

39. Course : M.B.A. (5 years Integrated)

Duration	:	FIVE YEARS
	:	BBA – 3 years (Non-semester) MBA – 2 years (Semester)
Eligibility	:	Pass in Higher Secondary / Pre-University / Junior college / diploma or equivalent from a recognized institution
Medium	:	Both Tamil and English

COURSE OF STUDY AND SCHEME OF EXAMINATIONS

Subject Code	Title	Total Marks
	First Year – Certificate in Business Administration (Non – Semester)	
1.1.	Business Communication	100
1.2.	Principles of Economics	100
1.3.	Principles of Management	100
1.4.	Business Environment	100
1.5.	Financial Accounting	100
	Second Year – Diploma in Business Administration (Non-Semester)	
2.1.	Banking Theory, Law and Practice	100
2.2.	Company Law	100
2.3.	Business Statistics	100
2.4.	Business Law	100
2.5.	Cost Accounting	100

	Third Year – Bachelor of Business Administration (Non-Semester)	
3.1.	Production and Materials Management	100
3.2.	Elements of Marketing	100
3.3.	Management Accounting	100
3.4.	Financial Management	100
3.5.	Principles of Personnel Management	100
	Fourth Year – PG Diploma in Business Administration (I Semester)	
4.1.1.	Management Concepts	100
4.1.2.	Organizational Behaviour	100
4.1.3.	Managerial Economics	100
4.1.4.	Quantitative Methods	100
4.1.5.	Entrepreneurship	100
	(II Semester)	
4.2.1.	Corporate Accounting	100
4.2.2.	Legal Environment	100
4.2.3.	Research Methods	100
4.2.4.	International Business	100
4.2.5.	Management Information System	100
	Fifth Year – Master of Business Administration (I Semester)	
5.1.1.	Management Control System	100
5.1.2.	Project Management	100
5.1.3.	Quality Management	100
5.1.4.	Technology Management	100
5.1.5.	Strategic Management	100
	(II Semester) Specialization : Marketing	
5.2.	A. 1. Product Management	100
	A. 2. Promotional Management	100
	A. 3. Marketing of Services	100
	A. 4. International Marketing	100
	Specialization : Finance	
5.2.	B. 1. Management of Funds and Assests	100
	B. 2. Investment Analysis and Portfolio Management	100
	B. 3. Financial Service Institutions	100
	B. 4. International Finance	100

Specialization : Personnel		
5.2.	C. 1. Labour Legislations	100
	C. 2. Human Resource Development	100
	C. 3. Industrial Relations	100
	C. 4. Global Human Resource Management	100
Specialization : Systems		
5.2.	D. 1. Office Automation	100
	D. 2. Internet Programming and Web Design	100
	D. 3. Multimedia Applications	100
	D. 4. Visual Programming	100
5.2.	Project Work	200
	TOTAL	3600

Degree Awarding:

A candidate upon completion of all courses in the

- i) 1st year will get Certificate in Business Administration
- ii) 1st and 2nd years will get Diploma in Business Administration
- iii) 1st, 2nd and 3rd years will get Bachelor Degree in Business Administration
- iv) 1st, 2nd, 3rd and 4th years will get PG Diploma in Business Administration
- v) 1st to 5th years will get Master Degree in Business Administration

Personal Contact Programme:

The Personal Contact Programme shall be conducted for the duration of 36 hours spread over 6 days in first Three years and 48 hours spread over 8 days in fourth and fifth year of study.

Classification of Candidates :

A candidate who obtains not less than 50% of total marks in each paper shall be declared to have passed in that paper.

A candidate who secures 50% or more but less than 60% of aggregate marks shall be placed in Second Class

A candidate who secures 60% and more of aggregate marks shall be placed in First Class

Failed Candidates :

A candidate who fails in any course / courses may appear again in that course / those courses as per the University rules

Completion of the Programme :

The candidates have to complete their programme within 5 years from the year of completion of duration of programme, failing which their registration will stand automatically cancelled and they have to register afresh, if they want to continue the programme

Other Regulations :

Besides the above, the common regulations of the University shall also be applicable to this programme
