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

Master of Business Administration

	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
Department	Department of Business Administration								
Programme	Master of Business Administration								

SEMESTER - I

Sl. No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P	C	CA	ES	Total
THEORY										
1.	BA16111	Principles of Management	PC	3	0	0	3	30	70	**100**
2.	BA16112	Managerial Economics	PC	3	0	0	3	30	70	**100**
3.	BA16113	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	Legal Aspects of Business	PC	3	0	0	3	30	70	**100**
6.	MA16136	Quantitative Techniques for Business	PC	3	1	0	4	30	70	**100**
PRACTICAL										
7.	BA16121	Managerial Communication & Presentation Techniques - Practical	EEC	0	0	4	2	50	50	**100**
8.	HR16041	Career Building Skills – I	EEC	0	2	0	0	50	50	**100**
		Total Credits					**22**			**800**

SEMESTER – II

Sl. No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P	C	CA	ES	Total
THEORY										
1.	BA16211	Operations Management	PC	3	0	0	3	30	70	**100**
2.	MA16232	Operations Research for Management	PC	3	1	0	4	30	70	**100**
3.	BA16213	Financial Management	PC	3	1	0	4	30	70	**100**
4.	BA16214	Marketing Management	PC	3	0	0	3	30	70	**100**
5.	BA16215	Human Resource Management	PC	3	0	0	3	30	70	**100**
6.	BA16216	Information Technology in Management	PC	3	0	0	3	30	70	**100**
PRACTICAL										
7.	BA16221	Business Application Software	EEC	0	0	4	2	50	50	**100**
8.	HR16042	Career Building Skills – II	EEC	0	2	0	0	50	50	**100**
		Total Credits					**22**			**800**

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.

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SEMESTER – III										
SI. No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P	C	CA	ES	Total
THEORY										
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**
Electives (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**
PRACTICAL										
9.	BA16321	Inplant / Internship Report	EEC	0	0	0	2	50	50	**100**
10.	BA16322	Data Analysis lab	EEC	0	0	4	2	50	50	**100**
11.	HR16323	Career Building Skills - III	EEC	0	2	0	0	50	50	**100**
Total Credits							**28**			**1100**

*Student can choose any six courses from the given Specialization.

SEMESTER - IV										
SI. No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P	C	CA	ES	Total
THEORY										
1.	BA16411	Business Ethics & Corporate Governance	PC	4	0	0	4	30	70	**100**
2.	BA16412	Entrepreneurship Development	PC	4	0	0	4	30	70	**100**
PRACTICAL										
3.	BA16421	Comprehension	EEC	0	2	0	1	50	50	**100**
4.	BA16422	Seminar – Emerging Trends in Management	EEC	0	0	4	2	50	50	**100**
5.	BA16423	Project Work	EEC	0	0	24	12	50	50	**100**
Total Credits							**23**			**500**

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List of Electives

ELECTIVE – I MARKETING (SEMESTER – III)

Sl. No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P	C	CA	ES	Total
1.	BA16361	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)

Sl. No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P	C	CA	ES	Total
1.	BA16367	Security Analysis & Portfolio Management	PE	3	0	0	3	30	70	**100**
2.	BA16368	Commercial Banking and Insurance Management	PE	3	0	0	3	30	70	**100**
3.	BA16369	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)

Sl. No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P	C	CA	ES	Total
1.	BA16373	Industrial Relations & Labour Welfare	PE	3	0	0	3	30	70	**100**
2.	BA16374	International Human Resource Management	PE	3	0	0	3	30	70	**100**
3.	BA16375	Competency Mapping and Performance Management	PE	3	0	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 OPERATIONS (SEMESTER – III)

Sl. No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P	C	CA	ES	Total
1.	BA16379	Logistics & Supply Chain Management	PE	3	0	0	3	30	70	**100**
2.	BA16380	Project Management	PE	3	0	0	3	30	70	**100**
3.	BA16381	Services Operations Management	PE	3	0	0	3	30	70	**100**
4.	BA16382	Total Quality Management	PE	3	0	0	3	30	70	**100**
5.	BA16383	Lean Six Sigma	PE	3	0	0	3	30	70	**100**
6.	BA16384	Advanced Materials Management	PE	3	0	0	3	30	70	**100**

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ELECTIVE – V SYSTEM (SEMESTER – III)

Sl. No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P	C	CA	ES	Total
1.	BA16385	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 MANAGEMENT (SEMESTER- III)

Sl. No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P	C	CA	ES	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**