



E.G.S. PILLAY ENGINEERING COLLEGE,
NAGAPATTINAM – 611002, TAMILNADU, INDIA
(An Autonomous Institution)

Approved by AICTE, New Delhi | Affiliated to Anna University, Chennai
Accredited by NAAC with 'A' Grade | An ISO 9001:2008 Certified Institution
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COURSE OF STUDY FOR MBA UNDER REGULATIONS 2017
MASTER OF BUSINESS ADMINISTRATION

MINIMUM CREDITS TO BE EARNED FOR THE AWARD OF THE DEGREE: 87

I TO IV SEMESTER FULL TIME CURRICULUM AND SYLLABUS

SEMESTER I									
Course Code	Course Name	L	T	P	C	Maximum Marks			Category
						CA	ES	Total	
Theory Course									
17BA101	Principles of Management	3	0	0	3	40	60	100	FC
17BA102	Statistics for Management	3	2	0	4	40	60	100	FC
17BA103	Economic Analysis for Business	3	0	0	3	40	60	100	PC
17BA104	Organizational Behaviour	3	0	0	3	40	60	100	PC
17BA105	Accounting for Management	3	2	0	4	40	60	100	FC
17BA106	Legal Aspects of Business	3	0	0	3	40	60	100	PC
Practical Course									
17BA107	Managerial Communication I	0	0	2	1	100	-	100	EEC
17BA108	Software Skills Lab I	0	0	4	2	50	50	100	PC
17BA109	Life Skills I	0	0	2	1	100		100	EEC
Total		18	4	8	24	490	410	900	

MANAGERIAL COMMUNICATION

Managerial Communication paper is to be treated as Seminar. The students are expected to give presentation on the topics given in the Managerial Communication course. Every student must present minimum two topics in the class room for continuous assessment. Based on the presentation and answering skills of the students, marks will be awarded. No end semester examination is required for this course.

LIFE SKILLS

Life Skills will be conducted by Training and Placement Department. Training will be given to the students in a list of topics in the classroom. Based on the test performance (Two tests), marks will be awarded to the students and the consolidated marks will be taken as the final mark. There is no End Semester Examination for this course.

ATTESTED
[Signature]
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SEMESTER II									
Course Code	Course Name	L	T	P	C	Maximum Marks			Category
						CA	ES	Total	
Theory Course									
17BA201	Operations Management	3	0	0	3	40	60	100	PC
17BA202	Financial Management	3	0	0	3	40	60	100	PC
17BA203	Marketing Management	3	0	0	3	40	60	100	PC
17BA204	Human Resource Management	3	0	0	3	40	60	100	PC
17BA205	Information Management	3	0	0	3	40	60	100	PC
17BA206	Applied Operations Research	3	2	0	4	40	60	100	FC
17BA207	Business Research Methods	3	0	0	3	40	60	100	PC
Practical Course									
17BA208	Managerial Communication II	0	0	2	1	100	-	100	EEC
17BA209	Software Skills Lab II	0	0	4	2	50	50	100	PC
17BA210	Life Skills II	0	0	2	1	100		100	EEC
Total		21	2	8	26	530	470	1000	

SEMESTER III									
Course Code	Course Name	L	T	P	C	Maximum Marks			Category
						CA	ES	Total	
Theory Course									
17BA301	International Business Management	3	0	0	3	40	60	100	PC
17BA302	Strategic Management	3	0	0	3	40	60	100	PC
1	Elective I	3	0	0	3	40	60	100	PE
2	Elective II	3	0	0	3	40	60	100	PE
3	Elective III	3	0	0	3	40	60	100	PE
4	Elective IV	3	0	0	3	40	60	100	PE
5	Elective V	3	0	0	3	40	60	100	PE
Practical Course									
17BA303	Summer Training (2 Weeks)	0	0	2	1	100	-	100	EEC
Total		21	0	2	22	380	420	800	

SUMMER TRAINING (2 Weeks)

Summer Training – 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 the training undergone, the departments wherein he/she was trained with duration (Chronological diary) along with the type of managerial skills developed during the training. The training report should be sent to the Controller of Examinations by the HOD, before the last working day of the 3rd semester.

SEMESTER IV									
Course Code	Course Name	L	T	P	C	Maximum Marks			Category
						CA	ES	Total	
Theory Course									
6	Elective VI	3	0	0	3	40	60	100	PE
7	Elective VII	3	0	0	3	40	60	100	PE
8	Elective VIII	3	0	0	3	40	60	100	PE
Practical Course									
17BA401	Project Work	0	0	12	6	100	100	200	EEC
Total		9	0	12	15	220	280	500	

Note: Chosen electives should be from two streams of management of four electives each.

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LIST OF ELECTIVES

Stream/ Specialization: Marketing Management						
Course Code	Course Name	L	T	P	C	Category
17BA001	Brand Management	3	0	0	3	PE
17BA002	Retail Management	3	0	0	3	PE
17BA003	Services Marketing	3	0	0	3	PE
17BA004	Integrated Marketing Communication	3	0	0	3	PE
17BA005	Rural Marketing	3	0	0	3	PE
17BA006	Consumer Behaviour	3	0	0	3	PE

Stream/ Specialization: Financial Management						
Course Code	Course Name	L	T	P	C	Category
17BA007	Security Analysis and Portfolio Management	3	0	0	3	PE
17BA008	Merchant Banking and Financial Services	3	0	0	3	PE
17BA009	International Trade Finance	3	0	0	3	PE
17BA010	Corporate Finance	3	0	0	3	PE
17BA011	Banking Financial Services Management	3	0	0	3	PE
17BA012	Derivatives Management	3	0	0	3	PE

Stream/ Specialization: Human Resource Management						
Course Code	Course Name	L	T	P	C	Category
17BA013	Managerial Behavior and Effectiveness	3	0	0	3	PE
17BA014	Entrepreneurship Development	3	0	0	3	PE
17BA015	Organizational Theory, Design & Development	3	0	0	3	PE
17BA016	Industrial Relations & Labour Welfare	3	0	0	3	PE
17BA017	Strategic Human Resource Management	3	0	0	3	PE
17BA018	Stress Management	3	0	0	3	PE

Stream/ Specialization : Systems Management						
Course Code	Course Name	L	T	P	C	Category
17BA019	Advanced Database Management Systems	3	0	0	3	PE
17BA020	e-Business Management	3	0	0	3	PE
17BA021	Software Project and Quality Management	3	0	0	3	PE
17BA022	Data mining for Business Intelligence	3	0	0	3	PE
17BA023	Decision support system and Intelligent system	3	0	0	3	PE
17BA024	Knowledge Management Systems	3	0	0	3	PE

Stream/ Specialization: Operations Management						
Course Code	Course Name	L	T	P	C	Category
17BA025	Logistics and Supply Chain Management	3	0	0	3	PE
17BA026	Services Operations Management	3	0	0	3	PE
17BA027	Project Management	3	0	0	3	PE
17BA028	Lean Six Sigma	3	0	0	3	PE
17BA029	Materials Management	3	0	0	3	PE
17BA030	Process Management	3	0	0	3	PE

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SELF STUDY COURSE

S. No.	Course Code	Course Title	L	T	P	C	MAX. MARKS 100		
							CA	SE	TOTAL
ODD SEMESTER									
1.		Creative Advertisement Design and Research	3	0	0	3	40	60	100
2.		Fundamentals of Shipping	3	0	0	3	40	60	100
3.		Creativity and Innovation	3	0	0	3	40	60	100
4.		Mutual Fund Analysis	3	0	0	3	40	60	100
5.		Income tax and GST	3	0	0	3	40	60	100
6.		Management of Intellectual Property Rights	3	0	0	3	40	60	100
7.		Self Awareness and Management	3	0	0	3	40	60	100
EVEN SEMESTER									
1.		Containerization and Allied Business	3	0	0	3	40	60	100
2.		EXIM Management	3	0	0	3	40	60	100
3.		Share Investment and Management	3	0	0	3	40	60	100
4.		Port and Terminal Management	3	0	0	3	40	60	100
5.		Hospitality Management	3	0	0	3	40	60	100
6.		Travel and Tourism Management	3	0	0	3	40	60	100

ONE CREDIT COURSE

S. No.	Course Code	Course Title	L	T	P	C
1.		Electronic Retailing	1	0	0	1
2.		Five C Model of HR	1	0	0	1
3.		Employability & Leadership Skills	1	0	0	1
4.		Professional Skills	1	0	0	1
5.		Venture Capital	1	0	0	1
6.		Life Insurance	1	0	0	1
7.		Rural marketing	1	0	0	1
8.		Talent Management	1	0	0	1

(Apart from the suggested courses, NPTEL courses also will be included in one credit course time to time by the Head of the Department in consultation with the Principal/COE)

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VALUE ADDED COURSES/ CERTIFICATE COURSES

S. No.	Course Code	Course Title
1.		Customer Relationship Management
2.		Micro Finance
3.		Labour Legislations
4.		Enterprise Resource Planning
5.		Research and Development Management

SUMMARY OF CREDIT DISTRIBUTION

S.No.	CATEGORY	CREDITS PER SEMESTER				TOTAL CREDITS	CREDITS in %
		I	II	III	IV		
1.	FC	11	4	-	-	15	17
2.	PC	11	20	6	-	37	42
3.	PE	-	-	15	9	24	28
4.	EEC	2	2	1	6	11	13
Total		24	26	22	15	87	100

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