

SHREE VENKATESHWARA HI-TECH ENGINEERING COLLEGE

(Autonomous)

Gobichettipalayam, Erode-638455




Regulation 2023

(Autonomous)

Curriculum and Syllabus

Choice Based Credit System (CBCS)

MASTER OF BUSINESS ADMINISTRATION

	<p align="center">SHREE VENKATESHWARA HI-TECH ENGINEERING COLLEGE (Autonomous) Gobichettipalayam, Erode -638455</p>
<p align="center">Regulation 2023 (PG)</p>	
<p align="center">Curriculum and Syllabus</p>	
<p align="center">MASTER OF BUSINESS ADMINISTRATION</p>	

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs) :

MBA programme curriculum is designed to prepare the post graduate students

- I. To have a thorough understanding of the core aspects of the business.
- II. To provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems.
- III. To prepare them to have a holistic approach towards management functions.
- IV. To inspire and make them practice ethical standards in business.

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, to achieve organizational and individual goals.
4. Ability to understand one's own ability to set achievable targets and complete them.
5. Ability to fulfill social outreach.
6. Ability to take up challenging assignments.



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Summary of Credits

SL. No	Category	Credit Points/Semester				Total Credits	Credits in %
		I	II	III	IV		
1	PCC	18	21	6	0	45	50.00
2	PEC	0	0	18	0	18	20.00
3	NEC	3	0	0	0	3	3.33
4	EEC	4	4	4	12	24	26.66
5	MC	0	0	0	0	0	0
Total		25	25	28	12	90	

CATEGORIZATION OF COURSES

- i. Professional Core Courses (PCC)
- ii. Professional Elective Courses (PEC)
- iii. Non- Functional Elective Courses (NEC)
- iv. Employability Enhancement Courses (EEC)
- v. Mandatory Courses (MC)



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Sl. No	Course Code	Course Title	Category	Periods /Week			Credits	Max. Marks		
				L	T	P		CA	ES	TM
SEMESTER I										
THEORY										
1	23MST11	Management Concepts and Organizational Behavior	PCC	3	0	0	3	40	60	100
2	23MST12	Economic Analysis for Business	PCC	3	0	0	3	40	60	100
3	23MST13	Accounting for Decision Making	PCC	3	0	0	3	40	60	100
4	23MST14	Legal Aspects of Business	PCC	3	0	0	3	40	60	100
5	23MST15	Information Management	PCC	3	0	0	3	40	60	100
6	23MST16	Statistics for Management	PCC	3	0	0	3	40	60	100
7		Non-Functional Elective *	NEC	3	0	0	3	40	60	100
PRACTICAL										
8	23MSL11	Indian Ethos in Management (Seminar)	EEC	0	0	4	2	100	0	100
9	23MSL12	Managerial Communication	EEC	0	0	4	2	100	0	100
MANDATORY COURSE										
10	23MCL11	Computer Application in Management	MC	0	0	2	0	100	0	100
Total				21	0	10	25			

NOTE: * NON-FUNCTIONAL ELECTIVES (NEC) - Refer Annexure-I

In the **First Semester** students need to choose **1 Elective** from the **Non-Functional Stream**

- Entrepreneurship Development
- Event Management
- Intellectual Property Rights



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				L	T	P		CA	ES	TM
SEMESTER II										
THEORY										
1	23MST21	Operations Management	PCC	3	0	0	3	40	60	100
2	23MST22	Human Resource Management	PCC	3	0	0	3	40	60	100
3	23MST23	Financial Management	PCC	3	0	0	3	40	60	100
4	23MST24	Marketing Management	PCC	3	0	0	3	40	60	100
5	23MST25	Quantitative Techniques for Management	PCC	3	0	0	3	40	60	100
6	23MST26	Business Research Methods	PCC	3	0	0	3	40	60	100
7	23MST27	Business Analytics and Intelligence	PCC	3	0	0	3	40	60	100
PRACTICAL										
8	23MSL21	Corporate Ethics (Seminar)	EEC	0	0	4	2	100	0	100
9	23MSL22	Data Analysis and Business Modeling (Laboratory)	EEC	0	0	4	2	60	40	100
MANDATORY COURSE										
10	23MCL21	Case Study*	MC	0	0	2	0	100	0	100
Total				21	0	10	25			

***Case Study**

Student shall be permitted to present a case study related to business during the regular classes and it will be evaluated internally by the faculty members.



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				L	T	P		CA	ES	TM
SEMESTER III										
THEORY										
1	23MST31	Strategic Management	PCC	3	0	0	3	40	60	100
2	23MST32	International Business	PCC	3	0	0	3	40	60	100
3		Professional Elective I	PEC	3	0	0	3	40	60	100
4		Professional Elective II	PEC	3	0	0	3	40	60	100
5		Professional Elective III	PEC	3	0	0	3	40	60	100
6		Professional Elective IV	PEC	3	0	0	3	40	60	100
7		Professional Elective V	PEC	3	0	0	3	40	60	100
8		Professional Elective VI	PEC	3	0	0	3	40	60	100
PRACTICAL										
9	23MSL31	Creativity and Innovation (Seminar)	EEC	0	0	4	2	100	0	100
10	23MSL32	Corporate Internship	EEC	0	0	4	2	100	0	100
Total				24	0	8	28			

PROFESSIONAL ELECTIVES (PEC)

- **FUNCTIONAL SPECIALISATION - Refer Annexure-II**
(NOTE : Students can take each **Three Elective Subjects** from any **Two Functional Specializations**)



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Sl. No	Course Code	Course Title	Category	Periods /Week			Credits	Max. Marks		
				L	T	P		CA	ES	TM
SEMESTER IV										
PRACTICAL										
1	23MSL41	Project Work	EEC	0	0	24	12	40	60	100
Total				0	0	24	12			

Annexure-I

NON - FUNCTIONAL ELECTIVES

23MSN1		
23MSN11 Entrepreneurship Development	23MSN12 Event Management	23MSN13 Intellectual Property Rights

NOTE:

In the first semester students need to choose one Elective from the Non-Functional Stream

PROFESSIONAL ELECTIVES
Annexure-II
FUNCTIONAL SPECIALISATIONS

S.No	23MSF1 Marketing Management	23MSF2 Human Resource Management	23MSF3 Financial Management	23MSF4 Operations Management	23MSF5 Business Analytics
1	23MSF11 Retail Marketing	23MSF21 Strategic Human Resource Management	23MSF31 Security Analysis and Portfolio Management	23MSF41 Supply Chain Management	23MSF51 Data Mining for Business Intelligence
2	23MSF12 Consumer Behavior	23MSF22 Industrial Relations and Labour Legislations	23MSF32 Financial Markets	23MSF42 Quality Management	23MSF52 Deep Learning and Artificial Intelligence
3	23MSF13 Integrated Marketing Communication	23MSF23 Organizational, Design, Change and Development	23MSF33 Banking and Financial Services	23MSF43 Materials Management	23MSF53 Social Media Web Analytics
4	23MSF14 Services Marketing	23MSF24 Negotiation and Conflict Management	23MSF34 Financial Derivatives	23MSF44 Services Operations Management	23MSF54 E-Business Management
5	23MSF15 Sales and Distribution Management	23MSF25 Reward and Compensation Management	23MSF35 Financial Modelling	23MSF45 Supply Chain Analytics	23MSF55 Enterprise Resource Planning
6	23MSF16 Product and Brand Management	23MSF26 International Human Resource Management	23MSF36 International Finance	23MSF46 Project Management	-
7	23MSF17 Digital Marketing	-	23MSF37 Behavioral Finance	-	-

NOTE : *Students can take each Three Elective Subjects from any Two Functional Specializations*