

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA Semester IV Subject Code/ Teaching / Examination Scheme

Sr. No.	Subject	Paper No.	Specialization	Subject Name	Subject code	Teaching Scheme	Credits	University Examination (Marks)(E)	Mid Sem. Test Marks(M)	Continuous Evaluation Component (I)	Practical (External)	Practical (Internal)	Total Marks
1	Compulsory subject	84	0	Comprehensive Project (CP)	840001	40 Sessions of 75 Minutes	3	0	0	0	70	30	100
				International Business(IB)	840002	40 Sessions of 75 Minutes	3	70	30	50	0	0	150
				Management Control System (MCS)	840003	40 Sessions of 75 Minutes	3	70	30	50	0	0	150
2	Functional Areas Specialization	8401	Marketing	International Marketing (IM)	840101	40 Sessions of 75 Minutes	3	70	30	50	0	0	150
				Product and Brand Management (PBM)	840102	40 Sessions of 75 Minutes	3	70	30	50	0	0	150
				Services and Relationship Marketing(SRM)	840103	40 Sessions of 75 Minutes	3	70	30	50	0	0	150
		8402	Finance	Corporate Restructuring (CR)	840201	40 Sessions of 75 Minutes	3	70	30	50	0	0	150
				International Finance (IF)	840202	40 Sessions of 75 Minutes	3	70	30	50	0	0	150
				Risk Management (RM)	840203	40 Sessions of 75 Minutes	3	70	30	50	0	0	150
		8403	Human Resource	Human Resource Development (HRD)	840301	40 Sessions of 75 Minutes	3	70	30	50	0	0	150
				International Human Resource Mgmt. (IHRM)	840302	40 Sessions of 75 Minutes	3	70	30	50	0	0	150
				Strategic Human Resource Mgmt (SHRM)	840303	40 Sessions of 75 Minutes	3	70	30	50	0	0	150
		8404	Information System	Business Process Reengineering (BPR)	840401	40 Sessions of 75 Minutes	3	70	30	50	0	0	150
				Information Systems Audit and Control (ISA&C)	840402	40 Sessions of 75 Minutes	3	70	30	50	0	0	150
				Strategic Information Technology Management (SITM)	840403	40 Sessions of 75 Minutes	3	70	30	50	0	0	150
3	Sectorial Area Specialization	8499	Retailing Sector	Retailing-II	849901	40 Sessions of 75 Minutes	3	70	30	50	0	0	150
			Pharmaceutical and Healthcare Sector	Healthcare Services in India with focus on Hospital Administration & Management	849902	40 Sessions of 75 Minutes	3	70	30	50	0	0	150
			Rural and Cooperative Sector	Management of Cooperative Organisations	849903	40 Sessions of 75 Minutes	3	70	30	50	0	0	150
			Public Systems and Policy	Public System and Policy-II	849904	40 Sessions of 75 Minutes	3	70	30	50	0	0	150
			Banking and Insurance	Banking and Insurance - II	849905	40 Sessions of 75 Minutes	3	70	30	50	0	0	150