University of Madras

Chepauk, Chennai 600 005

[Est. 1857, State University, NAAC 'A++' Grade, CGPA 3.59, NIRF 2019 Rank: 20]
Website: www.unom.ac.in, Tel. 044-2539 9561

Postgraduate Programme

in

Master of Business Administration (MBA)

Curriculum and Syllabus

(with effect from the Academic Year 2023-24)

June 2023

Learning Outcome Based Curriculum Framework

Note: The Board of Studies designed the syllabus for Master of Business Administration as per model syllabus provided by TANSCHE and also based on Learning Outcomes Based Curriculum Framework as prescribed by UGC.

MBA

(FULL TIME)

Choice Based Credit System

Program Educational Outcomes;

PEO 1 – Employability: To develop students with industry specific knowledge & skills to meet the industry requirements and also join Public sector undertaking through competitive examinations**.**

PEO 2 - Entrepreneur: To create effective business service owners, with a growth mindset by enhancing their critical thinking, problem solving and decision-making skills.

PEO3 – Research and Development: To instill and grow a mindset that focusses efforts towards inculcating and encouraging the students in the field research and development.

PEO 4 – Contribution to Business World: To produce ethical and innovative business professionals to enhance growth of the business world.

PEO 5 – Contribution to the Society: To work and contribute towards holistic development of society by producing competent MBA professionals.

Program Outcomes:

PO1: Problem Solving Skill: Application of tools & techniques relevant to management theories and practices in analyzing & solving business problems.

PO2: Decision Making Skill: Fostering analytical and critical thinking abilities for data-based decision making.

PO3: Ethical Value: Ability to develop value based leadership attributes.

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

PO5: Individual and Team Leadership Skill: Ability to be self-motivated in leading & driving a team towards achievement of organizational goals and contributing effectively to establish industrial harmony.

PO6: Employability Skill: Foster and enhance employability skills through relevant industry subject knowledge.

PO7: Entrepreneurial Skill: Equipped with skills and competencies to become a global entrepreneur.

PO8: Contribution to Society: Strive towards becoming a global influencer and motivating future generation towards building a legacy that contributes to overall growth of humankind.

PEO – PO MAPPING

	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
PEO 1	Y	Y	Y	Y	Y	Y	Y	Y
PEO 2	Y	Y	Y	Y	Y		Y	Y
PEO3	Y	Y	Y	Y	Y	Y		y
PEO 4	Y	Y	Y	Y	Y	Y	Y	Y
PEO 5	Y	Y	Y	Y	Y	Y	Y	Y

Y - Yes

FIRST SEMESTER

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
434C1A	Management Principles and Business Ethics	Core	4	-	-	-	4	60	25	75	100
434C1B	Quantitative Techniques and Research Methods in Business	Core	3	1	-	-	4	60	25	75	100
434C1C	Managing Organizational Behaviour	Core	4	-	-	-	4	60	25	75	100
434C1D	Accounting for Managers	Core	3	1	-	-	4	60	25	75	100
434C1E	Managerial Economics	Core	4	-	-	-	4	60	25	75	100
434C1F	Legal Systems in Business	Core	4	-	-	-	4	60	25	75	100
434D1A	Entrepreneurship Development	Extra Disciplinary	3	-	-	-	3	45	25	75	100
434S1A	Soft Skills I – Executive Communication	Soft Skills	-	-	2	-	2	30	25	75	100

SECOND SEMESTER

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	CIA	External	Total
434C2A	Applied Operations Research	Core	3	1	-	-	4	60	25	75	100
434C2B	Human Resource Management	Core	4	-	-	-	4	60	25	75	100
434C2C	Marketing Management	Core	4	-	-	-	4	60	25	75	100
434C2D	Operations Management	Core	3	1	-	-	4	60	25	75	100
434C2E	Financial Management	Core	3	1	-	-	4	60	25	75	100
434C2F	Strategic Management	Core	4	-	-	-	4	60	25	75	100
434D2A	International Business	Extra Disciplinary	3	-	-	-	3	45	25	75	100
434S2A	Soft Skills II – Business Etiquette	Soft Skills	-	-	2	-	2	30	25	75	100
434S2B	Soft Skills III – Computing Skills	Soft Skills	-	-	2	-	2	30	25	75	100

THIRD SEMESTER

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	CIA	External	Total
534C3A	Information Systems for Business	Core	4	-	-	-	4	60	25	75	100
	**Choose any one from the list	Elective	3	-	-	-	3	45	25	75	100
	**Choose any one from the list	Elective	3	-	-	-	3	45	25	75	100
	**Choose any one from the list	Elective	3	-	-	-	3	45	25	75	100
	**Choose any one from the list	Elective	3	-	-	-	3	45	25	75	100
	**Choose any one from the list	Elective	3	-	-	-	3	45	25	75	100
	**Choose any one from the list	Elective	3	-	-	-	3	45	25	75	100
534D3A	Employability skills	Extra Disciplinary	3	-	-	-	3	45	25	75	100
534S3A	Soft Skills IV – Leadership and Team Building Skills	Soft Skills	-	-	2	-	2	30	25	75	100
534S3B	***Summer Internship	Internship	-	-	-	1	3	-	100	-	100

** Students should choose six elective Courses from the list of specialization in consultation with the Head of the Institution.

For the categorization of specialization students can opt for either single or dual specialization.

In case of students opting for single specialization, they should compulsorily choose 6 elective papers from one area of specialization from the list given below:

In case of students opting for dual specialization. They should choose 3 elective papers from respective area of specialization.

***** Internship will be carried out during the summer vacation after the first year.
Viva Voce will be conducted by the college and marks shall be sent to the University and the same will be included in the Third Semester Marks Statement.**

FOURTH SEMESTER

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
534C4A	# Project Work & Viva- Voce	Core	-	-	-	Y	12	-	75	225	300

L-Lecture   T-Tutorial   P- Practical   O-Project

 # The Project Work will be evaluated jointly by TWO Examiners (i.e. one Internal and the other External) for a Maximum of 225 Marks (6 Credits).

 # The Viva- Voce will be conducted with Two Examiners (i.e. one Internal and the other External) for a Maximum of 75 Marks (2 Credits).

LIST OF SPECIALIZATION COURSES IN:

934E901	Airport and Airline Management
934E902	Business Analytics
934E903	Corporate Secretaryship
934E904	Disaster Management
934E905	Entrepreneurship and Family Business
934E906	Export Import Management
934E907	Financial Management
934E908	Hospital Management
934E909	Human Resource Management
934E910	Infrastructure Management
934E911	Logistics and Supply Chain Management
934E912	Marketing Management
934E913	Operations Management
934E914	Retail Management
934E915	Shipping and Logistics Management
934E916	Systems Management
934E917	Technology Management
934E918	Tourism and Hospitality Management

-x-x-x-x-