



**PARK'S COLLEGE (AUTONOMOUS)**  
**PARK'S RESEARCH CENTRE FOR MANAGEMENT SCIENCE**



Reaccredited at the FIVE STAR level by the NAAC  
(Affiliated to the Bharathiar University and recognized by the AICTE & UGC)

**MASTER OF BUSINESS ADMINISTRATION**  
**(Full Time) DEGREE (UNDER CBCS)**  
**Effective from 2012 -2013 onwards**

Sem	Course Type	Subject Code	Title of the subject	L	E	CIA	ESE	Total	C
I	Core	33AC1	Management Principles and Organisational Behavior	4	3	25	75	100	4
I	Core	33AC2	Managerial Economics	4	3	25	75	100	4
I	Core	33AC3	Accounting for Managers - I	4	3	25	75	100	4
I	Core	332C4	Business Environment and Ethics	4	3	25	75	100	4
I	Core	33AC5	Quantitative Methods for Management	4	3	25	75	100	4
I	Core	33AC6	Entrepreneurial Development	4	3	25	75	100	4
I	Core	33AC7	Corporate communication	4	<b>GRADE</b>				
I	Core	33AC8	Computer Application for Management	4	<b>GRADE</b>				
<b>I</b>	<b>CE</b>	<b>CE I</b>	<b>Comprehensive Examination</b>	<b>GRADE</b>					
II	Core	33AC9	Production and Operations Management	4	3	25	75	100	4
II	Core	33AC10	Marketing Management	4	3	25	75	100	4
II	Core	33AC11	Human Resource Management	4	3	25	75	100	4
II	Core	33AC12	Accounting for Managers – II	4	3	25	75	100	4
II	Core	33AC13	International Business	4	3	25	75	100	4
II	Core	33AC14	Hospitality Management	4	3	25	75	100	4
II	NMC	33ANM C	Garment Merchandising	2	3	-	100	100	2
II	MP	MP I	Management Practices – I	4	<b>GRADE</b>				



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<b>II</b>	<b>CE</b>	<b>CE II</b>	<b>Comprehensive Examination</b>	<b>GRADE</b>					
<b>Sem</b>	<b>Course Type</b>	<b>Subject Code</b>	<b>Title of the subject</b>	<b>L</b>	<b>E</b>	<b>CIA</b>	<b>ESE</b>	<b>Total</b>	<b>C</b>
III	Core	33AC15	Research Methods for Management	4	3	25	75	100	4
III	Elective	33AEL1 To 33AEL5 2	Elective – I	4	3	25	75	100	4
III	Elective		Elective – II	4	3	25	75	100	4
III	Elective		Elective – III	4	3	25	75	100	4
III	Elective		Elective – IV	4	3	25	75	100	4
III	Elective		Elective – V	4	3	25	75	100	4
III	Elective		Elective – VI	4	3	25	75	100	4
III	Skill Training	33APOC	Placement Oriented Courses	4	<b>GRADE</b>				
III	Project	33AIT	Internship Training	<b>GRADE</b>					
<b>III</b>	<b>CE</b>	<b>CE III</b>	<b>Comprehensive Examination</b>	<b>GRADE</b>					
IV	Core	33AC16	Strategic Management	4	3	25	75	100	4
IV	Project	33PV	Major Project & Viva Voce	-	-	100	100	200	8
IV	MP	MP II	Management Practices – II	2	<b>GRADE</b>				
<b>IV</b>	<b>CE</b>	<b>CE IV</b>	<b>Comprehensive Examination</b>	<b>GRADE</b>					
<b>TOTAL</b>				<b>100</b>	<b>63</b>	<b>600</b>	<b>1700</b>	<b>2300</b>	<b>90</b>

**L – Lecture Hours**

**E – Exam Hours**

**CIA – Continuous Internal Assessment**

**ESE – End Semester Examination**

**C – Credits**



## **ELECTIVES**

### **I. AREA – MARKETING**

1. Advertising and Promotion Management – 33AEL1/33AEC1
2. Marketing Research - 33AEL2/33AEC2
3. Consumer Behavior- 33AEL3/33AEC3
4. Services Marketing - 33AEL4/33AEC4
5. Brand Management - 33AEL5/33AEC5
6. Rural Marketing - 33AEL6/33AEC6

### **II. AREA – HUMAN RESOURCE**

1. Human Resource Development - 33AEL7/33AEC7
2. Managing Interpersonal Effectiveness - 33AEL9/33AEC8
3. Industrial Psychology - 33AEL9/33AEC9
4. Organisational Development - 33AEL10/33AEC10
5. Labour Welfare and Industrial Relations - 33AEL11/33AEC11
6. International Human Resource Management - 33AEL12/33AEC12

### **III. AREA – FINANCE**

1. Security Analysis and Portfolio Management - 33AEL13/33AEC13
2. Strategic Cost Management - 33AEL14/33AEC14
3. International Financial Management - 33AEL15/33AEC15
4. Working Capital Management - 33AEL16/33AEC16
5. Banking and Insurance Management - 33AEL17/33AEC17

### **IV. AREA – FINANCIAL SERVICES**

1. Fundamental of Financial Services - 33AEL18/33AEC18
2. Management of Financial Service and Institutions - 33AEL19/33AEC19
3. Mergers and Acquisitions - 33AEL20/33AEC20
4. Mutual Funds and Merchant Banking - 33AEL21/33AEC21

### **V. AREA – PRODUCTION**

1. Quality Management Systems - 33AEL22/33AEC22
2. Integrated Materials Management - 33AEL23/33AEC23
3. Total Productive Maintenance - 33AEL24/33AEC24
4. Technology Management - 33AEL25/33AEC25
5. Total Quality Management - 33AEL26/33AEC26

### **VI. AREA – EXPORT MANAGEMENT**



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1. Fundamental of Exports - 33AEL27/33AEC27
2. Export Procedure - 33AEL28/33AEC28
3. Export Promotion - 33AEL29/33AEC29
4. Export Finance - 33AEL30/33AEC30

**VII. AREA – RETAIL MANAGEMENT**

1. Fundamental of Retailing - 33AEL31/33AEC31
2. Retail Stores Management - 33AEL32/33AEC32
3. Retail Planning - 33AEL33/33AEC33

**VIII. AREA – HOSPITALITY MANAGEMENT**

1. Tourism Planning and Marketing - 33AEL34/33AEC34
2. Eco Tourism - 33AEL35/33AEC35
3. International Hospitality Law - 33AEL36/33AEC36

**IX. AREA – LOGISTIC MANAGEMENT**

1. Fundamental of Logistics Management - 33AEL37/33AEC37
2. Supply Channel Management - 33AEL38/33AEC38
3. Supply Chain Management - 33AEL39/33AEC39
4. Retail Supply Chain Management - 33AEL40/33AEC40

**X. AREA – ENTREPRENEURIAL DEVELOPMENT**

1. Business Legislation - 33AEL41/33AEC41
2. Business Plan and Ethics - 33AEL42/33AEC42
3. Entrepreneurship and Innovation - 33AEL43/33AEC43
4. Legal Aspects of Business - 33AEL44/33AEC44

**XI. AREA – INTERNATIONAL BUSINESS**

1. Financing International Trade - 33AEL45/33AEC45
2. FOREX Management - 33AEL46/33AEC46
3. International Banking - 33AEL47/33AEC47

**XII. AREA – INFORMATION SYSTEM**

1. System Analysis and Design - 33AEL48/33AEC48
2. Relational Database Management System - 33AEL49/33AEC49
3. Electronic Commerce - 33AEL50/33AEC50
4. Software Project Management - 33AEL51/33AEC51
5. Data Mining - 33AEL52/33AEC52



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