



SINCE 2008

Ozone
EDUCATION
TIRUR

MBA

BHARATHIAR UNIVERSITY



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PROFESSIONAL COURSES

M.B.A (MASTER OF BUSINESS ADMINISTRATION)

1 Year (Common for all Specializations)

- 1.1. Principles of Management and Organizational Behaviour
- 1.2. Managerial Economics
- 1.3. Accounting and Finance for Managers
- 1.4. Marketing Management
- 1.5. Human Resource Management
- 1.6. Quantitative Techniques for Management
- 1.8. Corporate Communication
- 1.9. Operations Management

01. M.B.A.GENERAL

IIInd Year (28 Specializations)

- 2.1. Productions and Operations Management
- 2.2. Executive Communications
- 2.3. Brand Management
- 2.4. Management Information Systems
- 2.5. International Business
- 2.6. Event Management
- 2.7. Micro-Finance Perspectives and Operations
- 2.8. Business Environment and Ethics
- 2.9. Strategic Management

02. INFORMATION SYSTEM MANAGEMENT

- 2.1. Software Project Management
- 2.2. Database Management system
- 2.3. E-Commerce
- 2.4. Enterprise Resource Planning
- 2.5. Data Mining and Data Warehousing
- 2.6. Knowledge Management & Information Systems
- 2.7. Information Security, System Control & Audit

- 2.6. Business Environment and Ethics
- 2.9. Strategic Management

03 EXPORT MANAGEMENT

- 2.1. International Business Environment
- 2.2. Export Trade & Documentation
- 2.3. Export Finance Procedure
- 2.4. FOREX Management
- 2.5. International Project Management
- 2.6. Logistic Management
- 2.7. International Marketing
- 2.8. Business Environment and Ethics
- 2.9. Strategic Management

04. ENTREPRENEURSHIP

- 2.1. Entrepreneurial Finance
- 2.2. Entrepreneurship Development
- 2.3. Project Management
- 2.4. Information Technology and E- Commerce
- 2.5. Technology Innovation and Sustainable Enterprises
- 2.6. Business Plan and Ethics
- 2.7. Managing Diversity
- 2.8. Business Environment and Ethics
- 2.9. Strategic Management

05. FINANCIAL MANAGEMENT

- 2.1. Indian Capital Market and Financial System
- 2.2. Management of Financial Service
- 2.3. Capital Budgeting and Financial Decisions
- 2.4. Working Capital Management
- 2.5. Risk Management and Insurance
- 2.6. Security Analysis and Portfolio Management
- 2.7. International Financial Management
- 2.8. Business Environment and Ethics
- 2.9. Strategic Management

06. FINANCIAL SERVICE

- 2.1 Marketing of Financial Services
- 2.2 Mutual Funds and Merchant Banking
- 2.3 Legal aspects of financial services
- 2.4 Mergers and Acquisition
- 2.5 Financial Intermediaries Financial Institutions Regulation
- 2.6 Risk Management & Insurance
- 2.7 Treasury Management
- 2.8 Business Environment and Ethics
- 2.9 Strategic Management

07.HOSPITAL MANAGEMENT

- 2.1 Hospital Architecture, Planning and Design
- 2.2 Materials Management
- 2.3 Hospital Operations-I(Patient Care)
- 2.4 Hospital Operation II (Supportive Services)
- 2.5 Bio-Sciences and Epidemiology
- 2.6 Hospital Information System
- 2.7 Health Laws and Policies
- 2.8 Business Environment and Ethics
- 2.9 Strategic Management

08 . INTERNATIONAL BUSINESS

- 2.1 International Human Resource Management
- 2.2 International Business Environment
- 2.3 International Marketing Management
- 2.4 International Financial Management and Accounting
- 2.5 International Business Law
- 2.6 International Banking
- 2.7 Global Business Ethics
- 2.8 Strategic Management

09. MARKETING MANAGEMENT

- 2.1 Consumer Behavior
- 2.2 Industrial & Services Marketing
- 2.3 New Product Development
- 2.4 Marketing Research

- 2.5 Advertising and Sales Promotion
- 2.6 Logistic and Sales Management
- 2.7 International Marketing
- 2.8 Business Environment and Ethics
- 2.9 Strategic Management

10. HUMAN RESOURCES MANAGEMENT

- 2.1 Personnel Management Concepts
- 2.2 Methodology of Training and Development
- 2.3 Human Resource Development & Planing
- 2.4 Industrial Relations Management
- 2.5 Compensation Management
- 2.6 Performance Management: System and Strategies
- 2.7 Organizational Development and change
- 2.8 Business Environment and Ethics
- 2.9 Strategic Management

11. INVESTMENT MANAGEMENT

- 2.1 Derivatives Management and Commodities
- 2.2 Indian Capital Market & Financial System
- 2.3 International Financial Markets
- 2.4 Risk Management and Insurance
- 2.5 Mutual Funds in India
- 2.6 Security Analysis and Portfolio Management
- 2.7 Project Finance and Management
- 2.8 Business Environment and Ethics
- 2.9 Strategic Management

12. RETAIL MANAGEMENT

- 2.1 Buyer Behavior
- 2.2 Retail Operations Management
- 2.3 International Retailing
- 2.4 Retail Planning
- 2.5 Logistics and Sales Promotion
- 2.6 Retail Sales Techniques and Promotion
- 2.7 Direct & Network Marketing
- 2.8 Business Environment and Ethics
- 2.9 Strategic Management

13. SERVICE MANAGEMENT

- 1 Service Marketing
- 2 Customer Relationship Management
- 3 Health Care Services Management
- 4 Hospitality Services Management
- 5 Public Services Management
- 6 Financial Services Management
- 7 Total Quality Services Management
- 8 Business Environment and Ethics
- 9 Strategic Management

14. BANKING AND FINANCE

- 1 Financial Institutions and Services
- 2 Management Control System
- 3 Banking and Insurance Marketing
- 4 Management of Banking and Insurance Company
- 5 Commercial Banking and Role of RBI
- 6 Mutual fund and Management
- 7 Merchant Banking
- 8 Business Environment and Ethics
- 9 Strategic Management

15. PROJECT MANAGEMENT

- 1 Project Formulation and Appraisal
- 2 Project Support System
- 3 Project Planning and Execution
- 4 Project Risk Management
- 5 Project Control System
- 6 Project Management Software
- 7 Small Business Management
- 8 Business Environment and Ethics
- 9 Strategic Management

16. TOURISM AND HOTEL MANAGEMENT

- 1 Hospitality Management
- 2 Tourism Planning and Marketing
- 3 Service Marketing

- 4 International Hospitality Law
- 5 International Tourism Management
- 6 Tourism Business Environments
- 7 Tourism Products
- 8 Business Environment and Ethics
- 9 Strategic Management

17. TECHNOLOGY MANAGEMENT

- 2.1 Total Quality Management
- 2.2 Production Planning and Control
- 2.3 Technology Acquisitions & Diffusion
- 2.4 Technology Finance
- 2.5 Goal programming in Management
- 2.6 Technology Forecasting
- 2.7 R&D Management
- 2.8 Business Environment and Ethics
- 2.9 Strategic Management

18. M.B.A. LOGISTIC & SUPPLY CHAIN MANAGEMENT

- 2.1 Logistic Management
- 2.2 Retail Store and Visual Merchandising
- 2.3 Quality Management and Quality Techniques
- 2.4 Retail Marketing and CRM
- 2.5 Logistic and Supply Chain Management
- 2.6 Export Trade and Documentation
- 2.7 International Marketing
- 2.8 Business Environment and Ethics
- 2.9 Strategic Management

19. MBA (Aviation Management)

- 20 MBA (airline and Airport Management)
- 21 MBA (Shipping and Port Management)
- 22 MBA (Health Care Management)
- 23 MBA (Shipping and Logistic Management)
- 24 MBA (Customer Relationship Management)
- 25 MBA (Costing and Financial Management)
- 26 MBA (Disaster Management)
- 27 MBA (Event Management)
- 28 MBA (Material Management)