

Study Scheme 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
	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 203-21	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
	TOTAL		30	0	0	320	480	825	30

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

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

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
	TOTAL		27	0	2	355	470	825	32

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

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

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

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

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

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

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
TOTAL			22	0	4	240	360	600	26

Note:

- Further two papers each of the two specialization groups (as chosen in the 3rd Semester) will also be studied as electives in the 4th semester.
Thus the student must study a **total of 04 papers of each of the Dual specialization (in MBA in 3rd and 4th 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

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

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

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

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