

COURSE STRUCTURE

MASTER OF BUSINESS ADMINISTRATION (MBA)

FIRST YEAR

(Common for MBA – Marketing/ Finance/
International Business/ Human Resource
Management /General)

First Semester

- H1010 Management Process and Behaviour
- H1020 Managerial Economics
- H1030 Accounting for Managers
- H1040 Business Environment and Law
- H1050 Research Methodology

Second Semester

- H2010 Financial Management
- H2020 Marketing Management
- H2030 Human Resource Management
- H2040 Quantitative Techniques for Managers
- H2050 Strategic Management

SECOND YEAR

MBA -Marketing

Third Semester

- H3010 Consumer Behaviour
- H3020 Marketing Research
- H3030 Industrial Marketing
- H3040 Logistics Management
- H3050 Retail Marketing

Fourth Semester

- H4010 Rural Marketing
- H4020 Services Marketing
- H4030 Advertising and Sales Promotion
- H4040 Customer Relationship management
- H4050 Global Marketing
- H4060 Project Work

MBA (Finance)

Third Semester

- H3010 Strategic Financial Management
- H3020 Indian Financial System
- H3030 Management of Financial Services
- H3040 Project Financing and Management
- H3050 Management Accounting

Fourth Semester

- H4010 Security Analysis and Portfolio Mgmt
- H4020 Global Financial Markets
- H4030 International Business Finance
- H4040 Security Market Operations
- H4050 Financial Derivatives
- H4060 Project Work

MBA(International Business)

Third Semester

- H3010 International Business Environment
- H3020 Management of Multinational Corporation
- H3030 International Business Laws
- H3040 Global Marketing Management
- H3050 EXIM Financing and Documentation

Fourth Semester

- H4010 Global Financial Markets & Instruments
- H4020 Foreign Trade Policy
- H4030 Cross Cultural Business Management
- H4040 International Logistics Management
- H4050 Forex Management & Currency Derivatives
- H4060 Project Work

MBA (HRM)

Third Semester

- H3010 Human Resource Development
- H3020 Performance Management
- H3030 HRM in Knowledge Based Organisation
- H3040 Industrial Relations Management
- H3050 Employee Legislation

Fourth Semester

- H4010 Organizational Development and Change
- H4020 Human Resource Accounting
- H4030 Compensation Management
- H4040 Human Resource Information System
- H4050 Global HR Practices
- H4060 Project Work

MBA(General)

Third Semester

Stream A

- Management Control System
- Entrepreneurship Management
- Consumer Behaviour
- Sales & Distribution Management
- Services Marketing

Stream B

- Management Control System
- Entrepreneurship Management
- Indian Financial System
- Security Analysis and Portfolio Management
- Global Financial Management

Stream C

Management Control System
Entrepreneurship Management
HRM in Knowledge Based Organization
Training and Development
Compensation Management

Fourth Semester

Stream A

Information Technology and E-Business
International Business
Internet Marketing
Product Development and Management
Global Marketing Management
Project Work

Stream B

Information Technology and E-Business
International Business
Management of financial Services
Financial Derivatives
Project Financing
Project Work

Stream C

Information Technology and E-Business
International Business
Cross Cultural Business Management
Industrial Relations Management
Performance Management
Project Work

M.Com. (Finance)

First Year

H1010 Management Concepts
H1020 Indian Capital Market & Financial System
H1030 Accounting and Finance for Managers
H1040 Quantitative Techniques for Managerial Decision Making
H1050 Management of Financial Services

Second Year

H2010 Capital Budgeting and Financial Decision
H2020 Working Capital Management
H2030 Security Analysis & Portfolio Management
H2040 International Business Finance
H2050 Global Financial Markets and Instruments

M.A. (ENGLISH)

FIRST YEAR

H1010 British Poetry
H1020 British Drama
H1030 British Fiction
H1040 Literary Criticism and Theory
H1050 American Literature

SECOND YEAR

H2010 Indian Writing in English (or)
New Literatures in English
H2020 Principles and Methods of Teaching of English
H2030 Basics of Journalism
H2040 Translation : Theory and Practice
H2050 Linguistics & Stylistics

M.A. (TAMIL)

FIRST YEAR

H1010 Modern Literature
H1020 Folklore
H1030 Mass Communication
H1040 Literary Criticism
H1050 Tolkappiam (Ezhuthu & Sol)

SECOND YEAR

H2010 Devotional Literature
H2020 Epic Literature
H2030 Sangam Literature
H2040 Tolkappiam (Porul)
H2050 History & Culture of Tamil Nadu & Pondicherry

M.A. (HINDI)

FIRST YEAR

H1010 Adhunik Kavitha
H1020 Katha Sahitya
H1030 Natak-Nibandh Evamanya
Gadyavidhayen
H1040 Hindi Sahitya itihās
H1050 Prayojanmuluk Hindi Anuvad Evam Patra Karita

SECOND YEAR

H2010 Pracheen Evam Madhyakaleen Kavya
H2020 Kavya Sastra Evam Sahitya Alochan
H2030 Bhasha Vignān-Hindi Bhasha Ka Ithihas Aur Samrachana
Optional-Sahityakar Vishesh / Pravritti
H2040 Vishesh Ka Adhyayan – Jaishankar Prasad
H2050 Viva-Voce (for Non-Hindi speaking students)
H2060 Project work (for students with Hindi as mother tongue)

M.A. (SOCIOLOGY)

FIRST YEAR

H1010 Sociological Concepts
H1020 Sociological Thought
H1030 Social Research Methods and Statistics
H1040 Sociology of India
H1050 Rural Sociology

SECOND YEAR

H2010 Sociology of Mass Communication
H2020 Urban Sociology
H2030 Industrial Sociology
H2040 Sociology of Education
H2050 Sociology of Health