



**Dr. M.G.R.**  
**EDUCATIONAL AND RESEARCH INSTITUTE**  
**(Deemed to be University)**

Maduravoyal, Chennai - 600 095. Tamilnadu. India.

(An ISO 9001 : 2015 Certified Institution)

University with Special Autonomy Status



**FACULTY OF MANAGEMENT STUDIES**

**MBA- Two Year ONLINE Program- Curriculum & Syllabus**  
**Program Structure for MBA (ONLINE)**

**FIRST SEMESTER**

COURSE CODE	Course Title	DEPT	L	T	P	C
MBA 18C001	Principles of Management	MBA	3	0	0	3
MBA 18C002	Organization Behavior	MBA	3	0	0	3
MBA 18C003	Statistical Methods for Managers	MBA	3	1	0	4
MBA 18C004	Managerial Economics	MBA	4	0	0	4
MBA 18C005	Basic Accounting for Managers	MBA	4	0	0	4
MBA 18C006	Business Legislations	MBA	4	0	0	4
MBA 18C007	E- Commerce	MBA	4	0	0	4
MBA 18L001	Business Communication	MBA	0	0	2	2
	<b>Sub Total</b>					<b>28</b>

**SECOND SEMESTER**

COURSE CODE	Course Title	DEPT	L	T	P	C
MBA 18C008	Management Accounting	MBA	4	0	0	4
MBA 18C009	Optimization Techniques for Managers	MBA	4	0	0	4
MBA 18C010	Marketing Management	MBA	4	0	0	4
MBA 18C011	Human Resource Management	MBA	4	0	0	4
MBA 18L002	Computer Application for Business	MBA	0	0	2	2
	<b>*Professional Elective</b>					
	Elective 1**	MBA	3	0	0	3
	Elective 2**	MBA	3	0	0	3
	Elective 3**	MBA	3	0	0	3
	<b>Sub Total</b>					<b>27</b>

\* Students can opt for single specialization.

\*\*Chosen elective should be from one specialization of management that includes three subjects.

**SUMMER PROJECT (4 WEEKS)**

The Project report along with the company certificate should be submitted within the first week of third semester. The viva-voce exams will be conducted during the third semester examination.



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**THIRD SEMESTER**

COURSE CODE	Course Title	DEPT	L	T	P	C
MBA 18C012	Research Methodology	MBA	4	0	0	4
MBA 18C013	Strategic Management	MBA	4	0	0	4
MBA 18C014	International Business Management	MBA	4	0	0	4
MBA 18C015	Production and Operations Management	MBA	4	0	0	4
MBA 18C016	Entrepreneurship Development	MBA	4	0	0	4
	<b>*Professional Elective</b>					
	Elective 4 **	MBA	3	0	0	3
	Elective 5 **	MBA	3	0	0	3
	Elective 6 **	MBA	3	0	0	3
MBA 18L003	Summer Project Viva Voce	MBA	0	0	6	6
	<b>Total</b>					<b>35</b>

\* Students can opt for single specialization.

\*\*Chosen elective should be from one specialization of management that includes three subjects.

**FOURTH SEMESTER**

COURSE CODE	Course Title	DEPT	L	T	P	C
MBA 18C017	Business Ethics	MBA	4	0	0	4
MBA 18L004	Professional Skill Development	MBA	0	0	2	2
MBA 18L005	<b>PROJECT WORK (8 WEEKS)</b>	MBA	0	0	6	6
	Sub Total					12

**TOTAL NO OF CREDITS – 102**



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**LIST OF ELECTIVES**

<b>ELECTIVE - MARKETING</b>						
S.No	Sub. Code	Title of Subject	L	T	P	C
1	MBA 18E001	Brand Management	3	0	0	3
2	MBA 18E002	Retail Management	3	0	0	3
3	MBA 18E003	Customer Relationship Management	3	0	0	3
4	MBA 18E004	Business to Business Marketing	3	0	0	3
5	MBA 18E006	Service Marketing	3	0	0	3
6	MBA 18E008	Digital Marketing	3	0	0	3

<b>ELECTIVE - FINANCE</b>						
S.No	Sub. Code	Title of Subject	L	T	P	C
1	MBA 18E009	Taxation Management	3	0	0	3
2	MBA 18E010	International Finance Management	3	0	0	3
3	MBA 18E012	Management of Financial Services	3	0	0	3
4	MBA 18E013	Banking Management	3	0	0	3
5	MBA 18E014	Security Analysis And Portfolio Management	3	0	0	3
6	MBA 18E016	Corporate Finance	3	0	0	3

<b>ELECTIVE – HUMAN RESOURCE MANAGEMENT</b>						
S.No	Sub. Code	Title of Subject	L	T	P	C
1	MBA 18E017	Talent Management	3	0	0	3
2	MBA 18E018	Strategic Human Resource Management	3	0	0	3
3	MBA 18E019	Industrial Relations & Labour Welfare	3	0	0	3
4	MBA 18E021	Training & Development	3	0	0	3
5	MBA 18E023	Stress Management	3	0	0	3
6	MBA 18E024	Corporate Governance	3	0	0	3



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<b>ELECTIVE –INFORMATION SYSTEMS</b>						
S.No	Sub. Code	Title of Subject	L	T	P	C
1	MBA 18E025	Big Data Technology	3	0	0	3
2	MBA 18E026	Database Management System	3	0	0	3
3	MBA 18E027	Enterprise Resource Planning	3	0	0	3
4	MBA 18E028	Systems Analysis & Design	3	0	0	3
5	MBA 18E029	E-Business	3	0	0	3
6	MBA 18E030	Software Quality & Project Management	3	0	0	3

<b>ELECTIVE -OPERATIONS MANAGEMENT</b>						
S.No	Sub. Code	Title of Subject	L	T	P	C
1	MBA 18E031	Advanced Materials Management	3	0	0	3
2	MBA 18E033	Maintenance Management	3	0	0	3
3	MBA 18E034	Production Planning & Control	3	0	0	3
4	MBA 18E035	Purchasing & Inventory Management	3	0	0	3
5	MBA 18E036	Legal & Six Sigma Management	3	0	0	3
6	MBA 18E037	Total Quality Management	3	0	0	3

<b>ELECTIVE – HOSPITAL AND HEALTHCARE MANAGEMENT</b>						
S.No	Sub. Code	Title of Subject	L	T	P	C
1	MBA 18E058	Hospital & Healthcare Policy & planning	3	0	0	3
2	MBA 18E059	Organization and Management of Hospital & Health Systems (Including Supporting Services)	3	0	0	3
3	MBA 18E060	Epidemiology in Medical and health Care Management	3	0	0	3
4	MBA 18E061	Quality Assurance and Management in Hospitals	3	0	0	3
5	MBA 18E062	Risk Management and Health Insurance	3	0	0	3
6	MBA 18E063	Legal Framework for Hospitals	3	0	0	3



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**Online Course Assessment Methods:**

1	Internal Tests
2	Assignments
3	Seminar
4	End Semester Examinations
5.	Case study Analysis

❖ Applicable to all the Subjects



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# I SEMESTER



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**FACULTY OF MANAGEMENT STUDIES**

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Program Structure for MBA (ONLINE)

**MBA 18C001**

**PRINCIPLES OF MANAGEMENT**

<b>MBA 18C001</b>	<b>CONTROL SYSTEMS</b>				<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45				3	0	0	3
	Prerequisite –Management							
	Course Designed by – Faculty of Management Studies							
<b>OBJECTIVES</b>								
<ol style="list-style-type: none"> <li>1. To understand the management functions and levels of management</li> <li>2. To get clear sight on concepts of Management by Objective</li> <li>3. To learn steps involved in perfect planning</li> <li>4. To understand the do and don'ts of centralization and decentralization</li> <li>5. To understand the importance of control in an organization</li> </ol>								
<b>COURSE OUTCOMES (COs)</b>								
CO1	Understanding the concepts of Principles of Management							
CO2	Clear sight on the factors contributing discipline							
CO3	Knowledge on the concepts of motivation							
CO4	Understanding the concepts of personality							

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H	M	M		M		L	
	CO2	H	L	M	L				
	CO3	H	H	M			H	M	
	CO4	M	H		H		M		
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓			✓				
4	Approval					Meeting of Academic Council, June 2018			



## **FACULTY OF MANAGEMENT STUDIES**

### **MBA- Two Year ONLINE Program- Curriculum & Syllabus** **Program Structure for MBA (ONLINE)**

#### **UNIT - I INTRODUCTION**

**9 hours**

The Nature of Management –Management: Science or Art – Difference between administration and management - Evolution of management thought - Roles of managers– F.W.Taylor and Henri Fayol contribution to the management- Managerial functions

#### **UNIT - II PLANNING**

**9 hours**

Nature and purpose of planning - Planning process – Objectives - Management by objective (MBO)- Strategic Planning - Decision Making - Decision Making Process.

#### **UNIT – III ORGANISING**

**9 hours**

Nature and purpose of organizing - Organization structure - Span of control - Centralization and Decentralization – Delegation of authority – Staffing - Selection and Recruitment – Sources of Recruitment, Orientation, Induction - Training and development.

#### **UNIT - IV DIRECTING**

**9 hours**

Fundamentals of Directing – Importance & Techniques, Managing Groups- nature and the purpose of groups- formation of groups. Communication - Hurdles to effective communication- Organization culture Elements and types of culture.

#### **UNIT - V CONTROLLING**

**9 hours**

Controlling - nature of control – Organizational control techniques Process of controlling - Types of control- Coordination needs, importance, types & strategies to co-ordination.

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. Meenakshi Gupta - Principles of Management - PHI Learning Pvt. Ltd.-2009.
2. L.M.Prasad - Principles and Practice of Management - Sultan Chand & Sons - 7<sup>th</sup> Edition - 2007.
3. Harold Koontz - Principles of Management - Tata McGraw Hill - 2004.
4. R.N Gupta - Principles of Management - Sultan Chand Ltd - 2<sup>nd</sup> Edition - 2007.
5. W. Haynes, Sampat Mukherjee - 21<sup>st</sup> Century Management - New central Book Agency (P) Ltd., Calcutta - 2<sup>nd</sup> Edition - 2005.
6. Singh, B.P. and A.K. Singh (1999) Essentials of Management, Excel Books, New Delhi.



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus

Program Structure for MBA (ONLINE)

**MBA 18C002**

**ORGANIZATIONAL BEHAVIOUR**

<b>MBA 18C002</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To understand the basic types of organization structures</li> <li>2. To know the role of managers</li> <li>3. Analyse the behaviour of individuals and groups in organizations in terms of the key factors that influence their behaviour.</li> <li>4. Assess the potential effects of organizational structure and employee behaviour.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understanding the concepts of OB				
CO2	Clear sight on the factors contributing discipline				
CO3	Knowledge on the concepts of motivation				
CO4	Understanding the concepts of personality				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H			H			M	
	CO2		H	H		M			
	CO3	M	M		M				
	CO4	L	H	L	M			M	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓			✓				
4	Approval					Meeting of Academic Council, June 2018			



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**UNIT – I MANAGING ORGANIZATIONAL BEHAVIOUR**

**9 hours**

Definition need and Importance of Organizational Behavior – Nature and Scope of Organizational Behaviour - Role of managers – Contributing disciplines to Organizational Behaviour - Frame work of Organizational Behaviour.

**UNIT – II PERSONALITY AND LEADERSHIP**

**9 hours**

Personality – types – Factors influencing personality –Theories of Personality – Perception-Importance - Types of Perception — Factors influencing Perception - Interpersonal perception- Impression Management. Leadership – Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.

**UNIT – III GROUP DYNAMICS AND GROUP BEHAVIOUR**

**9 hours**

Group Dynamics - How Groups Work - Groups in Organizations - Stages of Group, Foundations of Group Performance - Decision Making in Groups – Group Behaviour – Group Communication – Team building - Interpersonal relations – Communication – Control , Group decision making – Merits and Demerits of Group decision making.

**UNIT – IV LEARNING AND MOTIVATION**

**9 hours**

Learning – Types of learners –The learning process – Learning theories – attitudes and values – Motivation – Theories of motivation - Effects on work behavior - Important types of work stress.

**UNIT – V ORGANIZATIONAL PROCESS**

**9 hours**

Organizational structure and design – Organizational culture and climate – Factors affecting organizational climate, Organizational change – Importance – Resistance to change – Managing change. Organizational development – Characteristics – objectives, Organizational Conflict – Causes – Types of Conflicts.

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. S.S. Khanka - Organizational Behaviour - S. Chand Ltd. – 2006.
2. L.M.Prasad - Organizational Behaviour. S. Chand Company – 3<sup>rd</sup> edition – 2004.
3. Robbins et.al Organizational Behaviour Prentice Hall India 12th edition
4. Singh, A.K. and B.P.Singh (2007) Organisational Behaviour , Excel books Pvt Ltd, New Delhi for IASE Deemed University, Rajasthan, India.
5. Fred Luthans – Organisational Behaviour, 12<sup>th</sup> Edition, McGraw Hill ,2010



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Program Structure for MBA (ONLINE)

**MBA 18C003                      STATISTICAL METHODS FOR MANAGERS**

<b>MBA 18C003</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	1	0	4
	Prerequisite –Management				
	Course Designed by – Department of Mathematics				

**OBJECTIVES**

1. To understand the Basic concepts in Statistics
2. To understand the Basic concepts in Correlation
3. To understand the Basic concepts in Probability
4. To understand the Basic concepts in Index number
5. To understand the Basic concepts in Time Series

**COURSE OUTCOMES (COs)**

CO1	Role and importance of statistics in Business
CO2	Clarity in application of Measures of Probability Theories
CO3	Clarity on Testing of Hypothesis
CO4	Understand the Importance of Operations Research.

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H	L	H			M	
	CO2	M	M	H		M		
	CO3		M		H			M
	CO4	H	L	M		H		
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)
		✓	✓					
4	Approval	Meeting of Academic Council, June 2018						



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#### **UNIT – I BASICS OF STATISTICS**

**9 hours**

Variables – Uni-variate Data – Frequency Distribution – Measures of Central Tendency – Mean –Median –Mode – Quartiles – Measures of Dispersion – The Range – Quartile Deviation –Standard Deviation.

#### **UNIT – II CORRELATION**

**9 hours**

Concept of linear correlation between two variables - Scatter diagram - Karl person's formula for correlation coefficient - spearman's rank correlation (Simple problems).

#### **UNIT – III PROBABILITY**

**9 hours**

Definition of Random Experiment - Sample Space – Events: Mutually exclusive events - Exhaustive events - Dependent events and Independent events - Mathematical and Statistical definition of probability - Theorems of addition and multiplication laws of Probability (Without proof) (Simple problems).

#### **UNIT – IV INDEX NUMBER**

**9 hours**

Definition - Limitations and uses of Index numbers - Construction of index number by aggregate expenditure method and family budget method using Laspeyre's - Paasche's and Fisher's Formula.

#### **UNIT – V TIME SERIES**

**9 hours**

Meaning of Time series - Various components of Time series: Trend, Seasonal, Cyclic and Random components - Methods of measuring Trend by (a) Graphical method (b) Moving average method. (Simple problems).

**TOTAL NO. OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. Gupta S.C., Kapoor V.K., *Fundamentals of Mathematical Statistics*, S.Chand & Co., (2007).
2. Robert M. Leekley., *Applied Statistics for Business and Economics*, Taylor & Francis, S.Chand Publishing Co., (2015).
3. Arora P.N., *Business Statistics*, S.Chand & Co., (2007).
4. Sharma J.K., *Business Statistics*, Vikas Publishing., (2016).
5. Veerarajan T., *Probability, Statistics and, Random Processes*, Tata McGraw Hill Publishing Co., (2008).
6. Singaravelu, *Probability and Random Processes*, Meenakshi Agency, (2017).



**FACULTY OF MANAGEMENT STUDIES**

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Program Structure for MBA (ONLINE)

**MBA 18C004**

**MANAGERIAL ECONOMICS**

<b>MBA 18C004</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To acquaint the students with the basic objectives and instruments of Micro and Macro Economics.</li> <li>2. To ponder upon the importance of demands and supply concepts</li> <li>3. To highlight the concept of production and cost concepts</li> <li>4. To describe about the perfect and imperfect market</li> <li>5. To give clarity of concepts of GDP, CPI, Circular Flow of Income, Inflation, Balance of Payment.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Associate the fundamental concepts and Objectives of Micro Economics				
CO2	Understand the importance of demand and supply concepts				
CO3	Enhance the knowledge on demand and supply factors				
CO4	Correlate concepts of macro economics - National income concepts, inflation, Monetary and Fiscal Policy, Exchange Rates etc.,				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	M				M	H	
	CO2	H	M	H		M		
	CO3		M		H	M		
	CO4	H	M	M				
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
		✓		✓				
4	Approval	Meeting of Academic Council, June 2018						



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#### **UNIT - I INTRODUCTION TO MANAGERIAL ECONOMICS 9 hours**

Definition, Nature and Scope, Distinction between Micro and Macro Economics. Consumer Behavior: Utility – meaning & concepts, Law of diminishing marginal utility, the indifference curve analysis-indifference curve.

#### **UNIT- II DEMAND & SUPPLY ANALYSIS 9 hours**

Meaning of demand, the demand curve, Elasticity of demand, types of elasticity of demand. Supply –Meaning, the supply curve, equilibrium with supply and demand curves.

#### **UNIT - III THEORY OF PRODUCTION 9 hours**

Meaning of Production, Basic concepts- total, average, and marginal product, short run and long run production Function, Law of Variable Proportion. Production function with two variable inputs – Isoquants – Meaning, Properties, Isocost Lines, All variable inputs – Returns to Scale, **Cost Analysis:** Determinants of Costs, types of Cost.

#### **UNIT - IV MARKET CLASSIFICATION 9hours**

Perfect Competition: Characteristics of a perfectly competitive market, Monopoly, Monopolistic competition, duopoly, oligopoly: Kinked demand curve, Game Theory.

#### **UNIT - V MACRO ECONOMIC CONCEPTS 9 hours**

National income concepts, Inflation, Balance of Payment, Circular flow of income Monetary and Fiscal Policy, Demonization, Exchange Rates

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. Spencer M.H Managerial Economics, Text problems and short cases.
2. D.M, Mithani., Managerial Economics, Theory And application, Himalaya Publishing
3. Dewett K.K. Modern Economic Theory, S. Chand & company Ltd.
4. Mithani, D.M, Managerial Economics- Theory &applications, Himalaya pub.
5. Mehta, P, L, Managerial Economics. Analysis, problem & cases, Sultan Chand
6. Peterson, H.C and Lewis, W.C. Managerial Economics, 4th ed, prentice Hall.
7. Abel &Bernanke, Macroeconomics, 4<sup>th</sup> ed, person pub Froyen, Macroeconomics, 6<sup>th</sup> ed., Pearson Education





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#### **UNIT – I TYPES OF ACCOUNTS**

**9 hours**

Introduction to accounts and accounting concepts, types of accounts- Financial Accounts, Management Accounting and Cost Accounting. Meaning, Uses and Application and difference between Financial, Management and Cost accounts.

#### **UNIT – II INTRODUCTION TO FINANCIAL ACCOUNTING**

**9hours**

Meaning and understanding of GAAP , Concepts and Conventions of accounts, Golden rules of Accounts, scope of Accounting, Objectives of Accounting – Accounting Transactions.

#### **UNIT – III ACCOUNTING CYCLE**

**9 hours**

Book Keeping– Journal, Ledger, Preparation of Trial Balance – Preparation of subsidiary books, Cash Book, Bank book, Single entry system, Double Entry system, Statement of Affairs Method, Conversion Method

#### **UNIT – IV FINANCIAL STATEMENTS PREPARATION**

**9 hours**

Preparation of Final Accounts of a Sole Trading Concern – Adjustments Receipts and Payments Account, Income & Expenditure Account and Balance Sheet ,Depreciation – Meaning, Causes, Types (Straight Line Method, Written Down Value Method, Insurance Policy Method, Sinking Fund Method & Annuity Method).

#### **UNIT – V HIRE PURCHASE, LEASING AND INSTALLMENT SYSTEM**

**9hours**

Hire purchase, Leasing and Installment system - Meaning, concepts, uses, application of the concepts.

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. R.L.Gupta & V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi.
2. Jain & Narang, Financial Accounting - Kalyani Publishers - New Delhi.
3. T.S. Reddy & A.Murthy, Financial Accounting - Margham Publications -Chennai.
4. Shukla & Grewal, Advanced Accounting – S Chand - New Delhi.
5. P.C. Tulsian – Financial Accounting



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**FACULTY OF MANAGEMENT STUDIES**

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Program Structure for MBA (ONLINE)

**MBA18C006**

**BUSINESS LEGISLATIONS**

<b>MBA 18C006</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. The objective of this course is to acquaint the student with various laws we observe in performing the day-today business.
2. The emphasis on latest provisions of the law and there use for best interest of the organization without violating them.

**COURSE OUTCOMES (COs)**

CO1	To understand different types of organization.
CO2	To understand different acts required to work in an industry environment.
CO3	To understand the pros and cons of legal requirements.
CO4	To understand the cyber laws and Intellectual property rights.

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	M			H		M	
	CO2		H	H		M		
	CO3		M		H			
	CO4			H	M	H		H
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)
		✓			✓			
4	Approval	Meeting of Academic Council, June 2018						



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

**UNIT – I BUSINESS ORGANIZATION & CONTRACT ACT, 1872** **9 hours**

Types of Business Organization: Proprietorship, Partnership and Company, Various Registrations under different acts, The Indian Contract Act, 1872: Essentials of a Valid Contract, Void and Void able Contracts and Void Agreements, Performance of Contracts, Breach of a Contract and its Remedies, Quasi-Contracts.

**UNIT – II COMPANIES ACT, 1956:** **9 hours**

The Companies Act, 1956: Types of Companies, Formation of a Company, Memorandum and Articles of Association, Shareholders and Debenture Holders, Promoters of Company. The Indian Partnership Act, 1932: Formation of Partnership, Dissolution of Partnership Firm.

**UNIT – III SALES OF GOODS ACT, 1930:** **9 hours**

The Sales of Goods Act 1930: Contract of sale, Essential elements of contract of sale, Warranties & Condition, Sale & Hire purchase, Types of Goods. GST

**UNIT –IV NEGOTIABLE INSTRUMENT ACT, 1881:** **9 hours**

The Negotiable Instrument Act, 1881: Nature and Types, Negotiation and Assignment, Holder in due course, Dishonor and Discharge, Crossing of Cheques.

**UNIT – V CYBER LAW AND INTELLECTUAL PROPERTY LAW** **9 hours**

Overview – salient features of IT Act – Cyber Crimes – Types – Penalties thereof – E-Commerce – E Contract – Internet Policies of Government of India – Forms of Intellectual property – Patents – Copyrights – Trademarks – Industrial designs

**TOTAL NO OF PERIODS: 45HOURS**

**REFERENCE BOOKS:**

1. R.C. Shukla A Manual of Mercantile Law , S. Chand & Co. Ltd., 7th Edition, 2014, ISBN: 0706999010
2. Avtar Singh, Mercantile Law, Eastern Book Company, 4th Edition, ISBN: 0785551352, 9780785551355
3. Bulchandani, Business Law of Management, Himalaya Publishing House, 2011, ISBN-10: 8184881649, ISBN-13: 978-8184881646
4. K.C. Garg, V.K. Sareen, Mukesh Sharma, R.C. Chawla Mercantile Law, Kalyani Publishers, 15th Edition
5. M. C. Kuchhal, Business Law (5th Edition), Vikas Publishing House (P) Ltd., 6th Edition, ISBN: 97893259639625



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**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus

Program Structure for MBA (ONLINE)

**MBA 18C007**

**E-COMMERCE**

<b>MBA 18C007</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To learn to analyze the E-commerce in a Firm</li> <li>2. To determine the role that the internet (and related technologies) plays in it</li> <li>3. To understand the process of E-commerce</li> <li>4. To learn the different types of E-commerce</li> <li>5. To process and understanding the key issues involved in moving to e-business</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Able to understand and handle E-commerce technologies with the help of Internet				
CO2	Apply the different technologies in the e-commerce application development				
CO3	Able to understand and handle the case studies according to the e-customer satisfaction				
CO4	Able design and develop different payment system and case applications studies.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	L			H	M		H	
	CO2		M				H		
	CO3			M	H			H	
	CO4	L				H			
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓			✓				
4	Approval					Meeting of Academic Council, June 2018			



## **FACULTY OF MANAGEMENT STUDIES**

### **MBA- Two Year ONLINE Program- Curriculum & Syllabus** **Program Structure for MBA (ONLINE)**

#### **UNIT - I INTRODUCTION TO INFORMATION TECHNOLOGY 9 hours**

WWW Concept, E-mail, facilities on Internet, Classification of Network, Internet Protocol, Mail Software, Netscape, Outlook Express Internet Surfing, Browser & Search Engine, FTP, Telnet,.

#### **UNIT - II E-COMMERCE 9 hours**

Introduction to E-Commerce, Definition, Element of E-Commerce Industry frame work, Types Internet Service Provider, Internet V/s Intranet, Hard Aspect of E-Commerce, Challenges in implementing, E-Commerce, The future of E-Commerce growth.

#### **UNIT – III FEATURES OF E-COMMERCE 9 hours**

Unique Features of E-commerce Technology: Ubiquity, Global Reach, Universal Standards, Richness, Interactivity, Information Density, Personalization/ Customization,

#### **UNIT – IV WEBSITE BUILDING 9 hours**

Building an E-commerce Website: Planning: The Systems Development Life Cycle, Systems, Analysis/Planning: Identify Business Objectives, System Functionality and Information Requirements. , System Design: Hardware and Software Platforms,

#### **UNIT – V ELEMENTS OF A BUSINESS MODEL 9 hours**

Eight Key Elements of a Business Model: Value Proposition, Revenue Model, Market Opportunity, Competitive Environment, Competitive Advantage, Market Strategy, Major Business to Consumer (B2C), Major Business to business (B2B), Consumer to Consumer (C2C), Mobile commerce: Introduction to mobile commerce; benefits of mobile commerce; mobile commerce framework, Block chain technology.

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. Nabil R.Adam, OktayDogramaci, Aryya Fanfopadhyay And Yelena Yesha, *Electronic Commerce*, 1st Edition (20 August 1998), ISBN :0139490825, 978-0139490828
2. Nabil R.Adam and Oktay Dogramaci, *Electronic Commerce: Technical Business and Legal Issues*, Prentice Hall USA, ISBN: 0139490825, 9780139490828.
3. Doernberg, Richard Land Hinnekens Luc, *Electronic Commerce and International Taxation*, 1st Edition 1998, Peachpit Press, USA, ISBN-13: 978-9041110534, ISBN-10: 9041110534.
4. Greenstein Firsman, *Electronic Commerce*, 2nd Edition 2002, Tata Mcgraw Hill, ISBN: 0072410817, 9780072410815.
5. Charles Trepper, *E-commerce strategies*, Latest Edition 2000, Microsoft, Eastern Economy Edition, ISBN: 0735607230, 9780735607231.
6. Napier, Judd, Rivers and Wagner, *Creating a winning E-Business*, 2nd Edition 2005, Thomson learning, ISBN: 0619217421, 978061921742



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

**MBA 18L001**

**BUSINESS COMMUNICATION**

<b>MBA 18L001</b>	<b>CONTROL SYSTEMS</b>				<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 30				0	0	2	2
	Prerequisite –Management.							
	Course Designed by – Faculty of Management Studies							
<b>OBJECTIVES</b>								
<ol style="list-style-type: none"> <li>1. To Communication is the life blood for an organization as it brings in all aspects of business together.</li> <li>2. To familiarize the students with the basic concepts of business communication in the organization backdrop and the application for the extension of communication in business.</li> <li>3. To acquaint the students with fundamentals of communication, help them honing oral, written and non-verbal communication skills and to transform their communication abilities.</li> </ol>								
<b>COURSE OUTCOMES (COs)</b>								
CO1	Understanding the importance of different types of communication.							
CO2	Understanding the Essentials of effective business communication.							
CO3	Clarity in drafting effective communication letters.							
CO4	Understand rules to be followed in different types of communications							

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	M					H	H	
	CO2	H	H	H		M			
	CO3		M		H		M		
	CO4	L		M	M			H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓			✓				
4	Approval					Meeting of Academic Council, June 2018			



## **FACULTY OF MANAGEMENT STUDIES**

### **MBA- Two Year ONLINE Program- Curriculum & Syllabus** **Program Structure for MBA (ONLINE)**

#### **UNIT – I MODELS OF COMMUNICATION**

**6 hours**

Meaning and important of communication in business, the process of communication, models of communication, types of information-order, advise, suggestion, motivation, persuasion, warning and education. Channels of communication, their effectiveness, limitations, Media of communication, barriers of communication, approaches to effective communication, report writing.

#### **UNIT – II ESSENTIALS OF EFFECTIVE BUSINESS COMMUNICATION**

**6 hours**

Specific business communication: Essentials of effective business communication (7Cs model of effective communication) Group communication through committees, conference and interviews and conferences. Role of communication in Crisis Management.

#### **UNIT – III CORPORATE COMMUNICATION**

**6 hours**

Corporate Communication: its importance and how it is different from general communication strategic communication: Managing the Grapevine Structure of business correspondence: Inquires and replies, orders and their executions, complaints and adjustment, credit and status inquires, agency letters and sales letters.

#### **UNIT – IV DEVELOPING EFFECTIVE PUBLIC RELATIONS**

**6 hours**

Developing Effective Public Relations: Drafting of press Release, Brochures, Handouts, Leaflets, e-newsletters Letter Writing: Goods news, Bad news, Informative news, Persuasive news, memorandum drafting E-Mail writing Report writing-Short & Long Formal Reports. Strategies to improve-reading skills, speaking skills, listening skills Guidelines to effective public speaking Developing job application-Covering letter, Resume interviewing; Negotiating the job offer.

#### **UNIT – V EFFECTIVE COMMUNICATION SKILLS**

**6 hours**

Oral communication-skills and effectiveness, principles, Planning a talk, presentations, Group discussions, Interviewing skills-Appearing in interviews; conference, seminars; Negotiation skills, conversation control-Group communication; Importance, Meetings-group discussions. Video conferencing.

**TOTAL NO OF PERIODS: 30 HOURS**

#### **REFERENCE BOOKS:**

1. Adair. J. Effective Communication, Pan McMillan., Revised Edition, 2011, ISBN: 0330530844, 9780330530842
2. Thill, J.V. & Boves, G. L. Excellence in Business Communication, McGraw Hill, New York., 11th Edition, 2014, ISBN-10: 0133544176 , ISBN-13: 9780133544176
3. Bowman, J. P. & Branchaw, Business Communication: From Process to Product Dryden Press, Chicago., ISBN 10: 0030018986 , ISBN 13: 9780030018985
4. Ludlow, R. & Panton., F(1998) The Essence of Effective communications. Practice Hall of India Pvt Ltd, ISBN:0-13-284878-3.
5. Mary Ellen Guffey, Loewy, Essentials of Business Communication, Cengage Learning, 9th Edition, 2012, ISBN-13: 978-1111821227, ISBN-10: 1111821224



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**FACULTY OF MANAGEMENT STUDIES**

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# II SEMESTER



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**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus

Program Structure for MBA (ONLINE)

**MBA 18C008**

**MANAGEMENT ACCOUNTING**

<b>MBA 18C008</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To acquaint the students regarding financial decisions and financial markets</li> <li>2. To gain knowledge on sources of funds</li> <li>3. To create an aware on financial management tools and techniques in financial decision making</li> <li>4. To identify optimal capital structure, and determine the dividend policy</li> <li>5. To know the value of working capital</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	It helps to analyze the financial statement				
CO2	To provide the knowledge about the financial aspects				
CO3	It encourages ethical behavior in decision making process				
CO4	The application of management theories in problem solving				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H	L	L	L	H	H	H	
	<b>CO2</b>	M	M	H	L	M	H	L	
	<b>CO3</b>	M	M	H	H	H	M	L	
	<b>CO4</b>	H	H	M	M	M	H	H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship	
		✓			✓				
4	Approval					Meeting of Academic Council, June 2018			



## **FACULTY OF MANAGEMENT STUDIES**

### **MBA- Two Year ONLINE Program- Curriculum & Syllabus** **Program Structure for MBA (ONLINE)**

#### **UNIT – I INTRODUCTION**

**9 hours**

Management Accounting – Definition – Nature – Scope – Objectives – Merits and Limitations – Financial Statement Analysis – Comparative Statements – Common Size Statements – Trend Percentages – Ratio Analysis.

#### **UNIT – II FUND FLOW AND CASH FLOW STATEMENT**

**9 hours**

Fund Flow Statement – Uses of Fund Flow Analysis – Construction of Fund Flow Statement. Cash Flow Analysis Construction of Cash Flow Statement. Distinction of Cash from Funds

#### **UNIT – III MARGINAL COSTING**

**9 hours**

Marginal Costing – Distinction between Absorption Costing and Marginal Costing – Cost Volume Profit (CVP) Analysis – Break Even Analysis- Margin of Safety. Standard Costing – Variance Costing concepts and types.

#### **UNIT – IV BUDGET AND CONTROL SYSTEM**

**9 hours**

Budget and Budgetary Control –Sales, Production, Production Cost, Raw material Cost, Cash, Master Budgets and Flexible Budgets. Concepts of Zero Base Budget.

#### **UNIT – V BASICS OF COST ACCOUNTING**

**9hours**

Introduction to Costing, Terminology (Cost, costing, cost unit, cost centre, profit centre, cost object), Objectives & Need of Cost Accounting. Methods of costing, Classification of costs (by nature, by activities, by behaviour, by time, in relation to managerial decision making Preparation of cost sheet.

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. Management Accounting – S.N. MAHESWARI, Sultan Chand & Sons.
2. Management Accounting -R.S.N. PILLAI & BHAGAVATHI, Sultan Chand & Sons.
3. Management Accounting – Principles and Practice – R.K. SHARMA & JHOSHI K. GUPTA.
4. Principles Of Management Accounting – MANMOHAN & S.N. GOYAL, Sahitya Bhavan, Agra.
5. Management Accounting – Tools and Techniques – N.VINAYAKAM, I.B. SINHA, Himalaya Publishing House.
6. Management Accounting – S.K.R.PAUL, New Central Book Agency, Calcutta.



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

**MBA 18C009**

**OPTIMIZATION TECHNIQUES FOR MANAGERS**

<b>MBA 18C009</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management.				
	Course Designed by – Department of Mathematics				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To impart the significance of production and operation management in today’s scenario.</li> <li>2. To explain the Operational strategies in the global economy.</li> <li>3. To integrate marketing and production for strategic formulation.</li> <li>4. To familiarize with the demand forecasting methods.</li> <li>5. To highlight the importance of Inventory management.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Familiar in today’s production and operation management set up.				
CO2	Understanding the Operational strategies in the global economy.				
CO3	Integrate marketing and production for strategic formulation				
CO4	Acquaintance with the forecasting techniques.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H			M			H	
	CO2		H			M			
	CO3			H			M		
	CO4		M		H			H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓	✓						
4	Approval					Meeting of Academic Council, June 2018			



## **FACULTY OF MANAGEMENT STUDIES**

### **MBA- Two Year ONLINE Program- Curriculum & Syllabus** **Program Structure for MBA (ONLINE)**

#### **UNIT – I LINEAR PROGRAMMING**

**9 hours**

Formulation of LPP – Standard form of LPP – Graphical method – Simplex method – Big M method.

#### **UNIT – II TRANSPORTATION AND ASSIGNMENT**

**9 hours**

Formulation of Transportation problem – North West corner method – Least cost method – Vogel's approximation method – Optimality test – MODI method – Degeneracy – Assignment problem: Hungarian method – Travelling salesman problem.

#### **UNIT – III CPM AND PERT**

**9 hours**

Network representation – Fulkerson's rule – Critical path method – Scheduling of activities – Earliest and Latest times – Float and Slack times – Critical path – PERT – Probability for project duration.

#### **UNIT – IV QUEUING**

**9 hours**

Elementary concepts – Pure Birth and Death process – Single server Markovian models with infinite and finite capacity.

#### **UNIT –V GAME THEORY**

**9 hours**

Game theory: Introduction – Two person Zero Sum game – Maximin- Minimax principle – Saddle point – Game without Saddle point (2 X 2 Game only) – Dominance property – Graphical method (2 X n and m X 2 games only).

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. Hamdy A. Taha, *Operations Research: An Introduction (9<sup>th</sup> ed.)*, Pearson, (2010).
2. Hillier, Lieberman, *Introduction to Operations Research (8<sup>th</sup> ed.) (IAE)*, Tata McGraw Hill Publishing Co., (2005).
3. Panneerselvam R., *Operations Research (2<sup>nd</sup> ed.)*, Prentice Hall of India, (2011).
4. Ravindran, Phillips, Solberg, *Operations Research: Principles and Practice (2<sup>nd</sup> ed.)*, John Wiley & Sons, (2007).
5. Hira D.S., Gupta P.K., *Operations Research*, S.Chand & Co., (2007).



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**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus

Program Structure for MBA (ONLINE)

**MBA 18C010**

**MARKETING MANAGEMENT**

<b>MBA 18C010</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>The objective of this course is to familiarize the students with the concepts, philosophies, processes and techniques and develop their analytical skills in the area of marketing.</li> <li>This course is intended not only help those who plan to specialize in marketing but also for all others.</li> <li>To understand the effectiveness of Advertisement with reference to current marketing scenario.</li> <li>To know the legal aspects of marketing at global level.</li> <li>To understand the concept of green marketing and cyber marketing at International level.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understand the buying behaviour and consumer decision making process.				
CO2	Determine the Pricing strategy according to the marketing trend.				
CO3	Understand the advertising techniques and promotional policies based on competition.				
CO4	Determined the Research Process.				
CO5	Understand the ethical and legal aspects of marketing.				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H	L	M	M	H	H	H
	CO2	M	M	H	M	M	H	M
	CO3	H	M	H	H	M	M	M
	CO4	H	M	M	M	H	H	H
	CO5	H	M	M	M	H	M	M
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship
		✓			✓			
4	Approval				Meeting of Academic Council, June 2018			



## **FACULTY OF MANAGEMENT STUDIES**

### **MBA- Two Year ONLINE Program- Curriculum & Syllabus** **Program Structure for MBA (ONLINE)**

#### **UNIT - I INTRODUCTION**

**9 hours**

Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Strategic marketing planning – an overview. Market Analysis and Selection: Marketing environment – macro and micro components and their impact on marketing decisions; Market segmentation and positioning.

#### **UNIT - II MARKETING DECISIONS**

**9 hours**

Buyer behavior; consumer versus organizational buyers. Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.

#### **UNIT - III DISTRIBUTION CHANNELS**

**9 hours**

Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesale. Promotion Decisions: Communication Process; Marketing mix.

#### **UNIT - IV PROMTION AND MARKETING RESEARCH**

**9 hours**

Advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales promotion – tools and techniques. Meaning and scope of marketing research; Marketing research process. Marketing Organization and Control: Organizing and controlling marketing operations.

#### **UNIT - V ISSUES AND DEVELOPMENTS IN MARKETING**

**9 hours**

Social, ethical and legal aspects of marketing; services marketing. International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing.

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. Philip Kotler – Marketing Management 14th Edition-2011 Prentice Hall India ISBN no ISBN-10: 0132102927
2. Rajan Saxena – Marketing Management – Tata Mc Graw Hill 2009 ISBN No 0070144915
3. William J. Stranton – Fundamentals of Marketing– Mc Graw Hill 10 th edition IBSN No 0070610150
4. Cravens. Hills. Woodruff Marketing Management Aitbs 14th edition, 2008, ISBNNO - 8121902819
5. Douglas Jdatrymple Leonard J. Marketing Management Persons publications, 7th Edition (2000) ISBN-10: 0471332380



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**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus

Program Structure for MBA (ONLINE)

**MBA 18C011**

**HUMAN RESOURCE MANAGEMENT**

<b>MBA 18C011</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>To acquaint the students with the importance and objectives of Human Resource Management</li> <li>To ponder upon the qualities of Personnel Managers, evolution and growth of Personnel Management</li> <li>To highlight the importance of Human Resource policies</li> <li>To describe the concept of Human Resource Planning</li> <li>To keep the students abreast with the terms like Job Analysis, Job Description and Job Specification</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	To understand the contribute, implementation & evaluation of employee.				
CO2	To understand the Recruitment, selection and retention plans.				
CO3	To know about human resources component of the organizations business plan.				
CO4	To learn about leadership and analytical skills.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H		M	H		H	H	
	<b>CO2</b>		M	H		M			
	<b>CO3</b>	H			H				
	<b>CO4</b>	H	M	M	M	H	M	H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓			✓				
4	Approval					Meeting of Academic Council, June 2018			



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**FACULTY OF MANAGEMENT STUDIES**

**MBA- Two Year ONLINE Program- Curriculum & Syllabus**  
**Program Structure for MBA (ONLINE)**

**UNIT – I INTRODUCTION OF HUMAN RESOURCE MANAGEMENT 9 hours**

Definition – Importance of Human Resources – Objectives of Human Resources Management – Qualities of Personnel Managers- Evolution and growth of Personnel Management in India. Human Resources Policies: Need, type and Scope – Human Resource Planning: Long and short term Planning, Job analysis – Skills Inventory – Job Description and Job Specification.

**UNIT – II RECRUITMENT AND SELECTION 9 hours**

Purposes, types, Process and Evaluation Technique - methods of recruitment and selection – Attracting and Acquiring Talent – Retention and Retraining - Reduction of recruitment costs – Functions of Human Resources Management from Procurement to Separation – Placement, Induction, Transfers, Promotions Disciplinary actions, Termination of services – Resignation, Dismissal, Retrenchment and Voluntary Retirement Schemes, Exit Interviews, Prevention of employee turnover.

**UNIT – III PERFORMANCE APPRAISAL WAGES AND SALARY ADMINISTRATION**

**9 hours**

Ranking, rating scales, critical incident method – MBO as a method of appraisal, job evaluation, criteria for promotions and job enrichment- Wages and salary Administration – Meaning, Calculation of Wages, Salary, and Perquisites – Compensation packages – Rewards and Incentives – Financial and non financial Incentives.

**UNIT – IV EMPLOYEE’S SAFETY AND HEALTH 9 hours**

Employee’s Safety and Health – Preventive approaches including health education, Audit of safety programs and safety training –Work - stress – Causes and Consequences – Stress – Management Programs –Personnel Office Management – Functions of the Office, correspondence, O & M in Personnel department, Maintenance of Personnel records-Importance of Safety – Role of Safety Department.

**UNIT – V TIME MANAGEMENT 9 hours**

Introduction to Time Management – Setting Goals and Priorities - Importance of Time Factor- Time waste – Prioritizing work Scheduling – Functions of the Time office – Flexible work arrangement

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. L.M.Prasad– Human Resource Management – S. Chand & Sons – 2007.
2. C.B. Mamoria, S. V. Gankar - Personnel Management – Himalaya Pub. – 2002.
3. Gary Dessler - Human Resource Management – Prentice Hall – 8<sup>th</sup> Edition – 2000.
4. S.S. Khanka - Human Resource Management – S. Chand Ltd. – 2007



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

**MBA18L002                      COMPUTER APPLICATION FOR BUSINESS**

<b>MBA18L002</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 30	0	0	2	2
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. This course introduces students to the most important concepts in modern information Technology.
2. The physical features and functions of a computer operating system, explains the computational methods that underlie all of IT, the ability to utilize Microsoft programs.

**COURSE OUTCOMES (COs)**

CO1	Word Processing -hyperlink, header and footer, tables, graphics, mail merge, auto correct and auto format
CO2	Excel-excel formatting techniques, using function protection; goal seeks scenarios, pivot table and chart
CO3	Power point -creating a hierarchy, slide sorter view, printing the slides
CO4	SPSS & Accounting Package - Creating and Editing data and chart, Application of statistical Tools. Journal Entry, Ledger posting, Preparation of Balance Sheet.

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1				H		H	H
	CO2		M			M	H	
	CO3				H		M	
	CO4	H		H		H		H
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
		✓						
4	Approval	Meeting of Academic Council, June 2018						



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**UNIT – I MS-OFFICE (Contemporary Version)**

**6 hours**

Word Processing : Word Basics, Creating a new document, Page-Setup, Editing Document (cut, copy, paste, paste special), hyperlink, header and footer, tables, graphics, mail merge, auto correct and auto format.

**UNIT – II**

**6 hours**

Excel: Spreadsheets and their uses in business, Excel basics, creating a new worksheet, rearranging worksheets, excel formatting techniques, using function protection; goal seeks scenarios, pivot table and chart, Advanced Excel- Advanced table (Regression, Correlation).

**UNIT – III POWERPOINT**

**6 hours**

Creating and inserting a new slide, creating a title slide, applying a design template, creating a hierarchy, slide sorter view, printing the slides.

**UNIT – IV SPSS**

**6 hours**

Understanding the basic concept of SPSS, Creating and Editing data and chart, Application of statistical Tools.

**UNIT- V ACCOUNTING PACKAGE**

**6 hours**

Accounting Package (Contemporary Version) :-Journal Entry, Ledger posting, Preparation of Balance Sheet.

**TOTAL NO OF PERIODS: 30 HOURS**

**REFERENCE BOOKS:**

1. V Rajaraman, Introduction to Information Technology, PHI ,2nd Edition, 2013
2. June Jamarich Parsons, Computer Concepts, Thomson Learning, 3rd Edition, 2000, ISBN-13: 978-0619017392, ISBN-10: 0619017392
3. Leon & Leon, Introduction to Computers, Vikas Publishing House, Philippines Edition, 2001, ISBN: 971233886X
4. P.K.Sinha, Fundamental of Computers, BPB., 2004, ISBN-10: 8176567523, ISBN-13: 978-8176567527
5. B Ram, Computer Fundamentals, New Age Publication, Revised Edition, 2003, ISBN: 812241267X, 9788122412673
6. Ron Masefield , Ms-Office, Tech Publication, 1996, ISBN: 0078821649, 9780078821646



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# III SEMESTER



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

**MBA 18C012**

**RESEARCH METHODOLOGY**

<b>MBA 18C012</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. The objective of this paper is to impart knowledge about various stages of the research processes and the intricacies involved therein.
2. To offer in-depth scope of Knowledge and fundamental principles of research.

**COURSE OUTCOMES (COs)**

CO1	Educate and enlight the scope of Research
CO2	Understand the process of different types of Research
CO3	Understand hypothesis and arrive at results
CO4	Prepare and present different types of research

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>			H	H				
	<b>CO2</b>		M	H		M		M	
	<b>CO3</b>	H		M					
	<b>CO4</b>		H		H			L	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓			✓				
4	Approval					Meeting of Academic Council, June 2018			



## **FACULTY OF MANAGEMENT STUDIES**

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#### **UNIT – I BUSINESS RESEARCH**

**9 hours**

Definition; its Concept, Nature, Scope and Characteristics, Types of Research, Objectives of Research, Significance of Research, Research Design- Need, Features and Important Concepts, Research Designs- Exploratory Research, Descriptive Research and Experimental Testing Research.

#### **UNIT – II RESEARCH PROCESS, SAMPLING DESIGN:**

**9 hours**

Types of Sample Design, Sampling Concepts, Sampling Principles, Simple and Multiple Sampling, Data Collection - Primary & Secondary, Methods of Data Collection – Observation, Interview, Questionnaire and Schedule.

#### **UNIT – III HYPOTHESIS TESTING**

**9 hours**

Null hypothesis and alternative hypothesis, Testing of hypothesis, Type I and Type II errors, Test of Significance: Small Sample Tests : t and F tests, Hypothesis F functions, Characteristics and Types, Measurement and Scaling Techniques- Attitude Measurements, Selecting a Measurement Scale, Rating Scales and Ranking Scales.

#### **UNIT – IV STATISTICAL TOOLS:**

**9 hours**

Chi - square test- Test for Comparing Variance, Non-parametric Test. Analysis of Variance: ANOVA – Principles of ANOVA, ANOVA Technique, Analysis of Variance Table, One-way ANOVA and Two-way ANOVA. Correlation and Regression.

#### **UNIT – V REPORT WRITING**

**9 hours**

Research Report - Different types of reports, Different formats of Research Reports, Steps in Report Writing, Research Report Components. Principles of Thesis Writing – Structures of Reports – Evaluation of Research Report, Research Proposal.

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. C.R. Kothari, Research Methodology, Wishva Prakashan, New Delhi, edition :Revised 2004 ISBN NO: 8122415229, 9788122415223
2. Donald R.Cooper and Pamela S.Schindler – Business Research Methods – Tata McGraw Hill. 12th EDITION ISBN=0077774434
3. Dr. Tripathi P C, Research Methodology in Social Science, 6th Edition, Sultan Chand & Sons, 2009. ISBN=0070220883
4. William G.Zikmund, Business Research Methods, 9<sup>th</sup> Edition, Tata McGraw Hills, New Delhi. ISBN-10: 1133190944
5. Pannerselvam, Research Methodology, 2nd Edition, Prentice Hall Inc 2014 ISBN NO: 8120349466
6. Geode, Millian J. & Paul K. Hatl, Methods in Research Methods, Tata McGraw Hills, New Delhi. 4th edition
7. Shekhran, Uma, Business Research Method, Miley Education, Singapore. 4 edition, ISBN NO9814126748



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus

Program Structure for MBA (ONLINE)

**MBA 18C013**

**STRATEGIC MANAGEMENT**

<b>MBA 18C013</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. Knowledge on the fundamentals of strategic management and its importance in the current scenario.</li> <li>2. Clarity on the Conceptual framework for strategic management.</li> <li>3. Knowledge light on the Strategy Formation Process.</li> <li>4. Awareness of the roles of stakeholders in business.</li> <li>5. Knowledge on the Corporate Governance and Social responsibility.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Competitive advantage and its external environment.				
CO2	Knowledge on Strategic Groups Competitive Changes during Industry Evolution.				
CO3	Awareness of the Conceptual framework for strategic management.				
CO4	Distinctive Competencies Resources and Capabilities durability of competitive Advantage.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H					H	H	
	CO2		M	H		M			
	CO3		M		H		M		
	CO4	H		M	M			H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓			✓				
4	Approval					Meeting of Academic Council, June 2018			



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**UNIT – I STRATEGY AND PROCESS**

**9 hours**

Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process – Stakeholders in business – Vision, Mission and Purpose – Business definition, Objectives and Goals - Corporate Governance and Social responsibility (Case Study).

**UNIT – II COMPETITIVE ADVANTAGE**

**9 hours**

External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution-Globalization and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies–core competencies. (Case Study).

**UNIT – III STRATEGIES**

**9 hours**

Strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation- Strategic analysis and choice - Environmental Threat and Opportunity Profile (ETOP) - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model – Distinctive competitiveness - Selection of matrix - Balance Score Card- (Case Study).

**UNIT – IV STRATEGY IMPLEMENTATION & EVALUATION**

**9 hours**

The implementation process, Resource allocation, designing organizational structure- Designing Strategic Control Systems- Matching structure and control to strategy- Implementing Strategic change- Politics: Power and Conflict-Techniques of strategic evaluation & control- (Case Study).

**UNIT – V OTHER STRATEGIC ISSUES**

**9 hours**

Managing Technology and Innovation- Strategic issues for nonprofit organizations. New Business Models and strategies for Internet Economy-current trends and issues - (Case Study).

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Hill. Strategic Management : An Integrated approach, 2009 Edition Wiley (2012).
2. John A.Parnell. Strategic Management, Theory and practice Biztantra (2012).
3. Azhar Kazmi, Strategic Management and Business Policy, 3rd Edition, Tata McGraw Hill, 2008.
4. N. Craigs Smith, Robert J. Thomas, John A. Quelch - Harvard Business Review – Business policy – part I & II, Harvard Business School, Boston.
5. Garth Saloner, Andrea Shepard, Joel Podolny – Strategic Management - John Wiley (P) Ltd. New Delhi - 2001.



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**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus

Program Structure for MBA (ONLINE)

**MBA 18C014**

**INTERNATIONAL BUSINESS MANAGEMENT**

<b>MBA 18C014</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. To think critically and solve business problems.
2. Develop executives with the capability to construct and implement strategic, integrative, and innovative approaches to business decisions in the creation of value in their organizations relevant to an increasingly global environment.
3. Develop executives with the capability of integrating knowledge of core business functions and applying in complex, ambiguous and unfamiliar management situations.
4. Develop executives with the capability to analyze uncertain, complex management situations using information.

**COURSE OUTCOMES (COs)**

CO1	Understand the significance of international Business
CO2	Understand the International Business Theories
CO3	Understand the Foreign Exchange Determination Systems
CO4	Understand the importance of Regional Economic Integration
CO5	Decision Making Ability in Globalization Trends and Challenges

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H			M			M	
	CO2		H	M			M		
	CO3	M		H					
	CO4				H			H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓			✓				
4	Approval					Meeting of Academic Council, June 2018			



## **FACULTY OF MANAGEMENT STUDIES**

### **MBA- Two Year ONLINE Program- Curriculum & Syllabus** **Program Structure for MBA (ONLINE)**

#### **UNIT – I INTRODUCTION**

**9 hours**

An Introduction to Global Business Meaning ,nature and significance of international Business, Drivers of International Business, players in international business, Environment of International Business – Economical, Political, Demographical, Global, Social, Cultural, Technological, Legal – Entry strategies for International Business. World trade and protectionism – Tariff and non-tariff barriers; Counter trade.

#### **UNIT – II INTERNATIONAL TRADE AND INVESTMENT**

**9 hours**

Promotion of global business – the role of GATT / WTO – multilateral trade negotiation and agreements – VIII & IX, round discussions and agreements – Challenges for global business – global trade and investment – theories of international trade and theories of international investment – Need for global competitiveness – Regional trade block.

#### **UNIT – III FOREIGN EXCHANGE DETERMINATION SYSTEMS**

**9 hours**

Foreign Exchange Determination Systems: Basic Concepts, Various types of Exchange Rate Regimes, Factors Affecting Exchange Rates, UNCTAD, IMF, Role of IMF, IBRD, Features of IBRD, WTO, Role and Advantages of WTO. TRIPS, TRIMS, GATS, MFA, AOA, Pre-Bretton woods periods, Bretton woods systems. Exchange Rate Regimes – Floating Rate Regimes, Managed Fixed Rate Regime, Purchasing Power Parity, Mint Parity, Interest rates

#### **UNIT – IV REGIONAL ECONOMIC INTEGRATION**

**9 hours**

Global production – Location – scale of operations – cost of production – Make or Buy decisions- global supply chain issues – Quality considerations – Globalization of markets, marketing strategy – Challenges in product development, pricing, production and channel management – Investment decisions – economic – Political risk –sources of fund – exchange – rate risk and management – strategic orientation – selection of expatriate managers – Training and development – compensation.

#### **UNIT – V GLOBAL TRENDS AND CHALLENGES**

**9 hours**

Globalization Trends and Challenges; Balance Of Payments Trends; Conflict in International business – Sources and types of conflict - Conflict resolutions – Negotiation – the role of international agencies – Ethical issues in international business – Ethical decision making. Consumer Protection Act. IT and International Business

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCEBOOKS:**

1. Anant Kumar Sundaram, J. Stewart Black , International business enterprises , Prentice-Hall, 1995.
2. Bhalla and Raju- International Business Environment, Anmol Publications Pvt. Limited, 2004
3. P.G.Apte- International Financial Management, Tata Mc Graw Hill
4. Francis Cherulinam- International Business, Prentice-Hall, 1995



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Program Structure for MBA (ONLINE)

**MBA 18C015**

**PRODUCTION & OPERATIONS MANAGEMENT**

<b>MBA 18C015</b>	<b>CONTROL SYSTEMS</b>				<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45				4	0	0	4
	Prerequisite –Management.							
	Course Designed by – Faculty of Management Studies							
<b>OBJECTIVES</b>								
<ol style="list-style-type: none"> <li>1. To impart the significance of production and operation management in today’s scenario.</li> <li>2. To explain the Operational strategies in the global economy.</li> <li>3. To integrate marketing and production for strategic formulation.</li> <li>4. To familiarize with the demand forecasting methods.</li> <li>5. To highlight the importance of Inventory management.</li> </ol>								
<b>COURSE OUTCOMES (COs)</b>								
CO1	Familiar in today’s production and operation management set up.							
CO2	Understanding the Operational strategies in the global economy.							
CO3	Integrate marketing and production for strategic formulation							
CO4	Acquaintance with the forecasting techniques.							

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H			M			H	
	CO2		H			M			
	CO3			H			M		
	CO4		M		H			H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
		✓	✓						
4	Approval					Meeting of Academic Council, June 2018			



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**UNIT – I MANAGING OPERATIONS IN A GLOBAL ENVIRONMENT 9 hours**

Introduction to operations management – Historical Milestones – Factors affecting POM today – Operations Strategies In a global economy – Global business conditions – Linking marketing and production strategies.

**UNIT – II PLANNING THE STRATEGIC USE OF RESOURCES 9 hours**

Demand Forecasting – Qualitative forecasting methods – Quantitative forecasting models for long range & short range forecasts – Selection of forecasting methods problems – Plant location and layout, definition and factors influencing--Computer software for forecasting – Inventory Management, EOQ.

**UNIT – III OPERATION QUALITY MANAGEMENT 9 hours**

Nature of quality – Traditional quality Management – Modern quality Management tools – 5'S -Recognition for quality management, ISO – TQM Programmes – Quality Management in services – Quality control- concepts, control charts & sampling –Problems – Acceptance plans

**UNIT – IV PROJECT MANAGEMENT & SUPPLY CHAIN MANAGEMENT 9 hours**

Project planning and control techniques – Gantt chart – CPM & PERT –Activity cost – Time Trade off – Computer software for project Management Purchasing.

**UNIT –V PRODUCTION PLANNING AND DECISION MAKING 9 hours**

Aggregate planning, Master Production scheduling – Types of Production Planning & Control Systems –Problems

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Norman Gaither and Greg Frazier - Operations Management - Thomson Learning, New Delhi - 9<sup>th</sup> Edition – 2002.
2. K. Aswathappa and K. Sridhara Bhat - Production and Operation Management – Himalaya Publishing House, New Delhi - 2000.
3. S.N.A. Chary - Production and Operations Management – Tata McGraw Hill, New Delhi - 3<sup>rd</sup> edition – 2004.
4. Paneer Selvam - Production and Operation Management – Prentice Hall of India, New Delhi - 2<sup>nd</sup> edition – 2006.
5. Martand T.Telsang - Production Management – S. Chand and Company Ltd, New Delhi – 2007.



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MBA- Two Year ONLINE Program- Curriculum & Syllabus

Program Structure for MBA (ONLINE)

**MBA 18C016**

**ENTREPRENEURSHIP DEVELOPMENT**

<b>MBA 18C016</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. To equip students to become entrepreneur.
2. To motivate students to become self sustained businessman.

**COURSE OUTCOMES (COs)**

CO1	Educate all possible modes of becoming Entrepreneur
CO2	Equip students will possible inputs to become successful Entrepreneur.
CO3	Provide them with necessary support for startups
CO4	Make students to be a successful Entrepreneur

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H					H	H	
	CO2		H	H	H	H			
	CO3	L		L		L	H		
	CO4		H		M	M		M	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓			✓				
4	Approval					Meeting of Academic Council, June 2018			



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**UNIT – I ENTREPRENEURIAL COMPETENCE**

**9 hours**

Entrepreneurship concept – Entrepreneurship as a Career - Entrepreneurial Personality – Characteristics of Successful, Entrepreneur – Knowledge and Skills of Entrepreneur.

**UNIT – II ENTREPRENEURIAL ENVIRONMENT**

**9 hours**

Business Environment – Role of Family and Society – Entrepreneurship Development Training and Other Support Organizational Services – Central and State Government Industrial Policies and Regulations – International Business.

**UNIT – III BUSINESS PLAN PREPARATION**

**9 hours**

Sources of Product for Business – Prefeasibility Study – Criteria for Selection of Product – Ownership – Capital – Budgeting Project Profile Preparation – Matching Entrepreneur with the Project – Feasibility Report Preparation and Evaluation Criteria.

**UNIT – IV LAUNCHING OF SMALL BUSINESS**

**9 hours**

Finance and Human Resource Mobilization Operations Planning – Market and Channel Selection – Growth Strategies – Product Launching.

**UNIT – V MANAGEMENT OF SMALL BUSINESS**

**9 hours**

Monitoring and Evaluation of Business – Preventing Sickness and Rehabilitation of Business Units- Effective Management of small Business.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Mathew Manimala, Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, Biztrantra ,2<sup>nd</sup> Edition ,2005
2. Prasama Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 1996.
3. P.C.Jain (ed.), Handbook for New Entrepreneurs, EDII, Oxford University Press, New Delhi, 1999.
4. Staff College for Technical Education, Manila and Centre for Research and Industrial Staff Performance, Bhopal, Entrepreneurship Development, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 1998.
5. P.Saravanavel, Entrepreneurial Development, Ess Pee kay Publishing House, Chennai - 1997.
6. Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2001.
7. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2001.



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# IV SEMESTER



**FACULTY OF MANAGEMENT STUDIES**

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**MBA 18C017**

**BUSINESS ETHICS**

<b>MBA 18C017</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To understand the meaning and importance of ethics and business ethics.</li> <li>2. Describing the state of ethics and integrity in today’s society.</li> <li>3. Applying ethics to business, management, and decision making.</li> <li>4. Describing a prescriptive and psychological approach to ethical decision making</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	The students understand the importance of Ethics in Business				
CO2	Understand Ethical Decision Making				
CO3	Learn about Consumer Rights, Business ethics and Environment Management				
CO4	learn Ethics in Business Disciplines				
CO5	Understand the impact of Philosophical thoughts on mankind and society				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H				H	H	H	
	<b>CO2</b>		H						
	<b>CO3</b>		H	M			M		
	<b>CO4</b>	H				H		H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓			✓				
4	Approval							Meeting of Academic Council, June 2018	



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#### **UNIT –I INTRODUCTION**

**9 hours**

Business Ethics; Definition & nature, Characteristics of ethical problems in management  
Ethical theories; Causes of unethical behaviour; Ethical abuses; Work ethic, Values of global managers.

#### **UNIT – II MANAGEMENT OF ETHICS**

**9 hours**

Management Of Ethics - Ethics Analysis [Hosmer Model]; Steps/ considerations in resolving ethical dilemma; Ethics in practice - professional ethics for functional managers; Comparative ethical behaviour of managers; Code of ethics; Competitiveness, organizational size, profitability and ethics; Cost of ethics in Corporate ethics evaluation. Value based leadership.

#### **UNIT – III SOCIAL RESPONSIBILITY OF BUSINESS**

**9 hours**

Big Business and society Business and ecological / environmental issues in the Indian context. Environmental Laws, Consumer Protection, Work-life balance. Corporate Social Responsibility, Corporate Governance – Changing roles of Corporate Boards. Corporate Social Responsibility, Corporate Governance, Changing roles of Corporate Boards

#### **UNIT – IV BUSINESS ENVIRONMENT**

**9 hours**

Political – Legal Environment; Provisions of the Indian constitution pertaining to Business; Political setup – major characteristics and their implications for business; prominent features of MRTP & FERA. Social – cultural environment and their impact on business operations, Salient features of Indian culture and values.

#### **UNIT – V ECONOMIC ENVIRONMENT**

**9 hours**

Economic Environment; Philosophy of economic growth and its implications for business, Main features of Economic Planning with respect to business; Industrial policy and framework of government contract over Business; Role of Chamber of Commerce and Confederation of Indian Industries. Various examples of Insider Trading, Junk Bonds and Leveraged Buyouts.

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. “The Ethics of Management” by Larue Tone Hosmer, Richard D. Irwin Inc.
2. “Management Ethics - integrity at work’ by Joseph A. Petrick and John F. Quinn, Response Books: New Delhi.
3. “Ethics in Management” by S.A. Sherlekar, Himalaya Publishing House.
4. “Business Ethics” by W.H. Shaw, Cenage publication
5. Government and Business in India by Doasgupta & Sangupta Allied Book Agency, 1998
6. From tradition to Modernity by Kuthials, S.K., Abhinav Publication



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**MBA 18L004**

**PROFESSIONAL SKILL DEVELOPMENT**

<b>MBA 18L004</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	0	0	2	2
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. To enable learners to speak fluently and flawlessly in all kinds of communicative					
2. Contexts with speakers of all nationalities					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Confidence with any speakers of English, including native speakers				
CO2	Speak effortlessly in different contexts – informal and formal,				
CO3	Think on feet' even in difficult circumstances,				
CO4	Interesting and meaningful conversations with others, including strangers.				
CO5	Listen to others with utmost attention				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H	H	M	M	L	H	H
	CO2	M	M			H	L	
	CO3	H	H	H		M	L	M
	CO4	M	M	H	M	L	H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)
		✓			✓			
4	Approval	Meeting of Academic Council, June 2018						



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**UNIT – I PERSONAL COMMUNICATION**

**6 hours**

Day-to-day conversation with family members, neighbours, relatives, friends on various topics, context specific – agreeing/disagreeing, wishing, consoling, advising, persuading, expressing opinions, arguing.

**UNIT – II SOCIAL COMMUNICATION**

**6 hours**

Telephone calls (official), colleagues in the workspot, discussing issues (social, political, cultural) clubs (any social gathering), answering questions, talking about films, books, news items, T.V. programmes, sharing jokes.

**UNIT – III GROUP COMMUNICATION**

**6 hours**

Group discussion (brainstorming), debate, panel discussion, anchoring/master of ceremony, welcome address, proposing vote of thanks, introducing speakers, conducting meetings, making announcements, Just-a-minute (JAM), Block and tackle, shipwreck, spoof, conducting quiz, negotiations, oral reports.

**UNIT – IV INTEGRATED SPEAKING AND PRESENTATION SKILLS**

**6 hours**

Listening to speak (any radio programme/lecture), reading to speak, writing to speak, watching to speak, (any interesting programme on TV) Reading aloud any text/speech, lecturing, PowerPoint presentation, impromptu, Interviews of different kinds (one to one, many to one, stress interview, telephonic interview)

**UNIT – V EMPLOYABILITY AND CORPORATE SKILLS**

**6 hours**

Interview skills – Types of interview, preparation for interview, mock interview. Group Discussion – Communication skills in Group Discussion, Structure of GD, GD process, successful GD techniques, skills bought out in GD – leadership and co-ordination. Time management

**TOTAL NO OF PERIODS: 30 HOURS**

**REFERENCE BOOKS:**

1. Richard Denny, “Communication to Win; Kogan Page India Pvt. Ltd., New Delhi, 2008.
2. “Value Education”, VISION for Wisdom, Vethathiri Publications, Erode, 2009
3. Listening to/Watching great speeches such as Barack Obama, M.A. Chidambaram, Vijay Mallaya etc. Tedtalk TV channels (News, documentaries)



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## **ELECTIVE SUBJECTS**

# **MARKETING**



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ELECTIVE - MARKETING						
S.No	Sub. Code	Title of Subject	L	T	P	C
1	MBA 18E001	Brand Management	3	0	0	3
2	MBA 18E002	Retail Management	3	0	0	3
3	MBA 18E003	Customer Relationship Management	3	0	0	3
4	MBA 18E004	Business to Business Marketing	3	0	0	3
5	MBA 18E006	Service Marketing	3	0	0	3
6	MBA 18E008	Digital Marketing	3	0	0	3



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**MBA 18E001**

**BRAND MANAGEMENT**

<b>MBA 18E001</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To help the students in understanding the issues in planning and evaluating the strategies with reference to branding of various goods and services.</li> <li>2. To maintain product quality</li> <li>3. To differentiate a firm's product and to increase brand loyalty</li> <li>4. To assist in promotional strategies of products</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Give a clear knowledge about Branding and various issues related in branding a product/ service				
CO2	Teach & train on building brand image				
CO3	Learn about developing the Marking Mix in preview of building strong brand image				
CO4	Apply all aspects of marketing to bring out brand equity.				
CO5	Learning how to create powerful brand architecture for existing and new product.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	<b>H</b>		<b>H</b>	<b>M</b>		<b>H</b>		
	<b>CO2</b>		<b>M</b>			<b>H</b>		<b>M</b>	
	<b>CO3</b>			<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>M</b>	
	<b>CO4</b>		<b>M</b>	<b>M</b>		<b>M</b>			
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
					✓				
4	Approval					Meeting of Academic Council, June 2018			



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**UNIT – I INTRODUCTION**

**9 hours**

Basic understanding of Brands – Definitions - Branding Concepts – Functions of Branding- Significance of Branding – Brand versus Product - Different Types of Brands – branding decisions.

**UNIT-II BRAND STRATEGIES**

**9 hours**

Strategic Brand Management process – Building a strong brand – The four steps of brand building – Establishing Brand Positioning – Guidelines & Brand Audits - Establishing Brand values.

**UNIT - III BRAND COMMUNICATIONS**

**9 hours**

Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors - Celebrities – On line Brand Promotions.

**UNIT – IV BRAND EXTENSION**

**9 hours**

Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching. Branding for Global Markets – Competing with foreign brands. Current Trends in branding strategies .

**UNIT - V BRAND PERFORMANCE**

**9 hours**

Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand Audit – Brand Leverage - Role of Brand Managers– Licensing & Celebrity Endorsements - Branding challenges & opportunities.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Kevin Lane Keller, *Strategic Brand Management*, 4th Edition , ISBN NO 97801326672577 Pearson, New Delhi
2. Kapferer, *Strategic Brand Management*, 5th edition ISBN 978-0749465155 Kogan Page, New Delhi
3. Moorthy Y.L.R, *Brand Management -The Indian Context*, 21st Edition, ISBN NO 8125907349 Vikas Publications, 2009.
4. Martin Lindstrom, *Brandwashed: Tricks Companies Use to Manipulate our Minds and Persuade Us to Buy*:Crown Business 1st edition ISBN 978-0385531733
5. Grant David McCracken, *Culture and Consumption II: Markets, Meaning, and Brand Management*, Indiana University Press 1st edition ISBN 0968225101



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**FACULTY OF MANAGEMENT STUDIES**

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Program Structure for MBA (ONLINE)

**MBA 18E002**

**RETAIL MANAGEMENT**

<b>MBA 18E002</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours – 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>The objective of the course is to provide a basic understanding of various dimensions of Retail Management.</li> <li>Analyzing activities and initiatives in the areas of industry</li> <li>To attain a retail customer service representative position in line with the record of customer service, order processing.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Get a clear idea of retail environment with in India and Abroad				
CO2	Understand marketing mix strategies (4 P`s at Retail outlets)				
CO3	Macro and micro environmental influences in global retail scenario				
CO4	Get an idea of Information Technology in Retailing				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1			M				
	CO2	H			M	H		M
	CO3		H	M				H
	CO4		H		M		H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)
						✓		
4	Approval	Meeting of Academic Council, June 2018						



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#### **UNIT- I INTRODUCTION**

**9 hours**

An overview of Global Retailing – Challenges and opportunities – Functions, Need & Scope of Retail trends in India – Socio economic and technological Influences on retail management – Government of India policy implications on retails.

#### **UNIT- II RETAIL FORMATS**

**9 hours**

Organized and unorganized formats – Category Killers- Delivering value through retail formats - Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – Electronic Retailers or e-tailers . MNC's role in organized retail formats.

#### **UNIT -III RETAILING DECISIONS**

**9 hours**

Choice of retail locations - internal and external atmospherics – Positioning of retail shops – Building retail store Image - Retail service quality management – Retail Supply Chain Management – Retail Pricing Decisions, Every Day Low Price [EDLP] - International retailing motives, Merchandising and category management .

#### **UNIT- IV CURRENT TRENDS IN RETAIL MARKETING**

**9hours**

Space Management – Retail Inventory Management – Retail accounting and audits - Retail store brands – Retail advertising and promotions – Retail Management Information Systems - Online retail –Asker's Approach, Keller's Approach - E- Retailing

#### **UNIT -V CHALLENGES IN RETAILING**

**9 hours**

Complaints Management - Retail sales force Management – Challenges in Retailing in India, Consumerism and Ethics in Retailing.

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. Moorthy Y L R *Brand Management*, The Indian Context, 2<sup>nd</sup> Edition ISBN 9788125907398 Vikas Publications, 2009.
2. Gilbert, *Retail Marketing Management*, 2nd Edition ISBN 978027365514 Pearson Education, 2009.
3. Levy & Weitz, *Retail Management*, latest edition ISBN 0073530026, Tata McGraw hill, 2009.
4. Michael Levy, Barton Weitz, *Retail Management*, McGraw Hill. latest edition ISBN 9780071215132
5. Chetan Bajaj, Rajnish Arya, Nidhi Varma Srivatava, *Retail Management*: Oxford Publishing. India. 2nd Edition ISBN 978-0198061151
6. Ogden, *Integrated Retail Management*, Biztantra, India, 2008.



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Program Structure for MBA (ONLINE)

**MBA 18E003**

**CUSTOMER RELATIONSHIP MANAGEMENT**

<b>MBA 18E003</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours – 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. The course is designed to provide a better understanding of customer relationship management and its impact on business.
2. To help the students to know the various aspects of CRM such as business process models and CRM, customer centric business, customer support issues during pre-order, point of order and post-order and case studies in CRM.
3. To help the students identify the technique for performance measurement and to make them understand how CRM determines the effectiveness of a business.

**COURSE OUTCOMES (COs)**

CO1	Better understanding of customer relationship management and how it can affect the business.
CO2	Understanding Customer’s loyalty and customer retention strategies
CO3	Understanding implementing Customer loyalty strategies and retention strategies
CO4	Preparing business process models and CRM

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	M		M		H			
	CO2						H		
	CO3				M				
	CO4					H		H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					✓				
4	Approval							Meeting of Academic Council, June 2018	



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#### **UNIT- I INTRODUCTION      9 hours**

Definitions - Concepts and Context of Relationship Management – Evolution - Transactional Vs Relationship Approach – CRM as a strategic marketing tool – CRM significance to the stakeholders.

#### **UNIT - II UNDERSTANDING CUSTOMERS      9 hours**

Customer Information Database – Customer Profile Analysis - Customer perception, Expectations analysis – Customer behavior in relationship perspectives; individual and group customer's - Customer life time value – Price rational vs. price obsessive consumers - Selection of profitable customer segments.

#### **UNIT - III CRM STRUCTURES      9 hours**

Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications, CRM Implementation.

#### **UNIT - IV CRM PLANNING AND IMPLEMENTATION      9 hours**

Strategic CRM planning process – Implementation issues – CRM Tools- Analytical CRM – Operational CRM – Call center management – Role of CRM Managers.

#### **UNIT - V TRENDS IN CRM      9 hours**

E- CRM Solutions – Data Warehousing – Data mining for CRM – CRM software packages,– The importance of focusing on the "right" customers – - Up selling and cross-selling .

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. G.Shainesh, Jagdish, N.Sheth, Customer Relationships Management Strategic Perspective, Macmillan 2005.
2. Alok Kumar et al, Customer Relationship Management : Concepts and applications, Biztantra, 2008
3. William G.Zikmund, *Customer Relationship management*- 2rd edition ISBN 9780471271376 John Wiley and son
4. Roland T. Rust and P.K. Kannan *e-Service-New Directions in Theory & Practice*: latest edition ISBN 076508073
5. Jagadish N. Sheth and Atul Parvatiyar *Hand book of relationship marketing*. TataMc.Graw- hill pub. Illustrated reprinted ISBN 9780761918103
6. Gosney, *Customer relationship management essentials* –prentice hall,2000 latest edition ISBN 9788120318090
7. Lakshman Jha *Customer Relationship Management: A Strategic Approach* Glonal India publications pvt. Ltd., first edition ISBN-13: 978-8190721127



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**MBA 18E004**

**BUSINESS TO BUSINESS MARKETING**

<b>MBA 18E004</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours – 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>The key objective of this subject is to introduce the students to the current thinking about the nature of Business Marketing</li> <li>To learn about the electronics transactions like business to business, business to commerce, sharing, and processing of business activities.</li> <li>It will help the students to transact financial and document interchange between two or more business parties.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understand the differences between Industrial and Consumer Goods.				
CO2	Learn about the electronics transactions like business to business, business to commerce, for sharing, processing the business activities.				
CO3	Help the students to transact financial and document interchange between two or more business parties				
CO4	Increase the demand creation				
CO5	Increase the sales enablement and its market intelligence				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	<b>CO1</b>			<b>M</b>				
	<b>CO2</b>	<b>H</b>	<b>H</b>		<b>M</b>		<b>M</b>	<b>H</b>
	<b>CO3</b>		<b>H</b>		<b>M</b>			
	<b>CO4</b>			<b>H</b>		<b>H</b>		<b>M</b>
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)
						✓		
4	Approval	Meeting of Academic Council, June 2018						



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**UNIT – I NATURE OF BUSINESS MARKETING**

**9 hours**

Introduction to Business Marketing: Meaning and Scope, Types of Organizational Customers Demand for Industrial Goods - Business Market Segmentation, Definition of E-commerce, Unique Features of E-commerce Technology: Growth of the Internet and the Web, Origins and Growth of E-commerce; Internet Marketing & Analytics

**UNIT – II BUYING PRACTICES**

**9 hours**

Organizational Buying: Factors Influencing Organizational Buying - Enquiries and Tenders - Supplier Evaluation - Buyer Seller Relationship- B2B Model, C2C and B2C, E-distributor, E-Procurement, Exchanges, Customer Trends, E-service Trends, Organizational Trends .

**UNIT – III PRODUCT, PRICING & PATTERN**

**9 hours**

Role of Marketing in Product Development Process - Managing Industrial Product Lines - Managing Across PLC –Characteristics of Pricing in B to B Market- Factors influencing Pricing - Pricing Methods and Strategies –Leasing, e-Business Patterns: The Structural Foundation, The e-Channel Pattern, The Click-and-Brick Pattern, The e-Portal Pattern, Seeding in marketing

**UNIT –IV FORMULATING CHANNEL STRATEGY**

**9 hours**

Industrial Channels of Distribution: Types of Distribution Systems -Choice of Channel Systems - Channel Partners - Managing Channel Conflicts - Distribution Logistics, Social Media channel & metrics, Content, Viral & Influencer marketing.

**UNIT – V PROMOTIONAL STRATEGIES & E - BUSINESS DESIGNS**

**9 hours**

Industrial Goods Promotion - Branding of Industrial Products – Creating Corporate Image - Industrial Marketing Control. Novel e- Business Designs, Step: 1: Self – Diagnosis, Step: 2: Reverse the Value Chain, Step: 3: Choose a Focus, Step 4: Execute Flawlessly, B2B Branding, Marketing analytics.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Clow, Baach, Integrated Advertising Promotion and Marketing Communication, Pearson Education. India.6th edition ISBN-10: 0133126242
2. Bhaskar Bharat Electronic Commerce - Technologies & Applications, TMH 3rd Edition ISBN 0070600958
3. Christopher J. & Clerk T.H.K., Global E-Commerce, University Pre 4th Edition ISBN: 978-81-203-4505-8, PHI
4. Reynolds, Beginning E-Commerce, latest edition ISBN 13978-1598203123 SPD



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Program Structure for MBA (ONLINE)

5. Laudon&Traver – Electronic Commerce Business, Technology, Society (Pearson Education, 10rd Ed.) ISBN13978-0-13-3024449
6. Kalakota R- Electronic Commerce - Frontiers of E-Commerce (Pearson Education, 2007, 3rd Ed.)ISBN -10-0201845202
7. Belch, George and Belch, Michael; Advertising and Promotion; Tata McGraw Hill, New Delhi. 2rd edition, ISBN: 81-203-2739
8. Wells, William, Burnett, John ad Moriarty, Sandra; Advertising Principles and Practice; 7rd edition ISBN-13: 978-0131465602 Pearson Education; New Delhi.



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**FACULTY OF MANAGEMENT STUDIES**

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Program Structure for MBA (ONLINE)

**MBA 18E006**

**SERVICE MARKETING**

<b>MBA 18E006</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours – 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. The course is designed to understand how services marketing are different from goods marketing.
2. The course content focuses on knowledge needed to implement quality service and service strategies for competitive advance across industries.
3. To teach customer focused management and strategies for how to increases customer satisfaction and retention through service strategies.
4. To give knowledge on how service marketing determines the effectiveness of a business.

**COURSE OUTCOMES (COs)**

CO1	Understand the dimensions of services marketing
CO2	Know the service strategies with reference to competitors
CO3	Analyze the 7 Ps of marketing mix technology with reference to market.
CO4	Establish the promotional strategies related to with reference to IT sector
CO5	Helps to know the future trends in services marketing overall.

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	M						
	CO2			M		H	H	M
	CO3		M			M		H
	CO4			H	H			
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)
						✓		
4	Approval	Meeting of Academic Council, June 2018						



## FACULTY OF MANAGEMENT STUDIES

### MBA- Two Year ONLINE Program- Curriculum & Syllabus Program Structure for MBA (ONLINE)

#### **UNIT – I NATURE & SCOPE OF SERVICES**

**9 hours**

Development of service marketing: Introduction to service marketing- Service development design – concepts – scope and dimensions – services marketing environment – characteristics of services- Consumers and markets.

#### **UNIT – II SERVICE MARKETING OVERVIEW**

**9 hours**

Scope and range of Services Marketing: Classification of Services and Various sectors of services- Distinctive features of Service Market Potential - Factors of services marketing- Growth of services sector & service Industry- Service quality – Service Leadership.

#### **UNIT – III FUNCTIONS & SEGMENTATION OF SERVICE MARKETING**

**9 hours**

Service marketing strategies: Functions of services marketing - assessing service marketing opportunities – Services Market Segmentation - Targeting service users - Positioning of services – Pricing of services, methods – Pillars of professional services marketing- Integrated Service marketing communication

#### **UNIT – IV 7 P's OF OF SERVICE MARKETING**

**9 hours**

Services Marketing Mix: Price, Place, Product, Promotion, People, Process, Physical Evidence [7Ps]. Advantages and disadvantages of service marketing mix -Designing the service – Performing the service - Service products - Proportion of service marketing mix for various services, Models of services marketing.

#### **UNIT – V SERVICE MARKETING OF VARIOUS SECTORS**

**9 hours**

Service Marketing promotions: Designing communication mix for Hospitality, Tourism, Travel, Medical field, Information Technology, Educational sector, financial sector, marketing of non- profit organizations.

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. Steve Baron and Kim Harris – *Service Marketing*– 3rd Edition ISBN-13: 978-0230520936. PALGRAVE 2003.
2. Roland T Rust – *Service Marketing*- Addison – latest edition ISBN 91-. 7698-029-4. Wesley 1989.
3. Roland T Rust – *Marketing of non- profit organizations*. - Philip Kotler – Prentice hall 2000.11th Edition ISBN 978-0-13-210292-6 1
4. Kruse, *Service Marketing* –John wiley and sons Ltd. 5<sup>th</sup> Edition ISBN 0749421231 2000



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**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus

Program Structure for MBA (ONLINE)

**MBA 18E008**

**DIGITAL MARKETING**

<b>MBA 18E008</b>	<b>CONTROL SYSTEMS</b>					<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours – 45					3	0	0	3
	Prerequisite –Management.								
	Course Designed by – Faculty of Management Studies								
<b>OBJECTIVES</b>									
<ol style="list-style-type: none"> <li>To provide a solid foundation in the key concepts on digital marketing around this constantly changing field to students</li> <li>With the rapid shift of advertising from traditional media to online platforms, it is becoming increasingly important for marketing graduates to be well-versed in digital marketing fundamentals</li> <li>This subject helps the students to come away with an understanding of successful online marketing strategies, user generated content, search, social media and networks, mobile, and web analytics.</li> </ol>									
<b>COURSE OUTCOMES (COs)</b>									
CO1	Know about the impact of digital marketing on the customers								
CO2	Understand the significance of e-marketing								
CO3	Understand the importance of Traffic Building								
CO4	Understand the importance of Digital Change								
CO5	Know about the SEO								

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H		H	M		H	
	CO2	H	H			H		M
	CO3			H	M	H	H	M
	CO4	M	M		M			
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)
					✓			
4	Approval	Meeting of Academic Council, June 2018						



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**UNIT- I WEBSITE ANALYTICS**

**9 hours**

Google Analytic account - Google Analytics Reports . Mobile Marketing Benefits of mobile marketing SMS marketing, Email Marketing. The behavioural Internet - Online advertising - Internet and Integrated Marketing Implications of Digital Change - Online Marketing Mix .

**UNIT- II CUSTOMER RELATIONSHIP MANAGEMENT IN A WEB WORLD 9 hours**

CRM – electronic customer relationship management - Key CRM Applications - Next generation CRM - A mobile App and a community - The New Age E-enterprise - Collaborative web and the E-enterprise

**UNIT - III DIGITAL TOOLS**

**9 hours**

Organic Social Media - Paid Social Media - Email Marketing.-Display Retargeting- Programmatic Advertising-Website Testing-Video Hosting- Content Creation. Gamification and Apps - Infographics content marketing – Google adwords-Google sandbox effect.

**UNIT- IV TRAFFIC BUILDING AND INTERNET MARKETING METRICS 9 hours**

Traffic Building: Internet traffic plan - Search Marketing methods for Traffic building - Traffic volume and quality - Search engine Marketing - Site optimization - Key word advertising - Key word value - Key word portfolio evaluation - Internet Marketing Metrics - websites and Internet Marketing - web business Models. Search Engine Optimisation (SEO) .

**UNIT - V ONLINE TOOLS FOR MARKETING**

**9 hours**

Engagement marketing through Content Management - Online campaign management using Face book, Twitter, Corporate Blogs – Sentiment Mining . Social Media-Social media model by Mc Kinsey - Marketing with Networks - Social world – Chatbots- Social Media Analytics - Social Media Tools - The social web - Viral Marketing - Inbound Marketing .

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Damian Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation Paperback – Import, Kogan Page 2014
2. Vandana Ahuja ,Digital Marketing Paperback Oxford University Press 2015
3. Hanlon Annmarie , Akins Joanna , Quickwin Digital Marketing: Answers to Your Top 100 Digital Marketing Questions Paperback
4. Vandana Ahuja, 'Digital Marketing' Oxford University Press, 2016 edition



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# **ELECTIVE SUBJECTS**

# **FINANCE**



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ELECTIVE - FINANCE						
S.NO	Sub. Code	Title of Subject	L	T	P	C
1	MBA 18E009	Taxation Management	3	0	0	3
2	MBA 18E010	International Finance Management	3	0	0	3
3	MBA 18E012	Management of Financial Services	3	0	0	3
4	MBA 18E013	Banking Management	3	0	0	3
5	MBA 18E014	Security Analysis And Portfolio Management	3	0	0	3
6	MBA 18E016	Corporate Finance	3	0	0	3



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Program Structure for MBA (ONLINE)

**MBA 18E009**

**TAXATION MANAGEMENT**

<b>MBA 18E009</b>	<b>CONTROL SYSTEMS</b>				<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45				3	0	0	3
	Prerequisite –Management.							
	Course Designed by – Faculty of Management Studies							
<b>OBJECTIVES</b>								
<ol style="list-style-type: none"> <li>To familiarize and update the students with the basic principles of taxation, Structure of Indian Taxation system and provisions of indirect tax.</li> <li>To acquire knowledge and develop understanding of the management framework of companies with reference to various provisions of the Companies Act, 2013 and a number of other corporate law</li> </ol>								
<b>COURSE OUTCOMES (COs)</b>								
CO1	Ability to understand the basic taxation procedures							
CO2	Differentiate between direct and indirect taxes							
CO3	Apply practical knowledge in companies taxation procedures.							
CO4	Familiarize company and corporate law practices							

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H					H	H	
	CO2		M	H		M			
	CO3		M		H		M		
	CO4	H		M	M			H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					✓				
4	Approval							Meeting of Academic Council, June 2018	



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**Program Structure for MBA (ONLINE)**

**UNIT – I INTRODUCTION ON TAXATION**

**9 hours**

Accessibility Criteria -Definitions, Basic concept, person, Assessment year; previous year, assesses Residential status; Incidence of tax, income exempt from tax.

**UNIT – II TAXATION ON SALARY**

**9 hours**

Meaning of salary, Basis of charge of salary income, different forms of salary, different forms of allowances, perquisites, permissible deductions from salary income, tax treatment of provident fund & approved super annotation fund, special tax treatment of salary income of non resident Technicians, deduction under section-80C, FBT.

**UNIT – III INCOME FROM HOUSE PROPERTY**

**9 hours**

Basis of charge, property income not charge to tax, basis of computing income from let out house property, computing income from self occupied property. Profits and gains of business or profession: chargeable incomes; expenses expressly allowed as deduction; general deductions; expenses specifically disallowed Computation of taxable income as profit and gain from business or profession.

**UNIT – IV CAPITAL GAINS**

**9 hours**

Meaning of capital asset, valuation of capital asset; transfer, considered to be transfer, chargeability; computation of capital gain: short term and long term; computation of tax on capital gains. Exemption from capital gains. Income from other sources: basis of charge; chargeable incomes; specific deductions; amount not deductible; computation of taxable income from other sources.

**UNIT – V COMPUTATION OF NET TAXABLE INCOME**

**9 hours**

Computation of total income, carry forward and set-off of losses and deductions under sec 80 and net taxable income and tax thereof. Cases of Indian as well as foreign companies, provision of minimum alternate tax and declaration and payment of dividend, Tax provision in case of mergers, acquisition or amalgamation of company.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Dr. H.C.Mehrotra & S.P.Goyal, *Income Tax Law and Practice*, Publisher, Sahitya Bhawan Publications, edition 30 , ISBN-13: 9788172881481 India
2. Singhanian V.K., *Corporate Tax Planning*, TMH. Publisher Tax Man publications, Edition 6th, 2008, ISBN-13: 978-0764114052
3. Gupta and Gupta, *Corporate Taxation in India*, Himalya Publishing House, NewDelhi., Edition 2nd August 2011 ISBN 81-7866-882-3
4. Singhanian, Vinod, *Direct Taxes – Law and Practice*, Taxmann Publications. edition August 2014 ISBN 9789350715765
5. *Income tax law and practise* Margam publication, Edition 2014-15 ISBN : 9350715093



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**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus

Program Structure for MBA (ONLINE)

**MBA 18E010**

**INTERNATIONAL FINANCE MANAGEMENT**

<b>MBA 18E010</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. This goal of this course is to provide a knowledge of multinational financial management; international monetary and financial systems, IBRD and development banks.</li> <li>2. Finance function in a multination firms; international flow of funds and evaluation many opportunities, cost and risks of multinational operations in a manner that allows students to see beyond the algebra and terminology to general principles.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Provide knowledge of international finance.				
CO2	Familiarize international monetary system.				
CO3	Create ethical behavior exist in India and across the globe.				
CO4	Ability to understand the global risk management.				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1			H	H	L	M	
	CO2	H		L	H	H		H
	CO3		M		M	M		
	CO4	M	H		H		M	M
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)
					✓			
4	Approval	Meeting of Academic Council, June 2018						



## **FACULTY OF MANAGEMENT STUDIES**

### **MBA- Two Year ONLINE Program- Curriculum & Syllabus** **Program Structure for MBA (ONLINE)**

#### **UNIT – I INTERNATIONAL MONETARY AND FINANCE SYSTEM 9 hours**

Importance of international finance, Bretton woods conference and afterwards, European monetary system – Meaning and Scope. Balance of payment and International Linkages: Balance of payments and its components, International flow of Goods, Services and Capital.

#### **UNIT– II FOREIGN EXCHANGE MARKETS 9 hours**

Determining exchange rates, fixed and flexible exchange rate system, Exchange rate theories, Participants in the foreign exchange markets, Foreign exchange market spot markets, Exchange rate quotes, LERMS, Factors affecting exchange rates – spot rates, forward exchange rates, forward exchange contracts, Foreign exchange and currency possession, Information and Communication, Foreign exchange trades.

#### **UNIT – III FOREIGN EXCHANGE RISK 9 hours**

Transaction exposure, Transaction exposure and Economic exposure, Management of exposures – Internal techniques, netting, marketing, leading and lagging, pricing policy, asset and liability management and techniques. Management of Risk in Foreign Exchange Markets.

#### **UNIT – IV INTERNATIONAL CAPITAL AND MONEY MARKET AND INSTRUMENTS 9 hours**

Salient features of different international markets, GDRs, ADRs, IDRs, Eurobonds, Euro loans, CPs, Floating rate instruments, Loan syndication and Euro deposits. International Currency transactions.

#### **UNIT – V MULTILATERAL FINANCE INSTITUTIONS 9 hours**

Role of IMF, IBRD and other development banks, International investors and foreign investment institutions. Foreign Institutional investors sovereign funds and block change technology.

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. Butler C. Kirt, Multinational Finance, Thompson-Vikas, John Wiley & Sons 5th Edition, ISBN - 13: 9781270110392 New Delhi
2. Buckley Adrian, Multinational Finance, Prentice hall of India Publisher: Financial Times Management, 3rd Edition, New Delhi, ISBN-13: 978-0273682097
3. Shapiro C. Alan, Multinational Financial Management, Prentice Hall of India Publisher: John Wiley & Sons, 10th Edition, New Delhi ISBN 978-1-118-80118-5
4. Apte, International Financial Management, Publisher, Tata McGraw-Hill Education, 2010 , 6 th edition ISBN, 0070221162, 9780070221161
5. Kevin.s Fundamentals of International Financial Management Paperback –Publisher: PHI (2009)ISBN-10: 8120337913,ISBN-13: 978-8120337916.



**FACULTY OF MANAGEMENT STUDIES**

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Program Structure for MBA (ONLINE)

**MBA 18E012**

**MANAGEMENT OF FINANCIAL SERVICES**

<b>MBA 18E012</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. This course is intended to familiarize the students with the various financial services and their role in the financial system</li> <li>2. To understand the role of SEBI</li> <li>3. To gain knowledge in retail financial services</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understand the basic procedures followed in the share market.				
CO2	Ability to take decision in investment on financial venues.				
CO3	Possess multidisciplinary approach in financial service sector.				
CO4	Enable I.T Knowledge in effective process system.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>				H		H	H	
	<b>CO2</b>		H	H			M		
	<b>CO3</b>	M	M	M		H		M	
	<b>CO4</b>	H			M				
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval							Meeting of Academic Council, June 2018	



## **FACULTY OF MANAGEMENT STUDIES**

### **MBA- Two Year ONLINE Program- Curriculum & Syllabus** **Program Structure for MBA (ONLINE)**

#### **UNIT – I INTRODUCTION TO FINANCIAL SERVICES**

**9 hours**

Characteristics of services - Distinctiveness of Financial services - financial systems and markets - concepts, Nature and Scope in India - Financial Intermediaries - Corporate financial services - Retail financial services - financial institutions changing technologies and regulations - The management and development of financial services, sales and service outlets in western and emerging economics.

#### **UNIT – II REGULATORY OF BANKING COMPANIES**

**9 hours**

Regulatory and supervisory frame work - Role of RBI, SEBI, and Ministry of Finance, Govt. of India- finance Bill and financial services - supervision and regulation of banking companies in India - Regulatory/ Institutional / and Environmental constrains.

#### **UNIT – III VARIOUS FINANCIAL SERVICES**

**9 hours**

Corporate financial services, organizational frame work - functions regulatory and supervisory guidelines and procedures - merchant Banking - Mutual funds – credit rating services - venture capital services - leasing - factoring and forfeiting - securitization - Banking services - Non banking financial companies, corporate Insurance.

#### **UNIT – IV RETAIL FINANCIAL SERVICES**

**9 hours**

Retail financial services - credit cards Debit cards -smart cards - automated Teller Machines – factors affecting use of plastic money in India - Electronic fund Transfer - Electronic clearing - Portfolio management services - Broking services - Consumer credit - Hire purchase finance – housing finance - personal tax counselling

#### **UNIT – V FINANCIAL SERVICES ENVIRONMENT**

**9 hours**

Financial services marketing environment- Regulations governing financial services marketing, ethical issues in marketing financial services, Targeting and Positioning of Financial services organisation in market place

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. Shanmugham R, *Financial Services*, Wiley India Pvt. Ltd., New Delhi, 2010. Edition 2nd ISBN – 0-7803- 4707-2
2. Khan M.Y., *Financial Service*, Tata McGraw Hill Publication Limited, NewDelhi. Edition 3rd ISBN 0-7069-9777-8
3. Bhole L.M and JitendraMahakud, *Financial Institutions and Markets: Structure, Growth and Innovations*, Tata McGraw Hill Publication Limited, New Delhi. Edition ISBN 13: 9780070080485
4. Dr. Roshna Varghese & Dr. K. Sreeranganadhan, *Corporate Disclosure by Indian Companies*, Serals Publications, New Delhi. 1st Edition ISBN: 8186771069



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

**MBA 18E013**

**BANKING MANAGEMENT**

<b>MBA 18E013</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To Provide an in-depth analysis of the banking in the liberalized Indian economy familiarizing the students with the regulating framework for banks, and banking practices and processes as regards to Banking Sectors.</li> <li>2. To acquaint them regarding recent trends in banking sector</li> <li>3. To be aware of banking technologies used in present scenario</li> <li>4. Case Studies should be discussed.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Ability to create dynamic skill in the field of banking management				
CO2	Develop the basics framework of banking policies and procedures.				
CO3	Enables the students to understand the globe scenario prevailing in the banking sector.				
CO4	Creates the social responsibility and ethics values across the globe.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>						H	H	
	<b>CO2</b>	H	M	H		H			
	<b>CO3</b>	H	H		H	M	M	M	
	<b>CO4</b>			H	M				
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval							Meeting of Academic Council, June 2018	



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**UNIT – I INTRODUCTION OF COMMERCIAL BANKING**

**9 hours**

Evolution of Commercial Banks-Banking System-Structure of Commercial Bank-RBI Role & functions - e-banking, e-corner - Credit Control - Banking Regulation ACT –Recent trends in Indian Banking Sector

**UNIT – II FUNCTIONS OF COMMERCIAL BANKS**

**9 hours**

Financial inclusion - Agency Services –General utility services-Credit Creation- Banker– Customer Relationship-Bankers as a trustee & an Agent-Appropriation of Payment- Right of Lien &Set off–Garnishee Order-Law of Limitation-Financial Services

**UNIT – III BANKING TECHNOLOGY**

**9 hours**

Banking Technology; Electronic Banking-Core Banking, internet banking, virtual banking, Centralised banking challenges and implementation –Distribution Channels- Remittance Facilities &Clearing System-Online Banking-Electronic Fund Transfer System- RTGS, SWIFT, CIBIL

**UNIT – IV EVALUATION OF BANKING PERFORMANCE**

**9 hours**

Evaluating Banking Performance –NPA- ROE Model- CAMEL Rating-GAAP Probability Analysis- Balance Score Card-Asset Liability Management PA- BASEL Norms

**UNIT – V INTERNATIONAL BANKING**

**9 hours**

International Banking- Types-Offshore Banking- Bank for International Settlement (BIS)- London Inter-Bank Offered Rate (LIBOR) –Bank Accounts NOSTRO, VOSTRO, LORO, Indian Rupee & Foreign Currency Accounts- EXIM Bank – Facilities to Exporters & Importers.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Institute of Banking & Finance, Principles and Practice of Banking, McMillanpublishers, Second Edition (2012) ISBN-10: 023063611X New Delhi.
2. Muraleedharan D, Modern Banking-Theory and Practice, PHI Learning Pvt. Ltd. 2nd Edition ISBN-13: 978-8120336551
3. Shekhar K C &LekshmyShekar, Banking Theory and Practice, VikasPublication House, New Delhi. Edition, 20 ISBN, 9789325964853
4. Dr D.M.Mithani, Money, Banking and Public Finance Publisher: Himalaya Year of publishing: 2012 Edition ISBN: 978-93-81546-92-5
5. Ansari. M.I, Monetary vs. fiscal policy edition 2nd ISBN 978-0-387-77666-8. Publishers, Harvard University;
6. T. R. Manaktala, Economic development and Monetary Management in India, edition 1st ISBN 0-19-564468-9. published by The Levy Economics Institute of Bard
7. Jagdish Narain Srivastava. Fiscal Policy and Economic Development of India, edition 1st ISBN-13: 978-1-60244-128-6



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

**MBA 18E014 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

<b>MBA 18E014</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>To make the students familiar with various aspects of portfolio management ranging from analysis to performance evaluation</li> <li>To make students understand trading system and helping them to make quality investment decisions</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	The students develops the analytical skills in selecting and creating the portfolio management				
CO2	Ability to do online trading and familiar with SEBI functioning.				
CO3	Encourages entrepreneur’s skills among the students.				
CO4	Enables IT skills.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	M				M	H	H	
	<b>CO2</b>	H	H	H	M	M	M	M	
	<b>CO3</b>		M	H	H				
	<b>CO4</b>	M			L				
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					✓				
4	Approval							Meeting of Academic Council, June 2018	



## **FACULTY OF MANAGEMENT STUDIES**

### **MBA- Two Year ONLINE Program- Curriculum & Syllabus** **Program Structure for MBA (ONLINE)**

#### **UNIT – I OVERVIEW OF INVESTMENT**

**9 hours**

Investment-Objectives-Indian Financial system-investment process investment avenues-capital market: primary market-IPO process participants- Regulatory mechanism, Secondary market: stock exchanges –structure and trading mechanism-settlement-participants/intermediaries in the secondary market-regulatory framework of secondary market-margin trading-stock index: types of Index: India, Global- construction of stock Index.

#### **UNIT – II CAPITAL MARKET INSTITUTION**

**9 hours**

Financial Markets and Institutions – Overview of Capital Market- IPO, stock market in India-listing of securities – OTCEI- NIM – mechanics of trading in stock exchange - Institutional Structure In Capital Markets, Reforms And Market And State of Capital Markets, SEBI-Trends of Savings And Financial Flow Indian The Money Market And Capital Market Institutions.

#### **UNIT – III FUNDAMENTAL AND TECHNICAL ANALYSIS**

**9 hours**

Economic analysis, Industry analysis, Company analysis-Technical analysis and market efficiency: basic tenets- tools of technical analysis – indicators-patterns-Efficient market Hypothesis-efficient market-forms of market efficiency-tests of market efficiency-random walk Hypothesis

#### **UNIT –IV PORTFOLIO STRATEGY**

**9 hours**

Portfolio analysis- Efficient portfolio-efficient frontier-Markowitz portfolio optimization-Sharpe Single Index model-capital assets pricing model-factor model and Arbitrage pricing theory

#### **UNIT – V PORTFOLIO EVALUATION**

**9 hours**

Portfolio evaluation and revision-portfolio evaluation: Sharpe ratio, Treynor's ratio, Jensen's Index-measures of portfolio performance

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. Donald E. Fischer & Ronald J. Jordan, *Security Analysis & Port Folio Management* Prentice Hall Of India Private Ltd., New Delhi 2000 Edition: 5th ISBN-13: 978-0137991495
2. V. A. Avadani, *Securities Analysis & Portfolio Management* – Vikas Publishing House Pvt Ltd, 2001 Edition 10th ISBN: 978-81-203-4830-1
3. V.K.Bhalla, *Investment Management* –S.Chand Publishing -7th Edition -2000 ISBN 13: 9788121912488
4. Kevin S. *Security Analysis and Portfolio Management* (Author) Publisher: PHI (2006) ISBN-10: 8120329635, ISBN-13: 978-8120329638
5. Punithavathy Pandian *Security Analysis and Portfolio Management* publisher: Vikas publication. 2nd Edition ISBN, 9789325963085.



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

**MBA 18E016**

**CORPORATE FINANCE**

<b>MBA 18E016</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. The primary objectives of this course is to provide a frame work , concepts, and tools for analyzing financial decisions based on fundamental principles of modern financial theory .
2. Being an elective course in finance, greater stress will be on the issue like capital structure and the methods of financing, both in the short term and long term.
3. Special emphasis will be laid on issues like mergers and acquisition and corporate restructuring.

**COURSE OUTCOMES (COs)**

CO1	Provides basic framework for various sources of finance.
CO2	Guidelines to deal with financial service and its system.
CO3	Possess multi disciplinary approach towards solving financial issues
CO4	Understand corporate and social responsibility in corporate world.

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>		H	L	H		H	H	
	<b>CO2</b>	M			L	H	H		
	<b>CO3</b>		M	H	H	H		M	
	<b>CO4</b>	H							
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
					✓				
4	Approval							Meeting of Academic Council, June 2018	



## **FACULTY OF MANAGEMENT STUDIES**

### MBA- Two Year ONLINE Program- Curriculum & Syllabus Program Structure for MBA (ONLINE)

#### **UNIT - I INDUSTRIAL FINANCING**

**9 hours**

Introduction to Indian Capital Market – Basic problem of Industrial Finance in India. Equity – Debenture financing – Guidelines from SEBI, advantages and disadvantages and international sources, financing of exports – role of EXIM bank and commercial banks.– Finance for rehabilitation of sick units.

#### **UNIT – II INVESTMENT DECISION**

**9 hours**

Appraisal of Risky Investments, certainty equivalent of cash flows and risk adjusted discount rate, risk analysis in the context of DCF methods using Probability information, nature of cash flows, Sensitivity analysis; Simulation and investment decision, Decision tree approach in investment decisions.

#### **UNIT – III LEASE FINANCING**

**9 hours**

Lease Financing - Venture Capital - Mutual Funds – Inflation, .Foreign Collaboration – Business Ventures Abroad. International Financial Institutions & Multinational Corporations.

#### **UNIT – IV DIVIDEND POLICY**

**9 hours**

The Various Sources of finances-working capital management importance's –Dividend policy calculation method.

#### **UNIT – V MERGES & ACQUISITION**

**9 hours**

Merges & Acquisition –Forms of Acquisition, Calculating the Value of Firm Tax Implication, Synergy after Acquisition; Financial Distress Bankruptcy, Liquidation and Reorganization.

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. Stephen A Ross, Randolph W .Westerfield And Jeffrey Jaffe, *Corporate Finance*, Tata McGraw-Hill, 2004, 6th Edition ISBN-13: 978-0072831931 ISBN-10: 0072831936
2. Aswatha Damodaran, *Corporate Finance*, John Wiley And Sons, 2002, 2nd Edition ISBN-13: 978-0471283324 ISBN-10: 0471283320
3. Brealey , R.A And Myers, S.C.Principles of Corporate Finance ,–Tata McGraw Hill , 6th Edition 2003 ISBN-10: 0471361909, ISBN-13: 978-0471361909
4. Stephen A. Ross, Randolph Westerfield, BradfordD Fundamentals of Corporate Finance. Jordan publisher Tata McGraw-Hill Education ISBN: 9780077474638 / 0077474635;
5. Ross *Corporate Finance* 8E By Tata McGraw-Hill Education edition 8th. ISBN-13, 9780077246099.



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**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

# **ELECTIVE SUBJECTS**

# **HUMAN RESOURCE MANAGEMENT**



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

ELECTIVE – HUMAN RESOURCE MANAGEMENT						
S.No	Sub. Code	Title of Subject	L	T	P	C
1	MBA 18E017	Talent Management	3	0	0	3
2	MBA 18E018	Strategic Human Resource Management	3	0	0	3
3	MBA 18E019	Industrial Relations & Labour Welfare	3	0	0	3
4	MBA 18E021	Training & Development	3	0	0	3
5	MBA 18E023	Stress Management	3	0	0	3
6	MBA 18E024	Corporate Governance	3	0	0	3



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

**MBA 18E017**

**TALENT MANAGEMENT**

<b>MBA 18E017</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. The objective of this course is designed to create symbiotic relationship between talent and organization to accelerate Performance improvements; by instituting talent management system that ensures identification, management, development of talent portfolio.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understand what is required to align human resource strategy with strategic objectives of your business				
CO2	Acquire the skills and knowledge to build an effective talent management strategy for an organization				
CO3	Identify the steps required to conduct an effective talent review of performance and potential				
CO4	Identify key requirements to attract and acquire skilled talent				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H	H	H		H	H		
	CO2		M	H		M			
	CO3	M	M				M		
	CO4	H		M	M			H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
						✓			
4	Approval							Meeting of Academic Council, June 2018	



## **FACULTY OF MANAGEMENT STUDIES**

### **MBA- Two Year ONLINE Program- Curriculum & Syllabus** **Program Structure for MBA (ONLINE)**

#### **UNIT – I INTRODUCTION**

**9 hours**

Talent Management: definition, elements, process, focus, employer branding, creating a great place to work, talent management in global level. TMS as engine for new economy, difference between talents and knowledge workers, leveraging talent friendly organizations.

#### **UNIT – II TMS & PMS**

**9 hours**

Talent Management system - element and benefits of Talent Management system: creating TMS- Building blocks - recruitment processes, development strategies, career planning, retention of talent workers, performance management system (PMS) and reward mechanism, evaluating employee Potential, 360-degree feedback system.

#### **UNIT – III TALENT PLANNING**

**9 hours**

Talent Planning-succession management process; cross functional capabilities an fusion of talent; Talent Development budget, value driven cost structure; contingency plan for talent; building a reservoir of talent, leadership coaching.

#### **UNIT – IV RETURN ON TALENT**

**9 hours**

Return on talent: ROT measurements; optimizing investment in talent, integrating compensation with talent Management; developing talent management information system. Challenges of Identifying and Nurturing Talent in a company.

#### **UNIT - V COMPETENCY MAPPING**

**9 hours**

Concept, Types, techniques used for competency mapping. Identifying Strategically Important Competencies, Competency Models for Managerial, Sales and IT Positions, Evaluating Talent Management Strengths and Weaknesses, Developing an Integrated Talent Management Strategy. Challenges faced in Talent Management-Attrition.

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. Berger, Lance A and Dorothy Berger (Eds) *The Talent management Handover*, Tata McGraw Hill New Delhi 2 edition (1 January 2011) ISBN-10: 007173905X ISBN-13: 978-0071739054
2. Chowdhary, Subnit *The Talent Era*, *Financial Times/Prentice*, Hall International. (September 2003) ISBN 10: 0273662694 ISBN-13: 978-0273662693
3. Management 21C; *Financial Times* Prentice Hall, Edition 2000. ISBN 978-0273639633
4. Sanghi, Seema, *The Handbook of Competency mapping*, Response Books, New Delhi. Second Edition (1 October 2007) ISBN-10: 0761935983 ISBN-13: 978-0761935988
5. Toni Hodges De Tuner, Lynn Schmidt *Integrated Talent Management Score Card* ASTD Press Edition (January 13, 2014) ISBN: 1562868659



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

**MBA 18E018**

**STRATEGIC HUMAN RESOURCE MANAGEMENT**

<b>MBA 18E018</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>The Primary concern to this course is to develop in depth understanding of the strategic role performed by HR in business organization.</li> <li>To gain insight of the alignment between different HR systems and practices and organization outcomes.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Explain the purpose of strategic planning in an organization				
CO2	Demonstrate the ability to explain the importance of people in the achievement of strategic change				
CO3	Understand the key areas of human behavior in sustained organizational performance				
CO4	Understand the implementation of various strategies in an organization.				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H	H			H	H	H
	CO2	H	M	H		M	M	
	CO3	H	M	M			M	H
	CO4	H		M	M			H
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)
						✓		
4	Approval	Meeting of Academic Council, June 2018						



## **FACULTY OF MANAGEMENT STUDIES**

### MBA- Two Year ONLINE Program- Curriculum & Syllabus Program Structure for MBA (ONLINE)

#### **UNIT – I SHRM INTRODUCTION**

**9 hours**

Introduction to Strategic HRM Definition, need and importance; Introduction to business and corporate strategies; Integrating HR strategies with business strategies; Developing HR plans and policies.

#### **UNIT – II RECRUITMENT AND SELECTION PROCESS**

**9 hours**

e- Employee profile– e- selection and recruitment - Virtual learning and Orientation – e - training and development – e- Performance management and– Issues in employee privacy – Employee surveys online.

#### **UNIT – III PERFORMANCE MANAGEMENT**

**9 hours**

Meaning- concept - Defining key result areas (KRA); Result based performance Linking performance to pay; Merit based promotions. Reward and Compensation Strategies- Performance and Skill based pay; Team based pay broad banding; Profit sharing; Executive Compensation; Variable pay.

#### **UNIT – IV RETRENCHMENT STRATEGIES**

**9 hours**

Retrenchment Strategies- Downsizing; Voluntary retirement schemes (VRS) HR outsourcing; Early retirement plans; Project based employment, Retention and retraining, Exit Interview.

#### **UNIT – V UNIONS & GLOBAL HRM**

**9 hours**

Strategies for Dealing with Unions Role of Unions – Strategic collective Bargaining – CB Process, The Grievance Process. Global Hr Strategies- Introduction to global HR strategies; Developing HR as a value added function

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. Mello, Jeffrey A., *Strategic Human Resource Management*, Cengage Learning. '004 edition (January 1, 2014)
2. Agarwala, Tanuja, *Strategic Human Resource Management*, Oxford University Press, New Delhi. Edition 25 January 2007) ISBN-10: 0195683595 ISBN-13: 978-0195683592
3. Dreher, George and Thomas Dougherty, *Human resource Strategy*, Tata McGraw Hill edition 1st ISBN-13: 978-0256211894 ISBN-10: 0256211892
4. Charles Greer, *Strategic HRM* – Pearson education Asia, New Delhi edition 19 APR 2004
5. Michael Armstrong, *Strategic HRM* - Kogan page, London 5 edition (3 August 2011) ISBN-10: 0749463945 ISBN-13: 978-074946394



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**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus

Program Structure for MBA (ONLINE)

**MBA 18E019**

**INDUSTRIAL RELATIONS & LABOUR WELFARE**

<b>MBA 18E019</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To understand the meaning and concept of Industrial Relations</li> <li>2. To provide the conceptual background for IR.</li> <li>3. To give an understanding of the components.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Synthesize proposals for legislative initiatives				
CO2	Analyze the field of labor relations in an interdisciplinary manner.				
CO3	Distinguish employee rights and obligations according to the scope of employment				
CO4	Defend employ rights before supervisory and control institutions.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H	H	M			H	H	
	<b>CO2</b>		M	H		M	H	H	
	<b>CO3</b>		M	M	H		M	H	
	<b>CO4</b>	H		M	M			H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					✓				
4	Approval							Meeting of Academic Council, June 2018	



## **FACULTY OF MANAGEMENT STUDIES**

### **MBA- Two Year ONLINE Program- Curriculum & Syllabus** **Program Structure for MBA (ONLINE)**

#### **UNIT – I INTRODUCTION**

**9 hours**

Industrial Relations – an overview: Meaning & Objectives, Importance, Approaches to IR- Unitary, Pluralistic, Marxist – Development of IR System in India, Labor – management Relations: Trade Unionism – Industrial Conflicts.

#### **UNIT – II TRADE UNIONS**

**9 hours**

Industrial conflict – Causes for Industrial Conflict, Industrial Disputes Act, 1947:- Definitions of Industry - Authorities under the Act – Procedure, Powers and Duties of Authorities, Impact of Industrial Disputes, Strikes – Typology of strikes, Lockout.

#### **UNIT – III INDUSTRIAL DISPUTE**

**9 hours**

Settlement machinery - Conciliation - Conciliation Officer - Board of Conciliation - Court of Enquiry - Labour Court - Industrial Tribunal and National Tribunal and Arbitration, Adjudication Labour Welfare work – importance, concept, scope of labour welfare work facilities under Welfare Funds - Duties of Labour Welfare Officers,

#### **UNIT – IV COLLECTIVE BARGAINING**

**9 hours**

Factories Act 1948, Collective Bargaining – Definition, Importance, Prerequisites of Collective Bargaining – Union Bargaining Process – Types of Bargaining – Collective bargaining in India, Workers Participation In Management, ESOP, Profit Sharing, Quality of Work-life and Quality Circles, Worker Empowerment. Negotiations – Process, Strategies and Tactics.

#### **UNIT – V NEGOTIATIONS**

**9 hours**

Meaning - concept of negotiations, negotiations bargaining -Strategic Management of Industrial Relations – Alternative Strategies in Labour Management Relations – Labour Laws in the Context of Structural Changes – Labour laws in the context of structural change – Industrial relations in Turnaround Management.

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. C B Marmoria, *Dynamics of Industrial Relations in India*, Vikas Publishing, New Delhi. ISBN-10: 9350971429 ISBN-13: 978-9350971420
2. P C Tripathi, *Personnel management and Industrial Relations*, S Chand, New Delhi. ISBN-10: 8180546578 ISBN-13: 978-8180546570
3. Jerome joseph, *Industrial Relations: Towards a theory of Negotiated Connectedness*, Response Books. (April 15, 2004) ISBN-10: 076199839X ISBN-13: 978-0761998396
4. C.S. Venkataratnam, *Globalization and Labour-management Relations*, Sage Publications, New Delhi. (30 June 2001) ISBN-10: 0761994890 ISBN-13: 978-0761994893



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

**MBA 18E021**

**TRAINING & DEVELOPMENT**

<b>MBA 18E021</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. This course is designed to provide in depth understanding and enable the students to manage training processes and system for developing human resource of the organization.
2. The present course is designed to study the concepts and processes of training and development (T&D).
3. Understanding the Meaning of training, Methods – techniques and aids for effective real life applications in both manufacturing and services

**COURSE OUTCOMES (COs)**

CO1	Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.
CO2	Research and analyze information needs and apply current and emerging information technologies to support the human resources function.
CO3	Conduct research, produce reports, and recommend changes in human resources practices.
CO4	Develop, implement, and evaluate organizational development strategies aimed at promoting organizational effectiveness.

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H	H				H	H	
	CO2		M	H		M	H		
	CO3		M		H		M		
	CO4	H		M	M			H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
						✓			
4	Approval							Meeting of Academic Council, June 2018	



## **FACULTY OF MANAGEMENT STUDIES**

### MBA- Two Year ONLINE Program- Curriculum & Syllabus Program Structure for MBA (ONLINE)

#### **UNIT – I INTRODUCTION**

**9 hours**

Training – Introduction, Training Policies, Organization and Management of Training Function; Training Needs Assessment – Organizational Analysis, Operational Analysis, and Competency Mapping. Competency based Training & Development

#### **UNIT – II LEARNING**

**9 hours**

Learning Process in Training - Attributes and Factors Influencing; Learning Process; Learning Styles; Training Climate and Pedagogy; E- Learning, Developing Training Modules; Training Aids. Role of Trainers, Qualities of a Good Trainer, Internal Training vs. External Training.

#### **UNIT – III TRAINING METHODS**

**9 hours**

Training Methods and Techniques - Inspirational Techniques - Brainstorming, Mind Mapping, Creative Problem Solving. Models & methodology followed in Training & development cell of leading companies.

#### **UNIT – IV TRAINING EVALUATION**

**9 hours**

Evaluation of Training - Need for Evaluation, Principles of Evaluation, Criteria and Approaches; Return on Investment in Training, Process of Calculating ROI in training; Emerging Trends in Training and Development; New Perspectives on Training.

#### **UNIT – V CAREER DEVELOPMENT**

**9 hours**

Concepts, strategies development programme, executive development programme, Outsourcing Training and Development- The Strategic Move-Advantages of Outsourcing- The 21<sup>st</sup> Century Trainer-Blended learning approach-models-advantages & disadvantages

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. Agochia, Devendra, *Every Trainer's Handbook*, New Delhi; sage Publications., 2nd Edition, 2009, ISBN: 9788132100812
2. *Training and Development – Trends and Experience*– Sumati Reddy, Published by ICFAI University Press., ISBN-10: 81-7881-237-1 / 8178812371, ISBN-13: 978-81-7881-237-3 / 9788178812373
3. Dessler, Gary, *Human Resource Management*, Prentice Hall, 11th Edition, 2008, ISBN: 9780131746176
4. Sahu, R.K., *Training for Development*, Excel Books, New Delhi., 2009, ISBN: 8174464476, 9788174464477
5. Blanchard, P Nick, and James W. Thacker, *Effective Training-Systems, Strategic and Practices*, Pearson Education, New Delhi., 1998, ISBN-10: 0132681609, ISBN-13: 978-0132681605
6. Goldstein, *Training in Organization*, Thomson learning, Bombay, 2001, ISBN 10:



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**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus

Program Structure for MBA (ONLINE)

0534345549 / 0-534-34554-9, ISBN 13: 9780534345549

**MBA 18E023**

**STRESS MANAGEMENT**

<b>MBA 18E023</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. To examine the nature of Job stress in the organization.					
2. To identify the factors that are responsible for Job Stress in the corporate sector.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Develop a sound protocol for conducting a meaningful coaching				
CO2	Learn proven communication techniques that increases the impact and understanding of information amongst all team members.				
CO3	Develop strategies and skills to effectively address and resolve conflicts leading to the highest quality outcomes.				
CO4	Clearly understand the distinction between “coaching” and “counseling” and when they are appropriate.				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	<b>CO1</b>	H	H				H	H
	<b>CO2</b>	H	M	H		M	H	
	<b>CO3</b>	M	M		H		M	
	<b>CO4</b>	H		M	M			H
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)
					✓			
4	Approval	Meeting of Academic Council, June 2018						



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**UNIT – I INTRODUCTION**

**9 hours**

Meaning and Definition - sources of stress – consequence of stress - burnout - symptoms of Burnout - stress verses Burnout - model of stress - strategies for coping stress (individual and organizational strategies)

**UNIT – II THEORIES OF COUNSELLING**

**9 hours**

Charge Management - process of charge - resistance to charge - overcoming resistance to charge - stress resistance to change - counseling-need for counseling, types of counseling, dealing with making, steps in decision making-decision making technique decision making and stress

**UNIT – III COUNSELLING IN ORGANIZATION**

**9 hours**

Principles of Time management - inability - delegation-getting organized - communication-process – barriers - overcoming barriers of communication- role of technology and tools for effective time management - role of group cohesiveness conflict resolving and stress

**UNIT – IV COUNSELLING INTERVENTION**

**9 hours**

Career plateauing- types of career plateauing-managing the plateau-crisis management meaning- issues-managing crisis-crisis management decision making

**UNIT – V TRAINING COUNSELLORS**

**9 hours**

Creativity- process of creativity-Barriers – developing creativity- Brain strategy- Humour at work-team spirit-reducing conflict with humour-self development- principles of self Development- ways to develop positive mental attitudes – meditation for peace – yoga for life-problems- when to council- counseling and stress management- problem solving and decision.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Michael Carroll *Workplace Counseling*, Sage Publications, 1996, ISBN: 9780761950219, 9780761950202
2. *Introduction to Counseling skills – Texts and Activities*, Edward S Neukrug, Cengage Learning counseling & negotiations skills for managers wiley india pvt ltd, 4th Edition, 2011, ISBN-10: 0840034334, ISBN-13: 978-0840034335
3. Kavitha singh *Counseling & Skills for Managers* PHI, 2007, ISBN: 8120330846, 9788120330849
4. Narayana Rao, *Counselling and guidance* S. Tata McGraw Hill, 2nd Edition, 2011, 0074604740
5. Micheal Carrol *Work Place Counseling* sage publications, 1996, ISBN: 9780761950219, 9780761950202, 9781446264287
6. Dr. B. J. Prasantham, *Indian Case Studeis in Therapeutic* - Counselling, Christian Counselling Center, Vellore 632001, 1975



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

**MBA 18E024**

**CORPORATE GOVERNANCE**

<b>MBA 18E024</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To familiarize the students with the knowledge of ethics, emerging trends in good governance practices</li> <li>2. To make them understand the corporate social responsibility in the global and Indian context.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Evaluate different stakeholders' roles and significance in relation to corporate governance.				
CO2	Demonstrate a solid understanding of the purpose and nature of corporations.				
CO3	Gain importance of regulation, markets and information in corporate governance.				
CO4	Critically assess governance concerns for individual corporations and their				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H	H				H	H
	CO2		M	H		M	M	
	CO3	H	M		H		M	
	CO4	H		M	M			H
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
					✓			
4	Approval				Meeting of Academic Council, June 2018			



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**UNIT - I CORPORATE GOVERNANCE**

**9 hours**

Meaning – Nature and Evolution of Corporate Governance - need – objectives – Corporate Governance Models – Features consequences of mis-governance – need for voluntary compliance beyond regulations – Requirements to strengthen Corporate Governance – Sustainability and Corporate Governance.

**UNIT - II GOVERNANCE DEFICIT IN CORPORATES**

**9 hours**

Principal-Agent Problem- Major controlling interest and mal-governance for personal gain or corporate window-dressing- Creative accounting- Corporate scandals: Types and Examples- Lessons - Sarbanes-Oxley Act in 2002 of USA- Role of Auditors under scan.

**UNIT - III REGULATION**

**9 hours**

Legal environment – General- Codes and guidelines- Parties to corporate governance: Ownership structures and elements, Family ownership and Institutional investors- Mechanisms and controls: Internal measures: Monitoring the Board, Internal checks and audit, Limits on Executive salary and Balance of Power.

**UNIT - IV BOARD OF DIRECTORS**

**9 hours**

Composition of the Board – Board structure – Building responsive boards - Selection of Members of the Board – Duties and Responsibilities of the Board – functions – Management of the Board – Ethical and professional standards of Individual Directors- Governance and Role of different types of Directors.

**UNIT - V CHAIRMAN OF THE BOARD AND BOARD EFFICIENCY**

**9 hours**

Functions and Responsibilities of Chairman of the Corporation- Various Committees on Corporate Governance – Clause 49 of Listing Agreement – Features - Mandatory and Non Mandatory disclosures- CEO – Responsibilities – Role of SEBI in Corporate Governance – Audit Committees – Functions.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Gopalswamy. N, Corporate Governance, The New Paradigm, Wheeler Publishers, 2005
2. Monks, Robert. A.G., Corporate Governance, Blackwell Publishing Company, 2003.
3. Corporate Governance, ICSI Publication, Lodi Road, New Delhi.
4. Corporate Governance, Ethics and sustainable Development, ICSI Course Material.
5. Bala chandran and Chandra sekaran, Corporate Governance and Social Responsibilities, Prentice Hall of India, 2010
6. Singh S, Corporate Governance, Excel Books, 2006 Walter Effross, Corporate Governance: Principles & Practices, Aspen, 2009.



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**ELECTIVE SUBJECTS**

**INFORMATION SYSTEMS**



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S.No	Sub. Code	Title of Subject	L	T	P	C
1	MBA 18E025	Big Data Technology	3	0	0	3
2	MBA 18E026	Database Management System	3	0	0	3
3	MBA 18E027	Enterprise Resource Planning	3	0	0	3
4	MBA 18E028	Systems Analysis & Design	3	0	0	3
5	MBA 18E029	E-Business	3	0	0	3
6	MBA 18E030	Software Quality & Project Management	3	0	0	3



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Program Structure for MBA (ONLINE)

**MBA 18E025**

**BIG DATA TECHNOLOGY**

<b>MBA 18E025</b>	<b>CONTROL SYSTEMS</b>				<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45				3	0	0	3
	Prerequisite –Management.							
	Course Designed by – Faculty of Management Studies							
<b>OBJECTIVES</b>								
1. This course provides practical foundation level training that enables immediate and effective participation in big data projects.  2. The course provides grounding in basic and advanced methods to big data technology and tools, including Map Reduce and Hadoop and its ecosystem								
<b>COURSE OUTCOMES (COs)</b>								
CO1	The knowledge of computing tools and techniques in the field of Big Data							
CO2	Identify the challenges in Big Data with respect to IT Industry							
CO3	Recognize the key concepts of Hadoop framework							
CO4	Several key big data technologies used for storage, analysis and manipulation of data							

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	L			H				
	CO2	M	H	L	H	H			
	CO3						M	L	
	CO4		H		L	H			
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
						✓			
4	Approval							Meeting of Academic Council, June 2018	



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**UNIT – I INTRODUCTION TO BIG DATA**

**9hours**

Introduction – distributed file system – Big Data and its importance, Four Vs, Drivers for Big data, Big data analytics, Big data applications. Algorithms using map reduce

**UNIT - II INTRODUCTION HADOOP**

**9 hours**

Big Data – Apache Hadoop & Hadoop Ecosystem – Moving Data in and out of Hadoop – Understanding inputs and outputs of Map Reduce - Data Serialization.

**UNIT - III HADOOP ARCHITECTURE**

**9 hours**

Hadoop Architecture, Hadoop Storage: HDFS, Common Hadoop Shell commands, Anatomy of File Write and Read. Name Node, Secondary Name Node, and Data Node, Hadoop Map Reduce paradigm, Map and Reduce tasks, Job.

**UNIT - IV HADOOP ECOSYSTEM AND YARN**

**9 hours**

Hadoop ecosystem components - Schedulers - Fair and Capacity, Hadoop 2.0 New Features Name Node High Availability, HDFS Federation

**UNIT - V HIVE AND HIVEQL, HBASE**

**9 hours**

Hive Architecture and Installation, Comparison with Traditional Database, Hive QL – Querying Data - Sorting and Aggregating, Map Reduce Scripts, Joins & Sub queries

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Boris lublinsky, Kevin t. Smith, Alexey Yakubovich, “Professional Hadoop Solutions”, Wiley, ISBN: 9788126551071, 2015.
2. Chris Eaton, Dirk deroos et al. , “Understanding Big data ”, McGraw Hill, 2012.
3. Tom White, “HADOOP: The definitive Guide” , O Reilly 2012.
4. Vignesh Prajapati, “Big Data Analytics with R and Haoop”, Packet Publishing 2013.
5. Tom Plunkett, Brian Macdonald et al, “Oracle Big Data Handbook”, Oracle Press, 2014
6. <http://www.bigdatauniversity.com/>
7. Jy Liebowitz, “Big Data and Business analytics”, CRC press, 2013..



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**MBA 18E026                      DATABASE MANAGEMENT SYSTEM**

<b>MBA 18E026</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. The goal of this subject to evaluate a real life business situation and build a suitable database.
2. Additionally this course will give the insight into concepts related to database designing.

**COURSE OUTCOMES (COs)**

CO1	Select appropriate technique implemented over disks and files to allocate relations and conclude the best among.
CO2	Develop a good query evaluation plan for evaluating user query, an access path and produce the tuples satisfying the constraints
CO3	Examine the generic architecture of Parallel and Distributed database systems
CO4	Differentiate the properties for concurrent execution of transactions

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H				L			
	CO2		H	L	M	H		L	
	CO3	M					M		
	CO4			M		H	L		
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval					Meeting of Academic Council, June 2018			



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#### **UNIT – I DATABASE SYSTEMS**

**9 hours**

Database-System Applications, Purpose of Database Systems, View of Data, Database Languages, Relational Database, Database Design, Object-Based and Semi structured Database, Data Storage and Querying, Transaction Management, , History of Database Systems

#### **UNIT – II RELATION MODEL**

**9 hours**

Structure of Relational Database, Fundamental Relational-Algebra Operations, -Algebra Operations, Null Values, Modification of the Database,

#### **UNIT – III DATABASE DESIGN AND THE E-R MODEL**

**9 hours**

Overview of the Design Process, The Entity-Relationship Model, Constraints, Entity-Relationship Diagrams, Entity-Relationship Design Weak Entity Sets, Extended E-R Features, of Database Design Relational Database Design: Features of Good Relational Designs, Atomic Domains and Normal Form

#### **UNIT – IV SQL**

**9 hours**

Background, Data Definition, Basic Structure of SQL Queries, Set Operations, Aggregate Functions, Null Values, Nested Sub queries Backup and Recovery: Overview of Integrity Control Functions, The Processes of Database Backup and Recovery, Backup Strategies, Quality Control and Concurrent

#### **UNIT – V DATABASE-SYSTEM ARCHITECTURE**

**9 hours**

Centralized and Client-Server Architecture, Server System Architectures, Parallel Systems, Distributed Systems, Object Oriented database Network Types.

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. Henry F Korth, Abraham Silberschatz, Sudharshan, S, *Database System Concepts* (6th Edition) 2010, McGraw Hill, ISBN 0-07-352332-1.
2. Raghu Ramakrishnan & Johannes Gehrke, *Database Management Systems* (3rd Edition) 2003, McGraw Hill, ISBN-13: 978-0072465631, ISBN-10: 0072465638.
3. C.J.Date, A.Kannan & Swamynathan. S, *An Introduction to Database Systems* (7th Edition) 2009, Pearson Education, ISBN 9788177585568.
4. Elmasri. R & Navathe.S.B, *Fundamentals of Database Systems* (6th Edition) 2010, Pearson Education/Addison Wesley, ISBN-10: 0136086209, ISBN-13: 9780136086208.
5. Thomas Cannolly & Carolyn Begg, *Database Systems, A Practical Approach to Design, Implementation and Management* (5th Edition) 2014, Pearson Educations, ISBN-10: 0132943263, ISBN-13: 9780132943260.



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Program Structure for MBA (ONLINE)

**MBA 18E027**

**ENTERPRISE RESOURCE PLANNING**

<b>MBA 18E027</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. This course is designed to help students understand issues affecting ERP systems and ERP implementation.					
2. Real application reviews will be used to give the students a grounding and real practice.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understands why ERP (Enterprise Resource Planning) systems are used in daily business				
CO2	Understands how ERP systems support business processes				
CO3	Familiar with use of SAP ERP system				
CO4	Future Trends in ERP				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	L				H			
	CO2			M	H		M		
	CO3	M	L				M		
	CO4				L	H		L	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					✓				
4	Approval							Meeting of Academic Council, June 2018	



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**UNIT – I ERP**

**9 hours**

An Overview, Enterprise – An Overview, Benefits of ERP, Development of ERP, ERP and Related Technologies, Business Process Reengineering (BPR), Data Warehousing, Data Mining, OLAP, SCM.

**UNIT – II PROJECT MANAGEMENT**

**9 hours**

Project approval –ERP Proposal Evaluation – Project-Evaluation Techniques. ERP Implementation-ERP Implementation Lifecycle, Implementation Methodology, Hidden Costs, Organizing the Implementation, Vendors, Consultants and Users, Contracts with Vendors, Consultants and Employees, Project Management and Monitoring.

**UNIT – III THE BUSINESS MODULES**

**9 hours**

Business modules in an ERP Package, Finance, Manufacturing, Human resources, Plant Maintenance, Materials Management, Quality Management, Sales and Distribution.

**UNIT – IV ERP MARKET**

**9 hours**

Market Place, SAP AG, PeopleSoft, Baan, JD Edwards, Oracle, QAD, SSA

**UNIT – V ERP**

**9 hours**

Present and Future - Turbo Charge the ERP System, EIA, ERP and-Commerce, ERP and Internet, Future Directions

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. *Maximizing your ERP System – A practical guide for managers*; Scott Hamilton, latest Edition 2004, TMH, ISBN – 0070590389.
2. Joseph A Brady, Ellen F Monk, Bret Wagner, *Concepts in Enterprise Resource Planning*, Thompson Course Technology, USA, 4th Edition 2013, ISBN - 9781111820411, 1111820414.
3. David Olson; *Managerial issues of Enterprise Resource Planning*, latest Edition 2004, TMH, ISBN-9780072861129, 0072861126.
4. Alexis Leon, *ERP Demystified*, 3rd Edition 2014, Tata McGraw Hill, New Delhi, ISBN: 9780070656642.
5. Alexis Leon *Enterprise Resource Planning*, 3rd Reprint 2008, Tata McGraw-Hill, New Delhi, ISBN: 0070656800, 9780070656802.



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

**MBA 18E028**

**SYSTEMS ANALYSIS & DESIGN**

<b>MBA 18E028</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES:</b>					
<ol style="list-style-type: none"> <li>This course is designed to help students understand To understand the different types of analysis</li> <li>Real application reviews will be used to give the students a grounding and real practice.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Approaches to systems Development				
CO2	Understand the different types of analysis				
CO3	Data Modeling and Analysis, Process Modeling				
CO4	Design a databases, implementation strategies				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1		L				H	
	CO2	M			L	H		L
	CO3			M			M	
	CO4	L				H		M
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)
					✓			
4	Approval	Meeting of Academic Council, June 2018						



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**UNIT – I APPROACHES TO SYSTEMS DEVELOPMENT** **9 hours**  
Structured approach- Information Engineering Approach, Object oriented Approach. Players in the systems game , system Characteristics, Information System building block, Creativity Vs Diversity, Development, project initiation, project management.

**UNIT – II FEASIBILITY ANALYSIS** **9 hours**  
Systems Analysis, Gathering Information, Discovery, Feasibility- Economics technical operational, Schedule, Analysis, Cost Benefit Analysis, Risk Analysis, System Proposal.

**UNIT – III SYSTEM ANALYSIS TASK** **9 hours**  
Investing system requirement, Data Modeling and Analysis, Process Modeling, Logic Modeling ,Conceptual Modeling, Alternative Design Strategy, Distributed data Modeling.

**UNIT – IV DESIGNING DATA BASES** **9 hours**  
Systems Design, Application Architecture and Modeling ,Forms and Reports, Interfaces and Dialog, Logical data modeling, Designing relational data bases, Output design and prototyping, Input design and prototyping, User Interface design, Designing distributed systems

**UNIT – V IMPLEMENTATION AND SUPPORT** **9 hours**  
Systems construction and Implementation, Maintenance, Systems Operations and Support, Object Oriented Analysis and Design, Rapid Application development, Documentation, Training and Support

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. Hoffer, Joey F.George, Joseph.S Valacich, *Modern Systems Analysis and Design*, 3rd Edition 2002, Addison Wesley, ISBN: 0130339903, 9780130339904.
2. Alan Dennis and Barabara Haley Wixom, *Systems Analysis and Design*, 6th Edition 2014, John Wiley & Sons, Inc., 2000, ISBN: 9781118897867.
3. Jeffrey L.Whitten, Lonnie D.Bentley and KevinC.Dittman, *Systems Analysisi and Design Methods*, 6th edition 2003,McGraw Hill, Irwin, ISBN: 0073052337, 9780073052335.
4. Hawryszkiewicz, I.T,'Introduction to System Analysis and Design, 4th Edition, Prentice Hall, ISBN: 0134845854, 9780134845852.
5. Ivar Jacobson, *Object Oriented Software Engineering*, Latest Edition 2005, Addison Wesley, ISBN: 0321268881, 9780321268884.
6. By Gary Shelly, Harry J. Rosenblatt, *System analysis and design*, 9th Edition, Nicole pinard, ISBN: 9780538481618, 0538481617.



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

**MBA 18E029**

**E-BUSINESS**

<b>MBA 18E029</b>	<b>CONTROL SYSTEMS</b>				<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45				3	0	0	3
	Prerequisite –Management.							
	Course Designed by – Faculty of Management Studies							
<b>OBJECTIVES</b>								
1. This course will provide the students with an analytical and technical framework to understand the emerging world of e-Business. 2. e-Business poses both a challenge and an opportunity for managers. As a matter of competitive necessity, savvy managers must gain an understanding of the rapidly changing technology and business models.								
<b>COURSE OUTCOMES (COs)</b>								
CO1	Background and Current Status of e-business							
CO2	e-Business Infrastructure, e-Business Design							
CO3	e-Business – backbone , Security/Payment Services							
CO4	e Business Plan Presentation and Demonstration							

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1						H	M
	CO2	L		H	M	M	L	
	CO3		M					M
	CO4				L	H		
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
					✓			
4	Approval	Meeting of Academic Council, June 2018						



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**MBA- Two Year ONLINE Program- Curriculum & Syllabus**  
**Program Structure for MBA (ONLINE)**

**UNIT – I E-BUSINESS ARCHITECTURE** **9 hours**

Introduction, Background and Current Status. E-Business Architecture

**UNIT – II E-BUSINESS DESIGN** **9 hours**

Enabling Technologies, e-Business Infrastructure. E-Business Design, Capacity Planning, Performance Modeling

**UNIT – III KNOWLEDGE MANAGEMENT** **9 hours**

E-Business Models, e-Marketing, e-CRM, e-Business Security/Payment Services, e-SCM, e-Procurement, Knowledge Management

**UNIT – IV E-BUSINESS STRATEGY** **9 hours**

ERP, e-Business Backbone, e-Business Strategy into Action, Challenges, e-Transition and Summary

**UNIT – V IDEA TO BUSINESS- BUSINESS PLAN** **9 hours**

Business Plan Presentation and Demonstration “Materialising e-Business: From Idea to Realisation”.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Parag Kulkarni, Sunita Jahirabadkao, Pradeep Chande, e business, Oxford University Press, 2012.
2. Henry Chan & el, E-Commerce – fundamenetals and Applications, Wiley India Pvt Ltd,2007.
3. Gary P. Schneider, Electronic Commerce, Thomson course technology, Fourth annual edition, 2007.
4. Bharat Bhaskar, Electronic Commerce – Frame work technologies and Applications, 3<sup>rd</sup> Edition.
5. Kamlesh K.Bajaj and Debjani Nag, E-commerce the cutting edge of Business, Tata MCGrawHill Publications, 7<sup>th</sup> reprint, 2009.
6. Kalakota et al. Frontiers of Electronic Commerce, Addison Wesley, 2004.



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**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

**MBA 18E030**

**SOFTWARE QUALITY & PROJECT MANAGEMENT**

<b>MBA 18E030</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. To gain knowledge on software requirements for project development					
2. To familiarize them with reliability models for software quality					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Project Life Cycle Models for software and Process MODELS.				
CO2	Project Management Process And Activities				
CO3	Study and identify the life cycle of software quality and project management				
CO4	Different types of software quality assurance				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H					H		
	CO2			H	L	M			
	CO3		M		L				
	CO4	H		M		H			
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval					Meeting of Academic Council, June 2018			



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<b>UNIT – I INTRODUCTION</b>	<b>9 hours</b>
Product life Cycle, Project Life Cycle Models for software and Process MODELS.	
<b>UNIT – II PROJECT MANAGEMENT PROCESS AND ACTIVITIES</b>	<b>9 hours</b>
Project Initiation, Project Planning and Tracking, Project Closure.	
<b>UNIT – III ENGINEERING ACTIVITIES</b>	<b>9 hours</b>
Software requirements gathering, estimation, design and development phase. Project management in the testing and maintenance phase.	
<b>UNIT – IV INTRODUCTION TO SOFTWARE QUALITY</b>	<b>9 hours</b>
Software Quality Views & Standards –Fundamental measures, size effort, defects. Software quality metrics, complexity metrics. Defect Identification and removal efficiency. Function Points – Benchmarking for software quality.	
<b>UNIT – V SOFTWARE QUALITY ASSURANCE</b>	<b>9 hours</b>
Reliability models for software quality – ISO 9000 for software quality –CMM, CMMI, PCMM, PSP, and COCOMO-TQM for software quality.	

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Roger S Pressman, *Software Engineering – A Practitioners Approach*, 7th Edition, McGraw Hill International Edition, New Delhi, ISBN: 0073375977.
2. Stephen Kan, *Software Quality Metrics and Models*, 8th Edition 2009, Pearson Education Asia, ISBN: 9788131703243.
3. Walker Royce, *Software Project Management – A unified Framework*, Pearson Education, ISBN: 8177583786, 9788177583786.
4. Alan Gillies, *Software Quality – Theory and Management*, 3rd Edition, Thomson Learning, 2011, ISBN: 9781446753989.
5. Bob Hughes and Mike Cotterell, *Software Project Management*, 5th Edition 2010, Tata McGraw Hill, ISBN 10: 0071072748, 9780071072748.



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**FACULTY OF MANAGEMENT STUDIES**

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Program Structure for MBA (ONLINE)

# **ELECTIVE SUBJECTS**

# **OPERATIONS MANAGEMENT**



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<b>ELECTIVE -OPERATIONS MANAGEMENT</b>						
<b>S.No</b>	<b>Sub. Code</b>	<b>Title of Subject</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	MBA 18E031	Advanced Materials Management	3	0	0	3
2	MBA 18E033	Maintenance Management	3	0	0	3
3	MBA 18E034	Production Planning & Control	3	0	0	3
4	MBA 18E035	Purchasing & Inventory Management	3	0	0	3
5	MBA 18E036	Legal & Six Sigma Management	3	0	0	3
6	MBA 18E037	Total Quality Management	3	0	0	3



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**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

**MBA 18E031**

**ADVANCED MATERIALS MANAGEMENT**

<b>MBA 18E031</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. The key objective of this course is to acquaint students with the needed skills and knowledge for making effective and efficient purchase.</li> <li>2. In manufacturing and service organizations; Cost–reduction techniques.</li> <li>3. In Pre–Purchase and Post–Purchase systems.</li> <li>4. Take proper decisions on storage and flow of materials.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understanding the concepts of Advanced Material Management				
CO2	Clear sight on the planning the Advanced Material Management				
CO3	Knowledge on the concepts of forecasting Advanced Material Management				
CO4	Understand Standards and Practice- Procedures- Transportation				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	L	H	H				
	CO2				H	H		M
	CO3	M	L				H	
	CO4				H			L
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)
					✓			
4	Approval	Meeting of Academic Council, June 2018						



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**FACULTY OF MANAGEMENT STUDIES**

**MBA- Two Year ONLINE Program- Curriculum & Syllabus**  
**Program Structure for MBA (ONLINE)**

**UNIT – I IMPORTANCE OF MATERIAL MANAGEMENT**

**9 hours**

Integrated Materials Management-Costs involved in Materials management- Need for material management-Scope of Material Management- Functions of Inventory management- Classification and Codification of Inventory. Demand Forecasting and its dovetailing with operations planning-Capacity planning-Aggregate operations planning.

**UNIT - II MATERIAL MANAGEMENT TECHNIQUES**

**9 hours**

Specifications in Material Management- Categories of specification (Simple & Complex)- Development of Specification- Introduction to Standard- Dimensions and levels of standards- Foreign standards used in India-Indian Standards-Variety reduction in product- Techniques of Variety reduction-The Three S's

**UNIT - III CONCEPTS OF INVENTORY MANAGEMENT**

**9 hours**

Meaning, purpose and advantage of MRP, Data Requirements and Management –Bill of Materials, Master Production Schedules, Process of MRP. Material Planning- Techniques of Materials planning- MRP-Budgeting and Material Planning-Sales, Production, Material. Labor, Budget- Aggregate Inventory management.

**UNIT - IV IMPORTANCE OF PURCHASE & STORE MANAGEMENT**

**9 hours**

Purchase Management- Purchase Parameters-International Purchasing- Procedure and Documents-EXIM Policy-Exchange Rate Management- Stores Management- Purpose, Location and Layout of stores- Stores systems and Procedure-Rectification AOQL- OC Curve-Store Accounting and Verification.

**UNIT - V STANDARD AND PRACTICE PROCEDURE**

**9 hours**

Policies – Standards and Practice- Procedures- Transportation- Insurance

**TOTAL NO OF PERIODS: 45HOURS**

**REFERENCE BOOKS:**

1. Narasimhan L., McLeavey W. Dennis, Billington J. Peter,' Production Planning and Inventory Control', Prentice Hall of India, New Delhi, 1997
2. Terasine, Richard,'Principles of Inventory and Material Management',
3. Chitale, A.K., Gupta, R.C., 'Materials Management: Text and Cases', Prentice Hall of India, New Delhi, 2006
4. Gopalakrishnan, P & Sundararajan, Maintenance Management, Prentice hall of India, New Delhi, 1996
5. Techniques for Management, Sultan Chand & Kapoor, V.K., Operations Research-Sons, New Delhi, 2001



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

**MBA 18E033**

**MAINTENANCE MANAGEMENT**

<b>MBA 18E033</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. The primary objective of maintenance management is to teach students about how to schedule work efficiently.					
2. The Main Objective is to control costs and ensure regulatory compliance.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understanding The Concepts Of Maintenance Management				
CO2	Various Issues In Maintenance Management				
CO3	Knowledge On The Concepts Of Forecasting Maintenance Management				
CO4	Quality Improvement In Maintenance				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1		H					
	CO2	M		L	M		H	
	CO3					L		H
	CO4	L		H		M		
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)
						✓		
4	Approval				Meeting of Academic Council, June 2018			



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**UNIT – I IMPORTANCE OF MAINTENANCE MANAGEMENT** **9 hours**  
Maintenance Management and Tero technology: An Overview, Maintenance Objectives and Strategies, Preparation of Maintenance Planning and Scheduling, Planned Maintenance Management System and Control

**UNIT – II PREDICTIVE MAINTENANCE** **9 hours**  
Maintenance Systems- Design and its selection- Break down maintenance- Planned and Unplanned maintenance-Routine maintenance- Remedial Maintenance- Predictive maintenance- Preventative maintenance-Corrective Maintenance

**UNIT - III VARIOUS ISSUES IN MAINTENANCE MANAGEMENT** **9 hours**  
Spares Key issues in Maintenance Management- Reliability, Availability and Maintainability Concepts, Safety and Environmental Aspects in Maintenance Management, parts Management- Planning consideration for each type of activities- Human Resource management for maintenance- Selection- Training-

**UNIT – IV VARIOUS CONCEPTS OF MAINTENANCE BUDGET** **9 hours**  
Maintenance Budget- Budgetary control- Scheduling maintenance costs- control of maintenance expenditure-Maintenance effectiveness- monitoring of maintenance performance- Replacement Technique

**UNIT – V QUALITY IMPROVEMENT IN MAINTENANCE** **9 hours**  
Maintenance Quality improvement- ISO 9000 and its relation to Maintenance- Techniques for continuous improvement in maintenance -Reliability enhancement program me- FMCEA, RCM & POM

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Chanter Barrie & Swollow Peter, 'Building Maintenance Management', Blackwell science,
2. Levitt Joel, 'Complter Guide to Predictive and Prventive Mainintnec', Industrial Press
3. Gopalakrishnan, P & Sundararajan, Maintenance Management, Prentice hall of India, New Delhi, 1996
4. Narayan V., 'Effective Maintenance Management: Risk and reliability strategies for optimizing performance', Industrial Press, 2004
5. Sharma, J.K., Operations Research- Theory and Applications, Macmillan India, 2003



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

**MBA 18E034**

**PRODUCTION PLANNING CONTROL**

<b>MBA 18E034</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. To develop a broad conceptual framework based on the research which has been done in the recent past and to bridge the gap between the theoretical solutions on one hand.
2. The real world problems on the other in production planning and control.

**COURSE OUTCOMES (COs)**

CO1	Understanding the concepts of Production Planning Control
CO2	Concepts of Production Process
CO3	Process Planning and Scheduling and Simulation In production
CO4	Forecasting Methods, Statistical Approach For Making Forecast

Mapping of Course Outcomes with Program outcomes (Pos)

(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	M		L				H	
	CO2		H		L	H			
	CO3	M					L	M	
	CO4			M	H				
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval					Meeting of Academic Council, June 2018			



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**UNIT – I INTRODUCTION TO PRODUCTION PLANNING AND CONTROL**

**9 hours**

Introduction to PPC –Meaning, Objectives, Levels of Production Planning, Production interlink with other functions of management, Organizational set up of Production planning department Application of tools for aggregate Production Planning and Control.

**UNIT – II CONCEPTS OF PRODUCTION PROCESS**

**9 hours**

Factors influencing PPC system in the organization Project and Job production, Batch production, mass and flow production, continuous or process production, comparison of manufacturing methods. Application of Integrated tools for Resource planning and Control.

**UNIT – III INTRODUCTION TO PROCESS PLANNING**

**9 hours**

Process Planning- Introduction, Inputs to process planning, steps in process planning, process planning in different situations, cost benefit analysis, just in time, Material Requirement Planning (MRP).

**UNIT – IV SCHEDULING AND SIMULATION IN RPRODUCTION**

**9 hours**

Scheduling- Single machine sequencing with independent jobs- Parallel machine models- Flow shop scheduling-Job shop scheduling- Simulation studies of the Dynamic Job Shop- Dispatching

**UNIT – V OBJECTIVE OF PRODUCTION FORECASTING**

**9 hours**

Forecasting for production Objectives, forecasting methods, statistical approach for making forecast, measuring seasonal variations. Production Control - Meaning, objectives, necessity of production control, level of production control, techniques of production control.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Narasimhan sim, et.al, ‘ Production Planning and Inventory Control’, Prentice Hall 2<sup>nd</sup> Ed., New Jersey, 1995
2. Knight, W.A. & Gdlagher, C.C., ‘Group Technology Production Methods in Manufacture’, 1996
3. Chanter Barrie & Swollow Peter, ‘Building Maintenance Management’, Blackwell science.
4. Techniques for Management, Sultan Chand & Kapoor, V.K., Operations Research- Sons, New Delhi, 2001
5. Gopalakrishnan, P & Sundararajan, Maintenance Management, Prentice hall of India, New Delhi, 1996



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

**MBA 18E035**

**PURCHASING & INVENTORY MANAGEMENT**

<b>MBA 18E035</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. To provide valuable information related to purchasing materials.
2. To understand efficient ways of managing inventory.
3. To understand concepts related to demand management, distribution management, and stores management.

**COURSE OUTCOMES (COs)**

CO1	Knowledge on the concepts of forecasting Purchasing & Inventory Management
CO2	Importance of Dynamic Inventory Models
CO3	Concept of Material Management Performance
CO4	Vendor Evaluation & Vendor Rating & Importance of stores and Stock Control

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1		M	L		H			
	CO2	L		M			M	H	
	CO3		H		L				
	CO4	M		H		M	L		
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval					Meeting of Academic Council, June 2018			



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**UNIT – I INTRODUCTION TO INVENTORY CONTROL**

**9 hours**

Introduction to Inventory control-Inventory as Money- Static Inventory problems under risk- Static Inventory problems under uncertainty- Cost Concepts- Activity Based Costing Inventory Management-Risk Management-Packaging-Warehousing.

**UNIT – II IMPORTANCE OF DYNAMIC INVENTORY MODELS**

**9 hours**

Dynamic Inventory models- Models with fixed and variable lead time -Under certainty- Under risk- Under uncertainty. Simulation- Many items simulation in process inventories- Inventory queue of slow moving spare parts- multi product inventory systems- Coverage analysis Purchasing and supply network strategy.

**UNIT – III BASIC CONCEPT OF MATERIAL MANAGEMENT PERFORMANCE**

**9 hours**

Demand Management- Forecasting for Material Purchasing Procedures- Forecasting Methods-Forms and Records for Purchasing- Review & Selection of sources of Supplies- Purchasing Personnel Management-Changing Role of Purchasing- Legal Aspects of Purchasing. Purchasing Budget- Material management performance- Buyer, seller relations

**UNIT – IV VENDOR EVALUATION & VENDOR RATING**

**9 hours**

Distribution management-Value analysis- Standardization- Variety Reduction- MAPI formulas-Quality Management. Just in time Production, MRP.MPS- Vendor Evaluation & Vendor Rating

**UNIT – V IMPORTANCE OF STORES & STOCK CONTROL**

**9 hours**

Stores & Control- Store keeping, Procedures and records- Relations with accounting and inventory control, ABC systems of Stock control- Diminishing Population Cycle Counting Method- Materials movement and handling Protecting Inventory- Power outages – Weather Disasters-Fire- Theft Assessment and remediation

**TOTAL NO OF PERIODS: 45HOURS**

**REFERENCE BOOKS:**

1. Starr & Miller, Inventory Control Theory and Practice, Prentice Hall of India, New Delhi, 1989
2. Ahuja, K.K., Materials Management, CBS Pub., New Delhi, 1992
3. Mullar Max, 'Essentials of Material Management, Amacom, 2006
4. Narasimhan sim, et.al, ' Production Planning and Inventory Control', Prentice Hall 2<sup>nd</sup> Ed., New Jersey, 1995
5. Levitt Joel, 'Complter Guide to Predictive and Prventive Mainintnec', Industrial Press.



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

**MBA 18E036**

**LEAN & SIX SIGMA MANAGEMENT**

<b>MBA 18E036</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To Understand Background And Fundamentals Of Lean &amp; Six Sigma</li> <li>2. Different methodologies , implementation and challenges of six sigma</li> <li>3. To Evaluation And Continuous Improvement Methods of Quality</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Six sigma and cultural changes , six sigma capability , six sigma need assessments				
CO2	Different tools and techniques used.				
CO3	Six Sigma and Leadership, committed ,structure the deployment of six sigma				
CO4	Evaluation strategy – the economics of six sigma quality				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1		L			H			
	CO2			L	M		H		
	CO3	H						L	
	CO4			M				H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval					Meeting of Academic Council, June 2018			



## **FACULTY OF MANAGEMENT STUDIES**

### **MBA- Two Year ONLINE Program- Curriculum & Syllabus** **Program Structure for MBA (ONLINE)**

#### **UNIT - I LEAN & SIX SIGMA BACKGROUND AND FUNDAMENTALS 9 hours**

Historical Overview – Definition of quality – What is six sigma -TQM and Six sigma - lean manufacturing and six sigma- six sigma and process tolerance – Six sigma and cultural changes – six sigma capability – six sigma need assessments - implications of quality levels, Cost of Poor Quality (COPQ), Cost of Doing Nothing

#### **UNIT - II THE SCOPE OF TOOLS AND TECHNIQUES 9 hours**

9 Tools for definition – IPO diagram, SIPOC diagram, Flow diagram, CTQ Tree, Project Charter – Tools for measurement – Check sheets, Histograms, Run Charts, Scatter Diagrams, Cause and effect diagram, Pareto charts, Control charts, Flow process charts, Process Capability Measurement, Tools for analysis.

#### **UNIT - III SIX SIGMA METHODOLOGIES 9 hours**

9 Design For Six Sigma (DFSS), Design For Six Sigma Method - Failure Mode Effect Analysis (FMEA), FMEA process - Risk Priority Number (RPN)- Six Sigma and Leadership, committed

#### **UNIT – IV SIX SIGMA IMPLEMENTATION AND CHALLENGES 9 hours**

9 Tools for implementation – Supplier Input Process Output Customer (SIPOC) – Quality Function Deployment or House of Quality (QFD) – alternative approach –implementation – leadership training, close communication system, project selection – project management and team – champion training – customer quality index – challenges – program failure, CPQ vs six sigma, structure the deployment of six sigma – cultural challenge – customer/internal metrics

#### **UNIT – V EVALUATION AND CONTINUOUS IMPROVEMENT METHODS 9 hours**

Evaluation strategy – the economics of six sigma quality, Return on six Sigma (ROSS), ROI, poor project estimates – continuous improvement – lean manufacturing – value, customer focus, Perfection, focus on waste, overproduction – waiting, inventory in process (IIP), processing waste, transportation, motion, making defective products, underutilizing people – Kaizen – 5S

**TOTAL NO OF PERIODS: 45HOURS**

#### **REFERENCE BOOKS:**

1. Michael L.George, David Rowlands, Bill Kastle, What is Lean Six Sigma, McGraw -Hill 2003
2. Thomas Pyzdek, The Six Sigma Handbook, McGraw-Hill,2000
3. Fred Soleimannejed , Six Sigma, Basic Steps and Implementation, AuthorHouse, 2004
4. Forrest W. Breyfogle, III, James M. Cupello, Becki Meadows, Managing Six Sigma:A Practical Guide to Understanding, Assessing, and Implementing the Strategy That Yields Bottom-Line Success, John Wiley & Sons, 2000



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

**MBA 18E037                      TOTAL QUALITY MANAGEMENT**

<b>MBA 18E037</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. To acquaint the students with the basic concept of Total Quality (TQ) from design assurance to service assurance.
2. To give understand International Quality Certification Systems – ISO 9000 and other standards, their applicability in design manufacturing, quality control and services, and to closely interlink management of quality, reliability and maintainability for total product assurance;
3. To understand concepts related to quality of services in contemporary environment

**COURSE OUTCOMES (COs)**

CO1	Understand Quality Policies
CO2	Understand Concepts of Total Quality Management
CO3	Understand to Total Quality Management tools in Industry
CO4	Understand the application of Modern tools of Quality Control

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H		H	H	H			
	<b>CO2</b>		H	H			H		
	<b>CO3</b>	H	M		M	M		H	
	<b>CO4</b>			M	H	H		H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓			✓				
4	Approval					Meeting of Academic Council, June 2018			



## **FACULTY OF MANAGEMENT STUDIES**

### **MBA- Two Year ONLINE Program- Curriculum & Syllabus** **Program Structure for MBA (ONLINE)**

#### **UNIT – I INTRODUCTION TO QUALITY POLICY, PLANNING AND MANAGEMENT**

**9 hours**

Evolution of quality as a strategy- Definitions of quality, Quality Philosophies of Deming, Crosby and Miller, Service Vs product Quality, Customer focus, Quality and Business performance leadership for quality management, Quality planning, Designing for Quality and Manufacturing for Quality, Vision, Mission statements and Quality policy.

#### **UNIT – II BASIC CONCEPTS F TOTAL QUALITY MANAGEMENT**

**9 hours**

Total Quality management- TQM models, human and system Components, Continuous Improvement Strategies, Deming wheel, Internal External Customer concept, Customer satisfaction Index, Customer retention, Team work and team building, Empowerment, TQM culture, Quality Circle, 5S principle, Top Management commitment

#### **UNIT – III QUALITY MANAGEMENT TOOLS**

**9 hours**

Quality management tools- principles and applications of quality Function deployment, Failure Mode and Effect Analysis, Taguchi Techniques, Basic tools- Statistical techniques and graphical tools and diagrams-

#### **UNIT - IV VARIOUS CONCEPTS OF QC TECHNIQUES**

**9 hours**

Modern QC techniques - Japanese Production Related Techniques: Just in time (JIT) – Quality circles – Total productive maintenance (TPM) – Kaizen – Kanban – 5 S concepts – Toyota production systems – JIDOKA – ANDON etc. concepts. Concepts on quality management systems (QMS – ISO 9000 – 2000) – Environmental Management Systems (EMS – ISO – 14000)

#### **UNIT – V MODERN TREND AND CONCEPT IN MANUFACTURING MANAGEMENT**

**9 hours**

Modern Trend and Concept in Manufacturing Management: Business processes reengineering (BPR) – Lean / flexible – manufacturing systems – Six sigma concept. Quality Leadership-Quality Awards –Quality Tools-Quality Function Deployment.

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCES BOOKS:**

1. Jill A. Swift, Joel E.Ross and Vincent K.Omachonu, *Peinciples of Total Quality*, St.Lucie Press, US, 1998.
2. Samuel K.Ho, *TQM*, An integrated approach, kogan page India Pvt Ltd, 2002
3. Dale H.N Besterfield et al, *Total Quality management*, Pearson Education Asia, 2001
4. RoseJ.E. *Total Quality Management* Kogan page India Pvt Ltd, 1993.
5. Mullar Max,' *Essentials of MAterial Management*, Amacom



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**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

## **ELECTIVE SUBJECTS**

# **HOSPITAL AND HEALTH CARE MANAGEMENT**



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Program Structure for MBA (ONLINE)

<b>ELECTIVE – HOSPITAL AND HEALTHCARE MANAGEMENT</b>						
<b>S.No</b>	<b>Sub. Code</b>	<b>Title of Subject</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	MBA 18E058	Hospital & Healthcare Policy & planning	3	0	0	3
2	MBA 18E059	Organization and Management of Hospital & Health Systems (Including Supporting Services)	3	0	0	3
3	MBA 18E060	Epidemiology in Medical and health Care Management	3	0	0	3
4	MBA 18E061	Quality Assurance and Management in Hospitals	3	0	0	3
5	MBA 18E062	Risk Management and Health Insurance	3	0	0	3
6	MBA 18E063	Legal Framework for Hospitals	3	0	0	3



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Program Structure for MBA (ONLINE)

**MBA 18E058                      HOSPITAL & HEALTH CARE POLICY & PLANNING**

<b>MBA 18E058</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. Identify the main components and issues of the organization, financing and delivery of health services and public health systems</li> <li>2. Describe the legal and ethical bases for public health and health services.</li> <li>3. Explain methods of ensuring community health safety and preparedness.</li> <li>4. Discuss the policy process for improving the health status of populations.</li> <li>5. Apply the principles of program planning, development, budgeting, management and evaluation in organizational and community initiatives</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understanding about reinsurance and its types				
CO2	Knowledge about the basic principles of underwriting knowledge about disaster and its types.				
CO3	Familiarize the students in disaster preparedness, planning, drill, committee in hospitals.				
CO4	Triage area behind emergency department.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H						H	
	CO2		M	H		M			
	CO3		M		H		M		
	CO4	H		M	M			H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
						✓			
4	Approval							Meeting of Academic Council, June 2018	



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Program Structure for MBA (ONLINE)

**UNIT - I ISSUES, THEORIES & CONCEPTS IN POLICY FORMULATION 9 hours**

Introduction to Health & Medical care policy - ends & means-Health for whom - delivered by whom-Decision making in health care - process of policy formulation.

**UNIT - II HOSPITAL AND HEALTH SECTOR REFORMS 9 hours**

Introduction to causes & consequences of reforms-An analytical approach to health sector reforms- comprehensive policy analysis, data needs and preconditions-Variou models of health sector

**UNIT - III NATIONAL HEALTH POLICY & FUTURE AGENDA 9 hours**

Historical perspectives-The health policy goals-The policy environment & consequences of reforms-Framework for newer health care policy settlements

**UNIT - IV INTEGRATION OF PLANNING WITH ACTION 9 hours**

Process, structure and functions of planning- Management analysis-Health systems research in relation to planning-Health & hospital services programme evaluation-SWOT analysis - The Planning Process -Community involvement & people participation in planning.

**UNIT - V MEDICAL AND CLINICAL AUDIT - TOWARDS QUALITY 9 hours**

Nature of quality-Traditional methods in the management of quality-Developments in managing health/medical care quality-Variants of audit

**TOTAL NO. OF PERIODS- 45 HOURS**

**REFERENCE BOOKS:**

1. William A. Reinke - Health Planning For Effective Management -, Oxford University Press - 1988.
2. Peter Berman - Health Sector Reform in Developing Countries - Harvard University Press, 1995.
3. Column Paton - The health care Agenda in a British political contact - Chapman & Hall Publication (Madras) - 1996
4. Carolyn Semple - Piggott, Business Planning for health care management – U.K Open University Press – Sep 2000.
5. Blane, David, Brunner, Eric - Health and Social organization: Towards a health policy for the 21<sup>st</sup> century — Calrendon Press – 1997.



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**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus

Program Structure for MBA (ONLINE)

**MBA 18E059 ORGANIZATION AND MANAGEMENT OF HOSPITAL & HEALTH SYSTEMS**

<b>MBA 18E059</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. This subject designed to assist students by getting knowledge about legal laws related to hospital.</li> <li>2. Understanding MCI, 1956-code of medical ethics.</li> <li>3. This subject designed to assist students by getting knowledge about legal laws related to hospital.</li> <li>4. Understanding MCI, 1956-code of medical ethics.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Knowledge about dying declaration and the procedure.				
CO2	Acquaint the students about the death certificate issuing procedure and its content, importance of death certificate.				
CO3	Knowledge about malpractice in health care				
CO4	Understanding about medical jurisprudence				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H						H
	CO2		M	H		M		
	CO3		M		H		M	
	CO4	H		M	M			H
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)
						✓		
4	Approval	Meeting of Academic Council, June 2018						



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**FACULTY OF MANAGEMENT STUDIES**

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Program Structure for MBA (ONLINE)

**UNIT - I INTRODUCTION**

**9 hours**

Concept of Hospitals-Planning and Design of a Hospital (Building & Physical Layout)-Different types of Hospital -History of Hospital Development -Departmentation in Hospital-Organization-Structure-Vertical & Horizontal.

**UNIT - II MANAGEMENT AND ORGANIZATION OF CLINICAL SERVICES**

**9 hours**

Organization and Administration of various clinical services-Outpatient Services-In-patient Services-Emergency services-Operation Theatre – ICUs - Super Specialty Services including their utilization study-Nursing services.

**UNIT - III PLANNING & ORGANIZING OF SUPPORT SERVICES**

**9 hours**

Imaging-CSSD-Laboratory-Blood Bank-Medical Records-Mortuary-Pharmacy-Admission & Discharge Procedure- Bio Medical Equipments Planning- Management of Hazard & Safety in a Hospital Setup.

**UNIT - IV ORGANIZATION AND MANAGEMENT OF UTILITY SERVICE**

**9 hours**

Laundry - Housekeeping- Pest control-Managing the Estate (Hospital Security) -Hospital Engineering Services (Plumbing, Electricity, Civil, A/C, Lifts)-Ambulance Services.

**UNIT - V EVALUATION OF HOSPITAL & HEALTH**

**9 hours**

Accreditation-Assessing Patient Satisfaction-Techniques of Hospital Services Evaluation-Indicators of Hospital Efficiency & Effectiveness- Current Issues in Hospital Management-Telemedicine, Bio-Medical Waste Management, Organ Transplantation,.

**TOTAL NO. OF PERIODS- 45 HOURS**

**REFERENCE BOOKS:**

1. Arnold D. Kalcizony & Stephen M. Shortell - Health Care Management – The Wharton School, University of Pennsylvania – 1998, & revised volume - 2013.
2. Carolyn Semple Piggot - Business Planning for Health Care Management – U.K. Open University – 2000.
3. G.D Kunders – Hospital Facilities Planning and Management – Tata Mc Graw Hill – 2004.
4. B.M Shagarkhar - Organization and Planning of Hospitals – Jaypee Publishing - 2010.



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**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus

Program Structure for MBA (ONLINE)

**MBA 18E060 EPIDEMIOLOGY IN MEDICAL AND HEALTH CARE MANAGEMENT**

<b>MBA 18E060</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. Identify key sources of data for epidemiologic purposes.</li> <li>2. Identify the principles and limitations of public health screening programs.</li> <li>3. Describe a public health problem in terms of magnitude, person, time and place.</li> <li>4. Explain the importance of epidemiology for informing scientific, ethical, economic and political discussion of health issues.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understanding about infectious disease epidemiology				
CO2	Knowledge about the basic principles of underwriting knowledge about disaster and its types				
CO3	Familiarize the students in disaster preparedness, planning, drill, committee in hospitals.				
CO4	Triage area behind emergency department.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H						H	
	CO2		M	H		M			
	CO3		M		H		M		
	CO4	H		M	M				
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					✓				
4	Approval	Meeting of Academic Council, June 2018							



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**UNIT - I CONCEPT OF HEALTH AND DISEASE & EPIDEMIOLOGICAL METHODS**

**9 hours**

Introduction to Epidemiological concepts, definitions, etc.-Concept of health- Definition, indicators, determinants-Epidemiological triad & disease transmission-Disease- Natural History, causes, etc.- Descriptive epidemiological studies-Analytical epidemiological studies.

**UNIT - II INFECTIOUS DISEASE EPIDEMIOLOGY**

**9 hours**

Concepts of infection, disease-Classification of infectious diseases- -National infectious disease control/Eradication programmes-introduction to nature of Non-communicable diseases- National control programmes for Non communicable diseases

**UNIT - III EPIDEMIOLOGY, OCCUPATIONAL SAFETY & ENVIRONMENTAL HEALTH MANAGEMENT**

**9 hours**

Unit objectives & introduction to Occupational health & hazards- nature, origin determinants and solutions - Roles of national & international organizations in promoting occupational & environmental health

**UNIT - IV HOSPITAL INFECTIONS CONTROL**

**9 hours**

Hospital infections Definitions - importance, determinants, sources, routes of transmission-Principles of control of infection -Control measures in wards, operating theatres, laundry, kitchen,water, special units e.g. (ICCU, ICU, Renal units) after discharge, waiting rooms, etc.

**UNIT - V MAINTENANCE OF SURVEILLANCE, RECORDS & REPORTS**

**9 hours**

Unit objectives & importance of surveillance & records/reports maintenance- -outline & risk surveillance measures - Record keeping & reports presentation

**TOTAL NO. OF PERIODS- 45 HOURS**

**REFERENCE BOOKS:**

1. G.E.Alan Dever - Epidemiology in Health Services Management, (1984) – publication at Maryland – June 1984.
2. G.A.J. Ayliffe, E.J.L. Lawbury, A.N. Geddes - Control of hospitals infection - Chapman & Hall publication – 1997.
3. Roger detels, James Menon, Robert Beaglenole - Textbook of Public Health – Oxford University Press – May 15, 2002.
4. J.E. Park - Preventive & social Medicine by Banarsidas, Bhanot Publication – Published on Feb 2011 – 1<sup>st</sup> edition – July 1970.



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

**MBA 18E061**

**QUALITY ASSURANCE & MANAGEMENT IN HOSPITALS**

<b>MBA 18E061</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>To acquaint the students with the basic concepts of quality management from design assurance to service assurance.</li> <li>To get knowledge about the concepts like craftsmanship, six sigma, Florence nightingale model for quality in hospitals</li> <li>Understand about the quality checks ,bench marks in various departments in hospitals. OPD, OT, ICU, emergency dept, nursing services, radiology dept, blood bank, housekeeping, pharmacy, canteen service.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Assisting students to know about the process control management in hospitals.				
CO2	Implementation of SPC, SQC, quality control tools and its application.				
CO3	Knowledge about SOP and its application in various departments in hospitals				
CO4	Emphasis on International Quality certification system				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H					H	H	
	CO2		M	H		M			
	CO3		M		H		M		
	CO4	H		M	M			H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					✓				
4	Approval							Meeting of Academic Council, June 2018	



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Program Structure for MBA (ONLINE)

**UNIT - I EVOLUTION OF QUALITY MANAGEMENT**

**9 hours**

Craftsmanship concept-Total Quality Control-ISO 9000-Florence Nightingale & her quality improvement model for health care in 1854.-Six Sigma-Process approach to Quality Management- Process flow Diagrams.

**UNIT - II PROCESS APPROACH TO QUALITY MANAGEMENT IN HOSPITALS**

**9 hours**

Identification of different processes / functions-Diagnostic services-Nursing service-Housekeeping- Blood bank- Pharmacy- OPD- Surgery- ICU- Canteen- Hospital stores

**UNIT - III QUALITY CONTROL METHODS AND MEASUREMENT SYSTEMS**

**9 hours**

Critical Elements of Process Control-Process Control Options and Growth- Introduction to SPC & SQC Models-Quality Control Tools

**UNIT - IV QUALITY ASSURANCE METHODS**

**9 hours**

Quality Assurance in Hospitals-Preparation of Standard Operating Procedures (SOP's)- Preventive Action for Hospital Management processes

**UNIT - V QUALITY AND PATIENT SATISFACTION**

**9 hours**

Quality and Patient orientation for total patient satisfaction –Adopting ‘5S technique’ for quality in housekeeping & support services-Implementing ISO 9001:2000 Quality Management System Standards in Hospitals –Need, Process, Benefits

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Dr. K.C. Arora - Total Quality Management, S.K. Kataria & Sons, New Delhi – 1 Jan 2009.
2. William J. Kolarik - Creating Quality - McGraw-Hill International Publication - 1<sup>st</sup> Edition – 1995, Revised edition – 1999. (Oklahoma State University)
3. Dale H. Besterfield, Carol Besterfield- Michna, Mary Besterfield-Sacre, Glen H. Besterfield, Hemant Urdhwarshhe Total Quality Management by Pearson Publication



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

**MBA 18E062**

**RISK MANAGEMENT AND HEALTH INSURANCE**

<b>MBA 18E062</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. To acquaint the students with the concepts of risk management and its techniques, implementation
2. outline of insurance , principle and its types
3. To know about regulatory framework of insurance IRDA.
4. To get knowledge about the health insurance and group insurance.

**COURSE OUTCOMES (COs)**

CO1	Give emphasis on TPA claims management and its process.
CO2	Understanding about social security and its benefits.
CO3	Getting knowledge about ratemaking-pricing of insurance.
CO4	Understanding about reinsurance and its types

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H					H	
	CO2		M	H		M		
	CO3		M		H		M	
	CO4	H		M	M			
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)
					✓			
4	Approval	Meeting of Academic Council, June 2018						



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**UNIT - I RISK, INSURANCE AND MANAGEMENT** **9 hours**  
Introduction to Risk and Insurance-Risk Identification and Risk Evaluation-Risk Management Techniques-Principles of Insurance -Selection and Implementation of risk management Techniques

**UNIT - II INSURANCE LAW AND REGULATION** **9 hours**  
Insurance Laws-Regulation of Insurance & IRDA-Principles of Health Insurance-Health Insurance Products-Group Insurance Products-Risk Assessment

**UNIT - III CLAIMS MANAGEMENT** **9 hours**  
Claims Management-Third Party Administration--Actuarial Principles-Principles of Ratemaking-Data Required for Ratemaking

**UNIT - IV REINSURANCE** **9 hours**  
Principles of Reinsurance-Types of Reinsurance-Casualty and Property Reinsurance-Reinsurance Markets-Underwriting and its Considerations

**UNIT - V DISASTER MANAGEMENT** **9 hours**  
The concept of managing Disaster-Issues of Manmade and Natural disaster-Planning Process involved in Disaster management.

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Rajiv Jain and Rakhi Biswas - Insurance Law & Practice - Vidhi Publishers, Delhi – 1<sup>st</sup> edition 2001, revised 2006.
2. Shailendra K. Singh - Safety & Risk Management - Mittal Publishers – 1998.
3. J. H. Diwan - Safety, Security & Risk Management – Mittal Publishers – 1998.
4. Stephen Ayres & Garmvik – Holbook and Shoemaker - Text Book of critical care – Andhra University.
5. Kenneth Black, Herald. D - Life and Health insurance (13<sup>th</sup> Edition) — U.K. Open University Press – Sep 17, 1999.



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**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year ONLINE Program- Curriculum & Syllabus  
Program Structure for MBA (ONLINE)

**MBA 18E063**

**LEGAL FRAMEWORK FOR HOSPITALS**

<b>MBA 18E063</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. This subject designed to assist students by getting knowledge about legal laws related to hospital.
2. Understanding MCI, 1956-code of medical ethics.
3. To get knowledge about MTP act, related to medical termination of pregnancy-guidelines, Rules and Regulations
4. To get knowledge about PNDT act, related to prenatal diagnostic procedure followed by determination of sex prohibited.
5. To know about dying declaration and the procedure.

**COURSE OUTCOMES (COs)**

CO1	Acquaint the students about the death certificate issuing procedure and its content, importance of death certificate.
CO2	Knowledge about malpractice in health care.
CO3	Understanding about medical jurisprudence.
CO4	Knowledge about patient's Rights and provider's responsibility.

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H					H		
	CO2		M	H		M			
	CO3		M		H		M		
	CO4	H		M	M			H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval							Meeting of Academic Council, June 2018	



**FACULTY OF MANAGEMENT STUDIES**

**MBA- Two Year ONLINE Program- Curriculum & Syllabus**  
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**UNIT - I CODE OF MEDICAL ETHICS (MCI)**

**9 hours**

Code-Duties of Physician to their patients-Duties of Physician to the profession at large-Duties of Physician to the profession in consultation- Duties of Physician to the profession to the public-Disciplinary action

**UNIT- II THE MEDICAL TERMINATION OF PREGNANCY ACT 1971**

**9 hours**

Indication or Grounds of MTP-Requirements for MTP-Complications of MTP-Doctor and Criminal Abortion-The Pre Natal Diagnostic Techniques Act 1994- -Determination of Sex prohibited

**UNIT- III DYING DECLARATION**

**9 hours**

Definition-Precautions-Procedure of Recording- -Death Certificate-Precautions while issuing death certificate--Contents of Death Certificate- Importance of Death Certificate

**UNIT- IV MEDICAL JURISPRUDENCE**

**9 hours**

Introduction & Legal Procedure-Medical ethics- Patient's rights & provider's responsibility-Medical Malpractice-Management of Medical Malpractice

**UNIT- V MEDICO LEGAL ASPECTS**

**9 hours**

Impotence-Sterility-Medico Legal aspects of Psychiatric & mental Health-Toxicology-Organ Transplantation Act-Tamil Nadu Clinics Act

**TOTAL NO. OF PERIODS- 45 HOURS**

**REFERENCE BOOKS:**

1. N.D. Kapoor - Elements of Mercantile Law - Sultan Chand & Sons, New Delhi – 2003.
2. E. Venkatesan - Hand Book of Mercantile Law - M. L. J. Publications.
3. Bulchandai K. R. - Industrial Law - Himalaya Publishing House.