

### **PSG INSTITUTE OF MANAGEMENT**

Transforming students into powerful professionals and confident entrepreneurs





# MBA [AU]

## TWO YEAR FULL TIME PROGRAMME









AFFILIATED TO ANNA UNIVERSITY
APPROVED BY AICTE, NEW DELHI
ACCREDITED BY NBA





For admissions contact:

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**PSG Institute of Management** 

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#### Eligibility

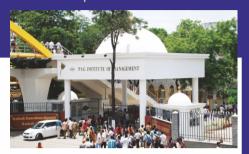
We invite candidates with a recognized full-time Bachelor's Degree (with or without industry experience) in any discipline with minimum 50% marks in aggregate.

#### **Entrance Test**

CAT / MAT / TANCET / ATMA preferred

#### Selection Process

Selection to the programme is based on MAT, ATMA & CAT Scores.
The final selection will be based on Group Discussion and Personal Interview Weightage will be given to candidates with work experience.



#### **Choice Based Credit System (CBCS)**

#### **Course Curriculum**

#### **SEMESTER I**

- Fundamentals for Managers
- Business Environment
- Economics for Decision Making
- Managerial Communication
- Accounting for Managers
- Organizational Behaviour
- Research methods
- Spreadsheet Applications
- Active Learning Program -1
- Managers in Society

#### **SEMESTER II**

- Financial Management
- Human Resource Management
- Marketing Management
- Operations Management
- Business Analytics
- Business Law
- Information Systems Management
- Emotional Intelligence for Managers
- Business Beyond Borders
- Active Learning Program 2

#### **SEMESTER III**

- ■Summer Internship
- Strategic Management
- Elective 1
- Elective 2
- Elective 3
- Elective 4
- Elective 5
- Project Phase-I

#### **SEMESTER IV**

- ■Entrepreneurship and New Venture Creation
- Elective 6
- Elective 7
- Elective 8
- Project Phase-II

#### **List Of Professional Electives**

- Applied Financial Econometrics
- Banking and Financial Services
- Empirical Research in Finance
- Financial Analytics
- Financial Derivatives
- Financial Risk Management
- Fixed Income Securities
- International Financial Management
- Investment and Portfolio Management
- Investment Banking
- Project Appraisal and Finance
- Venture Capital and Private Equity
- Behaviour for Managerial Effectiveness
- Compensation and Benefits Management
- Conflict Management
- Labour Legislation and Industrial Relations
- Leading Organizational Change and Development
- Learning and Development
- Managing Global Workforce
- People Analytics
- Performance Management
- Talent Acquisition and Management
- Brand Management
- Consumer and Buyer Behaviour
- Customer Relationship Management

- Inbound Marketing
- Integrated Marketing Communication
- Marketing Analytics
- Marketing Logistics
- Retail Management
- Sales and Market Development
- Services Marketing
- Design Thinking
- Industrial management
- New Product Development
- Operations Modelling and Simulation
- Project Management
- Supply Chain Management
- Technology Management
- Theory of Constraints
- Total Productive Maintenance and Lean Management
- Total Quality Management
- E-Business Models
- Information Security Management
- Materials Management
- Production Planning
- Artificial Intelligence and Internet of Things
- Data Visualization
- Machine Learning
- Prescriptive Analytics
- Python Programming for Analytics