

PSN COLLEGE OF ENGINEERING AND TECHNOLOGY (AUTONOMOUS)**MASTER OF BUSINESS ADMINISTRATION (MBA)****CURRICULUM - 2012 - FULL-TIME MODE****SEMESTER – I**

Code No.	Course Title	L	T	P	M	CP
050001	Organizational Behavior	3	1	0	100	3
050002	Management Accounting	3	1	0	100	3
050003	Managerial Economics	3	0	0	100	3
050004	Quantitative Methods	3	0	0	100	3
050005	Legal Aspects of Business	3	0	0	100	3
050006	Quality management	3	0	0	100	3
050007	Managerial Communications	3	0	0	100	3
050008	Value Added Course -I	2	0	0	100	2
050501	Seminar I	0	1	2	100	1
050601	Viva-Voce*	0	2	0	100	1
TOTAL		23	5	2	1000	25

SEMESTER - II

Code No.	Course Title	L	T	P	M	CP
050009	Marketing Management	3	0	0	100	3
050010	Financial Management	4	0	0	100	4
050011	Entrepreneurship Development	3	0	0	100	3
050012	Management Information System	3	0	0	100	3
050013	Manufacturing and Operations Management	3	0	0	100	3
050014	Research Methodology	3	0	0	100	3
050015	Applied Operations Research for Management	3	1	0	100	3
050016	Value Added Course -II	0	0	2	100	1
050101	Business Application Software Lab	0	0	4	100	2
050502	Seminar II	2	0	0	100	2
050602	Viva –Voce*	0	2	0	100	1
TOTAL						28

SUMMER SEMESTER (6 WEEKS)**050301 SUMMER PROJECT**

Project report of the Summer Project is to be submitted by the students within 30 days from the commencement of the 3rd semester. Evaluation report should be sent to the Controller of Examinations by the HOD through the Director/ Principal, before the last working day of the 3rd semester.

SEMESTER - III

Code No.	Course Title	L	T	P	M	CP
050017	<u>International Business Management</u>	3	0	0	100	3
050018	<u>Business Policy & Strategic Management</u>	3	0	0	100	3
	Electives I	3	0	0	100	3
	Electives II	3	0	0	100	3
	Electives III	3	0	0	100	3
	Elective IV	3	0	0	100	3
	Elective V	3	0	0	100	3
	Elective VI	3	0	0	100	3
050503	Seminar III	0	1	2	100	1
050019	Value Added Course - III	0	0	2	100	1
050301	Summer Project Work/Viva-voce*	0	0	2	100	2

SEMESTER – IV

Code No.	Course Title	L	T	P	M	CP			
050302	Project Work*	0	0	24	100	10			
TOTAL					0	0	24	100	10
GRAND TOTAL							3300	90	

LIST OF ELECTIVES

Course Code	Course Title	L	T	P	M	CP
MARKETING – ELECTIVES						
050201	<u>Sales Management</u>	3	0	0	100	3
050202	<u>Services Marketing</u>	3	0	0	100	3
050203	<u>Advertising and Sales Promotion</u>	3	0	0	100	3
050204	<u>Consumer Behaviour</u>	3	0	0	100	3
050205	<u>Brand Management</u>	3	0	0	100	3
050206	<u>Rural Marketing</u>	3	0	0	100	3

Course Code	Course Title	L	T	P	M	CP
FINANCE - ELECTIVES						
050207	<u>Security Analysis and Portfolio Management</u>	3	0	0	100	3
050208	<u>Merchant Banking and Financial Services</u>	3	0	0	100	3
050209	<u>International Trade Finance</u>	3	0	0	100	3
050210	<u>Strategic Financial Management</u>	3	0	0	100	3
050211	<u>Corporate Finance</u>	3	0	0	100	3
050212	<u>Derivatives Management</u>	3	0	0	100	3

Course Code	Course Title	L	T	P	M	CP
HUMAN RESOURCE - ELECTIVES						
050213	<u>Managerial Behaviour and Effectiveness</u>	3	0	0	100	3
050214	<u>Training and Performance Management</u>	3	0	0	100	3
050215	<u>Organisational Theory, Design & Development</u>	3	0	0	100	3
050216	<u>Industrial Relations and Labour Welfare</u>	3	0	0	100	3
050217	<u>Modern Labour Legislations</u>	3	0	0	100	3
050218	<u>Strategic HumanResource Management and Development</u>	3	0	0	100	3

Course Code	Course Title	L	T	P	M	CP
SYSTEMS - ELECTIVES						
050219	<u>Software Development</u>	3	0	0	100	3
050220	<u>Database Management Systems</u>	3	0	0	100	3
050221	<u>E-Commerce Technology and Management</u>	3	0	0	100	3
050222	<u>Enterprise Resource Planning for Management</u>	3	0	0	100	3
050223	<u>Software Project and Quality Management</u>	3	0	0	100	3
050224	<u>Decision Support System</u>	3	0	0	100	3
050225	<u>Information Technology for Management</u>	3	0	0	100	3

Course Code	Course Title	L	T	P	M	CP
OPERATIONS MANAGEMENT – ELECTIVES						
050226	<u>Facilities Location and Process Design</u>	3	0	0	100	3
050227	<u>Computer Integrated Manufacturing</u>	3	0	0	100	3
050228	<u>Supply Chain Management</u>	3	0	0	100	3
050229	<u>Advanced Operations Management</u>	3	0	0	100	3
050230	<u>Logistics Management</u>	3	0	0	100	3
050231	<u>Advanced Maintenance Management</u>	3	0	0	100	3

NOTE: Three electives each from any two core/Functional subjects among the 5 area of specialisation are to be chosen by the Students.

*

Viva-Voce

Mark

Quality of presentation

20

Subject Content

20

Communication

20

Participation (Class)

20

Dress Code & Etiquette

20

Total 100