

SCHOOL OF MANAGEMENT STUDIES, PUNJABI UNIVERSITY, PATIALA

**MBA PART-I (SEMESTER-I & II)
2011-12**

SEMESTER-I

101	Management Practices and Organizational Behavior	100
102	Accounting for Management	100
103	Business Environment	100
104	Managerial Economics	100
105	Management Science	100
106	(a) Computer Fundamentals (MS Office)	50
	(b) Workshop on Executive Communication	50
107	Seminar on Business Environment and Management	100
108	Viva-voce	100
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		800

SEMESTER-II

201	Management Information Systems & Decision Support Systems	100
202	Business Statistics & Research Methodology	100
203	Financial Management	100
204	Management of Human Resources	100
205	Marketing Management	100
206	Operations Management	100
207	Seminar on International Business Environment & Management	100
208	Viva-voce	100
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		800

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MBA PART-II (SEMESTER-III & IV) 2011-2012

SEMESTER-III

301	Project Management	100
302	Software Lab (Internet & E-Commerce)	100

(The above would be compulsory papers)

In addition a student would be required to opt
for any two functional areas out of the following: 400

Marketing Management

303	Advertising & Sales Management
304	Marketing Research

Human Resources Management

305	Management of Industrial Relations
306	Human Resources Planning & Development

Financial Management

307	Management of Financial Institutions
308	Financial Services and Markets

Operations Management/ Materials Management

309	Production Planning & Control
310	Inventory Management

Information Technology

311	Database Management
312	Telecommunications for Business

International Business

313	Multinational Financial Management
314	International Marketing

Retail Management

317	Management of Retail Organisation
318	Retail Consumer Behaviour

315	(a) Summer Training Report	50
	(b) Seminar on Summer Training	50
316	Viva Voce	100

800

SEMESTER-IV

401	Strategic Management	100
402	Organisational Development & Change	100
403	Project Report in Major Areas of Specialisations	100
404	Seminar on Business Ethics & Values	100
405	Viva on Project Report	100

Three electives of 100 mark each from any one of the following:

List of Elective Papers

Marketing Management

- 406 Consumer Behaviour
- 407 Export Marketing
- 408 Marketing of Services
- 409 Management of Logistics
- 410 Rural Marketing

Information Technology

- 411 Strategic Information Systems
- 412 System Analysis & Design
- 413 Software Engineering
- 414 Business Process & Re-engineering
- 415 Enterprise Resource Planning

Financial Management

- 416 Security Analysis & Portfolio Management
- 417 Derivatives and Risk Management
- 418 Management Control Systems
- 419 Management of Working Capital
- 420 Corporate Tax Planning
- 441 International Financial Management

Operations Management/Material Management

- 421 Purchasing Management
- 422 Management of Logistics
- 423 Plant Design & Layout
- 424 Statistical Quality Control
- 425 Service Operation Management

Human Resources Management

- 426 Compensation Management
- 427 Labour Laws
- 428 Industrial Psychology
- 429 Cross Cultural & Global Management
- 430 Management of Training & Development

International Business

- 431 Regional Blocks
- 432 International Economic Organisations
- 433 Export-Import Procedures, Documentation & Logistics
- 434 Global Human Resources Management
- 435 Foreign Language for Business

Retail Management

- 436 Supply Chain Management
- 437 Merchandising Planning and Strategies
- 438 Retail Strategies
- 439 Store Management
- 440 Customer Relationship Essentials in Retailing