

E.G.S. PILLAY ENGINEERING COLLEGE (AUTONOMOUS)

NAGAPATTINAM

DEPARTMENT OF MANAGEMENT STUDIES

MINIMUM CREDITS TO BE EARNED FOR THE AWARD OF THE DEGREE: 90

I TO IV SEMESTER FULL TIME CURRICULUM AND SYLLABUS

MBA Regulations 2020

SEMESTER I									
Course Code	Course Name	L	T	P	C	Maximum Marks			Category
						CA	ES	Total	
Theory Course									
101	Management Concepts and Organizational Behavior	3	0	0	3	40	60	100	PC
102	Statistics for Management	3	2	0	4	40	60	100	PC
103	Managerial Economics	3	0	0	3	40	60	100	PC
104	Accounting for Decision Making	3	2	0	4	40	60	100	PC
105	Legal Aspects of Business	3	0	0	3	40	60	100	PC
106	Information Management	3	0	0	3	40	60	100	PC
Practical Course									
107	Indian Ethos and Business Ethics	0	0	4	2	100		100	EEC
108	Computer Applications for Business	0	0	4	2	50	50	100	PC
109	Life Skills-I	0	0	2	1	100		100	EEC
	Total	18	4	10	25	490	410	900	

SEMESTER II									
Course Code	Course Name	L	T	P	C	Maximum Marks			Category
						CA	ES	Total	
Theory Course									
201	Operations Management	3	0	0	3	40	60	100	PC
202	Financial Management	4	0	0	4	40	60	100	PC
203	Marketing Management	3	0	0	3	40	60	100	PC
204	Human Resource Management	3	0	0	3	40	60	100	PC
205	Operations Research	3	2	0	4	40	60	100	PC
206	Business Research Methods	3	0	0	3	40	60	100	PC
207	Non Functional Elective	3	0	0	3	40	60	100	PE
Practical Course									
208	Data Analysis and Business Modelling	0	0	4	2	50	50	100	PC
209	Business Communication	0	0	4	2	100		100	PC
210	Life Skills II	0	0	2	1	100		100	EEC

ATTESTED


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Total	22	2	10	28	530	470	100	
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INDIAN ETHOS AND BUSINESS ETHICS

Indian Ethos and Business Ethics paper is to be treated as Seminar. The students are expected to give presentation on the topics given in the 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 by the faculty members and the consolidated marks can be taken as the final mark.

No end semester examination is required for the above said course.

BUSINESS COMMUNICATION

Note: Business Communication paper is to be treated as Seminar. The emphasis of the entire subject should be on practical aspects. The students are expected to give presentation on the topics given in the 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 by the faculty members and the consolidated marks can be taken as the final mark.

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.

SEMESTER III										
Course Code	Course Name	L	T	P	C	Maximum Marks			Category	
						CA	ES	Total		
Theory Course										
301	International Management Business	3	0	0	3	40	60	100	PC	
302	Strategic Management	3	0	0	3	40	60	100	PC	
303	Business Analytics	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	
Practical Course										
	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										
401	Entrepreneurship Development	3	0	0	3	40	60	100	PC	
	Elective V	3	0	0	3	40	60	100	PE	
	Elective VI	3	0	0	3	40	60	100	PE	
Practical Course										

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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 three electives each.

SUMMARY OF CREDIT DISTRIBUTION

S.No.	CATEGORY	CREDITS PER SEMESTER				TOTAL CREDITS	CREDITS in %
		I	II	III	IV		
1.	CC	22	24	9	3	58	64
2.	EC	-	3	12	6	21	23
3.	EEC	3	1	1	6	11	13
Total		25	28	22	15	90	100

LIST OF FUNCTIONAL ELECTIVES

Stream/ Specialization: Marketing Management (09 courses)							
Course Code	Course Name	L	T	P	C	Category	
1	Brand Management	3	0	0	3	PE	
2	Retail Management	3	0	0	3	PE	
3	Services Marketing	3	0	0	3	PE	
4	Integrated Marketing Communication	3	0	0	3	PE	
5	International Marketing	3	0	0	3	PE	
6	Consumer Behaviour	3	0	0	3	PE	
7	Digital Marketing	3	0	0	3	PE	
8	Sales and Distribution Management	3	0	0	3	PE	
9	Marketing Analytics	3	0	0	3	PE	

Stream/ Specialization: Financial Management (9 courses)							
Course Code	Course Name	L	T	P	C	Category	
10	Security Analysis and Portfolio Management	3	0	0	3	PE	
11	Merchant Banking and Financial Services	3	0	0	3	PE	
12	International Finance	3	0	0	3	PE	
13	Corporate Finance	3	0	0	3	PE	
14	Banking and Financial Services	3	0	0	3	PE	
15	Financial Derivatives	3	0	0	3	PE	
16	Project Appraisal and Finance	3	0	0	3	PE	
17	Financial Modeling	3	0	0	3	PE	

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18	Fintech and Blockchain	3	0	0	3	PE
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Stream/ Specialization: Human Resource Management (09 courses)						
Course Code	Course Name	L	T	P	C	Category
19	Managerial Behavior and Effectiveness	3	0	0	3	PE
20	International Human Resource Management	3	0	0	3	PE
21	Organizational Theory, Design & Development	3	0	0	3	PE
22	Industrial Relations & Labour Welfare	3	0	0	3	PE
23	Strategic Human Resource Management	3	0	0	3	PE
24	Human Resource Analytics	3	0	0	3	PE
25	Negotiation and Conflict Management	3	0	0	3	PE
26	Reward and Compensation Management	3	0	0	3	PE
27	Social Psychology	3	0	0	3	PE

Stream/ Specialization : Systems Management (9 courses)						
Course Code	Course Name	L	T	P	C	Category
28	e-business	3	0	0	3	PE
29	Internet of Things	3	0	0	3	PE
30	Cloud Computing	3	0	0	3	PE
31	Enterprise Resource Planning	3	0	0	3	PE
32	Software Project and Quality Management	3	0	0	3	PE
33	Data Mining for Business Intelligence	3	0	0	3	PE
34	Big Data Analytics	3	0	0	3	PE
35	Deep Learning and Artificial Intelligence	3	0	0	3	PE
36	R Programming	3	0	0	3	PE

Stream/ Specialization: Operations Management (9 courses)						
Course Code	Course Name	L	T	P	C	Category
37	Supply Chain Management	3	0	0	3	PE
38	Quality Management	3	0	0	3	PE
39	Materials Management	3	0	0	3	PE
40	Services Operations Management	3	0	0	3	PE
41	Process Management	3	0	0	3	PE
42	Supply Chain Analytics	3	0	0	3	PE
43	Product design	3	0	0	3	PE
44	Lean Six Sigma	3	0	0	3	PE

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45	Robust Design	3	0	0	0	3	PE
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NON-FUNCTIONAL ELECTIVES*

Course Code	Course Name	L	T	P	C	Category
46	Corporate Governance	3	0	0	3	PE
47	Event Management	3	0	0	3	PE
48	Micro and Small Business Management	3	0	0	3	PE
49	Intellectual Property Rights	3	0	0	3	PE
50	Sustainable Management	3	0	0	3	PE
51	Project Management	3	0	0	3	PE

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