

GUJARAT UNIVERSITY

B. K. SCHOOL OF BUSINESS MANAGEMENT

MBA CURRICULUM

EFFECTIVE FROM ACADEMIC YEAR 2009-10

Gujarat University
B. K. School Of Business Management
Choice Based Credit System Distribution of Credit
Annexure-A
MBA Programme

1. No specialization: 1 credit= 15 hours

Year 1-Semesters 1 & 2-No of courses compulsory=16

Credits=14x3credits+2x2 credits=46 credits

Hours=46x15=690 hrs

Year 2-Semesters 3 & 4-No of courses of 3 specializations=09

Credits=9x3 credits=27 credits

Hours=9x3x15=405

No of Compulsory courses=07

Credits=5x 3 credits+2x 2 credits=19 credits

Hours=19x15=285

Grand Project of 4 credits (through semesters 3 & 4) =4x15 hours=60 hrs

Total Credits=96

Total hours=96x15=1440 hours

2. Full specialization: 1 credit= 15 hours

Year 1-Semesters 1 & 2-No of courses compulsory=16

Credits=14x3 credits+2x2 credits=46 credits

Hours=46x15=690 hrs

Year 2-Semesters 3 & 4-No of courses of specialization=09

Credits=9x3=27 credits

Hours=9x3x15=405

No of Compulsory courses=07

Credits=5x 3 credits+2x2 credits=19 credits

Hours=19x15=285

Grand Project of 4 credits (through semesters 3 & 4)=4x15 hours=60 hrs

Total Credits=96

Total hours=96x15=1440 hours

2. Major-Minor specialization: 1 credit= 15 hours

Year 1-Semesters 1 & 2-No of courses compulsory=16

Credits=14x3 credits+2x2 credits=46 credits

Hours=46x15=690 hrs

Year 2-Semesters 3 & 4-No of courses of specialization=09 (6 major+3 minor)

Credits=9x3=27 credits

Hours=9x3x15=405

No of Compulsory courses=07

Credits=5x3 credits+2x2 credits=19 credits

Hours=19x15=285

Grand Project of 4 credits (through semesters 3 & 4) =4x15 hours=60 hrs

Total Credits=96 Total hours=96x15=1440 hours

**Lay out of Courses MBA Full Time
Annexure B**

Sem I	Code	Hrs/week	Credits	Sem II	Code	Hrs/week	Credits
	Com 1	3	3		Com 1	3	3
	Com 2	3	3		Com 2	3	3
	Com 3	3	3		Com 3	3	3
	Com 4	3	3		Com 4	3	3
	Com 5	3	3		Com 5	3	3
	Com 6	3	3		Com 6	3	3
	Com 7	3	3		Com 7	3	3
	Com 8	2	2		Com 8	2	2

No Specialization

Sem III	Code	Hrs/week	Credits	Sem IV	Code	Hrs/week	Credits
	Com 1	3	3		Com 1	3	3
	Com 2	3	3		Com 2	3	3
	Com 3	2	2		Com 3	3	3
	Elec 1	3	3		Com 4	2	2
	Elec 2	3	3		Elec 1	3	3
	Elec 3	3	3		Elec 2	3	3
	Elec 4	3	3		Elec 3	3	3
	Elec 5	3	3		Elec 4	3	3

GP of 4 credits=60 hours through Second Year i.e., Sem III & Sem IV

Full Specialization in One of the Specialization options)

Sem III	Code	Hrs/week	Credits	Sem IV	Code	Hrs/week	Credits
	Com 1	3	3		Com 1	3	3
	Com 2	3	3		Com 2	3	3
	Com 3	2	2		Com 3	3	3
	Elec 1	3	3		Com 4	2	2
	Elec 2	3	3		Elec 1	3	3
	Elec 3	3	3		Elec 2	3	3
	Elec 4	3	3		Elec 3	3	3
	Elec 5	3	3		Elec 4	3	3

GP of 4 credits=60 hours through Second Year i.e., Sem III & Sem IV

Major Minor Specialization(One in Major and one in Minor)

Sem III	Code	Hrs/week	Credits	Sem IV	Code	Hrs/week	Credits
	Com 1	3	3		Com 1	3	3
	Com 2	3	3		Com 2	3	3
	Com 3	2	2		Com 3	3	3
	Elec 1(major)	3	3		Com 4	2	2
	Elec 2(major)	3	3		Elec 1(major)	3	3
	Elec 3(major)	3	3		Elec 2(major)	3	3
	Elec 4(minor)	3	3		Elec 3(major)	3	3
	Elec 5(minor)	3	3		Elec 4(minor)	3	3

GP of 4 credits=60 hours through Second Year i.e., Sem III & Sem IV

Gujarat University, Ahmedabad – MBA Programme

Sem I	Code	Hrs/week	Credits	Sem II	Code	Hrs/week	Credits
	Com 1	3	3		Com 1	3	3
	Com 2	3	3		Com 2	3	3
	Com 3	3	3		Com 3	3	3
	Com 4	3	3		Com 4	3	3
	Com 5	3	3		Com 5	3	3
Sem III	Code	Hrs/week	Credits	Sem IV	Code	Hrs/week	Credits
	Com 1	3	3		Com 1	3	3
	Com 2	3	3		Com 2	3	3
	Com 3	3	3		Com 3	3	3
	Com 4	3	3		Com 4	3	3
	Com 5	3	3		Com 5	2	2
Sem V	Code	Hrs/week	Credits	Sem VI	Code	Hrs/week	Credits
	Com 1	2	2		Com 1	2	2
	Com 2	2	2		Elec 1	3	3
	Elec 1	3	3		Elec 2	3	3
	Elec 2	3	3		Elec 3	3	3
	Elec 3	3	3		Elec 4	3	3
	Elec 4	3	3		Elec 5	3	3

GP of 4 credits=60 hours through Second Year i.e., Sem V & Sem VI

Gujarat University
B. K. School Of Business Management
List of Courses
Annexure C

Sr. No.	Course Code	Semester-I (Core, Foundation & Compulsory Courses)	Credit
1	C101	Economics for Managers (EFM)	3
2	C102	Financial Accounting (FA)	3
3	C103	Information Systems for Management (ISM)	3
4	C104	Managerial Communication (MC)	3
5	C105	Organizational Behaviour (OB)	3
6	C106	Organizational Structure & Dynamics (OSD)	3
7	C107	Quantitative Analysis (QA)	3
8	C108	Seminar Course on Ethics, Ethos and Values	2
Total		7 Courses of 45 hrs and one course of 30 hrs.	23

Sr. No.	Course Code	Semester-II (core, functional & compulsory courses)	Credit
1	C201	Cost & Management Accounting (CMA)	3
2	C202	Environment for Business (EB)	3
3	C203	Fundamental of Financial Management (FFM)	3
4	C204	Human Resources Management (HRM)	3
5	C205	Management Science (MS)	3
6	C206	Marketing Management (MM)	3
7	C207	Production and Operations Management (POM)	3
8	C208	Business Research Methodology (BRM)	2
Total		7 Courses each 45 hrs. and 1 course of 30 hrs.	23

Sr. No.	Course Code	Semester-III (Compulsory)	Credit
1	C301	Corporate Strategic Management (CSM)	3
2	C302	Management Control Systems (MCS)	3
3	C303	Business Laws (BL)	3
4	CP	Project Study	2

Sr. No.	Course Code	Semester-IV (Compulsory)	Credit
1	C401	New Enterprise and Innovation Management (NE&IM)	3
2	C402	OD & Leadership	2
3	C403	International Business	3
4	C404	Environment Management	2
5	CP	Project Study	2

Sr. No.	Course Code	Semester-III / IV (Marketing Elective)	Credit
1	M01	Consumer Behaviour (CB)	3
2	M02	Marketing Research (MR)	3
3	M03	Integrated Marketing Communications (IMC)	3
4	M04	Sales and Distribution Management (SDM)	3
5	M05	International Marketing (IM)	3
6	M06	Product and Brand Management (PBM)	3
7	M07	Services and Relationship Marketing (SRM)	3
8	M08	Special Studies / Development in Marketing (Project)	3
9	M09	Seminar and Contemporary Issues in Marketing*	3
10	M10	E-Commerce	3
11	M11	Internet Marketing *	3
12	M12	Industrial Marketing*	3
13	M13	Direct and Rural Marketing*	3
14	M14	Retail Marketing*	3
* will be offered only if faculty members and other infrastructure and minimum enrolment requirement is met			

Sr. No.	Course Code	Semester- III & IV (Finance Elective)	Credit
1	F01	Corporate Taxation & Financial Planning (CT&FP)	3
2	F02	Management of Financial Services (MFS)	3
3	F03	Security Analysis and Portfolio Management (SAPM)	3
4	F04	Corporate Finance and Restructuring (CFR)	3
5	F05	International Finance Management (IFM)	3
6	F06	Derivative and Risk Management (D & RM)	3
7	F07	Banking and Insurance (B&I)	3

8	F08	Special Studies / Development in Finance (Project)	3
9	F09	Seminar and Contemporary Issues in Finance (CIF)	3
10	F10	Corporate Governance and Financial Reporting*	3
11	F11	Infrastructure & Project Financing (IPF)*	3
12	F12	Mutual Fund and Commodity Market (MF & CM)	3
13	F13	Financial Engineering and Investment Management (FE &IM)*	3
14	F14	Strategic Cost Management (SCM)*	3
* will be offered only if faculty members and other infrastructure and minimum enrolment requirement is met			

Sr. No.	Course Code	Semester- III & IV (HR Elective)	Credit
1	H01	HR Policy Formulation (HRPF)	3
2	H02	Compensation Management (CM)	3
3	H03	Management of Industrial Relations (MIR)	3
4	H04	Human Resource Development (HRD)	3
5	H05	Strategic Human Resource Mgmt (SHRM)	
6	H06	International Human Resource Mgmt. (IHRM)	3
7	H07	Conflict Management (CM)	
8	H08	Special Studies / Development in HR (Project)	3
9	H09	Contemporary Issues in HR	
10	H10	Performance Management(PM)*	3
11	H11	Design for Innovation*	3
12	H12	Counselling and Mentoring Skills for Management (CSM)*	
13	H13	Recruitment and Selection*	3
14	H14	Managing Knowledge Workers *	3
* will be offered only if faculty members and other infrastructure and minimum enrolment requirement is met			

Sr. No.	Course Code	Semester-III & IV (Production & Operations)*	Credit
1	P01	Logistic and Supply Chain	3
2	P02	Total Quality Management	3
3	P03	Contemporary Issues in Production and Service Operations	3
4	P04	Special Studies / Development in Production & Operation (Project)	3
* will be offered only if faculty members and other infrastructure and minimum enrolment requirement is met			