



SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

(Under section 3 of UGC Act, 1956)

FACULTY OF MANAGEMENT

MBA

(For Students admitted from academic year 2020–2021 onwards)

CURRICULUM AND SYLLABUS – 2020

**FACULTY OF MANAGEMENT
SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
SRM NAGAR, KATTANKULATHUR – 603 203**

MBA Curriculum and Syllabus –2020
SEMESTER-I

Course Code	Course Title	L	T	P	C
MB20101	Organizational Behavior	3	0	2	4
MB20102	Managerial Economics and Indian Economic Policy	3	0	2	4
MB20103	Marketing Management	3	0	2	4
MB20104	Financial Reporting, Statements and Analysis	3	0	2	4
MB20105	Statistics and Quantitative Techniques	3	0	2	4
MB20106	Information Management	2	0	2	3
MB20107	Managerial Skills and Communication	2	0	2	3
MB20108	Carrier Development Course - I	1	0	1	1
	Total Credits				27
SEMESTER-II					
MB20201	Human Resources Management	2	0	2	3
MB20202	Corporate Finance	3	0	2	4
MB20203	Operation Management	3	0	2	4
MB20204	Entrepreneurship	3	0	2	4
MB20205	Legal and Business Environment (Micro and Macro)	3	0	2	4
MB20206	Indian Ethos and Corporate Strategy	3	0	2	4
MB20207	Research Methods in Business	2	0	2	3
MB20208	Business Analytics	0	0	4	2
MB20209	Carrier Development Course - II	1	0	1	1
	Total Credits				29

SEMESTER-III

FUNCTIONAL ELECTIVE					
Elective-1	Six electives to be chosen by the students from any Two domain (Three from each Domain) from Finance, marketing , operation Management, Human Resource Management, Strategy, Management Information System and Business Analytics.	3	0	2	4
Elective-2		3	0	2	4
Elective-3		3	0	2	4
Elective-4		3	0	2	4
Elective-5		3	0	2	4
Elective-6		3	0	2	4
MB20301	Summer Internship	0	0	2	2
	Total Credits				26

SEMESTER-IV

NON FUNCTIONAL ELECTIVE					
NFE-1	Four electives to be chosen by the students from any Two of the Non Functional Electives(Two from each Elective) like Entrepreneurship, International Taxation and Technology, Retail Management, Project Management, Tourism and Hospitality Management	3	0	2	4
NFE-2		3	0	2	4
NFE-3		3	0	2	4
NFE-4		3	0	2	4
MB20401	Main Project Work	0	0	4	4
	Total Credits				20
	Total Credits				102

**SEMESTER-III
FUNCTIONAL ELECTIVES**

Course Code	Course Title	L	T	P	C
FINANCE					
MB20FM01	Investment Analysis and Portfolio Management	3	0	2	4
MB20FM02	Financial Markets, Institutions and Instruments	3	0	2	4
MB20FM03	Technology in Finance	3	0	2	4
MB20FM04	Mergers, Acquisitions and Corporate Valuation	3	0	2	4
MB20FM05	Financial Derivatives	3	0	2	4
MB20FM06	International Finance	3	0	2	4
MB20FM07	Behavioral Finance	3	0	2	4
MB20FM08	Taxation	3	0	2	4
MARKETING MANAGEMENT					
MB20MM01	Consumer Behavior	3	0	2	4
MB20MM02	B2B Marketing	3	0	2	4
MB20MM03	Retail Management	3	0	2	4
MB20MM04	Marketing Analytics	3	0	2	4
MB20MM05	Integrated Marketing Communications	3	0	2	4
MB20MM06	Customer Analytics	3	0	2	4
MB20MM07	Product and Brand Management	3	0	2	4
MB20MM08	Social Media and Digital Marketing	2	0	2	3

OPERATION MANAGEMENT					
MB20OM01	Supply Chain and Logistics Management	3	0	2	4
MB20OM02	Quality Toolkit for Managers	3	0	2	4
MB20OM03	Operations Strategy	3	0	2	4
MB20OM04	Sales and Operations Planning	3	0	2	4
MB20OM05	Operations Research Applications	3	0	2	4
MB20OM06	Management of Manufacturing Systems	3	0	2	4
MB20OM07	Sourcing Management	3	0	2	4
MB20OM08	Supply Chain Analytics	3	0	2	4
HUMAN RESOURCES MANAGEMENT /ORGANISATIONAL BEHAVIOUR					
MB20HR01	Employee Relations	3	0	2	4
MB20HR02	Human Resource Metrics and Analytics	3	0	2	4
MB20HR03	Compensation and Benefits Management	3	0	2	4
MB20HR04	Performance Management Systems	3	0	2	4
MB20HR05	Leadership & Team Dynamics	3	0	2	4
MB20HR06	Strategic HRM	3	0	2	4
MB20HR07	International HRM	3	0	2	4
MB20HR08	Industrial Psychology	3	0	2	4
STRATEGY					
MB18SM01	Strategic Management of Services	3	0	2	4
MB18SM02	Competing in Global Markets	3	0	2	4
MB18SM03	Dynamics of Framing and Executing Strategy	3	0	2	4
MB18SM04	Entrepreneurship in Practice	3	0	2	4
MB18SM05	Foundations of Strategy Consulting	3	0	2	4
MB18SM06	Strategic Leadership	3	0	2	4
MB18SM07	Designing and Configuring Business Models	3	0	2	4
MB18SM08	Corporate Governance	3	0	2	4
MANAGEMENT INFORMATION SYSTEM					
MB20MI01	Managing Software Projects	3	0	2	4
MB20MI02	Managing Digital Innovation and Transformation	3	0	2	4
MB20MI03	E-Commerce and Digital Markets	3	0	2	4
BUSINESS ANALYTICS					
MB20BA01	Data Visualization for Managers	0	2	6	4
MB20BA02	Business Forecasting	0	2	6	4
MB20BA03	Data Science Using R	0	2	6	4
MB20BA04	Business Data Mining	0	2	6	4
MB20BA05	Marketing Analytics	0	2	6	4

INNOVATION ENTREPRENEURSHIP AND VENTURE DEVELOPMENT					
MB20IV01	Managing Value Creation	3	0	2	4
MB20IV02	Creating Business Models	3	0	2	4
MB20IV03	Startup and Venture Management	3	0	2	4
MB20IV04	Entrepreneurial Skills	3	0	2	4
MB20IV05	International Business Venture Environment	3	0	2	4
INTERNATIONAL TAXATION AND TECHNOLOGY					
MB20NT01	Foundation Of USTax And Taxation Technology	3	0	2	4
MB20NT02	US Corporate Taxation	3	0	2	4
MB20NT03	US Partnership Taxation	3	0	2	4

PROJECT MANAGEMENT					
MB20NP01	The Project Organization	3	0	2	4
MB20NP02	Project Planning and Scheduling	3	0	2	4
MB20NP03	Project Budgeting and Analysis	3	0	2	4
MB20NP04	Managing Project Teams	3	0	2	4
MB20NP05	Project Execution Monitoring and Control	3	0	2	4
MB20NP06	Project Audit and Closure	3	0	2	4
TOURISM AND HOSPITALITY MANAGEMENT					
MB20NH01	Hospitality Management	3	0	2	4
MB20NH02	Event Management	3	0	2	4
MB20NH03	Hospitality Facility Planning	3	0	2	4
MB20NH04	International Tourism Management	3	0	2	4
MB20NH05	Revenue And Pricing Management For Hospitality Industry	3	0	2	4
MB20NH06	Travel And Tour Operations Management	3	0	2	4
ENTREPRENEURSHIP					
MB20NE01	Technology Appreciation and Intellectual Property Rights	3	0	2	4
MB20NE02	Innovation Technology and Management	3	0	2	4
MB20NE03	Indian Models in Entrepreneurship	3	0	2	4
MB20NE04	Social entrepreneurship	3	0	2	4
MB20NE05	Venture Valuation and Accounting	3	0	2	4
MB20NE06	Entrepreneurial Marketing	3	0	2	4
MB20NE07	Entrepreneurship Lab	3	0	2	4
INTERNATIONAL TAXATION AND TECHNOLOGY					
MB20NT04	US Individual Taxation	3	0	2	4
MB20NT05	US Corporate State and Local Tax, Transfer Pricing and Indirect Tax	3	0	2	4
RETAIL MANAGEMENT					
MB20NR01	Logistic and Supply Chain Aspects in Retail Management	3	0	2	4
MB20NR02	Retail Brand Management	3	0	2	4
MB20NR03	Retail Consumer Behavior	3	0	2	4
MB20NR04	E-Retailing	3	0	2	4