

Periyar University
Centre for Distance and Online Education (CDOE)
Online Learning Programme (OL)
Course Details for M.B.A

FIRST SEMESTER

Subject Code	Subject Name	Category
23UPMBA1C01	Management Principles and Business Ethics	Core
23UPMBA1C02	Quantitative Techniques and Research Methods in Business	Core
23UPMBA1C03	Managing Organizational Behaviour	Core
23UPMBA1C04	Accounting for Managers	Core
23UPMBA1C05	Managerial Economics	Core
23UPMBA1C06	Legal Systems in Business	Core
23UPMBA1C07	Entrepreneurship Development	Extra Disciplinary
23UPMBA1S01	Soft Skills I – Executive Communication	Soft Skills

SECOND SEMESTER

Subject Code	Subject Name	Category
23UPMBA1C08	Applied Operations Research	Core
23UPMBA1C09	Human Resource Management	Core
23UPMBA1C10	Marketing Management	Core
23UPMBA1C11	Operations Management	Core
23UPMBA1C12	Financial Management	Core
23UPMBA1C13	Strategic Management	Core
23UPMBA1C14	International Business	Extra Disciplinary
23UPMBA1S02	Soft Skills II – Business Etiquette	Soft Skills
23UPMBA1S03	Soft Skills III – Computing Skills	Soft Skills

THIRD SEMESTER

Subject Code	Subject Name	Category
23UPMBA1C15	Information Systems for Business	Core
	**Choose any one from the list	Elective
	**Choose any one from the list	Elective
	**Choose any one from the list	Elective
	**Choose any one from the list	Elective
	**Choose any one from the list	Elective
	**Choose any one from the list	Elective
	**Choose any one from the list	Elective
23UPMBA1C16	Employability skills	Extra Disciplinary
23UPMBA1S04	Soft Skills IV – Leadership and Team Building Skills	Soft Skills
23UPMBA1I01	***Summer Internship	Internship

**** Students should choose seven elective Courses from the specialization list in consultation with the mentor/course coordinator.**

***** Internship will be carried out after the first year and report need to be submitted before third semester. The marks will be included in the Third Semester Marks Statement.**

FOURTH SEMESTER

Subject Code	Subject Name	Category
23UPMBA1P01	# Project Work & Viva- Voce	Core

Elective: Marketing Management

Subject Code	Subject Name	Category
23UPMBA1EM1	Advanced Marketing Research and Consumer Behaviour	Elective
23UPMBA1EM2	Brand Management	Elective
23UPMBA1EM3	Industrial Marketing	Elective
23UPMBA1EM4	Retail Marketing	Elective
23UPMBA1EM5	Rural Marketing	Elective
23UPMBA1EM6	Digital Marketing	Elective
23UPMBA1EM7	New Product Strategies	Elective

Elective: Human Resource Management

Subject Code	Subject Name	Category
23UPMBA1EH1	Human Resources Development	Elective
23UPMBA1EH2	Organizational Development	Elective
23UPMBA1EH3	Career Management	Elective
23UPMBA1EH4	Emotional Intelligence for Managerial Effectiveness	Elective
23UPMBA1EH5	Learning and Development	Elective
23UPMBA1EH6	Stress Management	Elective
23UPMBA1EH7	Talent Management	Elective

Elective: Business Analytics

Subject Code	Subject Name	Category
23UPMBA1EB1	Fundamentals of Business Analytics	Elective
23UPMBA1EB2	Data Analytics with R Programming	Elective
23UPMBA1EB3	Business Analytics Using Python	Elective
23UPMBA1EB4	Data Analytics in Business Functional Areas	Elective
23UPMBA1EB5	Business Intelligence, Big Data, Cloud Computing	Elective
23UPMBA1EB6	Block Chain Technology	Elective
23UPMBA1EB7	Software Project management	Elective

Elective: Finance Management

Subject Code	Subject Name	Category
23UPMBA1EF1	Corporate Finance	Elective
23UPMBA1EF2	Security Analysis and Portfolio Management	Elective
23UPMBA1EF3	Tax Management	Elective
23UPMBA1EF4	Merchant Banking and Financial Services	Elective
23UPMBA1EF5	Banking and Insurance	Elective
23UPMBA1EF6	Financial Modelling	Elective
23UPMBA1EF7	Capital Markets and Financial Services	Elective