

Gujarat Technological University

Syllabus for New MBA Program effective from Academic Year 2011-12

(Also applicable to 2nd Year Students of 2010-12 Batch MBA Program)

MBA Program Structure

The Rationale

GTU has 114 MBA institutes affiliated and spread all over the **richest State of India: Gujarat**. The State accounts for 21% of India's GDP, 16% of Exports, 6% of population and 5% of land. About 10,000 students study in various GTU affiliated MBA institutes / colleges.

The **New MBA Program of GTU** is based on **Choice Based Credit System (CBCS)**, and is designed to serve three major purposes to enable our Graduate students become **confident, knowledgeable, skilled as well as successful in India and Globally**:

1. MBA Program must develop **working Skills** along with conceptual **knowledge of latest subjects**, topics and issues of concern to **business, industry, agriculture, rural, non-government and Government sectors** of the **Indian economy** as also **International Business & Environment**.
2. Students must get to **choose** from a variety of latest subjects, electives and industry-based specializations to satisfy regional demands and preferably get **local / national / Global employment or business opportunities**, so large scale migration of students may not become necessary either for studying MBA program.
3. MBA program must be **Innovative, National and Global and comparable to the best MBA programs of India and the world** that shall make our students national or Global in next 3 years of earning their MBA degree from **Gujarat technological University, a premier University of Government of Gujarat**.

The Dynamism of Syllabus

The course curriculum and syllabus for **New MBA Program of Gujarat Technological University** are devised considering the norms of AICTE/ UGC, incorporating partial **Choice-Based Credit System (CBCS)**. The **two-year full-time MBA is 99 Credit program**. While preparing the syllabus, the syllabi of different national and international level universities/institutions have been taken into account. Thus the new syllabus is expected to offer flexibility and better choice of subjects to the students to meet with the dynamics of economic demand and supply to find better business or job opportunities in Gujarat, India or the world; while it helps strike a balance between theory (conceptual knowledge) and practice (skills to work using these classic and contemporary concepts). Therefore syllabus is expected to be revised every year.

Multi-Level Skill Learning System

The student learns to develop the necessary working skills at three levels on a continuous basis in order to increase his/her employability and entrepreneurship abilities:

- 1) The 5th Module (20% of all coursework) in most subjects in two-year New MBA program shall be practical Module where GTU MBA student shall visit an industry / business / NOG organization once a week, and make a Grand Public Presentation at the Institute at the end of each Semester.
- 2) Global / Country Study Report in Semester III in the 2nd Year MBA.
- 3) Comprehensive Project Report in any of **over 60 Sectorial Areas** listed in **Annexure I**, by selecting **Industry Defined Problem (IDP)** in Semester III and doing the actual project in Semester IV.

GTU's Skill Development Councils (GTU-SDCs) are expected to provide the guidelines on various Skills to be mastered by the students as per his/her aptitude and choice of specialization.

Duration & Specializations

The MBA program of Gujarat Technological University (GTU) will be conducted on a semester basis with four semesters spread over two academic years. The duration of each semester is around 15 weeks. First year in each semester has seven courses/subjects. In the first year all 14 courses are **Core** or compulsory. In the second year there will be **four types of courses**, namely, **Core / Compulsory subjects**, existing **Functional Areas** and new **Specializations**, new **Electives** and Domestic and Global **Projects**.

In addition to existing four functional areas namely Marketing, Finance, HRM and Information Systems, **five** new specializations are planned to be offered by GTU:

Existing Functional Areas in MBA:

MBA (Functional Areas)

- I. Marketing Management
- II. Finance Management
- III. Human Resource Management
- IV. Information Systems Management

New Major Specializations Offered:

MBA (Specializations)

- V. International Business Management - **New**
- VI. Banking & Insurance - **New**
- VII. Rural Management - **New**
- VIII. Asian Business (Immersion Study) - **New**
- IX. Sustainable Global Businesses (Immersion Study) - **New**

These specializations reflect major sectors where jobs and entrepreneurial business opportunities as well as Government Incentives / assistance are available.

Each of the above functional areas and specializations shall cover 5 subjects to be taught in MBA Semester III and Semester IV, along with two Projects – Comprehensive Project and Global / Country Studies.

Important: An MBA Institute / College may select any ONE / TWO or more out of the new Specialization streams as per the local industry demand and students' choice (minimum 10 to 15 students per Specialization to make it viable for the institute and the Trust).

The MBA institute shall make an application to **GTU** in **prescribed Form along with following Fees:**

Sr. No.	New Specialization Selected	Fees Payable to GTU (Rs p.a.)
1.	Any One Specialization - <i>New</i>	2,50,000/-
2.	Any Two Specializations - <i>New</i>	4,00,000/-
3.	Any Three Specializations - <i>New</i>	6,00,000/-

GTU shall verify by receiving an Application in prescribed form, and by sending an **Empowered Committee** to verify the College/Institute's ability to invest in developing and hiring experienced full-time / part-time / visiting teaching faculty from academia and industry before granting permission for the New Specialization/s. GTU would permit a College to start New Specializations only after verifying that the College would be able to manage the learning systems, competencies and industry orientation required for offering the New Specialization/s. Permitted Specializations shall be mentioned in the **Institute Profiles** and **Institute Websites** on or before commencement of new Academic session.

Choice of Specialization by Students:

A student can choose **any ONE** of the **Functional Areas or Specializations** offered **by the GTU affiliated Institute / College** at the time of entering **Semester III**, and shall continue the same specialization in Semester IV.

Comprehensive Project Report (on Sectorial Specialization):

In addition to Major Specializations, there will be **over sixty Sectorial / Industry Areas for Practical studies** in which theoretical papers / books are **not** to be taught in regular classroom sessions, but the teachers and students are **free to use** any available books, publications and online material to understand and guide the students for various sectors. Ideally, a teacher should study and specialize in at least TWO Sectors, so four teachers can guide 60 students in a class. **(Refer Appendix 1: List of Sectorial Areas for Comprehensive Project study).**

A student has to opt for **any ONE of the Sectorial Areas** and select an **Industry Defined Problem (IDP)** for conducting his/her **Project work** in **Semester III** and **submit the Report in Semester IV**. Ideally, **Weekends** including **Saturdays and holidays** can be spared for the **Project Work**. The objective is to enable the student along with the teaching faculty to go to industry / business / NGO / Government organization **once a week** and **develop an insight** into

management practices in different functions, sectors and regions, as also to **exchange ideas** to promote **Innovation and Skills** in **Industry and Academia** for **mutual benefits**. A **Comprehensive Project Report (CPR)** shall be prepared by the student as a part of MBA curricula.

Separate Guidelines shall be issued for CP Report.

Global / Country Study and Report

The student shall also study and prepare a Global / Country Report in **Semester III (identify the Country and Company/Product), and Semester IV (complete the Report)**. The objective is to enable the student and teaching faculty learn about at least **ONE** Country, how to do business / export / import with / within that country, and prepare and submit a **Global / Country Report** by end of **Semester IV** as a part of MBA curricula.

Partial Credits shall be given for both Projects - CP and Global – in Semester III and IV.

Separate Guidelines shall be issued for Global / Country Report.

Additional Specialization to Student after his/her Passing MBA (3rd Year):

After passing the 2 Year MBA program successfully, if a student wishes to pursue second specialization in third year, he/she may be allowed to study further and the university shall award second certificate after completion and passing of such additional specialization.

Example: MBA (Marketing) after 2 years study, and MBA (Banking & Insurance) after 3rd year of study on successful completion and passing.

Exemption:

No exemption in any subject/course is allowed even if the student had studied similar or the same subject in any other program.

Course Design:

Integrative Learning combining two or more courses is globally one of the best ways to understand practical applications of diverse concepts and theories of Management. Each course is divided into FIVE Modules. Four Modules are for learning conceptual knowledge, theories, case studies and quantitative methods. The **Fifth Module** in most courses is designed to be a **Grand Seminar** where each student shall make **Public Presentation for 15-20 minutes** on any topic integrating **practical applications of some concepts or theories learnt** in the classroom and during Project / Global Studies, Guest Talks, Seminars, Conferences and Industrial Visits. Two or more subjects can be integrated to make a Public Presentation. An industry manager / entrepreneur / consultant may be invited to form a Panel of 2 or 3 Judges including Director/Principal and Teaching Faculty. **Public Presentation** shall be evaluated through 20 Marks out of 50 Internal / CEC Marks for each course / subject.

Examination & Evaluation:

The evaluation of students shall be through Internal Evaluation & Examination (**Continuous Evaluation Component (CEC)** including Regularity / Presence, Class Participation, Debates, Public Presentations etc), Project works / Reports etc), as well as **External Examination** by GTU. The current evaluation system shall continue.

The examination papers for both Mid-Term (Internal) and Final (University) Examinations shall be designed to **test the conceptual knowledge along with practical applications** through case studies, calculations etc.

The evaluation shall be carried out by **only** those faculty members **who have taught the same subject** in the same or another institute / college **in MBA program**.

The University examinations will have five questions of 14 marks from each module, some with internal options, which may change as required. The evaluation will be governed by the GTU rules/regulations.

The details of all the first year and second year courses are listed below:

Courses Offered:

Foundation Courses: - *New*

Foundation Courses listed below are aimed to **prepare the new MBA students** and aspirant to better learning of **GTU MBA** program, which is expected to help the student secure better performance in terms of and results / marks / Grades in all the subjects taught in MBA.

FINISHING SCHOOL PROGRAM FOR MBA: - *New*

(1) Foundation Course in English Language through SCOPE - *New* (3 Credits)

All MBA students from Gujarati / Hindi / Vernacular Medium Schools or Colleges must **compulsorily** take a **Foundation Course in English Language offered by SCOPE, Government of Gujarat, or an English Teacher** before or during the first month of joining MBA program. **SCOPE** can offer this course at all MBA institutes under GTU on request by the institute. The **SCOPE English Language Course** is specially designed to help students learn better **SPOKEN AND WRITTEN English**. The course shall be offered by all institutes / colleges. The course duration shall be 50 to 90 hours or as determined by SCOPE based on students Test of English and Level of course A, B, C or D (highest). **Passing Level B is minimum required for MBA students**. Those **students from Gujarati medium should take both Level A and B**.

(2) Foundation Course in Business Etiquette - *New* (3 Credits)

All MBA students must compulsorily take a **Foundation Course in Business Etiquette** before or during the first month of joining MBA program. The course is specially designed to help students learn basic business etiquette, which should lead to better interaction within classroom as well as industry / business world. The course shall be offered by all institutes / colleges through their full-time or visiting faculty members. The course duration shall be 20

classroom sessions of 75 minutes each, plus 20 sessions of home work to be done by the student.

(3) Foundation Course in Foreign Languages - New

(3 Credits)

MBA students may also take a **Foundation Course in one of the Foreign Languages like French / German / Mandarin (Chinese) / Spanish / Arabic etc** before or during the MBA program. The course shall be offered by institutes / colleges who can hire the requisite teaching faculty on Visiting / Part-time basis once a week, say on **Saturdays**. The course duration shall be minimum 60 to 120 hours or as determined by the respective foreign language experts / agencies.

The above courses together form **The Finishing School Program for MBA students**.

MBA Institutes / Colleges are advised to set up their own 'Communication Lab' to teach English and Foreign Languages more effectively.

(4) Foundation Course in Basic Quantitative Techniques - New

(3 Credits)

MBA students with weak mathematical background should take a **Foundation Course in Basic Quantitative & Statistical Techniques** before or during the first month of joining MBA program. The course is specially designed to help students refresh their knowledge of basic mathematical concepts and formula, which should lead to better learning of Quantitative, MIS and Computer based subjects in MBA program. The course shall be offered by all institutes / colleges through their full-time or visiting faculty members. The course duration shall be 20 classroom sessions of 75 minutes each and 20 sessions of home work to be done by the student.

(5) Foundation Course in Spreadsheet - New

(3 Credits)

All MBA students should take a **Foundation Course in Spreadsheet (Microsoft Excel or BOSS which is a Free-of-Cost Operating System as well as Application Software from Department of Electronics, Government India)** before or during the first month of joining MBA program. The course is specially designed to help students learn the computer-based application of basic mathematical, statistical and quantitative techniques and formula, which should lead to better learning of Quantitative, MIS and Computer based subjects in MBA program. The course shall be offered by all institutes / colleges through their full-time or visiting faculty members. The course duration shall be 20 classroom sessions of 75 minutes each and 20 sessions of home work to be done by the student.

Examination and Evaluation of All Foundation Courses shall be the responsibility of individual institute / college at present. - New

A student must earn minimum 9 credits from the listed Foundation Courses and it will not be counted in his SIP. - New

First Year MBA

MBA Semester-I: Compulsory Courses (7 Courses = 21 Credits)

Sr. No.	Course/ Subject Title	Credits
1.	Accounting for Managers (AFM)	3
2.	Economics for Managers (EFM)	3
3.	Managerial Communication (MC)	3
4.	Organizational Behaviour (OB)	3
5.	Principles of Management (PM)	3
6.	Research Methodology (RM)	3
7.	Quantitative Analysis – I (QA-I)	3

36 Sessions of 75 Minutes per Course

Total 21

MBA Semester-II: Compulsory Courses (7 Courses = 21 Credits)

Sr. No.	Course/ Subject Title	Credits
1.	Cost and Management Accounting (CMA)	3
2.	Management Information System (MIS)	3
3.	Financial Management (FM)	3
4.	Human Resource Management (HRM)	3
5.	Marketing Management (MM)	3
6.	Production and Operations Management (POM)	3
7.	Quantitative Analysis – II (QA-II) - New	3

36 Sessions of 75 Minutes per Course

Total 21

(Minimum 45 Hours must be devoted to teach each Course. Therefore 45 Sessions of 60 minutes each can also be planned as per the Institute's convenience).

Summer Internship Project (SIP) Training: (6 Credits)

The students will have to undergo Summer Training for six weeks after the completion of the Second Semester and submit a “**Summer Internship / Project Report**” by end of training. The Report will be submitted to the MBA institute in electronic plus 1 printed copy. The institute shall forward a CD containing electronic Reports of all students (batch-wise) to GTU. The Report will be evaluated by a Panel consisting of one Internal Supervisor and one External / Industry Referee appointed by GTU as per the applicable Marks system (**100 External + 50 Internal = 150 Total Marks**). Students who fail in SIP shall have to **revise the Report or even repeat the Training** for a period suggested by the **SIP Examination Panel**, and **re-submit the Report** for re-evaluation to the **Director / Internal Supervisor of the Institute / College**, which will be re-examined through **Remedial SIP Examination**.

Students, who go for the **International Summer Experience Program** to **Canada** or any other country under **GTU approved** arrangement, shall prepare a Report on any Business they study in that country, shall submit the Report immediately on returning to India. Such students shall be examined by a competent **Panel of Examiners** appointed by **GTU**.

Second Year MBA

In the Second year of the MBA Program, the students will study **Core Courses** and also choose **ONE subject from Electives** as well as **ONE Major Functional Area or Specialization**, in addition to **two Projects**. The **first Project** shall be on **Global / Country Study and Report** to be undertaken and completed in **Semester III**.

The second project is called **Comprehensive Project Report (CPR)** to be defined in **Semester III** and **completed in Semester IV**. The **CPR** shall be on any one of the **60 or more Sectoral Areas**, or any **Application areas** preferably related to the **Major Functional Area or Specialization**, chosen by the student. The choice made by the students pertaining to the Major Specialization area in Semester-III shall continue in Semester- IV.

MBA Semester-III: (7 Courses = 21 Credits)

Core Courses: (Compulsory)

Sr. No.	Course/ Subject Title	Credits
1.	Strategic Management (SM)	3
2.	Legal Aspects of Business (LAB)	3
3.	Global / Country Study Report (GCR) - <i>New</i>	2
4.	Comprehensive Project – Industry Defined Problem (CP-IDP)	1

Elective Courses: (Select any one)

1.	International Business (IB)	3
2.	New Enterprise and Innovation Management (NE&IM)	3
3.	Quality Management (QM) - <i>New</i>	3
4.	Corporate Taxation (CT)	3
5.	Financial Planning (FP)	3
6.	Gandhian Philosophy for Managing Business (GPMB) - <i>New</i>	3

36 Sessions of 75 Minutes per Course	Total 12
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Major Functional Areas and Specializations in MBA Semester III: (Select any One Area or Specialization):

Major Functional Areas:

I Marketing Management (MM)

Sr. No.	Course/ Subject Title	Credits
1.	Consumer Behaviour (CB)	3
2.	Integrated Marketing Communication (IMC)	3
3.	Sales and Distribution Management (SDM)	3

36 Sessions of 75 Minutes per Course	Total 9
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II Finance Management (FM)

Sr. No.	Course/ Subject Title	Credits
1.	Strategic Financial Management (SFM) - <i>New</i>	3
2.	Management of Financial Services (MFS)	3
3.	Security Analysis and Portfolio Management (SAPM)	3

36 Sessions of 75 Minutes per Course **Total 9**

III Human Resource Management (HRM)

Sr. No.	Course/ Subject Title	Credits
1.	Change Management and Organizational Development (CM&OD)	3
2.	Compensation Management (CM)	3
3.	Management of Industrial Relations and Labour Legislations (MIR&LL)	3

36 Sessions of 75 Minutes per Course **Total 9**

IV Information Systems Management (ISM)

Sr. No.	Course/Subject Title	Credits
1.	Database Management (DM)	3
2.	System Analysis and Design (SA&D)	3
3.	Business Process Reengineering (BPR)	3

36 Sessions of 75 Minutes per Course **Total 9**

New Major Specializations Offered:

V International Business Management (IB) - *New*

Sr. No.	Course/Subject Title	Credits
1.	International Marketing (IM)	3
2.	International Finance (IF)	3
3.	International Human Resource Management (IHRM)	3

36 Sessions of 75 Minutes per Course **Total 9**

VI Banking & Insurance (B&I) - *New*

Sr. No.	Course/Subject Title	Credits
1.	Fundamentals of Banking & Insurance (FB&I)	3
2.	Banking Operations Management (BOP)*	3
3.	International Banking (IB)	3

36 Sessions of 75 Minutes per Course **Total 9**

* Covers IT in Banks

VII Rural & Agro-Based Management (RAM) - *New*

Sr. No.	Course/Subject Title	Credits
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1.	Rural Marketing (RM)	3
2.	Rural Banking & Micro Finance (RB&MF)	3
3.	Agri and Food Processing Industry (AFPI)	3
36 Sessions of 75 Minutes per Course		Total 9

VIII Asian Business (Immersion Study) - New

Sr. No.	Course/Subject Title	Credits
1.	Indian Business: Systems and Policy Formulation (IB-SPF)	6
2.	Business in China/Central Asia/West Asia/East Asia (B-C-CWE-A)	3
36 Sessions of 75 Minutes per Course + Experience		Total 9

IX Sustainable Global Businesses (Immersion Study) - New

Sr. No.	Course/Subject Title	Credits
1.	Social Enterprises – Agents of Change and Innovation	6
2.	Exploring Base of Pyramid for profitability in Businesses (Study of C.K.Prahalad's Theories)	3
36 Sessions of 75 Minutes per Course + Experience		Total 9

Sectoral / Industry Area: (see Appendix 1)

(Select any one product / service and study its export / business / Joint Venture potential in any ONE foreign country of your choice for study in Semester III for preparing Global / Country Report in Semester III and IV). - New

(Select any one Sector / Industry for study in Semester III for preparing Comprehensive Project Report in Semester III and IV).

The choice of sector / industry / product or service may be based on local industries / opportunities or national or Global perspective. The choice of sectorial area is independent of the Major specialization / elective. **The sectorial area shall not be taught in the classroom environment**, but the student shall study the sector on his/her own under the Guidance of **Faculty (Internal Mentor) and Industry (External Mentor chosen by Student)**; prepare a **Global / Country Study Report (GCR)**, and **Comprehensive Project Report (CPR)**, and submit to his / her Institute / College, each Report in 1 CD (word / excel and PDF both) and a **Hard Bound Copy**. The institute shall **upload the PDF copy of Reports to its website / GTU cloud website** to give it a **global recognition**.

The Reports prepared by students may be crisp and small or large (25 to 100 pages), but must bring out original analysis, understanding and contribution of the author (student). Plagiarism is strictly prohibited and such Reports, if found, shall be summarily rejected by the Institute and GTU. However, proper references of other reports / sources of information may be used and cited.

MBA Semester-IV:**(6 Courses = 21 Credits)****Core Courses: (Compulsory)**

Sr. No.	Course/ Subject Title	Credits
1.	Comprehensive Project (CP)	6
2.	Global / Country Study Report (GCR) - <i>New</i>	3
3.	Business Ethics & Corporate Governance (BE&CG) - <i>New</i>	3

Elective Courses: (Select any one of Software Application-based Course) - *New*

1.	Enterprise Resource Planning (ERP) - <i>New</i>	3
2.	Supply Chain Management (SCM) - <i>New</i>	3
3.	Project Management (PM) - <i>New</i>	3
4.	Management Control Systems (MCS)	3
5.	Technology & Business (T&B)	3
6.	Investment Banking (IB) - <i>New</i>	3

36 Sessions of 75 Minutes per Course**Total 15**

Major Functional Areas and Specializations in MBA Sem IV: (Continue the Selected Area or Specialization):**Major Functional Areas:****I Marketing Management (MM)**

Sr. No.	Course/Subject Title	Credits
1.	Product and Brand Management (PBM)	3
2.	Services and Relationship Marketing (SRM)	3

36 Sessions of 75 Minutes per Course**Total 6**

II Finance Management (FM)

Sr. No.	Course/Subject Title	Credits
1.	Mergers & Acquisitions (M&A) - <i>New</i>	3
2.	Risk Management (RiM)	3

36 Sessions of 75 Minutes per Course**Total 6**

III Human Resource Management (HRM)

Sr. No.	Course/Subject Title	Credits
1.	Human Resource Development (HRD)	3
2.	Strategic Human Resource Management (SHRM)	3

36 Sessions of 75 Minutes per Course**Total 6**

IV Information Systems Management (ISM)

Sr. No.	Course/Subject Title	Credits
1.	Information Systems Audit and Control (ISA&C)	3
2.	Strategic Information Technology Management (SITM)	3

36 Sessions of 75 Minutes per Course	Total 6
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New Major Specializations:

V International Business Management (IB) - New

Sr. No.	Course/Subject Title	Credits
1.	International Supply Chain Management (ISCM)	3
2.	Export- Import Policy, Procedures & Documentation (EIPPD)	3

36 Sessions of 75 Minutes per Course	Total 6
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VI Banking & Insurance (B&I) - New

Sr. No.	Course/Subject Title	Credits
1.	Investment Banking (IBK)	3
2.	Insurance & Risk management (IRM)	3

36 Sessions of 75 Minutes per Course	Total 6
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VII Rural & Agro-Based Management (RAM) - New

Sr. No.	Course/Subject Title	Credits
1.	Cooperative Management (CM)	3
2.	NGO Management (NM)	3

36 Sessions of 75 Minutes per Course	Total 6
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VIII Asian Business (Immersion Study) - New

Sr. No.	Course/Subject Title	Credits
1.	Immersion Study of Social Businesses (ISSB)	6

36 Sessions of 75 Minutes per Course + Experience	Total 6
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IX Sustainable Global Businesses (Immersion Study) - New

Sr. No.	Course/Subject Title	Credits
1.	Environmentally Sustainable Development (ESD)	3
2.	The Corporation, the Regulators and the Society (CRS)	3

36 Sessions of 75 Minutes per Course	Total 6
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Total Credits in New MBA Program : 9*+(21+21) +6+ (21+21) = 99 Credits

* 9 Credits are for Foundation Courses. - *New*

90 Credits are same as per existing MBA program.

Note: Gujarat Technological University reserves the right to make any changes or amendments at any time to suit the larger interests of maintaining and improving academic standards and employability of students.

APPENDIX 1:

List of Sectoral Areas: (Any sector can be added and chosen by the Student):

(For Comprehensive Projects / Global / Country Studies / Summer Internships / Practical Studies).

1. Family Business
2. Export – Import Policy
3. Import-Export / International Trade
4. Export Procedures & Documentation
5. WTO* and its Impact on Business & Industry
6. Retail Sector
7. Pharmaceutical Sector
8. Healthcare Sector
9. Rural Sector
10. Rural Marketing (Marketing the Un-marketed)
11. Cooperative Sector
12. Public Sector / Public Systems / Public Policy
13. Economic Policy
14. International Economic Policy
15. Financial Technologies
16. Financial Services
17. Banking Services
18. Insurance Services
19. Risk Management
20. Technology Management
21. Engineering Sector / Services
22. Construction Sector / Services
23. Special Economic Zone (SEZ)
24. Port Sector / Services
25. Power Sector

26. Electrical Sector
27. Telecom Sector
28. Biotech Sector
29. Nano Technology Sector
30. Information Technology Sector
31. Information Systems Management
32. Diamond, Gems and Jewellery Industry
33. Enterprise Resource Planning (ERP)
34. Supply Chain Management (CSM)
35. Software sector
36. Computer & Hardware Sector
37. Investment Sector / Services
38. Internet Security
39. Advertising / Media Services
40. Fashion Sector
41. Production Sector
42. Environmental Management Sector
43. Petroleum Sector
44. Energy Sector / Energy Management
45. Agribusiness Sector / Management
46. Infrastructure Sector / Management
47. Logistics Management
48. Transportation Management
49. Tourism Sector / Management
50. Entrepreneurship Development
51. Education Sector
52. Aviation sector
53. Shipping sector
54. Food Processing Industry
55. Food Technology
56. Fire & Safety sector
57. Hotel, Restaurant & Catering Sector
58. Entertainment / Amusement
59. Film / Tele Vision sector
60. Any other product, trade, service, industry, business, public, Government and Non-Government (NGO) sector can be chosen by the student with business or employment potential in the region / state / country / Global markets.

*WTO = World Trade Organization, Geneva