



GUJARAT TECHNOLOGICAL UNIVERSITY
(Established under Gujarat Act No. 20 of 2007)
ગુજરાત ટેકનોલોજીકલ યુનિવર્સિટી
(ગુજરાત અધિનિયમ ક્રમાંક: ૨૦/૨૦૦૭ દ્વારા સ્થાપિત)

Ref: GTU/Academic/MBA/2015/10573

Date: 21/11/2015

Circular

Subject: Regarding MBA Reformation to be considered as a part of current syllabus and to be implemented from even semester term of Academic year 2015-16.

To introduce 'Practice School' (SME Nursery for Immersion study) in MBA Semester 1, 2, 3 and 4 as practical means of implementing Module 5 of all subjects. The detailed Guidelines are given as under:

1. Objective:

Each The student has to study and practice at the visiting MSME / Corporate Business / NGO and accordingly prepare a small report with Presentation covering 5th module of all the subjects taught in all the 4 semesters of MBA Program.

2. Process:

Each Institute shall tie-up / partner with local / Gujarat / India-based or even foreign based businesses or companies to arrange practical study by each MBA student as per the scheme given below.

Students shall undertake Practical exploration of the functional areas of visiting MSME / company / organization, and collect practical information and data (not from the website), discuss the business / functional practices, issues, problems and challenges with the concerned managers / directors / partners / owners, understand intricacies of doing business, analysis and prepare brief Report (20-25 pages) with Power Point Presentation on 5th Module of all subjects of particular semester.

3. Duration:

The Practice School timing duration of GTU will be as per below table, at the end of each Semester, but before GTU Final Exams:

Sr.No	Semester	Duration	Area of study
1	Sem1	1 week	All the subjects of this sem
2	Sem2	2 week	All the subjects of this sem
3	Sem3	2 week	All the subjects of this sem
4	Sem4	6 to 8 week	All the subjects of this sem

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4. TimeLine:

They have to complete this task before GTU final Examination of respective semester.

5. Evaluation:

This field work is part of 5th module (Immersion study) in all subjects of MBA Programme. Therefore it will be evaluated by the faculty members of respective subjects, as a part of CEC (Continues Evaluation Component), with the weightage of 20 marks out of 50 marks as I Component. Whereas the consolidated Presentations as a part of 5th module of all subjects learning outcomes by students shall be evaluated by managerial level Industry and eminent Expert with the weightage of 30 marks out of 50 marks as I Component.

Methodology for Evaluation:

- 1) GTU shall appoint the external examiners and pay the exam honorarium as per the university norms.
- 2) The evaluation shall be conducted centralized at 5 zones.
- 3) Internal and External (Industry or eminent Expert) examiner shall be appointed by GTU.
- 4) Each MBA student shall prepare two presentations on practical aspects (module 5) of managing business with reference to applications of concepts learnt in the following subjects under two group of subjects:

Sr.No	Semester	Group A	Group B
1	MBA sem I	1. Accounting for Managers (AFM)	1. Principles of Management (PM)
		2. Economics for Managers (EFM)	2 Managerial Communication (MC)
		3. Research Methodology (RM)	3 Organizational Behavior (OB)
		4. Quantitative Analysis – I (QA-I)	
2	MBA sem II	1. Quantitative Analysis – II (QA-II)	1 Cost and Management Accounting (CMA)
		2. Management Information System (MIS)	2. Production and Operations Management (POM)
		3. Marketing Management (MM)	3. Financial Management (FM)
		4. Human Resource Management (HRM)	

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3	MBA sem III	1.Strategic Management (SM)	1.Functional Area Specialization subject-1
		2.Legal Aspects of Business (LAB)	2.Functional Area Specialization subject-2
		3.Elective	3.Functional Area Specialization subject-3
4	MBA sem IV	1.Business Ethics and Corporate Governance (BE & CG)	1.Functional Area Specialization subject-1
		2.Elective	2.Functional Area Specialization subject-2

6. **Outcome:**

Students shall practice and understand the practical aspects of all respective subjects of the semester, and link it with the theoretical knowledge and understanding about the business and management as single business entity, leading to practical skill development and better training and final placements for jobs or setting up own enterprise / business.

I/C Registrar

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