

SRI SAIRAM ENGINEERING COLLEGE (MBA)

(An Autonomous Institution, Affiliated to Anna University, Chennai)

AUTOMONOUS CURRICULAM AND SYLLABUS**REGULATION 2024****SEMESTER – I**

S.NO	COURSE CODE	COURSE TITLE		WEEK HOURS			CREDITS
				L	T	P	
THEORY							
1	24MBT101	Accounting for Decision Making	PC	4	0	0	4
2	24MBT102	Economic Analysis for Managers	PC	3	0	0	3
3	24MBT103	Organizational Behaviour	PC	3	0	0	3
4	24MBT104	Business Statistics & Analytics For Decision Making	PC	3	0	0	3
5	24MBT105	Mercantile Law	PC	3	0	0	3
6	24MBT106	Principles Of Management	PC	3	0	0	3
7	24MBT107	Entrepreneurship Development	PC	3	0	0	3
PRACTICAL							
8	24MBP108	Case Lab – I	SDC	0	0	2	2
9	24MBP109	Life & Managerial Skills	SDC	0	0	2	2
10	24MBP110	MS Excel for Data Analysis	SDC	0	0	2	2
11	24MBP111	Immersion Project	SRC	0	0	2	2
TOTAL			30				

SEMESTER – II

S.NO	COURSE CODE	COURSE TITLE		WEEK HOURS			CREDITS
				L	T	P	
THEORY							
1	24MBT201	Financial Management Decision and Application	PC	3	0	0	3
2	24MBT202	Human Resource Management	PC	3	0	0	3
3	24MBT203	Marketing Management	PC	3	0	0	3
4	24MBT204	Managing Operations	PC	3	0	0	3
5	24MBT205	Business Optimization Techniques	PC	3	0	0	3
6	24MBT206	Business Research Methods	PC	3	0	0	3
7	24MBT207	Information Systems & Business Analytics	PC	3	0	0	3
PRACTICAL							
8	24MBP208	Data Analysis Lab	LC	0	0	4	3
9	24MBP209	Professional Skill Development	SDC	0	0	2	2
10	24MBP210	Case Lab – II	SDC	0	0	2	2
11	24MBP211	Stock Trading Skill Lab	SDC	0	0	2	Satisfactory / Unsatisfactory
GENERAL INTEREST COURSE							
12	24MBG211	Specific Interest Course (Mandatory) * Certification Courses (MOOC)	VAC	0	0	0	2
TOTAL			30				

SEMESTER – III

S.NO	COURSE CODE	COURSE TITLE		WEEK HOURS			CREDITS
				L	T	P	
THEORY							
1	24MBT301	International Business Management	PC	3	0	0	3
2	24MBT302	Strategic Management	PC	3	0	0	3
3	E1	Elective 1	PE	3	0	0	3
4	E2	Elective 2	PE	3	0	0	3
5	E3	Elective 3	PE	3	0	0	3
6	E4	Elective 4	PE	3	0	0	3
7	E5	Elective 5	PE	3	0	0	3
8	E6	Elective 6	PE	3	0	0	3
PRACTICAL							
9	24MBP301	Case Lab – III	SDC	0	0	2	2
10	24MBP302	Career Enrichment Techniques	SDC	0	0	2	2
11	24MBP303	Summer Internship (6 weeks)	ELC	0	0	2	2
TOTAL			30				

SEMESTER – IV

S.N O	COURSE CODE	COURSE TITLE		WEEK HOURS			CREDITS
				L	T	P	
PRACTICAL							
1	24MBP401	Major Project	ELC	0	0	24	12
TOTAL			12				

TOTAL CREDITS – 102

PC – Professional Core Course

PE – Professional Elective Course

ELC – Experiential Learning Course

SDC – Skill Development Course

VAC – Value Added Course

SRC – Social Relevance Course

LC – Laboratory Course

ELECTIVES OFFERED

1. FINANCE STREAM

S.NO	COURSE CODE	COURSE TITLE	WEEK HOURS			CREDITS
			L	T	P	
1	24MBF301	Investment Analysis and Portfolio Management	3	0	0	3
2	24MBF302	Merchant Banking and Financial Services	3	0	0	3
3	24MBF303	Indian Banking and Financial System	3	0	0	3
4	24MBF304	Finance Analytics	3	0	0	3
5	24MBF305	Enterprise Risk Management and Insurance	3	0	0	3
6	24MBF306	Global Finance and Forex Management	3	0	0	3
7	24MBF307	Financial Derivatives	3	0	0	3
8	24MBF308	Investment Banking Operations	3	0	0	3

2. MARKETING STREAM

S.NO	COURSE CODE	COURSE TITLE	WEEK HOURS			CREDITS
			L	T	P	
1	24MBM301	Services Marketing	3	0	0	3
2	24MBM302	Social and Digital Marketing	3	0	0	3
3	24MBM303	Integrated Marketing Communications	3	0	0	3
4	24MBM304	Retail Management	3	0	0	3
5	24MBM305	Marketing Analytics	3	0	0	3
6	24MBM306	New Product Strategies & Brand Management	3	0	0	3
7	24MBM307	Managing Distribution Channel	3	0	0	3
8	24MBM308	Customer Relationship Management	3	0	0	3

3. HUMAN RESOURCE STREAM

S.NO	COURSE CODE	COURSE TITLE	WEEK HOURS			CREDITS
			L	T	P	
1	24MBHR301	Strategic Human Resource Management	3	0	0	3
2	24MBHR302	Conflict Management	3	0	0	3
3	24MBHR303	Cross Cultural Management	3	0	0	3
4	24MBHR304	Social Psychology	3	0	0	3
5	24MBHR305	Talent Acquisition and Retention	3	0	0	3
6	24MBHR306	People Analytics	3	0	0	3
7	24MBHR307	Industrial Relations and Labour Welfare	3	0	0	3
8	24MBHR308	Labour Law	3	0	0	3

4. OPERATIONS, LOGISTICS & SUPPLY CHAIN MANAGEMENT STREAM

S.NO	COURSE CODE	COURSE TITLE	WEEK HOURS			CREDITS
			L	T	P	
1	24MBO301	Global Supply Chain and Logistics Management	3	0	0	3
2	24MBO302	Project Management	3	0	0	3
3	24MBO303	Strategic Operations and Innovation	3	0	0	3
4	24MBO304	Product Design	3	0	0	3
5	24MBO305	Intellectual Property Rights (IPR)	3	0	0	3
6	24MBO306	Operations Analytics	3	0	0	3
7	24MBO307	Warehouse and Inventory Management	3	0	0	3
8	24MBO308	Retail Logistics Management	3	0	0	3
9	24MBO309	Supply Chain Risk Management	3	0	0	3

5. IT & ANALYTICS STREAM

S.N O	COURSE CODE	COURSE TITLE	WEEK HOURS			CREDITS
			L	T	P	
1	24MBS301	Enterprise Resource Planning	3	0	0	3
2	24MBS302	e-Commerce	3	0	0	3
3	24MBS303	Artificial Intelligence and Machine Learning for Decision Making	3	0	0	3
4	24MBS304	Data Mining	3	0	0	3
5	24MBS305	Business Analytics and Big Data	3	0	0	3
6	24MBS306	DBMS & SQL	3	0	0	3

6. ENTREPRENEURSHIP & INNOVATION STREAM

S.N O	COURSE CODE	COURSE TITLE	WEEK HOURS			CREDITS
			L	T	P	
1	24MBE301	Entrepreneurial Leadership and Team Building	3	0	0	3
2	24MBE302	Social Entrepreneurship	3	0	0	3
3	24MBE303	Entrepreneurial Finance	3	0	0	3
4	24MBE304	Creativity & Innovation for Entrepreneurship	3	0	0	3
5	24MBE305	Managing Corporate Entrepreneurship	3	0	0	3

7. CULTURAL & PHILOSOPHICAL LEADERSHIP MANAGEMENT STREAM

S.N O	COURSE CODE	COURSE TITLE	WEEK HOURS			CREDITS
			L	T	P	
1	24MBC301	Cultural, Philosophical and Spiritual Foundations of Management	3	0	0	3
2	24MBC302	Business Transformation through Spiritual Leadership	3	0	0	3
3	24MBC303	Spirituality at Workplace	3	0	0	3
4	24MBC304	Indian Ethos & Values in Modern Management	3	0	0	3
5	24MBC305	Ethics, Culture and Change Management	3	0	0	3

Note: Three electives from two specializations from among the seven areas of specialization are to be chosen by the students.