

II. FACULTY OF BUSINESS MANAGEMENT AND COMMERCE UNIVERSITY BUSINESS SCHOOL

ABOUT THE SCHOOL

University Business School (Formerly Department of Commerce and Business Management) was established in 1962 and has been imparting quality management education to develop dedicated, innovative and effective managers, researchers and teachers for more than 50 years. In 1995, the Department of Commerce and Business Management was renamed as University Business School by the Panjab University in recognition of its completeness and maturity with a view to give it a distinct identify. On October 06, 2018-the UBS celebrated the Golden Jubilee of the commencement of the MBA program at UBS, Panjab University, Chandigarh.

The philosophy of Management Education at University Business School is built on an integrative value system. It is motivated by duty bound work ethics, humane approach and scientific temper. Modern attitude, practical wisdom, knowledge and skills, relevant for management are deeply ingrained in the students. The philosophy of the School is translated into the mission of creating wholesome personality of graduating MBA students with a view to produce effective and efficient managers, researchers and teachers.

With effect from the Batch of 2019-2021, the MBA programs at UBS are offered under the Honours School System that has been approved by the Academic Council of P.U. in June 2018.

The School uses rigorous multi-faceted pedagogy approach with an effective interface with the industry to translate this mission into action. It creates opportunities for its students to enhance their understanding of economic, social and political environment to enlarge their ability not only to adjust to change but to become a catalyst, and to develop their power to conceptualize, decide and communicate. The School, through its integrative approach, inculcates human values in addition to managerial attitude, knowledge and skill.

The thrust of MBA, MBA-International Business (IB), MBA-Human Resource Management (HR), MBA Entrepreneurship and MBA Business Data Analytics is on producing managers for different functional areas.

M.Com. (Hons.) aims at producing Commerce professionals and teachers.

Ph.D. aims at producing researchers in management and commerce.

The School also conducts MBA for Executives (MBAfEX) programme for the serving professionals for sharpening their managerial skill.

The syllabus of the different MBA programs offered at UBS has been revised and new subjects like Digital Marketing, Data Analytics, Corporate Social Responsibility, Integrating E-Systems and Global Information Systems, have been introduced, and Major Project has been added.

ACHIEVEMENTS AND PROGRAMMES

The faculty of University Business School has been trained in India and abroad and has earned international recognition in the industry and academia. The students graduating from the School have made a mark in the world of management, research and teaching all over the world.

The School has been identified by the University Grants Commission and All India Council for Technical Education for organizing Refresher Courses, Training Programmes and Induction Programmes in Management for University and College teachers. Management Development, consultancy and research in all the areas of management is given high priority at the School.

FACULTY

Designation	Name	Field of Research Specialization
Prof. Emeritus	T.N. Kapoor	Organizational Behaviour; Strategic Management; General Management
Professor(In continuation)	Deepak Kapur	Strategic Management Entrepreneurship, International Business
Professors	Sanjay Kaushik	Human Resource Management/Organizational Behaviour/Industrial
	<i>On long leave</i>	Relation; General Management; Banking
	Karamjit Singh	Finance & Accounting/Banking; General Management
	<i>(on long leave)</i>	
	Parmjit Kaur	Finance & Accounting/Banking; General Management
	Meena Sharma	Finance & Accounting/Banking; General Management
	(Chairperson)	
	Suveera Gill	Finance & Accounting/Banking; General Management
	Gunmala Suri	General Management; Quantitative Techniques; Operation Research, Statistics & Research Methodology; Operation Management; Information Technology and E-Commerce/ Knowledge Management
	Navdeep Kaur	General Management; International Business
	Luxmi Malodia	Human Resource Management/ Organizational Behaviour/Industrial Relation; General Management
	Purva Kansal	Marketing; General Management
	Tejinderpal Singh	Marketing; E-Commerce
	Monica Bedi	Marketing; International Business
	Rupinder Bir Kaur	Human Resource Mgmt.; General Management
Associate Professor	Tilak Raj	Business Economics; General Management
Assistant Professors	Neha Gulati	Information Systems, Web and Search Engine, Artificial Intelligence, Semantic Web, Cognitive Agent, Human Resource Management System, Knowledge Management
	Kulwinder Singh	Business Economics; international Economics, Strategic Management, Cooperate Governance
	Pooja Soni	Statistics Operation Research

COURSES OFFERED (SEMESTER SYSTEM)

Courses	Seats	Duration	Eligibility *	Admission Criteria***
#MBA	64 + 9 NRI + 16 Foreign National	2 Years	Bachelor's Degree in any stream with not less than 50% marks in aggregate from a recognized University** OR	Based on CAT 2025 Calculation of Merit: CAT Score: 85% Group Discussion: 7.5% Personal Interview: 7.5%
#MBA (International Business)	30 + 4 NRI + 8 Foreign National	2 Years	A pass in the final examination conducted by the (a) Institute of Chartered Accountants of India or England OR	
#MBA (Human Resource)	30 + 4 NRI + 8 Foreign National	2 Years	(b) Institute of Cost and Works Accountants of India or England OR	
# MBA (Entrepreneurship)	25 + 3 NRI + 6 Foreign National	2 Years	(c) Institute of Company Secretaries of India OR AMIE Examination with 50% marks or more after having passed the diploma examination with 60% marks or above and have at least 5 years research / teaching or professional experience.	
MBA (Business Data Analytics)	25+ 3 NRI + 6 Foreign National	2 Years		
# MBAfEX	30 + 3 NRI + 8 Foreign National	2 years	a) A Bachelor's or Master's Degree in any discipline with not less than 50% marks in the aggregate or any other examination with 50% marks recognized by the University as equivalent thereto** OR Final examination of the Institute of Chartered Accountants of India or Institute of Cost and Works Accountants of India or the Institute of Company Secretaries of India; OR Diploma in Personnel Management and labour Welfare or Diploma in Marketing Management with not less than 60% marks in the aggregate, provided the candidate holds a Bachelor's degree. b) The applicant should be holding Executive or equivalent position in an organization after passing the qualifying examination as give above. Members of all India or State Administrative/Technical Services and Defence Personnel holding administrative posts will also be eligible. No objection certificate from the employer is essential. c) 5% relaxation in minimum marks requirement would be granted to SC/ST/BC/PwD candidates as per PU guidelines. d) Further there is no change in the sample question papers. e) The UBS Department has not started any new course that would be covered under the said entrance test i.e. PU CET (PG) 2026.	Based on CET (PG) Calculation of Merit: CET(PG): 85% Group Discussion: 7.5% Personal Interview: 7.5%
#M.Com. / M.Com with Research	27 + 3NRI + 7 Foreign National	2 Years	The minimum qualification for admission to the first semester of ½ year Master of Commerce (Honours) ½- Year Master of Commerce (Honours) with Research shall be: a) Qualified examination for B.Com (Hons) or B.Com (Hons. with / by Research) under the NEP-2020 based FYUP framework being run by the Panjab University or any other UGC recognized Indian / Foreign University for admission to Master of Commerce / Master of Commerce with Research one year programme with not less than 50% marks in the aggregate. However, Master of Commerce with Research Option shall be available to candidates having 75% marks in their qualifying degree OR b) Qualified examination for B.Com under the NEP 2020 based FYUP framework being run at Panjab University or any other UGC recognized Indian / Foreign University for admission to Master of Commerce / Master of Commerce with Research two year programme with not	Based on CET (PG) Calculation of Merit: CET(PG): 85% Group Discussion: 7.5% Personal Interview: 7.5%

			less than 50% marks. However, the Master of Commerce with Research Option shall be available to candidates having 75% percent marks in their qualifying degree.	
M.Com / M.Com with Research	05	1 year	<p>Any of the following to the admission of Master of Commerce / Master of Commerce with Research two year programme. However, the Master of Commerce with Research Option shall be available to candidates having 75% percent marks in their qualifying degree.</p> <p>a) A Bachelor's degree in Commerce or Business Administration with not less than 50% marks in the aggregate; OR</p> <p>b) B.Com (Hons.)/ Degree with not less than 50% marks in the aggregate; OR</p> <p>c) A graduate with Honours in Economics OR Mathematics OR Statistics OR Commerce with not less than 50% marks in the aggregate OR</p> <p>d) A graduate with 55% marks in the aggregate having offered either Economics, Mathematics, Statistics or Commerce as a subject in the examination: Provided that in case of candidates having Bachelor's degree of the University through Modern Indian Languages [Hindi/ Urdu / Punjabi (Gurumukhi Script) and/or in a Classical Language (Sanskrit/ Persian / Arabic) or degree of any other University obtained in the same manner recognized by the Syndicate; 55% marks in the aggregate shall be calculated by taking into account full percentage of marks in all the papers in Language excluding the additional optional paper, English and the elective subject taken together; OR</p> <p>e) An associate of the (i) Institute of Chartered Accountants of India or England or (ii) Institute of Cost and Works Accountants of India or England; OR</p> <p>f) A pass in the final examination conducted by the Institute of Company Secretaries of India; OR</p> <p>g) Any other qualification recognized by the Syndicate for this purpose.</p> <p>Provided that a candidate who seeks admission on the basis of qualifications mentioned in (c), (d), (f) above shall be required to qualify within one year from the date of admission (either with Semester I examination or with Semester II examination) in a special examination in two papers on (i) Commercial and Taxation Laws, and (ii) Accounting and Auditing, in accordance with the Syllabus as may be prescribed by the Senate. Further that the maximum marks shall be 100 in each paper and the pass marks shall be 35% as in B.Com. Examination. There shall be no internal assessment in these papers and marks in these papers will not be counted for the Semester examination.</p>	
Ph.D	Subject to availability of seats	3-6 Years	See Ph.D. Prospectus 2026	

#Under Honours School System at UBS w.e.f. 2019-2021 Batch

*5% Concession is admissible in eligibility requirement to SC/ST/BC/PwD candidates

**Provided that in case of candidates having Bachelor's degree of the University through Modern Indian Languages [Hindi / Urdu / Punjabi (Gurumukhi script)] and/or in a Classical Language (Sanskrit/Persian/Arabic) or degree of any other University obtained in the same manner recognized by the Syndicate; 50% marks in the aggregate shall be calculated by taking into account full percentage of marks in all the papers in Language excluding the additional optional papers English and Elective subject taken together

*** The candidates will be called for Group Discussion and Personal Interview on the basis of their score in the CAT and 10 times the total

no. of seats of all courses in each category or total no. of eligible candidate whichever is lower.
NRI candidates not residing in India and thereby unable to avail of the above admission process will be required to submit valid score of GMAT, which will be treated at par with the combined score of Written Test (CAT), Conducted by IIM, Group Discussion and personal interview conducted by University Business School, Panjab University, Chandigarh.

TITLE OF SYLLABI: Detailed Course Curriculum is available at www.puchd.ac.in/syllabus.php

SCHEME OF EXAMINATION FOR MBA

SUBJECT CODE	CORE/ ELECTIVE	PAPER TITLE	MARKS	CREDIT
SEMESTER-I				
MBA501	CORE	MANAGERIAL ECONOMICS	100	4
MBA502	CORE	STATISTICS FOR MANAGERS	100	4
MBA503	CORE	MANAGEMENT ACCOUNTING	100	4
MBA504	CORE	ORGANISATIONAL BEHAVIOUR	100	4
MBA505	CORE	MARKETING MANAGEMENT	100	4
MBA506	CORE	WORKSHOP ON BUSINESS COMPUTING	50	2
MBA507	CORE	WORKSHOP ON BUSINESS RESEARCH	50	2
TOTAL			600	24
SEMESTER-II				
MBA551	CORE	BUSINESS ENVIRONMENT	100	4
MBA552	CORE	HUMAN RESOURCE MANAGEMENT	100	4
MBA553	CORE	DECISION MODELLING AND OPTIMISATION	100	4
MBA554	CORE	FINANCIAL MANAGEMENT	100	4
MBA555	CORE	LEGAL ASPECT OF BUSINESS	100	4
MBA556	CORE	SUMMER TRAINING REPORT AND VIVA-VOCE*	100	6
MBA557	CORE	WORKSHOP ON BUSINESS COMMUNICATION	50	2
MBA558	CORE	WORKSHOP ON MULTIVARIATE STATISTICAL TECHNIQUES	50	2
TOTAL			700	30
SEMESTER-III				
MBA601	CORE	STRATEGIC MANAGEMENT	100	4
STUDENTS ARE TO OPT FOR TWO GROUPS OUT OF THE GROUPS OFFERED. AND FURTHER IN ONE GROUP OPTED BY THEM THEY ARE TO OPT FOR THREE PAPERS OUT OF THE PAPERS OFFERED. IN THE OTHER GROUP THEY ARE TO OPT FOR TWO PAPERS OUT OF THE PAPERS OFFERED.				
GROUP A: ENTREPRENEURSHIP AND GENERAL MANAGEMENT				
MBA611	ELECTIVE	ENTREPRENEURIAL DEVELOPMENT AND NEW ENTERPRISE MANAGEMENT	100	4
MBA612	ELECTIVE	ENTREPRENEURIAL FINANCE	100	4
MBA613	ELECTIVE	INFRASTRUCTURE AND PROJECT FINANCE	100	4
MBA614	ELECTIVE	TAX PLANNING FOR ENTREPRENEURS	100	4
MBA615	ELECTIVE	INVESTING IN PRIVATE EQUITY	100	4
MBA616	ELECTIVE	MARKETING FOR ENTREPRENEURSHIP	100	4
MBA617	ELECTIVE	LEGAL AND GOVERNMENT POLICY CONSIDERATIONS IN NEW ENTERPRISE	100	4
GROUP B: FINANCE				
MBA621	ELECTIVE	FINANCIAL STATEMENT ANALYSIS	100	4
MBA622	ELECTIVE	FINANCIAL ENGINEERING	100	4
MBA623	ELECTIVE	MANAGEMENT OF FINANCIAL SERVICES	100	4
MBA624	ELECTIVE	INVESTMENT MANAGEMENT	100	4
MBA625	ELECTIVE	MANAGEMENT CONTROL SYSTEMS	100	4
MBA626	ELECTIVE	PROJECT PLANNING, ANALYSIS AND MANAGEMENT	100	4
MBA627	ELECTIVE	CORPORATE TAX PLANNING	100	4
GROUP C: INFORMATION TECHNOLOGY & OPERATIONS MANAGEMENT				
MBA631	ELECTIVE	MOBILE COMMERCE	100	4
MBA632	ELECTIVE	PRODUCT INNOVATION IN TECHNOLOGY BUSINESS	100	4
MBA633	ELECTIVE	BUSINESS PROCESS RE-ENGINEERING	100	4
MBA634	ELECTIVE	SYSTEMS ANALYSIS AND DESIGN	100	4
MBA635	ELECTIVE	ENTERPRISE RESOURCE PLANNING	100	4
MBA636	ELECTIVE	MANAGEMENT INFORMATION SYSTEMS	100	4
MBA637	ELECTIVE	INTEGRATING E-SYSTEMS AND GLOBAL INFORMATION SYSTEMS	100	4

* At the end of the examination of 2nd Semester the students will undergo compulsory summer training for a period of 6-8 weeks. Every student will submit the Summer Training Report within two weeks from the start of teaching for 3rd Semester.

SUBJECT CODE	CORE/ ELECTIVE	PAPER TITLE	MARKS	CREDIT
GROUP D: MARKETING				
MBA641	ELECTIVE	ADVERTISING AND CONSUMER BEHAVIOUR	100	4
MBA642	ELECTIVE	GLOBAL MARKETING MANAGEMENT	100	4
MBA643	ELECTIVE	MARKETING RESEARCH AND PRODUCT MANAGEMENT	100	4
MBA644	ELECTIVE	GLOBAL SUPPLY CHAIN MANAGEMENT	100	4
MBA645	ELECTIVE	INDUSTRIAL MARKETING RETAIL MANAGEMENT	100	4
MBA646	ELECTIVE	DATA ANALYTICS FOR BUSINESS	100	4
MBA647	ELECTIVE	DIGITAL MARKETING	100	4
GROUP E: HUMAN RESOURCE MANAGEMENT				
MBA651	ELECTIVE	LABOUR LEGISLATION-I	100	4
MBA652	ELECTIVE	STRATEGIC HUMAN RESOURCE MANAGEMENT	100	4
MBA653	ELECTIVE	PERFORMANCE AND COMPENSATION MANAGEMENT	100	4
MBA654	ELECTIVE	ORGANISATION DEVELOPMENT	100	4
MBA655	ELECTIVE	TRAINING AND DEVELOPMENT	100	4
MBA656	ELECTIVE	COMPARATIVE INDUSTRIAL RELATIONS	100	4
MBA657	ELECTIVE	MANAGING CORPORATE SOCIAL RESPONSIBILITY	100	4
TOTAL			600	24
SEMESTER-IV				
MBA661	CORE	HUMAN VALUES AND BUSINESS ETHICS	100	4
MBA662	CORE	MAJOR PROJECT [†]	100	4
STUDENTS TO CONTINUE WITH THE TWO GROUPS OPTED BY THEM IN THIRD SEMESTER. AND FURTHER IN EACH GROUP OPTED BY THEM THEY ARE TO OPT FOR TWO PAPERS OUT OF THE PAPERS OFFERED.				
GROUP A: ENTREPRENEURSHIP AND GENERAL MANAGEMENT				
MBA666	ELECTIVE	MANAGING STRATEGIC IMPLEMENTATION AND BUSINESS TRANSFORMATION	100	4
MBA667	ELECTIVE	MANAGING TEAMS	100	4
MBA668	ELECTIVE	MANAGING GLOBAL ENTERPRISE	100	4
MBA669	ELECTIVE	ORGANISATION STRUCTURE AND DESIGN	100	4
GROUP B: FINANCE				
MBA671	ELECTIVE	STRATEGIC COST MANAGEMENT	100	4
MBA672	ELECTIVE	INTERNATIONAL FINANCIAL MANAGEMENT	100	4
MBA673	ELECTIVE	BEHAVIORAL FINANCE	100	4
MBA674	ELECTIVE	CORPORATE GOVERNANCE	100	4
GROUP C: INFORMATION TECHNOLOGY & OPERATIONS MANAGEMENT				
MBA676	ELECTIVE	KNOWLEDGE MANAGEMENT	100	4
MBA677	ELECTIVE	MANAGEMENT OF TECHNOLOGY	100	4
MBA678	ELECTIVE	BUSINESS INTELLIGENCE	100	4
MBA679	ELECTIVE	TOTAL QUALITY MANAGEMENT	100	4
GROUP D: MARKETING				
MBA681	ELECTIVE	MARKETING OF SERVICES	100	4
MBA682	ELECTIVE	FOREIGN TRADE DOCUMENTATION AND TRADE FINANCE	100	4
MBA683	ELECTIVE	CUSTOMER RELATIONSHIP MANAGEMENT AND SALES MANAGEMENT:	100	4
MBA684	ELECTIVE	ARTIFICIAL INTELLIGENCE DRIVEN SOCIAL MEDIA MARKETING	100	4
GROUP E: HUMAN RESOURCE MANAGEMENT				
MBA686	ELECTIVE	HUMAN RESOURCE INFORMATION SYSTEM	100	4
MBA687	ELECTIVE	MANAGEMENT OF CHANGE AND LEADERSHIP	100	4
MBA688	ELECTIVE	MANAGEMENT OF DISCIPLINE AND DISCIPLINARY PROCEEDINGS	100	4
MBA689	ELECTIVE	LABOUR LEGISLATION-II	100	4
TOTAL			600	24

SCHEME OF EXAMINATION FOR MBA (INTERNATIONAL BUSINESS)

SUBJECT CODE	CORE/ELECTIVE	PAPER TITLE	MARKS	CREDITS
SEMESTER-I				
MBAIB501	CORE	ORGANISATIONAL BEHAVIOR AND INTERNATIONAL HUMAN RESOURCE MANAGEMENT	100	4
MBAIB502	CORE	MARKETING MANAGEMENT	100	4

[†] Major Project would commence in Third Semester, but final marks/ Credit would be awarded in Fourth Semester.

SUBJECT CODE	CORE/ELECTIVE	PAPER TITLE	MARKS	CREDITS
MBAIB503	CORE	STATISTICS FOR MANAGERS	100	4
MBAIB504	CORE	MANAGEMENT ACCOUNTING	100	4
MBAIB505	CORE	MANAGERIAL ECONOMICS	100	4
MBAIB506	CORE	WORKSHOP ON BUSINESS COMPUTING	50	2
MBAIB507	CORE	WORKSHOP ON BUSINESS RESEARCH	50	2
TOTAL			600	24
SEMESTER-II				
MBAIB551	CORE	INTERNATIONAL BUSINESS ENVIRONMENT	100	4
MBAIB552	CORE	INTERNATIONAL BUSINESS LAW	100	4
MBAIB553	CORE	FOREIGN TRADE DOCUMENTATION AND TRADE FINANCE	100	4
MBAIB554	CORE	DECISION MODELLING AND OPTIMISATION	100	4
MBAIB555	CORE	GLOBAL MARKETING MANAGEMENT	100	4
MBAIB556	CORE	SUMMER TRAINING AND VIVA-VOCE [‡]	100	6
MBAIB557	CORE	WORKSHOP ON BUSINESS COMMUNICATION	50	2
MBAIB558	CORE	WORKSHOP ON MULTIVARIATE STATISTICAL TECHNIQUES	50	2
TOTAL			700	30
SEMESTER-III				
MBAIB601	CORE	GLOBAL STRATEGIC MANAGEMENT	100	4
MBAIB602	CORE	FOREIGN LANGUAGE- FRENCH (I)	50	2
MBAIB603	CORE	SEMINAR ON INTERNATIONAL MARKETING RESEARCH	50	2
STUDENTS ARE TO OPT FOR TWO COURSES FROM GROUP-I AND TWO COURSES FROM GROUP -II				
GROUP-I				
MBAIB611	ELECTIVE	GLOBAL SUPPLY CHAIN MANAGEMENT	100	4
MBAIB612	ELECTIVE	INTERNATIONAL FINANCIAL MANAGEMENT	100	4
MBAIB613	ELECTIVE	SECTORAL STRATEGIES FOR EXPORTS	100	4
MBAIB614	ELECTIVE	DATA ANALYTICS FOR BUSINESS	100	4
GROUP-II				
MBAIB621	ELECTIVE	PROJECT PLANNING, ANALYSIS AND MANAGEMENT	100	4
MBAIB622	ELECTIVE	CORPORATE RESTRUCTURING	100	4
MBAIB623	ELECTIVE	ENTREPRENEURSHIP MANAGEMENT	100	4
MBAIB624	ELECTIVE	REGIONAL ECONOMIC GROUPINGS	100	4
MBAIB625	ELECTIVE	ADVERTISING AND CONSUMER BEHAVIOUR	100	4
TOTAL			600	24
SEMESTER-IV				
MBAIB661	CORE	FOREIGN LANGUAGE- FRENCH (II)	50	2
MBAIB662	CORE	SEMINAR ON WTO AND INTERNATIONAL TRADE POLICIES	50	2
MBAIB663		MAJOR PROJECT [§]	100	4
STUDENTS ARE TO OPT FOR TWO COURSES FROM GROUP I AND TWO COURSES FROM GROUP - II				
GROUP I				
MBAIB671	ELECTIVE	CROSS-CULTURAL ISSUES AND INTERNATIONAL BUSINESS NEGOTIATIONS	100	4
MBAIB672	ELECTIVE	INTERNATIONAL BRAND MANAGEMENT	100	4
MBAIB673	ELECTIVE	INTERNATIONAL BANKING	100	4
GROUP II				
MBAIB681	ELECTIVE	TECHNOLOGY AND STRATEGIC CONSULTING	100	4
MBAIB682	ELECTIVE	INTERNATIONAL ACCOUNTING	100	4
MBAIB683	ELECTIVE	TOTAL QUALITY MANAGEMENT	100	4

[‡] At the end of the examination of 2nd Semester the students will undergo compulsory summer training for a period of 6-8 weeks. Every student will submit the Summer Training Report within two weeks from the start of teaching for 3rd Semester.

[§] Major Project would commence in Third Semester, but final marks/Credits would be awarded in Fourth Semester.

SUBJECT CODE	CORE/ELECTIVE	PAPER TITLE	MARKS	CREDITS
MBAIB684	ELECTIVE	DIGITAL MARKETING	100	4
MBAIB685	ELECTIVE	CUSTOMER RELATIONSHIP MANAGEMENT AND SALES MANAGEMENT	100	4
TOTAL			600	24

SCHEME OF EXAMINATION FOR MBA (HR)

SUBJECT CODE	CORE/ ELECTIVE	PAPER TITLE	MARKS	CREDIT
SEMESTER-I				
MBAHR501	CORE	ECONOMICS FOR HUMAN RESOURCES	100	4
MBAHR502	CORE	BUSINESS ENVIRONMENT	100	4
MBAHR503	CORE	HUMAN RESOURCE MANAGEMENT	100	4
MBAHR504	CORE	MANAGEMENT ACCOUNTING	100	4
MBAHR505	CORE	ORGANISATIONAL BEHAVIOUR	100	4
MBAHR506	CORE	WORKSHOP ON BUSINESS COMPUTING	50	2
MBAHR507	CORE	WORKSHOP ON BUSINESS RESEARCH	50	2
TOTAL			600	24
SEMESTER - II				
MBAHR551	CORE	LABOUR LEGISLATION-I	100	4
MBAHR552	CORE	INDUSTRIAL RELATIONS AND LABOUR POLICY	100	4
MBAHR553	CORE	MARKETING MANAGEMENT	100	4
MBAHR554	CORE	PRODUCTION MANAGEMENT AND QUANTITATIVE TECHNIQUES	100	4
MBAHR555	CORE	SUMMER TRAINING AND VIVA-VOCE**	100	6
MBAHR556	CORE	HUMAN RESOURCE PLANNING AND HR ANALYTICS	100	4
MBAHR557	CORE	WORKSHOP ON BUSINESS COMMUNICATION	50	2
MBAHR558	CORE	WORKSHOP ON QUALITATIVE RESEARCH	50	2
TOTAL			700	30
SEMESTER - III				
MBAHR601	CORE	LABOUR LEGISLATION-II	100	4
STUDENTS ARE TO OPT FOR THREE COURSES FROM GROUP I AND TWO COURSES FROM GROUP -II				
GROUP I				
MBAHR611	ELECTIVE	STRATEGIC HUMAN RESOURCE MANAGEMENT	100	4
MBAHR612	ELECTIVE	ORGANISATION DEVELOPMENT	100	4
MBAHR613	ELECTIVE	TRAINING AND DEVELOPMENT	100	4
MBAHR614	ELECTIVE	NEGOTIATING SKILLS AND PARTICIPATIVE DECISION-MAKING	100	4
MBAHR615	ELECTIVE	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	100	4
GROUP II				
MBAHR621	ELECTIVE	PERFORMANCE AND COMPENSATION MANAGEMENT	100	4
MBAHR622	ELECTIVE	SOCIAL SECURITY AND LABOUR WELFARE	100	4
MBAHR623	ELECTIVE	SUSTAINABLE HUMAN RESOURCE MANAGEMENT	100	4
MBAHR624	ELECTIVE	HUMAN RESOURCE MANAGEMENT FOR SERVICE SECTOR	100	4
TOTAL			600	24
SEMESTER-IV				
MBAHR661	CORE	MANAGEMENT OF CHANGE AND LEADERSHIP	100	4
MBAHR662		MAJOR PROJECT ^{††}	100	4
STUDENTS ARE TO OPT FOR TWO COURSES FROM GROUP-I AND TWO COURSES FROM GROUP -II				
GROUP - I				
MBAHR671	ELECTIVE	HUMAN RESOURCE INFORMATION SYSTEM	100	4
MBAHR672	ELECTIVE	MANAGEMENT OF DISCIPLINE AND DISCIPLINARY PROCEEDINGS	100	4
MBAHR673	ELECTIVE	HUMAN RESOURCE VALUATION	100	4

** At the end of the examination of 2nd Semester the students will undergo compulsory summer training for a period of 6-8 weeks. Every student will submit the Summer Training Report within two weeks from the start of teaching for 3rd Semester.

^{††} Major Project would commence in Third Semester, but final marks/ credits would be awarded in Fourth Semester

SUBJECT CODE	CORE/ ELECTIVE	PAPER TITLE	MARKS	CREDIT
MBAHR674	ELECTIVE	TOTAL QUALITY MANAGEMENT	100	4
MBAHR675	ELECTIVE	INDUSTRIAL ENGINEERING	100	4
MBAHR676	ELECTIVE	DYNAMICS OF TRADE UNIONS	100	4
GROUP-II				
MBAHR681	ELECTIVE	ETHICS AND CONDUCT OF BUSINESS	100	4
MBAHR682	ELECTIVE	INTERPERSONAL SKILLS AND TRANSACTIONAL ANALYSIS	100	4
MBAHR683	ELECTIVE	MANAGING CORPORATE SOCIAL RESPONSIBILITY	100	4
MBAHR684	ELECTIVE	STRESS MANAGEMENT	100	4
MBAHR685	ELECTIVE	DESIGNING ORGANISATIONS FOR UNCERTAIN ENVIRONMENT	100	4
MBAHR686	ELECTIVE	EMOTIONAL INTELLIGENCE AND MANAGERIAL EFFECTIVENESS	100	4
MBAHR687	ELECTIVE	COMPARATIVE INDUSTRIAL RELATIONS	100	4
MBAHR688	ELECTIVE	MANAGERIAL COMPETENCIES AND CAREER DEVELOPMENT	100	4
MBAHR689	ELECTIVE	BUILDING LEARNING ORGANISATIONS	100	4
MBAHR690	ELECTIVE	SECRETARIAL PRACTICE	100	4
TOTAL			600	24

SCHEME OF EXAMINATION FOR MBA (ENTREPRENEURSHIP)

SUBJECT CODE	CORE/ ELECTIVE	COURSE TITLE	MARKS	CREDITS
SEMESTER-I				
MBAEP501	CORE	MANAGERIAL ECONOMICS	100	4
MBAEP502	CORE	STATISTICS FOR MANAGERS	100	4
MBAEP503	CORE	MANAGEMENT ACCOUNTING	100	4
MBAEP504	CORE	ORGANISATIONAL BEHAVIOUR	100	4
MBAEP505	CORE	MARKETING MANAGEMENT	100	4
MBAEP506	CORE	WORKSHOP ON BUSINESS COMPUTING	50	2
MBAEP507	CORE	WORKSHOP ON BUSINESS RESEARCH	50	2
TOTAL			600	24
SEMESTER-II				
MBAEP551	CORE	BUSINESS ENVIRONMENT	100	4
MBAEP552	CORE	HUMAN RESOURCE MANAGEMENT	100	4
MBAEP553	CORE	DECISION MODELLING AND OPTIMISATION	100	4
MBAEP554	CORE	FINANCIAL MANAGEMENT	100	4
MBAEP555	CORE	LEGAL ASPECT OF BUSINESS	100	4
MBAEP556	CORE	SUMMER TRAINING REPORT AND VIVA-VOCE**	100	6
MBAEP557	CORE	WORKSHOP ON BUSINESS COMMUNICATION	50	2
MBAEP558	CORE	WORKSHOP ON MULTIVARIATE STATISTICAL TECHNIQUES	50	2
TOTAL			700	30
SEMESTER -III				
MBAEP601	CORE	STRATEGIC MANAGEMENT	100	4
STUDENTS ARE TO OPT FOR THREE COURSES OUT OF THE FOLLOWING COURSES OFFERED.				
MBAEP611	ELECTIVE	ENTREPRENEURIAL DEVELOPMENT AND NEW ENTERPRISE MANAGEMENT	100	4
MBAEP612	ELECTIVE	ENTREPRENEURIAL FINANCE	100	4
MBAEP613	ELECTIVE	INFRASTRUCTURE AND PROJECT FINANCE	100	4
MBAEP614	ELECTIVE	TAX PLANNING FOR ENTREPRENEURS	100	4
MBAEP615	ELECTIVE	INVESTING IN PRIVATE EQUITY	100	4
MBAEP616	ELECTIVE	MARKETING FOR ENTREPRENEURSHIP	100	4
MBAEP617	ELECTIVE	LEGAL AND GOVERNMENT POLICY CONSIDERATIONS IN NEW ENTERPRISE	100	4
STUDENTS ARE TO OPT FOR TWO GROUPS FROM THE OFFERED GROUPS AND FURTHER SELECT ONE PAPER FROM EACH GROUP OPTED.				
GROUP A: FINANCE				
MBAEP621	ELECTIVE	INVESTMENT MANAGEMENT	100	4
MBAEP622	ELECTIVE	MANAGEMENT CONTROL SYSTEMS	100	4
MBAEP623	ELECTIVE	PROJECT PLANNING, ANALYSIS AND MANAGEMENT	100	4

⁷ At the end of the examination of 2nd Semester the students will undergo compulsory summer training for a period of 6-8 weeks. Every student will submit the Summer Training Report within two weeks from the start of teaching for 3rd Semester.

SUBJECT CODE	CORE/ ELECTIVE	COURSE TITLE	MARKS	CREDITS
GROUP B: INFORMATION TECHNOLOGY & OPERATIONS MANAGEMENT				
MBAEP631	ELECTIVE	PRODUCT INNOVATION IN TECHNOLOGY BUSINESS	100	4
MBAEP632	ELECTIVE	BUSINESS PROCESS RE-ENGINEERING	100	4
MBAEP633	ELECTIVE	MANAGEMENT INFORMATION SYSTEMS	100	4
GROUP C: MARKETING				
MBAEP641	ELECTIVE	MARKETING RESEARCH AND PRODUCT MANAGEMENT	100	4
MBAEP642	ELECTIVE	DATA ANALYTICS FOR BUSINESS	100	4
MBAEP643	ELECTIVE	DIGITAL MARKETING	100	4
TOTAL			600	24
SEMESTER - IV				
MBAEP661	CORE	HUMAN VALUES AND BUSINESS ETHICS	100	4
MBAEP662	CORE	MAJOR PROJECT ^{ss}	100	4
STUDENTS ARE TO OPT FOR ANY TWO COURSES OUT OF FOLLOWING COURSES OFFERED.				
MBAEP666	ELECTIVE	BUSINESS PLANNING FOR ENTREPRENEURS	100	4
MBAEP667	ELECTIVE	MANAGING STRATEGIC IMPLEMENTATION AND BUSINESS TRANSFORMATION	100	4
MBAEP668	ELECTIVE	MANAGING TEAMS	100	4
MBAEP669	ELECTIVE	MANAGING GLOBAL ENTERPRISE	100	4
MBAEP670	ELECTIVE	ORGANISATION STRUCTURE AND DESIGN	100	4
STUDENTS ARE REQUIRED TO CONTINUE WITH THE SAME TWO GROUPS OF ELECTIVES OPTED IN THE 3RD SEMESTER AND TO OPT AT LEAST ONE COURSE OUT OF THE COURSES OFFERED.				
GROUP A: FINANCE				
MBAEP671	ELECTIVE	STRATEGIC COST MANAGEMENT	100	4
MBAEP672	ELECTIVE	INTERNATIONAL FINANCIAL MANAGEMENT	100	4
MBAEP673	ELECTIVE	BEHAVIORAL FINANCE	100	4
MBAEP674	ELECTIVE	CORPORATE GOVERNANCE	100	4
GROUP B: INFORMATION TECHNOLOGY & OPERATIONS MANAGEMENT				
MBAEP676	ELECTIVE	KNOWLEDGE MANAGEMENT	100	4
MBAEP677	ELECTIVE	MANAGEMENT OF TECHNOLOGY	100	4
MBAEP678	ELECTIVE	BUSINESS INTELLIGENCE	100	4
MBAEP679	ELECTIVE	TOTAL QUALITY MANAGEMENT	100	4
GROUP C: MARKETING				
MBAEP7681	ELECTIVE	MARKETING OF SERVICES	100	4
MBAEP7682	ELECTIVE	FOREIGN TRADE DOCUMENTATION AND TRADE FINANCE	100	4
MBAEP7683	ELECTIVE	CUSTOMER RELATIONSHIP MANAGEMENT AND SALES MANAGEMENT:	100	4
MBAEP7684	ELECTIVE	ARTIFICIAL INTELLIGENCE-DRIVEN SOCIAL MEDIA MARKETING	100	4
TOTAL			600	24

SCHEME OF EXAMINATION FOR MBA (BUSINESS DATA ANALYTICS)

SUBJECT CODE	CORE/ ELECTIVE	PAPER TITLE	MARKS	CREDIT
MBABDA501	CORE	MANAGERIAL ECONOMICS	100	4
MBABDA502	CORE	STATISTICS FOR MANAGERS	100	4
MBABDA503	CORE	MANAGEMENT ACCOUNTING	100	4
MBABDA504	CORE	FOUNDATIONS OF DATA ANALYTICS	100	4
MBABDA505	CORE	MARKETING MANAGEMENT	100	4
MBABDA506	CORE	WORKSHOP ON ARTIFICIAL INTELLIGENCE FOR BUSINESS ANALYSTS	50	2
MBABDA507	CORE	WORKSHOP ON BUSINESS RESEARCH	50	2
TOTAL			600	24
SEMESTER-II				
MBABDA551	CORE	BUSINESS ENVIRONMENT	100	4
MBABDA552	CORE	PYTHON FOR BUSINESS ANALYTICS	100	4
MBABDA553	CORE	DECISION MODELLING AND OPTIMISATION	100	4
MBABDA554	CORE	FINANCIAL MANAGEMENT	100	4
MBABDA555	CORE	ORGANISATIONAL BEHAVIOR	100	4
MBABDA556	CORE	SUMMER TRAINING REPORT AND VIVA-VOCE ⁹	100	6

^{ss} Major Project would commence in Third Semester, but final marks/Credits would be awarded in Fourth Semester.

MBABDA557	CORE	WORKSHOP ON DATA VISUALIZATION AND REPORTING	50	2
MBABDA558	CORE	WORKSHOP ON MULTIVARIATE STATISTICAL TECHNIQUES	50	2
		TOTAL	700	30
SEMESTER-III				
MBABDA601	CORE	STRATEGIC MANAGEMENT	100	4
STUDENTS ARE TO OPT FOR THREE COURSES OUT OF THE FOLLOWING COURSES OFFERED.				
MBABDA611	ELECTIVE	MARKETING AND CUSTOMER ANALYTICS	100	4
MBABDA612	ELECTIVE	WEB ANALYTICS	100	4
MBABDA613	ELECTIVE	PREDICTIVE ANALYTICS AND MODELING	100	4
MBABDA614	ELECTIVE	GENERATIVE AI FOR MANAGERS	100	4
MBABDA615	ELECTIVE	RISK MANAGEMENT ANALYTICS	100	4
MBABDA616	ELECTIVE	HUMAN RESOURCE ANALYTICS	100	4
STUDENTS ARE TO OPT FOR ONE GROUP FROM THE OFFERED GROUPS AND FURTHER SELECT ANY TWO COURSES FROM GROUP OPTED.				
GROUP A: FINANCE				
MBABDA621	ELECTIVE	FINANCIAL STATEMENT ANALYSIS	100	4
MBABDA622	ELECTIVE	FINANCIAL ENGINEERING	100	4
MBABDA623	ELECTIVE	MANAGEMENT OF FINANCIAL SERVICES	100	4
MBABDA624	ELECTIVE	INVESTMENT MANAGEMENT	100	4
GROUP B: MARKETING				
MBABDA641	ELECTIVE	ADVERTISING AND CONSUMER BEHAVIOUR	100	4
MBABDA642	ELECTIVE	GLOBAL MARKETING MANAGEMENT	100	4
MBABDA643	ELECTIVE	GLOBAL SUPPLY CHAIN MANAGEMENT	100	4
MBABDA644	ELECTIVE	DIGITAL MARKETING	100	4
<i>⁹ . At the end of the examination of 2nd Semester the students will undergo compulsory summer training for a period of 6-8 weeks. Every student will submit the Summer Training Report within two weeks from the start of teaching for 3rd Semester.</i>				
GROUP C: HUMAN RESOURCE MANAGEMENT				
MBABDA651	ELECTIVE	PERFORMANCE AND COMPENSATION MANAGEMENT	100	4
MBABDA652	ELECTIVE	ORGANISATION DEVELOPMENT	100	4
MBABDA653	ELECTIVE	TRAINING AND DEVELOPMENT	100	4
MBABDA654	ELECTIVE	MANAGING CORPORATE SOCIAL RESPONSIBILITY	100	4
		TOTAL	600	24
SEMESTER-IV				
SUBJECT CODE	CORE/ ELECTIVE	PAPER TITLE	MARKS	CREDIT
MBABDA661	CORE	ETHICS IN BUSINESS ANALYTICS	100	4
MBABDA662	CORE	MAJOR PROJECT ¹⁰	100	4
STUDENTS ARE TO OPT FOR ANY TWO COURSES OUT OF THE FOLLOWING COURSES OFFERED				
MBABDA666	ELECTIVE	TEXT MINING AND SENTIMENT ANALYSIS IN BUSINESS	100	4
MBABDA667	ELECTIVE	SOCIAL MEDIA ANALYTICS FOR BUSINESS	100	4
MBABDA668	ELECTIVE	MACHINE LEARNING	100	4
MBABDA669	ELECTIVE	PERSPECTIVE ANALYSIS	100	4
MBABDA670	ELECTIVE	BUSINESS INTELLIGENT	100	4
STUDENTS ARE REQUIRED TO CONTINUE WITH THE SAME GROUPS OPTED IN THE 3RD SEMESTER AND TO OPT TWO COURSES OUT OF THE COURSES OFFERED				
GROUP A: FINANCE				
MBABDA671	ELECTIVE	STRATEGIC COST MANAGEMENT	100	4
MBABDA672	ELECTIVE	INTERNATIONAL FINANCIAL MANAGEMENT	100	4
MBABDA673	ELECTIVE	BEHAVIORAL FINANCE	100	4
GROUP B: MARKETING				
MBABDA681	ELECTIVE	MARKETING OF SERVICES	100	4
MBABDA682	ELECTIVE	CUSTOMER RELATIONSHIP MANAGEMENT AND SALES MANAGEMENT:	100	4
MBABDA683	ELECTIVE	ARTIFICIAL INTELLIGENCE DRIVEN SOCIAL MEDIA MARKETING	100	4
GROUP C: HUMAN RESOURCE MANAGEMENT				
MBABDA686	ELECTIVE	HUMAN RESOURCE INFORMATION SYSTEM	100	4
MBABDA687	ELECTIVE	MANAGEMENT OF CHANGE AND LEADERSHIP	100	4

MBABDA688	ELECTIVE	HUMAN RESOURCE VALUATION	100	4
TOTAL			600	24

¹⁰. Major Project would commence in Third Semester, but final marks/Credit would be awarded in Fourth Semester.

SCHEME OF EXAMINATION FOR M.COM (HONOURS)

SEMESTER-I				
SUBJECT CODE	CORE/ELECTIVE	PAPER TITLE	MARKS	CREDIT
MCH501	CORE	ORGANISATIONAL BEHAVIOUR	100	4
MCH502	CORE	MANAGERIAL ECONOMICS	100	4
MCH503	CORE	STATISTICS FOR MANAGERS	100	4
MCH504	CORE	MANAGEMENT ACCOUNTING	100	4
MCH505	CORE	BUSINESS ENVIRONMENT	100	4
MCH506	CORE	WORKSHOP ON BUSINESS COMPUTING	50	2
MCH507	CORE	WORKSHOP ON BUSINESS RESEARCH	50	2
TOTAL			600	24
SEMESTER-II				
MCH551	CORE	MARKETING MANAGEMENT	100	4
MCH552	CORE	HUMAN RESOURCE MANAGEMENT	100	4
MCH553	CORE	MANAGEMENT INFORMATION SYSTEMS	100	4
MCH554	CORE	MANAGEMENT OF FINANCIAL SERVICES	100	4
MCH555	CORE	SUMMER TRAINING AND VIVA-VOCE ¹	100	6
MCH556	CORE	BUSINESS FINANCE	100	4
MCH557	CORE	WORKSHOP ON BUSINESS COMMUNICATION	50	2
MCH558	CORE	WORKSHOP ON MULTIVARIATE STATISTICAL TECHNIQUES	50	2
TOTAL			700	30
SEMESTER -III				
MCH601	CORE	BUSINESS STRATEGY	100	4
STUDENTS ARE TO OPT FOR TWO GROUPS OUT OF THE GROUPS OFFERED. AND FURTHER IN ONE GROUP OPTED BY THEM THEY ARE TO OPT FOR THREE COURSES OUT OF THE COURSES OFFERED. IN THE OTHER GROUP, THEY ARE TO OPT FOR TWO COURSES OUT OF THE COURSES OFFERED				
GROUP I: ACCOUNTING				
MCH611	ELECTIVE	STRATEGIC COST MANAGEMENT	100	4
MCH612	ELECTIVE	INTERNATIONAL ACCOUNTING	100	4
MCH613	ELECTIVE	FORENSIC ACCOUNTING	100	4
MCH614	ELECTIVE	ACCOUNTING THEORY AND PRACTICE	100	4
GROUP II: FINANCE				
MCH621	ELECTIVE	INTERNATIONAL FINANCIAL MANAGEMENT	100	4
MCH622	ELECTIVE	INVESTMENT MANAGEMENT	100	4
MCH623	ELECTIVE	BEHAVIOURAL FINANCE	100	4
MCH624	ELECTIVE	CORPORATE RESTRUCTURING	100	4
GROUP III: BANKING AND INSURANCE				
MCH631	ELECTIVE	BANK MANAGEMENT	100	4
MCH632	ELECTIVE	INSURANCE MANAGEMENT	100	4
MCH633	ELECTIVE	MICROFINANCE AND RURAL CREDIT	100	4
MCH634	ELECTIVE	MERCHANT BANKING	100	4
GROUP IV: MARKETING				
MCH641	ELECTIVE	ADVERTISING AND CONSUMER BEHAVIOUR	100	4
MCH642	ELECTIVE	DIGITAL MARKETING	100	4
MCH643	ELECTIVE	GLOBAL MARKETING MANAGEMENT	100	4
MCH644	ELECTIVE	MARKETING RESEARCH AND PRODUCT MANAGEMENT	100	4
GROUP V: HUMAN RESOURCE MANAGEMENT				
MCH651	ELECTIVE	LABOUR LEGISLATION-I	100	4
MCH652	ELECTIVE	STRATEGIC HUMAN RESOURCE MANAGEMENT	100	4
MCH653	ELECTIVE	ORGANISATION DEVELOPMENT	100	4

¹ At the end of the examination of 2nd Semester the students will undergo compulsory summer training for a period of 6-8 weeks. Every student will submit the Summer Training Report within two weeks from the start of teaching for 3rd Semester.

MCH654	ELECTIVE	MANAGING CORPORATE SOCIAL RESPONSIBILITY	100	4
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			TOTAL	600	24
SEMESTER -IV					
MCH661	CORE	CORPORATE GOVERNANCE	100	4	
MCH662	CORE	MAJOR PROJECT ²	100	4	
STUDENTS TO CONTINUE WITH THE TWO GROUPS OPTED BY THEM IN THIRD SEMESTER. AND FURTHER IN EACH GROUP OPTED BY THEM THEY ARE TO OPT FOR TWO COURSES OUT OF THE COURSES OFFERED.					

² Major Project would commence in Third Semester, but final marks/Credit would be awarded in Fourth semester

SUBJECT CODE	CORE/ ELECTIVE	PAPER TITLE	MARKS	CREDIT	
GROUP I: ACCOUNTING					
MCH671	ELECTIVE	MANAGEMENT CONTROL SYSTEMS	100	4	
MCH672	ELECTIVE	FINANCIAL STATEMENT ANALYSIS	100	4	
MCH673	ELECTIVE	CORPORATE TAX PLANNING	100	4	
GROUP II: FINANCE					
MCH676	ELECTIVE	PROJECT PLANNING, ANALYSIS AND MANAGEMENT	100	4	
MCH677	ELECTIVE	FINANCIAL ENGINEERING	100	4	
MCH678	ELECTIVE	EQUITY RESEARCH, CREDIT ANALYSIS, AND APPRAISAL	100	4	
GROUP III: BANKING AND INSURANCE					
MCH681	ELECTIVE	INTERNATIONAL BANKING	100	4	
MCH682	ELECTIVE	ACTUARIAL PRACTICE	100	4	
MCH683	ELECTIVE	FRAUD RISK MANAGEMENT IN NSURANCE	100	4	
GROUP IV: MARKETING					
MCH686	ELECTIVE	MARKETING OF SERVICES	100	4	
MCH687	ELECTIVE	CUSTOMER RELATIONSHIP MANAGEMENT AND SALES MANAGEMENT	100	4	
MCH688	ELECTIVE	ARTIFICIAL INTELLIGENCE-DRIVEN SOCIAL MEDIA MARKETING	100	4	
GROUP V: HUMAN RESOURCE MANAGEMENT					
MCH691	ELECTIVE	HUMAN RESOURCE INFORMATION SYSTEM	100	4	
MCH692	ELECTIVE	MANAGEMENT OF CHANGE AND LEADERSHIP	100	4	
MCH693	ELECTIVE	LABOUR LEGISLATION-II	100	4	
			TOTAL	600	24

SCHEME OF EXAMINATION FOR MBAfEX

SEMESTER-I					
SUBJECT CODE	CORE/ ELECTIVE	PAPER TITLE	MARKS	CREDIT	
MBAfEX501	CORE	MANAGERIAL ECONOMICS	100	3	
MBAfEX502	CORE	STATISTICS FOR MANAGERS	100	3	
MBAfEX503	CORE	MANAGEMENT ACCOUNTING	100	3	
MBAfEX504	CORE	ORGANISATIONAL BEHAVIOUR	100	3	
MBAfEX505	CORE	MARKETING MANAGEMENT	100	3	
MBAfEX506	CORE	WORKSHOP ON BUSINESS COMPUTING	50	1.5	
MBAfEX507	CORE	WORKSHOP ON BUSINESS RESEARCH	50	1.5	
			TOTAL	600	18
SEMESTER - II					
MBAfEX551	CORE	BUSINESS ENVIRONMENT	100	3	
MBAfEX552	CORE	HUMAN RESOURCE MANAGEMENT	100	3	
MBAfEX553	CORE	DECISION MODELLING AND OPTIMISATION	100	3	
MBAfEX554	CORE	FINANCIAL MANAGEMENT	100	3	
MBAfEX555	CORE	LEGAL ASPECT OF BUSINESS	100	3	
MBAfEX556	CORE	MOOC-I ¹	100	4	
MBAfEX557	CORE	WORKSHOP ON BUSINESS COMMUNICATION	50	1.5	
MBAfEX558	CORE	WORKSHOP ON MULTIVARIATE STATISTICAL TECHNIQUES	50	1.5	
			TOTAL	700	22
SEMESTER - III					
MBAfEX601	CORE	STRATEGIC MANAGEMENT	100	3	
MBAfEX602	CORE	MOOC-II ²	100	4	

STUDENTS ARE TO OPT FOR TWO GROUPS OUT OF THE GROUPS OFFERED. AND FURTHER IN ONE GROUP OPTED BY THEM THEY ARE TO OPT FOR THREE PAPERS OUT OF THE PAPERS OFFERED. IN THE OTHER GROUP THEY ARE TO OPT FOR TWO PAPERS OUT OF THE PAPERS OFFERED.

¹ The title of the MOOC-I will be announced when Semester-II commences. All students are required to register for this course on SWAYAM (Study Webs of Active-Learning for Young Aspiring Minds).

² The title of the MOOC-II will be announced when Semester-III commences. All students are required to register for this course on SWAYAM (Study Webs of Active-Learning for Young Aspiring Minds)

GROUP A: ENTREPRENEURSHIP AND GENERAL MANAGEMENT				
SUBJECT CODE	CORE/ELECTIVE	PAPER TITLE	MARKS	CREDIT
MBAfEX611	ELECTIVE	ENTREPRENEURIAL DEVELOPMENT AND NEW ENTERPRISE MANAGEMENT	100	3
MBAfEX612	ELECTIVE	ENTREPRENEURIAL FINANCE	100	3
MBAfEX613	ELECTIVE	INFRASTRUCTURE AND PROJECT FINANCE	100	3
MBAfEX614	ELECTIVE	TAX PLANNING FOR ENTREPRENEURS	100	3
MBAfEX615	ELECTIVE	INVESTING IN PRIVATE EQUITY	100	3
MBAfEX616	ELECTIVE	MARKETING FOR ENTREPRENEURSHIP	100	3
MBAfEX617	ELECTIVE	LEGAL AND GOVERNMENT POLICY CONSIDERATION IN NEW ENTERPRISE	100	3
GROUP B: FINANCE				
MBAfEX621	ELECTIVE	FINANCIAL STATEMENT ANALYSIS	100	3
MBAfEX622	ELECTIVE	FINANCIAL ENGINEERING	100	3
MBAfEX623	ELECTIVE	MANAGEMENT OF FINANCIAL SERVICES	100	3
MBAfEX624	ELECTIVE	INVESTMENT MANAGEMENT	100	3
MBAfEX625	ELECTIVE	MANAGEMENT CONTROL SYSTEMS	100	3
MBAfEX626	ELECTIVE	PROJECT PLANNING, ANALYSIS AND MANAGEMENT	100	3
MBAfEX627	ELECTIVE	CORPORATE TAX PLANNING	100	3
GROUP C: INFORMATION TECHNOLOGY & OPERATIONS MANAGEMENT				
MBAfEX631	ELECTIVE	MOBILE COMMERCE	100	3
MBAfEX632	ELECTIVE	PRODUCT INNOVATION IN TECHNOLOGY BUSINESS	100	3
MBAfEX633	ELECTIVE	BUSINESS PROCESS RE-ENGINEERING	100	3
MBAfEX634	ELECTIVE	SYSTEMS ANALYSIS AND DESIGN	100	3
MBAfEX635	ELECTIVE	ENTERPRISE RESOURCE PLANNING	100	3
MBAfEX636	ELECTIVE	MANAGEMENT INFORMATION SYSTEMS	100	3
MBAfEX637	ELECTIVE	INTEGRATING E-SYSTEMS AND GLOBAL INFORMATION SYSTEMS	100	3
GROUP D: MARKETING				
MBAfEX641	ELECTIVE	ADVERTISING AND CONSUMER BEHAVIOUR	100	3
MBAfEX642	ELECTIVE	GLOBAL MARKETING MANAGEMENT	100	3
MBAfEX643	ELECTIVE	MARKETING RESEARCH AND PRODUCT MANAGEMENT	100	3
MBAfEX644	ELECTIVE	GLOBAL SUPPLY CHAIN MANAGEMENT	100	3
MBAfEX645	ELECTIVE	INDUSTRIAL MARKETING RETAIL MANAGEMENT	100	3
MBAfEX646	ELECTIVE	DATA ANALYTICS FOR BUSINESS	100	3
MBAfEX647	ELECTIVE	DIGITAL MARKETING	100	3
GROUP E: HUMAN RESOURCE MANAGEMENT				
MBAfEX651	ELECTIVE	LABOUR LEGISLATION-I	100	3
MBAfEX652	ELECTIVE	STRATEGIC HUMAN RESOURCE MANAGEMENT	100	3
MBAfEX653	ELECTIVE	PERFORMANCE AND COMPENSATION MANAGEMENT	100	3
MBAfEX654	ELECTIVE	ORGANISATION DEVELOPMENT	100	3
MBAfEX655	ELECTIVE	TRAINING AND DEVELOPMENT	100	3
MBAfEX656	ELECTIVE	COMPARATIVE INDUSTRIAL RELATIONS	100	3
MBAfEX657	ELECTIVE	MANAGING CORPORATE SOCIAL RESPONSIBILITY	100	3
		TOTAL	700	22
SEMESTER -IV				
MBAEX661	CORE	HUMAN VALUES AND BUSINESS ETHICS	100	3
STUDENTS TO CONTINUE WITH THE TWO GROUPS OPTED BY THEM IN THIRD SEMESTER. AND FURTHER IN ONE GROUP OPTED BY THEM THEY ARE TO OPT FOR THREE PAPERS OUT OF THE PAPERS OFFERED. IN THE OTHER GROUP THEY ARE TO OPT FOR TWO PAPERS OUT OF THE PAPERS OFFERED				
GROUP A: ENTREPRENEURSHIP AND GENERAL MANAGEMENT				
MBAfEX666	ELECTIVE	MANAGING STRATEGIC	100	3

		IMPLEMENTATION AND BUSINESS TRANSFORMATION		
MBAfEX667	ELECTIVE	MANAGING TEAMS	100	3
MBAfEX668	ELECTIVE	MANAGING GLOBAL ENTERPRISE	100	3
MBAfEX669	ELECTIVE	ORGANISATION STRUCTURE AND DESIGN	100	3
GROUP B: FINANCE				
MBAfEX671	ELECTIVE	STRATEGIC COST MANAGEMENT	100	3
MBAfEX672	ELECTIVE	INTERNATIONAL FINANCIAL MANAGEMENT	100	3
MBAfEX673	ELECTIVE	BEHAVIORAL FINANCE	100	3
MBAfEX674	ELECTIVE	CORPORATE GOVERNANCE	100	3
GROUP C: INFORMATION TECHNOLOGY & OPERATIONS MANAGEMENT				
MBAfEX676	ELECTIVE	KNOWLEDGE MANAGEMENT	100	3
MBAfEX677	ELECTIVE	MANAGEMENT OF TECHNOLOGY	100	3
MBAfEX678	ELECTIVE	BUSINESS INTELLIGENCE	100	3
MBAfEX679	ELECTIVE	TOTAL QUALITY MANAGEMENT	100	3
GROUP D: MARKETING				
MBAfEX681	ELECTIVE	MARKETING OF SERVICES	100	3
MBAfEX682	ELECTIVE	FOREIGN TRADE DOCUMENTATION AND TRADE FINANCE CUSTOMER RELATIONSHIP	100	3
MBAfEX683	ELECTIVE	MANAGEMENT AND SALES MANAGEMENT:	100	3
MBAfEX684	ELECTIVE	ARTIFICIAL INTELLIGENCE DRIVEN SOCIAL MEDIA MARKETING	100	3
GROUP E: HUMAN RESOURCE MANAGEMENT				
MBAfEX686	ELECTIVE	HUMAN RESOURCE INFORMATION SYSTEM	100	3
MBAfEX687	ELECTIVE	MANAGEMENT OF CHANGE AND LEADERSHIP	100	3
MBAfEX688	ELECTIVE	MANAGEMENT OF DISCIPLINE AND DISCIPLINARY PROCEEDINGS	100	3
MBAfEX689	ELECTIVE	LABOUR LEGISLATION-II	100	3
		TOTAL	600	18

PLACEMENT: The final placements for the batch 2024-25 concluded on a jubilant note as a total of 110 students received job offer from companies in functions of their choice. Aditya Birla Capital, Adobe, Airtel, American Express, Amrop, Arcesium, Avery Dennison, Bandhan Bank, Deloitte, EPL, Edelweiss, Federal Bank, Gokaldas Exports Limited, HDFC, Hawkins Cookers Ltd, ICICI Bank, ICICI Lombard, ICICI Prudential, IndusInd Bank, Infosys, JK Tyre, KPMG India, KPMG Global, Mahindra, Monte Carlo, RBI, SBI General, Schneider Electric, Signify, Swan-energy, TVS Motors, Tech Mahindra, Trident, Uniqlo, WNS Procurement etc. The maximum package 24.00 Lakh was offered to the students and the average package was 11.46 LPA. The Summer Internship Season for 2024-25 witnessed participation from a plethora of reputed companies that extended internship offers to all students across various domains, profile and geographies. NTPC, Bosch, Amul, PWC, KPMG, IOCL, Paisa Bazar, HCL, SBI, HDFC, Pepsi were some of the prominent recruiters.

ALUMNI RELATIONS: In the academic year 2024-25 University Business School welcomed several distinguished corporate personalities and alumni from various batches for corporate interactions with the students. The top executives from various organizations like Religare, Vodafone, Deloitte, DHFL, IBM, Edelweiss, Korn Ferry, ITC Hotels, Reliance Industries Limited etc interacted with the students. Golden Jubilee of 1971, 1972, 1973, 1974 and 1975 Batch of UBS was celebrated on December 13, 2025 (alongwith Silver Jubilee reunion of 2000 Batch).

UNIVERSITY INSTITUTE OF APPLIED MANAGEMENT SCIENCES

ABOUT THE INSTITUTE

UIAMS offers management programmes in sectoral areas and streams so as to fulfill industry needs and requirements for specialized managerial skills.

Salient Features of the Institute:

- (a) UIAMS is in furtherance of University's vision of developing emerging areas as nodal centres of Excellence in applied fields.
- (b) Cardinal Principle of Delivery System: 70:30 ratio of Management and Sectoral inputs.
- (c) Delivery and Evaluation at UIAMS is a mix of Theory & Practice.
- (d) Association with Industry through invited talks, guest faculty, evaluation of projects.
- (e) Institute is inter-disciplinary drawing from rich reservoir of talent available not only from University Business School (UBS) but also sectoral Departments like University Institute of Pharmaceutical Sciences (UIPS), Dr. Harvansh Singh Judge Institute of Dental Sciences & Hospital, University Institute of Engineering & Technology (UIET), Department of Economics, Department of Statistics, Department of Computer Sciences and Dr.S.S.B. University Institute of Chemical Engineering & Technology.

FACULTY

Designation	Name	Field of Research Specialization
Professors	Sanjeev Sharma	Strategic Management, Marketing Management, International Business
	Upasna Joshi Sethi	Human Resource Management, Organizational Behaviour
	Monika Aggarwal	Finance, Skilling, Entrepreneurship,
	Nishi Sharma	Financial Management, Investment Analysis & Portfolio Management, Corporate Finance, Accounting, Banking.
Associate Professors	Anupreet Kaur Mavi (Director)	Development Economics, Labour Economics
	Jagandeep Singh	Marketing Management, Strategic Management
	Arunachal Khosla	Organizational Behaviour, HRM
	Nidhi Gautam	Information Systems, Telecommunications, Data Science, Data Communication, Wireless Sensor Networks, Wireless Communication, Information Technology, Data Analytics, Business Analytics
Assistant Professors	Manu Sharma	Mergers & Acquisitions, Private Equity, Corporate Valuation and Financial Derivatives, Venture Capital
	Aman Khera	Law & Management (HR), HRM, Infrastructural Management, Art History, Organizational Behaviour, Operations Management.
	Manjushri Sharma	Hospital Management, Pharmaceutical Management, Health Economics
	Ajay Kumar Dogra	Hospital, Pharmaceutical Management, Operations, HRM, Marketing
	Rachita Sambyal	Information Technology, Telecommunication Mgt., Digital Marketing, Operation Management, Data Analytics
	Naveen Kumar Harsh Tuli	Finance, Marketing, Infrastructure Management & Banking Strategy Management, International Business, Marketing Management

COURSES OFFERED (SEMESTER SYSTEM)

Course	Seats	Duration	Eligibility*	Admission Criteria
BBA – MBA Integrated course	50 + 5 NRI + 13 Foreign National	5 years	The candidate must have passed 10+2 (Senior Secondary Examination) or its equivalent from a recognized board or institution with a minimum aggregate of 50% marks# in the qualifying examination. Students from any stream (Commerce, Science, or Arts).	50% marks of 10 th and 50% marks of +2
MBA (Retail Management)	45+5NRI+11 Foreign National	2 Years	Passed one of the following examinations from a recognized University: A Bachelor's or Master's Degree in any discipline of Panjab University or of any other recognized University as equivalent thereto with atleast 50%* marks in aggregate.	Based on MET Calculation of Merit: MET: 85% Group Discussion: 7.5% Personal Interview: 7.5 %
MBA (Banking & Insurance Management)	45+5NRI+11 Foreign National	2 Years	Provided that in case of candidates having Bachelor's degree of the University through Modern Indian Languages [Hindi/Urdu/Punjabi (Gurumukhi Script)] and/or in a classical language (Sanskrit/ Persian/Arabic) or degree of any other university obtained in the same manner recognized by the Syndicate, 50% marks in the aggregate shall be calculated by taking into account full percentage of marks in all the papers in Language excluding the additional optional paper, English and the elective subject taken together <u>OR</u> Pass in the final examination conducted by either (a) the Institute of Chartered Accountants of India or England, <u>OR</u> (b) Institute of Cost and Works Accountants of India or England <u>OR</u> (c) Institute of Company Secretaries of India <u>OR</u> AMIE Examination with 50% marks or more after having passed the diploma examinations with 60% marks or above & have atleast 5 years research / teaching or professional experience.	
MBA (Capital Markets)	22+3NRI+6 Foreign National	2 Years		
MBA (Infrastructural Management)	22+3NRI+6 Foreign National	2 Years		
MBA (Business Analytics)	25 + 5 NRI+6 Foreign National	2 Years		
MBA (I.T.& Telecommunications Management)	22+3NRI+6 Foreign National	2 Years	Bachelor's degree in Engineering / Technology, i.e. B.E. / B.Tech. (in any Branch) with minimum 50%* marks in the aggregate <u>OR</u> Bachelor's Degree in any Science subject with Physics and / or Mathematics with minimum 50%* marks in the aggregate <u>OR</u> Bachelor's in Computer Application (BCA) of Panjab University or of any other University recognized by the Panjab University as	

			equivalent thereto with atleast 50%* marks in the aggregate <u>OR</u> AMIE Examination with 50% marks or more after having passed the diploma examinations with 60% marks or above and have atleast 5 years research / teaching or professional experience.
MBA (Pharmaceutical Management)	22+3NRI +6 Foreign National	2 Years	Bachelor's degree in Pharmacy with minimum 50%* marks in the aggregate <u>OR</u> M.B.B.S. with minimum 50%* marks <u>OR</u> Bachelor's Degree in any Science subject with 50%* marks in the aggregate and Diploma in Pharmacy with minimum 50% * marks <u>OR</u> B.Sc (Medical)/ B.Sc. (Biotechnology)/ B.Sc. (Biochemistry) with at least 50%* marks in the aggregate
MBA (Hospital Management)	22+3NRI+6 Foreign National	2 Years	MBBS / BDS / BAMS / BHMS / B.Pharmacy / B.Sc. (Nursing) / Bachelor of Physiotherapy (BPT) / B.Voc. (Hospital Management) of Panjab University or a degree of any other University which has been recognized by the Syndicate as equivalent thereto with not less than 50% marks in the aggregate <u>OR</u> B.Sc (Medical) / B.Sc. (Biotechnology) / B.Sc. (Biochemistry) with at least 50%* marks in the aggregate.
*5% Concession is admissible in eligibility marks to SC/ST/BC/PwD Candidates. Candidates appearing in the Final Degree Examination are eligible to apply and can take the test provisionally.			

TITLES OF SYLLABI: Detailed syllabi available at <https://puchd.ac.in/syllabus.php>

SCHEME OF EXAMINATION

Semester-I (Common To all Sectoral Branches)	Semester-II
Indian Ethos, Management Principal and Practices	Business Environment
Managerial Economics	Financial Management
Accounting for Management	Principles of Marketing
Business Statistics	Human Resource Management
Organizational Behaviour	Workshop on Soft Skills
Legal and Ethical Aspects of Business	Seminar on Research Methodology
Management Information Systems	Summer Training and Viva-Voce*
	Comprehensive Viva-Voce**

In second semester, every student has to study two papers of the sectoral stream in which he/she has been admitted.

Sectoral Subjects - Retail Management

RM - 1: Introduction to Retailing

RM - 2: Product and Brand Management

Sectoral Subjects - Banking & Insurance Management

B&I-1: Principles and Practices of Banking

B&I-2: Principles of Insurance

Sectoral Subjects - I.T. & Telecommunication Management

IT -1: IT and Telecom Management

IT -2: Data Analytics and Business Intelligence

Sectoral Subjects - Infrastructural Management

IM - 1: Introduction to Infrastructural Management

IM - 2: Regulatory Framework of Infrastructural Management

Sectoral Subjects - Pharmaceutical Management

PM - 1: Industrial Pharmacy and Pharmaceutical Technology

PM - 2: Quality Assurance and Inventory Management

Sectoral Subjects -Hospital Management

HM-1: Introduction to Epidemiology and Bio-Statistics

HM-2: Community Health and Management of National Health Programmes

Sectoral Subjects - Capital Markets

CM-1: Dynamics of Financial System

CM-2: Capital Markets and Financial Intermediation

Sectoral Subjects - Business Analytics

BA - 1: Data Analytics for Business

BA - 2: Data Mining and Machine Learning

* At the end of the examination of 2nd semester, the students will undergo compulsory summer training for a period of 6-8 weeks. Every student will submit the summer training report within two weeks from the start of teaching for 3rd semester.

** Comprehensive viva-voce of 2nd semester would be based on papers taught in 1st and 2nd semester.

Semester-III	Semester-IV
1. Project Planning and Analysis	1. Strategic Management 2. Seminar on Corporate Governance 3. Workshop on Developing Entrepreneurial Skills 4. Operations Research 5. Research Project* 6. Comprehensive Viva-Voce**
Student has to select one stream of functional specialization and study 4 papers from the chosen specialization: 2. Functional Specialization: 4 papers from the chosen functional area: Group-A: Marketing a) Marketing Research and Consumer Behaviour b) Advertising and Sales Management c) International Marketing d) Internet Marketing	Student has to select one stream of functional specialization and study 2 papers from the chosen specialization: 7. Functional Specialization: 2 papers from the chosen functional area: Group-A: Marketing a) Industrial and Rural Marketing b) Integrated Marketing Communications
Group-B: Finance a) Investment Analysis and Portfolio Mgt. b) Strategic Cost Management c) Financial Engineering d) Mergers, Acquisitions and Corporate Restructuring	Group-B: Finance a) Corporate Valuation b) Management of Financial Services
Group-C: Human Resource Management a) International Human Resource Management b) Organizational Development c) Labour Laws d) Performance Management	Group-C: Human Resource Management a) Industrial Relations and Labour Welfare b) Training and Development
Group-D: Operations Management a) Supply Chain Management b) Advanced Production Management c) Business Process Re-Engineering d) Management of Technology and Innovation	Group-D: Operations Management a) Enterprise Resource Planning b) Productivity Management
3. In Third semester, every student has to study three papers of the sectoral stream in which he/she has been admitted.	8. In Fourth semester, every student has to study three papers of the sectoral stream in which he/she has been admitted.
Sectoral Subjects-Retail Management RM-3: Customer Relationship Management RM-4: Franchising Management RM-5: Visual Merchandising	Sectoral Subjects-Retail Management RM-6: Advanced Supply Chain Management RM-7: Marketing of Services RM-8: Marketing Strategies and Management
Sectoral Subjects-Banking & Insurance Management B&I-3: International Banking B&I-4: Management of Banking Service Operations B&I-5: Life and General Insurance	Sectoral Subjects-Banking & Insurance Management B&I-6: Regulatory Framework B&I-7: Marketing of Financial Services B&I-8: Risk Management
Sectoral Subjects-I.T. & Telecommunications Management IT -3: Digital Transformation and Emerging Technologies IT-4: IT and Telecommunications Regulations and Policies IT -5: Network and Security Management	Sectoral Subjects-I.T. & Telecommunications Management IT -6: Programming for Data Analytics IT -7: Telecom Operations and Business Support Systems (OSS / BSS) IT -8: Strategic Management for IT and Telecommunications
Sectoral Subjects-Infrastructural Management IM-3: Infrastructural Project Delivery, Managing Contracts and Negotiations IM-4: Financing of Infrastructural Projects IM-5: Public Private Participation in Infrastructural Projects	Sectoral Subjects-Infrastructural Management IM-6: Environmental Impact Assessment and Sustainable Development IM-7: Emerging Issues in Infrastructure Sector IM-8: Urban, Rural and Social Infrastructure Sectors
Sectoral Subjects-Pharmaceutical Management PM-3: Medical Pharmacology PM-4: Pharmaceutical Marketing PM-5: Brand Management	Sectoral Subjects-Pharmaceutical Management PM-6: Contemporary Issues in Pharmaceutical Management PM-7: Advanced Supply Chain Management PM-8: Patents and DRA
Sectoral Subjects-Hospital Management HM-3: Hospital Planning and Organisation HM-4: Management of Clinical and Super Specialty Services HM-5: Management of Support Services in Hospitals	Sectoral Subjects-Hospital Management HM-6: Health and Hospital Information Management HM-7: Health Insurance HM-8: Legal Aspects of Hospital Management
Sectoral Subjects-Capital Markets CM-3: Capital Market Securities	Sectoral Subjects-Capital Markets CM-6: Capital Market Risk Management

CM-4: Private Equity and Alternative Investments CM-5: Equity Research and Financial Modelling	CM-7: Global Capital Markets CM-8: Behavioural Finance and Capital Markets
Sectoral Subjects-Business Analytics BA-3: Business Intelligence and Data Visualization BA-4: Predictive Analytics and Modeling BA-5: Time Series Analysis and Forecasting	Sectoral Subjects- Business Analytics BA -6: Big Data and Cloud Computing BA -7: Cyber Security and Risk Analytics BA -8: Data Warehousing and Data Management
* Research project will start from 3rd semester. However, marks for this project will be counted in the 4th semester only.. ** Comprehensive viva-voce in 4th semester will be based on papers taught in 3rd and 4th semester. CHOICE BASED CREDIT SYSTEM (CBCS) : Paper on principles and practices of Management (MBA- 1001) being offered under CBCS to the students of Post-graduate courses of Panjab University teaching departments from the Session 2022-23.	

THRUST AREAS: The sectoral management courses at UIAMS have been so designed to train socially responsible, ethically oriented management professionals. The programmes are a unique blend of strategic thinking and pragmatism coupled with industry orientation. UIAMS has the mandate to undertake teaching and research in sectoral domains of industrial activity.

PLACEMENTS: UIAMS has an active student placement cell, managed by full time training and placement officer (TPO). There has been a tremendous response from the reputed organisations for the management graduates of UIAMS. The focus of the student placement team has been to nurture soft skills so as to enhance the employability quotient of students.

ALUMNI RELATIONS: Alumni of UIAMS have been in constant touch with its alma mater. UIAMS has been holding its annual alumni meet, which is well attended. Alumni are also kept abreast with the latest developments of UIAMS, besides seeking their support for the placement activities.

UNIVERSITY INSTITUTE OF HOTEL AND TOURISM MANAGEMENT (UIHTM)

ABOUT THE INSTITUTE

The University Institute of Hotel and Tourism Management (UIHTM) is an upcoming premier institute of Panjab University, which is offering education, training and consultancy in the field of hospitality, tourism, travel and allied sectors. Looking to the demands of the Indian and global economy, UIHTM's programmes offer specialization for learners to enable them to acquire the right skill set with ample flexibility to adapt to employer organization's need.

FACULTY

Designation	Name	Field of Research Specialization
Professor	Prashant Kumar Gautam	Tourism Planning & Destination management
Associate Professors	Arun Singh Thakur	Special Interest Tourism
	Jaswinder Kumar	Sustainable Tourism
	(Director)	
	Jaswinder Singh	Food Production
	Neeraj Aggrawal	Food and Beverage Service
Assistant Professors	Anish Slath	Hospitality Sales and Marketing
	Lipika Guilani	Finance and Accounting
Assistant Professors (Temporary)	Gaurav Kashyap	Gastronomy and food science

COURSES OFFERED (SEMESTER SYSTEM)

Course	Seats	Duration	Eligibility*	Admission Criteria
Bachelor of Hotel Management and Catering Technology (BHMCT)	60+6NRI+3 Foreign National	4 Years	10+2 with not less than 50% marks in the aggregate and English as one of the compulsory subjects	Based on PU and Tourism and Hospitality Aptitude Test (PUTHAT)
Bachelor of Tourism and Travel Management (BTTM)	30+3NRI+2 Foreign National	4 Years	10+2 with not less than 50% marks in the aggregate and English as one of the compulsory subjects	Based on PU Tourism and Hospitality Aptitude Test (PUTHAT)
Master in Hospitality Management and Catering Technology (MHMCT)	40	2 Years	A Bachelor's Degree in any discipline of the University or a degree of any other University which has been recognized by the Syndicate as equivalent there to with not less than 50% in the aggregate	Based on Merit.
Master in Tourism Travel Management (MTTM)	40	2 years	A Bachelor's Degree in any discipline of the University or a degree of any other University which has been recognized by the Syndicate as equivalent there to with not less than 50% in the aggregate.	Based on merit.
Ph.D. In Tourism Management	Subject to availability	3-6 years	See Ph.D. Prospectus 2026	
Ph.D In Hotel Management	Subject to availability	3-6 years	See Ph.D. Prospectus 2026	
* 5% concession is admissible in eligibility marks to SC / ST / BC / PwD candidate				

TITLES OF SYLLABI : Detailed syllabi available at <https://puchd.ac.in/syllabus.php>

**BACHELOR OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY (BHMCT)
Course Structure Session 2019-23**

FIRST SEMESTER		
	Course Code Proposed	Course Title / Proposed
Discipline Core	A. Theory	
	BHM-T101	Fundamentals of Culinary Arts
	BHM-T102	Fundamentals of Food & Beverage Service
	BHM-T103	Fundamentals of Front Office
	BHM-T104	Fundamentals of Housekeeping
Discipline Electives choose any two	BHM-T105	Fundamentals of Nutrition
	BHM-T106	Application of Computers
	BHM-T107	Introduction to Food Commodities
	BHM-T108	Introduction to Event Management
Discipline Core	B. Practical	
	BHM-P109	Fundamentals of Culinary Arts
	BHM-P110	Fundamentals of Food & Beverage Service
	BHM-P111	Fundamentals of Front Office
	BHM-P112	Fundamentals of Housekeeping
	BHM-P113	Leadership Development Camp

SECOND SEMESTER

	Course Code Proposed	Course Title Proposed
Discipline Core	A. Theory	
	BHM-T201	Foundation Course in Culinary Arts
	BHM-T202	Foundation Course in Food & Beverage Service
	BHM-T203	Foundation Course in Front Office
	BHM-T204	Foundation Course in Housekeeping
Discipline Electives any choose two	BHM-T205	Executive Communication
	BHM-T206	Principles of Food Science
	BHM-T207	Basics of Tourism
Compulsory Paper (Non Credit Course)	BHM-T208	Environment Road Safety Education, Violence Against Women/ Children and Drug Abuse.
Discipline Core	B. Practical	
	BHM-P209	Foundation Course in Culinary Arts
	BHM-P210	Foundation Course in Food & Beverage Service
	BHM-P211	Foundation Course in Front Office
	BHM-P212	Foundation Course in Housekeeping

THIRD SEMESTER

	Course Code	Course Title
Discipline Core	BHM 301	Industrial Exposure Training

FOURTH SEMESTER

	Course Code Proposed	Course Title Proposed
Discipline Core	A. Theory	
	BHM-T401	Regional Cookery
	BHM-T402	Introduction to Alcoholic Beverages
	BHM-T403	Front Office Operations
	BHM-T404	Accommodation Operations
Discipline Electives choose any two	BHM-T405	Food & Beverage Management and Controls
	BHM-T406	Food Safety & Quality
	BHM-T407	Business Ethics
	BHM-T408	Spa Management
Workshop on Research Methodology		
Discipline Core	B. Practical	
	BHM-P409	Regional Cookery
	BHM-P409	Food & Beverage Operations
	BHM-P410	Front Office Operations
	BHM-P411	Foundation Course in Accommodation Operations

FIFTH SEMESTER

	Course Code Proposed	Course Title Proposed
	A. Theory	
	BHM-T501	Larder- Principles and Concepts

Discipline Core	BHM-T502	Mixology- Principles and Concepts
	BHM-T503	Accommodation Management
	BHM-T504	Facility Planning
Discipline Electives choose any two	BHM-T505	Bar Operations and Management
	BHM-T506	Basics of Accountancy
	BHM-T507	Components of Tourism
	BHM-T508	Organizational behavior
Discipline Core	B. Practical	
	BHM-P509	Larder- principles and concepts
	BHM-P510	Mixology –Principles and concepts

	BHM-P511	Accommodation Management
	Research Project*	

SIXTH SEMESTER

	Course Code Proposed	Course Title Proposed
Discipline Core	A. Theory	
	BHM-T601	International Cuisine
	BHM-T602	Banquet & Restaurant Operations and Management
	BHM-T603	Front Office Management
	BHM-T604	Principles of Management
Discipline Electives choose any two	BHM-T605	Aviation and Cruise line operations Management
	BHM-T606	Entrepreneurship Development
	BHM-T607	Personality Development and Soft Skills
	BHM-T608	Food Photography and Food Journalism
	BHM-T609	Ayurveda and Gastronomy
Discipline Core	B. Practical	
	BHM-P609	International Cuisine
	BHM-P610	Banquet and Restaurant Operations and Management
	BHM-P611	Front Office Management
	BHM-P612	Research Project (Viva Voce)

SEVENTH SEMESTER

	Course Code	Course Title
Specialization Core	A. Theory	
	Group 1. Food and Beverage Division Management	
	BHM-T701	Advanced Food Production Operations & Management
Specialization Core	BHM-T702	Advanced Food & Beverage Service Operations and Management
	Group 2. Rooms Division Management	
	BHM-T703	Advanced Front Office Management
Discipline Core	BHM-T704	Advanced Accommodation Management
	Compulsory Subjects	
	BHM-T705	Project on Market feasibility and financial viability for hotels /restaurants
Specialization Electives	BHM-T706	Strategic Management
	BHM-T707	Principles of Marketing
	BHM-T709	Financial Management
Specialization Core	B. Practical	
	Group 1. Food and Beverage Division Management	
	BHM -P710	Advanced Food Production Operations
	BHM -P711	Advanced Food & Beverage Operations
Specialization Core	BHM-P712	Soft Skills and Interview Preparations
	Group 2. Rooms Division Management	
	BHM-P712	Soft Skills and Interview Preparations
	BHM -P713	Front Office Management
	BHM -P714	Accommodation Management

EIGHTH SEMESTER

	Course Code	Course Title
Discipline Core	BHM 801	Specialized Hospitality Training
	BHM 802	Project Report on emerging trends in hospitality Industry

BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (B.T.T.M.)

SEM		Code	Course Title	Course Type
1	Core	BTM 111	Tourism: Concept, Status and Trends	DC
		BTM 112	Geography for Tourism	DC

		BTM 113	Indian Society and Culture	DC
	Choose any one	BTM 114	Computer Operations	DE
		BTM 115	Introduction to Hospitality Industry	DE
	Choose any three	BTM 116	Workshop on Personality Development	DE
		BTM 117	Workshop on Executive Communication for Tourism Industry	DE
		BTM 118	Workshop on Physical Grooming	DE
		BTM 119	Workshop on Travel Writing	DE
2	Core	BTM 121	Components of Tourism	DC
		BTM 122	Tourism Product – Regional	DC
		BTM 123	Field Trip Report	DC
		BTM 124	Environment and Road Safety Education	DC
	Choose any two	BTM 125	Tourism Products of India: Art and Architecture	DE
		BTM 126	Tourism Product of India: Nature Based	DE
		BTM 127	Event Management Engagement	DE
	Choose any one	BTM 128	Workshop on Hotel Operations	DE
		BTM 129	Workshop on English Language Skills for Tourism Industry	DE
3		BTM 231	Travel Agency and Tour Operations	DC
		BTM 232	Principles of Management	DC
		BTM 233	Outdoor Learning Programme	DC
	Choose any three	BTM 234	Tourism Impacts	DE
		BTM 235	Special Interest Tourism	DE
		BTM 236	Environment and Tourism	DE
		BTM 237	Tourism Product of India: Cultural Heritage	DE
4		BTM 241	Introduction to Statistics	DC
		BTM 242	Policy and Planning for Tourism Development	DC
		BTM 243	On the Report and Viva	DC
	Choose any three	BTM 244	Itinerary Preparation	DE
		BTM 245	Tour Package Design	DE
		BTM 246	Essential of Tour Guiding	DE
		BTM 247	Tourism Transportation	DE
5		BTM 351	Basics of Tourism Research	DC
		BTM 352	Tourism Marketing	DC
		BTM 353	Introduction to Event Management	DC
	Choose any three	BTM 354	Tourism Business Environment	DE
		BTM 355	Human Resource Management	DE
		BTM 356	Introduction to Air Travel	DE
		BTM 357	Business Tourism	DE
6		BTM 361	Volunteering and Societal Understanding Programme	DC
		BTM 362	Tourism Business Economics	DC
		BTM 363	Airline Service and In-flight Facilities	DC
				SC 1/1
				SE1/1
				SE1/2
7		BTM 471	Basics of Accountancy	DC
		BTM 472	Tourism Promotion	DC
		BTM 473	Research Project Report	DC
				SC 2/1
				SE2/1
				SE2/2
8		BTM 481	Comprehensive Viva Voce	DC
		BTM 482	Internship Report	DC
		BTM 483#	Workshop: Computerised Reservation System	DC
		BTM 484#	Workshop: Indian Tourism Destinations	DC
		BTM 485#	Workshop: International Tourism Destinations	DC

Specialization Core and Electives SPECIALISATION A (Travel Trade)

SC	BTM TT1	Ticketing & Transportation
SE	BTM TT2	Trade Related Issues and Frontier Formalities
SE	BTM TT3	Adventure Tourism
SE	BTM TT4	Rural and Community Based Tourism

SPECIALISATION B (Outbound Tourism)

SC	BTM OT1	Regional Dimensions of International Tourism
SE	BTM OT2	Outbound Tour Operations

SE	BTM OT3	Tourism Product: Europe and America
SE	BTM OT4	Tourism Product: Asia, Middle East and Pacific Area
SPECIALISATION C (Aviation and Hospitality)		
SC	BTM AH1	Room Division Management
SE	BTM AH2	Basics of F&B Operations
SE	BTM AH3	Airport Facility Management
SE	BTM AH4	Air Transport & Cargo Management
SPECIALISATION D (Tourism Marketing)		
SC	BTM TM1	Service Marketing
SE	BTM TM2	Relationship Marketing
SE	BTM TM3	Sales and Distribution Management
SE	BTM TM4	E-Marketing

THRUST AREAS: 1. Food & Service Production 2. Food and Beverage Service 3. Accommodation Operation 4. Tour Operations 5. MICE

PLACEMENTS: UIHTM provides training and placements to the students. The students were placed in all leading hotel chains, cruise line companies and tour operator companies like Oberoi, Marriott, Taj, Jaypee Hotels, Hyatt, Cox and Kings, Thomas Cook etc.

ALUMNI RELATIONS: On regular basis Institute invites its former students to have an interaction with the students. On 22nd January 2024 UIHTM organized its annual alumni meet.