

MBA COURSE MODULE LINKS DEVELOPED BY FACULTY MEMBERS

S.No	Name of the Faculty	Course Title	Course Material Link
1	Dr.T.Vetrivel	22MST23 – Marketing Management	https://sites.google.com/view/marketing-management-strategy
2	Dr.T.Vetrivel	22MST13 – Managerial Economics	https://sites.google.com/view/digital-social-marketing
3	Dr.D.Muthukrishnaveni	22MST41-Entrepreneurship Development	https://docs.google.com/presentation/d/1pibYm8mtnMnR4VgLdq5mpauLKwX0f2AI/edit#slide=id.p1
4	Dr.D.Muthukrishnaveni	22MST24-Human Resource Management	https://docs.google.com/presentation/d/1kLgXysJJIhpcMyBpDmO6zK2LORJ6DX3/edit#slide=id.p1
5	Dr.T.Mohanapriya	22MSE10 – Banking and Financial Services - Digital Banking and FinTech Integration	https://sites.google.com/view/digital-banking-fintech
6	Dr.T.Mohanapriya	22MSE44 – Shipping Finance and Insurance - Sustainable Finance	https://sites.google.com/view/sustainablefinance
7	Dr S Kumar	22MST27- Business Research Methods	https://docs.google.com/presentation/d/19PQvpUxa_-EaOoQo8t8YDAGu-yglYgO7/edit#slide=id.p1
8	Dr S Kumar	22MSE23 – Human Capital Planning	https://docs.google.com/presentation/d/1-sKGK-nYZMDsPO5qb05I7L4xgAcawDDM/edit#slide=id.p1
9	Dr.K.T.Kalaiselvi	22MSE09 Security Analysis and Portfolio Management Derivatives Market in India	https://sites.google.com/view/financial-derivatives-market/home
10	Dr.K.T.Kalaiselvi	22MSE01 Retail Marketing Online Consumer Behaviour	https://sites.google.com/view/online-consumer-behaviour/home
11	Dr.A.Kannammal	22MST31- Strategic Management Human Resource Development	https://sites.google.com/view/kannammal/home
12	Dr.A.Kannammal	22MSE011 – International Trade Finance Economics of Banking and Finance	https://sites.google.com/view/economics-of-banking-and-fin
13	Dr.N.Balachandran	22MSE04 – Business to Business marketing	https://sites.google.com/view/creativity-in-business
14	Dr.N.Balachandran	22MSE17 – Managerial Behaviour and Effectiveness	https://sites.google.com/view/hr-analytics-
15	Ms.L.Rasigapriya	22MST21 – Operations Management	https://sites.google.com/view/study-on-operation-management
16	Ms.L.Rasigapriya	22MST17 – Business Law	https://sites.google.com/view/factories-act