

K.RAMAKRISHNAN COLLEGE OF ENGINEERING
(AUTONOMOUS)
MASTER OF BUSINESS ADMINISTRATION (GENERAL)
CHOICE BASED CREDIT SYSTEM

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs):

MBA programme curriculum is designed to prepare the postgraduate students

1. To have a thorough understanding of the core aspects of the administration.
2. To prepare them to have a holistic approach towards management functions.
3. To motivate them for continuous learning.
4. To inspire and make them practice ethical standards in the business.
5. To stimulate the postgraduates to adopt the change management.

PROGRAMME OUTCOMES (POs): On successful completion of the programme

1. Ability to apply the business acumen gained in practice.
2. Ability to understand and solve managerial issues.
3. Ability to communicate and negotiate effectively.
4. Ability to upgrade their professional and managerial skills in their workplace.
5. Ability to explore managerial challenges & develop informed managerial decisions in a dynamically unstable environment.
6. Ability to understand one's own ability to set achievable targets and complete them
7. Ability to pursue lifelong learning for fulfilling business career.

Programme Educational Objectives	PROGRAMME OUTCOMES (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1	✓	✓					✓
2				✓	✓	✓	
3	✓		✓		✓	✓	✓
4				✓		✓	✓
5		✓	✓				

		PO1	PO2	PO3	PO4	PO5	PO6	PO7
Year – I	Semester - I	Fundamentals of Management	✓	✓	✓		✓	
		Organizational behaviour	✓		✓			
		Accounting for Management	✓			✓		
		Managerial Economics	✓	✓				
		Legal Aspects of Business	✓					
		Statistics for Business Management	✓					
		Total Quality Management				✓	✓	
		Spoken and written communication	✓		✓			
		Comprehensive viva voce						
		Year – I	Semester - II	Business Research Methods		✓		
Operations management	✓							
Human resource management	✓			✓		✓	✓	✓
Financial Management	✓			✓		✓	✓	✓
Business Information System	✓			✓		✓	✓	✓
Marketing Management				✓		✓	✓	✓
Applied Operations Research				✓			✓	✓
Data Analysis and Business Modelling	✓					✓	✓	✓
Comprehensive viva voce								
Year –II	Semester – III	International Business Management				✓	✓	
		Strategic Management	✓	✓		✓	✓	✓
		Elective – I	Given below for each stream/Specialization					
		Elective – II						
		Elective – III						
		Elective – IV						
		Summer Training	✓	✓	✓	✓	✓	✓
Comprehensive viva voce								
Year -II	Sem -IV	Project	✓	✓	✓	✓	✓	✓
		Professional Elective -V***	Given below for each stream/Specialization					
		Professional Elective -VI***						

Elective stream - Marketing Management									
	Brand management	✓			✓	✓			
	Consumer Behaviour	✓				✓	✓	✓	
	Customer Relationship Management	✓				✓	✓	✓	
	Integrated Marketing communication	✓		✓		✓			
	Retail Marketing	✓		✓		✓			
	Services Marketing	✓				✓	✓	✓	
	Digital Marketing	✓				✓	✓	✓	
Elective stream - Financial Management									
	Banking Financial Services Management	✓	✓			✓			
	Corporate Finance	✓	✓	✓	✓				
	Derivatives Management	✓	✓						✓
	Merchant Banking and Financial Services	✓	✓			✓			
	Security Analysis and Portfolio Management	✓				✓			
	Strategic Investment and Financing Decisions	✓	✓					✓	
	International Trade Finance	✓	✓			✓			
Elective stream – Human Resources Management									
	Entrepreneurship Development	✓		✓		✓			
	Industrial Relations and Labour Welfare	✓		✓		✓			
	Labour Legislations	✓		✓				✓	
	Managerial Behaviour and Effectiveness	✓		✓		✓			
	Organizational Theory, Design and Development	✓		✓		✓			
	Strategic Human Resource Management	✓		✓					



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CHOICE BASED CREDIT SYSTEM
CURRICULA AND SYLLABUS I TO IV SEMESTERS
SEMESTER - I

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
THEORY								
1	PBAPC11	Fundamentals of Management	PC	3	3	0	0	3
2	PBAPC12	Organizational behavior	PC	3	3	0	0	3
3	PBAPC13	Accounting for Management	PC	4	4	0	0	4
4	PBAPC14	Managerial Economics	PC	4	4	0	0	4
5	PBAPC15	Legal Aspects of Business	PC	3	3	0	0	3
6	PBAPC16	Statistics for Business Management	PC	4	3	1	0	4
7	PBAPC17	Total Quality Management	PC	3	3	0	0	3
PRACTICAL								
8	PBAEE18	Spoken and Written Communication #	EEC	4	0	0	4	2
9	PBAEE19	Comprehensive viva voce	EEC	2	0	0	2	2
				30	23	1	6	28

No end semester examination is required for this course.

SEMESTER - II

SL.NO	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
THEORY								
1	PBAPC21	Business Research Methods	PC	3	3	0	0	3
2	PBAPC22	Operations management	PC	3	3	0	0	3
3	PBAPC23	Human resource management	PC	3	3	0	0	3
4	PBAPC24	Financial Management	PC	4	4	0	0	4
5	PBAPC25	Business Information System	PC	3	3	0	0	3
6	PBAPC26	Marketing Management	PC	4	4	0	0	4
7	PBAPC27	Applied Operations Research	PC	4	3	1	0	4
PRACTICAL								
8	PBAEE28	Data Analysis and Business Modeling	EEC	4	0	0	4	2
9	PBAEE29	Comprehensive viva voce	EEC	2	0	0	2	2
				30	23	1	6	28

SUMMER TRAINING (4 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 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

SEMESTER - III

SL.NO	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
THEORY								
1	PBAPC31	International Business Management	PC	3	3	0	0	3
2	PBAPC32	Strategic Management	PC	3	3	0	0	3
3	PBAPEXX	Professional Elective –I***	PE	4	4	0	0	4
4	PBAPEXX	Professional Elective –II***	PE	4	4	0	0	4
5	PBAPEXX	Professional Elective –III***	PE	4	4	0	0	4
6	PBAPEXX	Professional Elective –IV***	PE	4	4	0	0	4
PRACTICAL								
7	PBAEE33	Summer Training#	EEC	4	0	0	4	2
8	PBAEE34	Comprehensive viva voce	EEC	2	0	0	2	2
				28	22	0	6	26

*** Chosen electives should be from two streams of management of three electives each.

No end semester examination is required for this course

SEMESTER -IV

SL.NO	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
THEORY								
1	PBAPEXXX	Professional Elective - V***	PE	4	0	0	0	4
2	PBAPEXXX	Professional Elective - VI***	PE	4	0	0	0	4
PRACTICAL								
3	PBAEE41	Project	EEC	24	0	0	24	12
				32	0	0	24	20

Total Number of Credits: 102

PROFESSIONAL CORE (PC)

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
1	PBAPC11	Fundamentals of management	PC	3	3	0	0	3
2	PBAPC12	Organizational behaviour	PC	3	3	0	0	3
3	PBAPC13	Accounting for management	PC	4	4	0	0	4
4	PBAPC14	Managerial Economics	PC	4	4	0	0	4
5	PBAPC15	Legal Aspects of Business	PC	3	3	0	0	3
6	PBAPC16	Statistics for Business Management	PC	4	3	1	0	4
7	PBAPC17	Total Quality Management	PC	3	3	0	0	3
8	PBAPC21	Business Research Methods	PC	3	3	0	0	3
9	PBAPC22	Operations management	PC	3	3	0	0	3
10	PBAPC23	Human resource management	PC	3	3	0	0	3
11	PBAPC24	Financial Management	PC	4	4	0	0	4
12	PBAPC25	Business Information System	PC	3	3	0	0	3
13	PBAPC26	Marketing Management	PC	4	4	0	0	4
14	PBAPC27	Applied Operations Research	PC	4	3	1	0	4
15	PBAPC31	International Business Management	PC	3	3	0	0	3
16	PBAPC32	Strategic Management	PC	3	3	0	0	3

PROFESSIONAL ELECTIVES (PE)

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
Stream/ Specialization : Marketing Management								
1	PBAPE01	Brand Management	PE	4	4	0	0	4
2	PBAPE02	Retail Marketing	PE	4	4	0	0	4
3	PBAPE03	Service Marketing	PE	4	4	0	0	4
4	PBAPE04	Consumer Behaviour	PE	4	4	0	0	4
5	PBAPE05	Customer Relationship Management	PE	4	4	0	0	4
6	PBAPE06	Digital Marketing	PE	4	4	0	0	4
7	PBAPE07	Integrated Marketing Communication	PE	4	4	0	0	4
Stream/ Specialization : Financial Management								
8	PBAPE08	Security Analysis and Portfolio Management	PE	4	4	0	0	4
9	PBAPE09	Merchant Banking and financial services	PE	4	4	0	0	4
10	PBAPE10	International Trade Finance	PE	4	4	0	0	4
11	PBAPE11	Banking Financial Services Management	PE	4	4	0	0	4
12	PBAPE12	Corporate Finance	PE	4	4	0	0	4
13	PBAPE13	Strategic Investment and Financing Decisions	PE	4	4	0	0	4
14	PBAPE14	Derivatives Management	PE	4	4	0	0	4
Stream/ Specialization: Human Resource Management								
15	PBAPE15	Organizational Theory, Design and Development	PE	4	4	0	0	4
16	PBAPE16	Strategic Human Resource Management	PE	4	4	0	0	4
17	PBAPE17	Managerial Behaviour Effectiveness	PE	4	4	0	0	4
18	PBAPE18	Industrial Relations and Labour Welfare	PE	4	4	0	0	4
19	PBAPE19	Labour Legislations	PE	4	4	0	0	4
20	PBAPE20	Entrepreneurship Development	PE	4	4	0	0	4