

M.B.A. (MASTER OF BUSINESS ADMINISTRATION)

Eligibility:

- Any Degree of Madurai Kamaraj University or of any other recognized University

Course Duration:

2 Years – (Semester System)

COURSE : M.B.A. (Master Of Business Administration)			
MEDIUM : English			
COURSE CODE : 6028			
Year	S.NO	PAPER NAME	EXAMINATION CODE
I	I Semester		
	1	Principles of Management	PMBA01
	2	Organisational Behaviour	PMBA02
	3	Management Accounting	PMBA03
	4	Managerial Economics	PMBA04
	5	Quantitative Methods	PMBA05
	II Semester		
	1	Research Methodology	PMBA06
	2	Fundamentals of Computers	PMBA07
	3	Management of Information & Data Processing	PMBA08
	4	Marketing Management	PMBA09
	5	Business Environment and Law	PMBA10
II	III Semester		
	1	Financial Management	PMBA11
	2	Operations Management	PMBA12

	3	Personnel Management and Industrial Relations	PMBA13
	4	Operations Research	PMBA14
	5	Strategic Management	PMBA15
IV Semester			
	1	Relational Data Base Management System	PMBA16
	2	Entrepreneurship and Management of Small Business	PMBA17
	3	Elective – 1	PMBA18
	4	Elective – 2	PMBA19
	5	Elective – 3	PMBA20
	6	Project	PMBAPR

Candidate has to choose any one of the following Areas consisting of 3 papers each.

Marketing Area	1. Marketing Research
	2. Product Management
	3. Advertising and Sales Promotion
Finance Area	1. Management of Financial Institutions
	2. International Trade, Finance and Documentations
	3. Investment and Portfolio Management
Systems Area	1. Introduction to C and C++
	2. Computer Network
	3. Modelling and Simulation
Production Area	1. Value Engineering and Waste Control
	2. Materials Management
	3. Total Quality Management
Personnel Area	1. Training and Development
	2. Organisation Development
	3. Human Resource Accounting
Retail Management	1. Introduction to Retailing
	2. Store Operation Management
	3. Retail Buying & Merchandising

Scheme of Examination for all M.B.A. Degree Courses

Duration: 3 Hrs.; Maximum: - 100 Marks; Passing Min.: - 50 Marks.