

**PROGRAMME OF STUDY**  
**MBA Two Year Programme**  
**(Distance Education)**  
**Session: 2023-2024**

**MBA Part-I**

**SEMESTER-I**

<b>101</b>	<b>Principles of Management /MBCM1101T</b>	<b>100</b>	
<b>102</b>	<b>Organisational Behaviour /MBCM1102T</b>	<b>100</b>	
103	Managerial Economics/MBCM1103T	100	
104*	Computer Fundamentals and Computer Aided Management /MBCM1104L	100	
105	Accounting for Management/MBCM1105T	100	
106	Business Environment/MBCM1106T	100	

\*Evaluation Internal 30 Marks is Lab/Assignment based  
\*Evaluation External: Evaluation of practical will be done jointly by two external & Internal Experts and will be from 70 Marks.

**SEMESTER-II**

201	Business Statistics & Research Methodology/MBCM1201T	100	
202	Financial Management/MBCM1202T	100	
203	Marketing Management/MBCM1203T	100	
204(a)	Human Resource Management/MBCM1204T	100	
204(b)	Operations Management/MBCM1205T	100	
205	Viva- Voce/MBCM1206P	100	

\* The student is to opt for one out of MBCM1204T and MBCM1205T.

# SCHOOL OF MANAGEMENT STUDIES, PUNJABI UNIVERSITY, PATIALA

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### MBA Part -II

#### SEMESTER -III

301	Project Management/ <b>MBCM2301T</b>	100	
302	Management Information System & Decision Support Systems / <b>MBCM2302T</b>		100
303	Business Ethics & Values/ <b>MBCM2303T</b>	100	

#### Any One Functional Area from the Following:

##### Marketing Management

304	Advertising & Sales Management/ <b>MBCM2304T</b>	100	
305	Marketing Research/ <b>MBCM2305T</b>	100	

##### Human Resource Management

306	Management of Industrial Relations/ <b>MBCM2306T</b>	100	
307	Human Resource Planning & Development/ <b>MBCM2307T</b>		100

##### Financial Management

308	Management of Financial Institutions/ <b>MBCM2308T</b>	100	
309	Financial Services & Markets/ <b>MBCM2309T</b>	100	

##### Operations Management

310	Production Planning & Control/ <b>MBCM2310T</b>	100	
311	Inventory Management/ <b>MBCM2311T</b>	100	

##### International Business

312	Multinational Financial Management/ <b>MBCM2312T</b>	100	
313	International Marketing/ <b>MBCM2313T</b>	100	

##### Retail Management

314	Management of Retail Organisation/ <b>MBCM2314T</b>		100
315	Retail Consumer Behaviour/ <b>MBCM2315T</b>		100

#### SEMESTER-IV

401	Business Policy & Strategic Management/ <b>MBCM2401T</b>	100	
402	Organisational Development & Change/ <b>MBCM2402T</b>		100

#### Three Electives from any one of the following groups:

##### Marketing Management

404	Consumer Behaviour/ <b>MBCM2404T</b>		100
405	Export Marketing/ <b>MBCM2405T</b>		100
406	Marketing of Services/ <b>MBCM2406T</b>		100
407	Management of Logistics/ <b>MBCM2407T</b>		100
408	Retail Marketing/ <b>MBCM2408T</b>		100

##### Human Resources Management

409	Compensation Management/ <b>MBCM2409T</b>		100
410	Labour Laws/ <b>MBCM2410T</b>		100
411	Industrial Psychology/ <b>MBCM2411T</b>		100
412	Cross Cultural & Global Management/ <b>MBCM2412T</b>		100
413	Management of Training & Development/ <b>MBCM2413T</b>		100

**Financial Management**

414	Security Analysis & Portfolio Management/ <b>MBCM2414T</b>	100
415	Derivatives and Risk Management/ <b>MBCM2415T</b>	100
416	Management Control Systems/ <b>MBCM2416T</b>	100
417	Management of Working Capital/ <b>MBCM2417T</b>	100
418	Corporate Tax Planning/ <b>MBCM2418</b>	100
439	International Financial Management/ <b>MBCM2439T</b>	100

**Operations Management/Material Management**

419	Purchasing Management/ <b>MBCM2419T</b>	100
420	Management of Logistics/ <b>MBCM2420T</b>	100
421	Plant Design & Layout/ <b>MBCM2421T</b>	100
422	Statistical Quality Control/ <b>MBCM2422T</b>	100
423	Service Operation Management/ <b>MBCM2423T</b>	100

**Information Technology**

424	Strategic Information Systems/ <b>MBCM2424T</b>	100
425	System Analysis & Design/ <b>MBCM2425T</b>	100
426	Software Engineering/ <b>MBCM2426T</b>	100
427	Business Process & Re-engineering/ <b>MBCM2427T</b>	100
428	Enterprise Resource Planning/ <b>MBCM2428T</b>	100

**International Business**

429	Regional Blocks/ <b>MBCM2429T</b>	100
430	International Economic Organisations/ <b>MBCM2430T</b>	100
431	Export-Import Procedures, Documentation & Logistics/ <b>MBCM2431T</b>	100
432	Global Human Resources Management/ <b>MBCM2432T</b>	100
433	Foreign Language for Business/ <b>MBCM2433T</b>	100

**Retail Management**

434	Supply Chain Management/ <b>MBCM2434T</b>	100
435	Merchandising Planning and Strategies/ <b>MBCM2435T</b>	100
436	Retail Strategies/ <b>MBCM2436T</b>	100
437	Store Management/ <b>MBCM2437T</b>	100
438	Customer Relationship Essentials in Retailing/ <b>MBCM2438T</b>	100

**Note:** Students can opt for one additional specialisation consisting of 5 papers, if they so desire, against a payment of Rs. 2000/- per paper. The students can appear in 2 papers in 3<sup>rd</sup> semester and 3 papers in 4<sup>th</sup> semester, along with respective semester exams or after completing the course.