

The scheme of the syllabus



Regulations and Scheme of Examination – 2022-2023 (SR12)

COIMBATORE INSTITUTE OF MANAGEMENT AND TECHNOLOGY (An Autonomous Institute Approved by AICTE and Affiliated to Bharathiar University) Accredited with “B” grade by NAAC

MASTER OF BUSINESS ADMINISTRATION (MBA) SCHEME OF EXAMINATION AND PROGRAMME STRUCTURE MBA 2022-2023 BATCH

Course Code	Course Title	Periods/week			Credits	CAT
		Lecture	Tutorial	Practical		
SEMESTER 1						
22MB1C01	PRINCIPLS OF MANAGEMENT	4	0	0	4	PC
22MB1C02	ORGANIZATIONAL BEHAVIOUR	4	0	0	4	PC
22MB1C03	ECONOMICS FOR DECISION MAKING	3	1	0	4	PC
22MB1C04	FINANCIAL AND MANAGEMENT ACCOUNTING	3	1	0	4	PC
22MB1C05	BUSINESS STATISTICS AND OPERATION RESEARCH	3	1	0	4	PC
22MB1C06	LEGAL ASPECTS OF BUSINESS	3	1	0	4	PC
22MB1P07	MANAGERIAL SKILL DEVELOPMENT – I*	0	0	2	1	EEC
	Total 25 Periods	20	4	2	25	
*No End Semester Examination is required for this course						

**No End Semester Examination is required for this course*

CAT - Category; FC –Foundation Course; PC - Professional Core;
PE - Professional Elective; EEC - Employability Enhancement Course;

Course Code	Course Title	Periods/week			Credits	CAT
		Lecture	Tutorial	Practical		
SEMESTER 2						
22MB2C08	TOTAL QUALITY MANAGEMENT	4	0	0	4	PC
22MB2C09	MARKETING MANAGEMENT	4	0	0	4	PC
22MB2C10	FINANCIAL MANAGEMENT	4	0	0	4	PC
22MB2C11	HUMAN RESOURCE MANAGEMENT	4	0	0	4	PC
22MB2C12	ENTREPRENEURSHIP DEVELOPMENT	4	0	0	4	PC
22MB2C13	BUSINESS RESEARCH METHODS	3	1	0	4	PC
22MB2P14	DATA ANALYSIS AND BUSINESS MODELLING	0	0	4	2	EEC
22MB2P15	MANAGERIAL SKILL DEVELOPMENT – II*	0	0	2	1	EEC
	Total 27 Periods	23	1	6	27	
*No End Semester Examination is required for this course						

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Course Code	Course Title	Periods/week			Credits	CAT
		Lecture	Tutorial	Practical		
SEMESTER 3						
22MB3C16	MANAGEMENT INFORMATION SYSTEM	4	0	0	4	PC
22MB3C17	BUSINESS ENVIRONMENT AND ETHICS	4	0	0	4	PC
	Elective I	4	0	0	4	PE
	Elective II	4	0	0	4	PE
	Elective III	4	0	0	4	PE
	Elective IV	4	0	0	4	PE
22MB3V18	MAJOR PROJECT	0	0	8	4	EEC
22MB3P19	MANAGERIAL SKILL DEVELOPMENT – III*	0	0	2	1	EEC
	Total 29 Periods	24	0	10	29	
*No End Semester Examination is required for this course						

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Course Code	Course Title	Periods/week			Credits	CAT
		Lecture	Tutorial	Practical		
SEMESTER 4						
22MB4C20	STRATEGIC MANAGEMENT	4	0	0	4	PC
22MB4C21	INTERNATIONAL BUSINESS	4	0	0	4	PC
	Elective I	4	0	0	4	PE
	Elective II	4	0	0	4	PE
	Elective III	4	0	0	4	PE
	Elective IV	4	0	0	4	PE
	Total 24 Periods	24	0	0	24	

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Note:

The students have the following choices in selecting their specialization papers in the III and IV semesters; as per the new regulations, Four electives will be offered in functional specializations and Sectoral specializations, two courses in each.

1. Opting for any one stream of functional specialization and anyone stream of Sectoral specialization

2. Opting for any two streams of functional specializations

Elective Options taken in the third semester will continue in the fourth semester.

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ELECTIVES FOR III SEMESTER FUNCTIONAL SPECIALIZATIONS

Course Code	Course Title	Periods/week			Credits	CAT
		Lecture	Tutorial	Practical		
MARKETING MANAGEMENT						
22MB3E01	RETAIL MANAGEMENT	4	0	0	4	PE
22MB3E02	SERVICES MARKETING	4	0	0	4	PE
22MB3E03	MARKETING METRICS AND ANALYTICS	4	0	0	4	PE
22MB3E04	RURAL MARKETING	4	0	0	4	PE
FINANCIAL MANAGEMENT						
22MB3E05	BANKING SYSTEM AND PRACTICES	4	0	0	4	PE
22MB3E06	FINANCIAL SERVICES	4	0	0	4	PE
22MB3E07	FINANCIAL MODELING	4	0	0	4	PE
22MB3E08	EQUITY RESEARCH AND PORTFOLIO MANAGEMENT	4	0	0	4	PE
HUMAN RESOURCE MANAGEMENT						
22MB3E09	ORGANIZATION DESIGN AND DEVELOPMENT	4	0	0	4	PE
22MB3E10	MANAGING INTERPERSONAL EFFECTIVENESS	4	0	0	4	PE
22MB3E11	LABOUR WELFARE AND INDUSTRIAL RELATIONS	4	0	0	4	PE
22MB3E12	PERFORMANCE MANAGEMENT	4	0	0	4	PE
SYSTEMS MANAGEMENT						
22MB3E13	INFORMATION SYSTEMS DESIGN AND DEVELOPMENT	4	0	0	4	PE
22MB3E14	BUSINESS DATA ANALYTICS	4	0	0	4	PE
22MB3E15	E-COMMERCE	4	0	0	4	PE
22MB3E16	KNOWLEDGE MANAGEMENT	4	0	0	4	PE

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ELECTIVES FOR III SEMESTER SECTORAL SPECIALIZATIONS

Course Code	Course Title	Periods/week			Credits	CAT
		Lecture	Tutorial	Practical		
OPERATIONS AND SUPPLY CHAIN MANAGEMENT						
22MB3E17	LEAN SIX SIGMA	4	0	0	4	PE
22MB3E18	INDUSTRY 4.0	4	0	0	4	PE
ENTREPRENEURSHIP						
22MB3E19	CREATIVITY, INNOVATION AND ENTREPRENEURSHIP	4	0	0	4	PE
22MB3E20	INTELLECTUAL PROPERTY RIGHTS	4	0	0	4	PE
HOSPITAL AND HEALTH CARE MANAGEMENT						
22MB3E21	HEALTHCARE MANAGEMENT	4	0	0	4	PE
22MB3E22	HEALTHCARE SYSTEM MANAGEMENT	4	0	0	4	PE
AGRIBUSINESS MANAGEMENT						
22MB3E23	AGRIBUSINESS ENVIRONMENT	4	0	0	4	PE
22MB3E24	VALUE CHAIN IN AGRIBUSINESS	4	0	0	4	PE
BANKING AND FINANCE MANAGEMENT						
22MB3E25	RETAIL BANKING	4	0	0	4	PE
22MB3E26	CORPORATE BANKING	4	0	0	4	PE
FOOD BUSINESS MANAGEMENT						
22MB3E27	STRATEGIC FOOD BUSINESS MANAGEMENT	4	0	0	4	PE
22MB3E28	INTERNATIONAL FOOD BUSINESS AND EXPORT	4	0	0	4	PE
TOURISM AND HOTEL MANAGEMENT						
22MB3E29	SUSTAINABLE AND ECO-TOURISM	4	0	0	4	PE
22MB3E30	TOURISM POLICY PLANNING AND DEVELOPMENT	4	0	0	4	PE
RETAIL MANAGEMENT						
22MB3E31	RETAIL ANALYTICS	4	0	0	4	PE
22MB3E32	RETAIL SUPPLY CHAIN MANAGEMENT	4	0	0	4	PE

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ELECTIVES FOR IV SEMESTER FUNCTIONAL SPECIALIZATIONS

Course Code	Course Title	Periods/week			Credits	CAT
		Lecture	Tutorial	Practical		
MARKETING MANAGEMENT						
22MB4E01	CONSUMER BEHAVIOR	4	0	0	4	PE
22MB4E02	INTEGRATED MARKETING COMMUNICATION	4	0	0	4	PE
22MB4E03	BRAND MANAGEMENT	4	0	0	4	PE
22MB4E04	DIGITAL MARKETING	4	0	0	4	PE
FINANCIAL MANAGEMENT						
22MB4E05	RURAL BANKING AND MICROFINANCE	4	0	0	4	PE
22MB4E06	INTERNATIONAL TRADE FINANCE	4	0	0	4	PE
22MB4E07	MERGERS, ACQUISITIONS AND RESTRUCTURING	4	0	0	4	PE
22MB4E08	DERIVATIVES MANAGEMENT	4	0	0	4	PE
HUMAN RESOURCE MANAGEMENT						
22MB4E09	HR ANALYTICS	4	0	0	4	PE
22MB4E10	BEHAVIOURAL MODIFICATION AND MANAGEMENT	4	0	0	4	PE
22MB4E11	COMPETENCY MAPPING AND DEVELOPMENT	4	0	0	4	PE
22MB4E12	TRAINING AND DEVELOPMENT	4	0	0	4	PE
SYSTEMS MANAGEMENT						
22MB4E13	ENTERPRISE RESOURCE PLANNING	4	0	0	4	PE
22MB4E14	DECISION SUPPORT SYSTEM	4	0	0	4	PE
22MB4E15	BUSINESS INTELLIGENCE	4	0	0	4	PE
22MB4E16	SOFTWARE PROJECT MANAGEMENT SYSTEM	4	0	0	4	PE

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ELECTIVES FOR IV SEMESTER

SECTORAL SPECIALIZATIONS

Course Code	Course Title	Periods/week			Credits	CAT
		Lecture	Tutorial	Practical		
OPERATIONS AND SUPPLY CHAIN MANAGEMENT						
22MB4E17	SUPPLY CHAIN CONCEPTS AND PLANNING	4	0	0	4	PE
22MB4E18	REVERSE AND CONTRACT LOGISTICS	4	0	0	4	PE
ENTREPRENEURSHIP						
22MB4E19	ENTREPRENEURSHIP AND SMALL BUSINESS	4	0	0	4	PE
22MB4E20	BUILDING A SUSTAINABLE ENTERPRISE	4	0	0	4	PE
HOSPITAL AND HEALTH CARE MANAGEMENT						
22MB4E21	SERVICE OPERATION MANAGEMENT IN HOSPITALS	4	0	0	4	PE
22MB4E22	ENTREPRENEURSHIP IN HEALTHCARE MANAGEMENT	4	0	0	4	PE
AGRIBUSINESS MANAGEMENT						
22MB4E23	ICT FOR AGRICULTURE MANAGEMENT	4	0	0	4	PE
22MB4E24	ENTREPRENEURSHIP IN AGRIBUSINESS	4	0	0	4	PE
BANKING AND FINANCE MANAGEMENT						
22MB4E25	RISK MANAGEMENT IN BANK	4	0	0	4	PE
22MB4E26	INTERNATIONAL BANKING & FOREX MANAGEMENT	4	0	0	4	PE
FOOD BUSINESS MANAGEMENT						
22MB4E27	BRANDING AND FOOD RETAIL MANAGEMENT	4	0	0	4	PE
22MB4E28	ARTIFICIAL INTELLIGENCE FOR FOOD SERVICES	4	0	0	4	PE
TOURISM AND HOTEL MANAGEMENT						
22MB4E29	TOURISM ENTREPRENEURSHIP	4	0	0	4	PE
22MB4E30	INFORMATION TECHNOLOGY AND TOURISM	4	0	0	4	PE
RETAIL MANAGEMENT						
22MB4E31	RETAIL STRATEGIC MANAGEMENT	4	0	0	4	PE
22MB4E32	RETAIL OPERATIONS SYSTEMS AND INVENTORY	4	0	0	4	PE

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SUMMARY OF CREDIT DISTRIBUTION

CAT	Credits / Semester				Total Credits
	I	II	III	IV	
FC	0	0	0	0	0
PC	24	24	8	8	64
PE	-	-	16	16	32
EEC	1	3	5	-	9
Total	25	27	29	24	105

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15/11/2023

Principal

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