

HASMUKH GOSWAMI COLLEGE OF ENGINEERING, VAHELAL

SYLLABUS FOR MID SEM EXAM-SEPT-2018

MBA

SEM	Sub Code	Subject	Unit No (GTU Syllabus)	Unit Name(GTU Syllabus)
1ST PG	4519201	Management Accounting (MA)	Module 1 & 2	Basic understanding of Management Accounting; Understanding and Preparing Corporate Financial Statements; Financial Statement Analysis
	4519202	Economics for Manager (EFM)	Module 1 & 2	Introduction or basics of Economics (as per module 1); Market structure and Pricing
	4519203	Managerial Communication (MC)	Module 1 & 2	EFFECTIVE COMMUNICATION IN BUSINESS, Process of Communication, STRATEGIES FOR SUCCESSFUL LISTENING AND SPEAKING SKILLS
	4519204	Organizational Behaviour (OB)	Module 1 & 2	Foundations of Management and O.B, Concepts of O.B, Understanding dynamics of Individual behavior
	4519205	Business Ethics & Corporate Governance (BE & CG)	Module 1 & 2	Introduction to Business Ethics, Managerial Ethics
	4519206	Management Information Systems (MIS)	Module 1 & 2	Organization and Information Systems, Types of Information systems-1
	4519207	Business Statistics (BS)	Module 1 & 2	Introduction to Business Statistics, Descriptive Statistics, Probability, Probability Distribution, Hypothesis testing
3RD PG	3539201	Strategic Management(SM)	Module 1 & 2	Strategic Management: An Introduction, Environmental Analysis, Internal Analysis, Strategy Formulation
	3539202	Legal Aspects of Business(LAB)	Module 1 & 3	Indian Contract Act – 1872, Indian Trusts Act, GST Act, 2017, Consumer Protection Act, 1986
	3539203	International Business (IB)	Module 1 & 2	Globalization and International Business, Government influence on Trade
	3539283	E- Commerce (EC)	Module 1 & 2	Overview of E-Commerce, E-Commerce Business Models
	3539221	Strategic Financial Management(SFM)	Module 1 & 2	Financial Strategy and Planning, Project Planning and Control, Risk Evaluation and Capital Budgeting, Dividend and Retention Policies, Valuation of Business
	3539222	Management of Financial Services(MFS)	Module 1 & 2	Introduction to Financial Services, Introduction to Indian Financial System, Types of Financial Markets, Regulation of Financial System, Factoring and Forfaiting, Housing finance, Merchant Banking and Issue Management, Stock Broking, Credit Rating, Custodial and Depository Service
	3539223	Security Analysis and Portfolio Management (SAPM)	Module 1 & 2	Introduction to Investment, Security analysis and valuation
	3539211	Consumer Behaviour (CB)	Module 1 & 2	Understanding the Consumer, Consumer as an Individual - I
	3539212	Integrated Marketing Communication (IMC)	Module 1 & 2	An Introduction to Integrated Marketing Communication (IMC), Understanding communication process
	3539213	Sales and Distribution Management (SDM)	Module 1 & 2	Introduction to Sales Management, Organizing& Driving Sales Efforts, Sales Force Management
	3539231	Change Management and Organizational Development (CM&OD)	Module 1 & 2	Organizational Change, Organizational renewal, Resistance to change, Organizational development, Diagnosis
	3539232	Management of Industrial Relations and Labour Legislations (MIR&LL)	Module 1 & 2	Basic of MIRLL, Industrial Disputes Act, 1947, Trade Unions Act,1926, Industrial Employment Standing Order Act, 1946 , Labour Welfare
	3539233	Compensation Management (CM)	Module 1 & 2	Part I, II Armstrong's book, Part III and IV Armstrong's book