Dr. M.G.R.
EDUCATIONAL AND RESEARCH INSTITUTE
DEEMED TO BE UNIVERSITY
University with Graded Autonomy Status
(An ISO 21001 : 2018 Certified Institution)
Periyar E.V.R. High Road, Maduravoyal, Chennai-95. Tamilnadu, India.

CENTRE FOR ONLINE PROGRAMMES

PROGRAMME PROJECT REPORT (PPR) – MBA

(As per 2022 Regulation)

(Approval of the Board of Studies and Academic Council)

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Name of the Faculty: Faculty of Management Studies

Name of the Programme: MBA – PG Degree Program

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INTRODUCTION:

In the MBA Program, students are equipped with designing, development and operational knowledge to transform theoretical knowledge into business application to ensure sustainable organizational growth. The MBA program positions the candidate for a career in dynamic industries like IT management, e-commerce, telecommunications, retail, hospitality management and many more.

The curriculum and syllabus enables the learners to successfully implement management theories and methods, helps to implement the concepts of business policy and ethics. It also nurtures effective leadership skills, functional expertise and strategic acumen. It also builds entrepreneurial mindset and acumen for successful business.

Programme Title	Master of Business Administration
Specialization	General
Eligibility	Any UG degree
Minimum Duration	Two years

PROGRAMME EDUCATIONAL OBJECTIVES:

PEO1: To provide knowledge on Management and all its functions, on Communication, Entrepreneurship, and current Business Environment, and engage the students in understanding the application of management theory and practice for real life problem solving through learning by doing & internships.

PEO 2: To encourage entrepreneurship by providing knowledge, skills, and attitude for enhancing entrepreneurial capabilities. To teach and train so that students learn planning, organizing, leading and controlling,

PEO 3: To encourage Management graduates with academic interest and aptitude to actively engage in research or consultancy assignments. To encourage research orientation by promoting investigative and analytical skills and teach the application of modern

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research tools for computation and analysis in research including data collection, analysis, interpretation and synthesis of information leading to logical conclusions.

PEO 4: To encourage morality, integrity, hard work, ethical behavior, social consciousness, and a broad minded outlook that accepts the socio-cultural diversity existing in India and across the globe.

PEO 5: To possess a multi-disciplinary approach towards problem solving. To be able to apply knowledge of functional areas of business management, economics, technology, quantitative techniques, and business law for integrated solution to complex management problems.

PEO 6: To improve communication skills, promote leadership, team work, develop emotional intelligence, and the ability to assimilate information, analyze, synthesize, and innovate.

PEO 7: Demonstrate IT knowledge and skills for efficient and effective business processes and develop innovative methods of applying IT and e-commerce for competitive advantage.

NATURE OF PROSPECTIVE TARGET GROUP OF LEARNERS:

Skill development and information acquisition are the tools that enable a person succeed in the digital age. The online MBA Programme provides a tremendous chance and benefits. As a result, this programme targets audience who are employed but struggle to devote time for regular sessions, however want to improve skill and knowledge. It provides a platform for interaction with industry professionals for appropriate career advancement and guidance. Advances in teaching technologies have made online MBA programs more accessible to midcareer learners; precisely those who many suggest should be targeted.

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APPROPRIATENESS OF PROGRAMME:

The future is defined by cut throat competition and cutting edge technology, hence we would prefer to give our students that extra edge to face the challenges that the corporate world offers. Business acumen, essential skill sets and confidence is what we are looking at instilling in students enrolling in the Department of Management Studies. We are offering 14 electives in Marketing, Finance, Supply Chain Management, Information Systems, Human Resource Management, Tourism Management, Hospital and Healthcare Management, Operations Management, Sports Management, Entrepreneurship Management, Media and Entertainment Management, Agriculture Management, Education Management, International Business Management.

Masters of Business Administration (MBA) is a post graduate program that, regardless of the specialization, enables the learner with conceptual, theoretical and practical training in various aspects of business-like economics, operations marketing, basic accounting, corporate finance etc. It is a multidisciplinary course that trains graduates to establish their name in the field of management. In the MBA Programs, students are equipped with designing, development and operational knowledge to transform theoretical knowledge into business application to ensure sustainable organizational growth.

PROCEDURE FOR ADMISSION:

The Institution is highly reputed and accredited with 'A+' Grade by NAAC with Special Graded Autonomy and also certified with ISO 21001:2018 by TUV SUD South Asia Private Limited. The Institute is recognized as Deemed to be University offers undergraduate, postgraduate programmes and Research in various disciplines. Admission sought into this prestigious Institute is based on the norms prescribed by the statutory bodies. Foreign students can be admitted following the guidelines of MoE and UGC.

- All the information regarding eligibility norms and mandatory documents required and registration is available on this website (www.drmgronline.in)

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- The candidate has to ensure that their education / qualifying degree has been issued from a recognized Institution / University only.

- At the time of online registration the candidates have to scan and send all their relevant documents as mentioned in the registration process on this website (www.drmgronline.in)

- The admission would be processed as per the information provided by the candidate and if at any stage, it is found that a candidate has furnished wrong or misleading information, his/her candidature will be cancelled immediately.

- The candidate should ensure that he/she satisfies the eligibility norms for the program he/she wishes to enroll.

- Submission of documents and payments to University is subject to eligibility criteria as per the guidelines of the University.

- Upon receipt of complete set of mandatory documents and applicable fees, the University enrolment team would then verify all the documents.

- In standard conditions the candidate should receive the provisional number within 21 working days after submission of all mandatory documents & applicable fees. (Courier delivery timelines additional at actuals)

- The admission will be treated as enrolled only after Enrollment / Registration Number has been generated by University subject to provisional or confirmed enrolment

- University reserves the right to change the programme structure, Programme curriculum, eligibility norms and course conduction pattern and revise fees at any point of time

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TEACHING LEARNING AND EVALUATION:

A student is normally expected to complete the M.B.A Programme in 4 Semesters (two academic years) but in any case not more than 8 semesters. Each semester shall normally consist of 15 weeks. The Director – Online Programs shall ensure that every teacher imparts instruction as per the number of periods specified in the syllabus and that the teacher teaches the full content of the prescribed syllabus for the course being taught, End-Semester Examination will ordinarily commence immediately after the last working day of the semester.

The e-learning material shall have four quadrant approach; as per UGC (Credit Framework for online learning courses through SWAYAM) Regulations, 2016 taking into consideration the following, namely

- Quadrant-I is e-Tutorial; which shall contain: Video and Audio Content in an organized form, Animation, Simulations, Video Demonstrations, Virtual Labs, etc, along with the transcription of the video.

- Quadrant-II is e-Content; which shall contain; self instructional material, e-Books, illustrations, case studies, presentations etc, and also contain Web Resources such as further references, Related Links, Open source Content on Internet, Video, Case Studies, books including e-books, research papers and journals, Anecdotal information, Historical development of the subject, Articles, etc.

- Quadrant-III is the Discussion forum for raising of doubts and clarifying them on a near real time basis by the Course Coordinator or his team.

- Quadrant-IV is Assessment, which shall contain; Problems and Solutions, which could be in the form of Multiple Choice Questions, Fill in the blanks, Matching Questions, Short Answer Questions, Long Answer Questions, Quizzes, Assignments and solutions, Discussion forum topics and setting up the FAQs, Clarifications on general misconceptions.

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The University would provide student's access to Learning Management System for each student to access the online course ware.

Quadrant	Quadrant Type	Learning Resource Type	Type	Delivery Format
1.	E-Tutorial	Tutorials: Recorded Videos	Chapter Level	MP4 (Audio Video Content)
		Animation Gamified Module	Chapter Level	SCORM File
		Simulated Case Study	Subject Level	SCORM File
		Synchronous Interactive Sessions – Live Sessions	Chapter Level	Real Time Technology based Synchronous Activity
2.	E-Content	E-book	Chapter Level	PDF/Notes
		Study Guide	Chapter Level	PDF/ Bullet Notes
		Web Resources	Chapter Level	Articles and Reference Videos from Swayam, NPTEL and other open platforms
3	Discussion Forum	Discussion Forum	Chapter Level	Real Time Technology based Synchronous Activity

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				Synchronous Activity
4	Assessment	FAQ	Chapter Level	System Upload for objective Questions with Answer keys and document upload for subjective questions in assessment in form of Assignments (Continuous Evaluation)
		Misconception	Chapter Level	
		Practice Assignment	Chapter Level	

LMS Link:https://virtualcampus.drmgronline.in/users/login
The students would get the following Learning Resources through LMS for every course /subject:

- E-Books (Self-Learning Material)
- Study Guide (PPT)
- Practice Test through LMS – Gamified Module
- Audio/Video Component in Learning Management System - Tutorials
- Reference Material – Web Resources for research purpose
- Simulated Case Study
- FAQ and Misconceptions for each course/subject
- Practice Self-Assessment Question (Essay Questions)
- Discussion Forums through LMS
- Live Interactive Synchronous Online Sessions would be conducted through the Learning Management System

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EVALUATION CRITERIA:

Nature of questions will include different types such as structured essays (Case Study for 20%), Short Answer Questions (SAQ for 60%), Brief Question type for 20% weightage in University Question paper pattern:

- Section A (5 x 4 = 20) Marks, (Answer all the questions)
- Section B (5 x 12=60) Marks, (Answer any 5 questions out of 8 questions)
- Section C (1 x 20 = 20) Marks, (Compulsory)

One main examination per semester will be conducted in an academic year (Two semesters per academic year). N+2 pattern is followed to clear arrear / passed out batch students

Internal assessment: Internal assessment shall be conducted as Descriptive Question - 1 Question – 10 Marks (10%) and Activity based on subjectwise question – 15 Marks (15%). It shall relate to different ways in which learners participate in learning process including assignments, discussion forums, etc., in the desired format

1. Assignment 1 (MCQ Based Objective Type Questions)
2. Assignment 2 (Subjective Assessment): Subject Evaluation by the Faculty.
3. Assignment 3 – Discussion Forum for every Subject

- Learners must secure at least 50% marks of the total marks assigned for internal assessment in a particular subject in order to be eligible for appearing at the final University examination of that subject

- Internal assessment marks will carry weightage of 25% while awarding internal marks for students in all subjects

- External semester Exam will carry weightage of 75% while awarding external marks for students based on their performance in University Examination

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MINIMUM FOR A PASS:

- No candidate shall be declared to have passed the Semester Examination unless he/she obtains not less than 50% marks in the aggregate of final examination and internal assessment put together in each of the subjects. Continuous Evaluation Marks (Internal Marks) along with Final Exams Marks put together; the candidate must get minimum 50% for passing the assessment for the said subject

- If a candidate fails in any subjects, he/she shall appear for that subject at any subsequent examination cycle, within the maximum 4 years from date of registration prescribed for completing the Programme

QUESTION PAPER DESIGN:

Design of question paper takes into consideration all levels of knowledge domain e.g. Bloom's taxonomy of cognitive domain. Appropriate verbs are used for the questions at each level to assess higher levels of learning. Combination of various types of questions e.g. structured essays including Long Answer Questions (LAQ), Short Answer Questions (SAQ), and Brief Questions.

- Every subject would have continuous evaluation and semester end examination

- Weightage on every subject: Continuous Evaluation : 25% and Semester End Exams : 75%

- The continuous evaluation would be done through the learning management system

- The university follows the grading system for evaluation purpose

- The score of Objective type of assignment (A1) would be displayed immediately after the assignments are submitted at the respective assignment tab in LMS as the same is system evaluated

- The score of Subjective assignment (A2) would be displayed at respective assignment tab in LMS only after the faculty has evaluated the scores.

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- The score of Graded Discussion Forum (A3) would be displayed at respective assignment tab in LMS only after the faculty has evaluated the scores.

GRADING PATTERN:

Grading System for Choice Based Credit System (CBCS) – University adopts a ten point grading system. Conversion of credit(s) into grade(s) Grades and Grade Points

GradePoints	Letter Grade	Range of Marks
10	H	90-100
09	S	80-89
08	A	70-79
07	B	60-69
06	C	50-59
-	F	< 50
-	AB	Absent
-	RA	Re-Appear
	F*	Fail due to External Mark

F*, F, AB, RA – No Grade Points

Passing Minimum: External 50% and Internal + External 50% of the MaximumMarks

RELEVANCE OF THE PROGRAM WITH HEI'S MISSION AND GOALS:

Dr. MGR Educational and Research Institute, Deemed To Be University has the vision to provide for contemporary knowledge delivery of global standards, excellence in knowledge creation in emerging areas and mutually rewarding university - societal interaction.

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The university's objective is to provide appropriate training and education to the youth in order to develop them as technically qualified, practically competent, and talented human resources that can meet the needs and demands of modern industries, businesses, and research and development organisations.

The Master of Business Administration degree is meant to equip a student with a broad range of managerial skills while also developing expertise in a specific field of business studies, in keeping with the university's vision and goal. Management education is critical to the evolution of the business world. It is the most significant factor in achieving success in any industry.

REQUIREMENT OF THE LABORATORY SUPPORT AND LIBRARY RESOURCES:

The University Library is enriched with KNIMBUS platform, wherein the E-Resources are exhibited for the usage of the Faculty, Research Scholars and the Student Community.

KNIMBUS is an data search and collaboration platform that connects the researchers of various field particularly for Scientific, Technical and Medical stream. It enables them to create and share information with like minded researchers. It serves for the student community to get introduced to the knowledge world.

Features:

Single Search Window: Single factor get entry to all subscribed content and open sources custom – made for your Library which ensures your search to be effective, quick and simple.

Top Results:

On the foremost page, it shows the famous articles. It additionally permits users to browse famous search results through superior search options.

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Bibliography:

All the search effects have whole bibliography including authors and booklet small print that can be exported as citations. This characteristic helps you store your precious time.

Research Profile:

Detailed profile facets work location, education, experience, know how domain, interests, etc., helps get your work identified in the community.

Personalized Workspace:

Knimbus provides you with on-line folders to shop your searches and links to published content. It additionally permits you to retailer your own documents.

COST ESTIMATE OF THE PROGRAMME AND THE PROVISIONS:

Programme fee will be displayed on official website of the University from time to time.

QUALITY ASSURANCE MECHANISM AND EXPECTED PROGRAMME OUTCOME:

- The CIQA (Centre for Internal Quality Assurance) follows the Quality Assurance guidelines on learning materials in multimedia, curriculum and pedagogy, as specified by the commission and post its quality assurance mechanism in the website

- The CIQA also takes adequate measures for training and capacity building of its teaching and administrative staff and counsellors/co-ordinators/mentors at regular intervals

- It also ensures that the quality of programmes of study is maintained at par with the standards defined for the conventional mode of teaching

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- The CIQA needs to exhibit the copies of the approval letters duly obtained or received from the concerned statutory or regulatory authority or council to offer programmes under its domain on the website as well as against the name of each programme in the brochure or bulletin of the Institution and inform the same to UGC from time to time

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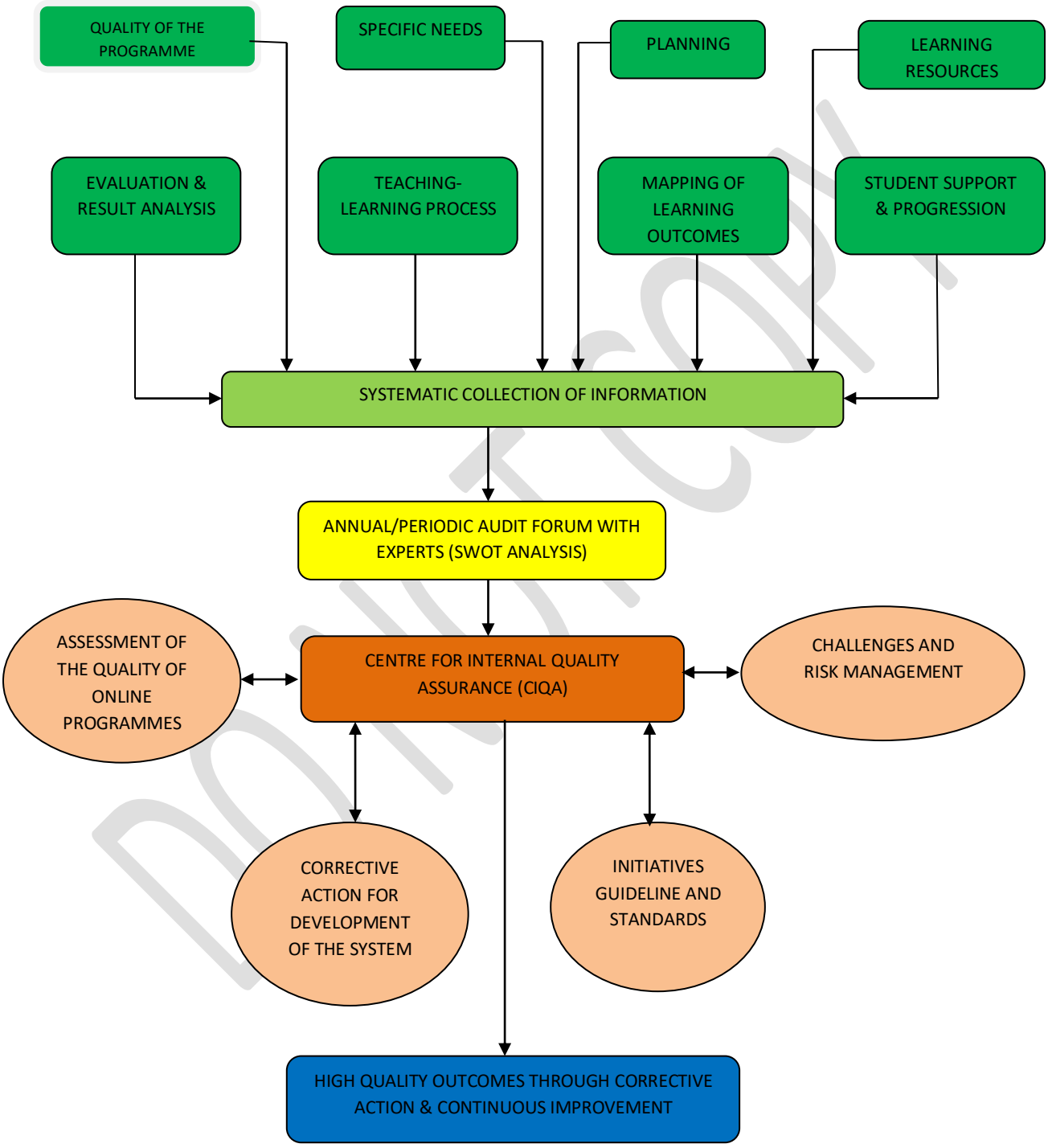
MECHANISM OF QUALITY ASSURANCE



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EXPECTED OUTCOMES:

Essential learning that learners have achieved at the end of the program. What the learner will know and be able to do at the end of the course – knowledge, skill, and values. Outcomes are achieved results or consequences of what was learned- evidence that learning has happened. It is more students centric.

PO1: Graduating students have an integrated knowledge of and demonstrated ability to perform as management professionals. Students graduating from the MBA program are academically, technically, and emotionally prepared for a managerial career with good knowledge of all disciplines.

PO2: Students have the positive perspectives, attitude, and skills that create productive managerial leaders.

PO3: The students developed an inquisitive and analytical mind for research with evidence of meaningful professional and scholarly activities.

PO4: Ability to become entrepreneurs through knowledge, skills – hard skills & soft skills, and attitude for entrepreneurship.

PO5: Ability to appreciate the current business environment, consumer mindset and market realities in India and world.

PO6: Ability to understand the socio-cultural diversity that exists globally and learning to adapt to this diversity. Ability to communicate effectively, higher level of IT skills, leadership skills, team building skills, and values of integrity, hard work, and social responsibility.

PO7: Ability to follow a multi-disciplinary approach to problem solving and research.

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Program Educational Objectives	Program Outcomes						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
PEO1				√			√
PEO2	√			√			
PEO3			√		√		√
PEO4		√				√	
PEO5	√						√
PEO6		√	√				
PEO7				√		√	√

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PROGRAMME CURRICULUM:

FIRST SEMESTER

Theory:

Course Code	Course Title	C	L	T/SLr	P/R	Ty / Lb/ ETP
MMBA22001	Principles of Management and Behavioral	4	4	0	0	Ty
MMBA22002	Managerial Economics	4	4	0	0	Ty
MMBA22003	Basic Accounting for Managers	4	3	1	0	Ty
MMBA22004	Business Legislations	4	4	0	0	Ty
MMBA22005	Business Statistics for Managers	4	4	0	0	Ty
MMBA22006	E- Commerce	4	4	0	0	Ty

Practical:

Course Code	Course Title	C	L	T/SLr	P/R	Ty / Lb/ ETP
MMBA22L01	Computer Application for Business	2	0	0	4	Lb
MMBA22L02	Business Communication	2	0	0	4	Lb
	Sub Total	**28**				

Credits Sub Total: 28

SECOND SEMESTER

Theory:

Course Code	Course Title	C	L	T/SLr	P/R	T y/ Lb/
MMBA22007	Marketing Management	4	4	0	0	Ty
MMBA22008	Human Resource Management	4	4	0	0	Ty
MMBA22009	Research Methodology	4	3	1	0	Ty
MMBA22EXX	***Professional Specialization: I** Elective 1**	3	3	0	0	Ty
MMBA22EXX	Elective 2**	3	3	0	0	Ty
MMBA22EXX	Elective 3**	3	3	0	0	Ty

Practical:

Course Code	Course Title	C	L	T/SLr	P/R	T y/ Lb/
MMBA22L03	Tally Lab	2	0	0	4	Lb
MMBA22L04	Business Etiquette	2	0	0	4	Lb
	Sub Total	**25**				

Credits Sub Total: 25

THIRD SEMESTER

Theory:

Course Code	Course Title	C	L	T/SLr	P/R	Ty / Lb/
MMBA22010	Strategic Management	4	4	0	0	Ty
MMBA22011	Entrepreneurship Development	4	4	0	0	Ty
MMBA22012	Management Accounting	4	3	1	0	Ty
MMBA22EXX	***Professional Specialization: I** Elective 1**	3	3	0	0	Ty
MMBA22EXX	Elective 2**	3	3	0	0	Ty
MMBA22EXX	Elective 3**	3	3	0	0	Ty

Practical:

Course Code	Course Title	C	L	T/SLr	P/R	T y/ Lb/
MMBA22L05	Spreadsheet for Managers	2	0	0	4	Lb
MMBA22L06	Production and Operations Research Lab	2	1	0	4	Lb
MMBA22SE1	Managerial Skill Development	2	0	0	4	Lb
MMBA22L07	Summer Project – Internship and Viva Voce	6	0	0	6	Lb
	Sub Total	**33**				

Credits Sub Total: 33

* Students can opt for single / dual specialization.
**Chosen elective should be from one specialization of management that includes three elective subjects.

FOURTH SEMESTER

Theory:

Course Code	Course Title	C	L	T/SLr	P/R	T y/ Lb/
MMBA22013	Digital Marketing	3	3	0	0	Ty
MMBA22014	International Business Management	4	4	0	0	Ty

Practical:

Course Code	Course Title	C	L	T/SLr	P/R	Ty / Lb/
MMBA22L08	Contemporary Seminar	3	0	0	3	Lb
MMBA22L09	Field Work and Project Work	6	0	0	6	Lb
	Sub Total	**16**				

Credits Sub Total: 16

SPECIALISATION – 3 – HUMAN RESOURCE MANAGEMENT							
S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/R	Ty / Lb/ ETP
1	MMBA22E20	Talent Management	3	3	0	0	Ty
2	MMBA22E21	Strategic Human Resource Management	3	3	0	0	Ty
3	MMBA22E22	Industrial Relations and Labour Welfare	3	3	0	0	Ty
4	MMBA22E23	Organizational Development	3	3	0	0	Ty
5	MMBA22E24	Training and Development	3	3	0	0	Ty
6	MMBA22E25	Stress Management	3	3	0	0	Ty
7	MMBA22E26	Performance Management	3	3	0	0	Ty
8	MMBA22E27	Corporate Governance	3	3	0	0	Ty

SPECIALIZATION – 4 - INFORMATION SYSTEMS							
S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/ R	T y/ Lb/ ETP
1	MMBA22E28	Big Data Technology	3	3	0	0	Ty
2	MMBA22E29	Database Management System	3	3	0	0	Ty
3	MMBA22E30	Decision Support System	3	3	0	0	Ty
4	MMBA22E31	Systems Analysis and Design	3	3	0	0	Ty
5	MMBA22E32	Artificial Intelligence	3	3	0	0	Ty
6	MMBA22E33	Software Quality and Project Management	3	3	0	0	Ty
7	MMBA22E34	Enterprise Resource Planning	3	3	0	0	Ty

SPECIALIZATION – 5 - OPERATIONS MANAGEMENT							
S.No	Sub. Code	Title of Subject	C	L	T/ SL	P/ R	Ty / Lb/ ETP
1	MMBA22E35	Advanced Materials Management	3	3	0	0	Ty
2	MMBA22E36	Maintenance Management	3	3	0	0	Ty
3	MMBA22E37	Production Planning and Control	3	3	0	0	Ty
4	MMBA22E38	Purchase and Inventory Management	3	3	0	0	Ty
5	MMBA22E39	Lean and Six Sigma Management	3	3	0	0	Ty
6	MMBA22E40	Total Quality Management	3	3	0	0	Ty

SPECIALISATION – 6 – LOGISTIC AND SUPPLY CHAIN MANAGEMENT							
S.No	Sub. Code	Title of Subject	C	L	T/ SL	P/ R	Ty / Lb/ ETP
1	MMBA22E41	Advanced Supply Chain Management	3	3	0	0	Ty
2	MMBA22E42	Business Logistics	3	3	0	0	Ty
3	MMBA22E43	Purchasing and Supply Chain Management	3	3	0	0	Ty
4	MMBA22E44	Domestic and Global Logistics	3	3	0	0	Ty
5	MMBA22E45	Export Trade and Documentation	3	3	0	0	Ty
6	MMBA22E46	Transport Management	3	3	0	0	Ty
7	MMBA22E47	Inventory and Warehouse Management	3	3	0	0	Ty
8	MMBA22E48	Materials and Supply Chain Management	3	3	0	0	Ty
9	MMBA22E49	Purchase Management and Material Requirement planning	3	3	0	0	Ty
10	MMBA22E50	Inventory Planning and Stock Control	3	3	0	0	Ty

SPECIALISATION – 7 – INTERNATIONAL BUSINESS MANAGEMENT							
S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/R	Ty / Lb/ ETP
1	MMBA22E51	International Business Environment	3	3	0	0	Ty
2	MMBA22E52	International Economic Organizations	3	3	0	0	Ty
3	MMBA22E53	International Business Ethics	3	3	0	0	Ty
4	MMBA22E54	Cross Culture Business Management	3	3	0	0	Ty
6	MMBA22E55	FOREX Management	3	3	0	0	Ty
7	MMBA22E56	International Trade Procedure and Promotion	3	3	0	0	Ty
8	MMBA22E57	International Business Negotiations	3	3	0	0	Ty

SPECIALISATION – 8 –TOURISM MANAGEMENT							
S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/R	Ty/Lb/ ETP
1	MMBA22E58	Hospitality Management	3	3	0	0	Ty
2	MMBA22E59	Tourism Planning and Marketing	3	3	0	0	Ty
3	MMBA22E60	International Tourism Management	3	3	0	0	Ty
4	MMBA22E61	Tourism Products	3	3	0	0	Ty
5	MMBA22E62	International Hospitality Law	3	3	0	0	Ty
6	MMBA22E63	Travel and Tourism Management	3	3	0	0	Ty

SPECIALISATION – 9 – HOSPITAL AND HEALTHCARE MANAGEMENT							
S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/R	T/L/ ETP
1	MMBA22E64	Hospital Operations Management	3	3	0	0	Ty
2	MMBA22E65	Hospital Facilities Management	3	3	0	0	Ty
3	MMBA22E66	Patient Care Management	3	3	0	0	Ty
4	MMBA22E67	Healthcare Law and Ethics	3	3	0	0	Ty
5	MMBA22E68	Public Health System and Outreach Programmes	3	3	0	0	Ty
6	MMBA22E69	Risk Management and Health Insurance	3	3	0	0	Ty

SPECIALIZATION – 10 - SPORTS MANAGEMENT							
S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/ R	Ty / Lb/ ETP
1	MMBA22E70	Organization and Management in Sports	3	2	1	0	Ty
2	MMBA22E71	Managing and Promoting Sports Events	3	2	1	0	Ty
3	MMBA22E72	Administration of Sports Organizations	3	2	1	0	Ty
4	MMBA22E73	Leadership Principles in Sports	3	2	1	0	Ty
5	MMBA22E74	Advertising , Public Relation and Sponsorship in Sports	3	2	1	0	Ty
6	MMBA22E75	Sports Training and Conditioning	3	2	1	0	Ty

SPECIALIZATION – 11 - EDUCATION MANAGEMENT							
S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/ R	T / L/ ETP
1	MMBA22E76	Principles of Education Management	3	3	0	0	Ty
2	MMBA22E77	Education Environment	3	3	0	0	Ty
3	MMBA22E78	Education Institution Management	3	3	0	0	Ty
4	MMBA22E79	Office Management	3	3	0	0	Ty
5	MMBA22E80	Institutional Linkage for Education Management	3	3	0	0	Ty
6	MMBA22E81	Finance Management in Education Institutions	3	3	0	0	Ty

SPECIALISATION – 12 – MEDIA AND ENTERTAINMENT MANAGEMENT							
S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/ R	T / L/ ETP
1	MMBA22E82	History of Media	3	3	0	0	Ty
2	MMBA22E83	Film Animation and Game Programming Management	3	3	0	0	Ty
3	MMBA22E84	Managing Media	3	3	0	0	Ty
4	MMBA22E85	Film TV Production, Programming Management	3	3	0	0	Ty
5	MMBA22E86	Media Business Practices	3	3	0	0	Ty
6	MMBA22E87	Sound Production and Music Industry Management	3	3	0	0	Ty

SPECIALIZATION – 13 - AGRICULTURE MANAGEMENT							
S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/R	T / L/ ETP
1	MMBA22E88	Principles of Agri-Business Management	3	3	0	0	Ty
2	MMBA22E89	Agriculture Marketing Systems and Models	3	3	0	0	Ty
3	MMBA22E90	Farm Management	3	3	0	0	Ty
4	MMBA22E91	Branches of Agricultural Management	3	3	0	0	Ty
5	MMBA22E92	Agricultural Export Management	3	3	0	0	Ty
6	MMBA22E93	Management of Dairies and Co-operatives	3	3	0	0	Ty

SPECIALIZATION – 14 - ENTREPRENEURSHIP MANAGEMENT							
S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/R	T / L/ ETP
1	MMBA22E94	Entrepreneurial Finance	3	3	0	0	Ty
2	MMBA22E95	Project Management	3	3	0	0	Ty
3	MMBA22E96	Creativity and Innovation for Sustainable Enterprise	3	3	0	0	Ty
4	MMBA22E97	Business Plan and Ethics	3	3	0	0	Ty
5	MMBA22E98	Managing Diversity	3	3	0	0	Ty
6	MMBA22E99	Event Management	3	3	0	0	Ty