

MBA

Two Year Full Time Programme

Affiliated to Anna University &
Approved by AICTE, New Delhi

Eligibility

A recognized Bachelors Degree in any discipline with minimum 55% marks in aggregate.

Entrance Tests: MAT / CAT / TANCET / ATMA

Selection Process

Selection to the programme is based on MAT & CAT scores. The final selection will be based on Group Discussion and Personal Interview. Weightage will be given to candidates with work experience.

Choice Based Credit System (CBCS)

Course Curriculum

SEMESTER 1

- Fundamentals for managers
- Organizational Behaviour
- Business Communication
- Managerial Economics
- Accounting for Managers
- Quantitative Techniques
- Business Environment
- Active Learning Programme

SEMESTER 2

- Research Methods
- Financial Management
- Operations Management
- Human Resource Management
- Marketing Management
- Strategic Management
- Business Across Borders – A Country Study

SEMESTER 3

- Summer Internship
- Business Law
- International Business
- Business Plan
- Elective 1
- Elective 2
- Elective 3
- Elective 4

SEMESTER 4

- Business Ethics and Social Responsibility
- Elective 5
- Elective 6
- Elective 7
- Elective 8
- Elective 9
- Elective 10
- Project work*

(* A student can opt to do either project work or 2 elective courses, namely elective 9 & elective 10)

LIST OF PROFESSIONAL ELECTIVES

- Security analysis and portfolio management
- Trading in capital markets
- Financial services
- Bank management
- Financial derivatives
- Financial markets
- Project appraisal and finance
- International financial management
- Corporate governance
- Financial modeling
- Wealth management
- Insurance and risk management
- Management of macro finance
- Empirical research in finance
- Sales and market development
- Retail marketing
- Services marketing
- Social marketing
- Consumer and buyer behavior
- Sports marketing
- Rural marketing
- Integrated marketing communication
- Supply chain management

- Design thinking
- Brand management
- Inbound marketing
- International trade logistics
- Marketing strategy
- International marketing
- Negotiation – theory and practice
- Marketing analytics
- Relationship marketing
- Presales and customer account management
- Learning and development
- Performance management
- Labor legislations and industrial relations
- Leadership and change management
- International human resource management
- Mentoring for capacity building
- HR metrics and Analysis
- Emotional intelligence for managers
- Behavior for managerial effectiveness
- Enterprise resource planning
- E-business models
- Business analytics

- Information security management
- Social networking and web mining
- Big data analytics
- Knowledge management
- Total quality management
- Qualitative research – tools and techniques
- Lean tools and management systems
- Project management
- Operations modeling and simulation
- Managing the industrial enterprise
- Managing organizational constraints
- Management of technology and innovation
- Materials management
- Production planning
- Family business conflict and governance
- Leadership and management of family firms
- Dynamics of family business
- Entrepreneurship motivation
- Theory building and qualitative research
- Research tools and techniques
- Employment communication
- Management by story - telling