

M.B.A. (RETAIL MANAGEMENT)

Eligibility:

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

Course Duration:

2 Years – (Semester System)

COURSE : M.B.A. (Retail Management)			
MEDIUM : English			
COURSE CODE : 6035			
Year	S.NO	PAPER NAME	EXAMINATION CODE
I	I Semester		
	1	Management Theory and Practice	PRMT01
	2	Organizational Behavior	PRMT02
	3	Accountancy for Managers	PRMT03
	4	Managerial Economics	PRMT04
	5	Statistics for Managers	PRMT05
	II Semester		
	1	Marketing Management	PRMT06
	2	Financial Management	PRMT07
	3	Human Resource Management	PRMT08
	4	Operations Management	PRMT09
	5	Research Methods for Business	PRMT10
II	III Semester		
	1	Operations Research	PRMT11
	2	Strategic Management	PRMT12

	3	Introduction to Retailing	PRMT13
	4	Retail Economics and Retail Format	PRMT14
	5	Store Operation Management	PRMT15
IV Semester			
	1	Entrepreneurship	PRMT16
	2	Retail Management	PRMT17
	3	Retail Strategies	PRMT18
	4	Store location, Store layout- Design and Visual Merchandising	PRMT19
	5	Retail Buying and Merchandise Management	PRMT20
	6	Retail Selling and Customer Service	PRMT21
	7	Final Project Report	PRMTPR

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

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