

Sankalchand Patel University

FACULTY OF MANAGEMENT STUDIES

Master of Business Administration

Teaching and Examination Scheme

To be in Effect from: Academic Year 2017-18

Semester – III

Subject Code	Subject Title	Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
		Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
						University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
Core Courses										
1MS2020311	Strategic Management	4	-	-	4	60	40	-	-	100
1MS2020312	Entrepreneurship and Business Law	4	-	-	4	60	40	-	-	100
1MS2020313	Management Research Project-1	-	-	8	8	-	-	120	80	200
Elective Courses										
Specialization: Marketing (Any three)										
1MS2020351	Consumer Behavior	4	-	-	4	60	40	-	-	100
1MS2020352	Integrated Marketing Communication	4	-	-	4	60	40	-	-	100
1MS2020353	Sales and Distribution Management	4	-	-	4	60	40	-	-	100
1MS2020354	Rural Marketing	4	-	-	4	60	40	-	-	100
1MS2020355	Marketing Research	4	-	-	4	60	40	-	-	100
Specialization: Finance (Any three)										
1MS2020331	Security Analysis and Portfolio Management	4	-	-	4	60	40	-	-	100
1MS2020332	Banking and Financial Services	4	-	-	4	60	40	-	-	100
1MS2020333	Corporate Finance	4	-	-	4	60	40	-	-	100
1MS2020334	Corporate Taxation and Planning	4	-	-	4	60	40	-	-	100
1MS2020335	Project Finance	4	-	-	4	60	40	-	-	100
Specialization: Human Resource (Any three)										
1MS2020371	Change Management	4	-	-	4	60	40	-	-	100
1MS2020372	Organization Development	4	-	-	4	60	40	-	-	100
1MS2020373	Industrial Labor Law	4	-	-	4	60	40	-	-	100
1MS2020374	Human Resource Planning	4	-	-	4	60	40	-	-	100
1MS2020375	Industrial Relations	4	-	-	4	60	40	-	-	100
Enrichment Courses (Non-Credit)										
1MS2020391	Application of Statistical Software in Management	-	2	2	-	-	-	-	-	-
		20	2	10	28	300	200	120	80	700