

# गोंय विद्यापीठ

ताळगांव पठार,

गोंय - ४०३ २०६

फोन : +९१-८६६९६०९०४८



(Accredited by NAAC)

**ATMANIRBHAR BHARAT**  
**SWAYAMPURNA GOA**

## Goa University

Taleigao Plateau, Goa-403 206

Tel : +91-8669609048

Email : registrar@unigoa.ac.in

Website : www.unigoa.ac.in

GU/94/Acad-Admissions/CAC/2024-25/ 788

Date: 22/03/2024

### NOTIFICATION

#### MBA PROGRAMME – GOA BUSINESS SCHOOL, GOA UNIVERSITY BATCH 2024 – 2026

**Admission:** The admission to MBA is based on CMAT conducted by NTA or ATMA conducted by AIMS, group discussions, personal interviews and work experience, if any.

**How to Apply:** The candidate needs to fill out the application form with all required details and upload the required documents online on GUMS Portal available on the University Website. Application fees of Rs.1,500/- (Rupees One thousand and five hundred only) for Un-Reserved Category candidates OBC (NCL),EWS. Rs. 750/- (Rupees Seven hundred fifty only) for SC/ST category candidates of Goa and Persons with Disability candidates are exempted from the payment of application fees. The last date to apply is 30th April 2024 and incomplete applications will not be considered for selection.

**Objective:** The programmes provide education to prepare students for a career in management. The programmes are also involved in creating and disseminating knowledge on management through research and consulting in the services and manufacturing sectors.

#### Major Facilities/Features:

Case Study methods of Harvard/IIM type, Formal credit courses in soft skills/contemporary issues, 100% continuous assessment, Well placed alumni help with placement, Online journal database, Online industry and company database, Online interactions through course management software, Regular interactions with executives, Industry internships, Mock interviews by executives, Faculty including visiting faculty with IIM/industry background, Exchange program with Germany **for selected students**, Wi-Fi connectivity for laptops, Opportunity to opt for courses from other disciplines, audiovisual facilities and Book Bank.

#### Number of seats available for MBA Programme and Reservations:-

Total	SC	ST	OBC (NCL)	PwD	OU	Ex-Servicemen	UR/General	EWS
75	2	9	20	3	2	1	31	7

## Programme Structure (MBA)

Year	Semester	Credits	Course
Year 1	Semester 1	16 Credits	Discipline Specific Core Course
		4 Credits	Discipline Specific Elective Course
	Semester 2	16 Credits	Discipline Specific Core Course
		4 Credits	Discipline Specific Elective Course
Year 2	Semester 3	8 Credits	Skill-Based Optional Courses
		12 Credits	Generic Optional Courses
	Semester 4	4 Credits	Skill-Based Optional Courses
		16 Credits	Internship

### Syllabi of Programme (MBA) Semester I & II

Course Codes	Discipline Specific Core Course	Credits	Semester
<u>MGA-500</u>	Management Process and Organisational Behaviour	4	1
<u>MGA-501</u>	Economics	4	1
<u>MGA-502</u>	Production and Operations Management	2	1
<u>MGA-503</u>	Basic Computing Tools for Management	2	1
<u>MGA-504</u>	Communication Skills	2	1
<u>MGA-505</u>	Strategic Management	2	1
<u>MGA-506</u>	Financial Management	4	2
<u>MGA-507</u>	Human Resource Management	4	2
<u>MGA-508</u>	Marketing Management	4	2
<u>MGA-509</u>	Management Accounting	2	2
<u>MGA-510</u>	Leadership	2	2
<b>Discipline Specific Optional Course</b>			
<u>MGA-521</u>	Business Research Methods	4	1
<u>MGA-522</u>	Legal Aspects of Business & Ethics	4	1

### Semester III & IV

Course Codes	Skill-Based Elective Courses	Credits	Semester
<b>Marketing</b>			
<u>MGA-600</u>	Product Management	2	3
<u>MGA-601</u>	Brand Management	2	3
<u>MGA-602</u>	Integrated Marketing Communications	2	3
<u>MGA-603</u>	Consumer Behaviour	2	3
<u>MGA-604</u>	Digital and Social media marketing	2	4
<u>MGA-605</u>	Services Marketing	2	3
<u>MGA-606</u>	Sales and Distribution Management	2	4
<u>MGA-607</u>	Retail Management	2	3
<u>MGA-629</u>	Entrepreneurship	2	4

<b>Finance</b>			
<u>MGA-608</u>	Corporate Finance	2	3
<u>MGA-609</u>	Financial Modelling	2	4
<u>MGA-610</u>	Taxation	2	3
<u>MGA-611</u>	International Finance	2	3
<u>MGA-612</u>	Derivatives and Risk Management	2	3
<u>MGA-613</u>	Security Analysis and Portfolio Management	2	3
<u>MGA-614</u>	Behavioral Finance	2	3
<u>MGA-615</u>	Working Capital Management	2	4
<u>MGA-629</u>	Entrepreneurship	2	4
<b>Human Resource</b>			
<u>MGA-616</u>	Performance Management	2	4
<u>MGA-617</u>	Compensation and Benefits Management	2	3
<u>MGA-618</u>	Learning and Development	2	3
<u>MGA-619</u>	Recruitment and Selection	2	4
<u>MGA-620</u>	Labour Laws and Industrial Relations	2	3
<u>MGA-621</u>	Organisational Development	2	3
<u>MGA-622</u>	Negotiations and Conflict Management	2	3
<u>MGA-623</u>	Occupational health and safety Management	2	3
<u>MGA-624</u>	Indian Ethos and Human Quality Development	2	3
<u>MGA-629</u>	Entrepreneurship	2	4
<b>Research Specific Courses</b>			
<u>MGA-625</u>	Advanced Business Research Methods	2	3
<u>MGA-626</u>	Structural Equation Modelling	2	3
<u>MGA-627</u>	Econometrics	2	3
<u>MGA-628</u>	Human Resources Analytics	2	3
<b>Generic Elective Courses</b>			
<u>MGA-636</u>	German Language A1 level	6	3
<u>MGA-637</u>	Portuguese Language Level 1	6	3
<u>MGA-638</u>	Yoga	6	3
<u>MGA-651</u>	Dissertation	16	4
<u>MGA-652</u>	Industry Internship	16	4

### Placements:



**For the details regarding the Faculty Members and their area of interest, the applicants are advised to visit the link mentioned below:**

<https://www.unigoa.ac.in/dept/goa-business-school.html>

**For further details please contact**

Dr. Suraj P. Velip (Admission Coordinator)

Office No: 8669609280

Ph. No: 7030699182

Email: suraj@unigoa.ac.in

**To visit us on social media click below:**



[Instagram](#)

Sd/-  
(Prof. V . S. Nadkarni)  
REGISTRAR