



# BHARATHIDASAN UNIVERSITY THIRUCHIRAPPALLI-620 024

**M.B.A. - MASTER OF BUSINESS ADMINISTRATION**

(Applicable to the candidates admitted from the academic year 2022-2023 onwards)

Semester	Subject Code	Title of the Paper
<b>III</b>	<b>P22MBACC31</b>	Strategic Management
	<b>P22MBACC32</b>	Research Methods in Management
	<b>P22MBACC33</b>	Operations Research
	<b>P22MBA3EM1</b>	Digital Marketing
	<b>P22MBA3EM 2</b>	Brand Management
	<b>P22MBA3EM3</b>	Consumer Behaviour
	<b>P22MBA3EM4</b>	Business to Business Marketing
	<b>P22MBA3EM5</b>	Sales and Distribution Management
	<b>P22MBA3EF1</b>	E- Banking
	<b>P22MBA3EF 2</b>	Mutual Funds
	<b>P22MBA3EF3</b>	Strategic Financial Management
	<b>P22MBA3EF4</b>	Financial Services
	<b>P22MBA3EF5</b>	Security Analysis and Portfolio Management
	<b>P22MBA3EH1</b>	Strategic Human Resource Management
	<b>P22MBA3EH2</b>	Performance Management
	<b>P22MBA3EH3</b>	Organisation Development
	<b>P22MBA3EH4</b>	Compensation Management
	<b>P22MBA3EH5</b>	Change Management
	<b>P22MBA3ES1</b>	E- Business
	<b>P22MBA3ES2</b>	Internet Technologies
	<b>P22MBA3ES3</b>	Enterprise Resource Planning
	<b>P22MBA3ES4</b>	Web Technology
	<b>P22MBA3ES5</b>	Decision Support Systems
	<b>P22MBA3EO1</b>	Supply Chain Management
	<b>P22MBA3EO2</b>	Advanced Operation Research
	<b>P22MBA3EO3</b>	Management Control Systems
	<b>P22MBA3EO4</b>	Materials Management
	<b>P22MBA3EO5</b>	Maintenance Management
<b>P22MBANME2</b>	Export Management	

Please Turn Over

**M.B.A. - MASTER OF BUSINESS ADMINISTRATION**

(Applicable to the candidates admitted from the academic year 2022-2023 onwards)

Semester	Subject Code	Title of the Paper
<b>IV</b>	<b>P22MBACC41</b>	International Business Environment
	<b>P22MBACC42</b>	Entrepreneurial Development
	<b>P22MBACC43</b>	Managerial Skills
	<b>P22MBA4EM1</b>	Marketing Communications and Media Management
	<b>P22MBA4EM 2</b>	Customer Relationship Management
	<b>P22MBA4EM3</b>	Advertising and Sales Promotion
	<b>P22MBA4EM4</b>	Marketing of Services
	<b>P22MBA4EM5</b>	Retail Management
	<b>P22MBA4EF1</b>	Commercial Banking Management
	<b>P22MBA4EF 2</b>	Insurance Management
	<b>P22MBA4EF3</b>	Project Management
	<b>P22MBA4EF4</b>	Global Financial Management
	<b>P22MBA4EF5</b>	Merchant Banking
	<b>P22MBA4EH1</b>	Human Resources Analytics
	<b>P22MBA4EH2</b>	Training and Development
	<b>P22MBA4EH3</b>	Public Relations Management
	<b>P22MBA4EH4</b>	Managing Interpersonal Effectiveness
	<b>P22MBA4EH5</b>	Group Dynamics
	<b>P22MBA4ES1</b>	Software Project Management
	<b>P22MBA4ES2</b>	Relational Database Management System
<b>P22MBA4ES3</b>	Object Oriented Programming and C++	
<b>P22MBA4ES4</b>	Big data Analytics	
<b>P22MBA4ES5</b>	Data Warehousing and Data Mining	
<b>P22MBA4EO1</b>	Robust Design	
<b>P22MBA4EO2</b>	Lean Manufacturing	
<b>P22MBA4EO3</b>	World Class Manufacturing	
<b>P22MBA4EO4</b>	Total Quality Management	
<b>P22MBA4EO5</b>	Business Process Management	
<b>P22MBAVAC2</b>	Stock Market Practices	
<b>P22MBAPW</b>	(Dissertation 80 + Viva Voce 20). Actual Project during the vacation of III semester and Viva Exam before the IV semester Exam.	

Sd/-  
Controller of Examinations i/c