

# GUJARAT TECHNOLOGICAL UNIVERSITY

## First Year MBA - Subjects & Credits (with effect from 2011 batch)

### Semester-I: Compulsory Courses

**(7 Courses = 21 Credits)**

Sr. No.	Course/ Subject Title	Credits
1.	Accounting for Managers <b>(AFM)</b>	3
2.	Economics for Managers <b>(EFM)</b>	3
3.	Managerial Communication <b>(MC)</b>	3
4.	Organizational Behaviour <b>(OB)</b>	3
5.	Principles of Management <b>(PM)</b>	3
6.	Research Methodology <b>(RM)</b>	3
7.	Quantitative Analysis – I <b>(QA-I)</b>	3

**36 Sessions of 75 Minutes per Course**

**Total 21**

### Semester-II: Compulsory Courses

Sr. No.	Course/ Subject Title	Credits
1.	Cost and Management Accounting <b>(CMA)</b>	3
2.	Management Information System <b>(MIS)</b>	3
3.	Financial Management <b>(FM)</b>	3
4.	Human Resource Management <b>(HRM)</b>	3
5.	Marketing Management <b>(MM)</b>	3
6.	Production and Operations Management <b>(POM)</b>	3
7.	Quantitative Analysis – II <b>(QA-II)</b>	3

**36 Sessions of 75 Minutes per Course**

**Total 21**

### Semester-III:

**(7 Courses = 21 Credits)**

#### **Core Courses: (Compulsory)**

Sr. No.	Course/ Subject Title	Credits
1.	Strategic Management <b>(SM)</b>	3
2.	Legal Aspects of Business <b>(LAB)</b>	3
3.	Global / Country Study Report <b>(GCR)</b>	2
4.	Comprehensive Project – Industry Defined Problem <b>(CP-IDP)</b>	1

#### **Elective Courses: (Select any one)**

1.	International Business <b>(IB)</b>	3
2.	New Enterprise and Innovation Management <b>(NE&amp;IM)</b>	3
3.	Quality Management <b>(QM)</b>	3
4.	Corporate Taxation <b>(CT)</b>	3
5.	Financial Planning <b>(FP)</b>	3
6.	Gandhian Philosophy for Managing Business <b>(GPMB)</b>	3

**36 Sessions of 75 Minutes per Course**

**Total 12**

**Major Functional Areas and Specializations in MBA Sem III: (Select any One Area or Specialization):**

**Major Functional Areas:**

**I Marketing Management (MM)**

<b>Sr. No.</b>	<b>Course/ Subject Title</b>	<b>Credits</b>
1.	Consumer Behaviour (CB)	3
2.	Integrated Marketing Communication (IMC)	3
3.	Sales and Distribution Management (SDM)	3

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**36 Sessions of 75 Minutes per Course**

**Total 9**

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**II Finance Management (FM)**

<b>Sr. No.</b>	<b>Course/ Subject Title</b>	<b>Credits</b>
1.	Strategic Financial Management (SFM)	3
2.	Management of Financial Services (MFS)	3
3.	Security Analysis and Portfolio Management (SAPM)	3

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**36 Sessions of 75 Minutes per Course**

**Total 9**

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**III Human Resource Management (HRM)**

<b>Sr. No.</b>	<b>Course/ Subject Title</b>	<b>Credits</b>
1.	Change Management and Organizational Development (CM&OD)	3
2.	Compensation Management (CM)	3
3.	Management of Industrial Relations and Labour Legislations (MIR&LL)	3

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**36 Sessions of 75 Minutes per Course**

**Total 9**

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**IV Information Systems Management (ISM)**

<b>Sr. No.</b>	<b>Course/Subject Title</b>	<b>Credits</b>
1.	Database Management (DM)	3
2.	System Analysis and Design (SA&D)	3
3.	Business Process Reengineering (BPR)	3

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**36 Sessions of 75 Minutes per Course**

**Total 9**

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## **Major Specializations:**

### **V International Business Management (IB)**

<b>Sr. No.</b>	<b>Course/Subject Title</b>	<b>Credits</b>
1.	International Marketing (IM)	3
2.	International Finance (IF)	3
3.	International Human Resource Management (IHRM)	3

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**36 Sessions of 75 Minutes per Course**

**Total 9**

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### **VI Banking & Insurance (B&I)**

<b>Sr. No.</b>	<b>Course/Subject Title</b>	<b>Credits</b>
1.	Fundamentals of Banking & Insurance (FB&I)	3
2.	Banking Operations Management (BOP)*	3
3.	International Banking (IB)	3

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**36 Sessions of 75 Minutes per Course**

**Total 9**

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**\* Covers IT in Banks**

### **VII Rural & Agro-Based Management (RAM)**

<b>Sr. No.</b>	<b>Course/Subject Title</b>	<b>Credits</b>
1.	Rural Marketing (RM)	3
2.	Rural Banking & Micro Finance (RB&MF)	3
3.	Agri and Food Processing Industry (AFPI)	3

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**36 Sessions of 75 Minutes per Course**

**Total 9**

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### **VIII Asian Business (Immersion Study)**

<b>Sr. No.</b>	<b>Course/Subject Title</b>	<b>Credits</b>
1.	Indian Business: Systems and Policy Formulation (IB-SPF)	6
2.	Business in China/Central Asia/West Asia/East Asia (B-C-CWE-A)	3

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**36 Sessions of 75 Minutes per Course + Experience**

**Total 9**

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### **IX Sustainable Global Businesses (Immersion Study)**

<b>Sr. No.</b>	<b>Course/Subject Title</b>	<b>Credits</b>
1.	Social Enterprises – Agents of Change and Innovation	6
2.	Exploring Base of Pyramid for profitability in Businesses (Study of C.K.Prahalad's Theories)	3

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**36 Sessions of 75 Minutes per Course + Experience**

**Total 9**

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## **Semester-IV: (6 Courses = 21 Credits)**

### **Core Courses: (Compulsory)**

<b>Sr. No.</b>	<b>Course/ Subject Title</b>	<b>Credits</b>
1.	Comprehensive Project (CP)	6
2.	Global / Country Study Report (GCR)	3
3.	Business Ethics & Corporate Governance (BE&CG)	3

### **Elective Courses: (Select any one)**

1.	Enterprise Resource Planning (ERP)	3
2.	Supply Chain Management (SCM)	3
3.	Project Management (PM)	3
4.	Management Control Systems (MCS)	3
5.	Technology & Business (T&B)	3
6.	Investment Banking (IB)	3

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**36 Sessions of 75 Minutes per Course**

**Total 15**

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### **Major Functional Areas and Specializations in MBA Sem IV: (Continue the Selected Area or Specialization):**

#### **Major Functional Areas**

##### **I Marketing Management (MM)**

<b>Sr. No.</b>	<b>Course/Subject Title</b>	<b>Credits</b>
1.	Product and Brand Management (PBM)	3
2.	Services and Relationship Marketing (SRM)	3

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**36 Sessions of 75 Minutes per Course**

**Total 6**

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##### **II Finance Management (FM)**

<b>Sr. No.</b>	<b>Course/Subject Title</b>	<b>Credits</b>
1.	Mergers & Acquisitions (M&A)	3
2.	Risk Management (RiM)	3

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**36 Sessions of 75 Minutes per Course**

**Total 6**

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##### **III Human Resource Management (HRM)**

<b>Sr. No.</b>	<b>Course/Subject Title</b>	<b>Credits</b>
1.	Human Resource Development (HRD)	3
2.	Strategic Human Resource Management (SHRM)	3

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**36 Sessions of 75 Minutes per Course**

**Total 6**

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#### **IV Information Systems Management (ISM)**

<b>Sr. No.</b>	<b>Course/Subject Title</b>	<b>Credits</b>
1.	Information Systems Audit and Control ( <b>ISA&amp;C</b> )	3
2.	Strategic Information Technology Management ( <b>SITM</b> )	3

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**36 Sessions of 75 Minutes per Course**

**Total 6**

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#### **V International Business Management (IB)**

<b>Sr. No.</b>	<b>Course/Subject Title</b>	<b>Credits</b>
1.	International Supply Chain Management ( <b>ISCM</b> )	3
2.	Export- Import Policy, Procedures & Documentation ( <b>EIPPD</b> )	3

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**36 Sessions of 75 Minutes per Course**

**Total 6**

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#### **VI Banking & Insurance (B&I)**

<b>Sr. No.</b>	<b>Course/Subject Title</b>	<b>Credits</b>
1.	Investment Banking ( <b>IBK</b> )	3
2.	Insurance & Risk management ( <b>IRM</b> )	3

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**36 Sessions of 75 Minutes per Course**

**Total 6**

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#### **VII Rural & Agro-Based Management (RAM)**

<b>Sr. No.</b>	<b>Course/Subject Title</b>	<b>Credits</b>
1.	Cooperative Management ( <b>CM</b> )	3
2.	NGO Management ( <b>NM</b> )	3

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**36 Sessions of 75 Minutes per Course**

**Total 6**

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#### **VIII Asian Business (Immersion Study)**

<b>Sr. No.</b>	<b>Course/Subject Title</b>	<b>Credits</b>
1.	Immersion Study of Social Businesses (ISSB)	6

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**36 Sessions of 75 Minutes per Course + Experience**

**Total 6**

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#### **IX Sustainable Global Businesses (Immersion Study)**

<b>Sr. No.</b>	<b>Course/Subject Title</b>	<b>Credits</b>
1.	Environmentally Sustainable Development ( <b>ESD</b> )	3
2.	The Corporation, the Regulators and the Society ( <b>CRS</b> )	3

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**36 Sessions of 75 Minutes per Course**

**Total 6**

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**Total Credits in New MBA Program : 9\*+(21+21) +6+ (21+21) = 99 Credits**