

# **VEER NARMAD SOUTH GUJARAT UNIVERSITY**

## **MASTER OF BUSINESS ADMINISTRATION**

### **The Scheme of Courses Offered in Different Semester Of Evening MBA Programme (With Effect From July 2002)**

#### **Semester - I**

CP 101	Managerial Economics
CP 102	Organizational Behaviour
CP 103	Managerial Accounting
CP 104	Principles of Management
CP 105	Business Communication
CP 106	Indian Ethos and Values

#### **Semester – II**

CP 201	Marketing Management
CP 202	Financial Management
CP 203	Human Resource Management
CP 204	Production and Operations Management
CP 205	Indian Business Environment
CP 206	International Business Environment

#### **Semester – III**

##### **Compulsory Courses**

CP 301	Computer Applications in Management
CP 302	Quantitative Methods
CP 303	International Economic Organizations
CP 304	Management Information & Control Systems
CP 305	Business Laws

#### **Semester - IV**

##### **Compulsory Courses**

CP 401	Research Methodology in Business
CP 402	Development of New Enterprises
CP 403	Business Policy & Strategic Management

## Optional Courses

### 1. Finance & Accounting Group

OF&A 401	Foreign Exchange Management
OF&A 402	Corporate Taxation & Financial Planning

### 2. Information Technology Group

OIT 401	Strategic Management of Information Technology
OIT 402	Decision Support System

### 3. Marketing Group

OMK 401	Industrial Marketing
OMK 402	Sales & Distribution Management

### 4. Production & Operations Management Group

OP&O 401	Purchasing & Materials Management
OP&O 402	Project Management

### 5. Rural and Urban Management Group

ORM 401	Urbanization in India
ORM 402	Urban Organization & Management

### 6. Public Systems Management Group

OPS 401	Environmental Health Management & Safety Planning
OPS 402	Health System Management

### 7. Small Business & Entrepreneurship Management Group

OSB 401	Technology Acquisition & Diffusion
OSB 402	Technology Transfer & Absorption

### 8. Human Resource Management & Organizational Development Group

OHR 401	Cross Culture & Global Management
OHR 402	Management Development

## Semester – V

### 1. Finance & Accounting Group

OF&A 501	Security Analysis & Investment Management
OF&A 502	Portfolio Management
OF&A 503	International Financial Management
OF&A 504	Management of Financial Institutions & Financial Services
OF&A 505	Financial Derivatives

## **2. Information Technology Group**

OIT 501	System Analysis & Simulation
OIT 502	Information System Design & Implementation
OIT 503	RDBMS & SQL Concepts
OIT 504	Business Data Networks
OIT 505	Security & Control of Information System

## **3. Marketing Group**

OMK 501	Consumer Behaviour
OMK 502	Advertising & Sales Promotion Management
OMK 503	International Marketing
OMK 504	Marketing of Services
OMK 505	Brand Management

## **4. Production & Operations Management Group**

OP&O 501	Production Planning & Control
OP&O 502	Applied Operations Research
OP&O 503	Total Quality Management
OP&O 504	Logistics Management
OP&O 505	World Class Manufacturing

## **5. Rural & Urban Management Group**

ORM 501	Co-operative Management
ORM 502	Rural Marketing
ORM 503	Rural Industrialization
ORM 504	Rural Credit and Finance
ORM 505	Rural Resources & Development

## **6. Public System Management**

OPS 501	Public Enterprise Management
OPS 502	Financial Management in Public Systems
OPS 503	Hotel Management
OPS 504	Tourism Management
OPS 505	Energy Management

## **7. Small Business & Entrepreneurship Management Group**

OSB 501	Government Business Interface
OSB 502	Small Business Marketing
OSB 503	Financing of Small Business
OSB 504	New Enterprise Management
OSB 505	Entrepreneurial Development

## **8. Human Resource Management & Organizational Development Group**

OHR 501	Manpower Development & Technological Change
OHR 502	Management Training & Development
OHR 503	Managing Interpersonal & Group Process
OHR 504	Organizational Change & Intervention Strategies
OHR 505	Counseling Skills for Managers

## **Semester –VI**

### **Compulsory Course**

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

### **Optional Courses**

#### **1. Finance & Accounting Group**

- OF&A 601      Strategic Financial Management
- OF&A 602      International Financial Markets

#### **2. Information Technology Group**

- OIT 601        Enterprise Resource Planning
- OIT 602        E - Commerce

#### **3. Marketing Group**

- OMK 601      Marketing of Social Services
- OMK 602      Management of Retail Business

#### **4. Production & Operations Management Group**

- OP&O 601     Transportation Management
- OP&O 602     Service Operations Management

#### **5. Rural and Urban Management**

- ORM 601      Urban Planning & Strategies for Development
- ORM 602      Urban Development & Regional Planning

#### **6. Public Systems Management Group**

- OPS 601      Health Care & Social Policy
- OPS 602      Health Care Economic & Finance

#### **7. Small Business & Entrepreneurship Management Group**

- OSB 601      R & D Management
- OSB 602      Programme Management

#### **8. Human Resource Management & Organizational Development Group**

- OHR 601      Legal Aspects of Labour Management
- OHR 602      Human Resource Planning & Development – Strategies and Systems