

# GUJARAT TECHNOLOGICAL UNIVERSITY

## Teaching Scheme for Master of Business Administration (PART TIME ) Course (Old Course)

### Semester-4

Specialization	Subject Code	Subject Name	Credit	E	M	I	V	Total
Compulsory Subject	<a href="#">2830001</a>	Strategic Management (SM)	3	70	30	50	-	150
	<a href="#">2830002</a>	Legal Aspects of Business (LAB))	3	70	30	50	-	150
Marketing Management (MM)	<a href="#">2830101</a>	Consumer Behaviour (CB)	3	70	30	50	-	150
	<a href="#">2830102</a>	Integrated Marketing Communication (IMC)	3	70	30	50	-	150
Finance Management (FM)	<a href="#">2830201</a>	Strategic Financial Management (SFM)	3	70	30	50	-	150
	<a href="#">2830202</a>	Management of Financial Services (MFS)	3	70	30	50	-	150
Human Resource Management (HRM)	<a href="#">2830301</a>	Change Management and Organizational Development (CM&OD)	3	70	30	50	-	150
	<a href="#">2830302</a>	Compensation Management (CM)	3	70	30	50	-	150
Information System Management (ISM)	<a href="#">2830401</a>	Database Management (DM)	3	70	30	50	-	150
	<a href="#">2830402</a>	System Analysis and Design (SA&D)	3	70	30	50	-	150
International Business	<a href="#">2830501</a>	International Marketing (IM)	3	70	30	50	-	150

Management (IB)	<a href="#">2830502</a>	International Finance (IF)	3	70	30	50	-	150
Banking & Insurance (B&I)	<a href="#">2830601</a>	Fundamentals of Banking & Insurance (FB&I)	3	70	30	50	-	150
	<a href="#">2830602</a>	Banking Operations Management (BOP)	3	70	30	50	-	150
Rural & Agro-Based Management (RAM)	<a href="#">2830701</a>	Rural Marketing (RM)	3	70	30	50	-	150
	<a href="#">2830702</a>	Rural Banking & Micro Finance (RB&MF)	3	70	30	50	-	150
Production and Operations Management	<a href="#">2831101</a>	Inventory Management, Materials Planning and Management	3	70	30	50	-	150
	<a href="#">2831102</a>	Supply Chain and Logistics Management	3	70	30	50	-	150