



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE

www.sathyabama.ac.in

SCHOOL OF MANAGEMENT STUDIES

DEPARTMENT OF BUSINESS ADMINISTRATION

DATE: 10.02.2020

STUDENT CIRCULAR

.The registration of elective courses for MBA students (2019-2021) Batch has been started. Every student has the option of choosing elective courses during the second semester of the study. The student also has the choice of selecting the electives from electives offered by departments within the school in that semester. Students can select dual specialization and three elective subjects from each chosen specialization. Selection of the course can be made by filling the submission form. The Selection of elective course to be carried out on or before 26.02.2020. The enrolment of course Registration is based on first come.

A handwritten signature in black ink, appearing to read 'Bhuvaneshwari G.', is displayed within a rectangular box.

DR.G.BHUVANESWARI

DEAN, SCHOOL OF MANAGEMENT STUDIES

II - MBA(2019-2021 BATCH) - LIST OF SPECIALIZATION

S.NO	REG NO	NAME OF THE STUDENT	SPECIALIZATION	SECTION
1	39410001	AISHWARYA PRASHER	HR & MARKETING	A1
2	39410002	AJAY HENRY. C	MARKETING & OPERATIONS	A1
3	39410003	AKILANDESWARI VENKATRAMAN IYER	FINANCE & HR	A1
4	39410004	AKSHAYA. K	HR & MARKETING	A1
5	39410005	AKSHAYA.R	FINANCE & HR	A1
6	39410006	ALFIDA ROBLET. R	FINANCE & HR	A1
7	39410007	AMAL FAIZ	HR & MARKETING	A1
8	39410008	AMALADEVI. R	FINANCE & OPERATIONS	A1
9	39410009	AMARCHAND. S	FINANCE & HR	A1
10	39410010	AMEER ARSATH. M	FINANCE & HR	A1
11	39410011	ANCY JOSELIN. J	FINANCE & HR	A1
12	39410012	ANDERSON BLESSWIN. P	OPERATIONS & SYSTEMS	A1
13	39410013	ANDREA KAREN RODRIGUES	FINANCE & HR	A1
14	39410014	ANI ANGEL. L	FINANCE & MARKETING	A1
15	39410015	ANJALI. S	FINANCE & HR	A1
16	39410016	ANNE DARATHY FELICIA. D	FINANCE & HR	A1
17	39410017	ANOOP. A K	FINANCE & HR	A1
18	39410018	ANTONY BRINDHAVADHARSHINI. A P	FINANCE & HR	A1
19	39410019	ARAVIND. K	FINANCE & HR	A1
20	39410020	ARAVIND. S	MARKETING & OPERATIONS	A1
21	39410021	ARAVIND. S	HR & MARKETING	A1
22	39410022	ARAVINDAN. E	FINANCE & MARKETING	A1
23	39410023	ARSHATHY. A	FINANCE & HR	A1
24	39410024	ARUL NEGILAN. G	FINANCE & HR	A1
25	39410025	ARUN KUMAR. P M	HR & MARKETING	A1
26	39410026	ARUNKUMAR. R	HR & MARKETING	A1
27	39410027	ASHWINI. M	LONG ABSENT	A1
28	39410028	ATSHAYA. S	MARKETING & OPERATIONS	A1
29	39410029	AVINASH. B	FINANCE & MARKETING	A1
30	39410030	BALAMURUGAN. R	FINANCE & MARKETING	A1
31	39410031	BANU. A	FINANCE & HR	A1
32	39410032	BENAZIR BANU. T	FINANCE & HR	A1
33	39410033	BHARAGATH NISHA. S	HR & MARKETING	A1
34	39410034	BHARATH. J	MARKETING & OPERATIONS	A1
35	39410035	BHARATHI. M	MARKETING & SYSTEMS	A1
36	39410036	BHUVANESH. G	FINANCE & HR	A1

37	39410037	BIBIANA. B	HR & SYSTEMS	A1
38	39410038	BINEESH. S	MARKETING & OPERATIONS	A1
39	39410039	BINTA BABU	FINANCE & HR	A1
40	39410040	BISMI. M	FINANCE & OPERATIONS	A1
41	39410041	CHARUMATHI. M A	FINANCE & HR	A1
42	39410042	DANIEL SHEM JAYARATHINAM. V	MARKETING & SYSTEMS	A1
43	39410043	DHARSHINI. V	FINANCE & HR	A1
44	39410044	DEEPIKA. P	FINANCE & OPERATIONS	A1
45	39410045	DHANA SURIYA. A	FINANCE & HR	A1
46	39410046	DHANUSH KUMAR. S	FINANCE & MARKETING	A1
47	39410047	DHILEEBAN. P	MARKETING & OPERATIONS	A1
48	39410048	DHINESH BABU. B J	FINANCE & HR	A1
49	39410049	DINESH ASHWIN. R	HR & MARKETING	A1
50	39410050	DINESH. N J	FINANCE & OPERATIONS	A1
51	39410051	EDWARD AROKIAM. A	MARKETING & OPERATIONS	A1
52	39410052	FELIX ANDREW. X C	MARKETING & SYSTEMS	A1
53	39410053	FRANKLIN. J	FINANCE & HR	A1
54	39410054	GANGA KALITA	FINANCE & HR	A1
55	39410055	GAYATHRI. B	FINANCE & HR	A1
56	39410056	GIRIDHAR. R	MARKETING & OPERATIONS	A1
57	39410057	GNANESHWAR. V K	FINANCE & MARKETING	A1
58	39410058	GODLIN PRINCY. D	FINANCE & HR	A1
59	39410059	GODWIN JINO. F	FINANCE & HR	A1
60	39410060	GRACE TEENA. S	FINANCE & HR	A2
61	39410061	HARI RAM. R K	FINANCE & HR	A2
62	39410062	HARINARAYANAN. R	FINANCE & HR	A2
63	39410063	HARI PRASAD. R G	HR & MARKETING	A2
64	39410064	HARITHA. V	HR & MARKETING	A2
65	39410065	HARRINI. U	HR & MARKETING	A2
66	39410066	HEMADARSHINI. J P	FINANCE & HR	A2
67	39410067	HEMALATHA. S	FINANCE & HR	A2
68	39410068	HEMAVATHI. M	HR & MARKETING	A2
69	39410069	INAMULHASSAN. A	FINANCE & MARKETING	A1
70	39410070	INDHUMATHI. L	FINANCE & HR	A2
71	39410071	INFANT FRANCLIN. F	HR & MARKETING	A2
72	39410072	JAGADEESH. V	HR & MARKETING	A2
73	39410073	JAMUNA KALITA	FINANCE & HR	A2
74	39410074	JANANI. R	HR & MARKETING	A2
75	39410075	JANANI. S	FINANCE & MARKETING	A2

76	39410076	JAYAKUMAR. R	HR & MARKETING	A2
77	39410077	JAYALAKSHMI. A	FINANCE & HR	A2
78	39410078	JEFFY FRANK. A	MARKETING & OPERATIONS	A2
79	39410079	JESINTHA MARY. R	FINANCE & HR	A2
80	39410080	JIBIN K ANTONY	FINANCE & HR	A2
81	39410081	JOE ANGELIN ARASI. A	HR & SYSTEMS	A2
82	39410082	JOEL SUBIN. S	HR & MARKETING	A2
83	39410083	JOEL VASANTH ZION. S	HR & MARKETING	A2
84	39410084	JOSANA EMILIN REUBEN JOSEPH	HR & MARKETING	A2
85	39410085	KAAYIYAA. V	HR & SYSTEMS	A2
86	39410086	KALPANA DEVI. N	FINANCE & HR	A2
87	39410087	KAMESH. R	HR & MARKETING	A2
88	39410088	KANDANURU JEELAN BASHA	FINANCE & OPERATIONS	A2
89	39410089	KARANAM SOWMYA	HR & MARKETING	A2
90	39410090	KARTHICK. E	FINANCE & MARKETING	A2
91	39410091	KARTHIK RAJA. S	HR & MARKETING	A2
92	39410092	KARTHIK. S	FINANCE & MARKETING	A2
93	39410093	KARTHIKEYAN. S	FINANCE & HR	A2
94	39410094	KAVITHA. M	HR & SYSTEMS	A2
95	39410095	KEERTHANA. A	HR & SYSTEMS	A2
96	39410096	KEERTHANA. S M	FINANCE & HR	A2
97	39410097	KESAVAN. S	FINANCE & OPERATIONS	A2
98	39410098	KIRAN KUMAR. B V M S	FINANCE & OPERATIONS	A2
99	39410099	KRITHIKA. D	FINANCE & HR	A2
100	39410100	LAKSHMANAN. L	FINANCE & HR	A2
101	39410101	LEKHASHREE. A	FINANCE & HR	A2
102	39410102	LINSHA. C	FINANCE & HR	A2
103	39410103	LINU JAMES	HR & MARKETING	A2
104	39410104	LOGESH KUMAR. R	FINANCE & MARKETING	A2
105	39410105	MAHALAKSHMI. D	FINANCE & HR	A2
106	39410106	MALARKODI. S V	MARKETING & OPERATIONS	A2
107	39410107	MANOJKUMAR. S	MARKETING & OPERATIONS	A2
108	39410108	MANOJ SAMSON. S	FINANCE & HR	A2
109	39410109	MARIA DIANA. A	FINANCE & HR	A2
110	39410110	MARIA RABINSHA. J	FINANCE & HR	A2
111	39410111	MARIA SARAH. A	FINANCE & HR	A2
112	39410112	MARIA SHALINI. R	HR & MARKETING	A2
113	39410113	MARIYA SANDHYA. B	FINANCE & HR	A2
114	39410114	MARY ARCHANA. D	FINANCE & HR	A2

115	39410115	MARY SHERENA. A	FINANCE & HR	A2
116	39410116	MATHURA. K	HR & MARKETING	A2
117	39410117	MD ALI HASSAN	FINANCE & MARKETING	A2
118	39410118	MEGHA. C	FINANCE & HR	A2
119	39410119	MITHUNMITA. R	FINANCE & HR	A2
120	39410120	MOHAMAD ASHRAF. A	FINANCE & HR	A3
121	39410121	MOHAMMED AYUB. A	FINANCE & HR	A3
122	39410122	MOHAMMED ISMAIL. J N	FINANCE & HR	A3
123	39410123	MOHAN. K	HR & SYSTEMS	A3
124	39410124	MOHANA BHARATHI. G	MARKETING & SYSTEMS	A3
125	39410125	MOHANA. S	LONG ABSENT	A3
126	39410126	MOUNIKA. T	FINANCE & OPERATIONS	A3
127	39410127	MRUTHULA. R	FINANCE & HR	A3
128	39410128	MULLAINAYAKI. S V	MARKETING & OPERATIONS	A3
129	39410129	MURUGANANDHAM. S	FINANCE & OPERATIONS	A3
130	39410130	NANDHINI POOJA. R	OPERATIONS & SYSTEMS	A3
131	39410131	NANDHINI. S	FINANCE & HR	A3
132	39410132	NARENDRAN. K	FINANCE & HR	A3
133	39410133	NATARAJ. V	OPERATIONS & SYSTEMS	A3
134	39410134	NATHIKA. S	FINANCE & HR	A3
135	39410135	NAVEEN KUMAR YADAV. C	HR & MARKETING	A3
136	39410136	NEELAKANDAN. K	MARKETING & OPERATIONS	A3
137	39410137	NEHA KUMARI	FINANCE & MARKETING	A3
138	39410138	NIMITH PAUL SAJAN	FINANCE & HR	A3
139	39410139	NISHOTHA JESMENT. M	FINANCE & OPERATIONS	A3
140	39410140	NITHYA BHARATHI. A	FINANCE & MARKETING	A3
141	39410141	NIVETHA. M	FINANCE & OPERATIONS	A3
142	39410142	PASUPULETI NIKHILESH	FINANCE & MARKETING	A3
143	39410143	PAVEENA. P	FINANCE & HR	A3
144	39410144	PAVITHRA DEVI. V	FINANCE & HR	A3
145	39410145	PAVITHRAN. K	MARKETING & OPERATIONS	A3
146	39410146	PEKETI NAGA JYOTHI	HR & MARKETING	A3
147	39410147	PETER FELIX. A	MARKETING & OPERATIONS	A3
148	39410148	PHILO STEPHY. A	MARKETING & SYSTEMS	A3
149	39410149	POOJA BHAVANA. T	FINANCE & HR	A3
150	39410150	POORNIMA. P	FINANCE & HR	A3
151	39410151	PRABAKARAN. V	FINANCE & HR	A3
152	39410152	PRASANTH. S	MARKETING & OPERATIONS	A3
153	39410153	PRAVEENA. R	MARKETING & SYSTEMS	A3

154	39410154	PRAVIN KUMAR. G	FINANCE & HR	A3
155	39410155	PRECI INFANTA. A	FINANCE & HR	A3
156	39410156	PREETHA DEVI. S	FINANCE & HR	A3
157	39410157	PREETHI. C	FINANCE & HR	A3
158	39410158	PRIANKA. G	FINANCE & HR	A3
159	39410159	PRIYA. M	FINANCE & OPERATIONS	A3
160	39410160	PRIYA. R	FINANCE & MARKETING	A3
161	39410161	PRIYADARSHINI. G	FINANCE & OPERATIONS	A3
162	39410162	PRIYADARSHINI. R	FINANCE & HR	A3
163	39410163	PUNISHKAR. P	FINANCE & OPERATIONS	A3
164	39410164	PURUSHOTHAMAN. S	FINANCE & OPERATIONS	A3
165	39410165	RACHAPALLI SPANDHANA	HR & MARKETING	A3
166	39410166	RAGHUL. D	HR & SYSTEMS	A3
167	39410167	RAMESH. R	MARKETING & OPERATIONS	A3
168	39410168	RAMYA KALYANI. H	FINANCE & OPERATIONS	A3
169	39410169	RAMYA. R	FINANCE & HR	A3
170	39410170	RAMYA. R	FINANCE & HR	A3
171	39410171	RANJEETH KUMAR. B	HR & MARKETING	A3
172	39410172	RATHIYA MARY. V	OPERATIONS & SYSTEMS	A3
173	39410173	REETHIKA. M	FINANCE & HR	A3
174	39410174	ROSHINI PRANJANA. N V	FINANCE & HR	A3
175	39410175	RUPERT RAYNER. R	FINANCE & OPERATIONS	A3
176	39410176	SAHAYA ARUL ANISHA. A	FINANCE & HR	A3
177	39410177	SAHAYA SAHANA. F	FINANCE & HR	A3
178	39410178	SAI SANKARA NARAYANAN. B	FINANCE & OPERATIONS	A3
179	39410179	SAI SOWMIYA. S	HR & SYSTEMS	A3
180	39410180	SAM ASHWIN. S R	FINANCE & HR	A3
181	39410181	SANDHANA SILVIYA. M	FINANCE & HR	A4
182	39410182	SANGEETHA. S	LEFT	A4
183	39410183	SANJAL. V	FINANCE & MARKETING	A4
184	39410184	SANJAY KUMAR. S	FINANCE & OPERATIONS	A4
185	39410185	SANTHOSH KUMAR. K	MARKETING & OPERATIONS	A4
186	39410186	SANTHOSH. R	HR & SYSTEMS	A4
187	39410187	SARAVANAN. V	HR & MARKETING	A4
188	39410188	SATHISH KUMAR. J	FINANCE & MARKETING	A4
189	39410189	SATHVEENA. A	FINANCE & HR	A4
190	39410190	SEETHAL ANILAN	FINANCE & HR	A4
191	39410191	SELINA VINEETHA WILLIAM	FINANCE & HR	A4
192	39410192	SELVA SURYA. S	HR & SYSTEMS	A4

193	39410194	SHANMUGA PRIYA. K	FINANCE & OPERATIONS	A4
194	39410195	SHEEBA. S	FINANCE & MARKETING	A4
195	39410196	SHINY MARY HELDT. I	FINANCE & HR	A4
196	39410197	SHIRLEY JASMINE LYDIYA. P	FINANCE & OPERATIONS	A4
197	39410198	SHIVANI BHATTACHARYA	HR & SYSTEMS	A4
198	39410199	SHREENATH	FINANCE & MARKETING	A4
199	39410200	SHWETHA.S	HR & MARKETING	A4
200	39410201	SHYNI. S	FINANCE & HR	A4
201	39410202	SILVIYA JASY. J	HR & MARKETING	A4
202	39410203	SIVASANKAR. T	HR & SYSTEMS	A4
203	39410204	SNEHA. M	FINANCE & HR	A4
204	39410205	SOUNDARYA. A C	FINANCE & HR	A4
205	39410206	SOUNDARYA. B	MARKETING & SYSTEMS	A4
206	39410207	SRIKANTH PARI. V	MARKETING & OPERATIONS	A4
207	39410208	SRIVATHSAN. K	HR & MARKETING	A4
208	39410209	SRUTI. C R	MARKETING & OPERATIONS	A4
209	39410210	SUMITHRA. Y	HR & MARKETING	A4
210	39410211	SUNILKUMAR. P	FINANCE & MARKETING	A4
211	39410212	SURAM LAKSHMI MOUKTHIKA	HR & MARKETING	A4
212	39410213	SURIYA. S	FINANCE & MARKETING	A4
213	39410214	SWARNA GUPTA	FINANCE & HR	A4
214	39410215	SWETHA. N	FINANCE & HR	A4
215	39410216	SWETHA. S	FINANCE & HR	A4
216	39410217	THARINI. S	FINANCE & HR	A4
217	39410218	THOTMALING LUNGLENG	FINANCE & MARKETING	A4
218	39410219	TONY. J	HR & MARKETING	A4
219	39410220	TOSIYO FRANKLIN. F	FINANCE & OPERATIONS	A4
220	39410221	TRIYAMBIKA. J S	HR & MARKETING	A4
221	39410222	UMA. R	FINANCE & HR	A4
222	39410223	VAISHNAVI. P	FINANCE & HR	A4
223	39410224	VEERA RAGAVAN. R	FINANCE & HR	A4
224	39410225	VENUGOPAL. T K	MARKETING & OPERATIONS	A4
225	39410226	VIDHYA. P	FINANCE & HR	A4
226	39410227	VIGNESH. M	HR & MARKETING	A4
227	39410228	VIGNESHWARAN. V	FINANCE & MARKETING	A4
228	39410229	VIJAY KUMAR. M	HR & MARKETING	A4
229	39410230	VIJAY. K	FINANCE & OPERATIONS	A4
230	39410231	VIJAYA RAJ. T	FINANCE & OPERATIONS	A4
231	39410232	VIJAYALAKSHMI. R	FINANCE & MARKETING	A4

232	39410233	VIJAYALAKSHMI. T	FINANCE & HR	A4
233	39410234	VIJAYARAGAVAN SREE LAKSHMI	FINANCE & HR	A4
234	39410235	VIJIYAN AJITH	FINANCE & HR	A4
235	39410236	VINCY VINOLA. X	HR & MARKETING	A4
236	39410237	VISHAL. T	FINANCE & MARKETING	A4
237	39410238	YESHVANTH. S	HR & MARKETING	A4
238	39410239	YOGESH. S	LEFT	A4
239	39410240	YOGESHWARI. S	FINANCE & HR	A4
240	39410241	YUVARAJ. M	FINANCE & MARKETING	A4
241	39410242	SACHIN KUMAR. S	FINANCE & OPERATIONS	A3
242	39410243	AVINASH. B	FINANCE & OPERATIONS	A1
243	39410244	NUSRATH NISHA. M	FINANCE & HR	A3
244	39410245	DAYANA. P V	HR & MARKETING	A1
245	39410246	ANISHA. D L	HR & MARKETING	A1
246	39410247	LINDA PATRICKA. P T	FINANCE & HR	A2
247	39410248	KHOKUL BAARATHI. S	HR & SYSTEMS	A2
248	39410249	KARTHIK RAJA. K	LONG ABSENT	A2
249	39410250	PERIYA NAYAHAM. A	FINANCE & OPERATIONS	A3
250	39410251	ANAND. M	HR & MARKETING	A1
251	39410252	DHAMODHARAN. K	FINANCE & HR	A1
252	39410253	RIXON RAJA. R	OPERATIONS & SYSTEMS	A3
253	39410256	TAMILSELVAN. P	FINANCE & OPERATIONS	A4
254	39410257	BALAJI. E	MARKETING & OPERATIONS	A1
255	39410258	VAIDEHI SRIKRISHNA	HR & MARKETING	A4

SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY
SCHOOL OF MANAGEMENT STUDIES
II MBA – III Semester – Batch - 2019-2021

Date: 10.02.2020

Selection of Specialisation & Elective Subjects for the III Semester

The students of II MBA, III Semester are asked to select their dual specialisation and three elective subjects from each chosen specializations for the III Semester. The elective subjects offered, under each specialisation are as follows:

FINANCE - ELECTIVES		
SBAA7001	Banking and Insurance	
SBAA7002	Investment Analysis and Portfolio Management	
SBAA7003	Strategic Financial Management	
SBAA7004	Financial Institutions and Services	
SBAA7005	Rural and Microfinance	
SBAA7006	International Finance	
SBAA7007	Risk Management	
SBAA7008	Project Finance	

MARKETING - ELECTIVES		
SBAA7009	Consumer Behaviour	
SBAA7010	Advertising Management and Sales Promotion	
SBAA7011	Strategic Marketing	
SBAA7012	Brand Management and Retailing	
SBAA7013	Services Marketing	
SBAA7014	Relationship Marketing	
SBAA7015	Business to Business Marketing	
SBAA7016	Rural Marketing	

HR - ELECTIVES		
SBAA7017	Advanced Labour Laws	
SBAA7018	Human Capital Management	
SBAA7019	Strategic Human Resource Management	
SBAA7020	International Human Resource Management	
SBAA7021	Organisational Change and Development	
SBAA7022	Leadership, Power and Politics	
SBAA7023	Conflict Management and Negotiation	
SBAA7024	Performance and Compensation Management	

OPERATIONS - ELECTIVES		
SBAA7025	Logistics Management	
SBAA7026	Supply Chain Management	
SBAA7027	Strategic Operations (Operations Strategy)	
SBAA7028	Service Operations Management	
SBAA7029	Quality Management	
SBAA7030	Lean Management	
SBAA7031	Environment and Safety Management	
SBAA7032	Warehouse and Inventory Management	

SYSTEMS - ELECTIVES		
SBAA7033	Managing E-Business	
SBAA7034	Information System Management	
SBAA7035	Database Management System	
SBAA7036	Data Mining and Business Analytics	
SBAA7037	Internet of Things	
SBAA7038	Software Project Management	
SBAA7039	Knowledge Management	
SBAA7040	System Analysis and Design	

Name of the Student	Register Number	Signature with date

SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY
SCHOOL OF MANAGEMENT STUDIES
II MBA – III Semester – Batch - 2019-2021

Date: 10.02.2020

Selection of Specialisation & Elective Subjects for the III Semester

The students of II MBA, III Semester are asked to select their dual specialisation and three elective subjects from each chosen specializations for the III Semester. The elective subjects offered, under each specialisation are as follows:

FINANCE - ELECTIVES		
SBAA7001	Banking and Insurance	
SBAA7002	Investment Analysis and Portfolio Management	
SBAA7003	Strategic Financial Management	
SBAA7004	Financial Institutions and Services	
SBAA7005	Rural and Microfinance	
SBAA7006	International Finance	
SBAA7007	Risk Management	
SBAA7008	Project Finance	

MARKETING - ELECTIVES		
SBAA7009	Consumer Behaviour	✓
SBAA7010	Advertising Management and Sales Promotion	✓
SBAA7011	Strategic Marketing	✓
SBAA7012	Brand Management and Retailing	
SBAA7013	Services Marketing	
SBAA7014	Relationship Marketing	
SBAA7015	Business to Business Marketing	
SBAA7016	Rural Marketing	

HR - ELECTIVES		
SBAA7017	Advanced Labour Laws	
SBAA7018	Human Capital Management	
SBAA7019	Strategic Human Resource Management	
SBAA7020	International Human Resource Management	
SBAA7021	Organisational Change and Development	
SBAA7022	Leadership, Power and Politics	
SBAA7023	Conflict Management and Negotiation	
SBAA7024	Performance and Compensation Management	

OPERATIONS - ELECTIVES		
SBAA7025	Logistics Management	✓
SBAA7026	Supply Chain Management	✓
SBAA7027	Strategic Operations (Operations Strategy)	✓
SBAA7028	Service Operations Management	
SBAA7029	Quality Management	
SBAA7030	Lean Management	
SBAA7031	Environment and Safety Management	
SBAA7032	Warehouse and Inventory Management	

SYSTEMS - ELECTIVES		
SBAA7033	Managing E-Business	
SBAA7034	Information System Management	
SBAA7035	Database Management System	
SBAA7036	Data Mining and Business Analytics	
SBAA7037	Internet of Things	
SBAA7038	Software Project Management	
SBAA7039	Knowledge Management	
SBAA7040	System Analysis and Design	

Marketing & Operations.

Name of the Student	Register Number	Signature with date
AJAY HENRY.C	39410002	Ajay.C

SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY
SCHOOL OF MANAGEMENT STUDIES
II MBA – III Semester – Batch - 2019-2021

Date: 10.02.2020

Selection of Specialisation & Elective Subjects for the III Semester

The students of II MBA, III Semester are asked to select their dual specialisation and three elective subjects from each chosen specializations for the III Semester. The elective subjects offered, under each specialisation are as follows:

FINANCE - ELECTIVES		
SBAA7001	Banking and Insurance	
SBAA7002	Investment Analysis and Portfolio Management	
SBAA7003	Strategic Financial Management	
SBAA7004	Financial Institutions and Services	
SBAA7005	Rural and Microfinance	
SBAA7006	International Finance	
SBAA7007	Risk Management	
SBAA7008	Project Finance	

MARKETING - ELECTIVES		
SBAA7009	Consumer Behaviour	✓
SBAA7010	Advertising Management and Sales Promotion	✓
SBAA7011	Strategic Marketing	✓
SBAA7012	Brand Management and Retailing	
SBAA7013	Services Marketing	
SBAA7014	Relationship Marketing	
SBAA7015	Business to Business Marketing	
SBAA7016	Rural Marketing	

HR - ELECTIVES		
SBAA7017	Advanced Labour Laws	✓
SBAA7018	Human Capital Management	✓
SBAA7019	Strategic Human Resource Management	✓
SBAA7020	International Human Resource Management	
SBAA7021	Organisational Change and Development	
SBAA7022	Leadership, Power and Politics	
SBAA7023	Conflict Management and Negotiation	
SBAA7024	Performance and Compensation Management	

OPERATIONS - ELECTIVES		
SBAA7025	Logistics Management	
SBAA7026	Supply Chain Management	
SBAA7027	Strategic Operations (Operations Strategy)	
SBAA7028	Service Operations Management	
SBAA7029	Quality Management	
SBAA7030	Lean Management	
SBAA7031	Environment and Safety Management	
SBAA7032	Warehouse and Inventory Management	

SYSTEMS - ELECTIVES		
SBAA7033	Managing E-Business	
SBAA7034	Information System Management	
SBAA7035	Database Management System	
SBAA7036	Data Mining and Business Analytics	
SBAA7037	Internet of Things	
SBAA7038	Software Project Management	
SBAA7039	Knowledge Management	
SBAA7040	System Analysis and Design	

HR and Marketing

Name of the Student	Register Number	Signature with date
Rachapalli Spondhane	39410165	Spondhane . R