

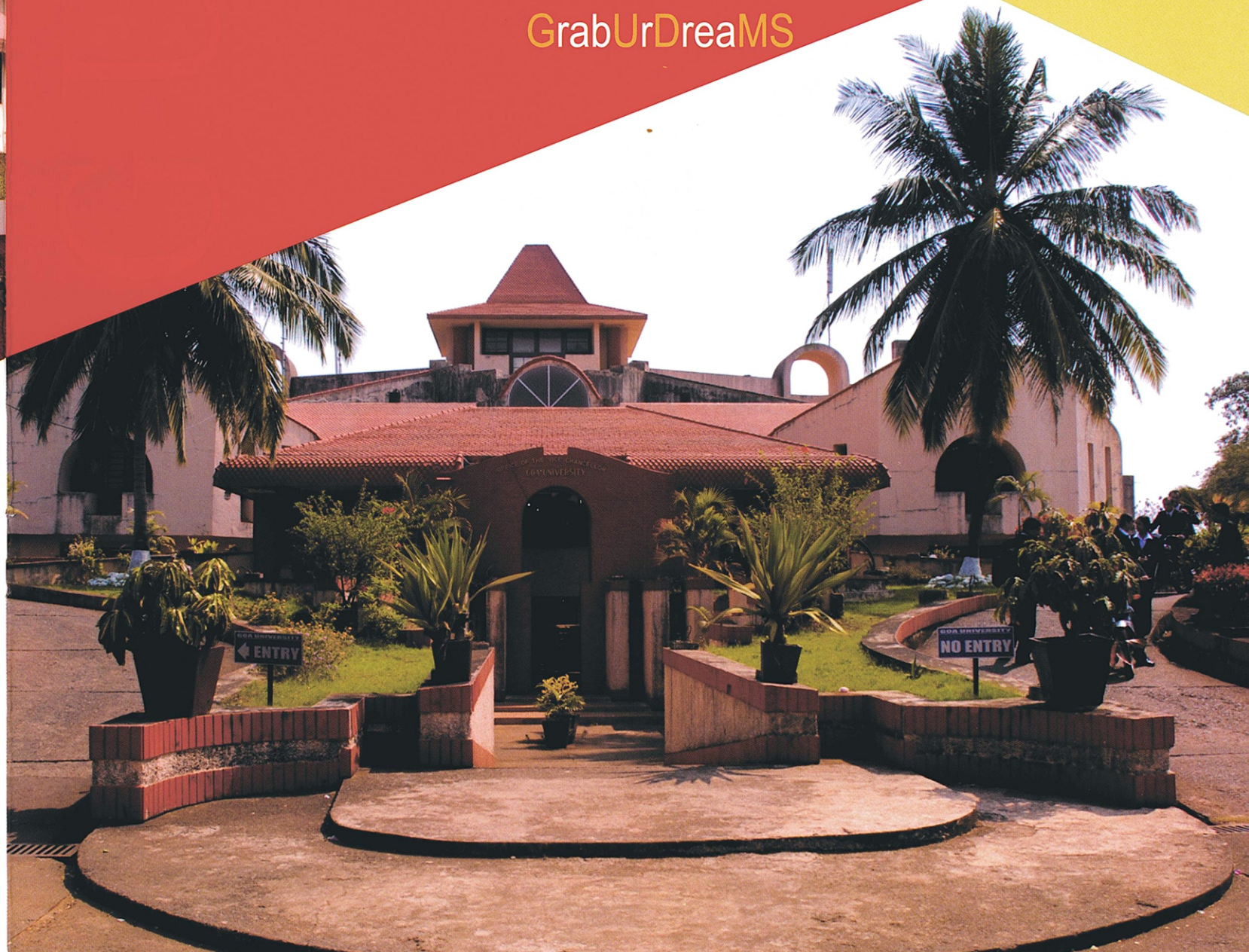
GOA UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES

GUDMS

GrabUrDreaMS





THE GUDMS MBA  
**advantage**



- Case Study Method of the Harvard / IIM Type
- 20 Weeks of Industry Internship
- Formal Credit Courses in Soft Skills / Contemporary Issues
- Mock Interviews by Executives
- 100% Continuous Assessment
- Faculty including Visiting Faculty with IIM / Industry Background
- Well Placed Alumni help with Placement
- Exchange Program with Germany
- On Line Journal Database
- Wireless Connectivity for Laptop Use
- On Line Interactions through Course Management Software
- Opportunity to Opt for Courses from Other Disciplines
- Interactions with Executives

# dream grabbers





# OUR Core Team...



## Name Areas of Teaching/Research/Consultancy Interest

Nandakumar Mekoth	Services Marketing, Marketing Research, Finance
Purva Hegde Desai	Finance, Marketing
M.S. Dayanand	Marketing, Tourism, Product Management
R. Nirmala	Human Resources Management, Marketing
Nilesh Borde	Finance

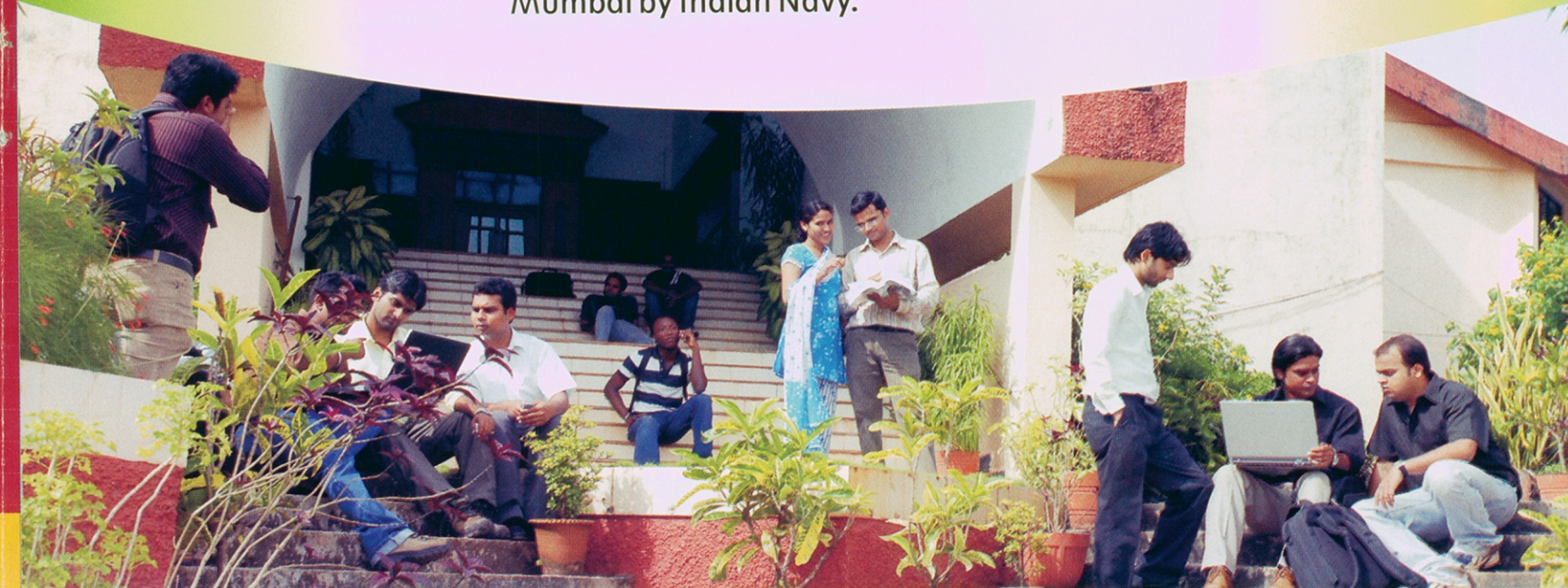
## Our Visiting Faculty in the past included

Henrique Diz	Head, Dept of Eco. Mgmt & Indl. Engg, Universidade De Aveiro
Joaquim Da Costa	Dept of Eco.Mgmt .& Indl Engg. Universidade De Aveiro
Joe Faustinho	Asian School of Mgmt, Manila
K.P.Fabian	Former Ambassador to Rome
Peter Augsdorfer	Faculty, Ingolstadt University of Applied Sciences, Germany
Carlos Costa	Chairman, Tourism Management, Universidade De Aveiro
Narayan Prabhu	GM- HR V. M. Salgaokar & Bros.
Ajit Parulekar	Faculty, Goa Institute of Management
Blaise Costabir	Managing Director, Zarhak Moulders Pvt Ltd
G.K.Sharma	Faculty, IIM Calicut
Geoge Ninan	HR Manager, MRF Ltd
Guilman Fernandes	HR Manager, Reliance-Salgaonkar Thermal Power Plant
Lalit Kumar Shah	Chartered Accountant, Panaji-Goa
M .A.Sundaram	Former Senior VP, Zuari Agro chemicals Ltd
Mario D'Souza	Director, Magnum Creative Advertising
Vinay Raikar	HR consultant, Panaji-Goa

Plus our 1000+ alumni network spread across corporate, government, academic, and research organizations and those who opted for entrepreneurship.

## Other Important Activities of the Department

- A full-fledged Case study based Ph D Program in Management.
  - 1) The Case Studies developed by our PhD students are used in our MBA Program.
  - 2) Most of the PhD students and their guides have published internationally.
  - 3) Weekly discussion forum and an electronic discussion group for collective guidance to hone the skills.
- Long Term plans to launch integrated PGDTM (Post Graduate Diploma in Tourism/ MBA (Tourism))
- The department oversees Goa University's other management programs such as
  - 1) PGDMs (Post- Graduate Diplomas in Management, in the areas of General Management, Tourism, Event Management, etc)
  - 2) BBA (Bachelor of Business Administration)
  - 3) MBA (Logistics Management ) run by INS Hamla at Mumbai by Indian Navy.





...Choosing  
The Right  
**BUSINESS SCHOOL**  
Is A

**Critical Decision**  
You Can Make...Be Proud If  
Your Decision Is To Choose Us...

**DEPARTMENT OF  
MANAGEMENT STUDIES**

GOA UNIVERSITY  
[www.unigoa.ac.in](http://www.unigoa.ac.in)

**GUDMS: GrabUrDreams**

*"You will begin to touch heaven, Jonathan,  
in the moment that you touch perfect speed.  
And that isn't flying a thousand miles an hour,  
or a million, or flying at the speed of light.  
Because any number is a limit and perfection  
doesn't have limits. Perfect speed, my son,  
is being there."*

*--Jonathan Livingston Seagull: A Story--*



**a message**  
OF WELCOME FROM THE DEAN

We have taken upon our shoulders the task of meeting the following objectives. By the time you join, we would have refined our processes to see that you do significantly benefit from these efforts of ours.

Conceptual clarity on the part of all students on the fundamentals of business

Extra emphasis on students who are weak  
When you join GUDMS, you can be sure you will not be left out. If you feel you will get lost in a premier Business School, do join us. We will see that we add value to you and make you feel confident.

Familiarity with Industry practices: For almost all courses, you will be doing industry-based assignments. Most of these are going to be with small and medium enterprises, where you learn the grass root industry practices, the mundane. You are not going to get lost in a large organization making you wonder what you learned.

There are going to be quizzes and tests every week on contemporary issues that will keep you on toes on what is happening in the world around you beyond learning business.

Each and every student will be involved in a managerial task in GUDMS and one of the teachers will be your mentor and you will also be graded on the efficiency and effectiveness with which you undertake the task.

It has been rewarding as well as great fun for us teaching in such an MBA program. I am sure you will find it the same way.

With warm regards,

**Nandakumar Mekoth**  
Professor and Dean, Faculty of management studies  
Goa University, Goa 403 206 India  
Ph.: +91 832 6519060  
e-mail : [hod\\_mba@unigoa.ac.in](mailto:hod_mba@unigoa.ac.in)





### Term 6 : September to December

Code	Subject	Credits	Contact Hours
	Electives - Business (4 Electives-per elective 2 credits)	8	120
	Electives - Non Business (2 Electives - per elective 2 credits)	4	60
C 1-114	SSP 6 : Mock Interviews by Executives	1	
C 1-030	Comprehensive Case Analysis 1	1	15
C 1-033	Learning Management through Executive Interactions		4-6
C 1-035	Seminars on Contemporary Issues	1	15

### Term 7 : January to March

Code	Subject	Credits	Contact Hours
	Internship		
	Internship Seminars		

### Courses and their allocation across terms are subject to change

<sup>[1]</sup> Soft Skills Program

<sup>[2]</sup> The specific skills are indicative. The Department Council / Faculty Board will decide the specific program for each Term.

- Courses and their allocation across terms are subject to change.
- Functional electives (like finance, marketing, human resources, operations) and sectoral electives (like hospitality and tourism, IT enabled services) shall be offered within the constraints of students' demand and the resources available with the department from time to time.

- No refund of fee is admissible if the student withdraw admission on the last date or later.
  - Above rule shall be applicable to all items of fee except refundable deposits
- Ragging is Strictly Prohibited
- As per Section 26(1)(g) of UGC Act, 1956, ragging is strictly prohibited and invites severe punishment as per the said Act.

## ...Student Life Beyond the Classrooms...

### ....Student Life Extending Beyond The Classrooms....

- Goa offers a high quality of life, a clean physical environment and a multicultural social environment.
- Large number of Committees in GUDMS to participate and hone your management skills.
- Opportunity to participate in regional and national curricular and co-curricular events.
- Opportunity to organize events.
- Life in GUDMS goes far beyond the mundane learning experience in a conventional University Department.





# MBA PROGRAM STRUCTURE

## Term 1 : June to September

Code	Subject	Credits	Contact Hours
C 1-001	Strategic Management	2	30
C 1-003	Marketing Management	2	30
C 1-004	Finance Management	2	30
C 1-005	Production Operations Management	2	30
C 1-107	Business Economics	2	30
C 1-101	SSP 1 <sup>(1)</sup> : Oral Communication Skills in English <sup>(2)</sup>	1	15
C 1-029	Comprehensive Case Analysis 1	1	15
C 1-033	Learning Management through Executive Interaction		4-6
C 1-034	Seminars on Contemporary Issues	1	15

## Term 2 : September to December

Code	Subject	Credits	Contact Hours per Week
C 1-009	Organizational Behavior	2	30
C 1-010	Advanced Marketing Management	2	30
C 1-011	Advanced Finance Management	2	30
C 1-012	Human Resource Management	2	30
C 1-014	Management Accounting	2	30
C 1-015	Macroeconomic analysis	2	30
C 1-033	Learning Management through Executive Interactions		4-6
	Internship		2 weeks
	Internship Reports		
C 1-103	SSP 2 : Presentations Skills	1	15
C 1-109	SSP 3 : Report Writing Skills	1	15

## Term 3 : January to March

Code	Subject	Credits	Contact Hours
C 1-012	Advanced Human Resource Management	2	30
C 1-018	Business Research Methods	2	30
C 1-019	Legal Aspects of Business	2	30
C 1-023	Business Ethics	2	30
C 1-028	Indian Social, Political and cultural Environment	2	30
C 1-039	Financial Markets	2	30
C 1-105	SSP 4 - Group Discussion Skills	1	15
C 1-033	Learning Management through Executive Interactions		4-6
C 1-114	SSP 6 : Mock Interviews by Executives		
	Electives - Business (2 Electives-per elective 2 credits)	4	60

## Term 4 : April to June

Code	Subject	Credits	Contact Hours
	Summer Internship in Organizations and Report		March to June
	Internship Seminars		June

## Term 5 : July to September

Code	Subject	Credits	Contact Hours
	Electives - Business (6 Electives - per elective 2 credits )	12	180
	Electives - Non Business (One Elective)	2	30
C 1-107	SSP 5 : Interview Facing Skills	1	15
C 1-033	Learning Management through Executive Interactions		4-6