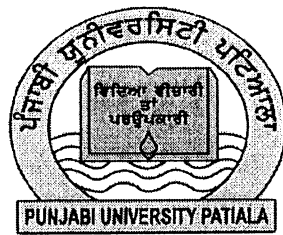


**MBA Distance Education
(Two Year Programme)
Course Code: MBCM2PUP**



PUNJABI UNIVERSITY PATIALA
(Established under Punjab Act No.35 of 1961)

Kajoh

THE CAMPUS

Patiala, the once princely state, is one of the most important cities in Punjab today. For about 200 years it was the capital of the erstwhile State of Patiala which had been founded by Baba Ala Singh in the second-half of the 18th century. After the dawn of freedom of India, Patiala State was merged into the Patiala and East Punjab States Union (PEPSU). As capital of PEPSU, Patiala became a vibrant town bustling with political, administrative, educational and cultural activities. In the late 50's it emerged as an important educational centre in Punjab. The expansion of higher education found its point of initiation in the establishment of Punjabi University in 1962. Spread over 316 carefully nurtured and lovingly tended acres, Punjabi University, Patiala was originally conceived as a unitary multi-faculty teaching and research University primarily meant for the research and development of the Punjabi language, literature and culture but at the same time was alive to the socio-educational aspirations and requirements of the State. It has since developed insignificant dimensions and has acquired a distinctive character among the centers of education and research.

Our university has 72 research and teaching departments. It prides itself with a magnificent, well-stocked library, spacious auditoriums, central computer centre, space centre, sports stadium, observatory, velodrome, arts museum and beautiful botanical gardens. 268 colleges spread over seven districts of the State are admitted to the privileges of this university. The university provides a very conducive atmosphere for the overall development of its students. In a short span of about four decades, the university has established its reputation as an institution dedicated to the pursuit of academic excellence and innovations.

THE SCHOOL

On the onward journey of an infant university, it was indeed a luminous and shining landmark when the Department of Business Management was established for the academic session 1969-71. The name of the department has been changed from Business Management to School of Management Studies w.e.f. April 2008. The MBA course is a two year full-time professional course leading to a Master's Degree in -Business Administration.

Ever since the School came into existence, it has continuously remained alive to the Indian industry and recognized it's never ending task of bringing consistency by extending compatible education services. Because of the recent economic decontrol in the country, we will be witnessing the spectacular opening of possibilities in the field of management. We are at the threshold of a dynamic phase having never before opportunities in our lap. The main objective of tile MBA Programme is to equip the students with requisite skills to meet the challenges of the new order.

THE PHILOSOPHY

The School of Management Studies over the last 54 years has been academically responsive to the requirements of the Indian industry. Flair for innovation and capacity for adaptation to the emerging corporate scenario have been the forte of this management school. The school draws its strength and sustenance from the highly qualified and experienced faculty, representing principal streams of management

practice. The beautiful blend of the faculty, academicians and researchers, professionals drawn from public and private sectors and managers have projected a bullion image of the school, in the region. It has come to acquire a position of great standing and eminence. Since its very



beginning, a distinct educational philosophy has been animating the programme of the school. Its quest for excellence has been spear-headed by the belief that one learns effectively when one is totally involved in the process of education. The hallmark of the J school has been an exclusive focus on practical knowledge without which theoretical knowledge loses its substance and relevance. Knowledge flows not only from books and professors' lectures but also from actual hands-on experience in the variety of laboratory situations- indoor, outdoor and on the job. The faculty not only uses the traditional methods of disseminating knowledge but also makes use of audio-visual aids, management games, industrial visits, seminars and discussions.

EDUCATIONAL PROGRAMMES

The management school offers a wide variety of courses, which include full-time as well as part-time or correspondence courses in various streams of management. It is a matter of pride that the school was first in the country to introduce MBA course through correspondence for senior army officers and working executives. This course serves as a measure of rehabilitation for senior army officers and at the same time helps working executives to enhance their careers.

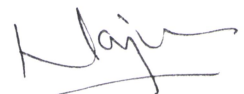
At present, the major courses being run by the school are:

1. MBA Flagship Programme
2. MBA (Distance Education, Two Years Programme)
3. MBA (International Business)
4. MBA (Dual Degree Programme)
5. Doctor of Philosophy (Ph.D)

School of Management Studies

The School of Management Studies, for the last 54 years has been academically responsive to the requirements of the Indian Industry. Flair for innovation and capacity for adaptation to the emerging corporate scenario have been the forte of the School. Ever since the School started the 2 years full time MBA programme, it has continuously remained alive to the needs of the Indian Industry and recognized it is never ending task of bringing consistency by extending contemporary education services.

The school is also running correspondence course in various streams of management. It is a matter of pride that this school was the first in the country to introduce M.B.A. programme through correspondence, for senior army officers and working executives. This course serves as a measure of rehabilitation for senior army officers and at the same time helps working executives to enhance their knowledge and skills and consequently their careers. The course has been designed with various streams of specialization in functional area of management. The department has been filling all its 100 seats since its beginning. The division of seats is in two categories, 50 seats are for the Business employees/others and remaining 50 seats are for Defence officers.



MASTER OF BUSINESS ADMINISTRATION
(DISTANCE EDUCATION TWO YEARS PROGRAMME)

1. The duration of the MBA programme, designed with various streams of specialization in functional area of Management. The admissions to the programme shall be made in the month of June-July. Each year shall consist of two semesters i.e. Semester I and II in the first year and Semester III and IV in the second year.
2. The last date for receipt of admission forms and fees shall be fixed by the Vice Chancellor from time to time.

3. CATEGORY -I: BUSINESS EMPLOYEES/OTHERS- 50 SEATS

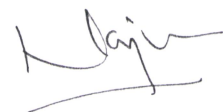
Admission to the first semester of MBA Programme will be open to candidates who have passed Bachelor's Degree or Master's Degree in any discipline from any recognized University or an examination recognized there to or have passed the final examination conducted by the Institute of Chartered Accountants of India or equivalent or Institute of Company Secretaries of India or equivalent or Institute of Cost and Works Accountants of India or equivalent with preferably working experience of one year. The candidate should have at least 50% marks in Graduation/Post-graduation.

CATEGORY -II: DEFENCE OFFICERS- 50 SEATS

- All commissioned officers with a minimum of 5 years of commissioned service will be eligible to join the course.
- To be eligible for admission to MBA Programme, a Defence Officer must have passed either a Graduate or Post-graduate degree in any discipline with at least 50% marks or must have undergone successfully one of the following courses:
 - (i) N.D.A./M.A./Any other equivalent course viz. O.T.S./O.T.A./Indian Air Force Academy/Naval Academy; and
 - (ii) At least one of the following courses:
 - a) Defence Service Staff College Course
 - b) Technical Staff Officers Course
 - c) Long Defence Management Course
 - d) Senior Defence Management Course
 - e) Higher Command Course
 - f) Advanced Air Armament Staff Officer Course
 - g) Specialized Advanced Course of various Arms and Services
 - (iii) They should have a meritorious record of service.
 - (iv) In case of Defence Officer, it is to be submitted through the Director General (Resettlement), Ministry of Defence, Govt. of India, West Block IV, Sector-I, R.K.Puram, New Delhi.

OR

Approval of Serving Formation Head.



ACTIVITIES OF THE SCHOOL

1. Executive Development Programme

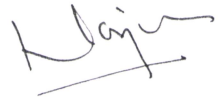
A number of programmes are conducted in various functional areas for the executives at all levels. The duration of the programme varies from 2 days to 2 weeks.

2. Management Consultancy

The consultancy is provided in various functional areas to both the private and public sectors. The assignments are taken up at both organisational and individual basis by the active involvement in the work

3 Research Programme

An important objective of the school is to prepare candidates for careers as teachers and researchers in Commerce, Economics and Management. The programme provides the award of Doctor of Philosophy (Ph.D.) which is aimed at broadening the horizons of the students so as to enable them to contribute to the sphere of knowledge.

A handwritten signature in black ink, appearing to read 'K. Jayar', is located in the lower right quadrant of the page. The signature is written in a cursive style with a horizontal line underneath.

SCHOOL OF MANAGEMENT STUDIES, PUNJABI UNIVERSITY, PATIALA

PROGRAMME OF STUDY MBA Two Year Programme (Distance Education)

MBA Part-I

SEMESTER-I

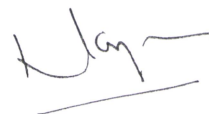
101	Principles of Management /MBCM1101T	100
102	Organisational Behaviour /MBCM1102T	100
103	Managerial Economics/MBCM1103T	100
104*	Computer Fundamentals and Computer Aided Management /MBCM1104L	100
105	Accounting for Management/MBCM1105T	100
106	Business Environment/MBCM1106T	100

*Evaluation Internal 30 Marks is Lab/Assignment based
*Evaluation External: Evaluation of practical will be done jointly by two external & Internal Experts and will be from 70 Marks.

SEMESTER-II

201	Business Statistics & Research Methodology/MBCM1201T	100
202	Financial Management/MBCM1202T	100
203	Marketing Management/MBCM1203T	100
204(a)	Human Resource Management/MBCM1204T	100
204(b)	Operations Management/MBCM1205T	100
205	Viva- Voce/MBCM1206P	100

* The student is to opt for one out of MBCM1204T and MBCM1205T.



SCHOOL OF MANAGEMENT STUDIES, PUNJABI UNIVERSITY, PATIALA

PROGRAMME OF STUDY MBA Two Year Programme (Distance Education)

SEMESTER -III

301	Project Management/MBCM2301T	100
302	Management Information System & Decision Support Systems /MBCM2302T	100
303	Business Ethics & Values/MBCM2303T	100

Any One Functional Area from the Following:

Marketing Management

304	Advertising & Sales Management/MBCM2304T	100
305	Marketing Research/MBCM2305T	100

Human Resource Management

306	Management of Industrial Relations/MBCM2306T	100
307	Human Resource Planning & Development/MBCM2307T	100

Financial Management

308	Management of Financial Institutions/MBCM2308T	100
309	Financial Services & Markets/MBCM2309T	100

Operations Management

310	Production Planning & Control/MBCM2310T	100
311	Inventory Management/MBCM2311T	100

International Business

312	Multinational Financial Management/MBCM2312T	100
313	International Marketing/MBCM2313T	100

Retail Management

314	Management of Retail Organisation/MBCM2314T	100
315	Retail Consumer Behaviour/MBCM2315T	100

SEMESTER-IV

401	Business Policy & Strategic Management/MBCM2401T	100
402	Organisational Development & Change/MBCM2402T	100

Three Electives from any one of the following groups:

Marketing Management

404	Consumer Behaviour/MBCM2404T	100
405	Export Marketing/MBCM2405T	100
406	Marketing of Services/MBCM2406T	100
407	Management of Logistics/MBCM2407T	100
408	Retail Marketing/MBCM2408T	100

Human Resources Management		
409	Compensation Management/MBCM2409T	100
410	Labour Laws/MBCM2410T	100
411	Industrial Psychology/MBCM2411T	100
412	Cross Cultural & Global Management/MBCM2412T	100
413	Management of Training & Development/MBCM2413T	100
Financial Management		
414	Security Analysis & Portfolio Management/MBCM2414T	100
415	Derivatives and Risk Management/MBCM2415T	100
416	Management Control Systems/MBCM2416T	100
417	Management of Working Capital/MBCM2417T	100
418	Corporate Tax Planning/MBCM2418	100
439	International Financial Management/MBCM2439T	100
Operations Management/Material Management		
419	Purchasing Management/MBCM2419T	100
420	Management of Logistics/MBCM2420T	100
421	Plant Design & Layout/MBCM2421T	100
422	Statistical Quality Control/MBCM2422T	100
423	Service Operation Management/MBCM2423T	100
Information Technology		
424	Strategic Information Systems/MBCM2424T	100
425	System Analysis & Design/MBCM2425T	100
426	Software Engineering/MBCM2426T	100
427	Business Process & Re-engineering/MBCM2427T	100
428	Enterprise Resource Planning/MBCM2428T	100
International Business		
429	Regional Blocks/MBCM2429T	100
430	International Economic Organisations /MBCM2430T	100
431	Export-Import Procedures, Documentation & Logistics/MBCM2431T	100
432	Global Human Resources Management/MBCM2432T	100
433	Foreign Language for Business/MBCM2433T	100
Retail Management		
434	Supply Chain Management/MBCM2434T	100
435	Merchandising Planning and Strategies/MBCM2435T	100
436	Retail Strategies/MBCM2436T	100
437	Store Management/MBCM2437T	100
438	Customer Relationship Essentials in Retailing/MBCM2438T	100