

GUJARAT TECHNOLOGICAL UNIVERSITY

NEW MBA Semester IV Subject Code/ Teaching / Examination Scheme (w.e.f. Academic year 2011-12, Jan-2012)

Sr. No.	Subject	Paper No.	Specialization	Subject Name	Subject code	Teaching Scheme					Mid Sem. Test Marks(M)	Continuous Evaluation Component(I)	Total Marks
						Credits	University Examination (Theory)	Uni. Exam. (Practical/Viva)	Uni. Exam. (Practical/Viva) Internal				
1	Compulsory subject	284	Compulsory Courses:	Global / Country Study Report (GCR)	2830003	36 Sessions of 75	3	-	140	60	-	-	200
				Comprehensive Project – Industry Defined Problem (CP-IDP)	2830004	36 Sessions of 75 Minutes	6	-	140	60	-	-	200
				Business Ethics and Corporate Governance (BE & CG)	2840003	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
			Elective Courses: (select any one)	Enterprise Resource Planning (ERP)	2840004	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Supply Chain Management (SCM)	2840005	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Project Management (PM)	2840006	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Management Control System (MCS)	2840007	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Technology and Business (T & B)	2840008	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Investment Banking (IB)	2840601	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
2	Functional Areas / Specialization	28401	Marketing Management (MM)	Product and Brand Management (PBM)	2840101	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Services and relationship marketing (SRM)	2840102	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
		28402	Finance Management (FM)	Mergers & Acquisition (M&A)	2840201	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Risk Management (RM)	2840202	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
		28403	Human Resource Management (HRM)	Human Resource Development (HRD)	2840301	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Strategic Human Resource Management (SHRM)	2840302	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
		28404	Information System Management (ISM)	Information System Audit and Control (ISA & C)	2840401	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Strategic Information Technology Management	2840402	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
		28405	International Business Management (IB)	International Supply Chain Management (ISCM)	2840501	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Export-Import Policy, Procedure and Documentation (EIPPD)	2840502	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
		28406	Banking & Insurance (B&I)	Investment Banking (IB)	2840601	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				Insurance and Risk Management (IRM)	2840602	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
		28407	Rural & Agro-Based Management (RAM)	Cooperative Management (CM)	2840701	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
				NGO Management (NM)	2840702	36 Sessions of 75 Minutes	3	70	-	-	30	50	150
		28408	Asian Business (Immersion Study)	Immersion Study of Social Business (ISSB)	2840801	36 Sessions of 75 Minutes	6	70	70	30	30	100	300
		28409	Sustainable Global Businesses (Immersion Study)	Environmentally Sustainable Development (ESD)	2840901	36 Sessions of 75 Minutes + Experience	3	70	-	-	30	50	150
				The Corporation, the Regulators and Society (CRS)	2840902	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/Sector/Industry 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 Semester 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 Semester 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 visit India State / Asian Country and undergo an experience / undertake a Project for 3 to 4 weeks as required in the New MBA Program under this major Specialization.							
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.									
5	Elective Course/Specialization	Investment Banking	2840601	If the students opt Investment Banking (2840601) as an Elective Course are not permitted to opt "Banking and Insurance" as a Specialization.									

