warmly welcome recruiters to engage with our talented pool of students and build lasting collaborations with GTU. I also extend my heartfelt best wishes to the graduating batch for a successful and fulfilling career ahead.

”

**Programmes
at
GSMS**

Ph.D.

Management
(Full time/Part time)

MBA

Financial Technology

(AICTE Approved)
Intake: 30 Seats

MBA

**Innovation,
Entrepreneurship
and Venture
Development**

(AICTE Approved)
Intake: 30 Seats

**MBA
International Business**

(AICTE Approved)

Super Specializations:

- Marketing
- Finance
- HR

Intake: 60 Seats

**Post Graduate
Diploma in
Digital Marketing**

Intake: 15 Seats

**Post Graduate
Diploma in
Hospital Management**

Intake: 30 Seats

BBA

Specializations:

- Finance
- Marketing
- HR
- FinTech

Intake: 90 Seats

Salient Features



Centrally located Management School managed by GTU at its Chandkheda campus

Unique country study project for students of MBA (IB)

Admissions through ACPC (CMAT) in MBA (IB), MBA (FinTech) & MBA (IEV) programme

Excellent digital and physical library facility, computer lab & Hostel facility for Boys & Girls

Experienced and doctorate academicians

Global Exposure through GTU's International Experience Program

Hands on experience to manage events like conferences & workshops, etc. organized by GTU

Industry Exposure through guest lectures by various industry experts

Access to programmes, schemes offered by various verticals of GTU ventures

Flexible timings for working executives of PGDDM & PGDHM programmes & hand on experiences through live projects



Dr. Pankajray Patel

Professor & Director

BE (Electrical), MBA (Marketing), Ph.D., FDP-IIMA
More than 28 years of Experience



Dr. Kaushal Bhatt

Associate Professor

M. Com., MBA (Finance), M.Phil., Ph.D., FDP- IIMK
More than 19 years of Experience



Dr. Krishnaba Vaghela

Associate Professor

B.Sc. (IT), LLB, MBA (Marketing), Ph.D.
More than 16 years of Experience



Dr. Priyanka Bhatt

Associate Professor

M. Com., MBA (Finance), Ph.D.
More than 13 years of Experience



Dr. Kamal Agal

Associate Professor

LLB-LLM(Business Law),MPA,M.Com(HRM), Ph.D.
More than 16 years of Experience



Dr. Sarika Srivastava

Assistant Professor

Ph. D., MBA (Finance), UGC-NET, UP-SLET
More than 17 years of Experience



Dr. Tushar Panchal

Assistant Professor

B.Sc. (Maths), MBA(HR), Ph.D., UGC-NET
More than 16 years of Experience



Dr. Neela Multani

Assistant Professor

B.E. (Electrical), MBA (HR), PGDDM, Ph.D.
More than 15 years of Experience



Dr. Radhika Shah

Assistant Professor

B. Com, MBA (HR), Ph.D.

More than 15 years of Experience



Dr. Pulkit Trivedi

Assistant Professor

BA (English), MBA (Marketing), DBEM (EDI), Ph.D.

More than 14 years of Experience



Ms. Sweta Dhungel

Assistant Professor

B. Com, PGDHA, PGDLGSC, PGDGC, MHA, Ph.D. (Pursuing)

More than 17 years of Experience



Ms. Medha Vyas

Assistant Professor

B. Com, MBA (Finance), Ph.D. (Pursuing)

More than 12 years of Experience



Ms. Hetal Rathod

Assistant Professor

BBA, MBA (IB), Ph.D. (Pursuing), UGC-NET
More than 5 years of Experience



Mr. Rajan Modha

Assistant Professor

BBA, MBA (IB), Ph.D. (Pursuing), UGC-NET
More than 5 years of Experience



Ms. Falguni Parmar

Assistant Professor

BBA, MBA, Ph.D.(Pursuing)
More than 5 years of Experience

Country Study Project

One of the most distinctive features of the MBA (International Business) programme at GTU School of Management Studies (GSMS) is the Country Study Project, introduced in 2018. This two-semester experiential project prepares students to analyse the business environment of a foreign country from an Indian perspective and design feasible trade opportunities.

With the vision “Scaling up the existing regional/national business practices on the global platform” and the tagline “Think Globally, Act Locally”, the project helps students:

- Gain first-hand insights into global economies, cultures, and business environments.
- Conduct comparative industry analysis (STEEPLED framework) between Gujarat and the chosen country.
- Interact with industries in Gujarat through regular company visits, linking theory with practice.
- Identify products/services with export-import potential and prepare end-to-end business plans for international trade.

Over the years, the Country Study Project has enabled students to:

- Develop cross-cultural sensitivity and analytical rigor.
- Build practical exposure to trade and global business strategy.
- Strengthen their placement readiness in multinational companies, global consulting firms, and export-import businesses.

This initiative reflects GSMS's commitment to producing globally competent leaders who can integrate local strengths with international opportunities.



Foreign Language Learning



Spanish

3rd Semester

Curriculum – MBA (International Business)

SEMESTER – 1

- International Accounting Practices
- Communications & Professional Skills
- International Economic Environment
- Cross Continent Business Philosophies
- Global Business Strategies
- Multicultural Organizational Behavior
- Information Technology and Global Business

SEMESTER – 2

- Export Import Management
- Research Methodology and Applied Statistics
- Global Operations Management
- Financial Management
- Marketing for Managers
- Managing Human Resource
- Country Study Project – 1
- MOOC – 1

SEMESTER – 3

Common Courses:

- Summer internship project
- Global strategic management
- Entrepreneurship and innovation management
- Business Intelligence and analytics
- Global Supply Chain & Logistic Management
- Country Study Project – 2
- MOOC - 2

Marketing:

- Consumer Behavior
- Global Marketing & Communication

Finance:

- Investment Banking
- International Investment & Portfolio Management

Human Resource Management:

- International Human Resource Management
- Global Strategies for Organizational Development

SEMESTER – 4

Compulsory Courses

- Dissertation
- Skill enhancement course

Electives:

- Global branding
- Mergers & Acquisitions
- Global knowledge management
- Business ethics and corporate governance
- Advanced Data Analytics

GSMS Flagship Events

Avdharna – A National Level Ideathon

Abhigam – An Orientation Program

Anusandhan – A State Level SIP Competition

Aarohan – A Sports Festival

Abhilakshya – The Management Fest

Avsar – Days' Celebration Week

Aavkar – An Alumni Meet

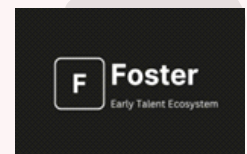
AIM – Academic Industry Meet

Aarogyam – A Healthcare Conclave

Aehsas – A Farewell Event

Aaradhya – A Garba Workshop

Our Industry Connects & Recruiters



Finance Specializations

01

Enrolment Number

248390593001



Name

**Solanki Abhishek
Madhusudan** (B.Com)

CSP Title

Project on Textile
Industry of Germany

02

Enrolment Number

248390593003



Name

**Chhatriwala Akshar
Harshadkumar** (BCA)

CSP Title

Project on Home
Textile Industry of USA

03

Enrolment Number

248390593004



Name

**Alwani Mohammedraza
Aliraza** (BBA)

CSP Title

Project on Home Textile
Industry of United States
of America

04

Enrolment Number

248390593005



Name

**Anjali Kumari
Satyendra Kumar** (B. Com)

CSP Title

Project on Textile
Industry of Germany

05

Enrolment Number
248390593006

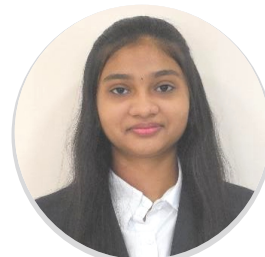


Name
Badiyani Karan (B.Com)

CSP Title
Project on Ceramic
Industry of Malaysia

06

Enrolment Number
248390593007



Name
**Bamniya Uravshi
Chandrkant** (BBA)

CSP Title
Project on Spices
Industry of Netherland

07

Enrolment Number
248390593009



Name
**Rathod Bansi
Rameshbhai** (B.Com)

CSP Title
Project on Brass
Industry of Russia

08

Enrolment Number
248390593010



Name
Devanshi Bapodra (B.Com)

CSP Title
Project on Nutraceuticals
Industry of South Korea

09

Enrolment Number
248390593011



Name
**Chauhan Jignasha
Shamjibhai (BBA)**

CSP Title
Project on Gems & Jewellery
Industry of United Kingdom

10

Enrolment Number
248390593012



Name
**Chauhan Mohit
Kamleshbhai (BBA)**

CSP Title
Project on FMCG
Industry of Saudi Arabia

11

Enrolment Number
248390593013



Name
**Chauhan Shakshiba
Savansinh (BBA)**

CSP Title
Project on Agriculture
Industry of Australia

12

Enrolment Number
248390593014



Name
**Chavda Mayur
Pankajbhai (BBA)**

CSP Title
Project on FMCG
Industry of Saudi Arabia

13

Enrolment Number
248390593017



Name
**Dhanvi Bharatbhai
Gadhiya** (B.Com)

CSP Title
Country study project on
automobile industry of Italy

14

Enrolment Number
248390593018



Name
**Dhruviben Maheshbhai
Senjaliya** (BBA)

CSP Title
Project on Textile
Industry of Vietnam

15

Enrolment Number
248390593019



Name
Gohel Darsh (B.Com)

CSP Title
Project on Nutraceutical
Industry of South Korea

16

Enrolment Number
248390593022



Name
**Tank Hemal
Dipakbhai** (B.Com)

CSP Title
Project on Textile
Industry of Vietnam

17

Enrolment Number

248390593023



Name

**Vara Jagruti
Jagdishbhai** (B.Com)

CSP Title

Project on Pharmaceutical
Industry of Belgium

18

Enrolment Number

248390593024



Name

**Maniyar Jay
Sanjaykumar** (B.Com)

CSP Title

Project on Spices
Industry of Brazil

19

Enrolment Number

248390593025



Name

**Jotangiya Yagnik
Nathabhai** (B.Com)

CSP Title

Project on Home Textile
Industry of USA

20

Enrolment Number

248390593027



Name

**Kariya Aesha
Dineshbhai** (BBA)

CSP Title

Project on Spices
Industry of Netherlands

21

Enrolment Number
248390593028



Name
**Khunti Vaishaliben
Rambhai** (B.Com)

CSP Title
Project on Textile
Industry of Vietnam

22

Enrolment Number
248390593030



Name
**Rangrej Mahammasahil
Mahammasadik** (B. Com)

CSP Title
Project on Spices
Industry of Netherlands

23

Enrolment Number
248390593031



Name
**Makwana Prakash
Rameshbhai** (B.Com)

CSP Title
Project on Automobile
Industry of Italy

24

Enrolment Number
248390593032



Name
**Vadukar Mansi
Rajeshbhai** (BBA)

CSP Title
Project on Gems & Jewellery
Industry of United Kingdom

25

Enrolment Number

248390593033



Name

**Rajput Meghal
Rakeshbhai (BBA)**

CSP Title

Project on Spices
Industry of Netherlands

26

Enrolment Number

248390593038



Name

**Shukla Nandan
Sandipbhai (B. Com)**

CSP Title

Project on Spices
Industry of Brazil

27

Enrolment Number

248390593039



Name

**Neha Tripathi
Arvindnath (B.Com)**

CSP Title

Project on Pharmaceuticals
Industry of Japan

28

Enrolment Number

248390593040



Name

**Makadiya Nidhi
Hiteshbhai (B. Com)**

CSP Title

Project on Pharmaceutical
Industry of Japan

29

Enrolment Number

248390593041



Name

Aparnathi Nikeshgiri (B.Com)

CSP Title

Project on Ceramic
Industry of Malaysia

30

Enrolment Number

248390593042



Name

**Khan Nousin Khatoon
Wakil** (B. Com)

CSP Title

Project on Textile
Industry of Germany

31

Enrolment Number

248390593043



Name

Yash Parmar (B.Com)

CSP Title

Project on Nutraceutical
Industry of South Korea

32

Enrolment Number

248390593045



Name

**Das Piyush
Amitkumar** (B.Com)

CSP Title

Project on Pharmaceutical
Industry of Japan

33

Enrolment Number

248390593046



Name

Pooja Soni (B.Com)

CSP Title

Project on Agricultural
Industry of Australia

34

Enrolment Number

248390593047



Name

**Popat Shubham
Liladhar** (BBA)

CSP Title

Industry in Malaysia

35

Enrolment Number

248390593048



Name

**Niddhi Umeshbhai
Radadiya** (BBA)

CSP Title

Project on Textile
Industry of Vietnam

36

Enrolment Number

248390593050



Name

**Rathod Mansi
Jayeshbhai** (B.Com)

CSP Title

Neutraceutical Industry
of South Korea

37

Enrolment Number

248390593051



Name

Riya Shiyal (B.Com)

CSP Title

Project on Agricultural
Industry of South Africa

38

Enrolment Number

248390593053



Name

Sakshi Sunilbhai (BBA)

CSP Title

Project on Construction
Industry of Indonesia

39

Enrolment Number

248390593055



Name

**Sanathra Ankit
Jaysukhbhai** (B.Com)

CSP Title

Country Study Project on
Automobile Industry of Italy

40

Enrolment Number

248390593056



Name

**Prajapati Sanket
Kiranbhai** (B. Com)

CSP Title

Project on Textiles Industry
of United Arab Emirates

41

Enrolment Number
248390593057



Name
**Shah Pooja
Deepakbhai** (B.Com)

CSP Title
Project on Agriculture
Industry of Australia

42

Enrolment Number
248390593062



Name
**Prajapati Twinkle
Dilipbhai** (BBA)

CSP Title
Project on Agriculture
Industry of China

43

Enrolment Number
248390593062



Name
**Meswaniya Vaibhavi
Satishbhai** (BBA)

CSP Title
Project on Agriculture
Industry of Thailand

44

Enrolment Number
248390593064



Name
**Vegad Kajal
Arvindbhai** (B.Com)

CSP Title
Project on FMCG
Industry of Saudi Arabia

45

Enrolment Number

248390593065



Name

**Vora Ayushi
Rajeshbhai** (B.Com)

CSP Title

Project on Textile
Industry of USA

46

Enrolment Number

248390593066



Name

**Dulani Yukta
Pradeep** (B. Com)

CSP Title

Project on Pharmaceuticals
Industry of Japan

47

Enrolment Number

248390593067



Name

**Chandarana Poonam
Rajeshbhai** (BBA)

CSP Title

Project on Spice
Industry of Brazil

48

Enrolment Number

248390593068



Name

**Jadav Sanjana
Harshadbhai** (BBA)

CSP Title

Project on Gems & Jewellery
Industry of United Kingdom

49

Enrolment Number

248390593069



Name

**Kuchara Keyur
Jitendrakumar** (B.Com)

CSP Title

Project on Textiles Industry
of United Arab Emirates

50

Enrolment Number

248390593070



Name

**Maru Prashantbhai
Shaileshbhai** (B. Com)

CSP Title

Project on Pharmaceuticals
Industry of Belgium

51

Enrolment Number

248390593072



Name

**Pal Seema
Harishchandra** (BBA)

CSP Title

Project on Gems & Jewellery
Industry of United Kingdom

52

Enrolment Number

248390593074



Name

**Shah Vishwa
Ketanbhai** (B. Com)

CSP Title

Project on Pharmaceutical
Industry of Singapore

53

Enrolment Number

248390593075



Name

**Prerna Manojkumar
Sharma** (B.Com)

CSP Title

Project on Agriculture
Industry of South Africa



Marketing Specialization

01

Enrolment Number

248390593002



Name

**Adroja Mugdha
Riteshbhai** (B.Sc (Chemistry))

CSP Title

Project on Construction Chemical
Industry of Indonesia

02

Enrolment Number

248390593008



Name

**Mistry Bansari
Rajeshbhai** (BBA)

CSP Title

Project on Construction Chemical
Industry of Indonesia

03

Enrolment Number

248390593015



Name

**Lathigara Darshit
Nitinbhai** (B.Com)

CSP Title

Project on Ceramic
Industry of Malaysia

04

Enrolment Number

248390593016



Name

**Desai Pruthil
Baldevbhai** (B.Com)

CSP Title

Project on Agro Process
Industry of Thailand

05

Enrolment Number
248390593020



Name
**Hadiya Sanjana
Nitinbhai** (BBA)

CSP Title
Project on Electrical
Industry of Russia

06

Enrolment Number
248390593021



Name
**Punjani Heena
Karimbhai** (BBA)

CSP Title
Project on Agriculture
Industry of Australia

07

Enrolment Number
248390593026



Name
**Kargatiya Mitkumar
Mukeshbhai** (BBA)

CSP Title
Project on Spices
Industry of Brazil

08

Enrolment Number
248390593029



Name
Krushang Gajjar (BBA)

CSP Title
Project on Pharmaceutical
Industry of Singapore

09

Enrolment Number
248390593034



Name
Koli Minal
Ranjitkumar (B. Com)

CSP Title
Project on Electrical
Industry of Russia

10

Enrolment Number
248390593036



Name
Mukadam Vaidehi
Vipulbhai (BBA)

CSP Title
Project on Agriculture
Industry of South Africa

11

Enrolment Number
248390593037



Name
Nadiyapara Vaibhavi
Rasikbhai (BBA)

CSP Title
Project on Textile
Industry of UAE

12

Enrolment Number
248390593044



Name
Patel Urvi
Subhashbhai (BBA)

CSP Title
Project on Pharmaceutical
Industry of Belgium

13

Enrolment Number

248390593052



Name

**Pathan Rushda
M Iqbal** (B. Com)

CSP Title

Project on Textile
Industry of Germany

14

Enrolment Number

248390593054



Name

**Rabari Sameer
Shankarbhai** (B.Com)

CSP Title

Project on Agro Processing
Industry of Thailand

15

Enrolment Number

248390593058



Name

**Gohel Shakshi
Bharatbhai** (BBA)

CSP Title

Project on Agriculture
Industry Of South Africa

16

Enrolment Number

248390593060



Name

**Srushti Bharatbharti
Gauswami** (B. Com)

CSP Title

Project on Agriculture
Industry of China

Human Resource Specialization

01

Enrolment Number

248390593035



Name

**Teraiya Miraliben
Jiteshbhai (BBA)**

CSP Title

Project on Pharmaceutical
Industry of Belgium

02

Enrolment Number

248390593049



Name

**Rana Palak
Harishkumar (Computer Science)**

CSP Title

Project on Agriculture
Industry of China

03

Enrolment Number

248390593073



Name

**Parmar Shriya
Dineshbhai (BBA)**

CSP Title

Project on FMCG
Industry of Saudi Arabia

04

Enrolment Number

248390593076



Name

Ouattara Romaric (B.Com)

CSP Title

Project on Electrical
Industry of Russia

Bachelor of Business Administration (BBA) Class of 2023-26

The Bachelor of Business Administration (BBA) programme at Gujarat Technological University School of Management Studies (GSMS), introduced in 2022-23, is designed in line with the National Education Policy (NEP) 2020 to nurture future-ready professionals. The program blends academic excellence, practical exposure, and holistic development, offering students a strong foundation in business functions and managerial practices. With industry visits, internships, and hands-on projects, students gain valuable real-world insights. The curriculum emphasizes soft skills, higher-order thinking, and global competitiveness, supported by an International Experience Program in Malaysia and the opportunity to learn foreign language. Experienced faculty, career counselling, mentorship, and placement assistance further enrich the learning journey. Designed with multiple exit options under NEP 2020, the BBA at GSMS equips students to excel in industry, entrepreneurship, or higher studies with a global perspective.

Specializations: Finance – 30 students, Marketing – 24 students, HR – 9 students



Life at GSMS



Teacher's Day Celebration



Heritage Walk



GTU Convocation



Aarohan Sports Event



Cultural Event



AIM - Academia Industry Meet

Export Import
Expand your business through
GSMSians

Export Import

- Global Supply Chain
- Tariff
- CHA
- CFS
- ICD

EXIM Marketing

- Global Branding
- Global Marketing Communication
- Digital Marketing
- Globalisation
- Global CRM
- International Marketing Research

EXIM Finance

- Advising Bank
- Balance of Trade
- Bilateral Trade Agreement
- Bill of Exchange
- Global Budget

EXIM Human Resources

- EPRG
- Global Talent Acquisition
- International Recruitment
- Virtual Team
- International Performance Management



For Campus Recruitment Drive Connect to T&P Committee

Faculty Coordinators

Dr. Radhika Shah
Dr. Priyanka Bhatt
Dr. Pulkit Trivedi

Student Coordinators

Ms. Pooja Soni
Ms. Bansari Mistry



079-23267542



placement_gsms@gtu.edu.in



<https://gsms.gtu.ac.in/>



**Gujarat Technological University,
School of Management Studies
Academic Block 4, GTU Campus,
Chandkheda, Ahmedabad – 382424**



@gtusms