

# VEER NARMAD SOUTH GUJARAT UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION

(Evening)

(With Effect From July 2002)

**Semester – V**

### *Optional Courses*

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

1. OF&A 501 Security Analysis & Investment Management
2. OF&A 502 Portfolio Management
3. OF&A 503 International Financial Management
4. OF&A 504 Management of Financial Institutions & Financial Services
5. OF&A 505 Financial Derivatives

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

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|---------|--|
| 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**

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|---------|--|
| OMK 501 | Consumer Behaviour                       |
| OMK 502 | Advertising & Sales Promotion Management |
| OMK 503 | International Marketing Management       |
| 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