

Scheme
&
Syllabi

Of the

Five Year
B.Tech. – MBA [Dual Degree] Programme

From the
Academic Session 2007 – 2008

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
Kashmere Gate, Delhi – 110 403 (INDIA)
www.ipu.ac.in

w.e.f academic session 2007-08 for the batch 2005 onwards
to the students of USIT,USBT,USCT, IGIT
uploaded on 22nd April, 2008

COURSE OUTLINES

B.TECH - MBA (DUAL DEGREE) PROGRAMME

I Exempted Papers

These papers are covered by the students during their B.Tech. Programme

Paper Name	Credits
Management Process & Organizational Behaviour	4
Quantitative Methods	4
Business Communication & Personality Development	4
IT for Managers	3
IT for Managers Lab.	1
Total Credits	16

II Additional Papers to be covered during B.Tech.

B.Tech. - V Semester

Code No.	Paper	L	T	Credits
BMS 301 (39301)	Managerial Economics	4	-	4
BMS 303 (39303)	Accounting for Managers	4	-	4
Total				8

B.Tech. – VI Semester

Code No.	Paper	L	T	Credits
BMS 302 (39302)	Human Resource Management	4	-	4
BMS 304 (39304)	Management of Technology Innovation & Change	4	-	4
Total				8

B.Tech. – VII Semester

Code No.	Paper	L	T	Credits
BMS 401 (39401)	Business Environment	4	-	4
BMS 403 (39403)	Financial Management	4	-	4
Total				8

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B.Tech. – VIII Semester

Code No.	Paper	L	T	Credits
BMS 402 (39402)	Marketing Management	4	-	4
BMS 404 (39404)	Business Research	4	-	4
Total				8

Total Credit during Semester V-VII : 32

III Papers to be covered during the Fifth Year of the Programme at USMS

B.Tech./MBA(Dual Degree) – IX Semester

Code No.	Paper	L	T	Credits
BMS 501 (39501)	Operations Management	4	-	4
BMS 503 (39503)	Management of International Business	4	-	4
BMS 505 (39503)	Project Planning & Analysis	4	-	4
BMS 507 (39507)	Minor Project	4	-	4
	Elective(s)	Specialization		
BMS 509	Consumer Behaviour	MARKETING		
BMS 511	Sales & Distribution Management			
BMS 513	International Marketing			
BMS 515	Services Marketing			
BMS 517	International Financial Management	FINANCE		
BMS 519	Financial markets and Institutions			
BMS 521	Security Analysis and Investment Management			
BMS 523	Corporate Tax Planning			
BMS 525	Compensation Management	HUMAN RESOURCE MANAGEMENT		
BMS 527	Industrial Relations And Labor Laws			
BMS 529	Training and Development Systems & Practice			
BMS 531	Performance Appraisal & Management			

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BMS 533	Systems Analysis and Design	INFORMATION TECHNOLOGY AND SYSTEMS		
BMS 535	Enterprise Resource Planning			
BMS 537	Network Applications and Management			
BMS 539	Database Management Systems			
BMS 551	Database Management Systems Lab. (This paper is based on BMS 539 and is part of it)			
BMS 541	International Business Environment	GLOBAL BUSINESS MANAGEMENT		
BMS 543	Export, Import Policies, procedures, and Documentation			
BMS 545	WTO and Intellectual Property Rights			
BMS 547	International Economics			

B.Tech./MBA (Dual Degree) – X Semester

Code No.	Paper	L	T	Credits
BMS 502 (39502)	E-Business	4	-	4
BMS 504 (39504)	Strategic Management	4	-	4
BMS 506 (39506)	Major Project	4	-	4
BMS 508 (39508)	Business Intelligence & Applications	4	-	4
	Elective(s)	Specialization		
BMS 510	Retail Management	MARKETING		
BMS 512	Advertising & Brand Management			
BMS 514	Rural and Social Marketing			
BMS 516	Mergers, Acquisitions and Corporate Restructuring	FINANCE		
BMS 518	Insurance and Risk Management			
BMS 520	Strategic Human Resource Management	HUMAN RESOURCE MANAGEMENT		
BMS 522	Organizational Development			
BMS 524	Team Building in			

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	Organizations			
BMS 526	Front End design Tools	INFORMATION TECHNOLOGY AND SYSTEMS		
BMS 552	Front End Design Tools Lab. (This paper is based on BMS 526 and is part it)			
BMS 528	Software Project Management			
BMS 530	Web Technologies			
BMS 554	Web Technologies Lab. (This paper is based on BMS 530 and is part it)			
BMS 532	Global Competitiveness and Strategic Alliances	GLOBAL BUSINESS MANAGEMENT		
BMS 534	Distribution and Logistics for International Business			
BMS 536	Foreign Language			

Note: 1. All students must specialize in one major area and one minor area. Five papers must be taken for the major area and three papers for the minor area of specialization.
2. Three elective papers must be taken in the ninth semester and two elective papers in the tenth semester from the area selected for major specialization.

- **Total Credits = 92** excluding credits of the exempted papers
- **Minimum credits required for the MBA degree = 85**
- To be eligible for the **certificate in management** student shall be required to pass all the papers mentioned as additional papers having 32 credits to be covered during the third and fourth year of the B.Tech programme.