



University Business School (Formerly Department of Commerce and Business Management) was established in 1962 and has been imparting quality management education to develop dedicated, innovative and effective managers, researchers and teachers for more than



Ph.D                    20+1\*\*\*\*                    3-6 Years                    See M.Phil/Ph.D. Prospectus 2021

Systems Analysis and Design Enterprise Resource Planning Management Information Systems Integrating e-systems and Global Information system	Total Quality Management
Advertising and Consumer Behaviour Global Marketing Management Marketing Research and Product Management Global Supply Chain Management Industrial and Rural Marketing Data Analytics for Business Digital Marketing and Retail Management	Marketing of Services Workshop on Foreign Trade Documentation and Trade Finance Customer Relationship Management and Sales Management Application of Accounting and Finance in Marketing
Labour Legislation-I Strategic Human Resource Management Performance and Compensation Management Organisation Development Workshop on Training and Development Comparative Industrial Relations Managing Corporate Social Responsibility	Human Resource Information system Personal Effectiveness and Leadership Workshop on Management of discipline and disciplinary proceedings Labour Legislation -II
**** Comprehensive Viva-Voce of the 4 <sup>th</sup> Semester would be based on papers taught in 3 <sup>rd</sup> and 4 <sup>th</sup> semester. #Major Project would commence in 3 <sup>rd</sup> semester but final marks would be awarded in 4 <sup>th</sup> semester.	

Organizational Behavior and International Human Resource Management	International Business Environment	Global Strategic Management	Cross Cultural Issues and International Business Negotiations
Marketing Management	International Financial Management	Global Supply Chain Management	International Brand Management
Business Statistics	Workshop on Foreign Trade Documentation and Trade Finance	International Business Law	Comprehensive viva-voce
Management Accounting	Operations Research	Workshop on Sectoral Strategies for Exports	Foreign Language- French
Seminar on Foreign Trade Policy and Management	Global Marketing Management	Seminar on International Marketing Research	Seminar on WTO and International Trade Policies
Seminar on Micro economics	Summer Training and viva-voce	Foreign Language- French	Op0 G88Bokeoc37 1ratio1766

Workshop on Business Research	Seminar on Management of Change	Seminar on Social Security and Labour Welfare
	Seminar on Human Resource Planning	
	Workshop on Qualitative Research	
	Workshop on Business Communication	

Human Resource Information System Personal Effectiveness and Leadership Workshop on Management of Discipline and Disciplinary proceedings Comprehensive viva-voce*** Major Project# Seminar on Ethics and Conduct of Business Seminar on Interpersonal skills and Transactional Analysis Managing Corporate Social Responsibility	Workshop on Human Resource Valuation Total Quality Management Stress Management Designing Organizations for Uncertain Environment Dynamics of Trade Unions Emotional Intelligence and Managerial Effectiveness Comparative Industrial Relations Managerial Competencies and Career Development Workshop on Building Learning Organisations Industrial Engineering Workshop on Secretarial Practice
*At the end of the examination of 2 <sup>nd</sup> Semester the students will undergo compulsory summer training for a period of 6-8 weeks. Every student will submit the Summer Training Report within two weeks from the start of teaching for 3 <sup>rd</sup> Semester. **Comprehensive Viva-Voce of 2 <sup>nd</sup> Semester would be based on papers taught in 1 <sup>st</sup> and 2 <sup>nd</sup> Semester. ****Comprehensive Viva-Voce of 4 <sup>th</sup> Semester would be based on papers taught in 3 <sup>rd</sup> and 4 <sup>th</sup> Semester. # Major Project would commence in Third Semester, but final marks would be awarded in Fourth Semester.	

Business Economics	Business Environment
Business Statistics	Human Resource Management
Management Accounting	Operations Management
Organisational Behaviour	Financial Management
Marketing Management	Legal aspect of business
Workshop on Business Computing	Summer training report and viva-voce*
Workshop on Business Research	Comprehensive viva-voce**
	Workshop on business communication
	Workshop on multi variate statistical techniques

At the end of the examination of 2<sup>nd</sup> Semester the students shall undergo compulsory summer training for a period of 6-8 weeks. Every student would be required



	Semester-II
Business Economics	Business Environment
Business Statistics	Human Resource Management
Management Accounting	



Aman Khera  
Ranchita Sambyal

Naveen Kumar  
Harsh Tuli

Law & Management (HR), HRM, Infrastructural Management.  
Information Technology, Telecommunication Mgt., Digital  
Marketing, Operation Management  
Finance, Infrastructure Management & Banking  
Strategy, International Business, Marketing

\*5% Concession is admissible in eligibility marks to SC/ST/BC/PwD Candidates.  
Candidates appearing in the Final Degree Examination are eligible to apply and can take the test provisionally.

Detailed syllabi available at <https://puhd.ac.in/syllabus.php>

(Common To all Sectoral Branches)	
Principles and Practices of Management	Business Environment









4		BTM 241	Introduction to Statistics	DC
		BTM 242	Policy and Planning for Tourism Development	DC
		BTM 243	On the Report and Viva	DC
	Choose any three	BTM 244	Itinerary Preparation	DE
		BTM 245	Tour Package Design	DE
		BTM 246		