



J.N.N INSTITUTE OF ENGINEERING

AUTONOMOUS

NAAC 'A' Grade | Approved by AICTE | Affiliated to Anna University

**DEPARTMENT OF MANAGEMENT SCIENCES
REGULATIONS 2022 (R22)
CHOICE BASED CREDIT SYSTEM (CBCS)
MASTER OF BUSINESS ADMINISTRATION
Full-time–4 Semester program
(With Effect from the Academic year 2022–2023)
Annexure A**

ABOUT THE DEPARTMENT

The department of Management Studies bloomed in the year 2008. The department runs a 2 year, full-time MBA program. The academic curriculum and syllabi are based on Anna University regulations.

The department offers specialization in the following streams:

A) Professional Electives

- Marketing
- Finance
- Human Resource
- Operations Management
- Business Analytics

B) Sectoral Specializations

- Logistics & Supply Chain Management
- Infrastructure & Real Estate Management
- Tourism Management

J.N.N has made all efforts to prepare the would-be executives to stand up to the challenges of this hi-tech age, exposing them to sophisticated learning through projects of practical values, group discussions, seminars, guest lectures, management games, quizzes and case studies.

VISION

- a) To create a centre of managerial excellence.
- b) To provide management education and training to the students

MISSION

To provide quality management education to young aspiring management students by continuously improving the teaching-learning process with the help of dedicated faculty.

PROGRAMME EDUCATIONAL OBJECTIVES

The MBA programme curriculum is designed to prepare postgraduate students.

1. To have a thorough understanding of the core aspects of the business.
2. To provide the learners with the management tools to identify, analyse and create business opportunities as well as solve business problems.
3. To prepare them to have a holistic approach towards management functions.
4. To motivate them for continuous learning.
5. To inspire and make them practice ethical standards in the business.

PROGRAM OUTCOMES (POS)

On successful completion of the programme, graduates gain the following –

1. Ability to apply the business acumen gained in practice.
2. Ability to understand and solve managerial issues.
3. Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
4. Ability to upgrade their professional and managerial skills in their workplace.
5. Ability to explore and reflect on managerial challenges and develop informed managerial decisions in a dynamically unstable environment.
6. Ability to take up challenging assignments.
7. Ability to understand one's own ability to set achievable targets and complete them.
8. Ability to pursue lifelong learning.
9. To have a fulfilling business career.

PROGRAM SPECIFIC OUTCOMES (PSOS)

1. Ability to understand, analyse, and apply management concepts in the area related to Finance, Human Resource Management, Marketing, Data Analytics and operations Management for the effective and efficient running of the business organisation in a competitive era.
2. Prepare the students to face the challenges in today's competitive Business environment.

FIRST SEMESTER									
S.No	Course Code	Course Title	Points					Category	Total Contact Period
			L	T	P	J	C		
THEORY									
1	22MBT101	Statistics for Management	3	0	0	0	3	FC	3
2	22MBT102	Management Concepts and Organizational Behavior	3	0	0	0	3	FC	3
3	22MBT103	Managerial Economics	3	0	0	0	3	FC	3
4	22MBT104	Accounting for Decision Making	3	0	0	0	3	FC	3
5	22MBT105	Legal Aspects of Business	3	0	0	0	3	FC	3
6	22MBT106	Information Management	3	0	0	0	3	FC	3
7		Non - Functional Elective: (Any one)**	3	0	0	0	3	NFC	3
PRACTICAL									
8	22MBP111	Indian Ethos*	0	0	4	0	2	EEC	4
9	22MBP112	Business Communication (Laboratory)*	0	0	4	0	2	EEC	4
Total							25		29
*No End Semester Exam – Only Continuous Evaluation for EEC **Student need to choose any one elective from the Non-Functional Stream									
SECOND SEMESTER									
THEORY									
1	22MBT201	Marketing Management	3	0	0	0	3	PC	3
2	22MBT202	Financial Management	3	0	0	0	3	PC	3
3	22MBT203	Human Resource Management	3	0	0	0	3	PC	3
4	22MBT204	Operations & Production Management	3	0	0	0	3	PC	3
5	22MBT205	Quantitative Techniques for Decision Making	3	2	0	0	4	PC	5
6	22MBT206	Business Research Methods	3	0	0	0	3	PC	3
7	22MBT207	Business Analytics	3	0	0	0	3	PC	3
PRACTICAL									
8	22MBP207	Data Analysis and Business Modelling (LAB)	0	0	4	0	2	PC	4
9	22MBP212	Business Ethics (Seminar)*	0	0	4	0	2	EEC	4
Total							26		31
*No End Semester Exam – Only Continuous Evaluation for EEC									

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 third semester. The report should be around 40 pages. The report should be sent to the controller of Examination by the HOD through the Principal, before the last working day of the third semester.

THIRD SEMESTER

THEORY

1	22MBT301	Strategic Management	3	0	0	0	3	PC	3
2	22MBT302	International Business	3	0	0	0	3	PC	3
3		Professional Elective-I	3	0	0	0	3	PE	3
4		Professional Elective-II	3	0	0	0	3	PE	3
5		Professional Elective-III	3	0	0	0	3	PE	3
6		Professional Elective-IV	3	0	0	0	3	PE	3
7		Professional Elective-V	3	0	0	0	3	PE	3
8		Professional Elective-VI	3	0	0	0	3	PE	3

PRACTICAL

9	22MBP311	Creative & Innovation Lab*	0	0	4	0	2	EEC	4
10	22MBP312	Summer Internship (SI)*	0	0	4	0	2	EEC	4
Total							28		32

***No End Semester Exam – Only Continuous Evaluation for EEC**

FOURTH SEMESTER

PRACTICAL

1	22MBP401	Final Semester Project (FSP)	0	0	0	0	12	EEC	0
Total							12		0

***Project work carried out only at an Industry, and six reviews to be conducted**

TOTAL CREDITS

91

Non - Functional Elective (Anyone)**

S. No	Course Code	Course Title	Points					Category	Total Contact Period
			L	T	P	J	C		
1	22MBN101	Event Management	3	0	0	0	3	NEC	3
2	22MBN102	Entrepreneurship Development	3	0	0	0	3	NEC	3

Note: L-Lecture Hour, T-Tutorial, P-Practical, J-Project & C- Credit Points

Professional Electives (PEC)

1. Students can take three electives in the third semester from each of the two functional specializations.

(OR)

2. Students can take six elective subjects in the third semester from any one sectoral specialization.

S.NO	COURSE CODE	COURSE TITLE	PERIODS PER WEEK					CATEGORY	TOTAL CONTACT PERIODS
			L	T	P	J	C		
Stream / Specialization : Finance									
1	22MBF101	Security Analysis and Portfolio Management	3	0	0	0	3	PE	3
2	22MBF102	Corporate finance	3	0	0	0	3	PE	3
3	22MBF103	Banking and Financial Services	3	0	0	0	3	PE	3
4	22MBF104	Financial Markets	3	0	0	0	3	PE	3
5	22MBF105	Financial Derivatives	3	0	0	0	3	PE	3
6	22MBF106	Financial modelling	3	0	0	0	3	PE	3
7	22MBF107	International finance	3	0	0	0	3	PE	3
Stream/ Specialization: Marketing									
1	22MBM101	Consumer Behaviour	3	0	0	0	3	PE	3
2	22MBM102	Services Marketing	3	0	0	0	3	PE	3
3	22MBM103	Integrated marketing communication	3	0	0	0	3	PE	3
4	22MBM104	Retail marketing	3	0	0	0	3	PE	3
5	22MBM105	Product and Brand Management	3	0	0	0	3	PE	3
6	22MBM106	Digital Marketing	3	0	0	0	3	PE	3
7	22MBM107	Marketing analytics	3	0	0	0	3	PE	3

Stream/ Specialization: HR									
1	22MBH101	Strategic Human Resources Management	3	0	0	0	3	PE	3
2	22MBH102	Industrial relations and labour legislations	3	0	0	0	3	PE	3
3	22MBH103	Organisation design, change and Development	3	0	0	0	3	PE	3
4	22MBH104	Negotiation and Conflict Management	3	0	0	0	3	PE	3
5	22MBH105	Rewards and Compensation Management	3	0	0	0	3	PE	3
6	22MBH106	HR Analytics	3	0	0	0	3	PE	3
7	22MBH107	Social psychology	3	0	0	0	3	PE	3

Stream/Specialization: Operations Management									
1	22MBO101	Supply Chain Management	3	0	0	0	3	PE	3
2	22MBO102	Materials Management	3	0	0	0	3	PE	3
3	22MBO103	Services Operations Management	3	0	0	0	3	PE	3
4	22MBO104	Supply Chain Analytics	3	0	0	0	3	PE	3
5	22MBO105	Project Management	3	0	0	0	3	PE	3
6	22MBO106	Enterprise resource planning	3	0	0	0	3	PE	3
7	22MBO107	Sales and Operation management	3	0	0	0	3	PE	3

Stream/ Specialization: Business Analytics									
1	22MBA101	Data Visualization for Managers	3	0	0	0	3	PE	3
2	22MBA102	Deep Learning and Artificial Intelligence	3	0	0	0	3	PE	3
3	22MBA103	Social media web Analytics	3	0	0	0	3	PE	3
4	22MBA104	Data Science Using R	3	0	0	0	3	PE	3
5	22MBA105	Data Science Using Python	3	0	0	0	3	PE	3
6	22MBA106	Data Mining and business intelligence	3	0	0	0	3	PE	3
7	22MBA107	Block chain technology	3	0	0	0	3	PE	3

SECTORAL SPECIALIZATIONS

1. Students can take three electives in the third semester from each of the two functional specializations. (OR)
2. Students can take six elective subjects in the third semester from anyone sectoral specialization.
 - a. Logistics and Supply Chain Management
 - b. Infrastructure and Real Estate Management
 - c. Tourism Management

S.NO	COURSE CODE	COURSE TITLE	L	T	P	J	C	CATEGORY	CONTACT PERIODS
Sectoral Specialization: Logistics and Supply Chain Management									
1.	22MBL101	Supply Chain Concepts and Planning	3	0	0	0	3	PE	3
2.	22MBL102	Liner Trade Operation	3	0	0	0	3	PE	3
3.	22MBL103	Supply Chain Inventory Management	3	0	0	0	3	PE	3
4.	22MBL104	Supply Chain Information System	3	0	0	0	3	PE	3

5.	22MBL105	Warehouse Management	3	0	0	0	3	PE	3
6.	22MBL106	Transportation and Distribution Management	3	0	0	0	3	PE	3
7.	22MBL107	Reverse and Contract Logistics	3	0	0	0	3	PE	3
8.	22MBL108	Air Cargo Management	3	0	0	0	3	PE	3
9.	22MBL109	Containerization and Allied Business	3	0	0	0	3	PE	3
10.	22MBL110	Exim Management	3	0	0	0	3	PE	3
11.	22MBL111	Fundamentals of Shipping	3	0	0	0	3	PE	3
12.	22MBL112	Port and Terminal Management	3	0	0	0	3	PE	3

Sectoral Specialization: Infrastructure and Real Estate Management

1.	22MBI101	Infrastructure Planning Scheduling and Control	3	0	0	0	3	PE	3
2.	22MBI102	Contracts and Arbitration	3	0	0	0	3	PE	3
3.	22MBI103	Project Management for Infrastructure	3	0	0	0	3	PE	3
4.	22MBI104	Management of Human Resources, Safety and Quality	3	0	0	0	3	PE	3
5.	22MBI105	Disaster Mitigation and Management	3	0	0	0	3	PE	3
6.	22MBI106	Economics and Financial Management in Construction	3	0	0	0	3	PE	3
7.	22MBI107	Urban Environmental Management	3	0	0	0	3	PE	3
8.	22MBI108	Smart Materials, Techniques and Equipment for Infrastructure	3	0	0	0	3	PE	3
9.	22MBI109	Strategic Airport Infrastructure Management	3	0	0	0	3	PE	3
10.	22MBI110	Real Estate Marketing and Management	3	0	0	0	3	PE	3
11.	22MBI111	Infrastructure and Real Estate Entrepreneurship	3	0	0	0	3	PE	3
12.	22MBI112	Valuation of Real Estate and Infrastructure Assets	3	0	0	0	3	PE	3

Sectoral Specialization : Tourism Management

1.	22MBJ101	Tourism Principles and Practices	3	0	0	0	3	PE	3
2.	22MBJ102	Travel Management	3	0	0	0	3	PE	3
3.	22MBJ103	International Tourism	3	0	0	0	3	PE	3
4.	22MBJ104	Tourism Geography	3	0	0	0	3	PE	3

5.	22MBJ105	Culture and Heritage	3	0	0	0	3	PE	3
6.	22MBJ106	Tourism Products India	3	0	0	0	3	PE	3
7.	22MBJ107	Accommodation and House Keeping Management	3	0	0	0	3	PE	3
8.	22MBJ108	Travel Media and Public Relations	3	0	0	0	3	PE	3
9.	22MBJ109	Destination Planning and Management	3	0	0	0	3	PE	3
10.	22MBJ110	Tour Operations	3	0	0	0	3	PE	3
11.	22MBJ111	Leisure and Recreation Management	3	0	0	0	3	PE	3
12.	22MBJ112	Medical Tourism	3	0	0	0	3	PE	3