MBA - MASTER OF BUSINESS ADMINISTRATION

Curriculum &
Syllabus for Semester I and II

REGULATIONS 2024
(Academic Year 2024-25 Onwards)

K.S.R. COLLEGE OF ENGINEERING: TIRUCHENGODE – 637 215
(Autonomous)
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION (MBA)
(REGULATIONS 2024)

Vision of the Institution

IV	We envision to achieve status as an excellent Educational Institution in the global knowledge hub, making self-learners, experts, ethical and responsible engineers, technologists, scientists, managers, administrators and entrepreneurs who will significantly contribute to research and environment friendly sustainable growth of the nation and the world.

Mission of the Institution

IM 1	To inculcate in the students self-learning abilities that enable them to become competitive and considerate engineers, technologists, scientists, managers, administrators and entrepreneurs by diligently imparting the best of education, nurturing environmental and social needs.
IM 2	To foster and maintain mutually beneficial partnership with global industries and Institutions through knowledge sharing, collaborative research and innovation.

Vision of the Department / Programme: (Department of Business Administration (MBA))

DV	To develop the students into a competing Entrepreneur and Manager by imparting a quality education who will also significantly contribute to environment friendly sustainable growth of the nation and the world

Mission of the Department / Programme: (Department of Business Administration (MBA))

DM 1	Shaping the students to compete with the competitive environment by cultivating required management and research skills. The department provides an opportunity to enhance technologically advanced skills by offering the best innovative, ethical and quality education.
DM 2	The student are trained to meet the expectation of the industry and tries to balance the gap between department and industry through MOU with reputed company, Industrial Visit and inviting the resource person for knowledge sharing to get practical exposure.

Program Educational Objectives (PEOs)(Department of Business Administration (MBA))

The Graduates of the Programme will be able to	
PEO1 Global Challenges	Graduates of the program can face the emergent global challenges in management.
PEO2 Value Based Education	Graduates will have competent and skill to adapt the professional career and will persist to learn the value based education and to adapt in business.
PEO3 Ethics and Innovation	Graduates will develop effective and ethical environment with industry and society with innovative ideas.

Programme Outcomes (POs)	
PO1 **Domain Knowledge to solve problems**	Apply the knowledge of Management theories and practices to solve business problems.
PO2 **Analytical and Decision making**	Foster analytical and critical thinking abilities for data-based decision making.
PO3 **Leadership**	Ability to develop value based Leadership ability.
PO4 **Global Environment**	Ability to understand, analyze and communicate global, economic, legal and ethical aspects
PO5 **Effective Teamwork**	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

	K. S. R. COLLEGE OF ENGINEERING	Curriculum
KSR College of Engineering	**(Autonomous)** **Approved by AICTE and Affiliated to Anna University, Chennai** **Accredited by NAAC ('A++' Grade)**	**PG** **R - 2024**

Department	Management Studies
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 COURSES										
01	BA24T11	Management and Organizational Behaviour	PCC	3	0	0	3	40	60	100
02	BA24T12	Managerial Economics	PCC	4	0	0	4	40	60	100
03	BA24T13	Legal Aspects of Business	PCC	3	0	0	3	40	60	100
04	BA24T14	Accounting for Decision Making	PCC	3	1	0	4	40	60	100
05	BA24T15	Statistics for Management	PCC	3	1	0	4	40	60	100
06	BA24T16	Fundamentals of Business Analytics	PCC	3	0	0	3	40	60	100
07	BA24T17	Business Ethics & Corporate Governance	PCC	3	0	0	3	40	60	100
LABORATORY COURSES										
08	BA24P11	Managerial Communication & Presentation Techniques	EEC	0	0	3	2	60	40	100
09	BA24P12	Advanced Excel	EEC	0	0	3	2	60	40	100
		Total		**22**	**02**	**06**	**28**		**900**	

SEMESTER - II

Sl.No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P	C	CA	ES	Total
THEORY COURSES										
01	BA24T21	Operations Management	PCC	3	0	0	3	40	60	100
02	BA24T22	Financial Management	PCC	3	1	0	4	40	60	100
03	BA24T23	Marketing Management	PCC	3	0	0	3	40	60	100
04	BA24T24	Human Resource Management	PCC	3	0	0	3	40	60	100
05	BA24T25	Management Information System	PCC	3	0	0	3	40	60	100
06	BA24T26	Business Research Methods	PCC	3	1	0	4	40	60	100
07	BA24T27	Applied Operations Research	PCC	3	1	0	4	40	60	100
LABORATORY COURSES										
08	BA24P21	Data Visualization Using Power BI	EEC	0	0	3	2	60	40	100
09	BA24P22	Seminar on Management Fundamentals	EEC	0	0	3	2	60	40	100
		Total		**21**	**3**	**6**	**28**		**900**	

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SEMESTER – III										
Sl.No.	**Course Code**	**Course Name**	**Category**	**Hours/ Week**			**Credit**	**Maximum Marks**		
				L	**T**	**P**	**C**	**CA**	**ES**	**Total**
THEORY COURSES										
01	BA24T31	Strategic Management	PCC	4	0	0	4	40	60	100
02	BA24T32	Entrepreneurship Development	PCC	4	0	0	4	40	60	100
03		Professional Elective – I	PEC	3	0	0	3	40	60	100
04		Professional Elective – II	PEC	3	0	0	3	40	60	100
05		Professional Elective – III	PEC	3	0	0	3	40	60	100
06		Professional Elective – IV	PEC	3	0	0	3	40	60	100
07		Professional Elective – V	PEC	3	0	0	3	40	60	100
08		Professional Elective – VI	PEC	3	0	0	3	40	60	100
EMPLOYABILITY ENHANCEMENT COURSES										
09	BA24P31	In plant / Internship	EEC	0	0	0	2	100	0	100
10	BA24P32	Social Immersion Project	EEC	0	0	3	2	60	40	100
Total				**26**	**0**	**3**	**30**	**1000**		

SEMESTER – IV										
Sl.No.	**Course Code**	**Course Name**	**Category**	**Hours/ Week**			**Credit**	**Maximum Marks**		
				L	**T**	**P**	**C**	**CA**	**ES**	**Total**
EMPLOYABILITY ENHANCEMENT COURSES										
01	BA24P41	Project work	EEC	0	0	24	12	60	40	100
Total				**0**	**0**	**24**	**12**	**100**		

Total Credit: 98

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PROFESSIONAL ELECTIVE

MARKETING

Sl.No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P	C	CA	ES	Total
01	BA24E01	Marketing Analytics	PEC	3	0	0	3	40	60	100
02	BA24E02	Advertising and Sales Promotion	PEC	3	0	0	3	40	60	100
03	BA24E03	Brand Management	PEC	3	0	0	3	40	60	100
04	BA24E04	Services marketing	PEC	3	0	0	3	40	60	100
05	BA24E05	Digital Marketing	PEC	3	0	0	3	40	60	100
06	BA24E06	Retail Management	PEC	3	0	0	3	40	60	100

FINANCE

Sl.No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P	C	CA	ES	Total
01	BA24E07	Security Analysis & Portfolio Management	PEC	3	0	0	3	40	60	100
02	BA24E08	FinTech	PEC	3	0	0	3	40	60	100
03	BA24E09	International Financial Management	PEC	3	0	0	3	40	60	100
04	BA24E10	Merger and Acquisition	PEC	3	0	0	3	40	60	100
05	BA24E11	Behavioural Finance	PEC	3	0	0	3	40	60	100
06	BA24E12	Banking & Financial Services	PEC	3	0	0	3	40	60	100

HUMAN RESOURCES

Sl.No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P	C	CA	ES	Total
01	BA24E13	Industrial Relations &Labour Welfare	PEC	3	0	0	3	40	60	100
02	BA24E14	Training and Development	PEC	3	0	0	3	40	60	100
03	BA24E15	HR Analytics	PEC	3	0	0	3	40	60	100
04	BA24E16	Performance Management	PEC	3	0	0	3	40	60	100
05	BA24E17	Strategic Human Resource Management	PEC	3	0	0	3	40	60	100
06	BA24E18	Talent Acquisition and Management	PEC	3	0	0	3	40	60	100

OPERATIONS MANAGEMENT

Sl.No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P	C	CA	ES	Total
01	BA24E19	Total Quality Management	PEC	3	0	0	3	40	60	100
02	BA24E20	Production Planning and Control	PEC	3	0	0	3	40	60	100
03	BA24E21	Supply Chain Analytics	PEC	3	0	0	3	40	60	100
04	BA24E22	World Class Manufacturing	PEC	3	0	0	3	40	60	100
05	BA24E23	Technology Management	PEC	3	0	0	3	40	60	100
06	BA24E24	Maintenance Management	PEC	3	0	0	3	40	60	100