

Teaching Scheme and Detail Syllabus

GANPAT UNIVERSITY																			
FACULTY OF MANAGEMENT STUDIES																			
TEACHING AND EXAMINATION SCHEME																			
Programme	MBA	Branch/Spec.	International Business																
Semester	III																		
Effective from Academic Year	2020-2021						Effective for the batch Admitted in	June 2020											
Subject Code	Subject Name	Teaching scheme												Examination scheme (Marks)					
		Credit						Hours (per week)						Theory			Practical		
		Lecture(DT)			Practical(Lab.)			Lecture(DT)			Practical(Lab.)			CE	SEE	Total	CE	SEE	Total
		L	TU	Total	P	TW	Total	L	TU	Total	P	TW	Total						
IIIA01SMA	Strategic Management	4		4				4		4				60	40	100			
IIIA02GMM	Global Marketing Management	4		4				4		4				60	40	100			
IIIA03GLM	Global Logistics Management	4		4				4		4				60	40	100			
IIIA04CBE	Consumer Behaviour	4		4				4		4				60	40	100			
IIIA05DIM	Digital Marketing And Brand Management	4		4				4		4				60	40	100			
IIIA06SSM	Sales And Services Management	4		4				4		4				60	40	100			
IIB07PAB	Personality and Aptitude Building For Managers	2		2				2		2					100	100			
IIIB08IIP	Industry Internship Project	4		4				4		4					100	100			
IIIB09FOR	Foreign Language	2		2				2		2					100	100			
Total		32		32				32		32						900			

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Semester	IV																		
Effective from Academic Year	2020-2021						Effective for the batch Admitted in	June 2020											
Subject Code	Subject Name	Teaching scheme												Examination scheme (Marks)					
		Credit						Hours (per week)						Theory			Practical		
		Lecture(DT)			Practical(Lab.)			Lecture(DT)			Practical(Lab.)			CE	SEE	Total	CE	SEE	Total
		L	TU	Total	P	TW	Total	L	TU	Total	P	TW	Total						
IVA01MCS	Management Control Systems	4		4				4		4				60	40	100			
IVA02IFF	International Finance and Foreign Exchange Management	4		4				4		4				60	40	100			
IVA03EPP	Exim Policy, Procedures and Documentation	4		4				4		4				60	40	100			
IVA04ILC	International Legislation and Compliances	4		4				4		4				60	40	100			
IVA05CAP	Capstone Project	6		6				6		6						100			
IVB06DRM	Disaster and Risk Management [^]	2		2				2		2				-	-	100			
IVB06IPR	Intellectual Property Rights [^]	2		2				2		2				-	-	100			
IVB06PUB	Publication Practices [^]	2		2				2		2				-	-	100			
IVB06WOR	Working Capital for Manager [^]	2		2				2		2						100			
IVB06REM	Retail Management [^]	2		2				2		2						100			
Total		26		26				26		26						900			

[^]Elective Course. The student needs to select one subject out of the electives.