



UNIVERSITY OF MADRAS
INSTITUTE OF DISTANCE EDUCATION
Master of Business Administration

SEMESTER I	SUBJECTS	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT			INT	EXT	
Core Paper- I	Management Principles and Business Ethics	4	20	80	100
Core Paper- II	Quantitative and Research Methods in Business	4	20	80	100
Core Paper- III	Organisational Behaviour	4	20	80	100
Core Paper- IV	Accounting for Managers	4	20	80	100
Core Paper- V	Managerial Economics	4	20	80	100

SEMESTER II	SUBJECTS	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT			INT	EXT	
Core Paper-VI	Legal systems in Business	4	20	80	100
Core Paper-VII	Applied Operations Research	4	20	80	100
Core Paper-VIII	Strategic Management	4	20	80	100
Core Paper-IX	International Business	4	20	80	100
Core Paper- X	Management Information System	4	20	80	100

SEMESTER III	SUBJECTS	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT			INT	EXT	
Core Paper-XI	Human Resource Management	4	20	80	100
Core Paper-XII	Marketing Management	4	20	80	100
Core Paper-XIII	Operations Management	4	20	80	100
Core Paper-XIV	Financial Management	4	20	80	100
Core Paper - XV	Innovation and Entrepreneurship	4	20	80	100



SEMESTER IV COURSE COMPONENT	SUBJECTS	CREDIT	MAX MARKS		TOTAL
			INT	EXT	
ELECTIVE - I	ELECTIVE - I	3	20	80	100
ELECTIVE - II	ELECTIVE - II	3	20	80	100
ELECTIVE - III	ELECTIVE - III	3	20	80	100
ELECTIVE - IV	ELECTIVE - IV	3	20	80	100
	Project Work or	6 or	50	150	200
Optional Subject I	Services Marketing	3	20	80	100
Optional Subject II	Quality Management	3	20	80	100

1. Students are instructed to take four electives from Marketing, Finance, Human Resources, Systems, Hospital Management or Logistics and Supply Chain Management.
2. Students are also instructed to choose either project work or two optional subjects.

Elective Subjects

Sl.No.	MARKETING
1.	Sales and Distribution Management
2.	Advertising and Sales Promotion
3.	Marketing Research and Consumer Behaviour
4.	Brand Management
	FINANCE
1.	Corporate Finance
2.	Security Analysis and Portfolio Management
3.	Tax Management
4.	Merchant Banking & Financial Services
	HUMAN RESOURCE
1.	Human Resources Development
2.	Industrial and Labour Relations
3.	Performance Management
4.	Organisational Development
	SYSTEMS
1.	Database Management Systems
2.	Decision Support System
3.	E-Business
4.	System Analysis and Design
	LOGISTICS
1.	Principles & Practice of Logistics Management



2.	Supply Chain Management
3.	Inventory & Warehousing Management
4.	Domestic and International Logistics Management
HOSPITAL MANAGEMENT	
1.	Health Policy and Health Care Systems
2.	Hospital Planning and Administration
3.	Hospital Records Management
4.	Customer Relationship Management

CREDIT DISTRIBUTION

		CREDITS
Core Paper	15 X 4	60
Elective	4 X 3	12
Project / 2 optional subjects		6
TOTAL		78