

PERI INSTITUTE OF TECHNOLOGY An Autonomous Institution, Approved by AICTE and Affiliated to Anna University, Chennai Accredited by NAAC							Curriculum PG R - 2025			
DEPARTMENT		MANAGEMENT STUDIES								
PROGRAMME		MASTER OF BUSINESS ADMINISTRATION								
SEMESTER – I										
Sl. No.	Course Code	Course Name	Category	Hours/Week			Credit	Maximum Marks		
				L	T	P		C	CA	ES
THEORY COURSES										
1.	25MB101	Management Concepts and Organization Behaviour	PCC	4	0	0	4	40	60	100
2.	25MB102	Managerial Economics	PCC	4	0	0	4	40	60	100
3.	25MB103	Accounting for Management	PCC	3	1	0	4	40	60	100
4.	25MB104	Statistical Methods for Decision Making	PCC	3	1	0	4	40	60	100
5.	25MB105	Business Research and Methodology	PCC	3	1	0	4	40	60	100
6.	25MB106	Legal Aspects of Business	PCC	3	1	0	4	40	60	100
7.		Non-Functional Elective	NFEC	3	0	0	3	40	60	100
LABORATORY COURSES										
8.	25MB107	Communication for Managers	EEC	0	0	4	2	50	50	100
9.	25MBS01	Functional Overview Project Business Domain A	EEC	0	0	2	1	50	50	100
10.	25MBS02	Business Domain B	EEC	0	0	2	0	50	50	100
Total				23	4	8	30	1000		

NOTE: In the first semester students need to choose one elective from the Non-Functional stream

PERI INSTITUTE OF TECHNOLOGY An Autonomous Institution, Approved by AICTE and Affiliated to Anna University, Chennai Accredited by NAAC								Curriculum PG R - 2025			
DEPARTMENT		MANAGEMENT STUDIES									
PROGRAMME		MASTER OF BUSINESS ADMINISTRATION									
SEMESTER – II											
Sl. No.	Course Code	Course Name	Cat ego ry	Hours/ Week			C r e d i t C	Maximum Marks			
				L	T	P		CA	ES	Total	
THEORY COURSES											
1.	25MB208	Operations Management	PCC	3	1	0	4	40	60	100	
2.	25MB209	Marketing Management	PCC	3	1	0	4	40	60	100	
3.	25MB210	Managing People and Performance in Organization	PCC	3	1	0	4	40	60	100	
4.	25MB211	Financial Management	PCC	3	1	0	4	40	60	100	
5.	25MB212	Information Management	PCC	3	1	0	4	40	60	100	
6.	25MB213	Business Analytics	PCC	3	1	0	4	40	60	100	
7.	25MB214	Quantitative Techniques for Decision Making	PCC	3	1	0	4	40	60	100	
LABORATORY COURSES											
8.	25MB215	Data Analysis and Business Modeling	ECC	0	0	4	2	50	50	100	
9.	25MB216	Data Analytics Using R and Python	ECC	0	0	4	2	50	50	100	
10.	25MBS03	Business Development	EEC	0	0	2	1	50	50	100	

		Process - Project Business Domain A								
11.	25MBS04	Business Domain B	EEC	0	0	2	0	50	50	100
Total				21	7	12	33	1100		

SUMMER INTERNSHIP – A minimum of four weeks of Summer Internship is mandatory. Students must submit the internship report, along with the company certificate, within two weeks from the reopening date of the 3rd semester. The report is expected to be approximately 40 pages in length. The Head of the Department shall forward the report to the Controller of Examinations through the Principal before the last working day of the 3rd semester.

PERI INSTITUTE OF TECHNOLOGY An Autonomous Institution Approved by AICTE and Affiliated to Anna University, Chennai Accredited by NAAC							Curriculum PG R - 2025			
DEPARTMENT		MANAGEMENT STUDIES								
PROGRAMME		MASTER OF BUSINESS ADMINISTRATION								
SEMESTER – III										
Sl. No.	Course Code	Course Name	Category	Hours/Week			Credit	Maximum Marks		
				L	T	P		C	CA	ES
THEORY COURSES										
1.	25MB317	Strategic Management	PC	3	1	0	4	40	60	100
2.	25MB318	International Business	PC	3	1	0	4	40	60	100
ELECTIVE COURSES										
3.		Elective I	PEC	3	0	0	3	40	60	100
4.		Elective II	PEC	3	0	0	3	40	60	100
5.		Elective III	PEC	3	0	0	3	40	60	100

6.		Elective IV	PEC	3	0	0	3	40	60	100
7.		Elective V	PEC	3	0	0	3	40	60	100
8.		Elective VI	PEC	3	0	0	3	40	60	100
LABORATORY COURSES										
9.	25MBS05	Innovation in Small Business / Start-ups Project	EEC	0	0	2	1	50	50	100
10.	25MB319	Summer Internship Functional Areas of Business	EEC	0	0	4	2	50	50	100
11.	25MBS06	Self-Study Course	EEC	2	0	0	1	100	0	100
Total				26	2	6	30	1100		

PERI INSTITUTE OF TECHNOLOGY An Autonomous Institution Approved by AICTE and Affiliated to Anna University, Chennai Accredited by NAAC							Curriculum PG R - 2025			
DEPARTMENT		MANAGEMENT STUDIES								
PROGRAMME		MASTER OF BUSINESS ADMINISTRATION								
SEMESTER – IV										
Sl. No.	Course Code	Course Name	Category	Hours/Week			Credit	Maximum Marks		
				L	T	P		C	CA	ES
LABORATORY COURSES										
1.	25MBS06	Industry Oriented Course	EEC	2	0	0	0	100	0	100
2.	25MB420	Project Work	EEC	0	0	24	12	50	50	100

Total	2	0	24	12	200
--------------	----------	----------	-----------	-----------	------------

TOTAL: 105 CREDITS

NON FUNCTIONAL ELECTIVES (3 Electives)										
Sl. No.	Course Code	Course Name	Category	Hours/Week			Credit	Maximum Marks		
				L	T	P		C	CA	ES
1.	25MBN01	Entrepreneurship Development	NFEC	3	0	0	3	40	60	100
2.	25MBN02	Event Management	NFEC	3	0	0	3	40	60	100
3.	25MBN03	Business Ethics and Corporate Governance	NFEC	3	0	0	3	40	60	100

PROFESSIONAL ELECTIVES (PEC)

FUNCTIONAL SPECIALISATIONS

- ❖ Students can take three elective courses from two functional specializations

PERI INSTITUTE OF TECHNOLOGY An Autonomous Institution Approved by AICTE and Affiliated to Anna University, Chennai Accredited by NAAC						Curriculum PG R - 2025				
DEPARTMENT		MANAGEMENT STUDIES								
PROGRAMME		MASTER OF BUSINESS ADMINISTRATION								
Sl. No.	Course Code	Course Name	Category	Hours/Week	Credit	Maximum Marks				

				L	T	P	C	CA	ES	Total
Stream/ Specialization - Financial Management										
1.	25MBF01	Security Analysis and Portfolio Management	PEC	3	0	0	3	40	60	100
2.	25MBF02	Financial Markets	PEC	3	0	0	3	40	60	100
3.	25MBF03	Banking and Financial Services	PEC	3	0	0	3	40	60	100
4.	25MBF04	Financial Derivatives	PEC	3	0	0	3	40	60	100
5.	25MBF05	Financial Modeling	PEC	3	0	0	3	40	60	100
6.	25MBF06	Risk Management and Insurance	PEC	3	0	0	3	40	60	100
7.	25MBF07	Behavioral Finance	PEC	3	0	0	3	40	60	100
8.	25MBF08	Fintech and Block chain applications in Finance	PEC	3	0	0	3	40	60	100

PERI INSTITUTE OF TECHNOLOGY An Autonomous Institution Approved by AICTE and Affiliated to Anna University, Chennai Accredited by NAAC							Curriculum PG R - 2025			
DEPARTMENT		MANAGEMENT STUDIES								
PROGRAMME		MASTER OF BUSINESS ADMINISTRATION								
Sl. No.	Course Code	Course Name	Category	Hours/Week			Credit	Maximum Marks		
				L	T	P		C	CA	ES
Stream/ Specialization : Marketing Management										

9.	25MBM09	Retail Management	PEC	3	0	0	3	40	60	100
10.	25MBM10	Consumer Behavior	PEC	3	0	0	3	40	60	100
11.	25MBM11	Integrated Marketing Communication	PEC	3	0	0	3	40	60	100
12.	25MBM12	Services Marketing	PEC	3	0	0	3	40	60	100
13.	25MBM13	Sales and Distribution Management	PEC	3	0	0	3	40	60	100
14.	25MBM14	Brand Management	PEC	3	0	0	3	40	60	100
15.	25MBM15	Digital Marketing	PEC	3	0	0	3	40	60	100
16.	25MBM16	Marketing Analytics	PEC	3	0	0	3	40	60	100
Stream/ Specialization : Human Resource Management										
17.	25MBH17	Strategic Human Resource Management	PEC	3	0	0	3	40	60	100
18.	25MBH18	Industrial Relations and Labour Laws	PEC	3	0	0	3	40	60	100
19.	25MBH19	Organizational Change and Development	PEC	3	0	0	3	40	60	100
20.	25MBH20	Negotiation and Conflict Management	PEC	3	0	0	3	40	60	100
21.	25MBH21	Talent and Acquisition Management	PEC	3	0	0	3	40	60	100
22.	25MBH22	Learning and Development	PEC	3	0	0	3	40	60	100
23.	25MBH23	HR Analytics	PEC	3	0	0	3	40	60	100
24.	25MBH24	International HRD	PEC	3	0	0	3	40	60	100
Stream/ Specialization : Operations Management										
25.	25MBO25	Logistics and Supply Chain Management	PEC	3	0	0	3	40	60	100

26.	25MBO26	Total Quality Management	PEC	3	0	0	3	40	60	100
27.	25MBO27	Materials Management	PEC	3	0	0	3	40	60	100
28.	25MBO28	Services Operations Management	PEC	3	0	0	3	40	60	100
29.	25MBO29	Lean Six Sigma	PEC	3	0	0	3	40	60	100
30.	25MBO30	Project Management	PEC	3	0	0	3	40	60	100
31.	25MBO31	Supply chain Analytics	PEC	3	0	0	3	40	60	100
Stream/ Specialization : Business Analytics										
32.	25MBA32	Multivariate Data Analysis	PEC	3	0	0	3	40	60	100
33.	25MBA33	Data Mining & Business Intelligence	PEC	3	0	0	3	40	60	100
34.	25MBA34	Block Chain Technology	PEC	3	0	0	3	40	60	100
35.	25MBA35	Social Media Web Analytics	PEC	3	0	0	3	40	60	100
36.	25MBA36	E-Business Management	PEC	3	0	0	3	40	60	100
37.	25MBA37	Enterprise Resource Planning	PEC	3	0	0	3	40	60	100
38.	25MBA38	Data Visualization	PEC	3	0	0	3	40	60	100