



Dr. M.G.R.
EDUCATIONAL AND RESEARCH INSTITUTE
DEEMED TO BE UNIVERSITY

University with Graded Autonomy Status
(An ISO 21001 : 2018 Certified Institution)
Periyar E.V.R. High Road, Maduravoyal, Chennai-95. Tamilnadu, India.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program
Structure for MBA Financial Management(FullTime)

Dr.M.G.R

EDUCATIONAL AND RESEARCH INSTITUTE

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University with Graded Autonomy Status

Maduravoyal, Chennai 600095.

Tamilnadu. India

(An ISO 9001:2015 Certified Institution)



FACULTY OF MANAGEMENT STUDIES

Master of Business Administration –

Financial Management

MBA (FullTime)

Outcome Based Curriculum and Syllabus

REGULATION 2024



FACULTY OF MANAGEMENT STUDIES

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DECLARATION

I, **Dr.G.Brindha**, Professor & Head of **Faculty of Management Studies**, hereby declare that this copy of the syllabus for **Master of Business Administration (MBA)- Financial Management Full time 2024 Regulation** from Page No **1- 60** is the final version which is being taught in the class and uploaded in our University website. I assure that the Syllabus available in our University website is verified and found correct. The Curriculum and Syllabi have been approved by our Academic Council / Vice Chancellor.

Date:

Signature:



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program
Structure for MBA Financial Management(FullTime)

Faculty of Management Studies

VISION

"Developing core management competencies embedded with social and Environmental values through exemplary management education."

MISSION

M1: Promoting the holistic development of our students and staff through Education and development programs in capacity building and life skills.

M2: Strive to promote an open learning environment in the field of Management and entrepreneurship.

M3: Inculcate ethical values in our students and staff so that they contribute optimally towards the development of the society.

QUALITY POLICY:

- Aspire for high standards of excellence in teaching, research, consulting and Entrepreneurship.
- Drive home the core values of humility, honesty and hard work that spell Individual and corporate success.

PROGRAM EDUCATION OBJECTIVE: PEO

PEO1: Students are able to inculcate entrepreneurial skills to manage current Business environment and start new businesses.

PEO 2: Students are capable of using research tools to investigate and analyze business environment.

PEO3: Candidates present themselves with morality, integrity, hard work, ethical behavior, social consciousness, and a broader outlook in their work place.

PEO4: Capable of solving complex business problem with multi-disciplinary approach inclusive of technology.



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PROGRAM OUT COME: PO

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Ability to develop Value based Leadership ability.

PO4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PROGRAM SPECIFIC OUT COME: PSO

PSO1 Demonstrate the understanding and ability to Identify, Evaluate, Analyze, Interpret and Apply Professional standards, theory, and research to address business problem in making reasoned decisions.

PSO2. Assess the need to adapt business practices with opportunities and challenges in an evolving global environment.

PSO3 Ability to recognize and identify ethical conflicts, apply ethical reasoning and assess response options relative to the needs and interests of relevant stakeholders.

PSO4. Communicate in a business context in a clear, concise, coherent and professional manner.

Mapping PE Os with Mission

PEOs	M1	M2	M3
PEO1	2	3	2
PEO2	3	3	3
PEO3	3	2	2
PEO4	3	3	2

Mapping PEOs with POs and PSOs

PEOs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
PEO1	3	2	2	2	3	3	2	2	2
PEO2	3	2	3	3	3	3	3	2	1
PEO3	1	3	2	2	1	1	2	2	2
PEO4	3	1	2	2	1	3	3	1	1

Strength of Correlation: 3: High, 2: Medium, 1: Low



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Table 1: Credit Distribution Format: MBA FINANCIAL MANAGEMENT

S.No	CATEGORY	Description	No. of Courses	Credits	Total	Credit Weightage	Contact hours
1	CORE COURSES	Core Theory	16	63	78	76.4	630
		Core Lab	7	15			150
2	INTERDISCIPLINARY	Business Economics	1	4	4	4	40
3	HUMANITIES & SOCIAL SCIENCES	Entrepreneurial Management for Finance	1	4	4	4	40
4	PROJECTS / INTERNSHIP / CORE SKILL	Project – (8* 6* 8)	1	6	16	15.6	384
		Global Financial Management	1	4			40
		Internship (8 *6 *4)	1	6			192
5	ANY OTHER	-	-	-	-	-	-
Total			28	102	102	100	1476



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Syllabus Program Structure for MBA-

Table 2: Revision / Modification done in syllabus content

S.No	Course (Subject) Code	Course (Subject) Name	Concept/ topic if an, Removed in current curriculum	Concept/topic added in the new curriculum	% of Revision / Modification done
1	MMFM24001	Management Principles and Practices	Unit 1: Managerial functions	Unit 1-Leaders vs. Managers - Leadership styles-Theories Unit-2-Impact of Technology on Organizational design, Formal and Informal Organization. Unit-3, Unit-4, Unit-5 have been completely Changed.	50
2	MMFM24002	Business Economics	Unit 3: Law of Variable Proportion. Production function with two variable inputs	4 th and 5 th unit is updated with new topics	40
3	MMFM24003	Financial Literacy For Managers	Unit1: Management Accounting and Cost Accounting	Unit 1 & unit 2 completely changed 3,4, 5 units - Few topics Updated.	30
4	MMFM24004	Financial Law	Unit 4 & 5	In all the units few topics updated	50
5	MMFM24005	Digital Commerce	Unit 4 & 5 all the Topics removed	Unit 4 & 5 revised completely	50
6	MMFM24006	Banking Management	Unit 3: American Depository receipts, Global Debt Instruments, Role of SEBI in Capital Market removed.	Few Topics revised Unit 5: Difference between electronic banking and online banking added	10
7	MMFM24008	Human Asset Management	MBA20FM10 Human Resource Management	Revised	50



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8	MMFM24013	Entrepreneurial Management for Finance	MBA20FM17 Entrepreneurship Development Unit 4 & 5 Completely removed.	Unit 1, 2 & 3 few topics Changed. Unit 4 & 5 completely revised.	60
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9	MMFM24015	Global Financial Management	MBA20FM15 International Financial Management Unit 2: Spot rates, forward exchange rates, forward exchange contracts, Foreign exchange and currency possession, Information and Communication removed. Unit 3: Asset and Liability management and techniques.	In all the units few topics added and few topics removed Unit 5: Ethical practices prevailing in Global financial markets for discussion.	40
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Table 3:

List of New courses/ value added courses//life skills/Electives/interdisciplinary /courses focusing on employability/entrepreneurship/skill development

S.No	New courses (Subjects)		Core Skill	HUMANITIES & SOCIAL SCIENCES
	Sub. Code	Sub. Name		
1.	MMFM24L02	Business Communication	Global Financial Management	Entrepreneurial Management for Finance
2.	MMFM24007	Marketing essentials For managers		
3.	MMFM24009	Business Research Methods		
4.	MMFM24010	Investment Analysis and Portfolio Management		
5.	MMFM24011	Merchant Banking And Wealth Management		
6.	MMFM24012	Banking and Indemnity System		
7.	MMFM24L03	Tally Lab		
8.	MMFM24L04	Business Etiquette		
9.	MMFM24014	Managerial Accounting for Business Decisions		
10.	MMFM24016	Financial Management		
11.	MMFM24017	Tax Planning and Administration		
12.	MMFM24L05	Spread Sheet for Managers		
13.	MMFM24L06	Managerial Skill Development		
14.	MMFM24018	E-Marketing for Financial Managers		
15.	MMFM24019	Management of International Business		
16.	MMFM24L08	Contemporary Seminar-NPTEL/ SWAYAM		



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FIRST SEMESTER

Theory:

Course Code	Course Title	C	L	T/SLr	P/R	Ty /Lb/ETP
MMFM24001	Management Principles and Practices	4	4	0	0	Ty
MMFM24002	Business Economics	4	4	0	0	Ty
MMFM24003	Financial Literacy for Managers	4	3	1	0	Ty
MMFM24004	Financial Law	4	4	0	0	Ty
MMFM24005	Digital Commerce	4	4	0	0	Ty
MMFM24006	Banking Management	4	4	0	0	Ty

Practical:

Course Code	Course Title	C	L	T/S Lr	P/R	Ty /Lb/ETP
MMFM24L01	Computer Application for Financial Managers	2	0	0	4	Lb
MMFM24L02	Business Communication	2	0	0	4	Lb
	Sub Total	28				

Credits Sub Total: 28

SECOND SEMESTER

Theory:

Course Code	Course Title	C	L	T/SLr	P/R	Ty /Lb/ETP
MMFM24007	Marketing Essentials for Managers	4	4	0	0	Ty
MMFM24008	Human Asset Management	4	4	0	0	Ty
MMFM24009	Business Research Methods	4	3	1	0	Ty
MMFM24010	Investment Analysis and Portfolio Management	4	4	0	0	Ty
MMFM24011	Merchant Banking and Wealth Management	4	4	0	0	Ty
MMFM24012	Banking And Indemnity System	4	4	0	0	Ty

Practical:

Course Code	Course Title	C	L	T/SLr	P/R	Ty /Lb/ETP
MMFM24L03	Tally Lab	2	0	0	4	Lb
MMFM24L04	Business Etiquette	2	0	0	4	Lb
	Sub Total	28				

Credits Sub Total: 28

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 exam will be conducted during the third semester examination.



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THIRD SEMESTER

Theory:

Course Code	Course Title	C	L	T/SLr	P/R	Ty /Lb/ETP
MMFM24013	Entrepreneurial Management for Finance	4	4	0	0	Ty
MMFM24014	Managerial Accounting for Business Decisions	4	3	1	0	Ty
MMFM24015	Global Financial Management	4	4	0	0	Ty
MMFM24016	Financial Management	4	4	0	0	Ty
MMFM24017	Tax Planning and Administration	4	4	0	0	Ty

Practical:

Course Code	Course Title	C	L	T/SLr	P/R	Ty /Lb/ETP
MMFM24L05	Spreadsheet for Managers	2	0	0	4	Lb
MMFM24L06	Managerial Skill Development	2	0	0	4	Lb
MMFM24L07	Summer Project –Internship and Viva Voce	6	0	0	6	Lb
	Sub Total	30				

Credits SubTotal:30

FOURTH SEMESTER

Theory:

Course Code	Course Title	C	L	T/SLr	P/R	Ty/Lb/ETP
MMFM24018	E-Marketing for Financial Managers	3	3	0	0	Ty
MMFM24019	Global Business Management	4	4	0	0	Ty

Practical:

Course Code	Course Title	C	L	T/SLr	P/R	Ty /Lb/ETP
MMFM24L08	Contemporary Seminar- NPTEL/SWAYAM	3	0	0	6	Lb
MMFM24L09	Field Work and Project Work	6	0	0	12	Lb
	Sub Total	16				

Credits SubTotal:16

PROJECT (8 WEEKS)

The project dissertation along with the company certificate should be submitted before viva – voce exam.

Credit Summary

Semester: 1 : 28
Semester: 2 : 28
Semester: 3 : 30
Semester: 4 : 16

TOTAL 102



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I SEMESTER



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MMFM24001	MANAGEMENT PRINCIPLES AND PRACTICES	C	L	T/S Lr	P/R	Ty/Lb/ETP
	Total Contact Hours –40	4	4	0	0	Ty
	Prerequisite-Degree					
	Course Designed by–Faculty of Management Studies					

OBJECTIVES

1. Enabling students to study about the evolution, functions and principles of Management Studies
2. Acquainting with applications of the principles in an organization
3. Studying system and process of effective controlling in the organization.

COURSE OUTCOMES (COs)

CO1	Clear understanding in planning, and have knowledge in aspect of Management Studies
CO2	Understanding the planning and organization process in terms of business management.
CO3	Assessing process of staff and coordination required in management.
CO4	Demonstrate the ability to direct and control the employees and team.
CO5	Inculcating techniques of group behavior and motivating the team.

Mapping of Course Out comes with Program out comes(POs)

(3/2/1 indicates strength of correlation)3-HIGH,2-

Medium,1-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1	3	2	2	3		2	2	1	1
	CO2		2	2	3		3	3	2	1
	CO3	3			2		3	3	1	2
	CO4		3	3	3		2	3	2	3
	CO5	2	3	3		3	2	3	2	2
3	Category	General (A)	Basic Sciences and Math's(B)			Professional Core(D)	Professional Skill Development(E)		Project /Seminar /Internship (H)	
	Approval					Meeting of Academic Council, June 2024				



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MMFM24001

MANAGEMENT PRINCIPLES AND PRACTICES

UNIT-I INTRODUCTION AND MANAGEMENT

8 hours

Management-definition -concept – Science or Art – Evolution of Management –Levels in Management – Managerial Skills–Manager-Types of managers- Managerial roles and Responsibilities Leaders vs. Managers- Leadership styles– Theories.

UNIT-II PLANNING AND ORGANISING

8 hours

Planning – steps in planning process – types of planning – Planning objectives – Management by Objectives (MBO) – Decision making process. Organizing – Organization Structure and Design - Impact of Technology on Organizational design—Delegation of Authority and Decentralization - Impact of Technology on Organizational design-Formal and Informal Organization.

UNIT-III EMPLOYMENT AND COORDINATING

8 hours

Human Resource Planning (HRP) - Job Analysis-Recruitment- Selection- Training and Development, Performance Management- Career planning. Coordination – Nature and purpose - Coordination at various levels: Top management, Middle management, Supervisory management and workers. Techniques for effective coordination.

UNIT-IV OVERSEEING AND CONTROLLING

8 hours

An Overview of Staffing and Directing functions – Controlling – Prerequisites of Control Systems – Control Process – Methods, Tools and Techniques of Control– Design of techniques– Choices in Control.

UNIT-V GROUP DYNAMICS AND MOTIVATION

8 hours

Group Dynamics & Determinants of Group Culture- Stages of Group Development, Teambuilding, Motivation – Theories of motivation-Organizational Conflict–Causes–Types of Conflicts, Managing conflicts.

TOTAL NO.OF PERIODS: 40 HOURS

Reference Books:

1. Stephen A. Robbins and David A. Descanso and Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011.
2. Robert Kreutzer and Magmata Mohapatra, “Management”, Biztantra, 2008.
3. Harold Koontz and Heinz Weihrich “Essentials of management” Tata Mc Graw Hill, 1998.
4. S.S. Khanka- Organizational Behaviour - S. Chand Ltd. –2006.
5. L.M. Prasad-Organizational Behaviour. S. Chand Company– 3rd edition– 2004.



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MMFM24002	BUSINESS ECONOMICS	C	L	T/SLr	P/R	Ty/Lb/ETP
	Total Contact Hours –40	4	4	0	0	Ty
	Prerequisite – Degree					
	Course Designed by–Faculty of Management Studies					

OBJECTIVES

1. Acquaint the students with the basic instruments of managerial economics for the base of business;
2. Familiarize students with the importance of demands and supply concepts;
3. Providing knowledge about the production and cost concepts;
4. Create awareness about various perfect and imperfect market structures;
5. Enable students to understand the macroeconomic concepts in detail.

COURSE OUT COMES(COs)

CO1	Apply the basic concepts of economics for taking business decisions.
CO2	Applying demand and supply concept under different markets for sustain market equilibrium.
CO3	Able to comprehend the concepts of cost, production and its relationship to business operations.
CO4	Capable of applying marginal analysis for different market conditions.
CO5	Learn to Confidently using appropriate macroeconomic concepts for sustainable business.

Mapping of Course Out comes with Program out comes (POs)

(3/2/1 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1	3	3	3			2	2	1	1
	CO2	3	3	2			3	3	1	1
	CO3	3	3	3	3		3	3	1	2
	CO4	3	3	3	3	2	2	3	3	3
	CO5	3	3	3	2		2	3	2	1
3	Category	General (A)	Basic Sciences and Math's(B)			Professional Core (D)	Professional Skill Development (E)	Project/ Seminar /Internship (H)		
			✓							
4	Approval					Meeting of Academic Council, June 2024				



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MMFM24002

BUSINESS ECONOMICS

UNIT -I INTRODUCTION TO ECONOMICS

8 hours

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

UNIT-II DEMAND AND SUPPLY

8 hours

Demand analysis, Law of demand, Determinants of Demand, Types of demand, Elasticity of demand, Demand Forecasting Techniques-Supply – Meaning, Supply curve, Equilibrium with supply and demand curves.

UNIT -III PRODUCTION AND COST FUNCTION

8 hours

Production-Meaning-Basic concepts, Short run and long run production function, Law of Variable Proportion.– Iso-quants–Meaning, Properties, Variable inputs–Returns to Scale, Cost Analysis: Determinants of Costs, Cost and its types.

UNIT – IV CLASSIFICATION OF MARKET

8 hours

Concept of market, Characteristics, Types of different market structure. Perfect Competition: Characteristics of a perfectly competitive market, Price and Output Determination under Perfect Competition, Monopoly, Monopolistic competition, Duopoly, Oligopoly: Kinked demand curve.

UNIT –V MACRO ECONOMIC CONCEPTS

8 hours

National Income concepts - Inflation, Exchange Rates, Nature of trade cycle, Foreign exchange market, Circular flow of income, Monetary and Fiscal Policy, Demonetization, Concept of Recession, Difference between recession and a depression.

TOTAL NO. OF PERIODS: 40 HOURS

Reference Books:

1. Economics, Samuelson and Nordhaus, TMH Publishers Ltd. New Delhi
2. Principle of Microeconomics, Gregory Mankiw, Cengage Learning Publications.
3. Kontsoyianis, A. Modern Economics, Macmillan, New Delhi.
4. Spencer M.H Managerial Economics, Text problems and short cases.
5. Mehta, P, L, Managerial Economics. Analysis, problem and cases, Sultan Chand Peterson, H. C and Lewis, W.C. Managerial Economics, 4th prentice Hall.



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MMFM24003	FINANCIAL LITERACY FOR MANAGERS	C	L	T/SLr	P/R	Ty/Lb/ETP
	Total Contact Hours –40	4	3	1	0	Ty
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. Introduction to basics of accounting concepts.
2. Able to prepare final accounts with adjustments and concepts interlinked
3. Understand the concepts of assets and liabilities in terms of depreciation and
4. Analyze and interpret the transaction of a business.

COURSE OUT COMES (COs)

CO1	Understanding the significance, uses and applications of different accounting systems.
CO2	Learning about accounting cycle and various concepts and conventions of accounting system.
CO3	Preparation of journal and ledger accounts.
CO4	Gaining knowledge to preparing financial statement by applying depreciation and necessary adjustments
CO5	Understanding implication of Hire purchase, leasing and installment system in business.

Mapping of Course Out comes with Program out comes (POs)

(3/2/1 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1	3	3		3		2	2	1	2
	CO2		2	3		2	3	2	1	1
	CO3		2		3		3	3	2	2
	CO4	3		2	2		2	3	3	3
	CO5	2				3	2	3	2	1
3	Category	General(A)	Basic Sciences and Math's (B)			Professional Core(D)	Professional Skill Development (E)		Project /Seminar /Internship(H)	
						✓				
4	Approval					Meeting of Academic Council, June 2024				



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MMFM24003

FINANCIAL LITERACY FOR MANAGERS

UNIT-I FINANCIAL FUNDAMENTALS AND ANALYSIS

8hours

Introduction to accounts and accounting terminologies - Types of accounts – various branches in accounts. Difference, Meaning, Uses and application of different branches. Understanding financial performance- Revenue , Profit, Margin.

UNIT –II FINANCIAL ACCOUNTING CONCEPTS

8hours

Meaning and understanding of GAAP - Concepts and Conventions of accounts - Golden rules of Accounts – Scope, Objectives and Significance of Accounting- Accounting Standards in India.

UNIT- III ACCOUNTING CYCLE & ENTRY SYSTEM

8hours

Steps in accounting cycle- Book Keeping – Journal – Ledger - Preparation of Trial Balance – Preparation of subsidiary books - Cash Book - Bank book - Single entry system - Double Entry system- Difference of single and double entry system.

UNIT-IV FINANCIAL STATEMENTS

8hours

Preparation of Final Accounts of a Sole Trading Concern – Adjustments Receipts and Payments Account - Income and Expenditure Account - Balance Sheet . Meaning – Causes – Types of depreciation- Adjustments by working on Depreciation.

UNIT –V HIRE PURCHASE, LEASING

8hours

Hire purchase– Leasing- Meaning – Concepts– Uses- Application of the concepts.

TOTAL NO. OF PERIODS: 40 HOURS

Reference Books:

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



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MBA- Two Year Full Time Program- Curriculum and
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MMFM24004	FINANCIAL LAW	C	L	T/SLr	P/R	Ty/Lb/ETP
	Total Contact Hours –40	4	4	0	0	Ty
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. Assist students in understanding basic laws affecting operations of a business enterprise.
2. Supporting students in understanding of free enterprise system and legal framework.
3. Providing the concepts of sales and insurance laws.

COURSE OUTCOMES (COs)

CO1	Expertise with concepts of business laws.
CO2	Able to enter socialized contract with the business dealers and avoid legal issues.
CO3	Create Awareness of insurance law and able to choose apt insurance policy.
CO4	Aware of partnership act features and able to operate appropriately the negotiable instruments.
CO5	Operating company by adhering to company law.

Mapping of Course Out comes with Program out comes (POs)

(3/2/1 indicates strength of correlation) 3-HIGH, 2-

Medium, 1-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1	3	3	3		3	2	2	1	2
	CO2	3	2	3	3	3	2	2		1
	CO3	3	3	3	3	2	3	3	2	
	CO4	3	3	3	3		2	3	3	3
	CO5	2	3	3	2	3	2	3		1
3	Category	General (A)	Basic Sciences and Math's (B)			Professional Core(D)	Professional Skill Development(E)		Project/ Seminar /Internship (H)	
						✓				
4	Approval					Meeting of Academic Council, June 2024				



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MMFM24004

FINANCIAL LAW

UNIT-I INTRODUCTION TO CONTRACT

8hours

Definition of contract and agreement– Sources – A brief Study on the Indian Contract Act, 1872: Essentials of a Valid Contract, Void, Voidable, Unenforceable and Illegal Contracts – Performance of Contracts, Breach of Contracts and its Remedies–Discharge of Contracts-Contract Acceptance.

UNIT-II LAW OF CONTRACT

8hours

Contract of indemnity-Law of Agency, Agent and Principal, Creation of agency, Classification, Relation of Principle agent, Termination of agency–Bailment–Classification–Duties and Rights of Bailor and Bailee, Law relating to lien– Finder of Goods –Termination of Bailment– Pledge: Rights and Duties of Pawn or and Pawnee – Pledge by non-owner.

UNIT-III INSURANCE AND SALES LAW

8hours

The Sale of Goods Act, 1930: Formation of a Contract – Rights of an Unpaid Seller – Condition and Warranties, performance, Sale by Auction – Law of Insurance- International Association of Insurance Supervisors– Future Trends

UNIT-IV NEGOTIABLE INSTRUMENTS AND OTHER LAWS

8hours

The Negotiable Instruments Act, 1881- Nature and Types - Negotiation and Assignment – Holder in due course – Dishonour and Discharge of a Negotiable Instrument. Partnership Act.1932 – The Limited Liability Partnership Act, 2008- Law of Arbitration – Consumer Protection Act and Cyber Laws.

UNIT-V INDIAN COMPANY LAW

8hours

The Indian Company Law–The Companies Act,2013- Memorandum of Association, Articles of Association, Prospectus, Share capital, Debentures and Charges- Accounts and Auditors, Prevention of Oppression and Mismanagement Revival and Rehabilitation of Sick Companies - Winding up – Law relating to corporate governance.

TOTAL NO. OF PERIODS: 40Hours

Reference Books:

1. Gogna P.P.S. (2010). *Business and Industrial Laws*. New Delhi: S. Chand.
2. Saravanavel, P. and S. Sumathi. (2012). *Legal aspects of Business*. Mumbai: Himalaya Publishing House.
3. Kuchhal, M.C. and Vivek Kuchha (2013). *Mercantile Law*. New Delhi: Vikas Publishing House.
4. Pandit and Pandit (2010). *Business Law*, Mumbai: Himalaya Publishing House.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and
Syllabus Program Structure for MBA–

MMFM24005	DIGITAL COMMERCE				C	L	T/SL r	P/ R	Ty/Lb/ETP
	Total Contact Hours –40				4	4	0	0	Ty
	Prerequisite – Degree								
	Course Designed by – Faculty of Management Studies								
OBJECTIVES									
<ol style="list-style-type: none"> Introducing various aspects and models of e-Commerce to efficiently execute and manage ecommerce business. To develop an understanding among students about the global nature of e-commerce Learn about latest technologies and concepts used in the e-commerce industry. 									
COURSE OUTCOMES (COs) Students are expected to know or be able to do the following upon completion of the course									
CO1	Able to Design website								
CO2	Analyze the technical terms used in the e-commerce industry and various types of e-commerce								
CO3	Able design and develop different business models								
CO4	Using the modern technology applications in business world								
CO5	Application of e-commerce concepts in real time situation.								

Mapping of Course Out comes with Program out comes (POs)										
(3/2/1 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low										
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1	2	2		3	3	2	2	1	
	CO2		3	2		3	2	2	3	1
	CO3	3			2		3	3	2	
	CO4	3	3	3		2	2	3	3	3
	CO5		3	2			2	3		1
3	Category	General(A)	Basic Sciences and Math's(B)			Professional Core(D)	Professional Skill Development(E)		Project /Seminar /Internship (H)	
						✓				
4	Approval					Meeting of Academic Council, June 2024				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and
Syllabus Program Structure for MBA–

MMFM24005

DIGITAL COMMERCE

UNIT-I COMPUTER NETWORKS

8hours

Networks – LAN, MAN, WAN, PAN, Intranet - Extranet and Internet - Internet – ISP - HTML Table Mark-up - Forms Mark-up for Structure - Creating simple page - Marking up text - Adding Links – Adding Images.

UNIT-II BUSINESS CONCEPTS IN E-COMMERCE

8hours

Digital Commerce Marketing and Advertising strategies and tools – Internet Marketing Technologies – Social Marketing – Mobile Marketing – Location based marketing – Ethical, Social, and Political Issues in E-Commerce

UNIT-III E-RETAILING

8hours

Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of e-retailing, Features of e retailing. E services: Categories of e-services, Web-enabled services, matchmaking-services, Information-selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce

UNIT-IV SECURITY IN ECOMMERCE

8hours

Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Webserver with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server.

UNIT-V ISSUES IN E-COMMERCE

8hours

Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues- The Concept of Privacy, Legal protections- Intellectual Property Rights: Types of Intellectual Property protection, Governance.

TOTAL NO. OF PERIODS: 40HOURS

Reference Books:

1. Carol Guercio Traver, K.C.(n.d.). E-Commerce2017: Business, Technology, and Society(13ed.). Pearson.
2. Gaurav Gupta, S.G.(2015). E-Commerce (2ed.). Paperback.
3. Henry Chan, R. L.(2007). E-Commerce: Fundamentals and Applications(2007ed.). Wiley.
4. NabilR. Adam, Oktay Dogramaci, Aryya Fanfopadhyay And YelenaYesha, *Electronic Commerce*,1st Edition (20August1998), ISBN :0139490825,978-0139490828
5. CharlesTrepper, *E-commercestrategies*, Latest Edition2000, *Microsoft, Eastern Economy* Editi



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and
Syllabus Program Structure for MBA-

MMFM24006	BANKING MANAGEMENT				C	L	T/SLr	P/R	Ty/Lb/ETP
	Total Contact Hours -40				4	4	0	0	Ty
	Prerequisite-Management.								
	Course Designed by-Faculty of Management Studies								

OBJECTIVES

1. To acquaint them regarding recent trends in banking sector
2. To be aware of banking technologies used in present scenario
3. Case Studies should be discussed.

COURSE OUT COMES(COs)

CO1	Ability to create dynamic skill in the field of banking management
CO2	Develop the basics frame work 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.
CO5	Understanding the electronic banking systems.

Mapping of Course Outcomes with Program out comes (POs)

(3/2/1 indicates strength of correlation) 3-HIGH,2-Medium,1-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1	2	2		3	3	3	3	2	
	CO2		3	2		3	3	3	1	3
	CO3	3			2		3	3	2	1
	CO4	3	3	3		2	3	3	1	2
	CO5		3	2			3	3	2	
3	Category	General(A)	Basic Sciences and Math's(B)			Professional Core(D)	Professional Skill Development(E)		Project /Seminar /Internship (H)	
						✓				
4	Approval					Meeting of Academic Council, June 2024				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24006

BANKING MANAGEMENT

UNIT –I INDIAN FINANCIAL SYSTEM

8 hours

Basic Concepts of Indian Financial System: Structure and Components: Financial system in India, Market, Institution / Intermediaries, Instruments and Regulators. Banking – Non Banking Institutions. Role and Functions of Banks.

UNIT –II MONEY MARKET

8 hours

Money Market: Structure and components :Participants in Indian Money Market, Money Market Instruments, Structure of Money Market, Role of central bank in money market; Players in the Indian Money Market, There forms in Indian Money Market

UNIT–III CAPITAL MARKET

8 Hours

Capital Market: Components & Functions of Capital Markets, Primary & Secondary Market Operations, Capital Market Instruments-Preference Shares, Equity Shares, Non-voting Shares, Convertible Cumulative Debentures(CCD),Fixed Deposits, Debentures and Bonds, Global Depository receipts.

UNIT–IV BANKS AND NBFCs

8 Hours

Bank sand NBFCs :Types of Banks & NBFCs: Central Bank, Nationalized &Co-Operative Banks, Regional Rural Banks, Scheduled Banks, Private Banks & Foreign Banks, Mudra Bank, Small Finance Banks, Specialized Banks, NBFCs. Types of Banking: Wholesale and Retail Banking, Investment Banking, Corporate Banking, Private Banking, Development Banking.

UNIT –V ELECTRONIC BANKING

8 Hours

Electronic Banking: Electronic Banking, RTGS,ATM,MICR,OCR,OMR ,and DATANET, Petty Cash, Electronic Clearing Service (ECS), National Electronic Funds Transfer (NEFT) System, Real Time Gross Settlement(RTGS)System ,IMPS-Difference between electronic banking and online banking.

TOTAL NO OF PERIODS: 40 HOURS

REFERENCE BOOKS:

1. Indian Financial Services, MYK han
2. Marketing of Financial Services, Dr. D. Guruswamy
3. Financial Services In India, Avadhani, V.A. Himalya Publication 2017



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and
Syllabus Program Structure for MBA-

MMFM24L01	COMPUTER APPLICATION FOR FINANCIAL MANAGERS	C	L	T/SLr	P/R	Ty/Lb/ETP
	Total Contact Hours –20	2	0	0	4	Lb
	Prerequisite-Degree					
	Course Designed by–Faculty of Management Studies					

OBJECTIVES

1. Enable the student to understand the MS office packages
2. Understand the advanced Excel functions used in research applications
3. Application and using of Power point

COURSE OUTCOMES(COs)

CO1	Knowledge out MS-Word.
CO2	Knowledge and skills on basics MS-Excel
CO3	Understand and Awareness of Ms-Access.
CO4	Knowledge on basic applications using MS-Access.
CO5	Knowledge of Using PowerPoint

Mapping of Course Out comes with Program out comes(POs)

(3/2/1 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low

Low										
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1	3	3	2	3	3	3	3	2	2
	CO2	3				2	3	3	2	3
	CO3	3	2	3	3		3	3	2	1
	CO4	3		3	3		3	3	1	3
3	Category	General (A)	Basic Sciences and Math's(B)			Professional Core(D)	Professional Skill Development(E)		Project/ Seminar /Internship (H)	
			✓							
4	Approval					Meeting of Academic Council, June 2024				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA –

MMFM24L01

COMPUTER APPLICATION FOR FINANCIAL MANAGERS

UNIT –I MS-Word

5 hours

1. Text Manipulation: Write a paragraph about your institution and Change the font size and type, Spellcheck, Aligning and justification of Text
2. Bio-data: Prepare a Bio-data using template
3. Find and Replace: Write a paragraph about yourself and do the following. Find and Replace – Use Numbering Bullets, Footer and Headers.
4. Tables and manipulation: Creation, Insertion, Deletion (Column and Rows). Creates mark sheet.
5. Mail Merge: Prepare an invitation to invite your friends to your birthday party. Prepare at least five letters.

UNIT-II MS-EXCEL

5 hours

1. Data sorting – Ascending and Descending (both numbers and alphabets)
2. Mark list preparation for a student
3. Individual Pay Bill preparation and Invoice Report preparation.
4. Drawing Graphs. Take your own table
5. Create advanced formulas

UNIT-III MS-ACCESS

5 hours

1. Create a database using Students Mark details.
2. Perform the Sort operation using the student database.
3. Create a database using Employee details and generate a Form to get the input for the table.

UNIT-IV MS-POWERPOINT

5 hours

1. Create a slideshow presentation for a seminar.
2. Preparation of Organization Charts
3. Create a slideshow presentation to display percentage of marks in each semester for all students
4. Use bar chart (X-axis: Semester, Y-axis:% marks).
5. Use different presentation template different transition effect for each slide.

TOTAL NO OF PERIODS: 20 HOURS

Reference Books:

1. VR ajaraman, 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 and
Leon, Introduction to Computers, Vikas Publishing House, Philippines Edition, 2001, ISBN: 971233886



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24L02	BUSINESS COMMUNICATION	C	L	T/SLr	P/R	Ty/Lb/ETP
	Total Contact Hours –20	2	0	0	4	Lb
	Prerequisite–Degree					
	Course Designed by–Faculty of Management Studies					

OBJECTIVES

1. Enable learners to speak fluently and flawlessly in all kinds of communicative contexts with speakers of all nationalities
2. Social Communication

COURSE OUTCOMES (COs)

CO1	Confidence in communication and successful in personal communication
CO2	Speak effortlessly in different contexts socially.
CO3	Effective in group communication.
CO4	Impressive presentation skill.
CO5	Enhanced employability skill.

Mapping of Course Out comes with Program out comes (POs)

(3/2/1 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	
2	CO1	3	3	2	2	1	2	2	1	3	
	CO2	2	3	3		3	3	3	2	3	
	CO3	3	3	3		2	3	3	1	3	
	CO4	2	3	3	3	1	3	3	2	3	
	CO5	3	3	3	1		3	3		3	
3	Category	General(A)	Basic Sciences and Math's(B)			Professional Core(D)	Professional Skill Development(E)		Project /Seminar /Internship (H)		
							✓				
4	Approval						Meeting of Academic Council, June 2024				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24L02

BUSINESS COMMUNICATION

UNIT-I PERSONAL COMMUNICATION

4hours

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

UNIT-II SOCIAL COMMUNICATION

4hours

Telephone calls (official), colleagues in the work spot, 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

4hours

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

4hours

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, Power point presentation, impromptu, Interviews of different kinds (one to one, many to one, stress interview, telephonic interview)

UNIT-V EMPLOYABILITY AND CORPORATE SKILLS

4hours

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, and skills bought out in GD– leadership and co-ordination. Time management

TOTAL NO. OF PERIODS: 20 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 Mallay aetc. Ted talk TV channels (News, documentaries)
4. Ackert, L., and R. Deaves, 2010, Behavioral Finance: Psychology, Decision-Making and Markets, South-Western Cengage Learning, Mason, Ohio.



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FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum and
Syllabus Program Structure for MBA-

II SEMESTER



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24007	MARKETING ESSENTIALS FOR MANAGERS	C	L	T/SLr	P/R	Ty/Lb/ETP
	Total Contact Hours 40	4	4	0	0	Ty
	Prerequisite–Degree					
	Course Designed by–Faculty of Management Studies					

OBJECTIVES

1. Make students understand the concept of marketing with selling;
2. Application and familiarize with the marketing mix; and its functions;
3. To familiarize with market segmentation and targeting and
4. Learn about understand with product lifecycle, product mix and branding.

COURSE OUT COMES (COs)

CO1	Acquaintance with the concept of marketing and selling and with marketing mix.
CO2	Understanding the benefits of marketing and its functions.
CO3	Familiarize with market segmentation and targeting.
CO4	Effectively communicating for marketing products.
CO5	Understand the ethical and legal aspects of marketing.

Mapping of Course Out comes with Program out comes (POs)

(3/2/1 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low

Low										
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1	3	1	2	2	3	3	2		2
	CO2	2	2	3	2	2	3	3		
	CO3	3	2	3		2	3	3	1	2
	CO4	3	2		2		3	2		1
	CO5	3		2	2	3	3	1		
3	Category	General(A)	Basic Sciences and Math's(B)			Professional Core(D)	Professional Skill Development(E)		Project /Seminar /Internship (H)	
						✓				
4	Approval					Meeting of Academic Council, June 2024				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24007 MARKETING ESSENTIALS FOR MANAGERS

UNIT-I INTRODUCTION TO MARKETING

8 hours

Define Marketing, Scope of marketing, Role of Marketing management – Steps in Marketing process – Functions of Product Life Cycle marketing – Concepts of marketing – Benefits – Marketing Mix – Core marketing concept – difference of Selling & Marketing.

UNIT-II MARKETING MIX AND MARKETING SEGMENTATION

8 hours

Buyer behavior – Market segmentation and Targeting – Positioning and differentiation strategies – New product Development – Product mix and Product line decisions - Branding and Packaging – Price Decisions - Different pricing method - New product pricing.

UNIT-III MARKETING COMMUNICATION

8 hours

Integrated marketing communication process and Mix: Advertising - Sales promotion and Public relation decisions: Direct marketing – Growth – Benefits and Channels: Telemarketing - Sales force objectives – Structure - Size and compensation.

UNIT-IV MARKETING CHANNEL AND MARKETING RESEARCH

8 hours

Strategy in Marketing channel system – Functions and flows – Channel design, tapping into global market – Electronic marketing Channels - Global market selection. Marketing Research: Importance, Scope, Types, Process – Merits and demerits of marketing research – Marketing research in India. Sales forecasting – Importance – Techniques.

UNIT-V ISSUES AND CHALLENGES OF MARKETING

8 hours

Social, ethical and legal aspects of marketing - Services marketing - International marketing - Green marketing - Cybermarketing - Relationship marketing and other developments of marketing - Problems and Challenges in International Marketing.

TOTAL NO. OF PERIODS: 40 HOURS

Reference Books:

1. Philip Kotler – Marketing Management 14th Edition - 2011 Prentice Hall India ISBN no I SBN- 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 10th edition ISBN No 0070610150
4. Cravens, Hills, Woodruff Marketing Management Aitbs 14th edition, 2008, ISBN NO- 8121902819
5. Douglas J. Datrymple Leonard J. Marketing Management Persons publications, 7th Edition (2000) ISBN-10: 0471332380



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24008	HUMAN ASSET MANAGEMENT	C	L	T/SL r	P/R	Ty/Lb/ ETP
	Total Contact Hours –40	4	4	0	0	Ty
	Prerequisite–Degree					
	Course Designed by–Faculty of Management Studies					

OBJECTIVES

1. Introduction to basic concepts and importance of Human Resource Management
2. Understand the various functions of Human Resource Management
3. Acquaint with HR functions as acquisition, development, retention and compensation of employees.
4. Enable students to support employees to achieve organizational goals.

COURSE OUTCOMES(COs)

CO1	Able to discharge the functions of a HR manager effectively by analyzing the environment.
CO2	With fundamental knowledge about the nature of job, deciding the manpower requirements and Meeting the requirements.
CO3	Enable employees to develop to meet the training needs identification.
CO4	Capable of evaluating performance of employees and plan rewards accordingly.
CO5	Attempt to balance the work and life with quality of work life.

Mapping of Course Out comes with Program outcomes(POs)

(3/2/1 indicates strength of correlation) 3-HIGH, 2-Medium, 1-

Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1	3	2	3	2	3	3	3	2	
	CO2	3	2	3	3	3	3	3		
	CO3	2	2	3	3	2	3	3	2	2
	CO4	3	2	3	3	3	3	3	1	2
	CO5	2	2	3	2	3	3	3	2	2
3	Category	General(A)	Basic Sciences and Math's(B)			Professional Core(D)	Professional Skill Development(E)		Project /Seminar /Internship (H)	
						✓				
4	Approval					Meeting of Academic Council, June 2024				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24008

HUMAN ASSET MANAGEMENT

UNIT-I INTRODUCTION TO PERSONNEL MANAGEMENT

8 hours

Human Resource Management-Introduction and Importance-Conceptual between Personnel Management and HRM- Strategic HRM-role of a HR Manager.

UNIT-II HUMAN RESOURCE PLANNING

8 hours

Job Analysis-Content, Steps in job analysis, Factors affecting job design, Job specification - Human Resources Planning - Objectives - HRP Process -Manpower Estimation - Importance- Internal/External sources of recruitment-Methods of recruitment-Selection procedure-Orientation Program.

UNIT-III TRAINING AND PERFORMANCE MANAGEMENT SYSTEM

8 hours

Training and Development-Objectives and Needs - Training Process-Methods of Training-Tools and Aids - Evaluation of training Programs. Performance appraisal- Factors of Appraisal - Traditional and Modern methods-Ethics of appraisal-HR Scorecard-Career planning and development.

UNIT-IV PROMOTION & COMPENSATION MANAGEMENT

8 hours

Promotion-Promotion policy-Types of Promotion, Reasons, Principles and types - Separation - Layoff - Resignation - Dismissal -Retrenchment, Voluntary retirement scheme - Retention, Attrition-Compensation Management-Concepts and Components-Job Evaluation-Incentives and Benefits.

UNIT-V QUALITY OF WORK LIFE (QWL)

8 hours

Quality of work life,- Factors Influencing the Quality of Working Life -Role of supervisor in QWL - Safety -Types of accidents - Safety programs - Work place health issues-Work place violence- Outsourcing HR activities-Collective bargaining, Job enlargement/enrichment.

TOTAL NO. OF PERIODS: 40 Hours

Reference Books:

1. Aswathappa, K. (2017). Human Resource Management: Text and Cases. Mc Graw Hill Education.
2. Durai.(2016). Human Resource Management Studies (2nd Edition). Pearson Education India.
3. SubbaRao,P. (2013). Essentials of HRM and Industrial Relation. (5th Edition).Himalaya Publishing House.
4. Biswajeet Pattanayak.(2018).Human Resource Management PHIL earning.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24009	BUSINESS RESEARCH METHODS	C	L	T/SL r	P/R	Ty/Lb/ ETP
	Total Contact Hours –40	4	3	1	0	Ty
	Prerequisite–Degree					
	Course Designed by–Faculty of Management Studies					

OBJECTIVES

1. Gain research knowledge and fundamental principles of research;
2. Understand the concept of scientific research and the methods of conducting scientific enquiry
3. Introduction to statistical tools of data analysis and different types sampling using SPSS and
4. Imparting knowledge about various stages of the research processes and the intricacies involved in writing a research report.

COURSE OUTCOMES (COs)

CO1	Applying basic concepts of research methods and choose appropriate research design.
CO2	Familiar with the tools used for data collection for research.
CO3	Acquaint with formulation of Hypothesis and testing of hypothesis.
CO4	Capable of data preparation and data analyses by using different statistical tools using SPSS.
CO5	Gain knowledge on report writing and preparing research report.

Mapping of Course Out comes with Program outcomes(POs)

(3/2/1 indicates strength of correlation) 3-HIGH, 2-Medium, 1-

Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1	3	2			2	3	3		1
	CO2	3	2	2		2	3	3	2	2
	CO3	3	3		3	3	3			
	CO4	3	3	3			3	3	2	2
	CO5	3	3	3	2		3	3	2	3
3	Category	General(A)	Basic Sciences and Math's(B)			Professional Core(D)	Professional Skill Development(E)		Project /Seminar /Internship (H)	
			✓							
4	Approval					Meeting of Academic Council, June 2024				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24009

BUSINESS RESEARCH METHODS

UNIT-I INTRODUCTION TO BUSINESS RESEARCH

8 hours

Foundations of Research: Meaning, Objectives, Motivation, Utility. Concept of theory, empiricism, Deductive and inductive theory. Characteristics of scientific method – Understanding the language of research– Concept, Construct, Definition, Variable. Research Process

UNIT-II SAMPLING DESIGN AND DATA COLLECTION

8 hours

Sample Design-types-Sampling Concepts, Sampling Principles, Simple and Multiple Sampling, Literature Review, Data Collection – Methods of Data Collection

UNIT-III SCALING TECHNIQUES AND HYPOTHESIS TESTING

8 hours

Null hypothesis and alternative hypothesis-Testing of hypothesis-Type I and Type II errors-Test of Significance-Measurement and Scaling Techniques- Attitude Measurements, Selecting a Measurement Scale, Rating Scales and Ranking Scales.

UNIT-IV DATA ANALYSIS

8 hours

Computer and its role in research - Use of statistical software SPSS in research - Univariate analysis (frequency tables, bar charts, pie charts, percentages), Bivariate analysis - Cross tabulations and Chi-square test, ANOVA, t-test, Correlation and regression.

UNIT-V REPORT WRITING

8 hours

Research Report - Different types of reports - Different formats of Research Reports - Steps in Report Writing - Research Report Components - Principles of research report writing – Structures of Reports – Plagiarism and Self-Plagiarism, Software for detection of Plagiarism.

TOTAL NO. OF PERIODS: 40 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 PC, Research Methodology in Social Science, 6th Edition, Sultan Chand and Sons, 2009. ISBN=0070220883
4. William G. Zikmund, Business Research Methods, 9th Edition, Tata McGraw Hills, New Delhi. ISBN-10:1133190944
5. Pannerselvam, Research Methodology, 2nd Edition, Prentice Hall Inc 2014 ISBN NO: 8120349466



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24010	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	C	L	T/SL	P/R	Ty/Lb/ETP
	Total Contact Hours –40	4	4	0	0	Ty
	Prerequisite–Degree					
	Course Designed by–Faculty of Management Studies					

OBJECTIVES

1. To make investment decisions under constraints and
2. To approach qualitative and quantitative techniques to solve investment related issues in business and personal aspect.
3. To understand the functioning of capital market.
4. Getting familiar with various terminologies used in capital market.
5. Practical understanding of the working by providing exposure and trading nit.

COURSE OUTCOMES(COs)

CO1	Able to make investment related decisions.
CO2	Capable to analyze many costs and consequences of decision.
CO3	Skill to analyze as a complete solution to the business problem.
CO4	Capacity to interpret qualitative information in detail.
CO5	Take action plan to overcome constraints and handle portfolio Management

Mapping of Course Out comes with Program out comes (POs)

(3/2/1 indicates strength of correlation) 3-HIGH, 2-Medium, 1-

Low										
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1	3	3	3	2		3	3	3	
	CO2	2	3	3	3		3	3		2
	CO3	2	3	3	3		3	3	2	
	CO4	3	3	3	3		3	3		
	CO5	2	3	3	2	3	3	3	1	2
3	Category	General(A)	Basic Sciences and Math's(B)			Professional Core(D)	Professional Skill Development(E)		Project /Seminar /Internship (H)	
						✓				
4	Approval					Meeting of Academic Council, June 2024				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA –

MMFM24010 INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

UNIT-I SECURITY ANALYSIS

8 hours

Need for Fundamental analysis - Economic analysis - Tools of Economic analysis – Industry Analysis – Industry analysis - Tools of Industry analysis - Company analysis - Tools of Company analysis - Technical analysis – Introduction Assumption of the theory – The Dow theory – Charts – Line charts, Bar Charts – Construction of charts – Moving average analysis. (Theory Only).

UNIT-II FINANCIAL SECURITY MARKETS

8 hours

Financial Market - Segments – Types - - Participants in financial Market – Regulatory Environment - Primary Market – Methods of floating new issues - Book building – Role of primary market – Regulation of primary market - Stock exchanges in India – Trading system in stock exchanges – SEBI recent policy of SEBI.

UNIT-III FUNDAMENTAL AND TECHNICAL ANALYSIS

8 hours

Concept of intrinsic value - Objectives and beliefs of fundamental analysis - Economy - Industry company framework - Economic analysis and forecasting - Technical analysis: Points and figures chart, Bar chart, RSA, RSI, Moving average analysis, MACD, Japanese Candlesticks. Utility analysis - Recent analysis method.

UNIT-IV MARKET HYPOTHESIS

8 hours

Efficient Market Hypothesis - Market mechanism - Testable hypothesis about market efficiency - Implications of efficiency market - Hypothesis for security analysis and portfolio Management.

UNIT-V PORTFOLIO MANAGEMENT

8 hours

Portfolio analysis – Portfolio selection – Capital asset pricing model – Portfolio revision – Portfolio evaluation – Mutual Funds - Recent trends and its advantages.

TOTAL NO. OF PERIODS: 40 HOURS

References Books:

1. Frank K. Reilly, Keith C. Brown, (2012), Investment Analysis and Portfolio Management, 10th Edition, Cengage Learning.
2. Herbert B. Mayo, (2017), Investments – An Introduction, 12th Edition, Cengage Learning
3. Zvi Bodie, Alex Kane, Alan Marcus, Pitabas Mohanty, (2017), Investments, 10th edition, McGraw-Hill. Shalini Talwar, (2016),
4. Security Analysis and Portfolio Management, Cengage Learning. Prasanna Chandra, (2017), Investment Analysis and Portfolio Management, 5th edition, Mc Graw Hill



FACULTY OF MANAGEMENT STUDIES

**MBA- Two Year Full Time Program- Curriculum and
Syllabus Program Structure for MBA-**

MMFM24011	MERCHANT BANKING AND WEALTH MANAGEMENT	C	L	T/SLr	P/R	Ty/Lb/ETP
	Total Contact Hours –40	4	4	0	0	Ty
	Prerequisite–Degree					
	Course Designed by–Faculty of Management Studies					

OBJECTIVES

1. To enable students to know about merchant banking functions, regulation and regulatory bodies.
2. To understand the role of merchant banking and issue management
3. To know various ways by which corporate fund could be raised
4. Know the practice of getting merchant banking license and the various types of it.

COURSE OUTCOMES (COs)

CO1	Aware of merchant banking, its rules and regulations by its regulatory bodies.
CO2	Clear idea of the role of merchant banking and making use of its facilities towards business
CO3	Financial services that can be created by a business organization on payment of fees.
CO4	Financial services that can be created by an business organization on the basis of fund.
CO5	Other financial services that are extended by merchant bankers.

Mapping of Course Out comes with Program out comes (POs)

(3/2/1 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low

Low										
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1	3	2	2		2	3	1	2	2
	CO2	3	3	3	2	3	3	3	1	2
	CO3	3	3	3	3	3	3	3	2	1
	CO4	3	3	3	2	3	3	3	2	2
	CO5	3	3	3	3	3	3	3	2	2
3	Category	General (A)	Basic Sciences and Math's (B)			Professional Core (D)	Professional Skill Development (E)		Project /Seminar /Internship (H)	
						✓				
4	Approval					Meeting of Academic Council, June 2024				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24011 MERCHANT BANKING AND WEALTH MANAGEMENT

UNIT-I INTRODUCTION TO MERCHANT BANKING

8hours

Introduction–Merchant banking in India–Recent developments and Challenges ahead–
Institutional structure–Functions of Merchant bank–Legal and regulatory framework–Relevant
Provisions of Companies Act – SERA – SEBI guidelines -FEMA, etc.- Relation with stock
Exchanges and OTCEI.

UNIT-II ROLE OF ISSUE MANAGEMENT

8hours

Role of merchant banker in appraisal of projects –Issue pricing – Book building – Preparation of
prospectus – Selection of bankers –Advertising strategies, etc. – Role of registrars – Bankers to
the issue – Underwriters and Brokers.– E-IPO – Private placement - Bought out deals –. Off –
Shore issues. –Issue marketing–NRI marketing–Post issue activities.

UNIT-III OTHER FEE BASED SERVICES

8hours

Mergers and Acquisitions – Portfolio management services – Credit syndication – Credit rating–
Business valuation.

UNIT-IV FUND BASED FINANCIAL SERVICES

8hours

Leasing and Hire purchasing – Basics of leasing and Hire purchasing– Financial evaluation.

UNIT-V OTHER FUND BASED FINANCIAL SERVICES

8hours

Consumer Credit – Credit cards – Real estate financing–Bills discounting–Factoring and Forfeiting–
Venture Capital.

TOTAL NO. OF PERIODS: 40 Hours

Reference Books:

1. M.Y.Khan, Financial Services, Tata McGraw-Hill, 12th Edition, 2012
2. Nalini Prava Tripathy, Financial Services, PHI Learning, 2011.
3. Machiraju, Indian Financial System, Vikas Publishing House, 2nd Edition, 2010.
4. J.C.Verma, A Manual of Merchant Banking, Bharath Publishing House, New Delhi,
5. Varshney P.N. and Mittal D.K. Indian Financial System, Sultan Chand and Sons, New Delhi.
6. Sasidharan, Financial Services and System, Tata Mc graw Hill, New Delhi



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24012	BANKING AND INDEMNITY SYSTEM	C	L	T/SL	P/R	Ty/Lb/ETP
	Total Contact Hours –40	4	4	0	0	Ty
	Prerequisite–Degree					
	Course Designed by–Faculty of Management Studies					

OBJECTIVES

1. To facilitate the understanding of the origin and the growth of the Indian Banking System.
2. To understand the Modern day developments in Indian Banking Sector.
3. To know the principles of banking and endorsement
4. To make the student Understand basics of Life Insurance.
5. To provide knowledge of various types of Life Assurance Policies and implications.

COURSE OUT COMES(COs)

CO1	Learn about the origin and the growth of the Indian Banking System.
CO2	Analyze the Modern day developments in Indian Banking Sector.
CO3	Understand the principles of banking and endorsement.
CO4	Understand basics of Life Insurance and Policies.
CO5	Discuss Premium, Underwriting and Taxation

Mapping of Course Out comes with Program out comes (POs)

(3/2/1 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low

Low										
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1	3					3	3		1
	CO2		3	2			3	3	2	2
	CO3		2	3		2	3	3		
	CO4				3		3	3		
	CO5	3						3	3	2
3	Category	General(A)	Basic Sciences and Math's(B)			Professional Core(D)	Professional Skill Development(E)		Project /Seminar /Internship (H)	
						✓				
4	Approval	Meeting of Academic Council, June 2024								



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA–

MMFM24012 BANKING AND INDEMNITY SYSTEM

UNIT-I MANAGEMENT AND PRINCIPLES OF BANK

8 hours

Banking System in India, Principles of Banking, The Banking Regulation Act, 1949, Creation of Money, Electronic Banking System, Role of Reserve Bank of India. Principles of Insurance : Introduction ,History of Insurance Policies, Types, Policies Conditions and Principles of Insurance

UNIT-II MANAGEMENT OF BANK POLICIES

8 hours

Bank's Investment Policies, Different Loan Policies, Credit Management in Bank. Nature of Insurance Business: Nature of Insurance contract Insurance Contract VS Wage sing Contract, Importance of Insurance-Uses of Insurance Business.

UNIT-III E-BANKING AND ENDORSEMENT

8 hours

Meaning - Services - e-banking and financial services-Internet Banking-Mobile Banking – Meaning – Features–Services-Security issues-ATM-Evolution–Electronic Money–Meaning–Electronic Fund Transfer Steps-Benefits of crossing. Meaning - Kinds of Endorsements-Effect of endorsement – Rules-Dishonoring of cheque- RBI instructions- Paying banker vs. Collecting Banker.

UNIT-IV LIFE INSURANCE & SUPERANNUATION SCHEMES

8 hours

Meaning of Life Insurance – The Evolution and Growth of Life Insurance-Life Insurance Organizations in India -Types of Life Insurance Policies – Term Life Insurance–Whole Life Insurance – Endowment – Unit Linked Policies with or without Profit Policies. Evaluation – Cost and Benefit –Superannuation Schemes – Group Gratuity Schemes– Superannuation schemes.

UNIT-V PREMIUM, UNDERWRITING AND TAXATION

8 hours

Computation of Premiums and Settlement of claims-Premium Calculation Including Rebates-Mode of Rebates-Settlement of Claims-Underwriting: Factors affecting Insurability–Methods of Life Classification – Laws affecting Underwriting. Financial Planning and taxation: Savings.

TOTAL NO OF PERIODS: 40 HOURS

Reference Books:

1. Gurusamy, S, Banking Theory: Law and Practice, Vijay Nicole Publications, Chennai, 2014.
2. Gupta, R.K, Banking Law and Practice, Jain Book Agency, New Delhi, 2012.
3. Sundaram and Varshney, Banking Theory Law and Practice, Sultan Chand and Co, New Delhi, 2015.
4. Maheswari, S.N, Banking Law Theory and Practice, Kalyani Publications, Mumbai, 2009.
5. Kutty.S.K, Managing Life Insurance, Prentice Hall of India, New Delhi, 2015.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24L03	TALLY LAB	C	L	T/SLr	P/R	Ty/Lb/ETP
	Total Contact Hours –20	2	0	0	4	Lb
	Prerequisite–Degree					
	Course Designed by–Faculty of Management Studies					

OBJECTIVES

1. Enable students to learn the basic of accounting
2. Make students to learn accounting masters and inventory masters
3. Build strong Knowledge on payroll accounting and generating reports for tax payment

COURSE OUT COMES (COs)

CO1	Practice all basic accounting through Tally.
CO2	Value people and maintain accounting masters and inventory masters.
CO3	Enables to be master in Budget and controls
CO4	Improved skill on taxes in tally
CO5	Enhances better business through payroll accounting and generating reports

Mapping of Course Out comes with Program out comes (POs)

(3/2/1 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low

Low										
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1	3	2				3	3	2	
	CO2		2	2	3	3	3	3	2	2
	CO3	3					3	3	1	3
	CO4	3	3	3	3	3	3	3	2	
	CO5		3	2	3	3	3	3		2
3	Category	General(A)	Basic Sciences and Math's(B)			Professional Core(D)	Professional Skill Development(E)		Project /Seminar /Internship(H)	
							✓			
4	Approval	Meeting of Academic Council, June 2024								



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24L03

TALLY LAB

UNIT-1 BASIC OF ACCOUNTING AND FUNDAMENTALS OF TALLY.

4 hours

Introduction, Types of Accounts, Accounting Principle so concepts Mode of Accounting, Rules of Accounting, Double-entry system of book keeping. Company Features Configuration, Getting functions with Tally, Creation/setting up of Company in Tally.

UNIT-II ACCOUNTING MASTERS IN TALLY AND INVENTORY MASTERS IN TALLY.

4 hours

Chart of Groups, Multiple Groups Ledgers, Multiple Ledgers. Stock Groups, Multiple Stock Groups, Stock Categories, Multiple Stock Categories, Invoicing

UNIT-III ADVANCE ACCOUNTING IN TALLY AND ADVANCE INVENTORY IN TALLY.

4 hours

Bill-wise details, Cost centers and Cost Categories Multiple currencies, Interest calculations Budget and controls Scenario Management Bank Reconciliation. Order Processing Recorder Levels Batch-wise details Bill of Materials Batch-Wise Details, Different Actual and Billed, Quantities Price Lists, Zero-Valued Entries, Additional cost details POS

UNIT-IV TAXES IN TALLY AND PAYROLL ACCOUNTING IN TALLY

4 hours

TDS, TDS Reports, TDS Online Payment TDS Returns filing, TDS Certificate issuing, 26AS Reconciliation. Tally Audit, Backup and restore Split company data, Import and export of data, Printing Reports and Cheques Create a Company Logo. Employee Creation Salary Define, Employee Attendance Register Pay Heads Creation, Salary Report

UNIT-V GENERATING REPORTS IN TALLY.

4 hours

Financial Statements Trading Account, Profit & Loss Account Balance Sheet, Accounts Books and Reports Inventory Books and Reports Exception Reports, Statutory Reports Payroll Reports Trail balance, Day Book, List of Accounts.

TOTAL NO. OF PERIODS: 20 HOURS

Reference Books:

1. Purandare, Kunal "Tally Solutions: Creating A Culture Of Care". Forbes India. Retrieved 12 April 2022.
2. "Social PangabagsthesocialmediamarketingmandateofTallySolutions". Financial Express. Retrieved 25 July 2022.
3. Executive Profile: Bharat Goenka". bloomberg.com. Retrieved 4 July 2016.
4. Jump upto: ab Bhakata, Pratik (10 March 2020). "Tally dreams big: India's top accounting software is all set to expand into retail". Money control. Retrieved 10 May 2022.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24L04	BUSINESS ETIQUETTE	C	L	T/SL r	P/R	Ty/Lb/ ETP
	Total Contact Hours –20	2	0	0	4	Lb
	Prerequisite-Degree					
	Course Designed by–Faculty of Management Studies					

OBJECTIVES

1. Enable students to learn the etiquette of business.
2. Make students learn about good decorum to be maintained in day to day business.
3. Build strong business relationship by applying business etiquette.

COURSE OUTCOMES (COs)

CO1	Practice good etiquette in profession.
CO2	Value people and maintain good decorum within organization.
CO3	Enables to rise to the moral standards expected
CO4	Improved interpersonal skills to frame strong foundation for good management without stakeholder's.
CO5	Enhances better business relationship and organizational acceptance during meeting even through electronic media.

Mapping of Course Out comes with Program out comes (POs)

(3/2/1 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1	3	2				3	3	2	2
	CO2		3			3	3	3	2	2
	CO3	3					3	3	2	1
	CO4	2	3	3	3	3	3	3		3
	CO5			3	2	3	2	3	3	2
3	Category	General(A)	Basic Sciences and Math's(B)			Professional Core(D)	Professional Skill Development(E)		Project /Seminar /Internship(H)	
							✓			
4	Approval					Meeting of Academic Council, June 2024				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24L04

BUSINESS ETIQUETTE

UNIT-I INTRODUCTION

4 hours

Understanding business etiquette and Minimum standards required by etiquette practice,

UNIT-II CULTURAL ETIQUETTES

4 hours

Knowledge and appreciation of courtesy and good manners at work. The values and expectations of different cultures, determining which etiquette style suits and adapt to organizational culture in particular.

UNIT-III ETIQUETTES IN COMMUNICATION

4 hours

Effective polite verbal communication, Professional phone conversation, Letter and email etiquette, and communication etiquette.

UNIT-IV ETIQUETTES IN PROFESSIONAL HABAVIOUR

4 hours

The importance of how to behave in a professional manner with all stakeholders.

Meeting protocol, preparation and attendance Chairing and setting out a meeting agenda and minutes.

UNIT-V ETIQUETTES FOR OTHERWISE ABLED

4 hours

Appreciate the issues involved with regard to disability in the workplace, General disability etiquette.

TOTAL NO. OF PERIODS: 20 HOURS



Dr. M.G.R.
EDUCATIONAL AND RESEARCH INSTITUTE
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Periyar E.V.R. High Road, Maduravoyal, Chennai-95, Tamilnadu, India.

FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum and
Syllabus Program Structure for MBA-

III SEMESTER



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24013	ENTREPRENEURIAL MANAGEMENT FOR FINANCE	C	L	T/SL r	P/ R	Ty/Lb/ ETP
	Total Contact Hours –40	4	4	0	0	Ty
	Prerequisite-Degree					
	Course Designed by–Faculty of Management Studies					

OBJECTIVES

1. Develop and Strengthen entrepreneurial Quality and Motivation in Students.
2. Impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.
3. Explore new Vistas of entrepreneurship In 21st Century environment To generate Innovative business Ideas.

COURSE OUTCOMES (COs)

CO1	Capable of framing business strategies and Ensure governance and Corporate social responsibility.
CO2	Scan business Environment to Develop Core Competency to Have competitive Advantage.
CO3	Awareness and execute various strategy analysis.
CO4	Ability to implement Strategies And to Perform the Evaluation.
CO5	Managing current Issues And Coping with Changes By being ethical.

Mapping of Course Outcomes with Program outcomes (POs)

(3/2/1 indicates strength of correlation) 3-HIGH, 2-Medium, 1-

Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1	3					3	3	1	
	CO2	2	3	3	3	3	3	3		
	CO3	3		3	3	1	3	3	2	2
	CO4	3	3	3	2	2	3	3		
	CO5	2	3	3	2	3	3	3		2
3	Category	General(A)	Basic Sciences and Math's(B)			Professional Core(D)	Professional Skill Development(E)		Project /Seminar /Internship (H)	
							✓			
4	Approval					Meeting of Academic Council, June 2024				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24013 ENTREPRENEURIAL MANAGEMENT FOR FINANCE

UNIT- I ENTREPRENEURSHIP

8 hours

Entrepreneurship concept – Entrepreneurship as a career – Entrepreneurial personality – Characteristics Of Successful Entrepreneur – Knowledge And Skills Of Entrepreneur - Entrepreneur V/S entrepreneurship – Entrepreneur V/S Manager.

UNIT-II ENTREPRENEURIAL ENVIRONMENT

8 hours

Business environment – Role of central govt. And state govt. In promoting entrepreneurship – Introduction To Various Incentives - Subsidies And Grants - Promotion Of Export Oriented Units – Fiscal and tax Concessions – Role of Government – District industries (DIC) And its functioning.

UNIT-III BUSINESS PLAN PREPARATION

8 hours

Identifying business opportunities and planning for business service and production – Business promotion – Facilities And Incentives - Creating Entrepreneurial Venture - Business Planning Process – Environmental analysis – Identifying problems Opportunities – Defining business Idea.

UNIT – IV LAUNCHING OF SMALL BUSINESS

8 hours

Finance And Human Resource Mobilization Operations Planning – Market And Channel Selection – Growth strategies – Product Launching – Effective management Of small business.

UNIT-V FAMILY BUSINESS DEVELOPMENT MODELS & TYPES

8 hours

Family Business – Conceptual Models Of Family Firms – Three Dimension Development Model – Four classic Family Business Types – Founders And The Entrepreneurial Experiences – Growing And Evolving family business – Complexity of family enterprise – Diversity of Successions

TOTAL NO. OF PERIODS: 40 HOURS

Reference Books:

1. Mathewmanimala, Entrepreneurship theory at the crossroads, Paradigms and praxis, Biztrant ra, 2nd edition, 2005
2. Poornimam. Charantimath, “Entrepreneurship development and small business enterprise”, Pearson education.
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, Esspeekay publishing house, Chennai-1997.



FACULTY OF MANAGEMENT STUDIES

**MBA- Two Year Full Time Program- Curriculum and
Syllabus Program Structure for MBA-**

MMFM24014	MANAGERIAL ACCOUNTING FOR BUSINESS DECISIONS	C	L	T/SLr	P / R	Ty/Lb/ETP
	Total Contact Hours –40	4	3	1	0	Ty
	Prerequisite-Degree					
	Course Designed by–Faculty of Management Studies					

OBJECTIVES

1. Acquaint students regarding financial decisions and financial markets
2. Understand how financial analysis information can help solve business problems and increase the ability to understand financial Statements And Related Information.
3. Create awareness on financial management tools and techniques in financial decision making.
4. To analyze and evaluate financial statements.

COURSE OUTCOMES (COs)

CO1	Acquire reasonable knowledge in management Accounts.
CO2	Students will be able to prepare cash and funds flow statements.
CO3	Candidate understands cost accounting, Marginal cost, Standard costing and bep.
CO4	Know to Create capital expenditure and Budgetary control For business.
CO5	Students can understand and accountings of inventory in management studies

Mapping of Course Out comes with Program out comes (POs)

(3/2/1 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1	3	3	3			3	3	1	1
	CO2	3	3	3		2	3	3	2	
	CO3	3	2		3		3	3	2	2
	CO4	3	3	3	2		3	3	2	
	CO5	2	3	3		2	3	3	1	1
3	Category	General(A)	Basic Sciences and Math's(B)			Professional Core(D)	Professional Skill Development(E)		Project /Seminar /Internship (H)	
						✓				
4	Approval					Meeting of Academic Council, June 2024				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24014 MANAGERIAL ACCOUNTING FOR BUSINESS DECISIONS

UNIT- I INTRODUCTION

8 hours

Management Accounting–Meaning–Definition–Advantage and Disadvantages–Financial Statement Analysis–Comparative statement–Common size balance Sheet–Trend and Ratio Analysis.

UNIT-II FUND FLOW AND CASH FLOW STATEMENT

8 hours

Fund flow statement – Need – Uses – Fund flow statement format – Problem Fund Flow Statement – Meaning–Preparing of cash flow statement–Cash flow and fund flow statement–Cash flow format – Problem in cash flow statement.

UNIT- III COST ACCOUNTING AND MARGINAL COSTING

8 hours

Cost Accounting–Elements of cost–Basis of cost allocation – Standard costing and variance analysis – Job and process costing. 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 CAPITAL EXPENDITURE EVALUATION

8 hours

Capital expenditure evaluation–Capital budgeting concept–Methods–Limitations–Capital expenditure control. Budgetary Control–Nature and objective of Budgetary control – Limitations –Master Budgets and Flexible Budgets–Zero base budgets.

UNIT - V ACCOUNTING IN COMPUTERISED ENVIRONMENT

8 hours

Significance of computerized accounting system – Codification and grouping of accounts maintaining the hierarchy of ledgers –Pre-packaged accounting software.

TOTAL NO. OF PERIODS: 40 HOURS

Reference Books:

1. Dr. S.N. Maheswari – Cost And management accounting– Sultanch and –10 thedition -2002.
2. Management accounting- R.S.N. Pillai and BHAGAVATHI, Sultanch and andsons.
3. Management accounting– S.K.R. PAUL, New central book agency, Calcutta.
4. V.R. Palanivelu–Accounting for management – Laxmi publications –1stedition-2007.
5. M.Y. Khanandp. K.Jain –Management accounting–Tatamcgraw Hill –5th Edition-2000.
6. Ashishk. Bhattacharya, Introduction to financial Statement analysis, Elsevier, 2009.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24015	GLOBAL FINANCIAL MANAGEMENT	C	L	T/SL r	P/R	Ty/Lb/ETP
	Total Contact Hours –40	4	4	0	0	Ty
	Prerequisite–Degree					
	Course Designed by–Faculty of Management Studies					

OBJECTIVES

1. This goal of this course is to provide knowledge of multinational financial management; International monetary and Financial Systems, IBRD And Development Banks And
2. To Know About Finance Function In A Multination Firms; International Flow Of Funds And Evaluation Many poor unities, Cost and risks Of multinational operations In a manner that Allows students to See beyond the algebra and Terminology to General Principles.
3. Able to Underst and the nuances of Structuring international Finances.

COURSE OUTCOMES (COs)

CO1	Knowledge of international financial system
CO2	Familiarity in International Monetary exchange policies and Factors Affecting the Same
CO3	Analyzing various risks involved in dealing with international currency exchange.
CO4	Ability to underst and Financial market in Global arena..
CO5	Understanding various multilateral financial institutions and their performance.

Mapping of Course Out comes with Program out comes (POs)

(3/2/1 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1			3	3	1	3	3	2	3
	CO2	3		1	3	3	3	3		
	CO3		2		2	2	3	3	1	2
	CO4	2	3		3		3	3		2
	CO5		2		3		3	3	1	
3	Category	General(A)	Basic Sciences and Math's(B)			Professional Core(D)	Professional Skill Development(E)		Project /Seminar /Internship (H)	
						✓				
4	Approval					Meeting of Academic Council, June 2024				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA–

MMFM24015

GLOBAL FINANCIAL MANAGEMENT

UNIT–I INTERNATIONAL MONETARY AND FINANCE SYSTEM

8 hours

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

UNIT–II FOREIGN EXCHANGE MARKETS

8 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– For eign exchangetrades.

UNIT–III FOREIGN EXCHANGE RISK

8 hours

Transaction exposure ,Economic exposure and Management of exposures– Internal techniques – Netting – Marketing - Leading and lagging - Pricing policy -Management of Risk in Foreign Exchange Markets.

UNIT–IV INTERNATIONAL CAPITAL AND MONEY MARKET

8 hours

Salient features of different international markets: GDRs – ADRs - IDRs – Eurobonds - Euro loans – CPs-Floating rate instruments- Loan syndication and Euro deposits.

UNIT–V MULTILATERAL FINANCE INSTITUTIONS

8 hours

Role of IMF - IBRD and other development banks - International investors and foreign investment institutions Foreign Institutional investors sovereign funds and block chain technology .Ethical practices prevailing

in Global financial markets for discussion.

TOTAL NO. OF PERIODS: 40 HOURS

Reference Books:

1. Butlerc.Kirt,Multinationalfinance,Thompson-Vikas,Johnwileyandsons5thedition,ISBN-13:9781270110392 New Delhi
2. Buckleyadrian,Multinationalfinance,Prenticehallofindiapublisher:Financaltimesmanagement,3rdedition, New Delhi, ISBN-13:978-0273682097
3. Shapiroc.Alan,Multinationalfinancialmanagement,Prenticehallofindiapublisher:Johnwileyandsons,10th Edition, New Delhi ISBN-978-1-118-80118-5
4. Apte,Internationalfinancialmanagement,Publisher,Tatamcgraw-Hilleducation,2010,6th edition ISBN, 0070221162,9780070221161



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24016	FINANCIAL MANAGEMENT	C	L	T/SLr	P/R	Ty/Lb/ETP
	Total Contact Hours –40	4	4	0	0	TY
	Prerequisite–Degree					
	Course Designed by–Faculty of Management Studies					

OBJECTIVES

1. To familiarize the student son the working capital and its different Aspects and
2. To help The students To identify the Working capital requirements
3. Have practical exposure of working capital Management by Case study analysis.
4. Get to Know Of managing Sundry debtors And sundry creditors For Improving the Financial Position of affirm.

COURSE OUTCOMES(COs)

CO1	Predict the requirements Of working capital.
CO2	Assess and employ cash management models.
CO3	Ablator and receivables effectively.
CO4	Effective control over inventories.
CO5	Ability to raise Working capital management

Mapping of Course Out comes with Program out comes(POs)

(3/2/1 indicates strength of correlation) 3-HIGH, 2-Medium, 1-

Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1	3	3	3	2		3	3	2	1
	CO2	3	3	3	3	2	3	3		
	CO3	2	3		2	2	3	3	1	2
	CO4	2	3	3			3	3		
	CO5	3	3	3	3	3	3	3	1	
3	Category	General (A)	Basic Sciences and Math's(B)			Professional Core(D)	Professional Skill Development(E)		Project/ Seminar /Internship (H)	
						✓				
4	Approval	Meeting of Academic Council, June 2024								



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24016

FINANCIAL MANAGEMENT

UNIT-I INTRODUCTION TO WORKING CAPITAL MANAGEMENT 8 hours

Definitions and types of working capital – The working capital cycle – Factors determining working capital – Management of cash – Management of inventories - Operating cycle – Sources of working capital.

UNIT-II INTRODUCTION TO CASH MANAGEMENT 8 hours

Motives of holding cash – Objectives – Cash management models — Preparation of cash Budget – Reasons for Holding Marketable Securities – GAAP treatment of Marketable Securities.

UNIT-III MANAGEMENT OF RECEIVABLES 8 hours

Meaning and Features of Receivables Management – Costs Associated with Maintaining Receivables – Objectives – Credit Management – Credit Evaluation – Methods for Monitoring Accounts Receivables.

UNIT-IV INVENTORY MANAGEMENT 8 hours

Nature of Inventories – Need for Holding Inventory – Deterministic Materials Models – Material Control Decisions – Inventory Control Decisions.

UNIT-V WORKING CAPITAL FINANCE AND BANKING POLICY 8 hours

Various Instruments for Short Term Financing – Commercial Papers, Certificate of Deposits – Bank Credit - Letter of Credit – Bill Financing.

TOTAL NO. OF PERIODS: 40 HOURS

Reference Books:

1. Sekharsatyag.V.(2014). Working capital Management, 1/E; New delhi: Wiley
2. Working capital management, 1/E; New Delhi: S.Chand publishing
3. Sagner James.(2015). Working capital management, Applications and cases, 1/E; New delhi: Wiley
4. Book(S)
5. I.M.Pandey,(2015), Financial management, 11th edition, Vikas publishing, India. Jamesc. Vanhorne, Sanjaydhamija, (2011),



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24017	TAX PLANNING AND ADMINISTRATION	C	L	T/SLr	P/R	Ty/Lb/ETP
	Total Contact Hours –40	4	4	0	0	Ty
	Prerequisite–Degree					
	Course Designed by–Faculty of Management Studies					

OBJECTIVES

1. To familiarize and update the students with the basic principles of taxation, Structure of Indian taxation system and Provisions Of Indirect Tax;
2. To understand the various taxation concepts followed in India and
3. To impart knowledge and skill on emerging taxation system

COURSE OUTCOMES (COs)

CO1	Ability to understand and the basic taxation procedures
CO2	Differentiate between direct and indirect taxes
CO3	Apply practical knowledge in companies' taxation procedures.
CO4	Analyze various GST formats and evaluate opportunities to secure employment in various financial
CO5	Understand digital and international taxation and apply it in field of finance to attain goals at large scale level

Mapping of Course Out comes with Program out comes (POs)

(3/2/1 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low

Low										
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1	3	2	3			3	3	2	1
	CO2	3	2	3		2	3	3	2	
	CO3		2	3	3		3	3	1	2
	CO4	3	3	2		3	3	3	2	2
	CO5	2	2	3	3	3	3	3	1	
3	Category	General(A)	Basic Sciences and Math's(B)			Professional Core(D)	Professional Skill Development(E)		Project /Seminar /Internship(H)	
						✓				
4	Approval					Meeting of Academic Council, June 2024				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA–

MMFM24017

TAX PLANNING AND ADMINISTRATION

UNIT-I INTRODUCTION

8 hours

Accessibility Criteria – Definitions - Basic concept – Person - Assessment year - Person – Assessment year-Incidence of tax-Income exempted from tax.

UNIT-II TAXATION ON SALARY

8 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 and approved super annuity fund.

UNIT-III INCOME FROM HOUSE PROPERTY

8 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

UNIT-IV GST MODEL

8 hours

Objectives of GST - Salient Features concerns regard f GST - Proposed benefit of GST - Concerns regarding GST-Types of GST-GST Model–CGST/IGST/SGST/UTGST-Format of Tax Invoice-Registration of GST.

UNIT-V GST APPLICATIONS AND RECENT TRENDS IN TAXATION

8 hours

Exemptions in GST-Input Tax Credit and Blocked Credit-Reversal of payments-Levy and collection of GST - Concept of supply under GST - Scope of supply- Composite and mixed supply -taxation Time and value of supply - Digital - E-invoicing - Steps in generation of IRN number -Introduction to international taxation - Transfer pricing – OECD - Double taxation -Tax a- Concerns regarding GST avoidance.

TOTAL NO. OF PERIODS: 40 HOURS

Reference Books:

1. Dr.H.C.Mehrotra and S.P.Goyal, Income Tax Law and Practice, Publisher, Sahitya Bhawan Publications, edition 30, ISBN-13: 9788172881481 India
2. Singhanian, Vinod, Direct Taxes–Law and Practice, Taxmann Publications. Edition August 2014 ISBN 9789350715765
3. Income tax law and practice Margam publication, Edition 2014-15 ISBN:9350715093
4. V.S Datey– GST Ready Reckoner Taxman,,s Publication 16th Edition 2021
5. V Balachandran Indirect Taxation GST and Custom Law Sultan Chand Publication New Delhi 2019
6. Rashmin Chandulal Sanghvi. Digital Taxation Holistic View- Taxman’s Publication



FACULTY OF MANAGEMENT STUDIES

**MBA- Two Year Full Time Program- Curriculum and
Syllabus Program Structure for MBA-**

MMFM24L05	SPREADSHEET FOR MANAGERS	C	L	T/SL r	P/R	Ty/Lb/ ETP
	Total Contact Hours –20	2	0	0	4	Lb
	Prerequisite-Degree					
	Course Designed by–Faculty of Management Studies					

Excel Skills for Professionals

1. Data Filters
2. Data Sorting
3. PivotTables
4. SUMIF/SUMIFS
5. COUNTIF/COUNTIFS
6. Excel Shortcut Keys
7. Charts
8. Cell Formatting
9. Managing Page Layout
10. Data Validation
11. Workbook
12. VLOOKUP
13. Pivot Charts
14. Flash Fill
15. Quick Analysis
16. Power View
17. Conditional Formatting
18. Moving Columns into Rows
19. IF Formulas
20. Auditing Formulas



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24L06	MANAGERIAL SKILL DEVELOPMENT	C	L	T/SLr	P/R	Ty/Lb/ETP
	Total Contact Hours –20	2	0	0	4	Lb
	Prerequisite-Degree					
	Course Designed by–Faculty of Management Studies					

OBJECTIVES

Enable the students to Know various skills for effective support to business Operations. Enhance managerial Skills
Develop Skills to Confidently and Effectively apply in Handling day to day business activities.

COURSE OUTCOMES (COs)

CO1	Enhanced knowledge about various managerial skills.
CO2	Capacity to analyze business environment both internally and externally.
CO3	Building relationship with superior peers and subordinates.
CO4	Enable to building a team, work in a team summaries and reports of various actions.
CO5	Improved creative thinking and being innovative.

Mapping of Course Outcomes with Program outcomes (POs)

(3/2/1 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1	3	2	2	2		3	3		1
	CO2			3	3		3	3	2	
	CO3		3			3	3	3	1	2
	CO4		3	3		3	3	3		
	CO5			3	2		3	3	1	1
3	Category	General (A)	Basic Sciences and Math's(B)			Professional Core(D)	Professional Skill Development (E)		Project /Seminar /Internship (H)	
							✓			
4	Approval					Meeting of Academic Council, June 2024				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA –

MMFM24L07 SUMME RPROJECT – INTERNSHIP & VIVAVOCE.

CO1: Understanding the organizational background

CO2: Knowing the depth of the activities in the area of specialization

CO3: Take part in activities and learn by practice

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1	3	2				3		3	3
	CO2	3	3				3		3	3
	CO3	3	3	2			3	3	3	3

Students Will Have An Opportunity To Expose Their Knowledge And Talent To Make An innovative project. Students are supposed to do innovative projects useful to industries/Society In The Area Of Relevant Field, Inter And Multi-Disciplinary Areas, Under the Guidance Of A Staff Member. They Have To Prepare A Project Report And Submit To The department.

At The End Of The Semester Viva-Voce Examination Will Be Conducted By The Internal Examiner Duly Appointed by The Head of The Department and the Students will Be evaluated.



Dr. M.G.R.
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FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and
Syllabus Program Structure for MBA-

IV SEMESTER



FACULTY OF MANAGEMENT STUDIES

**MBA- Two Year Full Time Program- Curriculum and
Syllabus Program Structure for MBA-**

MMFM24018	E-MARKETING FOR FINANCIAL MANAGERS	C	L	T/SLr	P/R	Ty/Lb/ETP
	Total Contact Hours –30	3	3	0	0	Ty
	Prerequisite-Degree					
	Course Designed by–Faculty of Management Studies					

OBJECTIVES

1. Understand the basic concepts of digital marketing;
2. Study various Online process and To Design And implement Online marketing tools;
3. Learning theory of B2C and B2B online presence;
4. Study the principles Of Search Engine optimization and Online advertising and
5. Acquaintance the need of Permission and social media marketing.

COURSE OUTCOMES (COs)

CO1	Ability to summarize the digital marketing environment.
CO2	Able to analyze the dynamics of online selling and related metrics.
CO3	Evaluate the managerial implication in website development.
CO4	Demonstrate the search engine optimization and e-mail marketing.
CO5	Develop the advertising strategies online and social media marketing.

Mapping of Course Outcomes with Program outcomes (POs)

(3/2/1 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1	2	2	3	3	3	3	3	2	1
	CO2	2	3	2		3	3	3	2	
	CO3	3			2		3	3	1	2
	CO4	3	3	2	2		3	3	2	
	CO5	3	3	2		2	3	3	1	2
3	Category	General(A)	Basic Sciences and Math's(B)			Professional Core(D)	Professional Skill Development(E)		Project / Seminar / Internship(H)	
						✓				
4	Approval					Meeting of Academic Council, June 2024				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA–

MMFM24018

E-MARKETING FOR FINANCIAL MANAGERS

UNIT-I INTRODUCTION TO E-MARKETING

6 hours

E-Environment-E-transformation-Artificial intelligence-Virtual and augmented reality.E-Customers: Online buying behavior-Privacy-Non-marketers in E-marketing-E-marketing objectives.

UNIT-II E- COMMERCE AND E-MARKETING METRICS

6 hours

E-Commerce - Multi-channel retailing – Fulfillment - Comparison shopping engines - e-market places and third-party shopping websites - e-commerce website. Metrics and Analytics – Meaning- Analytics presentation and use.

UNIT-III WEBSITE CONTENT DEVELOPMENT

6 hours

Introduction-Web presence ownership-Management and development-Usability-Content development-B2B websites-Global web presence.

UNIT-IV SEARCH ENGINE OPTIMIZATION

6 hours

Search Engine Optimization (SEO) – Workings of search engines - Keyword selection - On-site and Off-site optimization- Strategic search engine optimization- Third-party search engine ranking – Email marketing – Email for direct marketing, marketing messages & for newsletters.

UNIT-V ADVERTISING ONLINE AND SOCIAL MEDIA MARKETING

6 hours

Advertising Online - Programmatic advertising - Objectives and management - Online ad formats - Search advertising - Network advertising - Landing pages - Marketing on social media – Blogging – Consumer reviews and ratings-Social networking -Social sharing.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Alan Charlesworth (2018), Digital Marketing - A Practical Approach, 3rd Ed, Routledge - Taylor and Francis Group.
2. Chaffey, Meyer, Fiona Ellis-Chadwick: “Digital Marketing- Strategy implementation and practice”, (5th Ed.), Prentice-Hall, 2012.
3. Vandana Ahuja, 2015, “Digital marketing”, (1st ed.), Oxford University Press, 2. Damian Ryan 2014, “Understanding digital marketing”, Kogan Page Limited,
4. Richard Day, Alan Charlesworth, Rita Esen, “Online marketing: A customer led approach”, Oxford University Press, 2007.
5. Judy Strauss, 2013 Raymond Frost, “E-Marketing”, (7th Ed.), Pearson Education.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA-

MMFM24019	GLOBAL BUSINESS MANAGEMENT	C	L	T/SLr	P/R	Ty/Lb/ETP
	Total Contact Hours –40	4	4	0	0	Ty
	Prerequisite-Degree					
	Course Designed by–Faculty of Management Studies					

OBJECTIVES

1. To familiarize with the theoretical background of international business;
2. To understand the economic ,cultural and ethical issues relating to international business;
3. To create awareness about innovative approaches to business decisions to match global environment;
4. To impart knowledge of foreign trade and make them to understand the influence of financial institutions on international business

COURSE OUTCOMES(COs)

CO1	Underst and the significance of international business.
CO2	Understand the international business theories to meet global competitiveness to make investment decisions and getting financial assistance.
CO3	Understand the foreign exchange determination systems to modify trading accordingly.
CO4	Understand the importance of regional economic integration for better business decisions.
CO5	Cope with global trends and challenges.

Mapping of Course Out comes with Program out comes(POs)

(3/2/1 indicates strength of correlation) 3-HIGH, 2-Medium, 1-

Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1	3		3	2		3	3	2	3
	CO2	3	3	3	2	3	3		1	
	CO3	3	3	3	3	3	2	3	1	2
	CO4	3	2	3	3		3	3		
	CO5	2	2	3	3	3	3	3	1	2
3	Category	General (A)	Basic Sciences and Math's(B)			Professional Core(D)	Professional Skill Development(E)		Project/ Seminar /Internship (H)	
						✓				
4	Approval					Meeting of Academic Council, June 2024				



FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum and
Syllabus Program Structure for MBA-

MMFM24019 GLOBAL BUSINESS MANAGEMENT

UNIT-I INTRODUCTION TO INTERNATIONAL BUSINESS

8 hours

Global Business–Meaning–Nature and significance of international business–Drivers of international business–Environmental awareness of international business.

UNIT-II INTERNATIONAL BUSINESS AND INVESTMENT

8 hours

Promotion of global business–Role of GATT/WTO–Multilateral trade negotiation and agreements–Challenges for global business – Global trade and investment – Theories of international trade–Need for global competitiveness–Regional trade block.

UNIT-III FOREX DETERMINATION SYSTEMS

8 hours

Foreign exchange determination systems: Various types of exchange rate regimes– International trade organizations: UNCTAD, IMF, Role of IMF & IBRD - Advantages of WTO. TRIPS, TRIMS, and GATS-Bretton-woods systems-Floating rate regimes-Managed fixed rate regime.

UNIT-IV REGIONAL ECONOMIC INTEGRATION

8 hours

Global production – Location – Scale of operations – Cost of production – Make or Buy decisions - Global supply chain issues –Pricing - Production and channel management – Investment decisions – Economic and political risks– Exchange rate risk and management.

UNIT-V INTERNATIONAL TRENDS AND CHALLENGES

8 hours

Globalization trends and challenges-Conflict in international business–Sources and types of conflict - Conflict resolutions – Negotiation – Role of international agencies – Ethical issues in international business-Corporate social responsibility issues.

TOTAL NO. OF PERIODS: 40 HOURS

Reference Books:

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 McGraw Hill
4. Francischerulinam-International business, Prentice-Hall, 1995
5. International Business, K. Aswathappa, McGraw Hill companies



FACULTY OF MANAGEMENT STUDIES

**MBA- Two Year Full Time Program- Curriculum and
Syllabus Program Structure for MBA-**

MMFM24L08	CONTEMPORARY SEMINAR/NPTEL/SWAYAM	C	L	T/SL r	P/R	Ty/Lb/ ETP
	Total Contact Hours –20	3	0	0	6	Lb
	Prerequisite-Degree					
	Course Designed by–Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> 1. Student has to understand the issues prevailing in Business Environment. 2. Presentation of innovative solutions for the existing Business issues. 3. Enhance the Presentation skills of students. 						

Students will be instructed to present Appt ON Contemporary issues prevailing during that semester. They need to present the

- Purpose/need
- Issues
- Challenges
- Solutions
- SWOT of any Contemporary Topic

Note: Evaluation will be done through their presentation skills and Viva-Voce.



FACULTY OF MANAGEMENT STUDIES

**MBA- Two Year Full Time Program- Curriculum and
Syllabus Program Structure for MBA-**

MMFM24L09

FIELD WORK AND PROJECT

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
2	CO1	3	2				3	3	2	
	CO2	3	3				3	3	2	
	CO3	3	3	2			3	3	2	
	CO4	3	3	3	3	2	3	3	2	3

CO1: Identifying an industrial problem

CO2: Approaching the problem scientifically

CO3: Analysing the data to meet the objectives

CO4: Reporting the report

The Students Are Expected To Make Use Of The Knowledge And Skill Inculcated During Their Class Room sessions And To Apply Them For Making An Innovative Project For The Development Of Society And industries on The title suggested By the company in one of The areas Of your specialization.

Students Are Expected To Do A Project Work In An Industry. Each Student Will Be Allotted A Guide Based on The Area Of Project Work. Industry May Also Allocate A Guide. Inter Disciplinary/Multi-Disciplinary project Can Also Be Done With Guidance Of Relevant Department. Monthly Reviews Will Be Conducted during The Semester To Monitor The Progress Of The Project By The Project Review Committee. Students have To Submit The Project Work At The End Of The Semester And Appear For The Project Viva-Voce examination Conducted By The Examiners Duly Appointed By The Controller Of Examination. Certificate In Proof Has To Be Included In The Report Along With The Bona fide Certificate From The Company.