

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 – IV

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										
1MS2020411	Management of Services	4	-	-	4	60	40	-	-	100
1MS2020412	International Business	4	-	-	4	60	40	-	-	100
1MS2020413	Management Research Project-2	-	-	8	8	-	-	120	80	200
Elective Courses										
Specialization: Marketing (Any three)										
1MS2020451	Strategic Brand Management	4	-	-	4	60	40	-	-	100
1MS2020452	B to B Marketing	4	-	-	4	60	40	-	-	100
1MS2020453	Retail Management	4	-	-	4	60	40	-	-	100
1MS2020454	Digital Marketing	4	-	-	4	60	40	-	-	100
1MS2020455	Product Management	4	-	-	4	60	40	-	-	100
Specialization: Finance (Any three)										
1MS2020431	Financial Derivatives	4	-	-	4	60	40	-	-	100
1MS2020432	International Finance	4	-	-	4	60	40	-	-	100
1MS2020433	Management Control Systems	4	-	-	4	60	40	-	-	100
1MS2020434	Behavioral Finance	4	-	-	4	60	40	-	-	100
1MS2020435	Commodity Markets	4	-	-	4	60	40	-	-	100
Specialization: Human Resource (Any three)										
1MS2020471	Strategic Human Resource Management	4	-	-	4	60	40	-	-	100
1MS2020472	Compensation Management	4	-	-	4	60	40	-	-	100
1MS2020473	International Human Resource Management	4	-	-	4	60	40	-	-	100
1MS2020474	Conflict and Negotiation Management	4	-	-	4	60	40	-	-	100
1MS2020475	Performance Management	4	-	-	4	60	40	-	-	100
		20	-	8	28	300	200	120	80	700