1.1.2 & 1.2.2

Supporting Documents

Department of Management

S. No.	Documents attached
1	**Approved Minutes of BOS Meeting / Academic Council Highlighting Relevant Agenda**

I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY

Estd. Under Punjab Technical University Act, 1996
(Punjab Act No. 1 of 1997)

Ref. No. : IKGPTU/Reg/N/ *Dated :*

NOTIFICATION

Sub: **Regarding Pre-Ph.D Course work.**

This is for information of all concerned that Pre-Ph.D course work from 2016-17 will be conducted in the IKGPTU main campus Kapurthala in regular mode. The PhD course work will consists of minimum 15 credits. The structure of the course work is as under.

Sr. No.	Nature of course	Name of course	Credits	Remarks
1.	Core	1.Research Methodology	4	The syllabus of RM should be formulated faculty wise such as Engineering, Science, Management/ Humanities and Life sciences
		2.Subject related theory paper	4	Discipline specific related to advancements in theoretical methods for research
		3. Presentation	3	Discipline specific
2.	Interdisciplinary	4. Elective	4	From list of subjects from allied fields
	Total Minimum credits		**15**	

-Sd-
Registrar

Endorsement No: IKGPTU/REG/N/ 4244-4251 Dated: 22.08.2016

1. Secretary to Vice Chancellor: For kind information of Vice Chancellor
2. Dean (P&D)
3. Dean (RIC)
4. Dean (Academics)
5. Finance Officer
6. Controller of Examination
7. DR (Computers): For uploading on website
8. File Copy

Registrar 22/8/16

I. K. Gujral Punjab Technical University, Jalandhar
Jalandhar Kapurthala Highway, Near Pushpa Gujral Science City, Kapurthala - 144 603
Ph. No. 01822 - 662521, 662501 Fax No. : 01822-255506, 662526. Email : registrar@ptu.ac.in

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DOCTOR OF PHILOSOPHY
FACULTY OF MANAGEMENT STUDIES

SCHEME OF COURSE

Course No.	C/E/I	Course Title	L	T	P	Total Credits
PHD 901	C	Research Methodology	4	--	--	4
PHD 902	C*	Accounting and Finance	4	--	--	4
PHD 903		Marketing Management		--	--	
PHD 904		Human Resource Management		--	--	
PHD 905	C	Report Writing and Presentation	3	--	--	3
PHD 906	I	Human Values and Professional Ethics	4	--	--	4
Total Credits			**15**	--	--	**15**

***Note: Students will study one core course depending on their area of specialization.**

Note: While teaching these courses, teachers will rely on readings 'A' class journals in the area of their specialization. Detail of those readings will be circulated in the assignment sheet prepared by individual teachers.

Management

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DOCTOR OF PHILOSOPHY
FACULTY OF MANAGEMENT STUDIES

Syllabus
for
PhD Course Work

(Credit Based Continuous Evaluation Grading System)

PTU
I. K. Gujral Punjab Technical University

I. K. Gujral Punjab Technical University
Kapurthala-Jalandhar Highway, Jalandhar

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PHD 901

Research Methodology

Objective: To familiarize the scholars with tools, techniques and methods of research and to equip them with data collection, analysis, interpretation and report writing techniques.

Unit I
Research: Introduction; types of research design and approaches: exploratory designs, descriptive designs, conclusive designs, experimental design (after only designs; before-after designs; before-after with control group designs; randomized two-group design; factorial design; quasi-experimental design; time series design). **Qualitative Research Designs:** Case studies; survey studies; focus groups. **Review of Literature:** Goals of literature review; types of review; sources of research literature; writing of review and application of Mendeley software for literature review.
Unit II
Sampling: Theory; designs and issues. **Parametric Tests:** One sample t-test; independent sample t- test paired sample t-test; Anova and Manova. **Non-Parametric Tests:** Chi-Square test; runs test; Kruskal-wallis H-test. **Sources of Bias:** Method for controlling; questionnaire designs; data collection: Assessment methods and measurement. Scaling and measurement: Psychometric considerations; Testing reliability and validity.
Unit III
Multivariate Statistical Techniques: Understanding application and uses of factor analysis, regression analysis, cluster analysis, discriminant analysis and multidimensional scaling through SPSS. **Testing the Assumption of Regression:** Multicolinearity, hetroscedasticity and autocorrelation. Introduction to panel data and time series analysis. Introduction to E-views.

Suggested Readings:

1. Cooper, D.R. and Schindler, P. S., *Business Research Methods*, Tata McGraw Hill, New Delhi.
2. Levine, D. M., Krehbiel T. C. and Berenson M. L., *Business Statistics*, Pearson Education, New Delhi.
3. Naresh K. Malhotra and Satyabhushan Dash,"Marketing Research: An Applied Orientation", Pearson Education
4. Joseph F. Hair Jr, William C. Black, Barry J. Babin and Rolph E. Anderson,"Multivariate Data Analysis", Pearson
5. Anderson, Sweeney and Williams: *Statistics for Business and Economics*, Thompson, New Delhi.
6. David Wilkinson and Peter Birmingham, *Using Research Instruments: A Guide for Researchers*, Routledge Falmer, New York.

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PHD 902
Accounting and Finance

Objective: To appraise the scholars about emerging issues in accounting, microstructural designs, functions and role of financial system.

Unit I
Introduction to Financial Management: Objectives; functions; scope; evolution; interface of financial management with other functional areas. **Overview of Financial Markets and Sources of Finance:** Features of financial markets; functions; classification and participants in financial markets; environment of corporate financing in India. **Introduction to Risk and Return:** Risk and return concepts; relationship between risk and return; Capital Asset Pricing Model; Factor Model **Time Value of Money:** Introduction; types of cash flows; future value of a single cash flow; Multiple Flows and Annuity- Present Value of Single Cash Flow, Multiple Flows and Annuity, Growing Annuity, Perpetuity and Growing Perpetuity. **Corporate Valuation:** Meaning, features, scope and approaches
Unit II
Fundamental Analysis: Meaning; scope and approaches. **Technical Analysis:** Meaning, introduction Dow theory; moving average and candle stick charts **Efficient Market Hypothesis:** Weak form of efficiency; semi strong form of efficiency and strong form of efficiency **Financial Markets and Market Microstructure:** Introduction, features of financial markets and market microstructure, scope of operation, regulations. **Financial Risk Management** – Meaning; types of financial risk; role of financial derivatives in managing financial risk.
Unit III
Financial Distress and Corporate Restructuring: Meaning and types of corporate restructuring, accounting issues and practices in corporate restructuring; revival of sick units and turnaround strategies. Emerging issues in accounting and corporate reporting practices. **Corporate Reporting:** Future of Corporate Reporting. Financial Reporting Supply Chain. Online reporting. Harmonization of accounting practices; convergence of Accounting Standards and IFRS.

Suggested Readings:

1. Richard Brealey, Stewart Myers, Franklin Allen, Pitabas Mohanty, *Principles of Corporate Finance*, McGraw-Hill Education
2. Eugene F. Brigham, Michael C. Ehrhardt, *Financial Management - Theory & Practice*, Cengage Learning.

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3. Frank K. Reilly, Keith C. Brown, *Investment Analysis and Portfolio Management*, Cengage Learning.
4. John C Hull, *Options Futures and Other Derivatives*, Prentice Hall India.
5. Aswath Damodaran, *Corporate Valuation*, John Wiley.
6. Don M. Chance, Robert Brooks, *An Introduction to Derivatives and Risk Management* South-Western, Cengage Learning.
7. Robert A. Jarrow Arkadev Chatterjee, *An Introduction to Derivative Securities, Financial Markets, and Risk Management*, W. W. Norton & Company

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PHD 903
Marketing Management

Objective: To develop scholars with the ability to conduct and evaluate research in the area of marketing by focusing on relevant theories, research issues and quality research in the area of marketing.

Unit I
Understanding Marketing and Consumers: Definition; importance; scope; various marketing concepts; marketing mix; marketing vs selling; defining role marketing strategies; marketing planning process. **Understanding Consumer Behaviour:** Factors influencing consumer buying behaviour; business buying process and understanding business buyer behaviour. **Creating and Managing Product:** Market segmentation and targeting; differentiation and positioning; competitors analysis. **Delivering and Promoting Product:** Supply chain decisions – nature; types; channel design and channel management decisions; retailing; wholesaling; managing logistics and supply chain.
Unit II
Product Decisions: Product mix; packaging and labeling decisions; branding and brand equity; services marketing; new product development; consumer adoption process; product life cycle and strategies. **Pricing Decisions:** Objectives; factors affecting pricing decisions; pricing methods; price changes; pricing strategies **Promotion Decisions:** Communication process; promotion mix; advertising; sales promotion; public relations; direct selling and online marketing; personal selling; personal selling process.
Unit III
Customer Relationship Management: Concepts; measurement tools in customer satisfaction; loyalty and retention; process and measurement of customer relationship management. **Services Marketing:** Unique features of services; Tasks involved in service marketing; service quality – meaning; gap model of service quality, measuring service quality- SERVQUAL. **Retailing:** Nature and scope of retailing; the retailing mix / activities; contemporary scheme of retailing in India; Key drivers of growth, retail formats, retail chains. **Emerging Trends in Marketing:** Green marketing; event marketing; network marketing; direct marketing; social marketing; buzz marketing / viral marketing.

Suggested Readings:

1. Philip Kotler, Kevin L. Keller, Abraham Koshi and Mithileshwar Jha, "Marketing Management: A South Asian Perspective", Pearson Education.
2. David L. Kurtz and Louis E. Boone, "Principles of Marketing", Cengage Learning.
3. K. Douglas Hoffman and John E. G. Bateson "Services Marketing", Cengage Learning.
4. V. S. Ramaswamy and S. Namakumari, "Marketing Management: Global Perspective Indian Context", Macmillan Publishing House.

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PHD 904
Human Resource Management

Objective: To help scholars in understanding the importance of researching human capital and its role in shaping world class organization.

Unit I
Human Resource Management-An Overview: Concept, Environmental scanning. **Human Resource System:** Concept; Functions of HRS; Structuring the System; Strategic HRM; HRM in the Global context. **Human Resource Planning:** Factors affecting, process, and barriers. Stock taking, Work Force Flow Mapping, Age and Grade Distribution Mapping; Behavioural factors in Human Resource Planning; Wastage Analysis, Retention, Redeployment and Exit Strategies. **Manpower Search:** Recruitment Strategies and Selection Process in Corporate Sector. Models and Techniques of Manpower Demand and Supply Forecasting. **Performance Management System:** Concept; objectives; Comparison of Performance Management and Performance Appraisal; Developing effective Performance Management Systems; Problems in Performance Management; recent developments in Performance Management; Succession planning, Diversity management.
Unit II
Employment Relationship: Concept; Basis of the Employment Relationship; Employment Relationship Contracts; Changes in the Employment Relationship; Managing the Employment Relationship; Developing a High Trust Organization Psychological Contract: Concept; The significance of the Psychological Contract; Changes to the Psychological Contract; How Psychological Contracts develop; Developing and maintaining a positive Psychological Contract. **Career Planning and development:** concept of career, career planning and development methods, factors affecting career -choices - responsibilities of Employers/managers, career counseling, designing career development system; Training and Retraining, Measuring Training Effectiveness. **Retention Strategies:** Need for Retention, Causes of attrition of managerial personnel in modern day service and manufacturing organizations. Managing Separations and Rightsizing.
Unit III
Industrial Relations: Government's concerns, Union's concerns, Management concerns; Approaches of IR; Dispute Resolution Machinery, Industrial Dispute Act, 1947; Settlement Authorities under the Act; Grievance Procedure, Trade unions and IR, Technology and IR; Managing Industrial conflicts. **Quality of Working Life:** Workers' Participation-Schemes and their evaluation. **Human Resource Evaluation:** Concept; Rationale for HR Evaluation, Measures of HRM performance, Approaches to HR Evaluation, Balance Score Card; HR Scorecard; HRIS; Impact of HRM practices on organizational performance. **Global HR practices:** HR practices in Japan, UK, USA, India and China. **Ethics and Human Resource Management:** Concept; Reasons for unethical behavior; need and implications of Ethics in HRM; Managing Ethics.

Suggested Readings:

1. Mirza S. Saiyadain, "Human Resources Management", Tata McGraw Hill, New Delhi, 2010.

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2. Michael Armstrong, 'A Handbook of Human Resource Management Practices', Kogan Page London, 2009.

3. Paul Boselie, "Strategic Human Resource Management", Tata McGraw Hill, New Delhi, 2011.

4. Tanuja Agarwal, "Strategic Human Resource Management", Oxford University Press, New Delhi, 2007.

5. Udai Pareek & T. Venkateswara Rao, "Designing and Managing Human Resource Systems", Oxford & IBH Publishing Co., 2002.

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PHD 905
Report Writing and Presentation

Credits: 3 (2 for Research Report and 1 for Presentation)

Objective of the Course: To test the level of the understanding of the research problem and argumentative ability of scholar through oral presentations followed by report writing.

Report Writing:
Introduction; different types of report writings; layout of the research reports; oral presentation; mechanics of writing a research report; precautions for writing research reports; References and Bibliography;
Ethical Considerations in Research: Fundamental ethical principles; disseminating the results of research studies. Understanding plagiarism: Concepts of IPR; Patent, Copyright, Trade-Mark

Presentation:
Every student will conduct a study on his / her related topic of research. The candidate will review literature; identify a valid research gap; define objectives; collect data; analyze the data and submit conclusions and recommendations. The study should also detail-out the limitations and give potential areas for future research. The report will be submitted and presentation will be held. The candidate will have to present for one hour on the topic of the study. Evaluation of the presentation will be on the basis of his / her depth of knowledge of the subject; clarity of thought process; capability to reach conclusions after the analysis and other communication skills.

Suggested Readings:

1. Cooper, D.R. and Schindler, P. S., *Business Research Methods*, Tata McGraw Hill, New Delhi.
2. Naresh K. Malhotra and Satyabhushan Dash, *Marketing Research: An Applied Orientation*, Pearson Education.
3. Mary Ellen Guffey, Dana Loewy, *Essentials of Business Communication*, South Western CENGAGE Learning.

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PHD 906
Human Values and Professional Ethics

Objective: To help the students to discriminate between valuable and superficial in the life. To help students develop sensitivity and awareness; leading to commitment and courage to act on their own belief.

Unit I

Introduction: Need, Basic Guidelines, Content and Process for Value Education.

Self Exploration: Concept; its content and process; natural acceptance' and Experiential Validation- as the mechanism for self exploration.

Continuous Happiness and Prosperity- A look at basic Human Aspirations

Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority

Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario

Method to fulfill the above human aspirations: understanding and living in **harmony** at various levels

Understanding Harmony in the Human Being - Harmony in Myself: Understanding human being as a co-existence of the sentient 'I' and the material 'Body'; Understanding the needs of Self ('I') and 'Body' - *Sukh* and *Suvidha*, Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer), Understanding the characteristics and activities of 'I' and harmony in 'I'

Understanding the harmony of I with the Body: *Sanyam* and *Swasthya*; correct appraisal of Physical needs, meaning of Prosperity in detail, Programs to ensure *Sanyam* and *Swasthya*

Unit II

Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship: Understanding harmony in the Family- the basic unit of human interaction.

Understanding values in human-human relationship; meaning of *Nyaya* and program for its fulfillment to ensure *Ubhay-tripti*; Trust (*Vishwas)* and Respect (*Samman)* as the foundational values of relationship.

Understanding the meaning of *Vishwas*; Difference between intention and competence

Understanding the meaning of *Samman*, Difference between respect and differentiation; the other salient values in relationship

Understanding the harmony in the society (society being an extension of family): *Samadhan, Samridhi, Abhay, Sah-astitva* as comprehensive Human Goals

Visualizing a universal harmonious order in society- Undivided Society (*Akhand Samaj),* Universal Order (*Sarvabhaum Vyawastha)*- from family to world family!

Unit III

Understanding Harmony in the Nature and Existence - Whole existence as Co-existence: Understanding the harmony in the Nature, Interconnectedness and mutual fulfillment among the four orders of nature-recyclability and self-regulation in nature, Understanding Existence as Co-existence (*Sah-astitva*) of mutually interacting units in all-pervasive space, Holistic perception of harmony at all levels of existence.

Implications of the above Holistic Understanding of Harmony on Professional Ethics: Natural acceptance of human values, Definitiveness of Ethical Human Conduct, Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order,

Competence in professional ethics: Ability to utilize the professional competence for

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augmenting universal human order, Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems, Ability to identify and develop appropriate technologies and management patterns for above production systems.
Case studies of typical holistic technologies, management models and production systems
Strategy for transition from the present state to Universal Human Order: At the level of individual: as socially and ecologically responsible engineers, technologists and managers, At the level of society: as mutually enriching institutions and organizations

Suggested Readings:

1. R. R. Gaur, R Sangal, G. P. Bagaria, *A Foundation Course in Value Education.*
2. Ivan Illich, *Energy and Equity,* The Trinity Press, Worcester, and Harper Collins, USA
3. E. F. Schumacher, *Small is Beautiful: A Study of Economics as if People Mattered,* Blond & Briggs, Britain.
4. A Nagraj, *Jeevan Vidya ek Parichay,* Divya Path Sansthan, Amarkantak.
5. Sussan George, *How the Other Half Dies,* Penguin Press.
6. P. L. Dhar, RR Gaur, *Science and Humanism,* Commonwealth Purblishers.
7. A. N. Tripathy, *Human Values,* New Age International Publishers
8. Subhas Palekar, *How to Practice Natural Farming,* Pracheen (Vaidik) Krishi Tantra Shodh, Amravati.
9. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, *Limits to Growth – Club of Rome's Report,* Universe Books.
10. E. G. Seebauer and Robert L. Berry, *Fundamentals of Ethics for Scientists & Engineers,* Oxford University Press.
11. M. Govindrajran, S. Natrajan and V. S. Senthil Kumar, *Engineering Ethics (including Human Values),* Eastern Economy Edition, Prentice Hall of India Ltd
12. B. P. Banerjee, *Foundations of Ethics and Management,* Excel Books.
13. B. L. Bajpai, *Indian Ethos and Modern Management,* New Royal Book Co., Lucknow.

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Syllabus for PhD Coursework - Management

1 message

Harmeen Soch <harmeensoch@yahoo.com>
Reply-To: Harmeen Soch <harmeensoch@yahoo.com>
To: "Anirudh P. Singh" <deanric@ptu.ac.in>, "Dr. A. P. Singh" <deanricptu@gmail.com>, Harmeen Soch <harmeensoch@yahoo.com>, Kapil Gupta <kapilfutures@gmail.com>

Sat, Jun 25, 2016 at 9:33 PM

Respected sir,

Please find attached the syllabus for PhD Coursework approved by a 3-member committee namely - Dr. Neeraj Kaushik, NIT, Kurukshetra; Dr. Gurjeet Kaur, University of Jammu, Jammu and the undersigned.

This may kindly be put up to the Academic Council for approval.

Thanx
Regards,
Harmeen

Harmeen Soch
Associate Professor and Director In-charge
Punjab Institute of Management (PIM)
I. K. Gujral Punjab Technical University Main Campus
Near Pushpa-Gujral Science City
Kapurthala-Jalandhar Highway
Kapurthala 144 603
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Web: http://www.pimk.ac.in

Syllabus for PhD Course Work.docx
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I.K. Gujral Punjab Technical University
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Minutes of Meeting of BOS Management, IKGPTU, Main Campus, Kapurthala

Date: 31st July, 2020 **Timing: 12:00 Noon – 2:00 PM (Online Conference)**

Following members were present:

Dr. Harmeen Soch, HOD, Dept. of Management, IKGPTU, Kapurthala,(Chairperson)
Dr. S.K. Singla, Professor, GNAIMT, Phagwara (Member)
Dr. Parampal Singh, Associate Professor, GNDE, Ludhiana (Member)
Dr. Pooja Mehta, Associate Professor, IKGPTU Main Campus, Kapurthala (Member)
Dr. Kapil Gupta , Associate Professor IKGPTU Main Campus, Kapurthala (Member)
Dr. Mandeep Kaur, Associate Professor IKGPTU Main Campus, Kapurthala (Member)
Dr. B.S. Mann, Professor, GNDU, Amritsar (Outside Expert)
Dr. A.S. Chawla, Professor, Punjabi University, Patiala (Outside Expert)

The members discussed in detail the agenda of the meeting and following decisions were taken:

1) Scheme and Syllabus of 1st Semesters of MBA (Hospital Administration) Batch 2020 and onwards, Department of Management, Main Campus, IKGPTU along with Program Education Outcomes and Program Outcomes was finalized and attached as Annexure A.
2) Scheme of 2nd – 4th Semesters of MBA (Hospital Administration) Batch 2020 and onwards, Department of Management, Main Campus, IKGPTU was deliberated and shall be finalized in the next meeting.

The chairperson thanked all the member of BOS for their valuable contribution.

Dr. Harmeen Soch **Dr. A.S. Chawla** **Dr. S. K. Singla**

Dr B. S. Mann **Dr. Parampal Singh** **Dr. Kapil Gupta**

Dr. Mandeep Kaur **Dr. Pooja Mehta**
31/7/20

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Minutes of Meetings of BOS, Management dated 31-7-2020

5 messages

Pooja Mehta <pooja24k@gmail.com> Fri, Aug 7, 2020 at 12:50 AM
To: Harmeen Soch <harmeensoch@yahoo.com>, drsingla11@gmail.com, gautam@pcte.edu.in, Manisha Gupta <manisha.gupta@pimt.info>, singh param <param351@yahoo.com>, Sandhya Mehta <mehta_sandhya@yahoo.com>, bediss@nitj.ac.in, Kapil Gupta <kapilfutures@gmail.com>, mandeep arora <mandeeparora.ptu@gmail.com>, placements.ptu@gmail.com, Arvinder Singh Chawla <aschawla_2000@yahoo.com>, bikrammann@hotmail.com

Dear BOS Members

With reference to the meeting of BOS, Management, IKGPTU (Main Camus) dated 31-7-2020 on Zoom, it is stated that as per the recommendations of BOS, following changes in the proposed syllabus of MBA (Hospital Administration) have been incorporated:

1) The syllabus of each course of 1st Semester of MBA (Hospital Administration) has been reduced.
2) L-T-P of all courses is changed to 3-0-0 (instead of 4-0-0).
3) Total Credits of the 1st Semester have been reduced to 21 from 28.

MoMs of the meeting and Final syllabus of 1st Semester of MBA (Hospital Administration) Batch 2020 and onwards, IKGPTU, Main Campus are attached. You are requested to kindly go through the same and give your consent on MoMs via email.

Thank You.

--
Regards:
Dr. Pooja Mehta
Assistant Professor
Department of Management, IKGPTU, Main Campus

2 attachments

MOMs 31.7.20.pdf
438K

MBA HA 1st Sem Final.pdf
744K

Arvinder Singh Chawla <aschawla_2000@yahoo.com> Fri, Aug 7, 2020 at 7:25 AM
To: Pooja Mehta <pooja24k@gmail.com>

Will send you the signed copy on Monday.
Regards
A S Chawla

Sent from my iPhone

> On 07-Aug-2020, at 12:50 AM, Pooja Mehta <pooja24k@gmail.com> wrote:
>
>
[Quoted text hidden]
> <MOMs 31.7.20.pdf>
> <MBA HA 1st Sem Final.pdf>

Head
Department of Management
I.K. Gujral Punjab Technical University
Kapurthala-144 603

Kapil Gupta <kapilfutures@gmail.com> Fri, Aug 7, 2020 at 9:50 AM
To: Pooja Mehta <pooja24k@gmail.com>
Cc: Harmeen Soch <harmeensoch@yahoo.com>, drsingla11@gmail.com, gautam@pcte.edu.in, Manisha Gupta <manisha.gupta@pimt.info>, singh param <param351@yahoo.com>, Sandhya Mehta <mehta_sandhya@yahoo.com>,

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bediss@nitj.ac.in, mandeep arora <mandeeparora.ptu@gmail.com>, Navdeepak Sandhu <placements.ptu@gmail.com>, Arvinder Singh Chawla <aschawla_2000@yahoo.com>, bikrammann@hotmail.com

Dear Dr. Pooja Mehta,

Greetings!

I agreed with the syllabus attached with this email. There is one observation that the title of the paper on Accounting in the scheme and in the syllabus should be same. It is submitted that the title of the paper should be 'Accounting for Management'.

Thank you.
Regards,

Kapil Gupta

Assistant Professor (Finance)
Department of Management (ODL)
I. K. Gujral Punjab Technical University Main Campus
Kapurthala-Jalandhar Highway
Near Pushpa Gujral Science City
Kapurthala 144603

+91- 947-809-8074
Email: kapilfutures@gmail.com

[Quoted text hidden]

---

mandeep arora <mandeeparora.ptu@gmail.com>
To: Pooja Mehta <pooja24k@gmail.com>
Fri, Aug 7, 2020 at 12:32 PM

Dear Pooja Mam
I give my consent for the above minutes.
Regards
[Quoted text hidden]

---

bikram jit singh mann <bikrammann@hotmail.com>
To: Pooja Mehta <pooja24k@gmail.com>
Fri, Aug 7, 2020 at 1:52 PM

I hereby give my concent to the Minutes of Meeting of BOS, Management dated 31-7-2020.
Prof. Bikramjit Singh Mann
University Business School
Guru Nanak Dev University
Amritsar

From: Pooja Mehta <pooja24k@gmail.com>
Sent: Friday, 7 August, 2020, 12:50 am
To: Harmeen Soch; drsingla11@gmail.com; gautam@pcte.edu.in; Manisha Gupta; singh param; Sandhya Mehta; bediss@nitj.ac.in; Kapil Gupta; mandeep arora; placements.ptu@gmail.com; Arvinder Singh Chawla; bikrammann@hotmail.com
Subject: Minutes of Meetings of BOS, Management dated 31-7-2020
[Quoted text hidden]

Head
Department of Management
I.K. Gujral Punjab Technical University
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Study Scheme and Syllabus of

MBA (Hospital Administration)

Batch 2020 onwards



Department of Academics

IK Gujral Punjab Technical University

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Program Educational Objectives (PEOs)

PEO1: To inculcate knowledge in students with experiential learning and prepare them for advance study and lifelong learning.

PEO2: To develop strategic understanding of fundamental principles of business and competencies in the area of accounts, marketing, interpersonal skills, human resource management and entrepreneurship, and their applicability in hospital administration.

PEO3: To train the students for dynamic business environment, Health Care Sector in India, relevant health care regulations and apply their perspectives through innovation and creativity.

PEO4: To develop competencies in qualitative and quantitative techniques to analyse the business data as well as developing an understanding of economic, legal and social environment of Indian business with reference to hospital and health care industry.

PEO5: To inculcate leadership skills, professionalism, effective communication skills, interpersonal skills and team work in students so as to enable them to manage and collaborate in diverse work environments.

PEO6: To develop responsiveness to social issues and ability to identify business solutions to address the same. Students will also be able to understand various issues of healthcare and business ethics.

Program Outcomes (POs)

The program outcomes specify the knowledge, skills, values and attitudes students are expected to attain in courses or in a program. The six outcomes of MBA (Hospital Administration) program are as below:

1. **Business Environment and Domain Knowledge**: Economic, legal and social environment of Indian business. Graduates are able to improve their awareness sand knowledge about functioning of local and global business environment with specific focus on health care industry. This helps in recognizing the functioning of businesses in health sector, identifying potential business opportunities, evolvement of business enterprises and exploring the entrepreneurial opportunities.

2. ***Critical thinking, Business Analysis, Problem Solving and Innovative Solutions***: Competencies in quantitative and qualitative techniques. Graduates are expected to develop skills on analysing the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, business strategy and human resources.

3. ***Global Exposure and Cross-Cultural Understanding***: Demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural Understanding.

4. **Social Responsiveness and Ethics**: Developing responsiveness to contextual social issues / problems and exploring solutions, understanding business ethics and resolving ethical dilemmas. Graduates are expected to identify the contemporary social problems related to public health and health education, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in

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organizational decision making. Demonstrate awareness of ethical issues and can distinguish ethical and unethical behaviors.

5. **Effective Communication**: Usage of various forms of business communication, supported by effective use of appropriate technology, logical reasoning, articulation of ideas. Graduates are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology (business presentations, digital communication, social network platforms and so on).

6. **Leadership and Teamwork**: Understanding leadership roles at various levels of the organization and leading teams. Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context.

(Source: Model Curriculum for Management programs (MBA) Janauary, 2018, AICTE, New Delhi. www.aicte.india.org)

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Minutes of meeting of BOS Management
Venue: Meeting Room, 4th Floor, CB II, IKGPTU, Main Campus, Kapurthala
Date: 16th July, 2018

Following members were present:

Dr. Harmeen Soch, HOD, Department of Management, IKGPTU Main Campus, Kapurthala,(Chairperson)
Dr. B.S Mann, Professor, UBS, GNDU, Amritsar (Member)
Dr. Sandhya Mehta, Associate Professor, GNIMT, Ludhiana (Member)
Dr. Parampal Singh, Associate Professor, GNDE, Ludhiana (Member)
Dr. Raminder Pal Singh, Associate Professor, SBSSTC, Ferozpur (Member)
Dr. Pooja Mehta, Asstt. Professor, IKGPTU Main Campus, Kapurthala (Member)
Dr. Mandeep Kaur, Asstt. Professor IKGPTU Main Campus, Kapurthala (Member)
Dr. Kapil Gupta, Asstt. Professor IKGPTU Main Campus, Kapurthala (Member)

The members discussed in detail the agenda of the meeting and following decisions were taken:

1. Scheme of 1st -4th Semesters and Syllabus of 1st semester of MBA was finalized and Attached as **Annexure A**.
2. Scheme and syllabus of 1st semester of M.Com was finalized and attached as **Annexure B**.
3. Scheme of 1st – 6th Semesters and syllabus of 1st semester of BBA was finalized and attached as **Annexure C**.
4. Scheme of 1st -6th Semester and syllabus of 1st semester of B.Com (Hons.) was finalized and attached as **Annexure D**.
5. Scheme of 1st and 2nd Semester and syllabus of 1st Semester of BBA (Business Economics) **(Annexure E)**, BBA (Events Management) **(Annexure F)**, BBA (Rural Development) **(Annexure G)**, BBA (Service Industry Management) **(Annexure H)**, BBA (Retail Management) **(Annexure I)**, BBA (Health, Spa and Resort) **(Annexure J)**, BBA (Sales, Marketing, Advertising and PR) **(Annexure K)** is attached.
6. Scheme of 1st and 2nd Semester and syllabus of 1st Semester of B.Com (E-Commerce) **(Annexure L)** is attached.
7. Scheme of 1st and 2nd Semester and Syllabus of 1st semester of MBA (IB) was finalized and Attached as **Annexure M**.
8. A sub-committee of two members: Dr. Sandhya Mehta and Dr. Parampal Singh was constituted to propose the scheme of B.Voc (Marketing Management and IT). Committee will share the draft scheme of B.Voc (Marketing Management and IT) with all BOS members by Wednesday dated 18.7.2016 for inputs.
9. Syllabus of Corporate Legal Enviornment of MBA Batch 2012 onwards was changed in light of introduction of G.S.T. The syllabus is attached as **Annexure N**.

16/7/18 16/7/18 16/7/18 16/7/18

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10. Anonymous letters received regarding changes in the syllabus of courses of management were also discussed. The BOS was of opinion that the suggestions given in the letters have already been taken care of in the revised schemes and syllabi.

The chairman thanks all the member of BOS for their cooperation, guidance and assistance.

Dr. Harmeen Soch 16/7/18

Dr B.S Mann

Dr. Sandhya Mehta 16/7/18

16/7/18
Dr. Parampal Singh

Dr. Raminder Pal Singh

16/7/18
Dr. Kapil Gupta

Dr. Mandeep Kaur

Dr. Pooja Mehta 16/7/18

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Scheme and Syllabus of

Master of Business Administration

Batch 2018 onwards

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Courses & Examination Scheme:

First Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 101-18	Core Theory	Foundations of Management	4	0	0	40	60	100	4
MBA 102-18	Core Theory	Managerial Economics	4	0	0	40	60	100	4
MBA 103-18	Core Theory	Quantitative Techniques	4	0	0	40	60	100	4
MBA 104-18	Core Theory	Accounting for Management and Reporting	4	0	0	40	60	100	4
MBA 105-18	Core Theory	Business Environment and Indian Economy	4	0	0	40	60	100	4
MBA 106-18	Core Theory	Business Ethics and CSR	4	0	0	40	60	100	4
MBA 107-18	Core Theory	Business Communication for Managerial Effectiveness	4	0	0	40	60	100	4
	TOTAL		28	0	0	280	420	700	28

Second Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 201-18	Core Theory	Business Analytics for Decision Making	4	0	0	40	60	100	4
MBA 202-18	Core Theory	Legal Environment for Business	4	0	0	40	60	100	4
MBA 203-18	Core Theory	Marketing Management	4	0	0	40	60	100	4
MBA 204-18	Core Theory	Human Resource Management	4	0	0	40	60	100	4
MBA 205-18	Core Theory	Production and Operations Management	4	0	0	40	60	100	4
MBA 206-18	Core Theory	Corporate Finance and Indian Financial System	4	0	0	40	60	100	4
MBA 207-18	Core Theory	Entrepreneurship and Project Management	4	0	0	40	60	100	4
MBAGE 201-18	General Elective	Computer Applications for Business	2	0	0	40	60	100	2
		TOTAL	30	0	0	320	480	825	30

Note: After second semester every student will be required to undergo summer training of six weeks duration in the corporate sector.

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MBA

Third Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 301-18	Core Theory	Organizational Behaviour & Design	4	0	0	40	60	100	4
MBA 302-18	Core Theory	Marketing Research	4	0	0	40	60	100	4
	Elective	Major-I	4	0	0	40	60	100	4
	Elective	Major-II	4	0	0	40	60	100	4
	Elective	Minor-I	4	0	0	40	60	100	4
	Elective	Minor-II	4	0	0	40	60	100	4
HVPE101-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules	2	0	0	40	60	100	2
MBA 303-18	Core Theory	Seminar on Summer Training Report	2	0	0	50	-	50	2
	TOTAL		28	0	0	330	420	750	28

Note: Students will opt any two of the following groups (1 as Major and 1 as Minor).

List of Electives:

Group A: Marketing

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 921-18	Elective	Consumer Behaviour	4	0	0	40	60	100	4
MBA 922-18	Elective	Services Marketing	4	0	0	40	60	100	4

Group B: Finance

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 911-18	Elective	Investment Analysis and Portfolio Management	4	0	0	40	60	100	4
MBA 912-18	Elective	Management of Financial System	4	0	0	40	60	100	4

Group C: Human Resource Management

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Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 931-18	Elective	Organizational Change and Development	4	0	0	40	60	100	4
MBA 932-18	Elective	Employee Relations	4	0	0	40	60	100	4

Fourth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 401-18	Core Theory	Corporate Strategy	4	0	0	40	60	100	4
	Elective	Major-III	4	0	0	40	60	100	4
	Elective	Major-IV	4	0	0	40	60	100	4
	Elective	Major-V	4	0	0	40	60	100	4
	Elective	Major-VI	4	0	0	40	60	100	4
MBA 402-18	Project / Dissertation		S/US						4
MBA 403-18	Core Theory	Workshop on Indian Ethos	2	0	0	40	60	100	2
	TOTAL		22	0	0	240	360	600	26

Note: Four papers of any one group chosen in the 3rd Semester will be studied as electives of Major in the 4th semester.

List of Electives:

Group A: Marketing

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 923-18	Elective	Integrated Marketing Communication and Brand Management	4	0	0	40	60	100	4
MBA 924-18	Elective	Retail and Sales Management	4	0	0	40	60	100	4
MBA 925-	Elective	International and Social	4	0	0	40	60	100	4

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18		Media Marketing							
MBA 926-18	Elective	Bottom of Pyramid and B2B Marketing	4	0	0	40	60	100	4

Group B: Finance

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 913-18	Elective	Behavioural Finance	4	0	0	40	60	100	4
MBA 914-18	Elective	Mergers, Acquisition and Corporate Restructuring	4	0	0	40	60	100	4
MBA 915-18	Elective	International Finance and Financial Derivatives	4	0	0	40	60	100	4
MBA 916-18	Elective	Personal Financial Planning and Taxation	4	0	0	40	60	100	4

Group C: Human Resource Management

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 933-18	Elective	International Human Resource Management	4	0	0	40	60	100	4
MBA 934-18	Elective	Strategic HRM	4	0	0	40	60	100	4
MBA 935-18	Elective	Leadership and Team Dynamics	4	0	0	40	60	100	4
MBA 936-18	Elective	Performance and Compensation Management	4	0	0	40	60	100	4

MBA 101-18

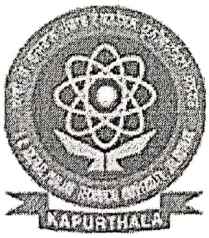
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Scheme of

Bachelor of Business Administration Batch 2018 onwards



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BBA

Courses & Examination Scheme:

First Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA 101-18	Core Theory 1	Principles and Practices of Management	5	1	0	40	60	100	6
BBA 102-18	Core Theory 2	Basic Accounting	5	1	0	40	60	100	6
BBAGE101-18	General Elective 1	Managerial Economics I	5	1	0	40	60	100	6
BTHU103/18	Ability Enhancement Compulsory Course (AECC)	English	1	0	0	40	60	100	1
BTHU104/18	Ability Enhancement Compulsory Course (AECC)	English Practical/Laboratory	0	0	2	30	20	50	1
HVPE101-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules	3	0	0	40	60	100	3
HVPE102-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules (Lab/ Seminar)	0	0	2	25	--**	25	1
BMPD102-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
	TOTAL		**19**	**3**	**6**	**280**	**320**	**600**	**25**

**The Human Values, De-addiction and Traffic Rules (Lab/ Seminar) and Mentoring and Professional Development course will have internal evaluation only.

Note: One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the seminar at least once during the semester. It will be binding for all students to attend the seminar.

Second Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA201-18	Core Theory 3	Business Statistics	5	1	0	40	60	100	6
BBA 202-	Core Theory 4	Business Environment	5	1	0	40	60	100	6

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18									
BBAGE201-18	General Elective 2	Managerial Economics II	5	1	0	40	60	100	6
EVS102-18	Ability Enhancement Compulsory Course (AECC) -III	Environmental Studies	2	0	0	40	60	100	2
BMPD202-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
		TOTAL	**17**	**3**	**2**	**195**	**240**	**425**	**21**

Third Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA301-18	Core Theory 5	Organizational Behaviour	5	1	0	40	60	100	6
BBA 302-18	Core Theory 6	Marketing Management	5	1	0	40	60	100	6
BBA 303-18	Core Theory 7	Cost & Management Accounting	5	1	0	40	60	100	6
BBAGE 301-18	General Elective 3	Production and Operation Management	5	1	0	40	60	100	6
BBASEC 301-18	Skill Enhancement Course-1	IT tools for Business	2	0	0	40	60	100	2
BMPD302-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
		TOTAL	**22**	**4**	**2**	**225**	**300**	**525**	**27**

Fourth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA401-18	Core Theory 8	Business Research Methods	5	1	0	40	60	100	6
BBA 402-18	Core Theory 9	Human Resource Management	5	1	0	40	60	100	6
BBA 403-18	Core Theory 10	Financial Management	5	1	0	40	60	100	6

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BBAGE 401-18	General Elective 4	Entrepreneurship Development	5	1	0	40	60	100	6
BBASEC 401-18	Skill Enhancement Course-2	Business Ethics and Corporate Social Responsibility	2	0	0	40	60	100	2
BMPD402-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
		TOTAL	22	4	2	425	300	525	27

Fifth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA501-18	Core Theory 11	Operation Research	5	1	0	40	60	100	6
BBA502-18	Core Theory 12	Mercantile Law	5	1	0	40	60	100	6
	Discipline Specific Elective 1	Elective – I	5	1	0	40	60	100	6
	Discipline Specific Elective 2	Elective – II	5	1	0	40	60	100	6
BMPD502-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
		TOTAL	20	4	2	225	240	425	25

SPECIALISATIONS

Any of the following groups each having two papers in Semester V can be chosen as specialization by the students.

1. **Marketing**

BBA 511-18	Consumer Behaviour
BBA 512-18	Advertising and Sales Management

2. **Finance**

BBA 521-18	Corporate Accounting
BBA 522-18	Financial Markets & Services

3. **Human Resource Management**

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BBA 531-18	Industrial Relations & Labour Law
BBA 532-18	Organisation Change & Development

Sixth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA601-18	Core Theory 13	Strategy Management	5	1	0	40	60	100	6
BBA602-18	Core Theory 14	Company Law	5	1	0	40	60	100	6
	Discipline Specific Elective 3	Elective – III	5	1	0	40	60	100	6
	Discipline Specific Elective 4	Elective – IV	5	1	0	40	60	100	6
BMPD602-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
		TOTAL	**20**	**4**	**2**	**185**	**240**	**425**	**25**

SPECIALISATIONS:

Any of the following groups each having two papers in Semester VI can be chosen as specialization by the students.

1. **Marketing**

BBA 611-18	Services Marketing
BBA 612-18	Retailing and Logistics Management

2. **Finance**

BBA 621-18	Personal Financial Planning
BBA 622-18	Direct and Indirect Tax Laws

3. **Human Resource Management**

BBA-631	Training & Development
BBA-632	Cross Cultural Human Resource Management

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Minutes of meeting of BOS Management

Venue: Meeting Room, 4th Floor, CB II, IKGPTU, Main Campus, Kapurthala

Date: 14th December, 2018

Following members were present:

Dr. Harmeen Soch, HOD, Department of Management, IKGPTU Main Campus, Kapurthala,(Chairperson)

Dr. S. K Singla, Professor, GNAIMT, Phagwara (Member)

Dr. A.S Chawla, Professor, RIMT University, Mandi Gobindgarh (Member)

Dr. B.S Mann, Professor, UBS, GNDU, Amritsar (Member)

Dr. Sandhya Mehta, Associate Professor, GNIMT, Ludhiana (Member)

Dr. Pooja Mehta, Asstt. Professor, IKGPTU Main Campus, Kapurthala (Member)

Dr. Kapil Gupta, Asstt. Professor IKGPTU Main Campus, Kapurthala (Member)

The members discussed in detail the agenda of the meeting and following decisions were taken:

1. Syllabus of MBA 2nd Semester was finalized and Attached as **Annexure A.**
2. Syllabus of 2nd Semester of BBA **(Annexure B)**, BBA (Business Economics) **(Annexure C)**, BBA (Events Management) **(Annexure D)**, BBA (Rural Development) **(Annexure E)**, BBA (Service Industry Management) **(Annexure F)**, BBA (Retail Management) **(Annexure G)**, BBA (Health, Spa and Resort) **(Annexure H)**, BBA (Sales, Marketing, Advertising and PR) **(Annexure I)** is attached.
3. Syllabus of 2nd Semester of B.Com (Hons.) **(Annexure J)**, B.Com (E-Commerce) **(Annexure K)** is attached.
4. Syllabus of 2nd Semester of MBA (IB) was finalized and Attached as **Annexure L.**
5. With reference to the agenda item no. 3, BOS is of the opinion that although the program with nomenclature Master of Management Studies does exist in the list of programs of UGC but BOS is neither having expertise nor is empowered to comment on any further details on the program Master in Management Studies (Hospital Management) offered by Vidya Jyoti Educational Society.
6. With reference to the file no. IKGPTU/DDE/19528A dated 29/11/2018, BOS recommends PPRs as approved and forwarded by Director, ODL, IKGPTU, Kapurthala.

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7. With reference to the file no. IKGPTU/DDE/19574 dated 11/12/2018, BOS recommended that since development of new SLMs as per current syllabi shall take time, the previous SLMs approved by the Content Development Committee for Distance Education, IKGPTU may be continued for the current session and new SLMs be developed as soon as possible.

Dr. Harmeen Soch

Dr. A.S Chawla

Dr. S. K Singla 14/12/18

Dr B.S Mann 14/12/2018

Dr. Sandhya Mehta 14/12/18

Dr. Kapil Gupta 14/12/18

Dr. Pooja Mehta 14/12/18

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Minutes of Meeting of BOS Management

Venue: Meeting Room, 4th Floor, CB II, IKGPTU, Main Campus, Kapurthala

Date: 27th March, 2019

Following members were present:

Dr. Harmeen Soch, HOD, Department of Management, IKGPTU Main Campus, Kapurthala. (Chairperson)

Dr. S. K Singla, Professor, GNAIMT, Phagwara (Member)

Dr. A.S Chawla, Professor, RIMT University, Mandi Gobindgarh (Member)

Dr. B.S Manu, Professor, UBS, GNDU, Amritsar (Member)

Dr. Parampal Singh, Associate Professor, GNDE, Ludhiana (Member)

Dr. Kapil Gupta, Asstt. Professor IKGPTU Main Campus, Kapurthala (Member)

Dr. Mandeep Kaur, Asstt. Professor, IKGPTU Main Campus, Kapurthala (Member)

Dr. Pooja Mehta, Asstt. Professor, IKGPTU Main Campus, Kapurthala (Member)

Er. Navdeepak Sandhu, Placement Officer, IKGPTU Main Campus, Kapurthala (Member)

The members discussed in detail the agenda of the meeting and following decisions were taken:

1. Course outcomes (COs) of all courses of 1st and 2nd Semester of MBA and BBA were finalized and attached as **Annexure A-B**
2. Syllabus including COs of 3rd Semester of MBA, BBA, B.Com and M.Com was finalized and attached as **Annexure C-F**.
3. Program Education Objectives (PEOs) of BBA and MBA were finalized and attached as **Annexure G-H.**
4. Syllabus including COs of following management courses of B.Tech Program was finalized and attached as **Annexure I.**
   i) HSMC (MIM-472): Introduction to Industrial Management.
   ii) HSMC (MIM-480): Macro Economics.
   iii) HSMC (MIM-578): Quantitative Techniques for Decision Making.
   iv) HSMC (MIM-475): Economics for Engineers.
   v) HSMC (MIM-301): Fundamentals of Management for Engineers.
   vi) HSMC (MIM-302): Project Management and Entrepreneurship.

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vii) HSMC (MIM-303): Law and Engineering.

viii) HSMC (MIM-304): Understanding Interpersonal Dynamics.

5. The board was apprised with the revised syllabus of Environmental Sciences as Department of Academics, IKGPTU which is being offered in under graduate programs of Management, for their kind information.
6. The Board also recommended that affiliated colleges offering specialized programs of BBA and B.Com shall propose the scheme and syllabus including COs of 3rd-6th Semester. The same shall be put up in next BOS meeting for consideration.
7. The Board also recommended that affiliated colleges offering MBA (IB) shall propose the scheme and syllabus including COs of 3rd-4th Semester. The same shall be put up in next BOS meeting for consideration.

The chairperson thanked all the member of BOS for their valuable contribution.

Dr. Harmeen Soch 27/3/19

Dr. A.S. Chawla

Dr. S. K. Singla

Dr B.S. Mann

Dr. Parampal Singh

Dr. Kapil Gupta 27/3/19

Dr. Pooja Mehta 27/3/19

Dr. Mandeep Kaur

Er. Navdeepak Sandhu

Head
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I.K. Gujral Punjab Technical University
Kapurthala-144 603

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Minutes of Meeting of BOS Management

Venue: Meeting Room, 4th Floor, CB II, IKGPTU, Main Campus, Kapurthala

Date: 22nd April, 2019

Following members were present:

Dr. Harmeen Soch, HOD, Department of Management, IKGPTU Main Campus, Kapurthala, (Chairperson)

Dr. S. K. Singla, Professor, GNAIMT, Phagwara (Member)

Dr. A. S. Chawla, Professor, RIMT University, Mandi Gobindgarh (Member)

Dr. B. S. Mann, Professor, UBS, GNDU, Amritsar (Member)

Dr. Parampal Singh, Associate Professor, GNDE, Ludhiana (Member)

Dr. Kapil Gupta, Assistant Professor, IKGPTU Main Campus, Kapurthala (Member)

Dr. Mandeep Kaur, Assistant Professor, IKGPTU Main Campus, Kapurthala (Member)

Dr. Pooja Mehta, Assistant Professor, IKGPTU Main Campus, Kapurthala (Member)

Er. Navdeepak Sandhu, ~~Placement Officer~~ Dy. Dir (CR&A), IKGPTU Main Campus, Kapurthala (Member)

The members discussed in detail the agenda of the meeting and following decisions were taken:

1. Syllabus including Course Outcomes (COs) of 4th Semester of MBA, BBA, B.Com and M.Com was finalized and attached as **Annexure A-D**.

2. Syllabus including COs of 3rd- 4th Semester of MBA (IB) was finalized and attached as **Annexure E.**

3. The Board also recommended that status of current admission in various undergraduate programs of management shall be obtained and for those programs in which admission was done for Batch 2018, the concerned colleges shall propose the scheme and syllabus of 3rd – 6th Semester including COs. The BOS shall evaluate the proposal in next meeting.

4. The board discussed the agenda of eligibility of students of IKGPTU in MBA program for employment in Factories as Welfare Officers. It was decided that since the subjects desired for PGDPM of National Institute of Personnel Management, Calcutta which is

22/4/19

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recognized for employment as Welfare Officer, the equivalence between both the syllabi is established (**Attached as Annexure F**) and hence IKGPTU should aggressively follow up with the desired organization to get IKGPTU enlisted in the list of recognized Universities / Institutions so that the students of IKGPTU may also be eligible for the above said post and get a fair chance to compete amongst others.

The chairperson thanked all the member of BOS for their valuable contribution.

Dr. Harmeen Soch 22/4/19

Dr. A.S. Chawla

Dr. S. K. Singla 22-4-19

Dr B.S. Mann 22/4/19

Dr. Parampal Singh 22/4/19

Dr. Kapil Gupta 22/4/19

Dr. Pooja Mehta

Dr. Mandeep Kaur 22/4/19

Er. Navdeepak Sandhu 22/4/19

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Minutes of Meeting of BOS Management, IKGPTU, Main Campus, Kapurthala

Date: 18th May, 2020 **Timing: 12:00 Noon – 2:00 PM (Online Conference)**

Following members were present:

Dr. Harmeen Soch, HOD, Dept. of Management, IKGPTU, Kapurthala,(Chairperson)
Dr. S.K. Singla, Professor, GNAIMT, Phagwara (Member)
Dr. Gautam Bansal, Director, PCTE, Baddowal (Member)
Dr. Manisha Gupta, Director, PIMT, Mandi Gobindgarh (Member)
Dr. Sandhya Mehta, Associate Professor, GNIMT, Ludhiana (Member)
Dr. Parampal Singh, Associate Professor, GNDE, Ludhiana (Member)
Dr. Pooja Mehta, Associate Professor, IKGPTU Main Campus, Kapurthala (Member)
Dr. Kapil Gupta , Associate Professor IKGPTU Main Campus, Kapurthala (Member)
Dr. Mandeep Kaur, Associate Professor IKGPTU Main Campus, Kapurthala (Member)
Dr. B.S. Mann, Professor, GNDU, Amritsar (Outside Expert)
Dr. A.S. Chawla, Professor, Punjabi University, Patiala (Outside Expert)

The members discussed in detail the agenda of the meeting and following decisions were taken:

1) Syllabus of 5th and 6th Semesters of BBA Program of IKGPTU, Main Campus (Batch 2018 and 2019 and onwards) was finalized and attached as Annexure A.
2) Scheme and Syllabus of MBA (Hospital Administration) was discussed in the meeting and shall be finalized in the next meeting.
3) A proforma to propose panel of paper setters was circulated amongst Board members and members were requested to submit the panel on the given proforma by 20.5.2020.

The chairperson thanked all the member of BOS for their valuable contribution.

Dr. Harmeen Soch **Dr. A.S. Chawla** **Dr. S. K. Singla**

Dr B. S. Mann **Dr. Gautam Bansal** **Dr. Manisha Gupta**

Dr. Parampal Singh **Dr. Sandhya Mehta** **Dr. Kapil Gupta**

Dr. Mandeep Kaur **Dr. Pooja Mehta**

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Gmail

Pooja Mehta <pooja24k@gmail.com>

Minutes of Meetings of BOS, Management dated 18-5-2020

9 messages

Pooja Mehta <pooja24k@gmail.com> Wed, May 20, 2020 at 1:55 PM
To: Harmeen Soch <harmeensoch@yahoo.com>, drsingla11@gmail.com, gautam@pcte.edu.in, Manisha Gupta <manisha.gupta@pimt.info>, singh param <param351@yahoo.com>, Sandhya Mehta <mehta_sandhya@yahoo.com>, bediss@nitj.ac.in, Kapil Gupta <kapilfutures@gmail.com>, mandeep arora <mandeeparora.ptu@gmail.com>, placements.ptu@gmail.com, Arvinder Singh Chawla <aschawla_2000@yahoo.com>, bikrammann@hotmail.com

Dear BOS Members

With reference to the meeting of BOS, Management, IKGPTU (Main Camus) dated 18-5-2020 on Zoom, Please find attached the MoMs of the meeting and Final syllabus of 5th and 6th sem of BBA, IKGPTU, Main Camus (Batch 2018 and 2019 and onwards).

You are requested to give your consent on MoMs via email.

Thank You

--
Regards:
Dr. Pooja Mehta
Assistant Professor
Department of Management, IKGPTU, Main Campus

2 attachments

Minutes of meeting of BOS Management.docx
16K

BBA 5-6 Sem Final.doc
134K

mandeep arora <mandeeparora.ptu@gmail.com> Wed, May 20, 2020 at 2:50 PM
To: Pooja Mehta <pooja24k@gmail.com>

Respected Mam
I give my consent for the minutes.
Regards
[Quoted text hidden]

Kapil Gupta <kapilfutures@gmail.com> Wed, May 20, 2020 at 3:19 PM
To: Pooja Mehta <pooja24k@gmail.com>

Dear Madam,

Greetings!

Thank you for sending the MoMs. I have read the MoMs and give my consent for the same.

Thank you.
Regards,

Kapil Gupta

Kapil Gupta
Assistant Professor (Finance)
Department of Management (ODL)
I. K. Gujral Punjab Technical University Main Campus
Kapurthala-Jalandhar Highway
Near Pushpa Gujral Science City
Kapurthala 144603

Head
Department of Management
I.K. Gujral Punjab Technical University
Kapurthala-144 603

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+91- 947-809-8074
Email: kapilfutures@gmail.com

[Quoted text hidden]

Sandhya Mehta <mehta_sandhya@yahoo.com> Wed, May 20, 2020 at 4:00 PM
Reply-To: "mehta_sandhya@yahoo.com" <mehta_sandhya@yahoo.com>
To: "pooja24k@gmail.com" <pooja24k@gmail.com>, Harmeen Soch <harmeensoch@yahoo.com>, "drsingla11@gmail.com" <drsingla11@gmail.com>, "gautam@pcte.edu.in" <gautam@pcte.edu.in>, Manisha Gupta <manisha.gupta@pimt.info>, singh param <param351@yahoo.com>, "bediss@nitj.ac.in" <bediss@nitj.ac.in>, Kapil Gupta <kapilfutures@gmail.com>, mandeep arora <mandeeparora.ptu@gmail.com>, "placements.ptu@gmail.com" <placements.ptu@gmail.com>, Arvinder Singh Chawla <aschawla_2000@yahoo.com>, "bikrammann@hotmail.com" <bikrammann@hotmail.com>

Dear Dr Pooja
I give my consent for the minutes of meeting held on 18th May,2020
With Regards
Dr Sandhya Mehta

Sent from Yahoo Mail on Android
[Quoted text hidden]

---

sk singla <drsingla11@gmail.com> Wed, May 20, 2020 at 4:02 PM
To: Pooja Mehta <pooja24k@gmail.com>

Minutes of meeting of BOS Management are o.k. Dr Singla
[Quoted text hidden]

---

singh param <param351@yahoo.com> Wed, May 20, 2020 at 5:00 PM
Reply-To: "param351@yahoo.com" <param351@yahoo.com>
To: "pooja24k@gmail.com" <pooja24k@gmail.com>

I do approve the minutes of the meeting

Sent from Yahoo Mail on Android

[Quoted text hidden]

Director PCTE Baddowal <director@pcte.edu.in> Wed, May 20, 2020 at 5:57 PM
To: Pooja Mehta <pooja24k@gmail.com>

Dear mam

I gave my consent to minutes of meeting held on 18th may 2020
Regards

Dr Gautam Bansal
[Quoted text hidden]

---

bikram jit singh mann <bikrammann@hotmail.com> Wed, May 20, 2020 at 6:07 PM
To: Pooja Mehta <pooja24k@gmail.com>, Harmeen Soch <harmeensoch@yahoo.com>, "drsingla11@gmail.com" <drsingla11@gmail.com>, "gautam@pcte.edu.in" <gautam@pcte.edu.in>, Manisha Gupta <manisha.gupta@pimt.info>, singh param <param351@yahoo.com>, Sandhya Mehta <mehta_sandhya@yahoo.com>, "bediss@nitj.ac.in" <bediss@nitj.ac.in>, Kapil Gupta <kapilfutures@gmail.com>, mandeep arora <mandeeparora.ptu@gmail.com>, "placements.ptu@gmail.com" <placements.ptu@gmail.com>, Arvinder Singh Chawla <aschawla_2000@yahoo.com>

I hereby give my consent to the minutes of the meeting held on 18th May 2020 which was held through ZOOM.
Dr. Bikramjit Singh Mann
Professor, University Business School,
Guru Nanak Dev University
Amritsar.

Head
Department of Management
Dr. Gyani Zail Singh Punjab Technical University
Kapurthala-144 603

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From: Pooja Mehta <pooja24k@gmail.com>
Sent: Wednesday, May 20, 2020 1:55:57 PM
To: Harmeen Soch <harmeensoch@yahoo.com>; drsingla11@gmail.com <drsingla11@gmail.com>; gautam@pcte.edu.in <gautam@pcte.edu.in>; Manisha Gupta <manisha.gupta@pimt.info>; singh param <param351@yahoo.com>; Sandhya Mehta <mehta_sandhya@yahoo.com>; bediss@nitj.ac.in <bediss@nitj.ac.in>; Kapil Gupta <kapilfutures@gmail.com>; mandeep arora <mandeeparora.ptu@gmail.com>; placements.ptu@gmail.com <placements.ptu@gmail.com>; Arvinder Singh Chawla <aschawla_2000@yahoo.com>; bikrammann@hotmail.com <bikrammann@hotmail.com>
Subject: Minutes of Meetings of BOS, Management dated 18-5-2020

[Quoted text hidden]

Manisha Gupta <manisha.gupta@pimt.info> Thu, May 21, 2020 at 10:59 AM
To: Pooja Mehta <pooja24k@gmail.com>

I hereby give my consent to the minutes of the meeting held on 18th May 2020 which was held through ZOOM.
Dr. Manisha Gupta

On Wed, May 20, 2020 at 1:55 PM Pooja Mehta <pooja24k@gmail.com> wrote:
[Quoted text hidden]

--
Regards

Dr.Ms. Manisha Gupta
Director
Punjab Institute of Management & Technology
(Near GPS G.T. Mandi Gobindgarh),
Village Alour, Dist- Ludhiana
Punjab
9356253001, 9216258572,
website- www.pimt.info
e-mail- director@pimt.info

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Minutes of Meeting of BOS Management, IKGPTU, Main Campus, Kapurthala

Date: 18th May, 2020 **Timing: 12:00 Noon – 2:00 PM (Online Conference)**

Following members were present:

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Dr. Parampal Singh, Associate Professor, GNDE. Ludhiana (Member)
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Dr. Kapil Gupta , Associate Professor IKGPTU Main Campus, Kapurthala (Member)
Dr. Mandeep Kaur, Associate Professor IKGPTU Main Campus, Kapurthala (Member)
Dr. B.S. Mann, Professor, GNDU, Amritsar (Outside Expert)
Dr. A.S. Chawla, Professor, Punjabi University, Patiala (Outside Expert)

The members discussed in detail the agenda of the meeting and following decisions were taken:

1) Syllabus of 5th and 6th Semesters of BBA Program of IKGPTU, Main Campus (Batch 2018 and 2019 and onwards) was finalized and attached as Annexure A.
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The chairperson thanked all the member of BOS for their valuable contribution.

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Dr B. S. Mann **Dr. Gautam Bansal** **Dr. Manisha Gupta**

Dr. Kapil Gupta

Dr. Parampal Singh **Dr. Sandhya Mehta**

Dr. Mandeep Kaur **Dr. Pooja Mehta**

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Dr. S. K. Singla

Dr. Harmeen Soch

Dr. Gautam Bansal

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Dr B. S. Mann

Dr. Kapil Gupta

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Dr. Sandhya Mehta

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Dr. Pooja Mehta

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Minutes of Meeting of BOS Management, IKGPTU, Main Campus, Kapurthala

Date: 18th May, 2020 **Timing: 12:00 Noon – 2:00 PM (Online Conference)**

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Dr. Pooja Mehta, Associate Professor, IKGPTU Main Campus, Kapurthala (Member)
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Dr. Mandeep Kaur, Associate Professor IKGPTU Main Campus, Kapurthala (Member)
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Dr B. S. Mann

Dr. Gautam Bansal

Dr. Manisha Gupta

Dr. Kapil Gupta

Dr. Parampal Singh

Dr. Sandhya Mehta

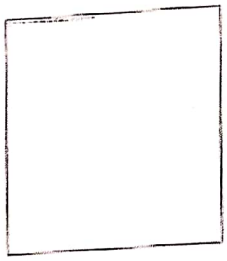
Dr. Mandeep Kaur

Dr. Pooja Mehta

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Study Scheme & Syllabus of Bachelor of Business Administration (BBA) Batch 2018 onwards



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Courses & Examination Scheme:

First Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA 101-18	Core Theory 1	Principles and Practices of Management	5	1	0	40	60	100	6
BBA 102-18	Core Theory 2	Basic Accounting	5	1	0	40	60	100	6
BBAGE101-18	General Elective 1	Managerial Economics I	5	1	0	40	60	100	6
BTHU103/18	Ability Enhancement Compulsory Course (AECC)	English	1	0	0	40	60	100	1
BTHU104/18	Ability Enhancement Compulsory Course (AECC)	English Practical/Laboratory	0	0	2	30	20	50	1
HVPE101-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules	3	0	0	40	60	100	3
HVPE102-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules (Lab/ Seminar)	0	0	2	25	--**	25	1
BMPD102-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
	TOTAL		19	3	6	280	320	600	25

**The Human Values, De-addiction and Traffic Rules (Lab/ Seminar) and Mentoring and Professional Development course will have internal evaluation only.

Note: One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the seminar at least once during the semester. It will be binding for all students to attend the seminar.

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Second Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA201-18	Core Theory 3	Business Statistics	5	1	0	40	60	100	6
BBA 202-18	Core Theory 4	Business Environment	5	1	0	40	60	100	6
BBAGE201-18	General Elective 2	Managerial Economics II	5	1	0	40	60	100	6
EVS102-18	Ability Enhancement Compulsory Course (AECC) - III	Environmental Studies	2	0	0	40	60	100	2
BMPD202-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
		TOTAL	17	3	2	195	240	425	21

Third Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA301-18	Core Theory 5	Organizational Behaviour	5	1	0	40	60	100	6
BBA 302-18	Core Theory 6	Marketing Management	5	1	0	40	60	100	6
BBA 303-18	Core Theory 7	Cost & Management Accounting	5	1	0	40	60	100	6
BBAGE 301-18	General Elective 3	Production and Operation Management	5	1	0	40	60	100	6
BBASEC 301-18	Skill Enhancement Course-1	IT tools for Business	2	0	0	40	60	100	2
BMPD302-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
		TOTAL	**22**	**4**	**2**	**225**	**300**	**525**	**27**

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Fourth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA401-18	Core Theory 8	Business Research Methods	5	1	0	40	60	100	6
BBA 402-18	Core Theory 9	Human Resource Management	5	1	0	40	60	100	6
BBA 403-18	Core Theory 10	Financial Management	5	1	0	40	60	100	6
BBAGE 401-18	General Elective 4	Entrepreneurship Development	5	1	0	40	60	100	6
BBASEC 401-18	Skill Enhancement Course-2	Business Ethics and Corporate Social Responsibility	2	0	0	40	60	100	2
BMPD402-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
	TOTAL		22	4	2	425	300	525	27

Fifth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA501-18	Core Theory 11	Operation Research	5	1	0	40	60	100	6
BBA502-18	Core Theory 12	Mercantile Law	5	1	0	40	60	100	6
	Discipline Specific Elective 1	Elective – I	5	1	0	40	60	100	6
	Discipline Specific Elective 2	Elective – II	5	1	0	40	60	100	6
BMPD502-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
	TOTAL		20	4	2	225	240	425	25

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SPECIALISATIONS

Any of the following groups each having two papers in Semester V can be chosen as specialization by the students.

1. Marketing

BBA 511-18	Consumer Behaviour
BBA 512-18	Advertising and Sales Management

2. Finance

BBA 521-18	Corporate Accounting
BBA 522-18	Financial Markets & Services

3. Human Resource Management

BBA 531-18	Industrial Relations & Labour Law
BBA 532-18	Organisation Change & Development

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Sixth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA601-18	Core Theory 13	Strategy Management	5	1	0	40	60	100	6
BBA602-18	Core Theory 14	Company Law	5	1	0	40	60	100	6
	Discipline Specific Elective 3	Elective – III	5	1	0	40	60	100	6
	Discipline Specific Elective 4	Elective – IV	5	1	0	40	60	100	6
BMPD602-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
		TOTAL	20	4	2	185	240	425	25

SPECIALISATIONS:

Any of the following groups each having two papers in Semester VI can be chosen as specialization by the students.

1. Marketing

BBA 611-18	Services Marketing
BBA 612-18	Retailing and Logistics Management

2. Finance

BBA 621-18	Personal Financial Planning
BBA 622-18	Direct and Indirect Tax Laws

3. Human Resource Management

BBA-631	Training & Development
BBA-632	Cross Cultural Human Resource Management

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