



SAVEETHA ENGINEERING COLLEGE

AUTONOMOUS


Affiliated to Anna University | Approved by AICTE

REGULATIONS 2019

DEPARTMENT OF MANAGEMENT STUDIES

MASTER OF BUSINESS ADMINISTRATION

CURRICULUM and SYLLABUS

S.No.	Category	Course Code	Course Title	Contact Hours per Week			Credits	Prerequisite
				L	T	P		
1	PC	19MS101	Quantitative Techniques	3	1	0	4	-
2	PC	19MS102	Economic Foundations for Managers	4	0	0	4	-
3	PC	19MS103	Financial Reporting and Control	3	1	0	4	-
4	PC	19MS104	Operations Research for Management	3	1	0	4	-
5	PC	19MS105	Organizational Behaviour	4	0	0	4	-
6	PC	19MS106	Legal Systems and Cyber Law	4	0	0	4	-
7	PC	19MS107	Management Information System	3	0	0	3	-
8	PC	19MS108	Quality Management	3	0	0	3	-
9	PC	19MS109	Operations Management	4	0	0	4	-
10	PC	19MS110	Financial Management	4	0	0	4	-
11	PC	19MS111	Marketing Management	4	0	0	4	-
12	PC	19MS112	Human Resource Management	4	0	0	4	-
13	PC	19MS113	Business Research Methods	4	0	0	4	-
14	PC	19MS114	Strategic Management	4	0	0	4	-
15	PC	19MS115	Business Statistics	3	1	0	4	-
16	PC	19MS116	Accounting for Management	3	1	0	4	-
17	PC	19MS117	Business Law	4	0	0	4	-
18	PE	19MS201	Security Analysis and Portfolio Management	4	0	0	4	-
19	PE	19MS202	Banking and Financial Service Management	4	0	0	4	-
20	PE	19MS203	Tax Management	4	0	0	4	-
21	PE	19MS204	Derivatives Management	4	0	0	4	-
22	PE	19MS205	Micro Finance	4	0	0	4	-
23	PE	19MS206	Behavioral Finance	4	0	0	4	-
24	PE	19MS207	Project Finance	4	0	0	4	-
25	PE	19MS208	International Finance	4	0	0	4	-
26	PE	19MS209	Financial Modeling	4	0	0	4	-
27	PE	19MS210	Hedge funds and Alternative Investment	4	0	0	4	-
28	PE	19MS211	Consumer Behaviour	4	0	0	4	-
29	PE	19MS212	Services Marketing	4	0	0	4	-
30	PE	19MS213	Advertising and Sales Promotion	4	0	0	4	-
31	PE	19MS214	Brand Management	4	0	0	4	-
32	PE	19MS215	Rural Marketing	4	0	0	4	-
33	PE	19MS216	Marketing Analytics	4	0	0	4	-
34	PE	19MS217	Sales and Distribution Management	4	0	0	4	-
35	PE	19MS218	Digital and Social Media Marketing	4	0	0	4	-
36	PE	19MS219	Customer Relationship Management	4	0	0	4	-
37	PE	19MS220	Retail Merchandising	4	0	0	4	-
38	PE	19MS221	Performance Management	4	0	0	4	-
39	PE	19MS222	Cross Cultural Management	4	0	0	4	-
40	PE	19MS223	Leadership Development	4	0	0	4	-
41	PE	19MS224	Organizational Theory Design and Development	4	0	0	4	-
42	PE	19MS225	Industrial Relations and Labour Welfare	4	0	0	4	-

43	PE	19MS226	Talent Management	4	0	0	4	-
44	PE	19MS227	HR Analytics	4	0	0	4	-
45	PE	19MS228	Strategic Human Resource Management	4	0	0	4	-
46	PE	19MS229	Organizational Change and Development	4	0	0	4	-
47	PE	19MS230	Human Resource Accounting and Audit	4	0	0	4	-
48	PE	19MS231	Logistics and Supply Chain Management	4	0	0	4	-
49	PE	19MS232	Materials Management	4	0	0	4	-
50	PE	19MS233	Project Management	4	0	0	4	-
51	PE	19MS234	Product Design	4	0	0	4	-
52	PE	19MS235	Business Process Improvement	4	0	0	4	-
53	PE	19MS236	Warehouse Management	4	0	0	4	-
54	PE	19MS237	Service Operations Management	4	0	0	4	-
55	PE	19MS238	Plant Design and Layout	4	0	0	4	-
56	PE	19MS239	Value Chain Management	4	0	0	4	-
57	PE	19MS240	Technology and Operations Management	4	0	0	4	-
58	PE	19MS241	Hospital Operations Management	4	0	0	4	-
59	PE	19MS242	Quality Management in Health Care Delivery	4	0	0	4	-
60	PE	19MS243	Legal and Ethical Issues in Health Care Management	4	0	0	4	-
61	PE	19MS244	Health Insurance, Medical Billing and Reimbursement	4	0	0	4	-
62	PE	19MS245	Customer Relationship Management in Hospitals	4	0	0	4	-
63	PE	19MS246	Hospital Planning	4	0	0	4	-
64	PE	19MS247	Healthcare Analytics	4	0	0	4	-
65	PE	19MS248	Purchase Management and Inventory Control for Hospitals	4	0	0	4	-
66	PE	19MS249	Hospital Information System	4	0	0	4	-
67	PE	19MS250	Hospital Equipment Management	4	0	0	4	-
68	PE	19MS261	MSME Management	4	0	0	4	-
69	PE	19MS262	Business Planning	4	0	0	4	-
70	PE	19MS263	Entrepreneur Risk Management	4	0	0	4	-
71	PE	19MS264	Social Entrepreneurship	4	0	0	4	-
72	PE	19MS265	Agripreneurship	4	0	0	4	-
73	PE	19MS266	Women Entrepreneurship Development	4	0	0	4	-
74	PE	19MS267	Entrepreneurial Marketing	4	0	0	4	-
75	PE	19MS268	New Venture Management	4	0	0	4	-
76	PE	19MS269	Entrepreneurial Finance	4	0	0	4	-
77	PE	19MS270	Creativity, Innovation and Entrepreneurship	4	0	0	4	-
78	PE	19MS271	Data Analytics with Excel	3	0	2	4	-
79	PE	19MS272	Data Science with R	3	0	2	4	-
80	PE	19MS275	Web and Text Analytics	3	0	2	4	-
81	PE	19MS276	Data Visualization Tools and Techniques	3	0	2	4	-
82	PE	19MS278	Machine Learning	3	0	2	4	-
83	PE	19MS279	Data Science with Python	3	0	2	4	-
84	PE	19MS280	Business Intelligence Tools for Predictive Analysis	3	0	2	4	-
85	PE	19MS281	Harness the Power of Big Data and Hadoop	3	0	2	4	-
86	PE	19MS282	SQL and Web Analytics	3	0	2	4	-
87	PE	19MS301	Strategic Retail Management	3	0	0	3	-
88	PE	19MS302	International Retailing	3	0	0	3	-
89	PE	19MS303	Business Communication and Leadership	3	0	0	3	-
90	PE	19MS304	Advanced Statistics using R	2	0	2	3	-
91	PE	19MS305	Data Analysis and Business Modelling	0	0	4	2	-
92	MC	19MS405	Project Work	0	0	12	6	-
93	ACA	19MS401	Sectoral Seminar	0	0	2	1	-
94	ACA	19MS402	Soft Skills	0	0	2	1	-

95	ACA	19MS403	Summer Internship	0	0	4	2	-
96	ACA	19MS404	Out Bound Learning	0	0	0	1	-

CREDIT SUMMARY

S.No.	CATEGORY				CREDITS
1	Professional Core Courses				54
2	Professional Elective Courses – Functional				32
3	Professional Elective Courses – Non Functional				6
4	Mandatory Courses				6
5	Alternative Study Credit Activities				4
	TOTAL				102