

HINDUSTHAN COLLEGE OF ENGINEERING AND TECHNOLOGY

(An Autonomous Institution, Affiliated to Anna University, Chennai)

(Accredited by AICTE, New Delhi, Accredited by NAAC with ‘A’ Grade)

COIMBATORE 641 032

CURRICULUM FOR 2020-2021



DEPARTMENT OF MANAGEMENT SCIENCES

2020 – 2021

HINDUSTHAN COLLEGE OF ENGINEERING AND TECHNOLOGY

**MASTER OF BUSINESS ADMINISTRATION (MBA)
CURRICULUM 2020**

SEMESTER – I

Sl.No	Course Code No.		Course Name	L	T	P	C	CIA	ESE	TOTAL
THEORY										
1.	20BA1201	PCC	Business Organization & Management	3	0	0	3	40	60	100
2.	20BA1202	PCC	Managerial Economics	3	0	0	3	40	60	100
3.	20BA1203	PCC	Accounting for Managers	3	0	1	4	40	60	100
4.	20BA1204	PCC	Quantitative Methods for Management	3	1	0	4	40	60	100
5.	20BA1205	PCC	Organizational Behavior	3	0	0	3	40	60	100
6.	20BA1206	PCC	Legal Aspects of Business	3	0	0	3	40	60	100
PRACTICAL										
7.	20BA1001	EEC	Business Application Lab - I	0	0	4	2	50	50	100
8.	20BA1002	EEC	Managerial Skill Development - I	0	0	2	1	100	0	100
9.	20BA1701	EEC	Social Immersion Project	0	0	2	1	100	0	100
			TOTAL	18	1	9	24	490	410	900

Chairman - BOS

Principal / Dean - Academic

SEMESTER – II

Sl.No	Course Code No.		Course Name	L	T	P	C	CIA	ESE	TOTAL
THEORY										
1.	20BA2201	PCC	Operations Management	3	0	0	3	40	60	100
2.	20BA2202	PCC	Financial Management	3	0	1	4	40	60	100
3.	20BA2203	PCC	Marketing Management	3	0	0	3	40	60	100
4.	20BA2204	PCC	Human Resource Management	3	0	0	3	40	60	100
5.	20BA2205	PCC	Quantitative Techniques	3	1	0	4	40	60	100
6.	20BA2206	PCC	Business Research Methods	3	0	0	3	40	60	100
PRACTICAL										
7.	20BA2001	EEC	Business Application Lab -II	0	0	4	2	50	50	100
8.	20BA2002	EEC	Managerial Skill Development - II	0	0	2	1	100	0	100
9.	20BA2701	EEC	Rural Innovation project	0	0	2	1	100	0	100
			TOTAL	18	1	9	24	490	410	900

Chairman - BOS

Principal / Dean - Academic

SEMESTER III

Sl.No	Course Code No.		Course Name	L	T	P	C	CIA	ESE	TOTAL
THEORY										
1.	20BA3201	PCC	Strategic Management	3	0	0	3	40	60	100
2.	20BA3202	PCC	International Business	3	0	0	3	40	60	100
3.	20BA33XX	PEC	ELECTIVE-I	3	0	0	3	40	60	100
4.	20BA33XX	PEC	ELECTIVE-II	3	0	0	3	40	60	100
5.	20BA33XX	PEC	ELECTIVE-III	3	0	0	3	40	60	100
6.	20BA33XX	PEC	ELECTIVE-IV	3	0	0	3	40	60	100
PRACTICAL										
7.	20BA3001	EEC	Data Analysis and Business Modeling Lab	0	0	4	2	50	50	100
8.	20BA3701	EEC	Summer Internship	0	0	2	2	100	0	100
9.	20BA3702	EEC	Management Practices	0	0	1	1	100	0	100
10.	20BA3703	EEC	Online Certification/Conference Certification	0	0	0	1	100	0	100
			TOTAL	18	0	7	24	590	410	1000

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SEMESTER IV

Sl.No	Course Code No.	Course Name	L	T	P	C	CIA	ESE	TOTAL	
THEORY										
1.	20BA4201	PCC	Indian Ethos and Values	3	0	0	3	40	60	100
2.	20BA4202	PEC	ELECTIVE-V	3	0	0	3	40	60	100
3.	20XX34XX	PEC	ELECTIVE-VI	3	0	0	3	40	60	100
4.	20XX34XX	PEC	ELECTIVE-VII	3	0	0	3	40	60	100
5.	20XX34XX	PEC	ELECTIVE-VIII	3	0	0	3	40	60	100
PRACTICAL										
6.	20BA4701	EEC	Project Internship	0	0	12	6	100	100	200
7.	20BA4702	EEC	Conference/Online/National/ International Certification Program	0	0	0	1	100	0	100
			TOTAL	15	0	12	22	400	400	800

Total No of Credits: 94

CREDIT DISTRIBUTION

Semester	I	II	III	IV	TOTAL
Credits	24	24	24	22	94

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Principal / Dean - Academic

**LIST OF PROFESSIONAL ELECTIVES COURSES
MASTER OF BUSINESS ADMINISTRATION (MBA)**

Sl.No	Course Code No.	Course Name	L	T	P	C	CIA	ESE	TOTAL
THEORY									
MARKETING ELECTIVES									
1.	20BA3301	Integrated Marketing Communication	3	0	0	3	40	60	100
2.	20BA3302	Customer Relationship Management	3	0	0	3	40	60	100
3.	20BA3303	Brand Management	3	0	0	3	40	60	100
4.	20BA3304	Retail Management	3	0	0	3	40	60	100
5.	20BA3305	Services Marketing	3	0	0	3	40	60	100
6.	20BA3306	Consumer Behavior	3	0	0	3	40	60	100
7.	20BA3307	International Marketing	3	0	0	3	40	60	100

Sl.No	Course Code No.	Course Name	L	T	P	C	CIA	ESE	TOTAL
THEORY									
FINANCE ELECTIVES									
1.	20BA3308	Equity Research & Portfolio Management	3	0	0	3	40	60	100
2.	20BA3309	Financial & Insurance Services	3	0	0	3	40	60	100
3.	20BA3310	Banking Regulation & Services	3	0	0	3	40	60	100
4.	20BA3311	International Financial Management	3	0	0	3	40	60	100
5.	20BA3312	Financial Derivatives	3	0	0	3	40	60	100
6.	20BA3313	Behavioral Finance	3	0	0	3	40	60	100

I.No	Course Code No.	Course Name	L	T	P	C	CIA	ESE	TOTAL
THEORY HUMAN RESOURCE ELECTIVES									
1.	20BA3314	Personnel & Interpersonal Effectiveness	3	0	0	3	40	60	100
2.	20BA3315	Talent Management	3	0	0	3	40	60	100
3.	20BA3316	Industrial Relations & Labour Legislations	3	0	0	3	40	60	100
4.	20BA3317	Organizational Development	3	0	0	3	40	60	100
5.	20BA3318	International HRM	3	0	0	3	40	60	100
6.	20BA3319	Strategic HRM	3	0	0	3	40	60	100
7.	20BA3320	Manpower Planning, Recruitment, and Selection	3	0	0	3	40	60	100
8.	20BA3321	Team Dynamics at Work	3	0	0	3	40	60	100

Sl.No	Course Code No.	Course Name	L	T	P	C	CIA	ESE	TOTAL
THEORY BUSINESS ANALYTICS ELECTIVES									
1.	20BA3322	Data Visualization for Managers	3	0	0	3	40	60	100
2.	20BA3323	Business Forecasting	3	0	0	3	40	60	100
3.	20BA3324	Data Science using R	3	0	0	3	40	60	100
4.	20BA3325	Business Intelligence	3	0	0	3	40	60	100
5.	20BA3326	Marketing Analytics	3	0	0	3	40	60	100

HICET – Department of Management Sciences

Sl.No	Course Code No.	Course Name	L	T	P	C	CIA	ESE	TOTAL
THEORY OPERATIONS MANAGEMENT ELECTIVES									
1.	20BA3327	Innovation and Technology Management	3	0	0	3	40	60	100
2.	20BA3328	Lean and Agile Manufacturing Systems	3	0	0	3	40	60	100
3.	20BA3329	Total Quality Management	3	0	0	3	40	60	100
4.	20BA3330	Logistics and Supply Chain Management	3	0	0	3	40	60	100
5.	20BA3331	Operations Strategy	3	0	0	3	40	60	100
6.	20BA3332	Sales and Operations Planning	3	0	0	3	40	60	100
7.	20BA3333	Sourcing Management	3	0	0	3	40	60	100
8.	20BA3334	Quality Toolkit for Managers	3	0	0	3	40	60	100

Sl.No	Course Code No.	Course Name	L	T	P	C	CIA	ESE	TOTAL
THEORY LOGISTICS MANAGEMENT ELECTIVES									
1.	20BA3335	Logistics Management	3	0	0	3	40	60	100
2.	20BA3336	Export Import Trade & Documentation	3	0	0	3	40	60	100
3.	20BA3337	Supply Chain Management	3	0	0	3	40	60	100
4.	20BA3338	International Logistics & Shipping Management	3	0	0	3	40	60	100
5.	20BA3339	Supply Chain Analytics	3	0	0	3	40	60	100

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HICET – Department of Management Sciences

Sl.No	Course Code No.	Course Name	L	T	P	C	CIA	ESE	TOTAL
THEORY MICRO & SMALL BUSINESS MANAGEMENT ELECTIVES									
1.	20BA3340	Design and Change in Organizations	3	0	0	3	40	60	100
2.	20BA3341	Planning, Structuring, and Financing Small Business	3	0	0	3	40	60	100
3.	20BA3342	Business Plan Preparation for Small Business	3	0	0	3	40	60	100
4.	20BA3343	Marketing for Small Business	3	0	0	3	40	60	100
5.	20BA3344	Finance and Accounting for Small Business	3	0	0	3	40	60	100

Sl.No	Course Code No.	Course Name	L	T	P	C	CIA	ESE	TOTAL
THEORY MEDIA MANAGEMENT ELECTIVES									
1.	20BA3345	Mass Communication	3	0	0	3	40	60	100
2.	20BA3346	Journalism	3	0	0	3	40	60	100
3.	20BA3347	Media Management and Public Relations	3	0	0	3	40	60	100
4.	20BA3348	Media Law and Ethics	3	0	0	3	40	60	100
5.	20BA3349	Media Production Planning & Management	3	0	0	3	40	60	100

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HICET – Department of Management Sciences

Sl.No	Course Code No.	Course Name	L	T	P	C	CIA	ESE	TOTAL
THEORY SYSTEM ELECTIVES									
1.	20BA3350	Electronic Commerce.	3	0	0	3	40	60	100
2.	20BA3351	System Analysis and Design	3	0	0	3	40	60	100
3.	20BA3352	Enterprises Resource Planning	3	0	0	3	40	60	100
4.	20BA3353	Business Analytics	3	0	0	3	40	60	100
5.	20BA3354	Software Project Management	3	0	0	3	40	60	100

Sl.No	Course Code No.	Course Name	L	T	P	C	CIA	ESE	TOTAL
THEORY TOURISM & TRAVEL MANAGEMENT ELECTIVES									
1.	20BA3355	Tourism Management	3	0	0	3	40	60	100
2.	20BA3356	Tourism Marketing	3	0	0	3	40	60	100
3.	20BA3357	Event Management	3	0	0	3	40	60	100
4.	20BA3358	Travel Agency and Tour Operation	3	0	0	3	40	60	100
5.	20BA3359	Hospitality Management	3	0	0	3	40	60	100

Sl.No	Course Code No.	Course Name	L	T	P	C	CIA	ESE	TOTAL
THEORY HEALTH CARE MANAGEMENT ELECTIVES									
1.	20BA3360	Hospital Operations Management	3	0	0	3	40	60	100
2.	20BA3361	Hospital Architecture Planning, Design & Maintenance	3	0	0	3	40	60	100
3.	20BA3362	International Health Management	3	0	0	3	40	60	100
4.	20BA3363	Public Health Systems and Health Insurance	3	0	0	3	40	60	100
5.	20BA3364	Health Care Laws and Ethics	3	0	0	3	40	60	100
6.	20BA3365	Hospital front office Management	3	0	0	3	40	60	100

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HICET – Department of Management Sciences

Sl.No	Course Code No.	Course Name	L	T	P	C	CIA	ESE	TOTAL
THEORY ENTREPRENEURSHIP ELECTIVES									
1.	20BA3366	Entrepreneurship development	3	0	0	3	40	60	100
2.	20BA3367	Innovation Management	3	0	0	3	40	60	100
3.	20BA3368	Social Entrepreneurship	3	0	0	3	40	60	100
4.	20BA3369	Small Business Management	3	0	0	3	40	60	100
5.	20BA3370	Science and Technology Entrepreneurship	3	0	0	3	40	60	100

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THEORY AGRI BUSINESS MANAGEMENT ELECTIVES									
1.	20BA3371	Fertilizer Technology Management	3	0	0	3	40	60	100
2.	20BA3372	Management of Agro Chemicals	3	0	0	3	40	60	100
3.	20BA3373	Management of Floriculture and Landscaping	3	0	0	3	40	60	100
4.	20BA3374	Farm Power and Machinery Management	3	0	0	3	40	60	100
5.	20BA3375	Feed Business Management	3	0	0	3	40	60	100
6.	20BA3376	Poultry and Hatchery Management	3	0	0	3	40	60	100
7.	20BA3377	Food Technology and Processing Management	3	0	0	3	40	60	100
8.	20BA3378	Fruit Production and Post-Harvest Management	3	0	0	3	40	60	100

Chairman - BOS

Principal / Dean - Academic

LIST OF OPEN ELECTIVE FOR ME, MCA AND BE

Sl.No	Course Code No.	Course Name	L	T	P	C	CIA	ESE	TOTAL
THEORY OPEN ELECTIVES									
1.	20BAX401	Principles of Management	3	0	0	3	40	60	100
2.	20BAX402	Economics and Accounting for Engineers	3	0	0	3	40	60	100
3.	20BAX403	Marketing Management for Engineers	3	0	0	3	40	60	100
4.	20BAX404	Business Analytics	3	0	0	3	40	60	100
5.	20BAX405	Management of Micro & Small Business Management	3	0	0	3	40	60	100
6.	20BAX406	Retail Management	3	0	0	3	40	60	100
7.	20BAX407	Healthcare Management	3	0	0	3	40	60	100
8.	20BAX408	Social Enterprise Management	3	0	0	3	40	60	100
9.	20BAX409	Agri-Business Management	3	0	0	3	40	60	100
10.	20BAX410	Rural Management	3	0	0	3	40	60	100
11.	20BAX411	Education Management	3	0	0	3	40	60	100
12.	20BAX412	Sports Management	3	0	0	3	40	60	100
13.	20BAX413	Infrastructure Management	3	0	0	3	40	60	100
14.	20BAX414	Tourism & Hospitality Management	3	0	0	3	40	60	100
15.	20LSX403	Indian Ethos and Human Values	3	0	0	3	40	60	100

CREDIT DISTRIBUTION

Semester	I	II	III	IV	TOTAL
Credits	24	24	24	22	94

Chairman - BOS

Principal / Dean - Academics