

M.B.A

Programme: MBA

A. Distribution of Courses, Credits and Contact Hours

Type of Course	Total No. of Courses	Credits per Course	Total Credits	Percentage in Total Credits	Total Contact Hours	Percentage in Total Contact Hours
Core (Compulsory)						
Theory	13	4	52	49.52	52	38.81
Laboratory	2	2	4	3.81	8	5.97
Research Review	1	1	1	0.95	4	2.99
Article Publication	1	2	2	1.90	6	4.48
Project	1	6	6	5.71	6	4.48
Internship : Review and Report	1	2	2	1.90	3	2.24
Elective (Optional)						
Theory	9	4	36	34.29	44	32.84
Ability Enhancement						
(i) Soft and Quantitative Skills	2	1	2	1.90	4	2.99
(ii) Management Practice	1	-	-	-	7	5.22
Total	31	1-6	105	100	134	100

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B. List of Core and Elective Courses

Core Courses (Compulsory)

Theory :

16PBA101	:	Management Practice and Executive Communication
16PBA102	:	Organizational Behaviour
16PBA103	:	Economics for Managers
16PBA104	:	Financial and Management Accounting
16PBA105	:	Quantitative Methods for Management
16PBA106	:	Company Law and Corporate Governance
16PBA107	:	Lean and Agile Management
16PBA108	:	Marketing for Executives
16PBA109	:	Financial Management
16PBA110	:	Human Resource Management
16PBA111	:	Quantitative Techniques
16PBA112	:	Research Methods for Management
16PBA113	:	Social Entrepreneurship and Business Leadership

Laboratory :

16PBA301	:	Computer Applications in Management
16PBA302	:	Data Analysis for Decision Making

Elective Courses (Optional)

Regular Study :

Semester – III

MARKETING - (Any Two Courses)

16PBA201	:	Product and Brand Management
16PBA202	:	Retail and Service Marketing
16PBA203	:	Marketing Research
16PBA204	:	Consumer Behaviour

HUMAN RESOURCE - (Any Two Courses)

16PBA205	:	Labour Law
16PBA206	:	Management System and Certification
16PBA207	:	Training and Development
16PBA208	:	HRD Score Card

FINANCE - (Any Two Courses)

16PBA209	:	Investment / Treasury and Risk Management
16PBA210	:	Working Capital Management
16PBA211	:	Mergers Acquisition and Restructuring

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16PBA212 : Security Analysis and Portfolio Management

HOSPITALITY MANAGEMENT - (Any Two Courses)

16PBA213 : Event Tourism

16PBA214 : Tourism Planning and Marketing

16PBA215 : Management of Travel Agency and Tour Operations

16PBA216 : Tourism Products of India

BUSINESS ANALYTICS - (Any Two Courses)

16PBA217 : Data Mining

16PBA218 : RDBMS

16PBA219 : R-Programming

16PBA220 : ERP

Semester – IV

MARKETING - (Any Two Courses)

16PBA221 : International Marketing

16PBA222 : Sales Force Management

16PBA223 : Integrated Marketing Communication

16PBA224 : Customer Relationship Management

HUMAN RESOURCE - (Any Two Courses)

16PBA225 : Creativity and Decision Making

16PBA226 : Strategic Human Resource Management

16PBA227 : Organizational Change and Development

16PBA228 : Compensation Management

FINANCE - (Any Two Courses)

16PBA229 : Strategic Cost Management

16PBA230 : International Financial management

16PBA231 : Capitol Market and Financial Services

16PBA232 : Banking and Insurance

HOSPITALITY MANAGEMENT - (Any Two Courses)

16PBA233 : Food and Beverage Management

16PBA234 : Accommodation and Operations Management

16PBA235 : Fast food Operations and Management

16PBA236 : Food Services Specialties and Planning

BUSINESS ANALYTICS

Compulsory

16PBA237 : Laboratory Course : R – Programming and RDBMS

Optional (Any One Course)

16PBA238 : Market Analytics

16PBA239 : HR Analytics

16PBA240 : Finance Analytics

Self Study (Any One Course):

- 16PBA241 : Mall Management
- 16PBA242 : Performance Management
- 16PBA243 : Business Process Management
- 16PBA244 : Export-Import Procedure

Open (Inter-disciplinary) Elective Courses (Any One Course)

- 16PBA001 : Personality Development
- 16PBA002 : Corporate Communication
- 16PBA003 : Business Environment and Ethics
- 16PBA004 : Strategic Management

Explanation for Course Code:

**First 02 Digits : Year 2016; Third Digit : Level of the Programme (U : UG / P : PG);
Fourth and Fifth Digits : Cluster / Discipline Code; Last 03 Digits : Nature of the
Course (Core/Elective/Supportive etc.,)**

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**C. Semester-wise Distribution of Courses, Credits, Marks and
Contact Hours**

Specializations : Any two Specializations among (i) Marketing, (ii) Human Resource Management, (iii) Finance, (iv) Hospitality Management, and (v) Business Analytics, earning equal number of credits through Elective Courses available under the above disciplines.

Part	Type of Course	Course Code	Title of the Course	Credits	Marks	Contact Hours / Week
Semester I						
III	Core : Theory – 1	16PBA101	Management Practice and Executive Communication	4	100	4
	Core : Theory – 2	16PBA102	Organizational Behaviour	4	100	4
	Core : Theory – 3	16PBA103	Economics for Managers	4	100	4
	Core : Theory – 4	16PBA104	Financial and Management Accounting	4	100	4
	Core : Theory – 5	16PBA105	Quantitative Methods for Management	4	100	4
	Core : Theory – 6	16PBA106	Company Law and Corporate Governance	4	100	4
	Core : Laboratory – 1	16PBA301	Computer Applications in Management	2	100	4
	Article Publication	16PBA601	Publication of Article in Research Journal	-	CIA	2
	Ability Enhancement	Management Practice		-	CIA	3
Total				26	700	33
Semester II						
III	Core : Theory – 7	16PBA107	Production and Operation Management	4	100	4
	Core : Theory – 8	16PBA108	Marketing for Executives	4	100	4
	Core : Theory – 9	16PBA109	Financial Management	4	100	4
	Core : Theory – 10	16PBA110	Human Resource Management	4	100	4
	Core : Theory – 11	16PBA111	Quantitative Techniques	4	100	4
	Core : Theory – 12	16PBA112	Research Methods for Management	4	100	4
	Core : Laboratory – 2	16PBA302	Data Analysis for Decision Making	2	100	4
	Article Publication	16PBA601	Publication of Article in Research Journal	-	CIA	2
	Research Review	16PBA701	Research Review on Current Trends in the Discipline	-	CIA	2
	Ability Enhancement	16PAB401	Soft and Quantitative Skills – I	1	100	2
	Total				27	800
	16PBA801	Summer Internship				

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Semester III						
III	Core : Theory – 13	16PBA113	Strategic Management	4	100	4
	Elective : Theory – 1	Specialization	Marketing or Human Resource Management or Finance or Hospitality Management or Business Analytics	4	100	4
	Elective : Theory – 2	Specialization	Marketing or Human Resource Management or Finance or Hospitality Management or Business Analytics	4	100	4
	Elective : Theory – 3	Specialization	Marketing or Human Resource Management or Finance or Hospitality Management or Business Analytics	4	100	4
	Elective : Theory – 4	Specialization	Marketing or Human Resource Management or Finance or Hospitality Management or Business Analytics	4	100	4
	Article Publication	16PBA601	Publication of Article in Research Journal	2	100	2
	Research Review	16PBA701	Research Review on Current Trends in the Discipline : Report	1	100	2
	Ability Enhancement	16PAB402	Soft and Quantitative Skills – II	1	100	2
	Internship	16PBA801	Summer Internship : Review and Report	2	100	3
	Ability Enhancement	Management Practice		-	CIA	4
Total				26	900	33
Semester IV						
III	Elective : Theory – 5	Specialization	Marketing or Human Resource Management or Finance or Hospitality Management or Business Analytics	4	100	6
	Elective : Theory – 6	Specialization	Marketing or Human Resource Management or Finance or Hospitality Management or Business Analytics	4	100	6
	Elective : Theory – 7	Specialization	Marketing or Human Resource Management or Finance or Hospitality Management or Business Analytics	4	100	6
	Elective : Theory – 8	Specialization	Marketing or Human Resource Management or Finance or Hospitality Management or Business Analytics	4	100	6
	Elective : Theory – 9 (Self Study)	16PBA241/ 16PBA242/	Mall Management/ Performance Management/	4	100	4

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		16PBA243/ 16PBA244	Business Process Management/ Export-Import Procedure			
	Project	16PBA501	Project Work and Viva Voce	6	100	6
Total				26	600	34

Total Credits: $26+26+27+26 = 105$

Total Marks: $700+800+900+600 = 3000$