

**Study Scheme and Syllabus of**  
**Master of Business Administration**  
**(MBA)**

**Batch 2021 onwards**  
**Affiliated Colleges**



**Department of Academics**  
**IK Gujral Punjab Technical University**

**I.K.G. Punjab Technical University**  
**MBA Batch 2021 onwards**

**Courses & Examination Scheme:**

**First Semester**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 101-18	Core Theory	Foundations of Management	4	0	0	40	60	100	4
MBA 102-18	Core Theory	Managerial Economics	4	0	0	40	60	100	4
MBA 103-18	Core Theory	Quantitative Techniques	4	0	0	40	60	100	4
MBA 104-18	Core Theory	Accounting for Management and Reporting	4	0	0	40	60	100	4
MBA 105-18	Core Theory	Business Environment and Indian Economy	4	0	0	40	60	100	4
MBA 106-18	Core Theory	Business Ethics and CSR	4	0	0	40	60	100	4
MBA 107-18	Core Theory	Business Communication for Managerial Effectiveness	4	0	0	40	60	100	4
	<b>TOTAL</b>		<b>28</b>	<b>0</b>	<b>0</b>	<b>280</b>	<b>420</b>	<b>700</b>	<b>28</b>

**Second Semester**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 201-18	Core Theory	Business Analytics for Decision Making	4	0	0	40	60	100	4
MBA 202-18	Core Theory	Legal Environment for Business	4	0	0	40	60	100	4
MBA 203-21	Core Theory	Marketing Management	4	0	0	40	60	100	4
MBA 204-18	Core Theory	Human Resource Management	4	0	0	40	60	100	4
MBA 205-18	Core Theory	Production and Operations Management	4	0	0	40	60	100	4
MBA 206-21	Core Theory	Corporate Finance and Policy	4	0	0	40	60	100	4
MBA 207-18	Core Theory	Entrepreneurship and Project Management	4	0	0	40	60	100	4
MBAGE 201-18	General Elective	Computer Applications for Business	2	0	0	40	60	100	2
	<b>TOTAL</b>		<b>30</b>	<b>0</b>	<b>0</b>	<b>320</b>	<b>480</b>	<b>825</b>	<b>30</b>

**Note: After second semester every student will be required to undergo summer training of six weeks duration in the corporate sector.**

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**Third Semester**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 301-18	Core Theory	Organizational Behaviour & Design	4	0	0	40	60	100	4
MBA 302-18	Core Theory	Marketing Research	4	0	0	40	60	100	4
	Specialization X	Elective-I	4	0	0	40	60	100	4
		Elective -II	4	0	0	40	60	100	4
	Specialization Y	Elective -I	4	0	0	40	60	100	4
		Elective -II	4	0	0	40	60	100	4
HVPE101-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules	3	0	0	40	60	100	3
HVPE 102-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules (Lab/ Seminar)	0	0	2	25	--	25	1
MBA 303-18	Core Theory	Seminar on Summer Training Report	2			50	-	50	2
MBA 304-18		Comprehensive Viva-Voce				-	50	50	2
	<b>TOTAL</b>		<b>27</b>	<b>0</b>	<b>2</b>	<b>355</b>	<b>470</b>	<b>825</b>	<b>32</b>

**Note:**

- **Students will opt any two of the following specialization groups (Dual specialization) and he/she must study 02 papers of each of these specializations as electives in Semester III.**
- **For conducting Viva -voce Experts must be called as per IKG PTU norms**

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**List of Electives:**

**Specialization I: Marketing**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 921-18	Elective	Consumer Behaviour	4	0	0	40	60	100	4
MBA 922-18	Elective	Services Marketing	4	0	0	40	60	100	4

**Specialization II: Finance**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 911-18	Elective	Investment Analysis and Portfolio Management	4	0	0	40	60	100	4
MBA 912-18	Elective	Management of Financial Services	4	0	0	40	60	100	4

**Specialization III: Human Resource Management**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 931-18	Elective	Organizational Change and Development	4	0	0	40	60	100	4
MBA 932-18	Elective	Employee Relations	4	0	0	40	60	100	4

**Specialization IV: Management Information Systems**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
MBA 941-18	Elective	Data Mining for Business Decisions	4	0	0	40	60	100	4
MBA942-18	Elective	E-Commerce and Digital Markets	4	0	0	40	60	100	4

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**Specialization V: Operations Management**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
MBA 951-18	Elective	Operations Strategy	4	0	0	40	60	100	4
MBA 952-18	Elective	Operation Research Applications	4	0	0	40	60	100	4

**Specialization VI: Business Analytics**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
MBA 961-18	Elective	Marketing Analytics	3	1	0	40	60	100	4
MBA 962-18	Elective	Data Sciences Using R	3	1	0	40	60	100	4

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**Fourth Semester**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 401-18	Core Theory	Corporate Strategy	4	0	0	40	60	100	4
	Specialization X	Elective -III	4	0	0	40	60	100	4
		Elective -IV	4	0	0	40	60	100	4
	Specialization Y	Elective -III	4	0	0	40	60	100	4
		Elective -IV	4	0	0	40	60	100	4
MBA 402-18	Project / Dissertation	Viva-Voce for Project / Dissertation	4			--	100	100	4
MBA 403-18	Core Theory	Workshop on Indian Ethos	2	0	0	40	60	100	2
<b>TOTAL</b>			<b>22</b>	<b>0</b>	<b>4</b>	<b>240</b>	<b>360</b>	<b>600</b>	<b>26</b>

**Note:**

- Further two papers each of the two specialization groups (as chosen in the 3<sup>rd</sup> Semester) will also be studied as electives in the 4<sup>th</sup> semester.  
Thus the student must study a **total of 04 papers of each of the Dual specialization (in MBA in 3<sup>rd</sup> and 4<sup>th</sup> Semester)**
- For conducting Viva -voce Experts must be called as per IKG PTU norms

**Specialization I: Marketing**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 923-18	Elective	Integrated Marketing Communication and Sales Management	4	0	0	40	60	100	4
MBA 924-18	Elective	Retail Management	4	0	0	40	60	100	4
MBA 925-18	Elective	International and Social Media Marketing	4	0	0	40	60	100	4
MBA 926-18	Elective	Product and Brand Management	4	0	0	40	60	100	4

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**Specialization II: Finance**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 913-18	Elective	Behavioural Finance	4	0	0	40	60	100	4
MBA 914-18	Elective	Mergers, Acquisition and Corporate Restructuring	4	0	0	40	60	100	4
MBA 915-18	Elective	International Finance and Financial Derivatives	4	0	0	40	60	100	4
MBA 916-18	Elective	Taxation and Personal Financial Planning	4	0	0	40	60	100	4

**Specialization III: Human Resource Management**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 933-18	Elective	International Human Resource Management	4	0	0	40	60	100	4
MBA 934-18	Elective	Strategic HRM	4	0	0	40	60	100	4
MBA 935-18	Elective	Leadership and Team Dynamics	4	0	0	40	60	100	4
MBA 936-18	Elective	Performance and Compensation Management	4	0	0	40	60	100	4

**Specialization IV: Management Information Systems**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
MBA 943-18	Elective	Managing Software Projects	4	0	0	40	60	100	4
MBA 944-18	Elective	Managing Digital Information and Transformation	4	0	0	40	60	100	4
MBA 945-18	Elective	IT Consulting	4	0	0	40	60	100	4
MBA 946-18	Elective	Strategic Management of IT	4	0	0	40	60	100	4

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**Specialization V: Operations Management**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
MBA 953-18	Elective	Supply Chain & Logistic Management	4	0	0	40	60	100	4
MBA954-18	Elective	Quality Toolkit For Managers	4	0	0	40	60	100	4

**Specialization VI: Business Analytics**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
MBA 963-18	Elective	Data Visualization for Managers	3	1	0	40	60	100	4
MBA964-18	Elective	Business Forecasting	3	1	0	40	60	100	4