**Scheme of Studies and Examination**

**For**

**Post Graduate Programme**

**MASTER OF BUSINESS ADMINISTRATION**

**With Effect from 2024-25**

**Department of Management Studies,**

**Panipat Institute of Engineering & Technology (Autonomous)**

**(W.E.F. SESSION 2024-25)**

The Master of Business Administration (MBA) is a Two-Year Full-Time Programme. The course structure of the programme is given hereunder:

**Professional Core Courses:**

**Semester I**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S. No.** | **Course Type** | **Course Code** | **Course Title** | **Period/ Week** | | | **Total Marks** | **Ext. Marks** | **Int. Marks** | **Contact Hours** | **Credits** |
| **L** | **T** | **P** |
| 1 | PCC | 24-MBA-101 | Management Process and Organizational Behaviour | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 2 | PCC | 24-MBA-102 | Managerial Economics | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 3 | AEC | 24-MBA-103 | Business Communication | 2 | 2 | - | 100 | 60 | 40 | 3 | 3 |
| 4 | PCC | 24-MBA-104 | Business Environment | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 5 | PCC | 24-MBA-105 | Accounting for Managers | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 6 | PCC | 24-MBA-106 | Quantitative Techniques for Business Decisions | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 7 | SEC | 24-MBA-107 | Fundamental of Analytics | - | - | 2 | 100 | 50 | 50 | 4 | 2 |
| 8 | SEC | 24-MBA-108 | Managerial Personality Development-I | - | - | 2 | 100 | 50 | 50 | 4 | 2 |

**Semester II**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S. No.** | **Course Type** | **Course Code** | **Course Title** | **Period/ Week** | | | **Total Marks** | **Ext. Marks** | **Int. Marks** | **Contact Hours** | **Credits** |
| **L** | **T** | **P** |
| 1 | PCC | 24-MBA-201 | Business Optimization Techniques | 2 | 2 | - | 100 | 60 | 40 | 4 | 3 |
| 2 | PCC | 24-MBA-202 | Business Research Methodology1 | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 3 | PCC | 24-MBA-203 | Operations Management | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 4 | PCC | 24-MBA-204 | Marketing Management | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 5 | PCC | 24-MBA-205 | Financial Management2 | 2 | 2 | - | 100 | 60 | 40 | 4 | 3 |
| 6 | PCC | 24-MBA-206 | Human Resource Management3 | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 7 | SEC | 24-MBA-207 | Data Visualization4 | - | - | 2 | 100 | 50 | 50 | 4 | 2 |
| 8 | PCC | 24-MBA-208 | Corporate Governance, Business Ethics and Sustainability | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 9 | SEC | 24-MBA-209 | Managerial Personality Development-II | - | - | 2 | 100 | 50 | 50 | 4 | 2 |

**Prerequisite Subject(s)**

1. Quantitative Techniques for Business Decisions
2. Accounting for Managers
3. Management Process and Organizational Behaviour
4. Fundamental of Analytics

**Semester III**

An Summer Internship of 6-8 weeks of 4 credits after 2nd semester to be completed by each student for enhancing the industry readiness.

Alongside summer training and mandatory courses, students are required to choose four courses each of 3-credit, selecting two courses each from any two of the following specializations: Human Resource, Marketing, Finance, International Business (IB), Entrepreneurship Development (ED), and Business Analytics.

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| **S. No.** | **Course Type** | **Course Code** | **Course Title** | **Period/ Week** | | | **Total Marks** | **Ext. Marks** | **Int. Marks** | **Contact Hours** | **Credits** |
| **L** | **T** | **P** |
| 1 | PCC | 24-MBA-301 | Entrepreneurship & Design Thinking | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 2 | SEC | 24-MBA-302 | Digital Marketing | - | - | 2 | 100 | 50 | 50 | 4 | 2 |
| 3 | AEC | 24-MBA-306 | Summer Internship/Field Work | - | - | - | 100 | 60 | 40 | - | 4 |
| 4 | SEC | 24-MBA-210 | Business Management Simulation\* | - | - | - | - | - | - | 2 | - |
| 5 | DSE | PEC-1 | | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 6 | DSE | PEC-2 | | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 7 | DSE | PEC-3 | | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 8 | DSE | PEC-4 | | 3 | - | - | 100 | 60 | 40 | 3 | 3 |

DSE= Discipline Specific Electives

PEC= Professional Elective Courses

\*Non-Credit Mandatory Course

**Semester IV**

Alongside Research Project and mandatory courses, students are required to choose four courses each of 3-credit, selecting two courses each from any two of the following specializations: Human Resource, Marketing, Finance, International Business (IB), Entrepreneurship Development (ED), and Business Analytics.

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| **S. No.** | **Course Type** | **Course Code** | **Course Title** | **Period/ Week** | | | **Total Marks** | **Ext. Marks** | **Int. Marks** | **Contact Hours** | **Credits** |
| **L** | **T** | **P** |
| 1 | PCC | 24-MBA-401 | Indian Knowledge System and Indian Ethos | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 2 | PCC | 24-MBA-402 | Business Strategy | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 3 | AEC | 24-MBA-404 | Research Project | - | - | - | 100 | 60 | 40 | - | 4 |
| 4 | DSE | PEC-5 | | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 5 | DSE | PEC-6 | | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 6 | DSE | PEC-7 | | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 7 | DSE | PEC-8 | | 3 | - | - | 100 | 60 | 40 | 3 | 3 |

DSE= Discipline Specific Electives

PEC= Professional Elective Courses

**Prerequisite Subject(s)**

1. PEC-1
2. PEC-2
3. PEC-3
4. PEC-4

**(4)** **Professional Elective Courses**

In professional electives, students will be allowed to choose two courses with 3 credits each for both specializations in the 3rd and 4th semesters, making the total credit offering for both specializations equal to 24 credits.

**(i) Finance Track:**

|  |  |  |  |  |  |  |  |  |  |  |
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| **S. No.** | **Course Code** | **Course Title** | **Period/ Week** | | | **Total Marks** | **Ext. Marks** | **Int. Marks** | **Contact Hours** | **Credits** |
| **L** | **T** | **P** |
| **Semester III** | | |  | | | | | | | |
| 1 | 24-MBA-FM-301 | Security Analysis & Portfolio Management | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 2 | 24-MBA-FM-302 | Corporate Restructuring & Control1 | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 3 | 24-MBA-FM-303 | Behavioral Finance | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 4 | 24-MBA-FM-304 | Banking, Insurance & Financial Services | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| **Semester IV** | | |  | | | | | | | |
| 5 | 24-MBA-FM-401 | Financial Derivatives2 | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 6 | 24-MBA-FM-402 | Risk Management | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 7 | 24-MBA-FM-403 | Project Management | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 8 | 24-MBA-FM-404 | Private Equity and Wealth Management | 3 | - | - | 100 | 60 | 40 | 3 | 3 |

**Prerequisite Subject(s)**

1. Corporate Finance
2. Security Analysis & Portfolio Management

**(ii) Marketing Track:**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S. No.** | **Course Code** | **Course Title** | **Period/ Week** | | | **Total Marks** | **Ext. Marks** | **Int. Marks** | **Contact Hours** | **Credits** |
| **L** | **T** | **P** |
| **Semester III** | | |  | | | | | | | |
| 1 | 24-MBA-MM-301 | Consumer Behavior1 | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 2 | 24-MBA-MM-302 | Retail Management and Operations2 | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 3 | 24-MBA-MM-303 | Integrated Marketing Communication | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 4 | 24-MBA-MM-304 | Product and Brand Management3 | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| **Semester IV** | | |  | | | | | | | |
| 5 | 24-MBA-MM-401 | Marketing Analytics4 | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 6 | 24-MBA-MM-402 | Service Marketing5 | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 7 | 24-MBA-MM-403 | Sales and Distribution Management6 | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 8 | 24-MBA-MM-404 | Supply Chain Operations Management7 | 3 | - | - | 100 | 60 | 40 | 3 | 3 |

**Prerequisite Subject(s)**

1. Marketing Management
2. Quantitative Techniques for Business Decisions, Business Research Methodology
3. Marketing Management
4. Fundamental of Analytics
5. Marketing Management
6. Marketing Management
7. Marketing Management

**(iii) Human Resource Management Track:**

|  |  |  |  |  |  |  |  |  |  |  |
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| **S. No.** | **Course Code** | **Course Title** | **Period/ Week** | | | **Total Marks** | **Ext. Marks** | **Int. Marks** | **Contact Hours** | **Credits** |
| **L** | **T** | **P** |
| **Semester III** | | |  | | | | | | | |
| 1 | 24-MBA-HRM-301 | HRD Systems and Strategies 1 | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 2 | 24-MBA-HRM-302 | Industrial Relations and Business Negotiation | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 3 | 24-MBA-HRM-303 | HR Analytics2 | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 4 | 24-MBA-HRM-304 | Compensation, Rewards, and Talent Performance Management | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| **Semester IV** | | |  | | | | | | | |
| 5 | 24-MBA-HRM-401 | Organizational Change, Development, and Sustainability Management | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 6 | 24-MBA-HRM-402 | Strategic Human Resource Management 3 | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 7 | 24-MBA-HRM-403 | Learning and Development4 | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 8 | 24-MBA-HRM-404 | Competency Mapping and Assessment | 3 | - | - | 100 | 60 | 40 | 3 | 3 |

**Prerequisite Subject(s)**

1. Human Resource Management
2. Excel for Analytics
3. Human Resource Management
4. Human Resource Management

**(iv) Business Analytics Track:**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S. No.** | **Course Code** | **Course Title** | **Period/ Week** | | | **Total Marks** | **Ext. Marks** | **Int. Marks** | **Contact Hours** | **Credits** |
| **L** | **T** | **P** |
| **Semester III** | | |  | | | | | | | |
| 1 | 24-MBA-BA-301 | Business Analysis Using R1 | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 2 | 24-MBA-BA-302 | Business Forecasting1 | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 3 | 24-MBA-BA-303 | Decision Modeling2 | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 4 | 24-MBA-BA-304 | Social Media Analytics3 | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| **Semester IV** | | |  | | | | | | | |
| 5 | 24-MBA-BA-401 | Supply Chain Analytics | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 6 | 24-MBA-BA-402 | Predictive Analysis for Business Decisions | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 7 | 24-MBA-BA-403 | Data Analysis using Python | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 8 | 24-MBA-BA-404 | Business Data Mining and Big Data | 3 | - | - | 100 | 60 | 40 | 3 | 3 |

**Prerequisite Subject(s)**

1. Quantitative Techniques for Business Decisions
2. Business Optimization Techniques
3. Fundamental of Analytics

**(v) Entrepreneurship Development Track:**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S. No.** | **Course Code** | **Course Title** | **Period/ Week** | | | **Total Marks** | **Ext. Marks** | **Int. Marks** | **Contact Hours** | **Credits** |
| **L** | **T** | **P** |
| **Semester III** | | |  | | | | | | | |
| 1 | 24-MBA-ED-301 | New Venture Support Systems | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 2 | 24-MBA-ED-302 | Financing and Managing Family Businesses | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 3 | 24-MBA-ED-303 | New Venture Valuation and Accounting | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 4 | 24-MBA-ED-304 | Enterprise Planning and Appraisal | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| **Semester IV** | | |  | | | | | | | |
| 5 | 24-MBA-ED-401 | Entrepreneurial Marketing & Customer Acquisition | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 6 | 24-MBA-ED-402 | Developing Social Entrepreneurship | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 7 | 24-MBA-ED-403 | Designing Viable and Feasible Business Models for New Enterprises | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 8 | 24-MBA-ED-404 | Product Development for New Business | 3 | - | - | 100 | 60 | 40 | 3 | 3 |

**(vi) International Business Track:**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S. No.** | **Course Code** | **Course Title** | **Period/ Week** | | | **Total Marks** | **Ext. Marks** | **Int. Marks** | **Contact Hours** | **Credits** |
| **L** | **T** | **P** |
| **Semester III** | | |  | | | | | | | |
| 1 | 24-MBA-IB-301 | Management of International Business | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 2 | 24-MBA-IB-302 | International Trade Logistics | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 3 | 24-MBA-IB-303 | Export Import Procedure and Documentation1 | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 4 | 24-MBA-IB-304 | FDI Policy and Operation | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| **Semester IV** | | |  | | | | | | | |
| 5 | 24-MBA-IB-401 | International Business Environment | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 6 | 24-MBA-IB-402 | International Strategic Management | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 7 | 24-MBA-IB-403 | Foreign Exchange Management2 | 3 | - | - | 100 | 60 | 40 | 3 | 3 |
| 8 | 24-MBA-IB-404 | International Marketing | 3 | - | - | 100 | 60 | 40 | 3 | 3 |

**Prerequisite Subject(s)**

1. Business Environment
2. Corporate Finance

**(5) Summary of Curricular Components Covered:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S. No.** | **Curricular Category** | **Semester wise (No of Subjects/Credits)** | | | | |
| **Proposed** | | | | **Total Credits** |
|  |  | **I** | **II** | **III** | **IV** |  |
| 1 | Professional Core Courses (PCC) | 8/22 | 9/25 | 2/5 | 2/6 | 21/54 |
| 2 | Professional Elective courses (PEC) | - | - | 4/12 | 4/12 | 8/24 |
| 3 | Research Project and Internship | - | - | 1/4 | 1/4 | 2/8 |
|  | Total | 8/22 | 9/25 | 7/21 | 7/22 | 31/90 |