

Guru Nanak Dev Engineering College, Ludhiana.
 Department of Business Administration

SEMESTER -I

Study Scheme 2019.

Course Code	Course Title	Course Type	Load Allocation			Marks Distribution		Total Marks	Total Credits
			L	T*	P	Internal	External		
MBA-101	Fundamentals of Management	Core	3	1		40	60	100	4
MBA-102	Managerial Economics	Core	3	1		40	60	100	4
MBA-103	Financial Reporting & Analysis	Core	3	1		40	60	100	4
MBA-104	Organisational Behaviour & Design	Core	3	1		40	60	100	4
MBA-105	Business Analytics	Core	3	1		40	60	100	4
MBA-106	Business communication**	Core	2	2		50	50	100	4
MBA-107	Computer Applications for Business	Core			2	40	60	100	1
MBA-108	Seminar on Indian Ethos and Ethics	Core		4		50		50	4
	TOTAL		17	11	2	340	410	750	29

* Separate syllabi shall be designed for Lecture and Tutorial classes. The syllabus for tutorial classes would be Practical / Task oriented.

** The students shall compulsorily submit a report on the topics covered in the course which shall be the eligibility criteria for passing in this course.

5th BOS Meeting 11/16/2019
Guru Nanak Dev Engineering College, Ludhiana.
Department of Business Administration
Study Scheme 2019.

SEMESTER-II

Course Code	Course Title	Course Type	Load Allocation			Marks Distribution		Total Marks	Total Credits
			L	T*	P	Internal	External		
MBA-109	Corporate Finance and Financial Markets.	Core	3	1		40	60	100	4
MBA-110	Human Resource Management	Core	3	1		40	60	100	4
MBA-111	Marketing Management	Core	3	1		40	60	100	4
MBA-112	Legal and Business Environment	Core	3	1		40	60	100	4
MBA-113	Operations Management	Core	3	1		40	60	100	4
MBA-114	Seminar on Social Responsiveness	Core		4		50		50	4
MBA-115	Research Methodology***	Core	3	1		40	60	100	4
##	Open Elective/ MOOCS****	OE	3			40	60	100	3
			21	10		330	420	750	31


Head
Department of Business Administration
Guru Nanak Dev Engineering College,
Gill Road, Ludhiana-141006 (Pb.)

342

5th BOS Meeting 11/10/2019

Guru Nanak Dev Engineering College, Ludhiana.
Department of Business Administration
Study Scheme 2019.

SEMESTER-III

Course Code	Course Title	Course Type	Load Allocation			Marks Distribution		Total Marks	Total Credits
			L	T*	P	Internal	External		
MBA-116	Entrepreneurship and Project Management	Core	3	1		40	60	100	4
MBA-XXXX	Program Elective-I*	Electives	3	1		40	60	100	4
MBA-XXXX	Program Elective-II*	Electives	3	1		40	60	100	4
MBA-XXXX	Program Elective-III*	Electives	3	1		40	60	100	4
MBA-XXXX	Program Elective-IV*	Electives	3	1		40	60	100	4
MBA-117	Industrial/ Institutional Training	Internship			2	50	-	50	2
MBA-117	Industrial/ Institutional Training	Field work			4	50	-	50	2
MBAD-130	Dissertation Phase-I		15	5	6	300	300	600	23



Head
Department of Business Administration
Guru Nanak Dev Engineering College,
Gill Road, Ludhiana-141006 (Pb.)

3/41

5th BOS Meeting 11/10/2019
Guru Nanak Dev Engineering College, Ludhiana.
Department of Business Administration
Study Scheme 2019.

SEMESTER- IV

Course Code	Course Title	Course Type	Load Allocation			Marks Distribution		Total Marks	Total Credits
			L	T	P	Internal	External		
MBA-132	Corporate Strategy	Core	3	1		40	60	100	4
MBA -XXX	Elective-V**	Elective	3	1		40	60	100	4
MBA-XXX	Elective-VI**	Elective	3	1		40	60	100	4
MBA-XXX	Elective-VII**	Elective	3	1		40	60	100	4
MBA-XXX	Elective-VIII**	Elective	3	1		40	60	100	4
MBAD-131	Dissertation Phase -2		---	---	6			50	3
##	Open Elective/MOOCs	OE	3			40		60	3
			18	5	6	240	410	650	26

The students shall opt from the open elective courses being offered by other departments (M.Tech /M.C.A) and accordingly the same course code shall be applicable. For these open elective courses the students shall be attending the classes in the department offering the selected course.

Note on Elective Subjects

*The programme shall be dual specialization offering a total of 6 departmental electives in third and fourth semester each (2 from each specialization). The students shall opt for two subjects each in the selected specialization I (Elective -I & Elective-II) & specialization II (Elective -III & Elective-IV) of choice from the list of offered electives in each specialization in third semester

**Similarly the students shall opt for two subjects each in the specialization I (Elective -V & Elective-VI) & specialization II (Elective -VII & Elective-VIII) of choice from the list of offered electives in each specialization in fourth semester. Further the minimum number of students required to offer an elective course shall be ten.

TOTAL CREDITS FOR MBA PROGRAM: 109

Head

Department of Business Administration
 Guru Nanak Dev Engineering College,
 Gill Road, Ludhiana-141006 (Ph.)

DEPARTMENTAL ELECTIVE COURSES

Specialization Finance 3rd Semester

- MBA-118 Investment Analysis and Portfolio Management
- MBA-119 Project Appraisal and Finance
- MBA-120 Financial Markets and Services
- MBA-121 Mergers, Acquisitions and Corporate Restructuring

Specialization Marketing 3rd Semester

- MBA-122 Consumer Behaviour
- MBA-123 Integrated Marketing Communication
- MBA-124 Digital and Social Media Marketi
- MBA-125 Product and Brand Management

Specialization Human Resource Management 3rd Semester

- MBA-126 Manpower Planning, Recruitment, and Selection
- MBA-127 Employee Relations
- MBA-128 Compensation and Benefits Management
- MBA-129 Understanding self-Indian Perspective

Specialization Finance 4th Semester

- MBA-133 International Finance
- MBA-134 Managing Banks and Financial Institutions
- MBA-135 Valuation
- MBA-136 Behavioral Finance

Specialization Marketing 4th Semester

- MBA-137 Services Marketing
- MBA-138 Retail Management
- MBA-139 International Marketing
- MBA-140 Sales and Distribution Management

Specialization Human Resource Management 4th Semester

- MBA-141 Cross Cultural Management
- MBA-142 Team Dynamics at Work
- MBA-143 International HRM
- MBA-144 Strategic HRM

Teachers need to submit the detailed course plan for both theory and tutorial subjects to the HOD before the commencement of each semester. Committee shall be formed by HOD for the approval of the submitted course plan.

Head
Department of Business Administration
Guru Nanak Dev Engineering College,
Gill Road, Ludhiana-141006 (Pb.)

OPEN ELECTIVES BEING OFFERED FOR UG STUDENTS

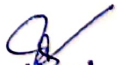
Subjects to be offered as Open Electives by the Department of Business Administration for B.Tech (U.G) courses

- OEMBA-201 Corporate Finance and Financial Markets
- OEMBA-202 Human Resource Management
- OEMBA-203 Marketing Management
- OEMBA-204 Operation Management
- OEMBA-205 Services Marketing
- OEMBA-206 International HRM


OPEN ELECTIVES BEING OFFERED FOR PG (M.TECH/M.C.A) STUDENTS

- MOBA-301 Fundamentals of Management
- MOBA-302 Organisational Behaviour & Design
- MOBA-303 Financial Markets and Services
- MOBA-304 Consumer Behaviour
- MOBA-305 Manpower Planning, Recruitment, and Selection
- MOBA-306 International HRM.
- MOBA-307 Human Resource Management
- MOBA-308 Operations Management
- MOBA-309 Marketing Management

The classes for the open elective courses for students of other departments shall preferably be held along with the students of M.B.A. program.


 Head
 Department of Business Administration
 Guru Nanak Dev Engineering College,
 Gill Road, Ludhiana-141006 (Pb.)

1. *** The students shall compulsorily submit a mini project report as an eligibility criteria for passing in this course.
2. **** Student opting for MOOCS course shall have to undergo 8/12 weeks course which shall be considered equivalent to open elective. The credits for this course would be as per SWAYAM guidelines.
3. ## The students shall opt from the open elective courses being offered by other departments (M.TECH / M.C.A) and accordingly the same course code shall be applicable. For these open elective courses the students shall be attending the classes in the department offering the selected course.
4. Evaluation of the papers MBA-108 (Seminar on Indian Ethos and Ethics) and MBA-114 (Seminar on Social Responsiveness) will be Internal and the bifurcation of the marks would be:
 - MST - 24 Marks
 - Attendance and Class behavior - 6 Marks
 - Assignments and class tasks - 5 Marks
 - Field Work/Practical - 15 Marks


Head
Department of Business Administration
Guru Nanak Dev Engineering College,
Gill Road, Ludhiana-141006 (Pb.)