VERY IMPORTANT INST	TRUCTION: MODE (DF PAYMENT
FOR EXAMINATION FI	EE ACCEPTED BY	CHALLAN /
DEMAND DRAFT ONLY		
Cost of Application Rs. 25/- (To be paid along with Examination Fees)	Application No.	MRA

(To be paid along with Examination Fees)

2



UNIVERSITY OF MADRAS																						
INSTITUTE OF DISTANCE EDUCATION APPLICATION FOR MBA DEGREE (SEMESTER SYSTEM) EXAMINATION MAY / OCTOBER 20																						
ATTEICATION T					-					from							, 0			_1\ 4	_0	•
NOTE : BEFORE FILLING THIS APPLICATION PLEASE READ CAREFULLY THE ENCLOSED "INSTRUCTIONS TO CANDIDATES"																						
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Examination Fees should be above, failing which His									For Office Use (D.D. Endorsement)													
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a) In English									PHOTOGRAPH													
b) In Tamil																		OF	SIZ	E		
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5. a) Name of Father																	DI	DULY SIGNED				
b) Name of Mother																BY	TH	IE C	AN	DID	ATE	
6. PRESENT ADDRESS																			_			
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Project Work	.h																-					
OR Optional Su	ojects																+					

9. Details of Previous appearance :

Enrolment Number :

FIRSTYEAR I&IISEMESTER

Paper	Subject	Code	Month & Year	Centre	Marks

SECONDYEAR III & IV SEMESTER

Pap	er	Subject	Code	Month & Year	Centre	Marks
	Proj	ect Work Optional Subjects	-		ł	1
	OR	Optional Subjects				
1						
2						

 Details of exemption, if any, granted (Copy of the exemption order is to be enclosed) 	
11. State whether he/she has been rusticated for malpractice. If yes, give details:	

I hereby declare that I have gone through the "**Instructions to candidates**" as given along with the applicaton form. Accordingly, the information furnished by me in this application is correct to the best of my knowledge and belief.

Station :

Date :

COMPUTER CODING SHEET									
Course: MBA Degree (IDE) Month & Year of Exam Candidates admitted from the academic year									
1. Examination Centre Code : Centre Name									
2. Enrolment Number :									
3. Name of the Candidate : In English In Tamil									
4. Date of Birth : Date Month Year 5. Sex : M.W (M-Men/W-Women)									
6. Year of admission : Batcl	1								
7. DETAILS OF FEES PAID									
1. Examination Fee (including cost of application 2. Statement of Market									
2. Statement of Marks 3. Penalty Fee (if any)	₹								
4. * Provisional Certificate	₹								
5. * Convocation Degree Certificate	₹								
Total Fees	₹								
* FOR FINAL YEAR CANDIDATES APPEARING	FIRST TIME ONLY								
8. Subjects for which the candidate is now appearing (Subject Code should alone be quoted in the columns	r								
FIRST YEAR :									
SECOND YEAR :									
Project Work : OR									
Optional Subjects									
9. Address									
10. Change of address if any : YES NO									
11. Phone No. / Mobile No. :									
12. E-mail ID :									
	Signature of the Candidate								

ADDRESS SLIP

M.B.A. DEGREE (SEMESTER SYSTEM) EXAMINATION, MAY/NOV. 201......

Examination C	entre Enrolment No
Name :	
Address :	
Mobile No.:	PIN :

M.B.A. DEGREE (SEMESTER SYSTEM) EXAMINATION, MAY/NOV. 201......

Examination	Centre Enrolment No
Name :	
Address :	
Mobile No. :	PIN :

M.B.A. DEGREE (SEMESTER SYSTEM) EXAMINATION, MAY/NOV. 201......

Examination Centre	Enrolment No
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M.B.A. DEGREE (SEMESTER SYSTEM) EXAMINATION, MAY/NOV. 201......

Examination (Centre E	nrolment No
Name :		
Address :		
Mobile No.:		PIN :



UNIVERSITY OF MADRAS INSTITUTE OF DISTANCE EDUCATION M.B.A. DEGREE (SEMESTER SYSTEM) EXAMINATION INSTRUCTIONS TO THE CANDIDATES

1. Examinations will be held in the following centres, Candidates may choose any one of the following centres to appear for the Examinations. Each Examination centre is given with a Code Number. Enter the correct Code Number of the Centre legibly in the column provided therefor in the application. This institute reserves all rights to change any of the Examination Centres at its discretion. In such cases, Candidates will be intimated in advance.

Centre	Code	Centre	Code	Centre	Code	Centre	Code	Centre	Code	Centre	Code
Bangaluru	01	Salem	15	Cochin	27	Guruvayoor	49	Mallapuram	61	Kalpetta	77
Mumbai		kumbakona	am 11	Arakonam	32	Baharain	51	Jammu	62	Pune	80
Kolkata	03	Tiruvannamalai	17	Chengalpattu	33	Dubai (U.A.I	E.) 52	Calicut	66	Orissa	84
Coimbatore	04	Tiruchirapalli	18	Patna	35	Singapore	53	Palakkad	75	Nepal	86
Cuddalore	05	Tirunelveli	19	Visakhapatnar	n 37	Srilanka	54	Pathanamthit	ta 76		
New Delhi	06	Thiruvanantha	puram 20	Trissur	42	Doha Qatar	55				
Hyderabad	09	Vellore	23	Shillong	44	Muscat / Om	an 56				
Kanchipuram	10	Villupuram	24	Mysore	45	kuawit	58				
Madurai	12	CHENNAI	25	Gujarat (Bard	oli)46	Kannur	60				
Puducherry	13	Port Blair	26								

2. Attendance for the Personal Contact Programme Ten days is conpulsory in each year. Candidates who did not attend the Personal Contact programmes and did not earn the necessary certificate of attendance and progress will not be permitted to register for the examinations. Those who did not attend the above mentioned programme fully have to compensate by attending the above programmes in the subsequent years with the permission of the Director by paying prescribed fees as per the University rules.

3. The Fee prescribed for the examination are as follows :

Each Written Paper	₹ 400/-	
Project Work	₹ 700/-	
Statement of Marks	₹ 25/-	To be remitted for each appearance
Cost of Application form	₹ 25/-	along with examination Fee
* Provisional Certificate	₹ 125/-	
* Convocation Degree Certificate	₹ 175/-	

* FOR FINAL YEAR CANDIDATES APPEARING FIRST TIME ONLY

4. Candidates who wish to appear for the Examinations in the following centres located outside Tamil Nadu should pay an Additional Fee as noted, besides the above examination fee, Statement of Marks and Cost of Application.

Bangaluru, Mumbai, Kolkata, Hyderabad, Thiruvananthapuram, Cochin, Patna, Kakkinada, Vishakapattanam, Vijayawada, Thrissur, Mysore, Gujarat, Guruvayoor, Kannur, Mallappuram, Jaipur, Aligarh, Goa, Calicut, Warangal, etc.,	` 250/- for each appearance
New Delhi & Port Blair, Jammu, Varanasi, Pakyang, Sikkim, etc.,	` 300/- for each appearance

- 5(a) Candidates shall be permitted to proceed from the First Semester upto Final Semester irrespective of their failure in any of the Examination Subject to the condition that the candidates should register for all the arrears subjects of earlier year along with current (subsequent) subjects.
- 5(b) Candidates shall be eligible to go to subsequent year, only if they earn, sufficient attendance as they prescribed earning less than 50% of attendance due to any extrordinary circumstance such as medical grounds. Such candidates, who shall produce Medical Certificate issued by the Authorised Medical Attendant (AMA), duly certified by the Director, I.D.E., shall be permitted to proceed to the next year and to complete the course of study. Such candidate shall have to repeat the missed year by rejoining after completion of final year of the course, after paying the fee for the break of study as prescribed by the University from time to time.
- 6. Candidates appearing for the examination for the first time (each year) (I/II year) should pay the fees for all the papers.
- 7. Candidates will be permitted for paperwise registration only for subsequent appearance.
- 8. TUITION FEES SHOULD NOT BE REMITTED ALONG WITH THE EXAMINATION FEES UNDER ANY CIRCUMSTANCES.
- 9. The University had made arrangements with the IOB/Indian Bank to collect all fees payable to the Institute in the form of challan WITHOUT ANY SERVICE CHARGE. Hence the students are hereby requested to fill in the IOB/Indian Bank three part challan and pay the same in anyone of the branches of the IOB/Indian Bank.
- 10. Candidates who are unable to appear for the examination in any of the papers for which He/She has registered in May/ Nov. examinations as the case may appear for such papers in the subsequent examinations as and when they are held further. However, the examination fees once paid cannot be refunded in any manner under any circumstances or adjusted for the subsequent examinations or for any other purpose.
- 11. If a candidate has been granted any exemption from appearing for any paper(s) furnish full particulars in the appropriate column and also enclose a photostat copy of the communication received from the Institute in this regard.

- 12. The last date for receipt of filled in application is Notified on the top of this application form. No application will be entertained under any circumstances after the Last Date. They should take into account the postal delays that are likely to occur during transit. Hence, the candidates are advised not to wait till the last date and arrange to forward their application to the Institute much earlier.
- 13. Filled-in application is to be forwarded to the Director, Institute of Distance Education, University of Madras, I.D.E. Building, Chepauk, Chennai 600 005 by registered post with acknowledgment due with the following.
 - (i) Address Slips (Neatly Written)
 - (ii) Computer Coding Sheet
 - (iii) IOB / Indian Bank Challan for Examination Fees
 - (iv) Xerox copy of IOB/India Bank Challan for Tuition Fees
- 14. The examinations are likely to be held during the months of May/Nov. every year.
- 15. The detailed Time-table for the Examination and notification with regard to the **"Examination Centre"** will be sent individually by post about a week before the commencement of the examinations. The Examination Centre Notification will also be posted in the I.D.E. website "www.ideunom.ac.in" and publised as advertisement notification in leading dailies. Individual enquiries will not be entertained.
- 16. Candidates are asked to collect their Hall-Tickets for the examination from the Chief Superintendent of the Examination Centre where he/she has to write the examination, during three working days before the commencement of the first day of the examinations by producing His/Her Identity Card issued by the Institute. No other Identity Card will be entertained for the purpose. No candidate is allowed to collect the Hall Ticket at the neck of the moment OR on the day of the Examinations on any account. <u>Hall Tickets will not be sent to the Candidates address under any circumstances.</u>
- 17. Candidates should keep the Hall-Tickets with them safely until he / she completes the whole examination and should be produced along with his/her Identity Card on each and evert session of the examination. Duplicate Hall-tickets will be issued to Candidates on Payment of prescribed fee of `100/-
- 18. Without the Identity Card no candidate will be allowed to write the examinations. Candidates who lost his / her Identity Card should report to the Director, immediatly to obtain Duplicate Identity Card by remitting the prescribed fee before the commencement of the Examination.
- 19. Any discrepancy found in the Statement of Marks received from this office should be brought to the Notice of the Additional Controller of Examinations, Institute of Distance Education within 15 days from the date of receipt of the same for necessary further action.
- 20. The candidates are permitted to apply for revaluation of papers irrespective of their appearance <u>within the stipulated period of</u> <u>course</u>. The prescribed fees for revaluation for each paper is `750/- No refund of amount will be entertaiend, if applied for ineligible subjects including Project.
- 21. Candidates who have failed/Not passed in any paper/s should appear for such papers in the subsequent Examination to qualify for the degree.
- 22. The Results of the Candidates who have arrears of Tuition Fees / Exam Fee etc. will be withheld. Such candidates should contact the Director I.D.E. and clear off the dues and "No fee Due" certificate should be obtained and produced to the Additional Controller of Examinations. I.D.E. to release their results.
- 23. The Name/Enrolment Number/Subject/Subject Code / Question paper No / Date of Examination should be written legibly by the candidate in the appropriate place provided in the Main Answer Book, and the **Enrolment Number should not be written in any of the inner page of the Main Books on any account.**
- 24. No incriminating materials can be carried inside the examination Hall.
- 25. Candidate are expected to be in their seats 10 minutes before the schedule time of the examination.
- 26. Candidates whose admissions are cancelled by the Director, I.D.E./not earned minimum attendance need not apply of the examination under any circumstances. If they do so the examination taken by them will be cancelled. Such candidates will be allowed to appear for the examination only on production of re-admission intimation obtained from the Director, I.D.E. on payment of Re-admission fees etc.
- 27. Any queries regarding his/her examination (MNA cases) Marks not available case has to be made within a month time from the date of publications of results as the office will preserve his/her answer scripts for a maximum period of six months only for the purpose. No queries will be entertained from the candidate after this period at any circumstances. The answer scripts will be disposed after the stipulated period of six months from the date of publication.
- 28. Any discrepancy found in the Computerized Hall Ticket with regard to Subject code for which She/He has registered for the Examination should bring to the notice of the Additional Controller of Examinations, Institute of Distance Education for further action.
- 29. The Statement of Marks will be sent to the candidates by Speed/Regd.post to their residential address.
- 30. Final Year Candidates should pay a sum of Rs. 300/- towards Provisional Certificate and Degree Certificate.
- 31. <u>Candidates who apply for Revaluation, has to apply for the Examination Simultaneously.</u>

MBA	EXEUCITIVE	- SUBJECT	CODE
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Paper	SUBJECT	SUB CODE
	FIRST YEAR - I Semester	
1.	Management Principles and Process	PBEXA
2.	Quantitative Techniques for Management	PBEXB
3.	Management Accounting	PBEXC
4.	Managerial Economics	PBEXD
5.	Legal Systems in Business	PBEXE
	FIRST YEAR - II Semester	
6.	Marketing Management	PBEXF

Paper	SUBJECT	SUB CODE
	FIRST YEAR - II Semester	
7.	Financial Management	PBEXH
8.	Human Resources Management	PBEXK
9.	Production and Materials Management	PBEXM
10.	Management Information Systems and EDP	PBEXN
	SECOND YEAR - III & IV Semester	
11.	Project Work	PBEX1

MBA - MASTER OF BUSINESS ADMINISTRATION - SUBJECT CODE

Paper	SUBJECT	SUB CODE
	FIRST YEAR	
	I Semester	
1.	Management Principles	PMBSA
2.	Quantitative and Research Methods in Business	PMBSB
3.	Organisational Behaviour	PMBSC
4.	Management Accounting	PMBSD
5.	Managerial Economics	PMBSE
	II Semester	
6.	Legal Systems in Business	PMBSF
7.	Business Communication	PMBSG
8.	Business Ethics	PMBSH
9.	Applied Operations Research	PMBSJ
10.	Business Policy and Strategic Management	PMBSK
	SECOND YEAR	
	III Semester	
11.	Human Resource Management	PMBSL

Paper	SUBJECT	SUB CODE
12.	Marketing Management	PMBSM
13.	Operations Management	PMBSN
14.	Financial Management	PMBSP
15.	Management Information Systems	PMBSR
	IV Semester ELECTIVE SUBJECTS : Marketing	
17.	Marketing Research and Consumer Behaviour	PMSM1
18.	Advertising Management and Sales Promotion	PMSM2
19.	Sales Management and Distribution Management	PMSM3
20.	Service Marketing	PMSM4
21.	Retail Marketing	PMSM5
22.	Project Work & Viva Voce (OR) Any two optional papers from Group A or B or C or D or E or F or G	PMSMP

MBA-MASTER OF BUSINESS ADMINISTRATION / SUBJECT CODE

Paper	SUBJECT	SUB CODE
FINA	NCE	
17.	Corporate Finance	PMSF1
18.	Security Analysis and Portfolio Management	PMSF2
19.	Tax Management	PMSF3
20.	Merchant Banking and Financial Services	PMSF4
21.	Strategic Cost Management	PMSF5
22.	Project Work & Viva Voce (OR) Any two optional papers from Group A or B or C or D or E or F or G	PMSFP

Paper	SUBJECT	SUB CODE
OPE	RATIONS	
17.	Supply Chain Management	PMSO1
18.	World Class Manufacturing	PMSO2
19.	Business Process Management and Outsourcing	PMSO3
20.	Project Management	PMSO4
21.	Maintenance Management	PMSO5
22.	Project Work & Viva Voce (OR) Any two optional papers from Group A or B or C or D or E or F or G	PMSPQ

SYSTEMS

17.	Data Base Management Systems	PMSS1
18.	System Analysis and Design	PMSS2
19.	Decision Support System	PMSS3
20.	E-Business Technology and Management	PMSS4
21.	Knowledge Management System	PMSS5
22.	Project Work & Viva Voce (OR) Any two optional papers from Group A or B or C or D or E or F or G	PMSSP

HUMAN RESOURCE

17.	Industrial and Labour Relations	PMSR1
18.	Human Resources Development (HRD)	PMSR2
19.	Total Quality Management	PMSR3
20.	Training and Development	PMSR4
21.	Performance Management	PMSR5
22.	Project Work & Viva Voce (OR) Any two optional papers from Group A or B or C or D or E or F or G	PMSRP

INTERNATIONALBUSINESS

17.	Export Management and Documentation	PMSN1
18.	International Business Environment	PMSN2
19.	Management Strategies of MNC's	PMSN3
20.	Import Management	PMSN4
21.	International Marketing	PMSN5
22.	Project Work & Viva Voce (OR) Any two optional papers from Group A or B or C or D or E or F or G	PMSNP

EDUCATIONALMANAGEMENT

17.	Educational Policy, Planning & Administration	PMSE1
18.	Economics of Education	PMSE2
19.	Educational Institution Management	PMSE3
20.	Educational Linkage for	
	Educational Management	PMSE4
21.	Educational Technology	PMSE5
22.	Project Work & Viva Voce (OR)	
	Any two optional papers from	
	Group A or B or C or D or E or F or G	PMSEP

MBA - MASTER OF BUSINESS ADMINISTRATION / SUBJECT CODE

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Paper	SUBJECT	SUB CODE
	TRAVEL& TOURISM	
17.	Front Office Management	PMST1
18.	Principles of Tourism	PMST2
19.	Hospitality Management	PMST3
20.	Customer Relations and Services	
	Management	PMST4
21.	Tourism Planning and Marketing	PMST5
22.	Project Work & Viva Voce (OR) Any two optional papers from Group A or B or C or D or E or F or G	PMSTP

Paper	SUBJECT	SUB CODE
	EXPORT AND IMPORT MANAGEMENT	
17.	International Trade and Commerce	PMSI1
18.	Foreign Trade and Policy	PMSI2
19.	International Logistics Management	PMSI3
20.	Cross Cultural Business Management	PMSI4
21.	Foreign Exchange Management	PMSI5
22.	Project Work & Viva Voce (OR) Any two optional papers from Group A or B or C or D or E or F or G	PMSIP

HOSPITALMANAGEMENT

17.	Health Policy & Health Care System	PMSH1
18.	Hospital Planning and Designing	PMSH2
19.	Hospital Records Management	PMSH3
20.	Hospital Care Services	PMSH4
21.	Hospital Support Services	PMSH5
22.	Project Work & Viva Voce (OR) Any two optional papers from Group A or B or C or D or E or F or G	PMSHP

APPARELMANAGEMENT

17.	Textile and fabric Science	PMSA1
18.	Fashion Merchandising	PMSA2
19.	Apparel Manufacturing Technology	PMSA3
20.	Apparel Production Management	PMSA4
21.	Consumer Behaviour in Fashion	PMSA5
22.	Project Work & Viva Voce (OR) Any two optional papers from Group A or B or C or D or E or F or G	PMSAP

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

17.	Logistics and Managing the Supply Chain	PMSL1
18.	International Transport Systems	PMSL2
19.	Inventory and Warehousing Management	PMSL3
20.	Liner Trade and Multimodal Transport	PMSL4
21.	Advanced Operations Research	PMSL5
22.	Project Work & Viva Voce (OR) Any two optional papers from Group A or B or C or D or E or F or G	PMSLP

SHIPPINGAND PORT MANAGEMENT

17.	Port and Terminal Management	PMSP1
18.	Shipping Management	PMSP2
19.	Port Pricing and Finance	PMSP3
20.	Port Marketing and Services	PMSP4
21.	Maritime Business	PMSP5
22.	Project Work & Viva Voce (OR) Any two optional papers from Group A or B or C or D or E or F or G	PMSPP

MBA - MASTER OF BUSINESS ADMINISTRATION - OPTIONAL SUBJECTS

(Students may select any two Subjects from **any one of the following two Groups in lieu of Project Work)**

Paper	SUBJECT	SUB CODE
	GROUP-A	
1.	Rural Marketing	PMG01
2.	Industrial Marketing	PMG02
3.	Customer Relations Management and Relationship Marketing	PMG03
4.	Entrepreneurship and Management of Small Business	PMG04

Paper	SUBJECT	SUB CODE
	GROUP-E	
1.	Integrated Materials Management	PMG17
2.	Value Analysis and Engineering	PMG18
3.	Fashion Retail Management	PMG19
4.	Apparel Quality Managements	PMG20

GROUP-B

1.	Organisational Development	PMG05
2.	Compensation Management	PMG06
3.	Derivatives	PMG07
4.	Risk Management and Insurance	PMG08

GROUP-C

1.	WTO Constitution and Operation	PMG09
2.	Global Investment, Instruments and Institutions	PMG10
3.	Global Tourism	PMG11
4.	Emerging Issues in Tourism	PMG12

GROUP-D

1.	Educational Infrastructure	PMG13
2.	Instructional Design and Curriculum Development	PMG14
3.	Counselling	PMG15
4.	Health Laws and Policies	PMG16

GROUP-F

1.	Logistics and Operations Management	PMG21
2.	Legal Aspects of Shipping	PMG22
3.	Software Project Management	PMG23
4.	Computer Networks	PMG24

GROUP-G

1.	International Transportation Law	PMG25
2.	Transport Economics	PMG26
3.	International Business Law	PMG27
4.	Global Marketing Management	PMG28

MBA INTEGRATED - MASTER OF BUSINESS ADMINISTRATION / SUBJECT CODE

Paper	SUBJECT	SUB CODE
	FIRST YEAR	
1.	Language I	MBS1L
2.	English I	MBS1E
3.	Principles of Management	MBS1A
4.	Financial Accounting	MBS1B
5.	Language II	MBS2L
6.	English II	MBS2E
7.	Managerial Economics	MBS1C
8.	Business Communication	MBS1D

SECOND YEAR

9.	Cost and Management Accounting	MBS2A
10.	Business Environment	MBS2B
11.	Business Regulatory Framework	MBS2C
12.	Business Statistics and Mathematics	MBS2D
13.	Business Organisation	MBS2E
14.	Organisational Behaviour	MBS2G

THIRD YEAR

15.	Financial Management	MBS3A
16.	Marketing Management	MBS3B
17.	Production and Material Management	MBS3C
18.	Human Resource Management	MBS3D
19.	Entrepreneurship Development	MBS3E

Paper	SUBJECT	SUB CODE
	THIRD YEAR	
20.	Banking and Financial Services	MBS3F
21.	Introduction to Information Technology	MBS3G

FOURTHYEAR

22.	Principles of Insurance	MBS4A
23.	Business Ethics	MBS4B
24.	Legal Systems in Business	MBS4C
25.	Research Methodology	MBS4D
26.	Applied Operations Research	MBS4E
27.	Computer Language for Management	MBS4G
28.	Business Policy	MBS4H

FIFTH YEAR

29.	Strategic Management	MBS5A
30.	Management Information System & EDP	MBS5B
31.	International Marketing	MBS5C

ELECTIVE SUBJECTS

	a)MARKETING	
32.	Marketing Research and Consumer Behaviour	MBS01
33.	Advertising Management and Sales Promotion	MBS02
34.	Sales Management and Distribution Management	MBS03
35.	Service Marketing	MBS04

Paper	SUBJECT	SUB CODE
	ELECTIVE SUBJECTS	
	b)FINANCE	
32.	Corporate Finance	MBS05
33	Security Analysis and Portfolio Management	MBS06
34	Tax Management	MBS07
35	Merchant Banking and Financial Services	MBS08
	c)SYSTEMS	
32.	Data Base Management Systems	MBS09
33.	System Analysis and Design	MBS10
34.	Decision Support System	MBS11
35.	E-business Technology and Management	MBS12
	d) HUMAN RESOURCE	
32.	Industrial and Labour Relations	MBS13
33.	Human Resources Development (HRD)	MBS14
34.	Total Quality Management	MBS15
35.	Training and Development	MBS16
	e) OPERATIONS MANAGEMENT	
32.	Supply Chain Management	MBS17
33.	World Class Manufacturing	MBS18
34.	Business Process Management and Outsourcing	MBS19
35.	Project Management	MBS20

Paper	SUBJECT	SUB CODE
	ELECTIVE SUBJECTS	
	f) INTERNATIONAL BUSINESS MANAGEMENT	
32.	Export Management and Documentation	MBS21
33.	Foreign Exchange Management	MBS22
34.	Management Strategies of MNC's	MBS23
35.	Import Management	MBS24
	g) TRAVELAND TOURISM MANAGEMENT	
32.	Front Office Management	MBS25
33.	Principles of Tourism	MBS26
34.	Hospitality Management	MBS27
35.	Customer Relations and Service Management	MBS28
	h)EDUCATIONALMANAGEMENT	
32.	Educational Policy, Planning and Administration	MBS29
33.	Economics of Education	MBS30
34.	Educational Institution Management	MBS31
35.	Institutional Linkage for Educational Management	MBS32
	i)HOSPITALMANAGEMENT	
32.	Health Policy and Health Care-System	MBS33
33.	Hospital Planning and Designing	MBS34
33.	Hospital Records Management	MBS35
34.	Counselling	MBS36

Paper	SUBJECT	SUB CODE
	ELECTIVE SUBJECTS	
	j)APPARELMANAGEMENT	
32.	Textile and Fabric Science	MBS37
33.	Fashion Merchandising	MBS38
34.	Apparel Manufacturing Technology	MBS39
35.	Apparel Production Management	MBS40
	k.EXPORT IMPORT MANAGEMENT	
32.	International Trade and Commerce	MBS41
33.	Foreign Trade and Policy	MBS42
34.	International Logistics Management	MBS43
35.	Cross Cultural Business Management	MBS44
	I) LOGISTICS AND SUPPLY CHAIN MANAGE	MENT
32.	Logistics and Managing the Supply Chain	MBS45
33.	International Transport Systems	MBS46
34.	Inventory and Warehousing Management	MBS47
35.	Liner Trade and Multimodal Transport	MBS48
	m) SHIPPINGAND PORT MANAGEMENT	
32.	Port and Terminal Management	MBS49
33.	Shipping Management	MBS50
34.	Port Pricing and Finance	MBS51
35.	Port Marketing and Finances	MBS52
	PROJECT WORK/OPTIONAL SUBJECTS	
36.	OPTIONAL SUBJECT	
	GROUP-A	
1.	Retail Marketing	MBG01
2.	Rural Marketing	MBG02
3.	Industrial Marketing	MBG03
4.	Customer Relations Management and Relationship Marketing	MBG04

Paper	SUBJECT	SUB CODE
	PROJECT WORK/OPTIONAL SUBJECTS	
	GROUP-B	
1.	Orginisational Development	MBG05
2.	Entrepreneurship and Management of Small Business	MBG06
3.	Derivatives	MBG07
4.	Risk Management and Insurance	MBG08
	GROUP-C	
1.	WTO Constitution and Operation	MBG09
2.	Global Investment, Instruments and Institutions	MBG10
3.	Global Tourism	MBG11
4.	Emerging Issues in Tourism	MBG12
	GROUP-D	
1.	Educational Infrastructure	MBG13
2.	Instructional Design and Curriculam Development	MBG14
3.	Hospital Core Services	MBG15
4.	Hospital Support Services	MBG16
	GROUP-E	
1.	Integrated Materials Management	MBG17
2.	Value Analysis and Engineering	MBG18
3.	Fashion Retail Management	MBG19
4.	Consumer Behaviour in Fashion	MBG20
	GROUP-F	
1.	Logistics and Operations Management	MBG21
2.	Legal Aspects of Shipping	MBG22
3.	Software Project Management	MBG23
4.	Computer Networks	MBG24
	GROUP-G	
1.	International Transportation Law	MBG25
2.	Transport Economics	MBG26
3.	International Business Law	MBG27
4.	Global Marketing Management	MBG28