

Study Scheme & Syllabus of

Master of Business Administration

(M.B.A.)

Batch 2018 onwards



Department of Academics
IK Gujral Punjab Technical University

IK Gujral Punjab Technical University
MBA Batch 2018 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
	TOTAL		28	0	0	280	420	700	28

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 203-18	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 206-18	Core Theory	Corporate Finance and Indian Financial System	4	0	0	40	60	100	4
MBA 207-18	Core Theory	Entrepreneurship and Project Management	4	0	0	40	60	100	4
HVPE101-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules	2	0	0	40	60	100	2
	TOTAL		30	0	0	320	480	825	30

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Third Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA301-18	Core Theory	Organizational Behaviour & Design	4	0	0	40	60	100	4
MBA302-18	Core Theory	Marketing Research	4	0	0	40	60	100	4
	Elective	Major-I	4	0	0	40	60	100	4
	Elective	Major-II	4	0	0	40	60	100	4
	Elective	Minor-I	4	0	0	40	60	100	4
	Elective	Minor-II	4	0	0	40	60	100	4
MBAGE101-18	General Elective		2	0	0	40	60	100	2
MB 303-18	Core Theory	Seminar on Summer Training Report	2	0	0	50	-	50	2
TOTAL			28	0	0	330	420	750	28

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
	Elective	Major-III	4	0	0	40	60	100	4
	Elective	Major-IV	4	0	0	40	60	100	4
	Elective	Major-V	4	0	0	40	60	100	4
	Elective	Major-VI	4	0	0	40	60	100	4
MBA 402-18	Project / Dissertation		S/US						4
MBA 403-18	Core Theory	Workshop on Indian Ethos	2	0	0	40	60	100	2
TOTAL			22	0	0	240	360	600	26

Total Marks of MBA Program: 2850

Total Credit of MBA Program: 112

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List of Electives

Course Code	Subject Title
MBA 911-18	Investment Analysis and Portfolio Management
MBA 912-18	Management of Financial System
MBA 913-18	Behavioural Finance
MBA 914-18	Mergers, Acquisition and Corporate Restructuring
MBA 915-18	International Finance and Financial Derivatives
MBA 916-18	Personal Financial Planning and Taxation
MBA 921-18	Consumer Behaviour
MBA 922-18	Integrated Marketing Communication and Brand Management
MBA 923-18	Retail and Sales Management
MBA 924-18	Services Marketing
MBA 925-18	International and Social Media Marketing
MBA 926-18	Bottom of Pyramid and B2B Marketing
MBA 931-18	Organizational Change and Development
MBA 932-18	Employee Relations
MBA 933-18	International Human Resource Management
MBA 934-18	Strategic HRM
MBA 935-18	Leadership and Team Dynamics
MBA 936-18	Performance and Compensation Management