

GANPAT UNIVERSITY

FACULTY OF MANAGEMENT STUDIES

TEACHING AND EXAMINATION SCHEME

Programme	Master of Business Administration	Branch/Spec.	Marketing/Finance/Human Resources Management/International Business																
Semester	II																		
Effective from Academic Year		2019-20	Effective for the batch Admitted in											June 2019					
Subject Code	Subject Name	Teaching scheme												Examination scheme (Marks)					
		Credit						Hours (per week)						Theory			Practical		
		Lecture(DT)			Practical(Lab.)			Lecture(DT)			Practical(Lab.)			CE	SEE	Total	CE	SEE	Total
		L	TU	Total	P	TW	Total	L	TU	Total	P	TW	Total						
IIA01BEN	Business Environment	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
2IIA02CMA	Cost and Management Accounting	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
2IIA03MMA	Marketing Management	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
2IIA04FMA	Financial Management	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
2IIA05POM	Production and Operations Management	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
2IIA06HRM	Human Resource Management	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
2IIA07BRM	Business Research Methodology	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
2IIB08CSM	Computing Skills For Managers	2	0	2	-	-	-	2	0	2	-	-	-	-	100	100			
Total		30	0	30				30	0	30				420	380	800			

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Semester	III																		
Effective from Academic Year		2019-20	Effective for the batch Admitted in											June 2018					
Subject Code	Subject Name	Teaching scheme												Examination scheme (Marks)					
		Credit						Hours (per week)						Theory			Practical		
		Lecture(DT)			Practical(Lab.)			Lecture(DT)			Practical(Lab.)			CE	SEE	Total	CE	SEE	Total
		L	TU	Total	P	TW	Total	L	TU	Total	P	TW	Total						
IIIA01SMA	Strategic Management	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
IIIA02MIS	Management Information System	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
IIIA03MRP	Management Research Project – I	4	0	4	-	-	-	4	0	4	-	-	-	-	100	100	-	-	-
IIIB04PGL	Personality Growth Lab	4	0	4	-	-	-	4	0	4	-	-	-	-	100	100	-	-	-
2IIIA10SIP	Summer Internship Project	4	0	4	-	-	-	4	0	4	-	-	-	-	100	100			
	Marketing Electives																		
IIIA05IMM	International Marketing Management	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
IIIA06SDM	Sales and Distribution Management	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
IIIA07CBE	Consumer Behaviour	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
IIIA08IMC	Integrated Marketing Communications	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
	Finance Electives																		
IIIA05CTP	Corporate Tax Planning	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-

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Programme	Master of Business Administration	Branch/Spec.	Marketing/Finance/Human Resources Management/International Business																
Semester	IV																		
Effective from Academic Year		2019-20	Effective for the batch Admitted in											June 2018					
Subject Code	Subject Name	Teaching scheme												Examination scheme (Marks)					
		Credit						Hours (per week)						Theory			Practical		
		Lecture(DT)			Practical(Lab.)			Lecture(DT)			Practical(Lab.)			CE	SEE	Total	CE	SEE	Total
		L	TU	Total	P	TW	Total	L	TU	Total	P	TW	Total						
IVA01EMI	Entrepreneurship and Management of Innovations	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
IVA02MCS	Management Control Systems	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
IVA03MRP	Management Research Project – II	4	0	4	-	-	-	4	0	4	-	-	-	-	100	100	-	-	-
	Marketing Electives																		
IVA05SMA	Services Marketing	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
IVA06SMB	Strategic Marketing and Brand Management	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
IVA07RMA	Retail Management	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
	Finance Electives																-	-	-
IVA05WCM	Working Capital Management	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
IVA06IFM	International Financial Management	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-

IVA07SFM	Strategic Financial Management	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
	Human Resource Electives																-	-	-
IVA05LEH	Legal Environment of HRM	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
IVA06SHR	Strategic Human Resource Management	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
IVA07IHR	International Human Resource Management	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
	International Business Electives																-	-	-
IVA05SMA	Services Marketing	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
IVA07GSC	Global Supply Chain Management	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
	Sector Electives																-	-	-
IVA08MHS	Managing Hospitality Services	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
IVA08RMA	Rural Marketing	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
IVA08IMA	Insurance Management	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
IVA08HRL	Health Related Laws and Ethics	4	0	4	-	-	-	4	0	4	-	-	-	60	40	100	-	-	-
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	Total	28	0	28	0	0	0	28	0	28	-	-	-	360	340	800	-	-	-