



St. PETER'S
COLLEGE OF ENGINEERING AND TECHNOLOGY
^(An Autonomous Institution)

Affiliated to Anna University | Approved by AICTE
 Avadi, Chennai 600 054



REGULATIONS 2024

MASTER OF BUSINESS ADMINISTRATION

**CHOICE BASED CREDIT SYSTEM
 CURRICULUM FOR I TO IV SEMESTERS**

SEMESTER I

S. NO.	COURSE CODE	COURSE TITLE	CATE- GORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	24MB1R001	Statistics for Managers	PCC	2	0	2	4	3
2.	24MB1R002	Managerial concept and Organizational Behaviour	PCC	4	0	0	4	4
3.	24MB1R003	Managerial Economics	PCC	3	1	0	4	4
4.	24MB1R004	Accounting for Managers	PCC	2	0	2	4	3
5.	24MB1R005	Legal Aspects of Business	PCC	3	1	0	4	4
6.	24MB1R006	Entrepreneurship Development	PCC	3	1	0	4	4
7.	24MB1R007	Information Management	PCC	3	1	0	4	4
PRACTICAL								
8.	24MB1S001	Professional Ethics and creativity Seminar	EEC	0	0	4	4	2
9.	24MB1R008	Managerial Communication Laboratory	EEC	0	0	4	4	2
TOTAL				20	4	12	36	30

SEMESTER II

S. NO.	COURSE CODE	COURSE TITLE	CATE- GORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	24MB2E001	Quantitative Techniques for	NEC	2	0	2	4	3



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		Decision Making						
2.	24MB2R001	Financial Management	PCC	3	1	0	4	4
3.	24MB2R002	Human Resource Management	PCC	3	1	0	4	4
4.	24MB2R003	Operations Management	PCC	3	1	0	4	4
5.	24MB2R004	Business Analytics	PCC	3	1	0	4	4
6.	24MB2R005	Marketing Management	PCC	3	1	0	4	4
7.	24MB2R006	Business Research Methods	PCC	2	0	2	4	3
PRACTICAL								
8.	24MB2S001	Public Relations and Interpersonal Skill Seminar	EEC	0	0	4	4	2
9.	24MB2R007	Data visualization Laboratory	EEC	0	0	4	4	2
TOTAL				19	5	12	36	30

SEMESTER III

S. NO.	COURSE CODE	COURSE TITLE	CATE-GORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	24MB3R001	Strategic Management	PCC	3	1	0	4	4
2.	24MB3R002	International Business Management	PCC	3	0	0	3	3
3.	24MB3R003	Multi Variate Analysis	PCC	2	0	2	4	3
4.	24MB3E001	Professional Elective I*	PEC	3	0	0	3	3
5.	24MB3E002	Professional Elective II*	PEC	3	0	0	3	3
6.	24MB3E003	Professional Elective III*	PEC	3	0	0	3	3
7.	24MB3E004	Professional Elective IV*	PEC	3	0	0	3	3
8.	24MB3E005	Professional Elective V*	PEC	3	0	0	3	3
9.	24MB3E006	Professional Elective VI*	PEC	3	0	0	3	3



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PRACTICALS								
10	24MB3I002	Summer Internship**	EEC	0	0	4	4	2
TOTAL				26	1	6	33	30

NON FUNCTIONAL ELECTIVES

S. NO.	COURSE CODE	COURSE TITLE	CATE-GORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1	24MB2E001	Quantitative Techniques for Decision Making	NEC	2	0	2	4	3

PROFESSIONAL ELECTIVE COURSE (PEC)

1. HUMAN RESOURCE ELECTIVES

S. NO.	COURSE CODE	COURSE TITLE	CATE-GORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1	24MB3E101	Strategic Human Resource Management	PEC	3	0	0	3	3
2	24MB3E102	Industrial Relation and Labour Legislations	PEC	3	0	0	3	3
3	24MB3E103	Organizational Design Change and Development	PEC	3	0	0	3	3
4	24MB3E104	Reward and Compensation Management	PEC	3	0	0	3	3

2. MARKETING ELECTIVES

S. NO.	COURSE CODE	COURSE TITLE	CATE-GORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1	24MB3E201	Retail Marketing	PEC	3	0	0	3	3
2	24MB3E202	Services Marketing	PEC	3	0	0	3	3
3	24MB3E203	Product and Brand Management	PEC	3	0	0	3	3



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4	24MB3E204	Digital Marketing	PEC	3	0	0	3	3
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3. LOGISTICS ELECTIVE

S. NO.	COURSE CODE	COURSE TITLE	CATE- GORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1	24MB3E301	Sourcing and Supply Management	PEC	3	0	0	3	3
2	24MB3E302	Supply Chain Information System	PEC	3	0	0	3	3
3	24MB3E303	Warehouse Management	PEC	3	0	0	3	3
4	24MB3E304	EXIM Management	PEC	3	0	0	3	3

4. FINANCE ELECTIVE

S. NO.	COURSE CODE	COURSE TITLE	CATE- GORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1	24MB3E401	Security Analysis and Portfolio Management	PEC	3	0	0	3	3
2	24MB3E402	Financial Market	PEC	3	0	0	3	3
3	24MB3E403	Banking and Financial Services	PEC	3	0	0	3	3
4	24MB3E404	Financial Derivatives	PEC	3	0	0	3	3

5. BUSINESS ANALYTICS ELECTIVE

S. NO.	COURSE CODE	COURSE TITLE	CATE- GORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1	24MB3E501	Data Mining for Business Intelligence	PEC	3	0	0	3	3
2	24MB3E502	Social Media Web Analytics	PEC	3	0	0	3	3
3	24MB3E503	E-Business Management	PEC	3	0	0	3	3
4	24MB3E504	Enterprise Resource Planning	PEC	3	0	0	3	3



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6. OPERATIONS ELECTIVE

S. NO.	COURSE CODE	COURSE TITLE	CATE- GORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		

THEORY

1	24MB3E601	Quality Management	PEC	3	0	0	3	3
2	24MB3E602	Materials Management	PEC	3	0	0	3	3
3	24MB3E603	Services operations Management	PEC	3	0	0	3	3
4	24MB3E604	Project Management	PEC	3	0	0	3	3

SEMESTER IV

S. NO.	COURSE CODE	COURSE TITLE	CATE- GORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		

PRACTICALS

1	24MB4I001	Project Work	EEC	0	0	24	24	12
TOTAL				0	0	24	24	12

S.No	SUBJECT AREA	TOTAL CREDIT				
		I	II	III	IV	
1	PCC	26	23	10		59
2	PEC			18		18
3	EEC	4	4	2	12	22
4	NEC		3			3
TOTAL		30	30	30	12	102