

1.2.2

**Supporting Documents-**  
**Department of Management & Hospitality**  
**Approved Minutes of BOS Meeting(s)**



1.1.2 & 1.2.2

## Supporting Documents

### Department of Management

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



# 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.

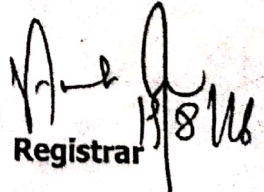
Sr. No.	Nature of course	Name of course	Credits	Remarks
1.	Core	1. Research Methodology	4	The syllabus of RM should be formulated faculty wise such as Engineering, Science, Management/ Humanities and Life sciences
		2. Subject related theory paper	4	Discipline specific related to advancements in theoretical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

-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

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@dtu.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
<b>Total Credits</b>			<b>15</b>	<b>--</b>	<b>--</b>	<b>15</b>

**\*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.**

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*Neeraj*

*Jaar*

*Harman Kaur*

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**DOCTOR OF PHILOSOPHY  
FACULTY OF MANAGEMENT STUDIES**

**Syllabus  
for  
PhD Course Work**

**(Credit Based Continuous Evaluation Grading System)**



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

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*Neeraj*

*Ravi*

*Harpreet Singh*

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*Harpreet Singh*

## 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
<p><b>Research:</b> 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).</p> <p><b>Qualitative Research Designs:</b> Case studies; survey studies; focus groups.</p> <p><b>Review of Literature:</b> Goals of literature review; types of review; sources of research literature; writing of review and application of Mendeley software for literature review.</p>
Unit II
<p><b>Sampling:</b> Theory; designs and issues.</p> <p><b>Parametric Tests:</b> One sample t-test; independent sample t- test paired sample t-test; Anova and Manova.</p> <p><b>Non-Parametric Tests:</b> Chi-Square test; runs test; Kruskal-wallis H-test.</p> <p><b>Sources of Bias:</b> Method for controlling; questionnaire designs; data collection; Assessment methods and measurement. Scaling and measurement: Psychometric considerations; Testing reliability and validity.</p>
Unit III
<p><b>Multivariate Statistical Techniques:</b> Understanding application and uses of factor analysis, regression analysis, cluster analysis, discriminant analysis and multidimensional scaling through SPSS.</p> <p><b>Testing the Assumption of Regression:</b> Multicollinearity, hetroscedasticity and autocorrelation.</p> <p>Introduction to panel data and time series analysis. Introduction to E-views.</p>

## 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.

*R Gupta*

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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
<b>Introduction to Financial Management:</b> Objectives; functions; scope; evolution; interface of financial management with other functional areas. <b>Overview of Financial Markets and Sources of Finance:</b> Features of financial markets; functions; classification and participants in financial markets; environment of corporate financing in India. <b>Introduction to Risk and Return:</b> Risk and return concepts; relationship between risk and return; Capital Asset Pricing Model; Factor Model <b>Time Value of Money:</b> 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. <b>Corporate Valuation:</b> Meaning, features, scope and approaches
Unit II
<b>Fundamental Analysis:</b> Meaning; scope and approaches. <b>Technical Analysis:</b> Meaning, introduction Dow theory; moving average and candle stick charts <b>Efficient Market Hypothesis:</b> Weak form of efficiency; semi strong form of efficiency and strong form of efficiency <b>Financial Markets and Market Microstructure:</b> Introduction, features of financial markets and market microstructure, scope of operation, regulations. <b>Financial Risk Management –</b> Meaning; types of financial risk; role of financial derivatives in managing financial risk.
Unit III
<b>Financial Distress and Corporate Restructuring:</b> 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. <b>Corporate Reporting:</b> 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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*MW*

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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Page 7 of 11

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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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MT

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 Vyavastha*)- 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

Page 10 of 11

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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.

R Gupta

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Rour

Hemant Singh

Mr

Mr

## Syllabus for PhD Coursework - Management

1 message

Harmeem Soch <harmeensoch@yahoo.com>

Sat, Jun 25, 2016 at 9:33 PM

Reply-To: Harmeem Soch <harmeensoch@yahoo.com>

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

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.

Thankx

Regards,

Harmeem

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Harmeem Soch

Associate Professor and Director In-charge

Punjab Institute of Management (PIM)

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**Minutes of meeting of BOS Management**  
**Venue: Meeting Room, 4<sup>th</sup> Floor, CB II, IKGPTU, Main Campus, Kapurthala**  
**Date: 16<sup>th</sup> 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, GNIMI, 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 1<sup>st</sup> -4<sup>th</sup> Semesters and Syllabus of 1<sup>st</sup> semester of MBA was finalized and Attached as **Annexure A**.
2. Scheme and syllabus of 1<sup>st</sup> semester of M.Com was finalized and attached as **Annexure B**.
3. Scheme of 1<sup>st</sup> - 6<sup>th</sup> Semesters and syllabus of 1<sup>st</sup> semester of BBA was finalized and attached as **Annexure C**.
4. Scheme of 1<sup>st</sup> -6<sup>th</sup> Semester and syllabus of 1<sup>st</sup> semester of B.Com (Hons.) was finalized and attached as **Annexure D**.
5. Scheme of 1<sup>st</sup> and 2<sup>nd</sup> Semester and syllabus of 1<sup>st</sup> 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 1<sup>st</sup> and 2<sup>nd</sup> Semester and syllabus of 1<sup>st</sup> Semester of B.Com (E-Commerce) (**Annexure L**) is attached.
7. Scheme of 1<sup>st</sup> and 2<sup>nd</sup> Semester and Syllabus of 1<sup>st</sup> 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 18.7.2018 for inputs.
9. Syllabus of Corporate Legal Environment of MBA Batch 2012 onwards was changed in light of introduction of G.S. f. The syllabus is attached as **Annexure N**.

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16/7/18

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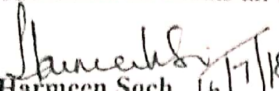
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16/7/18  
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16/7/18

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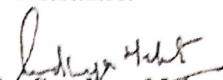


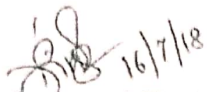
10. Anonymous letters received regarding changes in the syllabus of courses of management were also discussed. The BOS was of opinion that the suggestions given in the letters have already been taken care of in the revised schemes and syllabi.

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

  
Dr. Parampal Singh

  
Dr. Raminder Pal Singh

  
Dr. Kapil Gupta

  
Dr. Mandeep Kaur

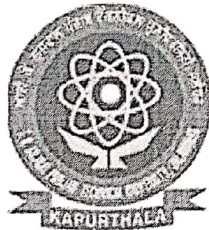
  
Dr. Pooja Mehta  
16/7/18

  
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**Scheme and Syllabus  
of**

**Master of Business  
Administration**

**Batch 2018 onwards**



Department of Academics  
**IK Gujral Punjab Technical  
University**

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## Courses &amp; 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
<b>TOTAL</b>			<b>28</b>	<b>0</b>	<b>0</b>	<b>280</b>	<b>420</b>	<b>700</b>	<b>28</b>

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
<b>TOTAL</b>			<b>30</b>	<b>0</b>	<b>0</b>	<b>320</b>	<b>480</b>	<b>825</b>	<b>30</b>

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

*P. Singh* *R. Singh*

*J. Singh* *M. Singh*  
 Head  
 Department of Management  
 I.K. Gujral Punjab Technical University  
 Kapurthala-144 603

**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
<b>TOTAL</b>			<b>28</b>	<b>0</b>	<b>0</b>	<b>330</b>	<b>420</b>	<b>750</b>	<b>28</b>

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**

*Tom* *K Gupta*

*H*  
Head  
Department of Management  
I.K. Gujral Punjab Technical University  
Kapurthala 141 603

MBA  
MBA

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**

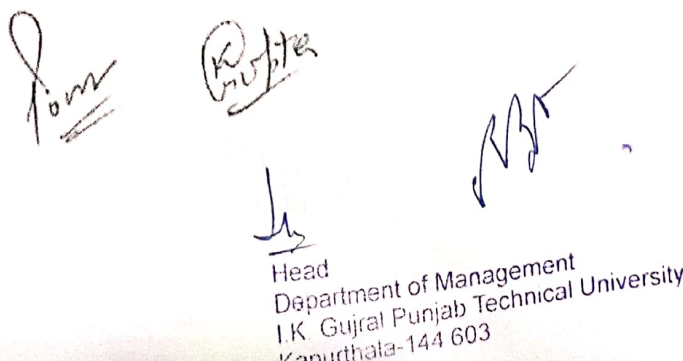
Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 401-18	Core Theory	Corporate Strategy	4	0	0	40	60	100	4
	Elective	Major-III	4	0	0	40	60	100	4
	Elective	Major-IV	4	0	0	40	60	100	4
	Elective	Major-V	4	0	0	40	60	100	4
	Elective	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
<b>TOTAL</b>			<b>22</b>	<b>0</b>	<b>0</b>	<b>240</b>	<b>360</b>	<b>600</b>	<b>26</b>

**Note:** Four papers of any one group chosen in the 3<sup>rd</sup> Semester will be studied as electives of Major in the 4<sup>th</sup> 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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I.K.G. Punjab Technical University  
MBA

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

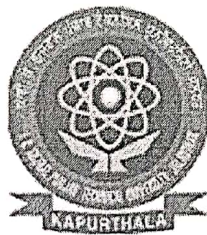
FOUNDATIONS OF MANAGEMENT

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

**Scheme  
of**

**Bachelor of Business  
Administration  
Batch 2018 onwards**



**Department of Academics  
I.K. Gujral Punjab Technical  
University**

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Head  
Department of Management  
I.K. Gujral Punjab Technical University,  
Kapurthala-146003

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
<b>TOTAL</b>			<b>19</b>	<b>3</b>	<b>6</b>	<b>280</b>	<b>320</b>	<b>600</b>	<b>25</b>

\*\*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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Jh.  
Head  
Department of Management  
I.K. Gujral Punjab Technical University  
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**I.K.G. Punjab Technical University  
BBA**

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
<b>TOTAL</b>			<b>17</b>	<b>3</b>	<b>2</b>	<b>195</b>	<b>240</b>	<b>425</b>	<b>21</b>

**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
<b>TOTAL</b>			<b>22</b>	<b>4</b>	<b>2</b>	<b>225</b>	<b>300</b>	<b>525</b>	<b>27</b>

**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
<b>TOTAL</b>			<b>22</b>	<b>4</b>	<b>2</b>	<b>425</b>	<b>300</b>	<b>525</b>	<b>27</b>

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
<b>TOTAL</b>			<b>20</b>	<b>4</b>	<b>2</b>	<b>225</b>	<b>240</b>	<b>425</b>	<b>25</b>

**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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 Head  
 Department of Management  
 I.K. Gujral Punjab Technical University  
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**I.K.G. Punjab Technical University**  
**BBA**

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
<b>TOTAL</b>			<b>20</b>	<b>4</b>	<b>2</b>	<b>185</b>	<b>240</b>	<b>425</b>	<b>25</b>

**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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Supta

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Pom

*(Signature)*  
Head  
Department of Management  
I.K. Gujral Punjab Technical University  
Kapurthala-144 603

## Minutes of meeting of BOS Management

Venue: Meeting Room, 4<sup>th</sup> Floor, CB II, IKGPTU, Main Campus, Kapurthala

Date: 14<sup>th</sup> 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 2<sup>nd</sup> Semester was finalized and Attached as **Annexure A**.
2. Syllabus of 2<sup>nd</sup> 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 2<sup>nd</sup> Semester of B.Com (Hons.) (**Annexure J**), B.Com (E-Commerce) (**Annexure K**) is attached.
4. Syllabus of 2<sup>nd</sup> 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.

*Soch*

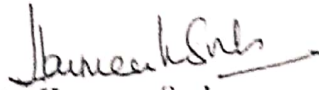
*Sandhya Mehta*

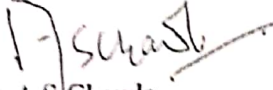
*B.S Mann*

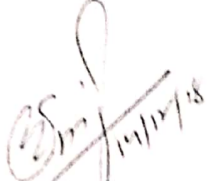
*A.S Chawla*


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

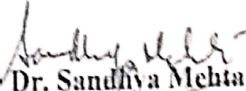
7. With reference to the file no. IKGPTU/DDE/19574 dated 11/12/2018, BOS recommended that since development of new SLMs as per current syllabi shall take time, the previous SLMs approved by the Content Development Committee for Distance Education, IKGPTU may be continued for the current session and new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

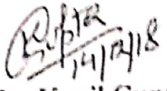
  
Dr. Harmeen Soch


  
Dr. A.S Chawla

  
Dr. S. K Singla

  
Dr B.S Mann  
14/12/2018

  
Dr. Sandhya Mehta  
14/12/18

  
Dr. Kapil Gupta

  
Dr. Pooja Mehta  
14/12/18

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

## Minutes of Meeting of BOS Management

Venue: Meeting Room, 4<sup>th</sup> Floor, CB II, IKGPTU, Main Campus, Kapurthala

Date: 27<sup>th</sup> 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 Mann, 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)

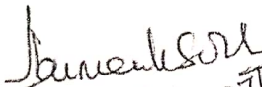
The members discussed in detail the agenda of the meeting and following decisions were taken:

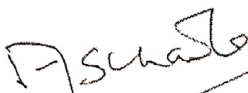
1. Course outcomes (COs) of all courses of 1<sup>st</sup> and 2<sup>nd</sup> Semester of MBA and BBA were finalized and attached as **Annexure A-B**
2. Syllabus including COs of 3<sup>rd</sup> Semester of MBA, BBA, B.Com and M.Com was finalized and attached as **Annexure C-F**.
3. Program Education Objectives (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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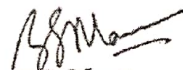
- vii) HSMC (MIM-303): Law and Engineering.
- viii) HSMC (MIM-304): Understanding Interpersonal Dynamics.
5. The board was apprised with the revised syllabus of Environmental Sciences as Department of Academics, IKGPTU which is being offered in under graduate programs of Management, for their kind information.
  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 3<sup>rd</sup>-6<sup>th</sup> 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 3<sup>rd</sup>-4<sup>th</sup> 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

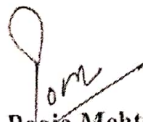
  
Dr. A.S. Chawla

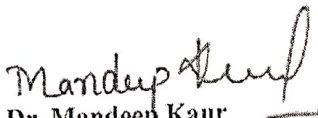
  
Dr. S. K. Singla

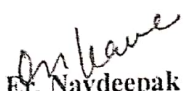
  
Dr B.S. Mann

  
Dr. Parainpal Singh

  
Dr. Kapil Gupta 27/3/19

  
Dr. Pooja Mehta  
27/3/19

  
Dr. Mandeep Kaur

  
Dr. Navdeep Sandhu

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

## Minutes of Meeting of BOS Management

Venue: Meeting Room, 4<sup>th</sup> Floor, CB II, IKGPTU, Main Campus, Kapurthala

Date: 22<sup>nd</sup> 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~~, IKGPTU Main Campus, Kapurthala (Member)

*Dy. Dir (CAA)*

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

1. Syllabus including Course Outcomes (COs) of 4<sup>th</sup> Semester of MBA, BBA, B.Com and M.Com was finalized and attached as Annexure A-D.
2. Syllabus including COs of 3<sup>rd</sup>- 4<sup>th</sup> 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 3<sup>rd</sup> - 6<sup>th</sup> 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

*Soch*

*Gupta*

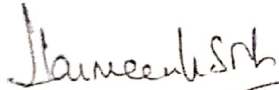
*22/4/19*

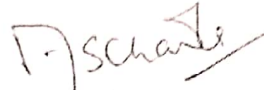
*Soch*  
Head  
Department of Management  
I.K. Gujral Punjab Technical University,  
Kapurthala - 141 603

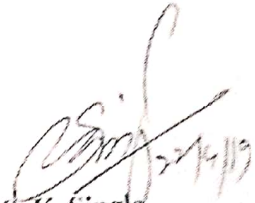


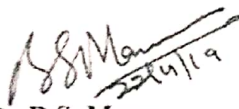
recognized for employment as Welfare Officer, the equivalence between both the syllabi is established (Attached as Annexure F) and hence IKGPTU should aggressively follow up with the desired organization to get IKGPTU enlisted in the list of recognized Universities / Institutions so that the students 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.

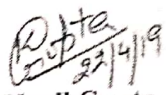
  
Dr. Harmeen Sochi 22/4/19

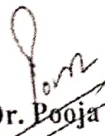
  
Dr. A.S. Chawla

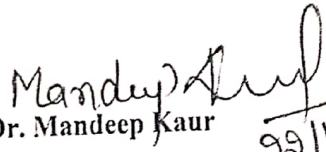
  
Dr. S. K. Singla

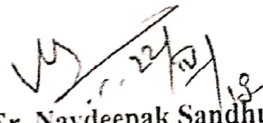
  
Dr B.S. Mann


  
Dr. Parampal Singh

  
Dr. Kapil Gupta

  
Dr. Pooja Mehta

  
Dr. Mandeep Kaur 22/4/19

  
Er. Navdeepak Sandhu

  
Head  
Department of Management  
I.K. Gujral Punjab Technical University,  
Kapurthala - 141 603

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

Date: 18<sup>th</sup> May, 2020

Timing: 12:00 Noon – 2:00 PM (Online Conference)

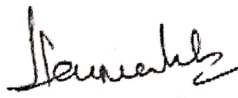
Following members were present:

- 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:

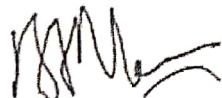
- 1) Syllabus of 5<sup>th</sup> and 6<sup>th</sup> Semesters of BBA Program of IKGPTU, Main Campus (Batch 2018 and 2019 and onwards) was finalized and attached as Annexure A.
- 2) Scheme and Syllabus of MBA (Hospital Administration) was discussed in the meeting and shall be finalized in the next meeting.
- 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

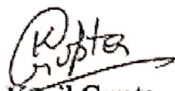
  
Dr B. S. Mann

Dr. Gautam Bansal

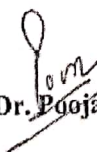
Dr. Manisha Gupta

Dr. Parampal Singh

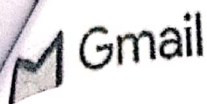
Dr. Sandhya Mehta

  
Dr. Kapil Gupta

  
Dr. Mandeep Kaur

  
Dr. Pooja Mehta

  
Head  
Department of Management  
I.K. Gujral Punjab Technical University  
Kapurthala - 141 503



Pooja Mehta <pooja24k@gmail.com>

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

9 messages

Wed, May 20, 2020 at 1:55 PM

Pooja Mehta <pooja24k@gmail.com>  
To: Harmeem 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 Campus) 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 Campus (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

Wed, May 20, 2020 at 2:50 PM

mandeep arora <mandeeparora.ptu@gmail.com>  
To: Pooja Mehta <pooja24k@gmail.com>

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

Wed, May 20, 2020 at 3:19 PM

Kapil Gupta <kapilfutures@gmail.com>  
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

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

[Quoted text hidden]

Wed, May 20, 2020 at 4:00 PM

**Sandhya Mehta** <mehta\_sandhya@yahoo.com>  
Reply-To: "mehta\_sandhya@yahoo.com" <mehta\_sandhya@yahoo.com>  
To: "pooja24k@gmail.com" <pooja24k@gmail.com>, Harmeem 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]

Wed, May 20, 2020 at 4:02 PM

**sk singla** <drsingla11@gmail.com>  
To: Pooja Mehta <pooja24k@gmail.com>

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

Wed, May 20, 2020 at 5:00 PM

**singh param** <param351@yahoo.com>  
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]

Wed, May 20, 2020 at 5:57 PM

**Director PCTE Baddowal** <director@pcte.edu.in>  
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]

Wed, May 20, 2020 at 6:07 PM

**bikram jit singh mann** <bikrammann@hotmail.com>  
To: Pooja Mehta <pooja24k@gmail.com>, Harmeem 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  
Guru Gobind Purandh Technical University,  
Karnahina-144 504.

Outlook for Android

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]

Thu, May 21, 2020 at 10:59 AM

Manisha Gupta <manisha.gupta@pimt.info>  
 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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Head  
 Department of Management  
 I.K. Gujral Punjab Technical University  
 Kapurthala-144 603

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

Date: 18<sup>th</sup> 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, PIMI, 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 5<sup>th</sup> and 6<sup>th</sup> 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

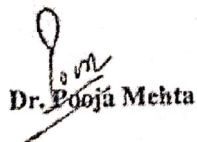
Dr. Manisha Gupta

Dr. Parampal Singh

Dr. Sandhya Mehta

Dr. Kapil Gupta

  
Dr. Mandeep Kaur

  
Dr. Pooja Mehta



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



18th May, 2020

Following members were present:

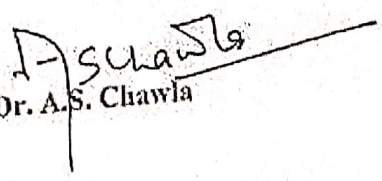
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- Dr. Sandhya Mehta, Associate Professor, GNIMT, Ludhiana (Member)
- Dr. Parampal Singh, Associate Professor, GNDE, Ludhiana (Member)
- Dr. Pooja Mehta, Associate Professor, IKGPTU Main Campus, Kapurthala (Member)
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Dr. S. K. Singla

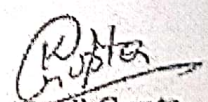
Dr B. S. Mann

Dr. Gautam Bansal

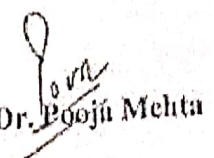
Dr. Manisha Gupta

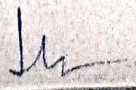
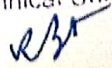
Dr. Parampal Singh

Dr. Sandhya Mehta

  
Dr. Kapil Gupta

  
Dr. Mandeep Kaur

  
Dr. Pooja Mehta

  
Head  
Department of Management  
JK Gujral Punjab Technical University  
141001  


Following members were present:

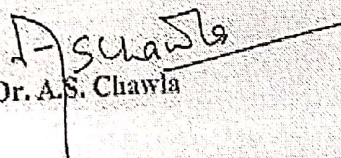
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- Dr. Sandhya Mehta, Associate Professor, GNIMT, Ludhiana (Member)
- Dr. Parampal Singh, Associate Professor, GNDE, Ludhiana (Member)
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- Dr. Mandeep Kaur, Associate Professor IKGPTU Main Campus, Kapurthala (Member)
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Dr. A.S. Chawla

Dr. S. K. Singla

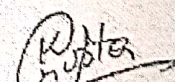
Dr B. S. Mann

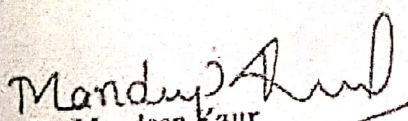
Dr. Gautam Bansal

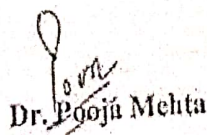
Dr. Manisha Gupta

Dr. Parampal Singh

Dr. Sandhya Mehta

  
Dr. Kapil Gupta

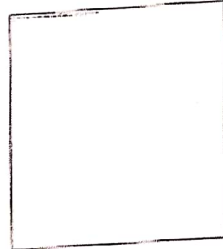
  
Dr. Mandeep Kaur

  
Dr. Pooja Mehta

  
Head  
Department of Management  
I.K. Gujral Punjab Technical University  
Main Campus, Kapurthala



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



**Department of Academics  
I.K. Gujral Punjab Technical University**

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

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
	<b>TOTAL</b>		<b>19</b>	<b>3</b>	<b>6</b>	<b>280</b>	<b>320</b>	<b>600</b>	<b>25</b>

\*\*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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Head  
Department of Management  
I.K. Gujral Punjab Technical University  
Kaourthala-144 603

*ABT*

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

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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	2
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
<b>TOTAL</b>			<b>22</b>	<b>4</b>	<b>2</b>	<b>425</b>	<b>300</b>	<b>525</b>	<b>27</b>

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
<b>TOTAL</b>			<b>20</b>	<b>4</b>	<b>2</b>	<b>225</b>	<b>240</b>	<b>425</b>	<b>25</b>

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

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

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**Sixth Semester**

Course Code	Course Type	Course Title	Load Allotments			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
<b>TOTAL</b>			<b>20</b>	<b>4</b>	<b>2</b>	<b>185</b>	<b>240</b>	<b>425</b>	<b>25</b>

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

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**IK Gujral PUNJAB TECHNICAL UNIVERSITY**  
**Board of Studies (Management and Commerce)**

**Date: February 14, 2022**

**Time: 1.30 pm**

**Minutes of Meeting**

An online meeting of the **Board of Studies Management and Commerce** was held on February 14, 2022 at 1.30 pm under the chairmanship of Dr. Harmeen Soch.

The following **Members of the Board of Studies** were present in this meeting:

1. **Dr. Harmeen Soch** Professor and HOD Management, IKGPTU Main Campus, Kapurthala (**Chairperson**)
2. **Dr. Maninder Singh Gill**, Professor, ACET, Amritsar (Member)
3. **Dr. Manish Bansal**, Professor and Dean (Entrepreneurship Development & Alumni Affairs), MIMIT, Malout (Member) (Member)
4. **Dr. Parampal Singh**, Associate professor, GNDEC, Ludhiana (Member)
5. **Dr. Kapil Gupta**, Assistant Professor, IKGPTU Main Campus, Kapurthala (Member)
6. **Dr. Rajpreet Kaur**, Assistant Professor, IKGPTU Main Campus, Kapurthala (Member)
7. **Dr. Mahesh Garg**, Professor, Haryana Business School, GJ University of Science and Tech. Hisar (Outside Expert)
8. **Dr. Sonia Chawla**, Associate Professor & Head Dr B R Ambedkar National Institute of Technology, Jalandhar (Outside Expert)
9. **Dr. A.K. Vashisht**, Professor, UBS Chandigarh (Outside Expert)
10. **Dr. Roopali Batra**, AP, IKGPTU Main Campus, Kapurthala (Coordinator)

**The Agenda of the meeting** was as follows:

1. Finalisation of Syllabus of MBA semester II
2. Finalisation of Scheme and syllabus of BBA semester II
3. Finalisation of syllabus of Value-Added Courses
4. Any other agenda with the permission of the chair

**Agenda Item 1:** Finalisation of Syllabus of MBA semester II

With regards to the above Agenda item, the following decisions were made:

- The syllabus of subjects **Corporate Finance and Policy** and **Marketing Management** were modified based on members suggestions.
- The complete Syllabus of MBA Semester II for Batch 2021 onwards was finalised (**the scheme and syllabus are attached as Annexure I**)

**Agenda Item 2: Finalisation of Scheme and syllabus of BBA semester II**

With regards to the above Agenda item, the following decision was made:

- The Study Scheme and complete syllabus of BBA Semester II for Batch 2021 onwards was finalised (**attached as Annexure II**)

**Agenda Item 3: Finalisation of syllabus of Value-Added Courses**

The draft syllabus of 24 value added courses was discussed amongst the members for their inputs.

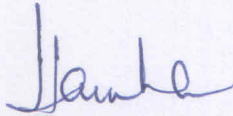
The following decisions were made:

- The members were of the opinion that the syllabus/contents were quite exhaustive and hence need to be shortened keeping in mind the duration of 30 contact hours.
- The draft syllabus was agreed upon and content shall be revised, and consent shall be taken on email by Feb 17, 2022.

**Agenda Item 4:**

The above three Agenda were discussed in detail and no other additional agenda was taken up.

The Chairperson thanked all BOS members for their expert views and valuable contribution.



(Dr. Harmeem Soch)

(Dr. Maninder Singh Gill) (Dr. Manish Bansal)

(Dr. Parampal Singh)

(Dr. Kapil Gupta) (Dr. Rajpreet Kaur)

(Dr. Mahesh Garg)

(Dr. Sonia Chawla)

(Dr. A. K. Vashisht)





**Regarding Approval of Minutes of Meeting of BOS (Management and Commerce) dated February 14, 2022**

messages

BOARD OF STUDIES MANAGEMENT IKGPTU 2021-23 &lt;ikgptubosmgt2021@gmail.com&gt;

Mon, Feb 14, 2022 at 4:21 P

>: Harmeen Soch <harmeensoch@yahoo.com>, Kapil Gupta <kapilfutures@gmail.com>, Rajpreet Kaur <dr.rajpreet@ptu.ac.in>, mc\_garg <mc\_garg@yahoo.com>, Ak Vashisht <akvashisht20@gmail.com>, chawlas@nitj.ac.in, param351@yahoo.com, bansal\_mimit <bansal\_mimit@yahoo.com>, manindersinghill15@gmail.com

Respected Members

Greetings of the Day!

You all are requested to please give online approval to the **Minutes of Meeting of BOS meeting held on February 14, 2022 at 1.30 pm via online mode.** The Study Scheme and Syllabus of MBA and BBA Semester II for the batch 2021 onwards (as approved by members) is attached as **(Annexure I and Annexure II).**

You are requested to please approve the same by 5.00 pm today itself (February 14, 2022)

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Thanks and regards

Dr. Roopali Batra  
Coordinator - BOS(MGT)- (2021-23)  
Assistant Professor  
Department of Management  
I. K. Gujral Punjab Technical University Main Campus  
Kapurthala-Jalandhar Highway  
Near Pushpa Gujral Science City  
Kapurthala 144603

# +91- 98159-78584

Email: roopalibatramgt@gmail.com, roopalibatra@rediffmail.com

**3 attachments** **MOM feb 14 2022.docx**  
19K **Annexure I-Scheme and Syllabus MBA Sem I and II Batch 2021.docx**  
221K **Annexure II\_Scheme and Syllabus BBA Sem I and II Batch 2021.docx**  
149K**Ak Vashisht** <akvashisht20@gmail.com>

Mon, Feb 14, 2022 at 4:24 P

&gt;: BOARD OF STUDIES MANAGEMENT IKGPTU 2021-23 &lt;ikgptubosmgt2021@gmail.com&gt;

I hereby approve the minutes of the meeting of the BOS held on 14 February 2022 .

Regards

Prof A K Vashisht

[Quoted text hidden]

**Sonia Chawla** <chawlas@nitj.ac.in>

Mon, Feb 14, 2022 at 4:48 P

&gt;: BOARD OF STUDIES MANAGEMENT IKGPTU 2021-23 &lt;ikgptubosmgt2021@gmail.com&gt;

Approved as per MOM attached

[Quoted text hidden]

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**Dr Sonia Chawla**

M.B.A., Ph.D., FCMA

Associate Professor and Head

Department of Humanities and Management

Dr BR Ambedkar National Institute of Technology, Jalandhar, Punjab, India, 144011.

Address: G. T. Road Bye Pass, Jalandhar-144011, Punjab (India).

Phone:+91-181-3082000, +91-181-2690301-302, +91-181-2690453, +91-181-2690603

Fax: +91-181-2690320, +91-181-2690332

Mobile: +91-98882-50412

Alternate e-mail: mimitrohit@gmail.com

website: [http://www.nitj.ac.in/index.php/nitj\\_cinfo/Faculty/187](http://www.nitj.ac.in/index.php/nitj_cinfo/Faculty/187)ORCID ID: <https://orcid.org/0000-0002-4891-0674>

Web of Science Researcher ID: <https://publons.com/researcher/Y-2973-2019/>  
Research Gate ID: [https://www.researchgate.net/profile/Sonia\\_Chawla5](https://www.researchgate.net/profile/Sonia_Chawla5)  
Mendeley Profile: <https://www.mendeley.com/profiles/sonia-chawla2/>  
Microsoft Academic Search Id: <https://academic.microsoft.com/profile/2e50i598-3fg3-43ef-9045-791464827823/chawlas>  
Vidwan Profile URL: <https://vidwan.inflibnet.ac.in/profile/90243>

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r. Manish Bansal <bansal\_mimit@yahoo.com>

: BOARD OF STUDIES MANAGEMENT IKGPTU 2021-23 <ikgptubosmgt2021@gmail.com>

Tue, Feb 15, 2022 at 10:18 A

Approved

With Best Regards

**Prof.(Dr.) Manish Bansal,**

Dean (Entrepreneurship Development & Alumni Affairs),  
Malout Institute of Management & Information Technology (MIMIT),  
Green Field Enclave, MALOUT-152107, Punjab State, India  
Punjab Contact: +91-98155-70003, +91-93569-37037  
Websites: [www.mimitmalout.ac.in](http://www.mimitmalout.ac.in), [www.mimitlibrary.ac.in](http://www.mimitlibrary.ac.in)

[Quoted text hidden]

*Manish Bansal*

**IK Gujral PUNJAB TECHNICAL UNIVERSITY**  
**Board of Studies (Management and Commerce)**

**Date: February 14, 2022**

**Time: 1.30 pm**

**Minutes of Meeting**

An online meeting of the **Board of Studies Management and Commerce** was held on February 14, 2022 at 1.30 pm under the chairmanship of Dr. Harmeen Soch.

The following **Members of the Board of Studies** were present in this meeting:

1. **Dr Harmeen Soch** Professor and HOD Management, IKGPTU Main Campus, Kapurthala (**Chairperson**)
2. **Dr. Maninder Singh Gill**, Professor, ACET, Amritsar (**Member**)
3. **Dr. Manish Bansal**, Professor and Dean (Entrepreneurship Development & Alumni Affairs), MIMIT, Malout (**Member**) (**Member**)
4. **Dr. Parampal Singh**, Associate professor, GNDEC, Ludhiana (**Member**)
5. **Dr. Kapil Gupta**, Assistant Professor, IKGPTU Main Campus, Kapurthala (**Member**)
6. **Dr. Rajpreet Kaur**, Assistant Professor, IKGPTU Main Campus, Kapurthala (**Member**)
7. **Dr. Mahesh Garg**, Professor, Haryana Business School, GJ University of Science and Tech. Hisar (**Outside Expert**)
8. **Dr. Sonia Chawla**, Associate Professor & Head Dr B R Ambedkar National Institute of Technology, Jalandhar (**Outside Expert**)
9. **Dr. A.K. Vashisht**, Professor, UBS Chandigarh (**Outside Expert**)
10. **Dr. Roopali Batra**, AP, IKGPTU Main Campus, Kapurthala (**Coordinator**)

**The Agenda of the meeting** was as follows:

1. Finalisation of Syllabus of MBA semester II
2. Finalisation of Scheme and syllabus of BBA semester II
3. Finalisation of syllabus of Value-Added Courses
4. Any other agenda with the permission of the chair

**Agenda Item 1: Finalisation of Syllabus of MBA semester II**

With regards to the above Agenda item, the following decisions were made:

- The syllabus of subjects **Corporate Finance and Policy** and **Marketing Management** were modified based on members suggestions.
- The complete Syllabus of MBA Semester II for Batch 2021 onwards was finalised (**the scheme and syllabus are attached as Annexure I**)



**Agenda Item 2: Finalisation of Scheme and syllabus of BBA semester II**

With regards to the above Agenda item, the following decision was made:

- The Study Scheme and complete syllabus of BBA Semester II for Batch 2021 onwards was finalised (**attached as Annexure II**)

**Agenda Item 3: Finalisation of syllabus of Value-Added Courses**

The draft syllabus of 24 value added courses was discussed amongst the members for their inputs.

The following decisions were made:

- The members were of the opinion that the syllabus/contents were quite exhaustive and hence need to be shortened keeping in mind the duration of 30 contact hours.
- The draft syllabus was agreed upon and content shall be revised, and consent shall be taken on email by Feb 17, 2022.

**Agenda Item 4:**

The above three Agenda were discussed in detail and no other additional agenda was taken up.

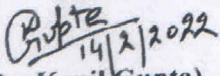
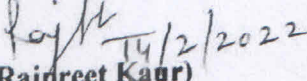
The Chairperson thanked all BOS members for their expert views and valuable contribution.

  
(Dr. Harmeem Soch)

(Dr. Parampal Singh)

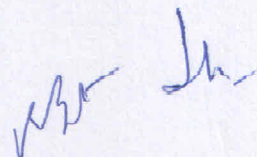
(Dr. Mahesh Garg)

(Dr. Maninder Singh Gill) (Dr. Manish Bansal)

 14/2/2022  14/2/2022  
(Dr. Kapil Gupta) (Dr. Rajpreet Kaur)

(Dr. Sonia Chawla)

(Dr. A. K. Vashisht)



**IK Gujral PUNJAB TECHNICAL UNIVERSITY**  
**Board of Studies (Management and Commerce)**

**Date: April 19, 2022**

**Time: 2.00 pm**

**Minutes of Meeting**

An online meeting of the **Board of Studies Management and Commerce** was held on April 19, 2022, at 2.00 pm under the able chairmanship of Dr. Harmeem Soch.

The following **Members of the Board of Studies** were present in this meeting:

1. **Dr. Harmeem Soch** Professor and HOD Management, IKGPTU Main Campus, Kapurthala (**Chairperson**)
2. **Dr. APS Sethi**, Professor, BBSBEC Fatehgarh Sahib (Member)
3. **Dr. Maninder Singh Gill**, Professor, ACET, Amritsar (Member)
4. **Dr. Manish Bansal**, Professor and Dean (Entrepreneurship Development & Alumni Affairs), MIMIT, Malout (Member) (Member)
5. **Dr. Parampal Singh**, Associate professor, GNDEC, Ludhiana (Member)
6. **Dr. Kapil Gupta**, Assistant Professor, IKGPTU Main Campus, Kapurthala (Member)
7. **Dr. Rajpreet Kaur**, Assistant Professor, IKGPTU Main Campus, Kapurthala (Member)
8. **Dr. Mahesh Garg**, Professor, Haryana Business School, GJ University of Science and Tech. Hisar (Outside Expert)
9. **Dr. Sonia Chawla**, Associate Professor & Head Dr B R Ambedkar National Institute of Technology, Jalandhar (Outside Expert)
10. **Dr. A.K. Vashisht**, Professor, UBS Chandigarh (Outside Expert)
11. **Dr. Roopali Batra**, AP, IKGPTU Main Campus, Kapurthala (Coordinator)

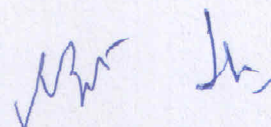
The agenda of the meeting was as follows:

- Finalization of Scheme and syllabi of BBA 3<sup>rd</sup> - BBA 6<sup>th</sup> Semesters (Batch 2021 onwards)
- Finalization of Scheme and Syllabi of MBA 3<sup>rd</sup> and 4<sup>th</sup> semesters (Batch 2021 onwards)
- Any other agenda with the permission of the chair

**Agenda Item 1:** Finalization of Scheme and syllabi of BBA 3<sup>rd</sup> - BBA 6<sup>th</sup> Semesters (Batch 2021 onwards)

With regards to the above Agenda item, the following decisions were taken:

- For the current session 2021, there will be no change in the study scheme and syllabi of BBA 3<sup>rd</sup> - BBA 6<sup>th</sup> Semesters for the Main Campus as well as affiliated colleges and the currently running scheme shall continue for this session.
- For the session 2022 onwards, the study scheme and syllabus for BBA (Batch 2018 onwards) for affiliated colleges will be adopted in totality for both Main Campus and affiliated colleges.



**Agenda Item 2: Finalisation of Scheme and syllabi of MBA 3<sup>rd</sup> and 4<sup>th</sup> semesters (Batch 2021 onwards)**

With regards to the above Agenda item, the following decisions were taken:

- For the current session 2021, there will be no change in the study scheme and syllabi of MBA 3<sup>rd</sup> and 4<sup>th</sup> semesters for the Main Campus as well as affiliated colleges and the currently running scheme shall continue for this session.
- For the session 2022 onwards, discussions and deliberations were made as to whether to offer Major-Minor or Dual specialisations in MBA 3<sup>rd</sup> and 4<sup>th</sup> semesters. Members expressed their different opinions on the same. Keeping in mind the significance of the matter it was decided that members shall be given time to reconsider their respective viewpoints and give their final opinion after deliberating on AICTE/UGC rules and best practices in the region. An email in this regard will be sent to members with relevant documents (New Education Policy, AICTE Model curriculum, UGC Model curriculum, IKGPTU norms, Study scheme and syllabi of neighbouring Universities). Final decision regarding the same shall be taken in the next BOS meeting to be held in June 2022.

**Agenda Item 3:**

The above three Agenda were discussed in detail and no other additional agenda was taken up.

The Chairperson thanked all BOS members for their expert views and valuable contribution.

  
(Dr. Harmeem Soch)

(Dr. APS Sethi)

(Dr. Maninder Singh Gill)

(Dr. Manish Bansal)

(Dr. Parampal Singh)

(Dr. Kapil Gupta)

(Dr. Rajpreet Kaur)

(Dr. Mahesh Garg)

(Dr. Sonia Chawla)

(Dr. A. K. Vashisht)



Regarding Approval of Minutes of BOS Meeting (Management and Commerce) held on April 19, 2022

messages

BOARD OF STUDIES MANAGEMENT IKGPTU 2021-23 <ikgptubosmgt2021@gmail.com>

Wed, May 4, 2022 at 2:39 P

From: Harmeen Soch <harmeensoch@yahoo.com>, "rajesh.bagga" <rajesh.bagga@rediffmail.com>, sethiaps <sethiaps@gmail.com>, autam@pcte.edu.in, param351@yahoo.com, bansal\_mimit <bansal\_mimit@yahoo.com>, Kapil Gupta <kapilfutures@gmail.com>, Rajpreet Kaur <jr.rajpreet@ptu.ac.in>, SANJEEV BANSAL <commerce.ptu@gmail.com>, mc\_garg <mc\_garg@yahoo.com>, chawlas@nitj.ac.in, placementsptu@placements.ptu@gmail.com, bedi.ptu@gmail.com, akvashisht@rediffmail.com, manindersinghgill15@gmail.com, Ak Vashisht <akvashisht20@gmail.com>

To: Harmeen Soch <harmeensoch@yahoo.com>

cc: roopalibatrangt@gmail.com

Respected BOS Members

Greetings of the Day!


You all are requested to please give online approval to the Minutes of Meeting of BOS meeting held on April 19, 2022 via online mode

Kindly approve the same by May 9, 2022 (Monday) latest by 5.00 pm

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Thanks and regards

Dr. Roopali Batra  
Coordinator BOS (Management and Commerce 2021-23)  
Department of Management  
IKG Punjab Technical University Kapurthala

 MOM\_April 19-2022.pdf  
46K

From: Ak Vashisht <akvashisht20@gmail.com>

Wed, May 4, 2022 at 3:02 P

To: BOARD OF STUDIES MANAGEMENT IKGPTU 2021-23 <ikgptubosmgt2021@gmail.com>  
From: Harmeen Soch <harmeensoch@yahoo.com>, "rajesh.bagga" <rajesh.bagga@rediffmail.com>, sethiaps <sethiaps@gmail.com>, autam@pcte.edu.in, singh param <param351@yahoo.com>, bansal\_mimit <bansal\_mimit@yahoo.com>, Kapil Gupta <kapilfutures@gmail.com>, Rajpreet Kaur <jr.rajpreet@ptu.ac.in>, SANJEEV BANSAL <commerce.ptu@gmail.com>, mc\_garg <mc\_garg@yahoo.com>, Sonia Chawla <chawlas@nitj.ac.in>, placementsptu <placements.ptu@gmail.com>, mrigender bedi <bedi.ptu@gmail.com>, akvashisht@rediffmail.com, anindersinghgill15@gmail.com

Approved as given in the attachment

Regards

A K Vashisht

[Quoted text hidden]

From: Sonia Chawla <chawlas@nitj.ac.in>

Wed, May 4, 2022 at 3:36 P

To: BOARD OF STUDIES MANAGEMENT IKGPTU 2021-23 <ikgptubosmgt2021@gmail.com>

MOM is approved as per the attachment.

On Wed, May 4, 2022 at 2:39 PM BOARD OF STUDIES MANAGEMENT IKGPTU 2021-23 <ikgptubosmgt2021@gmail.com> wrote:  
[Quoted text hidden]

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Dr Sonia Chawla

M.B.A., Ph.D., FCMA

Associate Professor and Head

Department of Humanities and Management

Dr BR Ambedkar National Institute of Technology, Jalandhar, Punjab, India. 144011.

Address: G. T. Road Bye Pass, Jalandhar-144011, Punjab (India).

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website: [http://www.nitj.ac.in/index.php/nitj\\_cinfo/Faculty/187](http://www.nitj.ac.in/index.php/nitj_cinfo/Faculty/187)

ORCID ID: <https://orcid.org/0000-0002-4891-0674>

Scopus Author ID: <https://www.scopus.com/authid/detail.uri?authorId=57195471067>

Google Scholar Link: <https://scholar.google.co.in/citations?user=3Mcdqa8AAAAJ&hl=en&authuser=2>

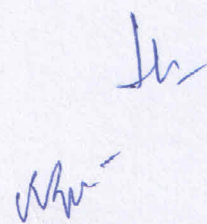
Web of Science Researcher ID: <https://publons.com/researcher/Y-2973-2019/>

Research Gate ID: [https://www.researchgate.net/profile/Sonia\\_Chawla5](https://www.researchgate.net/profile/Sonia_Chawla5)

Mendeley Profile: <https://www.mendeley.com/profiles/sonia-chawla2/>

Microsoft Academic Search Id: <https://academic.microsoft.com/profile/2e50i598-3fg3-43ef-9045-791464827823/chawlas>

Vidwan Profile URL: <https://vidwan.inflibnet.ac.in/profile/90243>



Respected ma'am,

I hereby approved the MOM from my side.

Thanks, and regards

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**From:** BOARD OF STUDIES MANAGEMENT IKGPTU 2021-23 <ikgptubosmgt2021@gmail.com>  
**Sent:** Wednesday, May 4, 2022 2:39:19 PM

**To:** Harmeen Soch <harmeensoch@yahoo.com>; rajesh.bagga <rajesh.bagga@rediffmail.com>; sethiaps <sethiaps@gmail.com>; gautam@pcte.edu.in <gautam@pcte.edu.in>; param351@yahoo.com <param351@yahoo.com>; bansal\_mimit <bansal\_mimit@yahoo.com>; Kapil Gupta <kapilfutures@gmail.com>; Rajpreet Kaur <dr.rajpreet@ptu.ac.in>; SANJEEV BANSAL <commerce.ptu@gmail.com>; mc\_garg <mc\_garg@yahoo.com>; chawlas@nitj.ac.in <chawlas@nitj.ac.in>; placementsptu <placements.ptu@gmail.com>; bedi.ptu@gmail.com <bedi.ptu@gmail.com>; akvashisht@rediffmail.com <akvashisht@rediffmail.com>; manindersinghgill15@gmail.com <manindersinghgill15@gmail.com>; Ak Vashisht <akvashisht20@gmail.com>

**Subject:** Regarding Approval of Minutes of BOS Meeting (Management and Commerce) held on April 19, 2022

[Quoted text hidden]

---

**aninder singh gill** <manindersinghgill15@gmail.com>

: Ak Vashisht <akvashisht20@gmail.com>

Thu, May 5, 2022 at 6:02 A

c: BOARD OF STUDIES MANAGEMENT IKGPTU 2021-23 <ikgptubosmgt2021@gmail.com>, Harmeen Soch <harmeensoch@yahoo.com>, ajesh.bagga" <rajesh.bagga@rediffmail.com>, sethiaps <sethiaps@gmail.com>, gautam@pcte.edu.in, singh param <param351@yahoo.com>, ansal\_mimit <bansal\_mimit@yahoo.com>, Kapil Gupta <kapilfutures@gmail.com>, Rajpreet Kaur <dr.rajpreet@ptu.ac.in>, SANJEEV BANSAL <commerce.ptu@gmail.com>, mc\_garg <mc\_garg@yahoo.com>, Sonia Chawla <chawlas@nitj.ac.in>, placementsptu <placements.ptu@gmail.com>, rigender bedi <bedi.ptu@gmail.com>, akvashisht@rediffmail.com

Approved as given in the attachment.

Thanks & Regards  
Dr.Maninder Singh Gill

[Quoted text hidden]

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**apil Gupta** <kapilfutures@gmail.com>

: BOARD OF STUDIES MANAGEMENT IKGPTU 2021-23 <ikgptubosmgt2021@gmail.com>

Thu, May 5, 2022 at 6:07 A

Dear Madam,

Greetings!

The attached Minutes of Meeting are approved from my side.

Thank you.  
Regards,

Kapil Gupta  
Assistant Professor (Finance)  
Department of Management  
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

On Wed, May 4, 2022 at 2:39 PM BOARD OF STUDIES MANAGEMENT IKGPTU 2021-23 <ikgptubosmgt2021@gmail.com> wrote:  
[Quoted text hidden]

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**r. Manish Bansal** <bansal\_mimit@yahoo.com>

Reply-To: "Dr. Manish Bansal" <bansal\_mimit@yahoo.com>

: ikgptubosmgt2021@gmail.com

Thu, May 5, 2022 at 6:47 A

Approved as given in the attachment.

Thanks and regards  
Dr Manish Bansal



<ikgptubosmgt2021@gmail.com> wrote:  
[Quoted text hidden]

Prof. Mahesh Chand Garg <mc\_garg@yahoo.com>

Reply-To: "Prof. Mahesh Chand Garg" <mc\_garg@yahoo.com>

From: maninder singh gill <manindersinghgill15@gmail.com>, Ak Vashisht <akvashisht20@gmail.com>

Subject: BOARD OF STUDIES MANAGEMENT IKGPTU 2021-23 <ikgptubosmgt2021@gmail.com>, Harmeen Soch <harmeensoch@yahoo.com>, Rajesh Bagga <rajesh.bagga@rediffmail.com>, Sethiaps <sethiaps@gmail.com>, Gautam <gautam@pcte.edu.in>, Singh Param <param351@yahoo.com>, Bansal Mimit <bansal\_mimit@yahoo.com>, Kapil Gupta <kapilfutures@gmail.com>, Rajpreet Kaur <dr.rajpreet@ptu.ac.in>, Sanjeev Bansal <commerce.ptu@gmail.com>, Sonia Chawla <chawlas@nitj.ac.in>, Placements PTU <placements.ptu@gmail.com>, Mrigender Bedi <bedi.ptu@gmail.com>, Akvashisht <akvashisht@rediffmail.com>

Thu, May 5, 2022 at 7:56 AM

Approved  
Dr Mahesh Chand Garg

Sent from Yahoo Mail on Android

[Quoted text hidden]

Dr. Amanpreet Singh Sethi <sethiaps@gmail.com>

From: ikgptubosmgt2021@gmail.com

Wed, May 11, 2022 at 3:22 PM

Recommended to be approved.

Regards

Dr APS SETHI,

[Quoted text hidden]

