

ADHIYAMAAN COLLEGE OF ENGINEERING (AUTONOMOUS)
MASTER OF BUSINESS ADMINISTRATION
REGULATIONS – 2022
CHOICE BASED CREDIT SYSTEM
CURRICULA AND SYLLABI FOR MBA (FULL TIME)
SEMESTER I

SL. No.	Course Code	Course Title	Category	Contact Hours	L	T	P	C	CA	EA	TOTAL
1	122BAT01	Business Statistics	PC	3	3	0	0	3	40	60	100
2	122BAT02	Management Practices and Organizational Behavior	PC	3	3	0	0	3	40	60	100
3	122BAT03	Legal Aspects of Business	PC	3	3	0	0	3	40	60	100
4	122BAT04	Managerial Economics	PC	3	3	0	0	3	40	60	100
5	122BAT05	Accounting for Business Decisions	PC	3	3	0	0	3	40	60	100
6	122BAT06	Information Management	PC	3	3	0	0	3	40	60	100
7	122BAT07	International Business Management	PC	3	3	0	0	3	40	60	100
PRACTICAL											
8	122BAP01	Executive Communication - Laboratory	EEC	4	0	0	4	2	60	40	100
9	122BAP02	Indian Ethos	EEC	4	0	0	4	2	60	40	100
TOTAL								25			

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SEMESTER II**

Sl. No	Course Code	Course Title	Category	Contact Hours	L	T	P	C	CA	EA	TOTAL
1	222BAT08	Operations Research	PC	3	3	0	0	3	40	60	100
2	222BAT09	Human Resource Management	PC	3	3	0	0	3	40	60	100
3	222BAT10	Marketing Management	PC	3	3	0	0	3	40	60	100
4	222BAT11	Financial Management	PC	3	3	0	0	3	40	60	100
5	222BAT12	Operations Management	PC	3	3	0	0	3	40	60	100
6	222BAT13	Business Analytics	PC	3	3	0	0	3	40	60	100
7	222BAE---	Open Elective	OE	3	3	0	0	3	40	60	100
Practical											
8	222BAP03	Data Analysis and Business Modelling-Laboratory	EEC	4	0	0	4	2	60	40	100
9	222BAP04	Business Ethics	EEC	4	0	0	4	2	60	40	100
TOTAL								25			

NOTE:

In the Second semester students need to choose one elective from the Open Elective

OPEN ELECTIVES

Sl. No	Course Code	Course Title	Category	Contact Hours	L	T	P	C
1	222BAE01	Entrepreneurship Development	OE	3	3	0	0	3
2	222BAE02	Digital Marketing	OE	3	3	0	0	3
3	222BAE03	Total Quality Management	OE	3	3	0	0	3
4	222BAE04	Artificial Intelligence and Internet of Things	OE	3	3	0	0	3
5	222BAE05	Event Management	OE	3	3	0	0	3
6	222BAE06	Software Quality Management	OE	3	3	0	0	3
7	222BAE07	Business data processing and Cobol Programming	OE	3	3	0	0	3
8	222BAE08	Enterprise Resource Planning	OE	3	3	0	0	3
9	222BAE09	Management Information System	OE	3	3	0	0	3

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PROFESSIONAL ELECTIVES (PEC)

Students can take three elective subjects from two functional specializations

SEMESTER – III

Sl. No	Course Code	Course Title	Category	Contact Hours	L	T	P	C
1	322BAT14	Strategic Management	PC	3	3	0	0	3
2	322BAT15	Business Research Methods	PC	3	3	0	0	3
3	322BA__	Professional Elective I	PE	3	3	0	0	3
4	322BA__	Professional Elective II	PE	3	3	0	0	3
5	322BA__	Professional Elective III	PE	3	3	0	0	3
6	322BA__	Professional Elective IV	PE	3	3	0	0	3
7	322BA__	Professional Elective V	PE	3	3	0	0	3
8	322BA__	Professional Elective VI	PE	3	3	0	0	3
PRACTICALS								
9	322BAP05	Summer Internship	EEC	4	0	0	4	2
10	322BAP06	Creativity and Innovation Laboratory	EEC	4	0	0	4	2
TOTAL								28

Summer internship – minimum of 4 weeks of Internship the report along with the company certificate should be submitted within two weeks of the reopening date of 3rd semester.

PROFESSIONAL ELECTIVE – III Semester

Course Code	Course Title	Category	Contact Hours	L	T	P	C
HUMAN RESOURCE							
322BAH01	Industrial Relations & Labour Legislations	PE	3	3	0	0	3
322BAH02	Training and Development	PE	3	3	0	0	3
322BAH03	Performance Management	PE	3	3	0	0	3
322BAH04	Managerial Behaviour and Effectiveness	PE	3	3	0	0	3
322BAH05	People Analytics	PE	3	3	0	0	3
322BAH06	Talent Acquisition and Management	PE	3	3	0	0	3
FINANCE							
322BAF01	Derivatives Management	PE	3	3	0	0	3
322BAF02	Security Analysis and Portfolio Management	PE	3	3	0	0	3
322BAF03	Merchant Banking and Financial Services	PE	3	3	0	0	3
322BAF04	Financial Analytics	PE	3	3	0	0	3
322BAF05	International Trade Finance	PE	3	3	0	0	3
322BAF06	Financial Modelling	PE	3	3	0	0	3
MARKETING							
322BAM01	Retail Marketing	PE	3	3	0	0	3
322BAM02	Service Marketing	PE	3	3	0	0	3
322BAM03	Sales and Distribution Management	PE	3	3	0	0	3
322BAM04	Marketing Analytics	PE	3	3	0	0	3
322BAM05	Integrated Marketing Communication	PE	3	3	0	0	3
322BAM06	Digital Marketing	PE	3	3	0	0	3
OPERATIONS							
322BAO01	Project Management	PE	3	3	0	0	3
322BAO02	Supply Chain Management	PE	3	3	0	0	3
322BAO03	Services Operations Management	PE	3	3	0	0	3
322BAO04	Supply Chain Analytics	PE	3	3	0	0	3
322BAO05	Technology Management	PE	3	3	0	0	3
322BAO06	Materials Management	PE	3	3	0	0	3
SYSTEMS							
322BAS01	E-Business Management	PE	3	3	0	0	3
322BAS02	Decision Support System and Intelligent Systems	PE	3	3	0	0	3
322BAS03	Supply Chain Information System	PE	3	3	0	0	3
322BAS04	Business Modelling	PE	3	3	0	0	3
322BAS05	Advanced Database Management Systems	PE	3	3	0	0	3
322BAS06	E-Commerce Technology and Management	PE	3	3	0	0	3
BUSINESS ANALYTICS							
322BAB01	Prescriptive Analytics	PE	3	3	0	0	3
322BAB02	Deep Learning and Artificial Intelligence	PE	3	3	0	0	3
322BAB03	Predictive Analytics	PE	3	3	0	0	3
322BAB04	Social Media Web Analytics	PE	3	3	0	0	3
322BAB05	Multivariate data analysis	PE	3	3	0	0	3
322BAB06	Big Data	PE	3	3	0	0	3

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CURRICULUM AND SYLLABUS OF IV SEMESTER

SEMESTER – IV

Sl. No	Course Code	Course Title	Category	Contact Hours	L	T	P	C
1	422BAP07	Project Work	EEC	28	0	0	28	14
TOTAL				28	0	0	28	14