



SACRED HEART COLLEGE (AUTONOMOUS)

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Every Good Work

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Accredited by NAAC (4th 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	MBA140T	Management Principles and Practices	4	3	50	50	100
	MBA141T	Economics for Management	4	3	50	50	100
	MBA142T	Organizational Behaviour	4	3	50	50	100
	MBA143T	Total quality Management	4	3	50	50	100
	MBA144T	Accounting for Management	5	3	50	50	100
	MBA145T	Advanced Business Statistics for Management	5	3	50	50	100
	MBA146T	Managerial Communication	4	3	50	50	100
		Business Application Software (Optional)		1*	On Successful Completion		
		Field Training (Optional)		1*	On Successful Completion		
Total				21C+2*C			700
II		Human Rights	2	2	50	50	100
	MBA240T	Marketing Management	4	3	50	50	100
	MBA241T	Human Resource Management	4	3	50	50	100
	MBA242T	Information Management	4	3	50	50	100
	MBA243T	Financial Management	4	3	50	50	100
	MBA244T	Legal Aspects of Business	4	3	50	50	100
	MBA245T	Applied Operation Research for Management	5	4	50	50	100
	MBA246T	Operations Management	4	3	50	50	100
		SPSS (Statistical Package for Social Science) (Optional)		2*	On Successful Completion		
		Self-study Paper – Personal and Social Skills (Optional)		1*	On Successful Completion		
		In plant Training (Optional)		1*	On Successful Completion		
	Total				24C+4*C		

Sem	Code	Title of the Subject	Hours/Week	Credits	CA	SE	Total
III	MBA340T	Managerial Ethics	4	3	50	50	100
	MBA341T	Strategic Management	4	3	50	50	100
	MBA342T	International Business Management	4	3	50	50	100
	MBA343T	Business Research Methods	4	3	50	50	100
	MBA344A	Specialization I - Digital Marketing	4	3	50	50	100
	MBA344B	Micro Finance					
	MBA344C	Enterprise Resource Planning					
	MBA344D	Counseling Skills for Managers					
	MBA344E	Marketing of Hospital Services					
	MBA345A	Brand and Product Management	4	3	50	50	100
	MBA345B	Corporate Finance					
	MBA345C	Quality Management					
	MBA345D	Emotional Intelligence for Managerial Effectiveness					
	MBA345E	Medical Care Management					
	MBA346J	Summer Internship		1	20	80	100
	MBA347P	Skill Paper – Soft Skills	2	1	50	50	100
		Self-Study Paper – Aptitude and Employability skills (Optional)		1*	On Successful Completion		
		Total			20C+1*C		800

Se m	Code	Title of the Subject	Hours/Week	Credits	CA	SE	Total
IV	MBA440T	Export and Import Management	4	3	50	50	100
	MBA441A	Specialization II Customer Relationship Management	4	3	50	50	100
	MBA441B	International Trade Finance					
	MBA441C	Logistics Management					
	MBA441D	Strategic Human Resource Management and Development					
	MBA441E	Health Insurance and Medical Tourism					
	MBA442A	Retail Management	4	3	50	50	100
	MBA442B	Security Analysis and Portfolio Management					
	MBA442C	Project Management					
	MBA442D	Knowledge Management and Occupational Testing					
	MBA442E	Hospital Architecture Planning					
	MBA443A	Specialization III Advertising & Sales Promotion	4	3	50	50	100
	MBA443B	Strategic Cost Management and Control					
	MBA443C	Inventory Management					
	MBA443D	Talent Management					
	MBA443E	Logistics for Health Care Services					
	MBA444A	Specialization IV Services Marketing	4	3	50	50	100
	MBA444B	Mergers and Acquisitions					
	MBA444C	Materials and Stores Management					
	MBA444D	Organizational Development and Change Management					
	MBA444E	Risk and Disaster Management					
	MBA445A	Consumer Behavior	4	3	50	50	100
	MBA445B	Banking and Financial Services Management					
MBA445C	Total Productivity Management						

MBA445D	Training for Effective Performance					
MBA445E	Hospital Waste Management					
MBA446A	Rural marketing					
MBA446B	Derivatives Management					
MBA446C	Information Technology in Supply Chain Management	4	3	50	50	100
MBA446D	Compensation Management					
MBA446E	Management of Hospital Services					
MBA447J	Research Project		4	20	80	100
	Skill Paper- Employability (Optional)		1*	On Successful Completion		
Total			25C+1*C			700
Grand Total			90C+8*C			3000

Semester	Course Code	Title of the Course	Hours	Credits
IV	MBA447J	Research Project		9

Research Project

Each student shall be required to prepare on the basis of investigations carried out by him in a business or industrial organization, project on possible solutions for a typical problem of current interest in the area of management. The report should demonstrate the capability of the student, for some creative potential and original approach to solve the practical problems in to-days business or industry. The report should include field studies, surveys, interpretation, planning and design of improved integrated management systems. It should be presented in a comprehensive manner with recommendations for solutions based on scientifically worked out data. Viva will be conducted on the basis of the report.

Evaluation Pattern

- ❖ Each student should carry out his investigation separately.
- ❖ The mode of evaluating the student will consists of two parts. One on the basis of report writing and the other will be through Viva Voce.
- ❖ The valuation of the report writing and oral examination will be done by both internal and external examiner.
- ❖ 80 Marks will be awarded for report writing and 20 Marks for oral examination.

The following are the components for Marks

Report Writing – 80 Marks

- Content - 50 Marks
- Layout - 5 Marks
- Methodology - 10 Marks
- Grammar - 5 Marks
- Mid-Month Review - 10 Marks

Viva Voce - 20 Marks

- ❖ Research project will be for a period of two months, which will be in the month of February and March of every academic year.
- ❖ Each student should find a reputed industry to carry out his investigation with the approval of the department.
- ❖ After completing his/her project, the student should get an attendance certificate from the company.

Guidelines for Research Project

In IV Semester, all students shall undergo research project in any organization for a minimum period of eight weeks and submit a Project report thereon along with a research project certificate obtained from the organization. All students must undergo practical training in reputed Corporate with all specialties and facilities. The project report carries a maximum of 100 marks. The Project Report shall be guided and certified by a recognized guide approved by Department. The completed project

report should be submitted to Department, at least 15 days before the scheduled time for Comprehensive Viva-voce examination. It is compulsory to submit two hard copies and soft copy of the project Report.

Project Work

Students of MBA Programme will have to take up project work in the IV Semester.

1. The purpose of the project work is primarily to demonstrate the application of knowledge and skills acquired during the Programme, by studying and analyzing the selected area in the work situation in a systematic manner and suggesting solutions to the management.

2. The research problem for project may be taken from any one of the following sources:

i) Comprehensive problem study, covering single organization with multifunctional area problem formulation, analysis and recommendations.

ii) Inter organizational comparison of performances in different functional areas including management practices.

iii) Field study / Empirical study.

Project Proposal

1. The proposal of project (synopsis) should be prepared in consultation with the guide and should be submitted to the guide. The proposal should clearly state the Problem, significance, objectives, methodology, tentative statistical techniques to be used, limitations if any and future directions for further research, etc.

Preparation of Project Report:

(i) The report should consist of (a) significance of the study, (b) objectives, (c) sampling and methodology, (d) statistical techniques used, (e) limitations, if any, and (f) guidelines for future research.

(ii) The length of the report shall be 60 to 80 double spacing, Times New Roman font, typed A4 size (excluding appendix and exhibits). The report is to be submitted in a bound volume.

(iii) The project report should also contain:

(a) The Certificate issued by the Organization where the student undergone his project work.

(b) Certificate from the supervisor as to strengthen the originality of work.

(d) A statement from the candidate mentioning that the work is an original one and has not been submitted earlier, either to this university or to any other institution for fulfillment of the requirement of a course of study. The candidate has to submit two hard copies and a soft copy of the project report.

Your compliance with the following format may enrich the quality of the Report.

Chapter I: Introduction to the study

This Chapter may contain a brief background of the Study and profile of the Company/ Industry/organization relating to the topic of the Project

Chapter II: Review of Literature

This chapter should contain a brief review of literature

Chapter III: Research Methodology

This chapter should contain a problem and contemporary developments thereof. Objectives of the study, Need of the study, Scope of the study, Hypothesis, Methodology and Sample selection, Research Design, Period of the study, sources of data, tools of data collection, Statistical analysis, broad hypotheses, limitations, etc.

Chapter IV: Empirical Results / Data analysis

Discussion relating to Objectives Logical presentation of the results of the study presented in tables, graphs and figures, if any, along with necessary interpretation forms part of this chapter. It can be given in two chapters also.

Chapter V: Findings, Suggestions and Conclusion

The focus of this chapter is on broad observations made by the student against each objective specified in Chapter III, along with major Findings, Suggestions and conclusions drawn by the study. Appropriate suggestions for the policy makers / managers on future course of action are appreciated.

Bibliography

Every Project work should contain a list of books consulted for the topic studied. Research Reports, list of published research articles/ papers and popular books in the field of study may be documented in standard pattern. Whenever information /data are drawn from internet sources, please give the websites referred.