



VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY
(An Autonomous Institution Affiliated to Anna University)
OFFICE OF THE CONTROLLER OF EXAMINATIONS
(REGULATIONS-2016)

Programme: MASTER OF BUSINESS ADMINISTRATION

Semester	MASTER OF BUSINESS ADMINISTRATION (MS)						
	S. No.	Course Code	Course Title	Credits			
				L	T	P	C
1	1	16MST11	Principles and Practice of Management	3	0	0	3
	2	16MST12	Statistics for Management	3	2	0	4
	3	16MST13	Managerial Economics	3	2	0	4
	4	16MST14	Total Quality Management	3	0	0	3
	5	16MST15	Organizational Behaviour	3	0	0	3
	6	16MST16	Accounting for Managers	3	2	0	4
	7	16MST17	Legal Aspects of Business	3	0	0	3
	8	16MSL11	Business Communication -Laboratory Based	0	0	4	2
	9						
2	1	16MST21	Operations Management	3	0	0	3
	2	16MST22	Financial Management	3	2	0	4
	3	16MST23	Marketing Management	3	2	0	4
	4	16MST24	Human Resource Management	3	0	0	3
	5	16MST25	Management Information System	3	0	0	3
	6	16MST26	Operations Research	3	2	0	4
	7	16MST27	Research Methods in Business	3	0	0	3
	8	16MSL21	Data Analysis and Business Modeling Laboratory	0	0	4	2
	9						
3	1	16MST31	Strategic Management	3	0	0	3
	2	16MST32	International Business Management	3	0	0	3
	3		Professional Elective - I	3	0	0	3
	4		Professional Elective - II	3	0	0	3
	5		Professional Elective - III	3	0	0	3
	6		Professional Elective - IV	3	0	0	3
	7		Professional Elective - V	3	0	0	3
	8		Professional Elective - VI	3	0	0	3
	9	16MSL31	Professional Skill Development Laboratory	0	0	6	3
	10	16MSL32	Summer Training	0	0	6	3



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				L	T	P	C
4	1	16MST41	Entrepreneurship Development	3	2	0	4
	2	16MST42	e-Retailing and e-Payments	1	0	0	1
	3	16MSL41	Goods and Services Tax – Laboratory Based	0	0	4	2
	4	16MSL42	Project Work	0	0	24	12

PE's	MARKETING MANAGEMENT – ELECTIVES						
	1	16MSE01	Brand Management	3	0	0	3
	2	16MSE02	Retail Management	3	0	0	3
	3	16MSE03	Services Marketing	3	0	0	3
	4	16MSE04	Integrated Marketing Communication	3	0	0	3
	5	16MSE05	Customer Relationship Management	3	0	0	3
	6	16MSE06	Rural Marketing	3	0	0	3
	FINANCIAL MANAGEMENT – ELECTIVES						
	1	16MSE07	Security Analysis and Portfolio Management	2	2	0	3
	2	16MSE08	Merchant Banking and Financial Services	3	0	0	3
	3	16MSE09	International Trade Finance	3	0	0	3
	4	16MSE10	Corporate Finance	2	2	0	3
	5	16MSE11	Micro Finance	3	0	0	3
	HUMAN RESOURCE MANAGEMENT – ELECTIVES						
	1	16MSE12	Managerial Behavior and Effectiveness	3	0	0	3
	2	16MSE13	Human Resource Development	3	0	0	3
	3	16MSE14	Organizational Theory, Design & Development	3	0	0	3
	4	16MSE15	Industrial Relations & Labour Welfare	3	0	0	3
	5	16MSE16	Social Psychology	3	0	0	3
	6	16MSE17	Stress Management	3	0	0	3
	SYSTEMS MANAGEMENT - ELECTIVES						
	1	16MSE18	Advanced Database Management Systems	3	0	0	3
	2	16MSE19	Enterprise Resource Planning	3	0	0	3
	3	16MSE20	e-Business Management	3	0	0	3
4	16MSE21	Software Project and Quality Management	3	0	0	3	
5	16MSE22	Data Mining for Business Intelligence	3	0	0	3	



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PE's	OPERATIONS MANAGEMENT – ELECTIVES							
	1	16MSE23	Supply Chain Management	3	0	0	3	
	2	16MSE24	Services Operations Management	3	0	0	3	
	3	16MSE25	Project Management	3	0	0	3	
	4	16MSE26	Lean Six Sigma	3	0	0	3	
	5	16MSE27	Logistics Management	3	0	0	3	
	SHIPPING AND LOGISTICS MANAGEMENT- ELECTIVES							
	1	16MSE28	Fundamentals of Shipping	3	0	0	3	
	2	16MSE29	Port and Terminal Management	3	0	0	3	
	3	16MSE30	Containerization and Allied Business	3	0	0	3	
	4	16MSE31	Exim Management	3	0	0	3	
	HOSPITAL MANAGEMENT – ELECTIVES							
	1	16MSE32	Hospital Organization & Management Theory	3	0	0	3	
	2	16MSE33	Management of Hospital Services	3	0	0	3	
	3	16MSE34	Legal and Medical Issues in Hospitals	3	0	0	3	
	4	16MSE35	Patient Care Management	3	0	0	3	
	5	16MSE36	Hospital Planning and Management	3	0	0	3	
	HOTEL & TOURISM MANAGEMENT- ELECTIVES							
	1	16MSE37	Ecotourism	3	0	0	3	
	2	16MSE38	Global Tourism Geography	3	0	0	3	
	3	16MSE39	Tourism and Travel Management	3	0	0	3	
	4	16MSE40	Fundamentals of Hospitality	3	0	0	3	
	5	16MSE41	Hospitality Management	3	0	0	3	
	OC	1	16MST42	e-Retailing and e-Payments	1	0	0	1
	VA	1	16MSV01	Transactional Analysis	1	0	0	0
2		16MSV02	Interpersonal Effectiveness	1	0	0	0	
3		16MSV03	Ms Excel and Advanced Excel lab	1	0	0	0	
4		16MSV04	Entrepreneurial Management	1	0	0	0	
5		16MSV05	EXIM Documentation	1	0	0	0	
6		16MSV06	Stock Exchange	1	0	0	0	
7		16MSV07	Personality Development	1	0	0	0	
8		16MSV08	Accounting practices through Tally	1	0	0	0	
9		16MSV09	Performance Management	1	0	0	0	

PEs- Professional Electives
VA - Value Added Course

OEs- Open Electives

OC- One Credit Course