

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**Credit Based System (CBS)**  
**The Scheme of Courses in Different Semesters of**  
**Three Year MBA (Evening) Programme**

**SEMESTER-I**

CP-101	Organizational Behaviour
CP-102	Managerial Accounting
CP-103	Principles of Management
CP-104	Business Communication and Soft Skills
CP-105	Business Information Systems

**SEMESTER-II**

CP-201	Marketing Management
CP-202	Financial Management
CP-203	Human Resource Management
CP-204	Production and Operations Management
CP-205	Business Environment

**SEMESTER-III**

**COMPULSORY COURSES**

CP-301	Business Policy and Strategic Management
CP-302	Global Business Management
CP-303	Business Laws
CP-304	Quantitative Methods
CP-305	Managerial Economics

**SEMESTER-IV**

**COMPULSORY COURSES**

CP-401	Management Control Systems
CP-402	Management of Financial Institutions & Services
CP-403	Research Methodology in Business
CP-404	Entrepreneurship and New Venture Management

**SEMESTER V**

**OPTIONAL COURSES**

**1. FINANCE & ACCOUNTING GROUP**

OF&A-501	Investment Management
OF&A-502	Foreign Exchange Management
OF&A-503	Financial Derivatives
OF&A-504	Corporate Taxation & Financial Planning

**2. MARKETING GROUP**

OMK-501	Consumer Behaviour and Marketing Research
OMK-502	Integrated Marketing Communication
OMK-503	Marketing of Services
OMK-504	Digital Marketing

### **3. HUMAN RESOURCE MANAGEMENT**

- OHR-501 Human Resource Development and Talent Management
- OHR-502 Labour Management and Industrial Relations
- OHR-503 Organizational Development & Change Management
- OHR-504 Strategic & Global Human Resource Management

### **4. PRODUCTION AND OPERATION MANAGEMENT**

- OP&O-501 Applied Operation Research
- OP&O-502 Logistics and Supply Chain Management
- OP&O-503 Production Planning and Control
- OP&O-504 Total Quality Management

## **SEMESTER VI**

### **COMPULSORY COURSES**

CP-601 & 602 Project Study (Equivalent to Two Courses)

### **OPTIONAL COURSES**

#### **1. FINANCE & ACCOUNTING GROUP**

- OF&A-601 International Financial Management
- OF&A-602 Corporate Restructuring and Strategic Finance

#### **2. MARKETING GROUP**

- OMK-601 Sales & Supply Chain Management
- OMK-602 Management of Retail Business

#### **3. HUMAN RESOURCE MANAGEMENT**

- OHR-601 Contemporary Developments in HRM
- OHR-602 Labour Laws

#### **4. PRODUCTION & OPERATION MANAGEMENT**

- OP&O -601 Purchasing and Materials Management
- OP&O -602 Service Operation Management

## REGULATIONS FOR MBA (EVENING) PROGRAMME

Regulations for MBA (Evening) Programme pertaining to Internal Assessment, University Examinations, Promotion to next higher Semesters and award of Degree and Class.

### R.M.B.A. (Evening) -1

The candidate for Semester-1 Examinations of M.B.A. (Evening) will be examined in the following papers:

Paper No.	Subjects	No. of Credits	Contact Hours per Week (CPW)	Maximum Marks		Total Marks
				External Exam	Internal Assessment	
CP101	Organizational Behaviour	4	4	70	30	100
CP102	Managerial Accounting	4	4	70	30	100
CP103	Principles of Management	4	4	70	30	100
CP104	Business Communication and Soft Skills	4	4	70	30	100
CP105	Information Technology for Business	4	4	70	30	100
	TOTAL	20	20	350	150	500

\* CPW= Contact per week in hours. 4 hours of CPW will be divided into 3 hours of class room teaching and 1 hour of library / tutorials etc. (equivalent to one hour of class room teaching)

### R.M.B.A. (Evening) –2

The candidates for Semester-II Examination for M.B.A. (Evening) will be examined in the following Papers:

Paper No.	Subjects	No. of Credits	Contact Hours per Week (CPW)	Maximum Marks		Total Marks
				External Exam	Internal Assessment	
CP201	Marketing Management	4	4	70	30	100
CP202	Financial Management	4	4	70	30	100
CP203	Human Resource Management	4	4	70	30	100
CP204	Production and Operations Management	4	4	70	30	100
CP205	Business Environment	4	4	70	30	100
	TOTAL	20	20	350	150	500

### R.M.B.A. (Evening) –3

The candidates for Semester-III Examination for M.B.A. (Evening) will be examined in the following Papers:

Paper No.	Subjects	No. of Credits	Contact Hours per Week (CPW)	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
CP301	Business Policy and Strategic Management	4	4	70	30	100
CP302	Global Business Management	4	4	70	30	100
CP303	Business Laws	4	4	70	30	100
CP304	Managerial Economics	4	4	70	30	100
CP305	Quantitative Methods	4	4	70	30	100
	<b>Total</b>	<b>20</b>	<b>20</b>	<b>350</b>	<b>150</b>	<b>500</b>

### R.M.B.A. (Evening) –4

Candidate for Semester IV examination for the MBA (Evening) will be examined in following courses.

#### **SEMESTER-IV** **COMPULSORY COURSES**

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
CP-401	Research Methodology in Business	4	4	70	30	100
CP-402	Entrepreneurship and New Venture Management	4	4	70	30	100
CP-403	Management Control Systems	4	4	70	30	100
CP-404	Management of Financial Institutions & Services	4	4	70	30	100
	<b>Total</b>	<b>16</b>	<b>16</b>	<b>280</b>	<b>120</b>	<b>400</b>

### R.M.B.A. (Evening) –5

\* A Candidate has to choose any one of Four Optional Groups of specialization in which the Department offers courses in a given year depending upon the discretion of the Department and has to undergo 4 Optional courses in Semester-V, and 2 Optional Course in Semester-VI.

Candidate for Semester - V examination for the MBA (Evening) will be examined in following courses.

**OPTIONAL COURSE****FINANCE & ACCOUNTING GROUP**

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OF&A-501	Investment Management	4	4	70	30	100
OF&A-502	Foreign Exchange Management	4	4	70	30	100
OF&A-503	Financial Derivatives	4	4	70	30	100
OF&A-504	Corporate Taxation and Financial Planning	4	4	70	30	100
	<b>Total</b>	<b>16</b>	<b>16</b>	<b>280</b>	<b>120</b>	<b>400</b>

**MARKETING GROUP**

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OMK-501	Consumer Behaviour and Marketing Research	4	4	70	30	100
OMK-502	Integrated Marketing Communication	4	4	70	30	100
OMK-503	Marketing of Services	4	4	70	30	100
OMK-504	Digital Marketing	4	4	70	30	100
	<b>Total</b>	<b>16</b>	<b>16</b>	<b>280</b>	<b>120</b>	<b>400</b>

**HUMAN RESOURCE MANAGEMENT GROUP**

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OHR-501	Human Resource Development and Talent Management	4	4	70	30	100
OHR-502	Labour Management and Industrial Relations	4	4	70	30	100
OHR-503	Organizational Development & Change Management	4	4	70	30	100
OHR-504	Strategic & Global Human Resource Management	4	4	70	30	100
	<b>Total</b>	<b>16</b>	<b>16</b>	<b>280</b>	<b>120</b>	<b>400</b>

## PRODUCTION AND OPERATION MANAGEMENT GROUP

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OP&O-501	Applied Operations Research	4	4	70	30	100
OP&O-501	Logistics and Supply Chain Management	4	4	70	30	100
OP&O-501	Production Planning and Control	4	4	70	30	100
OP&O-501	Total Quality Management	4	4	70	30	100
	<b>Total</b>	<b>16</b>	<b>16</b>	<b>280</b>	<b>120</b>	<b>400</b>

R.M.B.A. (Evening) –6

Candidate for Semester - VI examination for the MBA (Evening) will be examined in following courses.

### COMPULSORY COURSES

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Project Report	Viva-Voce	
CP - 601 & 602	*Project Study (Equivalent to Two Courses)	8	8	140	60	200
	<b>Total</b>	<b>8</b>	<b>8</b>	<b>140</b>	<b>60</b>	<b>200</b>

\* Project study will start in the beginning of the Fifth Semester while the Report will be submitted and examined at the end of Sixth Semester

\* The Project Report will be evaluated jointly by a board consisting of the internal guide and external examiner to be appointed by the University. The viva-voice examination will also be conducted by the same board.

### OPTIONAL COURSES

#### FINANCE & ACCOUNTING GROUP

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OF&A-601	International Financial Management	4	4	70	30	100
OF&A-602	Corporate Restructuring and Strategic Finance	4	4	70	30	100
	<b>Total</b>	<b>8</b>	<b>8</b>	<b>140</b>	<b>60</b>	<b>200</b>

## MARKETING GROUP

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OMK-601	Sales & Supply Chain Management	4	4	70	30	100
OMK-602	Management of Retail Business	4	4	70	30	100
	<b>Total</b>	<b>8</b>	<b>8</b>	<b>140</b>	<b>60</b>	<b>200</b>

## HUMAN RESOURCE MANAGEMENT GROUP

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OHR-601	Contemporary Developments in HRM	4	4	70	30	100
OHR-602	Labour Laws	4	4	70	30	100
	<b>Total</b>	<b>8</b>	<b>8</b>	<b>140</b>	<b>60</b>	<b>200</b>

## PRODUCTION & OPERATION MANAGEMENT GROUP

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OP&O-601	Purchasing and Materials Management	4	4	70	30	100
OP&O-602	Service Operation Management	4	4	70	30	100
	<b>Total</b>	<b>8</b>	<b>8</b>	<b>140</b>	<b>60</b>	<b>200</b>

R.M.B.A. (Evening) -7

There will be Continuous Evaluation of the student in Internal Assessment. Internal Assessment in each subject will be of 30 marks and will be divided in to periodical tests (15 marks), Term Papers /Case Analysis / Home Assignments / Field Work / Presentations / Project Work (10 Marks), and Class Participation and Attendance (5 Marks).

R.M.B.A. (Evening) - 8

CRITERIA for PASSING, ATKT and AWARD OF CLASS

As per “Examination Regulations for Undergraduate, Post Graduate and Diploma Programmes’ of Veer Narmad South Gujarat University, Surat circular No. Exam/A/7028/2013 dated 8/8/2013.

R.M.B.A. (Evening) - 9

A candidate having completed the MBA Programme from the Veer Narmad South Gujarat University can be admitted to broad base his/her specialization skills. He/She will be required to study Four (4) courses in Semester-V, and Two (02) Courses in Semester-VI from among the optional group of specialization offered by the Department on the following conditions.

- 1) He/She shall complete the attendance requirements in these courses as per the attendance requirements of regular candidates in each of the two semesters.
- 2) He/She shall be examined in the same manner as regular candidates.
- 3) He/She shall be declared to have passed Semester-V and Semester VI examination as per the requirements contained in R. M.B.A. (Evening) - 8.
- 4) He/She shall have to pay the same category of fees (currently in force) each semester as a regular candidate.
- 5) On completion of additional six optional courses during the Fifth and Sixth Semesters, he/she shall not be awarded another Degree but will be awarded a certificate of passing the course of additional optional group by the Veer Narmad South Gujarat University.