



NEHRU MEMORIAL COLLEGE (AUTONOMOUS)

(ACCREDITED WITH "A" GRADE BY NAAC)

Puthanampatti - 621 007

Tiruchirappalli District, Tamil Nadu, India

Percentage of programs where syllabus revision was carried out – 2018

PROGRAMME NAME: Master of Business Administration

SEM	Course Code	Course Title	Whether Syllabus is New?	% of Modification	Is if relevant to TNPSC/SSC/UPSC/ Bank and others
I	18PMB101	Management concepts	New	100%	5%
	18PMB102	Managerial Communication	New	100%	10%
	18PMB103	Mathematics & Statistics	New	100%	15%
	18PMB104	Managerial Economics	New	100%	8%
	18PMB105	Organizational Behaviour	New	100%	2%
	18PMB106	Management Accounting	New	100%	20%
II	18PMB207	Operation Research	New	100%	5%
	18PMB208	Production Management	New	100%	-
	18PMB209	Marketing Management	New	100%	7%
	18PMB210	Financial Management	New	100%	15%
	18PMB211	Human Resource Management	New	100%	8%
	18PMB212	Legal Aspects of Business	New	100%	5%
III	18PMB313	Strategic Management	New	100%	5%
	18PMB314	Business Research Methods	New	100%	7%
	18PMB315	Consumer Behaviour	New	100%	3%
	18PMB316	Digital marketing	New	100%	5%
	18PMB317	Security Analysis & Portfolio Management	New	100%	7%
	18PMB318	Retail Bank Management	New	100%	8%
	-	Strategic Human Resource Management	New	100%	3%
	-	Industrial Relations	New	100%	3%
	-	Information security in business	New	100%	3%
	-	E-business	New	100%	5%
	-	Quality Management	New	100%	-
	-	Supply Chain Management	New	100%	-
	-	Hospital And Patient Relation Management	New	100%	-
	-	Health Insurance	New	100%	2%
	-	Rural Marketing	New	100%	4%
	-	Fertilizer Technology And Management	New	100%	-
-	Summer Internship	New	100%	-	
IV	18PMB419	International Business Environment	New	100%	5%
	18PMB420	Entrepreneurial Development	New	100%	5%
	18PMB421	Advertising & Brand Management	New	100%	7%
	18PMB422	Retail Management	New	100%	8%
	18PMB423	Financial Services	New	100%	12%
	18PMB424	Financial Institutions and Markets	New	100%	10%
	-	Human Resource Development	New	100%	-
	-	Labour Laws	New	100%	2%

-	Enterprise resource planning	New	100%	3%
-	Cyber law	New	100%	5%
-	Material Management	New	100%	-
-	Production Planning & Control	New	100%	-
-	Hospital Support Services	New	100%	-
-	Operations Management In Healthcare	New	100%	-
-	Food Processing Management	New	100%	-
-	Agri Supply Chain Management	New	100%	3%
	Project Work	New	100%	-
Total (Average)			100%	


Principal

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