

GUJARAT TECHNOLOGICAL UNIVERSITY								
Teaching Scheme for Master of Business Administration (PART TIME) Course (Old Course)								
Semester-5								
Specialization	Subject Code	Subject Name	Credit	E	M	I	V	Total
Compulsory Subjects	<u>2830012</u>	Global Country Study Report (GCSR)	2	-	30	50	70	150
	<u>2830004</u>	Comprehensive Project – Industry Defined Problem (CP- IDP)	1	-	-	50	-	50
	<u>2830005</u>	Summer Internship Programme (SIP)	6	-	-	60	140	200
Elective Courses: (select any one)	<u>2830006</u>	International Business (IB)	3	70	30	50	-	150
	<u>2830007</u>	New Enterprise and Innovation Management (NE&IM)	3	70	30	50	-	150
	<u>2830008</u>	Quality Management (QM)	3	70	30	50	-	150
	<u>2830009</u>	Corporate Taxation (CT)	3	70	30	50	-	150
	<u>2830010</u>	Financial Planning (FP)	3	70	30	50	-	150
	<u>2830011</u>	Gandhian Philosophy for Managing Business (GPMB)	3	70	30	50	-	150
	<u>2830013</u>	WTO Multilateral Trading System and its Impact on Business (WMTS-I)	3	70	30	50	-	150
Marketing Management (MM)	<u>2830103</u>	Sales and Distribution Management (SDM)	3	70	30	50	-	150
	<u>2840101</u>	Product and Brand Management (PBM)	3	70	30	50	-	150

Finance Management (FM)	2830203	Security Analysis and Portfolio Management (SAPM)	3	70	30	50	-	150
	2840201	Mergers & Acquisition (M& A)	3	70	30	50	-	150
Human Resource Management (HRM)	2830303	Management of Industrial Relations and Labour Legislations (MIR&LL)	3	70	30	50	-	150
	2840301	Human Resource Development (HRD)	3	70	30	50	-	150
Information System Management (ISM)	2830403	Business Process Reengineering (BPR)	3	70	30	50	-	150
	2840401	Information System Audit and Control (ISA & C)	3	70	30	50	-	150
International Business Management (IB)	2830503	International Human Resource Management (IHRM)	3	70	30	50	-	150
	2840501	International Supply Chain Management (ISCM)	3	70	30	50	-	150
Banking & Insurance (B&I)	2830603	International Banking (IB)	3	70	30	50	-	150
	2840603	Customer Relationship Management in Banking &	3	70	30	50	-	150
Rural & Agro-Based Management (RAM)	2830703	Agri and Food Processing Industry (AFPI)	3	70	30	50	-	150
	2840701	Cooperative Management (CM)	3	70	30	50	-	150
Production and Operations Management	2831103	Project Management	3	70	30	50	-	150
	2841101	TQM and WCM for Manufacturing Excellence	3	70	30	50	-	150