M.B.A - Master of Business Administration CURRICULUM & SYLLABI

Regulations 2016

(Applicable to candidates admitted in the academic year 2016–2017 onwards)



K.S.R College of Engineering

(Autonomous)

K.S.R. Kalvi Nagar, Tiruchengode – 637 215 Namakkal (Dt), Tamilnadu, India

Email: info@ksrce.ac.in Website: www.ksrce.ac.in

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K.S.R. COLLEGE OF ENGINEERING (Autonomous)

(Approved by AICTE, New Delhi & Affiliated to Anna University) K.S.R. Kalvi Nagar, Tiruchengode – 637 215.

Curriculum PG R - 2016

De RSROULEGE OF ENGINEERING

Department of Business Administration

Programme Master of Business Administration

| C | E | M | | 27 | ΓE | D | _ |
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| | | SEMEST | LIX - I | | | | | | | |
|--|---|---|----------------------|----------------------------|----------------------------|----------------------------|----------------------------|--|--|--|
| SI. | Course | Course Name | Category | Но | urs/ V | Veek | Credit | Maxin | | |
| No. | Code | Jourse Hume | Outegory | L | Т | Р | С | CA | ES | Total |
| | ORY | | | | | | | | | |
| 1. | BA16111 | Principles of Management | PC | 3 | 0 | 0 | 3 | 30 | | 100 |
| 2. | BA16112 | Managerial Economics | PC | 3 | 0 | 0 | 3 | 30 | 70 | 100 |
| 3. | | Organizational Behavior | PC | 3 | 0 | 0 | 3 | 30 | 70 | 100 |
| 4. | BA16114 | Accounting for Management | PC | 3 | 1 | 0 | 4 | 30 | 70 | 100 |
| 5. | BA16115 | - 3 1 | PC | 3 | 0 | 0 | 3 | 30 | 70 | 100 |
| 6. | MA16136 | Quantitative Techniques for Business | PC | 3 | 1 | 0 | 4 | 30 | 70 | 100 |
| PRA | CTICAL | | | | | | | | | |
| 7. | BA16121 | Managerial Communication & | EEC | 0 | 0 | 1 | 2 | 50 | 70 70 70 70 70 70 70 70 70 70 70 70 70 7 | 100 |
| /. | BATOTZT | Presentation Techniques - Practical | EEC | 0 | 0 | 4 | 2 | 50 | | 100 |
| 8. | HR16041 | Career Building Skills – I | EEC | 0 | 2 | 0 | 0 | 50 | 50 | 100 |
| | | Total Credit | ts | | | | 22 | | | 800 |
| | | SEMEST | ER – II | | | | | | | - |
| SI. | Course | | Cotogony Hours/ Week | | , . | Credit Maximum | | | n Marks | |
| J OI. | Course | Course Nome | 0-4 | Ho | urs/ v | veek | Credit | Maxin | านm I | viarks |
| No. | Code | Course Name | Category | L | urs/ v | Veek P | Credit | Maxin CA | | Total |
| No. | | Course Name | Category | L | | | | | | |
| No. | Code | Course Name Operations Management | Category PC | L 3 | | | | | ES | |
| No. THE 1. | Code ORY BA16211 | | PC | 3 | 0 | P 0 | 3 | CA 30 | 70 | Total |
| No. | Code ORY BA16211 | Operations Management | | L | Т | Р | С | CA | 70 | Total |
| No. THE 1. | Code ORY BA16211 | Operations Management Operations Research for Management | PC PC | 3 3 3 | 0 | P 0 | 3 | CA 30 | 70 70 | Total |
| No. THE 1. 2. | Code ORY BA16211 MA16232 | Operations Management Operations Research for Management | PC PC | 3 3 | 0 1 | 0 0 | 3 4 4 3 | 30 30 | 70 70 70 70 | 100 100 |
| No. THE 1. 2. 3. | Code ORY BA16211 MA16232 BA16213 | Operations Management Operations Research for Management Financial Management Marketing Management Human Resource Management | PC PC | 3 3 3 | 0 1 | 0 0 0 | 3 4 4 | 30 30 30 | 70 70 70 70 | 100 100 100 |
| No. THE 1. 2. 3. 4. 5. | Code ORY BA16211 MA16232 BA16213 BA16214 BA16215 | Operations Management Operations Research for Management Financial Management Marketing Management | PC PC PC PC | 3 3 3 3 | 0 1 1 0 0 | 0 0 0 0 | 3 4 4 3 3 | 30 30 30 30 30 30 | 70 70 70 50 | 100 100 100 100 100 |
| No. THE 1. 2. 3. 4. | Code ORY BA16211 MA16232 BA16213 BA16214 BA16215 | Operations Management Operations Research for Management Financial Management Marketing Management Human Resource Management | PC PC PC PC | 3 3 3 3 | 0 1 1 0 | 0 0 0 0 | 3 4 4 3 | 30 30 30 30 30 | 70 70 70 70 70 | 100 100 100 100 |
| No. THE 1. 2. 3. 4. 5. | Code ORY BA16211 MA16232 BA16213 BA16214 BA16215 | Operations Management Operations Research for Management Financial Management Marketing Management Human Resource Management Information Technology in | PC PC PC PC | 3 3 3 3 | 0 1 1 0 0 | 0 0 0 0 | 3 4 4 3 3 | 30 30 30 30 30 30 | 70 70 70 70 70 | 100 100 100 100 100 |
| No. THE 1. 2. 3. 4. 5. | Code ORY BA16211 MA16232 BA16213 BA16214 BA16215 BA16216 | Operations Management Operations Research for Management Financial Management Marketing Management Human Resource Management Information Technology in | PC PC PC PC | 3 3 3 3 | 0 1 1 0 0 | 0 0 0 0 | 3 4 4 3 3 | 30 30 30 30 30 30 | 70 70 70 70 70 | 100 100 100 100 100 |
| No. THE 1. 2. 3. 4. 5. 6. | Code ORY BA16211 MA16232 BA16213 BA16214 BA16215 BA16216 CTICAL | Operations Management Operations Research for Management Financial Management Marketing Management Human Resource Management Information Technology in Management | PC PC PC PC PC | 3 3 3 3 3 | 0 1 1 0 0 | 0 0 0 0 0 | 3 4 4 3 3 3 | 30 30 30 30 30 30 30 | 70 70 70 70 70 70 | 100 100 100 100 100 100 |
| No. THE 1. 2. 3. 4. 5. 6. PRA 7. | Code BA16211 MA16232 BA16213 BA16214 BA16215 BA16216 CTICAL BA16221 | Operations Management Operations Research for Management Financial Management Marketing Management Human Resource Management Information Technology in Management Business Application Software | PC PC PC PC PC EEC | 3 3 3 3 3 3 | 0 1 1 0 0 0 | 0 0 0 0 0 0 | 3 4 4 3 3 3 | 30 30 30 30 30 30 30 | 70 70 70 70 70 70 | 100 100 100 100 100 100 |

SUMMER SEMESTER (4 WEEKS): INPLANT TRAINING / INTERNSHIP TRAINING

Industrial Training – The students have to carry out the Institutional Training in an organization for the period of 4 weeks at the end of the second semester. The training report along with the company certificate should be submitted within the two weeks of the reopening date of 3rd semester. The training report should be around 40 pages containing the details of training undergone, the departments wherein he was trained with duration (chronological diary), along with the type of managerial skills developed during training. The training report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3rd Semester.

| | K.S.R. COLLEGE OF ENGINEERING (Autonomous) (Approved by AICTE, New Delhi & Affiliated to Anna University) K.S.R. Kalvi Nagar, Tiruchengode – 637 215. | Curriculum |
|------------|---|------------------|
| Department | Department of Business Administration | PG R - 2016 |
| Programme | Master of Business Administration |] |

| | | SEMEST | ER – III | | | | | | | |
|----------------------|-------------|---|-----------|----------|--------|------|--------|------------|---------|-------|
| SI. | Course | Course Name | Cotogory | Но | urs/ \ | Week | Credit | Max | imum | Marks |
| No. | Code | Course Name | Category | L | Т | Р | С | CA | ES | Total |
| THE | ORY | | | | | | | | | |
| 1. | BA16311 | Strategic Management | PC | 3 | 0 | 0 | 3 | 30 | 70 | 100 |
| 2. | BA16312 | Business Research Methods | PC | 3 | 0 | 0 | 3 | 30 | 70 | 100 |
| Elec | tives (Dual | Specialization) | | | | | | | | |
| 3. | BA163 | Elective – I * | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 |
| 4. | BA163 | Elective – II* | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 |
| 5. | BA163 | Elective – III* | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 |
| 6. | BA163 | Elective – IV* | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 |
| 7. | BA163 | Elective – V* | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 |
| 8. | BA163 | Elective – VI* | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 |
| PRA | ACTICAL | | | | | | | | | |
| 9. | BA16321 | Inplant / Internship Report | EEC | 0 | 0 | 0 | 2 | 50 | 50 | 100 |
| 10. | | Data Analysis lab | EEC | 0 | 0 | 4 | 2 | 50 | 50 | 100 |
| 11. | | Career Building Skills - III | EEC | 0 | 2 | 0 | 0 | 50 | 50 | 100 |
| | | Total Credits | • | | Į. | ! | 28 | | | 1100 |
| | *Student ca | an choose any six courses from the giv | en Specia | alizatio | on. | | | | | |
| | | SEMES1 | TER - IV | <i>'</i> | | | | | | |
| SI. | Course | Course Name | Category | Но | urs/ \ | Week | Credit | Max | | Marks |
| No. | Code | Course Name | Category | L | Т | Р | С | CA | ES | Total |
| THE | ORY | | | | | | | | | |
| 1. | RAINATI | Business Ethics & Corporate Governance | PC | 4 | 0 | 0 | 4 | 30 | 70 | 100 |
| 2. | BA16412 | Entrepreneurship Development | PC | 4 | 0 | 0 | 4 | 30 | 70 | 100 |
| PRA | CTICAL | <u> </u> | | | | | | | | |
| 3. | BA16421 | Comprehension | EEC | 0 | 2 | 0 | 1 | 50 | 50 | 100 |
| 4. | BA16422 | Seminar – Emerging Trends in | EEC | 0 | 0 | 4 | 2 | 50 | 50 | 100 |
| \vdash | | Management | | | | 2. | 10 | 5 0 | | 400 |
| 5. | BA16423 | Project Work | EEC | 0 | 0 | 24 | 12 | 50 | 50 | 100 |
| Total Credits 23 500 | | | | | | | | 500 | | |

| Dep | artment | K.S.R. COLLEGE OF ENGINEERING (Autonomous) (Approved by AICTE, New Delhi & Affiliated to Anna University) K.S.R. Kalvi Nagar, Tiruchengode – 637 215. Department of Business Administration | | | | | | | | Curriculum PG R - 2016 | | | |
|------|---|--|----------|----------------------|---------|-------------|---|----------|----|------------------------------|--|--|--|
| Prog | Programme Master of Business Administration | | | | | | 7 | - K-2016 | | | | | |
| | List of Electives | | | | | | | | | | | | |
| | | ELECTIVE - I MARKETING | (SEMES | TEF | ₹ – III |) | | | | | | | |
| SI. | Course | Course Name | Category | Hours/ Week Credit | | | | | | | | | |
| No. | Code | | Category | L | Т | Р | С | CA | ES | Total | | | |
| 1. | | Customer Relationship Management | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | | | |
| 2. | BA16362 | Services Marketing | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | | | |
| 3. | BA16363 | Brand Management | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | | | |
| 4. | BA16364 | Integrated Marketing Communication | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | | | |
| 5. | BA16365 | Rural Marketing | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | | | |
| 6. | BA16366 | Retail Management | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | | | |

| | ELECTIVE - II FINANCE (SEMESTER - III) | | | | | | | | | | |
|-----|---|---------------------------------------|----------|-----|--------|------|--------|------|-----|-------|--|
| SI. | Course | Course Name | Category | Но | _ | Week | Credit | | | | |
| No. | Code | | Outcgory | L | Т | Р | С | CA | ES | Total | |
| 1 4 | 1. BA16367 | Security Analysis & Portfolio | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | |
| ١. | DATOSOT | Management | - L | 3 | U | U | , | 50 | 70 | 100 | |
| 2 | 2. BA16368 | Commercial Banking and Insurance | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | |
| 2. | | Management | PE | 3 | 0 | 0 |) | 30 | 70 | 100 | |
| 3. | | Financial Derivatives | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | |
| 4. | BA16370 | International Trade Finance | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | |
| 5. | BA16371 | Micro and Public Finance | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | |
| 6. | BA16372 | Merchant Banking & Financial Services | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | |
| | ELECTIVE - III HUMAN RESOURCES (SEMESTER - III) | | | | | | | | | | |
| SI. | Course | Course Name | Category | Но | urs/ \ | Week | Credit | Maxi | mum | Marks | |
| No. | Code | | | L | Т | Р | С | CA | ES | Total | |
| 1. | BA16373 | Industrial Relations & Labour Welfare | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | |
| 2 | B A 1637/ | International Human Resource | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | |
| ۷. | 2. BA16374 | Management | 1 🗠 | | U | U | 3 | 30 | 70 | 100 | |
| 3. | BA16375 | Competency Mapping and Performance | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | |
| ا ا | DA 103/3 | Management | |) | U | 0 | 3 | 30 | 70 | 100 | |
| 4. | BA16376 | Conflict & Negotiation Management | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | |
| 5. | BA16377 | Human Resource Development | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | |
| 6. | BA16378 | Organizational Development and Change | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | |
| | | ELECTIVE - IV OPERATION | S (SEME | STE | R – | III) | | | | | |
| SI. | Course | Course Name | Category | Ηοι | ırs/ V | | Credit | | | | |
| No. | Code | | | L | Т | Р | С | CA | ES | Total | |
| 1. | | Logistics & Supply Chain Management | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | |
| 2. | | Project Management | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | |
| 3. | | Services Operations Management | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | |
| 4. | | Total Quality Management | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | |
| 5. | | Lean Six Sigma | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | |
| 6. | BA16384 | Advanced Materials Management | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | |

| Dan | | K.S.R. COLLEGE OF ENGINEERING (Autonomous) (Approved by AICTE, New Delhi & Affiliated to Anna University) K.S.R. Kalvi Nagar, Tiruchengode – 637 215. | | | | | | | | Curriculum PG | | |
|------------|---|---|----------|----------------------|-------|--------|--------|---------------------|----------|------------------|--|--|
| <u> </u> | artment | Department of Business Administra | ition | | | | | R - 2016 | | | | |
| Prog | Programme Master of Business Administration | | | | | | | | | | | |
| | ELECTIVE - V SYSTEM (SEMESTER - III) | | | | | | | | | | | |
| SI. No. | Course Code | Course Name | Category | Hours/ Week Credit | | | Credit | Maximum Marks | | | | |
| | | | | L | Т | Р | С | CA | _ | Total | | |
| 1. | | Enterprise Resource Planning | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | | |
| 2. | BA16386 | Software Project Management | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | | |
| 3. | BA16387 | Knowledge Management | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | | |
| 4. | BA16388 | Business Intelligence and Its Application | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | | |
| 5. | BA16389 | E-Commerce Technology & Management | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | | |
| 6. | BA16390 | Data Mining | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | | |
| | | ELECTIVE- VI GENERAL MANAC | SEMENT | (SEM | EST | ER- II | l) | | | | | |
| SI. No. | Course Code | Course Name | Category | Hou | rs/ W | /eek | Credit | it Maximum Marks | | ks | | |
| | | | | L | Т | Р | С | CA | \vdash | Total | | |
| 1. | BA16391 | Disaster Management | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | | |
| 2. | BA16392 | Rural and Urban Management | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | | |
| 3. | BA16393 | International Business Management | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | | |
| 4. | BA16394 | Health Care Management | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | | |
| 5. | BA16395 | Tourism Management | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | | |
| 6. | BA16396 | Event Management | PE | 3 | 0 | 0 | 3 | 30 | 70 | 100 | | |