



Re-Accredited 'B++' 2.86 CGPA by NAAC

VEER NARMAD SOUTH GUJARAT UNIVERSITY

University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉદ્ધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

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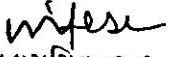
-: પરિપત્ર :-

વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ કોલેજોનાં આચાર્યશ્રીઓને જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૩-૨૪ થી અમલમાં આવનાર MMS (Master of Management Studies) પ્રોગ્રામનું સ્ટ્રક્ચર કોમર્સ ફેકલ્ટીની તા.૧૪-૦૭-૨૦૨૩ની સભાના ઠરાવ ક્રમાંક:૭ અન્વયે કરેલ ભલામણ બી.યુ.ટી. તા.૧૫-૦૭-૨૦૨૩ ની સભાના ઠરાવ ક્રમાંક : ૬ અન્વયે સ્વીકારી કરેલ ભલામણ એકેડેમિક કાઉન્સિલની તા.૧૭/૦૭/૨૦૨૩ની સભાનાં ઠરાવ ક્રમાંક:૨૫ થી MMS (Master of Management Studies) પ્રોગ્રામનું સ્ટ્રક્ચર મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

(બિડાણ: ઉપર મુજબ)

ક્રમાંક : એસ./પરિપત્ર/૧૮૦૭૪/૨૦૨૩

તા.૨૨-૦૭-૨૦૨૩


કુલસચિવ

પ્રતિ,

૧) વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ કોલેજોના આચાર્યશ્રીઓ.

..... આપશ્રીની કોલેજના સંબંધિત શિક્ષકોને જાણ કરી અમલ કરવા સારું.

૨) અધર ધેન ડીનશ્રી, વાણિજ્ય વિદ્યાશાખા,

૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.

૪) એકેડેમિક વિભાગ, વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારું.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

Proposed Program Structure for Master of Management Studies (MMS)

(With Effect from 2023-24)

Type	Full Time Master's Degree
Duration	Two Years (Four Semesters)
Eligibility	A Candidate • Must have passed Bachelor's Degree in any discipline from UGC Recognized University • Must have cleared competitive entrance exam required by the University
Objectives of the Program	To impart skills and knowledge in the field of Management and inculcate research aptitude amongst the students of various disciplines. Students shall be prepared to cater the needs of various institutions including service and manufacturing using various pedagogical tools like Presentations, Case Studies, Assignments, Field Work/Visit, Research Projects, and the like.
Program Outcome	After successful completion of the program a student shall be able to pursue his career by serving to corporates or services, a student may start his own venture or may help in family business or he / she may go for higher studies.
Medium of Instruction	English
Program Structure	2 years Full Time Degree Program spreading over Four Semesters
Subject Wise Bifurcation	As per Annexure-1

Master of Management Studies - Semester I
with effect from Academic Year 2023-24

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		Total No. of Sessions of 60 minutes each	No. of Sessions of 60 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1	Perspective Management	45	4	30 IA	70 UA	100	2 hr 30	4
2	Financial Accounting	45	4	30 IA	70 UA	100	2 hr 30	4
3	Business Statistics	45	4	30 IA	70 UA	100	2 hr 30	4
4	Organizational Behavior	45	4	30 IA	70 UA	100	2 hr 30	4
5	Managerial Economics	45	4	30 IA	70 UA	100	2 hr 30	4
6	Business Communication	45	4	30 IA	70 UA	100	2 hr 30	4
7	Business Ethics	45	4	30 IA	70 UA	100	2 hr 30	4
8	E-Commerce	45	4	30 IA	70 UA	100	2 hr 30	4

UA: University Assessment

IA: Internal Assessment

Master of Management Studies - Semester II
with effect from Academic Year 2023-24

CORE								
Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		Total No. of Sessions of 60 minutes each	No. of Sessions of 60 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1	Marketing Management	45	4	30 IA	70 UA	100	2 hr 30	4
2	Financial Management	45	4	30 IA	70 UA	100	2 hr 30	4
3	Operations Management	45	4	30 IA	70 UA	100	2 hr 30	4
4	Business Research Methods	45	4	30 IA	70 UA	100	2 hr 30	4
5	Human Resource Management	45	4	30 IA	70 UA	100	2 hr 30	4
6	Business Environment	45	4	30 IA	70 UA	100	2 hr 30	4
7	Legal & Tax Aspects of Business	45	4	30 IA	70 UA	100	2 hr 30	4
8	Management Information Systems	45	4	30 IA	70 UA	100	2 hr 30	4

UA: University Assessment

IA: Internal Assessment

Master of Management Studies - Semester III
with effect from Academic Year 2024-25

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		Total No. of Sessions of 60 minutes each	No. of Sessions of 60 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
		---	--	30 IA	70 UA	100	VIVA	4
1	Summer Internship Project			30 IA	70 UA	100	2 hr 30	4
2	International Business Environment	45	4	30 IA	70 UA	100	2 hr 30	4
3	Entrepreneurship Development	45	4	30 IA	70 UA	100	2 hr 30	4
4	Specialisation-1	45	4	30 IA	70 UA	100	2 hr 30	4
5	Specialisation-2	45	4	30 IA	70 UA	100	2 hr 30	4
6	Specialisation-3	45	4	30 IA	70 UA	100	2 hr 30	4
7	Elective 1	45	4	30 IA	70 UA	100	2 hr 30	4
8	Elective 2	45	4	30 IA	70 UA	100	2 hr 30	4

UA: University Assessment

IA: Internal Assessment

Master of Management Studies - Semester IV
with effect from Academic Year 2024-25

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		Total No. of Sessions of 60 minutes each	No. of Sessions of 60 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1	Strategic Management	45	4	30 IA	70 UA	100	2 hr 30	4
2	Information Technology Management	45	4	30 IA	70 UA	100	2 hr 30	4
3	Specialisation-4	45	4	30 IA	70 UA	100	2 hr 30	4
4	Specialisation-5	45	4	30 IA	70 UA	100	2 hr 30	4
5	Elective 3	45	4	30 IA	70 UA	100	2 hr 30	4
6	Elective 4	45	4	30 IA	70 UA	100	2 hr 30	4
7	Capstone/Comprehensive Project	---	--	60 IA	140 UA	200	VIVA	8

UA: University Assessment

IA: Internal Assessment

CORE (MAJOR) SPECIALISATION SUBJECTS

(SEMESTER 3 & SEMESTER 4)

SPECIALISATION	FINANCE CORE SPECIALISATION SUBJECTS	MARKETING CORE SPECIALISATION SUBJECTS
SEMESTER 3		
SPECIALISATION 1	Corporate Valuation & Mergers and Acquisitions	Consumer Behaviour
SPECIALISATION 2	Security Analysis & Portfolio Management	Sales & Distribution Management
SPECIALISATION 3	Derivatives and Risk Management	Brand Management
SEMESTER 4		
SPECIALISATION 4	Financial Markets and Institutions	Global Marketing Management
SPECIALISATION 5	Financial Regulations	Advance Marketing Management

	HRM CORE SPECIALISATION SUBJECTS	SYSTEMS CORE SPECIALISATION SUBJECTS
SEMESTER 3		
SPECIALISATION 1	Compensation & Benefits	Database Management Systems and Data Warehousing
SPECIALISATION 2	Competency Based HRM and Performance Management	Big Data and Business Analytics
SPECIALISATION 3	Labour Laws	IT Consulting
SEMESTER 4		
SPECIALISATION 4	HR Planning & Application of Technology in HR	Cloud Computing
SPECIALISATION 5	Global HRM	Cyber Laws and Managing Enterprise IT Risk

MINOR ELECTIVE SPECIALISATION SUBJECTS
(SEMESTER 3 & SEMESTER 4)

SEMESTER 3			SEMESTER 4		
Groups		MINOR Electives Subjects Semester 3 <i>(Choose any One Group)</i>	Groups		MINOR Electives Subjects Semester 4 <i>(Choose any One Group)</i>
1	Elective 1	Banking and Financial Services Institutions	1	Elective 3	Investment Banking
	Elective 2	Mutual Funds		Elective 4	Financial Modelling
2	Elective 1	Retail Marketing	2	Elective 3	Media Planning & Management
	Elective 2	Negotiation and Selling Skills		Elective 4	Customer Relationship Management
3	Elective 1	Advance Human Resource Management	3	Elective 3	O.S.T.D.
	Elective 2	Employee Relations, Labour Laws & Alternate Dispute Resolution		Elective 4	HR Audit
4	Elective 1	Enterprise Resource Planning	4	Elective 3	Digital Business
	Elective 2	Information System Security & Audit		Elective 4	Software Project Management