



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



MASTER OF BUSINESS ADMINISTRATION

CHOICE BASED CREDIT SYSTEM

CURRICULA AND SYLLABI FOR I TO IV SEMESTERS

SEMESTER – I

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	P23BAT11	Statistics And Quantitative Techniques	PCC	4	0	0	4	4
2.	P23BAT12	Management Concept in Business	PCC	3	0	0	3	3
3.	P23BAT13	Managerial Economics	PCC	3	0	0	3	3
4.	P23BAT14	Accounting For Decision Making	PCC	4	0	0	4	4
5.	P23BAT15	Legal Aspect of Business	PCC	3	0	0	3	3
6.	P23BAT16	Information Management	PCC	3	0	0	3	3
7.		Non-Functional Elective	PCC	3	0	0	3	3
PRACTICAL								
8.	P23BAP11	ERP &SAP#	EEC	0	0	4	4	2
9.	P23BAP12	Business Communication (Laboratory)	EEC	0	0	4	4	2
TOTAL				23	0	8	31	27



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SEMESTER - II

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	P23BAT21	Quantitative techniques for decision making	PCC	3	0	0	3	3
2.	P23BAT22	Financial Management	PCC	4	0	0	4	4
3.	P23BAT23	Human Resource Management	PCC	3	0	0	3	3
4.	P23BAT24	Operations Management	PCC	3	0	0	3	3
5.	P23BAT25	Business Research Methods	PCC	3	0	0	3	3
6.	P23BAT26	Business Analytics	PCC	3	0	0	3	3
7.	P23BAT27	Marketing Management	PCC	4	0	0	4	4
PRACTICAL								
8.	P23BAP21	Business Ethics (Seminar)#	EEC	0	0	4	4	2
9.	P23BAP22	Data analysis and Business Modeling (Laboratory)	PCC	0	0	4	4	2
TOTAL				23	0	8	31	27

Summer internship - minimum of 4 weeks of internship

The report along with the company certificate should be submitted within the two weeks of the reopening date of 3rd semester. The report should be around 40 pages. The report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3rd Semester.

SEMESTER - III

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	P23BAT31	Strategic Management	PCC	3	0	0	3	3
2.	P23BAT32	International Business	PCC	3	0	0	3	3
3.		Professional Elective I	PEC	3	0	0	3	3
4.		Professional Elective II	PEC	3	0	0	3	3
5.		Professional Elective III	PEC	3	0	0	3	3
6.		Professional Elective IV	PEC	3	0	0	3	3
7.		Professional Elective V	PEC	3	0	0	3	3
8.		Professional Elective VI	PEC	3	0	0	3	3
PRACTICAL								
9.	P23BAP31	Creativity and Innovation #	EEC	0	0	4	4	2
10.	P20BAP32	Summer Training	EEC	0	0	4	4	2
TOTAL				24	0	8	32	28



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SEMESTER - IV

SI. NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
PRACTICAL								
1.	P20BAP41	Project Work	EEC	0	0	24	24	12
TOTAL				0	0	24	24	12

TOTAL :94 CREDITS

NON FUNCTIONAL ELECTIVES (2 Electives)

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
1.	P23BANF1	Entrepreneurship Development	NEC	3	0	0	3	3
2.	P23BANF2	Fin-Tech	NEC	3	0	0	3	3



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PROFESSIONAL ELECTIVES (PEC)

FUNCTIONAL SPECIALISATIONS

1. Students can take three elective subjects from **two functional** specializations
Or
2. Students can take six elective subjects from any **one sectoral** specialization

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
Stream/ Specialization : Financial Management [7]								
1.	P23BAEF1	Security Analysis and Portfolio Management	PEC	3	0	0	3	3
2.	P23BAEF2	Financial Markets	PEC	3	0	0	3	3
3.	P23BAEF3	Banking and Financial Services	PEC	3	0	0	3	3
4.	P23BAEF4	Financial Derivatives	PEC	3	0	0	3	3
5.	P23BAEF5	Financial Modeling	PEC	3	0	0	3	3
6.	P23BAEF6	International Finance	PEC	3	0	0	3	3
7.	P23BAEF7	Behavioral Finance	PEC	3	0	0	3	3
Stream/ Specialization : Marketing Management [7]								
8.	P23BAEM1	Retail Marketing	PEC	3	0	0	3	3
9.	P23BAEM2	Consumer Behavior	PEC	3	0	0	3	3
10.	P23BAEM3	Integrated Marketing Communication	PEC	3	0	0	3	3
11.	P23BAEM4	Services Marketing	PEC	3	0	0	3	3
12.	P23BAEM5	Sales and Distribution Management	PEC	3	0	0	3	3
13.	P23BAEM6	Product and Brand Management	PEC	3	0	0	3	3



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14.	P23BAEM7	Digital Marketing	PEC	3	0	0	3	3
Stream/ Specialization : Human Resource Management [6]								
15.	P23BAEH1	Strategic Human Resource Management	PEC	3	0	0	3	3
16.	P23BAEH2	Industrial relations and labour Welfare	PEC	3	0	0	3	3
17.	P23BAEH3	Organizational, design, change and development	PEC	3	0	0	3	3
18.	P23BAEH4	Negotiation and conflict management	PEC	3	0	0	3	3
19.	P23BAEH5	Reward and Compensation Management	PEC	3	0	0	3	3
20.	P23BAEH6	International Human Resource Management	PEC	3	0	0	3	3
Stream/ Specialization : Operations Management [6]								
21.	P23BAEO1	Supply Chain Management	PEC	3	0	0	3	3
22.	P23BAEO2	Quality Management	PEC	3	0	0	3	3
23.	P23BAEO3	Materials Management	PEC	3	0	0	3	3
24.	P23BAEO4	Services Operations Management	PEC	3	0	0	3	3
25.	P23BAEO5	Supply Chain Analytics	PEC	3	0	0	3	3
26.	P23BAEO6	Project Management	PEC	3	0	0	3	3
Stream/ Specialization : System [5]								
27.	P23BAES1	Data Mining for Business Intelligence	PEC	3	0	0	3	3
28.	P23BAES2	Deep Learning and Artificial Intelligence	PEC	3	0	0	3	3
29.	P23BAES3	Social media web Analytics	PEC	3	0	0	3	3
30.	P23BAES4	E-Business Management	PEC	3	0	0	3	3
31.	P23BAES5	Enterprise Resource Planning	PEC	3	0	0	3	3



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1. Students can take three elective subjects from two functional specializations
or
2. Students can take six elective subjects from any one sectoral specialization

- (a) Logistics and Supply Chain Management
- (b) Infrastructure and Real Estate Management
- (c) Tourism Management

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
Sectoral Specialization: Logistics and Supply Chain Management								
1.	P23BASE1	Supply Chain Concepts and Planning	PEC	3	3	0	0	3
2.	P23BASE2	Sourcing and Supply Management	PEC	3	3	0	0	3
3.	P23BASE3	Supply Chain Inventory Management	PEC	3	3	0	0	3
4.	P23BASE4	Supply Chain Information System	PEC	3	3	0	0	3
5.	P23BASE5	Warehouse Management	PEC	3	3	0	0	3
6.	P23BASE6	Transportation and Distribution Management	PEC	3	3	0	0	3
7.	P23BASE7	Reverse and Contract Logistics	PEC	3	3	0	0	3
8.	P23BASE8	Air Cargo Management	PEC	3	3	0	0	3
9.	P23BASE9	Containerization and Allied Business	PEC	3	3	0	0	3
10.	P23BASE10	Exim Management	PEC	3	3	0	0	3
11.	P23BASE11	Fundamentals of Shipping	PEC	3	3	0	0	3
12.	P23BASE12	Port and Terminal Management	PEC	3	3	0	0	3
Sectoral Specialization :Infrastructure and Real Estate Management								
13.	P23BASE13	Infrastructure Planning Scheduling and Control	PEC	3	3	0	0	3
14.	P23BASE14	Contracts and Arbitration	PEC	3	3	0	0	3
15.	P23BASE15	Project Management for Infrastructure	PEC	3	3	0	0	3
16.	P23BASE16	Management of Human Resources, Safety and Quality	PEC	3	3	0	0	3
17.	P23BASE17	Disaster Mitigation and Management	PEC	3	3	0	0	3
18.	P23BASE18	Economics and Financial Management in Construction	PEC	3	3	0	0	3
19.	P23BASE19	Urban Environmental Management	PEC	3	3	0	0	3
20.	P23BASE20	Smart Materials, Techniques and Equipments for Infrastructure	PEC	3	3	0	0	3
21.	P23BASE21	Strategic Airport Infrastructure Management	PEC	3	3	0	0	3



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22.	P23BASE22	Real Estate Marketing and Management	PEC	3	3	0	0	3
23.	P23BASE23	Infrastructure and Real Estate Entrepreneurship	PEC	3	3	0	0	3
24.	P23BASE24	Valuation of Real Estate and Infrastructure Assets	PEC	3	3	0	0	3
Sectoral Specialization : Tourism Management								
25.	P23BASE25	Tourism Principles and Practices	PEC	3	3	0	0	3
26.	P23BASE26	Travel Management	PEC	3	3	0	0	3
27.	P23BASE27	International Tourism	PEC	3	3	0	0	3
28.	P23BASE28	Tourism Geography	PEC	3	3	0	0	3
29.	P23BASE29	Culture and Heritage	PEC	3	3	0	0	3
30.	P23BASE30	Tourism Products in India	PEC	3	3	0	0	3
31.	P23BASE31	Accommodation and House Keeping Management	PEC	3	3	0	0	3
32.	P23BASE32	Travel Media and Public Relations	PEC	3	3	0	0	3
33.	P23BASE33	Destination Planning and Management	PEC	3	3	0	0	3
34.	P23BASE34	Tour Operations	PEC	3	3	0	0	3
35.	P23BASE35	Leisure and Recreation Management	PEC	3	3	0	0	3
36.	P23BASE36	Medical Tourism	PEC	3	3	0	0	3