

DMI COLLEGE OF ENGINEERING

(AN AUTONOMOUS INSTITUTION)

Palanchur – Nazarethpet P.O., Chennai – 600 123



DEPARTMENT OF MANAGEMENT STUDIES

CHOICE BASED CREDIT SYSTEM

PG - CURRICULUM AND SYLLABI



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**Approved by AICTE – New Delhi, NBA Accredited Programmes,
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REGULATION 2024

MASTER OF BUSINESS ADMINISTRATION

CHOICE BASED CREDIT SYSTEM

CURRICULUM & SYLLABI FOR I TO IV SEMESTER

Vision and Mission

The vision and mission statement of the Department of Management Studies is aligned with the vision and mission statements of the Institute.

Vision

To produce management graduates by creating a Centre of managerial excellence to serve the society with ethical values.

Mission

DM1: Empowering responsible leaders through ethical education, entrepreneurial mind-set, and self-discipline.

DM2: Transforming individuals into strategic thinkers, effective communicators, and socially responsible leaders, shaping the future of business and society.

DM3: Fostering management excellence for a better business, a better world.

Program Educational Objectives (PEOs):

PEO 1: Develop management graduates with a strong foundation in business principles, ethical practices, and social responsibility.

PEO 2: Equip graduates with strategic thinking, effective communication, and problem-solving skills to drive business growth and societal progress.

PEO 3: Prepare management professionals to navigate complex business environments, foster collaborative relationships, and contribute to sustainable development.

Program Outcomes (Pos) [on successful completion of the Programme]

PO 1: Ability to apply the business acumen gained in practice.

PO 2: Ability to understand and solve managerial issues.

PO 3: Ability to communicate and negotiate effectively, to achieve organizational and individual goals.



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PO 4: Ability to understand one’s own ability to set achievable targets and complete

PO 5: Ability to fulfill social outreach.

PO 6: Ability to take up challenging assignments

Program Specific Outcome (PSOs):

PSO 1: Help Students to explore practical application of the management concept

PSO 2: Empowers to demonstrate the ability to innovate, the ability to execute the most daunting of challenges in the most trying of circumstances

PSO 3: Providing a strong analytical foundation in key functional areas and the other, enabling a high degree of academic flexibility, thereby allowing students to customize their MBA Experience

PEOs \ Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3
PEO 1: Develop management graduates with a strong foundation in business principles, ethical practices, and social responsibility.	3	2	2	2	3	2	3	2	3
PEO 2: Equip graduates with strategic thinking, effective communication, and problem-solving skills to drive business growth and societal progress.	3	3	3	2	2	3	3	3	3
PEO 3: Prepare management professionals to navigate complex business environments, foster collaborative relationships, and contribute to sustainable development.	3	3	2	3	3	3	3	3	2

3- Strongly Correlated, 2- Moderately Correlated, 1- Weakly Correlated



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SEMESTER-1								
Sl.No.	Course Code	Course Title	Category	Periods Per Week			Total Contact Periods	Credits
				L	T	P		
1	BA1101	Statistics for Management	PC	4	0	0	4	4
2	BA1102	Management Concepts and Organizational behaviour	PC	3	0	0	3	3
3	BA1103	Economics for Management	PC	4	0	0	4	4
4	BA1104	Accounting for Management	PC	4	0	0	4	4
5	BA1105	Legal Aspects of Business	PC	4	0	0	4	4
6	BA1106	Information Management	PC	4	0	0	4	4
7	BA1107	Entrepreneurship Development	PC	3	0	0	3	3
PRACTICAL								
8	BA1108	Indian Ethos Business	EE	0	0	4	4	2
9	BA1109	Business Communication(Laboratory)	EE	0	0	4	4	2
Total				26	0	8	34	30
SEMESTER-2								
Sl.No.	Course Code	Course Title	Category	Periods Per Week			Total Contact Periods	Credits
				L	T	P		
1	BA1151	Quantitative Techniques for Decision Making	PC	3	1	0	4	4
2	BA1152	Financial Management	PC	4	0	0	4	4
3	BA1153	Human Resource Management	PC	3	0	0	3	3
4	BA1154	Operations Management	PC	4	0	0	4	4
5	BA1155	Business Research Methods	PC	3	0	0	3	3
6	BA1156	Business Analytics	PC	3	0	0	3	3
7	BA1157	Marketing Management	PC	3	0	0	3	3
PRACTICAL								
8	BA1158	Community Connect Project	EE	0	0	4	4	2
9	BA1159	Data Analysis and Business Modelling (Laboratory)	PC	0	0	4	4	2
Value Added Course								
10		Value Added Course	VA	0	0	4	4	2
Total				24		12	36	30



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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-3

Sl.No.	Course Code	Course Title	Category	Periods Per Week			Total Contact Periods	Credits
				L	T	P		
1	BA1201	Strategic Management	PC	3	0	0	3	3
2	BA1202	International Business	PC	3	0	0	3	3
3		Professional Elective-1	PE	3	0	0	3	3
4		Professional Elective-2	PE	3	0	0	3	3
5		Professional Elective-3	PE	3	0	0	3	3
6		Professional Elective-4	PE	3	0	0	3	3
7		Professional Elective-5	PE	3	0	0	3	3
8		Professional Elective-6	PE	3	0	0	3	3
PRACTICAL								
9	BA1203	Creativity and Innovation Laboratory	EE	0	0	4	4	2
10	BA1204	Summer Internship & Publication	EE	0	0	4	4	2
Total				24	0	12	36	30

SEMESTER-4

Sl.No.	Course Code	Course Title	Category	Periods Per Week			Total Contact Periods	Credits
				L	T	P		
1	BA1251	Project Work	EE	0	0	24	24	12
Total				0	0	24	24	12

PROFESSIONAL ELECTIVES(PEC)

FUNCTIONAL SPECIALIZATIONS

1. Students can take three elective subjects from two functional specializations

Or

2. Students can take six elective subjects from any one sectoral specialization



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PROFESSIONAL ELECTIVES								
FUNCTIONAL SPECIALIZATION								
FINANCE								
Sl.No.	Course Code	Course Title	Category	Periods Per Week			Total Contact Periods	Credits
				L	T	P		
1	BA1911	Security Analysis and Portfolio Management	PE	3	0	0	3	3
2	BA1912	Financial Markets	PE	3	0	0	3	3
3	BA1913	Banking and Financial Services	PE	3	0	0	3	3
4	BA1914	Financial Derivatives	PE	3	0	0	3	3
5	BA1915	Financial Modelling	PE	3	0	0	3	3
6	BA1916	International Finance	PE	3	0	0	3	3
7	BA1917	Behavioral Finance	PE	3	0	0	3	3
MARKETING								
1	BA1921	Retail Marketing	PE	3	0	0	3	3
2	BA1922	Consumer Behavior	PE	3	0	0	3	3
3	BA1923	Integrated Marketing Communication	PE	3	0	0	3	3
4	BA1924	Services Marketing	PE	3	0	0	3	3
5	BA1925	Sales and Distribution Management	PE	3	0	0	3	3
6	BA1926	Product and Brand Management	PE	3	0	0	3	3
7	BA1927	Digital Marketing	PE	3	0	0	3	3
HUMAN RESOURCE								
1	BA1931	Strategic Human Resource Management	PE	3	0	0	3	3
2	BA1932	Industrial relations and labour legislations	PE	3	0	0	3	3
3	BA1933	Organizational, design, change and development	PE	3	0	0	3	3
4	BA1934	Negotiation and conflict management	PE	3	0	0	3	3
5	BA1935	Reward and Compensation Management	PE	3	0	0	3	3
6	BA1936	International Human Resource Management	PE	3	0	0	3	3
OPERATIONS MANAGEMENT								
1	BA1941	Supply Chain Management	PE	3	0	0	3	3
2	BA1942	Quality Management	PE	3	0	0	3	3
3	BA1943	Materials Management	PE	3	0	0	3	3
4	BA1944	Services Operations Management	PE	3	0	0	3	3
5	BA1945	Supply Chain Analytics	PE	3	0	0	3	3
6	BA1946	Project Management	PE	3	0	0	3	3
BUSINESS ANALYTICS								
1	BA1951	Data Mining for Business Intelligence	PE	3	0	0	3	3
2	BA1952	Deep Learning and Artificial Intelligence	PE	3	0	0	3	3
3	BA1953	Social media web Analytics	PE	3	0	0	3	3
4	BA1954	E-Business Management	PE	3	0	0	3	3
5	BA1955	Enterprise Resource Planning	PE	3	0	0	3	3
6	BA1956	Project Management	PE	3	0	0	3	3



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SECTORAL SPECIALIZATIONS

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Sl.No.	Course Code	Course Title	Category	Periods Per Week	Total Contact Periods			Credits
					L	T	P	
1	BA1961	Supply Chain Concepts and Planning	PE	3	0	0	3	3
2	BA1962	Sourcing and Supply Management	PE	3	0	0	3	3
3	BA1963	Supply Chain Inventory Management	PE	3	0	0	3	3
4	BA1964	Supply Chain Information System	PE	3	0	0	3	3
5	BA1965	Warehouse Management	PE	3	0	0	3	3
6	BA1966	Transportation and Distribution Management	PE	3	0	0	3	3
7	BA1967	Reverse and Contract Logistics	PE	3	0	0	3	3
8	BA1968	Air Cargo Management	PE	3	0	0	3	3
9	BA1969	Containerization and Allied Business	PE	3	0	0	3	3
10	BA1970	Exim Management	PE	3	0	0	3	3
11	BA1971	Fundamentals of Shipping	PE	3	0	0	3	3
12	BA1972	Port and Terminal Management	PE	3	0	0	3	3

CREDIT SUMMARY

S.No.	Subject Area	Credits per Semester				Total Credits
		I	II	III	IV	
1	PC	26	26	6	0	58
2	PE	0	0	18	0	18
3	EE	4	4	4	12	24
4	VA	0	2	0	0	2
Total		30	30	30	12	102