



# WITH “A” GRADE

NAAC RE-ACCREDITATION

STC GEARS UP WITH GUSTO

We take immense pleasure in announcing that STC has been re-accredited with ‘A’ Grade by National Assessment and Accreditation Council, Bangalore.



# Master of Business Administration



# The course content for MBA

## SEMESTER I

- » Management Principles & Practice
- » Organizational Behaviour
- » Managerial Economics
- » Financial & Management Accounting
- » Applied Statistics for Management
- » Executive communication
- » Yoga for Modern Age
- » IT for Managers
- » Management Practice

## SEMESTER II

- » Operations Management
- » Marketing Management
- » Financial Management
- » Human Resource Management
- » Operations Research for Management
- » Research Methods for Management
- » Data Analytics

## SEMESTER III

### Core Subjects

- » Global Business Environment
- » Strategic Management
- » Quantitative Aptitude and Verbal Reasoning
- » Internship/On the Job Training

## SEMESTER IV

### Core Subjects

- » Management Information system & security
- » Ethics and values in Business Laws
- » Project report & viva voce

## Electives: Dual electives

### Elective Subjects - Marketing

- » Promotion Management
- » Export Management
- » Consumer Behaviour
- » Applied Marketing Management
- » Industrial Marketing
- » Marketing Research
- » Brand Management
- » Distribution Management
- » Services Marketing
- » International marketing management

### Elective Subjects - Finance

- » Financial Services
- » Equity Research & Portfolio Management
- » Rural Banking
- » Derivatives Management
- » Strategic Cost Management
- » International Financial Management
- » Insurance & Risk Management
- » Project Appraisal & Finance

### Elective Subjects – Human Resources (HR)

- » Human Resources Development
- » Managing Interpersonal Effectiveness
- » Advanced Behavioural Science
- » Performance Management
- » Labour Welfare & Industrial Relations
- » Organizational Dynamics
- » Training & Development
- » Strategic Human Resource Management

## Elective Subjects - Operations

- » Integrated Materials Management
- » Quality Management Systems
- » Supply Chain Management
- » Total Productive Maintenance (TPM)
- » Total Quality Management (TQM)
- » Technology Management

## Elective Subjects - Systems

- » Information Technology & Applications
- » Software Project Management
- » Data Mining
- » Electronic Data Interchange
- » Information system control & audit
- » E-Commerce
- » Systems Analysis & Design
- » ERP Applications in Business
- » Computer Communication & Network Management

## Elective Subjects - Services

- » Banking Management
- » Health Care & Hospital Management
- » Management of IT Services
- » Rural Marketing
- » Retail Management
- » Tourism and Travel Management

# Admission Procedure



Candidates selected for admission will be intimated by post. They should appear for an interview with their parent / guardian and bring with them the following certificates in original.

- » 10th Mark Sheet
- » Higher Secondary Mark Sheet (+2)
- » Transfer Certificate
- » Community Certificate
- » Passport Size colour photographs  
2 Nos
- » Stamp Size colour photographs  
2 Nos
- » Provisional Certificate
- » Consolidated Mark Sheet
- » Migration Certificate

(Students from other than Bharathiar University)

- » Degree Certificate
- » One set of photo copies (xerox) of all the certificates

**Admission is subject to verification of statement of Marks by the Director of Government Examinations and if the mark sheet is found to be bogus, the admission is liable for cancellation and strict legal action will be taken. Students from other Universities / Boards should also obtain an eligibility certificate from Bharathiar University.**

**The communal reservation policy of Government of Tamilnadu will be followed. All admissions are subject to ratification by Bharathiar University.**



## **SREE SARASWATHI THYAGARAJA COLLEGE**

An Autonomous, NAAC Re-Accredited with 'A' Grade, ISO 9001:2008 Certified Institution,  
Affiliated to Bharathiar University, Coimbatore, Approved by AICTE for MBA/MCA and by UGC for 2(f) & 12(B) status

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