



Ready for
Every Good Work

SACRED HEART COLLEGE (AUTONOMOUS)

Tirupattur – 635 601, Tamil Nadu, S.India

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A Don Bosco Institution of Higher Education, Founded in 1951 * Affiliated to Thiruvalluvar University, Vellore * Autonomous since 1987

Accredited by NAAC (4th Cycle – under RAF) with CGPA of 3.31 / 4 at 'A+' Grade

Name of the Programme: MBA

1.	ECONOMICS FOR MANAGEMENT	MBA131T	<ul style="list-style-type: none">To help students to develop a basic understanding on economic principles and concepts.To identify economic trends and current business scenario that affects individual firms and industry.	<ul style="list-style-type: none">Students are expected to become familiar with both principles of micro and macroeconomics.They would also become familiar with application of these principles to appreciate the functioning of both product and input markets as well as the economy.	Regional
2.	MANAGEMENT INFORMATION SYSTEM	MBA135T	<ul style="list-style-type: none">To provide an awareness among the upcoming managers, to understand the Concepts and Applications for Decision Making.It identifies the various information systems solution for vertical and horizontal workflow of business operations.	<ul style="list-style-type: none">Development of the computing skills among the budding managers of the tomorrow's world.Gains knowledge on effective applications of information systems in business.	Regional

3.	BUSINESS RESEARCH METHODS	MBA230T	<ul style="list-style-type: none"> To introduce to the students the basic concepts of Research in Business. To highlight the need for Research in the functional areas of management. 	<ul style="list-style-type: none"> The course aims at equipping students with an understanding of the research process tools and techniques in order to facilitate managerial decision making. Students will learn to apply the principles of research methodology for the research design for the various mini and major projects of the MBA programme. 	Regional
4.	HUMAN RESOURCE MANAGEMENT	MBA232T	<ul style="list-style-type: none"> To provide basic knowledge of functional area of Human Resource Management. To provide functional areas of Human Resource Management for all future managers whether or not their career orientation lies in human resources. 	<ul style="list-style-type: none"> Students should be able to understand the basic HR concepts. Students will be able to understand the process of recruitment, selection, performance appraisal, training & development, compensation and employee retention approaches and strategies. 	Regional
5.	APPLIED OPERATIONS RESEARCH FOR MANAGEMENT	MBA235T	<ul style="list-style-type: none"> To impart the knowledge of quantitative methods used in linear programming problems, transportation problems, assignment problems, project management, game theory problems, replacement and maintenance. 	<ul style="list-style-type: none"> Students will be tested on the application of Operations Research to business related problems. To facilitate quantitative solutions in business decision making under conditions of certainty, risk and uncertainty. 	Regional
6.	PRODUCTION AND OPERATIONS MANAGEMENT	MBA236T	<ul style="list-style-type: none"> To make the students understand the decision making process in planning, scheduling, and control of production and operation functions. To develop the skills of Operations Research Models in planning, Scheduling, Project and inventory management. 	<ul style="list-style-type: none"> Students will be able to know decision making process in various levels production and operation management and be able to apply those techniques to improve productivity. To enable the students to apply the techniques of quality management to improve the productivity. 	Regional

7.	PROJECT MANAGEMENT	MBA332C	<ul style="list-style-type: none"> To understand the concept of project and steps in project management and to enable the students to prepare business proposals. To enable the students to evaluate the technical feasibility, financial viability, market acceptability and social desirability of projects and to be effective as project managers and as part of project teams. 	<ul style="list-style-type: none"> Understanding the key Project Management concepts and developing working competence in the use of a Project Management Software. Students learn to be effective as project managers and as part of project teams. 	Regional
8.	MARKETING OF HOSPITAL SERVICES	MBA332E	<ul style="list-style-type: none"> To inculcate application of Marketing for service businesses from a managerial perspective. To understand and appreciate the concept of marketing the services in theory and apply in market. 	<ul style="list-style-type: none"> Enhance students in learning the concept of healthcare marketing towards promoting hospital services. Provides a managerial frame work of service marketing. 	Regional
9.	MICRO FINANCE	MBA333B	<ul style="list-style-type: none"> To enable students to comprehend the importance of micro finance. To understand the techniques involved in their evaluation. 	<ul style="list-style-type: none"> Students will possess good knowledge in micro finance management. Induce the minds of students to apply in the field of micro finance. 	Regional
10.	QUALITY MANAGEMENT	MBA333C	<ul style="list-style-type: none"> To expose the multi-disciplinary students joining MBA to the Principles of Quality Management, to equip the students with an understanding for statistical Quality Control To develop in the students an understanding of Benchmarking, Total Quality Management and ISO – 9000 and other modern quality management methods and systems 	<ul style="list-style-type: none"> Students will understand the tools necessary to solve Quality management problems. Helps in learning the Quality perspectives in organization. 	Regional

11.	RETAIL MANAGEMENT	MBA335A	<ul style="list-style-type: none"> To equip the students with the fundamental framework of retail marketing. To understand the various elements involved in the making of retail strategy including retail location strategy and store design strategies. 	<ul style="list-style-type: none"> To manage the retail chains in India. To understand the retail customer's behaviour in India. 	Regional
12.	KNOWLEDGE MANAGEMENT AND OCCUPATIONAL TESTING	MBA335D	<ul style="list-style-type: none"> The objective of the course is to prepare HR managers to participate in the organizational knowledge management efforts and facilitate management of knowledge. To develop a perspective about the intricacies and ethics of use of psychological tests. 	<ul style="list-style-type: none"> Provides a theoretical background for supplementing the understanding knowledge management and psychological assessment. Helps to learn to interpret test profiles and explore patterns in interpretation from several tests. 	Regional
13.	RURAL MARKETING	MBA432A	<ul style="list-style-type: none"> To provide conceptual understanding on the Rural Marketing. To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context. 	<ul style="list-style-type: none"> Perspectives of rural marketing and the knowledge of the emerging managerial initiatives. To know the relevant frameworks in rural marketing, institutions engaged in rural marketing 	Regional
14.	INVENTORY MANAGEMENT	MBA432C	<ul style="list-style-type: none"> To provide students with an appreciation of the crucial role of Inventory and Materials Management in the efficiency, competitiveness, and profitability of a business organization. To introduce the student to the formulation and application of methods and models for Inventory Management. 	<ul style="list-style-type: none"> Enables to monitor inventory levels and projected item availability and to perform basic warehousing operations including receiving, putting away, picking and shipping. Students learn to analyze and develop inventory management policies under deterministic and stochastic environments. 	Regional

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16.	MATERIALS AND STORES MANAGEMENT	MBA434C	<ul style="list-style-type: none"> To understand how material management should be considered for profitability and how to establish the best methods of inventory analysis and create performance measures. To appreciate the role of store management and forecasting and to analyze the management aspects of health and safety in work 	<ul style="list-style-type: none"> Student gains knowledge on effective utilization of materials in manufacturing and service organization Understanding the concepts and principles materials and store management. 	Regional
17.	TOTAL PRODUCTIVITY MANAGEMENT	MBA435C	<ul style="list-style-type: none"> To make the students conversant with the tools of TPM which would be useful in coordinating the activities of productivity system by proper models and improvement techniques. 	<ul style="list-style-type: none"> To know the concept of productivity and its models To analyze organizational performance 	Regional