GUJARAT TECHNOLOGICAL UNIVERSITY

MBA Semester III 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 Componenet (I)	Total Marks
1	Compulsory subject	83	0	Strategic Management (SM)	830001	40 Sessions of 75 Minutes	3	70	30	50	150
				Legal Aspects of Business (LAB)	830002	40 Sessions of 75 Minutes	3	70	30	50	150
				New Enterprise and Innovation Management (NE&IM)	830003	40 Sessions of 75 Minutes	3	70	30	50	150
				Summer Internship Programme	830004	40 Sessions of 75 Minutes	6	100	0	0	100
2	Functional Areas Specialization	8301	Marketing	Consumer Behaviour and Marketing Research (CB&MR)	830101	40 Sessions of 75 Minutes	3	70	30	50	150
				Integrated Marketing Communication (IMC)	830102	40 Sessions of 75 Minutes	3	70	30	50	150
				Sales and Distribution Management (SDM)	830103	40 Sessions of 75 Minutes	3	70	30	50	150
		8302	Finance	Corporate Taxation & Financial Planning (CT&FP)	830201	40 Sessions of 75 Minutes	3	70	30	50	150
				Management of Financial Services (MFS)	830202	40 Sessions of 75 Minutes	3	70	30	50	150
				Security Analysis and Portfolio Management (SAPM)	830203	40 Sessions of 75 Minutes	3	70	30	50	150
		8303	Human Resource	Change Management and Organizational Development (CM&OD)	830301	40 Sessions of 75 Minutes	3	70	30	50	150
				Compensation Management (CM)	830302	40 Sessions of 75 Minutes	3	70	30	50	150
				Management of Industrial Relations and Labour Legislations (MIR&LL)	830303	40 Sessions of 75 Minutes	3	70	30	50	150
		8304	Information System	Database Management (DM)	830401	40 Sessions of 75 Minutes	3	70	30	50	150
				System Analysis and Design (SA&D)	830402	40 Sessions of 75 Minutes	3	70	30	50	150
				Technology and Business (T&B)	830403	40 Sessions of 75 Minutes	3	70	30	50	150
3	Sectorial Area Specialization	8399	Retailing Sector	Retailing-I	839901	40 Sessions of 75 Minutes	3	70	30	50	150
			Pharmaceutical and Healthcare Sector	Pharmaceutical Management	839902	40 Sessions of 75 Minutes	3	70	30	50	150
			Rural and Cooperative Sector	Rural Marketing	839903	40 Sessions of 75 Minutes	3	70	30	50	150
			Public Systems and Policy	Public System and Policy -I	839904	40 Sessions of 75 Minutes	3	70	30	50	150
			Banking and Insurance	Banking and Insurance	839905	40 Sessions of 75 Minutes	3	70	30	50	150