

Specialization in Finance Marketing Human Resources Information Systems Banking Retail Operations

Education is a primary ingredient and also a key to success in any profession. With a booming economy and a young population, it is imperative to provide quality education to this population which will create skills required by various sectors of the economy and industry.

Providing quality learning in higher education is becoming a major focus area in the country not only with the Government but, also increasingly, with educational institutions. The need of the day for any educational institution is to provide education that encompasses world class curriculum and is also industry focused.

SMU has been addressing this growing need by continuously upgrading and enhancing the quality, curriculum and methodology in its courses offered to its distance learning students.

The Master of Business Administration (MBA) is an integrated program designed to provide an advanced course in management for those seeking managerial positions in industry, commerce & services. The core subjects are aimed at developing knowledge & skills in fundamental management disciplines. The course also involves participation in group work with students from diverse backgrounds and is aimed at improving the decision making abilities of the participants in management related areas.

### Objectives:-

The course aims at realizing the following objectives

- To provide intensive theoretical & practical knowledge of management.
- To provide an integrated perspective of management functioning along with a fair amount of exposure to real life cases / technical know how.
- To hone the student's analytical abilities
- To provide access to a broad base of knowledge in core managerial skills
- To develop the essential management skills required to meet & participate in an increasingly international business

environment

- To build upon the essential core management modules allowing greater emphasis on elective modules of management.

**Eligibility:** 3 year Graduation

**Course Fee:** Rs.10,450/- per semester inclusive of examination fees or as revised from time to time.

**Minimum duration:** 2 years (4 semesters).

**Maximum duration:** 4 years.

**Minimum counseling and hands-on experience at Learning Centers:** 160 hrs/semester.

Students are required to take six subjects in each of the first two semesters. In each of the third and fourth semesters, there will be two compulsory papers and four papers of the specialization selected by the student. There will also be a project in the area of specialization. The specialization should be selected by the student while reregistering for the third semester. Students will be permitted only one specialization.

### Lateral entry to the Second Semester of MBA (First Level)

**Eligibility:**

1. BBA / BBM from a recognized University OR
2. 3-year Graduation with 6 month Management Diploma from an institution and min 1 year managerial / supervisory experience in reputed organization thereafter OR
3. 3-year Graduation and min 3 year managerial / supervisory experience in a reputed organization thereafter.

**Additional Fees:** In addition to the normal fees, an additional lateral entry fee of Rs.3,700/- (including examination fees) is payable by students opting for this scheme.

**Note:** In this lateral entry scheme, students have to appear and pass the first semester examination. Books of first semester will be supplied by the University and internal assessment will be completed at the Learning Center.

| First Semester       |  |           |
|----------------------|--|-----------|
| Core Subjects        |  |           |
| Sub. Code            | Title  | Credit    |
| MB0022               | Management Process and Organization Behavior | 3         |
| MB0023               | Business Communication                       | 3         |
| MB0024               | Statistics for Management                    | 3         |
| MB0025               | Financial & Management Accounting            | 3         |
| MB0026               | Managerial Economics                         | 3         |
| MB0027               | Human Resource Management                    | 3         |
| <b>Total Credits</b> |  | <b>18</b> |

| Third Semester   |                           |           |
|--|---------------------------|-----------|
| Core Subjects + Specialisation Subjects                  |                           |           |
| Sub. Code  | Title                     | Credit    |
| MB0034   | Research Methodology      | 3         |
| MB0035   | Legal Aspects of Business | 3         |
| Four Subjects in area of Specialization (2 credits each) |                           | 8         |
| Project@   |                           | 4         |
| <b>Total Credits</b>                                     |                           | <b>50</b> |

| Second Semester      |                                    |           |
|----------------------|------------------------------------|-----------|
| Core Subjects        |                                    |           |
| Sub. Code            | Title                              | Credit    |
| MB0028               | Production & Operations Management | 3         |
| MB0029               | Financial Management               | 3         |
| MB0030               | Marketing Management               | 3         |
| MB0031               | Management Information System      | 3         |
| MB0032               | Operations Research                | 3         |
| MB0033               | Project Management                 | 3         |
| <b>Total Credits</b> |                                    | <b>36</b> |

| Fourth Semester  |  |           |
|--|--|-----------|
| Core Subjects + Specialisation Subjects                  |  |           |
| Sub. Code  | Title                                  | Credit    |
| MB0036   | Strategic Management & Business Policy | 3         |
| MB0037   | International Business Management      | 3         |
| Four Subjects in area of Specialization (2 credits each) |  | 8         |
| Project@   |  | 4         |
| <b>Total Credits</b>                                     |  | <b>68</b> |

## Specialization

## Third Semester

| Finance   |  |        |
|-----------|--|--------|
| Sub. Code | Title                                    | Credit |
| MF0001    | Security Analysis & Portfolio Management | 2      |
| MF0002    | Mergers & Acquisitions                   | 2      |
| MF0003    | Taxation Management                      | 2      |
| MF0004    | Internal Audit & Control                 | 2      |
| MF0005    | Project@                                 |        |

| Marketing |   |        |
|-----------|---|--------|
| Sub. Code | Title   | Credit |
| MK0001    | Sales, Distribution & Supply Chain Management | 2      |
| MK0002    | Consumer Behavior                             | 2      |
| MK0003    | Retail Marketing                              | 2      |
| MK0004    | Market Research                               | 2      |
| MK0005    | Project@                                      |        |

| Human Resource Management |   |        |
|---------------------------|---|--------|
| Sub. Code                 | Title                                   | Credit |
| MU0001                    | Manpower Planning & Re-sourcing         | 2      |
| MU0002                    | Management & Organizational Development | 2      |
| MU0003                    | Employee Relations Management           | 2      |
| MU0004                    | HR Audit                                | 2      |
| MU0005                    | Project@                                |        |

| Information Systems |                                    |        |
|---------------------|------------------------------------|--------|
| Sub. Code           | Title                              | Credit |
| MI0024              | Software Engineering               | 2      |
| MI0025              | Database Management Systems (DBMS) | 2      |
| MI0026              | Computer Networks                  | 2      |
| MI0027              | Business Intelligence & Tools      | 2      |
| MI0028              | Project@                           |        |

| Banking   |  |        |
|-----------|--|--------|
| Sub. Code | Title                                  | Credit |
| MA0027    | Financial Systems & Commercial Banking | 2      |
| MA0028    | Banking Related Laws & Practices       | 2      |
| MA0029    | Banking Operations                     | 2      |
| MA0030    | Retail Banking                         | 2      |
| MA0031    | Project@                               |        |

| Retail Operations |                                       |        |
|-------------------|---------------------------------------|--------|
| Sub. Code         | Title                                 | Credit |
| ML0001            | Warehousing & Supply Chain Management | 2      |
| ML0002            | Buying & Merchandising                | 2      |
| ML0003            | Store Operations                      | 2      |
| ML0004            | Retail IT Management                  | 2      |
| ML0005            | Project@                              |        |

## Fourth Semester

| Finance   |                                       |        |
|-----------|---------------------------------------|--------|
| Sub. Code | Title                                 | Credit |
| MF0006    | International Financial Management    | 2      |
| MF0007    | Treasury Management                   | 2      |
| MF0008    | Merchant Banking & Financial Services | 2      |
| MF0009    | Insurance & Risk Management           | 2      |
| MF0005    | Project@                              | 4      |

| Marketing |   |        |
|-----------|---|--------|
| Sub. Code | Title   | Credit |
| MK0006    | Services Marketing & Customer Relationship Management | 2      |
| MK0007    | Advertising Management & Sales Promotion              | 2      |
| MK0008    | e-Marketing   | 2      |
| MK0009    | International Marketing                               | 2      |
| MK0005    | Project@  | 4      |

| Human Resource Management |  |        |
|---------------------------|--|--------|
| Sub. Code                 | Title                                  | Credit |
| MU0006                    | Compensation Benefits                  | 2      |
| MU0007                    | Performance Management & Appraisal     | 2      |
| MU0008                    | Talent Management & Employee Retention | 2      |
| MU0009                    | Change Management                      | 2      |
| MU0005                    | Project@                               | 4      |

| Information Systems |                                |        |
|---------------------|--------------------------------|--------|
| Sub. Code           | Title                          | Credit |
| MI0029              | ERM                            | 2      |
| MI0030              | e-Commerce                     | 2      |
| MI0031              | Technology Management          | 2      |
| MI0032              | Supply Change Management & CRM | 2      |
| MI0028              | Project@                       | 4      |

| Banking   |                                       |        |
|-----------|---------------------------------------|--------|
| Sub. Code | Title                                 | Credit |
| MA0032    | Merchant Banking & Financial Services | 2      |
| MA0033    | Treasury Management                   | 2      |
| MA0034    | Corporate Banking                     | 2      |
| MA0035    | Institutional Banking                 | 2      |
| MA0031    | Project@                              | 4      |

| Retail Operations |   |        |
|-------------------|---|--------|
| Sub. Code         | Title   | Credit |
| ML0006            | Services Marketing & Customer Relationship Management | 2      |
| ML0007            | Advertising Management & Sales Promotion              | 2      |
| ML0008            | Mall Management                                       | 2      |
| ML0009            | Project Management                                    | 2      |
| ML0005            | Project@  | 4      |

@ The project work will commence from Semester 3 and is expected to be completed in Semester 4. Evaluation will be conducted in Semester 4.