

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
Choice Based Credit System (CBCS)
The Scheme of Courses in Different Semesters of
Two-Year MBA (Full Time) 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
CP-106	Quantitative Methods
CP-107	Managerial Economics

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
CP-206	Research Methodology in Business
CP-207	Entrepreneurship and New Venture Management

SEMESTER-III

COMPULSORY COURSES

CP-301	Business Policy and Strategic Management
CP-302	Global Business Management
CP-303	Business Laws

OPTIONAL COURSES

1. FINANCE & ACCOUNTING GROUP

OF&A-301	Investment Management
OF&A-302	Foreign Exchange Management
OF&A-303	Financial Derivatives
OF&A-304	Corporate Taxation & Financial Planning

2. MARKETING GROUP

OMK-301	Consumer Behaviour and Marketing Research
OMK-302	Integrated Marketing Communication
OMK-303	Marketing of Services
OMK-304	Digital Marketing

3. HUMAN RESOURCE MANAGEMENT

OHR-301	Human Resource Development and Talent Management
OHR-302	Labour Management and Industrial Relations
OHR-303	Organizational Development & Change Management
OHR-304	Strategic & Global Human Resource Management

4. PRODUCTION AND OPERATION MANAGEMENT

OP&O-301	Applied Operation Research
OP&O-302	Logistics and Supply Chain Management
OP&O-303	Production Planning and Control
OP&O-304	Total Quality Management

SEMESTER-IV

COMPULSORY COURSES

- CP-401 Management Control Systems
CP-402 Management of Financial Institutions & Services
CP-403&404 Project Study (Equivalent to Two Courses)

OPTIONAL COURSES

1. FINANCE & ACCOUNTING GROUP

- OF&A-401 International Financial Management
OF&A-402 Corporate Restructuring and Strategic Finance

2. MARKETING GROUP

- OMK-401 Sales & Supply Chain Management
OMK-402 Management of Retail Business

3. HUMAN RESOURCE MANAGEMENT

- OHR-401 Contemporary Developments in HRM
OHR-402 Labour Laws

4. PRODUCTION & OPERATION MANAGEMENT

- OP&O -401 Purchasing and Materials Management
OP&O -402 Service Operation Management

REGULATIONS FOR MBA (FULL TIME) PROGRAMME

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

R.M.B.A.-1

The candidate for Semester-1 Examinations of M.B.A. 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	Business Information Systems	4	4	70	30	100
CP106	Quantitative Methods	4	4	70	30	100
CP107	Managerial Economics	4	4	70	30	100
	TOTAL	28	28	490	210	700

R.M.B.A. -2

The candidates for Semester-II Examination for M.B.A. (Full-Time) 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
CP206	Research Methodology in Business	4	4	70	30	100
CP207	Entrepreneurship and New Venture Management	4	4	70	30	100
	TOTAL	28	28	490	210	700

R.M.B.A. –3

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

COMPULSORY COURSES

Paper No.	Subjects	No. of Credits	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
	TOTAL	12	12	210	90	300
*	Summer Training			Grades to be awarded as satisfactory or dissatisfactory		

* Summer Training will be of 8 weeks duration and will begin after the Second Semester Examination. Under this training, each student will be placed with an industrial, business or Service organization. Each student will be required to submit a project report to the Department for the work undertaken during the training. A presentation before the faculty of the Department will be held during the third semester. This Summer Training will be evaluated as 'satisfactory' or 'dissatisfactory'. If the Summer Training of any student is evaluated as 'dissatisfactory', he / she will be given additional work and will be evaluated again.

Optional Courses

* 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 courses in Semester-III and 2 courses in Semester-IV.

FINANCE & ACCOUNTING GROUP

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OF&A-301	Investment Management	4	4	70	30	100
OF&A-302	Foreign Exchange Management	4	4	70	30	100
OF&A-303	Financial Derivatives	4	4	70	30	100
OF&A-304	Corporate Taxation & Financial Planning	4	4	70	30	100
	Total	16	16	280	120	400

MARKETING GROUP

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OMK-301	Consumer Behaviour and Marketing Research	4	4	70	30	100
OMK-302	Integrated Marketing Communication	4	4	70	30	100
OMK-303	Marketing of Services	4	4	70	30	100
OMK-304	Digital Marketing	4	4	70	30	100
	Total	16	16	280	120	400

HUMAN RESOURCE MANAGEMENT GROUP

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OHR-301	Human Resource Development and Talent Management	4	4	70	30	100
OHR-302	Labour Management and Industrial Relations	4	4	70	30	100
OHR-303	Organizational Development & Change Management	4	4	70	30	100
OHR-304	Strategic & Global Human Resource Management	4	4	70	30	100
	Total	16	16	280	120	400

PRODUCTION AND OPERATION MANAGEMENT GROUP

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OP&O-301	Applied Operation Research	4	4	70	30	100
OP&O-302	Logistics and Supply Chain Management	4	4	70	30	100
OP&O-303	Production Planning and Control	4	4	70	30	100
OP&O-304	Total Quality Management	4	4	70	30	100
	Total	16	16	280	120	400

R.M.B.A. –4

Candidate for Semester IV examination for the MBA (Full Time) 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	Management Control Systems	4	4	70	30	100
CP-402	Management of Financial Institutions & Services	4	4	70	30	100
				Project Report	Viva-Voce	
CP-403 &404	*Project Study (Equivalent to Two Courses)	8	8	140	60	200
	Total	16	16	280	120	400

* Project study will start in the beginning of the Third Semester while the Report will be submitted and examined at the end of Fourth 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	Subjects	No. of	CPW	Maximum Marks	Total
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No.		Credits		Written Exam	Internal Assessment	Marks
OF&A-401	International Financial Management	4	4	70	30	100
OF&A-402	Corporate Restructuring and Strategic Finance	4	4	70	30	100
	Total	8	8	140	60	200

MARKETING GROUP

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OMK-401	Sales & Supply Chain Management	4	4	70	30	100
OMK-402	Management of Retail Business	4	4	70	30	100
	Total	8	8	140	60	200

HUMAN RESOURCE MANAGEMENT GROUP

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OHR-401	Contemporary Developments in HRM	4	4	70	30	100
OHR-402	Labour Laws	4	4	70	30	100
	Total	8	8	140	60	200

PRODUCTION & OPERATION MANAGEMENT GROUP

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OP&O 401	Purchasing and Materials Management	4	4	70	30	100
OP&O 402	Service Operation Management	4	4	70	30	100
	Total	8	8	140	60	200

R.M.B.A. (5)

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. (6)

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. (7)

A candidate having completed the MBA Programme from the Veer Narmad South Gujarat University can be admitted to MBA Third Semester for broad basing his/her specialization skills. He/She will be required to study Four (4) courses in the Semester III and Two (2) courses in Semester-IV 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 – III and semester IV examination as per the requirements contained in R. M. B. A. (6).
- 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 Third and Fourth 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.