



# **NEHRU MEMORIAL COLLEGE**

**(AUTONOMOUS)**

**(ACCREDITED WITH "A" GRADE BY NAAC)**

**PUTHANAMPATTI - 621 007**

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## **DEPARTMENT OF BUSINESS ADMINISTRATION**

# **M.B.A**

## **(Dual Specialization)**

### **CURRICULAM AND SYLLABUS**

**(Based On Choice Based Credit System)**

**Objective Based Education Pattern**

**EFFECTIVE FROM THE ACADEMIC YEAR**

**2021-22**

**NEHRU MEMORIAL COLLEGE (AUTONOMOUS), PUTHANAMPATTI**

**MASTER OF BUSINESS ADMINISTRATION (MBA) Course Structure under CBCS**

Semester	Course	Subject Title	Hours	Credit	Int. Marks	Ext. Marks	Total	
I	18PMB101	Management concepts	5	5	25	75	100	
	18PMB102	Managerial Communication	5	5	25	75	100	
	18PMB103	Mathematics & Statistics	5	5	25	75	100	
	18PMB104	Managerial Economics	5	5	25	75	100	
	18PMB105	Organisational Behaviour	5	5	25	75	100	
	18PMB106	Management Accounting	5	5	25	75	100	
		<b>Total</b>		<b>30</b>	<b>30</b>	<b>150</b>	<b>450</b>	<b>600</b>
II	18PMB207	Operation Research	5	5	25	75	100	
	18PMB208	Production & Operations Management	5	5	25	75	100	
	18PMB209	Marketing Management	5	5	25	75	100	
	18PMB210	Financial Management	5	5	25	75	100	
	18PMB211	Human Resource Management	5	5	25	75	100	
	18PMB212	Legal Aspects of Business	5	5	25	75	100	
		<b>Total</b>		<b>30</b>	<b>30</b>	<b>150</b>	<b>450</b>	<b>600</b>
III	Core - XIII	Business Research Methods	5	5	25	75	100	
	Core - XIV	Strategic Management	5	5	25	75	100	
	EC I	a	5	4	25	75	100	
		b	5	4	25	75	100	
	EC II	a	5	4	25	75	100	
		b	5	4	25	75	100	
		Summer Internship		4	25	75	100	
	<b>Total</b>		<b>30</b>	<b>30</b>	<b>175</b>	<b>525</b>	<b>700</b>	
IV	Core - XV	International Business Management	5	5	25	75	100	
	Core - XVI	Entrepreneurship Development	5	5	25	75	100	
	EC III	c	5	4	25	75	100	
		d	5	4	25	75	100	
	EC IV	c	5	4	25	75	100	
		d	5	4	25	75	100	
		<b>Total</b>		<b>30</b>	<b>26</b>	<b>150</b>	<b>350</b>	<b>600</b>
		<b>Project Work</b>	Actual Project during the vacation of III semester and Viva Exam before the IV semester Exam	-	6	25	75	100
	<b>Total</b>			<b>6</b>	<b>25</b>	<b>75</b>	<b>100</b>	
		<b>Grand Total</b>	<b>120</b>	<b>122</b>	<b>650</b>	<b>1950</b>	<b>2600</b>	

Electives : Choose any two Group A/B/C/D/E/F/G							
* Two Papers from Each Group for Semester III and Semester IV							
Semester	Course	Subject Title	Hours	Credit	Int. Marks	Ext. Marks	Total
<b>A: Marketing</b>							
III	18PMB315a	Consumer Behaviour	5	4	25	75	100
	18PMB315b	Digital marketing	5	4	25	75	100
<b>Total</b>			<b>10</b>	<b>8</b>	<b>50</b>	<b>150</b>	<b>200</b>
IV	18PMB315c	Advertising & Brand Management	5	4	25	75	100
	18PMB315d	Retail Management	5	4	25	75	100
<b>Total</b>			<b>10</b>	<b>8</b>	<b>50</b>	<b>150</b>	<b>200</b>
<b>B : Finance</b>							
III	18PMB316a	Security Analysis & Portfolio Management	5	4	25	75	100
	18PMB316b	Retail Bank Management	5	4	25	75	100
<b>Total</b>			<b>Total</b>	<b>8</b>	<b>50</b>	<b>150</b>	<b>200</b>
IV	18PMB316c	Financial Services	5	4	25	75	100
	18PMB316d	Financial Institutions and Markets	5	4	25	75	100
<b>Total</b>			<b>10</b>	<b>8</b>	<b>50</b>	<b>150</b>	<b>200</b>
<b>C : Human Resource</b>							
III		Strategic Human Resource Management	5	4	25	75	100
		Industrial Relations	5	4	25	75	100
<b>Total</b>			<b>10</b>	<b>8</b>	<b>50</b>	<b>150</b>	<b>200</b>
IV		Human Resource Development	5	4	25	75	100
		Labour Laws	5	4	25	75	100
<b>Total</b>			<b>10</b>	<b>8</b>	<b>50</b>	<b>150</b>	<b>200</b>
<b>D. Information Technology</b>							
III		Information security in business	5	4	25	75	100
		E-business	5	4	25	75	100
<b>Total</b>			<b>10</b>	<b>8</b>	<b>50</b>	<b>150</b>	<b>200</b>
IV		Enterprise resource planning	5	4	25	75	100
		Cyber law	5	4	25	75	100
<b>Total</b>			<b>10</b>	<b>8</b>	<b>50</b>	<b>150</b>	<b>200</b>
<b>E : Operations</b>							
III		Quality Management	5	4	25	75	100
		Supply Chain Management	5	4	25	75	100
<b>Total</b>			<b>10</b>	<b>8</b>	<b>50</b>	<b>150</b>	<b>200</b>
IV		Material Management	5	4	25	75	100
		Production Planning & Control	5	4	25	75	100
<b>Total</b>			<b>10</b>	<b>8</b>	<b>50</b>	<b>150</b>	<b>200</b>

<b>F : Hospital Management</b>							
<b>III</b>		Hospital And Patient Relation Management	5	4	25	75	100
		Health Insurance	5	4	25	75	100
<b>Total</b>			<b>10</b>	<b>8</b>	<b>50</b>	<b>150</b>	<b>200</b>
<b>IV</b>		Hospital Support Services	5	4	25	75	100
		Operations Management In Healthcare	5	4	25	75	100
<b>Total</b>			<b>10</b>	<b>8</b>	<b>50</b>	<b>150</b>	<b>200</b>
<b>G : Agri Business Management</b>							
<b>III</b>		Rural Markeitng	5	4	25	75	100
		Fertilizer Technology And Management	5	4	25	75	100
<b>Total</b>			<b>10</b>	<b>8</b>	<b>50</b>	<b>150</b>	<b>200</b>
<b>IV</b>		Food Processing Management	5	4	25	75	100
		Agri Supply Chain Management	5	4	25	75	100
<b>Total</b>			<b>10</b>	<b>8</b>	<b>50</b>	<b>150</b>	<b>200</b>