



V. S. M. COLLEGE (A):: RAMACHANDRAPURAM
NAAC Re-accredited with 'B' Grade at 2.69 CGPA
PG DEPARTMENT OF MANAGEMENT STUDIES
MBA COURSE STRUCTURE
SEMESTER - 1

S.NO	SUBJECT CODE	SUBJECT TITLE	L	P	C	I	E	TM
1	PG1914101	Perspectives of Management	4	--	4	25	75	100
2	PG1914102	Accounting for Management	4	--	4	25	75	100
3	PG1914103	Business Environment	4	--	4	25	75	100
4	PG1914104	Managerial Economics	4	--	4	25	75	100
5	PG1914105	Managerial Communication Skills	4	--	4	25	75	100
6	PG1914106	Organisational Behaviour	4	--	4	25	75	100
7	PG1914107	Quantitative Techniques For Management	4	--	4	25	75	100

SEMESTER - II

S.NO	SUBJECT CODE	SUBJECT TITLE	L	P	C	I	E	TM
1	PG1914108	Marketing Management	4	--	4	25	75	100
2	PG1914109	Financial Management	4	--	4	25	75	100
3	PG1914110	Human Resource Management	4	--	4	25	75	100
4	PG1914111	Operations Management	4	--	4	25	75	100
5	PG1914112	Operations Research	4	--	4	25	75	100
6	PG1914113	Computer Applications in Management	4	--	4	25	75	100
7	PG1914114	Research Methodology for Management	4	--	4	25	75	100

SEMESTER - III

S.NO	SUBJECT CODE	SUBJECT TITLE	L	P	C	I	E	TM
1	PG1914115	Entrepreneurship	4	--	4	25	75	100
2	PG1914116	VUCA management	4	--	4	25	75	100
3	PG1914117	Corporate Legal Framework	4	--	4	25	75	100
4		Paper-1 from First Elective	4	--	4	25	75	100
5		Paper-2 from First Elective	4	--	4	25	75	100
6		Paper-1 from Second Elective	4	--	4	25	75	100
7		Paper-2 from Second Elective	4	--	4	25	75	100

SEMESTER – IV

S.NO	SUBJECT CODE	SUBJECT TITLE	L	P	C	I	E	TM
1	PG1914130	Strategic management	4	--	4	25	75	100
2		Paper-3 from First Elective	4	--	4	25	75	100
3		Paper-4 from First Elective	4	--	4	25	75	100
4		Paper-5 from First Elective	4	--	4	25	75	100
5		Paper-3 from Second Elective	4	--	4	25	75	100
6		Paper-4 from Second Elective	4	--	4	25	75	100
7		Paper-5 from Second Elective	4	--	4	25	75	100
	PG1944149P	Project Report			6			100
	PG1944150V	Comprehensive Viva Voce			4			100
		GRAND TOTAL						3000

L-LECTURE HOURS, P-PRACTICAL HOURS, C-CREDITS, I-INTERNAL MARKS, E-EXTERNAL MARKS, TM-TOTAL MARK

Dual Specialization:

The Specialization papers will be offered in the areas of Marketing Management(MM), Financial Management(FM), and Human Resource Management (HRM). The students should choose any **Two** of the listed Specialization areas in the beginning of the third & fourth semesters of **MBA**.

The following is the list of specializations offered and subjects in each specialization for **third and fourth semesters** with subject codes:

SEMESTER – III

MARKETING MANAGEMENT (SPECIALIZATION) - Choose any Two

- Consumer Behavior& Customer Relationship Management **Sub Code: PG1934118**
- Services Marketing **Sub Code: PG1934119**
- Fundamentals in Retail Management **Sub Code: PG1934120**
- Merchandise management **Sub Code: PG1934121**

FINANCIAL MANAGEMENT (SPECIALIZATION) – Choose any Two

- Financial Markets & Services **Sub Code: PG1934122**
- Security Analysis & Portfolio Management **Sub Code: PG1934123**
- Tax planning and management **Sub Code: PG1934124**
- Micro Finance Institutions **Sub Code: PG1934125**

HUMAN RESOURCE MANAGEMENT (SPECIALIZATION)-Choose any Two

- Industrial Relations **Sub Code: PG1934126**
- Compensation & Welfare Management **Sub Code: PG1934127**
- Labour Economics **Sub Code: PG1934128**
- Human Resource Development **Sub Code: PG1934129**

SEMESTER – IV

MARKETING MANAGEMENT (SPECIALIZATION) - Choose any Three

- Sales & Distribution Management **Sub Code: PG1944131**
- Advertising and Brand Management **Sub Code: PG1944132**
- Retail Marketing Management **Sub Code: PG1944133**
- Global Marketing **Sub Code: PG1944134**
- Marketing Research **Sub Code: PG1944135**
- Tourism Marketing **Sub Code: PG1944136**

FINANCIAL MANAGEMENT (SPECIALIZATION) - Choose any Three

- | | |
|--------------------------------------|----------------------------|
| ➤ Financial Derivatives | Sub Code: PG1944137 |
| ➤ Behavioral finance | Sub Code: PG1944138 |
| ➤ International Financial Management | Sub Code: PG1944139 |
| ➤ Strategic Financial Management | Sub Code: PG1944140 |
| ➤ Financing Foreign Trade | Sub Code: PG1944141 |
| ➤ Forex Management | Sub Code: PG1944142 |

HUMAN RESOURCE MANAGEMENT (SPECIALIZATION) - Choose any Three

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|--|----------------------------|
| ➤ Performance Management & Counseling | Sub Code: PG1944143 |
| ➤ Strategic Human Resources Management | Sub Code: PG1944144 |
| ➤ International Human Resources Management | Sub Code: PG1944145 |
| ➤ Group Dynamics & Change Management | Sub Code: PG1944146 |
| ➤ Industrial Sociology | Sub Code: PG1944147 |
| ➤ Stress Management | Sub Code: PG1944148 |


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