



**PERIYAR
MANIAMMAI**
INSTITUTE OF SCIENCE & TECHNOLOGY
(Deemed to be University)
Established Under Sec. 3 of UGC Act, 1956 • NAAC Accredited
think • innovate • transform

Criterion 1 – Curricular Aspects

Key Indicator	1.2	Academic Flexibility
Metric	1.2.2	Percentage of Programmes in which Choice Based Credit System (CBCS)/elective course system has been implemented (Data for the latest completed academic year)

DEPARTMENT OF MANAGEMENT STUDIES STRUCTURE OF THE PROGRAM CLEARLY INDICATING COURSES, CREDITS/ELECTIVES

Programmes

1. Master of Business Administration (MBA)
2. Bachelor of Business Administration (BBA)

BBA**REGULATION 2023****SEMESTER I**

Code No	COURSE TITLE	L	T	P	C
XGT101	Tamil - I	3	0	0	3
XFT101	Foundational Tamil - I	3	0	0	3
XGE102	English - I	3	0	0	3
XBA103	Principles of Management	3	0	0	3
XBA104	Accounting for Managers - I	4	0	0	4
XBAE01	Managerial Economics	3	0	0	3
XBA105	Basics of Event Management	2	0	0	2
XBA106	Managerial Communication	2	0	0	2
XUM001	Human Ethics, Values, Rights, and Gender Equality	1	0	0	1
	Total	24	0	0	24

Total Credits-24

SEMESTER II

Code No	COURSE TITLE	L	T	P	C
XGT201	Tamil - II	3	0	0	3
XFT201	Foundational Tamil - II	3	0	0	3
XGE202	English - II	3	0	0	3
XBA203	Marketing Management	4	0	0	4
XBA204	Accounting for Managers II	4	0	0	4
XBA205	Managerial Skill Development	3	0	0	3
XBA206	Business Etiquette and Corporate Grooming	3	0	0	3
XUM002	Environmental Studies	1	0	0	1
XBAE02	International Business	3	0	0	3
	Total	27	0	0	27

SEMESTER III

Code No	COURSE TITLE	L	T	P	C
XBA301	Production and Operations Management	3	0	0	3
XBA302	Marketing Management	3	0	0	3
XBA303	Fundamentals of Financial and Management Accounting	4	0	0	4
XBA304	Business Statistics	4	0	0	4
XBA305	Commercial Correspondence	3	0	0	3
XUM003	Disaster Management	2	0	0	2
XCOOE6 Financial Literacy XCOOE5 Accounting for Everyone XCAOE3 Business Analytics With Worksheet		3	0	0	3
	Total	28	0	0	28

Total Credits-28

SEMESTER IV

Code No	COURSE TITLE	L	T	P	C
XUM004	Introduction to Entrepreneurship Development	3	0	0	3
XBA401	Financial Management	3	0	0	3
XBA402	Human Resource Management	4	0	0	4
XBA403	E-Commerce	4	0	0	4
XBA404	Cstomer Relationship Management	3	0	0	3
XBA405	Insurance Management	3	0	0	3
XCAOE2 XCAOE4 XCAOE6 XENOE8 YSEOE1 YSEOE2	Digital Imaging and Editing Techniques Animation and Imaging Programming in Python English for Competitive Examinations - II Software Development Web Technologies	3	0	0	3
	Total	23	0	0	23

SEMESTER V

Code No	COURSE TITLE	L	T	P	C
XBA501	Communication for Managers	3	0	0	3
XBA502	Business Research Techniques	3	0	0	3
XBA503	Business Organization and Environment	4	0	0	4
XBA504	Entrepreneurship Development	4	0	0	4
XBA505B	Retail Marketing	3	0	0	3
XCOOE6	Financial Literacy	3	0	0	3
	Total	20	0	0	20

Total Credits-20

SEMESTER VI

Code No	COURSE TITLE	L	T	P	C
XBA601	Employability and Corporate Skills	3	0	0	3
XBA602	Business Plan	3	0	0	3
XBA603b	Behavioral Finance	3	0	0	3
XBA604A	Advertisement and Sales Promotion	3	0	0	3
	Total	12		0	12

BBA HM**REGULATION 2023****SEMESTER I**

Code No	COURSE TITLE	L	T	P	C
XGT101	Tamil - I	3	0	0	3
XFT101	Foundational Tamil - I	3	0	0	3
XGE102	English - I	3	0	0	3
XHM103	Principles of Management	3	0	0	3
XHM104	Accounting for Managers - I	4	0	0	4
XHME01	Managerial Economics	3	0	0	3
XBA105	Basics of Event Management	2	0	0	2
XBA106	Managerial Communication	2	0	0	2
XUM001	Human Ethics, Values, Rights, and Gender Equality	1	0	0	1
	Total	26	0	0	26

Total Credits-26

SEMESTER II

Code No	COURSE TITLE	L	T	P	C
XGT201	Tamil - II	3	0	0	3
XFT201	Foundational Tamil - II	3	0	0	3
XGE202	English - II	3	0	0	3
XHM203	Marketing Management	4	0	0	4
XHM204	Accounting for Managers II	4	0	0	4
XHM205	Managerial Skill Development	3	0	0	3
XHM206	Business Etiquette and Corporate Grooming	3	0	0	3
XUM002	Environmental Studies	1	0	0	1
XHME02	International Business	3	0	0	3
	Total	27	0	0	27

SEMESTER III

Code No	COURSE TITLE	L	T	P	C
XBAH301	Contemporary issues in Hospitality	3	0	0	3
XBA302	Marketing Management	3	0	0	3
XBA303	Fundamentals of Financial and Management Accounting	4	0	0	4
XBA304	Business Statistics	4	0	0	4
XBA305	Commercial Correspondence	3	0	0	3
XUM003	Disaster Management	2	0	0	2
	Total	19	0	0	19

Total Credits-19

Semester IV

Code No	COURSE TITLE	L	T	P	C
XUM004	Introduction to Entrepreneurship Development	3	0	0	3
XBA401	Financial Management	3	0	0	3
XBA402	Human Resource Management	3	0	0	3
XBAH403	Hospitality Law	3	0	0	3
XBA404	Customer Relationship Management	3	0	0	3
XCAOE4 XCAOE6 XENOE8 YSEOE1 YSEOE2	Animation and Imaging Programming in Python English for Competitive Examinations - II Software Development Web Technologies	3	0	0	3
XBAH406	Event Management	3	0	0	3
	Total	21	0	0	21

BBA LSCM**REGULATION 2023****SEMESTER I**

Code No	COURSE TITLE	L	T	P	C
XGT101	Tamil - I	3	0	0	3
XGE102	English - I	3	0	0	3
XLS103	Principles of Management	4	0	0	4
XLS104	Accounting for Managers - I	4	0	0	4
XLSE01	Introduction to Logistics Management and Shipping	3	0	0	3
XLS105	Basics of Event Management	2	0	0	2
XLS106	Managerial Communication	2	0	0	2
XUM001	Human Ethics, Values, Rights, and Gender Equality	1	0	0	1
	Total	22	0	0	22

Total Credits-22

SEMESTER II

Code No	COURSE TITLE	L	T	P	C
XGT201	Tamil - II	3	0	0	3
XFT201	Foundational Tamil - II	3	0	0	3
XGE202	English - II	3	0	0	3
XLS203	Marketing Management	4	0	0	4
XLS204	Accounting for Managers II	4	0	0	4
XLS205	Managerial Skill Development	3	0	0	3
XLS206	Business Etiquette and Corporate Grooming	3	0	0	3
XUM002	Environmental Studies	1	0	0	1
XLSE03	Export and Import Management	3	0	0	3
	Total	27	0	0	27

SEMESTER III

Code No	COURSE TITLE	L	T	P	C
XBA301	Production and Operations Management	3	0	0	3
XBA302	Marketing Management	3	0	0	3
XBAL303	Cyber Law	4	0	0	4
XBA304	Business Statistics	4	0	0	4
XUM003	Disaster Management	2	0	0	2
XCOOE6	Financial Literacy	3	0	0	3
	Total	19	0	0	19

Total Credits-19

SEMESTER IV

Code No	COURSE TITLE	L	T	P	C
XUM004	Introduction to Entrepreneurship Development	3	0	0	3
XBAL401	Business Project Development	3	0	0	3
XBA402	Human Resource Management	3	0	0	3
XBAL403	Cost Accounting	3	0	0	3
XBAL404	Operations Research	3	0	0	3
XCAOE4 XENOE8 YSEOE1	Animation and Imaging English for Competitive Examinations - II Software Development	3	0	0	3
XBAL405	Enterprise Resource Planning	3	0	0	3
	Total	21	0	0	21

BBA DM**REGULATION 2023****SEMESTER I**

Code No	COURSE TITLE	L	T	P	C
XGT101	Tamil - I	3	0	0	3
XGE102	English - I	3	0	0	3
XDM103	Principles of Management	4	0	0	4
XDM104	Accounting for Managers - I	4	0	0	4
XDME01	Managerial Economics	3	0	0	3
XDM105	Basics of Event Management	2	0	0	2
XDM106	Managerial Communication	2	0	0	2
XUM001	Human Ethics, Values, Rights, and Gender Equality	1	0	0	1
	Total	22	0	0	22

Total Credits-22

SEMESTER II

Code No	COURSE TITLE	L	T	P	C
XGT201	Tamil - II	3	0	0	3
XFT201	Foundational Tamil - II	3	0	0	3
XGE202	English - II	3	0	0	3
XDM203	Marketing Management	4	0	0	4
XDM204	Accounting for Managers II	4	0	0	4
XDM205	Managerial Skill Development	3	0	0	3
XDM206	Business Etiquette and Corporate Grooming	3	0	0	3
XUM002	Environmental Studies	1	0	0	1
XDME02	International Business	3	0	0	3
	Total	27	0	0	27

M.B.A.**REGULATION 2018
SEMESTER I**

Code No	COURSE TITLE	L	T	P	C
YBA 101	Principles of Management	3	0	0	3
YBA 102	Organizational Behaviour	3	0	0	3
YBA 103	Economic Analysis and Business Environment	3	0	0	3
YBA 104	Accounting for Managers	4	0	0	4
YBA 105	Business Mathematics and Statistics	3	1	0	4
YBA 106	Business Legislation for Management	3	0	0	3
YBA 107	Business Ethics and Corporate Governance	3	0	0	3
YBA 108	Business Communication	3	1	0	4
	Total	25	2	0	25

Total Credits-25

SEMESTER II

Code No	COURSE TITLE	L	T	P	C
YBA 201	Financial Management	3	0	0	3
YBA 202	Human Resource Management	3	0	0	3
YBA 203	Marketing Management	3	0	0	3
YBA 204	Production and Operations Management	4	0	0	4
YBA 205	Information Management	3	0	0	3
YBA 206	Business Research Methods	3	1	0	4
YBA 207	Operations Research	3	1	0	4
YBA 208	Entrepreneurship Development	3	0	0	3
	Total	25	2	0	25

Total Credits-25

SEMESTER – III

Course Code	Course Title	L	T	P	C
YBA301	Strategic Management	4	0	0	4
OPERATIONS -ELECTIVES					
YBAE01	Supply Chain and Logistics Management	3	0	0	3
YBAE02	Product Design and Development	3	0	0	3
YBAE03	Quality Management	3	0	0	3
FINANCE – ELECTIVES					
YBAE04	Investment Management	3	0	0	3
YBAE05	Mergers and Acquisitions	3	0	0	3
YBAE06	Banking and Insurance Management	3	0	0	3
HUMAN RESOURCE - ELECTIVES					
YBAE07	Training and Development	3	0	0	3
YBAE08	Industrial Relations and Labour Law	3	0	0	3
YBAE09	Compensation Management	3	0	0	3
MARKETING – ELECTIVES					
YBAE10	Retail Management	3	0	0	3
YBAE11	Consumer Behaviour	3	0	0	3
YBAE12	Integrated Marketing Communication	3	0	0	3

*Total Credits- 22

*Students have to choose any two electives

SEMESTER IV

Course Code	Course Title	L	T	P	C
YBA401	Rural Marketing	3	0	0	3
YBA402	International Business	3	0	0	3
YBA403	Project Management	3	0	0	3
YBA404	Business Research Project	0	0	0	6
OPERATIONS -ELECTIVES					
YBAE19	Strategic Sourcing and Vendor Management	3	0	0	3
YBAE20	Supply Chain Analytics	3	0	0	3
FINANCE – ELECTIVES					
YBAE21	Financial Market and Services	3	0	0	3
YBAE22	Behavioral Finance	3	0	0	3
HUMAN RESOURCE - ELECTIVES					

YBAE23	Human Resource Metric and Analytics	3	0	0	3
YBAE24	International Human Resource Management	3	0	0	3
MARKETING – ELECTIVES					
YBAE25	Services Marketing	3	0	0	3
YBAE26	Digital and Social Media Marketing	3	0	0	3

Total Credits-27

**Students who have chosen two electives in III semester has to choose the same electives in IV semester also*