

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 here under:

Semester I

S. No.	Course Type	Course Code	Course Title	Period/ Week			CIE Marks	SEE Marks	Total Marks	Contact Hours	Credits
				L	T	P					
1	PCC	MBA-101A	Management Process and Organizational Behaviour	3	-	-	40	60	100	3	3
2	PCC	MBA-103A	Managerial Economics	3	-	-	40	60	100	3	3
3	AEC	MBA-105A	Business Communication	3	-	-	40	60	100	3	3
4	PCC	MBA-107A	Business Environment	3	-	-	40	60	100	3	3
5	PCC	MBA-109A	Accounting for Managers	2	2	-	40	60	100	4	3
6	PCC	MBA-111A	Quantitative Techniques for Business Decisions	2	2	-	40	60	100	4	3
7	SEC	MBA-171A	Fundamental of Analytics (Lab)	-	-	4	50	50	100	4	2
8	SEC	MBA-173A	Managerial Personality Development-I	-	-	4	50	50	100	4	2
Total				17	2	8	340	460	800	28	22

PCC = Professional Core Course

AEC = Ability Enhancement Course

SEC = Skill Enhancement Course

Semester II

S. No.	Course Type	Course Code	Course Title	Period/ Week			CIE Marks	SEE Marks	Total Marks	Contact Hours	Credits
				L	T	P					
1	PCC	MBA-102A	Business Optimization Techniques	2	2	-	40	60	100	4	3
2	PCC	MBA-104A	Business Research Methodology ¹	3	-	-	40	60	100	3	3
3	PCC	MBA-106A	Operations Management	3	-	-	40	60	100	3	3
4	PCC	MBA-108A	Marketing Management	3	-	-	40	60	100	3	3
5	PCC	MBA-110A	Financial Management ²	2	2	-	40	60	100	4	3
6	PCC	MBA-112A	Human Resource Management ³	3	-	-	40	60	100	3	3
7	PCC	MBA-114A	Corporate Governance, Business Ethics and Sustainability	3	-	-	40	60	100	3	3
8	SEC	MBA-172A	Data Visualization ⁴ (Lab)	-	-	4	50	50	100	4	2
9	SEC	MBA-174A	Managerial Personality Development-II	-	-	4	50	50	100	4	2
Total				19	4	8	380	520	900	31	25

PCC = Professional Core Course

AEC = Ability Enhancement Course

SEC = Skill Enhancement Course

Prerequisite Subject(s)

- Quantitative Techniques for Business Decisions

2. Accounting for Managers
3. Management Process and Organizational Behaviour
4. Fundamental of Analytics

Award of Post Graduate Diploma in Management

Post-Graduate Diploma in Management (PGDM) will be awarded to the student only after successful completion of 47 credits courses in 1st year and completion of summer internship of 4 credits followed by evaluation (including viva-voce) of the summer internship report* by 15th September.

*For awarding Post-Graduate Diploma in Management (PGDM) Summer Internship Report shall be submitted by 31st August after completion of the internship.

Semester III

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

Note: A specialization can be offered only when at least 10 students opt for it.

S. No.	Course Type	Course Code	Course Title	Period/Week			CIE Marks	SEE Marks	Total Marks	Contact Hours	Credits
				L	T	P					
1	PCC	MBA-201A	Entrepreneurship Development	3	-	-	40	60	100	3	3
2	SEC	MBA-271A	Digital Marketing (Lab)	-	-	4	50	50	100	4	2
3	AEC	MBA-273A	Summer Internship	-	-	-	50	50	100	-	4
4	SEC	MBA-275A	Business Simulation*	-	-	2	-	-	-	2	-
5	PEC	PEC-1		3	-	-	40	60	100	3	3
6	PEC	PEC-2		3	-	-	40	60	100	3	3
7	PEC	PEC-3		3	-	-	40	60	100	3	3
8	PEC	PEC-4		3	-	-	40	60	100	3	3
Total				15	-	6	300	400	700	21	21

PCC = Professional Core Course

PEC= Professional Elective Course

AEC = Ability Enhancement Course

SEC = Skill Enhancement Course

*Non-Credit Mandatory Course

Summer Internship:

A Summer Internship of 6-8 weeks of 4 credits after 2nd semester to be completed by each student for enhancing the industry readiness. The Internship will be completed under the supervision of an officer of a reputed Company/Organization/Institution/Corporate Entity. The candidate shall be required to submit a comprehensive report after completion of the internship. Students will add supervisor's certificate in the beginning of the report stating that the report is an outcome of the work done by the candidate during his/her internship. The Institute shall appoint a faculty mentor(s) to periodically review / monitor/ supervise the quality & continuity of the internship. The mentor may add his/her remarks in the Internship diary, which may be considered while evaluating the internship. The CIE & SEE of the internship shall be conducted as per the following table

Summer Internship Evaluation		
CIE Components:		
Component	Description of the Component	Relative weightage (out of 100)
Component-1	Diary & Report evaluation by Faculty Mentor	10
Component-2	Presentation & Internal Viva-voce evaluation by the Panel of Departmental Faculty members	40
Weightage of CIE		50
SEE Components:		
Component-1	Internship Report Evaluation and Viva-Voce by the external examiner	50
Weightage of SEE		50
Grand Total of CIE and SEE		100

Note: Summer Internship report shall be submitted by 30th September in the 3rd semester

Semester IV

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

Note: The specialization selected in the 3rd semester must be continued in the 4th semester.

S. No	Course Type	Course Code	Course Title	Period/Week			CIE Marks	SEE Marks	Total Marks	Contact Hours	Credits
				L	T	P					
1	PCC	MBA-202A	Indian Knowledge System and Management Practices	3	-	-	40	60	100	3	3
2	PCC	MBA-204A	Business Strategy	3	-	-	40	60	100	3	3
3	AEC	MBA-272A	Research Project	-	-	8	50	50	100	8	4
4	PEC	PEC-5		3	-	-	40	60	100	3	3
5	PEC	PEC-6		3	-	-	40	60	100	3	3
6	PEC	PEC-7		3	-	-	40	60	100	3	3
7	PEC	PEC-8		3	-	-	40	60	100	3	3
Total				18	-	8	290	410	700	26	22

PCC = Professional Core Course
 PEC= Professional Elective Course
 AEC = Ability Enhancement Course

Prerequisite Subject(s)

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

Research Project Report:

- a) Subject to the provision in the scheme of studies, all students shall undergo a research project in the 4th semester. On completion of the project a student is required to submit a project report in the format as prescribed by the department.

- b) All faculty members are eligible to be appointed as Research Project Guides. The Head of the department shall allocate project guides based upon the field of project & specialization of the teachers, as per Project Allocation & Evaluation Guidelines.
- c) The Project topic & expected outcomes will be approved by the Departmental Committee which will comprise of Head of the Department or his nominee, a seniormost teacher of the Department, departmental Coordinator of Research Project Course and the concerned Project Guide.
- d) The candidate shall submit two copies of project report (duly signed by Project Guide) to the Head of the Department before the commencement of SEE of the 4th semester.
- e) SEE for Project shall be conducted by a panel of two examiners, one of them shall be the Research Project Course Coordinator as Internal Examiner, and the second to be appointed by the Director of the institute. Subject to the discretion of the Director, one of the examiners may be from outside the Institute.
- f) The CIE & SEE of the Project shall be conducted as per the following table

Research Project Evaluation		
CIE Components:		
Component	Description of the Component	Relative weightage (out of 100)
Component-1	Mid-term Project Progress Presentation before the Committee.	10
Component-2	Pre-submission Presentation Evaluation by the Committee.	40
Weightage of CIE		50
SEE Components:		
Component-1	Project Report Evaluation & Viva Voce by the external examiner	50
Weightage of SEE		50
Grand Total of CIE and SEE		100

Note: Project report shall be submitted by 30th April in 4th semester

Professional Elective Courses (Discipline wise)

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

(i) Finance:

S. No.	Course Code	Course Title	Period/ Week			CIE Marks	SEE Marks	Total Marks	Contact Hours	Credits
			L	T	P					
Semester III										
1	MBA-FM-251A	Security Analysis & Portfolio Management	3	-	-	40	60	100	3	3
2	MBA-FM-253A	Investment Banking	3	-	-	40	60	100	3	3
3	MBA-FM-255A	Behavioral Finance	3	-	-	40	60	100	3	3
4	MBA-FM-257A	Banking, Insurance & Financial Services	3	-	-	40	60	100	3	3
Semester IV										
5	MBA-FM-252A	International Financial Management ¹	3	-	-	40	60	100	3	3
6	MBA-FM-254A	Risk and Credit Analytics	3	-	-	40	60	100	3	3
7	MBA-FM-256A	Project Management	3	-	-	40	60	100	3	3
8	MBA-FM-258A	Corporate Taxation	3	-	-	40	60	100	3	3

Prerequisite Subject(s)

1. Corporate Finance
2. Security Analysis & Portfolio Management

(ii) Marketing:

S. No.	Course Code	Course Title	Period/ Week			CIE Marks	SEE Marks	Total Marks	Contact Hours	Credits
			L	T	P					
Semester III										
1	MBA-MM-251A	Consumer Behavior ¹	3	-	-	40	60	100	3	3
2	MBA-MM-253A	Retail Marketing ¹	3	-	-	40	60	100	3	3
3	MBA-MM-255A	Integrated Marketing Communication	3	-	-	40	60	100	3	3
4	MBA-MM-257A	Product and Brand Management ¹	3	-	-	40	60	100	3	3
Semester IV										
5 (a)	MBA-MM-252A	Marketing Analytics ²	2	-	-	40	60	100	2	2
5 (b)	MBA-MM-272A	Marketing Analytics (Lab) ²	-	-	2	50	50	100	2	1
6	MBA-MM-254A	Service Marketing ¹	3	-	-	40	60	100	3	3
7	MBA-MM-256A	Sales and Distribution Management ¹	3	-	-	40	60	100	3	3
8	MBA-MM-258A	International Marketing ¹	3	-	-	40	60	100	3	3

Prerequisite Subject(s)

1. Marketing Management
2. Quantitative Techniques for Business Decisions, Business Research Methodology

(iii) Human Resource:

S. No.	Course Code	Course Title	Period/ Week			CIE Marks	SEE Marks	Total Marks	Contact Hours	Credits
			L	T	P					
Semester III										
1	MBA-HRM-251A	Human Resource Development ¹	3	-	-	40	60	100	3	3
2	MBA-HRM-253A	Reward & Performance Management ¹	3	-	-	40	60	100	3	3
3 (a)	MBA-HRM-255A	HR Analytics ²	2	-	-	40	60	100	2	2
3 (b)	MBA-HRM-271A	HR Analytics (Lab) ²	-	-	2	50	50	100	2	1
4	MBA-HRM-257A	Competency Mapping ¹	3	-	-	40	60	100	3	3
Semester IV										
5	MBA-HRM-252A	Organizational Change and Development ¹	3	-	-	40	60	100	3	3
6	MBA-HRM-254A	Strategic Human Resource Management ¹	3	-	-	40	60	100	3	3
7	MBA-HRM-256A	Group Dynamics and Team Management ¹	3	-	-	40	60	100	3	3
8	MBA-HRM-258A	Industrial Relations	3	-	-	40	60	100	3	3

Prerequisite Subject(s)

1. Human Resource Management
2. Fundamental of Analytics

(iv) Business Analytics:

S. No.	Course Code	Course Title	Period/ Week			CIE Marks	SEE Marks	Total Marks	Contact Hours	Credits
			L	T	P					
Semester III										
1 (a)	MBA-BA-251A	Data Analysis using Python-I	2	-	-	40	60	100	2	2
1 (b)	MBA-BA-271A	Data Analysis using Python-I (Lab)	-	-	2	50	50	100	2	1
2 (a)	MBA-BA-253A	Business Forecasting ¹	2	-	-	40	60	100	2	2
2 (b)	MBA-BA-273A	Business Forecasting ¹ (Lab)	-	-	2	50	50	100	2	1
3 (a)	MBA-BA-255A	Decision Modeling and Data Analysis ²	2	-	-	40	60	100	2	2
3 (b)	MBA-BA-275A	Decision Modeling and Data Analysis ² (Lab)	-	-	2	50	50	100	2	1
4 (a)	MBA-BA-257A	Social-Media Analytics ³	2	-	-	40	60	100	2	2
4 (b)	MBA-BA-277A	Social-Media Analytics ³ (Lab)	-	-	2	50	50	100	2	1
Semester IV										
5 (a)	MBA-BA-252A	Supply Chain Analytics	2	-	-	40	60	100	2	2
5 (b)	MBA-BA-272A	Supply Chain Analytics (Lab)	-	-	2	50	50	100	2	1
6 (a)	MBA-BA-254A	Predictive Analysis for Business Decisions	2	-	-	40	60	100	2	2
6 (b)	MBA-BA-274A	Predictive Analysis for Business Decisions (Lab)	-	-	2	50	50	100	2	1
7 (a)	MBA-BA-256A	Data Analysis using Python-II	2	-	-	40	60	100	2	2
7 (b)	MBA-BA-276A	Data Analysis using Python-II (Lab)	-	-	2	50	50	100	2	1
8 (a)	MBA-BA-258A	Big Data and Cognitive Analytics	2	-	-	40	60	100	2	2
8 (b)	MBA-BA-278A	Big Data and Cognitive Analytics (Lab)	-	-	2	50	50	100	2	1

Prerequisite Subject(s)

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

(v) Entrepreneurship Development:

S. No.	Course Code	Course Title	Period/ Week			CIE Marks	SEE Marks	Total Marks	Contact Hours	Credits
			L	T	P					
Semester III										
1	MBA-ED-251A	Institutional Support System for Start-ups	3	-	-	40	60	100	3	3
2	MBA-ED-253A	Family Businesses Management	3	-	-	40	60	100	3	3
3	MBA-ED-255A	Startup Financing	3	-	-	40	60	100	3	3
4	MBA-ED-257A	Enterprise Planning and Appraisal	3	-	-	40	60	100	3	3
Semester IV										
5	MBA-ED-252A	Entrepreneurial Marketing & Customer Acquisition	3	-	-	40	60	100	3	3
6	MBA-ED-254A	Developing Social Entrepreneurship	3	-	-	40	60	100	3	3
7	MBA-ED-256A	Legal and Regulatory Framework for Start ups	3	-	-	40	60	100	3	3
8	MBA-ED-258A	Design Thinking for Entrepreneurs	3	-	-	40	60	100	3	3

(vi) International Business:

S. No.	Course Code	Course Title	Period/ Week			CIE Marks	SEE Marks	Total Marks	Contact Hours	Credits
			L	T	P					
Semester III										
1	MBA-IB-251A	Management of International Business	3	-	-	40	60	100	3	3
2	MBA-IB-253A	International Trade Logistics	3	-	-	40	60	100	3	3
3	MBA-IB-255A	Export Import Procedure and Documentation ¹	3	-	-	40	60	100	3	3
4	MBA-IB-257A	India's Foreign Trade and Policy	3	-	-	40	60	100	3	3
Semester IV										
5	MBA-IB-252A	International Business Environment ¹	3	-	-	40	60	100	3	3
6	MBA-IB-254A	International Strategic Management	3	-	-	40	60	100	3	3
7	MBA-IB-256A	Foreign Exchange Management ²	3	-	-	40	60	100	3	3
8	MBA-IB-258A	International Business Negotiation	3	-	-	40	60	100	3	3

Prerequisite Subject(s)

1. Business Environment
2. Corporate Finance

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)	5/15	7/21	1/3	2/6	15/45
2	Ability Enhancement Course (AEC)	1/3	-	1/4	1/4	3/11
3	Skill Enhancement Course (SEC)	2/4	2/4	1/2	-	5/10
4	Professional Elective courses (PEC)	-	-	4/12	4/12	8/24
	Total	8/22	9/25	7/21	7/22	31/90