

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURA
The Scheme of Courses in Different Semesters
of the
Two-Year MBA (Full Time) Programme

SEMESTER-I

CP-101	Organizational Behaviour
CP-102	Managerial Accounting
CP-103	Principles of Management
CP-104	Business Communication
CP-105	Information Technology for Business
CP-106	Quantitative Methods
CP-107	Managerial Economics
GO-101	Soft Skills

SEMESTER-II

CP-201	Marketing Management
CP-202	Financial Management
CP-203	Human Resource Management
CP-204	Production and Operations Management
CP-205	Business Environment
CP-206	Research Methodology in Business
CP-207	New Business Development
GO-102	Entrepreneurship Development

SEMESTER-III

COMPULSORY COURSES

CP-301	Business Policy and Strategic Management
CP-302	Global Business Management
CP-303	Business Laws
GO-103	Strategies for Micro Small & Medium Scale Enterprises

OPTIONAL COURSES

1. FINANCE & ACCOUNTING GROUP

OF&A-301	Investment Management
OF&A-302	Foreign Exchange Management
OF&A-303	Financial Derivatives
OF&A-304	Corporate Taxation & Financial Planning

2. MARKETING GROUP

OMK-301	Consumer Behaviour
OMK-302	Integrated Marketing Communication
OMK-303	Marketing of Services
OMK-304	Contemporary issues in Marketing

3. HUMAN RESOURCE MANAGEMENT

OHR-301	Training and Development
OHR-302	Managing Interpersonal & Group Process
OHR-303	Organizational Change & Development
OHR-304	Counseling Skills for Managers

4. INFORMATION TECHNOLOGY

- OIT-301 Business Data Networks
- OIT-302 Decision Support Systems & Intelligent DSS
- OIT-303 Project And Risk Management
- OIT-304 System Analysis & Design

5. PRODUCTION AND OPERATION MANAGEMENT

- OP&O-301 Applied Operation Research
- OP&O-302 Logistics and Supply Chain Management
- OP&O-303 Production Planning and Control
- OP&O-304 Total Quality Management

6. TOURISM & HOSPITALITY MANAGEMET

- OT&H -301 Tourism Principles, and Practices
- OT&H-302 Management of Travel Agency and Tour Operations
- OT&H-303 Tourism Environment and Ecology
- OT&H-304 Hotel Management – I (Introductory Aspects)

SEMESTER-IV

COMPULSORY COURSES

- CP-401 Management Control Systems
- CP-402 Management of Financial Institutions & Services
- CP-403&404 Project Study (Equivalent to Two Courses)
- GO-104 Financing Micro Small and Medium Scale Enterprises**

OPTIONAL COURSES

1. FINANCE & ACCOUNTING GROUP

- OF&A-401 International Financial Management
- OF&A-402 Corporate Restructuring

2. MARKETING GROUP

- OMK-401 Sales & Supply Chain Management
- OMK-402 Management of Retail Business

3. HUMAN RESOURCE MANAGEMENT

- OHR-401 Legal Aspects of Labour Management
- OHR-402 Strategic and Global Human Resource Management

4. INFORMATION TECHNOLOGY

- OIT-401 Emerging Technologies
- OIT-402 Information Security

5. PRODUCTION & OPERATION MANAGEMENT

- OP&O -401 Purchasing and Materials Management
- OP&O -402 Service Operation Management

6. TOURISM & HOSPITALITY MANAGEMENT

- OT&H- 401 Tourist Products of India
- OT&H- 402 Hotel Management – II (Catering and Food Services)

REGULATIONS FOR MBA (FULL TIME) PROGRAMME

Regulations for MBA (Full Time) Programme pertaining to Internal Assessment, University Examinations, Promotion to next higher Semesters and award of Degree and Class.

R.M.B.A.-1

The candidate for Semester-1 Examinations of M.B.A. will be examined in the following papers:

Paper No.	Subjects	No. of Credits	Contact Hours per Week (CPW)	Maximum Marks		Total Marks
				External Exam	Internal Assessment	
CP101	Organizational Behaviour	4	4	70	30	100
CP102	Managerial Accounting	4	4	70	30	100
CP103	Principles of Management	4	4	70	30	100
CP104	Business Communication	4	4	70	30	100
CP105	Information Technology for Business	4	4	70	30	100
CP106	Quantitative Methods	4	4	70	30	100
CP107	Managerial Economics	4	4	70	30	100
GO101	Soft Skills	2	2	35	15	50
	TOTAL	30	30	525	225	750

* CPW= Contact per week in hours. 4 hours of CPW will be divided into 3 hours of class room teaching and 1 hour of library / tutorials etc. (equivalent to one hour of class room teaching)

R.M.B.A. -2

The candidates for Semester-II Examination for M.B.A. (Full-Time) will be examined in the following Papers:

Paper No.	Subjects	No. of Credits	Contact Hours per Week (CPW)	Maximum Marks		Total Marks
				External Exam	Internal Assessment	
CP201	Marketing Management	4	4	70	30	100
CP202	Financial Management	4	4	70	30	100

CP203	Human Resource Management	4	4	70	30	100
CP204	Production and Operations Management	4	4	70	30	100
CP205	Business Environment	4	4	70	30	100
CP206	Research Methodology in Business	4	4	70	30	100
CP207	New Business Development	4	4	70	30	100
GO102	Entrepreneurship Development	2	2	35	15	50
	TOTAL	30	30	525	225	750

R.M.B.A. –3

The candidates for Semester-III Examination for M.B.A. (Full-Time) will be examined in the following Papers:

COMPULSORY COURSES

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
CP301	Business Policy and Strategic Management	4	4	70	30	100
CP302	Global Business Management	4	4	70	30	100
CP303	Business Laws	4	4	70	30	100
GO103	Strategies for Micro Small & Medium Scale Enterprises	2	2	35	15	50
	TOTAL	14	14	245	105	350
*	Summer Training			Grades to be awarded as satisfactory or dissatisfactory		

* Summer Training will be of 8 weeks duration and will begin after the Second Semester Examination. Under this training, each student will be placed with an industrial, business or Service organization. Each student will be required to submit a project report to the Department for the work undertaken during the training. A presentation before the faculty of the Department will be held during the third semester to award the grades (satisfactory or dissatisfactory). If any student is awarded dissatisfactory grade, he/she will be given additional work and will be evaluated again. The grade awarded will be put as remarks in the mark-sheet of the third Semester.

Optional Courses

* A Candidate has to choose any one of Six Optional Groups of specialization in which the Department offers courses in a given year depending upon the discretion of the Department and has to undergo 4 courses in Semester-III and 2 courses in Semester-IV.

FINANCE & ACCOUNTING GROUP

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OF&A-301	Investment Management	4	4	70	30	100
OF&A-302	Foreign Exchange Management	4	4	70	30	100
OF&A-303	Financial Derivatives	4	4	70	30	100
OF&A-304	Corporate Taxation & Financial Planning	4	4	70	30	100
	Total	16	16	280	120	400

MARKETING GROUP

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OMK-301	Consumer Behaviour	4	4	70	30	100
OMK-302	Integrated Marketing Communication	4	4	70	30	100
OMK-303	Marketing of Services	4	4	70	30	100
OMK-304	Contemporary issues in Marketing	4	4	70	30	100
	Total	16	16	280	120	400

HUMAN RESOURCE MANAGEMENT GROUP

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OHR-301	Training and Development	4	4	70	30	100
OHR-302	Managing Interpersonal & Group Process	4	4	70	30	100
OHR-303	Organizational Change & Development	4	4	70	30	100

OHR-304	Counseling Skills for Managers	4	4	70	30	100
	Total	16	16	280	120	400

INFORMATION TECHNOLOGY GROUP

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OIT-301	Business Data Networks	4	4	70	30	100
OIT-302	Decision Support Systems & Intelligent DSS	4	4	70	30	100
OIT-303	Project And Risk Management	4	4	70	30	100
OIT-304	System Analysis & Design	4	4	70	30	100
	Total	16	16	280	120	400

PRODUCTION AND OPERATION MANAGEMENT GROUP

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OP&O-301	Applied Operation Research	4	4	70	30	100
OP&O-302	Logistics and Supply Chain Management	4	4	70	30	100
OP&O-303	Production Planning and Control	4	4	70	30	100
OP&O-304	Total Quality Management	4	4	70	30	100
	Total	16	16	280	120	400

TOURISM & HOSPITALITY MANAGEMENT GROUP

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OP&O-301	Tourism Principles, and Practices	4	4	70	30	100
OP&O-302	Management of Travel Agency and Tour Operations	4	4	70	30	100

OP&O-303	Tourism Environment and Ecology	4	4	70	30	100
OP&O-304	Hotel Management – I (Introductory Aspects)	4	4	70	30	100
	Total	16	16	280	120	400

R.M.B.A. –4

Candidate for Semester IV examination for the MBA (Full Time) will be examined in following courses.

SEMESTER-IV
COMPULSORY COURSES

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
CP-401	Management Control Systems	4	4	70	30	100
CP-402	Management of Financial Institutions & Services	4	4	70	30	100
CP-403 & 404	*Project Study (Equivalent to Two Courses)	8	8	140	60	200
GO104	Financing Micro Small & Medium Enterprises	2	2	35	15	50
	Total	18	18	315	135	450

* Project study will start in the beginning of the Third Semester while the Report will be submitted and examined at the end of Fourth Semester

* The Project Report will be evaluated jointly by a board consisting of the internal guide and external examiner to be appointed by the University. The viva-voice examination will also be conducted by the same board.

OPTIONAL COURSES
FINANCE & ACCOUNTING GROUP

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OF&A-401	International Financial Management	4	4	70	30	100
OF&A-402	Corporate Restructuring	4	4	70	30	100
	Total	8	8	140	60	200

MARKETING GROUP

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OMK-401	Sales & Supply Chain Management	4	4	70	30	100
OMK-402	Management of Retail Business	4	4	70	30	100
	Total	8	8	140	60	200

HUMAN RESOURCE MANAGEMENT GROUP

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OHR-401	Legal Aspects of Labour Management	4	4	70	30	100
OHR-402	Strategic and Global Human Resource Management	4	4	70	30	100
	Total	8	8	140	60	200

INFORMATION TECHNOLOGY GROUP

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OIT-401	Emerging Technologies	4	4	70	30	100
OIT-402	Information Security	4	4	70	30	100
	Total	8	8	140	60	200

PRODUCTION & OPERATION MANAGEMENT GROUP

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OP&O 401	Purchasing and Materials Management	4	4	70	30	100
OP&O 402	Service Operation Management	4	4	70	30	100
	Total	8	8	140	60	200

TOURISM & HOSPITALITY MANAGEMENT GROUP

Paper No.	Subjects	No. of Credits	CPW	Maximum Marks		Total Marks
				Written Exam	Internal Assessment	
OP&O 401	Tourist Products of India	4	4	70	30	100
OP&O 402	Hotel Management – II (Catering and Food Services)	4	4	70	30	100
	Total	8	8	140	60	200

R.M.B.A. (5)

Internal Assessment in each subject will be of 30 marks (except for “Global Option”) and will be divided in to periodical tests (15 marks), Term Papers /Case Analysis / Home Assignments / Presentations (10 Marks), and Class Participation and Attendance (5 Marks). Internal Assessment for “Global Option” will be 15 marks.

R.M.B.A. (6)

PASSING CRITERIA

- (i) In order to pass in a paper or a subject, the candidate has to secure at least 45 percent marks separately in Internal Assessment and External Examination. (i.e. 31.5 marks out of 70 in External Examination and 13.5 marks out 30 in Internal Assessment separately).
- (ii) In order to pass a semester examination, one has to secure at least 50 percent marks in the aggregate of all the subjects in that semester.
- (iii) If a student fails in more than 50% of courses / papers in Internal Assessment, his/her term will not be granted and he/she will not be eligible for appearing in the External Examination.
- (iv) If the student fails in External Examination, he/she has to reappear in the External Examination only. However, his/her acquired grade point in the Internal Assessment heads of passing will be carried forward.
- (v) After acquiring grade equivalent to passing in the External Examination, in no case shall a student be allowed to reappear in the External Examination. At the same time, after acquiring grade equivalent to passing in Internal Assessment, in no case shall a student be allowed to reappear in the Internal Assessment for the purpose of improving the grade, excepting for those students who pass the courses/papers individually but fail to get 50% aggregate marks in a Semester.

- (vi) A student shall have a maximum of 4 attempts (1 + 3) I each course of a Semester in order to pass the course / paper.
- (vii) SGPA (based on external evaluation) will be calculated only when the student clears all the subjects of a particular Semester.

R. M.B.A. (7)

RULES RELATIG TO “Allowed to Keep the Term (ATKT)”

- (i) The rules pertaining to ATKT shall be applied at the end of Second Semester (i.e. at the end of the First Year of the programme).
- (ii) A student shall have to pass a minimum of 2/3rds of the total courses / papers in the First and Second Semester put together to be eligible for admission to the Third Semester.
- (iii) A student who fails to clear **11 (Eleven)** courses / papers by the end of Second Semester shall be allowed to get in to Third Semester after a break in the academic year only after clearing all the papers of the First Semester and has not more than **03 (Three)** courses / papers as ATKT of courses / papers of Second Semester.
- (iv) A candidate attempting to pass a semester examination in which he/she has failed as per R.M.B.A. (6) as regular candidate will have the option of appearing in all the subjects as ex-student by surrendering the marks in which he/she has passed.
- (v) A candidate passing in all the subject heads of a semester but failing in the aggregate will have the option of appearing in any number of subjects (including all) as ex-students by surrendering the marks of those subjects.

R. M.B.A. (8)

A candidate shall be eligible for the award of the Degree with a CLASS only if he/ she has passed all the Four Semester in SINGLE ATTEMPT. A single attempt would mean a candidate has passed a semester examination taking all the subjects together. Degree shall be awarded in PASS CLASS if a candidate passes subjects of any semester examination in parts.

R. M.B.A. (9)

A candidate who is eligible for the award of Degree with a Class as per R.M.B.A. (8) will be awarded.

- 1) A Second Class if he/she secures 50 percent or more marks but less than 60 percent marks in the aggregate of all the Four Semesters.

- 2) A First Class if he/she secures 60 percent or more marks in the aggregate of all the Four Semesters.

R. M.B.A. (10)

A candidate having completed the MBA Programme from the Veer Narmad South Gujarat University can be admitted to MBA Third Semester for broad basing his/her specialization skills. He/She will be required to study Four (4) courses in the Semester III and Two (2) courses in Semester-IV from among the optional group of specialization offered by the Department on the following conditions.

- 1) He/She shall complete the attendance requirements in these courses as per the attendance requirements of regular candidates in each of the two semesters.
- 2) He/She shall be examined in the same manner as regular candidates.
- 3) He/She shall be declared to have passed semester – III and semester IV examination as per the requirements contained in R. M.B.A. (6).
- 4) He/She shall have to pay the same category of fees (currently in force) each semester as a regular candidate.
- 5) On completion of additional six optional courses during the Third and Fourth Semesters, he/she shall not be awarded another Degree but will be awarded a certificate of passing the course of additional optional group by the Veer Narmad South Gujarat University.

NEW CREDIT AND GRADING SYSTEM {From Academic Year 2010-11}

VNSGU grading system for Faculty of Management

Grades	O	A	B	C	D	E	F
Grade Points	6	5	4	3	2	1	0
Grade Interval	5.50-6.00	4.50-5.49	3.5-4.49	3.00-3.49	1.50-2.99	0.5-1.49	0.0-0.49
Internal out of 30 marks	23-30	19-22	17-18	15-16	13.5-14	08-13	00-07
External out of 70 marks	53-70	42-52	39-41	35-38	31.5-34	18-31	00-17
Total marks Out of 100	76-100	60-75	55-59	50-54	45-49	25-44	00-24
Award of Class	First Class		Second Class				

Note:

1. Grades for Internal marks and external marks to be given separately;
2. Grade for a paper/course is the sum total of the internal and external marks;
3. Semester Grade Point Average [SGPA] is to be calculated on the basis of external grades and its respective grade points only (internal grades will not be taken into consideration);
4. A candidate in the Faculty of Management Studies shall be deemed to have passed a Semester if he/she passes all the papers individually and with a SGPA of minimum 3.00. (Minimum passing is 45% in internal and external separately in each paper).
5. The Cumulative Grade Point Average {CGPA} – is the average of all the four semesters.
6. The calculation of SGPA and CGPA is shown below:

Calculation of Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

SGPA: $\frac{\sum (C \times GP)}{\sum C}$ in a Semester { where $\sum [CxGP]$ is sum of the credit multiplied by Grade Point obtained in external examination for each of the papers in a semester and $\sum C$ is the sum of credits of all the papers in a semester. }

CGPA: $\frac{\sum SGPA}{\text{Total number of semesters (either 4 or 6 semesters)}}$

7. Each paper in a semester of 4 credits and the winter project in the fourth semester are of 8 credits. The courses offered under “Global Options” shall have 2 credits each.

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