

**DIRECTORATE OF DISTANCE EDUCATION**  
**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY**  
**KATTANKULATHUR**  
**KANCHEEPURAM DISTRICT – 603203.**



**SRM**

INSTITUTE OF SCIENCE & TECHNOLOGY  
*(Deemed to be University u/s 3 of UGC Act, 1956)*

**MASTER OF BUSINESS ADMINISTRATION**  
**CURRICULUM - 2019**

**SEMESTER PATTERN**

**MASTER OF BUSINESS ADMINISTRATION  
CURRICULUM– 2019**

**SEMESTER –I**

<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
MBAD1911	Managerial Economics	3	1	0	4
MBAD1912	Financial Accounting	3	1	0	4
MBAD1913	Marketing Management	3	1	0	4
MBAD1914	Operations Management	3	1	0	4
MBAD1915	Organizational Behavior	3	1	0	4
<b>Total Credits</b>		<b>15</b>	<b>5</b>	<b>0</b>	<b>20</b>

**SEMESTER - II**

<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
MBAD1921	Legal and Business Environment	3	1	0	4
MBAD1922	Ethics and Corporate Social Responsibility	3	1	0	4
MBAD1923	Business Statistics and Quantitative Methods	3	1	0	4
MBAD1924	Financial Management	3	1	0	4
MBAD1925	Human Resource Management	3	1	0	4
<b>Total Credits</b>		<b>15</b>	<b>5</b>	<b>0</b>	<b>20</b>

### SEMESTER –III

<b>STUDENT MUST CHOOSE ANY ONE OF THE IDENTICAL STREAM AMONG THE THREE STREAMS IN BOTH SEMESTERS</b>					
<b>STREAM I - FINANCE</b>					
<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
MBFD1931	Investment Analysis and Portfolio Management	3	1	0	4
MBFD1932	International Finance	3	1	0	4
MBFD1933	Financial Markets and Services	3	1	0	4
MBFD1934	Banking Management and Credit Analysis	3	1	0	4
MBFD1935	Business Taxation	3	1	0	4
<b>Total Credits</b>		<b>15</b>	<b>5</b>	<b>0</b>	<b>20</b>

<b>STREAM II MARKETING</b>					
<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
MBMD1931	Product and Brand Management	3	1	0	4
MBMD1932	Consumer Behaviour	3	1	0	4
MBMD1933	Services Marketing	3	1	0	4
MBMD1934	International Marketing	3	1	0	4
MBMD1935	Marketing Research	3	1	0	4
<b>Total Credits</b>		<b>15</b>	<b>5</b>	<b>0</b>	<b>20</b>

<b>STREAM III HUMAN RESOURCE MANAGEMENT</b>					
<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
MBHD1931	Leadership	3	1	0	4
MBHD1932	Industrial Relations	3	1	0	4
MBHD1933	Training And Development	3	1	0	4
MBHD1934	Creativity And Innovation	3	1	0	4
MBHD1935	Knowledge Management	3	1	0	4
<b>Total Credits</b>		<b>15</b>	<b>5</b>	<b>0</b>	<b>20</b>

**SEMESTER –IV**

<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>STREAM I - FINANCE</b>					
MBFD1941	Project Finance	3	1	0	4
MBFD1942	Risk Management and Insurance	3	1	0	4
MBFD1943	Mergers, Acquisitions and Corporate Restructuring	3	1	0	4
MBFD1944	Merchant Banking and Financial Services	3	1	0	4
MBFD1945	Project	0	2	10	12
<b>Total Credits</b>		<b>12</b>	<b>6</b>	<b>10</b>	<b>28</b>

<b>STREAM II MARKETING</b>					
<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
MBMD 1941	Institutional Marketing	3	1	0	4
MBMD1942	Integrated Marketing Communication	3	1	0	4
MBMD1943	Relationship Marketing	3	1	0	4
MBMD1944	Sales Management	3	1	0	4
MBMD1945	Project	0	2	10	12
<b>Total Credits</b>		<b>12</b>	<b>6</b>	<b>10</b>	<b>28</b>

<b>STREAM III HUMAN RESOURCE MANAGEMENT</b>					
<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
MBHD1941	International Human Resource Management	3	1	0	4
MBHD1942	Organizational Change and Development	3	1	0	4
MBHD1943	Employee Engagement	3	1	0	4
MBHD1944	Competency Mapping	3	1	0	4
MBHD1945	Project	0	2	10	12
<b>Total Credits</b>		<b>12</b>	<b>6</b>	<b>10</b>	<b>28</b>

**Overall Total Credits 88**