



# SACRED HEART COLLEGE (AUTONOMOUS)

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Every Good Work

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

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

## MBA

Sem	Core/ Code	Title of the Subject	Hours/week	Credits	CA	SE	Total
I	MBA130T	Organizational Behaviour & Management Process	4	3	25	75	100
	MBA131T	Economics for Management	4	3	25	75	100
	MBA132T	Total quality Management	4	3	25	75	100
	MBA133T	Accounting for Management	6	4	25	75	100
	MBA134T	Advanced Business Statistics for Management	6	4	25	75	100
	MBA135T	Management Information System	4	3	25	75	100
	MBA136P	English for Executive Communication	2	1	25	75	100
	MBA137X	Business Application Software (Optional)		1*	On Successful Completion		
	MBA138X	Field Training (Optional)		1*	On Successful Completion		
	<b>Total</b>				<b>21C+2*C</b>		
II	VE802	Human Rights	2	2	25	75	100
	MBA230T	Business Research Methods	4	3	25	75	100
	MBA231T	Marketing Management	4	3	25	75	100
	MBA232T	Human Resource Management	4	3	25	75	100
	MBA233T	Financial Management	4	3	25	75	100
	MBA234T	Corporate Legal Environment	4	3	25	75	100
	MBA235T	Applied Operation Research for Management	4	4	25	75	100
	MBA236T	Production & Operations Management	4	3	25	75	100
	MBA237X	System Application Product (Optional)		2*	On Successful Completion		
	MBA238X	Self-study Paper – Personal and Social Skills (Optional)		1*	On Successful Completion		
	MBA239X	In plant Training (Optional)		1*	On Successful Completion		
	<b>Total</b>				<b>24C+4*C</b>		

Sem	Code	Title of the Subject	Hours/Week	Credits	CA	SE	Total
III	MBA330T	Corporate Governance and Social responsibility	4	3	25	75	100
	MBA331T	Export -Import Management	4	3	25	75	100
	MBA332A	Specialization I - Digital Marketing	4	3	25	75	100
	MBA332B	Corporate Finance					
	MBA332C	Project Management					
	MBA332D	Counseling Skills for Managers					
	MBA332E	Marketing of Hospital Services					
	MBA333A	Brand and Product Management	4	3	25	75	100
	MBA333B	Micro Finance					
	MBA333C	Quality Management					
	MBA333D	Participative Management					
	MBA333E	Health Insurance and Medical Tourism					
	MBA334A	Specialization II Customer Relationship Management	4	3	25	75	100
	MBA334B	Strategic Investment and Finance Decisions					
	MBA334C	Logistics management					
	MBA334D	Strategic Human Resource Management and Development					
	MBA334E	Patient Care Management					
	MBA335A	Retail Management	4	3	25	75	100
	MBA335B	Security Analysis and Portfolio Management					
	MBA335C	Enterprise Resource Planning					
	MBA335D	Knowledge Management and Occupational Testing					
	MBA335E	Hospital Architecture Planning					
	MBA336J	Summer Internship		1	20	80	100
MBA337P	Skill Paper – Soft Skills	2	2	25	75	100	
MBA338X	Self-Study Paper – Aptitude and Employability skills(Optional)		1*	On Successful Completion			
<b>Total</b>				<b>21C+1*C</b>			<b>800</b>
IV	MBA430T	<a href="#">Strategic Management</a>	4	3	25	75	100
	MBA431T	<a href="#">International Business Management</a>	4	3	25	75	100
	MBA432A	Specialization I Rural marketing	4	3	25	75	100
	MBA432B	Banking and Insurance Management					

MBA432C	Inventory Management					
MBA432D	Talent Management					
MBA432E	Logistics for Health Care Services					
MBA433A	Advertising & Sales Promotion					
MBA433B	Strategic Cost Management and Control					
MBA433C	Information Technology in Supply Chain Management	4	3	25	75	100
MBA433D	Organizational Development and Change Management					
MBA433E	Risk and Disaster Management					
MBA434A	Specialization II Consumer Behavior					
MBA434B	International Trade Finance					
MBA434C	Materials and Stores Management	4	3	25	75	100
MBA434D	Compensation Management					
MBA434E	Management of Hospital Services					
MBA435A	Services Marketing					
MBA435B	Mergers and Acquisitions					
MBA435C	Total Productivity Management	4	3	25	75	100
MBA435D	Training for Effective Performance					
MBA435E	Hospital Waste Management					
MBA436J	Research Project		6	20	80	100
MBA437X	Skill Paper- Employability (Optional)		1*	On Successful Completion		
<b>Total</b>			<b>24C+1*C</b>			<b>700</b>
<b>Grand Total</b>			<b>90C+8*C</b>	<b>3000</b>		