

Guidelines for choosing specialization in MBA Semester 3 & 4

Dear Student

As per the course scheme of MBA (refer Prospectus), we offer five areas of specialization in 3rd & 4th semester. List of specializations is given below:

Sr. no.	Specialization
1.	Human Resource Management (HRM)
2.	Marketing
3.	Finance
4.	Operations
5.	Information Technology (IT)

In 3rd sem, MBA student has to study 4 specialization subjects along with two general subjects. Similarly in 4th sem he will study 4 specialization subjects along with two general subjects

There are two modes of choosing specializations. Student has to choose any one from following modes:

1. Dual Specialization

In this mode, student will opt for two different specializations from above table. For example say Marketing & Finance.

Now for the 4 specialization subjects in 3rd sem, student will study two compulsory subjects from Marketing pool & two compulsory subjects from Finance pool.

Similarly for the 4 specialization subjects in 4th sem, student will study two compulsory subjects from Marketing pool & two compulsory subjects from Finance pool.

In this way, dual specialization student will study total 4 subjects of Marketing and 4 subjects of Finance in 3rd & 4th sem

2. Super Specialization

In this mode, student will opt for only one specialization out of the given five specializations. For example, say the student opts for super specialization in Marketing stream.

Now for the 4 specialization subjects in 3rd sem, student will study two compulsory subjects from Marketing pool & two optional subjects from Marketing pool.

Similarly for the 4 specialization subjects in 4th sem, student will study two compulsory subjects from Marketing pool & two optional subjects from Marketing pool.

In this way, Super Specialization student will study total 8 subjects of Marketing in 3rd & 4th sem

Note: Specialization mode and area of specialization once chosen in 3rd semester cannot be changed at any later stage. So the students are advised to carefully decide their specialization mode and area of specialization while entering the 3rd semester.

RC NS

IKG Punjab Technical University Jalandhar
Directorate of Distance Education

Specialization Form for MBA

Note: Student is advised to carefully study the Prospectus and Guidelines for choosing specialization of MBA before filling this form. Specializations once chosen will be final and no request for change will be entertained later.

Roll Number.....Course.....Semester.....

Student Name.....Date of Birth.....

Father's Name.....Mother's Name.....

Email ID.....Mobile No.....

S. No.	Area of Specialization
1.	Human Resource Management (HRM)
2.	Marketing
3.	Finance
4.	Operations
5.	Information Technology (IT)

Select the mode of specialization and area of specialization: (✓ mark desired mode);

1. Dual Specialization

(Tick)

Specialization-I

Specialization-II

2. Super Specialization

(Tick)

Super Specialization



Signature of Student.....Place.....Date.....

Select your specialization subjects by tick (✓) marking against the chosen subjects:

3rd Semester MBA Specialization Subjects			
Sr. no.	Specializations	Subjects	✓ only
1	Marketing	Compulsory Subjects	
		MBA 901 (M) Consumer Behaviour	
		MBA 902 (M) Advertising Management	
		Optional Subjects	
		MBA 903 Products and Brand Management	
		MBA 904 Retail and Franchising	
2	Finance	Compulsory Subjects	
		MBA 921 Security Analysis and Portfolio Management	
		MBA 922 Management of Financial Services	
		Optional Subjects	
		MBA 923 Direct Tax Planning	
		MBA 924 Strategic Financial Management	
3	Operations	Compulsory Subjects	
		MBA 941 Project Management	
		MBA 942 Total Quality Management	
		Optional Subjects	
		MBA 943 Materials Management	
		MBA 944 Production Planning and Control	
4	Human Resource Management	Compulsory Subjects	
		MBA 961 Social Security & Labour Welfare	
		MBA 962 Training & Development	
		Optional Subjects	
		MBA 963 Industrial Psychology	
		MBA 964 Manpower planning	
5	Information Technology	Compulsory Subjects	
		MBA 981 Programming in C	
		MBA 982 Relational Database Management System	
		Optional Subjects	
		MBA 983 Software Engineering	
		MBA 984 Enterprise Resource Planning	
		MBA 985 Data Mining and Pattern Recognition	

Certified that I have carefully read all the terms and conditions related to choosing specializations in MBA as mentioned in my prospectus as well as concerned guidelines. All the details furnished above are correct to the best of my knowledge and belief. If at any later stage, I am found to be ineligible, university can cancel my admission and decision of the university shall be final.

Signature of Student.....Place.....Date.....

4th Semester MBA Specialization Subjects			
Sr. no.	Specializations	Subjects	✓ only
1	Marketing	Compulsory Subjects	
		MBA 906 (M) Service Marketing	
		MBA 907 (M) International Marketing	
		Optional Subjects	
		MBA 908 Sales and Distribution Management	
		MBA 909 Logistics Management	
2	Finance	Compulsory Subjects	
		MBA 926 International Finance	
		MBA 927 Banking and Insurance Operations	
		Optional Subjects	
		MBA 928 Global Capital Market	
		MBA 929 Management Control System	
3	Operations	Compulsory Subjects	
		MBA 945 Supply Chain Management	
		MBA 946 Technology Management	
		Optional Subjects	
		MBA 947 Knowledge Management	
		MBA 948 Manufacturing Policy and Implementation	
4	Human Resource Management	Compulsory Subjects	
		MBA 966 Organization Development	
		MBA 967 International Human Resource Management	
		Optional Subjects	
		MBA 968 Industrial Relations and Labour Laws	
		MBA 969 People Management and Leadership	
5	Information Technology	Compulsory Subjects	
		MBA 986 Programming in C++	
		MBA 987 E-commerce and Cyber Securities	
		Optional Subjects	
		MBA 988 System Analyses and Design	
		MBA 989 Visual Programming	
		MBA 990 Introductions to Computer Networks	

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Signature of Student.....Place.....Date.....

Handwritten signature and initials