

A Dual Qualification Program

UGC Approved Master of Business Administration (MBA)

plus

Post Graduate Program in Management (PGPM)

The program is a robust full time Post Graduate qualification in Business Management leading to industry-relevant dual Certification. The program seeks to train students to become decision makers with social sensitivity, broad strategic vision, and capability of assuming corporate responsibility.

The learning pedagogy includes Classroom instruction & case studies, Quizzes, Seminars, Workshops, Guest speakers & Assignments. Life Skill Development courses are conducted in all four semesters. The Program offers Dual Specialization in Marketing, Human Resource Management, Finance or Systems as well as Compulsory Foreign Language Course.

Approval / Recognition: MBA is awarded by Punjab Technical University, recognized by University Grants Commission, Ministry of HRD, Govt. of India; PGPM is awarded by APEX

Duration: Four semesters of six months each

Intake: February / August

Eligibility: Graduation from a recognised University and must have cleared entrance exam (MAT/CAT/APEX) followed by Group Discussion and Personal Interview.

Program Structure:

<p>Semester - I Principles and Practices of Management Organizational Behaviour Financial & Management Accounting Business Mathematics & Statistics Managerial Economics Career Prep I Introduction to Information Technology Foreign Language Seminar I Workshop I Viva-Voce</p>	<p>Semester - II Business Environment Supply Chain & Operations Management Human Resource Management Marketing Management Financial Management Research Methodology Career Prep II Computer Application in Management Seminar I Workshop I Viva-Voce</p>
<p>Semester - III Operations Research Legal Aspects of Business Business Ethics & CSR Specialization I Specialization II Specialization III Dual Specialization I Dual Specialization II Dual Specialization III Career Prep - III Seminar I Workshop I Viva-Voce</p>	<p>Semester - IV Strategic Management Entrepreneurial Management Project Management Specialization IV Specialization V Specialization VI Dual Specialization IV Dual Specialization V Dual Specialization VI Career Prep - IV Seminar I Workshop I Final Research Project & Viva-Voce</p>

Specialization Groups:

<p>Marketing Retail Marketing Product & Brand Management Marketing of Services Consumer Behaviour Advertising & Sales and Distribution Management International Marketing Rural Marketing e-Marketing</p>	<p>Finance Management of Financial Services Investment & Portfolio Management Management Control Systems International Financial Management Treasury Management Management of Financial Institutions Working Capital Management Capital Budgeting</p>
<p>Human Resource Management Managing Change through Organizational Development Human Resource Development International Human Resource Management Industrial Relations & Labour Laws Collective Bargaining & Wage Policy Managerial Leadership Advanced Industrial Psychology</p>	<p>Systems Object Oriented Principles & Systems Relational & Object Relational Database System Software Engineering Principles & Guidelines Advanced Concepts of MIS through DSS Principles & Applications of Networking Business Intelligence in E-Commerce Performance Management & Competency Mapping Software Project Management Systems Analysis & Design using UML</p>