

Education is a primary ingredient and also a key to success in any profession. With a booming economy and a young population, it is imperative to provide quality education to this population which will create skills required by various sectors of the economy and industry.

Providing quality learning in higher education is becoming a major focus area in the country not only with the Government but, also increasingly, with educational institutions. The need of the day for any educational institution is to provide education that encompasses world class curriculum and is also industry focused.

SMU has been addressing this growing need by continuously upgrading and enhancing the quality, curriculum and methodology in its courses offered to its distance learning students.

The Master of Business Administration (MBA) is an integrated program designed to provide an advanced course in management for those seeking managerial positions in industry, commerce & services. The core subjects are aimed at developing knowledge & skills in fundamental management disciplines. The course also involves participation in group work with students from diverse backgrounds and is aimed at improving the decision making abilities of the participants in management related areas.

Objectives:-

The course aims at realizing the following objectives

- To provide intensive theoretical & practical knowledge of management.
- To provide an integrated perspective of management functioning along with a fair amount of exposure to real life cases / technical know how.
- To hone the student's analytical abilities
- To provide access to a broad base of knowledge in core managerial skills
- To develop the essential management skills required to meet & participate in an increasingly international business

environment

- To build upon the essential core management modules allowing greater emphasis on elective modules of management.

Eligibility: 3 year Graduation

Course Fee: Rs.10,450/- per semester inclusive of examination fees or as revised from time to time.

Minimum duration: 2 years (4 semesters).

Maximum duration: 4 years.

Minimum counseling and hands-on experience at Learning Centers: 160 hrs/semester.

Students are required to take six subjects in each of the first two semesters. In each of the third and fourth semesters, there will be two compulsory papers and four papers of the specialization selected by the student. There will also be a project in the area of specialization. The specialization should be selected by the student while reregistering for the third semester. Students will be permitted only one specialization.

Lateral entry to the Second Semester of MBA (First Level)

Eligibility:

1. BBA / BBM from a recognized University OR
2. 3-year Graduation with 6 month Management Diploma from an institution and min 1 year managerial / supervisory experience in reputed organization thereafter OR
3. 3-year Graduation and min 3 year managerial / supervisory experience in a reputed organization thereafter.

Additional Fees: In addition to the normal fees, an additional lateral entry fee of Rs.3,700/- (including examination fees) is payable by students opting for this scheme.

Note: In this lateral entry scheme, students have to appear and pass the first semester examination. Books of first semester will be supplied by the University and internal assessment will be completed at the Learning Center.

First Semester		
Core Subjects		
Sub. Code	Title	Credit
MB0022	Management Process and Organization Behavior	3
MB0023	Business Communication	3
MB0024	Statistics for Management	3
MB0025	Financial & Management Accounting	3
MB0026	Managerial Economics	3
MB0027	Human Resource Management	3
Total Credits		18

Third Semester		
Core Subjects + Specialisation Subjects		
Sub. Code	Title	Credit
MB0034	Research Methodology	3
MB0035	Legal Aspects of Business	3
Four Subjects in area of Specialization (2 credits each)		8
Project@		4
Total Credits		50

Second Semester		
Core Subjects		
Sub. Code	Title	Credit
MB0028	Production & Operations Management	3
MB0029	Financial Management	3
MB0030	Marketing Management	3
MB0031	Management Information System	3
MB0032	Operations Research	3
MB0033	Project Management	3
Total Credits		36

Fourth Semester		
Core Subjects + Specialisation Subjects		
Sub. Code	Title	Credit
MB0036	Strategic Management & Business Policy	3
MB0037	International Business Management	3
Four Subjects in area of Specialization (2 credits each)		8
Project@		4
Total Credits		68

Specialization

Third Semester

Finance		
Sub. Code	Title	Credit
MF0001	Security Analysis & Portfolio Management	2
MF0002	Mergers & Acquisitions	2
MF0003	Taxation Management	2
MF0004	Internal Audit & Control	2
MF0005	Project@	

Marketing		
Sub. Code	Title	Credit
MK0001	Sales, Distribution & Supply Chain Management	2
MK0002	Consumer Behavior	2
MK0003	Retail Marketing	2
MK0004	Market Research	2
MK0005	Project@	

Human Resource Management		
Sub. Code	Title	Credit
MU0001	Manpower Planning & Re-sourcing	2
MU0002	Management & Organizational Development	2
MU0003	Employee Relations Management	2
MU0004	HR Audit	2
MU0005	Project@	

Information Systems		
Sub. Code	Title	Credit
MI0024	Software Engineering	2
MI0025	Database Management Systems (DBMS)	2
MI0026	Computer Networks	2
MI0027	Business Intelligence & Tools	2
MI0028	Project@	

Banking		
Sub. Code	Title	Credit
MA0027	Financial Systems & Commercial Banking	2
MA0028	Banking Related Laws & Practices	2
MA0029	Banking Operations	2
MA0030	Retail Banking	2
MA0031	Project@	

Retail Operations		
Sub. Code	Title	Credit
ML0001	Warehousing & Supply Chain Management	2
ML0002	Buying & Merchandising	2
ML0003	Store Operations	2
ML0004	Retail IT Management	2
ML0005	Project@	

Fourth Semester

Finance		
Sub. Code	Title	Credit
MF0006	International Financial Management	2
MF0007	Treasury Management	2
MF0008	Merchant Banking & Financial Services	2
MF0009	Insurance & Risk Management	2
MF0005	Project@	4

Marketing		
Sub. Code	Title	Credit
MK0006	Services Marketing & Customer Relationship Management	2
MK0007	Advertising Management & Sales Promotion	2
MK0008	e-Marketing	2
MK0009	International Marketing	2
MK0005	Project@	4

Human Resource Management		
Sub. Code	Title	Credit
MU0006	Compensation Benefits	2
MU0007	Performance Management & Appraisal	2
MU0008	Talent Management & Employee Retention	2
MU0009	Change Management	2
MU0005	Project@	4

Information Systems		
Sub. Code	Title	Credit
MI0029	ERM	2
MI0030	e-Commerce	2
MI0031	Technology Management	2
MI0032	Supply Change Management & CRM	2
MI0028	Project@	4

Banking		
Sub. Code	Title	Credit
MA0032	Merchant Banking & Financial Services	2
MA0033	Treasury Management	2
MA0034	Corporate Banking	2
MA0035	Institutional Banking	2
MA0031	Project@	4

Retail Operations		
Sub. Code	Title	Credit
ML0006	Services Marketing & Customer Relationship Management	2
ML0007	Advertising Management & Sales Promotion	2
ML0008	Mall Management	2
ML0009	Project Management	2
ML0005	Project@	4

@ The project work will commence from Semester 3 and is expected to be completed in Semester 4. Evaluation will be conducted in Semester 4.