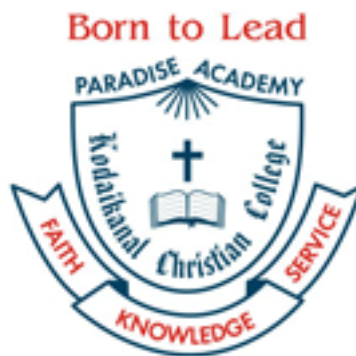


# **Kodaikanal Christian College**

**(Autonomous)**



## **MBA Program Syllabus**

**July 2015 onwards**

**DEPARTMENT OF MANAGEMENT STUDIES,  
KODAIKANAL CHRISTIAN COLLEGE, KODAIKANAL  
COURSE STRUCTURE FOR MBA PROGRAMME (Full Time)  
(For those who join in July 2015 and after)**

<b>SEMESTER</b>	<b>COURSE NO.</b>	<b>COURSE TITLE</b>	<b>HOURS / WEEK</b>	<b>Credits</b>
<b>Semester I</b>	MBA 4401	Essentials of Management	4	4
	MBA 4403	Organisational Behaviour	4	4
	MBA 4405	Economics for Managers	4	4
	MBA 4407	Marketing Management	4	4
	MBA 4409	Managerial Accounting	4	4
	MBA 4411	IT for Managerial Decisions	4	4
	MBA 4413	Executive Communication	4	4
<b>Semester II</b>	MBA 4402	Operations Management & Information Systems	4	4
	MBA 4404	Management Research Methodology	4	4
	MBA 4406	Business Environment	4	4
	MBA 4508	Corporate Finance	4	4
	MBA 4510	Human Resource Management	4	4
	MBA 4412	Entrepreneurship	4	4
	MBA 4414	Leadership	4	4
<b>Summer</b>	MBA 4500	Summer Internship	--	4
<b>Semester III</b>	MBA 5401	Strategic Management	4	4
	MBA 5403	E-Commerce	4	4
	MBA 5405	Business Ethics	4	4
		Finance / HR / Marketing/L – Elective I	4	4
		Finance / HR / Marketing /L – Elective II	4	4
		Finance / HR / Marketing /L – Elective III	4	4
<b>Semester IV</b>	MBA 5600	Project Work	--	8
		Finance / HR / Marketing/L – Elective IV	4	4
		Finance / HR / Marketing/L – Elective V	4	4

**Total Credits = 100**

## Electives

### I FINANCIAL MANAGEMENT

ELECTIVES	COURSE NO.	COURSE TITLE
Elective I	MBA 5411	Investment and Portfolio Management
Elective II	MBA 5413	International Financial Management
Elective III	MBA 5415	Strategic Cost Management
Elective IV	MBA 5417	Financial markets, Treasury & Risk Management
Elective V	MBA 5412	Project Management and Control

### II HUMAN RESOURCE MANAGEMENT

ELECTIVES	COURSE NO.	COURSE TITLE
Elective I	MBA 5451	Training and Development
Elective II	MBA 5453	Emotional Intelligence
Elective III	MBA 5455	Workplace Counselling
Elective IV	MBA 5457	Techniques for Selection of Personnel
Elective V	MBA 5452	Labour Law Applications

### III MARKETING MANAGEMENT

ELECTIVES	COURSE NO.	COURSE TITLE
Elective I	MBA 5431	Marketing Research
Elective II	MBA 5433	Consumer Behaviour
Elective III	MBA 5435	Services Marketing
Elective IV	MBA 5437	Logistics Management
Elective V	MBA 5432	Brand Management

### IV LEADERSHIP

ELECTIVES	COURSE NO.	COURSE TITLE
Elective I	MBA 5471	Authentic Leadership Development
Elective II	MBA 5473	Decision Making
Elective III	MBA 5475	Business Negotiation and Conflict Resolution
Elective IV	MBA 5477	Change Management
Elective V	MBA 5472	Cross Cultural Management