



NEHRU MEMORIAL COLLEGE

(An Autonomous Institution Accredited with 'A' Grade by NAAC)

Puthanampatti – 621007

COURSES HAVING FOCUS ON EMPLOYABILITY/ ENTREPRENEURSHIP/

SKILL DEVELOPMENT

PROGRAMME NAME: MBA

SEM	Subject Code	Course Title	Employability	Entrepreneurship	Skill Development
1	18PMB101	CC - I Management concepts		✓	
	18PMB102	CC - II Managerial Communication	✓		
	18PMB103	CC - III Mathematics & Statistics			✓
	18PMB104	CC - IV Managerial Economics		✓	
	18PMB105	CC - V Organisational Behaviour	✓		
	18PMB106	CC - VI Management Accounting			✓
2	18PMB207	CC -VII- Operation Research			✓
	18PMB208	CC-VIII- Production Management	✓		
	18PMB209	CC-IX-Marketing Management		✓	
	18PMB210	CC -X- Financial Management			✓
	18PMB211	CC -XI- Human Resource Management		✓	
	18PMB212	CC -XII-Legal Aspects of Business		✓	
3	18PMB313	CC -XIII- Business Research Methods			✓
	18PMB314	CC -XIV-Strategic Management		✓	
	18PMB315A1	EC- I - Consumer Behaviour	✓		
	18PMB316A2	EC- II - Digital Marketing		✓	
	18PMB317B1	EC- III- Security Analysis & Portfolio Management	✓		
	18PMB318B2	EC- IV- Retail Bank Management Summer Internship	✓		
4	18PMB419	CC -XV-International Business Environment			✓
	18PMB420	CC -XVI-Entrepreneurial Development		✓	
	18PMB421	EC -V - Advertising & Brand Management		✓	

18PMB422	EC -VI - Retail Management	✓		
18PMB423	EC -VII- Financial Services		✓	
18PMB424	EC -VIII- Financial Institutions and Markets	✓		
18PMB425P	Actual Project during the vacation of III semester and Viva Exam before the IV semester Exam			✓


 PG Chairman of BoS

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