

GUJARAT TECHNOLOGICAL UNIVERSITY
NEW MBA Semester III Subject Code/ Teaching / Examination Scheme(Updated)

Sr. No.	Subject	Paper No.	Specialization	Subject Name	Subject code	Teaching Scheme	Credits	University Examination (Theory)	Uni. Exam (Practical)	Uni. Exam. (Practical) Internal	Mid Sem. Test	Marks(M) Continuous Evaluation	Total Marks
								(TE)	(PE)	(PI)	(M)	(I)	
1	Compulsory subject	283	Compulsory Courses:	Strategic Management (SM)	2830001	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Legal Aspects of Business (LAB)	2830002	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Global / Country Study Report (GCR)	2830003	18 Sessions of 75 Minutes	2	-	**	**	-	50	50
				Comprehensive Project – Industry Defined Problem (CP-IDP)	2830004	18 Sessions of 75 Minutes	1	-	**	**	-	50	50
				Summer Internship Programme (SIP)	2830005	6 Weeks Summer Training in Industry / NGO & Report	6	-	140	60	-	-	200
			Elective Courses: (select any one)	International Business (IB)	2830006	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				New Enterprise and Innovation Management (NE&IM)	2830007	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Quality Management (QM)	2830008	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Corporate Taxation (CT)	2830009	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Financial Planning (FP)	2830010	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Gandhian Philosophy for Managing Business (GPMB)	2830011	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
		28301	Marketing Management (MM)	Consumer Behaviour (CB)	2830101	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Integrated Marketing Communication (IMC)	2830102	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Sales and Distribution Management (SDM)	2830103	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
		28302	Finance Management (FM)	Strategic Financial Management (SFM)	2830201	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Management of Financial Services (MFS)	2830202	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Security Analysis and Portfolio Management (SAPM)	2830203	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
		28303	Human Resource Management (HRM)	Change Management and Organizational Development (CM&OD)	2830301	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Compensation Management (CM)	2830302	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Management of Industrial Relations and Labour Legislations (MIR&LL)	2830303	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
		28304	Information System Management (ISM)	Database Management (DM)	2830401	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				System Analysis and Design (SA&D)	2830402	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Business Process Reengineering (BPR)	2830403	36 Sessions of 75 Minutes	3	70	-	-	30	50	150

2	Functional Areas / Major Specializations	28305	International Business Management (IB)	International Marketing (IM)	2830501	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				International Finance (IF)	2830502	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				International Human Resource Management (IHRM)	2830503	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
		28306	Banking & Insurance (B&I)	Fundamentals of Banking & Insurance (FB&I)	2830601	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Banking Operations Management (BOP)	2830602	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				International Banking (IB)	2830603	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
		28307	Rural & Agro-Based Management (RAM)	Rural Marketing (RM)	2830701	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Rural Banking & Micro Finance (RB&MF)	2830702	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Agri and Food Processing Industry (AFPI)	2830703	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
		28308	Asian Business (Immersion Study)	Indian Business: Systems and Policy Formulation (IB-SPF)	2830801	36 Sessions of 75 Minutes + Experience*	6	70	70	30	30	100	300
				Business in China/Central Asia/West Asia/East Asia (B-C-CWE-A)	2830802	36 Sessions of 75 Minutes + Experience	3	70	-	-	30	50	150
		28309	Sustainable Global Businesses (Immersion Study)	Social Enterprises – Agents of Change and Innovation	2830901	36 Sessions of 75 Minutes + Experience*	6	70	70	30	30	100	300
				Exploring Base of Pyramid for profitability in Businesses (Study of C.K.Prahlad's Theories)	2830902	36 Sessions of 75 Minutes + Experience	3	70	-	-	30	50	150

Notes:	1	**	Global / Country Study Report (GCR)	2830003	Student has to define the Country and Specific Study Area/Industry/Sector as per the Guidelines on GTU website. The performance Review will be undertaken by the Review Committee constituted as per the guidelines of GTU at the end of Sem-III. The weightage and Evaluation is equal to Two Subjects (100x2=200 Marks) in Semester IV.
	2	**	Comprehensive Project – Industry Defined Problem (CP-IDP)	2830004	Student has to define the Project Title and Company / Organization where he/she would undertake the Project Study. The performance Review will be undertaken by the Review Committee constituted as per the guidelines of GTU at the end of Sem-III. The weightage and Evaluation is equal to Two Subjects (100x2=200 Marks) in Semester IV..
	3	Asian Business (Immersion Study)	Indian Business: Systems and Policy Formulation (IB-SPF)	2830801	Student shall study on Indian Business Systems and policy formulation by connecting with a business /Industrial company and submit a detailed report.
	4	Sustainable Global Businesses (Immersion Study)	Social Enterprises – Agents of Change and Innovation	2830901	Student shall visit a Foreign Country and undergo an experience / undertake a Project for 3 to 4 weeks as required in the New MBA Program under this major Specialization.

Note:

(1) The student/s who opt for Banking and Insurance as specialization, can not opt for Investment Banking as an elective subject.

(2) The university examination of the subject Investment Banking will be conducted separately at the end of all subjects and not along with other elective subjects.

(3) As a part of GCR and CP, Students have to define the Study Area, Project Title and Company / Organization, in where he/she would undertake the Project Study and collect the required data as per the guidelines of the Guide, in Sem-3 itself. The performance Review will be undertaken by the Review Committee constituted as per the guidelines of GTU at the end of Sem-III. The final evaluation of the GCR / CP will be done at the end of Sem-4. The weightage and Evaluation to GCR /CR is equal to Two Subjects (100x2=200 Marks) in Semester IV..

(4) (*) For Asian Business - Project Experience, the student shall prepare a Report and submit to the college / GTU, as a part of LNPO course learning.