

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

The Scheme of Courses Offered in Different Semester Of Two-Year MBA (Full Time) Programme (With Effect From July 2002)

Semester - I

CP 101	Managerial Economics
CP 102	Organizational Behavior
CP 103	Managerial Accounting
CP 104	Principles of Management
CP 105	Business Communication
CP 106	Indian Ethos and Values
CP 107	Computer Applications in Management
CP 108	Quantitative Methods

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
CP 207	Research Methodology in Business
CP 208	Development of New Enterprises

Semester – III

Compulsory Courses

CP 301	International Economic Organizations
CP 302	Management Information & Control Systems
CP 303	Business Laws
CP 304	Summer Training

Optional Courses

1. Finance & Accounting Group

1. OF&A 301 Security Analysis & Investment Management
2. OF&A 302 Portfolio Management
3. OF&A 303 International Financial Management
4. OF&A 304 Management of Financial Institutions & Financial Services
5. OF&A 305 Financial Derivatives

2. Information Technology Group

OIT 301	System Analysis & Simulation
OIT 302	Information System Design & Implementation
OIT 303	RDBMS & SQL Concepts
OIT 304	Business Data Networks
OIT 305	Security & Control of Information System

3. Marketing Group

OMK 301	Consumer Behaviour
OMK 302	Advertising & Sales Promotion Management
OMK 303	International Marketing Management
OMK 304	Marketing of Services
OMK 305	Brand Management

4. Production & Operations Management Group

OP&O 301	Production Planning & Control
OP&O 302	Applied Operations Research
OP&O 303	Total Quality Management
OP&O 304	Logistics Management
OP&O 305	World Class Manufacturing

5. Rural & Urban Management Group

ORM 301	Co-operative Management
ORM 302	Rural Marketing
ORM 303	Rural Industrialization
ORM 304	Rural Credit and Finance
ORM 305	Rural Resources & Development

6. Public System Management

OPS 301	Public Enterprise Management
OPS 302	Financial Management in Public Systems
OPS 303	Hotel Management
OPS 304	Tourism Management
OPS 305	Energy Management

7. Small Business & Entrepreneurship Management Group

OSB 301	Government Business Interface
OSB 302	Small Business Marketing
OSB 303	Financing of Small Business
OSB 304	New Enterprise Management
OSB 305	Entrepreneurial Development

8. Human Resource Management & Organizational Development Group

OHR 301	Manpower Development & Technological Change
OHR 302	Management Training & Development
OHR 303	Managing Interpersonal & Group Process
OHR 304	Organizational Change & Intervention Strategies
OHR 305	Counseling Skills for Managers

Semester – IV

Compulsory Courses

CP 401	Business Policy & Strategic Management
CP 402 & CP 403	Project Study (Equivalent to Two Courses)

Optional Courses

1. Finance & Accounting Group

OF&A 401	Foreign Exchange Management
OF&A 402	Corporate Taxation & Financial Planning
OF&A 403	Strategic Financial Management
OF&A 404	International Financial Markets

2. Information Technology Group

OIT 401	Strategic Management of Information Technology
OIT 402	Decision Support System
OIT 403	Enterprise Resource Planning
OIT 404	E - Commerce

3. Marketing Group

OMK 401	Industrial Marketing
OMK 402	Sales & Distribution Management
OMK 403	Marketing of Social Services
OMK 404	Management of Retail Business

4. Production & Operations Management Group

OP&O 401	Purchasing & Materials Management
OP&O 402	Project Management
OP&O 403	Transportation Management
OP&O 404	Service Operations Management

5. Rural and Urban Management Group

ORM 401	Urbanization in India
ORM 402	Urban Organization & Management
ORM 403	Urban Planning & Strategies for Development
ORM 404	Urban Development & Regional Planning

6. Public Systems Management Group

OPS 401	Environmental Health Management & Safety Planning
OPS 402	Health System Management
OPS 403	Health Care & Social Policy
OPS 404	Health Care Economic & Finance

7. Small Business & Entrepreneurship Management Group

OSB 401	Technology Acquisition & Diffusion
OSB 402	Technology Transfer & Absorption
OSB 403	R & D Management
OSB 404	Programme Management

8. Human Resource Management & Organizational Development Group

OHR 401	Cross Culture & Global Management
OHR 402	Management Development
OHR 403	Legal Aspects of Labour Management
OHR 404	Human Resource Planning & Development – Strategies and Systems