



SRI VENKATESWARAA UNIVERSITY

(A State Private University established under Tamil Nadu Private Universities Act, 2019)
No: 51, GNT Road, Nallur, Near Red hills Toll Plaza, Chennai 600067, Tamil Nadu



COLLEGE OF MANAGEMENT STUDIES

Ph. No: 044-67913044 /9500894514| E-mail: mba@svuniversity.ac.in | Website : <https://svmanagement.ac.in/>

SEMESTER - I						
SUBJECT CODE	SUBJECT	L	T	P	C	
HM24101	MANAGERIAL (MICRO) ECONOMICS	2	0	2	3	
HM24102	BUSINESS COMMUNICATION	2	0	2	3	
HM24103	LEGAL AND BUSINESS ENVIRONMENT	2	0	2	3	
HM24104	FINANCIAL REPORTING , STATEMENTS AND ANALYSIS	2	0	2	3	
HM24105	MARKETING MANAGEMENT	2	0	2	3	
HM24106	OPERATION MANAGEMENT	2	0	2	3	
HM24107	COMPUTER APPLICATION FOR BUSINESS	2	0	2	3	
HM24108	ORGANIZATIONAL BEHAVIOUR	2	0	2	3	
						24
SEMESTER - II						
SUBJECT CODE	SUBJECT	L	T	P	C	
HM24201	BUSINESS STATISTICS AND ANALYTICS FOR DECISION MAKING	2	0	2	3	
HM24202	CORPORATE FINANCE	2	0	2	3	
HM24203	MARKETING RESEARCH	1	0	2	2	
HM24204	PROJECT MANAGEMENT	2	0	2	3	
HM24205	QUANTITATIVE TECHNIQUES	2	0	2	3	
HM24206	CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY	1	0	2	2	
HM24207	HUMAN RESOURCE MANAGEMENT	1	0	2	2	
HM24208	ENTREPRENEURSHIP	1	0	2	2	
HM24209	SUMMER INTERNSHIP	0	0	2	2	
						22

SEMESTER - III

SUBJECT CODE	SUBJECT	L	T	P	C
HM24301	FUNDAMENTALS OF HOSPITAL ADMINISTRATION	2	0	2	3
HM24302	OPERATION MANGEMENT IN HOSPITALS	2	0	2	3
HM24303	EPIDEMIOLOGY AND BIO-STATISTICS	2	0	2	3
HM24304	HOSPITAL AND HEALTH CARE SERVICES MARKETING	2	0	2	3
HM24305	HOSPITAL SUPPORT SERVICES	2	0	2	3
HM24306	HOSPITAL INFORMATION SYSTEM	2	0	2	3
HM24307	LEGAL ASPECTS IN HEALTH CARE	2	0	2	3
HM24308	QUALITY MANAGEMENT IN HOSPITALS	2	0	2	3
HM24309	RISK MANAGEMENT & HEALTH INSURANCE	2	0	2	3
					27

SEMESTER - IV

SUBJECT CODE	SUBJECT	L	T	P	C
HM24401	MEDICAL TOURISM MANAGEMNT	2	0	2	3
HM24402	SAFETY AND DISASTER MANAGEMENT	2	0	2	3
HM24403	MEDICAL TERMINOLOGY	2	0	2	3
HM24404	MEDICAL ETHICS	2	0	2	3
HM24405	PROJECT WORK	0	0	10	10
					22

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SEMESTER - I					
SUBJECT CODE	SUBJECT	L	T	P	C
GM24101	MANAGEMENT CONCEPTS AND ORGANIZATION BEHAVIOR	2	0	2	3
GM24102	ENTERPRISE INFORMATION SYSTEM	2	0	2	3
GM24103	MANAGERIAL ECONOMICS	2	0	2	3
GM24104	ACCOUNTING FOR DECISION MAKING	2	0	2	3
GM24105	LEGAL ASPECTS FOR BUSINESS	2	0	2	3
GM24106	COMMUNICATION SKILLS	2	0	2	3
GM24107	MARKETING MANAGEMANT	2	0	2	3
GM24108	ENTREPRENEURSHIP DEVELOPMENT	2	0	2	3
					24
SEMESTER - II					
SUBJECT CODE	SUBJECT	L	T	P	C
GM24201	FINANCIAL MANGEMENT	2	0	2	3
GM24202	OPERATIONS MANAGEMENT	2	0	2	3
GM24203	HUMAN RESOURCE MANAGEMENT	2	0	2	3
GM24204	STATISTICAL METHODS FOR DECISION MAKING	2	0	2	3
GM24205	OPTIMIZATION TECHNIQUES	2	0	2	3
GM24206	BUSINESS RESEARCH METHODS	2	0	2	3
GM24207	BUSINESS ANALYTICS	2	0	2	3
GM24208	SUMMER INTERNSHIP	0	0	2	2
					23



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SEMESTER - III							
SUBJECT CODE	SUBJECT	L	T	P	C		
GM24301	TOTAL QUALITY MANAGEMENT	2	0	2	3		
GM24302	EVENT MANAGEMENT	2	0	2	3		
HUMAN RESOURCE							
GM24303	STRATEGIC HUMAN RESOURCE MANAGEMNT	2	0	2	4		
GM24304	HUMAN RESOURCE ANALYTICS	2	0	2	4		
GM24305	INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS	2	0	2	4		
FINANCE							
GM24306	FINANCIAL ANALYTICS	2	0	2	4		
GM24307	SECURITY ANALYSISAND PORTFOLIO MANAGEMENT	2	0	2	4		
GM24308	FINANCIAL DERIVATIVES	2	0	2	4		
LOGISTICS							
GM24309	INTRODUCTION TO SHIPPING	2	0	2	4		
GM24310	OPERATION & SUPPLY CHAIN ANALYTICS	2	0	2	4		
GM24311	WAREHOUSING AND INVENTORY MANAGEMENT	2	0	2	4		
MARKETING							
GM24312	INTEGRATED MARKETING COMMUNICATION	2	0	2	4		
GM24313	CUSTOMER RELATIONSHIP MANAGEMENT	2	0	2	4		
GM24314	DIGITAL MARKETING	2	0	2	4		
					30		
SEMESTER - IV							
SUBJECT CODE	SUBJECT	L	T	P	C		
GM24401	STRATEGIC MANAGEMENT	2	0	2	3		
GM24402	INTERNATIONAL BUSINESS	2	0	2	3		
GM24403	PROJECT WORK	0	0	10	10		
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C. D. S.
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