



SACRED HEART COLLEGE (AUTONOMOUS)

Tirupattur – 635 601, Tamil Nadu, S.India

Resi : (04179) 220103

College : (04179) 220553

Fax : (04179) 226423

Ready for
Every Good Work

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 Course	Course Code	Name of the Program	Activities with direct bearing on Employability/ Entrepreneurship/ Skill development	Year of introduction
Total quality Management	MBA143T	MBA	Employability: Contents: Concepts of Quality Management, Principles and Philosophies of Quality Management, Process Capability, Tools and Techniques for Quality Management, Quality Systems Organizing and Implementation. Activities: Plant visit, Assisgnment, Situation- Real case study analysis	2020-21
Field Training (Optional)		MBA	Employability: Contents: Introduction, Methodology, Main Findings , Suggestions, Summary and	2020-21

			Conclusion Activities: Business Entity visits, Group Reports, Intgeraction with shop keepers, Report Writing	
Human Resource Management	MBA241T	MBA	Employability: Contents: Perceptive in HRM, The Concept of Best Fit Employee, Learning and Executive Development, Sustaining Employee Interest Performance Management. Activities: Debate, Competency Matrix Creation, Swot Analysis and Role play	2020-21
Information Management	MBA242T	MBA	Employability: Contents: The Organization and Systems Concept, Systems Analysis and Design, Functional Management Information Systems , Database Management and Networking, Enterprise Resource Planning and Security Control . Activities: Group presentation,	2020-21

			Assignment, Practicals, Individual virtual test	
Strategic Management	MBA341T	MBA	Employability: Contents: 100% Activities: Mock Interview, Case Analysis, Assignment, Seminar, Group Discussion and Turncoat	2020-21
International Business Management	MBA342T	MBA	Employability: Contents: 100% Activities: Online Assignment, Seminar, Case Analysis and Group Discussion	2020-21
Digital Marketing	MBA344A	MBA	Employability: Contents: 100% Activities: Project, Group Discussions, Turn coat and Business Model Preparation	2020-21
Micro Finance	MBA344B	MBA	Employability: Contents: 100% Assignment, Group seminar, NGO Updation, Real time case analysis and Current Affair	2020-21
Enterprise Resource Planning	MBA344C	MBA	Employability: Contents: 100% Assignment, Business Plan Presentation, Group seminar,	2020-21

			Case Study and Recent updates	
Counseling Skills for Managers	MBA344D	MBA	Employability: Contents: 100% Assignment, Role Play, Counseling Practice, Role Play, Psychometric Test	2020-21
Marketing of Hospital Services	MBA344E	MBA	Employability: Contents: 100% Activities: In Plant Training, Data Analysis, Role Play and Group activities	2020-21
Brand and Product Management	MBA345A	MBA	Employability: Contents: 100% Activities: Assignment, Product launch, Mega Mela, Role Play and Group activities	2020-21
Corporate Finance	MBA345B	MBA	Employability: Contents: 100% Activities: Assignment, Company Financial Statement Analysis, Role Play, Group Assignment	2020-21
Quality Management	MBA345C	MBA	Employability: Contents: 100% Activities: Assignment, Industrial Visit, Group activities, Individual Seminar, Video play	2020-21

Emotional Intelligence for Managerial Effectiveness	MBA345D	MBA	Employability: Contents: 100% Activities: Assignment, Case Study analysis, Role play, Counseling practice	2020-21
Summer Internship	MBA346J	MBA	Employability: Contents: 100% Activities: Internship at corporates, Report writing, Viva Voce Examination	2020-21
Export and Import Management	MBA440T	MBA	Employability: Contents: 100% Activities: Assignment, Seminar, Corporate Talk, Role Play and Group activities	2020-21
Customer Relationship Management	MBA441A	MBA	Employability: Contents: 100% Activities: Assignment, Marketing cum SalesMega Mela, Role Play, Group activities	2020-21
International Trade Finance	MBA441B	MBA	Employability: Contents: 100% Activities: Assignment, Seminar, Webinar, Current affair discussion and Case study	2020-21
Logistics Management	MBA441C	MBA	Employability: Contents: 100% Activities: Assignment, Industrial visit,	2020-21

			Video Play, Group seminar, Case study	
Strategic Human Resource Management and Development	MBA441D	MBA	Employability: Contents: 100% Activities: Assignment, Individual presentation , Role Play and Group activities	2020-21
Retail Management	MBA442A	MBA	Employability: Contents: 100% Activities: Assignment, Rural market survey, SELL BEE Role Play and Group activities	2020-21
Security Analysis and Portfolio Management	MBA442B	MBA	Employability: Contents: 100% Activities: Assignment, Workshop, Hands on training programme, Webinar, and Group activities	2020-21
Project Management	MBA442C	MBA	Employability: Contents: 100% Activities: Assignment, Project analysis, In-plant training and Group activities	2020-21
Knowledge Management and Occupational Testing	MBA442D	MBA	Employability: Contents: 100% Activities: Assignment, Individual assessment, Profile	2020-21

			test Role Play and Group activities	
Hospital Architecture Planning	MBA442E	MBA	Employability: Contents: 100% Activities: Assignment, Case study analysis, Individual seminar and Group activities	2020-21
Advertising & Sales Promotion	MBA443A	MBA	Employability: Contents: 100% Activities: Assignment, SELL BEE, Mega Mela, Role Play and Group activities	2020-21
Inventory Management	MBA443C	MBA	Employability: Contents: 100% Activities: Assignment, Inventory analysis, Case study discussion and Group activities	2020-21
Talent Management	MBA443D	MBA	Employability: Contents: 100% Activities: Assignment, Residential training programme, Self assessment and Group activities	2020-21
Rural marketing	MBA444A	MBA	Employability: Contents: 100% Activities: Assignment, Survey, Rural area visit, Role Play and Group activities	2020-21

Information Technology in Supply Chain Management	MBA444C	MBA	& Employability: Contents: 100% Activities: Assignment, Recent trend analysis, Current technology updation, Webinar and Group activities	2020-21
Compensation Management	MBA444D	MBA	Employability: Contents: 100% Activities: Assignment, Company HR policy analysis, Current amendement, Role Play and Group activities	2020-21
Management of Hospital Services	MBA444E	MBA	Employability: Contents: 100% Activities: Assignment, Group survey, Seminar, Real time case analysis and Group activities	2020-21
Mergers and Acquisitions	MBA445B	MBA	Employability: Contents: 100% Activities: Assignment, Current affair discussion, Account statement analysis and Group activities	2020-21
Consumer Behavior	MBA446A	MBA	Employability: Contents: 100% Activities: Assignment, Feed back survey, Group assignment, Role	2020-21

			play and Group activities	
Training for Effective Performance	MBA446D	MBA	Employability: Contents: 100% Activities: Assignment, Residential training programme, Role Play and Group activities	2020-21
Hospital Waste Management	MBA446E	MBA	Employability: Contents: 100% Activities: Assignment, Hospital analysis, Case study analysis, Role Play and Group activities	2020-21
Research Project	MBA447J	MBA	Employability: Contents: 100% Activities: Main project study at organization, Individual report and Viva Voce Examination	2020-21
Skill Paper- Employability (Optional)		MBA	Employability: Contents: 100% Activities: Assignment, soft skill training, Residential;l training programme and Group activities	2020-21